# Rajasthan
## Startup Ecosystem

Monthly
Progress
Report | **2017**
December Edition

iSTART

RAJASTHAN STACK

QRATE

CHALLENGE FOR CHANGE

iStart NEST
Rajasthan Incubation Center

BHAMASHAH TECHNOFUND

# Overview:

In recent years, Rajasthan has become the favoured destination for budding entrepreneurs owing to the State's vast potential and resources in the field of minerals, tourism, handicrafts, renewable energy, etc. And Jaipur is fast becoming the next startup hub of India. There are certain factors that position Jaipur as the ideal destination for technology-based innovative startups such as social and physical infrastructure, low cost of living, excellent connectivity and city traffic, large number of technical and professional colleges and proximity to NCR.

With these factors in mind, it had been decided that the first iStart Nest incubator would be opened in the Pink city. This one of a kind incubator providing end-to-end acceleration and connection with venture capitalists across the world for free to Startups was inaugurated by Chief Minister Smt. Vasundhara Raje during the Digifest held at Udaipur on 2nd-3rd December. The Digifest in Udaipur also saw launching of several new initiatives by the Government of Rajasthan including a 1st-ever vernacular email service, in Hindi, for state residents, thus becoming currently the only Indian state to have a vernacular Hindi language email.
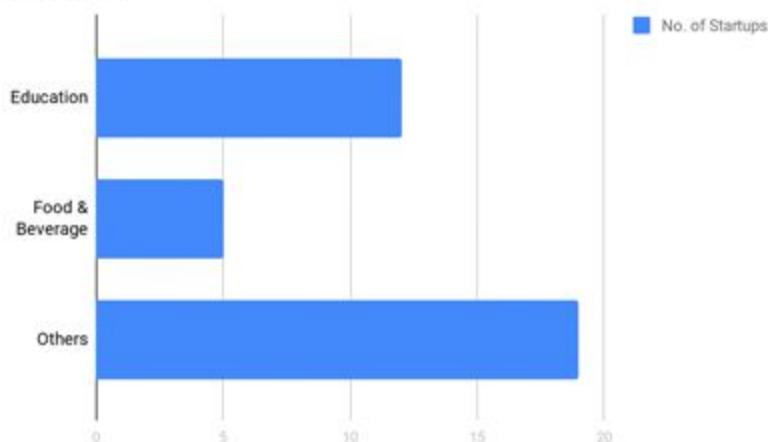
During the month, the Government of Rajasthan was also involved in the Tie-Con Conference held on 15th-16th December at New Delhi, facilitating the participation of 50 participants from among the startups registered with iStart, thus providing them the opportunity to showcase their products during the 2 day long event, along with a waiver of registration fee.

Traction

Sector - The portal provides multiple sectors under various categories. In the month of December, two sectors covered almost 50% of the total startups registered: Education and Food & Beverage.

**Industry sector**



## Incubators:

The first incubator was started under the iStart flagship initiative in the December month at Jaipur. This was inaugurated by Chief Minister Smt. Vasundhara Raje during the Digifest in Udaipur. Also, as a reward the 3 winners of the Hackathon 3.0 are to be incubated at the iStart Nest incubator facility, by the Rajasthan government.

## Business Updates:

Expansion Strategy: The Government of Rajasthan's focal point is mushrooming the startup culture in the state by not just funding the established and growth-bearing startups but also the new and pristine startups. As part of this, the Government recognises the need for fostering the startup culture in other parts of the state as well apart from the capital city Jaipur. Hence, as the iStart program gathers greater momentum, the government would look to expand the footprint of iStart Nest and open incubators in other cities of the state in the coming months.

## Key agenda for next month/upcoming events:

Participation in the Jaipur Literature Festival 2018 in the month of January to spread awareness about iStart and to facilitate participation of Startups registered on iStart platform to demonstrate their products/solutions to a larger audience in one of the most premier annual events to be held in Jaipur. Also, to be involved at IIMA's annual cultural festival 'Chaos' to introduce iStart to the fest attendees and conduct mentorship sessions as well.

## Notable event:

**Digifest 2017 - Udaipur Edition:** DoIT&C, Government of Rajasthan organized the 2nd edition of Digifest in the city of Lakes, Udaipur. This 2-day Carnival of technology saw an incredible participation from startup and technology enthusiasts from across the state. At the IT festival there were various start-ups which displayed their ongoing work, business model and how they plan to disrupt the market with their ideas. The Government of Rajasthan organized various contests as part of Hackathon 3.0, expert sessions and showcasing of various eGovernance schemes, all in one go. The event was organized at Mohanlal Sukhadia University (MLSU) auditorium, University road Udaipur on 2-3 December 2017.



