



5th Edition

States' Startup Ecosystem Ranking

Rajasthan

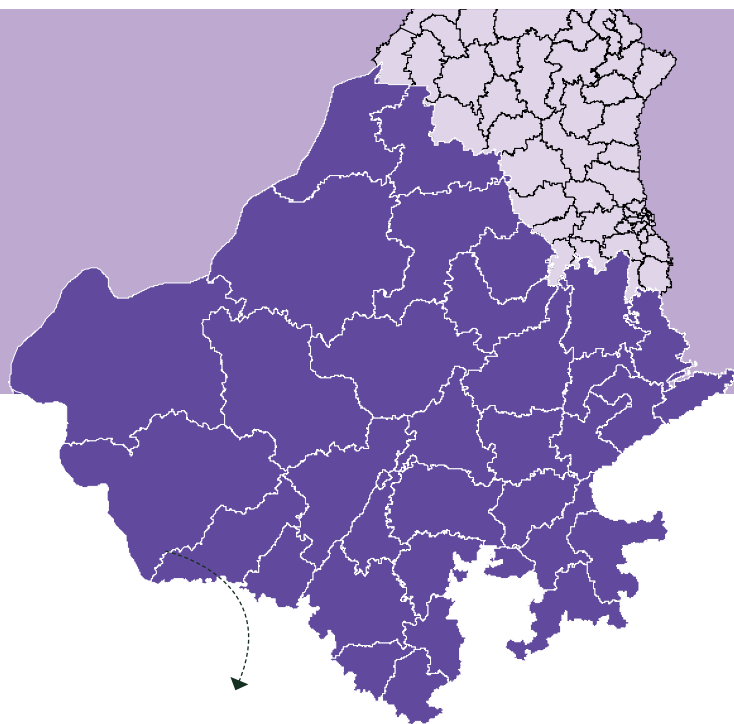
Leader



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1. About the State



Rajasthan

The state of Rajasthan spans an area of approximately 342,239 sq. km, and is renowned for its rich cultural heritage and majestic landscapes.

The state of Rajasthan spans an area of approximately 342,239 sq. km, and is renowned for its rich cultural heritage and majestic landscapes. As per the 2011 Census, Rajasthan has a population of about 6.85 Cr, making it the seventh most populous state in India with 24.9% urbanization rate.

Economically, the state has shown robust growth, with its Gross State Domestic Product (GSDP) at current prices increasing from INR 4.34 Lakh Crore in FY 2011-12 to INR 17.04 Lakh Crore in FY 2024-25 at a CAGR of 11.1%. The state attracted a total FDI inflow of USD 374.48

Mn in the year 2024-25. On the trade front, it recorded exports worth USD 11.48 Bn during 2024-25, primarily driven by engineering goods and gems & jewelry.

The Department of Information Technology & Communication (DoIT&C) serves as the nodal department for startups in Rajasthan, spearheading initiatives to foster innovation and entrepreneurship through facilities like the Bhamashah Techno Hub and programs such as boot camps, hackathons, and investor connects.

The Rajasthan Startup Policy 2022, launched by DoIT&C, builds upon and supersedes the 2015 policy, providing a strengthened framework that introduces enhanced support measures including sustenance allowance, marketing assistance, seed funding, incubator grants, and focused provisions for women, rural, and differently abled entrepreneurs, aimed at driving inclusive, innovation-led growth across the State.

2. State Startup Policies and Initiatives

2.1 State Startup Policies

Rajasthan Startup Policy 2022

The Rajasthan Startup Policy 2022, issued by DoIT&C, Government of Rajasthan, serves as a comprehensive framework to strengthen the state's innovation and entrepreneurial ecosystem. The policy is implemented through iStart Rajasthan, the state's flagship initiative to support startups at every stage of their lifecycle. It provides fiscal and non-fiscal incentives to promote entrepreneurship in the State, including:

- **Ideation Grant:**

Up to INR 2.4 Lakh for pre-seed stage startups; additional INR 60,000 for women-led startups.

- **Viability Grant:**

For seed-stage startups to support early operations.

- **Scale-Up Fund:**

Financial support for growth-stage startups, up to 50% of the amount raised (as debt convertible to grant).

