Building INDIA through Enterprise
WELCOME TO THE 2ND JAGRITI DIGITAL YATRA!

Before 2020 when the COVID pandemic hit us, we had successfully run the Jagriti Yatra in its physical format for 12 years. The Covid pandemic posed insurmountable challenges in doing the same yatra in 2020. However, we were not deterred and we put on our thinking caps to ensure there is no gap in our annual journey. Eureka! This gave birth to the Jagriti Digital Yatra and an opportunity to make the yatra bigger, better and accessible to more participants. This format has had its share of challenges and our core team under the leadership of Sunil Pangarkar carefully curated the digital yatra.

We were optimistic about reverting to physical yatra in 2021 but the second wave of COVID and the more recent OMICRON threat forced us to bring to you the yatra in its digital format yet again. You should be proud to have been selected to join the Yatra amongst over 20,000 aspirants. You represent the crème de la crème of your region’s sharpest and keenest minds desirous of pursuing a path of creative enterprise that will benefit you, the people and region around you and the country at large. In this 14th year of the Jagriti Yatra and the 2nd in its Digital Avatar, the yatra has evolved into an outstanding program.

Our learnings from the 1st Digital Yatra have helped us to make this 2nd avatar bigger and better. It is an ambitious 15 days journey across all regions of the country. With visits to several role model social and commercial enterprises, a number of panel discussions and presentations and business planning exercises, it is our endeavour to expose you to the diverse socio-economic, cultural environment of the country, the challenges and opportunities that different enterprises/regions in the country face and the grit, determination and passion that drives successful enterprises.

2020 saw the first Jagriti Digital Yatra and the 2nd in its Digital Avatar, the yatra has evolved into an ambitious 15 days journey across all regions of the country. The COVID pandemic posed insurmountable challenges in doing the same yatra in 2020. However, we were not deterred and we put on our thinking caps to ensure there is no gap in our annual journey. Eureka! This gave birth to the Jagriti Digital Yatra and an opportunity to make the yatra bigger, better and accessible to more participants. This format has had its share of challenges and our core team under the leadership of Sunil Pangarkar carefully curated the digital yatra.

We were optimistic about reverting to physical yatra in 2021 but the second wave of COVID and the more recent OMICRON threat forced us to bring to you the yatra in its digital format yet again. You should be proud to have been selected to join the Yatra amongst over 20,000 aspirants. You represent the crème de la crème of your region’s sharpest and keenest minds desirous of pursuing a path of creative enterprise that will benefit you, the people and region around you and the country at large. In this 14th year of the Jagriti Yatra and the 2nd in its Digital Avatar, the yatra has evolved into an outstanding program.

Our learnings from the 1st Digital Yatra have helped us to make this 2nd avatar bigger and better. It is an ambitious 15 days journey across all regions of the country. With visits to several role model social and commercial enterprises, a number of panel discussions and presentations and business planning exercises, it is our endeavour to expose you to the diverse socio-economic, cultural environment of the country, the challenges and opportunities that different enterprises/regions in the country face and the grit, determination and passion that drives successful enterprises.
It is an excellent opportunity for you to see, experience, learn, imbibe and interact with 600+ others like you, find your co-founders and soul mates. I see it as a journey of discovery for you and it is up to you to make the most of it.

At the end of the Yatra, if you understand the context in which you live, develop a realization of yourself and have better clarity on your future agenda, our mission will be accomplished. Kudos to the team that has put together this year’s Yatra in the digital format to give you a delightful experience. The team has put tireless efforts over several months to communicate with you, manage the selection process, refresh the technology to communicate with you and for you to communicate amongst co-yatris, confirm role models and panelists’ participation, schedule and record the program components etc.

From Jagriti’s perspective, you can be our ambassador formally and informally to propagate our mission, help identify candidates for future yatra and help with proliferating our district-level incubation program, a pilot of which is being run successfully in eastern UP (Purvanchal). Staying connected with us, your co-yatris and our alumni network to seek and provide help is the key to future success.

Sharat Bansal
Chairman, Jagriti
RENEWAL AND GROWTH FOR INDIA THROUGH ENTERPRISE

Rebirth often requires a crisis and the last year that gave birth to Jagriti Digital Yatra 2020. This year, we are slowly recovering from COVID, although a third wave is not an impossibility. With the Jagriti Digital Yatra 2021, we will see the repeat of our first Digital Yatra in a more successful formula. As we move towards the 75th anniversary of India’s independence in 2022 we are confident this group will begin an era of renewal and growth for the nation, powered by Middle India. That renewal and growth must start at a personal level. We had time to reflect and understand what we stand for.

The Digital Yatra illustrates how much innovation this crisis has created. We were always wary of doing something innovative in an already operationally difficult and innovative 15-day train journey. But the crisis made us rethink and change the Yatra fundamentally. With this Digital Yatra, while the experience of a physical journey and the proximity it creates will be missing, we believe that this format can be added to a physical journey every year, expanding the reach and visibility to the Yatra manifold.

More fundamentally, this journey made us realize that the real India, the India of small towns and districts, which was often hidden below the English only, urban and metro world has found a voice and a space. I see our entrepreneurs in the Tier 3 incubation process use the internet with confidence as never before. Today executives are not afraid of living in smaller districts and working from there. I worked in a Tier 2 town for over 7 weeks this year.

उद्यम के माध्यम से भारत का नवीनीकरण और विकास

संकट के बाद ही पुनर्जीवन होता है, पिछले वर्ष जागृति डिजिटल यात्रा 2020 का जन्म हुआ। इस वर्ष हम धेर-धेरे कोतोने महामारी से बाहर आ रहे हैं, हालांकि कोरोना नहीं संचार नहीं है। जागृति डिजिटल यात्रा 2021 के साथ हम डिजिटल यात्रा को दोबारा होते देख रहे हैं लेकिन ज्यादा सफल रूप में। जैसे-जैसे हम 2022 में भारतीय स्वतंत्रता की 75वीं वर्षगांठ की आगे बढ़ रहे हैं हम पूरा विश्वसना है कि यह समय मध्य भारत के साथ सशस्त्र होते हुए नवीनीकरण और नए युग की शुरुआत करेगा।

यह नवीनीकरण और विकास व्यापकता स्तर पर श्रृंखला चाहिए। हमारे पास इन दो वर्षों में लोगों और समझदारों के लिए समय था कि हमें व्यथा करना है। जीवन हमेशा एक उद्देश्य के साथ जीता चाहिए, इन वर्षों में हम इस उद्देश्य को फिर से खोजने का समय मिला। 2020 और 2021 में हम जाता हूँ कि छोटे शहरों और जिलों (जिन्हें हम राष्ट्र भारत कहते हैं) में उद्यमों की सहायता का हमारा उद्देश्य हमारी कमना से भी ज्ञान महत्वपूर्ण है। देश ने लॉकडाउन के बाद बड़े पैमाने पर प्लानिंग की समस्या को देखा और यह महसूस किया कि छोटे शहरों और जिलों में हम एक आर्थिक ढाबे और तंत्र की आवश्यकता है जो उन्हें सहायता करे और देश को आगे बढ़ाए।

डिजिटल यात्रा यह दर्शाती है कि संकट के समय कितनी नई पहल की गई। हम 15 दिवसीय यह रेल यात्रा कुछ नए करने से पहले साक्षात्कार बनते हैं। लेकिन इस इकट्ठा ने यात्रा का मूल रूप ही बदल दिया। जागृति डिजिटल यात्रा के साथ, जबकि धीरे-धीरे यात्रा के अनुभव का इसमें अभाव है, हम इस विचार पर भी विश्वास है कि हैर रूप धीरे-धीरे यात्रा को विश्वसनीय करने से यात्रा की पुष्टि की गई गुण बन जाएगी।

मूल्यांकन से, इस यात्रा से हमें यह महसूस हुआ कि असली भारत, भारत जो छोटे शहरों और जिलों में बसता है, जो अक्सर अंतर्राष्ट्रीय और बड़े शहरों के बीच दबा दिया जाता है उस भारत को एक आवाज मिलती है। हम अपने उद्यमों को टीप 3 जिलों में पूर्ण आमदनीभार के साथ इंटरनेट का इस्तेमाल करते हुए देख रहे हैं, ऐसे यात्रा पहले नहीं देखा जाता था। आज काम पर हमें भी छोटे जिलों में रहने और काम करने से पीछे नहीं हटते हैं।

इस वर्ष में एक रेल 2 शहर में 7 हजारों तक काम किया। जागृति उद्यमें केंद्र पुष्पी (जैसे-जैसे) विक्रेतावादी कार्य प्रांती में बढ़ता दिखाई दे रहा है, जो हमारे तत्कालीन दृष्टिकोण को सुधार और बड़े शहरों को सुव्यवस्थित करने
Jagriti Enterprise Center – Purvanchal (JECP) will become a symbol of this decentralized work from anywhere, which will also help our environment and declutter our metros. That center is now being built and will be ready to launch in 2022 coinciding with our 75th anniversary of India's independence.

That decentralized republican spirit is also required in nation-building through enterprise. Vivekanand invoked that spirit to awaken the country in Kanyakumari and Gandhi used it to fight for freedom with the Dandi march. Both went on their respective Yatras, and both believed that the real India’s spirit had to be invoked. Nation-building requires a whole-of-society approach where citizens build along side government, and this will be discussed more rigorously during this journey.

Finally, as you start this journey, I want to outline 7 S-Kriyas that will ensure a safe, healthy, and purposeful journey over the coming few weeks. If you practice this beyond the journey it will also help us all create a national movement of the enterprise. Named Bargad Udyam Kriya in honor of our national tree the Banyan, next to which we are building a world-class center in Deoria. These are Swaasth, Shanti, Sharan, Shravan, Siddh, Sakaratmak Soch, Sakriya Nirman. Each of these will be explained by us during the journey and I hope you will practice living by them.

As you embark on this Digital journey, ground yourself in the relationships you will build with other Yatris. Center yourself also in a location or a cause you can make a difference to. I have chosen my own home location and the origins of Jagriti near a 300-year old Banyan tree; what is your location, your sthaan? The enterprise formula we are readying and testing can then be multiplied by the more than 6,000 Yatris to Build India through Enterprise in one generation.

In this journey we seek your full participation, with eyes and ears (fingers on computers), your mind, but above all, your heart.

Shashank Mani  
Founder | Jagriti Yatra  
Jagriti Enterprise Center, Purvanchal
In a short video, a few months ago, that I had sent to Udyam Corps for the JECP I had said that their role and indeed the role of Jagriti movement is that of a catalyst.

In chemistry during school days, I had learnt about catalysts. I had never really understood that concept very much, but by rote learning knew that certain noble metals and other substances were introduced in chemical reactions. When I thought about it much more 50 yrs later (Chintan + Manan), I realized some obvious characteristics of catalysts.

1. They tend not to get consumed in a chemical reaction.
2. They are needed in very small quantities, compared to the reactants.
3. They improve the results of the reaction by lowering barriers (usually of temperature and pressure).
4. All for a grander cause of success of the reaction.

In chemistry during school days, I had learnt about catalysts. I had never really understood that concept very much, but by rote learning knew that certain noble metals and other substances were introduced in chemical reactions. When I thought about it much more a good 50 yrs later (Chintan + Manan), I realized some obvious characteristics of catalysts.

1. They tend not to get consumed in a chemical reaction.
2. They are needed in very small quantities, compared to the reactants.
3. They improve the results of the reaction by lowering barriers (usually of temperature and pressure).
4. All for a grander cause of success of the reaction.

एक लघु वीडियो में, कुछ महीने पहले, जिसे मैं उद्यम कोर को जेईसीपी के लिए भेजा था, मैंने कहा था कि उनकी भूमिका और वास्तव में जागृति आंदोलन की भूमिका उद्योग की है।

स्कूली रसायन विद्या में, मैंने उद्योग कोरों के बारे में सीखा था। मैं वास्तव में उस अवधारणा को बहुत ज्यादा भूमिका नहीं समझा पाया था, लेकिन रटकर सीखने से पता चला कि कुछ महान धातु और अन्य पदार्थ रसायनिक प्रतिक्रियाओं में पेश किए जाते थे। जब मैंने इसके बारे में 50 साल बाद और अधिक अच्छे से (चितन + मनन) सीखा, तो मुझे उद्योग की कुछ स्पष्ट विशेषताओं का एहसास हुआ।

1. वे रसायनिक प्रतिक्रियाओं में भूमिका नहीं होते।
2. अभिकर्मियों की तुलना में इनकी बहुत कम मात्रा में आवश्यकता होती है।
3. वे बाधाओं (आमतौर पर तापमान और दबाव) को कम करके प्रतिक्रिया के परिणामों में सुधार करते हैं।
4. और यह सब प्रतिक्रिया की सफलता के एक बड़े कारण के लिए।
Huh! Fascinating I thought. Was then Krishna in Kurukshetra performing the job of a Catalyst?

1. He never fought the war – just remained a Sarathi
2. He was just one compared to the innumerable who were in the fight
3. He definitely reduced Arjun’s barriers to fight and made the war happen
4. All for the success of bringing balance of virtues in society.

And all this in 700 verses compared to the nearly One Lakh verses of Mahabharat.

So what? Well ... Did the Digital Yatra just do that?

1. Only the organized content and platform was created
2. Executed by a small team
3. To reduce the barriers of inspiration, innovation and the capacity to incubate ideas, within all the Yatris
4. All for the grand vision of Enterprise led development.

Sochne wali baat zaroor hai!

Khuda Hafiz Yatris.
Sunil Pangarkar

आकषक, मैंने सोचा! तब क्या कृष्ण कुरुक्षेत्र में उद्देशक का कार्य कर रहे थे?

1. उन्होंने कभी युद्ध नहीं लड़ा - बस एक सारथी बने रहे
2. वह लड़ाई में शामिल असंख्य लोगों की तुलना में सिर्फ एक थे
3. उन्होंने निश्चित रूप से लड़ने के लिए अर्जुन की बाधाओं को कम किया और युद्ध किया
4. यह सब समाज में सद्दों का संतुलन लाने की सफलता के लिए.

और यह सब महाभारत के 1 लाख श्लोकों की तुलना में 700 श्लोकों में है।

तो क्या डिजिटल यात्रा ने ऐसा ही किया?

1. केवल संगठित सामग्री और मंच बनाया गया था
2. एक छोटी दीवांगढ़ निष्पादित
3. सभी यात्रियों के भीतर पहुंचा, नवाचार और विचारों को विकसित करने की क्षमता की बाधाओं को कम करना
4. उद्यम के नेतृत्व वाले विकास की भव्य दृष्टि के लिए सभी।

सोचने वाली बात जरूर है!

खुदा हाफिज़ यात्रियों।
सुनील पंगारकर
Jagriti Yatra is a fifteen day quest that leads to life altering revelations and transformation. It is a journey that takes us through unknown tunnels and shows us a ray of light towards national growth. Humans have hungered and lusted for knowledge right from the womb to the tomb.

Jagriti team ignites the fire to explore India not from the cushioned city chair but through muddy feet in the fields of Deoria.

Before any journey, one always makes a plan and keeps a checklist of sorts. Here the journey had a twist where we did not have the burden to carry luggages but to glue ourselves to digital screens as the yatra commenced. Earlier, what seemed to be a daunting task due to aversion to screens coupled with the stress of working or studying from home later became a welcome change where this family played and challenged each other to unleash true potential. There were times when some of us were uncomfortable to join on video call and overcoming this stark polarity of being face to face in a physical yatra vs being on camera in a digital yatra was not easy. We broke barriers to overcome the divide based on linguistics, culture, ideologies and professions that were going to make us question, analyze and challenge the socio-economic conditions of India thereby altering the perception of our own individual self and how we can be of more service.

The josh was high as we traversed through the changing terrains of India.

Some of us were visiting the same cities again but perceiving the world around us with a different set of eyes. In these fifteen days we experienced India in its true sense - unity in diversity. As we sit down to create the yatra saar we realize how exciting the last fifteen days of our lives have been and how those days can change us forever. Here we bring you a glimpse of our yatra and we hope that in these pages you resonate the same feelings of warmth which we experienced throughout this voyage.

Our train journey may have ended but our yatra has only begun!

"Truth is one, paths are many."
Mahatma Gandhi

Saloni Saraff
Editor

Jagriti Yatra is a fifteen day quest that leads to life altering revelations and transformation. It is a journey that takes us through unknown tunnels and shows us a ray of light towards national growth. Humans have hungered and lusted for knowledge right from the womb to the tomb.

