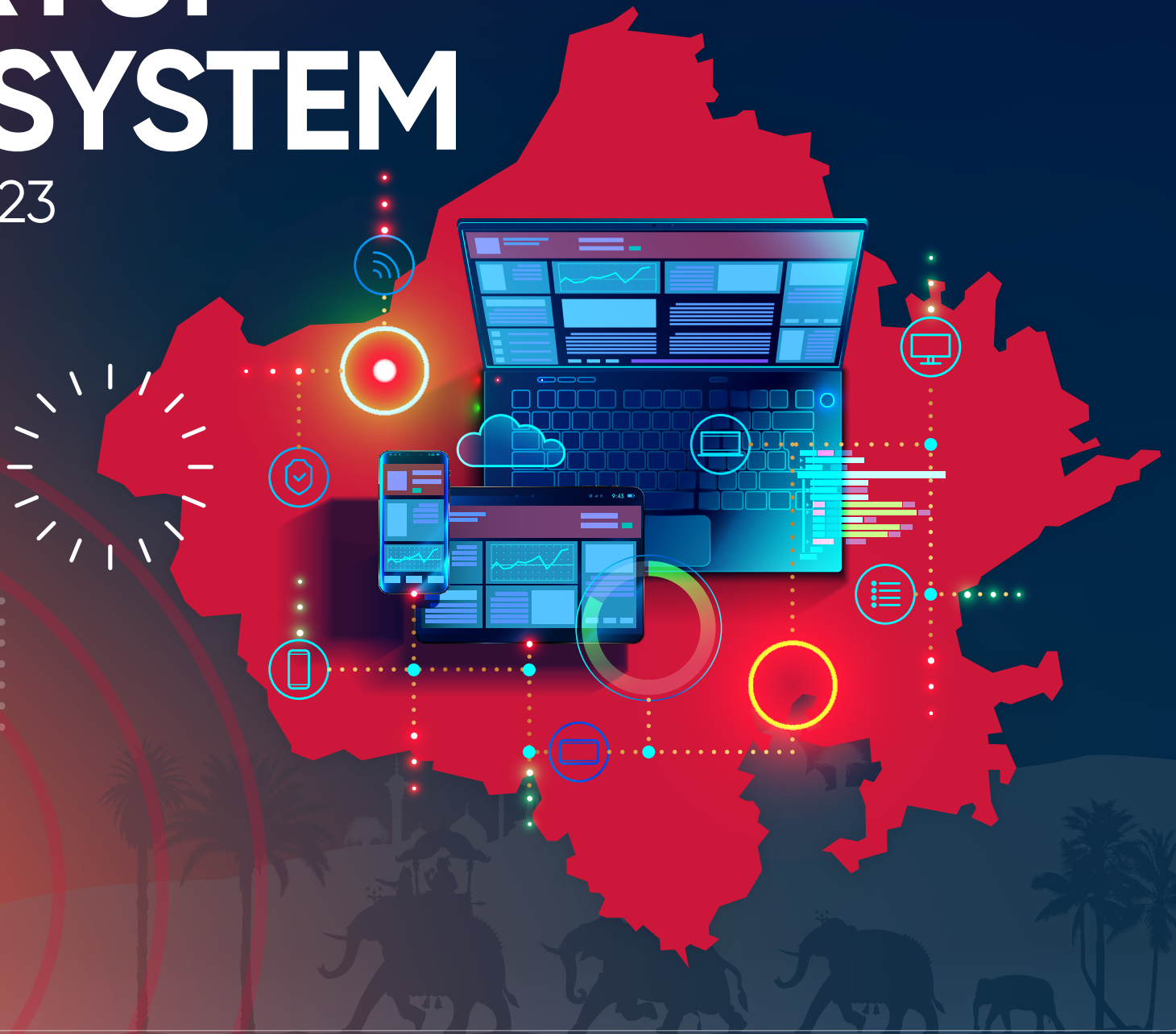


STATE OF RAJASTHAN STARTUP ECOSYSTEM

REPORT 2023



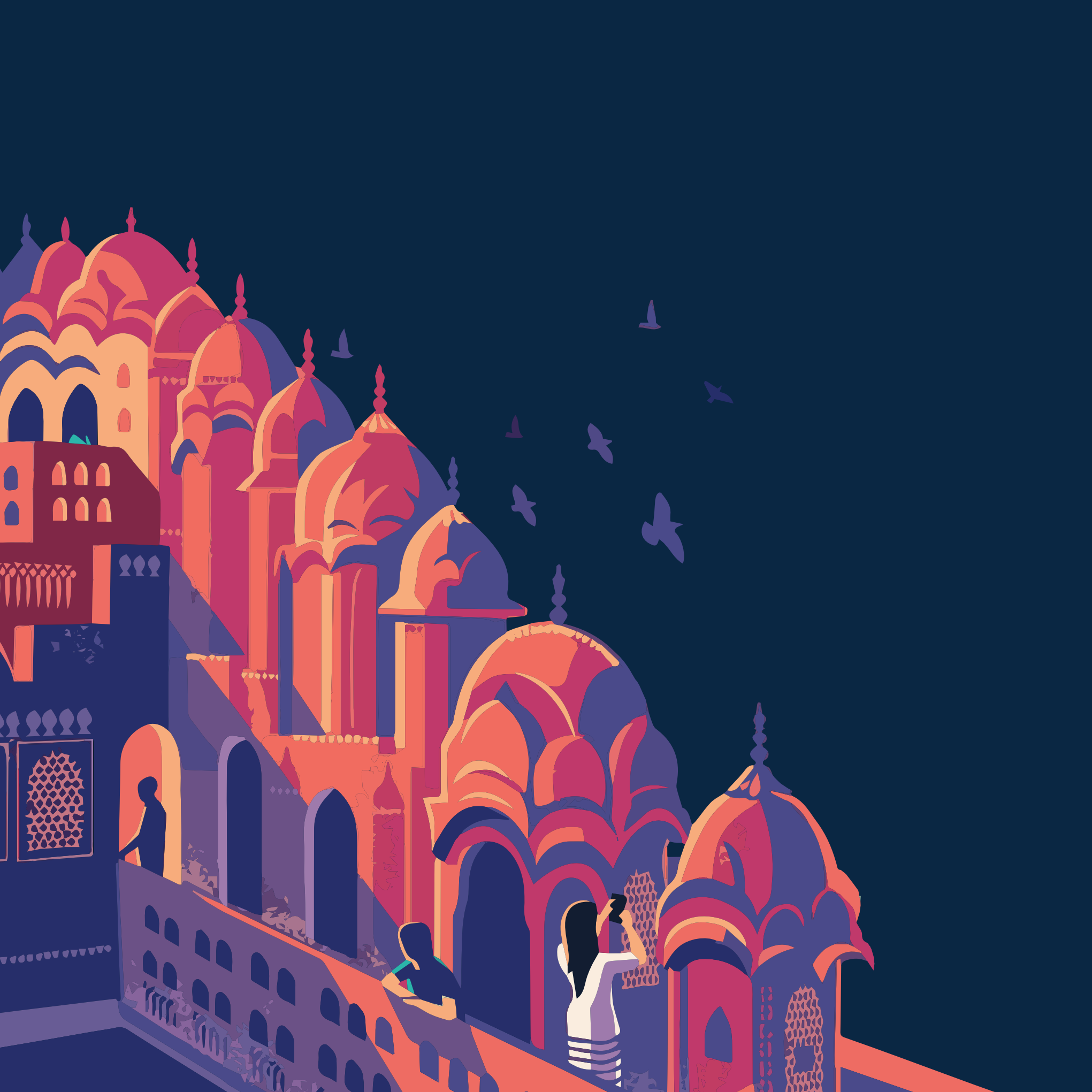


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Introduction

Throughout its history, Rajasthan has been a key contributor to India's trade and commerce, with cities like Bikaner, Jaisalmer, Jodhpur, and Jaipur historically serving as bustling trade centres. Over time, the state's entrepreneurial spirit has not only endured but also thrived, cementing its status as a hub for business ventures.

In recent years, Rajasthan's business landscape has undergone a significant transformation, propelled by strategic measures such as the establishment of Special Economic Zones and industrial corridors. These initiatives have not only accelerated export-oriented industrial development but also attracted substantial investments. As evidence of this favourable business climate, major companies like Honda, Eicher-Polaris, and Ambuja Cement have invested heavily in the state.

Further strengthening Rajasthan's economic growth are its rich mineral and precious metal reserves, along with thriving tourism and textile sectors. However, it's the integration of

technology that has served as a real catalyst for innovation and entrepreneurship. CarDekho, an automobile marketplace established in 2008, serves as a prime example of a local venture successfully leveraging technology to scale its operations.

Following CarDekho's lead, a number of startups – ranging from fintech firm Finova Capital to D2C beauty brand Minimalist – have carved out their own niches of success.

The state government has also been proactive in nurturing a conducive environment for startups. Its flagship iStart program, launched in 2017, provides early-stage startups with incubation support, funding opportunities, and expert guidance.

This report aims to highlight how the combination of Rajasthan's entrepreneurial acumen and robust governmental support makes the state a burgeoning hub for business opportunities and growth.

RAJASTHAN STARTUP ECONOMY: KEY HIGHLIGHTS

10K

Startups Launched

3.7K+

DPIIT Registered Startups

\$307 MN+

Cumulative Funding Raised Since 2014

250+

Active Startup Investors

16%

Funded Startups With Women Cofounders

45+

Accelerators And Incubators

ECOMMERCE

Sector With The Highest Number Of Funded Startups

THE RISE OF RAJASTHAN STARTUP ECOSYSTEM

Today's Rajasthan is celebrated not only for its grand forts and palaces but also for its impressive tech infrastructure, a testament to the state's flourishing startup ecosystem. Research by Inc42 reveals that Rajasthan is home to over 3,700 startups registered with the Department for Promotion of Industry and Internal Trade (DPIIT).

Enterprisetech dominates the startup landscape, signalling a rapid transition from human-led operations to automated processes and widespread adoption of technology in both B2B and B2C sectors. Startups across various niches, including AI, machine learning, blockchain, and cybersecurity, are showcasing remarkable innovations.

For example, Jaipur-based Celebal Technologies assists companies in harnessing big data for optimising supply chain management, deploying chatbots, and more. In a similar vein, Fudr, another Jaipur-based startup, is giving established platforms like Zomato and Dineout a run for their money with its reward-based solutions tailored for restaurants.

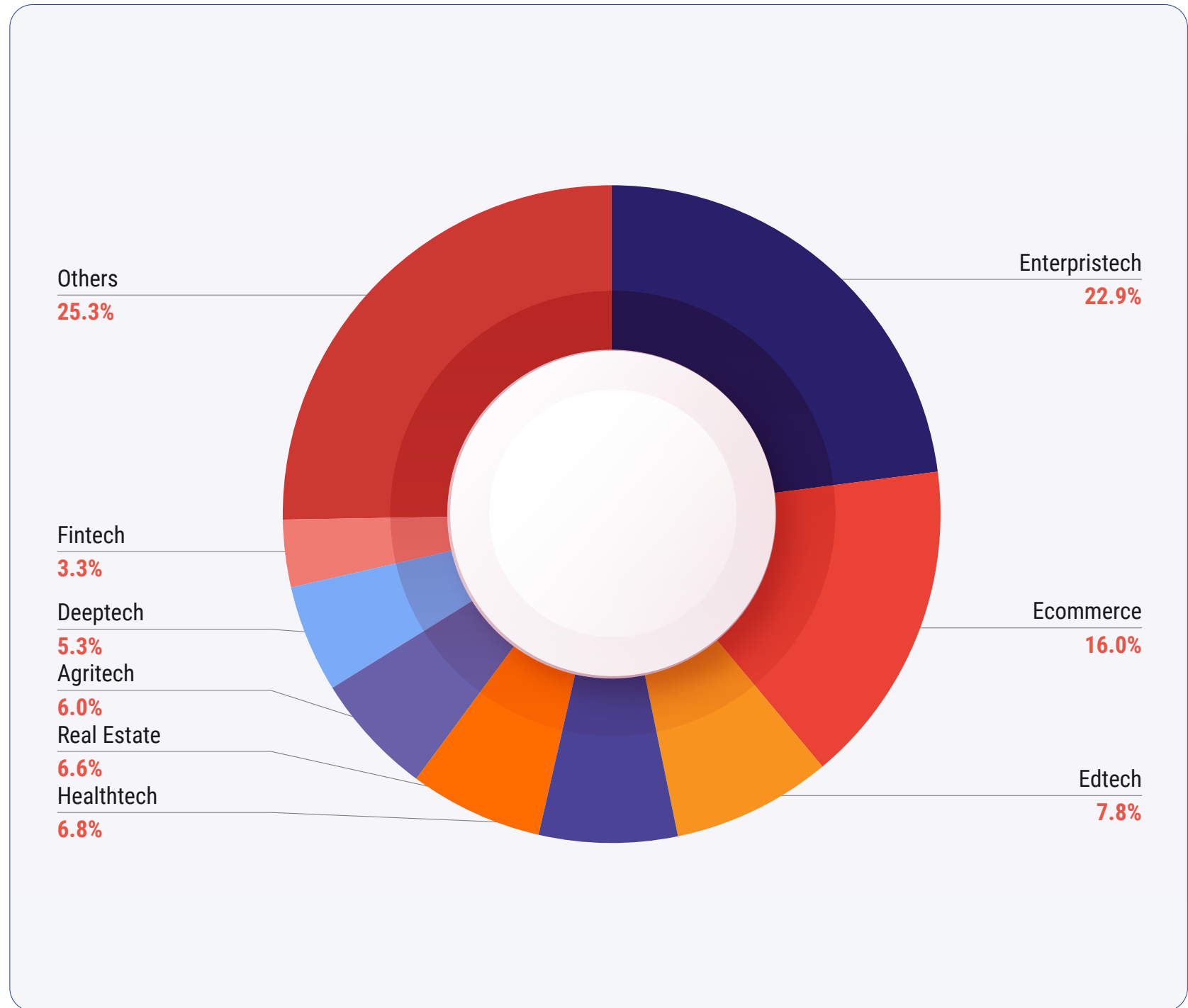
Ecommerce is another sector experiencing a significant uptick in startup activity. Multiple factors contribute to this trend. Foremost among them is the projection that India's online shopping market will encompass 500 Mn users by 2030, expanding at a CAGR of 12%. Despite intense competition, this considerable market growth offers ample room for startups to succeed.

