



सत्यमेव जयते

Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

#startupindia

❖ STATES' STARTUP RANKING 2022 ❖  
TOP PERFORMER



RAJASTHAN





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# States' Startup Ranking 2022 Results

Rajasthan participated in 25 Action Points of the Ranking Framework 2022. Rajasthan performance in each of the Reform Area has been graphically represented. Data presented below is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs.

For example, if Rajasthan has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.

Rajasthan has been evaluated on seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.



# STATE STARTUP ECOSYSTEM

Rajasthan, with an area over 3.40 Lakh square kilometres, is the largest state in India. The state has a population over 6 crore (census 2011). During the FY 2022-2023, Rajasthan contributed to over 5%<sup>1</sup> of India's Gross Domestic Product (GDP).

Rajasthan has rich mineral resources, including limestone, gypsum, and marble, that have contributed to the growth of its mining and manufacturing sectors. The tourism industry of the state is also one of the major drivers of its economy, attracting visitors from around the world. Handicrafts of Rajasthan, including textiles, pottery, jewellery, and woodwork, are also significant contributors to the economy.

The Government of Rajasthan recognises the potential of entrepreneurship to foster innovation and economic growth, and it has established MSME Investment Facilitation Centres (MIFCs) in order to support this. In 2015, the Rajasthan Government launched its first startup policy and in late 2017, it introduced its flagship initiative, 'iStart Rajasthan', aimed at further accelerating the growth of the startup ecosystem.

The Rajasthan Startup Policy 2022 envisions to establish Rajasthan as India's leading entrepreneurship and innovation centre. This is being done by providing a conducive environment to foster a thriving and diverse startup ecosystem delivering sustainable economic and societal outcomes for the State and people of Rajasthan.

The State Department of Information Technology and Communication has been notified as the nodal agency for the implementation of the Startup Policy. To facilitate effective implementation, the government has established a nodal department-level committee, an evaluation committee, and a state-level implementation committee.

## State Startup Policies and Incentives

Rajasthan is building a supportive ecosystem for startups to innovate, develop new products and services, create jobs, and boost the regional and national economy. To achieve its objective, the government offers various fiscal and non-fiscal incentives to startups registered with the iStart Program:

### **Financial Support:**

- To encourage startups, the Government of Rajasthan provides funding support at pre-seed and seed stages
- Startups with women founders get additional funding supports
- Startups receive additional support to scale up their ventures. The state has established the Startup Scaleup Fund and the Startup Equity Fund for this purpose

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<sup>1</sup>Based on RBI Statistics

- The State Government has different booster programs such as performance boosters, employment boosters, boosters for women, transgenders, specially abled founders, rural area boosters, among others
- Reimbursement of cost incurred in acquiring patents
- Reimbursement of cost incurred in obtaining quality certification
- Reimbursement of cost of attending national and international conferences
- Reimbursement of stamp duty
- Exemptions in electricity duty, mandi fee, and land taxes
- Internship opportunity with stipend to Startups
- Incentives for Startup Investment Fund
- Incentives for incubators and academic institutes

#### **Non-Financial Support:**

- Relaxation of the condition of prior turnover and prior experience for products procured by all government departments of Rajasthan
- Mentorship support
- Capacity and skill development through iStart Spotlights program
- Market outreach and awareness

## Highlights of State Startup Ecosystem

Rajasthan is making huge advances in leading the growth of Startup ecosystem and culture in the state. The following is a glimpse of the State Startup ecosystem, claimed by the State in the SRF 2022 period:

**37000+**

Startups Registered

**1300+**

Women led Startups supported

**75**

incubators functioning in the state across

**5+**

active policies from ~10 departments providing institutional supports to Startups





**280+**

startups received  
incubation support

**100+**

events conducted  
to support student  
entrepreneurs

**300+**

government officials  
sensitised through 15+  
programs

**300+**

mentors registered in the  
State

**INR 58 Cr+**

sanctioned to support  
Startups

**2200+**

Startups working on rural  
impact getting support

**90+**

incubators trained  
under capacity building

## Key Initiatives Driving Growth

The State Government has implemented a range of policies measures to nurture its Startup ecosystem:

- **Setup of iStart:** To streamline the recognition system for Startups in the state, the Government of Rajasthan has set up an iStart portal under the iStart program. iStart is a flagship initiative by the Rajasthan government for Startups in Rajasthan, intended to foster innovation, create jobs, and facilitate investment.
- **Flexibility:** Eligible Startups have the flexibility to continue under the existing policy, transition to the Rajasthan Startup Policy 2022 or choose the Rajasthan Investment Promotion Scheme 2022 (RIPS). This gives a sense of confidence amongst investors and entrepreneurs.
- **e-Bazaar:** e-Bazaar is a one-stop online marketplace that facilitates the procurement of services and goods from startups across Government Departments, with the goal of enhancing transparency, efficiency, and speed.

- **Support at Every Stage:** The State Government provides support at every stage, from idea generation or pre-seed to seed or growth stage.
- **Boot Camp under School Start program:** The Government has launched the School Start program to promote entrepreneurship among students. This program provides students with the knowledge and skills they need to become successful entrepreneurs in the future. Various schools and colleges in Rajasthan are organising awareness workshops to educate students about the iStart initiative.
- **Frequency of Events:** The Government of Rajasthan has organised more than 50 events to sensitise the Startup ecosystem, in which more than 70,000 students have participated.
- **Gap Year Benefits:** Students aspiring to pursue entrepreneurship are allowed to take a one-year break after the first year of their graduation or post-graduation course. This break is not counted in the maximum duration required to complete the course.
- **Rajiv Gandhi Innovation Challenge:** The Government conducts the Rajiv Gandhi Innovation Challenge to leverage the capacity of Startups in Rajasthan to develop out-of-the-box solutions to address societal and state issues.

