



Jagriti Yatra 2011

PARTNERSHIP OPPORTUNITIES



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Vision and Purpose

An annual event, now executed three years in succession, to awaken entrepreneurial spirit among the youth of nation, particularly from smaller towns and villages of India



JY '11: 24 Dec, 2011 - 8 Jan, 2012

- ▶ **INTENT:** To awaken the entrepreneurial spirit in the youth nationally, particularly in smaller towns and villages
- ▶ **EVENT:** A unique train journey across India to discover India's real heroes and entrepreneurial change-makers
- ▶ **AUDIENCE:** The entire country, through the physical journey which visits 12 towns and villages, and through Media campaign
- ▶ **PARTICIPANTS:** 450 of India's brightest young citizens between the ages of 20 – 25, including 60 facilitators
- ▶ **MESSAGE:** *Yaron Chalo, Badalne ki rut hai.* Building the nation through enterprise, by involving the youth

Direct impact through participants

Jagriti Yatra is creating a community of entrepreneurs (1200 alumni) growing by 400 every year



Vivek Khandelwal
Co-founded Expert Voice Tap Technologies, an innovative mobile platform for connecting people with experts



Archana Ranganathan
Founded Divyam Foundation, an International organization for the schooling and development of kids



Ramana Killi
Founded Green Basics, a social Enterprise, working on agricultural and energy needs of rural area



Nazir Ahmad Dar

A 2009 Yatri, from Srinagar, Nazir learnt some important lessons from the Yatra and Biz Gyan Tree session. Owing to his passion for flowers, he founded Royal Treasure Flowers which delivers flowers across the country

around 100 Yatri ventures have been recorded to date

National impact beyond participants

Impact cascades through 20,000 registrants through press meets, visibility during the event in 12 cities and villages, through the TV panel discussions and Yatri network

No	Method	Approach	National Impact
1	Poster campaign	700 posters across the colleges and institutions	100 colleges and institutions covered
2	Press Meets	Around 50 press meets across the country	More than 300 articles and mentions in newspapers;
3	Partnerships with grass root networks	Partnerships with Sahaj, NSS, Rotary, etc.	Reach to around 2 lakhs youths
4	Online media	Online journals, Yatri group, Email campaign, monthly newsletter, SMS campaign	25000 recipients of newsletter, around 12 online journals, a SMS community of 25000
5	Launch event	Facilitator workshop and launch event	1000 people attending the event; presence of print and TV media
6	Signage during Yatra	A train with 18 bogies; a cavalcade of 12 buses and 4 small vehicles	Physical awareness across the country in 15 cities and villages
7	Role models visit	12 role models institutions	Association with positive causes and eminence
8	Print Media	12 regional newspapers and 3 series of advertisement in each	More than 100 articles in papers; Total readership 4 Million
9	TV Panel Discussion	4 panel discussions televised in national channel (last year CNBC TV 18)	Overall viewership of CNBC is 50M (Wikipedia)

A Journey of Discovery



1 Train
13 destinations
15 days
20 role models
450 motivated youth
8500 kms (one of the longest
train events in the world)



One goal.....awakening the entrepreneurial spirit

Five Red Threads of Yatra



External Journey

- The Panorama of an 18 day national journey



Inner Journey

- Challenging ones own beliefs through interacting with fellow yatris and role models



Innovation

- Discovery of how enterprise is impacting social lifestyles.



