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After 12 years of enabling Jagriti Yatra, in the beginning of 2020, we thought this edition will be business as usual. But who could foresee this pandemic - a once in a century crisis of gigantic proportions. We still hoped for the regular yatra, as the year progressed. We drew up a risk matrix in the hope that the pandemic will be contained. Come August 2020, it became clear that a physical yatra is impossible. But we were determined to not have a break. Necessity is the mother of invention - Jagriti Digital Yatra was born.

With three months left, we rallied to put a core team led by Sunil Pangarkar and Chinmay and help came in many forms – Aditya, Srinivas, Samir, Aniket, KK, Pratik, Brijesh, Leena, Prerak. Our CEO Ashutosh and the entire Jagriti board - Shashank, Vanitha, Madhu, Balu, Sunil led the effort from the front. Our mentors Dr Mashelkar and Mr Goplakrishnan were only a call away. The team identified the best platforms, a critical shift from the physical yatra. While programming remained unchanged, the delivery of the program had to be reimagined.
The recording of content, rendering it in an attractive form, mixing recorded and live content, ensuring interactive sessions, etc. were many complexities that the team had to address. One of the most critical functionalities that kept us awake related to interaction amongst yatris in their cohorts, groups and across the whole participant group. What could be the best alternative to meeting, living and interacting on a 15 day train journey? While addressing the required changes was important, we could not take our eye off the other streams like registration, selection and onboarding, formation of groups and cohorts, fundraising, media, operations etc. Host of visible and silent warriors like Vaishali, Lalitha, Pankaj. Meet …. etc burnt the midnight oil to bring the Yatra 2020 to fruition.

Yaaro Chalo!
Sharat
Dear Jagriti Family,

The proverbial train has not only left the station, but completed the journey too. But have we arrived at the destination? 2020 has undoubtly been a year that will be earmarked in history. "What were some of the primitive ways for people to cope during the pandemic of 2020. Please describe in 400 words." This is sure to be a question in some kid's history paper, maybe 100 years from now. I don’t know what that kid will know of 2020, but for us, it will be the year that resilience won.

Despite the apparent looming drudgery of the P-word that got way too popular this year, I for one am glad that we found new ways to "keep the train on the tracks." 600 young wide-eyed thought leaders of tomorrow, 15 days of mayhem and madness and an infinite number of relations that we’re going to cherish for a long time. What a perfect way to cap this little less than perfect year.

Our track for the journey was set - Let’s build India through enterprise. The two weeks were intense and filled with ideas and arguments that led to constructive directions. What made this year particularly intuitive was that it gave a chance for people from all walks to life to come aboard this crazy train.

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Dear Jagriti Family,

This bar jagriti Rail ne stelion, chhoda bhii nahi aur yatai puri bhii hoi gavi. Par kya hum apne gantan par phuch gaye?

2020 ne nisandhe hu dushtras me apna yagya nikshit kri li hai "2020 ki mahamari me apnane gane kuchh aadim tarike ka 400 shabde me varna kare". Yeh 100 saal baddh dushtras ki parivaha me bache se puchh jate vah ek samhita prashtr hai. Muki ne nahi pata ki vah bache 2020 ki bar me kya jamega par hum dhi liye yeh vah saal rahiye jaha visham prashtritv se lagkar hum safaltauparviki baahr nikalte.

Hus purne saal ki mahamari ke baaddress ne chandita sa kare dhiye, par hum dhini prasadta hai ki hum visharit kala me bhi humne apne railgaddi ki parde se bana rahe raha. 100 nijajivan, kala ke soch ke nakal, hun 15 din ke hulchul aur jeevam me yatai ke prasamlayen na padihse anugrah rii ke bani hai jo ki unhe apne par yad rahenge. Hus yadhal purba saal ka humse behatr koih ada nahi hoi sakta tha.

Humara yatai ka paty safar tha - Dushitra bhara bharat ka nirnaya. Do aast samahar ke ghunth vinnaa aur vinnaa ke adhun prabandh se sakralak nishkriy me phuchte. Hus yatai ke sabse rookh yatai thii ke dhunli cast me sudar yatai shakti shakti pran ithe, vishibh jyotishmata aur vishibh amanu mei kharab yatai thi. Hus yatai par legham amar samaya mahilaaha ki thi jo ki akshar prashatar ki zimmadehari ke chalte varth yatai karte meik samshyma thi. Patrisht aik samjhe ji kisi ke koih bhuti nahi hoti, aur hum yatai ke vishakha pratisht thi koih nahi hmei deinte.
Half of the Yatris were women, some of them from the rural hinterland and others from tier 2 cities with familial responsibilities for whom a physical journey might not have been feasible. If there’s something you can’t have too much of, it’s perspective. The diverse number of the people on this journey made sure of it.

Jagriti Digital Yatra 2020 took us around this magnificent country of ours, India, across 12 cities over 15 days with a front row seat to glean wisdom from almost 40 speakers. Each of the 40 speakers are nation builders and with humility, their journey and life lessons with us, the yatris.

As we start stitching together the journal of our journey with all our learnings, experiences, and reflections, we discover that we can only share a slice of it. The impact of each of us is deep and will last us a lifetime.

Let me pull the chain here, just for a moment please (I'm sorry, this is the last train-pun, I swear). Each one of you is unique and has contributed immensely to this journey. We thank you for your contribution to make our life richer. We thank the core team, the DERCs, support team, facilitators for making it possible against all odds.

Yaaron Chalo!
Seema Sali and Pavithra Rajagopal
Co Chief editors
The Editorial Team

In the era of web series with multiple seasons, we all look forward to the next season of our favourite show. Here is the next installment of your favourite chronicle, not of Narnia but of Jagriti Yatra.

The stars of the season along with the seasoned crew of Core team members, DERCs and support team slogged hard over all odd hours, met digitally to ensure the ominous 13th year Yatra Saar was all that its fans were looking forward to.

Many Yatris refused to deboard the Digital train on the 7th January but continued on a different journey of late nights, digital meetings, follow up, last minute scrambling with a special mention to Cheshta Naval who relentlessly followed up with everyone for timely submission and managed the content very effectively. (We wonder if she slept at all.) The entire Editorial team has given their best to capture this historic digital Yatra through their own words and screenshots.

The members of JDY family who fought bravely against all odds and succeeded in getting the Yatra Saar ready on time are:

सम्पादकीय टीम:

इस बड़े भाग वाले वेब सिरीज के जमाने में, हमे अपने चहेते शी के अगले भाग का बेसबी से इंतजार रहता है।

तो लीजिए हम लेकर आये है आपके पसंदीदा कृतांत की एक और किस्मत, नहीं मानिया की नहीं जागृति यात्रा की बात कर रही हूँ।

इस १३वें साल में सारी विपरीत परिस्थितियों के बावजूद २०२० के यात्री, कोर टीम के अनुभवी सदस्यों, डी.ई.आर.सी और अन्य सहयोगी मंडल ने डिजिटल रूप से सुनिश्चित किया कि आप तक आपकी चहेती यात्रा सार पहुंच पाए।

कुछ यात्रियों ने ७ जनवरी को डिजिटल ट्रेन छोड़े से इनकार कर दिया और इस सार को साथ चलने की एक दूसरी यात्रा शुरू कर दी। एक यात्री चेष्टा नाबल का कार्य सराहनीय रहा, जिन्होंने प्रभावी ढंग से समय पूर्वक डेटा का प्रबंधन किया (पता नहीं वह सोती थी भी धीरे या नहीं)।

पूरी सम्पादकीय टीम ने प्रयास किया है कि वह बेहतरीन तरीके से इस अतिहासिक डिजिटल यात्रा को अपने शान्दर्ब व स्क्रीन-शॉट्स के माध्यम से आप तक पहुंच पाए।
Our institutions need a refresh as we near the 75th anniversary of India’s independence. History has shown that in large democracies a generational shift starts to happen around this time. Ideas that a previous generation holds close to their heart start getting loosened, and new ideas germinate. It is around these new ideas that new institutions must be built.

In the case of Jagriti, our focus has been on smaller towns and districts, what we call Middle India, through enterprise. By motivating youth and women, nation building can be accelerated, especially after the COVID crisis. An apt symbol of this is the Banyan tree. The Banyan tree was named after Baniya’s who would sit under its shade and conduct business, but its symbolism is much deeper. It signifies the ancient traditions of India, as its national tree, with the ability to grow new roots and expand. Now that our nation is at the 1.4-Billion-person mark, starting from a 350 million mark as a young nation in 1947, it is time we grew new shoots, new institutions, but with an Indian ethos and in line with a large democracy.

Institution building is the task of leaders. Enterprises that flourish are mini institutions, but as we have learnt over the past 13 years, leaders are at the core of enterprise led development. Every strong institution in the world has taken root, much like the Banyan tree, in the fertile soil of local traditions, local leaders and above all local issues that need to be solved.

जागृति के मामले में हमारा ध्यान छोटे शहरों और जिलों पर है, जिन्हें हम उद्योगों के माध्यम से मध्य भारत कहते हैं। आज हम कोविड संकट के बाद भी, युवाओं और महिलाओं को प्रेरित करके राष्ट्र के निर्माण में तेजी ला सकते हैं। इसका एक सबसे बेहतरीन उदाहरण बरगड़ का पेड़ है। बरगड़ के पेड़ का नाम बनिया के नाम पर रखा गया था, जो इसकी छाया के नीचे बैठकर जीवांना किया करता था, लेकिन इसका प्रतीक संसर्ग बहुत गहरा है। यह भारत की प्राचीन परंपराओं का अपने राष्ट्रीय वृक्ष के रूप में दर्शाता है, जो खुद ही नई जड़ों को विकसित कर और विस्तार करने की काबिलता रखता है। आज हमारे देश की जनसंख्या लगभग 140 करोड़ के आसपास हो गई है, जो की सन 1947 में 35 करोड़ के आसपास थी, जब हमने एक युवा देश के रूप में शुरुआत की थी।
Circling the country for the past 12 years (and this year digitally for the 13th), we have realized that today’s youth operate from a refreshing stance of abundance. Today, that mentality of abundance, that ability to collaborate, that lessening of anxiety, the re-positioning of India as a solid democracy and other tangible and intangible benefits calls for a new approach to institution building, particularly in the Middle.

Our attempt to build the 4 – Dhams of enterprise is in this spirit. These four centers and the Middle of the Diamond Institute will be institutions that build on the ideas of Jagriti where youth and women, middle India, enterprise, digital and nation building are key to the principles that guide us. Digital will play a key role in this, and the Jagriti Digital Yatra 2020 has proven this for us. These institutions will be locations for collaboration, solving problems, through Incubation, Innovation and Inspiration. Come join this movement to build institutions in the real India. This Digital Journey would have given you a glimpse of that ‘life fulfilled’ as your role models, facilitators, and Yatris have told you stories of these creations. The process of starting institutions is difficult, but once the flywheel of building starts to turn, it will give you lifelong meaning.

Yaron Chalo!
Shashank Mani

अब समय आ गया है की हम भारतीय लोकाचार के साथ और एक बड़े लोकतंत्र के अनुरूप नए संस्था विकसित करें।

संस्था निर्माण करने का कार्य अधिनायकों का है। जो उद्यम फल फूल रहे हैं वो हमारे छोटे संस्थान होते हैं, लेकिन हमने पिछले 13 वर्षों में सीखा है कि अधिनायक किसी भी उद्यम के विकास आधारित हिस्से के मध्य में होता है। दुनिया में मौजूद प्रत्येक मजबूत संस्था अपनी स्थायी परम्पराओं, नायकों और सर्वोपरि स्थायी मूल्यों को सुनिश्चित की नींव पर टिकी होती है ठीक एक वर्तमान वृक्ष के समान।

पिछले 12 वर्षों से (और इस वर्ष डिजिटल यात्रा से 13वें वर्ष) हम देश का भ्रमण कर रहे हैं, और हमने महसूस किया है कि आज का युवा प्रचुरता के एक ताज्जा रूख से काम कर रहा है।

यारों चलो!
शाश्वत मणि
Introduction

Digital Jagriti Yatra Participants
Jagriti Yatra › JDY Main
26th December at 3:00pm

Jagriti believes that the Indian demography is a ‘diamond in the rough’ with infinite potential. We need to awaken this potential in millions of Indians in the middle of the demographic diamond where 58% of Indian population lives. We term these 800 million Indians, inhabiting the Tier 2 & 3 districts of India as Middle India. They have passion and talent, but lack exposure and support that leads to purpose and enterprise.

About Jagriti

Jagriti aims to inspire young Indians living in the Middle of the Indian Demographic Diamond to lead development by becoming entrepreneurs, creating a national movement of “Building India through Enterprise”.

Jagriti Yatra › JDY Main
26th December at 3:00pm

हमारी धारणा - मोबिलाइज़ मिलियन ऑफ जयमान्द सिटिजन बिल्डर्स अर्थात् देश के मध्य में बसे और जो देश की आकार देश सके ऐसे साथी को मजबूती देना है | jagriti ये मानता है कि भारत की जनसांख्यिकी एक पूरा अभव्यता है जिसे तराशा नहीं गया है।

इसे ये श्रमिक जाननी, जागरण और बढ़ानी है, सामाजिक सपना भारत में जहाँ भारत के 58 %
लोग रहते हैं। ये 8 करोड़ भारतीय 2 और 3 ताप जिलों में रहते हैं। हमें जुटना और प्रतिभा
है, तेजी उद्धिष्ठ जानकारी और सहयोग के बिना उद्यमी एवं व्यवहार कुशलता से परे
रहा जाता है।

जागरण के बारे में बोहें जानकारी

हमारा उद्देश्य भारत में रहने वाले युवाओं को ‘बिल्डर्स बुद्धिया धू पेट्रा क्रूर’ नामक
राष्ट्रीय अभियान के अंतःगत उद्यमी (आध्यात्मिक) बन के देश की उज्जाल करने के लिये
प्रोजेक्ट करना है।

Jagriti Yatra › JDY Main
26th December at 3:00pm
Jagriti has a 3-pillar structure.

1. **Jagriti Yatra**: A national entrepreneurship initiative through train journey and digital platform to promote entrepreneurship among the youth in Tier 2/3 India.

2. **Jagriti Enterprise Centre**: A regional innovation and incubation ecosystem to support small and medium entrepreneurs through market, mentorship and money.

3. **Jagriti Ambassador for District Entrepreneurship**: A district-level initiative to build entrepreneurship ecosystem through well-designed outreach programs, executed by alumni of Jagriti Yatra.

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Jagriti Yatra, 26th December at 3:00pm

Jagriti की रचना ने स्थानीय (प्री पिकर्स) है: 
1. जागरूकता यात्रा: यह राष्ट्रीय पहल (आल्यप्रीन्युक्तधरशिय इनिशियस्टिव) है। हमें हम ही/प्री यात्रा में ज्ञान, ज्ञान एवं क्षमता की एक रेखा की यात्रा द्वारा उद्यमिता और उद्यमी की प्रेरणा देते है।

2. **Jagriti उपक्रम केंद्र** (प्रोफाइल्सेर्वर): एक क्षेत्रीय अप्रेल (इनोवेशन) और उद्यम (इनव्युडेशन) परिस्थितिकी तत्त्व (इनोवेशन) अबाजन, मेंटरशिप और पैसे के माध्यम से छोटी और मध्यम उद्योगों का समर्थन करता है।

3. **Jagriti राज्यत्व (अंबेडकर)** फॉर विश्वविद्यालय आल्यप्रीन्युक्तधरशिय: जिलाधिकारी पहल, जिसकी जागरूकता के पूर्व छात्र इनव्युडेशन इनोवेशन तैयार करने के लिए आल्यप्रीन्यु कार्यक्रम तैयार (हिजाइन) करते हैं।
Jagriti Enterprise Centre » JDY Main
26th December at 3:00pm

Jagriti Yatra is a 15-day, 8000-km entrepreneurship train journey program, which has impacted 6300+ aspiring entrepreneurs in the last 13 years.

The program is designed on the philosophy of experiential learning. The four axes of learning are – peer-to-peer learning; role model (social and business entrepreneurs) interaction; panel discussions; and a business-plan competition.