# Institutional Support

## Introduction

Institutional Support focuses on the facilitation and execution of the State/UT's Startup policy through a comprehensive user-friendly portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on paving way for easy access of information to Startups and ecosystem stakeholders.

It analyses whether a particular State/UT has a functional Startup portal offering single-window solutions for all Startup ecosystem stakeholders. A holistic Startup portal offers services ranging from Startup registration to an efficient grievance redressal mechanism having quick 30 days of query resolution.

The Reform Area also emphasises institutionalised support provided to the Startups from various State/UT Government departments including that of government policies that are currently active for support to Startups.

Rajasthan has actively supported the Startup ecosystem to make it more nurturing. The State Government has seven active polices to support Startups in Rajasthan. These polices provide support to through different verticals like Investment Promotion, Sustainability, Tourism, and so on.

# State Performance

The State Government has developed the portal named “iStart Rajasthan” (<https://istart.rajasthan.gov.in/pages/istart>) as the official website for all information relating to Startups in the state. The portal is easy to use with a friendly interface, making it easily accessible for Startups. It acts as a convenient place for Startups to find information about the Startup ecosystem, governing rules, benefits, and the stakeholders involved.



Figure A: QR Code to iStart Rajasthan Portal

The portal details down the process of registration with the iStart initiative. It also provides information of the entities already registered along with their industry and growth stage.

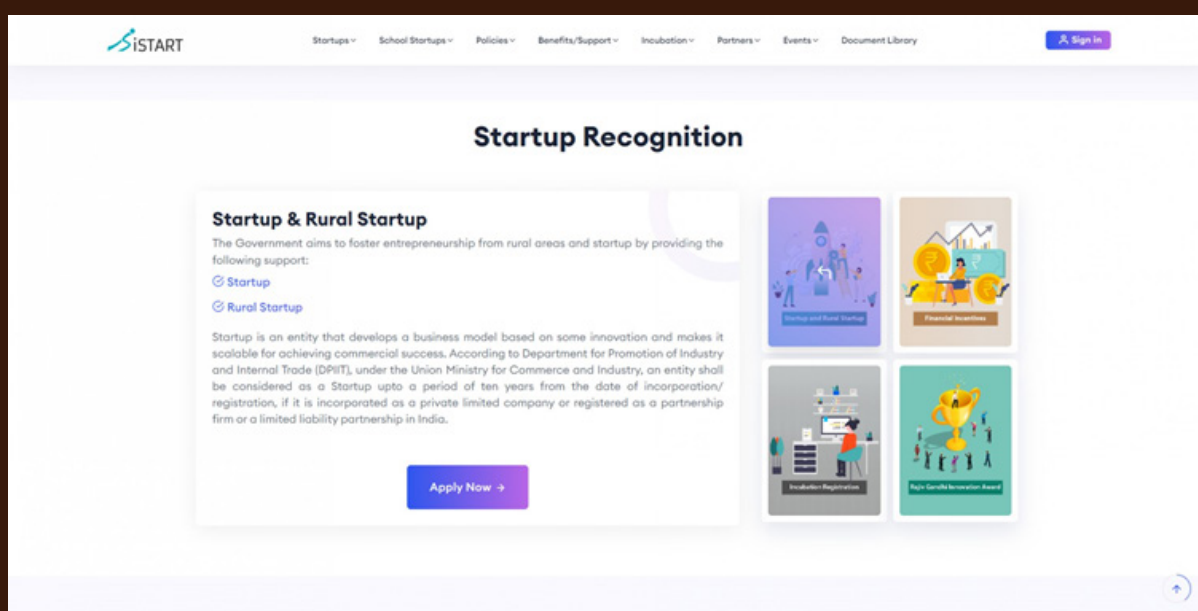


Figure B: iStart Portal Homepage

## **iStart Rajasthan provides the following useful options to user:**

- Registration as Startups to avail benefits under the policy
- List of State and Central Clearances that may be applicable to Startups
- Section dedicated to School Startups

<sup>4</sup><https://startupodisha.gov.in/virtual-tour/>

- List of Policies introduced by the State
- Dedicated helpline for Startups
- List of incubators and procedures to connect
- Institutional Support Contact List

The website has a robust grievance redressal system for the users. Details of the Nodal Team, Officer of the OIC-Startup, Incubation Centre Officer OIC-Startup are provided in the “Contact Us”.

Detailed user guides explaining the user interface of the website are also added into the system for different categories.

