

## Budget Allocation for the Business Innovation Program

1. **Objective** – To encourage the spirit of entrepreneurship among students in schools and colleges in Rajasthan, a Business Innovation Programme will be launched across the state. This initiative aims to benefit more than one lakh students by fostering innovation in the state and supporting the youth in developing their business ideas into successful startups in Rajasthan.
2. **Background:** Rajasthan has been a top leader and performer among states ranked by the Government of India for promoting the startup ecosystem. About 4,932 startups have applied through the iStart platform, and incubation centers have been launched across the state, including the state-of-the-art Techno Hub incubation center in Jaipur. The iStart School Program is executing 33 iStart Launchpad Nests, one in a selected school in each district, and 33 district incubation centers, one in a selected college in each district of Rajasthan. To execute this program, 66 District mentors were on boarded. They have conducted 1000+ outreach sessions and workshops, impacting 50,000+ students.

Building on these successes, the Hon'ble Deputy Chief Minister announced the launch of the Business Innovation Program in the 2024-25 budget speech. This initiative aims to equip students with essential entrepreneurial skills—business planning, market analysis, financial literacy—to foster innovation and address local challenges. Through mentorship and industry partnerships, the program aims to stimulate economic growth, create jobs, and position Rajasthan as a hub for innovation and technology.

56. Young Age से ही उद्यमशीलता विकास सुनिश्चित करने के लिए विद्यालयों एवं महाविद्यालयों में '**Business Innovation Programme**' चलाया जायेगा। इससे एक लाख से अधिक विद्यार्थी लाभान्वित होंगे। इस पर 20 करोड़ रुपये व्यय होंगे।

### 3. Proposed Core Components for the Business Innovation Programme

1. **Ideation and Academic Engagement:** Encourages continuous idea generation and academic excellence, forming the foundation for innovative thinking and entrepreneurial mindset among students and faculty.
2. **Experiential Learning and Networking:** Provides real-world exposure and practical knowledge through startup visits and global exchanges, enhancing students' understanding of entrepreneurial environments and expanding their professional networks.

2. **Innovation Challenges and Competitions:** Drives creative exploration and implementation of innovative ideas through themed competitions and pitch events, creating opportunities for investment and business development.
3. **Startup Support and Development:** Facilitates the creation and growth of student-led startups with resources, mentorship, and seed funding, ensuring long-term sustainability and successful business operations.
4. **Education and Mentorship:** Enhances entrepreneurial skills and confidence through teacher training, business mentoring sessions, and scalable education delivery via a Learning Management System, ensuring effective learning and mentorship quality.

These components collectively foster an entrepreneurial ecosystem that cultivates innovative thinking, practical experience, and long-term success in the business world.

#### **4. Proposed Activities for the Business Innovation Programme**

The proposed activities for the Business Innovation Programme (BIP) have been categorized into five key areas: Skill-Based Capacity Building, which focuses on enhancing the entrepreneurial skills of educators and students; Incubation Development Program, dedicated to building and strengthening infrastructure that supports student innovation and startups; Digital Integration, which leverages technology to provide entrepreneurship education and resources through digital platforms; Outreach and Exposure Visits, aimed at broadening participants' perspectives through events, competitions, and global exchange programs; and Seed Funding, which provides financial support to promising student-led startups, helping them bring their ideas to market.

##### **4.1 Skill-Based Capacity Building**

**4.1.1 Ideathons:** To foster innovation and creativity by bringing together diverse minds across the divisions of Rajasthan and to develop impactful solutions for real-world problems.

- Ideathon comprises of various challenges such as ideation challenges, networking events, panel discussions, workshops, etc.
- To promote entrepreneurship among schools and colleges across all the districts Rajasthan, this initiative will showcase the state government's committed efforts to enhance entrepreneurship.
- Outreach and awareness across the districts of Rajasthan and to boost maximum participation in the ideathon.
- The competition winner will be selected for the Division Level Ideathon, encompassing both school and college participants.

