

DIGITAL RAJASTAN YATRA REPORT 2023

PRESENTED BY | **Inc42**



Rajasthan
DigiFest
• JODHPUR •
11-13 NOV 2022



Department of Information
Technology & Communication



INSIGHTS

Ten days, seven cities and more than 20 stories of grit and perseverance. If we were to put it briefly, our journey across Rajasthan has shown us how digital transformation brought the winds of change to the state.

The digital wave has been instrumental in improving people's lives through tech-powered ways, especially in claiming government welfare schemes. Further, the advent of the internet has empowered the citizens of Rajasthan with new opportunities – helping them hone new skills, scale businesses, apply for jobs and so much more.

How Digital Rajasthan Is Bringing Social Security Across Different Segments

Women Empowerment

A relevant example here is of 32-year-old Poonam Kanwar Shekhawat. A resident of Lakhasar village in Bikaner, Poonam's undeterred pursuit to rise against all odds and stereotypes to establish her own clothing business using social media is truly inspiring. It proves that the baton of Rajasthan's modern awakening is being carried by women and other economically weaker sections of society.

Financial Inclusion

Modern Indians aspire for a better lifestyle, and technology has opened a world of new opportunities for them. Our journey through the nooks and crannies of the state showed us how Rajasthan's street vendors are embracing digital payments to streamline daily cash flows and access bank credit. The formalisation of business at the ground level has also been instrumental in boosting financial inclusion in the state.

Retail's Big Digital Leap

India's booming ecommerce industry has spread its wings beyond the metros, and Rajasthan's smaller cities and towns are a testament to a swift digital adoption. Small-scale businesses have welcomed ecommerce with open arms. However, limited digital literacy and stiff competition from legacy giants and deep-pocketed new-age brands pose a challenge for many with limited resources. This is where government-led digital initiatives can help SME owners fuel their business growth.

E-Learning Is The Future

Throughout our journey, we collated first-hand anecdotes from teachers, students and other stakeholders in the education sector, highlighting pedagogical shifts and evolving learning behaviour. Online learning matured during the peak months of Covid-19, and the people of Rajasthan were quick to adapt to this change. Teachers and students told us how the perception of the classroom has changed and why hybrid learning is a game changer.

Healthcare Gets A Digital Makeover

From providing universal healthcare to documenting health records and reports in a single system – the state government's Chiranjevi health insurance scheme aims to make healthcare accessible and affordable for all. Hospitals equipped with state-of-the-art facilities have been onboarded as healthcare providers and our coverage shows how ordinary men and women have benefited from the scheme, ditching the hustle of standing in long queues.

Youth Entrepreneurship

Charged with the passion for innovation, Rajasthan's young and dynamic entrepreneurs are making it their life's mission to bring modern technology to tier 2 and 3 regions of Rajasthan. During our journey, we came across a vibrant mix of startups operating in diverse sectors such as fashion, consumer services, cleantech, agritech and more. Many entrepreneurs narrated the tales of their struggles and achievements and described how the state government's active encouragement through iStart Rajasthan has helped them grow their businesses.

All in all, Rajasthan government's tech push has enabled large-scale digital adoption in the state. Citizens of Rajasthan are now more empowered, thanks to the rise and acceptance of a digital economy, which as of now is primarily being spearheaded by sectors such as healthtech, agritech and ecommerce in the state.

EXECUTIVE SUMMARY



01 WOMEN

BRINGING HOME THE
BENEFITS FOR
WOMEN

Rajasthan is leveraging digital transformation to drive women's development. Thanks to rising internet penetration and affordable smartphones, women today have easy access to critical services such as scholarships for education, employment opportunities, aid for widows and pension schemes for the elderly. Female heads of families can use Jan Aadhaar for optimum utilisation of government benefits. E-Mitra is another PPP-based e-governance scheme bringing these benefits closer to underserved women. Finally, Hindi language interfaces ensure mass access to this digital ecosystem.



02 HEALTHCARE

VITAL HEALTHCARE
FOR THE MASSES

Rajasthan has developed a robust digital backend to enable seamless access to medical records, healthcare services and health insurance benefits. While the Chiranjeevi Swasthya Bima Yojana for free and universal healthcare coverage is extremely popular, there is a wide network of hospitals, trained medical staff and service professionals to ensure fast and efficient delivery of healthcare services. This has resulted in a growing sense of trust among the women and the elderly, who might have been marginalised before.



03 EDUCATION

E-LEARNING TO ENHANCE
EDUCATION FOR THE
LONG TERM

During the pandemic, Rajasthan's quick adoption of online learning in urban areas, led to an evolving pedagogy and wide exposure to new learning methods across age groups. Given the widespread usage of affordable internet and smartphones, these smart classes can be extended to rural areas to make e-learning more inclusive and diverse, besides pushing basic literacy. Students from rural and poor households can also use digital systems for higher education as edtech unicorns like BYJU'S and Unacademy promote innovative learning.



04 GOVERNANCE

E-GOVERNANCE FOR BETTER SERVICES, RESOURCE MANAGEMENT

The governance model in Rajasthan is like no other state especially the delivery of a wide range of services through e-mitra. The systems are very transparent, very streamlined and effective because of the use of SSO (Single Sign On) and also the Jan Aadhar Cards. The self service kiosks available at E-mitra plus centres are instrumental in making sure people are the beneficiaries of all cash and non-cash benefits. Features like Aadhaar Enabled Payment System (AePS) can be further widened to enable people to make micro and small scale payments and receipts at the nearest e-mitra centres. e-mitra service providers are key drivers to include the uneducated, elderly and women homemakers become mainstream entity in the digital ecosystem. The overall database management system, approvals & disbursements mechanism, and the information flow through the e-mitras are truly making the state digital.



05 AGRICULTURE

TECHNOLOGY TRANSFORMING AGRI PRACTICES

Rajasthan's e-governance ecosystem enables the deployment of cash and non-cash benefits for farmers through Jan Aadhaar Cards. Farmers can apply for subsidies, get benefits through linked bank accounts and manage the paperwork related to agricultural land. Besides, digital platforms provide the latest information on weather, crops and agri inputs for better farming practices.

With the rise of the fintech ecosystem and agri ecommerce platforms like Freshokartz, farmers can raise loans, buy affordable agricultural inputs and get efficient last-mile deliveries.



INTRODUCTION



Covering an area of 342,239 km², Rajasthan, the largest state in India, is known for its majestic fortresses, exquisite architecture and rich heritage. For centuries, 'The Land of Kings' was home to history's bravest rulers and is now considered one of the most attractive tourist destinations in the country.

In the 21st century, it is fascinating to see how the state's relentless pursuit towards digital inclusion is shaping its socio-economic landscape. Rajasthan government's array of digital initiatives such as e-Mitra, which aims to provide easy access to several welfare schemes, is an excellent example of a digital economy in making.

Technology is ubiquitous and is fast transforming traditional models of work and business. From education, agriculture and healthcare to transportation and retail, digitalisation has the potential to improve people's lives in more ways than we can imagine.

The digital domino effect, which started out in the tech-savvy metropolitan cities has now reached the deepest, remotest pockets of the country. At least this is what our 12-day journey across seven cities of Rajasthan has shown us.

The intent behind Digital Rajasthan Yatra 3.0 was to show the on-ground impact of digitalisation in the state. As our five-member team embarked on its journey across Jodhpur, Udaipur, Kota, Ajmer, Bharatpur, Jaipur and Bikaner, we wanted to understand what digital Rajasthan meant to people from different walks of life.

Our endeavour has offered us a glimpse into what Rajasthan's digital transformation looks like and what its people envision for the future. With a focus on key areas such as healthcare, entrepreneurship, women in business, farming, education and smart governance, this report is a compilation of some of the most incredible stories that we covered during our journey.

THE RISE OF DIGITAL RAJASTHAN



The turning point in India’s digital growth journey could be traced back to a few years ago. Between 2015 and 2016, digital-centric private and government initiatives such as Jio by Reliance and the centre’s Digital India Mission were instrumental in transforming the internet from an exclusive service to an everyday commodity.