Jagriti team ignites the fire to explore India not from the cushioned city chair but through muddy feet in the fields of Deoria.

Before any journey, one always makes a plan and keeps a checklist of sorts. Here the journey had a twist where we did not have the burden to carry luggages but to glue ourselves to digital screens as the yatra commenced. Earlier, what seemed to be a daunting task due to aversion to screens coupled with the stress of working or studying from home later became a welcome change where this family played and challenged each other to unleash true potential. There were times when some of us were uncomfortable to join on video call and overcoming this stark polarity of being face to face in a physical yatra vs being on camera in a digital yatra was not easy. We broke barriers to overcome the divide based on linguistics, culture, ideologies and professions that were going to make us question, analyze and challenge the socio-economic conditions of India thereby altering the perception of our own individual self and how we can be of more service.

The josh was high as we traversed through the changing terrains of India.

Some of us were visiting the same cities again but perceiving the world around us with a different set of eyes. In these fifteen days we experienced India in its true sense - unity in diversity. As we sit down to create the yatra saar we realize how exciting the last fifteen days of our lives have been and how those days can change us forever. Here we bring you a glimpse of our yatra and we hope that in these pages you resonate the same feelings of warmth which we experienced throughout this voyage.

Our train journey may have ended but our yatra has only begun!

"Truth is one, paths are many."
Mahatma Gandhi

Saloni Saraff
Editor
Table of Contents

Introduction 11
2021 Flag Off 19
Inspiration 21
Innovation 36
Incubation 45
New Year Celebrations 72
Testimonials & Impact Analysis 74
Yatra Saar Team 81
INTRODUCTION

JDY CONCEPT

TRANSITION

YATRA GEET

DEORIA
Introduction - Jagriti Yatra
Concept

Jagriti Yatra in itself is, by all means, an extraordinary reflection of India and it’s enterprising prowess. A 15-day, 8000-km entrepreneurship train journey program, which has impacted 7000+ aspiring entrepreneurs in the last 14 years and counting, lending exposure across 6 key focus areas such as agriculture, health, women empowerment, urbanization and handicraft and apparel through social enterprise along with an opportunity to meet role models from highly successful social enterprises such as ISRO, GOONJ, GRAM VIKAS and SELCO to name a few, and learn from them the art of working to bring about change at grassroots level.

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 on topics such as: agriculture, health, women empowerment, urbanization, technology and handicraft and apparel
- Biz Gyan Tree exercise which gives the Yatri’s on board a chance to come up with start up ideas focusing on solution of grassroots level problems

"Jagriti" refers to the awakening of the inner core values one already has and making the best use of them to bring about fundamental and path breaking changes in society by touching and tirelessly working towards transformative action to better the lives of millions of marginalized people who represent the true Indian ideology, ethos, culture. These people who unfortunately have remained victims of state negligence and who haven’t benefited from the economic progress so far deserve all the resources, opportunities as well as helping hands to improve their quality of life and lead a respectful living in the society.

"Yatra" is a journey to a particular destination. However, when it comes to Jagriti Yatra the journey is not a destination but a cause. A cause which is aimed at socio-economic healthy mass movement in the Purvanchal Region of India, the home of which is Deoria, Uttar Pradesh.

To know more and be a part of the movement, visit https://www.jagritiyatra.com/selection-procedure.
The transition
- While the pandemic has affected everything and can affect a physical train journey like the Jagriti Yatra, the spirit of resilience and innovation of the Jagriti Yatra showed itself for the second year running with its successful transition to a Digital Yatra.
- This was not a favorable change but the whole team rallied around to make sure the participants did not miss out on any opportunity and also made sure they had access to more panelists thus capitalizing on the advantages of a digital Yatra while combating the technical challenges.
- While the format of the train journey continued with different compartments of the train, the visit to different cities, it was all enabled online for the Yatris to have the best experience.

Participant Demographics - JDY 2021
- 800+ yatris participated in the digital yatra, 51.8% of yatris were women
- Rural 36.5%, Semi-Urban 43.6% and Urban 18.7%
- 47.8% were students, 28.3% were employed and 15.8% were entrepreneurs
- Yatris were from 28 states, 6 UTs, with 2.3% of yatris being foreign nationals from 14 countries
- Average age of participating yatris was 24 years and 7 months and
- Average age of the facilitators was 37 years and 2 months

The Jagriti Digital Yatra
Jagriti Digital Yatra (effective since 2020, which was the first of its kind digital version of Jagriti Yatra), at first seemed a herculean task of connecting promising young enterprising minds from across the country digitally, but eventually turned out to be a great experience for all the Yatris, facilitators and the entire team of Jagriti Yatra.

The digital platform became the single most focus where the determination and grit of the team of Jagriti Yatra was depicted, paying off for the months of hard work put in for the digital version of Yatra to become a grand success!

Additionally, the Yatris got a platform where they were able to make professional connections and friendships for a lifetime.
यात्रा गीत

Kuchh badal raha, kuchh badlenge;
Tab badlega, jab badlenge
Kuchh dekha hai, kuchh dekhenge;
Kuchh likkha hai, kuchh likh denge...
Yaaron chalo! Badalne ki rut hai;
Yaaron chalo! Sawarne ki rut hai
Hawa keh rahī tu theherna nahi;
Gagan keh raha tu pighalna nahi
Zameen keh rahī mujhko chhuke to dekh;
Arey ankhein mila, sach se darna nahi
Yaaron chalo! Badalne ki rut hai;
Yaaron chalo! Sawarne ki rut hai

यारों चलो! बदलने की रुत है;
यारों चलो! संवरने की रुत है;
हवा कह रही तू ठहरना नहीं;
गगन कह रहा तू बिखरना नहीं;
जमी कह रही मुझको छू के तो देख;
अरे आँखे मिला, सच से डरना नहीं
यारों चलो! बदलने की रुत है;
यारों चलो! संवरने की रुत है.
About Jagriti Enterprise Centre

Jagriti Enterprise Centre – Purvanchal

Jagriti India is on the cusp of social change. A hundred million jobs will be required over the next ten years to absorb the country’s growing youth. Moreover, 58% of the population lives in smaller towns and villages and this leads to large-scale migration every year. That is where Jagriti Enterprise Centre – Purvanchal (JECP) comes in with the vision to Build India through Enterprise and to encourage the youth to be the driving force of this change.

Jagriti aims to encourage 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”. It is a youth led movement which firmly stands on a 3-pillar structure.
Jagriti Enterprise Centre (getting constructed in Deoria, Uttar Pradesh)

Model

JECP is an incubator that originated in its home district of Deoria with a mission to boost the enterprise efforts in Tier 2 and Tier 3 districts of India. Working with the local entrepreneurial leaders to scale their businesses and create local impact, they offer essential services like market connect, business strategy, mentorship, and connect to funds. The sectors they focus on among others include Agro Business, Healthcare, Energy, Education, Technology, and Women Empowerment. JEC-P is planning to build a physical incubation centre at Barpar in Deoria complete with facilities like co-working spaces, prototyping labs, digital library, etc- a dream space for all entrepreneurs.

A world class regional center that promotes inspiration, incubation and innovation covering 14 districts in eastern Uttar Pradesh, the centre will consist of facilities such as library, open theatre, boarding facilities for full time employees, visitors and learners coming from across the country. The architectural design charts the journey of an entrepreneur – from self to collaboration to leadership – and draws inspiration from the golden spiral. The national tree of India – Banyan – and the national flower - Lotus - are at the centre of the design, giving a national appeal to the Centre.

जागृति उद्यम केंद्र (देवरिया, उत्तर प्रदेश में निर्माणाधीन)

मॉडल

जेईसी-पी एक इनक्युबेटर है जो भारत के टाइपर 2 और टाइपर 3 जिलों में उद्यम प्रयासों को बढ़ाता देने के लिए एक मिशन का साथ देवरिया के अपने मुख्य जिले में उत्पन्न हुआ था। स्थानीय उद्यमी नेताओं के साथ काम कर उनके व्यवसायों को बढ़ाए और स्थानीय प्रभाव बनाए के लिए, वे बाजार कनेक्ट, व्यापार रणनीति, संस्करण, और धन से जुड़ने जैसी आवश्यक सेवाएं प्रदान करते हैं। इन क्षेत्रों में कृषि व्यवसाय, स्वास्थ्य सेवा, ऊर्जा, शिक्षा, प्रौद्योगिकी और महिला सशक्तिकरण शामिल हैं। जेईसी-पी देवरिया में बास्टर्ड में एक भौतिक उद्यान केंद्र बनाने की योजना बनाया गया है, जिसमें सभी उद्यमियों के लिए सह-कार्य स्थल, प्रोटोटाइप लैंब, डिजाइन लाइटेड आदि जैसी सुविधाएं हैं।

एक विशेष स्तरीय केंद्र जो पूरी उत्तर प्रदेश के 14 जिलों में फैला, उद्यमयन और नवाचार को बढ़ावा देने हेतु - इस केंद्र में पूर्वाकालिक कर्मचारियों, आयातकों और शिक्षाविदों के लिए पुस्तकालय, ऑफिस, प्रोटोटाइपिंग, बोर्डिंग सुविधाएं जैसी सुविधाएं शामिल होंगी। इसके साथ ही दिजाइन एक उद्यमी की - स्वयं से सहयोग से नेतृत्व तक की - यात्रा दिखाता है और गोल्डन स्वार्थ से फैला से प्रेरणा लेता है। भारत का राष्ट्रीय वृक्ष - 'बराद' और राष्ट्रीय पुष्प 'कमल' इसे और अतिकृत बनाते हैं।
The Deoria Dream

While most of the entrepreneurs are excited to set up enterprises for Middle India, it is equally important to understand the issues and ground realities of Rural India. Hence, exposure to the real world will become paramount for that. This was made possible by visiting and interacting with the local residents of Deoria District of Uttar Pradesh.

In 2021, owing to the existing pandemic situation, the interaction was all online and remote. Digital Yatris shared their queries with the Jagriti Yatra team at Purvanchal who are in contact with the local inhabitants to get the insights on their concerns and issues. Initial information on different verticals included:

- Agriculture Business – 77% of population depend on Agriculture
- Healthcare – District Hospital with 250+ doctors and 2000+ bed capacity
- Energy – 45% of household have the facility of electricity
- Education – Need to address the low rate of girls education
- Water & Sanitation – 75 to 80% households have toilets, but usage is limited.
- Manufacturing – Currently Food Processing, Perfumery products, chemical and allied products are mainstream

The Jagriti team is currently engaged in conducting entrepreneurial awareness programs in regional colleges, helping small scale industries in the district to scale up and improve the stand of products. Their 6Ms of the Incubation Process is helping those enterprises by mobilizing resources for sustenance and growth by creating a local ecosystem which is guided by a national and global network of enterprises.

The participants were curious about knowing the situation of the region, focusing on the below areas:

- Women in Higher Education and Training programs for digital skills.
- International Export of locally grown crops and crafts made by artisans
- Effective reach of various Government schemes to the local residents
- Mechanisms for efficient plastic recycling in the region
- Prevailing incubation programs for enterprises
- New age techniques of agriculture adopted by local farmers
- Micro-Financing facilities available in the Deoria district
- Employment skills and Talent development initiatives in the area
- Access to the Internet and necessary digital education
1. Deoria Design - The brainchild of Pooja Sahi, a Deoria resident, and Priti Jantre, a Mumbai-based marketing person who met through the Jagriti Network, Deoria Design trains the local women to create international craft and design via the internet. The challenges notwithstanding, this handicraft company is determined to empower the underprivileged women of Deoria to be financially independent.

2. Rural Roots - Two alumni of the Jagriti Yatra - Keshav Parthasarthy and Shagun Setia started this food-processing company focused on the food products in which Deoria has an existing comparative advantage. Commencing their business with the food product pickle, they have expanded to a premium variety of mango, garlic, red chili, and jackfruit and generated employment for the local women in the process.

3. Rural Shores - To combat the excessive migration out of Deoria, Rural Shores was established through the partnership between Rahul Mani Tripathi, a Deoria serial entrepreneur, and the Indian company Rural Shores. It aims to integrate the youth of Deoria into the knowledge economy by providing them the training and employment in the Deoria Call Centre.

4. Apparel Cluster - JEC-P is collaborating with the local apparel entrepreneurs in Deoria and Kushinagar to develop an apparel cluster creating quality products.

5. Internet Saathi - A digital literacy program run by Jagriti in partnership with Google and Tata Trust, it enabled 2300 Saathis (teachers) with devices to train eighteen lakh women across seven districts around Deoria. This wonder project is now moving to the next stage with Udyam Sakhi, a project where digital livelihoods and jobs will be created for women.

1. Jagriti Incubates

2. Jagriti Yatra

3. Jagriti Network

4. Jagriti Yellow

5. Jagriti Digital Yatra
2021 Flag Off

24th December 2021 was a turning day for all the yatris who had joined for the very first time. The founder of Jagriti Yatra, Mr. Shashank Mani shared his experience & vision, and lit urja in every yatri. The USA board member, Mr. Sunil shared how they saw this crisis time as an opportunity and were surprised to see the power of digitizing the Yatra. He mentioned that if we don't try to do something new then we will always be stuck with the same old results. The chairman of Jagriti Yatra, Mr. Sharat also had the same views. He emphasized taking up entrepreneurship rather than seeking jobs and working under someone else.

The founders of Naukri.com & Mother-Son were invited as guests of honour to share their useful insights on failure-success & entrepreneurship. Mr. Sanjeev Bikhchandani shared that entrepreneurs should have many qualities, with 3 on priority:
1. Being a persistent and resilient person. This will help you to never give up on your goals.
2. You must focus on your potential customers and be proactive to understand the customers’ needs.
3. Create trust and keep it going.

Mr. Vivek Chaand Sehgal (Co-founder & Chairman of Mother-Son group) narrated his entrepreneurial journey in partnership with his mother and not continuing his mundane nine to five job. His experienced voice was strong when he shared the thought behind his company’s working:
1. Lead life with you passion and not get distracted by societal pressures.
2. "One can create anything that is required, just haven’t started yet", i.e, positive thinking.
3. Bringing out the best outcomes from the average crowd and not focusing on investing in highly skilled people from big institutions.
4. Last but not the least, get inspired by Rabindra Nath Tagore’s "Ekla Cholo Re", believe in your dreams, in yourself and people with whom you work and share the same passion.

The end message that they both gave was to dream big but start small and be the changemakers.
Inspiration

Bargad Kriya: Keeping our roots strong

The 7:30 am sessions (soon after the 7 am wake up calls) with Brijesh prepared Yatris for a hectic day ahead and helped them avoid feeling overwhelmed by the large amount of information. For this, he spoke about calming techniques of the Bargad Kriya, and the below seven aspects of Bargad Kriya - each with a focus on self.

1. Swaasth or Health
2. Shaanti or Silence
3. Sakaratmak Soch or Positive mindset
4. Sthaan or Place
5. Shravan or Deep Listening
6. Sakriya Nirmaan or Building a positive bias
7. Sadbhav or Harmony

Using these pointers, Brijesh inspired everyone to look after the body and soul through daily exercises for physical fitness and mental & spiritual well-being, emphasizing on the importance of silence to connect with the inner self and of staying positive even in adversity. Yatris were encouraged to focus on their physical space, and practice the techniques to listen attentively for better learning and co-creation. His positive thoughts helped Yatris prepare better for the program and helped create a more harmonious environment with peers particularly through the rigorous Biz Gyan Tree (BGT) exercise.
Panchtatva of StartUps:

We all hear about what an entrepreneur should do and what all qualities they should have. Is a winning idea promising enough to have a successful startup? Mr. Vinay Kanchan figured out 5 elements of StartUp that have to be kept in mind by entrepreneurs.

SAVEK was 5 letter word that we figured during his 5 days session where each letter had its significance and meaning relevant to the Startup.

Swadharma (S): We all have a mission on this earth. Our life has a meaning. We need to find out what is our duty and stay true to it. It must reflect in our startup too.

Atithi (A): We must consider our customers/consumers/buyers, etc. equivalent to God and treat them with the same value, respect, and devotion.

Vyavahar (V): How do our thoughts lead to innovation? Our behavior of taking action to help and restore peace by giving a solution plays an important role.