- **Startup Equity Fund:**

Matching investment up to INR 5 crore per startup through an Alternative Investment Fund (AIF).

- **Reimbursement & Subsidies:**

Reimbursement up to INR 5 Lakh for patent filing, marketing assistance, INR 25 Lakh for quality certification, and support for participation in national (INR 50,000) and international events (INR 5 Lakh)

Non-fiscal incentives cover mentorship programs, networking and market access support, incubation and co-working facilities, exposure visits, hackathons and recognition through the QRate startup rating system.

Rajasthan Investment Promotion Scheme (RIPS) 2022

RIPS, issued by the Department of Industries, is a transformative policy aimed at driving inclusive and sustainable growth. It positions Rajasthan as a competitive investment destination by fostering innovation in startups, R&D, IT services, and data centers, emphasizing thrust and sunrise sectors, and incentivizing green initiatives for climate leadership.

The scheme offers investment-linked incentives such as SGST reimbursement, capital and interest subsidies, stamp duty exemption, and electricity duty reimbursement to eligible enterprises, including startups and MSMEs. Additional benefits are provided for women-led, rural, and backward-area projects. RIPS ensures ease of doing business through a single-window digital platform for incentive applications and approvals.



2.2 Key Initiatives Driving Growth

The state has launched several key initiatives to drive startup growth by creating a supportive entrepreneurial ecosystem and fostering innovation. These include:

- **NEN Ignite Program:**

It enables the early-stage startups to prepare for pitching to grants, startup schemes, and pre-seed capital through a structured pathway based on a DIY Discovery Toolkit. This approach helps founders refine their startup pitch by building a compelling value proposition, developing a sustainable and scalable business model, ensuring financial stability, and driving greater traction through customer acquisition and revenue growth.

- **Business Innovation Program:**

A transformative initiative designed to ignite entrepreneurial spirit in schools and colleges across the state. With a mission to empower over 1 lakh students, this ambitious program aims to convert fresh ideas into thriving startups, positioning Rajasthan as a leading hub for innovation and youth-driven enterprises.

- **The iStart Talent Connect Portal:**

Created by the government to link registered startups with talent, students, academia and corporates facilitating hiring, internships and corporate-startup collaborations.

Rajasthan Electric Vehicle Policy 2022

The Rajasthan Electric Vehicle Policy (REVP) 2022, issued by the Transport Department, aims to accelerate electric mobility adoption and build a robust EV ecosystem in the state. The policy focuses on reducing carbon emissions, promoting sustainable transport, and supporting EV manufacturing and infrastructure.

EV startups are supported through Rajasthan Startup Policy provisions, including sustenance allowance, seed funding, marketing assistance, pilot-stage funding, and techno funding.