**4.1.2 iStart Capacity Building Programme:** To empower educators with the skills and knowledge necessary to foster entrepreneurial mindsets among students. These programs aim to equip teachers with effective teaching practices, innovative pedagogies, and proficiency in educational technologies. By creating inclusive learning environments, the programs enable educators to accommodate diverse student needs and integrate entrepreneurship education into their curriculum. Additionally, these initiatives promote professional development, leadership skills, and collaboration among educators, ensuring they can effectively nurture students' creativity, critical thinking, and problem-solving abilities essential for future entrepreneurial success.

1. At least two mentor teachers per district will be identified in select schools, and two mentor faculty per district will be identified in select ITIs/Polytechnic Colleges. They will engage in training at least once a year, focusing on entrepreneurship, ideation, prototyping, and other relevant topics.
2. After the training, mentor teachers will assist in implementing the program in their respective districts

**4.1.3 International Learning Exchange/ Global Scholars Program/ Worldwide Student Exchange Initiative:** To immerse selected 100 student startups participating in the Global Student Exchange Program in diverse startup ecosystems, fostering entrepreneurial skills and cultural understanding across borders. This initiative aims to create equitable, sustainable, and inclusive opportunities, empowering students to succeed in a thriving global startup environment.

- Collaboration from world top universities will help them to enhance their entrepreneurship skill like University of Oxford, University of California, Harvard University, University of Berkley, Stanford University and more.

**Program Components:**

- Across-Border Understanding: Facilitate startup excellence through meaningful partnerships, collaborations, and international events.
- Global Influence and Innovation: Expand global influence and promote innovation by encouraging networking, local startup visits, and market research projects.

**4.1.4 Student to Startup Program:** Nurture 100 student-led startups from High school and college students in Rajasthan

**Program Components:**

a) Awareness and Outreach

- Conduct workshops in rural schools and colleges
- Create online and offline marketing materials

b) Idea Generation and Selection

- Online idea submission portal
- Preliminary screening and selection of 100 ideas to form a cohort

c) Training and Mentorship of the Cohort

- Intensive boot camp for selected students
- Online courses on entrepreneurship basic
- Mentorship from successful entrepreneurs and industry experts

d) Prototype/MVP Development

- Provide resources and guidance for prototype creation
- Technical support and workshops

e) Pitch Preparation and Investor Connect

- Pitch deck creation workshops
- Mock pitch sessions

f) Demo Day and Funding

- Organize a grand demo day for all startups
- Invite investors and provide seed funding

**4.1.5 Contests, Competitions, workshops (over the air):** To promote entrepreneurship and inspire the school and college students to generate creative and innovative solutions.

1. Unique innovations, interactive workshops, pitch competitions, startup incubator interactions, and content creation contests can be conducted over the air (FM channels, OTT platforms) to foster entrepreneurship among students, providing them with opportunities to gain practical experience, receive mentorship, and network with industry professionals.

**4.1.6 Nurturing Innovations at School and College Level:** To bring creativity and innovation by raising program awareness, expanding outreach, conducting skill development workshops, and facilitating hands-on experiences at incubation centers.

1. **Outreach:** To reach every corner of the state and provide necessary support to the student community, Outreach and awareness sessions will be conducted at all the schools and ITIs/Polytechnic Colleges at the district level to conduct outreach as part of their awareness program, where students will learn about program benefits and interact with startups.
2. **Skill Development Workshops:** To identify and promote innovative ideas from students in schools and colleges, workshops will be conducted covering topics such as emerging technologies, business case studies, and presentation skills. The program will leverage mentors in 9 incubation centers and district coordinators in 33 schools and colleges across the state to operate from these centers.

3. **Visits to Incubation Centre's:** To utilize the premises for ideating, incubation, prototyping, and interacting with startups under the supervision of the mentor at incubation center, District coordinators will plan students/school/college visit at their nearest incubation centers.