Moreover, Rajasthan is renowned for its rich art, handicrafts, jewellery, textiles, fabrics, and spices. These unique, authentic products provide local ecommerce ventures with an unparalleled opportunity to capture a wider audience. Notable brands making the most of ecommerce include furniture brand Wooden Street, clothing brands Bunaai and Gulaal, watch brand Jaipur Watch Company, sock brand Thela Gaadi, and kitchenware brand Mittihub.

Emerging sectors like agritech, electric vehicles (EV), deeptech, and edtech are also witnessing a surge in startup activities, according to recent studies.

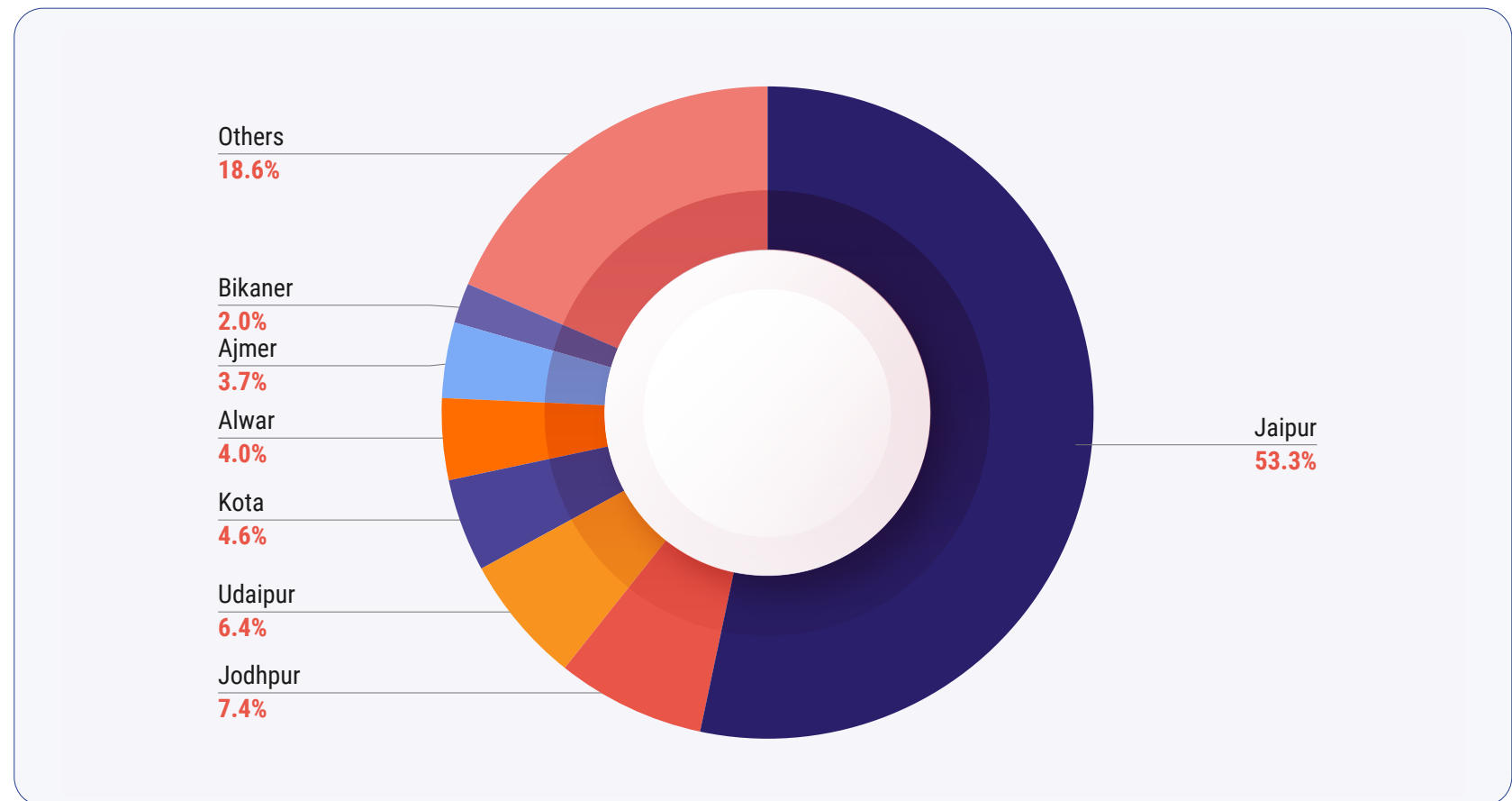
Rajasthan Is Home To 3.7K+ DPIIT Registered Startups

Enterprisetech, which includes service and SaaS companies, accounts for the majority of DPIIT-registered startups in the state.



Jaipur: The Startup Capital of Rajasthan

The city is home to more than half of the state's DPIIT-registered startups



- According to Inc42 analysis, Jaipur hosts over half of Rajasthan's startups, cementing its status as the state's startup hub. Yet other cities are also gaining momentum, thanks in large part to the state government's iStart incubation program.
- iStart maintains a presence in eight key cities across the state — Kota, Bharatpur, Udaipur, Bikaner, Jodhpur, Pali, Churu, and Ajmer. By extending its reach to these significant locales, the programme is fostering business innovation through grants, mentorship, and expert guidance.
- For startups unable to make use of iStart's physical facilities and office spaces, the state government has instituted a virtual incubation programme. This enables them to benefit from webinars, virtual events, and an expansive network of mentors, investors, accelerators, and industry experts.

THE STARTUP FUNDING LANDSCAPE

From a modest \$8 Mn in investments across four startup deals in 2014, funding in Rajasthan has skyrocketed, surpassing \$307 Mn across more than 130 deals as of the first half of 2023. If we include CarDekho (Girnar Soft & its other portfolio companies) also in this data, the total funding raised by Rajasthan-based startups would reach \$1.2 Bn, almost double the current numbers.

This increase can be credited to heightened investor interest, reinforced investor networks, and strategic government initiatives such as tax incentives and grants. These measures have collectively boosted investor confidence, positioning Rajasthan as a burgeoning hub for entrepreneurial innovation.

Yet, the tide is turning favourably. With a Compound Annual Growth Rate (CAGR) of 46% since 2018, venture capital investments in Rajasthan-based startups have outpaced those in both Delhi NCR and Mumbai.

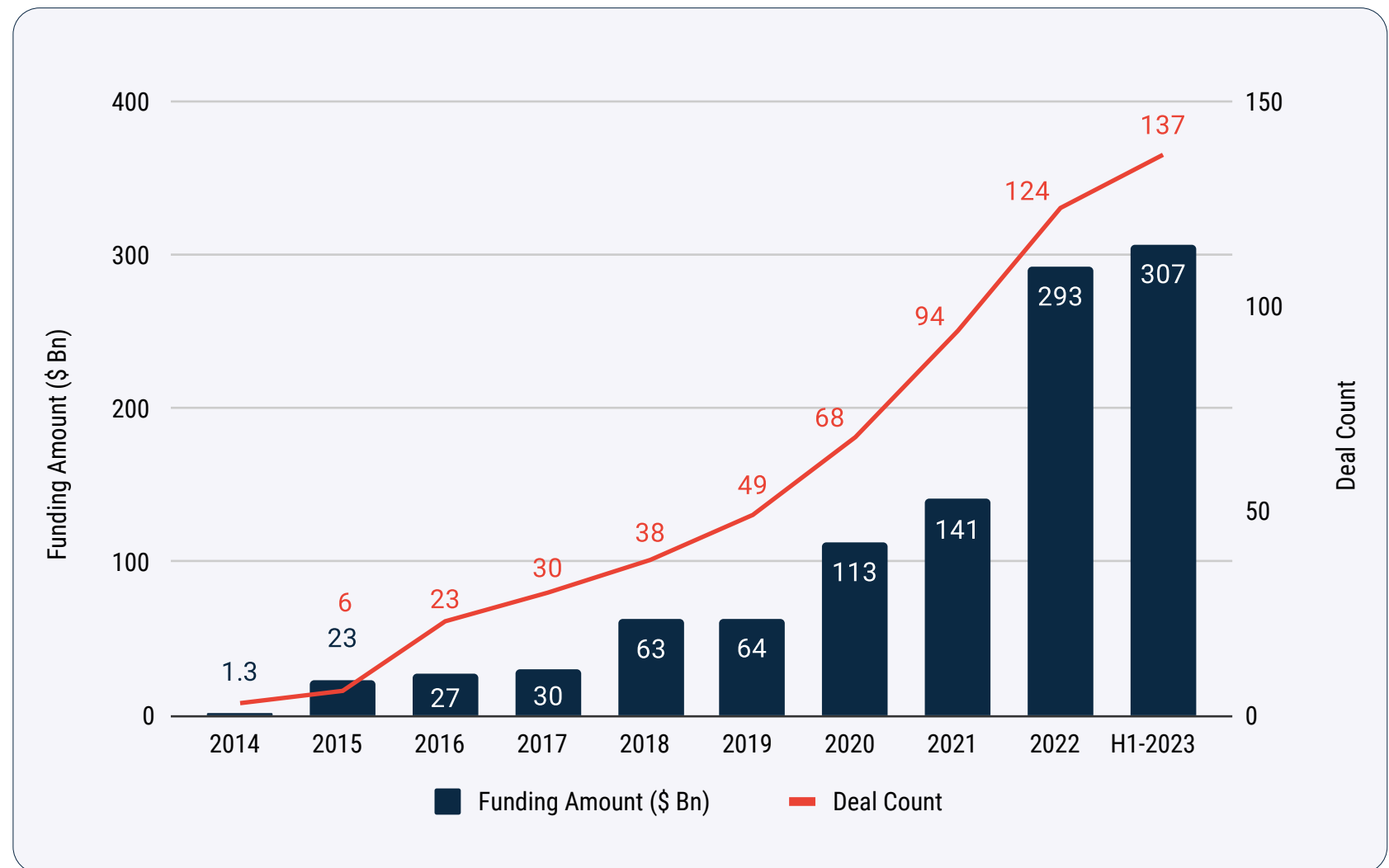
Notably, the upswing in startup funding coincides with the introduction of the Rajasthan Startup Policy in 2015. This pioneering policy represented one of the state government's first significant efforts to foster a conducive environment for new businesses.

Addressing the need for 'ease of doing business,' the policy offered a monthly grant of INR 10,000 for one year to startups in their nascent stages, either in the ideation or prototype phase.

Moreover, the policy's financial incentives specifically aim to support women-led startups. Consequently, available data suggests that Rajasthan's startup landscape is more gender-balanced compared to other leading startup hubs across India.

Rajasthan Based Startups Have Raised \$307 Mn+ Funding Since 2014

Finova Capital and Wooden Street, as the most funded startups in the state, collectively account for 45% of the total funding



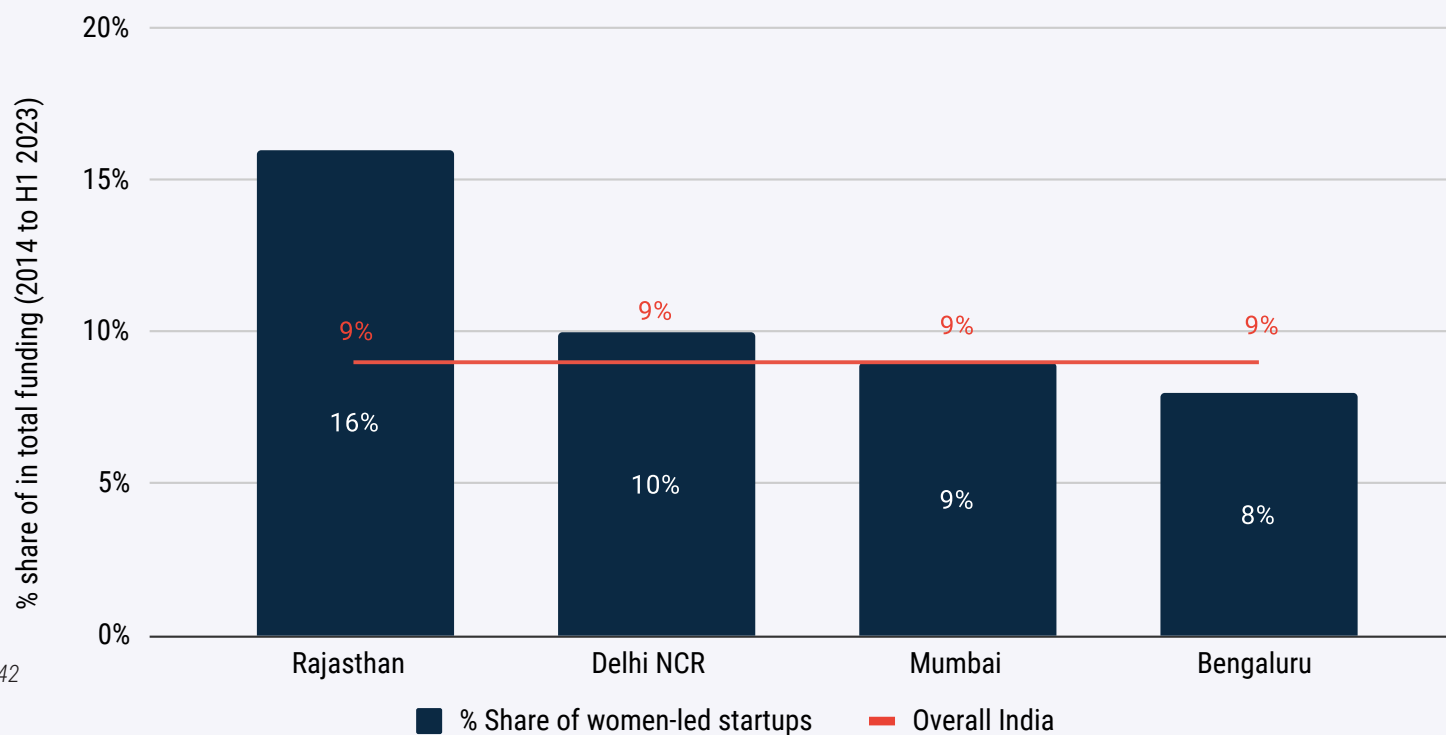
Source: Inc42

Note: H1 2023 data is between January to June | The year-on-year numbers are cumulative in nature
GirnarSoft and its portfolio brands' outlier funding is not included in the dataset

On the VC front, Peak XV Partners (formerly known as Sequoia Capital India) shines as one of the most active investors.