According to Statista, the number of internet users has grown by a whopping 208.3% in the last six years. Today, more than 932 Mn Indians use the internet as compared to 302.6 Mn in 2016. The pandemic push has further accelerated the digital adoption in the country, making the once hesitant rural consumer more tech savvy.

India’s Internet Economy In A Nutshell



Source: Inc42

As of 2020, Rajasthan's internet penetration stood at 35% as against the country's average of 40%. While this is less than its neighbours – Haryana and Punjab (with internet penetration rate at 52% in both states) – the Rajasthan government is making proactive efforts to boost internet and smartphone usage among its citizens, especially women. In September 2022, the government of Rajasthan announced that it will distribute free smartphones with internet access to 1.35 Cr women under Mukhyamantri Digital Seva Yojana.

One of its other flagship digital programmes is e-Mitra, a smart governance platform established in 2004. Under e-Mitra, citizens of Rajasthan can take advantage of more than 600 government-to-citizen (G2C) and business-to-consumer (B2C) services including banking, government-backed welfare schemes, digitally signed certificate services and payment of utility bills, just to name a few. The government has also set up on-ground e-Mitra kiosks across rural and urban areas in 33 districts of Rajasthan to ensure easy access to all.

E-MITRA: A SNAPSHOT

LAUNCHED IN

2004

TOTAL KIOSKS

81556

PRESENCE

33 Districts Across Rajasthan

TRANSACTION VOLUME

60-70 Lakh Recorded Every Month

SERVICES

600+ G2C & B2C Services Including Jan Aadhar Enrollment, Banking, Utility Bill Payment, Ecommerce

A Look At Digital Schemes Adopted By Rajasthan In 2022

Gyaandoot 2.0	Second edition of the e-learning programme launched in January 2022 Aimed at providing e-learning content in sync with the curricula prepared by universities that can be accessed by students anytime, anywhere
e-Daakhil Portal	The state government launched the e-Daakhil portal in Rajasthan, developed by the National Informatics Centre (NIC) With e-Daakhil, consumers can file their grievances online and seek redressal, without physically visiting consumer forums
Mukhyamantri Digital Seva Yojna 2022	Free smartphones will be provided to 1.33 Cr+ women in the state Free internet access will be given for a period of three years
Inauguration Of New Incubation Centres In The State	Launch of state-owned iStart Nest incubators (under the iStart Rajasthan) in Kota, Churu and Bikaner

The state is also home to popular startups such as IPO-bound unicorn CarDekho, RaaS (retail-as-a-service) platform Kirana King, Electric vehicle (EV) manufacturer HOP Electric Mobility and several others. This proves that Rajasthan is also waking up to the startup revolution that has already taken tier 1 cities such as Delhi, Mumbai and Bengaluru by storm.

Further, to foster and encourage entrepreneurs in the state and provide them with an apt business environment, the government of Rajasthan launched the iStart programme in 2017. iStart Rajasthan has been instrumental in creating more than 20K jobs and facilitating investment of INR 198 Cr in the state.

Nearly 28.7% of India's youth reside in Rajasthan. This, coupled with the fact that it houses prominent higher educational institutions such as IIT Jodhpur and IIM Udaipur, proves that the state is ready to embrace the digital revolution, which will be led by the youth.

THE JOURNEY



The idea of a state-wide yatra germinated nearly four years ago when we held the first Digital Rajasthan Yatra under the aegis of the government of Rajasthan. Back then, we witnessed how the digital revolution was slowly spreading across every nook and corner of the state. In fact, rural consumers were already responding well to the digital change.

As of 2016, there were nearly 7 Mn rural internet users in Rajasthan – the highest among rural areas. The yatra gave us qualitative insights into how ordinary men and women were availing themselves of government benefits, shopping online and aiding their businesses with tech-enabled solutions.

However, the onset of the pandemic has changed things drastically. With last year's yatra, we aimed to show the state of Rajasthan's digital economy from a post-pandemic lens.

The Digital Rajasthan Yatra 3.0 was flagged off from Jodhpur on November 13, 2022, in the presence of the chief minister of Rajasthan, Ashok Gehlot, and Akhil Arora, the principal secretary and commissioner at the Department of Information Technology & Communication, Rajasthan.



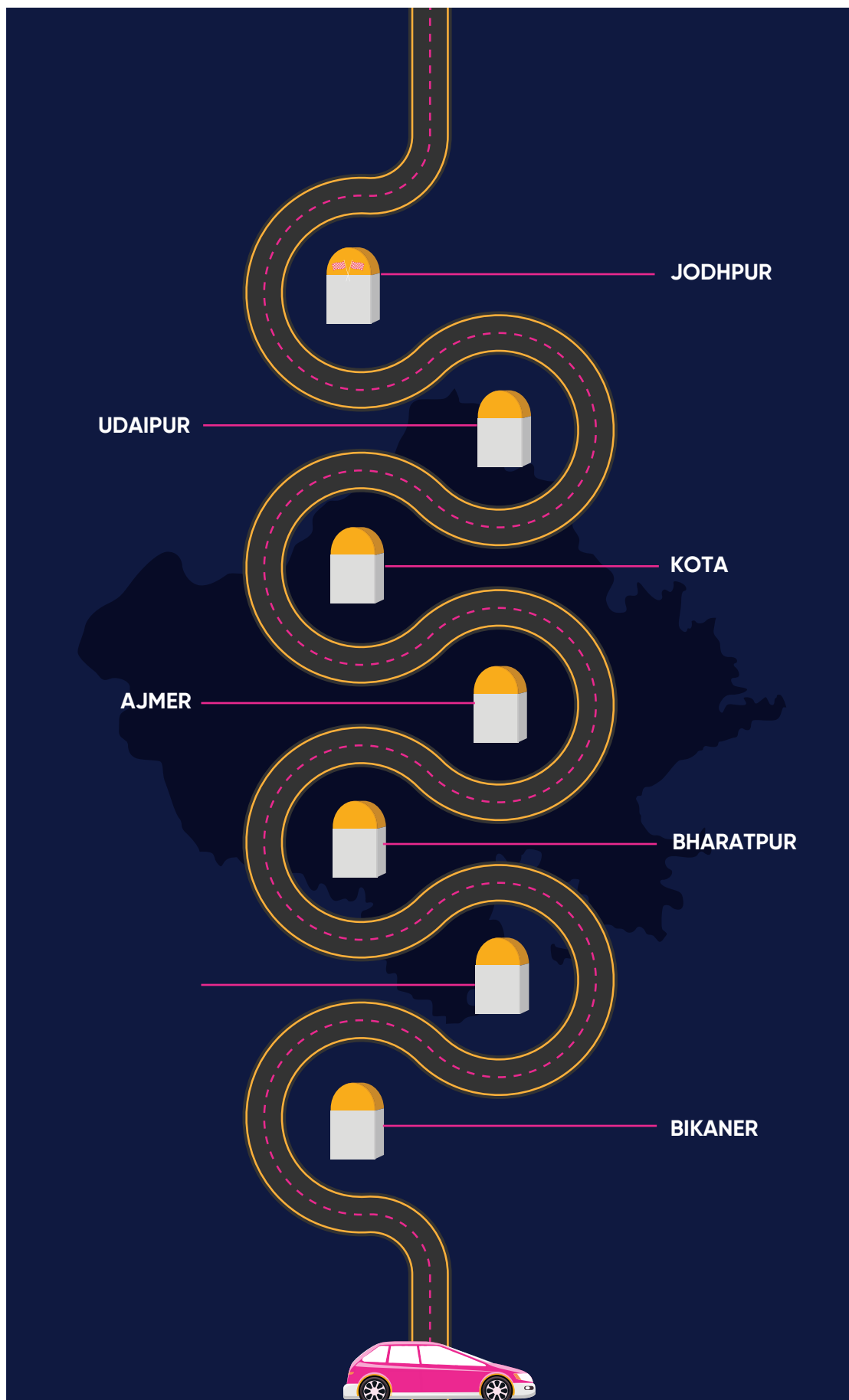
During the course of 12 days, we travelled hundreds of KMs – covering Rajasthan's biggest cities, towns and rural villages – and spoke with more than 50 individuals who told us how digitalisation has impacted their lives.