**4.1.7 Various Business mentoring school and college students:** To engage businesses in schools and colleges, encouraging them to share their experiences of challenges and failures, thereby inspiring students to persevere in their interests and pursue entrepreneurship with resilience and determination.

The Skill-Based Capacity Building initiative aims to impact over 60,000 students and 1000+ educators across Rajasthan. Through Ideathons, we will engage over 15,000 students in practical challenges and networking. The iStart Capacity Building Programme will train 100+ educators, while the International Learning Exchange will benefit 100 student startups. The Student to Startup Program will support 100 startups, and various contests and workshops will reach over 5,000 students. Additionally, over 5,000 students will participate in skill development workshops and incubation center visits, benefiting from business mentoring.

## 4.2 Incubation Development Program

**4.2.1 iStart Nest Launchpad and District Incubation Infrastructure Development:** Enhance the effectiveness of iStart Nest Launchpad and District Incubation Infrastructure, including the Prototyping Lab, to bolster support for student innovation and entrepreneurship. This initiative aims to cultivate a culture of innovation by strengthening resources and support systems, thereby enabling more robust development and implementation of entrepreneurial ideas among students.

**4.2.2 Business Facilitation Desk:** Establish business facilitation desks in key industrial zones such as Mumbai, Bengaluru, Delhi, etc., to serve as pivotal hubs facilitating streamlined processes, providing local market insights, and offering networking opportunities. These desks will serve as essential resources for startups, aiding them in navigating regulatory challenges, accessing funding information, and fostering connections with potential partners and customers.

1. Startups will have the opportunity to visit various incubators and startup hubs such as incubators based in Delhi, Hyderabad, Bangalore, Bikaner House, Rajasthan House, etc. to gain valuable experiences and learning.

The Incubation Development Program is set to enhance innovation and entrepreneurship by reaching over 10,000 students and startups. The iStart Nest Launchpad and District

Incubation Infrastructure will strengthen resources and support systems for approximately 100 student entrepreneurs, providing access to advanced prototyping labs and development tools. The Business Facilitation Desks will support 200 startups by offering market insights, networking opportunities, and regulatory assistance.

### 4.3 Digital Integration and Innovation

**4.3.1. School Accelerator Market Place:** The School Accelerator Marketplace is a comprehensive digital learning platform that offers a digital portal and learning management system for entrepreneurship courses to school and college students. It fosters interactive and practical learning experiences aimed at equipping learners with essential business skills and promoting innovative thinking. The platform, known as the School Accelerator Marketplace, aims to provide a dynamic environment where students can engage in entrepreneurship education through a variety of resources and tools.

1. **Resource Portal:** The platform plays a pivotal role in empowering students with the digital resources and support they need to thrive academically, professionally, and personally. By centralizing essential tools and information, iStart facilitates a seamless transition from education to career, preparing students to make informed decisions and achieve their aspirations effectively. The portal will serve as a central hub where learners can access up-to-date resources, enabling them to deepen their knowledge of business fundamentals and market dynamics.
2. **Learning Management System (LMS):** Develop and deploy a comprehensive digital learning platform offering entrepreneurship courses to school and college students, fostering interactive and practical learning experiences that equip learners with essential business skills and promote innovative thinking. The platform will provide resources like video lectures, readings, quizzes, and forums to help learners acquire essential business skills, understand market dynamics, and foster innovative ideas at their own pace. Students will gain hands-on experience and practical knowledge, earning a certificate upon course completion.

The Digital Integration and Innovation initiative will impact over 20,000 students through the School Accelerator Marketplace, offering a robust digital learning environment. The Resource Portal will support over 10,000 students with centralized tools and information, while the Learning Management System (LMS) will provide interactive courses to another 10,000 students, enhancing their business skills and innovative thinking through digital resources.

