

INNOVATE RAJASTHAN — IDEAS FOR VIKSIT BHARAT

VRAJ

Rajasthan's youth — rural and urban alike — learn technology by building real products. They never pay a rupee, and they share in what the work earns.

A work-first technology studio for Rajasthan — open to every district, every block and every village in the state. A unit of VRAJHNA Technologies Private Limited.

Yuvraj Sharma

Founder & Managing Director
VRAJHNA Group of Companies

5/544, U.I.T. Bhiwadi
Rajasthan 301019, India
hello@vrajhna.com · +91 99500 98124

01 — THE PROBLEM

Rajasthan educates its young people, then watches them leave.

A diploma holder in Rajasthan and a graduate in Gurgaon can write the same code. Only one of them is ever asked to.

Every year, families across Rajasthan spend what they have on a technical education for a son or daughter. The degree arrives. The work does not. What follows is familiar in almost every household in this state: a capable young person sitting at home, or taking work far below their training, or boarding a bus to Gurgaon and sending money back to a house they no longer live in.

This is not a shortage of talent. It is a shortage of **work that reaches them where they are.**

WHAT THE NATIONAL DATA SHOWS

25.30%

of India's technical graduates aged 18–30 are underemployed
Periodic Labour Force Survey, 2023–24

27.55%

among **rural** graduates — against 24.01% in urban areas
The gap this programme exists to close

30.76%

among engineering **diploma** holders — the group employers screen out first
The largest untapped pool in the state

Highest

Rajasthan is named among the states with the highest graduate underemployment in India
Alongside Nagaland, Jammu & Kashmir, Himachal Pradesh and Kerala

Source: Analysis of Periodic Labour Force Survey (PLFS) 2023–24 microdata on underemployment among engineering and technical graduates in India.

02 — MISSION AND VISION

What we are for.

MISSION

To make technical work reach Rajasthan's young people where they already live — by putting them on real software from the first week, giving them the tools and the guidance to do it, and asking them for nothing in return.

VISION

That in ten years, a young person in a Rajasthan district town has no reason to leave in order to do world-class technical work — because the work is being done here, by people like them, for companies anywhere in the world.

Between those two statements sits a practical question that this document exists to answer: **who pays for a person to become good enough to be employed?**

At present the answer in India is the family. They pay for the degree, and then they pay again through the years their child spends unemployed or underemployed afterwards. Private programmes shift that cost forward rather than removing it — study now, pay from your salary later. Government programmes remove the fee but attach no work, so the certificate arrives without the experience that would make it count.

VRAJ answers it differently. **The company carries the cost, and the work carries the company.** VRAJHNA Technologies pays for the tools, the infrastructure and the senior time. The member brings their effort. What the work earns is shared. Nobody is asked for a rupee, and nobody is told to wait years for the value to arrive.

That is affordable for a small company only because the products being built are our own, and because the supervision cost has collapsed — both of which are explained in the pages that follow. What it means for a young person in a village in this state is simpler: **the reason you could not learn this was never ability. It was access to the tools and to somebody who would check your work.**

02 — MISSION AND VISION, CONTINUED

Five commitments.

Stated plainly so that the district administration, and anyone who joins, can hold us to them.

I No fee, ever

Not upfront, not deferred, and not a share of a future salary earned somewhere else. The member never owes VRAJ anything at any point.

II A share of what the work earns

We do not yet have the capital to promise a fixed salary, and we will not promise one we cannot pay. What we commit to instead is a defined share of the revenue from any work a member contributes to, from the first rupee it earns.

III No degree filter

Diploma, degree, self-taught, or none of the above. Selection is on a real task, not a certificate and not a written examination.

IV Everything they need, paid for by us

AI tools, API credits, hosting, software licences and senior review — carried by VRAJHNA Technologies, not by the member. For most people this is the single barrier to learning to build.

V They leave stronger than they came

A public record of work actually delivered, with their name on it — whether they stay with us afterwards or not.