Ekavaya (E): Every entrepreneur should be like Ekavaya and learn new things with/without any guidance to make their startup successful. There are no constraints when it comes to learning. Constraints come when we put hurdles in our minds.

Katha (K): Stories are a great way not only to express emotions but also to learn. Different religions, cultures, and countries use stories to enrich their history. We must learn from failures and successes of our past and accordingly innovate for the present.

What does Savek mean? Mr. Kanchan also quoted that "we need to shift our perspective from time to time and must think out of the box". SAVEK = SEVAK (server). Become the server of good not only by your business but also from the heart. Understand your responsibility towards your nation, family, and your customers. Be unique and broaden your perspective.

斯塔टअप का पंचतत्त्व:

हम सभी सुनते हैं कि एक उद्यमी को क्या करना चाहिए उनमें क्या गुण होने चाहिए. क्या एक विज्ञापन का एक साक्षर तारा अप के लिए प्रवाहित है? श्री. किशन केलन ने स्टार्टअप के 5 तत्त्व का पता लगाया जिन्हें उद्यमियों द्वारा ध्यान में रखा जाना चाहिए।

SAVEK 5 अक्षर शब्द था जिसे हमने उसके 5 दिनों के सत्र के दौरान खोजा था जहाँ प्रयोक्त अक्षर का महत्व और अर्थ स्टार्टअप के लिए प्रामाण्यता था।

● स्वदेश (S): हम सब इस पृथ्वी पर एक मिशन पर हैं। हमारे जीवन का एक अर्थ है। हमें यह जानने की जरूरत है कि हमारी कर्त्तव्य भाषा है और इसके प्रकार हम सच्चा रहना चाहिए। यह हमारे स्टार्टअप में भी परिशिष्टित होना चाहिए।

● अतिथि (A): हमें अपने ग्राहकों/उपभोक्ताओं/खरीदारों आदि को भावना के बराबर मानना चाहिए और उनके साथ उसी मूल्य, समानता और भक्ति के साथ व्यवहार करना चाहिए।

● व्यवहार (V): हमारे विचार कैसे नवाचार की ओर ले जाते हैं? समाधान देखकर शांति कायम करने और मदद के लिए कार्यवाही करने का हमारा व्यवहार एक महत्वपूर्ण भूमिका निभाता है।

● एकालय (E): हर उद्यमी एकालय की तरह होना चाहिए और अपने स्टार्टअप को सफल बनाने के लिए विना किसी मार्गदर्शन के नहीं चीजें सीखना चाहिए। जब सीखने का बात आती है तो कोई बाधा नहीं होती है। बाधायें तब आती हैं जब हम अपने मन में बाधा डालते हैं।

● कथा (K): कहानियां ने केवल माननीयों को व्यक्त करने बरकर सीखने का एक शानदार तरीका है। विशेष धर्म, संस्कृति और देश अपने इतिहास को समूद्र करने के लिए कहानियों का उपयोग करते हैं। हमें अपने अभिनव की विकल्पात्मक और सफलताओं से सीखना चाहिए और तदनुसार वर्तमान के लिए नवाचार करना चाहिए।

Savek का मतलब है? श्री कंचन ने यह भी उद्देश्य किया कि "हमें समय-समय पर अपने परिचय को चेहरात ठहरना चाहिए है और बॉक्स से बाहर सीखना चाहिए।": SAVEK = SEVAK (सेवक)। न केवल आपके व्यवसाय से, बल्कि दिन के साथ भी अच्छे सेवक बने। अपने राष्ट्र, परिवार और अपने ग्राहकों के प्रति अपनी जिम्मेदारी समझें। अद्वितीय बनें और अपने दृष्टिकोण को व्यापक बनाएं।
Sone ki Chidiya

Mr. Mahesh Jadhav from Houston, Texas took the Sone ki Chidiya morning sessions where he inspired the yatris by connecting the rich history of India with the current times. He challenged everyone to think about ways of using this knowledge in our enterprising endeavours so that India could regain its status of ‘Sone ki Chidiya’. The sessions were made up of interesting revelations of Indian history, often connected with American, Roman and Egyptian histories, followed by a quiz at the end to test the yatris’ knowledge and understanding. There were six sessions in total and covered the following major ideas:

1. Global Demand for Indian products 2000 years ago, explained through the ivory statue of Goddess Lakshmi found in Pompeii, Italy in 1938.
2. The importance of rural Enterprise, famous ports and cities of ancient India, described by the trading routes of India with Romans and Egyptians more than 2000 years ago beginning at the port Barygaza, the modern-day Bharuch.
3. Understanding foreign markets and competition for success in the global markets was emphasized by the story of 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.
4. The idea that a fast-follower strategy of product improvisation is better than invention was explained by the rocket technology which the British learnt from Tipu Sultan’s army.
5. World-class winners ask the right questions and fail-fast to achieve greatness. This was explained by quizzing the yatris on Dr. C.V Raman’s research on Indian percussion instruments, especially Midangam and Tabla, which he believed were superior to western drums because of their unique shape and sound.
6. Branding and Film Promotion by the French Jewellers and India’s royal heritage. This session discussed the $150 Million necklace worn by Anne Hathaway in the movie “Oceans 8” was made by Cartier, a French luxury jeweler which was a replica of the original necklace that Jacques Cartier had specially designed and made for the Maharaja of Nawanagar.
Swamiji’s mission was to raise the consciousness of Indians. Serving others is a good deed, and hurting others is a sin. He said that Dhruvam. Paropakarah punyaya papaya parapeedanam’, without sin, quoting Vyasa as ‘’Sarva Shastra Puranesu Vyasaasya Vachanam Dhruvam. Paropakah punyaya papaya parapeedanam’, 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.

He quoted many interesting thoughts and anecdotes from Swamiji’s life, including one letter which Swami Vivekananda wrote to his brother disciple, in March 1894, where he revisited the time when he was in Kanyakumari and saw a new vision of India. Here he wrote that a country where millions of people live on the flowers of the mahua plant and so-called Brahmins sucked their blood, he questioned if that qualified the country as a hell, and a religion as the dance of the devil. He mentioned that his brother that there is one thing he wanted his brother to understand based on his travels all over India, which was whether there could be an effect without a cause and punishment without sin, quoting Vyasa as “Sarva Shastra Puranesu Vyasaasya Vachanam Dhruvam. Paropakah punyaya papaya parapeedanam’, 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.

In a conversation with Mr. Shashank Mani, he compared the Jagriti Yatra to Swami Vivekananda’s life as a parivrajak. He went on to elucidate that the key themes of Jagriti Yatra deeply resonated with Swamiji’s own mission, with importance given to youth and women. Quoting Swami Vivekananda’s famous saying that playing football can get someone nearer to self-realization than reading the Gita, he explored another of Swami Vivekananda’s favourite statements from the Kathopanishad: ‘Uttisthata parivrajak Sarva Shastra Puraneshu Vyasasya Vachanam’, which means “Arise, awake, and stop not till the goal is reached”.

Institution building is very critical”, believes the director of the Indian Institute of Advanced Sciences, Makaranda Paranjape, who has authored the book ‘Swami Vivekananda: Hinduism and India’s Road to Modernity’. In a conversation with Mr. Shashank Mani, he compared the Jagriti Yatra to Swami Vivekananda’s life as a parivrajak. He went on to elucidate that the key themes of Jagriti Yatra deeply resonated with Swamiji’s own mission, with importance given to youth and women. Quoting Swami Vivekananda’s famous saying that playing football can get someone nearer to self-realization than reading the Gita, he explored another of Swami Vivekananda’s favourite statements from the Kathopanishad: ‘Uttisthata parivrajak Sarva Shastra Puraneshu Vyasasya Vachanam’, which means “Arise, awake, and stop not till the goal is reached”. He quoted many interesting thoughts and anecdotes from Swamiji’s life, including one letter which Swami Vivekananda wrote to his brother disciple, in March 1894, where he revisited the time when he was in Kanyakumari and saw a new vision of India. Here he wrote that a country where millions of people live on the flowers of the mahua plant and so-called Brahmins sucked their blood, he questioned if that qualified the country as a hell, and a religion as the dance of the devil. He mentioned that his brother that there is one thing he wanted his brother to understand based on his travels all over India, which was whether there could be an effect without a cause and punishment without sin, quoting Vyasa as “Sarva Shastra Puranesu Vyasaasya Vachanam Dhruvam. Paropakah punyaya papaya parapeedanam’, 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.

Institution building is very critical”, believes the director of the Indian Institute of Advanced Sciences, Makaranda Paranjape, who has authored the book ‘Swami Vivekananda: Hinduism and India’s Road to Modernity’. In a conversation with Mr. Shashank Mani, he compared the Jagriti Yatra to Swami Vivekananda’s life as a parivrajak. He went on to elucidate that the key themes of Jagriti Yatra deeply resonated with Swamiji’s own mission, with importance given to youth and women. Quoting Swami Vivekananda’s famous saying that playing football can get someone nearer to self-realization than reading the Gita, he explored another of Swami Vivekananda’s favourite statements from the Kathopanishad: ‘Uttisthata parivrajak Sarva Shastra Puraneshu Vyasasya Vachanam’, which means “Arise, awake, and stop not till the goal is reached”.

Institution building is very critical”, believes the director of the Indian Institute of Advanced Sciences, Makaranda Paranjape, who has authored the book ‘Swami Vivekananda: Hinduism and India’s Road to Modernity’. In a conversation with Mr. Shashank Mani, he compared the Jagriti Yatra to Swami Vivekananda’s life as a parivrajak. He went on to elucidate that the key themes of Jagriti Yatra deeply resonated with Swamiji’s own mission, with importance given to youth and women. Quoting Swami Vivekananda’s famous saying that playing football can get someone nearer to self-realization than reading the Gita, he explored another of Swami Vivekananda’s favourite statements from the Kathopanishad: ‘Uttisthata parivrajak Sarva Shastra Puraneshu Vyasasya Vachanam’, which means “Arise, awake, and stop not till the goal is reached”.

Institution building is very critical”, believes the director of the Indian Institute of Advanced Sciences, Makaranda Paranjape, who has authored the book ‘Swami Vivekananda: Hinduism and India’s Road to Modernity’. In a conversation with Mr. Shashank Mani, he compared the Jagriti Yatra to Swami Vivekananda’s life as a parivrajak. He went on to elucidate that the key themes of Jagriti Yatra deeply resonated with Swamiji’s own mission, with importance given to youth and women. Quoting Swami Vivekananda’s famous saying that playing football can get someone nearer to self-realization than reading the Gita, he explored another of Swami Vivekananda’s favourite statements from the Kathopanishad: ‘Uttisthata parivrajak Sarva Shastra Puraneshu Vyasasya Vachanam’, which means “Arise, awake, and stop not till the goal is reached”. He quoted many interesting thoughts and anecdotes from Swamiji’s life, including one letter which Swami Vivekananda wrote to his brother disciple, in March 1894, where he revisited the time when he was in Kanyakumari and saw a new vision of India. Here he wrote that a country where millions of people live on the flowers of the mahua plant and so-called Brahmins sucked their blood, he questioned if that qualified the country as a hell, and a religion as the dance of the devil. He mentioned that his brother that there is one thing he wanted his brother to understand based on his travels all over India, which was whether there could be an effect without a cause and punishment without sin, quoting Vyasa as “Sarva Shastra Puranesu Vyasaasya Vachanam Dhruvam. Paropakah punyaya papaya parapeedanam’, 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.
Today a food delivery service that functions without the use of technology is unimaginable. However, Mumbai’s Dabbawalas do just this while delivering 2 lakh home-cooked meals every day to people at work on time in under 4 hours, having shown uncompromising consistency for the past 130 years through an intricate yet tech-free system of about 2.4 million manual movements in transit to execute this mammoth task.

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 definitive solution for it, with the over 5000 people on the organization’s rolls, most without a formal education, using the famous local trains of Mumbai and bicycles over the last mile. A special alphanumeric coding system is used to identify the dabbas (tiffin boxes), which signals their location and the Dabbawala who would handle that delivery. Case studies by prestigious institutions like Harvard Business School have illustrated how efficient this system is, and it has received various certifications like the Six Sigma.
Aravind Eye Care, started in Madurai from the vision by G Venkataswamy 44 years ago of "eliminating needless blindness," has performed 4 million treatments and 4 lakh operations at a fraction of the cost elsewhere, providing free and subsidized eye care to 47% of patients through cross-subsidization - where the paying patients also pay for two free/ highly subsidized patients.

They have stood out for the value system it operates with while also having been dynamic to evolve with the times, demonstrated when they started manufacturing Intraocular lenses in-house to reduce costs of procuring them.

In his closing remarks, Dr Aravind, the nephew of G Venkataswamy and the current Director at Aravind Eye Care, asked all the Yatri’s to start with building something small and steady and not run behind volume and speed immediately, focusing instead 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, for it is this skepticism that keeps us rooted to our cause.
The World Bank said solar energy may not help the poor of India, but SELCO addressed this doubt by successfully adopting a business model that many countries are still trying to replicate.

Ramon Magsaysay awardee founder Harish Hande said that just by providing light, they are trying to build a nurturing ecosystem for underserved communities, prompting that light could be a currency for change. With a belief that an enterprise is as much a part of society as the society is a part of enterprise, his message was that good finance in the not-for-profit sector 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 added that too much centralization leads to killing of aspirations of millions, and suggested that a democratic ecosystem be created using sustainable energy to decentralize everything else so that kids in rural areas get the same opportunity as those in urban areas? SELCO was built on the premise of decentralizing services to remove poverty and democratize thought processes, promoting entrepreneurs and innovators from non-inclusive classes.

डुनिया को रोशन करना: सेल्को

विश्व बैंक ने कहा कि सौर ऊर्जा भारत के गरीबों की मदद नहीं कर सकती है. लेकिन सेल्को ने एक व्यक्तिगत मॉडल को सफलतापूर्वक अपनाकर इस संदेह को संबोधित किया जिसे कई देश अभी भी दोहराने की कोशिश कर रहे हैं। रेमन मैसेसे पुरस्कार विजेता संस्थापक हरीश हांडे ने कहा कि सर्फ प्रकाश प्रदान करके, वे विद्युत समुदायों के लिए एक पोषण पारिस्थितिक तंत्र बनाने की कोशिश कर रहे हैं, जिससे कि प्रकाश परिवर्तन के लिए एक मुद्रा हो सकता है।

इस विश्वास के साथ कि एक उद्यम समाज का उत्तर ही हिस्सा है जितना समाज, उद्यम का एक हिस्सा है, उनका संदेश यह था कि गैर-लाभकारी क्षेत्र में अच्छा वित्त वातस्लेन में लाभ संपादन के जैसा ही परिणाम प्राप्त कर सकता है - जब तक आप गरीबों को सेवाओं बेचते हैं तो पूरा पारिस्थितिक तंत्र सही है।

उन्होंने कहा कि बहुत अधिक क्षेत्रीयकरण से लाखों लोगों की आकांक्षाओं की हत्या होती है, और सुझाव दिया कि एक लोकतांत्रिक पारिस्थितिक तंत्र का निर्माण रिक्त ऊर्जा का उपयोग करके किया जाना चाहिए ताकि ग्रामीण क्षेत्रों में बच्चों की शारीरिक क्षेत्रों में समान अवसर निम्न रहें। सेल्को गरीबों को देखने और विचार प्रक्रियाओं को लोकतांत्रिक करने, उद्यमियों और गैर-समृद्धि की वागनों को बढ़ावा देने के लिए सेवाओं के विकेंद्रीकरण के आधार पर बनाया गया था।
Exuding knowledge, experience, wisdom and a deep sense of nationalism, Dr. Chidambaram took everyone on a virtual journey to ISRO in Sriharikota where space dreams turn to reality. The session focused on the country's scientific temper and advancement in sustainable development and creating a knowledge economy.

Dr. Chidambaram enlightened yatris on the various ways space and nuclear technologies touch everyone’s lives, with communication satellite networks also making it possible to stay virtually connected during the ongoing pandemic and the applications of these technologies extending regularly in agriculture, disaster management, search & rescue operations, weather forecasting, diagnosis and treatment of cancer and several other diseases, etc.

According to Dr. Chidambaram, sustainable development should be defined 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 focused on the usage of the low carbon energy technologies.