Further, we had the opportunity to interact with a vibrant mix of people of all age groups. We spoke with senior citizens and students, teachers and entrepreneurs as well as government officials and employees who helped us understand the true scope of digital transformation in Rajasthan.

Throughout our journey, we encapsulated the experiences of the citizens through several videos, audios and pictures. We sat, chatted and delved deep into the aspirations of common citizens in Rajasthan and brought home the most impactful, heartwarming stories.

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We are thankful to all the people who contributed in making our journey inspiring and present to our readers a comprehensive report of their experiences.





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Bharatpur

राजस्थान
यात्रा 2022

जोधपुर

कोटा

भरतपुर

जयपुर

बीकानेर

Jodhpur

उदयपुर
Udaipur

अजमेर
Ajmer

Jaipur

Bikaner

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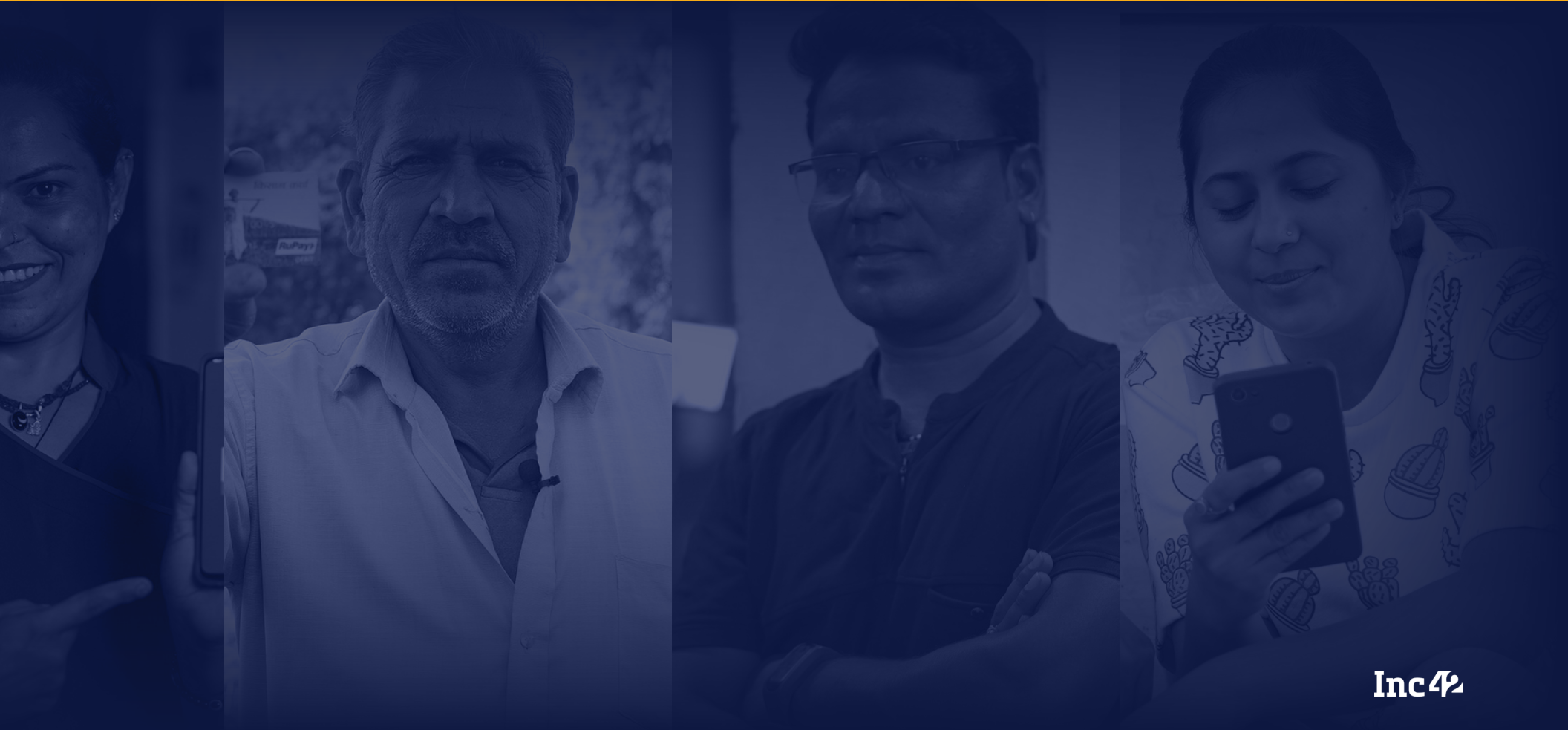
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iSTART



THE STORIES OF A DIGITAL RAJASTHAN



↑ JODHPUR

HEALTHCARE

CHIRANJEEVI: MAKING HEALTHCARE ACCESSIBLE TO ALL

As the matriarch of her family, Mohini Devi has many responsibilities on her shoulders. She takes care of her grandchildren, cooks, and binds her family together as a unit. Her wellbeing is paramount for a number of reasons.

In March 2022, the 50-year-old felt severe chest pains. Without wasting any time, Mohini's son, Akshay, took her to Jodhpur's Mahatma Gandhi Hospital.

A doctor at the hospital directed Mohini to get an angiography so that the cause of the pain could be determined.

"We panicked because we couldn't afford the cost of the procedure. It was way beyond our reach. However, the second question from the doctor changed everything for us," Akshay said.

The doctor asked if 'Mohini ji' was a Jan Aadhaar card holder.

"After we affirmed, the doctor flashed a comforting smile and said that my mother was eligible for the Rajasthan government's universal healthcare scheme, Chiranjeevi Healthcare Insurance Scheme, which covers a medical cost of INR 10 Lakh for every family in the state," Akshay recalled, speaking with us.

"Does that mean we can get the angiography done free of cost?" Akshay said, he asked the doctor hesitantly.

The doctor affirmed in a nod and without wasting any precious time referred his mother to Jodhpur's Mathura Das Hospital for the procedure and treatment where she emerged as healthy as ever.

"Today, we are thankful to the doctor who pointed us in the right direction and the Rajasthan government for taking care of the wellbeing of many like us with its Chiranjeevi Healthcare Insurance Scheme," said Mohini Devi.

REGISTERED BENEFICIARIES FAMILY : 13,619,862

1,291,538

Farmers (Small and Marginal)
(Free)

52,495

Contractors (All Departments / Boards /
Corporations / Government Companies)
(Free)

10,779,044

National Food Security Act
(NFSA) (Free)

8,059

Eligible families of Social Economic
Census (SECC 2011) (Free)

341,798

A destitute and helpless family -
Covid-19 Ex-Gratia (Free)

1,146,928

All families except free category
Rs.850 / - per family per year (Free)

2,809,176

Count of Beneficiaries Benefitted

Source: Govt. Of Rajasthan



↑ JAIPUR

◆ YOUTH

MUKHYAMANTRI YUVA SAMBAL YOJNA GIVING WINGS TO YOUTH

When we met Pinky Kanwar of Jaipur, she was sitting on a cot with a lot of books. From a normal spectacle, she appeared to be preparing for some exam or an entrance test. However, a closer look into her eyes connected us with her dreams and aspirations that were waiting to become a reality someday soon.

Pinky, 22, aspires to secure a Grade A government job. "I am preparing to crack the Staff Selection Commission examination," she told us with the confidence of a Grade A government officer.

"As of now, my only aim is to study, clear the exam and serve this country. I also have a very supportive family. With my untiring efforts, I aim to work for the government and make this great nation even stronger," Pinky said.