Collaboration

- Opportunity to learn benefits of collaborating in real life situations

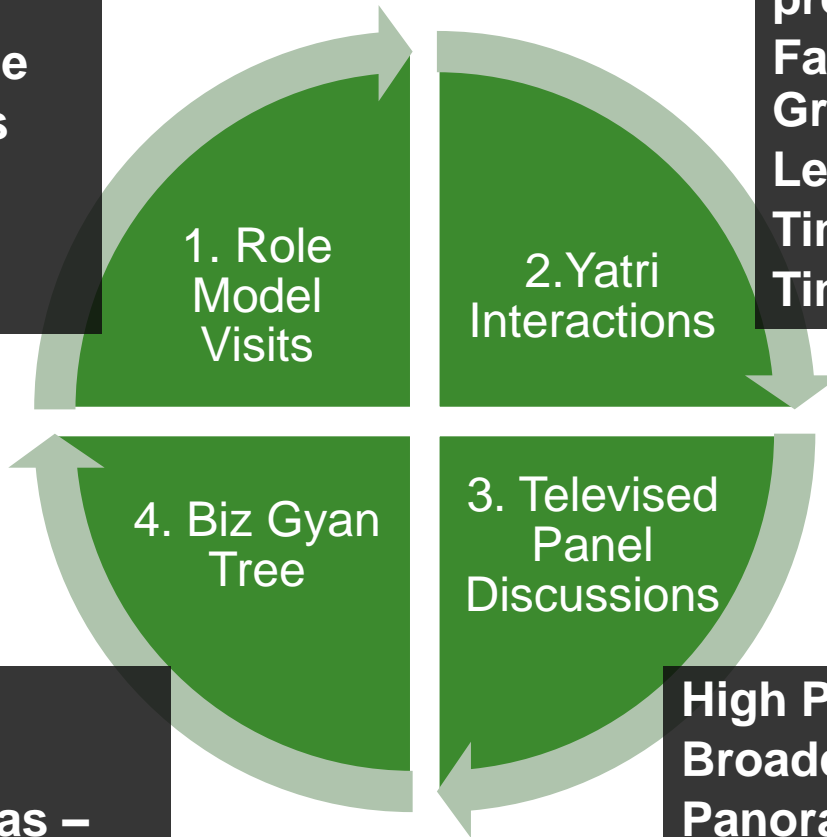


Transformation

- The courage to go back to ones place of origin to drive change

Four Axes of Learning

Unsung Heroes
Champions of Change
Sustained Successes
Social Impact
Amazing Personal Stories



Collaborative projects
Facilitator Led Groups
Lecture Theatres
Time for Reflection
Time for Fun

Business plan
Rural setting
Seven vertical areas – Agro, Power, Health etc.
Immersive hands on experience

High Profile Panellists
Broadcast post yatra
Panoramic Locations
Topical Issues
Charged Discussions

1. Role Models

A community of nation-builders associated with Yatra for last 3 years



Dr. S. Aravind, Aravind Eye Care
World's largest and the most efficient eye care serving 1.5 M patients every year



Madhura Chatrpathy, AWAKE
Empowering women through entrepreneurship



We are convinced that the Jagriti Yatra initiative will positively shape the future of India! It offers a wonderful platform that will nourish the entrepreneurial spirit in the Indian youth of today leading to a better!

Sabriye Tenberken & Paul Sabriye
Founders, Braille Without Borders & IISE

Anshu Gupta, Goonj
Over 50 tons of cloth circulated across the country per month



R. Elango, Kuthambakkam Village
Coming back to roots, creating a model village



2. Yatri Interactions

Selected out of 4,000 applications the Yatris bring a huge diversity (all 24 states of India and 5-7 different nationalities) on the train



The learning never stopped



Synthesizing the learning



Collaborative learning



Gaurav Bajaj, 2009 Yatri



The Yatra was like a beacon of light in this world sometimes engulfed by darkness . It showed us through examples that hope conquers all. The Yatra gave us a new 'perspective through direction ' and the bonding we developed on the trip is something to cherish all throughout!

3. Panel Discussions

Spreading the message of enterprise nationwide through 4 panel discussions televised on a national TV channel for an entire month after the event is concluded



- Topical subjects
- Engaging discussions
- Televised on national channel

4. Biz Gyan Tree

Enterprise Plan development through a residency in rural India



- Workshop for enterprise plan development
- Hands-on experience in rural setting
- 7 vertical and 3 horizontal areas for business plans
- Chosen areas – Agro, Water, Energy, Education, Healthcare, Housing, Manufacturing, Finance, Mobile & ICT, Public Private Partnerships