Less Than One-Fourth Funded Startups In Rajasthan Are Women Led

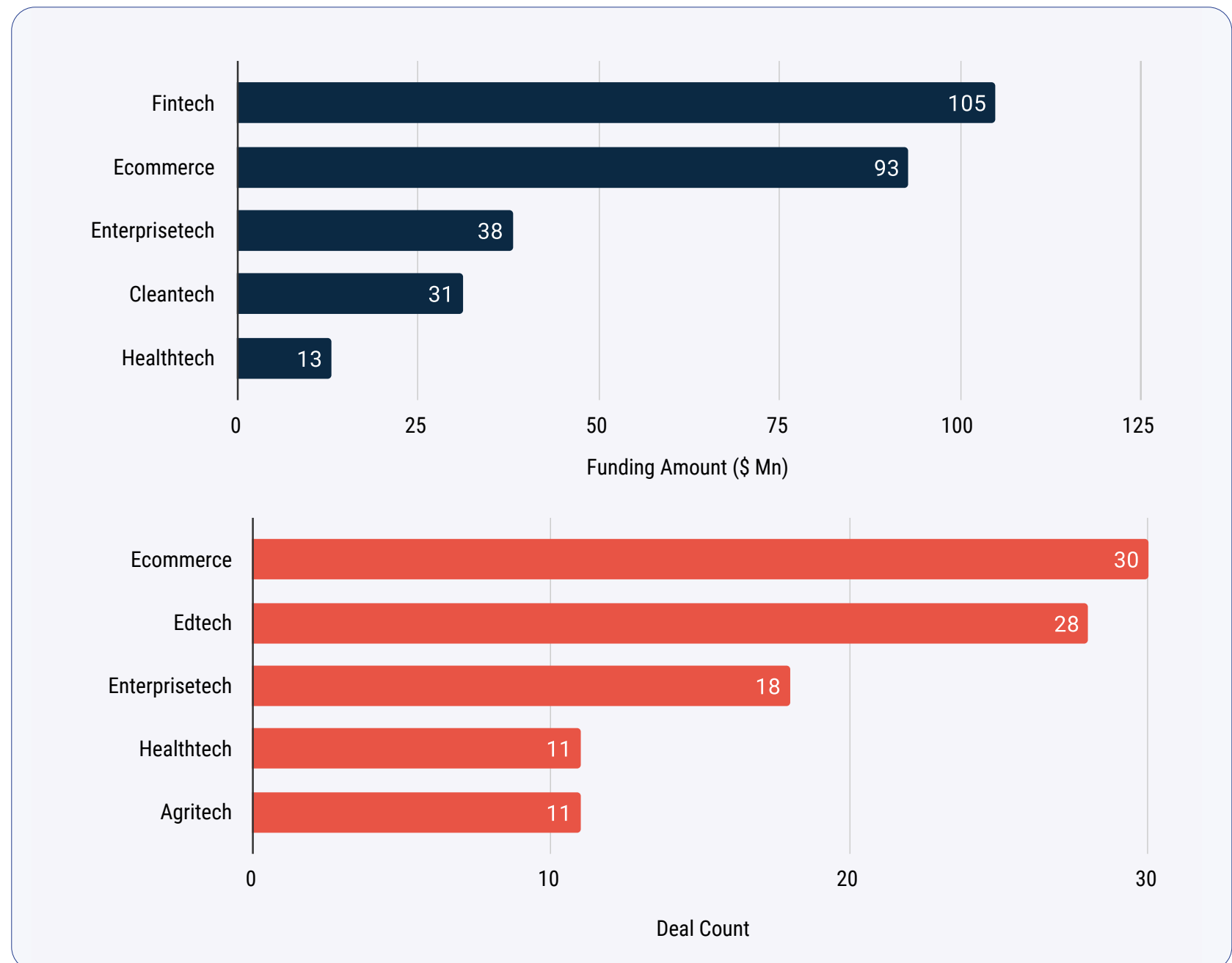
However the number is more egalitarian as compared to other leading startup hubs in the country



Source: Inc42

Ecommerce Emerged As The Top Startup Sector In Rajasthan

Rajasthan encompasses a vibrant textile and jewellery industry which makes it an ideal destination for startups operating in ecommerce marketplace and D2C space



Source: Inc42

Note: H1 2023 data is between January to June

GirnarSoft and its portfolio brands' outlier funding is not included in the dataset

Rajasthan Startup Ecosystem: State Of Startup Funding

Up to 2018, the state's startup ecosystem had only \$8.3 Mn in seed funding whereas by the end of H1 2023 the total is \$69 Mn

Funding Stage	Funding Amount	Deal Count	Top Sector
Seed Stage	\$69 Mn	101	Edtech
Bridge Funding	\$10 Mn	15	Ecommerce
Growth Stage	\$228 Mn	21	Ecommerce

Source: Inc42

Note : H1 2023 data is between January to June | GirnarSoft and its portfolio brands' outlier funding is not included in the dataset

It is worth noting that investors are more likely to loosen their purse strings for early stage startups as analysis reveals that seed stage funding has recorded the highest number of funding deals at 102, with edtech claiming the top spot.

This is particularly interesting as edtech is a highly competitive sector with the likes of decacorn BYJU's and unicorns Unacademy, PhysicsWallah, Upgrad and Vedantu extending their learner base beyond the metros. Although these major edtech platforms have already expanded into various segments like K 12, test prep, skilling and more, there seems to be enough room for disruption and investors are confident about the state's startups.

EDUCATIONAL INSTITUTES FOSTERING ENTREPRENEURSHIP

The surge in funding in Rajasthan can also be traced back to the state's educational institutions, which play a crucial role in nurturing entrepreneurship among the youth.

Key Initiatives Include:

- **IIT Jodhpur AIOT Lab:** Established in 2021, this AIOT (Artificial Intelligence and Internet of Things) Lab provides the necessary infrastructure for the development of AI technologies and IoT solutions.

The lab focuses on enhancing AI efficiency, data management, and analytics. It boasts three core features—interconnected and intelligent devices, automated workflows, and the capability for autonomous decision-making through edge computing.

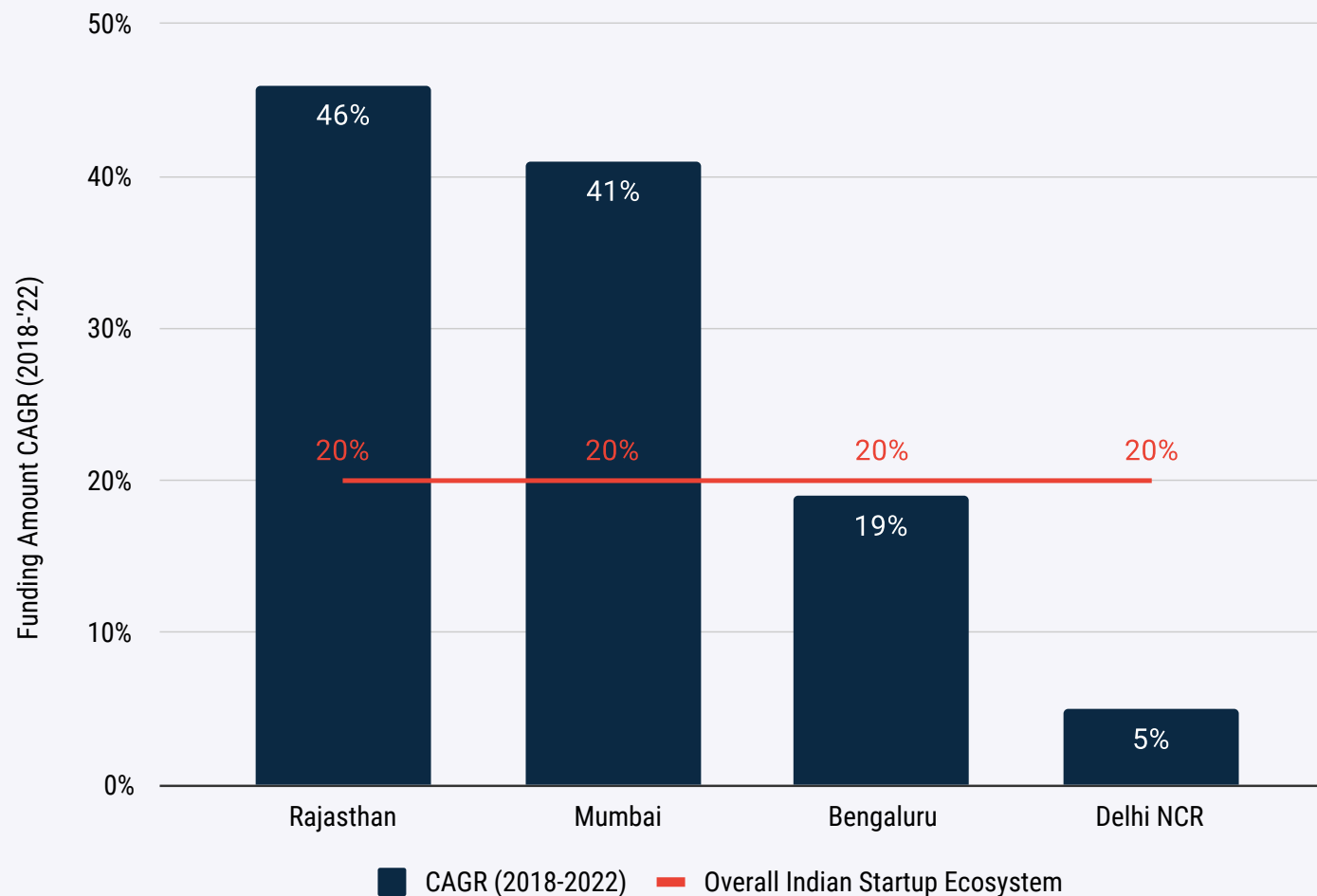
Beyond the AIOT Lab, IIT Jodhpur has also created an on-campus startup ecosystem. This initiative aims to stimulate research and development, safeguard intellectual property, offer mentorship, and facilitate connections to incubators, angel investors, and fellow entrepreneurs.

- **IIM Udaipur:** Another academic heavyweight, IIM Udaipur, contributes to the entrepreneurial landscape by offering industry connections and fostering a spirit of entrepreneurship among its students.

As we delve deeper into the funding ecosystem in subsequent sections, it becomes increasingly clear that venture capital players hold a positive and optimistic view towards startups in Rajasthan.

Rajasthan Startups: Growth Of Venture Capital Inflow Outpaces Top Three Indian Hubs

The startup ecosystem in Rajasthan, being relatively newer compared to the top three hubs (Bengaluru, Delhi NCR, and Mumbai), is experiencing a faster rate of funding growth



Source: Inc42

Note:

H1 2023 data is between January to June

GirnarSoft and its portfolio brands' outlier funding is not included in the dataset

A HOLISTIC POLICY FRAMEWORK

In November 2022, the Rajasthan Cabinet rolled out the Rajasthan Startup Policy 2022, aimed at nurturing entrepreneurial culture within the state. This policy serves as a strategic framework to achieve multiple objectives.

Firstly, it aspires to position Rajasthan as a vibrant hub for startups. Aligned with this goal, the policy is designed to spur job creation and enhance skill sets in vital sectors like agriculture, education, healthcare, and fintech.

To foster a more inclusive entrepreneurial landscape, the policy offers special considerations for women, transgender individuals, people with disabilities, and members of the SC/ST communities as well as rural

residents. It also aims to integrate startup initiatives into governance procedures and governmental reforms.

Moreover, the policy seeks to create a nurturing ecosystem conducive for the growth of product-based startups. It extends its focus to encourage innovation in social sectors, including healthcare, the environment, and rural development.

Built upon three foundational pillars— incentive simplification, efficient fund disbursement, and seamless transitions—the policy is crafted to offer startups an optimal environment for flourishing and innovation.

Incentive Simplification

Minimised complexity and provide a clear understanding of policy benefits for all startups

Efficient Disbursals

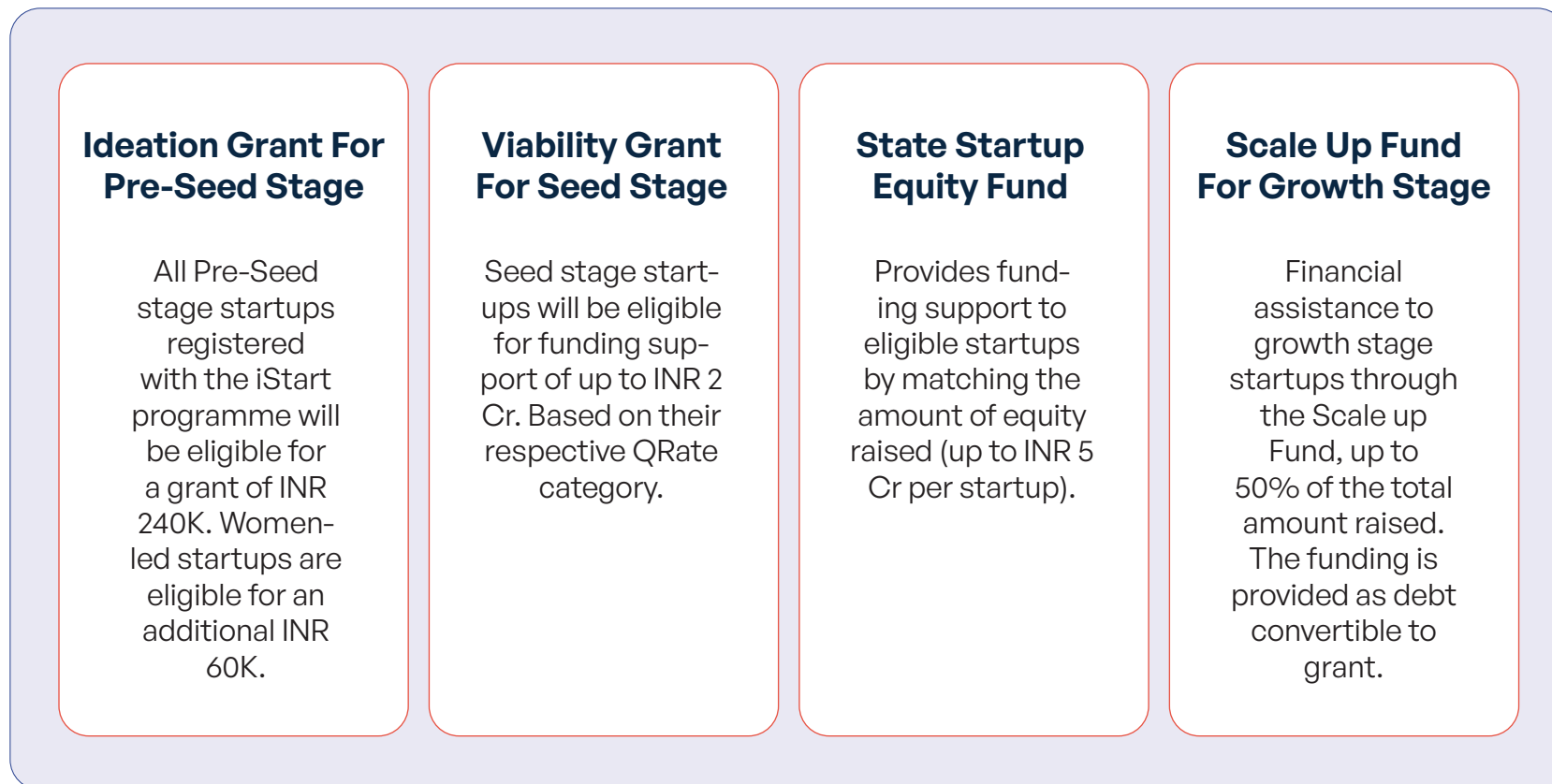
‘One Stop Shop’ mechanism to ensure timely and efficient benefit transfer through Auto Disbursals

Seamless Transitio

Define processes clearly to ensure a smooth transition for any changes in existing incentives and addition of new incentives.