On the second commitment, plainly: a programme that cannot pay a wage should not claim to. We would rather state the position honestly and be judged on it than promise a stipend in September and explain its absence in December.

The first of these commitments is the one that costs us most and is least visible. Paid access to AI tools, hosting and development software runs to a real monthly figure per person — and it is precisely the expense a family in a district town will not sanction for a young person who has not yet earned anything. Removing it is, in practice, the difference between somebody starting and not starting at all.

03 — THE IDEA

VRAJ is a working studio that trains by employing.

Not a course with a job at the end. A job, with the learning inside it.

VRAJ takes on real software work — for our own companies, for local businesses, and for clients outside Rajasthan — and does that work with people who are learning to do it. A small senior team designs and reviews; the studio delivers. Everyone is paid.

What exists today

Coding schools that charge a fee, or defer it against future salary. Government programmes that give a certificate. Both leave the learner waiting, and one of them leaves them in debt.

What VRAJ does differently

No fee at any stage. We carry the cost of the tools and the supervision, and the member carries a share of what the work earns. Nobody is asked for money, and nobody is promised a wage we do not have.

Every other model asks the learner to pay, now or later. This one does not.

Selection is the part most programmes get wrong. A written test measures who had a better school. A real task measures who can do the work. That single change is what lets a diploma holder from a rural block start level with a graduate from a city college.

WHO THIS IS FOR

- Engineering and diploma holders across Rajasthan who finished their course and never found technical work.
- Students in the final year of an ITI or polytechnic, before the migration decision is made for them.
- Young women whose families would support technical work locally but not relocation to another city.

03 — THE IDEA, CONTINUED

How a person moves through VRAJ.

Six steps, from an application to an income. No stage of it costs the applicant anything.

01 Apply

Open to anyone in Rajasthan. No fee, no degree requirement, no entrance examination.

02 A real task, not an exam

Candidates are given something a client actually needs done. A diploma holder and a graduate begin equal.

03 Real work from week one

Live production work under supervision, on products that ship — with every tool and credit paid for by us, and a share of whatever that work earns.

04 Machine review, then human review

Every submission is reviewed by AI before a senior engineer sees it — checked, corrected, explained back, and graded.

05 A verified record of work

Not a certificate. A public log of what was actually shipped, which is what employers believe.

06 A role, or a portfolio

Stay on the team, or leave with proof of delivered work that gets hired anywhere.

The measure of step six: a person should be more employable on the day they leave VRAJ than on the day they arrived — whether or not they stay with us. If that is not true, the programme has failed regardless of what it earned.

04 — WHY THIS IS POSSIBLE NOW

The economics of teaching changed in the last two years.

Learning by doing has always been the best way to train an engineer, and the most expensive. That is why it happens in Bangalore and not in Rajasthan.

Training on live work needs a senior person watching every junior — reading their code, catching the mistake, explaining the fix. One senior engineer could realistically carry two or three juniors. At that ratio the arithmetic only works where senior salaries are supported by large clients, which means the metros.

WHAT CHANGED

Every piece of work submitted inside VRAJ receives a machine first-pass before a human sees it: reviewed against the brief, checked for correctness, corrected, explained back to the person who wrote it, and graded. The senior engineer then reviews the review — not the raw work.

That single change takes the supervision ratio from roughly **one to three** up to **one to fifteen**, and it takes the feedback loop from a day down to minutes. It is the reason a studio of this kind can now be attempted from a district town in Rajasthan with a small senior team, when two years ago it could not.

**This is the technical claim of the venture:
AI does not replace the junior. It makes the junior affordable to teach.**

This is also why the venture is registered under AI and Emerging Technologies rather than education services. The product is the supervision system; the outcome is employment.

05 — WHAT GETS BUILT

The work is Rajasthan's own, to begin with.

A studio only trains people if it has real work. VRAJ has three sources of it, and each one solves a problem that exists inside Rajasthan.