### i) Key Highlights

Hackathon 3.0 - a 24-hour long Hackathon was organized which saw more than 1500 participants from various parts of India, working on their desired IT projects. These Hackathon projects covered areas of interests like Internet of Things, Artificial Intelligence, Machine learning, Virtual Reality, Big Data, Blockchain and many more. The day-long hackathon was concluded on 6 am Sunday morning and the winners for the same received prices worth Rs 15 Lakh, 10 Lakh and Rs 7.5 Lakh for the first, second and the third place respectively. In addition, 10 more award categories offered the participants, prizes like Tablets and smartphones as well.

**eGovernance Exhibitions -** There was a huge space dedicated to the Exhibition where majority of the Rajasthan Government projects were displayed be it E-Mitra, Bhamasha, e-BAZAAR, Rajasthan Recruitment Portal etc. Here majority of the government schemes were displayed and exciting part was it was getting displayed live through VCs to various parts of Rajasthan. There were few stalls which were dedicated to Robotics, Artificial Intelligence, 3D Modeling etc. which showcased how Rajasthan is gearing up for the race to become number one in tech.



**DEPARTMENT OF INFORMATION TECHNOLOGY & COMMUNICATION**

GADGETS TO USE

**eBAZAAR**

- Provides single window access for e-Commerce activities for various products
- Aims to promote Rajasthan local artisans and increase their sales through digital platform
- Bridges the rural-urban divide by extending the reach of products
- Developed using dynamic Store Management System
- Integrated with Rajasthan Payment Platform for all commercial transactions, online payments, etc
- Products sold via this platform:
- Electrical products under UJALA scheme

**Seminar sessions on IT, Startups and eGovernance -**
the thrust of the event was towards taking steps for improving the quality of life and making creative cities of the future better through design, innovation, and technology. During the two days, people from the corporate world including startups will spoke on how technology is impacting life. Speakers from various established firms across the globe like Uber, Microsoft, Autodesk and more participated to boost the morale of IT students and professionals present at the event.



**i) Key Highlights**
ii) New launches at the Udaipur Digifest
At the Udaipur Digifest, December 2017 Hon'ble Chief Minister, Smt. Vasundhara Raje launched several initiatives for startups and gifted several other citizen-centric services to State's people. This includes:
> E-gyan darpan

> E-mitra+

> e-Health card - E health card will save time for critical illness and take health security to next level in Rajasthan

> Abhay Command Centre Udaipur

### iii) Keynote speakers

The second edition of Rajasthan Digifest witnessed participation of various renowned dignitaries from across the globe with Mr. Mohandas Pai, Chairman Manipal Group, Mr. Pradeep Nair, MD Autodesk, Mr. Ritesh Agarwal, Founder OYO Rooms, Mr. Colin Tooze, Director (Public Affairs) Uber.



**Participation of the Government of Rajasthan in the Tie-Con conference 15th-16th December, 2017:** TiECON Delhi 2017 was a two day mega event focusing on bringing out disruptive business models, translating thoughts into action, and celebrating success and failure at each step of entrepreneurship. The event was spread across 2 days on 15th-16th December, 2017 and was attended by several startups, serial entrepreneurs, VC and angel investors, policy makers – National and State and academia. Rajasthan participated as 'Partner State/Sponsor State' in the event and as a partner state/sponsor state, a 12 member delegation from Department of IT&C, Government of Rajasthan was present at the event in New Delhi.

## Salient points of the event:

> Government of Rajasthan facilitated the participation of 50 participants from among the startups registered with iStart providing them the opportunity to showcase their products during the 2 daylong event along with a waiver of registration fee

> Rajasthan pavilion was one of the most visited pavilion during the entire event. The delegation and startups witnessed heavy interest from various participants during the entire event

> More than 30 B2G meetings were conducted with prominent players in the startup space and startups conducted a cumulative of more than 150 total B2B meetings

> One to one mentoring sessions took place for the startups and over 20 startups pitched to VC investors



## Conclusion:

The chain of Outreach initiatives started a few months ago picked up pace in the month of December. First with the Digifest in Udaipur in the first week of December and then with participation at the TiE-Con conference in New Delhi on 15th and 16th December, iStart provided a great opportunity to its registered startups to network, connect and showcase their innovative solutions to the greater startup community in the country. And the iStart Nest centre inaugurated in Jaipur now stands out as a top-class facility for entrepreneurs to

gain mentorship and connect with investors without putting a strain on their pocket.