State-Backed Funding Boost For iStart-Registered Startups

The state has also created a comprehensive funding mechanism to support iStart registered startups across various stages — from pre-seed to growth stage.



The QRate Scoring System

The policy includes a robust evaluation system known as the 'Qrate Startup' rating, which offers an in-depth assessment of a startup's potential and investment appeal. Startups are categorised into bronze, silver, gold, platinum, and signature tiers, each corresponding to a specific assessment score. These ratings serve as a basis for qualifying startups for tier-specific incentives.

Furthermore, the policy has a unique feature that rewards startups for improving their Qrate scores within

a predetermined timeframe, generally three months. For instance, if a startup with an initial Qrate score of 10 manages to elevate it to 30 within the three-month period, the startup becomes eligible for an additional grant of INR 30 Lakh.

This tiered and dynamic approach not only provides an immediate financial boost but also encourages ongoing improvement and innovation among startups, aligning with the policy's broader objectives.

QRate Category	Incentives	Maximum Time Period For Additional Grant
Startups registered under iStart (Non QRate), subject to evaluation by the committee	Grant of up to INR 10 Lakh	Not Applicable
Bronze (QRate score 1-20)	Grant of up to INR 20 Lakh	3 Months
Bronze (QRate score 20-40)	Grant of up to INR 30 Lakh	3 Months
Bronze (QRate score 40-50)	Grant of up to INR 40 Lakh	3 Months
Silver & above	Grant of up to INR 60 Lakh	18 Months

Unlocking Financial Perks: Beyond Investments

Beyond pure financial investment, the Intellectual Property (IP) incentive serves as a significant cornerstone of the policy. The Rajasthan government pledges to reimburse up to 75% of the overall expenses incurred in obtaining patents, capped at INR 5 Lakh. This provision encourages startups to safeguard their unique innovations and intellectual assets.

Moreover, quality certification is strategically incorporated into the policy to uphold quality benchmarks among startups. A one-time reimbursement of up to INR 25 Lakh is made available to offset the costs related to achieving quality certifications, thereby enhancing both credibility and competitive edge for startups.

To assist in the expansion of networking opportunities, the policy also includes a networking support subsidy. This covers the expenses for startups to attend national-level conferences, providing crucial exposure and enabling them to form valuable connections within the industry.

A standout feature of the policy is the 'Rajasthan Stack,' a comprehensive hosting infrastructure tailored for startups. During their pre-seed and seed stages, startups can access essential tech solutions like cloud storage, APIs, payment platforms, SMS, and email services for free. For those in the growth stage, these services are available at a discounted rate, equipping startups with the technological backbone they need to innovate and expand effectively.

Policy Enablers: Key Highlights

One of the most pressing challenges for startups is the hiring and retention of qualified talent, often exacerbated by prohibitive costs and high turnover rates. The Rajasthan Startup Policy 2022 offers several initiatives designed to alleviate these issues.

The iStart Internship Programme creates a win-win situation by allowing startups to engage students in internships, while offering them stipends of up to INR 20,000.

This not only provides startups with a pool of enthusiastic and affordable labour but also serves as an attractive incentive for students to develop their skills in a real-world environment.

Complementing the internship programme, the iStart Spotlight initiative focuses on skill development in key areas such as business operations, human resources, and marketing. By investing in the professional growth of emerging talent, this approach aims to provide startups with a more skilled and committed workforce.

Rajasthan Startup Policy 2022: Enabler Highlights

Start Internship Programme

Startups registered under the iStart programme can offer students internships with a stipend of up to INR 20K per member and up to INR 1 lakh per startup provided by the government.

iStart Spotlight

A capacity building initiative by the state government to train talent in domains such as— business operations, human resource, and marketing.

eBazaar Procurement From Startups

eBazaar is a one-stop marketplace for online procurement of services and goods from startups across the government.

Gap Year For Student Entrepreneurs

Students who wish to pursue entrepreneurship will be permitted to take a one-year break (Gap Year) following the first year of their graduation/postgraduate course. This one-year break would not be counted towards the maximum time required to finish the course.

iStart: Fostering Startups & Innovation

Since its inception in 2017, the Rajasthan government's flagship incubation programme, iStart, has been a cornerstone in supporting a diverse range of startups in sectors like agritech, SaaS, healthtech, and ecommerce.

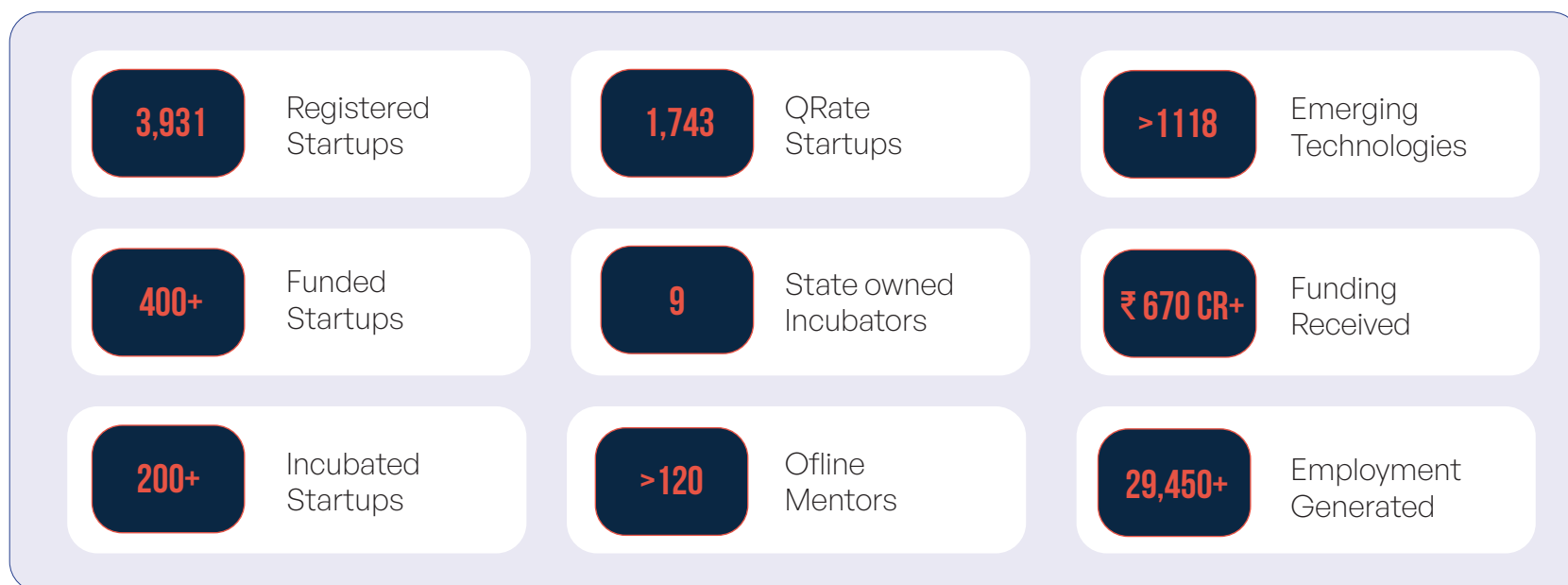
The programme has not only become a magnet for local talent but has also gained national recognition, underscoring Rajasthan's dedication to nurturing innovation and entrepreneurship.

To date, iStart has facilitated the creation of more than 29,000 jobs within the state. The programme has successfully onboarded over 3,900 startups, with more than 1,100 of these focusing on cutting-edge technologies such as:

- Artificial Intelligence
- AR/VR (Augmented Reality / Virtual Reality)
- Animation
- Internet of Things (IoT)
- Enterprise Solutions (Blockchain & Cyber Security)
- Green Technologies

Besides incubation support, startups registered with iStart have raised over INR 670 Cr as additional VC funding. First-time entrepreneurs and fledgling businesses frequently expend considerable time and effort seeking the perfect incubator to jump-start their growth.

iStart fills this gap effectively with its all-encompassing suite of services. Whether it's demystifying the intellectual property rights (IPR) application process or guiding startups through procurement, the programme centralises all essential information and resources into a single, user-friendly platform.



iStart Rajasthan Journey



A Look At iStart's Components & Offerings

Incubation Support: iStart Rajasthan offers state-of-the-art incubation centres where startups can avail themselves of physical infrastructure, mentorship, networking opportunities, and business support services.

Financial Assistance: The programme provides financial incentives, grants, and funding to qualified startups, aiding them in overcoming initial capital hurdles and expediting their growth.

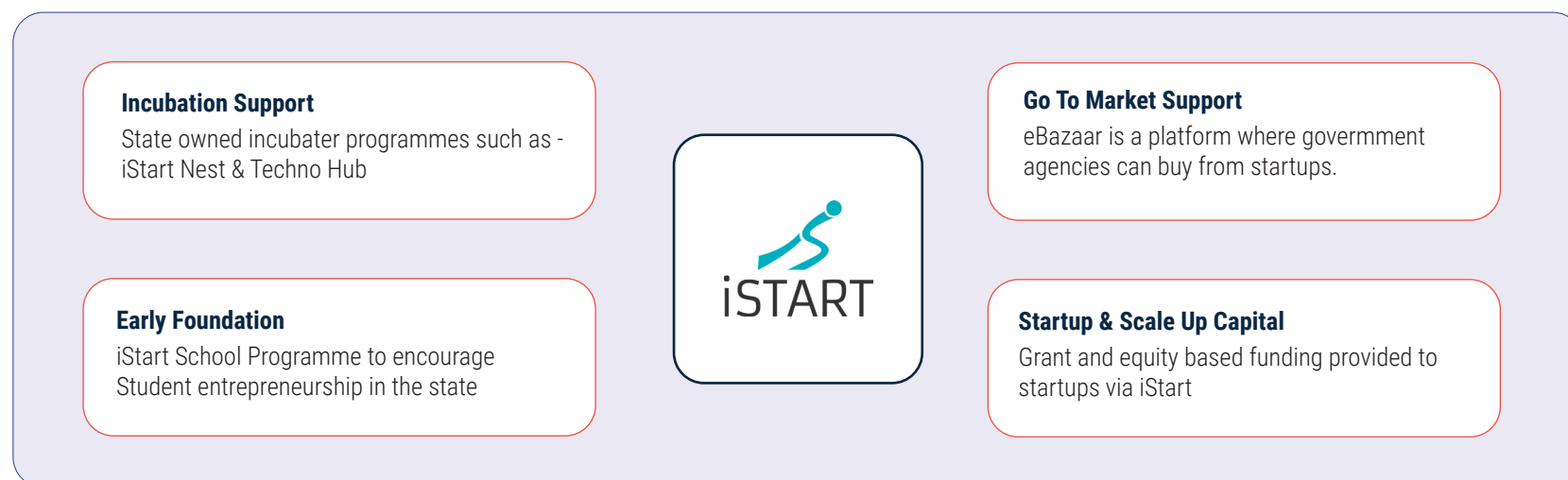
Mentorship & Networks: Startups participating in iStart Rajasthan benefit from access to a network of seasoned mentors, industry professionals, and investors who offer guidance, insights, and networking opportunities to help the startups overcome challenges and scale their operations.

Skill Development: The initiative places an emphasis on skill enhancement for entrepreneurs, providing training, workshops, and capacity-building programmes in key areas such as business development, technology, and management.

Government Partnerships: iStart Rajasthan works in tandem with various governmental departments and agencies to simplify regulatory processes, minimise bureaucratic obstacles, and establish a conducive business climate for startups.