Even though Pinky comes from a family that is not well-to-do, her studies are never impacted. This is because the government of Rajasthan supports her every month with its Mukhyamantri Yuva Sambal Yojna allowance.

Under the scheme, the government of Rajasthan provides unemployment allowance worth INR 4,000 to males and INR 4,500 to women and transgender candidates who have completed their graduation and are eligible for the allowance

All beneficiaries are required to work for a minimum of four hours for 90 days at interns to claim the allowance. Given the scenario, Pinky said she interns as an English teacher at a government school and enjoys teaching students.

"Every month, I get a monthly allowance in my bank account that is linked to my Aadhaar Card. You don't need to be privileged to make your dreams come true. The monthly allowance that I get has helped me to keep my aspirations flaming, and I am untiringly stepping forth to make them a reality soon," Pinky added.

MUKHYAMANTRI YUVA SAMBAL YOJNA 2021

Launch Year

2019 (Renewed During The Budget Announcement Of 2021-2022)

Beneficiaries

2 Lakh Unemployed Youths Every Year

Eligibility

Graduate With Family Income Of Less Than INR 2 Lakh Per Annum

Internship

23 State Govt. Departments Including Education, Tourism & Law Enforcement



➤ JAIPUR

◆ HEALTHCARE

◆ SMART GOVERNANCE

OFFERING THE POOR ACCESS TO MULTISPECIALITY HEALTHCARE

In our thirst to learn more about the Rajasthan government's Chiranjeevi scheme and how it has changed the lives of many, we met Dr Vinay Suren, the founder of Sevayatan Maternity and General Hospital in Jaipur.

Dr Vinay, 76, has spent 52 years of her life treating the poor and making sure that the economically weaker sections of society get access to quality and affordable healthcare facilities.

Speaking with a team of Inc42, Dr Vinay recalled opening her clinic in 1970. "Back then, there was nothing in the name of road infrastructure or connectivity, let alone healthcare facilities. With the advent of digitalisation and free access to information, things have changed dramatically in the last 10-15 years," she said.

However, she lamented that the advanced medical procedures have become so expensive over the years that they have gone beyond the reach of families struggling to earn their daily bread.

Despite this glaring challenge, we could see through Dr Vinay's vision that was as clear as crystal – keeping healthcare costs affordable for everyone, come what may.





“A saviour for many, the state government’s Chiranjeevi Health Insurance Scheme arms a lot of doctors like me to give access to advanced healthcare facilities to the poor. Today, we are able to assist more than 250 economically weaker patients every month, with state-of-the-art therapies, procedures and treatments,” the compassionate doctor said.

Meanwhile, Dr Prateek Suren, a visiting consultant at Sevayatan, highlighted that all beneficiaries of the scheme have been freed from the hassle of paperwork. “They simply have to show their identity card and the hospital takes care of everything else,” Dr Pratek said, adding that under the scheme, patients benefit from more than 1,500 packages and procedures for the treatment of various diseases and ailments.

“Digitalisation has transformed how hospitals operate. From a patient’s admission to discharge, everything is now done in a smooth and efficient fashion with minimal paperwork,” Dr Prateek pointed out.

Hailing the digital era of growth, the doctors concurred that even follow-up treatments have become easier than ever on the back of digitisation of medical records.

↑ KESARPURA, AJMER

● AGRICULTURE

● SMART GOVERNANCE

NO VILLAGE TOO FAR FOR E-MITRAS

To some, Kesarpura village in Ajmer district might look like a far-flung rural area, undisposed to technology. However, its residents narrate a contrary tale. Kesarpura's Kailash Singh is a 55-year-old farmer who uses e-Mitra Kiosks to avail benefits of all government schemes and subsidies. Located across 33 districts in Rajasthan, e-Mitra kiosks, under the state's e-Mitra programme enable people to access government services digitally under one roof.

Like many farmers in his village, Kailash said that he is registered under the central government's Pradhan Mantri Kisan Samman Nidhi Yojna (PM Kisan), which provides INR 6,000 annually to all landholding farmers in three equal instalments.

The funds are directly transferred to Singh's bank account and he says that he withdraws the amount in cash from e-Mitra by simply presenting his Aadhaar Card.

"I get an SMS on my phone that the money has been withdrawn. Since the transaction is recorded, there is no need for a physical receipt," Kailash said. Kailash is also a beneficiary of the Jan Aadhaar Card (registered under his wife's name) that provides his family with many cash and cashless benefits such as the Chiranjeevi Health Insurance Scheme. Additionally, he is the holder of the e-Shram card that provides social security benefits to unorganised workers.



Since all his details are centrally recorded, Kailash said the process is smooth and easy for even those who are digitally illiterate.

He also added that the younger generation of farmers is more tech-savvy. His sons, who are also farmers, use government portals to learn about the latest schemes, farming inputs, and more.







I WANT RAJASTHAN TO GET FULLY DIGITALISED & PROSPER

“Digitalisation has reduced our dependency on paper. You don’t need to carry your documents in Rajasthan, thanks to one-time registration,” says Vijay Singh Rawat, a farmer from Kesarpura village, Ajmer.

Like Kailash Singh, Vijay is also a beneficiary of PM Kisan Samman Nidhi Yojna and avails his financial aid from the local e-Mitra Kiosk by simply verifying his thumbprint. Rawat added that he also got his wife’s Jan Aadhaar card made from the Kiosk and villagers often go to the Kiosk to get their identity cards made and avail government schemes.

“You can also get your caste certificate made at e-Mitra. All you need is your Jan Aadhar card or Aadhaar card,” he said.

Since Vijay landholding is formally registered, he is able to take a farming loan from a bank. This is a healthy indicator of financial inclusion and formalisation of the credit system among India’s farmers as many still depend on unorganised merchants to access loans.

“You can withdraw money from almost any bank account through e-Mitra, Vijay said, adding that he hopes to see Rajasthan get fully digitalised and prosper.

▲ AJMER

◆ E-MITRA

◆ SMART GOVERNANCE

BYPASSING MULTIPLE GOVT CHANNELS WITH E-MITRA

As we covered the lengths and breadths of Rajasthan, we realised how well India's digital revolution has embraced people from all walks of life. However, the question remained if the country's digital ecosystem was able to touch and transform the lives of citizens living in the hinterlands.

In our efforts to dig deeper, we thought of speaking with anyone who is directly involved in identifying and educating the beneficiaries of various government schemes and services and helping them avail the same in a seamless fashion. Before we could act, we met Vikram Rawat, 26, who has been working at the e-Mitra kiosk in Ajmer' Kesarapura for the last eight years.

"We at e-Mitra kiosks help villagers take advantage of more than 300 government schemes and services. From youngsters to farmers, everyone comes to us, including women and elderly who want to collect their pension," Vikram said.

The young man added that e-Mitra employees have developed so much trust over the years that even the digitally empowered youth of villages come to their kiosks to fill forms for various government jobs and entrance exams.

E-MITRA SERVICES

APPLICATION OVERVIEW

- Jan Aadhar Enrolment
- Mukhya Mantri Chiranjeevi Swasthya BimaYojana
- Caste, Birth, Bonafide and Marriage Certificates
- Voter Id, DrivingLicense, PAN card etc.
- Digitized Ration Card Services
- Copy of Land Records (Jamabandi)
- Digitally Signed Certificates
- Submission of Online College/ recruitmentapplication forms

BANKING

- Cash Withdrawl
- AePs services
- Money Transfer
- Cash Deposit

CONSULTANCY

- Income Tax Return Filling
- Medical Consultancy

UTILITIES

- Utility Bill Payments (Electricity, Water etc)
- Prepaid Services, Mobile Recharge, Insurance Premium etc.
- Payment Of College Fees
- Submission of Grievances/ Information Retrieval

VIDEO CONFERENCING

- Grievance Redressal
- Live demonstration of various service transaction
- IEC for various Govt. schemes and benifits
- Training to Kiosk holders & other projects stakeholders
- Broadcast/ Webcast Govt., Programmes

E-COMMERCE

- E-Bazar
- MMTC
- Ujala Scheme (EESL)

Meanwhile, nearly 206 kms away from Ajmer, we met Jitendra Bajad, another e-Mitra employee in Jodhpur. He told us that the government is doing a lot to make lives easier for the people who live in the hinterlands of the nation.