- 28% Turned into entrepreneurs
- 6300+ Youth Impacted
- 41% Of the existing enterprises completed 3 years

Jagriti Enterprise Centre » JDY Main
26th December at 3:00pm

जागृति यात्रा 15 दिन और 8000 कि.मी. चलने वाला आत्मप्रीत्युद्धारण कार्यक्रम है, जो पिछले 13 सालों में अब तक 6,300+ उद्यमियों पर प्रभाव छोड़ चुका है।

- 28% उद्यमी बने
- 6300+ प्रभावित युवावर्ग
- 41% मौजूदा संस्थाओं को तीन वर्ष पहले में स्थापित हुए
ABOUT JAGRITI YATRA
Our Belief: Mobilize 'Middle of Diamond' Citizen Builders

Jagriti Enterprise Centre • JDY Main
26th December at 3:00pm

A regional entrepreneurship and innovation ecosystem to support local enterprises and lead sustainable development.

FOUR CENTERS AND ONE NATIONAL INSTITUTE PLANNED
Jagriti Enterprise Centre –

Purvanchal in North (started)
Nagpur in West
Kanyakumari in South
Ganjam in East
Middle of Diamond Institute in Mumbai

विभागीय स्तर पर काम करने वाले इन्स्टीट्यूशन और इन्स्टीट्यूशन हुकौसिस्टम के जरिये स्थानीय उद्योगों को मदद करना और स्तरत विकास की कार्यवाही करना।

४ राज्य स्तरीय और एक राष्ट्रीय संस्था बनाने का लक्ष्य

१.उत्तर भारत में जगृती उपक्रम केन्द्र (एट्राइज सेंटर) - पूर्वांचल (शुरू हो चुका है)

२.पश्चिम में नागपुर

३.दक्षिण में कन्याकुमारी

४.पूर्व में गंजम

५.मिडल ऑफ डाइमांड इंस्टीट्यूट - मुंबई
Jagriti Yatra » JECP incubated companies.
24th December 2020 to 7th January 2021

Priti Pandey who is a JECP at Deoria introduced Jagriti Enterprise Centre, Deoria incubates.

Anita Rai and Raas Narayan Rai have a business of banana fire, jams and other products made from banana flour in Kushinagar since 2017.

Aravind Rai who already had a business of making incense sticks and detergent is designing electric cycles.

Jai Singh has been growing medicinal plants since 2005. Presently he has leased 15 acres of land from the UP government for 10 years and grows lemon grass and other medicinal plants.

Narendra Yadav has been harvesting honey since 2007. He has trained more than 200 farmers to produce honey.

Swatantra Singh grows mushrooms and trains farmers to grow mushrooms. He has started his work in Purvanchal since last 5 years and plans to train 12000 families of farmers.

R.C. Kushwah makes sanitary pads for women since the last 2 years. His novel idea to promote use of sanitary pads has been to give a new bride a supply of one year's sanitary pad as a wedding gift.

Pooja Shahi works on home decorative items and jewelry. She works with women who are at home. Most of her work is done in the communities. 5000 women are associated with her.
Jagriti Enterprise Centre » JDY Main
Located at Purvanchal

Being built in Deoria, Uttar Pradesh.

A world class regional center that promotes Inspiration, Incubation & Innovation covering 14 districts in eastern Uttar Pradesh

**COHORT-BASED LEARNING**
Peer-to-peer learning through diverse cohorts, guided by facilitators.

**DIGITAL PLATFORM**
Facebook Workplace platform to engage with the participants

700 DIGITAL PARTICIPANTS
14 DAYS
91+ HOURS OF CONTENT
40+ SPEAKERS
We do not thank adversity enough. You will all relate to the story of Jagriti Yatra below. In this story I have taken the poetic liberty to make her a human just for storytelling and to shine a different light on adversity.

Let me start with a small flash back. In 1997, Shashank met Bharat Rail Yatra. The encounter was tough, tumultuous, thoroughly enjoyable, and definitely very impressive. It took him more than 10 years to consummate the “dromance” (dream romance) into reality. After consummation he named her Jagriti. Life with Jagriti started with the dhamaka of 26/11, causing uncertainty and tension. But with full family support he charged on. Jagriti Yatra (her full name) was and still is an inspiring person. Its dharma is to inspire, spread positivity, connect people and to awaken the spirit of people she associates with. Meticulously, over 12 years she did that for 5400 young individuals and made a name for herself due to the uniqueness of the way in which she did it. It was a rail journey around India, with the RAIL part of the setting, dominating the story. So much so that, the spirit of what she was doing was deeply connected in her TRAIN body. So Jagriti Yatra and TRAIN became interchangeable in the minds of sponsors and the public.

Then in 2020 there was a “Kahani me twist”. COVID-19 hit. Nobody had imagined or accounted for this. Dark clouds of uncertainty surrounded JY of 2020. No one knew as to when it would be safe for JY to do what she did each year.

Village elders met to discuss this issue. They announced that JY is a SHAKTI after all. The body through which it embodies in everyone, while very effective so far, is not the only way she can perform her dharma. At this dark time, she needed an
her dharma. At this dark time, she needed an “Avatar”. Hence the digital avatar was born in August 2020. The elders were very conceptual. They had no clue of how that avatar would present itself. The process of creation of the avatar began. Three types of folks were needed. The “design” experts, the “body” experts and “spirit” experts. Indian villagers like to debate, argue, explore, call before deciding. This is exactly what they did. Then a small team came up with the Body. They realized that in a “Workplace” body she will be effective. Elders realized that it was not going to be the same; so, they brought together all the design experts and the spirit experts who had done this 12 times in the Rail avatar. With this joint working was born Jagriti Digital Yatra. The avatar was to be appearing on 24th Dec.

No birth is painless, and when on 24th December, the avatar appeared, it too had some birthing pains. Parents, relatives, and technical staff scrambled that night and eventually pacified the newly born. Then the story of its delightful and energetic growth is known to you all. You have played with the cute lifeline phase in the early part, dealt with the tantrums and tardiness of adolescence, and the growing strains of BGT. But finally, you did experience the self-realization of your raison d’être.

That is the beauty of JY in any avatar, like the prana shakti she inspires and transforms all that it comes in contact with. She shakes them from the tamas of complacency to a sattvic spirit. The intense period of rajas before, during and after the Yatra is merely her modus operandi. In 2020, it taught us all – not only its Yatris, but its makers and protectors that in adversity is the seed for transformation. For that we must bow to the opportunity to overcome adversity! Sunil Pangarkar
Jagriti Digital Yatra
26th December at 3:00pm

The program is designed on a 3I framework of ‘Inspiration, Innovation, Incubation’ to build high engagement and retention of digital participants.

Insightful discussions and keynote on six chosen sectors

- **INNOVATION**
  - Immersive and interactive experience of ‘spirit of India’

- **INSPIRATION**
  - Seed fund and mentorship to emerging business ideas

'3 I' (3 आई- 'स्पिरिटेशन, इनोवेशन, इंक्युबेशन') बीच पर बनाये गए इस कार्यक्रम का निर्माण प्रतिभागियों का ध्यान आकर्षित और बनाये रखने के लिए किया गया।

आदर्शता बदलने और 5 जिहादी पर आधारित व्यावसायिक निर्माण (यूनिट)

- **नीतीशकरण**

"पास की भवन" का संवाददाता एवं गवाह अनुभव

- **प्रेरणा**

आदर्शता बदलने और 5 जिहादी पर आधारित व्यावसायिक निर्माण के लिए सागरसह

**YAARON CHALO!**
Jagriti Yatra is feeling proud with 576 Yatris

Kuchh badal raha, kuchh badlenge;
Tab badlega, jab badlenge

Kuchh dekha hai, kuchh dekhenge;
Kuchh likhka hai, kuchh likh denge...

Yaaron chalo! Badalne ki rut hai;
Yaaron chalo! Sawarne ki rut hai

Hawa keh rahi tu theherna nahi;
Gagan keh raha tu pighalna nahi
Zameen keh rahi mujhko chhuke to dekh;

Arey ankhein mila, sach se darna nahi

Yaaron chalo! Badalne ki rut hai;
Yaaron chalo! Sawarne ki rut hai.

Some of the things are changing, and
some we will change
They will change only when we change;

Some of the things we have seen, some
we will;
Some of the things are written, some we
will write;

Let's go friends, it's the season of change!
Let's go friends, it's the season of better-
ment!

The wind is asking us not to stop;
The sky is asking us not to melt,
The earth is asking us to touch and feel it;
Look into my eyes, and don't fear the truth
Let's go friends, it's the season of change!
Let's go friends, it's the season of better-
ment!

Producer : Govind Pandey
Composer : Late Aadesh Shrivastava
Singer : Babul Supriyo
Lyricist : Prasoon Joshi
Choreography : Gauri Sharma Tripathi
Inspiration

Digital Jagriti Yatra Participants
"Institution building is very critical" - believes the director of the Indian Institute of Advanced Sciences. Makaranda Paranjape, who has also authored the book 'Swami Vivekananda: Hinduism and India's Road to Modernity'. He compared the Jagriti Yatra to Swami's life as a parivrajak. He went on to say that the key themes of Jagriti Yatra deeply resonate with Swamiji's own mission, focus on youth and women. Quoting Swami Vivekananda, he said that football is better than the Geeta. He said that Swami Vivekandar's favourite statement came from the Kathopanishad 'Uttisthata Jagra Prapya Barannibodhata' which means "Arise, awake, and stop not till the goal is reached".

He went on to quote many interesting thoughts and anecdotes from Swamiji's life. He told the anecdote about a letter which Swami Vivekananda wrote to his brother disciple on 19th March 1894 in which he recalled the time that he was in Kanyakumari, seeing the vision of India and writes that a country where millions of people live on the flowers of Mahua plant and a million or two Sadhus and a hundred million or so Brahmins suck the blood of these poor people without even the least effort for their amelioration, is that a country or hell? Is that a religion or the devil's dance? My brother, there is one thing that I want you to understand fully. I have traveled all over India and seen this country true. Can there be an effect without a cause? Can there be punishment without sin? And he quotes Vyasa. He says 'Sarva Shastra Puraneshu vasasya vachanam druvam. Paropakaraha punyaya papay parpeedanam', which means, serving others is a good deed, and hurting others is a sin. He said that Swamiji's mission was to raise the consciousness of Indians.

"किसी भी संस्कार का निर्माण अवश्य ही महत्वपूर्ण कार्य है “ - ऐसा मानना है भारतीय विकास विश्वास संस्कार (इंडियन इंटेस्टिट्यूट ऑफ एडवार्ड साईजेज) के निदेशक, मकरंद पारंजपे का। व्याख्या है कि परंजपे ने "स्वामी विवेकानन्द: हिंदुत्व और भारत का आपूर्णिकता पथ” पुस्तक भी लिखी है। परंजपे ने अपने संवाचन में जागृति यात्रा की तुलना स्वामी जी के पर्यटन जीवन से की। उन्होंने कहा कि जागृति यात्रा की सोच युग से पूर्व इसका केंद्रित स्वामी जी के अपने लक्ष्यों से बेहद मिलते हैं। स्वामी जी का लक्ष्य- पुरुषों और महिलाओं पर केंद्रित था। स्वामी विवेकानन्द का उद्देश्य देखने हुए उन्होंने कहा कि उनका मानना था कि "फुटबॉल के स्कूल गोता से बेहतर है।" स्वामी विवेकानन्द के परंजपे के कथन का जिक्र करते हुए कहा कि वह केंद्रीय निर्देशन से आया है, 'विश्वसनीय ग्रात्म प्रायोगिक' जिसका अर्थ है "उदो, जाओ और तब तक न रुको जब तक लक्ष्य प्राप्त न हो जाए।"

उन्होंने स्वामीजी के जीवन से जुड़े कई दिलचस्प विचार और कहानियों को भाषियों से साझा किया। उन्होंने एक पत्र के बारे में एक किस्सा सुनाया जिसे स्वामी विवेकानंद ने अपने भाई की मृत्यु होने के कुछ समय बाद 19 मार्च 1894 को लिखा था, जिसमें उन्होंने कथाकुमारी में रहने के बाद उस समय को याद करते हुए भारत की अपनी परिस्थितियों का जिक्र करते हुए लिखा था कि मेरे भाई! एक बात है जो मैं चाहता हूँ आप पूरी तरह से समझो। एक दिन जहाँ लोगों का महादेव के पूजन पर जीवित रखते हैं और एक से दो लोग साथ और एक से दो लोग ब्राह्मण इन गर्वों का खून चूमते हैं, जो कि उनकी उत्पत्ति के लिए कम से कम प्राप्त भी नहीं करते हैं, वह देखा है या नहीं? वह पूरे भारत में भाव की यात्रा की है और इस देश के क्षेत्र को करीब से देखा है, क्या विना कारण के कोई कार्य हो सकता है? क्या विना पाप के सना हो सकती है? यात्रा को उदारता करते हुए, वह कहते हैं - 'आश्चर्य पूर्ण यात्रा के बाद चलने हैं।' परीक्षण: पुरुषों का पाप को परीक्षण "जिसका अर्थ है दुसरों को सेवा करना ही पूर्ण अच्छा काम है और दुसरों को कष्ट पहुँचाना पाप है।" सूत्र के समाप्त में अपनी बात को पूर्णित करते हुए परंजपे ने कहा कि स्वामीजी का लक्ष्य भारतीयों को उनके ड्रामा का बोध कराना और उनकी अंतरात्मा का जागरूक करना था।
"I am a dangerous optimist," confessed Dr. R. A. Mashelkar, an eminent scientist who has played a key role in shaping policies regarding science and technology in India. The President of India honoured Dr. Mashelkar with Padma Vibhushan (2014), Padmabhushan (2000) and Padmashri (1991), three of the highest civilian honours, in recognition of his contribution to nation building.

His conversation with the yatris was energizing and inspiring, to say the least. As a scientist, he spoke about one of the most fundamental truths from his life experience – E=F; education shapes one’s future. He highlighted the importance of learning from life experiences as well as from books. He encouraged all of us to re-look at our perception of failure by expanding F.A.I.L. as ‘First Attempt In Learning’. When it comes to nation building, the journey from mind to market and idea to impact determines the success of the enterprise. "India is full of ideas; it is the execution that matters," he said underlining the marathon that is nation building. The confluence of innovation, compassion and passion must be the foundation and fuel of entrepreneurs. With simplicity and humour, he reminded us all that there is only instant coffee but not instant success!

"मैं एक अत्यावश्यक आशावादी हूँ," भलिया वैज्ञानिक डॉ. आर.ए. माशेल्कर ने इस बात को स्वीकारते हुए अपने संबोधन को सुरू किया। डॉ. माशेल्कर ने भारत में विज्ञान और प्रौद्योगिकी के संबंध में मैथीयों को आकर्षित देने में महत्वपूर्ण भूमिका निभाई है। भारत के राष्ट्रपति द्वारा डॉ. माशेल्कर को, राष्ट्रीय संस्थान में उनके योगदान की महत्व स्वीकारता हुई, तीन सर्वोच्च नागरिक सम्मानों से सम्मानित किया गया है- पद्म विभूषण (2014), पद्मभूषण (2000) और पद्मश्री (1991)।

बातों के साथ उसकी बातें उत्साहजनक और प्रेरणादायक थीं। एक वैज्ञानिक के रूप में, उन्होंने अपने अनुभवों से जीवन के सबसे मौलिक सत्य के बारे में बात की -

ई = एफ; शिक्षा ही आपके भविष्य को आकर्षित देती है। उन्होंने जीवन के अनुभवों के साथ-साथ पृथक से सीखने के महत्व पर प्रकाश डाला। उन्होंने हम सभी को बिल्लियों की हामी चारण को एक अगला चरण दे देने के लिए प्रेरित किया और कहा, "प्रेत एंटेमप्ट इन लर्निंग" या "सीखने का प्रयास" होता है। जब यौगिक निर्माण की बात आती है, तो अपने विचारों का बाजार तक पहुँचना और बदलता लाने की यात्रा ही उद्यम की सफलता को निर्धारित करती है। "भारत विचारों से भरा है: इसका निम्नांक है जो मानने रखता है।" उन्होंने कहा कि यौगिक निर्माण की यात्रा एक मैराथन है।

नवाचार, क्रूरता और जुनून का संघ उद्योगों की नौं और उज्जवली होनी चाहिए। सादगी और हास्य से मनुष्य भारत में उन्होंने हम सभी को यह दिलाया कि, एक मात्र हमेशा से केवल काफी तेज ही सकती है, सफलता नहीं मिल सकती। सफलता के लिए हमें अनवरत मेहरबन करनी पड़ती हैं।"
Social entrepreneur and founder of Rural Relations, Mr. Pradeep Lokhande is known as the **Library Man of India**. Fostering the use of Information Technology in villages, he established several successful projects with the help of Non-Resident Villagers (NRV), Gyan-Key Library (3,640 libraries in rural secondary schools in 1,390 working days) and VillagewiKY (information about 43,033 villages in 481 days) which improved the lives of many.