Drawing examples from the lives of great leaders & thinkers, he emphasized the importance of self-belief, character, risk-taking, and passion for working to achieve dreams, also highlighting the importance of democratization of knowledge by making citizens of the country empowered. One of his most memorable observations was "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!"
Role Model Session 5

We become what we eat, that’s why sustainable farming – Ijaz
I will make India corruption-free – Aishwarya
My father is a superhero, I only want to help him - Shravani
A bowl of ‘Payasam’ is like a luxury for them – Leelavati
The numerous awards that now decorate the school office are a
testimony to this - Ismail Malik

These are a few of the many thought-provoking quotes by
students and teachers who have benefited from Akshaya
Patra’s mid-day meal program. Since the year 2000, Akshaya
Patra has focused its efforts on providing fresh & healthy meals
to school children every school day, manifesting the belief that
a full stomach allows the intellect to take big leaps. When
narrating Akshaya Patra’s progress, Shridhar Venkat, the CEO,
remarked, “We should deliver what is acceptable and palatable
to our beneficiaries.” He further stated that if he were to
categorize Akshaya Patra as a person, she’d have the mind of
a corporate and the heart of a non-profit.

With the foundation having used technology to serve a huge
number of hot & nutritious meals needed remotely across the
nation, the key reasons indicated for Akshaya Patra’s success
were the relentless focus on applying economical innovations
to scale up, and a denominator mentality and lateral hiring
mindset.
The 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, recounting how in 1971 he led a group of volunteers to start relief work for the people of cyclone ravaged Odisha. They continued to try to restore livelihoods by installing agricultural irrigation improvements and 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 assuring the participation of all community households for their projects.

Liby Johnson, CEO of Gram Vikas, said that over the years of working in rural Odisha they have realized how digital solutions are insufficient, with a requirement for actual solutions on the ground. He walked through all the work Gram Vikas has been doing, like in the 80s when they worked on biogas and later in the 90s on human waste management to prevent water-borne diseases, also describing how they partner with the rural population for inputs on current needs.
The Recycling Revolution: Goonj
When you want to start a revolution, start with enabling innovation through change-agents. Consumerism among urbanites leads to a lot of urban discard & waste, which when rightly used could become a gold mine to address several needs of the underprivileged population. Goonj has successfully created a circular economy in India, guaranteeing maximum reuse 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 inspiring talk with Yatris, which focused on a people-driven movement particularly for the service of millions who migrate in search of work and are able to accumulate almost nothing:

- We need to instill a behavioral change through the opportunities of giving something we don’t need anymore, which is not donation.
- Disasters are an opportunity to understand the needs of the community better and empower them to build better using local skills and materials.
- Labour, skills and wisdom are all currencies in their own way, and money is not the only one; the GDP for Goonj is Giving, Development and People.
- Clothes lend dignity more than just a protective cover, and it is time we change our lenses to value people for their worth and not their wardrobe.

Anshu Gupta

Delhi
Rural communities in India always faced the challenge of informal rules, poor access to high-quality institutions, and the elite setting up artificial blockades in the path of rural progress. Besides this, rural families also seemed unprepared to let female members travel far to build new skills, often spreading propaganda like that of women not returning to villages after getting trained on something new, which halted any progress women would seek.

A few women stood up to the propaganda however, with women from several villages in Bihar accepting the challenge and moving to Tilonia Rajasthan to upskill and turn entrepreneur, facing prejudices with an indomitable will and undying enthusiasm despite being mostly illiterate and with little certainty about their journey ahead. For what has literacy ever had anything to do with virtues like courage, truth and wisdom?

In six months, these women became Barefoot Solar Engineers and headed back home with an aim of eliminating darkness from their villages while courageously breaking the glass walls of patriarchy. They set up workshops to help hundreds of villagers each, earning recognition & respect & self-confidence, and smiling with content whenever others referred to them as ‘Engineer Sahibs.’

For 40 years, Barefoot College has shown the power and impact of demystifying modern technologies into rural settings, focusing on improving the basic quality of life through 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). The Barefoot Approach has spread to 93 countries over the past five years. And if there is one thing that Barefoot College has taught the world, it is the power of learning by doing.

Role Model Session 8

Bunker Roy

Meagan Fallone

Tilonia
Role Model Session 9

Jayeshbhai Patel
Holding the Gandhian torch high

The last digital stop took us to Sabarmati Ashram Ahmedabad, from where the journey to build India was begun by the Father of our Nation - fondly known as Bapu and known globally as Mahatma Gandhi. The session featured the changemaker Jayeshbhai Patel who was born and brought up at the Gandhi Ashram, and is the son of Ishwar Patel who revolutionized sanitation in India by building 400 thousand toilets for impoverished communities.

Jayeshbhai educated people in rural areas about various aspects and the necessity of sanitation in India, further expanding to sectors like education, nutrition, women empowerment and employment to bring a holistic change in people's lives. Talking about his involvement in Harijan Sevak Sangh, Harijan Ashram Trust, Safai Vidyalaya and Manav Sadhna Sansthan, he commented that poverty is a vicious circle with filth at its focal point, and the task of cleaning therefore is a revolutionary one.

Jayeshbhai shared his views on how 'awakening' and 'knowledge' adds 'quality' to every action we perform in our day to day life, directing Yatris to build resolve and dedication so all work can evolve into sadhana (realization). He also emphasized on looking within to focusing on what is right rather than who is right, signing off by reinforcing that life is so beautiful and we all are blessed.
A dynamic & visionary social entrepreneur and founder of Rural Relations, Mr. Pradeep Lokhande the Library Man of India. Promoting the use of Information Technology in Rural areas, he started several impactful 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 transform the lives of many.

Addressing the yatris over Zoom did not dampen Mr. Lokhande’s exuberance, with his brief talk lending an optimistic picture of rural India and highlighting facts and statistics that showed the possibilities and potential of rural landscape. E.g.

There are 748 districts in India, with 65 lakh outlets in rural India. With Rs. 34,000 Cr being spent by CSR to build infrastructure in rural India, 5 lakh villages have all-season roads and 6 lakh villages have electricity today. India now has the largest elementary education system in the world, with 8.5 lakh women council members today having the opportunity to become a village sarpanch.

Mr. Lokhande shared his thoughts on becoming a successful entrepreneur, pivoting on being accountable & answerable, and following up to address feedback. He also highlights the criticality of focusing on the real needs of people and not the perceived demand.
Dr Vikram Sampath is a Bangalore-based historian who has authored six critically-acclaimed non-fiction books. His two-volume biography on Veer Savarkar has been the National Bestseller. A Fellow of the Royal Historical Society, an Eisenhower and Aspen Global Fellow and a Senior Research Fellow at NMML, Dr Sampath is the recipient of several awards such as the Sahitya Akademi’s first Yuva Puraskar for English literature and the ARSC Award for Excellence in Historical Research in Music.

Working in various corporate houses, it was serendipity that drew him towards history. He recalls how a very famous serial on Doordarshan - ‘Sword of Tipu Sultan’ by Sanjay Khan piqued his interest. It was on an impulse that Vikram decided to seek out the truth behind the Wodeyar history. His passion and fascination towards research continued for ten years which resulted in the creation of his first book ‘The Splendors of Royal Mysore - The Untold Story of Wodeyar’.

He is very passionate about changing the historical narrative from the western perspective to regional history. He explains how we Indians have unfortunately not reclaimed our past like we should have even after 75 years of independence. We have adhered faithfully to our colonial masters and there has been a derecognition of India’s traditional ways of looking at the past, feeling a constant sense of apologia, not having basic pride about our own nation and its diverse culture and civilization.

His charismatic persona encourages historians and authors to write more about regional history, publish various books in a year rather than having one book in four years.
Innovations

Urbanisation

Healthcare System

Apparel & Handicraft

Digital Media

Women in Enterprise

Agro Processing

Nation Building
Being passionate nation builders, the panelists engaged in the discussion with the esteemed guest - Dr. Nagendra, on Swami Vivekananda and the significance of his teachings to build a nation. Contemplating over the powerful currents of the West in shaping the current landscape of India, Dr. Nagendra stressed that “India can become a superpower only when it goes back to its roots.” Emphasizing the role of education in nation-building, he said our education system should not just be the bread-earning system, but rather a man-making system. Reiterating Swamiji’s vision, Dr. Nagendra stated yoga, renunciation, service, prema bhava, dana, daya, dama; should be the building blocks of our education system.

Skeptical about the West adopting Indian elements like Yoga and marketing back to India, Mr. Shashank sought Dr. Nagendra’s views on this. Acknowledging how the West is adopting Yoga, Dr. Nagendra stressed on the need for the creation of a Yoga Certification Board and a standardized system to curb the unauthorized marketing of Yoga.

Recognising the role of yoga, all the panelists shared the view of incorporating it in the academic circle from the primary education itself. Concluding the talk, the panelists resolved to “Combine the best of the West to the best of the East” as the foundation of nation-building.
The panel packed with the healthcare representatives from various healthcare sectors carried out a joint discussion beginning with the stark statistical data of the NFHS-5 survey findings regarding stunting and nutrition.

The panellists provided insightful thoughts regarding the healthcare system and its current condition and touched upon the inadequacy that our healthcare system suffered at the hands of the COVID pandemic owing to the lack of trained personnel. Access, Affordability and Affordability were pointed out as key areas India needs to focus on.

Key takeaways:
- The younger generation is seeing increased participation in healthcare
- There is a need to encourage the involvement of women in the healthcare
- Preventive health and medication is important to segregate
- There is huge room to leverage the use of technology in healthcare
- There’s a need to cross-pollinate between healthcare and other sectors with the help of institutes and organizations

The panellists believed that the healthcare sector is going to grow and gain even more importance in the coming years, particularly given the pandemic has opened many more avenues of research and development, reiterating that leveraging technology and emphasizing on the first level of healthcare is critical for the way ahead.
The discussion delved into the panelists’ major turning points in life, which made their journey exceptional and inspiring. They all are young and talented but to follow their dreams, they quit their full-time jobs in order to solve some real lifestyle issues and also trying to bring back traditions through Digital medium.

Advice from the panelists:

- **Mahesh Raghvan:** “Always Discover your potential and practice to reach out to it. Keep working on your art and your product and eventually you will reach a stage where you can showcase it to so many people and they will relate to it.”

- **Raghav Gupta:** “Always challenge the status quo and cross the mental barriers because the more you challenge yourself the more you’ll grow in your personal and professional life.”

- **Dr. Anirudha Joshi:** “Peace of mind is important. As you always face hardships in your daily life, it is very important to find something which gives you joy and take out at least 1 hour for yourself and this will help you in the long run.”

- **Sandeep Ranade:** “Every decision you make for your startup and product always keep asking yourself what is the original intention that I started this? And is it still true to that intention?”

- **Moderator: Sunil Pangarkar**

Panelists: Raghav Gupta (Co-founder of Nymble, robo-chef company), Dr. Anirudha Joshi (Founder and CEO, Atreya Innovations Pvt. Ltd.), Sandeep Ranade (Indian Classical Singer, won Apple Design Award for his app NaadSadhana), Mahesh Raghvan (Music fusion artist)

Moderator: Sunil Pangarkar

The discussion delved into the panelists’ major turning points in life, which made their journey exceptional and inspiring. They all are young and talented but to follow their dreams, they quit their full-time jobs in order to solve some real lifestyle issues and also trying to bring back traditions through Digital medium.

Advice from the panelists:

- **Mahesh Raghvan:** “Always Discover your potential and practice to reach out to it. Keep working on your art and your product and eventually you will reach a stage where you can showcase it to so many people and they will relate to it.”

- **Raghav Gupta:** “Always challenge the status quo and cross the mental barriers because the more you challenge yourself the more you’ll grow in your personal and professional life.”

- **Dr. Anirudha Joshi:** “Peace of mind is important. As you always face hardships in your daily life, it is very important to find something which gives you joy and take out at least 1 hour for yourself and this will help you in the long run.”

- **Sandeep Ranade:** “Every decision you make for your startup and product always keep asking yourself what is the original intention that I started this? And is it still true to that intention?”

- **Moderator: Sunil Pangarkar**
Women In Enterprise
Within The Indian Context

Panelists: Madhura Dasgupta Sinha (Founder & CEO, Aspire for Her Foundation), Mandeep Kaur Tangra (Founder of SimbaQuartz, SimbaCourse, SimbaHire), Dheeraj Bhojwani (CEO at AIC, GUSEC Foundation)

Moderator: Ms Rajshri Sai

Theme: “Entrepreneur naari, sab pe bhaari.” The cold December afternoon in Vizag, though uncanny in many ways, was noteworthy for two reasons. One, a Kannada folk song—an ode to transcending linguistic barriers had set the mood for the day—and two—a riveting panel discussion on women entrepreneurs; an ode to women successfully transcending business boundaries had yatris brimming with hope.

Over the last decade, India has seen a substantial increase in women-run small businesses. Despite having entrepreneurial ambitions, many women find it difficult to succeed. The panel examined the root cause behind the challenges faced by women while accessing markets and funding. It also answered questions on finding a compatible co-founder, beating the odds, and identifying startup-friendly resources. Mandeep highlighted organically grown startups, the importance of starting small and being self-reliant, speaking at length about her company’s vision of changing lives, being positive, and the need to practice patience while letting an idea mature in its own time. Dheeraj threw light on the gender bias in the entrepreneurship ecosystem and the role of companies in supporting women entrepreneurs, urging women to let go of conservative thoughts and stereotypes and embrace support groups. Madhura’s talk of “if she can see it, she can be it” resonated strongly with all; she also commented on befriending technology to run a successful business, creating supportive communities and the lack of women in STEM.

The comment section was unlike any other and importantly saw men actively talking about women-centric issues and gender sensitization.

Panel Discussion

Women In Enterprise
Within The Indian Context

Panelists: Madhura Dasgupta Sinha (Founder & CEO, Aspire for Her Foundation), Mandeep Kaur Tangra (Founder of SimbaQuartz, SimbaCourse, SimbaHire), Dheeraj Bhojwani (CEO at AIC, GUSEC Foundation)

Moderator: Ms Rajshri Sai

Theme: “Entrepreneur naari, sab pe bhaari.” The cold December afternoon in Vizag, though uncanny in many ways, was noteworthy for two reasons. One, a Kannada folk song—an ode to transcending linguistic barriers had set the mood for the day—and two—a riveting panel discussion on women entrepreneurs; an ode to women successfully transcending business boundaries had yatris brimming with hope.

Over the last decade, India has seen a substantial increase in women-run small businesses. Despite having entrepreneurial ambitions, many women find it difficult to succeed. The panel examined the root cause behind the challenges faced by women while accessing markets and funding. It also answered questions on finding a compatible co-founder, beating the odds, and identifying startup-friendly resources. Mandeep highlighted organically grown startups, the importance of starting small and being self-reliant, speaking at length about her company’s vision of changing lives, being positive, and the need to practice patience while letting an idea mature in its own time. Dheeraj threw light on the gender bias in the entrepreneurship ecosystem and the role of companies in supporting women entrepreneurs, urging women to let go of conservative thoughts and stereotypes and embrace support groups. Madhura’s talk of “if she can see it, she can be it” resonated strongly with all; she also commented on befriending technology to run a successful business, creating supportive communities and the lack of women in STEM.

The comment section was unlike any other and importantly saw men actively talking about women-centric issues and gender sensitization.

Women In Enterprise
Within The Indian Context

Panelists: Madhura Dasgupta Sinha (Founder & CEO, Aspire for Her Foundation), Mandeep Kaur Tangra (Founder of SimbaQuartz, SimbaCourse, SimbaHire), Dheeraj Bhojwani (CEO at AIC, GUSEC Foundation)

Moderator: Ms Rajshri Sai

Theme: “Entrepreneur naari, sab pe bhaari.” The cold December afternoon in Vizag, though uncanny in many ways, was noteworthy for two reasons. One, a Kannada folk song—an ode to transcending linguistic barriers had set the mood for the day—and two—a riveting panel discussion on women entrepreneurs; an ode to women successfully transcending business boundaries had yatris brimming with hope.