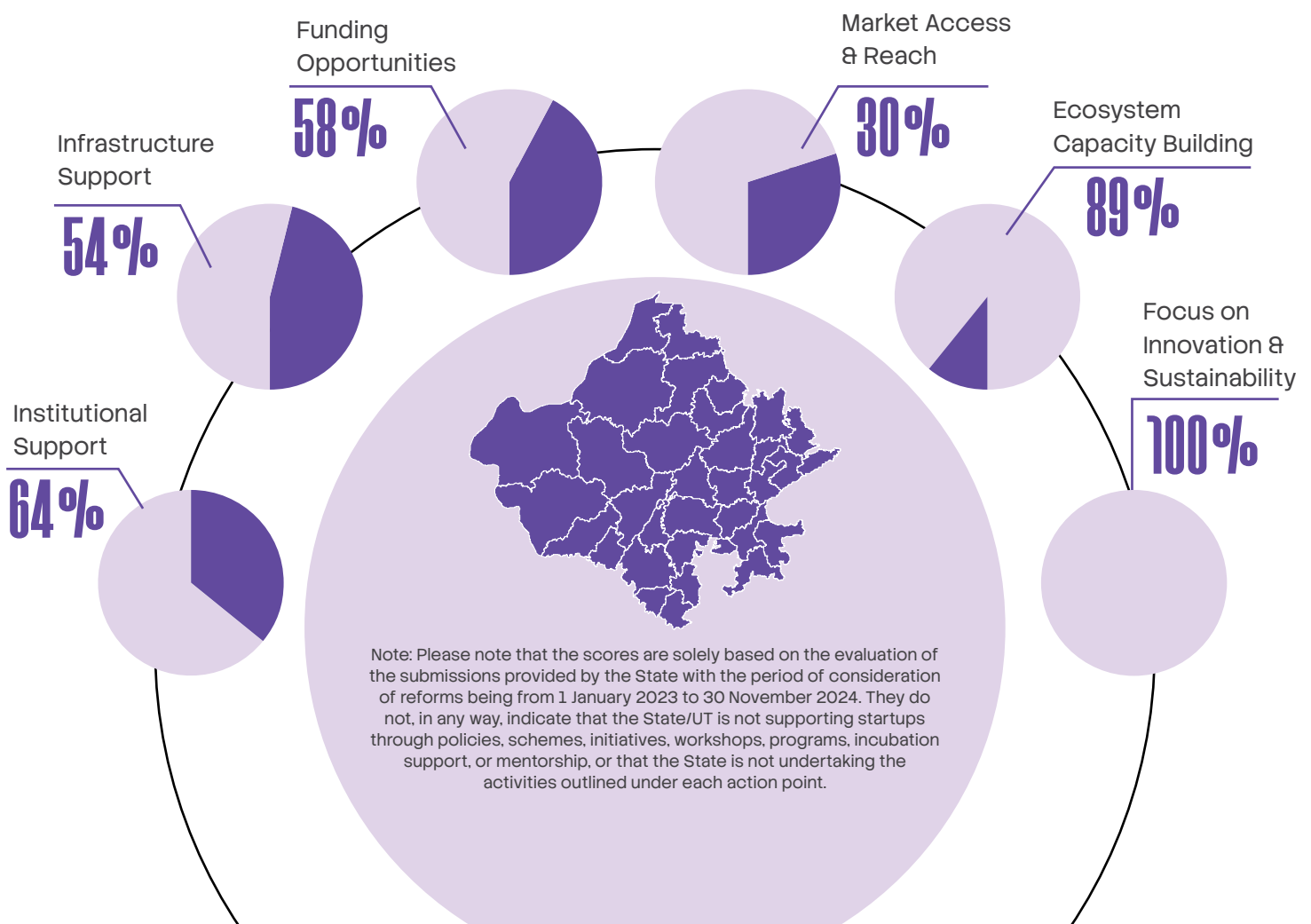
3. State Startup Ecosystem Ranking Results

Rajasthan participated in all 6 Reform Areas and 19 Action Points of the 5th edition of States Startup Ecosystem Ranking Framework, and has been positioned as a “Leader” State in Category A.

The state's performance across different reform areas is presented below as percentile scores, which is the relative performance of the State in each Reform Area as compared to States/UTs in Category A. For example, if the state 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/UT in category A, in that Reform Area.

Overall, Rajasthan has been evaluated across 6 Reform Areas that are critical to strengthening and advancing the State's startup ecosystem. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

Figure 1: Reform area wise scores for Rajasthan



4. Reform Area 1 - Institutional Support

4.1 Introduction

Institutional Support focuses on the foundational support provided by state governments to foster startup ecosystems. It evaluates whether states have active startup policies, designated nodal departments, and dedicated teams. It also assesses the extent of support provided by

other government departments beyond the nodal agency. Key action points include the presence of a startup policy, identification and development of priority sectors, support for women entrepreneurs, and initiatives for young student entrepreneurs. The goal is to ensure that startups receive structured and multi-departmental support, enabling them to thrive across sectors and demographics.