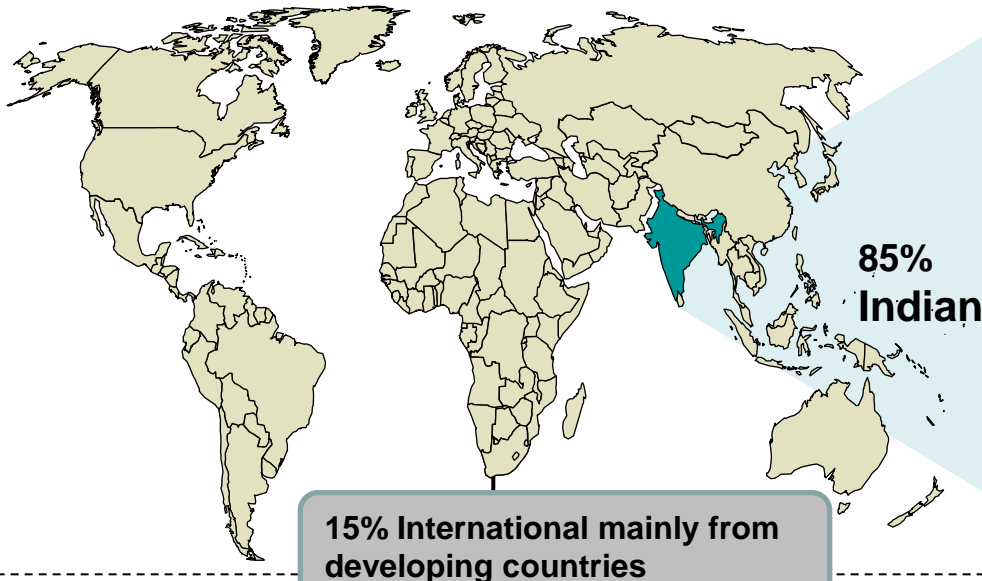
Systems – a scalable selection process

We have a robust selection system, capable of handling online and handwritten, English and Hindi applications. The system is supported by a panel of 35 selectors across the globe, who are experts in various vocations.

450 selected

65 Facilitators, more than 25 years, who are experienced professionals, seeking to switch to enterprise

385 Participants, 20-25 year olds, who demonstrate the ability to think outside the box towards positive results and have a genuine desire to “be the change”.



- ▶ Focus on second tier cities and rural areas where almost 500 million Indians reside
- ▶ Target 50% women and 50% men; 70% of men and 50% women from non-urban locations
- ▶ Participant-Facilitator ratio 1:7

An annual calendar event which is growing every year



An annual calendar event which is growing every year



Branding Opportunities

Year long branding opportunities through various activities

- Branding during awareness activities – press meets, poster campaign, etc.
- Branding during registration
- Branding during launch events
- Signage on the train
- Signage on the local transport
- Merchandise during the event
- Print media ads
- Opportunity for TV media campaign*



JOIN A JOURNEY THAT COULD
CHANGE YOUR LIFE
MEET THE REAL HEROES WHO ARE TRANSFORMING INDIA

1 Train • 13 Locations • 18 Days
400 Yatris • 8000 Kilometers
Interactions with 20 Social & Business Leaders



If you are between 20 and 25, APPLY NOW

SMS
"Jagriti + your address/ email"
to 54999

PHONE
+91 22 64535354
+91 92 23231183

WEBSITE
www.jagritiyatra.com



*Optional, subject to further discussion

A well tested team to execute on the Yatra

This team has been together for the past 3 years, and has executed three Yatras



Core Team

Executive Team

Swapnil Dixit (IIT – KGP), Ashutosh Kumar (IIT – KGP), Vibha Joshi (Mumbai Univ.), Ritesh Garg (FMS – BHU), Nandkumar Kalate (Pune Univ.), Anupreet Dhody (St.Xaviers), Mandesh Gharat

Yatra Core Team

Arun Shankar, Vaishali Maind, Ananth Krishna, Ramesh Ramaswamy, Umesh Kumar, Col. Patil, Cdr. Menon



Jagriti Board



Nandkumar Kalate

Jagriti Board

Shashank Mani, Raj Krishnamurthy, Rewati Prabhu



Swapnil Dixit



Ashutosh Kumar



Ritesh Garg



Vibha Joshi

Partnership Benefits

There are Platinum, Gold and Silver packages available ranging from Rs 45 Lakh to Rs 25 Lakh to Rs 15 Lakh and varying exposure of your message during this year long event