Taking Jan Aadhar Card as an example, Jitendra said that people have been freed from the shackles of standing in long queues or carrying multiple documents everywhere to avail government schemes.

A Jan Aadhaar card is made under the name of the oldest female member of the family. Its objective is to unify all systems, reduce multiple channels of governance, and help people benefit from cash and non-cash government schemes.

JAN AADHAAR ENROLLMENTS

FAMILIES

1,94,22,001

MEMBERS

7,54,01,579

JAN AADHAAR TRANSACTIONS

TRANSACTION VOLUME

1,27,78,38,949

AMOUNT

INR 5,98,40,52,74,890

Source: Govt. Of Rajasthan
(Data as of December 2022)

“The government’s Jan Aadhaar scheme has made lives easier for every villager,” said Jitender, who actively educates people about various government welfare plans and helps them get benefits of these services through the e-Mitra kiosk in Jodhpur.



BIKANER

◆ WOMEN

◆ BUSINESS

EMBRACING THE POWER OF SOCIAL MEDIA

According to a government report, India cradled more than 63 Mn micro, small and medium enterprises (MSMEs) in 2020, with half of them having their base in rural India. Of the total MSMEs operating in the hinterlands of the nation, about 20% are run by women entrepreneurs.

During our visit to Bikaner, we lucked out and met one such woman entrepreneur, Poonam Kanwar Shekhawat of Lakhasar, who despite all odds started and sustained her business. Today, a social media-empowered Shekhawat is taking her Satya Sai Cloth Store to new heights.

During our conversation, Poonam told us that she comes from a conservative family and was married off at the age of 16. The 37-year-old woman entrepreneur recalled that she always dreamed of starting a business of her own. Four years ago, she took a leap of faith and opened a store.

“Initially, the biggest of all challenges was to create a customer base, as women in my village do not have the liberty to move around freely. However, the only silver lining here was that they had access to smartphones,” she said. Without any delay, she started connecting with other women in the village via Facebook, Instagram, and WhatsApp to market her inventory. She remembered starting a WhatsApp group at first. The idea was to give the leverage to place orders from the comfort of their homes.

“I now use Facebook and Instagram to upload photos and videos of the latest products too,” she added.

Speaking about the impact of digitalisation on the lives of women in rural India, Poonam said that digital adoption has not only created economic opportunities for many like her, but also empowered women in these areas with access to vast information on the internet.

“Women have become more independent with the advent of technology. I believe parents should support their daughters in whatever they aspire to achieve,” she said.



↑ BHARATPUR

◆ YOUTH

◆ STARTUPS

CUSTOMER COMFORT IS THE NEW BUSINESS LANGUAGE

In today's era, consumers want convenience and experience in everything – ranging from services they get to products they want to buy. Interestingly, this paradigm shift in consumer behaviour has moved beyond big cities and is now embracing tier 2 and 3 cities in a way never experienced before. The fact of the matter is that consumers in these regions have started expecting fast, efficient and time-bound experiences, thanks to the widening reach of the internet economy.

Bharatpur-based B.Tech student Devraj Chaturvedi is working on just that. The idea of building an on-demand, experience-focussed services platform hit the 20-year-old during the initial days of the lockdown-hit India.

“My AC had stopped working, and I couldn't find a repairman. But, when I found one, he pinned holes in my pocket, took a long time to repair the machine, and eventually, left my house in a mess,” Devraj said.

An irked Devraj then thought of an online platform that could help consumers connect with reliable service providers – electricians, carpenters and plumbers – from the comfort of their homes. He pitched the idea to his college friends, teamed up with them, and launched ‘Your Jinnie’.



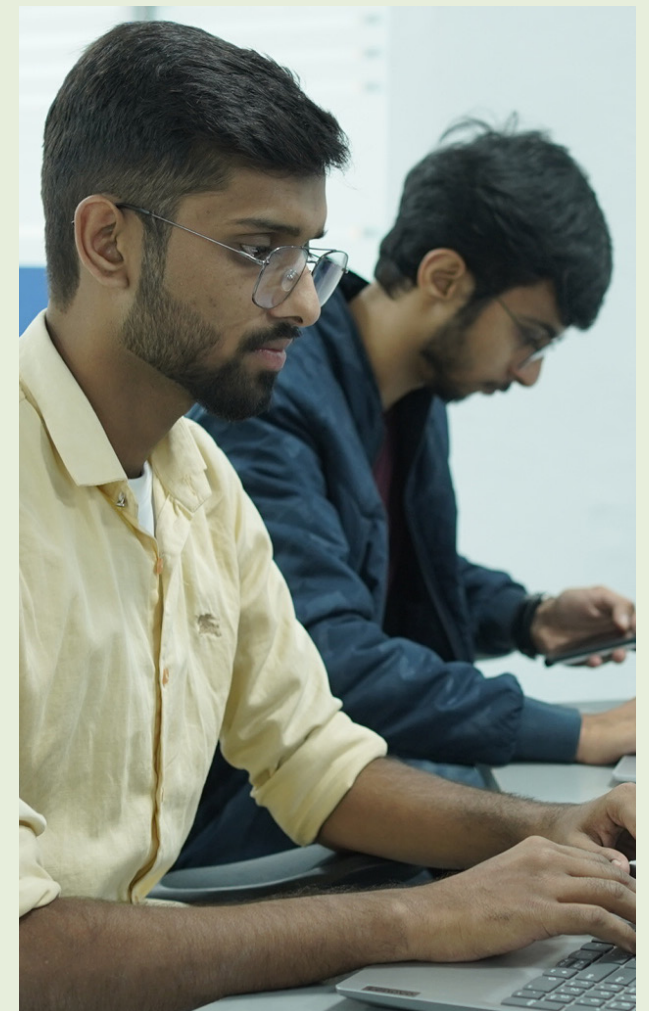


As Devraj did not have a business background, he had to sweat too much to create a sustainable network of individuals, especially service providers. And, more than anything, he needed funding to kickstart his idea.

With the help of iStart Rajasthan's Bharatpur branch, Devraj received a sustainable funding amount that helped him expand his market reach and cover costs.

"We identified nearly 2 Lakh individuals in Bharatpur who wanted on-demand services backed by convenience and customer experience," he said.

Your Jinnie, which is currently a minimum viable product (MVP), will soon be launched as a website in Bharatpur. Focused on tier 2 cities, as they are generally underserved, Devraj is also looking to expand in Kota.



BIKANER

YOUTH

BUSINESS

WHEN TECH MEETS KIRANA

The rapid rise of the digital ecosystem, including payments, is playing a crucial role in transforming the lives of street vendors, local Kirana stores and traditional retail outlets across the country. Even those in the Tier 2, 3 regions of the nation have become tech savvy and are galvanising their businesses with digital offerings.

Bhavna Sharma, who is preparing the University Grants Commission National Eligibility Test, manages her family's Kirana shop, Majisa General Store, in Bikaner. Today, she leverages technology to run her store efficiently, without any hiccups.

"I have added all my customers to a WhatsApp group, and take their orders on the group itself. It saves my customers the hustle to visit the store," she said, adding that 75% of her customers prefer to pay her online.

Bhavna also said that she frequently buys items on behalf of her customers from online marketplaces such as Amazon that promise same or next-day deliveries. "Markets are quite far from here. It is easier to make purchases online than to waste time and energy on travelling," Bhavna said.

The 24-year-old believes that Rajasthan can truly become digital if every resident in the state is exposed to the benefits of the digital economy.

"Digital literacy is very important in today's world. The Rajasthan government should bring digital learning modules to government schools so that students can broaden their horizon, access information easily and stay abreast of those who belong to the privileged areas of the country," she stressed.