It covers 6 action points:



Action Point 1:
Support Provided to Startups
by State/UT Department(s)



Action Point 2:
For Development with a Futuristic
and Disruptive Focus



Action Point 3:
Women Entrepreneurial
Development



Action Point 4:
For the Growth of
Young Entrepreneurs



Action Point 5:
Entrepreneurial Growth in the
Social Innovation Landscape



Action Point 6:
Mentorship Support
Provided to Startups

4.2 Performance

1030+

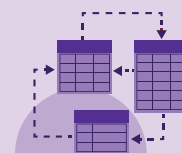
Startups
supported in
priority sector



650+ Unique Women
led Startups



9+ Schemes/
Initiatives in
Priority Sector



20+

Support structures, schemes or programs provided in educational institutions to support student entrepreneurs



20+

Mentors providing mentorship support to Startups



Institutional support provided to Startups

The State has put in place an institutional framework to support startups through its Startup Policy 'Rajasthan Startup Policy 2022', with its nodal department being Department of Information Technology & Communication (DoIT&C), Government of Rajasthan. The State also has a dedicated nodal officer and a dedicated team responsible for startup promotion and facilitation.

Additionally, the iStart portal (www.istart.rajasthan.gov.in) provides a single-window platform offering end-to-end solutions for startups and facilitating the execution of policy provisions across the state.

Development with a Futuristic and Disruptive Focus:

The State has identified priority sectors to guide the development of a futuristic and innovation-driven startup ecosystem. These priority sectors include SaaS Industry 4.0, Green Areas, Sunrise Sectors, Agriculture, Education, Fin-Tech, Healthcare among others.

To promote startups operating within the identified priority sectors, the State had **9+ scheme, initiatives / policies / activities operational during the evaluation period**. As per the documentary evidence submitted, the State **supported 1030+ startups in the priority sectors**.

Women Entrepreneurial Development

The State has undertaken focused measures to promote women entrepreneurship as part of its startup ecosystem development efforts. Dedicated incentives and support mechanisms for women-led startups have been introduced through its Rajasthan Startup Policy 2022. For instance, under this policy, startups with more than 50% equity held by women founders get an extra INR 60,000 as a booster incentive.

As per the documentary evidence submitted, the State supported **650+ unique women-led startups across 30 districts** during the evaluation period.

For the Growth of Young Entrepreneurs

The State has implemented structured interventions to encourage entrepreneurship among students and young innovators through educational institutions, including entrepreneurial skill trainings and awareness programs. For instance, the State conducted 'istart School and Rural Outreach' Workshops at Udaipur, Jaipur Jodhpur and Kota among other locations.

Overall, during the evaluation period, Rajasthan implemented **20+ such comprehensive support**

structures / schemes / programs aimed at supporting student entrepreneurs.

Mentorship Support Provided to Startups

The State has facilitated structured mentorship support for startups as part of its ecosystem development initiatives. As per the documentary evidence provided, **20+ mentors have been engaged to provide mentorship support to startups within the Rajasthan** during the evaluation period.

5. Reform Area 2 - Infrastructure Support

5.1 Introduction

Infrastructure Support evaluates the availability and quality of both digital and physical infrastructure provided by states to startups. Digital infrastructure includes state startup portals with features like online registration, grievance redressal, and accessibility in local

languages and for persons with disabilities. Physical infrastructure focuses on the establishment and upgrading of incubators, especially those supporting manufacturing and hardware startups. It also assesses the number of startups receiving incubation support and the facilities available to them.

It covers 2 action points:



