



# YATRA SAAR

JAGRITI YATRA 2014





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BUILDING INDIA THROUGH ENTERPRISE

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# Foreword

In keeping with our tradition, we are delighted to present Yatra Saar 2014 representing the essence of Jagriti Yatra 2014 – the seventh Yatra in a row – and co-authored by our Yatris, within 15 days and quite literally on the go. It represents the Yatra spirit of innovation and collaboration and what it lacks in sophistication, we are sure it makes up in heart!

What made this journey memorable? To begin, the Yatris were exceptional. Many were inspirational role models in themselves. Conversations, debates and ideas were buzzing both on the train and off.

Further, we had the opportunity to be addressed by two Nobel Laureates - Dr Amartya Sen and Shri Muhammad Yunus. It was heartening to hear both reinforce the importance of our mission to build India through enterprise.

As always, we had remarkable panelists and role model organisations but this year for the first time, the Government of India connected with us through the Honorable Cabinet Minister of Micro, Small and Medium Enterprises – Shri Kalraj Mishra, who met with the Yatris in Deoria, and the Honorable Minister of State for Skill Development and Entrepreneurship - Shri Rajiv Pratap Rudy and the Honorable Minister of State for Science and technology - Shri YS Chowdhary, who addressed the Yatris in Delhi. This is significant, because our Yatri community is now being recognized by our policy makers as a voice of enterprise. .

Our poets, artists and musicians and actors kept the creativity flowing through the entire journey. Our panelists provoked and challenged us. Forcing us to un-

learn, as we learned. Our visit to the ancient Nalanda University and Sabarmati Ashram at the end provided much-needed pauses for reflection and silence.

International Yatris from abc different countries added fresh perspectives to the Yatra. Their resilience throughout the journey was extraordinary! The team of experts from HEC Paris joined the Yatra to carry out an impact assessment which will be completed soon.

The Engine Room Club, ERC, our commando team of volunteers from past Yatras, ensured a new record in punctuality. The organizing team and supporting resource persons, led the journey with untiring patience and humour, through the usual unexpected challenges.

Together, we returned with a rich cargo of memories and friendships. With this Yatra, we have now established a vibrant network of more than 3000 young nation-builders across the country.

Yatris, I hope this Saar brings back the magic of the Yatra and reminds you of the new “you” discovered in the Yatra. In the immortal words of Patanjali, father of Yoga -

“When you are inspired by a great purpose, some extraordinary project, all your thoughts break their bond; your mind transcends limitations, your consciousness expands in every direction and you find yourself in a new and wonderful world. Dormant talents and faculties become alive and you discover yourself to be a greater person by far than you ever dreamed yourself to be”

For those who haven't come on board, do join us on Jagriti Yatra 2015. In our Yatris' words- “It's a journey of a lifetime!”

**Rewati Prabhu**

Board Member,  
Jagriti Yatra



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# Participants of Jagriti Yatra 2014



## FROM THE EDITOR'S DESK

Annapoorni Chandrashekar  
Yatri Editor, Yatra Saar 2014

*"We travel, initially, to lose ourselves; and we travel, next to find ourselves. We travel to bring what little we can, in our ignorance and knowledge, to those parts of the globe whose riches are differently dispersed. And we travel, in essence, to become young fools again- to slow time down and get taken in, and fall in love once more."*

- Pico Iyer

I read this quote by Pico Iyer in the Yatra guide on 24th of December 2014 when 450 of us set out to embark upon this journey. I realize the true meaning of this today, as I sit at home working on the Yatra Saar, trying to get as much of the Yatra on paper as is possible.

Jagriti Yatra is a journey that changed 450 lives in 15 days. We were a part of a crowd, yet significant in our very special way. We were all there because we believed change could happen, despite the cynical living room conversations that we were exposed to each day. Each of us on board, somewhere, in our own small way were convinced of the fact that we were born to drive this change. That belief was re-instilled in us the first time we sang the Jagriti Geet and it only got stronger each time we sang it.

We met Role models who were living their dream, being the change, and who empowered us with their ideologies. e.g. SELCO taught us how to lighten other's lives, Adam from Kalkeri Sangeet Vidyalaya told us how good education could make dreams come true. While Mindtree explained to us how ethics can do wonders for an organisation, Royal Enfield showed us how a product can create a culture. Akshayapatra and Aravind Eyecare changed the way we looked at Social Entrepreneurship and its impact. Goonj's Anshu Gupta asked us some basic questions and shook us from our very roots. Barefoot College's Bunker Roy reformed our perspective on education. We have compiled all these great experiences for you under the Guiding Lights section of the Yatra Saar. The Panel Discussions with many eminent personalities sharing their experiences cleared so many of our queries.

We also visited some places that added joy and beauty to our journey. Scenes of the Madurai temple, silence of the Nalanda ruins, and inspiring individuals we met at Sabharmati Ashram will be etched in our minds forever.