Addressing the yatris over Zoom did not dampen Mr. Lokhande’s exuberance one bit. His brief yet impactful talk successfully provided a dangerously optimistic picture of rural India. Facts and statistics were at his fingertips and showed the possibilities and potential of rural landscape.

- There are 700 districts and 65 lakh villages in India
- 6 lakh outlets in rural India
- 5 lakh villages have all season roads
- 6 lakh villages have electricity
- India has the largest elementary education system in the world
- 8.5 lakh women council members, with potential to become village Sarpanch
- Rs. 34,000 Cr being spent by CSR to build infrastructure in rural India

Mr. Lokhande shared the success mantra for entrepreneurs – being accountable, answerable, following up and taking feedback. He also underlined the criticality of focusing on the “need” of the people and not the demand as perceived by the entrepreneur.
Dr. Chidambaram took us on a virtual journey to Sriharikota, a place where the Indian space dreams turn to reality. The session focused on the country’s scientific advancement in sustainable development and creating a knowledge economy.

In his own humble way, Dr. Chidambaram enlightened us about the various ways space and nuclear technologies touch our lives. The communication satellites’ networks made it possible for us to be digitally connected during the ongoing pandemic. In addition to this, several applications of these technologies support our needs in agriculture, disaster management, search and rescue operations, weather forecasting, diagnosis and treatment of cancer and several other diseases, etc.

Dr. Chidambaram defined sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” To aid this goal, he focussed on the usage of low carbon energy technologies.

Drawing examples from the lives of several great leaders and thinkers, he emphasized the importance of self-belief, character, risk-taking, and passion for working to realize dreams. He stressed the importance of the democratization of knowledge by making citizens of the country empowered. In his own words, “When a team completes a project with a great leader, every member of the team feels that he/she did it.” And that makes all the difference!
Dr. Kurush Dalal is an archaeologist, historian, food anthropologist and raconteur. He is the Director of the School of Archeology, INSTUCEN and Consulting Editor of Live History India on issues pertaining to Archaeology, Culinary Anthropology, History and Art History.

“You will be in awe when you visit Nalanda University,” said Dr. Dalal and shared the rich and tragic history. For almost 700 years, Nalanda was the most important centre of learning in South Asia created and sustained by Buddhists. People from all over the world, from China, Korea, Sri Lanka, Thailand, Java came to study at Nalanda.

- Education, food and shelter was free at Nalanda.
- 200 villages surrounding Nalanda were also part of the University.
- Nalanda was destroyed three times.
- 1500 years of knowledge at the library was destroyed by fire which burned for months.

History is not about who killed whom, why and when; it is about the people and the message they had for us. “We all want to know where we are going, to know that we have to know where we are. To know where we are, we should know where we come from.” This beautifully summed up the value of knowing history. “Dream big and believe in yourself. Only you can be the change. Learn to take responsibilities for your action,” was his message for the yatris.

Dr. Kurush Dalal – Importance of history
Role Model

Dr. Kurush Dalal

History is not about who killed whom, why and when; it is about the people and the message they had for us. “We all want to know where we are going, to know that we have to know where we are. To know where we are, we should know where we come from.” This beautifully summed up the value of knowing history. “Dream big and believe in yourself. Only you can be the change. Learn to take responsibilities for your action,” was his message for the yatris.
The last digital stop took us to Sabarmati Ashram (amdavad) where the journey to build India began by the father of the nation, fondly known as Bapu and worldly known as; Mahatma Gandhi. The session was inspired by changemaker volunteers at the ashram; Madhusudan Agrawal and Diken Patel.

Madhusudan talked about his involvement in an initiative 'Safai Vidyalaya' for 10 years which was led by the toilet man of India - Ishwarbhai Patel. He educated people in semi-urban areas about various aspects and the necessity of sanitation in India further expanding to various sectors like education, nutrition to bring a holistic change in people's life.

Diken Patel shared his views on how simple and joyful it is to add ‘quality’ to every action we perform in day to day life. He spoke about; ‘Clowning Project’ which was launched to bring laughter to children fighting with cancer.

Taking the talk ahead he introduced 'Jail University' which is inspired by a thought that; "Every person out there is a bank of life learnings, knowledge, and it depends upon an individual on how to harness it and apply it in their daily life".

When asked by digital yatris about their ideas on entrepreneurship they replied; "The driving force behind any entrepreneur is Antar Prema' (self-inspiration), whatever work one does should be self-driven and that is the key to sustainable and successful entrepreneurship."

The article is written in both English and Hindi, providing an overview of the initiatives and the thoughts shared by Madhusudan and Diken Patel.
With the multitude of applications, we can't imagine a food delivery service which functions without technology. However, Mumbai's Dabbawalas will take you by surprise. They deliver over 2,00,000 meals a day and have been doing so for the past 130 years. In 4 hours, they deliver home-cooked meals to people at work. They have an intricate yet tech free system in place for the execution of this mammoth task.

How many men does it take to deliver these meals? There are about 2.4 million manual movements in transit. This organisation hires over 5000 people and most of them haven't received a formal education. They use an alphanumeric coding system to identify and differentiate the dabbas (tiffin boxes), locations and the Dabbawala who would handle that delivery.

Since 1890, their mission has been to always deliver on time. Transportation of the dabbas takes place via the popular local train of Mumbai and the bikes which the men ride.

Case studies by prestigious institutions like Harvard Business School have depicted how efficient this system is, and it has received various certifications like the Six Sigma. The organisation is creating a social impact, too. Office-going Mumbaikars couldn't carry lunch boxes in the bustling local trains. This was the laser-focused problem statement, and the Dabbawalas provided a simple solution.

Mumbai Dabbawalas at Jagriti Yatra
Aravind Eye Care came up in Madurai with a vision to "eliminate needless blindness" by G Venkataswamy 44 years ago. Aravind Eye Care has performed 4 million treatments and 4 lakh operations at fraction of the cost. Aravind Eyecare's value systems have been core driving principles which allow them to provide eye care at such large scale. The enterprise has also been dynamic to evolve with the times. They started manufacturing Intraocular lenses in-house to reduce costs of procuring them.

Their model has provided free and subsidised eye care to 47% of all of their patients through cross-subsidisation where the paying patients also pay for two free/ highly subsidized patients. Aravind Eye Care, not only provides treatment in their hospitals, but they also host camps in villages, bring people in-house to perform surgeries and send them back with better eyes and many more smiles.

As his closing remarks, Dr Aravind, nephew of G Venkataswamy and the current Director at Aravind Eye Care, asked all the Yatri's to begin with, start something small and steady and not to run behind volume and speed, rather focus on endurance, self-sustenance and quality. He also mentioned that without a track record it's difficult for people to trust any enterprise. The lack of trust is something we must take positively as it is this scepticism that keeps us rooted to our cause.

Aravind Eye Care at Jagriti Yatra
The World Bank said that solar energy will not be able to do anything for the poor of India. SELCO demystified this by successfully adopting a business model which many other countries in the world are trying to replicate.

SELCO was built on the premise to decentralize services as that leads to removal of poverty but more so, it democratizes the thought process, creating more entrepreneurs and innovators from so called non inclusive classes.

Founder Harish Hande, winner of the 2011 the Ramon Magsaysay award, said that just by providing light, they are trying to build a nurturing ecosystem for underserved communities. He pondered if light could be a currency for change! He further added that too much centralization leads to killing of aspirations of millions.

Can a democratic ecosystem be created using sustainable energy to decentralize everything else so that kids in all the rural areas of the world get the same opportunity as those in urban areas?

His message was- good finance in not for profit can actually achieve the same results as a for profit organization as long as when you sell services to the poor the entire ecosystem is right. He believes that an enterprise is a part of the society and society is a part of the enterprise.

सेल्को के निर्माण सेवाओं के विकिंग्ड्रीकरण के आधार पर किया गया था क्योंकि इससे गरीबी दूर होती है, लेकिन इसके अलावा, यह सीची-समझी प्रक्रिया का लौटतीहीकरण करता है, जिससे तत्कालीन समाजवादी वर्ग के अधिक उद्धारी और नवविकासनकारी पैदा होते हैं। सेल्को के स्थापक श्री हरीश हांडे, जिन्हें सन 2011 में रामों माग्साइसे पुरस्कार दिया गया था, कहते हैं कि हम सिर्फ प्रकाश प्रदान करके बंचित समुदायों के लिए पोषण तंत्र का निर्माण कर रहे हैं। उन्होंने यह भी कहा कि अगर वाले समय में प्रकाश परिवर्तन के लिए एक मुद्रा हो सकता है।

उन्होंने आगे कहा कि बहुत अधिक कंद्रीकरण लाभों लोगों की आंकांकों को मार सकता है। व्या सब कुछ विकर्त्रिक करने के लिए स्थायी ऊर्जा का उपयोग करके एक ऐसे लोकतांत्रिक पारिस्थितिकी तंत्र को बनाया जा सकता है जिसे दुनिया के सभी ग्रामीण क्षेत्रों में बच्चों को शहरी क्षेत्रों में बच्चों के समान अवसर मिल सके?

उनका संदेश था - लाभ के लिए अच्छा वित्त वातावरण में लाभ संगठन के लिए समाज परिवार में प्रत्यक्ष प्रभाव कर सकता है जब तक आप लाइबियों को सेवाएं देते हैं, संपूर्ण पारिस्थितिकी तंत्र वही है। उनका मानना है कि एक उद्यम समाज का एक हिस्सा है और समाज उद्यम का एक हिस्सा है।
The numerous awards that now decorate the school office are a testimony to this. - Ismail Malik

These are some of the quotes of students and teachers who are the beneficiaries of the midday meal program by Akshaya Patra.

With a premise that the mind can take a great leap with a full stomach, Akshaya Patra has been concerting all its efforts towards providing fresh and nutritious meals to children on every single school day since 2000.

Shridhar Venkat, the CEO of Akshaya Patra, recounting its journey and growth said that we should give what is acceptable and palatable to our beneficiaries.

He said that if he were to describe Akshaya Patra as a person then she has a mind of a corporate and heart of a not for profit.

He said that the foundation has utilized technology to cook large amounts of meals. He summed up the reasons for success of Akshaya Patra as, focus, implementing frugal innovations to scale up, denominator mind set, and later horizontal mindset.

CEO Sridhar Venkat at Jagriti Yatra

हम जो खाते हैं, वैसे ही हम बनते हैं; इसलिए खाती शाश्वत (सस्त्रांते) होनी चाहिए। - एजाज

मुझे भारत की आर्थिक सुरक्षा में मुक्ति दिलाना है। - पूजनयान

मेरे पास वह घर है, मैं सिर्फ उनकी मदद करना चाहती हूँ। - अर्जनी

मेरी कठोर आर्थिक स्थिति की एक कठोर उनके लिए हराकर है। - सीलालवती

राष्ट्रीय आर्थिक स्वास्थ्य की निहारकों वाले स्कूल ऑफिस के नेताओं ने यह कुछ पुरस्कार गवाही देते हैं। - इस्माइल मलिक

ये उन अध्यापिकाओं और छात्रों के उद्देश्य हैं, जो अक्षय पाल के 'मिठ-डे मील' (दोपहर का खाना) प्रोग्राम के लाभार्थी हैं। “बाल में देंत, भरा होगा, तो दिमाग तेज़ दौड़ेगा!” ऐसा वाद का ध्यान में रखते हुए साल 2000 से अक्षय पाल की पूरी कीश्यान है की बच्चों को हर रोज़ ताजा और पीटाक्ष खाना मिले।

श्रीपर बेंकेट, जो अक्षय पाल के मुख्य कार्य पालक अधिकारी (CEO) है, उन्होंने अपने विकास पुर्ण सरकार के बारे में बताते हुए कहा कि हरे लाभार्थीयों को बढ़ी देना चाहिये, जो उनको लिए स्वतंत्रता लाने चाहिए। तब उन्होंने कहा कि, अगर अक्षय पाल, एक इंसान है; तो हम दिमाग चक्कर का हो, क्योकि वह मुनाफेकार का ना हो। उन्होंने ये भी बताया कि हम सर्वोपरी वह बढ़त बढ़त माता में खाना बनाने के लिए देक्कोलॉजी का इस्तेमाल किया है।

अंत में उन्होंने अक्षय पाल के सफलता के कारण बताये - ध्यान काम पर वेंडम्स होना, अगर बड़ी रूपों में कम सर्वे बढ़त माता योग रखना, परिणाम के बारे में सोचने वाले तथा अनुमोदणी लोगों को काम पर रखना।

अतिरिक्त जानकारी- 13 लाख से कम ज्यादा बच्चों को रोज़ खाना दिया जाता है।

इस प्रकार आज तक 1.50 टन खाना बनाने के सामान का प्रयोग किया गया है।

५२ लाख गांवों में ५०% को क्लास है, यह तक के लिए २ सरोकार विकास को कहा है।

एक किचन की सम्मान का लाभ भोजन बनाने की है, जहां ६ टन अनाज, ५ टन दाल एवं ५ टन दूध (और दूधजन्य चीजें) आती है।
Southern part of Odisha needs rural development in which education, health, rural power, livelihood, food safety and local environment play a very important role. And it needed a local solution.

Recipient of many prestigious national and international awards, Joe Madiath, the founder of Gram Vikas, has been conscious of social inequality since his childhood.

Joe Madiath recounted how in 1971 he led a group of volunteers to start relief work for the people of cyclone ravaged Odisha. They continued to work towards restoring livelihoods by implementing improvements in irrigation for agriculture. They eventually started addressing areas of immediate concern like sanitation, ill-health and illiteracy, which led to the birth of Gram Vikas in 1979. Since then Gram Vikas has worked relentlessly to empower rural communities by directly engaging with them and ensuring the participation of all households in the communities for their projects.

Libi Johnson, CEO of Gram Vikas said that over the years of working in rural Odisha they have realised that the digital solutions are insufficient, there is requirement for actual solutions on ground.

He then spoke about the work Gram Vikas has been doing and how they partner with the rural population, taking input from them about the current need. Like in the 80s they worked on biogas and later in 90s on human waste management because that led to water borne diseases.
Consumerism seems to be the mantra of urbanites. This leads to a lot of urban discard which when rightly used becomes a gold mine to fulfill many needs of the underprivileged.

Goonj has successfully promoted circular economy by ensuring maximum use of each material. Founded by Anshu Gupta, who is popularly known as the 'Clothing Man', Goonj offers a sustainable economic model for eliminating poverty and related issues.

Recipient of many prestigious national and international awards, Anshu Gupta spoke to the Yatris about Goonj and its many initiatives.

Some of the highlights of Anshu Gupta’s talk with Yatris are:

• The people who migrate in search of work are able to accumulate almost nothing.
• He has tried to install a behavioral change in attitude by calling it giving something you don’t need anymore and not calling it donation.
• He saw disasters as an opportunity to understand the needs of the community better and also empowered them to build better using local skill and materials.
• Labour, skills, wisdom are all currencies in their own way and money is not the only one. GDP for Goonj is Giving, Development and People.
• Clothes have become an issue of dignity more than a protective cover. It is time we change our lenses and value people for their worth, not their garbs.
The families in the village weren’t ready to send their female members away for training. Connotations about how the women wouldn’t return spread across the village. But a few women from different villages in Bihar accepted the challenge and moved to Tilonia, Rajasthan to learn something skill based and entrepreneurial. Most of them were illiterate.

These women had no clue about the journey ahead. In six months, they became Barefoot Solar Engineers - a tag that they proudly wear. These ‘Solar Mamas’ headed back home with an aim to banish darkness from their villages.