Action Point 7:
Access to Digital Infrastructure



Action Point 8:
Access to Physical Infrastructure

5.2 Performance

1570+



Startups registered
on the State
Startup portal

90+

Startups provided
incubation Support

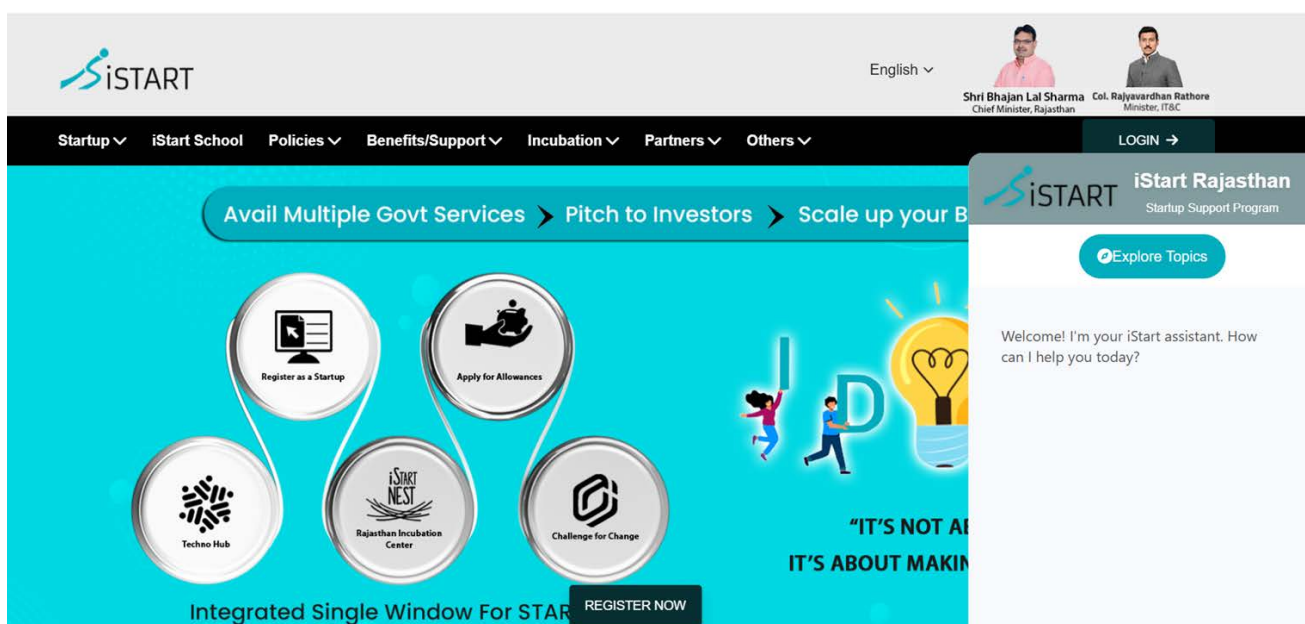


Access to Digital Infrastructure

The State has enabled digital access for startups through a unified State Startup Portal that serves as a single-window interface for registration, information dissemination, and service delivery. As per the records submitted, **1,570+ startups are registered on the State Startup Portal.**

The portal is accessible in local and official languages and complies with accessibility standards to ensure inclusivity for Persons with Disabilities (PWD). Additionally, the portal features an AI-powered chatbot to provide real-time assistance and enhance user experience.

Figure 2: Startup Portal of Rajasthan with various functionalities



Access to Physical Infrastructure

The State has strengthened physical infrastructure support for startups, particularly those engaged in manufacturing and hardware sectors, through the establishment and upgradation of incubators and acceleration facilities.

During the evaluation period, Rajasthan has set up **5+ new incubators** including Atal

Innovation Studio and Accelerators (AISA) in Jaipur, Udaipur, Bikaner and Bharatpur.

Further, as per the documentary evidence submitted, **90+ unique startup have received incubation or acceleration support** across State-supported incubators and accelerators during the period of consideration.

6. Reform Area 3 - Funding Opportunities

6.1 Introduction

Funding Opportunities examines the financial mechanisms established by states to support startups. It includes the creation and management of seed funds, venture funds, and funds of funds, especially those targeting priority sectors. It also evaluates the number of startups that have received funding through these mechanisms and the extent of collaboration with financial institutions.

Additionally, it assesses initiatives like pitching sessions and investor connect programs that facilitate access to private capital funds, and funds of funds, especially those targeting priority sectors. It also evaluates the number of startups that have received funding through these mechanisms and the extent of collaboration with financial institutions. Additionally, it assesses initiatives like pitching sessions and investor connect programs that facilitate access to private capital.

It covers 3 action points:



Action Point 9:
Access to Funding



Action Point 10:
Number of Startups which have Received Funding through State Supported Funds or Mechanisms



Action Point 11:
State Support in Fundraising Initiatives

6.2 Performance

60+

Startups have received funding through State-supported funds or mechanisms



Access to Funding

State has instituted dedicated funding mechanisms to improve access to capital for startups. These have been operationalized under Scale up fund and Startup Equity fund.