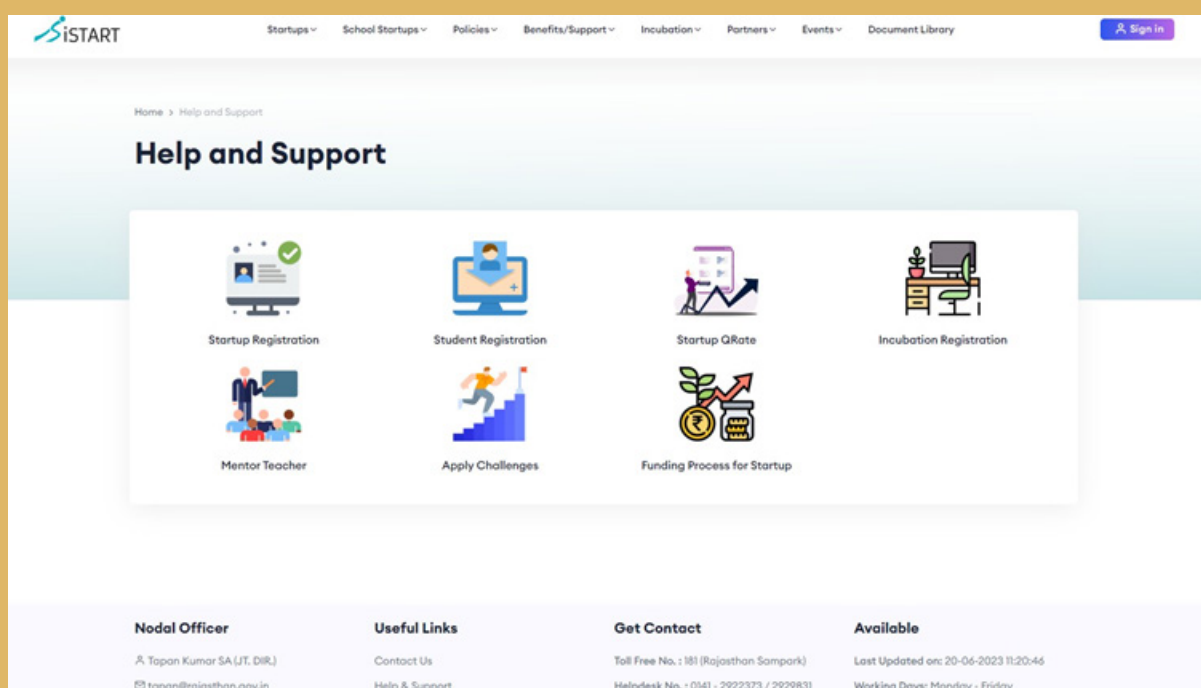


Figure C: Help and Support Page of iStart Rajasthan

## Way Forward

- The State may have an active tracking mechanism for query resolution. The query or grievance resolution must have a set timeframe in days, it is suggestive to be less than 30 days.
- The State may provide informative virtual tour, walk through or video manuals on home page specific to Startup portal for proper information dissemination.
- The State may provide maximum functionality for accessibility to PWD on portal and multiple language support for easy understanding of local people.
- The functionality of Chatbot for Query/ Grievance resolution may be included on Grievance portal for quick resolution on basic queries or Grievances.

- More number of State Government departments (excluding nodal department) may be added for providing institutional support to Startups. Other avenues such as periodically capacity building support, mentorship or public procurement support may be provided to further strengthening the Startup ecosystem.
- Specific departments of the State may come up with Startup or incubator related incentives and relaxations to support the Startup ecosystem.

# Fostering Innovation & Entrepreneurship

## Introduction

Fostering Innovation and Entrepreneurship, as the name of reform area suggests, seeks to encourage the spirit of innovation among aspiring entrepreneurs with a focus on student entrepreneurs, entrepreneurs from higher education institutions (HEIs) and women entrepreneurs. It focuses not only on the assessment of the total number of registered Startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support Startups in diverse sectors.

This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation and entrepreneurship be it students or women. Furthermore, special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation.

The Rajasthan Startup Policy 2022 emphasises on inclusive entrepreneurship amongst women and provides strong support to Startups founded/co-founded by women entrepreneurs. The State has also conducted various workshops, webinars, hackathons, networking events in Schools and HEIs.

## State Performance

**37000+**

Registered Startups

**1300+**

women led startups supported

# 7500+

Students attended 52+ events held at Schools

# 7000+

Students attended 60+ events held at HEIs

Apart from the existing incentives, the present policy offers some special funding incentives, additional financial incentives and enables support to women entrepreneurs.

- **Pre-stage Funding Incentives:** All pre-seed stage Startups registered under the iStart program shall be eligible to a grant of INR 2,40,000, provided the idea meets the criteria set. However, for Startups having more than 50% equity with women founders, an additional INR 60,000 ideation grant was provided.
- **Boosters:** Startups having more than 50% equity with women is eligible to receive a 10% booster on the viability grant (as part of the seed stage) and Scale-up Fund (as part of the growth stage).
- **iStart Nest Incubators:** The state attempts to inculcate entrepreneurship skills among women by providing an opportunity to help give shape to their ideas into workable models of business to enhance the confidence level of women entrepreneurs. The policy endorses that 10% of seats in iStart Nest incubators will be prioritised for Startups having more than 50% equity with a women founder.

The state has also established cohesive partnerships with educational institutions and their incubation centres to foster the growth of the Startup ecosystem. Some of these workshops and events are described below:

### **iStart School Startup Program Awareness Workshop**

The workshop was conducted in around 30 different institutions in multiple cities in Rajasthan. Awareness workshops were organised at various schools and colleges on their campuses to provide students with a clear understanding of the Rajasthan iStart initiative, the School Startup program, various funds, policies, and associated support and benefits. These events were attended by mentors, teachers, professors, students, and officials from the iStart program. Students also presented their innovative ideas on various subjects.