They set up workshops which helped hundreds of villagers and proved their worth. These engineers have gained recognition and respect. Their self-confidence levels have rocketed and a smile spreads across their faces when somebody refers to them as ‘Engineer Sahib’. For 40 years, it has shown the power and impact of demystifying modern technologies into rural settings focusing on basic quality of life improvement: water management (rainwater harvesting), basic lighting (solar electrification), livelihood development (handicrafts, health communications) and education (rural based, alternative education that includes indigenous skills and wisdom).

If there is one thing that Barefoot College has taught the world, it is the power of learning by doing. The Barefoot Approach has spread to 93 countries over the past five years.
Innovation

Digital Jagriti Yatra Participants
Shakti is Energy. Shakti in Indian traditions is a feminine principle because a woman is responsible for creation. Its root in Sanskrit means “can do”.

For women in Madhya Bharat (Middle India), many of whom participated in JDY 2020, it is their Shakti, the energy and can do spirit that has built enterprise – in sectors such as agriculture, handicraft and apparel, and small retail. They apply their nurturing skills in these enterprises to build models of business and social stability that thrive during the toughest of times. These models are inclusive of family and community involvement in core business and support roles. At JDY 2020, a group of participants, men and women, came together to affirm their intuitive connection to Shakti and building women’s enterprise in Middle India. The reinforcement was provided by a male Yatri, Rajanya Dey, when he conceived, convened and initiated the Shakti charcha (चर्चा).

The framework that steered the charcha recognizes Shakti as consciousness of the energy that is already in women everywhere and by gradually raising four key pillars of the building called Udyam or enterprise, Shakti can become a powerful force that will hold the Udyam together. The pillars are Ambition (महत्वाकांक्षा), Aspiration (आस्वादन), Confidence (आम्लविश्वास) and Capacity (शक्ति). Women were concerned in the charcha that it may be a tall order for one woman to have the Shakti for building all four pillars. The charcha clarified that the building of the pillars for the realization of Shakti requires solidarity and partnership among many women and the active involvement of men. The JDY 2020 certainly made a spectacular start in this direction with many men involved in the charcha.
This four-pillar framework is not complete without the realization of needed supports to build the institution – women’s knowledge, attitude and skills; their family; their “trust circles” in their location and community; the state, its institutions and its programs that are meant to help women move forward; non-governmental institutions including the private (for profits and non-profits). The methods that are key to Shakti consciousness and action that are enterprise and institution-building are native to our traditions. They have helped to provide societal stability and generational shifts towards gender equality, such as using negotiation as a principle and having a certain level of reasonableness while negotiating with family on what women want. Women have to fine-tune their negotiation skills so that they can take their family and community along with them in their journey. One ‘formula’ they could use is a 60-40 principle where 60% of the time what women want is negotiated and 40% are non-negotiable ground rules such as no denial of education, no damage to women’s mental & physical health, and no denial to women of affirmative action provisions already made available in public and private institutions.

The charcha concluded that women already have everything that they need to be good leaders - compassion, a high EQ, the ability to hustle and an entrepreneurial mindset. “WE JUST NEED TO REMIND THEM THAT THEY ARE QUEENS”!
Panelists:
- Sunil Pangarkar
- Sharat Bansal
- Ashutosh Kumar
- Vanita Vishwanath
- Shashank Mani
- Shadab Hassan
Moderator:
- Nivedita Todi

All panelists being passionate nation builders this was a very engaging discussion with Guest speaker, Ms Madhuvanti Ghosh's described Swami Vivekananda's speech and memories from his visit to Chicago.

Some of the favourite quotes of the panelists were:
1. Mr. Sunil mentioned insights of Swami Vivekananda capturing the view of the nation in the early 20th century, and described how that view still holds good.
2. Mr. Sharat calls the contributions of Mahatma Gandhi, in the quest of bringing the souls together for the freedom fight.
3. Mr. Shadab recalls Subash Chandra Bose, who mentioned “Life loses half its interest if there is no struggle-if there are no risks to be taken”.
4. Mr. Ashutosh quotes Dr APJ Abdul Kalam, who dearly mentioned, “Dream is not that which you see while sleeping it is something that does not let you sleep”.
5. Miss. Vanita recalls Kiran Mazumdar Shaw’s quote, “A blockbuster drug is not about billion dollars but about billion patients”.
6. Mr. Shashank recalled, “Mental endurance takes over physical strength, it is only after the launch that waves of exhaustion came crashing down on me”, a quote by Ritu Karidhal, Deputy Director, Mission M.O.M.
Panelists
• Dr. Armida Fernandez
• Dr. Shashvat Desai
• Dr. Ashwin Naik
• Dr. Rana Mehta
• Dr. Aparna Hegde

Every person, irrespective of socio-economic status, has the right to good health. The panelists brought to the forefront the unseen impact of the pandemic where the fear of getting infected by COVID overshadowed the need for getting treatment at a hospital. As a result, several patients’ health conditions have taken a turn for the worse which could have been avoided if they had sought treatment at the right time.

The impact of awareness about causes of ill health and imbuing practices for promoting good health in preventing the need for treatment is tremendous. In fact, Dr. Fernandez, highlighted that, good health is not a priority for most and comes in fifth in the list of priorities after having a roof over one’s head, food to eat, job and education for children.

Dr. Ashwin also emphasized the importance of listening to the patient and not assume solutions before understanding the problem. There is a need for people to be informed and be educated about the health care service.

“Technology and human touch are important to ensure effectiveness and scale in the health sector,” shared Dr. Aparna Hegde. The future entails virtual, integrated, and personalized healthcare for all.

Challenges and Opportunities for Healthcare in a post COVID world
at Jagriti Yatra

आमंत्रित कव्ता:
हाँ आर्मीडा फाँसीसे
हाँ शाश्वत देसाई
हाँ अश्विन नाईक
हाँ राना मेहता
हाँ अपर्णा हेग्दे

प्रवेश कव्ता, सामाजिक-अर्थव्यवस्था संस्था के आद्यजने, अथवा स्वास्थ्य का अधिकार रखता है | बेहतर स्वास्थ्य है यूज़ का मूलभूत अधिकार है | चर्चा में आयोजित समस्याओं के महत्त्वपूर्ण अनुदेशनों का सामने लाने का प्रयास किया, जहाँ लोग होकर संक्रमित होने के दर को प्रतिस्वीकार रखा और अन्य अन्य जहरी लहर अपनाने में कार्यक्षेत्र मुलायम नहीं सज्जा | नीतिगत कई रोगियों के स्वास्थ्य की स्थिति ने बदले बदल गोड़े ले लिया , शायद आप उनके समय के बेहतर उपार्थ मिला गया था जो उन्हें नाजुक हालत से बचाया जा सकता था | ऐसे लोगों के जीवन पर कोरोना की तोहरी मार पड़ी | वीकासीयों के कारण और उनके संदर्भ पर पहने वाले अभवाल के बारे में यदि समाज के साथ लोगों में जागरूकता फैलावी जाय , साथ ही साथ उनके बीच बेहतर स्वास्थ्य जीवन शैली को प्रोत्साहित किया जाय तो तहाजी की जहरी को रोकने में काफी हुई तक मदद नहीं सकती है जागरूकता स्वास्थ्य क्षेत्र का सबसे अहम अंग है | हाँ फांसीसे ने भी इस बात पर अपने वक्ताओं पर प्रकाश डालते हुए कहा कि हमारे समाज में स्वास्थ्य अधिकार के लिए वैदिक धार्मिकता नहीं है | व्यक्ति के लिए जीवन, नीतिक और शिक्षा , मकन के बाद स्वास्थ्य प्रामिकताओं की सूची में पाने स्वास्थ्य पर आता है।

हाँ अश्विन ने समाज के समाचार से पहले रोगी को सुनवे और समाज को समझने मद्दत पर भी जोर दिया।

उन्होंने कहा कि लोगों का उत्तम स्वास्थ्य सुखदा के बारे मुनाफे के बारे दुर्घटना करने और उनको तेज़ी सिविल करने की आवश्यकता है।

हाँ अपर्णा हेग्दे ने कहा कि “स्वास्थ्य क्षेत्र में मानवीयता सुनिश्चित करने के लिए वैदिक धार्मिकिता के अंतर्गत महत्त्वीय है।”

समस्याओं के लिए आवश्यकता में एकीकृत, और व्यक्तिगत स्वास्थ्य सेवा हो इस बात पर भावना में स्वास्थ्य क्षेत्र का जोर।

निर्दिष्टता को पारित किया जा सकता है।

क्या तुम्हें पता था?

जोक पहुंच सिगरेट की तुलना में अधिक नुकसान पहचाना है।

आप उपचार में और जागरूकता से लाएं लोगों की जान बचा सकते हैं।

स्वास्थ्य को उन्नतिजोतर करने के लिए पिन कों क्रिया अनुपालन की से अधिक महत्वपूर्ण है।

अपल्लार में COVID संक्रमण के दर से ठीकरा करने का समय कम हो गई है।
Panelists:
- Shoaib
- Geeta Prakash
- Tushar Shankar
- Chirag

Moderator: Madhu

The theme of the discussion was the effect of digital on middle India, especially on entrepreneurship and on small and medium businesses.

Panelists advised on the following -
1. What one puts behind the product is critical to business, as a product is based on trust.
2. The critical aspects are to be handled with care while others can be outsourced.
3. Organization needs an outline of goals and processes, about the optimal utilization of technology.
4. Element of technology plays a key role as the business expands, and accordingly technology needs to be leveraged.
5. Having transparency within the organization primarily helps build trust from outside with ease.
6. Digital business needs and provides digital support.
7. Collaborations, well outlined, create exceptional synergies which can pivot businesses to drive change and further efficiency.
8. Reaching out to Yatri Network can clear your queries and can find you mentors.

“In the world of digitization, end users seek privacy. The one focusing on this, will stand as a winner.”

आयामिता वक्ता:
शौहब
गीता प्रकाश
तुषार शंकर
चिराग

संवादक: मदु

मध्य भारत में होटेल और मध्यम व्यवसाय तथा उद्योगीयता पर डिजिटल के प्रभाव के संदर्भ में आयामिता सदस्यों ने निम्नलिखित सलाह दी :-

आपके उद्यान में क्या लास बात है वह आपके व्यापार के लिए महत्वपूर्ण है, क्योंकि उद्यान विश्वास पर निर्भर करता है।
उद्यान के महत्वपूर्ण पहलुओं को देखभाल कर संभालना चाहिए, जबकि अन्य चीजों को आप बाहर से में भंग कर सकते हैं।
संगठन के पास प्रश्नों और समस्याओं का एक स्पष्ट तैयार होना बाहिर तकनीक का उत्तम उपयोग कर सके।
व्यापार के विकास में तकनीक एक महत्वपूर्ण भूमिका निभाती है और जैसे-जैसे वे बढ़ती है इसका मामला उठाने की आवश्यकता है।
संगठन के भीतर पर्यावरण बनने से इस पर बाहरी लोगों का विश्वास करना आसान हो जाता है।
डिजिटल व्यापार की जरूरत है और यह डिजिटल समर्थन प्रदान करता है।
आपकी सहयोग तथा अच्छी तरह से बनाई गई योजना असाधारण तालमेल बनाते हैं जो व्यवसाय को नई उंचाई के लिए सक्षम है।
यही ने जो कारण संगठन ने साझा करने से आपके प्रश्नों के उत्तर मिल जाएगी साथ ही आपके व्यवसाय के लिए प्रभावशाली भी मिल जाएगी।
डिजिटल वेबसाइट स्थापित करने के लिए निम्नलिखित बातों का ध्यान रखें-
व्यवसाय परिस्थितियों को देखते हुए डिजिटल में प्रवेश करने से पहले व्यवसाय को प्रभावित करने की की आवश्यकता है।
जब डिजिटल समाधान को जो तरीका से लागू किया जाता है तो वह व्यवसाय के लिए एक व्यवसाय सही होता है।
सभी भी विज्ञापन के लिए कोई लास तथ्य का आवश्यक सा रास्ता नहीं है आपको लगातार परिवर्तन करने रहना होगा और इस तरह की परिस्थितियों का सामना करने है।
“डिजिटलीकरण की दुनिया में हर ग्राहक गोपीनाथ चाहते हैं और जो व्यवसाय इसका ध्यान रखेगे वह निश्चित रूप से विजय होगेगा!”
Women empowerment - Awakening Shakti
Panel Discussion

Panelists:
- Rajshri Sai
- Archana Stalin
- Manna Swati Baig

Moderator: Ashutosh Kumar

'We have to think about the Indian approach to empowerment which is a very inclusive approach to women empowerment.' With this as the main theme of the discussion the panelists shared their own experiences of their entrepreneurial journey.

Some of the invaluable takeaways from the session were:
- Women take inspiration from stories of other women entrepreneurs.
- While Shakti is a fire, she is also a mother who cares for a lot of people and works with a lot of communities.
- There is a struggle for women entrepreneurs they are questioned, will you earn money? Will you have time for your family? Will you be able to prioritize that?
- Men have a lot of machismo as entrepreneurs, women are the silent ones.
- Women don’t recognize that they are entrepreneurs. Business becomes a part of their life. They find a very integrated way to work.
- Most women entrepreneurs start with either their own savings or family funding.
- India is all about family businesses and it continues to grow in the grass roots. The structures for strategy, finance or scale are not very well built today to accept the fact that inherently Indians do this well.
- There are more women whose Shakti must be unearthed.

Women empowerment
Awakening Shakti
at Jagruti Yatra

आमंत्रित वक्ता:
राजश्री साई
अर्चना स्तालिन
मणा स्वाति बाई

संवादक: आशुतोष कुमार

"हमें महिला सशक्तिकरण के भारतीय उद्देश्यों के बारे में सोचना होगा जो की बहुत ही महत्वपूर्ण एवं समावेशी दृष्टिकोण है।" इस बात की चर्चा के केंद्र में रखते हुए पैनलिस्ट ने अपने उद्यमीता के अनुभवों को साझा किया।

आइए, जानते हैं चर्चा की कुछ मुख्य बातें:

बहुत सी महिलाओं ने अन्य महिला उद्यमियों की कहानियों से प्रेरणा लेती हैं।

जहां शक्ति एक आग है, वह एक मां भी है, जो बहुत सारे लोगों की देखभाल करती है और बहुत सारी समुदायों के साथ काम करती है।

महिला उद्यमियों को बहुत संघर्ष करना पडता है। उन्हें कई तरह से सवाल पूछा जाता है, जैसे आपके अपने पास कैसे झुकते हैं तो बहुत आपके पास अपने परिवार के लिए समय होता है? क्या आप उन्हें प्रश्नाकर्ता दे पाएंगे?

पूर्वी महिलाओं की बहुत सारी कहानियों को होती है महिलाओं के जीवन रहती है।

महिलाओं ने इस नहीं मानती कि वे उद्यमी हैं, व्यापार उनके जीवन का एक हिस्सा बन जाता है और वे काम करने के लिए बहुत ही एकीकृत तरीका दृष्टि लेती हैं।

ज्यादातर महिलाओं का तो अपनी बचत से व्यापार का शुरूआत करती है या परिवार की आर्थिक मदद से।

भारत में हर प्रकार के पारंपरिक व्यवसाय हैं जो कि स्वाभाविक रूप से सही भी है और निरंतर आपने जाड़े मजबूत कर रहे हैं। राजनीति, विधि पालन के लिए देश के संस्थानों ने बहुत अच्छी तरह से निम्नलिखित नहीं हैं ये बात हमें सुपारी होगी।

ऐसी और भी महिलाओं हैं जिनकी शक्ति का सही पता लगाना बाहरी और सही प्रशिक्षण देना बाहरी ताकि वह भी आवश्यकता बन सके।
Agro-Processing Products
Panel Discussion

Panelists
- Rakesh Gupta
- Ruchi Jain
- Sanjeev Kumar

Moderator: Ashutosh Kumar

Agriculture being the main focus area of the Jagriti Enterprise Centre, Purvanchal which also hosts the Centre of Excellence for Agriculture, the discussion was how to help small farmers do better and increase their income with focus on market linkages.

The esteemed panelists shared their journey and how they began their organizations. All three of them pressed upon the importance of market linkages and an organisation must have a deeper understanding of the market.

The panelists being on the ground and experienced agricultural practitioners, spoke in depth about actual problems faced by the farmers and how they have to be innovative to solve the problems.