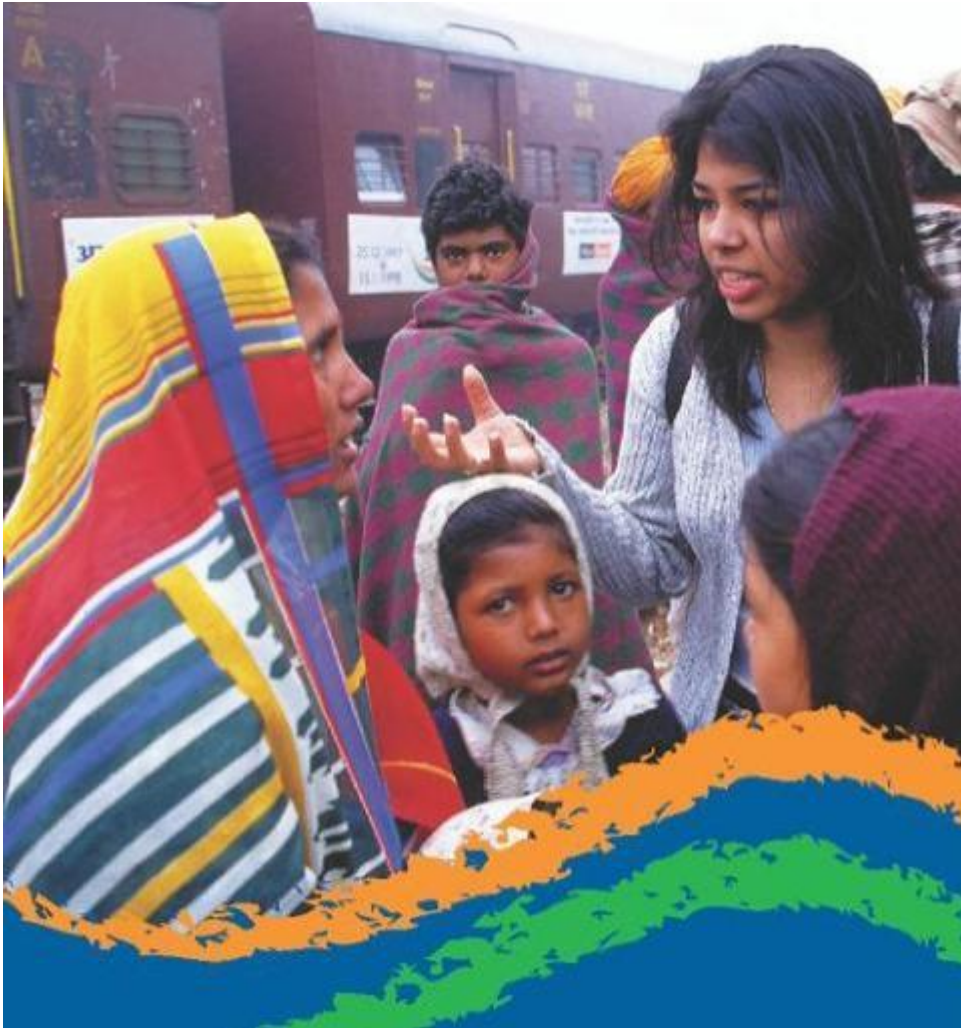
Duration	Branding Opportunities
Jul-Sept	Logo presence on all awareness literature – posters, pamphlets, brochures
Jul-Oct	Presence during the press meets – on the background banners; mention in press releases
Feb-Dec	Logo presence in monthly newsletter, dedicated articles per year.
Jan-Dec	Logo presence on the Yatra website; one dedicated web-page.
Jan-Dec	Mention on the online media – email campaign, social networking groups, online Yatri groups, and online portals
Jan-Dec	Logo presence and mention in Documentary
Jul-Sep	Mention in outgoing SMS campaign
Aug-Dec	Basic print media package (details of ads to be finalised after discussion)
Dec	Display presence during the Yatra launch event – workshop and flag off ceremony
During Yatra	Exterior Train Branding – Presence on the engine, side-wood panels, tail end panel; dedicated exterior of bogies
During Yatra	Interior Train Branding – Presence in the train compartments
During Yatra	Interior Train Branding – Innovative conference hall, cyber café; mention on train radio
During Yatra	Road Transport – Logo presence on banner on exterior of all buses and small vehicles
During Yatra	Yatra Stops – Presence on banners at role model institution and during press conferences
During Yatra	Yatra Merchandise – Branding on T-Shirts, Bags, stationery & ID cards*
During Yatra	Yatra Literature – Presence on Yatri Kit, Facilitator's Manual and other literature
Jan - Dec	Yatra Literature – Presence on Yatri Summary & Impact report distributed round the year
During Yatra	On Train Program – dedicated 1 hr slot to address the Yatris
During Yatra	Sponsored Competition – one innovative event on train relevant to both sponsor and Jagriti
Jan	Post Yatra event – Presence and mention in the event post Yatra
Additional Opportunities* (to be discussed)	Opportunity to place additional print ads at discounted rates in 12 regional print partners Opportunity to take part in 4 televised panel discussions

Next steps

- Meeting to detail the sponsorship package
- Agreement on the messaging for your organisation
- Signature on MoU with Jagriti Sewa Sansthan**

Jagriti Sewa Sansthan is a charitable organisation working towards skill and enterprise development since 2001. It is registered as NGO (Reg no-3210/Gorakhpur). For Indian donors/sponsors, all donations are exempt from income tax under **Income Tax Act 80G. For foreign donors/sponsors, it is registered under **FCRA** (Reg no.- 136380066)

** Jagriti is reviewing sponsorship opportunities with its current and prospective sponsors for 2011 Yatra and beyond



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Be the change | Support the Yatra | Yaron Chalo! ₂₀