Over the last decade, India has seen a substantial increase in women-run small businesses. Despite having entrepreneurial ambitions, many women find it difficult to succeed. The panel examined the root cause behind the challenges faced by women while accessing markets and funding. It also answered questions on finding a compatible co-founder, beating the odds, and identifying startup-friendly resources. Mandeep highlighted organically grown startups, the importance of starting small and being self-reliant, speaking at length about her company’s vision of changing lives, being positive, and the need to practice patience while letting an idea mature in its own time. Dheeraj threw light on the gender bias in the entrepreneurship ecosystem and the role of companies in supporting women entrepreneurs, urging women to let go of conservative thoughts and stereotypes and embrace support groups. Madhura’s talk of “if she can see it, she can be it” resonated strongly with all; she also commented on befriending technology to run a successful business, creating supportive communities and the lack of women in STEM.

The comment section was unlike any other and importantly saw men actively talking about women-centric issues and gender sensitization.

Women In Enterprise
Within The Indian Context

Panelists: Madhura Dasgupta Sinha (Founder & CEO, Aspire for Her Foundation), Mandeep Kaur Tangra (Founder of SimbaQuartz, SimbaCourse, SimbaHire), Dheeraj Bhojwani (CEO at AIC, GUSEC Foundation)

Moderator: Ms Rajshri Sai

Theme: “Entrepreneur naari, sab pe bhaari.” The cold December afternoon in Vizag, though uncanny in many ways, was noteworthy for two reasons. One, a Kannada folk song—an ode to transcending linguistic barriers had set the mood for the day—and two—a riveting panel discussion on women entrepreneurs; an ode to women successfully transcending business boundaries had yatris brimming with hope.

Over the last decade, India has seen a substantial increase in women-run small businesses. Despite having entrepreneurial ambitions, many women find it difficult to succeed. The panel examined the root cause behind the challenges faced by women while accessing markets and funding. It also answered questions on finding a compatible co-founder, beating the odds, and identifying startup-friendly resources. Mandeep highlighted organically grown startups, the importance of starting small and being self-reliant, speaking at length about her company’s vision of changing lives, being positive, and the need to practice patience while letting an idea mature in its own time. Dheeraj threw light on the gender bias in the entrepreneurship ecosystem and the role of companies in supporting women entrepreneurs, urging women to let go of conservative thoughts and stereotypes and embrace support groups. Madhura’s talk of “if she can see it, she can be it” resonated strongly with all; she also commented on befriending technology to run a successful business, creating supportive communities and the lack of women in STEM.

The comment section was unlike any other and importantly saw men actively talking about women-centric issues and gender sensitization.

Women In Enterprise
Within The Indian Context

Panelists: Madhura Dasgupta Sinha (Founder & CEO, Aspire for Her Foundation), Mandeep Kaur Tangra (Founder of SimbaQuartz, SimbaCourse, SimbaHire), Dheeraj Bhojwani (CEO at AIC, GUSEC Foundation)

Moderator: Ms Rajshri Sai

Theme: “Entrepreneur naari, sab pe bhaari.” The cold December afternoon in Vizag, though uncanny in many ways, was noteworthy for two reasons. One, a Kannada folk song—an ode to transcending linguistic barriers had set the mood for the day—and two—a riveting panel discussion on women entrepreneurs; an ode to women successfully transcending business boundaries had yatris brimming with hope.

Over the last decade, India has seen a substantial increase in women-run small businesses. Despite having entrepreneurial ambitions, many women find it difficult to succeed. The panel examined the root cause behind the challenges faced by women while accessing markets and funding. It also answered questions on finding a compatible co-founder, beating the odds, and identifying startup-friendly resources. Mandeep highlighted organically grown startups, the importance of starting small and being self-reliant, speaking at length about her company’s vision of changing lives, being positive, and the need to practice patience while letting an idea mature in its own time. Dheeraj threw light on the gender bias in the entrepreneurship ecosystem and the role of companies in supporting women entrepreneurs, urging women to let go of conservative thoughts and stereotypes and embrace support groups. Madhura’s talk of “if she can see it, she can be it” resonated strongly with all; she also commented on befriending technology to run a successful business, creating supportive communities and the lack of women in STEM.

The comment section was unlike any other and importantly saw men actively talking about women-centric issues and gender sensitization.
Kick starting the discussion, Mayank Jain opened the session with his introduction and agenda. Ruchi started with elaborating on the challenges in Agro processing, focusing on product selection, market development, and USP & IP creation. Bryan then lent a brief insight into Marketing, consulting and market linkage, adding that solutions should be holistic for real benefits to farmers. Satyam spoke about how he started his journey, and presented key problems in detail across market development, storage, procurement, finance and supply chain. Naga then related a story of Processing is a food chain network where he talked about Kisan Mitra, a platform launched during Covid, describing how it should improve the life of farmers with technology and introducing the M.S. Swaminathan formula to calculate the price of cost of production.
The Urbanisation of Middle India
Opportunities, Problems and Challenges

Panelists: Almitra Patel (Indian environmental policy advocate and anti-pollution activist), Shailesh Pathak (Ex-IAS, CEO of L&T IDPL), Trupti Doshi (Sustainable architect)
Moderator: Manish Agarwal

Almitra Patel urged everyone to read the MSWM rules 2016. The document states the duties of citizens regarding waste management. Key insights included avoiding dumping grounds, how loans to builders should be sanctioned only after they clear tax arrears, and why solving urban problems is a matter of behaviour change.

Mr. Pathak emphasized that the municipalities play a key role in shaping employment, housing, and urban transport. He added that taxes are shared equally among the municipality, the state, and the central government, and that municipalities should levy taxes for public amenities like water, roads. Income-generating municipalities will help develop resilient cities by easing borrowing loans. He suggested that switching to EVs by raising funds through climate finance can help solve the air pollution problem.

Architect Trupti Doshi critiques developing smart towns and villages to encourage reverse migration. She shared five principles that every house owner should consider while erecting a new structure, focusing on natural ventilation, rainwater harvesting and growing organic farms within houses, insisting how our physical infrastructure should complement the environment. Planning should be responsible, community-based, and humane.

Mr. Manish concluded by emphasizing creating a competitive spirit within the public to make SBM a success.
Panelists: Shilpi Sharma (Co-founder of Jaypore.com), Kirti Poonia (Co-Founder of Relove, Ex-CEO of Okhai), Ami Shroff (Managing Trustee of Shrujan), Dipali Patwa (Group Head Of Brand & Community at Fabindia Overseas Pvt Ltd)

Moderator: Shivangini

The discussion focused on the potential of the handicraft and apparels sector to build India, the road ahead, and emphasized the need for creating India as the hub of the 'craft industry'. With the panelists' shared mindset on entrepreneurship in the sector, training artisans to adapt to market trends was clearly a need of the hour. Further, there was a stress on the use of AI in predicting market demands and integrating it with developing new designs and ideas.

Key takeaways:
- Setting realistic goals.
- Considering consumer needs as the core of any sustainable business.
- Reinvention-Reimagination-Collaboration with smart use of technology.
- Connecting all dots via community, craft and conscious consumerism.
- Ensuring the social comfort of artisans.

Concluding the conversation, the panelists highlighted the role of women of marginalized communities in nation-building, with the apparel & handicraft industry bringing them to the forefront of economic growth.

Parichay aur HastaShilp

पैनल: शिल्पी शर्मा (Jaypore.com की सह-संस्थापक), कीर्ति पूनिया (री-लव की सह-संस्थापक, उद्योग की पूर्व सीई ओखाई), अमी श्रोफ (श्रुजन की प्रबंध दरबार), दीपाली पटवा (श्रुजन और समुदाय की समुह प्रमुख) इंडिया ओवरसीज प्राइडेट टिमिटेड

मॉडरेटर: शिवांगिनी

इस चर्चा में भारत के निर्माण के लिए हस्तशिल्प और परिधान क्षेत्र की क्षमता पर ध्यान केंद्रित किया गया, और भारत को 'शिल्प उद्योग' के केंद्र के रूप में बनने की आवश्यकता पर जोर दिया गया। पैनलिस्टों के अनुसार इस क्षेत्र में उद्योगिता पर सहाय मानसिकता के साथ, कारीगरों को बाजार के शक्ति के अनुकूल बनाने के लिए प्रशिक्षित करना स्थायी रूप से समय की आवश्यकता थी। इसके अलावा, बाजार की मांगों की भविष्यवाणी करने और नए दिजाइन और विचारों को विकसित करने के साथ इस ऐप करने में एआई के उपयोग पर जोर था।

सारांश:
- यथार्थवादी नक्शा निर्माण करना।
- उपभोक्ता की जरूरतों को किसी भी स्थायी व्यवसाय के मूल के रूप में देखना।
- पुनर्नवीनीकरण-पुनर्निर्माण-सहयोग के साथ कीर्ति पूनीया का स्थायी उपयोग।
- समुदाय, शिल्प और सचेत उपभोक्तावाद के माध्यम से सभी बिंदुओं को जोड़ना।
- कारीगरों की सामाजिक सुविधा सुनिश्चित करना।

बातचीत का समापन करते हुए, पैनलिस्टों ने राष्ट्र निर्माण में वृद्धि समुदायों की महिलाओं की भूमिका पर प्रकाश डाला, जिसमें परिधान और हस्तशिल्प उद्योग उन्हें आधिकारिक विकास में सबसे आगे आए ले जाए।
Like a coin, life also has two sides. There are times when you feel low or the happiest but one thing that remains constant is we keep on living life. The Lifeline exercise's goal was to reflect and mark the significant events, bad or good, which evolved across our lives. Reflection was stated as important as it helps realize where and how far we have come facing all the challenges, and also helps us jot down what we have achieved so far and be grateful for it. This exercise was a great way of expressing oneself in the shortest time, and also made it possible to be transparent to others.

Eg. A Yatri named Tammanna, represented her lifeline exercise and shared the experience she has gone through. She mentioned: "My life has been a ball of confusion, but I guess that is what makes it beautiful. I never had a particular goal in my life and now it is the same too, but I always make sure that I learn. I might not always reflect but today I had a chance and I am proud of myself for making it till now. We should all be."
Design Thinking

The head of design at Digital Impact Square, Ms. Rita Mehrishi led an interactive discourse on convergent and divergent cycles where she made it clear that design thinking wasn’t exclusive to designers. All entrepreneurs, leaders and aspiring change-makers needed to inculcate the iterative process of knowing the user/client and figuring out innovative, creative ways to solve their problems. The design school approach — empathize, define, ideate, prototype and test, which is at the forefront of applying and teaching design thinking, was taught by asking actionable questions online and visualizing ideas. The biggest takeaway was the ability to discern the right need in a problem statement.

Business Model Canvas (BMC)

Dr. Sachidananda Benegal

Business Model Canvas is an entrepreneurial tool that enables the planning team to describe, design, challenge, invent, and pivot a business model. In this season of JDY, we had Dr. Sachidananda Benegal who is an assistant professor from IIM Indore, to unfold the significance and role of model canvas in front of fellow yatris. He observed that ideas are not perfect at the onset, during conceptualisation, ideas are gray, non polished and non refined, and that we need to think of a business model canvas as a mission statement for the product roadmap.

He explained the importance of product design and packaging, continuing to elaborate on generating a venture idea and classifying demographic and psychographic segments. He also made it clear how a Business Model Canvas breaks a business model down into easily-understood segments such as: Key

Dr. Sachidananda Benegal

Business Model Canvas (BMC)
Partners, Activities and Resources, Unique Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams, showing how digging into these elements of the enterprise, one can recognize and act on areas that can be improved and articulate clear paths on which to build the organizational innovation strategy.

As it is very visual, the BMC appeals to many entrepreneurs and is a succinct tool for brainstorming and ideation. There are many models that describe how a business delivers a product or service to its customers. A BMC helps simplistically assess how a business model does this, encompassing nine components: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. Through this visualization, a BMC provides investors relevant information about the company at a glance, including insights into the workings of the company, particularly to judge if it’s a solid business model that leads to cash generation and future expansion.

**Essentials of Fundraising**

Fundraising is an indispensable phase that every startup goes through. It raises not only funds but also awareness to bring more volunteers to the cause. People who are willing to donate their time are as valuable as those willing to donate their money. So, it becomes quintessential for an entrepreneur to appreciate the importance of this aspect.

To understand the nuances of fundraising, Mr. Vijetha Shastry from TiE Bangalore shared his personal experiences and helped yatris understand the fundamentals of fundraising. He said that whether it’s a profit making business or an NGO, it is important to adopt Corporate Governance principles and have a due-diligence checklist from an independent auditor; these could cost good money, but are the right investments to make to have a check on the day-to-day business.

One of the most important takeaways from the session is that the customers’ money is greater than investors’ money for a business. While entrepreneurs talk about fundraising, it is critical to understand that returns on customers’ money make the greatest validation of a business model. Therefore, it is important to
focus on sales or other internal sources of revenue to become sustainable instead of relying on raising funds from investors.
At the end, he concluded the talk by introducing the types of funds available for Startups in India, including Debt Funding, Angel Networks, Government Grants (that need a shared vision), Crowdfunding, and VC/Private Equity at a later stage.

**Business Model & Organizational Structure**

Understanding the organizational structure of an enterprise allows an understanding of how decisions are made. It is also a powerful tool for executives to shape their organization toward desired goals and long-term objectives. For that sake, designing a proper organizational structure also allows the execution of an enterprise business model. Based on the organizational structure the company will also have a different shape.

In JDY 2021, Mr. Kshitij Lunkad who is a Company Secretary Professional and a Lawyer led the session. Explaining the types of business organizations, features, compliances, pros and cons associated with each of them, he answered all the queries of fellow yatris. Some important questions addressed in the session are as follows:

- Importance of selecting right business organization
- Forms of ownership and structure in each type
- Different types of organizations and relevant compliances
- Choosing the right type of organization for a particular purpose
- Introduction to social and economic enterprises

The presentation ended with detailed information on Society, Trust and Section-8 companies, which are the types of social enterprises.
Marketing and Value Proposition

Vikas Gurugunti, Board Member of Jagriti Yatra gave marketing mantras to the current yatris. Vikas said that a Marketing mindset encompasses ideas like bias towards action, radical collaboration, and craft clarity with focus on human values, experimentation and mindfulness. Such a mindset would enable marketers to reach the depths of any problem. Some key points included how any product, however great, needs to be marketed well. Marketing is a critical channel to selling, in turn making the enterprise sustainable and profit making. In modern times, marketing has become a complex and monotonous task, and has emerged as a new specialized activity along with production. Marketing has also played an important role in raising and maintaining the living standards of the community. Moving on to the key factors involved in the marketing process, Vikas spoke about Portfolio Analysis (new and current), diving into Market Penetration, Diversification, Target Market and Product Development and talking about Marketing Mix (4Ps): Product - creates value, Place - delivers value, Price – captures value and finally, Promotion – communicates the value. Vikas also explained the phases of marketing where one should define:

- Business Mission and Objectives in Phase-1,
- Conduct a situation analysis in Phase-2,
- Identify and Evaluate opportunities in Phase-3,
- Implementing Marketing Mix in Phase-4 and lastly,
- Evaluate performance using marketing metrics in Phase-5.

His parting remark was that time is the essence of Marketing – as the digital world has changed customers’ expectations drastically, to gain a competitive edge, marketers need to deliver results promptly.
Business Model Canvas & Biz Gyan Tree Competition

Innovation and wonder happen when people are driven together with a sole purpose of bringing a change in the world. Biz Gyan Tree was one such process that offered real-life experience of making an enterprise plan for Middle India while lending exposure to local entrepreneurs of Middle India for validation of ideas.