Some of the points which came up in the discussion were:

- How to ensuring the parameters of quality
- Cost effectiveness of production
- Logistics in case of perishable products
- Commercial viability of the produce
- Capacity building
- Funding and rotation of money
- Financial viability
- Lack of funds for R&D in social sector space
- Branding and market linkages

The panel discussion was wrapped by panelists answering some interesting questions posed by the yatris.
Panelists:
1. Ashok - Electrical Engineer
2. Trupti Doshi - Architect
3. Aditya Rajan - IAS 2015

Moderator: Manish

Need for Smart Rurbanisation: There are 400 cities in India which have population between 1 to 10 Lakhs, which are fast growing in size and therefore it is of utmost importance that these townships grow sustainably and not end up in the same mess as their predecessors.

What all is needed? A township has to have basic infrastructure like sewage, water-supply etc. for improved quality of life and roads and connectivity for industries to develop. A township must be such, where humans and nature can co-exist i.e. it should contain social and cultural infrastructure apart from essentials such as health and education. As far as possible the development of town should be done in a self-funding mode rather than depending upon central government funds for the same.

Why is it important? Rurbanisation is becoming increasingly important to address the issue of internal migration, which happens because people are not getting adequate lifestyle or opportunities to work in their hometowns.

Town Infrastructure should be developed keeping in mind:
• Citizens are the clients not the cars.
• Diversity of towns should be kept alive. Should suit the climatic and cultural need of the location.
• 2-4 towns can co-plan to achieve economies of scale.
• Indigenized, decentralized solutions should be used, which actually were used before.

आमंत्रित वक्ता :
अशोक भारतवर्ती इंजीनियर
सुभाष दोषी- वाहनकार
अदित्य राजन - आईएस.एस 2015

संबांधित: मनीष

आज भारत में है सार्वजनिक निर्माण की जरूरत है, जहां भारत में 400 शहर हैं जिनकी संस्थापक 1 से 10 लाख के बीच है, जो की आकार और आबादी में बढ़ती तेजी से बढ़ रहे हैं और इसलिए यह अस्थायी महाद्वीप हो जाता है कि वे कालों की बिना पर्यावरण को नुकसान पहुँचाए बिना संभव हो ताकि वे शहर अपने से पहले के बाहर के समान अस्तव्यस्त ना हो जाए।

शहर में किन सुविधाओं की आवश्यकता हैं? - किसी भी शहर में जीवन को बेहतर बनाने के लिए कट्टर वनियादी सुविधाओं जैसे स्वच्छ, पानी की आपूर्ति आदि होनी चाहिए। यह उद्योगों के विकास के लिए एक आदर्श शहर में उद्योगों का बड़ा होना चाहिए। एक आदर्श शहर में मनोरम और प्रकृति के बीच संतुलन होना चाहिए, मानवीय जीवन और प्रकृति में संतुलन हो, साथ ही इस तरह की कार्यक्रमों में स्वास्थ्य और शिक्षा जैसे वनियादी चीजों के अतिरिक्त सामाजिक और संस्कृतिक दोनों भी बढ़ते मजबूत होना चाहिए। जहां तक संगठन तक शहर का विकास इस तरह हो सके कि वह अपनी जड़ों को पुरा रखने में आगमित्व हो ना कि उस शहर को केबिन सरकार के प्रश्न पर निर्भर रहना चाहिए।

अब प्रश्न उठता है कि यह महाद्वीप कैसा हैं? - अंतर्जातीय प्रयास को रोकने के लिए बहुत महाद्वीप होना जा रहा है, आंतरिक प्रवास इसलिए हो रहा है क्योंकि लोगों को अपने नागरिक के लिए पहले अपार्म आवश्यक नहीं मिल रहे हैं।

नागरिक अवसरशाला को हमें निश्चित मात्र को प्यार में रखते हुए विकसित करना चाहिए –
1. नागरिक वाहन हैं ना कि कार।
2. शहरों की विकासद्रोही को जीवित रखना चाहिए, उसे विकसित करने समय बच्चों की जलवायु और संस्कृति का प्यार रखना चाहिए।
3. 2 से 4 शहर आवश्य से मिलकर एक बड़ी अंतर्जातीय सभी को अप्रतिम करने की योजना बना सकते हैं।
4. वन्यजीव, वैज्ञानिक नियोजन के उपयोग किया जाना चाहिए, जो बाहर में पहले से उपयोग किए जा रहे थे।
Panelists:
- Shilpa Sharma,
- Kirti Poonia
- Ami Shroff
- Dipali Patwa

Moderator: Shivangini

The energetic panelists brought in a different perspective and carried out a wholesome discussion about the nuances of the apparels and handicrafts sector, the way forward and the ever-changing market trends.

They shared the mindset of successful entrepreneurs in this sector. They believed that buying products out of sympathy for artisans is not sustainable rather training the artisans to develop ongoing trends is the way forward. The Apparel sector requires constant innovation as the trends keep changing very fast and therefore the products must be designed and sold before the trends pass. The panelists also suggested use of AI to predict demand and also for development of designs.

For the Yatris who are interested in this sector the panelists had following suggestions:
1. Keep the goals realistic.
2. Consumer needs are to be at the centre of any development for business to be sustainable.
3. There is also a need to ensure artisans are socially comfortable.
4. Make smart use of technology.
5. Connect all the dots through community, craft and conscious consumerism.

The panelists believe that business would thrive if it is mindful, responsible and ensures circularity. This sector directly empowers women of the marginalised communities and enables them to play an active role in building the economy.
Dr. Sonam Wangchuk is an engineer, innovator, and education reformist. He invented the Ice Stupa technique that creates artificial glaciers, used for storing winter water in the form of conical shaped ice heap.

He was awarded the Ramon Magsaysay Award in 2018. “Learning is not about school, textbooks or teachers,” said Dr. Wangchuk as he addressed the yatris during the inaugural session. He shared life lessons from his personal experience and journey of working to make a difference in society. He shared ingredients that go into innovation and entrepreneurship: curiosity to learn, empathy to solve problems, initiative to make things happen and experiences to build confidence. Each ingredient paves way for the other and together help one in the aspiration to become a nation builder.

In addition, he shared several examples where innovation is implemented to meet the needs of the people, such as applying the concept of convection to leverage solar energy to power the school building.

Dr. Wangchuk also touched upon the fact that aspirations of people are impacted by their perceptions; if the elite believe that living in an environmentally friendly building is prestigious, then those who look up to them will follow suit. Dr. Wangchuk also spoke about the #livesimply movement, and left us with a thought-provoking statement, “Live simply so that others may simply live.”

Dr. Wangchuk at Jagriti Yatra
Madhuvanti Ghosh, the first Alsdorf associate curator of Indian, Southeast Asian, Himalayan and Islamic art at the Art Institute of Chicago, who has worked at the actual site where Swami presented his sisters and brothers of America speech shared pictures of the actual site of the speech. And shared many anecdotes about Swami Vivekananda’s visit to America.

Miss. Madhuvanti narrated what happened on the day 9th September, 1893 on the podium. It was almost the end and Swamiji had still not spoken. Rev. John Henry Barrows who had organised this eventually turned to Swamiji and said it was his moment to speak now. Later on Swamiji has written that he was initially blank when he stood up. Then she said that it was a remarkable speech if we were to think that it was an extempore speech. She went on to add that swamiji became a star of the parliament which went on for a fortnight.

She said that she commemorated the speech at the art institute with an exhibition called Public Notice 3 from 9th September 2010 for a year. She curated it and Indian contemporary artist Jitish Kallat put it together. She said that 108 years before 9/11, Swamiji spoke about universal tolerance.

The entire speech was put up in LED lights on the staircase. The colours that were used were of homeland security to show the level of risk.
Lockdown has posed many challenges to the citizens of our country such as unemployment and food crisis for the poor. But one on-screen villain turned out to be a real life superhero, actor Sonu Sood.

He along with restaurateur Neeti Goel helped many migrant workers stranded in Mumbai to reach their homes. Their compassionate work during the pandemic needs a standing ovation.

They sent over one lakh people home with their ‘Ghar Bhejo’ initiative. They joined Ruben Mascarenhas in ‘Khana Chahiye’ initiative and provided over 50 lakhs meals and over 20 thousand ration kits. Later when the shramik trains started, they helped over 5 lakh people with food and water on their journey.

Neeti Goel said that to succeed one needs to believe in their dream and persist with it. Sonu Sood’s message to the Yatris was ‘The thought of bringing about change is amazing. But making it into an actual movement is always a challenge. Do not depend on a leader, be a leader and bring about the change’.

He ended saying that the mission has just started and by the time we meet again next year we would have learnt something.
Education and more

Indian School of Democracy: A non-partisan organization that conducts programs for aspiring, grassroots political leaders. We want to nurture principled leaders, with moral courage and imagination, to achieve sarvodaya.

Indian School of Development Management: An institution founded to create, strengthen and establish Development Management, a domain that transcends the exclusive silos of ‘development perspectives’ and ‘management principles’.

Involves Education: Believe that developing agency in students and making them more self-reliant, will reduce the dependence on the adults in the learning process.

Brook and Blooms: Auspicious. Enliven. Aid. Made out of temple flowers. Their sustainable products take care of rivers from solid waste and worshipped flower waste & provide employment to the underprivileged.

Dcal: Low cost maintenance free water softeners, and a wide range of Diabetic Rice, Glycemic Rice.

Narsimha Chary: He is an innovative mind who is in the process of brightening up the world by bringing dead tube lights back to life.

Enterprises at Jagriti Yatra

शिक्षा से आगे:

इंडियन स्कूल ऑफ डेवलपमेंट एजुकेशन: एक संस्थान जो विकास के प्रवर्धन को बनाने, मजबूत करने और स्थापित करने के लिए स्थापित किया गया, एक ऐसा ध्वनि क्षेत्र जो 'विकास के दृष्टिकोणों और प्रवर्धन सिद्धांतों' के विषय में संबंधित है।

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ब्रूक एंड ब्लूम्स: शुभ। बढ़े हुए। सहायता मंदिर के फूलों से बना है। उनके स्वयं उत्पाद ठोस अर्थिक और परिवार पूल करने से निपटने की अवस्था हैं और वस्त्रों को रोजगार प्रदान करते हैं।

डिकैल: किफ़ाईली कीमत में रखरखाव के लिए मुफ्त ठीक सोप्लेट और डायबिटिक चायल, ग्लाइकेमिक चायल की एक विश्वसनीय शैक्षणिक।

नरसिंहा चार्य: यह एक आमिनव दिशा है, जो मृत ठीक लाइट को वापस जीवन देकर दुनिया को रोशन करने की प्रक्रिया में है।
Agriculture Urbanization and Environment

Centre for Applied Research and People’s Engagement: A solid waste management, green cover management and waste water management organization aiming to achieve inclusive sustainable villages, towns and cities.

Pop-Up Housing: Aims to solve the affordable and accessible space problems in cities, using light structures and recycled materials.

Be Basket: Along with the conservation of bees, their objective is to infuse raw honey in its purest form into your daily lifestyle for a healthier living.

Abeera Creations: Has a vision to empower women so that she becomes stronger and more confident especially in controlling her own life.

Lalit Greens: Works on a process which replaces the use of wood with recycled newspaper.

कृषि शहरीकरण और पर्यावरण:

सेन्टर फॉर एप्लाइड रिसर्च एंड पीप्ल्स एंज्यूमेंट: एक तोस अपशिष्ट प्रबंधन, ग्रीन कवर प्रबंधन और अपशिष्ट जल प्रबंधन संगठन, जिसमें समावेशी टिकाऊ गांवों, कस्बों और शहरों को प्राप्त करने का लक्ष्य है।

पॉप-अप हाउसिंग: शहरों में सस्ती और सुलभ रिहाइशी जगह की समस्याओं को हल करने के लिए, प्रकाश संरचनाओं और पुनर्नवीनीकरण सामग्री का उपयोग करना।

बी बास्केट: मधुमक्खियों के संरक्षण के साथ उनका उद्देश्य अपने सुदृढ जीवन शैली में क्षेत्रीय शहर का उपयोग स्वयं को एक स्वस्थ जीवन देना है।

अबीरा क्रिएशन्स: महिलाओं को सशक्त बनाने के लिए ताकि वे विशेष रूप से अपने जीवन को नियंत्रित करने के लिए मजबूत और अधिक आत्मनिर्भर बन जाएं।

ललित ग्रीन्स: एक ऐसी प्रक्रिया पर काम करता है जो पुनर्नवीनीकरण अवसर के साथ लकड़ी के उपयोग की जगह लेती है।
Technology and Healthcare

**Think Raw India:** A Women centric Enterprise that implements efficient Renewable Energy Solutions addressing today’s one of the primary needs that has been underlined as a major future challenge to mankind – Climate Change.

**Get my parking:** Provider of Interoperable Smart Parking Platform connects all parking and mobility stakeholders on a common platform who were until now operating in silos.

**Pacify Medical:** an innovation-driven company solving unmet clinical needs in the field of medical technologies.

**SatSure:** A bespoke geospatial big data platform combines satellite imagery, proprietary algorithms, with weather, IoT, drone imagery, social and economic datasets, and cadastral amongst others to generate near real time location specific insights.

**Magan Khadi:** Built on Gandhian vision, and with a strong legacy connect to his personal involvement, this is an enterprise that is uniquely progressive in its holistic approach to community development, combining traditional skills from across regions, current scientific advances, design expertise, and a pulse of changing fashion trends of individual and commercial customers.
Incubation

Digital Jagriti Yatra Participants
Deoria
Knowing middle India up close

As most of the yatris are focused on building enterprises for middle India, knowing the ground realities and problems of middle India is very critical. This is achieved by visiting Barpaar in Deoria and interacting with the local people. This year the interaction took a digital avatar. The yatris shared their questions with the JY team at Barpaar who spoke to the local people to get the insights.

Purvanchal where Barpaar is situated has a GDP which is 30% lower than U.P which in turn is 30% lower than India’s GDP. Hence this region is apt to get a realistic picture of ground realities.

Some of the information yatris gathered the local people were regarding:

- Finance, loan, micro finance, etc.
- Employment and skill development to find employment.
- Education in the government school and the quality of education.
- Sending their daughter to city for higher education.
- The awareness of New Education Policy.
- Video based training opportunity for farmers.
- Single window policy for industrial approvals.
- Availability of internet technology as a facilitating medium.
- Initiatives which can improve employment in this area.
- Reason for both girls and boys to drop out of schools after intermediate.

Devarshi: मध्य भारत की करीब से जानना

चौथी अधिकांश यात्री मध्य भारत के लागू उद्यम बनाना चाहते हैं, इसलिए मध्य भारत का जनमीनी हकीकत और समस्याओं को जानना बहुत महत्त्वपूर्ण है। यहू देवर्षी के बार पर मैं जाकर और सुथानीय लोगों के साथ बातचीत करके ही मुमकिन हो सकता था। और यही देवर्षी 101 का मकसद था।

इस वर्ष बातचीत ने एक डिजिटल अवसर लिया। यातार्यों के बार में जागरूकता यातार्या (JY) टीम के साथ अपने सवाल साझा किया और वहाँ मौजूद टीम ने अतिरिक्त पुष्टि करने के लागू सुथानीय लोगों से बात की।

पूर्वांचल जहाँ बार पर मामला सूचित है वहाँ की जीडीपी एकीकृत 30% कम है। जो बदले में भारत की जीडीपी का 30% और भी है। इसलिए यह क्षेत्र जनजीवन वास्तविकताओं की वास्तविकता तस्वीर पाने के लागू उपयुक्त है।

कुछ जानकारी यातार्यों ने एकतरता की, जसके बारे में सुथानीय लोगों को पता था:

- बालिका, रुप, सूक्ष्म बालिका, आदि।
- रोजगार और कौशल विकास।
- सरकारी स्कूल में शाखिया और शाखिया की गुणवत्ता।
- उच्च शाखिया के लागू उनकी बेटी को पहाट भेजना।
- नई शाखिया नीति के बारे में जागरूकता।
- कसिसेन्टिया के लागू बीडिंग आधारित उपविकाश का अवसर।
- ऑप्टिशनल स्वीकृति के लागू एकल खाड़ी नीति।
- एक माध्यम के रूप में इंटरनेट परीवर्णक की उपलब्धता।
- पहले इस क्षेत्र में रोजगार में सुधार कर सकती है।
- लड़कियों और लड़कों का इंटरमीडियेट के बाद स्कूलों से निकल जाने का कारण।
As the Yatris endeavoured to come up with entrepreneurship ideas with their cohorts to pitch in the BGT competition, they also donned the hat of a curious college student eager to learn the nitty-gritties of entrepreneurship. Over the course of two days, they attended lectures by industry professionals, on diverse topics like types of enterprises, marketing & fundraising. Here, let's dive into a small recap of each of these sessions.

