

Rajasthan Startup Ecosystem

Monthly
Progress
Report

2018
January Edition



Overview:

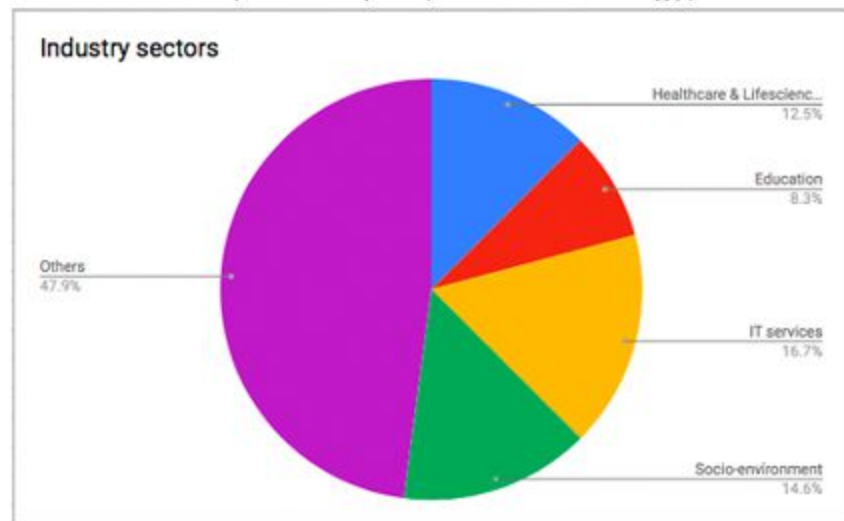
The various provisions of the Startup policy have been of immense use to the young and budding entrepreneurs of the state of Rajasthan. The Rajasthan Startup Policy 2015 has been built on 3 pillars “Startup Support”, “Student Entrepreneur Support” and “Incubation Support”, which has both fiscal and non-fiscal benefits.

The startups have also utilised the platform provided to them in the Digifests being held in the past months. In continuation of this, iStart participated in the Jaipur Literature Festival (JLF) 2018 and IIM Ahmedabad’s annual cultural festival Chaos in January. Participation at IIM Ahmedabad helped in spreading awareness of iStart to its neighbouring state entrepreneurs while a presence across all 5 days of JLF helped in providing a platform to the iStart registered startups to showcase their products to a wider audience with a waiver on participation fees to the event.



Traction

i) Sector - The portal provides multiple sectors under various categories. In the month of January, the prominent sectors from which registrations came were IT Services, Healthcare & Lifesciences, Education and Socio-environment focused sectors (Social impact, Green technology, Renewable energy etc.)



Incubators:

The first incubator which was started under the iStart flagship initiative in the month of December at Jaipur has now started gaining significant traction with the startup community becoming more aware of its benefits including the robust mentorship support being provided.

- Number of incubatees enjoined: 8 incubatees have joined the iStart Nest Jaipur
- Mentorship: A skill building day-long bootcamp was held on 25th January 2018 at the iStart Nest centre in Jaipur focused on the following areas:
 - What do investors look for in startups they invest in
 - Building a business plan
 - Detailed excel sheet – creating a framework for each business
 - Metrics and business progress tracker
 - Engaging and leveraging advisory board members
 - Branding and marketing

Business Updates:

Expansion Strategy: For the effective implementation of Startup policy, the Government of Rajasthan aims to execute well-thought out strategies in all major regions of the state, focused around:

- > Building awareness of the policy
- > Use Outreach events like Digifests to provide startups a platform to showcase their unique ideas and products
- > Bringing all stakeholders in the ecosystem under a unique platform, connecting startups and entrepreneurs with funding agencies, mentors, incubators and the government

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. 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:

New iStart Nest centres are targeted to be opened in the cities of Kota and Udaipur and the team will start going out to these respective cities in the next month to spread awareness about iStart Nest and gauging the vibrancy in the start-up circuit there. The Government is also in talks to be associated with the Paytm: Build for India event next month.

Notable event:

Participation and stall pavilion at the Jaipur Literature Festival 2018: JLF 2018 was a five - day event set against the backdrop of Rajasthan's stunning cultural heritage at the Diggi Palace in the state capital Jaipur. The largest free Literary Festival in the world, the Zee Jaipur Literature Festival is one of the most exciting, stimulating platforms for an egalitarian exchange of books and ideas, bringing together some of the greatest thinkers and writers from across the world. A highlight of the demographic population that JLF attracts is the large number of young people who throng to the festival grounds, thirsting to receive from some of the best literary and political minds!



Salient points and key outcomes:

- > The event was spread across 5 days from 25th-29th January 2018 and iStart stall was attended by several startups, serial and social entrepreneurs
- > The stall attracted almost 3100 visitors
- > 14 iStart registered start-ups participated in the event - they were provided waiver on the participation fee
- > iStart stall was one of the most visited pavilion during the entire event
- > 114 start-ups showed interest in registering for iStart program

Participation of the Government of Rajasthan (iStart) at IIM Ahmedabad's annual cultural festival CHAOS: Chaos, is the annual cultural festival of IIM-Ahmedabad. This four day event attracts India's top tier colleges, schools, private institutions and celebrities, making it an event to look forward to in western India. **Chaos 2018 was powered by the iStart Platform.**



i) Involvement in key events at CHAOS

- > **Digital Marketing workshop with Google** - A workshop on social media and digital marketing skills was undertaken by Google and powered by iStart
- > **Crescendo** - Crescendo is Chaos-IIMA's celebrated live solo performance competition. iStart sponsored goodies for the winning team
- > **Session with IIM-A PGDM students** - The placement cell at IIM-A requested the presence of iStart for a session with PGDM students on entrepreneurship and State initiatives.
- > **Battle of the Bands** - Various college bands participated in the Battle of the Bands event and engaged in live music. iStart sponsored 5 prizes

ii) Key outcomes:

- > Set up an iStart Zone at Chaos for 4 days
- > Kick-started 7 successful Chaos events
- > Educated students about the iStart Platform
- > Conducted on-the-spot mentoring for students
- > Introduced iStart to PGDM students at IIM Ahmedabad

Conclusion:

The chain of Outreach initiatives continued to gather momentum in the month of January. While with the Jaipur Literature Festival in Jaipur iStart got introduced to a wide and diverse public, with the IIM Ahmedabad Chaos participation Rajasthan government's initiatives gained mileage in the neighbouring state of Gujarat. Furthermore, the coverage of and support from the iStart Nest centre at Jaipur continued to grow with specific skill-focused & utility driven bootcamps being conducted for its incubatees.





भारत 2020