A special section that we have introduced this year is the Yatra Kahaniyan where we have tried to include as many anecdotes and memories from the Yatra as possible. Yatra ki kahaani, Yaatriyon ki Zubani.

The welcoming smiles of the housekeeping staff, the “side garam” calls from the catering staff, the human water trail, the inspiring conversations that we had on board, the homely feeling we felt as soon as we entered the train and every new experience we had on this magical train will be cherished for life. It is indeed an unforgettable experience.

Yes, we have tried to compile all of these moments and memories, in this short document called the Yatra Saar. It is never easy to compile so many experiences and moments in a single document. It doesn't get easier when it has to be done on a moving train. I would like to express my heartfelt gratitude to Sandeep Bhavsar for guiding us throughout this process of making the Yatra Saar. I would also like to thank all the members of Yatra Saar team especially Srujana, Abhimanyu, Lohit, Harinder, Pradeep, Maninder, Taylor and Tanvi for their tireless efforts in making the Yatra Saar. I would also like to thank all the Core team members for being extremely supportive when it came to all our requirements. Special thanks to Sidhartha for tirelessly proofreading the Yatra Saar and Aswin for the brilliant design. Pradnyesh Molak (Saaku) – thank you for capturing the Yatra on lens! Last but definitely not the least, a special thanks to all the Yatris for contributing to the Yatra Saar 2014.

I hope you have as much fun reading this document as much as we have had compiling it for you.

Happy Reading!

## ORGANIZING THE YATRA

Where do we start from? The 10 ft by 12 ft shutter-office in the lanes of Dadar from where the Jagriti Yatra took the baby steps, the team burning the midnight oil to execute the first Yatra. Or the disciplined Saturday calls where the team huddles together to share work updates and a few laughs. Or the ever-ringing phones at the Jagriti's office-cum-home when advertisements are published country-wide, some of the calls coming at wee hours of the day. Or the stress giving way to twinkle in the eyes of the team members when they see 450 Yatris trickling into the registration venue.

Wherever we start the story from, the story, of which you are also a part now, is one of true passion and commitment. And 'collaboration' is the main character of this story. Whether it's the more than 50 Yatris committing to roll out the ambitious JADE (Jagriti Ambassador for District Entrepreneurs) outreach program in their own districts, or the 35 Engine Room Club members coming to Mumbai office to execute the world's largest train event, or the 30 selectors, spread across the globe, volunteering their time to sift through the pool of applications to pick entrepreneurial gems, you will find collaboration embedded deep in the story of the Yatra.

The Jagriti team, like any other enterprise, has sailed through the dark nights of its share. The ambition of 'building India through enterprise' has given immense strength to the team members to emerge out of these dark nights unscathed. The aspiration to design and execute a world-class program, amidst all challenges and constraints, has constantly pushed the team to find innovative solutions to the problems at hand. You will see many of them on the train.

Lastly, we hope that many of you, after reading this Yatra Saar, will be excited enough to come forward to join our hands to further the movement of Enterprise Led Development.

Yaaron Chalo!

**Ashutosh Kumar &  
The Core Team**

# BUILDING INDIA THROUGH ENTERPRISE

*Shashank Mani*  
*Non-Executive Chairman, Jagriti Yatra*

**A**s we plan this 7th Yatra, change is in the air. After a number of years there seems to be a genuine desire to grow the country by promoting enterprise. Growth that touches not just the few but the many; growth that is people driven and growth that is sustainable. For an organisation like Jagriti which has laboured over the past many years in the cause of Building India through Enterprise this is a welcome change.

For many of the 68 years of independence our country was led in a direction that treated its citizens as mere voters and consumers. This brought an unnatural relationship between the citizen and the government which resembled more the pre-independence colonial setup, less a republican approach a free India demanded. A mindset that ordained that the government will take the country forward, while the voter will ratify this path once in 5 years. Following this political understanding, the private sector also continued to look at the citizen only as a consumer, a person who will buy the goods and services that the company produced.

Our Yatras over the past many years discovered a different India. An India where the young voter is also a builder, a consumer is also a producer. She will not only vote for the right kind of government, she will then take part in building the country in the ensuing period. She is not only a consumer, but through her enterprise she is able to produce goods and services too. She is not a passive citizen, she builds.

This change in approach and mindset has risen gradually to a point where it has started to enter the common language of the country. The process starts with citizens looking at themselves with new respect, and with more responsibility to



build. Government starts clearing the path in front of citizens, enabling them, rather than attempting to pull citizens forward. Instead of a few trying to pull the nation forward, a substantial mass of our 1.25 bn population, particularly young citizens push the country forward. Consider the locomotion this starts to generate in building, in growth. This new mindset also inspires the private sector to look at citizens, as consumers, but also as small and medium entrepreneurs, innovators, partners in growth.