Types of enterprises

This session was anchored by an ex yatris, Kshitij Lunkad who is a Company Secretary and a lawyer. Giving the examples of JY which is centred around enterprise-led development and fosters the idea of building India through enterprise as social enterprise, he led the discussion on other types of enterprises. Kshitij told the yatris about the following:

- What is a business organization?
- What is the right form of ownership?
- What are the different types of organizations?
- How to choose the right type of organization?
- What are social and economic enterprises?

Then he spoke about the pros and cons of each type of organization, ending his talk with emphasis on social enterprises which most yatris were keen on. He gave detailed information about Society, Trust and Section 8 companies which come under social enterprises.

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Any product however great it is, needs to be marketed well. Marketing is the critical channel to selling and making money in turn making the enterprise sustainable and profit making. To shed light on the aspects of marketing, Mr Frederick Devarampati, Co-founder, StuMagz and an ex yatiri gave marketing mantras to the current yatris.

Fredy said that, marketing mindset encompasses ideas like bias towards action, radical collaboration, craft clarity, focus on human values, experimentation and mindfulness. Such a mindset enables a marketeer to reach the depths of a problem.

Moving on to the key factors involved in the marketing process, Fredy told about the 4Ps; Product, Price, Place & Promotion. Talking about marketing funnel - in the discovery phase (top of the funnel), the customer is unaware of the product. In the consideration phase (middle of the funnel), the customer is actively researching products. Lastly, in the purchasing phase (bottom of the funnel), the customer is ready to buy the product.

One advice which Fredy gives in respect to the various channels of marketing out there such as email, social media, online video, SEO, etc. is that it is best to focus on one or two marketing channels only instead of diversifying to all. His parting remark was that knowing your product well makes it selling easy.
Fundraising is an indispensable phase that every startup goes through. It becomes quintessential for an entrepreneur to appreciate the importance of this aspect. Mr. Prashant Agarwal, Founder, Nivesh Gyaan shared his personal experiences and helped yatris understand the basics of fundraising.

Mr Prashant says there are certain things one must have in place before starting fundraising - firm knowledge about the organisation, a system for acknowledging donations & donors and clarity about how the funds will be used. Then an analysis needs to be done about what funding sources to go for - debt, equity, crowdfunding & grants are some options.

Depending on the stage at which a venture is, it should decide what sources to go for. Fundraising is not easy and it is essential to have a proper plan in place and also understand the donor's mindset. Talking about this, Mr Prashant says that a person gives money to an organisation when they believe in that organisation's purpose & ability to succeed.

Also, no person gives money unless they are asked. Stating some facts - India has over 31 lac NGOs who are vying for CSR funds amounting to 20,000 crores every year. Only a top few NGOs get most of the funding.

He concluded the talk with describing 'The Funding Journey' in detail.
Miracles and innovations happen when people are driven together with a sole purpose of making a change in the world. Biz Gyan Tree was such a process.

From breaking the ice to discussing a way to solve the on-ground problems the groups went through the entire gamut. JDY had already made the groups based on their interest area. The stage was set. Now was the time to create a business that would take up a problem and implement a solution that could be sustainable and scalable. The challenge was to create a business plan with a realistic approach.

All 33 groups were needed to work upon one sector among the below eight:

1. Agriculture and Agri Business
2. Arts, Culture and Sports
3. Education and Knowledge
4. Energy and Climate
5. Finance
6. Health
7. Manufacturing
8. Technology

All minds were keen to find a unique and sustainable solution to the tier 2 and tier 3 cities’ problems. This period really tested the multitasking capacity of the members. Attending all sessions starting from the morning, managing discussions with the group, getting into the shoes of the rural population to identify the need, learning the business model concepts from experts and applying them to their own model posed many challenges to the teams. These efforts brought forth some really innovative concepts and models.
The worth of all these efforts, late-night call discussions, brainstorming over revenue models and technicalities was to be convincingly pitched before the jury within 5 minutes. This process brought out some astounding ways to tackle the issues. The jury - who were also the experts in particular sectors - graded them and a winner from each sector was announced.

The ideas were:

<table>
<thead>
<tr>
<th>Idea</th>
<th>BGT idea in one line</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agriculture and Agri Business</strong></td>
<td></td>
</tr>
<tr>
<td>We Kisaan</td>
<td>Creating ecofriendly products with farmers who are trained to grow high return-low effort crops, while developing farms for eco-tourism</td>
</tr>
<tr>
<td>FTB Enterprise</td>
<td>Building farm to business (restaurants) linkages via contractual farming, and promoting commodities from locally grown products</td>
</tr>
<tr>
<td>Kisan Setu</td>
<td>Providing market linkages to small and marginalized farmers growing organic produce in the hilly districts of Uttarakhand</td>
</tr>
<tr>
<td>Farmers Natural Fruits and Vegetables</td>
<td>A platform bringing together organic farmers and customers, both in a physical and digital space</td>
</tr>
<tr>
<td>Organic Spices Enterprise Association</td>
<td>Using technology to scale-up turmeric farming, and access to larger and wider markets</td>
</tr>
<tr>
<td>Right from Farms</td>
<td>Establishing an eco system which is mutually beneficial for both farmers and consumers by providing direct access and removing middleman,</td>
</tr>
</tbody>
</table>

देश और शेष दुनिया के अन्य भागों से एकज, यात्री-गायक अथवा इस प्रकार के माध्यम से एक ऐसा समांजान बुझाने में घुट गये थे जो न जोखिम निविदा और अवसर ही बल्कि गायबीन क्षेत्रों के जरूरत की पूरी करने हुए समाज के लोगों को सक्षम भी बनाये थाय किया वह बदलते समय के साथ कदम वाले करने। समस्याओं के लिए यह एक जल्दी परिश्वंत का दौर था जिसके अंतर्गत हायमशैक्षणिक चर्चा के साथ- साथ उन्हें पालन में मदद करने अथवा घाटनद्वारी सत्ता, प्रैक्टिकल व्यक्तित्वात्मक और अन्य विभिन्न विषयों पर आधारित चर्चा- परिचय के साथ-साथ में भी सहबातीता करती थी। व्यापारिक विचारक के अनुसार यहां से एक समस्या समाधान की तकनीकी बाधितों को सीखने हुए उसे अपने खुद की प्रक्रिया एवं संस हो शामिल करता, उस पर सिंचाल- मनन करता एक देखने लायक प्रश्न था। व्यवसायिक विचारक के अनुसार आवश्यक होता है प्रेट कर बाल रहे जिसने वालियाँ को अपने मंडल पर कर्म करने के लिए उठाने लगा। सबके मिलकर अपने मंडल की हर एक छोटी- बड़ी तकनीकी समस्याओं, उसे जीवन पर उठाने की रणनीति, उस पर उठाने वाली लागत, वह समय के साथ उसके विकास के रूप से जीवन में इस प्रकार की क्रियाअर्थवृत्तात्मक लागत जा सके जैसे पहलुओं पर दिनों - रात में बचाते की। यह विचारक के दिशाएं गये समय 5 मिनट में निरन्तर मंडल के समय उसके विकास तरीके से प्रस्तुत करने और प्रभाव वाले के हार्दिक में मध्य भारत के ग्रामीण क्षेत्रों की समस्याओं को दूर करने के लिए कई विश्वसनीय तरीकों निकालकर आये जो इस प्रक्रिया का अवधि ही उद्देश्य है और सुखदायी पहलू था।

हर क्षेत्र के विवेचणों से एकल निर्माण मंडल ने उस क्षेत्र के अत्यन्त ही विशिष्ट मंडल को एक विझ्जन मंडल के तीर पर चुना। क्षेत्राधिकार विज्ञ मंडल कुछ इस प्रकार है -
1. विधेय और कृषि आधारित व्यापार
समूह: 02 किसान सेवा- उत्तरार्द्ध के पर्यावरण जिलों में जैविक (आंगनेक) उपयोग करने वाले लाभ और सीमात किसानों की उपज के उचित दाम हेतु बाजार संचालन करना
### Arts Culture Sports

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalakariya</td>
<td>Providing secure livelihoods to traditional and indigenous artists while simultaneously investing in rural education</td>
</tr>
<tr>
<td>Khoj-e-Pratishtha</td>
<td>Customizing screening/scouting processes to tap unexplored sports potential across India</td>
</tr>
<tr>
<td>Satat Vikas</td>
<td>Reclaiming and redefining self-identity through exploration and acceptance of your roots</td>
</tr>
</tbody>
</table>

### Education and Knowledge

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aavya</td>
<td>Empowering teachers to transform the image of school teachers by building their personal &amp; professional expertise and local knowledge</td>
</tr>
<tr>
<td>Jignyasu</td>
<td>Creating interactive educational toys using recycled paper to help children understand concepts better</td>
</tr>
<tr>
<td>My Ikigai</td>
<td>Connecting people with opportunities that will add value to their career path and are in alignment with their skillsets and inclination</td>
</tr>
<tr>
<td>Pencil Box</td>
<td>Enabling peer to peer learning by providing required support and training to local people and build local learning communities</td>
</tr>
<tr>
<td>Saksham Hum</td>
<td>Enabling and empowering Indian Rural Women socially, personally, financially and professionally through training in Soft Skills</td>
</tr>
<tr>
<td>Sakshi</td>
<td>Providing early identification training, special educator services &amp; learning kits to schools &amp; parents for children with learning &amp; intellectual disabilities</td>
</tr>
<tr>
<td>Education and Knowledge</td>
<td></td>
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<tr>
<td>--------------------------</td>
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</tr>
<tr>
<td><strong>Sashakt gram</strong></td>
<td>Enabling holistic development (sensory-motor, cognitive development etc) of children between 6 months to 14 years</td>
</tr>
<tr>
<td><strong>Shikshenet</strong></td>
<td>Providing real time education e-governance system to empower institutes, students and policy makers with intelligent insights to enhance the quality of education</td>
</tr>
<tr>
<td><strong>Swabhimaan</strong></td>
<td>Helping school dropout children of construction labourers by bridging the gap between Policy and people and ensuring education and Employment to their family</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Energy and Climate</th>
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</thead>
<tbody>
<tr>
<td><strong>Garima</strong></td>
</tr>
<tr>
<td><strong>Parali Bricks</strong></td>
</tr>
<tr>
<td><strong>Trawillow</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Urooj</strong></td>
</tr>
<tr>
<td><strong>Vridhi</strong></td>
</tr>
</tbody>
</table>

4. ऊर्जा और जलवायु
समूह 20: पराली ब्रिक्स- लोगों में ऐसी इंटरी के इस्तेमाल को बढ़ावा देना जिसे पुन: उपयोग में लाया जा सके ताकि इस्तेमाल के बाद होने वाले कचरे में कमी आये।

5. अर्थव्यवस्था
समूह 33: उरोज - लघु कर्ज़ देने वाला एक डिजिटल प्लेटफार्म जो ग्रामीण क्षेत्रों के लिए - आधारित व्यवसायों को माइक्रोक्रेडिट और व्यवसाय के लिए उद्घित परामर्श प्रदान करे।
<table>
<thead>
<tr>
<th>Health</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Chikitsa Chakra</td>
<td>Establishing health kiosks at pharmacy counters to enable on-spot prescription generation through telemedicine and serve as a pre-primary health centre.</td>
</tr>
<tr>
<td>DigiSwasthya</td>
<td>Employing telemedicine in rural areas to solve the pertinent issues of accessibility and awareness and remotely connect patients with general physicians/specialists.</td>
</tr>
<tr>
<td>Swasthya Express</td>
<td>Bridging the gap of healthcare personnel focusing on family health services in rural and semi-urban settings, by setting up mobile clinics.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Manufacturing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aavas</td>
<td>Creating affordable, sustainable and portable housing solutions for middle India.</td>
</tr>
<tr>
<td>Bagasse</td>
<td>A sustainable disposable kitchenware product, made from bagasse.</td>
</tr>
<tr>
<td>Kasturi</td>
<td>Enabling and nurturing enterprises with new techniques and technology.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Technology</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Digi Dukaan</td>
<td>Building a technological platform only for SMEs to digitize their product catalog, reach to a wider audience and sell their products.</td>
</tr>
<tr>
<td>KhetiMate</td>
<td>Building a transparent partnership with producers to enable affiliated farmers through external resources to get cleaner produce</td>
</tr>
<tr>
<td>Rise of Rural</td>
<td>Providing skill based training to rural people to convert their raw materials into products and providing market access for the same.</td>
</tr>
</tbody>
</table>

6- स्वास्थ्य
समूह 24: डिजीस्वास्थ्य - ग्रामीण क्षेत्रों में टेलीमेडिसिन के उपयोग से लोगों में स्वास्थ्य सेवा की पहुंच की बढ़ाई देकर मरीज़ और डॉक्टर की आपस में जोड़ना, स्वास्थ्य सेवा सुलभ करना. 6- उत्पादन / विनिर्माण

समूह 27: बैगेस ( खोड़वा ) - ग्रामीण क्षेत्रों में बागश्व प्रौद्योगिकी का उपयोग करते हुए सूची उपलब्ध कराने वाले उत्पादकों को जाने जाने के लिए सुविधाजनक बनाना।

7- अर्थव्यवस्था
समूह 33: उद्योग कट्टर देवल एक दिएट फॉर्मेट जो ग्रामीण क्षेत्रों के लिए आपकी व्यवसायों को माइक्रो क्रेडिट और व्यवसाय के लिए उचित परामर्श प्रदान करे।

8. तकनीक
कोई विजेता नहीं।

समूह 02: किसान सेतू- उत्तराखंड के पर्यटकीय जिलों में जैविक ( आयूर्वेदिक ) उत्पादन बढ़ाने वाले लघु और उच्च गुण विद्युत उत्पाद के उचित द्रम हेतु व्यापार संरचना का निर्माण करना।
Insights

Digital Jagriti Yatra Participants
Each day of the Digital Yatra started with a wake-up call at 7 a.m., the yatris were informed about the events of the day and welcomed to the city they would virtually visit on the given day.

At 7:30 a.m., Brijesh shared amazing and relatable insights with the yatris. He spoke about the relevance of the upcoming events.

There were two very interesting aspects of this call which the yatris looked forward to. Bargad Kriya of the day and “Sone Ki Chidiya,” a quiz compiled and narrated by Mr. Mahesh Jadhav. The intent of the quiz was to inspire yatris by learning about the rich past of our country.

The seven Bargad Kriyas:

The first Kriya: Swaasth or Health. Here health refers to not only the physical but also the spiritual and emotional aspects of health. We should engage our body and mind in exercise to keep them fit.

The second Kriya: Shaanti or Silence. Post ablutions, we should sit in silence for 20 minutes and calm ourselves. We should learn to find the silence within the chaos that surrounds us. We should then refresh our purpose by connecting with our own selves.
The third Kriya: “Sakaratmak Soch” or Positive mindset. When we mindfully look at every situation in our lives through a positive lens, we can find the strength to keep going come what may. It is more important to go on, especially during the lows because only then would we get to the better times.

The fourth Kriya: “Sthaan” or Place. We need to focus on one place (metaspace or physical space) and dedicate a certain portion of our energy, time, and intent to focus on its development through a particular intervention.

The fifth Kriya: “Shravan” or Deep Listening. Since the yatra was digital, Brijesh emphasised the idea of deep reading as well. He pointed out that sometimes in the eagerness to share our own thoughts we forget to listen to what others are saying or writing. This would help us to learn from each other and thus, co-create and collaborate effectively.

The sixth Kriya: “Sakriya Nirmaan” or Building a positive bias in every action and every aspect surrounding us. The intent was to move everyone to build a feasible and realistic plan of action for the BGT activity. This would then prepare us to continue our work within our community and eventually contribute to this path of Sakriya Nirmaan!

The seventh Kriya: “Sadbhav” or Harmony through which we were encouraged to share a meal with a friend and use that time to share our mission and seek feedback to further enhance the same.
Mr. Mahesh Jadhav had compiled a quiz for the yatris based on the stories from India’s golden and global past. This kept the yatris glued to their screens and scrambled to be the first to get the correct answer. The questions from the quiz were quite a revelation to many yatris.