Figure D: Event Picture from Barmer Workshop



Figure E: Event Picture from Sawai Madhopur Workshop

### Entrepreneurship Boot-camp at FMS-IRM

A two-day Entrepreneurship Bootcamp at the Faculty of Management Studies - Institute of Rural Management, Jaipur, took place from 14-15 October 2022, with a participation of 70+ students. The main objective was to evaluate and start developing entrepreneurial traits and competencies amongst students.

Multiple sessions were organised on topics like problem identification, frugal innovation, lean canvas, and how to pitch and create an elevator pitch.



Figure F: Event Picture from Entrepreneurship Bootcamp

## Way Forward

- State may focus on designing knowledge support and outreach programs to disseminate the benefits of registering Startups, thereby encouraging entrepreneurs to do the same.
- The Startups and the students from HEIs may be included in workshops with case studies on the latest rules, regulations, and acts to support the Startups in disruptive sectors and the effect of these rules on the ecosystem. Government departments could also be part of these workshops for effective knowledge dissemination.
- State may organise interaction events with successful entrepreneurs and industry experts. Students will understand the real-world challenges and opportunities that exist in the Startup Ecosystem through these events.



# Access to Market

## Introduction

This Reform Area seeks to encourage the State/UT Government to increase participation in the public procurement process for Startups and become an enabler in providing the opportunities to Startups in the domestic and international market. The States/UTs are evaluated based on their support to Startups through the organisation of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in criteria for Government work orders.

The aim is to steadily increase the number of work orders awarded to Startups by helping them be at par with the established players in their respective sectors.

The State Government has awarded work orders to over 12 Startups for public procurement, with a total value exceeding INR 1.5 Crore. The State has also provided market access activities focused on procurement or showcase to 500+ Startups.

## State Performance

In order to provide opportunities to Startups and encourage participation, the Government of Rajasthan has organised a series of international, national, and in-house events. These programs include expos, conclaves, digi-fests, exhibitions, council & embassy meet, hackathons, innovation zones, grand challenges, innovation zones, buyer-seller meets, and corporate innovation programs, and so on.

These programs have provided a platform to Startups, industry leaders, mentors, and students and help improve the interaction between various stakeholders in society for Ease of Doing Business. Some examples include:

### **Rajasthan State Conclave 2022**

The objective of this conference was to set the stage for Startup Summits - Building the Next Unicorn and ensure that tech Startups, entrepreneurs, and government departments were aware of this initiative. The event was attended by luminaries from the business world, organisations, professionals, policy makers and government officials.

The panel had selected 45 iStart registered Startups to give elevator pitches before the investors. Startups selected from here were invited to join the final round of selection by an eminent jury panel and the winners were provided travel grants for the USA and meetings with American investors and venture capital lists, besides networking with global technology Startups there.



Figure G: Event Picture from Rajasthan State Conclave 2022



Figure H: Event Picture from Rajasthan State Conclave 2022

## DigiFest Jaipur

The two-day event brought together 36,000 entrepreneurs, students, and enablers of the Startup world at the Birla Auditorium in Jaipur.

The fest featured a large-scale Startup exhibition to help Startups across industries showcase their offerings and give them an opportunity to interact with VCs, founders, and government officials. Several Startups recognised by iStart Rajasthan put up their stalls to showcase and sell their products to a wide range of audiences. Apart from the e-Bazaar, drone-related Startups also showcased their products to investors and government officials.



Figure 1: Event Picture from DigiFest Jaipur

## Way Forward

- The State may provide the relaxations outside the State Startup Policy and as a separate Government Order or Notification outlining the relaxations.
- The State may give mandate to each State Departments and State PSUs to compulsorily procure a certain percentage of required goods or services from registered startups.
- The State may undertake more programs to connect Startups to Government departments as well to present case-wise solutions to the departments and promote procurement activities by them. These programs could be GeM workshops, Demo Days, Grand Challenges, Hackathons, Innovation Zones, Buyer-Seller meets, and corporate innovation programs. The informational programs conducted could be streamed on the Startup portal and online streaming platforms for wider reach.

# Incubation and Mentorship Support

## Introduction

Incubation and Mentorship support is provided to States/UTs in the form of financial and infrastructural support to Startups and State-supported incubators. The State/UT Governments are initiating setting up of new incubators or in upgrading existing incubator facilities through various fiscal and non-fiscal incentives including conduction of acceleration programs across State/UTs. This Reform Area also aims at ensuring proportionate utilisation of the incubation capacity of the State-supported incubators.

The support provided by the State/UT to the incubators through programs and incentives will in turn help Startups in scaling up and thereby, contribute to the growth of the State/UT Startup ecosystem. The Reform Area measures efforts by the State/UT Government in facilitating mentorship to Startups. This has been assessed by the number of Startups benefitting from the State/UT network of mentors.

The Government of Rajasthan runs various acceleration programs for Startups. The programs work towards supporting Startups from a minimum viable concept stage to an investible pitch deck through a structured pathway. In the period of consideration of SRF 2022, Rajasthan has organised seven acceleration programs to support Startups.