ONE — SOFTWARE FOR RAJASTHAN'S INDUSTRY

Bhiwadi sits inside one of Rajasthan's largest industrial belts. A great many of the smaller units across the state still run on paper registers, WhatsApp messages and memory: dispatch, orders, stock, invoices. They do not need enterprise software. They need something simple, in Hindi, on a phone. That is buildable by a supervised junior team, and it is worth paying for.

TWO — LOCAL BUSINESSES THAT CANNOT BE FOUND

Nearly half of all searches are now answered without a click, and small businesses are largely absent from those answers because their listings and websites carry nothing a machine can read. Audits, corrected profiles, photography and light storefronts are exactly the kind of well-defined, high-volume work a studio can train on.

THREE — OUR OWN PRODUCTS

VRAJHNA Fashions and WebStudio Bhiwadi generate continuous work at a standard we control. Every new person begins by reading code that already ships.

WHY THIS WORK IN PARTICULAR

Training needs work of a specific shape: small enough that a beginner can finish a piece of it, clear enough that right and wrong are obvious, and frequent enough that somebody improves week by week rather than year by year. Enterprise projects fail all three tests. Local business software passes all three — which is why the training ground and the market happen to be the same place.

Rajasthan's young people, building Rajasthan's software, for Rajasthan's own businesses — and then for anyone.

05 — WHAT GETS BUILT, CONTINUED

Already at work on Rajasthan's own problem statements.

We have not waited to be asked. VRAJHNA Technologies has entered three challenges issued by the Government of Rajasthan through the Rajasthan Innovation Challenge.

01 Vernacular AI Assistant for Government Scheme Discovery

Citizens cannot claim what they cannot find. Most scheme information exists only in English, in official language, on portals built for administrators rather than farmers. An assistant that answers in Rajasthani and Hindi, in plain words, is the difference between a scheme existing and a scheme reaching someone.

02 Revamp of the Department of Agriculture Web Portal — Citizen-Centric Digital Front-End

A portal used by farmers should be built for a farmer with a phone and a weak signal, not for a desktop in an office. This is precisely the kind of clearly-specified public work that a supervised studio can deliver well.

03 Safe and Flexible Job Discovery Platform

The problem this entire document is about, stated by the state itself. Young people in Rajasthan cannot find work that is both real and safe to take. We are applying to solve it, and living inside it at the same time.

These are not hypothetical projects for a training programme. They are the state's own problems, and they are what we intend our members to build.

Each one is public, digital, in the public interest, and well enough specified that a junior can be given a real piece of it with a senior reviewing the work. That is an unusually good match between what Rajasthan needs built and what a studio of this kind is able to train people on.

There is a second reason we have entered them. A young person in a village will believe that technical work is real when they see it applied to something they recognise — a scheme their father could not find, a portal their family struggles to use, a job board that wasted their time. Abstract training does not persuade anybody. **Work they can point at does.**

06 — WHY US

We are not proposing that this can be done from Bhiwadi.

We have already done it. That is the entire basis of the application.

VRAJHNA Technologies Private Limited is a DPIIT-recognised company operating from Bhiwadi, Rajasthan. It was founded and is run by a 23-year-old from this state. Its work is live and can be inspected by the jury at any time.

VRAJHNA Fashions

A full e-commerce house — brand, photography, catalogue and storefront — designed and built in-house in Bhiwadi to international standard. No template and no outside agency.

WebStudio Bhiwadi

The services arm. Websites, Google visibility and digital systems for local businesses, with every price published openly on the website rather than quoted privately.

YourDoclyn

Documentation and operational services — a source of structured, teachable work.

The group

VRAJHNA Group of Companies, operating across technology, fashion and digital services from a single office in Rajasthan.

The relevance to this application is simple. A studio that trains people on real work must first be able to **win and deliver real work**. We can demonstrate that in a live session, on screen, in front of the jury.