“Sone Ki Chidiya” Episode 1: Global Demand for Indian products 2000 years ago.
The question that led to this episode was about the ivory statue of Goddess Lakshmi found in Pompei, Italy in 1938. The message of the quiz was, can we build India to its past glory?

“Sone Ki Chidiya” Episode 2: Rural Enterprise, Famous Ports and Cities of ancient India.
The quiz question was about the port Barygaza, the modern day Baruch through which India traded with Romans and Egyptians more than 2000 years ago. The message of the quiz was, India has been a world leader in trade having ties with ancient Roman and Egyptian empires, can we be the leaders again?

“Sone Ki Chidiya” Episode 3: Understanding foreign markets and competition
The quiz question was about Vasco da Gama’s gift to the local Zamorin when he landed at Calicut after an 11-month journey, in May 1498 which were feather hats, wash basin and honey. The message of the quiz was, understanding the markets, the competition, and the intermediaries is of key importance when aiming for success in the global markets.
“Sone Ki Chidiya” Episode 4: Sometimes fast-follower strategy of product improvisation is better than invention
The quiz question was about the rocket technology which the British learnt from Tipu Sultan’s army. The message of the quiz was, while innovation is crucial, improvisation of existing technology based on learning is the way to progress.

“Sone Ki Chidiya” Episode 5: World-class winners ask the right questions and fail-fast to achieve greatness
The quiz question was about the Nobel laureate Dr. C.V important research on Indian percussion instruments, especially Mridangam and Tabla, which he believed were superior to western drums because of their unique shape and tension equalizers. The message of the quiz was, the importance of asking the right questions and of failure.

“Sone Ki Chidiya” Episode 6: Branding and Film Promotion by the French Jewelers and India’s royal heritage
The quiz question was about the $150 Million necklace worn by Anne Hathaway in the movie “Oceans 8” was made by Cartier, a French luxury jeweller which was a replica of the original necklace that Jacques Cartier had specially designed and made for the Maharaja of Nawanagar. The message of the quiz was, the importance of branding, advertising, and promotion of an enterprise.

“The Quiz from India’s golden and global past”
When 500 people from different walks of life came together digitally to experience stories from all over the country, the key challenge is to break the ice and get to know each other. Though they were divided into cohorts based on the common interests (verticals) and into a group of three cohorts, bonding with strangers digitally was difficult.

This challenge was overcome by an engaging activity, the Lifeline activity. The activity was an interesting way to introduce every yatri within the groups and get to know each other well. Every yatri in the group was to narrate the story of their life within 5-7 minutes in the form of a line graph. The y-axis of the graph represented the way a person felt emotionally, and the x-axis represented the time.

Sharing your life via a graph with a group of complete strangers was daunting. As they interacted for the first time for the activity, there was the much-anticipated hesitation, not everyone was comfortable to switch on the video, or share their journey. In some groups it was heartening to see some yatris who started with tentative steps emerging as heroes having packed in so much of rich experience which left others in awe. The learnings from the activity helped gain varied perspectives.
There were two major group activities, the AC chair car presentations of the role model organizations and the Biz Gyaan Tree Plan.

These sessions were packed with learning and yatris could learn about team building, collaborating, strategizing, SWOT analysis, finding innovative solutions, validating ideas, making financial plans and forecasting and not to miss making the elevator (Or is that chair car?) pitch.

The session on presenting about the role model organization was fairly easy as all required data was available. It was like a dress rehearsal. The only difficult part was coming up with a replication model. Though only two days time was available many teams came up with innovative replication models, however not many team dynamics were evident.

Then came along BGT, the business plan competition where every group had to pitch their plan in front of a jury. There were several challenges encountered across groups. Every yatri in the group had their own opinion, and inspired by the role-model sessions and the various discussions on the digital platform, everyone was eager to share their ideas. Time was of essence here, as from the company’s registration to the day of the pitching, the yatris had only 5 days!

Each group had a unique journey in this process. A few groups had everything planned out, even before the BGT registration, and everyone collaborated effectively. Though, most of the groups had their own share of disagreements at several stages of the process. Getting a majority to agree on the final business idea was quite challenging and time taking.

इन समां का उद्देश्य था कि सभी यात्री टीम निर्माण, सहयोग, रणनीतिकरण, विदेश, नवीन समाधान देखना, विचारों को मान्य करना, वित्तीय योजना बनाना, पूर्वनामन सन्दर्भ देखने और प्लानिंग पिच कैसे देते हैं उससे जुड़ा।

रोल मॉडल संगठन के बारे में प्रस्तुत करने का सब काफी आसान था क्योंकि सभी आवश्यक डेटा उपलब्ध थी। यह एक ड्रेस रिहाइस जैसा था।

एकमात्र मुश्किल हिस्सा था एक प्रतिकृति मॉडल बनाना। केवल दो दिन का समय उपलब्ध था, फिर भी सभी दूसरों ने काफी अभिनव प्रतिकृति मॉडल प्रस्तुत किये, परन्तु कुछ टीमों की गतिशीलता सफल नहीं थी।

फिर आया बीजीटी: एक व्यवसाय योजना प्रतियोगिता, जहां हर समूह को एक निर्माणक मॉडल के साथ अपनी योजना को प्रस्तुत करना था। समूहों के साथ बनाए गए प्रणयोगी थे। समूह के प्रत्येक यात्री की अपनी राय थी, रोल-मॉडल सत्ता और डिजिटल प्लेटफॉर्म पर विभिन्न चराओं से प्रेरित, हर कोई अपने विचारों को साझा करने के लिए उत्सुक था। समय यहां सारा था, विवादसंग्राम की पंजीकरण से पिचिंग के दिन तक, यात्रियों के पास केवल 5 दिन थे।

इस प्रक्रिया में प्रत्येक समूह की एक अनोखी यात्रा थी। कुछ समूहों के पास बीजीटी पंजीकरण से पहले ही पूरी योजना बनी हुई थी, और सभी प्रभावी डंग से सहयोग किया। दूसरी ओर ऐसे समूह भी थे जिनमें प्रक्रिया के दौरान में खुब असहमति देखी। अंतिम व्यवसायिक विचार पर सभी की सहमति के लिए बहुत प्रारंभ प्रक्रिया काफी चुनौतीपूर्ण और समय लेने वाला कार्य था।
Some of the groups realised that and moved ahead with an idea and worked on developing the business plan. Others were engrossed in their discussions and could not finalise the idea till hours before the pitch. As a result, they did not get enough time to include the specific numbers (operational and financial aspects) in their plan!

Some groups shared their learnings and insights with the team members at Jagriti as well. Other groups sought their help to develop their ideas, and then there were some groups in which the team members reached out to take the groups’ initiatives further. In some groups, the facilitators became too proactive, while in others, they disappeared altogether. There were some groups where only 3-4 people were left in the end, and they chose to show up and perform.

The entire experience was overwhelming and full of challenges, learnings, and fun!
Being on a digital train was no barrier for us to come together and celebrate New Year's Eve with great enthusiasm and pomp. One of the highlights of the celebration was the many "kohinoors" on display! Be it singing, dancing, painting or poetry - the yatris showcased their talents in 90 seconds clips. Sitting in the comfort of our homes, we enjoyed the talent show with rapt attention and cheered each other on as we welcomed the New Year 2021!

वास्तविक यात्रा के स्थान पर एक डिजिटल ट्रेन में सवार हम यात्रियों को साथ आने व नववर्ष की पूर्व संध्या को बड़े उत्साह और घूमचाम से मनाने में कोई बाधा नहीं आयी। ज्यादा केवल ज्यादातर, यात्रियों में से ही कुछ "कोहिनूर" थे। यात्रियों को 90 सेकंड की वीडियो क्लिपों में उत्साह से अपनी प्रतिभा को प्रदर्शन करना पड़ा।

हमने नए साल 2021 का व्यावहारिक बड़े खुशनुमा अंदाज में किया - अपने घरों के अंदर आराम से बैठकर पूरे परिवार और जागृति डिजिटल परिवार के साथ लैपटॉप और फोन पर प्रतिभा प्रदर्शन का आनंद उठाया।
Demographic of Yatris

- 500+ yatris participated in the digital yatra
- 50% of yatris were women
- Rural 53%, Semi-Urban 30% and Urban 17%
- 38% were students, 31% were employed and 16% were entrepreneurs
- Yatris were from 28 states, 6 UTs of the country
- 2.3% of yatris were foreign nationals from 14 countries
- Average age is 24 years and 7 months for participants

43+ hours of recorded content

- Automated morning wake up call, City introduction videos, Role model sessions, Panel discussions, Sonia Chidiya Indian history quiz, closure video for the day

48+ hours of live content

- AC Chair Car presentations, BGT presentations, Q&A session of role models, Morning greeting

147 JDY official groups for engagement among groups and cohorts

50 groups created by yatris

- for specific engagement and interaction on a particular topic and/or discussion in a particular language (Hindi/Marathi)

40+ speakers from 12+ cities working in 10+ sectors

Families of yatris also part of the yatra

Engagement among yatris with 3.7K comments from 450 yatris watching the valedictory session live

Yatris took initiative and volunteered to do translation live to make it accessible and inclusive from language

Discussions are happening late in the night! Did you know that lights were off on the train at 11PM?

Yatris are able to watch the role model sessions and panel discussions again and again

540 yatris participated in the digital yatra

Yatris follow the agenda of the yatra. They want to know the success and participation of the yatra.

450 yatris are watching the valedictory session live

Yatris can watch the valedictory session physically and virtually.

540 yatris are watching the valedictory session virtually.

Yatris are participating in the digital yatra.
Both the physical and digital yatra have their own set of pros and cons. The digital platform gave the liberty to avoid the conflict altogether, whenever one decided. Handling conflicts is challenging, when we did not want to face them digitally, all we had to do was end the call. During the physical yatra, we would have been forced to handle them as there was no option to avoid!

During the physical yatra, we get the opportunity to talk and interact with people of different groups. In the digital yatra, this was challenging. We could reach out to other yatris individually, but inter-group interactions were limited.

There were several challenges of the physical yatra that the digital one did not have to deal with. Living on a train for 15 days with so many new people around, adapting with the everyday challenges, and participating in the various activities would be an altogether different experience. This would give more opportunities for people to bond and cherish the connections thereafter.

The digital yatra too had its own limitations as many took time to get on to the digital platform. Finding their compartment (cohort) and bogie (group) posed challenges to some. But after the initial hiccups, the digital train chugged along smoothly.

79% Inspiration & Confidence
61% Understanding of entrepreneurship
51% Clarity on your goal

65% Understanding of Middle India
53% Connections with others (networking)

79% प्रेरणा और आत्मविश्वास
61% उद्देश्य की समझ
51% अपने लक्ष्यों पर स्थापना

65% मध्य भारत की समझ
53% दुसरों के साथ जुड़ना (नेटवर्किंग)
“Coming out of my comfort zone and able to keep my points even if it is right or wrong without any fear in front of a group of people.”

“It improved my English speaking skills.”

“Leadership and patience of listening”

“Changed the thought to look at life. A lot of positivity and starting our own something rather than employment”

“The wisdom from each role model for the strong character of an entrepreneur”

“I was able to look inside me for the changes I need to incur to be the best version of myself.”

“I learned to interact with many new people and learned how to work in a big group of being the youngest in the group”

“Yatra helped me to look within myself and reflect upon my truest self. Much grateful for that. I joined Yatra when I was struck in a low point of my life, with tears in eyes and many sleepless nights. Thank you for making me believe I’m one of a kind and important for the nation building process.”
“Paradigm shift towards many aspects of life like poverty, mindful giving”

“I am now able to align more with my goals and also, I got to see how important the is community around me and my responsibilities towards my country.”

“Being accepted, heard and celebrated for who you are gave a confidence to speak my mind. I was humbled by the people around me.”

“It was amazing journey. It helped me to redefine my aspirations and shape my perspectives. I was so confused before this yatra because I never really had anyone to reach out, to get a right kind of orientation while choosing a career. But those role models, the journey experience, my peers, it all leads me to redefine my goals myself.”
Sharanya Ojha  ➤ JDY Main
is feeling joyful 😊

"I really wanted to express my gratitude - for this marvellous journey!! Never had I imagined learning so much and making close friends whom I have never seen (other than on my screen!!) We have heard countless times - the actual Yatra begins now! and it all depends on how we apply these insights to life!"

Sri Sowmya Sunkara  ➤ JDY Main
is feeling proud

"I was a tiny creature in this yatra I have received a lot but a little I give. I feel the journey and experiences of jagriti is like learning alphabets in the school which are very much needed basics to write our own stories. I have learned a lot in this 15 days which I never ever imagined would happen."

Abhay Vashisht  ➤ JDY Main
is feeling proud

"Awakening means awakening. It is not just a journey but a farming to generate entrepreneurship. This farming is watered by a rail and Biz Gyan Tree is a fertilizer with which new enterprise models are generated!"

Surabhi Hazra  ➤ JDY Main
is feeling proud

"This Yatra was way more than I expected. I didn’t think that I could learn (and unlearn) so much, feel so much, think so much, in a 15 day timeframe - But, I did."
Sneha Raman ▶ JDY Main
is feeling proud

"Thank you for being so open to teaching me new perspectives, concepts, learnings, being all in all collaborative and as a program - truly accepting ourselves and each one of us for who and what we are."

Suyashi Dwivedi ▶ JDY Main
is feeling proud

"Jagriti yatra was a momentous experience. It was about sharing, learning, and being open to new perspectives. It was truly a transformative experience for all involved."

Manjushri Gulve ▶ JDY Main
is feeling joyful :)

"I am so grateful for the opportunity to be a part of Jagriti Yatra. It was a journey of self-discovery and learning about the diverse cultures and people we met along the way."

Aakash Deep ▶ JDY Main
is feeling proud

"Jagriti Yatra name is well chosen as it initiates a fire of Jagriti in your mind and heart. It was not only about sessions and all but about connecting amazing people together to create a movement of mass Jagriti about ourselves and our society. BizGyan Tree was one of the most important parts of the Yatra, not because it is a competition but because of the interaction and collaboration people do to complete it."
Shruti Kulkarni ▶ JDY Main
is feeling proud

“What did I get in these 15 days? I got a team of 15 people who made me realise the leadership skills in me. The team had participation from Kerala to Uttar Pradesh to Canada to Nagpur. Had to manage two different time zones, sort language difficulties and non-ending and extending meetings over late nights. All this was worth as our team’s idea was judged as the ‘best pitching idea’ under education section.”

Nikhil Bhat ▶ JDY Main
is feeling proud

“The role model presentation gave us all an idea of how the best practices can be replicated and solve problems. The challenges faced by role models is a learning experience for all of us. Their solutions should motivate us to take audacious steps in building a better India.”

Tanaya Unhale ▶ JDY Main
is feeling proud

“I don’t want to call it a “Digital” Yatra, because even though the mode was digital, I don’t believe that it’s learnings were diminished at all compared to the physical Yatra. Much learning and unlearning has happened in the last 14 days. Every day we were yanked out of privilege-induced stupor and made to look at reality. I want to put all of what I’ve learnt and felt into words, but haven’t been able to do justice to it. I feel truly privileged to have been a part of this Yatra.”

Manav Kishore ▶ JDY Main
is feeling joyful :)

यारी चालो
यारी चालो,
अपनी मज़िल की तलाश में
एक सुिनाम सफर पे,
कम्या ही का चाह में
एक रोमांचक सफर पे,
अटूट रिश्तों की उभार में
एक आजाना सफर पे,
बदलवाल की आग लिये दिल में
एक अनोखे सफर पे,
जैसा भी हो सफर
tum yadu rhana maagar
anusha chayen se te karege hum
badabwah baar aaye safar
pranaa pyahre kaa Sang raking hram
wapsi ka harkar
bun ke nikalo kaabil hram
kamghar diye bhi abhar
jiyaye hru lapha is safar ka hram
hro sakhti mazil aamer

तो
यारी चालो,
इस मज़िल की तलाश में
एक सुिनाम सफर पे,
काबिलत की चाह में
एक रोमांचक सफर पे,
अटूट रिश्तों की विशाल में
एक जाने-पहचानने सफर पे,
बदलवाल की विस्वासिय लिये दिल में
एक अनोखे सफर पे.
Anurag Datta Roy  JDY Main
is feeling proud

"My biggest learning or realization from the Yatra was how little I knew about the India outside of big cities. Now comes the hard part – using these learning and embarking on our own journey of nation building."