- **iStart Acceleration Program**
- **Ideate Create Accelerator Program**
- **NEN Ignite Accelerator Program**
- **Thrive Accelerator Program**
- **Innocity Accelerator Program**
- **SAP, Innocity Craft Accelerator**
- **Startup Chaupal Accelerator Program**

## State Performance

**75+**

Incubators supported and set-up

**450+**

Startups enrolled in acceleration programs

**280+**

Startups receiving incubation support

- **Incubation**

The Government of Rajasthan aims to promote new-age Startups, enhance entrepreneurship across the State, and drive economic growth through innovation. In this regard, more than 280 Startups in Rajasthan have received incubation support.

iStart Rajasthan has also supported different organisations which have been actively involved in curating acceleration programs for the Startups of the State. The State has conducted more than six acceleration programs through which Startups have received support in terms of mentoring, capacity building, technical support, and corporate innovation.

Additionally, iStart Rajasthan has the following two state-supported incubators:

**iStart Nest Incubator** – iStart Nest, initiated by the Government of Rajasthan, is an incubation centre dedicated to supporting emerging businesses. Offering complimentary assistance to startups, this centre facilitates mentorship, encourages rapid enhancements, and provides guidance on fundraising. The primary objective is to guide these startups towards the path of success and help them thrive.

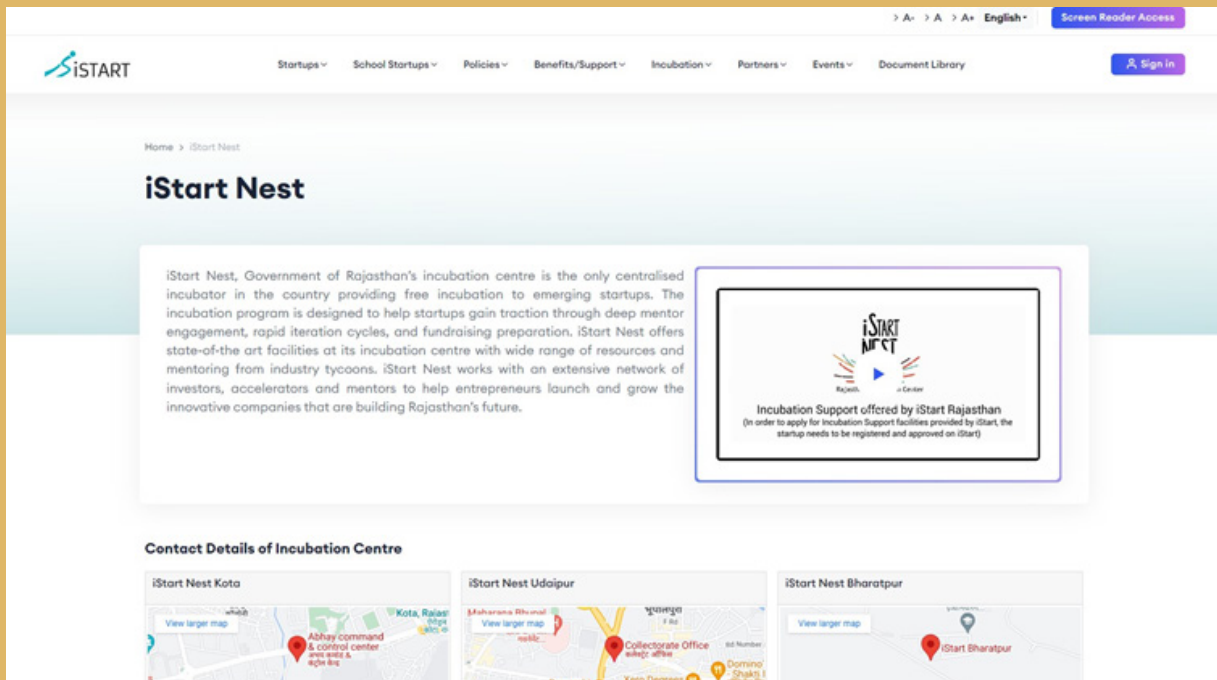


Figure J: Webpage on iStart Rajasthan Portal for iStart Nest

**Techno Hub** – The State Government has launched Techno Hub, the largest and most advanced Startup hub, to speed up the development of a vibrant Startup ecosystem in the state. The goal is to offer a comprehensive support system to budding entrepreneurs, assisting them in presenting their ideas and establishing connections with potential investors.