AGRICULTURE



EMPOWERING 1 LAKH FARMERS WITH TECH

Low price realisation due to the broken supply chains and outdated farming practices has pushed Indian farmers deep into the vicious cycle of debt and low crop yield.

Acknowledging this, Rajendra Lora founded FreshoKartz in 2016 to help farmers maximise their farm yield and income with intelligent farming solutions.

The Jaipur-based farming platform supports farmers throughout the harvesting cycle by providing crop inputs, advisory and market linkage.

The agritech startup, which is present in several districts of Rajasthan and Madhya Pradesh, works with nearly 10,000 microentrepreneurs, or Saarthis, who are trained to use the FreshoKartz Saarthi app to facilitate farmers.



Rajendra said that buying inputs from the app cuts logistics costs as they get delivered directly to the farmers' doorstep.

In his endeavour to make the lives of farmers easy, Rajendra has tied up with many corporates that directly buy their farm yield. He has also

joined hands with several banks to provide them easy access to credit.

As of now, the Rajasthan Venture Capital Fund-backed startup has helped as many as 1 Lakh Indian farmers maximise their farm yield and income.



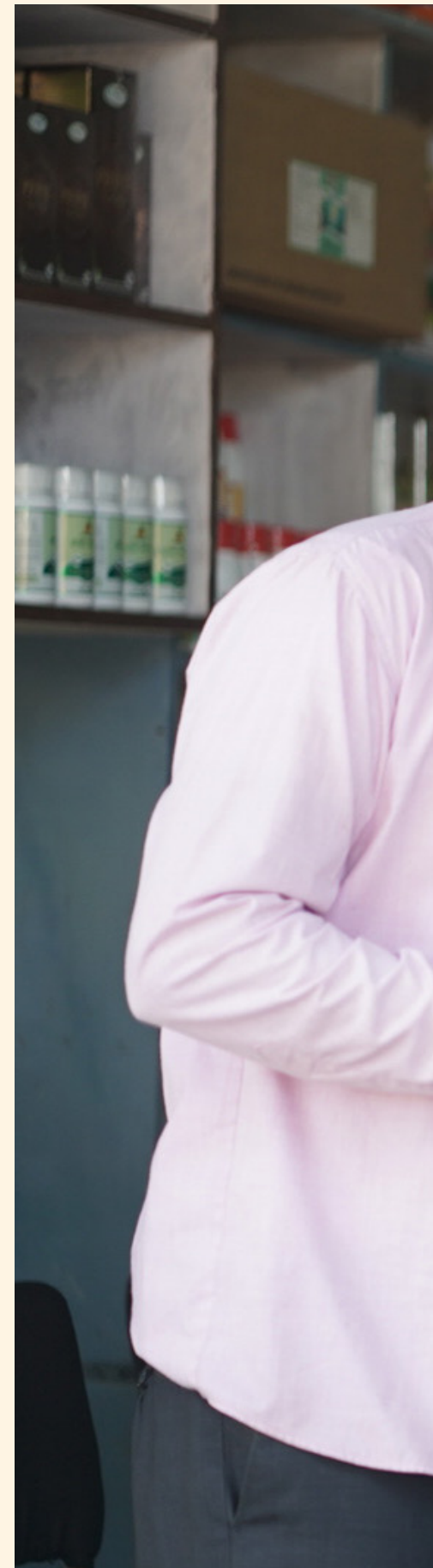
DIGITALISATION IN FARMING IS A CRUCIAL

Lokesh Verma, 25, is a Saarthi, or microentrepreneur, who joined Freshokartz nearly three years ago. He now works closely with 400-500 farmers in and around Jaipur and aids them in ordering their inputs using the Saarthi app.

“The beauty of the app is that it lets you order crop inputs such as seeds, fertilisers and machinery at affordable rates. Farmers face a lot of difficulties in procuring inputs as markets are usually far away from where they live. FreshoKartz has made their lives easy,” he added.

Every day, Verma travels to nearby villages, talks to farmers and demonstrates how to use the app. While online payment is an option, he noted that most farmers prefer to make payment in cash once they receive the order.

“I believe Rajasthan will truly become digital if farming is digitalised,” Verma added.





➤ JODHPUR

◆ HEALTHCARE

◆ STARTUPS

HELPING ELDERLY MANAGE HEALTHCARE

Founded in 2020 by Amol Bagul, Lavender Singh Rathore and Aditi Poyam, healthtech startup Sarathi Healthcare is on a mission to provide premium healthcare solutions to the elderly.

The Jodhpur-based startup provides healthcare facilities such as caretakers, nurses and physiotherapists, delivers medicines and helps the elderly get their tests done from the comfort of their homes.

“We understand that senior citizens face difficulties in accessing healthcare, especially when their children are away. We are bridging the gap between parents and their children with tech and providing the elderly with personalised services,” said Amol, the CEO and cofounder of Sarathi Healthcare.

Sarathi is a multi-logging platform that helps people closely monitor the health of their elderly parents. “We have solutions, such as paperless repositories, which help individuals to access medical reports and health records of their parents and consult doctors on their behalf,” Amol said.

Sarathi is also addressing the challenge of social isolation and loneliness in older people. “We involve senior citizens in community-based activities to help them live happier and healthier lives,” the Amol added.



TRANSFORMING HEALTHCARE

A few years ago, Surendra Bafna, 72, was diagnosed with Guillain-Barre syndrome, a rare condition in which the immune system of a body starts attacking its peripheral nervous system.

In 2016, Surendra got bedridden. Although he has now regained much of his muscle strength, he requires round-the-clock assistance.

Since Surendra's children live away, they could only support him enough. In 2020, Bafna was introduced to Sarathi Healthcare, which offered him the convenience to order his medicines online and get them delivered to his doorstep. The platform also provided him with a caretaker who assists him in his daily tasks.

Since Sarathi Healthcare also keeps a track record of Surendra's health, his sons can anytime monitor the status of their father's health.

Speaking about the impact of digitisation on his life, Surendra said that he is grateful for Sarathi. He, however, cautioned, "Do not read too much about your symptoms online. Too much information is a curse."







EDUCATION

A HYBRID LEARNING REGIME IS THE NEED OF THE HOUR

During the initial days of COVID-19, Sudipta Sharma, a primary school teacher at Ayushman Public School, feared that the pandemic would disrupt schooling, impacting her students. However, when the Kota-based school adopted e-learning methods as an alternative, the results were surprisingly impressive.

Sudipta said that the teachers at Ayushman spent a lot of time relearning and evolving their teaching methods to fit the new normal. “We watched countless videos on YouTube and recorded ourselves narrating stories and poems,” she said.

However, the journey was filled with challenges, as it was difficult to keep students engaged in virtual sessions. But, Sudipta said, the teachers of her school, including her, resorted to innovative teaching and used props to teach concepts and theories to keep their students engaged.

“Another major challenge was that many students didn’t have access to laptops or smartphones and they started lagging. This is when we started encouraging parents to adopt technology for the sake of their children’s education,” Sudipta said, adding that it really helped.

Even though the situation has now returned to normalcy,, Sudipta’s school continues to impart knowledge through a hybrid structure. “I believe a hybrid learning regime is the need of the hour. This has helped break the monotony of traditional learning methods and produce impressive results,” Sudipta observed.



➤ JODHPUR

◆ PAYMENTS

◆ VENDOR

STREET VENDORS FLY WITH DIGITAL WINGS

Ankit Kumar is a 21-year-old vendor who sells coconut water to hundreds of tourists daily on the streets of the Blue City of India, Jodhpur. Although deprived of any formal education, Ankit envisions a bright future as a microentrepreneur.

Luckily, the rise of the digital payment ecosystem in India has played a crucial role in fuelling his entrepreneurial spirits. It is due to this digital shift that he has been able to outdo his peers in terms of growing his monthly income.

“I have a larger customer base compared to other street vendors who still shy away from accepting digital payments. With this small adoption of receiving payments on my phone, I have been able to build a loyal base of local customers and earn somewhere between INR 15,000 and INR 18,000 a month. The monthly income increases with the rise in tourist footfall.”