### 4.4 Outreach and Exposure Visits

#### **4.4.1 Academic Awards and Faculty Exposure Visits**

**A. Academic Award** - Aim to recognize and celebrate teachers for their exceptional contributions in innovative curriculum design, impactful community initiatives, outstanding mentorship, successful industry and community collaborations, and inspirational teaching in entrepreneurship.

**B. Faculty Exposure Visit** - To enhance teachers' understanding of business operations, inspire innovative teaching methods, and foster an entrepreneurial mindset through an exposure visit, thereby effectively nurturing students' entrepreneurial skills, focusing on curriculum development, networking, and practical application to prepare students for future challenges.

**4.4.2 Students and Startups Exposure Visits:** To explore local innovation hubs across various states to support entrepreneurs and inspire students to develop solutions for regional challenges. Offer, students of schools & colleges along with startups, valuable networking opportunities through exposure visits, fostering important relationships and engaging in interactive workshops and one-on-one mentoring focused on essential entrepreneurial skills for real-world experience.

The Outreach and Exposure Visits initiative aims to reach over 4,000 students benefit from exposure visits to innovation hubs, gaining networking opportunities, workshops, and mentoring to support their entrepreneurial development. Academic Awards will honor exceptional teachers, while Faculty Exposure Visits will engage over 100 educators to enhance their business acumen and teaching methods.

#### **4.5 Seed Funding for Students**

**4.5.1 Seed funding for student startups:** To provide a platform to student with startup ideas across the state to enter a competition, where they will have the opportunity to interact with investors, startups, venture capitalists, universities, and academic institutions to present their business ideas in a 2-day event. From these entries, 100 teams will be selected from students across Rajasthan, representing 33 districts at the district level.

**4.5.2 The Pitch Room:** To offer a unique and exciting opportunity for students from schools and colleges to present their startup ideas to investors. Startups from across the state will be invited to participate in a pitching session, competing for funding opportunities.

The selected students from the Ideathon State Level will get the opportunity to participate in the Pitch Room – where they will pitch to the investors and compete for funding opportunities, receive valuable feedback, and potentially secure investment to bring their innovative ideas to life.

The Seed Funding for Students initiative aims to engage over 1000 students across

Rajasthan providing the opportunity to over 100 student led startups to present their ideas to investors and industry experts. Additionally, the Pitch Room will offer a platform for 3000+ selected students from the Ideathon to pitch their ideas to investors, receive feedback, and compete for funding to bring their innovations to market. This program seeks to foster entrepreneurship by connecting students with funding and mentorship opportunities.

## 5. Impact of the Programme:

The Business Innovation Programme aims to impact more than a lakh student by fostering a culture of idea generation and academic engagement through ideation events, academic awards, and faculty exposure visits. It connects students with real-world entrepreneurial environments via school and startup exposure visits, enhancing networking and entrepreneurial intent. Global student exchange programs promote international collaboration and cultural competency, while the Idea Innovation Challenge and Shark Tank events drive creative exploration and business development. The program supports student-led startups with seed funding and mentorship, ensuring sustainability and growth. Teacher training, business mentoring sessions, and a robust Learning Management System further enhance students' entrepreneurial skills, preparing them for impactful contributions in the business world.

## Rajasthan Startup Policy 2022 (extract as per above):

### 7.4 Enabling Support

The Government has launched various programs and facilities in order to provide a safe and fast-paced environment for Startups in Rajasthan. The details of the measures are mentioned below:

#### 1. Outreach and Awareness

To increase awareness and support marketing of Rajasthan based startups, the Government will provide the following assistance:

- **Exposure Visits**

The Government will organise at least one national and one international exposure visit per year for startup members and students aspiring to start their own ventures. The eligibility and provisions for the program will be notified by the government from time to time.

- **Networking Events**

To utilise and grow the startup ecosystem of

the state, the Government will facilitate networking through events such as hackathons, ideathons, startup exhibitions, investor pitches, demo days, expert talks, and startup meets.