The State has further collaborated with ICICI and HDFC banks to provide lending support to the Startups. The state has established multiple funding mechanisms for startups, including Seed Funds, Venture Funds, and an INR 100 crore Fund of Funds.

Under iStart Rajasthan, launched in 2017, support includes an Ideation Grant of INR 2.4 lakh, Seed Funding based on QRate scores, and Scale-up Fund convertible to grant or equity. Growth-stage startups can also access the Startup Equity Fund, with government matching up to INR 5 crore. Additionally, the 2023–24 Budget announced funding up to INR 10 crore under the Atal Entrepreneurship Programme.

During the evaluation period, **60+ startups** have received funding support through state supported mechanisms.



7. Reform Area 4 - Market Access & Reach

7.1 Introduction

Market Access & Reach focuses on how states help startups access markets by relaxing public procurement processes, awarding Government Work Orders, and domestic and international exposure. It evaluates the number of tenders

floated with startup-friendly relaxations, the number of startups awarded work orders, and the reach of market access initiatives across districts. It also considers programs that connect startups with government departments, corporates, and international trade bodies for product showcases and pilot projects.

It covers 3 action points:



Action Point 12:
Market Access Opportunity
Provided to Startups through
Public Procurement



Action Point 13:
Number of Startups
Awarded Purchase Orders
or Work Orders



Action Point 14:
Access to Domestic
and International Market
Access Opportunities

7.2 Performance

9+

Unique market
access
opportunities



45+

Unique startups
awarded
purchase orders



Market Access Opportunity Provided to Startups through Public Procurement

Rajasthan has enabled market access for startups by facilitating their participation in public procurement through procedural relaxations in tenders and RFPs issued by State government departments and public sector undertakings. The state has introduced relaxations and exemptions on eligibility criteria such as turnover, prior experience, and Earnest Money Deposit (EMD) in tenders and RFPs issued by state governments. These measures aim to reduce entry barriers for startups, enabling them to compete for government projects and procurement opportunities.

Further, **45+ startups have been awarded purchase orders or work orders** by State government departments such as Department of Information Technology & Communication, Rural Development Department, Rajcomp Info Services Ltd., Public Works Department etc. during the evaluation period

Access to Domestic and International Market Access Opportunities

The State has undertaken structured initiatives to enable startups to access domestic and international markets through programs that are funded or executed end-to-end by the State, as well as through facilitative partnerships with external agencies.

During the evaluation period, the State implemented **9+ market access initiatives, including buyer-seller meets, Demo/ Demand days, hackathons and other innovative programs**, designed to improve visibility, customer acquisition, and business expansion opportunities for startups. These include 'iStart Inspire with YourStory – Bikaner Edition', 'Goodness Inside: Founders' GreenTalk', 'Nari Shakti Vandan Program', 'TiE Rajasthan Global Pitch' among others.

8. Reform Area 5 - Ecosystem Capacity Building

8.1 Introduction

Ecosystem Capacity Building evaluates efforts to strengthen the startup ecosystem through training and sensitization programs. It includes workshops for government officials, capacity

development for incubators, and sensitization programs for ecosystem enablers like mentors, investors, and accelerators. The focus is on building awareness, improving stakeholder capabilities, and fostering collaboration across the ecosystem.

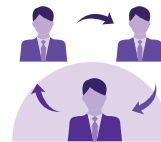
It covers 3 action points:



Action Point 15:
Capacity Building of Officials
of State Government
Departments on Startup
Ecosystem of India



Action Point 16:
Number of State-supported
Incubators Trained Through
Capacity Development
Workshops



Action Point 17:
Number of Programs
Conducted to
Sensitize Ecosystem
Enablers

8.2 Performance

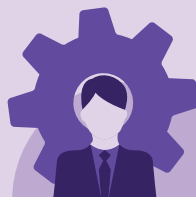
30+

State departments
have participated
in the sensitization
workshops/
programs



10+

Sensitization
workshops/programs
have been conducted
for officials of
State government
departments on the
Startup ecosystem of
India



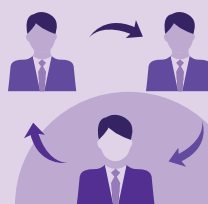
10+

State-supported
incubators trained
through capacity
development
workshops



50+

Programs conducted/
supported to
sensitize existing
and potential
ecosystem enablers
(Mentors / Investors
/ Accelerators /
Startups)



Capacity Building on Startup Ecosystem of India

During the evaluation period, **10+ sensitization workshops or programs** have been conducted

to familiarize officials with startup-related policies, regulatory frameworks, and the role of government in enabling entrepreneurship. Further, as per the documentary evidence submitted, officials from **30+ State**

departments have participated in these sensitization programs.