Apart from offering ease and convenience to his customers, he said that embracing digital payments has helped him get access to formal credit from banks, which is critical for his business growth.

Ankit said that he is eligible for a business loan worth INR 5 Lakh, as banks can see that he has a regular source of income.

Sharing his aspirations for the future, the tech-savvy street vendor said that he plans to expand his business with his friend, Anmol, by opening more stalls and employing people.



➤ JODHPUR

◆ BUSINESS



DOUBLING THE MARGINS ONLINE

During our journey, we were fortunate to meet Bhagwandas Solanki of Jodhpur who told us how small brands have now started doubling their revenues and profits with the help of online marketplaces.

For the last five years, digitally empowered Bhagwandas and his friend, Mahesh Saha, have been selling leather accessories – jackets, belts and bags – to their tech-savvy customers via ecommerce websites such as Amazon, Meesho and eBay.

While both the friends have developed their own website, they majorly depend on online marketplaces to access a wider network of customers. These marketplaces also help them gather insights into shoppers' buying behaviour.

“Without a doubt, small businesses are actively riding the digital wave to emerge successful. We, too, have achieved great results. Increasing our exposure online has not only helped us increase our revenues and profits, but also become aware of our customers' likes and dislikes,” Bhagwandas said.

Observing that the digital world is ever-evolving, Bhagwandas highlighted that it has become crucial for small business owners, like him, to stay abreast of digital marketing methods to ensure long-term survival of their businesses.



UDAIPUR

WOMEN

STARTUP

EMPOWERING RURAL WOMEN OF RAJASTHAN

A lot of us know Udaipur as The City of Lakes, embracing greenery and breathtaking architecture. However, not many of us are aware that the Venice of the East is also home to a rich startup ecosystem.

During our journey, we met Upasana Dashottar, who, along with her husband Hanu Dashottar, decided to start a business in exchange for their well-paying jobs in Pune, Maharashtra.

“The year was 2014, and we were determined to do something of our own, but in Udaipur. At that point in time, India was slowly warming up to the idea of ecommerce. For us, it was the perfect time to embrace the change. So, we created an online fashion brand, ChoosePick.

“Initially, we sold wooden items through Amazon and Flipkart to understand how online selling works. However, within no time, our brand’s sales skyrocketed on Amazon, crossing INR 2 Lakh a month,” Upasana said.

This exponential growth meant that the founders were now thinking of expanding their product line and hiring people.

“Crochet is a traditional art form that was very prevalent during our grandparents’ time. So, we decided to revive it and make such products our niche,” Upasana said.

For the founders, the only challenge was to find people who were really good at it. “In our quest to expand our product range, we found out that the women of Kherwara, a town in Udaipur, were natural at it. Before we knew, we had a highly skilled team ready to function,” Upasana said.

She added that over the years they have not just generated economic opportunities for women, but also made a critical pool of talent that is abreast of key business skills, involving digital marketing, manufacturing and retail, and data analysis, among others.

To date, the Udaipur-based startup has trained more than 900 women, including 250 women from Khedwara’s tribal community.

In its next phase of growth, the startup aims to explore more local art forms and make them available pan-India through the power of ecommerce.

“Our journey has been largely smooth due to the support that the Rajasthan government provided us under its iStart Rajasthan initiative. So far, we have received INR 10 Lakh in funding and a tonne of mentorship and guidance,” Upasana concluded.



Digital
than
2022





FROM SCRATCH TO SCALE: THE GULAAL STORY

Fascinated with the way women of Rajasthan dress up, their attire, jhumkas, multi-coloured bangles, neckpieces, large anklets, and nose rings, Aakansha Agarwal started her entrepreneurial journey with jewellery but slowly shifted her focus to clothing. Aakansha is now the owner of a fashion clothing brand, Gulaal.

Speaking with a team of Inc42, 35-year-old Aakansha said her journey has been long but rewarding. She added that she learned everything from scratch – from manufacturing, sewing and designing patterns to bringing colours to life – at a small manufacturing unit in Sitapura, an industrial hub in Jaipur.

“Gulaal started in 2016 in the rented basement of a house in Sitapura with just two employees. At that point in time, I did not have sufficient funds to hire someone to develop a website. So, I leveraged the power of microblogging sites to promote my products and brand,” Aakansha said.

She recalled that her efforts quickly paid off. “When the word got out, women across the country started placing orders and loved the personal touch that we would add to every customer’s purchase.

“We make every garment only after we’ve received an order. So each garment is special,” Aakansha said.

Soon, the brand owner was able to afford a developer for her website. “With the help of data collected from my website and other online marketplaces, I started identifying my target audience so that I could separate wheat from the chaff for more effective business results,” she said.

“Today, I know who my target audience is, what age group it belongs to, and what its likes or dislikes are. All this could happen because of technology,” Aakashka said, hailing the era of digitisation.





E-MITRA: A TRUE FRIEND OF THE ELDERLY

Without many luxuries to cherish in life, Rama Singh and his wife Jaiti Rama have managed to build a humble abode for themselves working as farm labourers for a significant part of their lives in Kesarpura, a village located in Pratapgarh district of Rajasthan.

After his old bicycle and a hut made of stones, straws, twigs and tree branches, 71-year-old Rama's most prized possession is his smartphone.

Every month, Rama receives an SMS on his mobile phone, alerting him to collect his pension from the e-Mitra kiosk located near his home.

Both Jaiti and Rama are the beneficiaries of the Mukhyamantri Vriddhajan Samman Pension Yojana. Under the scheme, the Rajasthan government provides a monthly pension of INR 750 to senior citizens below 75 years of age and INR 1,000 to those who are above 75. The objective of the scheme is to enable the elderly from the weaker sections of the society to meet their basic needs.

"The money comes in our bank accounts but we don't visit our bank. Instead, we go to a nearby e-Mitra kiosk to collect our pensions without any hassle" Rama said.

Speaking with Inc42, Rama said that e-Mitra workers helped him apply for the scheme. "I just had to submit the details of my bank account and Aadhaar card and within no time I started getting the benefits of the scheme," Rama said.



SPECIALITY HEALTHCARE UNDER CHIRANJEEVI

- Burns Management
- Cardio-thoracic & Vascular Surgery
- Cardiology
- Covid
- Emergency Room Packages
- General Medicine
- General Surgery
- Interventional Neuroradiology
- Medical Oncology
- Mental Disorders Packages
- Mucormycosis
- Neo-natal Care Packages
- Neurosurgery
- Obstetrics & Gynaecology
- Ophthalmology
- Oral & Maxillofacial Surgery
- Orthopaedics
- Otorhinolaryngology (ENT)
- Paediatric Medical Management
- Paediatric Surgery
- Plastic & Reconstructive Surgery
- Polytrauma
- Radiation Oncology
- Surgical Oncology
- Transplant Surgery
- Urology





CHIRANJEEVI SUPPORTED ME IN MY WORST

“When the doctors said that I will have to undergo a surgery if I wanted my broken arm fixed, my heart skipped a beat as I knew that the cost associated with the surgery will eat into whatever little I had saved throughout the year to celebrate Diwali with my family and friends,” said Pankaj Kala of Jodhpur, who broke his arm in an accident in October 2022.

Ensuring that his other body parts were working fine, the attending doctor asked Pankaj if he was carrying a Jan Aadhaar card. “I am, but it is registered in my mother’s name,” Pankaj said reluctantly.

The doctor then took his card to a counter a few feet away from his bed. Unaware of the fact that he had just lucked out, Pankaj overheard his doctor speaking with his colleague – “...so, he is eligible under the Chiranjeevi Health Insurance Scheme.”

“My recovery had already begun when the doctor came to me and said that I wouldn’t have to bear the load of spending even a single rupee for my treatment,” Pankaj said.

Speaking with a team of Inc42, Pankaj and his family members expressed their gratitude towards the government for having such a great scheme in place.

Once an unaware Pankaj, today, spends time educating himself about the state government’s welfare schemes.