From laying the first stone towards understanding ground realities till strategizing the business model to be a successful venture, cohorts went through the entire gamut of exploring entrepreneurship. 33 groups were created based on areas of interest, with participants collaboratively conceptualizing and creating businesses plans to address social problem and implement solutions that are scalable and sustainable along one of the following sectors:

1. Agriculture and Agro-Business
2. Arts, Culture and Sports
3. Education
4. Energy and Climate
5. Finance
6. Healthcare
7. Manufacturing
8. Technology
9. Water and Sanitation
Every group was encouraged to discover business models for special and sustainable value proposition addressing the problems of Middle India. And a difficult week of endless discussions, brainstorming and debates about decrypting the issues of Middle India resulted in several innovative concepts & models to resolve some serious issues existing in rural areas. Despite technical issues, all teams successfully pitched their business ideas within a prescribed time limit after which the expert panel shared their feedback and suggestions. A brief of business models proposed are given as follows:

<table>
<thead>
<tr>
<th>Title</th>
<th>BGT idea in a nutshell</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agriculture and Agro-Business</strong></td>
<td></td>
</tr>
<tr>
<td>Sprouting Farms</td>
<td>Works with existing farmers at village-level to grow natural, chemical-free produce and make it available by using zero budget multi layered natural farming techniques.</td>
</tr>
<tr>
<td>Healthy Harvest</td>
<td>An enterprise addressing Soybean producing problems while giving multiple healthy diet options to the public.</td>
</tr>
<tr>
<td>Papa-e Enterprise</td>
<td>Building ecosystem around Papaya to prosperity for Deoria farmers with Kisan Centric Approach.</td>
</tr>
<tr>
<td>Grow Top</td>
<td>Building Modern Farmers with Grow-plane – Energy efficient, Climate resilient and Fully Automated closed hydroponic grow shed.</td>
</tr>
<tr>
<td>Krushi Vikas</td>
<td>Milk &amp; More – a platform to ease month-end calculation of everyday household needs + Krushi Vikas – an automated Billing system.</td>
</tr>
</tbody>
</table>

**Title**

**BGT idea in a nutshell**

- **Agriculture and Agro-Business**
  - **Sprouting Farms**: Works with existing farmers at village-level to grow natural, chemical-free produce and make it available by using zero budget multi layered natural farming techniques.
  - **Healthy Harvest**: An enterprise addressing Soybean producing problems while giving multiple healthy diet options to the public.
  - **Papa-e Enterprise**: Building ecosystem around Papaya to prosperity for Deoria farmers with Kisan Centric Approach.
  - **Grow Top**: Building Modern Farmers with Grow-plane – Energy efficient, Climate resilient and Fully Automated closed hydroponic grow shed.
  - **Krushi Vikas**: Milk & More – a platform to ease month-end calculation of everyday household needs + Krushi Vikas – an automated Billing system.

**Krishi और कृषि-व्यवसाय**

- **मबाटिंग फार्म्स**: प्राकृतिक, रासायनिक मुक्त उपज विकसित करने और धूम बजाने वाले सार्वजनिक प्राकृतिक खेती तकनीकों का उपयोग करके इन्हें उपलब्ध कराने के लिए ग्राम स्तर पर मौजूदा किसानों के साथ काम करता है।
- **हेल्दी हाव्हेंस्ट**: सोयाबीन को संबोधित करने वाला एक उद्यम जनता को कई स्वस्थ आहार विकस्थ देता है तथा समस्याओं का उत्पादन करता है।
- **पपा-ई एंटरप्राइज**: किसान केन्द्रित दृष्टिकोण के साथ देखरेख किसानों के लिए समृद्धि के लिए प्रभुत्व के आसपास पारिस्थितिकी तंत्र का निर्माण करता है।
- **यो टॉप**: ग्रो-प्लेन्स के साथ आधुनिक फार्म्स का निर्माण - उर्जा कुशल, जलवायु लगावक और वर्तमान स्तर से व्यापक बदल हाइट्रॉपिक शेड विकसित करते है।
- **कृषि विकास**: धूष और अधिक - रोजमर्रा - गोष्टियों की घरेलू जुड़ावों की महीने के अंत की गणना को आसान बनाने के लिए एक मंच + कृषि विकास - एक स्वास्थ्य विकिंग प्रणाली।
### BGT idea in a nutshell

<table>
<thead>
<tr>
<th>Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desh Wedesh</td>
<td>Creating a sustainable marketplace for artisans - Banana fiber based craft products.</td>
</tr>
<tr>
<td>Kashti India</td>
<td>A business model aiming at hassle free experience of travelling in India with special attention to women safety.</td>
</tr>
<tr>
<td>Aaskra</td>
<td>An eco-friendly solution on biodegradable tableware made from agricultural stubble - made with cost effective natural ingredients.</td>
</tr>
<tr>
<td>Purv-Aranya</td>
<td>Bolstering the artisans of Deoria through a marketplace with a fine blend of skill development and overall wellness.</td>
</tr>
<tr>
<td>Khelalaya</td>
<td>Infusing sports culture and achieving sports excellence through mass opportunities, talent identification and participation of women.</td>
</tr>
<tr>
<td>Tribal Haat</td>
<td>Uplifting local artisans by skilling artisans and students and overall development of art in rural areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>BGT idea in a nutshell</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>कला, संस्कृति और खेल</strong></td>
<td></td>
</tr>
<tr>
<td><strong>देश विदेश</strong></td>
<td>कारीगरों के लिए एक स्थायी बाजार बनाने-केला फाइबर आधारित शिल्प उत्पाद।</td>
</tr>
<tr>
<td><strong>कस्ती इंडिया</strong></td>
<td>एक व्यापार मॉडल जिसका उद्देश्य महिलाओं की सुरक्षा पर विशेष ध्यान देने हुए भारत में यात्रा करने का परेशानी मुक्त अनुभव है।</td>
</tr>
<tr>
<td><strong>आस्करा</strong></td>
<td>लगत प्रभावी प्राकृतिक अवयवों से बने कृषि स्टबल से बने बायोहिड्रोडेबल टेबलवेयर पर एक पारिस्थितिक समाधान।</td>
</tr>
<tr>
<td><strong>पूरव-अरण्य</strong></td>
<td>कौशल विकास और समग्र कल्याण के एक अच्छे मिश्रण के साथ एक बाजार के माध्यम से देखिया के कारीगरों को मजबूत करना।</td>
</tr>
<tr>
<td><strong>खेलालय</strong></td>
<td>खेल संस्कृति को बढ़ाना देना और बड़े पैमाने पर अवसरों, प्रतिभा पहचान और महिलाओं की भागीदारी के मध्यम से खेल उत्कृष्टता प्राप्त करना।</td>
</tr>
<tr>
<td><strong>ट्राइबल हाट</strong></td>
<td>कारीगरों और छात्रों को कुशल बनाने और स्थायी क्षेत्रों में कला के समग्र विकास के द्वारा स्थायी कारीगरों का उत्पाद।</td>
</tr>
<tr>
<td>Title</td>
<td>BGT idea in a nutshell</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td>WE</td>
<td>Elevating the value of art &amp; culture by bridging the gap between patrons and artisans through education, creation and innovation.</td>
</tr>
<tr>
<td>Leap Academy</td>
<td>Platform helping students and unemployed youth land jobs through skill building and connections.</td>
</tr>
<tr>
<td>Learn 4 Life</td>
<td>Quality education for all through an affordable digital platform with engaging video contents in local languages to make education inclusive.</td>
</tr>
<tr>
<td>Shiksham</td>
<td>Transforming the rural ecosystem of education and bringing equality by enhanced learning through digital mediums.</td>
</tr>
<tr>
<td>Adhunik Gurukul</td>
<td>Holistic individual development, Digital and Financial literacy by providing training, internships and counseling.</td>
</tr>
<tr>
<td>IndiKart</td>
<td>Providing online skill based courses to empower and educate people for enhanced lifestyles.</td>
</tr>
<tr>
<td><strong>शिक्षा</strong></td>
<td></td>
</tr>
<tr>
<td><strong>वी</strong></td>
<td>शिक्षा, सृजन और नवाचार के माध्यम से संस्कृति और कार्यकर्ताओं के बीच अंतर को पाठने के द्वारा कला और संस्कृति के मूल्य को बढ़ाना।</td>
</tr>
<tr>
<td><strong>लीप अकादमी</strong></td>
<td>कौशल निर्माण और कलेक्शन के माध्यम से छात्रों और बेरोजगार युवाओं को गौरवितार के मर्म में मदद करने वाला मंच,</td>
</tr>
<tr>
<td><strong>लर्न 4 लाइफ</strong></td>
<td>शिक्षा को समावेशी बनाने के लिए स्थानीय भाषाओं में वीडियो समग्री को अंतर्भाषित बनाने के साथ एक किफायती डिजिटल प्लेटफॉर्म के माध्यम से सभी के लिए गुणतापूर्ण शिक्षा।</td>
</tr>
<tr>
<td><strong>शिक्षण</strong></td>
<td>शिक्षा के ग्रामीण परिस्थितिकी तंत्र में परिवर्तन और डिजिटल माध्यमों के माध्यम से सीखने को बढ़ाकर समानता लाना।</td>
</tr>
<tr>
<td><strong>आधुनिक गुरुकुल</strong></td>
<td>प्रशिक्षण, इंटरनशिप और परमर्श प्रदान करके समग्र व्यक्तिगत विकास, डिजिटल और वित्तीय सार्वजनिक।</td>
</tr>
<tr>
<td><strong>इंडिकार्ट</strong></td>
<td>उत्तर जीवन शैली के लिए लोगों को सशक्त और शिक्षित करने के लिए ऑनलाइन कौशल आधिर विकास प्रदान करना।</td>
</tr>
</tbody>
</table>
Address Mental Health issues and needs of people affected by it.

**Health**

<table>
<thead>
<tr>
<th>Title</th>
<th>BGT idea in a nutshell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saksham</td>
<td>Address Mental Health issues and needs of people affected by it.</td>
</tr>
<tr>
<td>Dant Pari</td>
<td>An ecosystem of high-quality, affordable and accessible oral healthcare treatment services in tier-2/tier-3 cities and rural areas, training women and other marginalized community members in the field of Dental Auxiliary.</td>
</tr>
<tr>
<td>Sanjeeva</td>
<td>TA nutrition supplement science based chemistry (Based on Ayurvedic principles of Pathya i.e. Diet)</td>
</tr>
</tbody>
</table>

**Manufacturing**

<table>
<thead>
<tr>
<th>Title</th>
<th>BGT idea in a nutshell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugandhapatra</td>
<td>Manufacture Natural Wellness &amp; Lifestyle products from Eucalyptus.</td>
</tr>
<tr>
<td>Farm 2 Fashion</td>
<td>Chemical-free home furnishing products to eliminate skin disease.</td>
</tr>
<tr>
<td>Prasuvm-Big Pvt. Ltd.</td>
<td>Sustainable &amp; durable packaging solutions made from Agro-waste, which are eco-friendly and organically decomposable.</td>
</tr>
<tr>
<td>Title</td>
<td>BGT idea in a nutshell</td>
</tr>
<tr>
<td>-------</td>
<td>------------------------</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td></td>
</tr>
<tr>
<td>Agro Smart</td>
<td>Platform to enable farmers and local supply-chain to get a fair price by assisting them in the value chain and connecting them with the large agro-businesses.</td>
</tr>
<tr>
<td>Viraskriti</td>
<td>A social networking platform to preserve our culture and heritage with the facility to monetize the work and claim ownership by the authors.</td>
</tr>
<tr>
<td>Travelikigai</td>
<td>Minimize the impact of problems overlooked or ignored by the travel industry and create a sustainable marketplace, IkiMart.</td>
</tr>
<tr>
<td>Ready</td>
<td>Tech based B2B platform helping artisans make their products export ready and enabling their product presence in the global market by promoting discoverability and hassle-free sourcing.</td>
</tr>
<tr>
<td><strong>Water &amp; Sanitation</strong></td>
<td></td>
</tr>
<tr>
<td>Sanjeevani</td>
<td>A women empowering enterprise providing a solution for menstrual hygiene problems faced by women in rural India.</td>
</tr>
<tr>
<td>Title</td>
<td>BGT idea in a nutshell</td>
</tr>
<tr>
<td>---------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Energy and Climate</td>
<td>A Waste-Management Enterprise with an integrated approach to provide sustainable and innovative waste management solution with emphasis on cleaner and greener environment</td>
</tr>
<tr>
<td>Planet Keepers</td>
<td></td>
</tr>
<tr>
<td>Green Stock</td>
<td>A sustainable enterprise to help small farmers reduce their vulnerability to the changing climate and post-harvest losses through an energy efficient and climate resilient solution.</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
</tr>
<tr>
<td>Money Plant</td>
<td>Financial literacy and a one stop hassle-free financial solution for small businesses to help them gain access to quality financial services with minimal cost.</td>
</tr>
<tr>
<td>Setu Enterprise</td>
<td>Local opportunities and impact every organization by providing demand analysis, revenue streams and product trends services.</td>
</tr>
</tbody>
</table>
BGT-11: LEAP ACADEMY

Higher education leaves students with an aggregate of $1.5 trillion of student loans, but only a trace of their tuition is funneled into career placement services, with curriculums designed in an academic vacuum and creating a need to update the education system with job readiness. This is where Leap Academy comes in. Leap Academy is positioned as a result-driven and career-focused education platform with a mission to skill India’s untapped talent by training them for in-demand jobs. This platform would help with career mapping to improve employability, helping college students and unemployed youth of tier-2, tier-3 cities through coaching, career-building skills and job opportunities, providing industry exposure and mentoring. The fees for this programme would be paid after the student gets employed.

BGT-2: HEALTHY HARVEST

The initial plan was for bootstrapping; as farming clusters developed, customers of tier-1 and tier-2 cities to generate revenue. On funding, the start-up idea focused on targeting oil and cattle feed manufacturers and soy products from the purchased soya beans. The company would offer to buy the soya beans yields, for which a solution was proposed, focusing on traditional Nizamabad & Adilabad - Telangana) with low purchase price on Agri-service providers manipulate regional farmers (Case study: BGT-2: HEALTHY HARVEST paid after the student gets employed.

BGT Winners/बीजीटी के विजेता
BGT-12: TRIBAL HAAT

The campaign ‘vocal for local’ is not new in India and existed right from the Gandhian era. In recent times too, the government reiterated the concept, urging people to purchase handmade products from indigenous artisans and craftsmen. The project aimed to uplift the artisans who create local handmade products yet do not get a fair reward. It was a business model planned in and around the state of Jharkhand to create an ecosystem to uplift the artisans who are working towards developing local products by enhancing their skills and helping them reach a wider sustainable market, aimed at addressing issues such as the annual migration of 5% of the working groups to cities to earn a better living by introducing skill development courses along with the tribal culture in the school curriculum, helping them display their work digitally and share the profit with the artisans directly.

BGT-20: PLANET KEEPERS

With an aim of working for a sustainable and waste-free society, the group outlined key aspects of waste management solutions through the integration of various levels of the society with graphics and flow charts. They claimed to address the existing lacunae by being a consulting firm providing end-to-end solutions in waste management. They also analyzed risk factors and the finances proving their enterprise as sustainable and of significant use.
BGT-22: MONEY PLANT

The USP for Money Plant, a proposed one-stop solution for the financial services for SMEs, was to provide everything related to business finance under one roof. Though various FinTech companies are working in this domain, they are all scattered and lagging in one or two of the three essential services: digital account keeping, financial compliance and financial report card. The emphasis on creating a financial literacy environment in the semi-urban cities is another aspect that would differentiate Money Plant from competitors. Though there are a lot of challenges with respect to reliability, trust, the low willingness of people to pay, expansion beyond the Deoria region, which Money Plant would tackle one at a time. This startup would not only help connect local youth but will help to create more opportunities for the generations.

BGT-30: AGROSMART (E-MANDI)

Agro Smart envisioned bridging the gap between farmers and agro farm businesses through the development of collection and distribution centres for farm produce in villages, and in the districts. The proposed ecosystem would enable the introduction of large agro farm companies directly to the local farmers with physical and digital infrastructure. The platform promised a credible supply chain, quick payments, fair price, long-term business commitments between local farmers and agro-businesses, care of warehouse facilities to store farm produce, and also offer to package. It would digitize inventory updates to lend information to farmers on the crop demand, and was inspired by the Hyper Pure tag model of Zomato which focuses on quality check.