Sindhu Kandipati  JDY Main
is feeling proud

"What an amazing journey. I got an opportunity to listen to so many amazing life stories, filled with highs and lows. There is a common thread among all those stories "never give up attitude" & "a strong passion to make a positive difference"."

Sayali Deshpande  JDY Main
is feeling proud

Jagriti Yatra changed us bit by bit, nudging slightly to be a different person, making us aware of the realities of India, and gently moving us to pay back to society without any arrogance and ego. Yatra has given us the arsenal, now is our turn to pay back."

Mallika Mathur  JDY Main
is feeling proud

"As a mother of a 6 year old, I really found it almost impossible to be on a physical yatra for such a long time, but the digital version gave me this opportunity of experiencing it firsthand. The energy and vibrance that my group members brought during interactions was infectious. It brought back my dreams, it actually awakened me, literally "Jagriti" happened."

Akanksha Jain  JDY Main
is feeling joyful :)
Anuja Bali Karthikeyan  »  JDY Main
is feeling proud

"Jagriti Yatra is a Nation building exercise that will transform your perceptions, attitude and meaning of life."

Medha Mehta  »  JDY Main
is feeling proud

"It’s been a memorable journey with all of you on this digital platform. This experience is nothing less to than physical yatra."

Soumita Roy  »  JDY Main
is feeling proud

"I found a new myself within these days. And this digital yatra is really really worthy for me this year. This journey might not have been possible for me if it had not been digitized this year."

Dr. Trisha Rajpurohit  »  JDY Main
is feeling AMAZING!

Juggling between Hospital Duty and Jagriti Digital Yatra has been an experience I shall never forget. This journey of JAGRITI DIGITAL YATRA has completely transformed my perception of “hope.” Teaching us the importance of collaboration over competition, clubbing together empathy and purpose, growing and EVOLVING together, the learnings are endless, and the memories are surely to last forever.

Rohan Jadhav  »  JDY Main
is feeling joyful :)
Wageesh Shulka  ➤  JDY Main
is feeling joyful :)

"I was shocked at the ease at which I could express myself and be appreciated for it. No one here dismissed my aspirations and claimed them to be utopian. That felt different. Meeting like-minded passionate people who are respectful towards each other was a pleasant surprise. Every single person here only wanted to go forward and just dive into this sea which had endless opportunities. The professional, social and emotional networks I was able to make in these 15 days are overwhelming. I have a much broader perspective towards what I want from life and most importantly how I CAN BE THE CHANGE. This Yatra might end today but my journey has truly begun from here."

Dolly Aswani  ➤  JDY Main
is feeling AMAZING!

"Learned more from @rameshmashelkar sir in one hour than a full-fledged 4 year engineering degree! From the importance of aspirations to sustainable & compassionate innovations, the session with @Jagriti_Yatra has given me years of knowledge to keep & cherish!"

Riddhi Bhatt  ➤  JDY Main
is feeling proud

Siddhartha Jatar  ➤  JDY Main
is feeling proud

India Unbound (poetry on wheels)
Metal on metal, the train chugs along;
Across fields of paddy and palm trees.

Mile after mile we traverse this peninsula,
Deep in thought about emerging India.

A kaleidoscope of ideas, a confluence of thoughts;
Each one optimistic of our society's future.

And soon a sense of bonding ensues;
A common vision of India Unbound.

Aarohi Trivedi  ➤  JDY Main
is feeling joyful :)

The journey has been overwhelming, enriching and sparkingly amazing!

Pratikshit Sharma  ➤  JDY Main

"Forgive me for not able to find right words to express my gratitude. This was for sure transformational and life exchanging experience."
Brijesh Prasad  ▶  JDY Main
is feeling joyful :)

5 yatras down, what I expected to call my 6th actually became my 1st, and it was an absolute learning curve. What started with initial apprehension on people bonding virtually turned into one of the most magical spaces of yatri bonding that I have ever seen. For me the most memorable aspect of the Yatra was the liveliness of the interactions and engagement on the comment box, where 400 odd Yatri didn’t just learn, but interacted, had fun, shared little moments, and throughout all this unfolded themselves, each other, and the digital Yatra. Each Yatri this time for me wasn’t just a participant but a co-founder of this Digital Yatra.

Brijesh Prasad  ▶  JDY Main
is feeling joyful :)

५ यात्राओं के बाद, यह मेरी 6वीं यात्रा थी और मैं पहले जैसी उम्मीद कर रहा था, लेकिन यह वास्तव में मेरी पहली यात्रा बन गई, और एक नए तरह से सीखने की अवस्था बन गई। यह सब एक प्रारंभिक अनिश्चितता के साथ शुरू हुई था की लोग कैसे ऑनलाइन यात्रा में एक दुसरे के साथ बातचीत करते और जुड़े रहते। जो मैंने कभी नहीं देखा, ऐसे यात्री बाहर बई और जादुई पनीरमंडल में बदल गयी। यात्रा का सबसे यादगार दिन था वातावरण का जोश और कमेंट बॉक्स पर लाइव वैट, जहां 400 यात्रियों ने सिर्फ सीखते थे, बाल्कि बातचीत और मस्ती भी करते थे, छोटे-छोटे पत्र लिखते थे, और इस दौरान उन्होंने जिस तरह से आपने और आपने साइटों के अनकहे भाषाएं को समझ उसी तरह से डिजिटल यात्रा के कूदवार को भी व्यवस्थित रूप से महसूस किया। मेरे लिए इस बार की डिजिटल यात्रा का प्रेम आती सिर्फ एक प्रतिभागी नहीं बल्कि सह-संस्थापक भी था।

Prerak Baheti  ▶  JDY Main
is feeling amazed :)

Contradictory to my presumption, Digital was more humane, full of life, and Prerak(Google पर्यटकारी) than my prior Yatras! I discovered that every keyboard activist has the Yang to contribute towards "positive community development". Jaw-dropping raw thoughts that Yatris expressed naively was more Prerak to me than any bigwig's fabricated story. I realized every yatri was a "Prerak" to me at some point in time during this supernaturally expedient. Hey, my bros in arms wish we be each other’s Noah’s ark to पानेशन\
our way into being better Hoomans. दूर हो या पास, तुम हमेशा मेरे प्रेरक-स्तम्भ रहोगे।

Prerak Baheti  ▶  JDY Main
is feeling amazed :)

मेरे अनुमान के विपरीत जागृति डिजिटल यात्रा पहले की तुलना में अधिक मानियों जीवित तथा प्रेम था। यह है जो जागृति कुशी हुई है के हुई एक यात्री सकारात्मक समुदायविक विकास की दिशा में योगदान करने के लिए उत्साहित है। यात्रियों ने जिस सदाचार और भोजन से अपने विचार व्यक्त किये वह मेरे लिए रचनात्मक दंग से गड़बड़ कहानियों की तुलना में अधिक प्रेम थे। इस अलग यात्रा के दौरान हुई यात्री किसी न किसी तरह से मुझे एक प्रेम का स्रोत लगा। ओ मेरे यात्री दोस्तो मेरे यह दिली इच्छा है कि हम एक बेहतर इंसान बनने में एक दुसरे का साथ दे। दूर हो या पास, तुम हमेशा मेरे प्रेरक-स्तम्भ रहोगे।
Meet Bhatt ▶ JDY Main

is feeling joyful :)

The Jagriti Digital Yatra was truly a journey to Central India. In which most people were involved in Tier 2 and Tier 3 and villages. We connected to our mission through digital travel. My memorable thing is that all the role models who came to the session and the speakers, while listening to them I took notes and heard them well while streaming. And the fun of our green room will be memorable.

Meet Bhatt ▶ JDY Main

is feeling joyful :)

जाग्रति डिजिटल यात्रा सभी मार्गों में मध्य भारत की यात्रा थी | जिसमें दिन २ और दिन ३ पूरा गाओं के ज़िलेदार लोग जुड़े थे | डिजिटल यात्रा के ज़रिये हम हमेशा उदेश्य से जुड़े रहे | मेरी यात्राओं बात यही है की जिन्हें भी रोम में बैठक आये और स्पष्ट घोषणा के ऊपर हम उनकी स्वीकृति करते रहे | और हमारे ग्रीन ब्लू की मस्ती याद रही|}

Leena Borhade ▶ JDY Main

is feeling amazed :)

Looking at the year 2020, I had not expected anything great to happen till the end of it. But one day I got invited for a zoom call where I learned that Jagriti Yatra will be digital this year. It sounded a bit unpredictable and impossible the first time. But I figured out that I will be supporting not as an ERC (3rd year) but a D-ERC. This year interacting with yatris was less, travel fun was missing but it taught me the use of technology. Secondly, an important learning was handling things under pressure and how to be calm in such situations, not let people know the mistake and try to keep the digital train running on track. Bonding with yatris was similar to last yatras. Overall digital yatra went well and I feel very fortunate to be a part of such an amazing initiative and happy that I could contribute to make it a grand success. Thanks for this opportunity to be a part of JDY. Yaro chalo

Pragati Baheti ▶ JDY Main

is feeling amazed :)

Going opposite about imagining the physical Yatra, now it is believable that digital has enormous potential to connect the world and nothing can break if we have the power to make it happen. That’s what made Jagriti Digital Yatra – the group named Yatris, DERC’s and Team. This Yatra Saar will remind you of wake up calls, role model sessions, rolling comments, group video calls, knowing and learning from co-Yatris, openness for something new and informal conversations which gave you good friends. I congratulate all the Yatris for completing this journey and taking back a lot for yourself from this Yatra, a big thanks to Yatra Saar team for putting the whole experience together successfully.

आशा है आपकी जिज्ञासां की यात्रा में हमेशा प्रगति होती रहें |

If we have not got the chance to have a conversation during Yatra, feel free to connect me and if we have - stay connected!
Hello Yatris

I have been told to write about my experience in Digital Yatra, a way different story for me, traveling from a train journey for 15 days to Digital train journey for Jagriti digital Yatra 2020. Also, being a Tec member, thought would be like having a privilege, but, Jab Kam ata hai na bhai, tabhi sach samjta hai...P. To start with, I was first told to be a person who will be helping the technical team with Digital errors, if we come across any during the Yatra, but sooner the date of Yatra approached and I was told to handle the OBS software, start streaming practice and within few days I had told to drive the platform/train as a Stream Coordinator. At first, my happiness had no limits, I was overjoyed, for me working on such a huge platform and being helpful to the team as a Stream Co-Ordinator was really a different. Slowly the induction day approached and we Stream Co-Ordinators had practiced day and night, so we were confident enough to handle the first day. But as we know life is not a movie and everything is not perfect, whatsoever we do it can't be perfect, so sudden changes in the plan do create with Digital errors and this is what exactly took place and from everything being perfect to something went wrong the JDY team was bit disturb on the first day of the Yatra, but as we say when a team works everything gets back on track and things start running smooth, so we can say train was bit late to start the journey, but the team worked it easier and we were back on track. Then as days passed by, we streaming team started enjoying streaming, we used to have lot of fun prior to streaming like exploring zoom, its features, the other software features and also BTS in zoom calls were the funniest. The difference I observed being a photographer was only one I couldn't capture the Yatra physically in my lenses, but Digitally I could enjoy the journey without any further complications.

Vishwas ▶ JDY Main is feeling joyful :) 

I have been to Yatra twice and was very cynical if the Yatra was happening or not. When I got to know about the digital Yatra, I wasn’t sure how big and exciting it could be. However, as part of Jagriti Team (JEC-P) I had few glimpses of the preparations of the Yatra. But from the Day 1 (Launch event) I witnessed the amazing piece of work in the Jagriti Digital Yatra. From the launch event to Morning Music to EOD music and the kind of ideas discussed during the Digital Gyan Tree sessions and so on. I am finding it very hard to explain this amazing platform in words. You have to be part of this to experience what I meant here.

Chinmay ▶ JDY Main is feeling amazed :) 

After doing 12 consecutive Jagriti Yatras, we were conditioned to execute Jagriti Yatra in a certain operational and programming manner. In order to execute Jagriti Digital Yatra it was important for us to uncondition, unwire ourselves and offer an enriching experience for the digital Yatri's keeping in mind to capture the spirit of the train journey. We repurposed the departments in mid-September with a small yet focused team and in less than 3 months we were able to offer you all the digital experience.

Lalitha ▶ JDY Main is feeling amazed :) 

Digital yatra was relaxed and was very peaceful. Less demands on the body and more stretching of the mind. Since the challenge of organising and handling logistics was eliminated, could get more time to concentrate on the content. I was able to participate in all the events of JDY. One thing I miss is the physical bond with fellow yatris and every day jugaad to take bath.
"The best way to predict the future is to create it." In these words of Abraham Lincoln, I find an inspiration for myself, and a collective guidance for our community of alumni – the Yatris.

Earlier this year, when we were struggling to ‘predict the future’, because of the ambiguities surrounding our usual train journey program - Jagriti Yatra, we decided to ‘create the future’. We spent a good four months of brainstorming to stitch the program together beginning from finding the right digital platform and bringing different stakeholders on board - we created something that we are proud of – Jagriti Digital Yatra 2020! And this Yatra Saar, a work of love and passion of our Digital Yatris, beautifully captures that spirit, that essence of Digital Yatra.

Jagriti is built on a 12-year strong foundation of the Jagriti Yatra, and powered by the energy and intellect of the Yatris. The digital avatar of the Yatra has enabled us to penetrate further into the small towns and villages of India. Yatris like Manjushree Gulve, a farmer from rural Maharashtra who after toiling the whole day in her farm found time and energy to join the Digital Yatra, is a testimony to the power of digital, and inspiration for us.

2020 की शुरुआत में जब हम भविष्य की जागृति ट्रेन यात्रा के सामान्य कार्यक्रम को लेकर आशंकित थे क्योंकि हमारे आसपास बहुत सारी अनिश्चितताएं थीं, हमने भविष्य बनाने का फैसला किया। हमें सफ़ेद डिजिटल प्लेटफॉर्म की तलाश में लेकर विभिन्न क्षेत्र के लोगों को एक साथ लाने में लगभग 4 महीने लग गए - और हमने कुछ ऐसा बनाया जिस पर हमें गर्व है - जागृति डिजिटल यात्रा 2020! और यह यात्रा-सार जो हमारे डिजिटल यात्रियों के पार और जुड़ने का काम है जागृति डिजिटल यात्रा की भावना को बड़ी खूबसूरती से आशीर्वाद के साथ बनाया जा रहा है।

जागृति का निर्माण जागृति यात्रा के 12 साल की मजबूत नींव पर किया गया है जो यात्रियों की ऊर्जा और बुद्धि द्वारा संचालित है। यात्रा के डिजिटल अवतार ने हमें भारत के छोटे शहरों और गांवों में प्रवेश करने के सक्षम बनाया है |प्रामण महायात्रा के एक डिजिटल छवि बनने से जोसी यात्रा जो अपने खेत में पूरे दिन की मेहनत के बाद डिजिटल यात्रा में शामिल होने के लिए समय और ऊर्जा बचा पाए, हमारे लिए प्रेरणा स्रोत है जो, साथ ही भारत की डिजिटल शक्ति का प्रमाण भी।
We have realized that digital without human touch is incomplete; both coming together is a potent force.

And that is a real framework to guide the future of Jagriti – in tier 2/3 districts of India, a young enterprise facilitator – an Udyam Corps – using technology to enable local entrepreneurs, while enjoying the heat and dust of the district. The Jagriti Enterprise Centre-Purvanchal (JEC-P) and the Jagriti Ambassador for District Entrepreneurship (JADE) are already using this framework to build entrepreneurship ecosystems in tier 2/3 districts. The Jagriti Digital Yatra leveraged cohort-based learning supported by facilitators rather than it just being another online course.

We now have a recipe for the future; we need to just keep building it. And our hope is that many of you will come forward to build it along with us, bringing your compassion and wisdom.

Ashutosh Kumar
CEO, Jagriti

THE FUTURE
AS WE ARE BUILDING IT

भविष्य जैसा हम बना रहे हैं