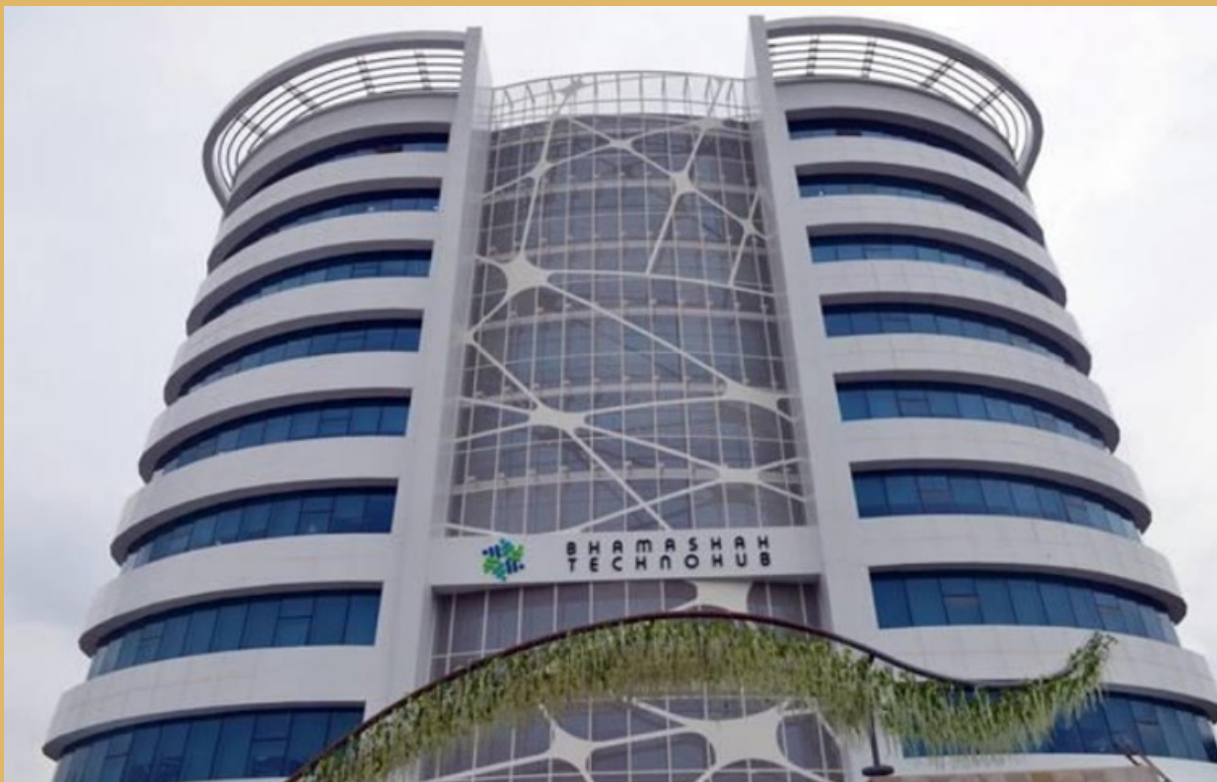


Figure K: Techno Hub

The State also has a Virtual Incubation Program which aims to promote collaborative efforts to foster entrepreneurship in the State. It is one of the largest capacity building and ecosystem enabling programmes for all early-stage startups and helps to make the iStart incubation facility accessible to Startups based anywhere in the Rajasthan.

Along with these, iStart Rajasthan has also partnered up with multiple other partner incubators across the state and country.

- **Mentorship**

The “Mentors List” section of the iStart Rajasthan website<sup>2</sup> provides a comprehensive list of mentors, with contact details to directly contact them and take their guidance.

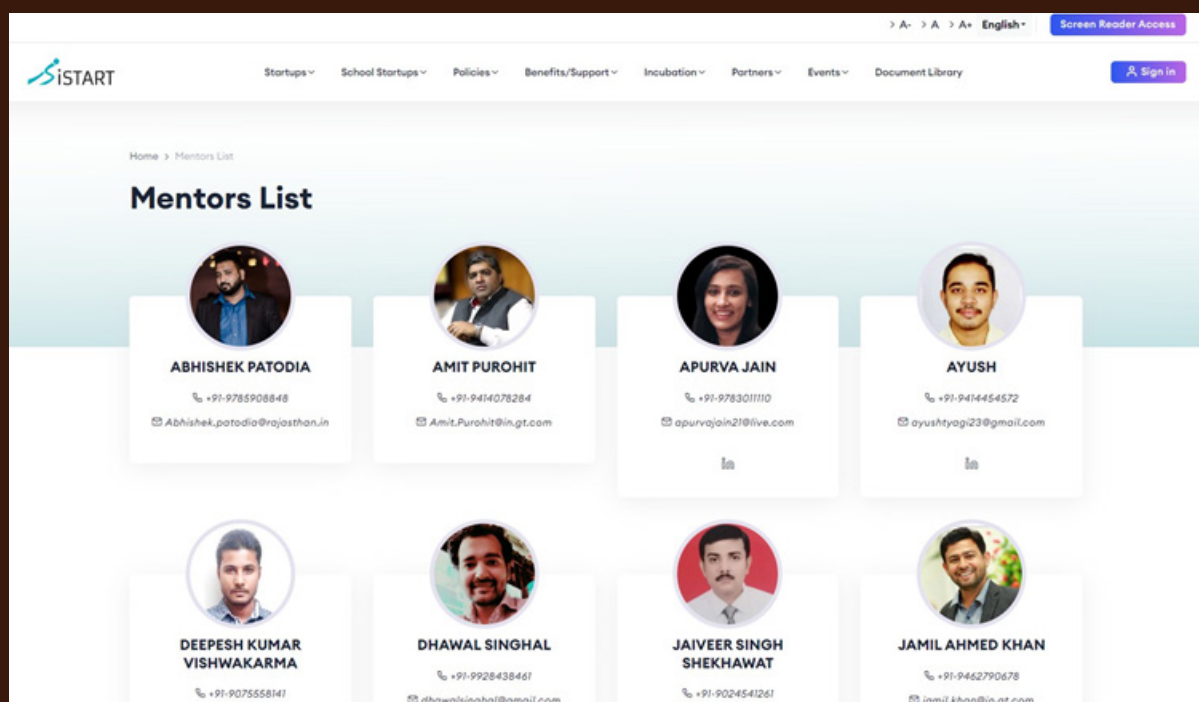


Figure L: Mentor List on iStart Portal

## Way Forward

- The State may explore the possibility of setting up more incubators.
- The State may provide support to incubators such as (a) one-time capital assistance (b) 100% reimbursement of stamp duty and registration fee (c) power tariff subsidy (d) 100 % reimbursement for electricity duty paid for the first 5 years.
- The State may develop its portal in a way such that Startups could connect with incubators through a dedicated incubator dashboard.
- The State may create a centralised form for enrolling into the incubation program and request for ratings and acknowledgment from Startups which have been incubated.