Bीजीटी-22: मनी प्लांट

एसएप्ल्यूड के लिए वित्तीय सेवाओं के लिए एक प्रस्तावित वन-स्टॉप समाधान, मनी प्लांट की युगान्तिका, एक जल के नीचे व्यापार वित्त से संबंधित व्यक्तिगत प्रदान करता था। हालांकि इस क्षेत्र में विभिन्न फिनटेक कंपनियों का काम रहा है, वे सभी तीन आवश्यक सेवाओं में से एक या दो में खिले हुए हैं: डिजिटल खाता रखने, वित्तीय अनुपालन और वित्तीय रिपोर्ट कार्ड। अर्थ-शारीरी शहरों में वित्तीय साक्षरता वातावरण बनाने पर जोर एक और पहलु है जो प्रतियोगियों से मनी प्लांट को अलग करेगा। हालांकि विश्वसनीयता, विश्वास, भुगतान करने के लिए लोगों की कम इच्छा, देवताएँ क्षेत्र से परिस्थिति के संबंध में बहुत सारी विनियमों हैं, जो मनी प्लांट एक समय में एक से निपटती है। यह स्टार्टअप न केवल ताजब युवाओं को जोड़ने में मदद करेगा बल्कि पीढ़ियों के लिए और अधिक अवसर पैदा करने में मदद करेगा।

Bीजीटी-30: एग्रोस्मार्ट (ई-मंडी)

एग्रो स्मार्ट ने गांवों और ज़िलों में कृषि उपज के लिए संग्रह और वितरण केंद्रों के बिकास के माध्यम से किसानों और कृषि कुशल व्यवसायों के बीच अंतर को पूरा करने की कसरत की। प्रस्तावित पारिस्थितिकी क्षेत्र बड़ी कृषि फार्म कंपनियों को सीधे व्यक्तिगत किसानों को भूतक और डिजिटल बूफर प्राप्त करने के साथ पेश करने में सक्षम होगा। मंड ने एक विश्वसनीय आपूर्ति श्रृंखला, तारीख भुगतान, उचित मूल्य, व्यावसायिक किसानों और कृषि व्यवसायों के बीच दीर्घकालिक व्यवसायिक प्रतिबंधताओं और कृषि उपज को स्पेशल करने के लिए गोदाम सुविधाओं की देखभाल करने और कैरेलिंग की पेशकश करने का वादा किया। यह फसल की मंगल पर किसानों को जानकारी देने के लिए इन्स्टेंट अपडेट को डिजिटल करेगा, और जो मौके के हाइपर प्लाटफॉर्म में डाटा पहुंच टील्स का प्रदर्शन करेगा जो गुणवत्ता जांच पर केंद्रित है।
**BGT-31: READY**

Ready is a proposed tech-based B2B platform to help artisans make their products export-ready and enable their presence in the global market, promoting local artisanal craft products by easing international trade and promoting discoverability with hassle-free sourcing. Along with the e-commerce platform, the commission-based revenue model start-up planned to build a strong supply chain.

**BGT-33: SANJEEVANI**

Only 36% of India’s 355 million menstruating females use sanitary napkins, and the rest use alternatives like old rags, and even mud, soil, newspapers and socks. Over 23 million girls drop out of school each year at the menstruating age, and a lot of them cannot afford sanitary napkins. Sanjeevani is a women-empowering enterprise that would provide a reusable, cheaper and eco-friendly solution, providing jobs to women while cutting the cost of each sanitary napkin by two-thirds. The key focus would be on easy availability, better quality, and more affordable sanitary napkins, empowering women and breaking the stigma around sanitary napkins.

**Beeji-te-31: रेडी**

रेडी एक प्रस्तावित तकनीक-आधारित बी 2 बी प्लेटफॉर्म है, जो कारीगरों को अपने उत्पादों को निर्यात-तैयार करने में मदद करता है और वैश्विक बाजार में उनकी उपस्थिति को सक्षम करता है, अंतर्राष्ट्रीय व्यापार को आसान बनाकर स्थायी कारीगर शिविर उत्पादों को बढ़ावा देता है और परेशानी मुक्त सोसाइटी के साथ खेत्रों को बढ़ावा देता है।

**Beeji-te-33: संजीवनी: हमसे ही जीवन है**

भारत की 355 मिलियन मासिक धर्म वाली महिलाओं में से केवल 36% सैनिटरी नैपकिंड का उपयोग करती हैं, और बाकी पुलिने रेग, और यहां के किसी भी मिही, सामार पत्र और मोजे जैसे विकल्प नैपकिंड का उपयोग करती हैं। मासिक धर्म की उम्र में हर साल 23 मिलियन से अधिक लड़कियां स्कूल से छोड़ देती हैं, और उनमें से कई सैनिटरी नैपकिंड नहीं खरीद सकते हैं। संजीवनी एक महिला-सशक्तीकरण उद्यम है जो पुनः प्रयोज्य, सत्ता और परिवर्तन अनुमोदक समाधान प्रदान करता है, जो प्रत्येक सैनिटरी नैपकिंड की मात्रां को दो-तिहाई तक कम करते हुए महिलाओं को रोजगार प्रदान करता है। इसमें आसान उपलब्धता, बेहतर गुणवत्ता और अधिक विकसवादी सैनिटरी नैपकिंड महिलाओं को सशक्त बनाने और सैनिटरी नैपकिंड के आसान के कल्क को तोड़ने पर ध्यान देने का क्रिया जाएगा।
BGT Winners Overall/
समग्र बीजीट विजेता

BGT-28: PRASUVM-BIG

The idea was to provide eco-friendly sustainable packaging solutions by converting agro-waste to packaging products that would be recycled & biodegradable, moreover helping with employment generation in Middle India. A wide range of products was featured, like paper boxes, envelopes, honeycomb paper rolls and corrugated rolls, with which a highly profitable revenue model base was suggested to capture a largely untapped market and improve the process of creating, delivering and capturing value through their products and processes. The vision highlighted the opportunity for India to step towards sustainability, reducing the import bills and diversification of assets, both money and resources.
Since it was the first ACCC session, there were mixed feelings of confusion and excitement at the same time. A six sigma level error rate with no use of complex technology was unbelievable. It was apparent that if devotion and first-principles solutions are integrated into business, the chance of error is very low. And that there are several ways to boost business by introducing new products or new technologies, provided the beliefs and heritage are unharmed by the ideas.

Aravind Eye Care

"If Coca-Cola can sell billions of sodas and McDonald’s can sell billions of burgers, why can’t Aravind sell millions of sight-restoring operations, and, eventually, the belief in human perfection?" Two years before his retirement, Dr. V had visited a McDonald’s restaurant for the first time and was inspired by the fast-food chain’s business model. He had the vision to eliminate needless blindness, and he decided he was going to ‘sell’ people good eyesight the same way McDonald’s sells hamburgers. An insightful learning and analyzing of one’s role model, not just stating their strengths but also weaknesses and knowing the opportunities and the threats. "One can do "Aravindeyezation" of one’s vision."
SELCO uses a "bottom-up" method to help rural populations with little or no knowledge about technology or products sold to them, where the company's R&D wing proves that innovation can help its users more efficiently not just to the product/technology that they produce but also to the financial structure of these products. This social organization's belief is straightforward, and helps it maximize partnerships with private, governmental organizations and nonprofit organizations. The organization does have a few limitations though, with the name not very well known, with their presence in only 5 states.

Akshaya Patra

A hungry belly has no ears. With the mind of a corporate and heart of a social enterprise, the foundation strives to eliminate classroom hunger and malnutrition by implementing the "Mid-Day Meal" scheme in government and government-aided schools, distributing wholesome meals to millions of students every day to provide them nourishment while urging families to keep them in school. Quality meals and product innovation and a swift and efficient delivery system have helped Akshaya Patra deliver a huge impact year after year. The foundation has a collaborative model, partnering with government, retail chains and trash disposal firms, which inspired a UK foundation to emulate Akshaya Patra's model to eradicate child poverty.
Gram Vikas

‘Gram Vikas’ (translation: Rural Development) located in Odisha State is one such non-profit organization that stands true to its name. The core vision of Gram Vikas is to be independent and self-sufficient, with the aim of cost sharing and sustainability. Their mission is to provide or improve the status of basic needs to the poor. With a mantra of ‘equitable inclusion’ aligning people to work together and make their life better, Gram Vikas works on betterment of the overall lifestyle of rural communities that includes water, sanitation & hygiene, education, women empowerment, disaster management, inclusively helping everyone from a senior citizen to a small child.
Jagriti Enterprise Mela (JEM) is a virtual expo of enterprises that work with a social focus on diverse themes of education, agriculture, health among others and address challenges that hinder societal development, inclusion and empowerment!

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vesatogo Innovations</td>
<td>Enterprise re-imagining the rural agrarian ecosystem and enhance the livelihood of farmers by working on a shareable economy through developing effective software products.</td>
</tr>
<tr>
<td>KPL MACTS</td>
<td>Promote various income generating and skill development activities among self-help groups and arrange entrepreneurship development programs.</td>
</tr>
<tr>
<td>Bee Basket</td>
<td>A social enterprise providing Raw, Natural and Non-violent honey in its purest form.</td>
</tr>
<tr>
<td>Pacify Medical</td>
<td>Advancing the standard of care for burn patients with a technology platform that sprays skin tissue on wounds for fast recovery.</td>
</tr>
<tr>
<td>Vishnu Dental Community Outreach</td>
<td>Provide quality dental care affordable and accessible to rural India by building a strong network of primary care hospitals and promote oral hygiene awareness.</td>
</tr>
<tr>
<td>MedPrime Technologies</td>
<td>A medical device company, dedicated to developing the best, customer-centric solutions for the healthcare needs of the world by developing innovative affordable healthcare solutions, with a focus on patient monitoring, assistive and diagnostic devices.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>नाम</th>
<th>विवरण</th>
</tr>
</thead>
<tbody>
<tr>
<td>वेसाटोगो इनोवेशन्स</td>
<td>उद्यम ग्रामीण कृषि पारिस्थितिकीं के माध्यम से कल्याण और प्रभावी सोशल अटेंडेन्स को विकसित करने के माध्यम से एक साझा अर्थव्यवस्था को काम करने के माध्यम से उन्नत की आर्थीकित को बढ़ाने।</td>
</tr>
<tr>
<td>केपीएल MACTS</td>
<td>स्व-सहायता समूहों के बीच विभिन्न आय उन्नत और कौशल विकास गतिविधियों को बढ़ावा देना और उद्यमिता विकास कार्यक्रमों की व्यवस्था करना।</td>
</tr>
<tr>
<td>बी बास्केट</td>
<td>एक सामाजिक उद्यम जो अपने शुद्ध रूप में कच्चा, प्राकृतिक और आधुनिक भाद्र प्रदान करता है।</td>
</tr>
<tr>
<td>प्रैसिफिक मेडिकल</td>
<td>तेजी से वसूली के लिए घाव पर त्वचा उत्कल शेर की एक प्रौद्योगिकी मंच के साथ त्वचा रोगियों के लिए देखभाल के मानक को आगे बढ़ाने।</td>
</tr>
<tr>
<td>विश्वु डेंटल कम्यूनिटी आउटरीच</td>
<td>प्राणायाम देखभाल अपनातील के एक मजबूत नेटवर्क का निर्माण करके और मौखिक स्वास्थ्य जागरूकता को बढ़ावा देकर ग्रामीण भारत के लिए गृहनिर्माण दंत विकल्प सेवा देखभाल सती और सुलभ प्रदान करर।</td>
</tr>
<tr>
<td>मेडप्राइम टेक्नोलॉजीज</td>
<td>एक विकल्प सेवा उपकरण कंपनी, जो रोगी की निगरानी, सहायता और नैदानिक उपकरणों पर ध्यान देने के साथ, अभिनव सस्ती स्वास्थ्य देखभाल समाधान विकसित करके दुनिया की स्वास्थ्य देखभाल आवश्यकताओं के लिए सर्वात्मक, ग्राहक-केन्द्रित समाधान विकसित करने के लिए समर्पित है।</td>
</tr>
</tbody>
</table>
Create place-based value chains in bamboo growing regions that provides sustainable income sources to the resident community and innovate sustainable product alternative for urban consumers.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silpakarman</td>
<td>Create place-based value chains in bamboo growing regions that provides sustainable income sources to the resident community and innovate sustainable product alternative for urban consumers.</td>
</tr>
<tr>
<td>Indian School of Development Management</td>
<td>An institution founded to create, strengthen and establish Development Management, a domain that transcends the exclusive silos of 'development perspectives' and 'management principles'.</td>
</tr>
<tr>
<td>Trestle Labs</td>
<td>Aims to make world’s resources inclusive and empowering everyone to achieve their individual and collective aspirations by building assistive technology solutions.</td>
</tr>
<tr>
<td>Vidyaroha</td>
<td>A platform that aims at developing a digital ecosystem for school by simplifying the tedious documentation work at the click of a button and access all the data in real time.</td>
</tr>
<tr>
<td>Inclusive Divyangjan Entrepreneur Association</td>
<td>A platform to work on livelihood opportunities for persons with disabilities and enterprises that work with PwDs to enhance employment opportunities, economic and personal well-being, and independence.</td>
</tr>
<tr>
<td>Languify</td>
<td>Aims to empower people to become confident English speakers, affordably and effortlessly through real-time, actionable feedback on your grammar, vocabulary, use of filler words, speaking share, and other 15+ key speech areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>विवरण</th>
</tr>
</thead>
<tbody>
<tr>
<td>सिलपकर्मन</td>
<td>बाँस के बढ़ते क्षेत्रों में जगह-आधारित मूल्य शृंखला बनाए जो निवासी समुदाय को स्थायी आय उद्देश्य करता है और शहरी उपभोक्ताओं के लिए टिकटुड़ उत्पाद विकस का नवाचार करता है।</td>
</tr>
<tr>
<td>इंडियन स्कूल ऑफ डेवलपमेंट मैनेजमेंट</td>
<td>एक संस्था जो विकास प्रबंधन को बनाने, मजबूत करने और स्थापित करने के लिए स्थापित की गई है, एक दोहरे जो विकास दृष्टिकोण और 'प्रबंधन सिद्धांतों' के अनन्य साइलो को पार करता है।</td>
</tr>
<tr>
<td>ट्रेस्टल लैब्स</td>
<td>विश्व के संसाधनों को समावेशी बनाने और सभी को सशक्त बनाने का उद्देश्य सहयोगिकी प्रमाणाद्वारों का निर्माण करके अपने व्यक्तिगत और सामूहिक आकांक्षाओं को प्राप्त करना है।</td>
</tr>
<tr>
<td>विद्यरोहा</td>
<td>एक संस्था जिसका उद्देश्य एक बटन के बिंदु पर दक्षता प्रदान करने का कार्य को स्थापित बनाकर स्कूल के लिए एक डिजिटल पारिस्थितिकी तंत्र विकसित करना और वास्तविक समय में सभी देस तक पहुँचना है।</td>
</tr>
<tr>
<td>इंक्लूजिव दिव्यांगजन इंटरनियार एसोसिएशन</td>
<td>दिव्यांगजनों और उद्धवों के लिए आर्थिक का अवसरों पर काम करने का एक मंच जो रोजगार के अवसर, आर्थिक और व्यक्तिगत क्षणियाँ और स्वसंवर्त्ता को बढ़ाने के लिए दिव्यांगजनों के साथ काम करता है।</td>
</tr>
<tr>
<td>लंगुफायी</td>
<td>वास्तविक समय के माध्यम से लोगों को आत्मक्षम अंगेजी बोलने वाले, आसानी से और आसानी से सशक्त बनाने का लक्ष्य, आपके व्यक्तिगत, शब्दबल, भवन शब्दों का उपयोग, बोलने वाले भेवर, और अन्य 15 + प्रमुख भाषण क्षेत्रों पर कार्यान्वयन प्रतिक्रिया।</td>
</tr>
<tr>
<td>Name</td>
<td>Description</td>
</tr>
<tr>
<td>---------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Nirnal</td>
<td>The Nirnal Water Filter - Reusable water bottle with integrated disposal filter which is also world's cheapest flexible water purifier that fits for any pet bottles generally available into the market.</td>
</tr>
<tr>
<td>Get My Parking</td>
<td>Provider of Interoperable Smart Parking Platform that connects all parking and mobility stakeholders on a common platform who were until now operating in silos.</td>
</tr>
<tr>
<td>Respire</td>
<td>An experiential learning initiative changing the way children learn science by enabling them to experience what they know.</td>
</tr>
<tr>
<td>MentorX</td>
<td>A platform formulated to educate, empower and elevate and to make people rise by essential guidance and connecting as many people as possible.</td>
</tr>
<tr>
<td>Eco Cradle</td>
<td>Aims to craft a product range that is purely sustainable &amp; handmade, without causing a single scratch to the planet and to empower people to take control of what products they use in their day-to-day life.</td>
</tr>
<tr>
<td>Popup Housing</td>
<td>Aims to provide low-cost housing solution to migrant workers by reducing the cost of construction using a modular design, refurbished industrial shelving materials that can be reinforced with locally available materials instead of cement and bricks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nirnal</td>
<td>निर्नल पानी फिल्टर - एकीकृत निपटान फिल्टर के साथ पुन: प्रायोजन निर्नल की बोतल जो दुनिया का सबसे सस्ता तथा लोगों की शोधक भी है जो सब तर या पानी के लिए फिल्टर के लिए है।</td>
</tr>
<tr>
<td>Get My Parking</td>
<td>गेट माइ पार्किंग इंटरओपरेबल स्मार्ट पार्किंग प्लेटफॉर्म का प्रदर्शन जो सभी पार्किंग औि गतिशीलता इतिहासकों की एक सामान्य मंच पर पंजा है जो अब तक सिलोस में काम कर रहे थे।</td>
</tr>
<tr>
<td>Respire</td>
<td>रीस्पायर एक अनुभवात्मक प्रकाश पालन जो बच्चों को विज्ञान सीखने के तरीके को बदल रहे है ताकि वे जो जानते हैं उसका अनुभव कर सकें।</td>
</tr>
<tr>
<td>MentorX</td>
<td>मेंटर एक्स एक ऐसा मंच जो शिक्षित, सशक्त और उज्जवल बनाने तथा लोगों को आवश्यक मार्गदर्शन औि अधिक से अधिक लोगों को जोड़ने के लिए बनाया गया है।</td>
</tr>
<tr>
<td>Brook &amp; Blooms</td>
<td>ब्रूक &amp; ब्लूम्स अपसाइलिंग के बी 2 जी / बी 2 सी मॉडल में शामल उदाम पूललां औि गाय के गोम को पुजा करते हैं औि विभिन्न पर्यावरण अनुभव उत्कृष्ट हो जाते हैं।</td>
</tr>
<tr>
<td>Eco Cradle</td>
<td>ईको क्रैडल एक उत्तम श्रुंखला है कि विपुल रूप से रिकाउल औि हाथ से बना है शिल्प के लिए करना है, यह के लिए एक भी खोदें के कारण के भिन्न औि यथा उपयोग वे अपने दिन-प्रतिदिन के जीवन में उपयोग का नियंत्रण लेने के लिए लोगों को शर्त करने के लिए।</td>
</tr>
<tr>
<td>Popup Housing</td>
<td>पॉपअप हाउसिंग एक मॉड्यूलर डिजाइन, नवीनीकृत औद्योगिक ठंडे बस्ते में डालने वाली सामग्री के उपयोग की जिम्मी की मात्र को कम करने प्रतिस्थापित को लगाता रहा आवास समाधान प्रदान करने का उद्देश्य जिसे सीमेंट औि टांडे के कानून व्यापार रूप से उपलब्ध सामग्रियों के साथ प्रस्तुत किया जा सकता है।</td>
</tr>
</tbody>
</table>
Trestle labs