“I also educate others about the new and ongoing initiatives of the government and help them benefit from such welfare schemes,” Pankaj said.



THE FUTURE OF LEARNING IS HYBRID

Ram Bhatia teaches mathematics in Kota and is popular as 'Ram Sir'. He began teaching in a makeshift classroom in 2006. Since then, hundreds of students have been flocking in to join his classes to prepare for entrance exams that are designed to check applicants' aptitude for science, technology, engineering, and mathematics.

Today, Ram Sir teaches nearly 200 students at his coaching centre, Delta Classes.

During the initial days of the pandemic-induced lockdown, Ram Sir decided to take the e-learning route to ensure that the studies of his students were not impacted.

"When I came to know about Zoom through a friend, I instantly arranged a microphone and upgraded my internet plan for a fast and steady connection," Ram Sir said.

However, e-learning came with its own set of challenges.

"While many of my students were from economically weaker sections, a lot of them struggled to operate Zoom. Initially, it was really tough. But with a trial-and-error method, we finally emerged successful in seamlessly organising online classes," recalled Ram Sir, who teaches a vibrant mix of students and charges only INR 500 a month per candidate.



“I want students from all backgrounds to have access to quality education,” he added. Further, talking about the future of education, Ram Sir said, “It’s hybrid. However, technology and popular online learning platforms are still beyond the reach of the poor. If the government can address this issue, Rajasthan can truly become a digital state.”





TEACHING MUST EVOLVE WITH CHANGING TIMES

Mohit Bhargava is the head of physics department at Unacademy in Kota. Just like others, Mohit, too, had to switch to online teaching methods when the country was hit by a series of lockdowns.

Speaking about his journey as a teacher, Mohit said that technology has changed the face of education never imagined before, and this change has helped many, like him, evolve. “This shift is here to stay,” he added.

After graduating from IIT Dhanbad, Mohit prepared for UPSC for some time but eventually found his calling as a teacher in 2004.

“Over the years, I have worked with several coaching institutes; however, what really inspired me to join Unacademy is its tech capabilities. Unacademy’s Kota centre follows a hybrid learning model, which makes learning fun for both students and teachers,” Mohit said, adding that he loves to experiment and leverage technology in ways that help establish a better student-teacher connection both online and offline.

Recalling the early days of a pandemic-induced lockdown, Mohit said, “The transition from offline to online learning was undoubtedly difficult for both students and teachers. But some practice and research made hybrid learning and teaching mainstream and easy.”

Meanwhile, a student at Unacademy’s Kota centre, Rahul Raj, said, “Our teachers record each and every lecture that they give in classrooms. This exercise is very helpful as we can replay them whenever we need our teachers’ immediate assistance.”



↑ JAIPUR

NO COMPETITION TOO TOUGH TO HANDLE IN DIGITAL RAJASTHAN

We often hear people say that when going gets tough, the tough get going; however, seldom do we get the opportunity to meet 'the tough'. During our visit to Rajasthan's Pink City, Jaipur, we met 32-year-old Chandani Mansingani, whose story of how the tough kept going holds inspiration for many.

Speaking with a team of Inc42, Chandani said that she has made a comeback from a point where she literally had nothing more to lose – financially, emotionally and mentally.

"I once owned a small salon. Everything was going well until stiff competition started eating into my business. Before I could understand anything, I had to shutter my shop," Chandani said, adding that she got depressed and started doubting her capabilities.

"Deep down, I knew that a major piece of the puzzle was missing. But, what could it be?" Chandani said. "I then calmed myself down and focussed on understanding the pattern of customers in our industry. To my surprise, consumer preferences had been shifted. They were now seeking convenience over the hustle of going to salons," she added.

Chandani then decided to join Urban Company (UC), an on-demand home services platform. She went to a UC office in Jaipur and expressed her wish to join its network.

“I was interviewed, which I cleared with flying colours. Once I joined the company’s network, I was trained for 15 days on how to leverage the company’s tech in finding clients,” she said.

By leveraging UC’s network and technology, Chandani, today, is enjoying the opportunity to work on her own terms. She has also received a major boost in her monthly income, which could only happen when she welcomed digitisation with arms wide open.

Clad in a black uniform, Chandani said, “I am finally living the dream of working on my own terms as a gig professional. I have a large customer base and serve more than 50 clients every month. Most of the clients I have are repeat customers.”



➤ JAIPUR

◆ STARTUPS

LOCAL INNOVATORS ADD TECH TO WASTE MANAGEMENT

Inspired by the Government of India's Swachh Bharat Abhiyan and driven by the passion to do something for the country, Abhishek Gupta and his friend, Abhinav Shekhar Vashistha, decided to take the matters in their own hands to free the roads of Jaipur from litter.

In 2018, the duo started WeVOIS, a tech-powered platform to help people find garbage bins and public toilets. However, their idea later evolved into a more sophisticated solid waste management platform, providing automated IoT-based door-to-door waste collection solutions.

Speaking with a team of Inc42, Abhishek said that the WeVOIS mobile app is equipped with a navigation system that helps sanitation workers and drivers optimise the waste collection route.

"These workers have to cover nearly 800 houses in a day, and technology helps them achieve operational efficiency and organise the process," said Abhishek.

WeVOIS began its journey with Jaipur and is now present in 11 cities of Rajasthan. "We plan to bring various organisations and corporations together on our app so that Rajasthan can adopt a digital way of waste collection, management and recycling at scale," said Abhishek.





SANITATION WORKERS SAY YES TO SMART WASTE MANAGEMENT

21-year-old Ankit Rawat is associated with smart waste collection startup WeVOIS for the last three years as a waste pick-up driver. He starts his day at 6 AM. After washing his truck, he enters his ID number on the WeVOIS app, opens the map of the route he is assigned and informs his supervisor that he is ready to roll.

“We cover nearly 3,000 to 4,000 homes and hundreds of city roads every week. Covering thousands of houses in a week without tech assistance is not possible,” said Ankit.

“Once we pick up garbage from the houses, our supervisor is alerted about the time of pick up and the location of the vehicle through WeVOIS’ system.

“The company’s scanning system is brilliant and its app ensures transparency and efficiency in our work. The people of the city, too, like the way we are solving the challenge of waste management,” Ankit said.



➤ JODHPUR

◆ WOMEN

◆ STARTUP

USING DIGITISATION TO KEEP MEMORIES ALIVE

Often, when we reminisce the beautiful days of our childhood, we realise that we have forgotten many moments once cherished with our friends. Well, what if we told you that there was a way to preserve them all.

Jodhpur-based Surashree Rahane's Yearbook Canvas does exactly that by providing digital solutions to create yearbooks, alumni books and corporate memory books, so that the most cherished moments of your life stay alive. Taking a trip down memory lane, Surashree told us that the greater part of her childhood was spent going to hospitals, which also impacted her school life. "Due to my surgeries, I failed to attend my school regularly. So, I would ask my friends to fill their cherished memories with me in a slam book," Surashree recalled.

"Deep down, I always wanted to create an online community of students and alumni where they could share their old memories and create them into something meaningful like a digital or a physical yearbook," said Surashree.

Finally, in 2018, Surashree joined hands with Abhinav Madani to launch Yearbook Canvas, which is now a one-stop destination for creating, publishing and delivering college, school and corporate memory books. It also offers personalised merchandise such as jerseys, sweatshirts, cups and tumblers. Currently, more than 35,000 students and alumni across the globe engage on the Yearbook Canvas community to share their memories.



“Alumni and students from more than 250 educational institutions, including IIMs and IITs, are registered on our platform,” Surashree said, adding that she wants to make Yearbook Canvas the largest students and alumni online community in the world.

FACTSHEET

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Surashree Rahane,
Abhinav Madani

FOUNDED IN

2018

HEADQUARTERS

Jodhpur

BUSINESS MODEL

B2B2C

KEY INVESTORS

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Ventures, Nandkumar Dhekne
(Former CEO of General Electric
Energy, South Asia)



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