<sup>2</sup><https://istart.rajasthan.gov.in/mentors>

# Funding Support

## Introduction

All Startups require timely availability of funding for their growth. This Reform Area encourages various State/UT Governments to establish either new Seed or Venture funds or Fund of Funds for Startups or continue supporting the existing ones. It also focuses on the access to these funds established by the State/UT Government.

A special emphasis has been given to State-supported initiatives and programs to mobilise the private investments into Startup ecosystem by connecting Startups with investors such as workshops, networking events and pitching sessions.

The Rajasthan Government has supported 400+ Startups with various financial incentives for the period of SRF 2022. The total amount disbursed under these incentives to the Startups is INR 58+ Crore. The State has also undertaken 10+ programs to connect Startups with private funds or investors. These programs included investor connect events like pitching sessions, conclaves, and investor mixers.

## State Performance

The Rajasthan State Startup Policy provides an extensive framework (<https://istart.rajasthan.gov.in/funding-incentives>) for funding support. Funding incentives have been defined based on the life cycle stages of Startups:

- **Pre Seed & Seed Stage**

Financial support will be provided to encourage Startups to generate novel ideas and boost innovation in the State across Pre-seed and Seed stages.

- A. Ideation grant for pre-seed stage Startups: All pre-seed stage Startups registered under the iStart program will be eligible for a grant of INR 2.4 lakhs.**
- B. Viability grants for seed stage Startups: Startups registered under the iStart program of the Government will be eligible for a viability grant of 10-60 lakhs based on QR rate categories.**



- **Growth Stage**

The State will provide additional support to enable Startups to scale up their venture once they have qualified for the criteria set by the Committee, as notified by the Government from time to time.

**A. Scale Up Fund - The State will provide financial support to growth stage Startups through a Scale Up Fund of INR 1/1.5/2 crores based on QR Rate categories.**

**B. Startup Equity Fund - The State has set up an Alternative Investment Fund (AIF) to provide funding support to Startups in the form of equity. The Government will match the amount of fund raised by the eligible Startup up to INR 5 crores per Startup.**

The Government had introduced an assessment program for Startups, the QR rate Startup rating, which provided detailed assessment reports on a Startup's potential and investment worthiness. The rating is based on an assessment score and varies from bronze, silver, gold, platinum to signature. The rating is used to grade eligible Startups in order to provide differential incentives to each category as part of the policy.

## Way Forward

- **The State may develop an online mechanism for the disbursement of funds which captures the details of all transactions of the Fund.**
- **The State may present the Details of the Funds on the Startup portal with the eligibility conditions along the option of Startups applying for the Fund.**
- **The funding given by Government may be in multiple areas. These may include Government grants, monthly allowance, interest subsidy and so on. Information may be published to Startups for the grants provided.**
- **The State may organise events, and conferences dedicated to Funding with discussions on Funding Opportunities, and Processes.**

# Capacity Building of Enablers

## Introduction

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire Startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable Startups with the opportunity to contribute to Government initiatives.

This Reform Area assesses sensitisation workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.

Rajasthan has conducted more than 16 sensitisation workshops for officials of State Government departments on the Startup ecosystem of India, with a total of more than 300 State Government officials participating across all of these.

## State Performance

With the view to sensitise potential investors, including family businesses, corporate houses, and entrepreneurs, on investment in Startups, iStart has conducted around 15 programs.

The objective behind these programs was to educate and raise awareness about the benefits and potential risks of investing in early-stage companies. The idea was to help potential investors make informed decisions and evaluate opportunities with a greater understanding of the Startup ecosystem. Few of these programs were:

- **iStart Rajasthan Investor Meet**

It was a highly curated pitching event where selected Startups got an opportunity to engage in pitching for funding before selected investors and High Net worth Individuals at Techno Hub, Jaipur. The event had multiple rounds of evaluation, which were monitored by industry experts and mentors of team iStart Rajasthan. New budding entrepreneurs were given the platform to present their businesses to renowned investors in exchange of monetary and financial support.

This Startup Investor Meet is a recurring event that will be organised during the third week of every month and give showcasing opportunities to selected Startups.