- **Corporate Partnerships and funding support**

Periodic corporate meetups will be organised wherein select startups will get an opportunity to network with partnered corporates through:

- a) On-boarding corporate experts from various fields on iStart program
- b) Facilitating corporate tie-ups
- c) Channelising the funding available with corporates towards developing and promoting the startup ecosystem in the State

- **Sector Specific Events**

To facilitate startups focused on specific sectors the government will sponsor or host sector focused events according to the



Event Sponsorship Framework, detailed in Annexure III.

## 2. Capacity and Skill development

### • **iStart Spotlight**

As part of iStart Spotlight, capacity-building activities will be undertaken across districts of the State wherein training will be provided on domains such as operations, human resources, marketing and promotion

### • **Training and Upskilling Centers**

Startups can undergo skill and talent upgradation via institutes such as the Rajiv Gandhi Centre of Advanced Technology (R-CAT), Rajiv Gandhi Fintech Digital Institute and Rajasthan Institute of Advanced Learning.

### • **Technology Sharing Platform**

To provide startups with access to latest technologies, a technology sharing platform will be launched. This platform will enable research and development-oriented startups, such as drones and artificial intelligence based, to list their technologies and allow other startups to access and/ or acquire such technology.

### • **Centralised Incubator Model**

To execute the program across the state a centralized Incubator model has been operationalised. The model will have Incubation Cells at each district with 9 divisional headquarters and a central Techno Hub. Every divisional headquarters of the State will have iStart Nest incubators with incubation space for at least 30 startups.

### • **Rajiv Gandhi Knowledge Service and Innovation Hub**

3 innovation hubs will be established in Jaipur, Jodhpur and Kota. These facilities will

also house plug and play facilities, We-Hubs, MSME Facilitation Centers, Innovation Labs and other amenities to enable innovation in the state.

### • **iStart Internship Program**

The Government will provide internship opportunities to Startups registered under iStart by collaborating with companies in various sectors. Under the program, the startup members will be able to experience real-time problems in the sector. The Government will also provide stipend up to INR 20,000 per Startup member subject to INR 1 lakh per Startup during the internship. The eligibility and provisions for the program will be notified by the Government from time to time.

### • **Ambassador Program**

The Government will identify Startups/ agency(s) across all districts in Rajasthan to support the development of the Local Startup and Innovation ecosystem. This will enable connectivity for Startups in other areas to the hub in Jaipur. The Government will provide annual support of up to INR 10 lakh per district per year to execute this program. The eligibility and provisions for the program will be notified by the Government from time to time.

### • **Mentoring Support**

The Government will provide mentoring support to startups as mentioned below:

- Counselling to budding Startups who are starting on their entrepreneurial journey
- Mentors based out of all the State-owned incubation centers will provide mentoring to incubated Startups on a day-to-day basis.
- Mentoring program for faculties of iStart registered academic institutes on new

Startup trends and business models to promote and enable the institute's incubation center

- Mentors such as industry experts/ motivational speakers and leading industry stalwarts from different streams, successful startup founders will conduct promotional events and training visits for Startups. The costs pertaining to mentoring/ training visits have been detailed out in Annexure II.

- **Talent Marketplace**

The State will develop a talent marketplace under iStart to onboard job-seekers and recruiters to facilitate scouting of talent and recruitment for Startups.

### **3. Ease of Doing Business**

To facilitate smooth operations for Startups, the Government has announced following Ease of Doing Business measures:

- **Self-Certification**

Startups have been exempted from approvals and inspections for establishment and operation under Raj Udyog Mitra program to promote inclusive growth. The application process has also been expedited, with immediate acknowledgment and certificate issuance.

- **Plug and Play Incubation Facilities**

Plug and Play incubation facilities will be provided across the State through a three-pronged approach:

- a) Investments by the State Government to establish and expand its own network of incubators
- b) Invite private players to partner with Government to operationalise incubators
- c) Enable various institutes and state