‘Trestle’ means ‘Support’ and with an inventive nature of a laboratory environment, it enables people and communities to unlock their aspirations by building assistive technology solutions. Its product range includes Kibo XS, Kibo Desk and Kibo App. They also have physical stores available across India to buy products and plans across mobile and web interfaces. The company has a wide impact, reaching 30,000+ Kibo app users across 20 states in India, with 2 million+ documents read. It collaborates with various happy stakeholders including IIM Ahmedabad, and has been felicitated with awards like Leaders in Innovation Fellowship 2020.

Mentor X

Mentor X is an initiative where people can connect globally for accessing world-class guidance from professionals, entrepreneurs and highly intellectual people in various fields across the industry. It is an initiative undertaken by Dr. Munish Jindal and Dr. Nancy Juneja. It aims to provide essential and need-based skills through various skill development programs across the globe. The aim of MentorX is to Educate, Empower and Elevate. It is a one-stop solution for all the kids, youth, startups, professionals, women or entrepreneurs to maximize their business potential.
Respire Experiential Learning

In a world where kids are generally introduced to rote learning, Respire Experiential Learning is on a mission to bring a change. The journey started when Monica Yadav, visited a government school and realized that the children were very sharp but lacked resources. This inspired her to start REL which focuses on uplifting understanding capability, problem-solving aptitude and adaptability. They provide STEM based lab kits, teacher training and a series of customized solutions with stakeholders. In six years of their journey, they have built science labs in approximately 200 schools and have worked with over 2 million children in tribal areas. The world is beyond textbooks and REL is preparing the next generation for the world of tomorrow.

Bee Basket

Bee Basket: It was the year 2014, when an IT engineer Ankit Godse witnessed close to a million bees dying due to pest control activities in his apartment building. This incident triggered him to initiate working on Bee Basket. Bee Basket trains indigenous communities on how to harvest honey from bee nests without harming bees. His initiative also provides bee boxes for beekeepers to carry on honey harvesting activities & the honey harvested is packaged for consumers without any adulteration as natural honey. In addition to conservation of bees, they infuse natural honey in its purest form for a healthier living.
Rural households depend on clay stoves called chulhas using solid biomass fuels like wood, cowdung, crop waste etc. for cooking, the smoke generated from which causes various respiratory, ear and eye infections. Taking these problems into account, the Greenway Grameen Infra Pvt. Ltd. company, an initiative by Mr. Ankit Mathur, started manufacturing a greenway smart stove made of stainless steel and aluminum. The product is designed in a way that it cuts down the amount of firewood that is needed for cooking, reducing smoke emission by 70%. The customers who have used it appreciate the product much.

Ankit Mathur / अंकत माथुर
Greenway Grameen Infra / ग्रीनवे ग्रामीण इंफ्रा
NEW YEAR CELEBRATIONS / नव वर्ष समारोह

Saloni Saraff
Madhavi Shah
Sriparna Das
Sk. Saheda
Shrwasti

Vaishnavi Hajari
Kavya Rajaram
Disha Varshney
Rukmini Iyer
Gauri Saluja
Apart from learning some invaluable skills from stellar role-models and the past two weeks, has been a momentous and transformational ride. Apart from learning some invaluable skills from stellar role-models and fellow yatris, I made some very good connections and friends at the workplace. Working on presentations & the BGT with such a diverse set of supportive people has helped me grow as an individual.”

Kumar Rishav: “It was indeed a great experience of connecting with you all in this digital version of yatra got to know few of you directly over the calls and others via posts and even through comment section ). I have thoroughly enjoyed every aspect of being part of the yatra and I wish you all the best in maintaining the balance in your future endeavors.”

Suresh Kumar Ananthakumar: “JDY has been one of the unforgettable journeys in my life and will stay in my memory forever. It was a fantastic journey where I got a chance to meet and learn from you all. I am a Mechanical Engineer by profession and I now work in the wind turbine blades domain. In parallel, I am also ideating towards making Skill/Hobby learning (Non academic learning) accessible to all in Indian Languages partnering with institutes. Would love to connect with people for a discussion about our ideas and learn from each other. Wish you all success in all your future endeavors.”

Soumya Ranjan Sahoo: “As Yatra is coming to an end and I am looking back to the past 13-14 days, there is nothing but gratitude in my mind for the whole Jagriti team and fellow Yatris. The whole experience and knowledge has been surreal. This yatra made me realize that there are so many things left to do in life and this was just the perfect push for the rest of the year! I once again thank everyone for their knowledge sharing throughout the journey. And I thank that artist friend of mine(who was an ex-yatri) who persuaded me to take this Yatra when I was in lot of confusion whether to take part or not.”

Akhilesh Choubey: “It is said that goodbyes are tough; and indeed, having spent the last 14 days at Jagriti Digital Yatra with some of the best yatris, I can say it is difficult to bid farewell. However, only after we end one journey, can we prepare ourselves to embark on a new one. The journey, of the past two weeks, has been a momentous and transformational ride. Partnering with institutes. Would love to connect with people for a discussion about our ideas and learn from each other. Wish you all success in all your future endeavors.”
Disha Varshney: “Until Next YatraDoston Grabbing this last chance to knock on your door in case you missed out on this yatra  Sharing my lifeline which speaks for itself, how the last 15 days have been a life-changing experience for me. The best part about this journey is that it connects us to our roots and gives us to every introvert out there to bring out the best in themselves and so it did to me.As we deboard, just in case if you want to read in between those lines :P I’ll see you on the other side on our next yatra. If “Mental Strength and Productivity” is your cup of tea as well, I look forward to find synergies on a cup of chai with you. Taking a vision of a Healthier and Happier country in my heart Thank you team JagritiDigitalYatra for everything! Yaaron Chalo!!”

Ronak Shaikh: “JagritiYatra helps everyone to get clarity in Character and Career. As the yatra unfolded its many layers, I started enjoying it more and recommending it to friends & family. Hope the yatra helped all the Yatris in finding the direction or dream they were looking for. I came to yatra looking for reliable contacts in the Indian handicraft industry and of talented IT professionals, but leaving with much more. With some of you I was able to connect personally and some still unknown but am sure the journey continues and will get to know many more of you with time.Goodluck everyone!”

Abhishek Maurya: “A journey necessary for all the entrepreneurs to attend once in their life to know the struggle to become a successful entrepreneur. I learned how to prepare a good business plan and what all things we need to take care of while implementing the same. Some learnings from the role-models are as follows: 1. Mumbai Dabbawala: If you have a strong will to do your job, then technology will not be an obstacle for you. The way they handle their job daily is really remarkable. 2. Aravind Eye Care: The motive of the Aravind Eye Care “if anyone in this world is blind then it’s their (Aravind Eye Care) problem”, with this positive attitude they perform approximately 1500 surgeries in a day which is the best part of their journey. 3. Goonj: You are not a donor or a beneficiary, but you are just a stakeholder. Never showcase in case you help others. That will be a real support/help to others”

Abhishek Maurya: “A journey necessary for all the entrepreneurs to attend once in their life to know the struggle to become a successful entrepreneur. I learned how to prepare a good business plan and what all things we need to take care of while implementing the same. Some learnings from the role-models are as follows: 1. Mumbai Dabbawala: If you have a strong will to do your job, then technology will not be an obstacle for you. The way they handle their job daily is really remarkable. 2. Aravind Eye Care: The motive of the Aravind Eye Care “if anyone in this world is blind then it’s their (Aravind Eye Care) problem”, with this positive attitude they perform approximately 1500 surgeries in a day which is the best part of their journey. 3. Goonj: You are not a donor or a beneficiary, but you are just a stakeholder. Never showcase in case you help others. That will be a real support/help to others”
Aishwarya Maruvada: "This was an incredible 14 days of learning and unlearning". Thoroughly excited to have met many of you and heard so many more of you. Some of us were originally here for a philosophical experience, some for entrepreneurship experience, some for career oriented reasons, but we all have key takeaways in some form or another. It felt like a vast human library of some form, hearing so many stories, many inspiring and many moving as well. Wish to meet many or you all in the Yatra in 2022 in an actual train across India doing Bharat Darshan through different cities and enterprises. Wish this gives me and many others the courage to take the plunge to set up an enterprise and bring some difference to solving an issue somewhere. Thank you everyone!

Dr. Darshana Vithalani: “Wishing you ~ all the very best for all endeavors in your life! Stay inspired and work for some purpose. Invest time to Build Up "your own self" to build up everything else in your life. Prayers and blessings for the strength of enriching your character, persona and vision for life! Dear JDY TEAM! Gratitude and appreciation! From...the very
idea...to...scaling up to this tremendous vision...Believing in shared Vision, collaboration, collectivism and instilling the same in like-minded aspiring people to "Building India Through Enterprises" is indeed a huge Accomplishment. It is undoubtedly a Yatra that moves backwards to Forward (knowing self and our belongingness to glorious past, the heritage culture, the values and intensity, the legendary leaders and their contributions ... to ... recreating and extending our vision to Future). AB LAGTA HAI WOH PAL DUR NAHI JAB HUM PHIR SE "Some ki Chidiya" khalayege India ko Bharat banane ki iss jasbe ko salsam Shashank Mani, Vanita Viswanath, Sunil Pangarkar, Sharat Bansal, Ashutosh Kumar, Chinnay Vadnere, Pankaj Mane, Lalitha Prakash, Meet Bhatt, Pragati Baheti, Aniket Gawai, Pranoti Shinde, Navaneeth, Brijesh Prasad, Krishna Koundinya, Aashish Aggarwal, and everyone at its backbone... A big Thank you "

Abhijit Das: “JagritiYatra has been a Fantastic experience for me. I have attended so many Trainings and workshops in my Career. But I would rate this 15 days Digital Workshop conducted by Jagriti Enterprise highest of them all. Initially I was reluctant to join, but after completion now, I think this has been a lifetime experience, which I would have missed had I not joined. I would like to extend my sincere gratitude to Team Jagriti and also group members of my Cohort (Group 22). Wish everybody a very fruitful career ahead. May 2022 brings a lot of happiness.”

Dr. Shashank Baheti, Aniket Gawali, Pranoti Shinde, Navaneeth, Brijesh Prasad, Krishna Koundinya, Aashish Aggarwal
Gorakshanath More: "I am a retired Mechanical Engineer from Tata Motors Pune, having a rich experience in R&D and Engineering Research Centre. I was aware of JagritiYatra from 2008, but could not able to join. In 2010 when it was called "Tata JagritiYatra" I am very much curious about Yatra to travel such a long distance by train. After retirement I got the chance to join the Jagriti Digital Yatra. When I received the call from Jagriti team for my selection, I became anxious about the journey. JagritiYatra is a learning to me. It is full of knowledge, experience and energy to me. I am impressed with the Jagriti team, who is working continuously from last thirteen years. The Jagriti team is a role model to me. In JagritiYatra, I got good friends, although we are digital we become friends forever. I got young talents with me, to learn from them. These talents are change makers for us. JagritiYatra gives me energy, to work with my ongoing venture. I got "Shakti" to work with farmers. I got a strong network from JagritiYatra which I need in future. Most of the yatris are youngest, I appreciate their talents to work for the change. My experience is that Yatra unfolds the story of great leaders, great founders of Healthcare, Gram Vikas and social sector. They have the vision to eliminate blindness. Aravind eye care is a working model in front of us. In my opinion every Yatris should study these role models to follow. Every problem has a solution, identify them and do everything to solve it. JagritiYatra gives me exposure to enhance my knowledge, and experience. My sincere thought to develop this Yatra community. Travel every places in India and abroad. JagritiYatra has given me this thought. Thanks to JagritiYatra. Being a Yatri I thanks a JagritiYatra Core team who has given me a chance to learn in this "Life Changing Journey" Yarro........Challo......."
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women Yatris</td>
<td>51.8%</td>
</tr>
<tr>
<td>Students</td>
<td>47.8%</td>
</tr>
<tr>
<td>Employed</td>
<td>28.3%</td>
</tr>
<tr>
<td>Entrepreneurs</td>
<td>15.8%</td>
</tr>
<tr>
<td>Yatris from rural area</td>
<td>36.5%</td>
</tr>
<tr>
<td>Yatris from semi-urban area</td>
<td>43.6%</td>
</tr>
<tr>
<td>Yatris from urban area</td>
<td>18.7%</td>
</tr>
</tbody>
</table>
Yatri Expertise/
यात्री विशेषज्ञता

Education Sector
शिक्षा क्षेत्र
33.2%

Health sector
स्वास्थ्य क्षेत्र
13.4%

Business holders
व्यापार धारक
19%

Agriculture sector
कृषि क्षेत्र
13.8%

Others
अन्य
32%

Yatri Feedback/
यात्री प्रतिक्रिया

Loved the valedictory event
विदाई समारोह अच्छा पसंद आया
54%

Loved ACCC sessions
एसीसी इन्फोर्मेशन सेशन अच्छा पसंद आये
65.6%

Loved the digital launch event
डिजिटल लॉन्च समारोह जबरदस्ती पसंद आया
51.8%

Loved role model sessions
रोल मॉडल सेशन अच्छा पसंद आये
66.8%

Loved panel discussions
पैनल डिसक्स्यूजन अच्छा पसंद आये
47%
**Yatri Learnings/ यात्री सीख**

- **22.3%** Found resources for their enterprises
- **40.9%** Made connections with other Yatris
- **40.1%** Felt confident and inspired
- **46.6%** Understood Entrepreneurship
- **38.1%** Had clarity of goals

**Yatri Experience/ यात्री अनुभव**

- **62%** Satisfied with information
- **73.7%** Didn't require additional help
- **49.6%** Comfortable with on-boarding manual
- **42.9%** Had great workplace experience
- **31.2%** Comfortable with platform in less than a day
/jagritiyatra
/jagritiyatra
/JagritiYatra
/jagriti

JAGRITI
DIGITAL YATRA