Innovation Challenges: Periodically, the programme hosts innovation challenges and competitions designed to inspire startups to devise solutions for specific societal or industry issues.

iStart 360- Degree Support System For Startups



iSTART NEST

Rajasthan Incubation Center

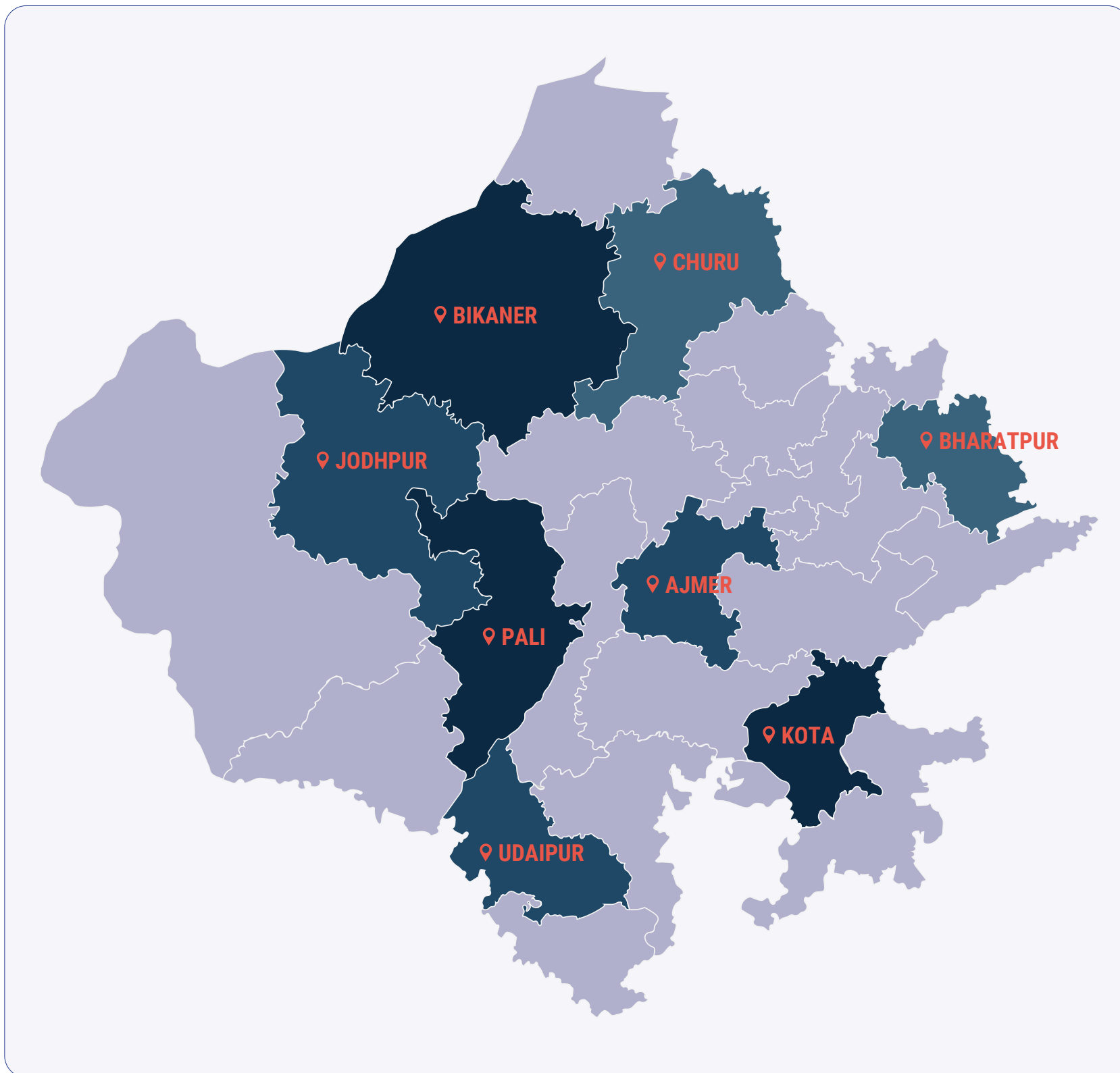
iStart Nest

According to the Rajasthan government, this state-owned incubation centre is the only centralised incubator in India that provides free incubation to emerging startups.

Within its incubation centre, iStart Nest provides cutting-edge amenities, a diverse range of resources,

and mentorship from industry veterans. By collaborating with an expansive network of investors, accelerators and mentors, iStart Nest aims to help businesses expand and shape the future of Rajasthan's entrepreneurial landscape.

iStart Nest Locations





Techno Hub

In 2018, the state government launched a INR 500 Cr startup fund as part of the 'Techno Hub' initiative. The goal was to offer comprehensive support to early-stage startups, aiding them in refining their business pitches and connecting them with prospective investors.

The Rajasthan government touts Techno Hub as the largest startup hub in India. Spanning 100,000 square feet, the incubation facility boasts seating arrangements for over 700 startups, along with amenities like high-speed internet and dedicated workspace, among other technological infrastructure.

Beyond physical resources, Techno Hub features a cutting-edge Digital Museum that enables businesses to digitally archive and showcase their innovations.

The hub also includes tinkering labs aimed at fostering curiosity and skills in emerging entrepreneurs. These labs are designed to cultivate competencies such as adaptive learning, computational reasoning, and hands-on technology experience, all through a do-it-yourself (DIY) methodology.

iSTART Rajiv Gandhi Innovation Awards PRIZE DISTRIBUTION



The Rajiv Gandhi Innovation Award

The Rajiv Gandhi Innovation Award is a state government initiative to encourage startups in Rajasthan to develop innovative solutions to address the challenges related to healthcare, rural development, agriculture and environmental concerns.

It is awarded to startups, entrepreneurs and MSMEs who register for the challenge under the Rajiv Gandhi Innovation

Challenges of the iStart Rajasthan programme. A jury of experts from industry, education and the government selects the winners of the award.

Top winners are awarded up to INR 5 Cr, the runner-ups receive INR 1 Cr and three other winners receive INR 50 Lakh each. Over 100 awards worth INR 35 Cr are distributed under the initiative.

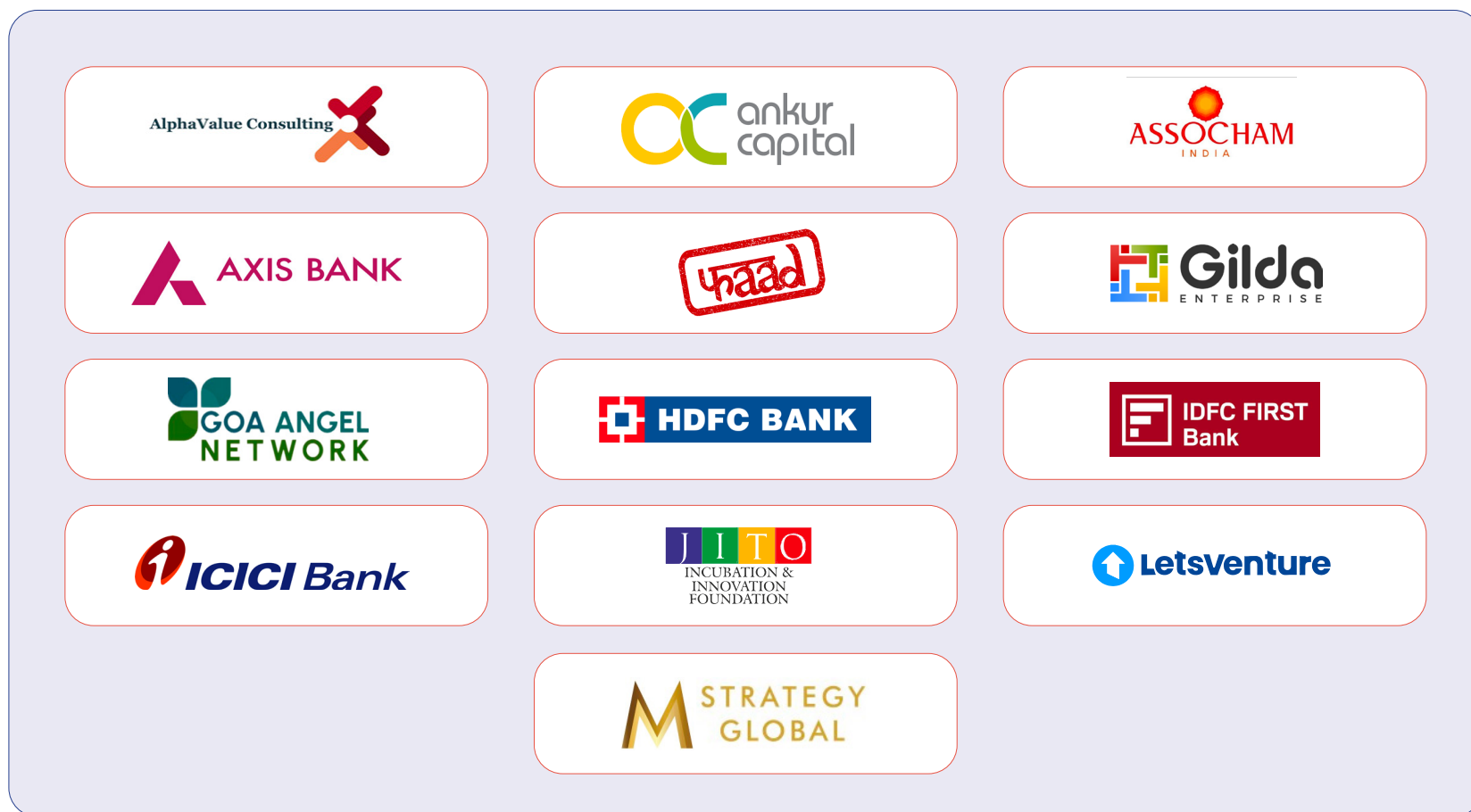
INVESTORS FUELLING THE STARTUP POTENTIAL

iStart Rajasthan offers mentorship to startups by linking them with seasoned entrepreneurs and investors. Through its strategic alliances and partnerships, the programme has been instrumental in fostering engagement with investors and industry experts both within the state and across the nation.

Here are some of the investor networks and investors that iStart Rajasthan has partnered with:

- **Angel Networks:** iStart Rajasthan has partnered with a number of angel networks, including Goa Angel Network and Rajasthan Angel Innovators Network (RAIN). These networks connect startups with angel investors interested in investing in early-stage businesses.
- **Venture Capital Firms:** It has also partnered with several venture capital firms, including Ankur Capital Fund and micro-VC firm LetsVenture. These firms invest in startups in their later stages of growth that have the potential to scale rapidly.
- **Individual Investors:** iStart Rajasthan also works with investors who provide startups with capital, mentorship and connections. Some prominent names include Anil Joshi, managing partner at Unicorn India Ventures; Mahavir Pratap Sharma, chair, TiE India Angels and RAIN and Puneet Madaan, angel investor at Real Time Angel Fund.

iStart's Network Spans VCs, Angel Networks & Banks



Note: This is not an exhaustive list


























Top Tier Investors Show Confidence In Rajasthan Startups


Rajasthan has witnessed a surge in startup investments from both domestic and international VCs. Among the notable active startup investors in the region, several names stand out. Peak VX Partners has engaged in 11 deals and supported high growth startups like CarDekho, Minimalist and Finova Capital, highlighting the global appeal of startups in Rajasthan. With four startup deals, USA-based CapitalG, Alphabet's growth fund has also shown confidence in CarDekho and healthtech startup MedCords.

Global accelerator Y Combinator, which counts the likes of Airbnb, Doordash and Indian startups like Razorpay, Groww and Zepto in its portfolio, has two startup investments in the state.

Venture capital firms and angel networks such as Ah! Ventures, Better Capital, Marwari Catalysts, Orios Venture Partners, Indian Angel Network, and Mumbai Angels have also invested in innovative businesses in the state.

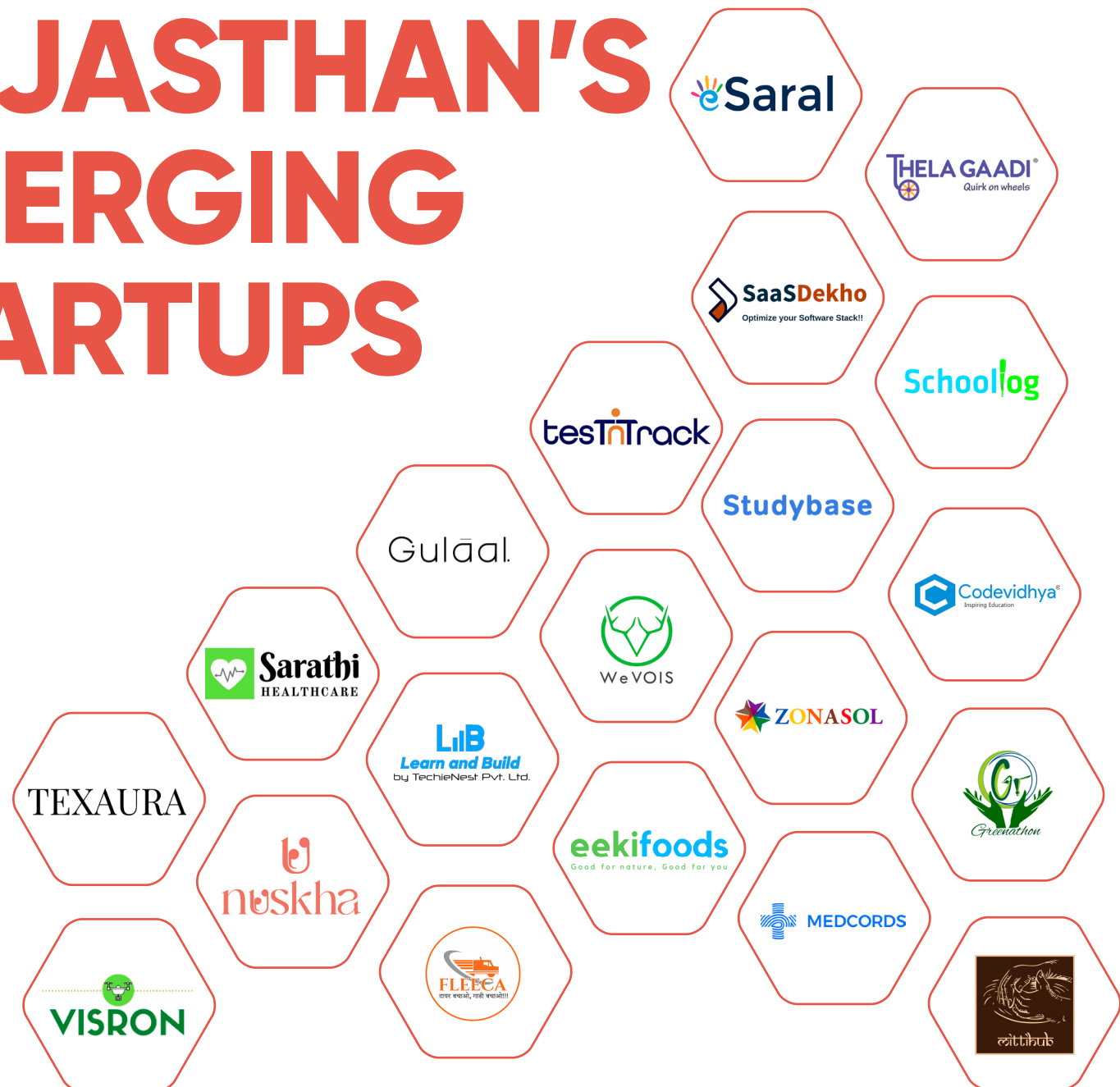
Notable Active Startup Investors In Rajasthan

	Origin	Notable Startups Funded
	India	 
	India	
	India	
	USA	 
	India	 
	Japan	
	India	
	Singapore	
	India	 
	India	 

	Origin	Notable Startups Funded
 innovana Thinklabs Limited	India	 
 Letsventure	India	 
 Marwari Catalysts	India	  
 Mumbai Angels	India	  
NORWEST	USA	 
 ORIOS Venture Partners	India	 ZOSTEL 
 peak xv	USA	 Minimalist 
 RAJASTHAN VENTURE CAPITAL FUND You innovate.... we support....	India	  
 village capital	USA	 
 Y Combinator	USA	 

Note: This is not a exhaustive list

SHINING SPOTLIGHT ON RAJASTHAN'S EMERGING STARTUPS





eSaral

Digitising Kota's Coaching Playbook

#01



Founders

NK Gupta, Saransh Gupta, Prateek Gupta



Headquarters

Kota



Founded In

2018



Sector

Edtech

Each year, Kota, known as India's coaching capital, attracts thousands of students aiming for IIT admissions. Yet, high living costs often act as a roadblock for students from less privileged backgrounds.

