

## Concept Note for the Learn, Earn, and Progress Program (LEAP)

### Objective:

The LEAP program, proposed by iStart DOIT&C Rajasthan, is designed to support startups facing challenges in their journey, including those that have closed due to various circumstances. The program aims to revive these startups through dedicated efforts by the department.

Rajasthan state has been a leader among the states in nurturing the Startup ecosystem in their respective regions. Since the launch of the Rajasthan state has more than 4600 Startups are registered on iStart portal. These Startups, in total, are divided in 50 plus categories including agriculture, tourism, IT services etc.

Following the impact of COVID-19 in 2019-20, startups encountered numerous challenges. These years significantly altered the startup ecosystem, forcing thousands of well-performing startups to shut down their operations due to the pandemic. Many startups also fail due to a lack of business understanding and proper guidance. Startup founders often lack basic entrepreneurial knowledge, leading to their ventures' failure. To support the startup ecosystem and entrepreneurs, the department has implemented several major initiatives.

For the fiscal year 2024-25, the state government has allocated ₹25 crore to the department. The program includes several initiatives to assist startup founders:

### Announcement:

55. हमारे प्रदेश का युवा बहुत innovative व उद्यमी है, परन्तु एक startup की यात्रा बहुत उतार-चढ़ाव भरी होती है। इसे ध्यान में रखते हुए startup founders व युवाओं की upskilling करने के साथ-साथ उनको skilled manpower उपलब्ध करवाने के लिए i-Start के अंतर्गत **Learn, Earn And Progress (LEAP) Programme** प्रारम्भ करने की घोषणा करती हूँ। इस हेतु 25 करोड़ रुपये का व्यय प्रस्तावित है।

## **Core Program Components-**

### **1. Skilling of Entrepreneurs:**

The scheme aims to expand the base of entrepreneurship to different sections of the society through skill development, achievement and providing motivation for self-employment and entrepreneurial skills. The objective of this programme is to motivate an individual to choose the entrepreneurship as a career and to prepare the person to exploit the market opportunities for own business successfully.

### **Proposed Implementation Model**

- Partnership with Global Academic Institutions -
  - To collaborate for upskilling, product enhancement, acceleration and exposure visits.
  - Academic exchange program Department will bear cost of founders and provide specific courses to founder.
- Partnerships with State Institutes
  - To collaborate with RCAT towards providing upskilling courses for the startup founders cost will be bear by department.
  - Digital Fintech Institute - To execute Digital and Fintech based courses for startups.
  - Any other institute of eminent status.

### **2. iStart Incubator and Accelerator Program**

- Under this the program will support in onboarding all state, center and academic incubators/ accelerators into common program.
  - Leveraging Technology to create a marketplace all incubators and accelerators
  - The platform will encapsulate the entire infrastructure and services being provided by them.
  - Provide capacity and upskilling for all incubator managers & mentors
  - Conduct events for outreach and engagement
  - Create a state incubator & accelerator evaluation framework and execute every year a State Award for them.
  - Support and execute exposure visits for select academic, incubation & acceleration managers.
  - Execute Acceleration Programs every quarter.

### **3. Global Market Place:**

- The program will create a specific portal for stakeholders to facilitate:

- Providing proper candidate and interns to the startups.
- Providing global exposure to the startup founders.
- Platform will provide resourcing platform for all stakeholders.
- Create an interactive content and resource tools for startups.
- Portal will facilitate internships with corporates domestic and globally
- Organise and participate in HR events that would facilitate onboarding and utilization of the platform.

#### **Proposed Implementation Model**

- A dedicated portal for startup founders to assist with global hiring and finding interns.
- For founders seeking employment, the portal would facilitate job postings and opportunities.
- The portal also includes various courses to enhance their understanding of entrepreneurship.

#### **4. Internship Opportunities.**

- As per Startup Policy 2022, enabling startups to host proper internships under successful companies, with costs borne by the department.
- Multinational partners such as UICEF, AIESEC that offer global internship programs would be onboarded.

#### **Proposed Implementation Model**

- Department will bear cost of every founder if they willing to internship under successful companies (reimbursements up to 15 lacs.)

#### **5. Dedicated Team**

##### **a. Program Management Unit**

- i. Hiring dedicated resources to monitor the lifecycle of each startup, responsible for:
  - Monitoring progress, Reviewing fund utilization & Tracking milestones

##### **b. Onboarding Legal Firm**

- Currently startups facing many legal problems which tend to be create problem among the founders and their future investment aspects.
- Legal firm will also support startups towards awareness, outreach and technical support to startups