Figure M: Event Picture from Startup Investor Meet

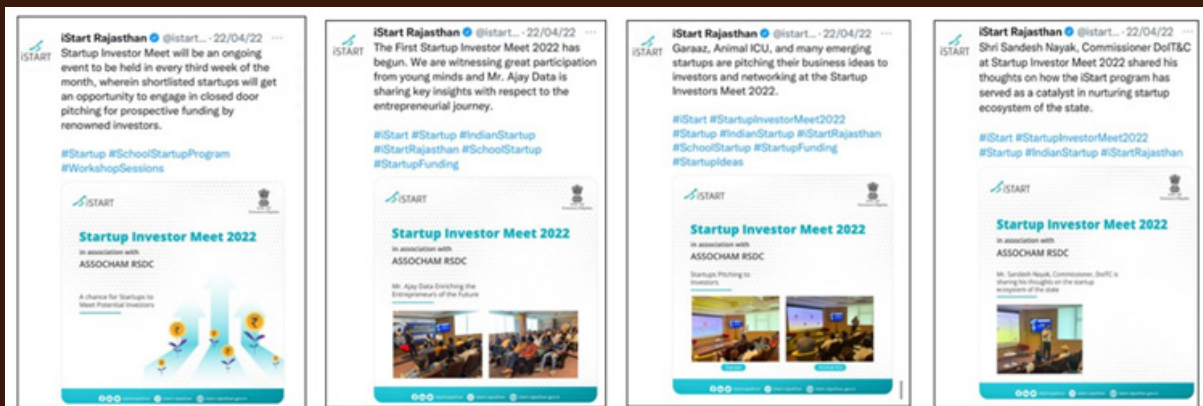


Figure N: Publicity of Startup Investor Meet

- **WFC Startup Mixer 2022, Kota**

iStart Nest Kota facilitated the participation of iStart recognised Startups at the WFC Startup Mixer Kota on 5 September 2022. This event was a part of WFC's endeavour to connect with Startup founders, partners, and investors.

There were discussions on angel investments and what the possible opportunities for them are after they have established a foot in the ecosystem. The agenda of the events was as follows:

- **Connect with investors and fellow founders**
- **Give them a chance to pitch their Startup ideas**
- **On-the-spot funding commitments**
- **Network with like-minded founders**

- **One2One conversations with WFC leadership**

The event saw the participation of around 15 investors. iStart Nest Kota mentors were active participants in the program and took the opportunity to connect with local enablers for the creation of conducive entrepreneurial ecosystem in Kota.



Figure O: Event Picture from Startup Mixer



Figure P: Event Picture from Startup Mixer

## Way Forward

- **The State Government may hold quarterly sensitisation workshops for various Government departments and officials to encourage them to interact with Startups to understand their concerns.**
- **The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other states to explore mutual learning opportunities.**

# Roadmap to a Sustainable Future

## Introduction

Roadmap to a Sustainable Future sought to encourage the spirit of innovation in rural Startups, and at the same time focus on sectors like renewable energy, sustainability, and climate change with an emphasis given to Startups working on Circular Economy.

The aim is to steadily increase the number of Startups working in the space of renewable energy and sustainability and follow India's direction of attaining a more inclusive and greener world.

The State has supported 2200+ Startups working towards rural impact. The support is in form of mentorship, funding and innovation challenge winners. The Rajasthan Startup Policy 2022 provides the details of "Rural Startup of the Year Competition".

The State has also supported 120+ Startups working on sectors focussed on renewable energy, sustainability, and climate change. It has 5 active policies which support Startups working on Circular Economy.

## State Performance

### **Rural Startup of the Year Competition**

It is a district level yearly competition for people belonging to rural areas to promote new ideas and increase awareness. The winner receives a cash reward to develop the idea into business model and given free access to training centres. For the winning Startup, the Government also funds the cost of employing the team in ideation stage with a limit of up to five employees.

iStart Rajasthan has organised several trainings and workshops on the rural Startup ecosystem as well with the objectives of:

- **Raising awareness towards various schemes, policies, and initiatives available under the iStart Rajasthan program, including the e-Bazaar and its benefits.**
- **Providing support and resources to early-stage Startups and entrepreneurs, with the goal of helping them grow and develop their businesses.**
- **Enhancing their knowledge, skills, and abilities in areas of entrepreneurship, business development, and innovation.**
- **Informing them about the role of the State Departments in facilitating and promoting entrepreneurship in the rural areas.**
- **Educating them on the importance for utilising available funds, mentorship, and infrastructural support for growth and success of their Startups.**
- **Walking them through national and global best practices.**
- **Introducing them to various handholding agencies, funders, stakeholders, incubators, accelerators, venture capital firms, and government agencies.**
- **Encouraging them to apply for various awards.**

The State winners of the Rural Innovation Challenge were awarded a seed grant of INR 5 lakhs, 2.5 lakhs, and 1.25 lakhs for the 1st, 2nd and 3rd positions respectively. The district winners of the Rural Innovation Challenge were awarded with a seed grant of INR 1 lakh, 50,000, and 25,000 for the 1st, 2nd and 3rd positions respectively across seven districts.

## Way Forward

- **State may look at developing a separate parameter for “Social Impact”, under which a Startup promotes a product or service that is based in a rural area as well as related to sustainable practices, renewable energy, circular economy and climate change. Additionally, to incentivise Startups classified under this criterion, the state can reserve a certain percentage of incubation space for them.**
- **State may develop specific incentives for the Startups working in the field of sustainability, renewable energy, climate change and circular economy. It may also consider amending any existing policy or incentive for Startups in the State to support them.**

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# Abbreviations

Gross Domestic Product (GDP)

MSME Investment Facilitation Centres (MIFCs)

Department of Information Technology and Communication (DOIT&C)

State Level Implementation Committee (SLIC)

Rajasthan Investment Promotion Scheme 2022 (RIPS)

Higher Educational Institutes (HEIs)

Alternative Investment Fund (AIF)



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