A Kota-based edtech startup has set its sights on supporting the dreams of aspiring IIT students through a cost-effective alternative.

Founded in 2018 by IIT alumni NK Gupta and his sons Saransh and Prateek, eSaral is a K-12 learning platform designed to help students from grades 8 to 12 prepare for school and competitive exams.



The startup has leveraged Kota's renowned pedagogy for JEE and NEET preparation, transforming it into a digital curriculum. Students have access to practice sheets, notes, test series, live and pre-recorded videos, as well as individualised mentoring to guide them on their educational journey.

Operating under a freemium model, eSaraI offers a wealth of content at no charge. For access to more specialised features, such as personalised doubt-clearing sessions, a fee is required. Subscription costs range from INR 1,200 to INR 3,900 per year for basic plans, and between INR 12,000 and INR 29,000 per year for more tailored features.

The founders emphasise the role of quality instruction in student achievement. To make lessons more interactive and engaging, they incorporate graphics and animations to clarify complex topics, enhancing students' ability to visualise and grasp the material, they contend.

Available on both the Play Store and App Store, eSaraI's mobile app has garnered over 1 Mn downloads to date. Additionally, their three YouTube channels boast a combined subscriber base exceeding 600K users.





TheLa Gaadi

Tapping Millennial Nostalgia With Playful Sock Statements

#02



Founders

Kapil Garg, Vidhee Singhania



Headquarters

Jaipur



Founded In

2020



Sector

Fashion, D2C

Kapil Garg had always cherished wearing vibrant and colourful prints and saw fashion as a way of self-expression. But when he entered the corporate world, he could no longer dress in his favourite clothes.

“During my stint in corporate, everyone dressed in identical white shirts and dark trousers,” recalled Garg. This prompted him to embark on a quest to distinguish himself from the crowd.

That’s when he began experimenting with colourful socks and paired them with his office formals. Soon, he decided to spread his love for cool and funky sock prints to the rest of the world.

In 2020, Garg teamed up with product designer Vidhee Singhania to launch Thela



Gaadi, a Jaipur-based D2C brand that sells socks in bright hues and playful prints of cartoon characters like Tom & Jerry and Scooby-Doo.

Betting big on childhood nostalgia, the brand has garnered attention from consumers and investors alike. To date, it has raised INR 20 Lakh from Marwari Catalysts and has diversified its offerings to include tote bags, boxer shorts, handkerchieves and eye masks.

Today, Thela Gaadi offers more than 110 SKUs under five categories, and all its products are priced between INR 59 and INR 799. While the startup primarily sells on its own website and marketplaces like Amazon, it also displays its products in youth-centric events such as Comic Con India. This strategy helps the D2C brand find its target audience, as well as adopt an omnichannel approach.

Thela Gaadi aims to grow its revenue to INR 5.5 Cr in FY24, more than 205% from INR 1.8 Cr clocked in the previous financial year.





SaaS Dekho

The One-Stop Shop For SaaS Discovery For Small Businesses

#03



Founders

Prateek Mathur



Headquarters

Jaipur



Founded In

2022



Sector

SaaS Discovery

Industry forecasts predict that India could secure 7-10% of the global SaaS market. Despite this promising outlook, small businesses in India face obstacles in finding suitable SaaS solutions, exacerbated by the overwhelming number of options and a general lack of awareness about SaaS benefits.

Recognising an untapped market opportunity, engineer and tech enthusiast Prateek Mathur launched SaaS Dekho in 2022. This SaaS discovery marketplace aims to simplify the search for SaaS tools for small businesses.

Based in Jaipur, SaaS Dekho has already assisted over 750 businesses in identifying, purchasing, and managing SaaS solutions tailored to their needs, claiming to reduce



their operational costs by 30-40%. SaaSDekho has formed partnerships with over 5,000 SaaS companies worldwide, including industry leaders like Freshworks, Google Cloud, AWS, Razorpay, and HubSpot, to facilitate this.

Beyond its discovery engine, SaaSDekho also provides expert account management to help businesses choose the ideal tools from a catalogue featuring more than 100 options, ranging from CRM and CDP to event management and SEO software.

Mathur credits the iStart programme for significantly contributing to SaaSDekho's growth through mentorship and industry networking. While he did not disclose specific figures, citing the startup's relatively young age, he projected that both user base and revenue are set to grow by 70% and 50%, respectively, in 2023.





Schoollog

Helping Schools In Small Towns
Save Time & Money

#04



Founders

Manoj Kumar, Abhishek Singh



Headquarters

Jaipur



Founded In

2017



Sector

Edtech

Passionate about education, Manoj Kumar immersed himself in NGO work during his engineering days at IIT Ropar. He visited multiple government schools in the Rupnagar region of Punjab and actively engaged with teachers, students and administrators.

This experience gave him an insider's perspective on how schools in small towns operate. He noticed a significant gap in operational efficiency, which adversely affected the daily administrative functions within these schools.

To address these issues, Kumar and his friend Abhishek Singh launched edtech SaaS platform Schoollog in 2017. Jaipur-based Schoollog provides a comprehensive school management and communication tech stack to help schools and other educational institutions streamline and automate administrative processes.

Schoollog even helps teachers, administrators, students and parents engage at all key levels. It does this by streamlining parent-teacher engagement, fee management, real-time attendance updates and personalised student education.

Teachers can track students' academic process, conduct exams, manage their daily activities and track real-time attendance on the 'Teacher App', which the startup claims has nearly 50K downloads. In addition, it claims that 'Parents App' has 50K downloads while the 'Management App' for administrators has 1,000 downloads.

Kumar further states that Schoollog has a cumulative 2 Lakh monthly active user base.

Studybase

Studybase

Revolutionising School Management With All-In-One Solutions

#05



Founders

Aashish Ahuja, Anuj Ahuja



Headquarters

Jaipur



Founded In

2017



Sector

Edtech, SaaS

School administrators face the monumental challenge of managing hundreds of students, a large faculty, and reams of paperwork. Fortunately, advancements in technology are making these tasks increasingly manageable, thanks in part to startups like Studybase.

Founded in 2017 by Aashish Ahuja and Anuj Ahuja, Jaipur-based Studybase is a Management Information System (MIS), designed primarily for schools.

The platform serves as an all-in-one solution, offering a range of management features that include payment processing, learning management, and automation of routine administrative tasks. According to the founders, Studybase's comprehensive platform helps school administrators save significant time and resources while also optimising operational costs.

Built on in-depth research into the Indian educational system, and specifically focused on the needs of K-12 institutions, Studybase aims to enhance communication between teachers and parents. To achieve this, the platform provides real-time analytics on key performance indicators (KPIs) of educational institutions and facilitates instant messaging for quicker and clearer communication lines.

This enables parents to stay fully updated on their child's academic profile, including class performance, attendance, and teacher feedback.

In 2022, it received INR 40 Lakh in funding from the IIM Udaipur Incubation Centre. The following year, it was honoured with the prestigious Rajiv Gandhi Innovation Award by the Rajasthan government.



AI-Powered Edtech Startup Aims To Revolutionise Exam Evaluations

#06

**Founders**

Vinay Kamal Sharma, Priya Soni

**Headquarters**

Jaipur

**Founded In**

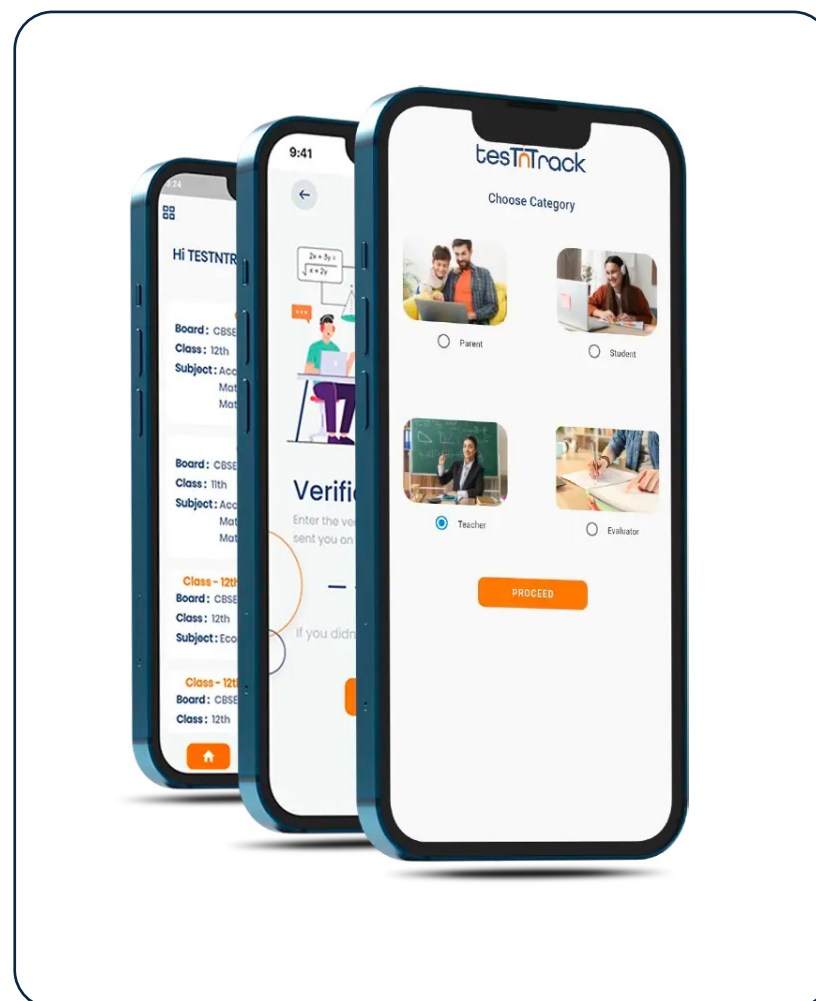
2020

**Sector**

Edtech, SaaS

While serving as the zonal head for a coaching institute in Mumbai, Vinay Kamal Sharma recognised that outdated evaluation techniques resulted in inconsistencies in grading students' exams. Fully aware of the challenges that teachers face in providing comprehensive feedback for a large number of students, Sharma took the initiative to innovate.

In 2020, Sharma partnered with Priya Soni to launch TestnTrack, an edtech SaaS startup aimed at modernising the exam evaluation process. The AI-powered platform not only standardises the grading of students' answer sheets but also offers immediate, automated audio feedback. In addition, it produces performance reports that highlight areas in need of improvement.

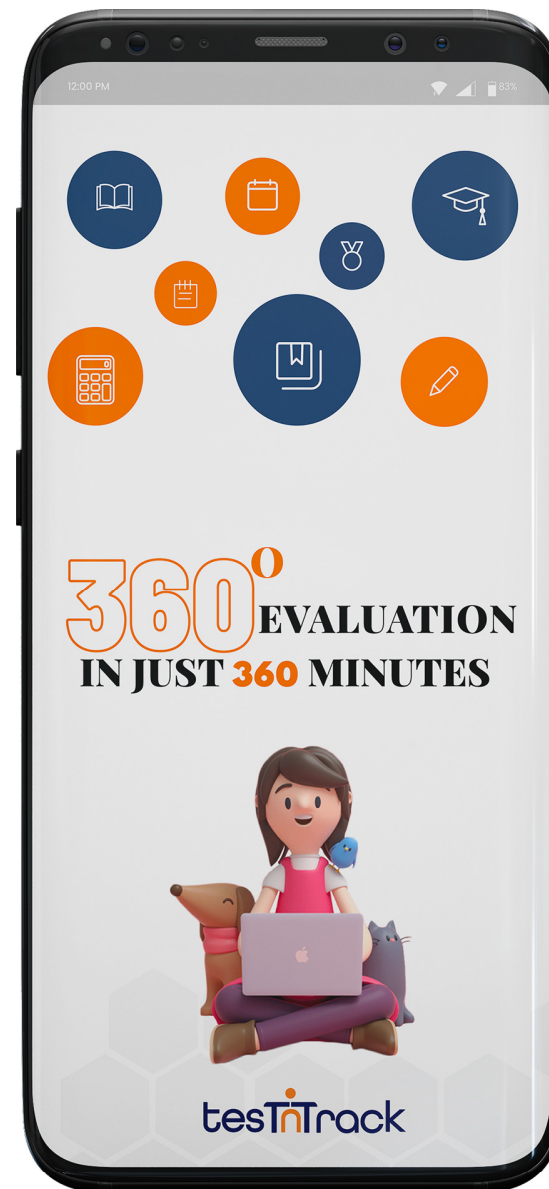


Educators can further benefit from TestnTrack by generating gap analysis reports, which identify specific subjects or skills where students may require more focus. This data-driven approach allows parents to monitor their children's academic progress over time.