Verifiable: vrajhna.com · webstudiobhiwadi.com · CIN and DPIIT registration on record with the Ministry of Corporate Affairs.

07 — HOW IT SUSTAINS ITSELF

Built with nothing, so far.

VRAJHNA Technologies has taken no outside capital, no loan and no grant. Everything the group has built was paid for out of its own work. That is the strongest evidence we can offer, and it is also why we are applying.

We will not describe a funding position we do not have. What follows is what the model costs today, what we already carry, and precisely what changes with support.

WHAT VRAJHNA CARRIES

Tools	AI and API credits, hosting, domains, design and development software for every member — the single largest barrier for a young person trying to learn to build.
Supervision	Senior review of every piece of work, and the machine review layer that makes that possible at ratio.
Work	Live products to build on, so that nobody is practising on exercises.
Credit	Public attribution on shipped work and a verifiable record of delivery.

WHAT THE MEMBER RECEIVES

Fee	None, at any stage. Not upfront, not deferred, and not as a share of a future salary elsewhere.
Share	A defined share of revenue from any client work they contribute to, paid from the first rupee that work earns.
Stipend	Introduced for the founding cohort the moment prize money or client revenue makes it possible. This is the first thing any money goes to.

We will not use an income-share agreement. The established alternative is to train first and collect a share of a future salary. It is better than an upfront fee, but it still sends a young person home carrying an obligation. In a state where families are already stretched by the cost of the education itself, that is the wrong instrument.

07 — WHAT SUPPORT CHANGES

Exactly what each rupee does.

We are not asking for money to test whether this works. We are asking for money to remove the three things currently slowing it down.

₹10,000

Block

AI and API credits for the founding cohort. This is the immediate constraint. Every member needs paid access to the tools the work is done with, and that cost scales with each person we add.

₹50,000

District

The first stipends. Enough to support ten members through their initial weeks, before their delivered work begins to cover them.

₹5,00,000

State

A working office in Rajasthan, and a year of stipends. Sited wherever it serves the most people — not necessarily a city. A physical space matters more than it sounds: it is how we include candidates from rural blocks who have no reliable connectivity at home, and how a family is persuaded that this is real work rather than a boy on a laptop.

THE HONEST POSITION

Today VRAJ can take a small number of people, because supervision and tool costs are carried personally. Support does not decide whether the programme exists. It decides whether the first cohort is three people or thirty, and whether it reaches the rural blocks or only those who can already afford a laptop and a connection.

There is one number worth stating plainly. The cost of putting one additional person into paid AI tools, hosting and development software is a real monthly figure, and it is the single expense that decides whether somebody in a village can take part. It is also the expense no family will sanction for a young person who has not yet earned anything. Every rupee of block-level support removes that barrier for another person.

**We have built four products with no capital.
Give us the credits and a room, and we will build the people too.**

07 — WHAT SUPPORT CHANGES, CONTINUED

What the state can give that money cannot.

Four things would move this faster than cash, and three of them already exist as instruments of the Government of Rajasthan.

Space	Incubation space under iStart Nest. A desk and a connection in a state facility solves the office problem without a rupee of rent, and places members inside the state's own startup ecosystem rather than outside it.
Allowance	The sustenance allowance available to registered Rajasthan startups. Applied in full to the founding cohort, this is the instrument that converts our revenue-share model into real monthly stipends fastest.
Work	Access to state procurement and departmental problem statements. We have already entered three. More work of that kind is directly more people we can carry.
Reach	Referral through district administration, ITIs, polytechnics and MY Bharat. The only realistic way to reach candidates in rural blocks who will never see a social media post.

WHAT ALREADY EXISTS, UNFUNDED

VRAJHNA Fashions is a complete e-commerce house, designed and built in-house. YourDoclyn is an AI health partner. WebStudio Bhiwadi serves local businesses with every price published openly rather than quoted privately. We built our own invoicing and billing system rather than paying for one. None of it required outside money, and all of it is work that a new member can learn on from the first day.