The State has also undertaken capacity development initiatives to strengthen the operational and managerial capabilities of State-supported incubators through structured training workshops and programs. As per the documentary evidence provided, **10+ State-supported incubators** have participated in capacity development workshops during the evaluation period.

For instance, during Rajasthan IT Day 2023, iStart Rajasthan organized an Incubator Managers Training (IMT) program from 19–21 March in Jaipur to strengthen state-supported incubators. Around 25 mentors and incubation heads were trained on best practices, improving operational efficiency, mentorship quality, and fostering a stronger innovation ecosystem across Rajasthan.

Figure 3: Incubator Managers Training (IMT) Program



9. Reform Area 6 - Focus on Innovation & Sustainability

9.1 Introduction

Focus on Innovation and Sustainability assesses how states promote innovation and sustainability through support for Intellectual Property Rights (IPR), Research

and Development (R&D), and startups focused on climate change and circular economy. It evaluates the presence of policies facilitating IPR, the extent of R&D support, and the number of sustainability-focused startups receiving incentives.

It covers 2 action points:



Action Point 18:

Initiatives Undertaken by the State/UT to Facilitate Research and Innovation



Action Point 19:

Support to Startups for a Sustainable Focus

9.2 Performance

240+

Startups focused on renewable energy, climate change, and sustainability



Facilitating Research and Innovation in the State

The State has undertaken initiatives to strengthen research and innovation within the startup ecosystem. Support for patents, copyrights, trademarks, and other IPR-related activities has been provided through Rajasthan Startup Policy.

The Government has setup a Patent Information Centre to provide regional level services regarding various Intellectual Property (IP) Rights such as IP protection assistance, IP awareness and training, IP counselling advisory services. Rajasthan has also implemented policies like Rajasthan Investment Promotion Schemes (RIPS) 2022 and 2024, Rajasthan State Policy on Intellectual Property Rights 2021–2026,

and the Rajasthan AVGC-XR Policy to facilitate IPR protection and innovation, along with R&D support for startups in identified sectors.

Support to Startups for a Sustainable Future

During the evaluation period, 4+ active policies or scheme supporting startups in the circular economy and sustainability domains have been implemented by the State. As per the documentary evidence submitted, the State has supported **240+ startups working in areas such as renewable energy, climate resilience, climate technology, resource efficiency, waste management, and other sustainability-focused solutions.**

10. Way Forward

- The state may allocate resources within funds created or supported to prioritize startups operating in designated priority sectors.
- The state may expand and decentralize incubation, co-working, and prototyping infrastructure beyond major cities, ensuring equitable access for startups in tier 2 and tier 3 districts.
- The state may prioritize post-incubation market access by creating structured pathways for startups to pilot solutions with state departments, municipalities, PSUs, and public institutions, especially in sectors such as AI, manufacturing, edtech, healthtech, and social innovation.
- The State may organize connects between Startups and investors through state initiatives and partnerships.



11. Annexures

List of Figures

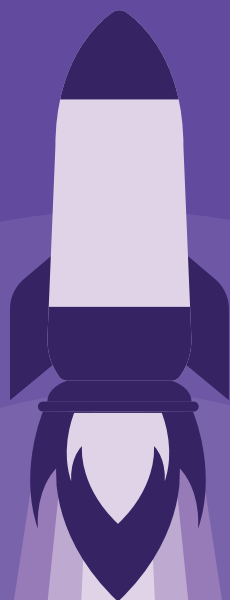
Figure 1: Reform area wise scores for Rajasthan

Figure 2: Startup Portal of Rajasthan with various functionalities

Figure 3: Incubator Managers Training (IMT) Program

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