“We aim to alleviate exam-related stress for students, teachers, and parents alike, all while fostering academic growth,” said Sharma.

TestnTrack has captured investor interest at a particularly opportune moment, especially given that the test preparation market is projected to be worth over \$9 Bn by 2030. The startup has already secured a grant of INR 15 Lakh from iStart Rajasthan to support its growth plans.

As of now, TestnTrack has enrolled 8,000 students from 112 institutions across three states and six cities. The company generated a revenue of INR 5.4 Lakh in FY22 and has set an ambitious revenue target of INR 1.8 Cr for FY24.



Gulāal.

Gulaal

Threads Of Tradition Meet Stitches Of Innovation

#07

**Founders**

Aakansha Agrawal

**Headquarters**

Jaipur

**Founded In**

2016

**Sector**

Fashion, D2C

After graduating from Christ University, Bengaluru, Aakansha Agrawal worked as a sales professional for a few years. However, she felt that she wasn't living up to her potential and decided to return to her hometown, Jaipur.

Following a period of self-reflection, Agrawal started her entrepreneurial journey by selling jewellery inspired by Rajasthani culture. But she soon realised that her true passion was clothing.

Hence in 2016, she launched a fashion clothing brand Gulaal Creation, which celebrates the beauty and diversity of Rajasthan. The Jaipur-based D2C brand sells a wide variety of suits, kurtis, co-ords, jackets, shrugs and more, handcrafted by local artisans.



Over the years, it has diversified its offerings to include menswear, kids wear, home decor and accessories.

Launching a D2C clothing brand without prior industry experience was undoubtedly a challenging endeavor. Agrawal started Gulaal in a rented basement within a manufacturing unit located in Jaipur's industrial area, Sitapura.

Initially operating with just two employees, she had to quickly become proficient in various tasks — from manufacturing and sewing to design pattern creation.

She revealed that people came to love the brand once the word got out and Gulaal relied heavily on word of mouth to expand its user base.

“By leveraging data from the website and other marketplaces, I was able to double down on my target audience. This strategic approach allowed me to differentiate between high-potential prospects and less significant ones,” she further added.





Sarathi Healthcare

Healthcare For The Elderly

#08



Founders

Amol Bagul, Lavender Singh Rathore, Aditi Poyam



Headquarters

Jodhpur



Founded In

2020



Sector

Healthtech

Identifying a gap in reliable healthcare services for the elderly in Tier 2 and smaller towns across India, cofounders Amol Bagul, Lavender Singh Rathore, and Aditi Poyam launched Sarathi Healthcare in 2020.

Based in Jodhpur, the startup provides a comprehensive range of services such as remote health monitoring, doctor consultations, and in-home care assistance. Sarathi Healthcare is devoted to empowering seniors to live independently and securely.

Through its unified platform, elderly individuals can easily schedule at-home blood tests, order medications, and access a network of caregivers, nurses, and physiotherapists. The platform also features multi-user accessibility, allowing children of the elderly to keep track of their parents' health

records in a paperless format. This feature enables them to consult with healthcare professionals on their parents' behalf as well.

In October 2022, the startup secured INR 1 Cr in seed funding, led by ah! Ventures, and supported by a group of angel investors. Notable investors in the round included Frinson Francis Palathingal, Head of Growth Strategy, Planning, Expansion and Delivery at Swiggy; Aditya Masekar, Client Partner at Zensar Technologies; Harshvardhan Dhote and Sumant Patil, Engineers at CIDCO; and Babu Nagappan, among others.



Learn and Build

Bridging the Skills Gap In Tech

#09



Founders

Saurabh Bhardwaj, Yogesh Choudhary



Headquarters

Jaipur



Founded In

2020



Sector

Edtech

India produces 15 Lakh engineering graduates every year, but only 2.5 Lakh are employable. This data clearly points to a skill gap among tech graduates in the country.

To bridge this gap and help tech talent become industry-ready, Saurabh Bhardwaj and Yogesh Choudhary founded Learn and Build in 2020. The Jaipur-based upskilling edtech startup offers various online tech courses to hand-hold students across different stages of their learning journey.

From mastering modern technologies like AI and ML to JavaScript and big data, to accessing job-essential courses on full-stack web development and data science, Learn and Build aims to become a one-stop shop for all upskilling needs of tech students.

The platform has tied up with 300+ educational institutions, giving it a massive pool of potential learners. It also has 100+ tech experts who teach a wide range of courses.

In addition, the startup has onboarded over 100 hiring partners, including Cognizant, Deloitte, Capgemini, EaseMyTrip and EY, who are looking for industry-ready talent.

Since its launch, Learn and Build has helped more than 200K students from premium institutes like IITs and NITs land their dream jobs in IT firms.



WeVOIS

Fixing India's Waste Management Problem

#10



Founders

Abhishek Gupta, Abhinav, Shekhar Vashistha



Headquarters

Jaipur



Founded In

2018



Sector

Cleantech

IIM alumnus Abhishek Gupta and IITian Abhinav Shekhar Vashistha were motivated by India's Swachh Bharat Abhiyan and wanted to address the country's waste management problem head-on.

In 2018, the duo founded Jaipur-based cleantech startup WeVOIS with a mission to provide eco-friendly waste management solutions and empower sanitation workers with a suite of tech-driven solutions.

The startup's flagship product is its IoT-based door-to-door waste collection solution, which uses sensors and GPS tracking to ensure that waste is collected efficiently and on time. WeVOIS also offers various waste management services, such as waste segregation, scheduled pickups, recycling and claims to offer training



programmes and better wages to sanitation workers.

Since its inception, WeVOIS has grown rapidly and is now present in 11 cities in Rajasthan. In 2022, it revealed that it had experienced a 250% year-on-year (YoY) growth and a 60% increase in customer acquisition in just six months, with a zero churn rate since its inception.

In June 2023, the cleantech startup raised \$4 Mn in a Pre-Series A funding round from Innovana Thinklabs Ltd, Upaya Social Ventures, RecurClub and other angel investors.

WeVOIS is committed to positively impacting the environment and is working to expand its reach to more cities and towns in India. The company is also developing new waste management solutions that will help reduce the amount of waste in landfills.



TEXAURA

Texuara

Balancing Luxury With Green Practices



Founders

Manuj Terapanthi



Headquarters

Jaipur



Founded In

2022



Sector

Home Décor, D2C

Serial entrepreneur Manuj Terapanthi has a well-established presence in the sustainable business sector. His first venture, Organic Shop, an ecommerce platform specialising in organic products, quickly won over customers, leading to two successful funding rounds from angel networks like RAIN.

In September 2022, Terapanthi launched Texaura, a D2C brand specialising in luxurious and sustainable bed linens. Based in Jaipur, Texaura is dedicated to implementing sustainable materials and ethical practices across its supply chain.

Drawing inspiration from nature, Texaura designs products that combine aesthetics with functionality. The brand's offerings are crafted from Global Organic Textile Standard



(GOTS)-certified organic cotton, bamboo, and linen, encompassing a variety of flat sheets, fitted sheets, pillowcases, and duvet covers.

To maintain authenticity and craftsmanship, Texaura employs traditional Indian techniques such as block printing and hand embroidery in its production process. The brand collaborates with local artisans, ensuring each product is made with meticulous

care while also supporting artisan livelihoods and endorsing fair trade practices.

Committed to supply chain transparency and building customer trust, Texaura employs digital tracking tools to monitor the sourcing of its materials and the manufacturing of its end products.





Nuskha Kitchen

Ayurvedic Solutions For Modern Mothers

#12



Founders

Alpana Tiwari, Viral Tiwari



Headquarters

Jaipur



Founded In

2019



Sector

Food & Beverages, D2C

Alpana Tiwari grew up in a household steeped in Ayurvedic tradition. Her father was an Ayurvedic doctor, and she spent many afternoons helping him prepare herbal mixtures for his patients.

Having specialised in postnatal care in her later years in life, Alpana decided to share her knowledge of Ayurveda with new mothers. She teamed up with her son, Viral Tiwari to launch Nuskha Kitchen in 2019.

The Jaipur-based D2C brand offers Ayurvedic pregnancy care and postnatal foods and supplements to help new mothers recover from childbirth and improve their overall health.

Nuskha Kitchen's products include a variety of laddoos, herbal concoctions and massage



oils. The company also offers 24/7 on-call support from a team of Ayurvedic doctors, nutritionists and yoga experts.

Nuskha Kitchen's products are available online and through a network of doctors and pregnancy centres. It has also expanded beyond the domestic market, reaching women in the US, Canada, Australia and Europe.

Leveraging word-of-mouth recommendations and targeted social media campaigns, Nuskha Kitchen is

set on establishing a strong foothold in the mother and child care sector. A pivotal moment came in 2021 when the mother-son team appeared on Shark Tank India, significantly amplifying the brand's visibility to a broader audience.

Alpana's mission is straightforward yet profound: to catalyse a revival of Ayurvedic insights, creating a harmonious fusion where age-old traditions meet contemporary wellness practices.





Visron

Employing Drones To Make Farming Smarter
In Rural India

#13



Founders

Hitesh Borana, Vinay Kumar Yadav and Shuvam Deyashi



Headquarters

Jhalawar



Founded In

2019



Sector

DaaS, Agritech

Drone technology is increasingly playing a crucial role in agriculture, offering a multitude of benefits to Indian farmers, including crop scouting, field mapping, spraying, planting, and harvesting.

While the government is actively advocating the use of drones in agriculture, their adoption remains nascent in rural India. This gap is being addressed by private companies like Visron, a Jhalawar-based startup specialising in drone solutions for farmers.

Founded in 2019 by engineers Hitesh Borana, Vinay Kumar Yadav, and Shuvam Deyashi, Visron is a Drone-as-a-Service (DaaS) startup that aims to provide low-cost, high-endurance, and user-friendly drones specifically designed for agricultural



use. The company focuses primarily on offering drone pesticide-spraying services, with drones capable of efficiently applying micronutrients, chemicals, and urea to crops.

Operating on a rent-per-acre revenue model for farmers, Visron also has a B2B arm. The startup sells its drones to government agencies and private entities and has established partnerships with the central government's Krishi Vigyan Kendra Knowledge Network and multiple agricultural input retailers.

To educate farmers and raise awareness, the Visron team frequently conducts on-site demonstrations in Rajasthan and Karnataka. With a vision to revolutionise Indian farming through technologies like drones, robotics, AI, and the Internet of Things (IoT), Visron aims to be a pivotal player in ushering in the era of 'Agriculture 4.0.'





Zonasol

Rajasthan's Own Blinkit Wants To Empower Local Kirana Stones

#14



Founders

Aman Saxena, Sheetal Ojha, Suraj Ojha



Headquarters

Jaipur



Founded In

2021



Sector

Quick Commerce

Fuelled by a growing appetite for convenience and speed, India's quick commerce market is on track to expand eightfold, reaching a valuation of \$5.5 Bn by 2025. Although major players like Zomato's Blinkit, Reliance-backed Dunzo, Y-Combinator-funded Zepto, and Swiggy's Instamart currently dominate this space, a startup from Rajasthan aims to carve out its own slice of the market.

Founded in 2021 by Aman Saxena, Sheetal Ojha, and Suraj Ojha, Zonasol is a Jaipur-based startup that aspires to revolutionise the traditional retail landscape by offering a streamlined and efficient platform for both consumers and retailers.

It delivers a wide range of products — including groceries, electronics, appliances, and personal

care items — from local retailers to customers' doorsteps in a few minutes.

Zonasol has also established B2B partnerships, aiming to empower local businesses while providing consumers with a convenient and tailored shopping experience. To support its growth, the startup has secured financial grants and incubation assistance from iStart Rajasthan.

By entering the quick commerce market with a local focus and an efficient platform, Zonasol is not only challenging the sector's giants but also enabling community retailers to thrive in the digital age.



Codevidhya

Preparing Kids For The 21st Century

#15



Founders

Shiv Ram Choudhary



Headquarters

Jaipur



Founded In

2017



Sector

Edtech

Coding provides children with a robust skill set essential for navigating an increasingly digital world while also honing their problem-solving and creative abilities. Recognising these benefits, serial entrepreneur Shiv Ram Choudhary identified a significant gap in conventional school curricula, which often overlook the importance of preparing students for real-world challenges.

To address this need, Choudhary founded Codevidhya in 2017. Based in Jaipur, this edtech startup is on a mission to transform traditional classrooms into coding hubs, where students can acquire coding skills from an early age.

Codevidhya's unique approach tailors its coding curricula to specific age groups, ranging from six to

16 years old. By designing courses that consider the cognitive development of children at various stages, Codevidhya aims to equip the next generation with the skills they'll need in the 21st century.

The startup collaborates with schools and also offers direct-to-consumer (B2C) courses. Students have the flexibility to attend live, interactive sessions and can also benefit from personalised one-on-one mentorship, thereby enriching their learning experience.

So far, Codevidhya has secured INR 10 Cr in funding from the Rajasthan Venture Capital Fund (RVCF) and the Digital Futurists Angel Network (DFAN).

eekifoods
Good for nature, Good for you

eekifoods

Leading The Charge In Eco-Friendly Farming

#16



Founders

Amit Kumar, Abhay Singh



Headquarters

Kota



Founded In

2018



Sector

Agritech

IIT graduates Amit Kumar and Abhay Singh established eekifoods in 2018, aiming to revolutionise agriculture through sustainable and climate-resilient practices.

Utilising patented growing chambers made of specialised polymer composites, the startup cultivates pesticide-free vegetables under meticulously controlled conditions. These chambers not only enhance nutrient absorption in plants but also facilitate direct root monitoring to rapidly identify and manage potential infections, ensuring a consistent quality of produce year-round.

In a bid to uplift Indian farmers, eekifoods collaborates with owners of unused or barren lands to set up these specialised growing chambers. Through this model, landowners invest both the land and capital needed for cultivation,



while eekifoods handles the growing and selling processes. This mutually beneficial partnership claims to offer tax-free returns on investment for landowners for a span of 15 to 20 years.