The pattern in that list is the argument of this application: **this group builds things before it has the money to build them.** Support does not create the capability. It removes the ceiling on how many people can share it.

08 — RAJASTHAN TO THE WORLD

The work should travel. The people should not have to.

For thirty years the arrangement has been that talent moves to where the work is. That arrangement is now optional, and Rajasthan should be the state that says so.

Software is delivered over a wire. A team in Bhiwadi can build for a company in Jaipur, in Bangalore, in London or in Dubai without a single person leaving the state. What has been missing is not the connection or the ability — it is a place that trains to that standard and can vouch for the work.

Stage 1 **Rajasthan's own businesses.** Local industry and local shops. Short projects, clear specifications, fast feedback — the right conditions for people to learn on.

Stage 2 **Indian companies outside the state.** The same studio, now delivering at a standard and price that competes with metro agencies, with a delivery record to prove it.

Stage 3 **International clients.** Product and engineering work delivered from Bhiwadi. Our own brands already operate to that standard; this simply extends it to client work.

A young person in Rajasthan should be able to build for the world without leaving the house their family built.

WHY BHIWADI IS THE RIGHT PLACE TO START

Bhiwadi sits at the edge of the National Capital Region with an industrial base of its own, which means two things at once: there is real local demand for software, and there is a well-worn road out of here to Gurgaon that young people take every year. It is precisely the kind of place where the argument is settled — if technical careers can be built in a district town rather than exported from one, this is where it shows first.

This is what “Viksit Rajasthan” looks like on the ground: not people exported to other economies, but income imported into this one.

09 — THE FIRST YEAR

What we will do, and by when.

These are commitments, stated as targets. None of them is claimed as already achieved.

Oct 2026	Batch 01 opens. Applications open across Rajasthan. First cohort selected on task performance, not qualification.	10 people
Dec 2026	First cohort shipping to production on our own products, with revenue share beginning on the first client work delivered.	10 building
Mar 2027	Batch 02, including candidates from rural blocks across the state. First local-industry software product in use.	25 people
Jun 2027	First clients from outside Rajasthan served entirely by the studio, and a permanent space open to members from rural blocks.	50 people
Sep 2027	Year one target: people trained through VRAJ with a published record of delivered work, and a stipend in place for every active member.	100 people

WHERE SUPPORT ENTERS THIS PLAN

The first cohort can begin without funding, because supervision and tool costs are carried personally. What support changes is scale and reach: block-level prize money goes to AI and API credits, district-level to the first stipends, and state-level to a working office. The detail is set out on page 11.

Nothing in this plan requires us to be believed on trust. Every milestone above is a countable number that the district administration can verify at any point, from the same office that shortlisted us.

HOW WE SHOULD BE MEASURED

Not by people enrolled, and not by certificates issued. By **the number of people in Rajasthan earning an income from technical work who were not earning one before** — and by whether they are still earning it a year later.

10 — IN CLOSING

The talent is already here. The work is not. That is a solvable problem.

Rajasthan does not have a shortage of capable young people. It has a shortage of anybody willing to employ them before they are already experienced.

VRAJ exists to break that circle in Rajasthan: to be the place that gives a person their first real technical work, supervises it properly, and lets the record of that work speak for them afterwards — whether they come from a city, a district town or a village. It is being attempted by somebody from this state, with companies that already operate from it.

We are not asking for permission to try. We have started. We are asking for the state's help to do it faster and to reach the villages we cannot reach alone.

**From Bhiwadi, for Rajasthan.
And from Rajasthan, for anyone.**

Yuvraj Sharma — Founder & Managing Director

VRAJHNA Technologies Private Limited · DPIIT recognised

5/544, U.I.T. Bhiwadi, Rajasthan 301019, India

hello@vrajhna.com · +91 99500 98124 · vrajhna.com