Further streamlining its sales, eekifoods partners with established distributors in metropolitan cities. This approach benefits both parties: distributors enjoy lucrative profit margins, and customers receive fresh, high-quality vegetables in a timely manner.

To date, eekifoods has raised more than \$8.5 Mn in funding from prominent investors, including General Catalyst, Avaana Capital, GSF Accelerator, and Better Capital. While the startup's initial focus has been on expanding its operations in Rajasthan, it aims to set up extensive farm clusters across thousands of acres in Madhya Pradesh and Gujarat by the end of 2023.





Fleeca

A Tyre Management Startup Helping Fleet Owners Save Up To 40%

#17



Founders

Tikam Chand Jain, Lokesh Sharma



Headquarters

Jaipur



Founded In

2017



Sector

Logistics SaaS

Tikam Chand Jain worked in the insurance industry for almost eight years before taking the entrepreneurial plunge in 2013. He initially focussed on developing a SaaS platform (software as a solution) for logistics, but after speaking with transporters, he realised that the high cost of managing tyres and the lack of management were, in fact, major pain points in the logistics industry.

This led Jain to develop an end-to-end tyre management system for fleet owners, which eventually led to the launch of Fleeca in 2017. Later, Jain's former colleague and friend Lokesh Sharma joined him as a cofounder in 2018.

Jaipur-based Fleeca offers services such as tyre inspection, management, and retreading. It also

has numerous on-route tyre service centres called Fleeca Centers across India.

To help fleet owners effectively monitor tyre performance, Fleeca also provides a Tyre Pressure Monitoring System. This technology not only helps in tracking tyre mileage but also enhances fuel efficiency and minimises capital spending on new tyres by alerting owners for timely retreading. The startup asserts that its services can help fleet owners reduce operational costs by up to 40%.

To date, the startup has raised INR 25 Cr from investors such as Innovana Thinklabs and Bridgestone India.



Greenathon Technologies

Eco-Friendly Waste Management For
The Textile Industry

#18



Founders

Sarika Gupta, Ashish Dubey



Headquarters

Jaipur



Founded In

2020



Sector

Cleantech

Founded by Sarika Gupta and Ashish Dubey in 2020, Greenathon is a Jaipur-based cleantech startup. It has developed a green technology industrial solution called Biozyme, aimed at mitigating dye contamination from the billions of litres of effluent released by the textile industry annually.

Utilising specialised microbial cultures, Greenathon's Biozyme technology is capable of breaking down hazardous dyes in wastewater, transforming them into harmless substances. Catering specifically to the textile sector, the startup boasts a waste management solution that is not only environmentally responsible but also cost-effective.

In addition to its environmental benefits, Greenathon's technology helps textile companies

comply with environmental regulations. The startup claims that its products are certified by the Pollution Control Board (PCB), and they are effective in meeting the compliance limits set by the board.

It further claims to have gone through efficacy testing for industrial use in 25 preliminary treatment plants and three effluent treatment plants in Bagru, Pali and Balotra.

Backed by the Ministry of Micro, Small & Medium Enterprises, Government of India, Greenathon is currently operational in various textile hubs across Rajasthan, including Jaipur, Bagru, Pali, Jodhpur, Balotra, Bikaner and Bhilwara. To date, it has raised INR 46 Lakh in funding.



Medcords

This Kota-Based Healthtech Startup Aims To Empower Neighborhood Pharmacies

#19



Founders

Nikhil Baheti, Saida Dhanavath, Shreyans Mehta



Headquarters

Kota



Founded In

2017



Sector

Healthtech

Local pharmacies have long been a trusted source of healthcare for many people in India, especially in semi-urban and rural areas. They provide advice on minor ailments, check prescriptions and offer a convenient way to get the medicine you need.

However, the rise of online pharmacies has posed a challenge to local pharmacies. These online pharmacies offer the convenience of home delivery and access to a wider range of medical solutions.

To compete with online pharmacies, Nikhil Baheti, Saida Dhanavath, and Shreyans Mehta founded Medcords in 2017. The Kota-based healthtech startup provides a comprehensive healthcare ecosystem that connects patients, doctors, and medical stores.



Medcords' flagship product, the Aayu app, allows patients to access a variety of healthcare services, including online doctor consultation, prescription delivery and lab test booking. MedCords also has a Sehat Sathi app for medical stores, which allows them to manage their inventory, track sales, and connect with patients.

It is a cloud-based ecosystem that connects and enables various stakeholders to smoothly access and share the medical data. This makes health management easier for the users, securely storing

health reports, prescriptions, analysing and predicting health patterns.

To date, Medcords has reached 30 lakh+ patients and hosts a digital network of 15K+ medical stores across 13 states in India. It is backed by marquee investors such as the InfoEdge Group, WaterBridge Ventures and RVCF.

Package	Price	Savings	Validity
5 Consults	₹ 899	₹ 601	12 Months
12 Consults	₹ 1899	₹ 1701	12 Months
25 Consults (Most Popular)	₹ 3249	₹ 4251	12 Months



Mittihub

Reviving The Dying Art Of Terracotta Pottery

#20



Founders

Abhinav Agarwal, Megha Joshi



Headquarters

Jaipur



Founded In

2020



Sector

Utensils, D2C

Terracotta is a natural, sustainable material that has been used for centuries to make a variety of products, from kitchenware to home decor.

However, in recent years, it has been increasingly replaced by artificial materials like plastic and melamine, which are not only harmful to the environment, but to our health.

Founded in 2020 by Abhinav Agarwal and Megha Joshi, Jaipur-based D2C utensils brand Mittihub aims to revive the dying art of terracotta pottery in India.

The founders believe that terracotta pottery is more than just a craft, it is a way of life. It is a tradition that has been passed down from generation to generation, and it is a symbol of India's rural culture. Mittihub connects artisans



from rural India with urban customers, bypassing the middlemen and ensuring that the artisans receive a fair price for their work.

This helps improve the livelihoods of the artisans and gives them a sustainable source of income, the startup claims.

In addition to providing a fair price for the artisans' work, MittiHub also promotes the use of terracotta pottery as a healthy and sustainable alternative to artificial materials.

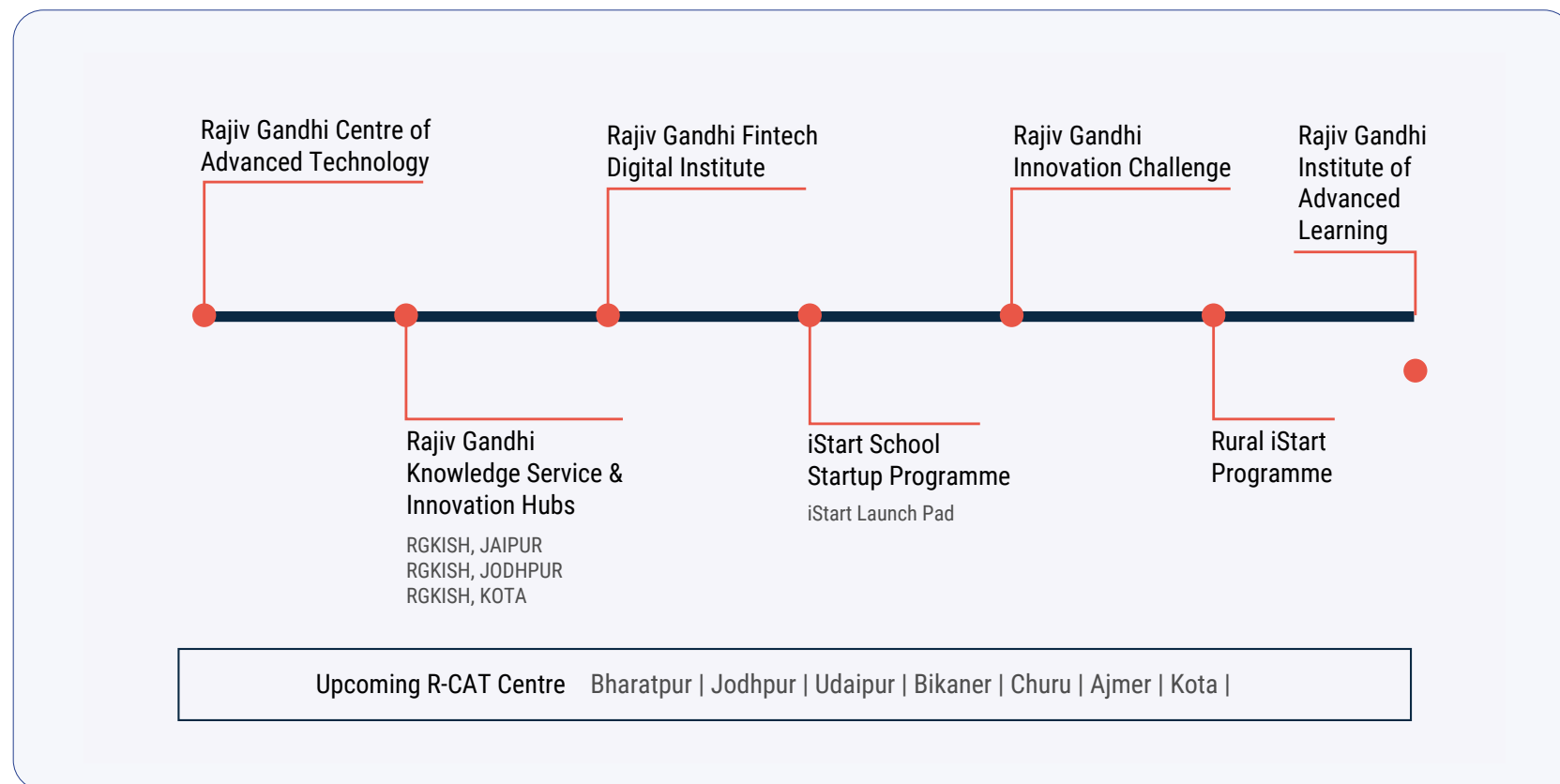


GOVT INITIATIVES FUELLING STARTUP GROWTH

In addition to financial incentives and incubation support, the Rajasthan Startup Policy 2022 creates a fast-paced and inclusive business environment for startups. The state government has simplified the regulatory framework for startups and made it easier for them to obtain licences and permits, giving a much-needed boost to smaller players with limited resources.

The policy also facilitates extensive networking through events such as startup exhibitions, investor pitches, demo days, expert talks, and startup meets. This is important because it allows startups to connect with industry leaders, raise brand awareness, and reach more customers.

Emerging Technology Ecosystem



Key Govt Initiatives At A Glance:

Exposure Visits: The state government aims to organise at least one national and one international exposure visit every year for iStart registered startups and students aspiring to start their own ventures.

Networking Events: To foster community building within the state's startup ecosystem, the government organises networking events such as hackathons, ideathons, startup exhibitions, investor pitches, demo days, expert talks and startup meets.

Corporate Partnerships: Regular corporate meetups to help select startups grow through strategic corporate tie-ups.

RCAT - Rajiv Gandhi Centre of Advance Technology: It is an initiative taken by the state government with the objective of inculcating IT skills among students and mid-career professionals. It aims to create career opportunities and steer an innovative model in IT education.

Rajiv Gandhi Centre for Advanced Technology (R-CAT)

R-CAT is an initiative taken by the Government of Rajasthan with an objective of inculcating and developing IT skills among the students & mid-career professionals. It envisions to augment an ecosystem to create career opportunities and steer an innovative model in IT education.

SNAPSHOT R-CAT

11+ Industry Partners	11+ Courses Offered	500+ Candidates Enrolled
312+ Training Completed	200+ Certification Obtained	50+ Working Professional
110+ Placement		

EMERGING TECHNOLOGIES

Robotics and Automation	Data Analysis	Network Security	Cybersecurity
Big Data Analytics	Internet of Things	Augment Reality/Virtual Reality	Artificial Intelligence
Machine Learning	Infrastructure Automation	Virtualization	

INDUSTRY PARTNER

ACADEMIC PARTNERS

				
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POTENTIAL JOB ROLES

- ◆ Application Developer
- ◆ Software Developer
- ◆ Testing and QA
- ◆ Database Developer
- ◆ IT Tech Support
- ◆ Research Analyst
- ◆ Data Analyst and MIS
- ◆ Front-end Developer
- ◆ Cyber Security Expert
- ◆ Network Administer

Innovation and WE Hub, Rajiv Gandhi Knowledge Service & Innovation Hubs: With 200 Cr investments each in Jaipur, Jodhpur and Kota, these proposed innovation hubs will act as an umbrella for a community-driven incubators, accelerators, hackathons, co-working space and manufacturing workspace that will encourage collaboration, networking, and innovation in the state. To further boost women entrepreneurship, the state government also aims to build separate spaces called W Hubs.

Fintech Digital University: The Rajiv Gandhi Fintech Digital Institute will be a state-of-the-art institute that will provide students with the skills and knowledge they need to succeed in the fintech industry. The institute will offer a variety of courses on artificial intelligence, machine learning and blockchain technology. It will also offer short-term courses and workshops. The RGFDI will be a hub for innovation and collaboration, and it will play a key role in the development of the fintech ecosystem in Rajasthan.

RIAL: Rajasthan Institute of Advanced Learning (RIAL) is proposed to be a world-class state-of-art training cum research & development facility equipped with futuristic labs in the areas of advanced technologies.

School Startup Programme: The programme helps students learn about entrepreneurship by providing them with support from teachers, entrepreneurs and businesses. It also offers students access to learning materials and workspace, conducts competitions and helps them create their business prototypes. Through the programme, students can get hand holding from mentors and exposure to the real world of entrepreneurship.

Rural iStart Programme: This programme aims to expand the reach and impact of the state's growing startup ecosystem to rural Rajasthan. It also seeks to ignite the spirit of entrepreneurship and innovation in rural areas and transform agriculture and rural development in the state.

The Rural iStart programme has conceptualised the 'Challenge for Change - Rural Innovation Challenge'. This challenge invites innovators and startups to showcase their prototypes and build on their ideas to solve the problems of rural India for its inclusive and sustainable development.



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Born in January 2015, Inc42 has become the leading source for news & analysis on India's rapidly growing tech, startup & internet economy. Inc42, with over 30,000+ published stories, 50+ research reports, 100+ conferences & events & having featured 1000s of entrepreneurs, now reaches over 25 Mn+ tech leaders & professionals every month.

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