Is this mindset shift pervasive; not yet. But in every Yatra over the past 6 years we have seen a perceptible movement forward on this. This is allowing our republic to behave in a manner our founding fathers desired, and our constitution foretold. Each citizen with the aspiration and possibility of reaching the top of the political or economic ladder as long as they demonstrate the talent, commitment and courage to move forward. Each citizen, protesting less, striving and building more. Each citizen, no doubt a consumer, but also a producer of goods, services and ideas that will energise the economy. As his movement and mindset grows, 1.25 bn citizens, of which approximately 750 million are in the working age population, become assets. The task of nation building is multiplied manifold. Building takes place in each city, town and village rather than dictated from up top by a narrow set of administrators or planners. This is a moment that many call the second freedom struggle. Except this time the struggle is to shift the nation from protest to building.

We often talk of the economic benefits of this approach, but there is a far deeper moral benefit. Happiness and self worth does not come from getting things free, it comes when citizens strive, and get what they have earned. Directionless youth from small towns find purpose, meaning through enterprise. The benefits if we approach nation building through enterprise are both economic and social.

This year Jagriti Yatra followed its own dictum and created a district level awareness program – JADE (Jagriti Ambassador for District Entrepreneurs). We have also started taking the first steps in piloting our JEN (Jagriti Enterprise Network) program in Deoria district, by helping local entrepreneurs. Our Alumni Yatris are spearheading these programs, and are demonstrating that they can stay connected, and journey on even after they have left the train.

By participating in the Yatra, you are now a part of this movement. Through this movement we can change this country in one generation. And one generation, your generation, is all we have. If we are to grow and bring prosperity to the millions in our nation, then the next 20 years are going to be crucial. If we fail to build, our booming population could turn into an existential threat for us.

Over the coming two decades India will see one of the largest nation-building processes on the planet led by its young citizens like you. There are many hurdles to this journey, much like the many hurdles to our own Yatra. Our systems are still opaque, our education system, our healthcare systems are weak the threat of food and water scarcity, the threat of even geopolitical security in a hostile neighbourhood are very real. However, the biggest threat to this journey is that from an old mindset. A mindset that looks for compliance and followership rather than building bias and leadership.

The Yatra will be a life changing experience for you to catalyse that shift in mindset. Not only to you but through you, to millions of youth who are watching this expedition as it curves across this great and beautiful land of ours. When you hear how our inspiring role models have created their institutions surmounting all odds; when you hear of the stories of leadership and courage from your co-travellers you will discover an India that waits to be unleashed. You are that dynamic spirit that will unleash a new India. Your travels in the Yatra, we hope, are the first stage of a lifelong journey of Building India through enterprise.



# THE ROLE OF INNOVATIONS IN ENTERPRISE LED DEVELOPMENT

*Raj Krishnamurthy*  
*Board Member, Jagriti Yatra*

**W**e are convinced that young entrepreneurs will become material contributors to societal development in India in the coming decade. India is poised to change beyond recognition brought about by the determination of young adults to lift themselves out of years of stagnation and corruption stained debilitation. We believe two engines that will be critical to the success of their impact in bringing about change – Collaborative thinking and Innovation. Let us explore the latter a bit further.

One of the differentiating characters of young entrepreneurs is that they come with no baggage associated with experience. Jagriti Yatra helps them to answer several basic curiosities about starting an enterprise through experiential learning. They are able to answer the ‘What and Why’ of entrepreneurship through the social purpose led messages and stories of the role models we visit and the panelists in panel discussions. Biz Gyan Tree gives them the ‘How to’ of entrepreneurship. By sharing a common physical and mental space during the journey, they make bonds with fellow Yatris which allows them to refine what kinds of people they want to partner with for their enterprise. Finally, Jagriti supports entrepreneurs with Jagriti Enterprise Network to create enterprises in their local areas or actively co-create enterprise in underdeveloped areas. This infrastructure gives them a strong start when they launch a new idea. They are able to test their concept and strengthen their conviction to pursue their interest. It is during these interventions that Yatris formulate their unique propositions. Their uniqueness are arrived through one of three areas of innovation – using new technology to address a problem, applying automation to a process or contextually replicating an existing successful idea.

Start-ups can implement New Technology easier as they start small. Swapnil Shakkarwar (JY 2011) started up his Housekeeping firm with low cost wireless radios. He had seen them being used during the Yatra for Security. He reached out to Chinese firms directly to source one that will suit his needs exactly. House-

keeping and cleaning on demand with radios was a new concept he commercialised with offices in the town of Nanded. The opportunities are endless – Drones for surveying, Sensors for farming, Robots for cleaning, Video for education are all opportunities to create new business models using technology. Many ex-Yatris have spent their formative years in jobs with multinational software firms. They are experts in process design, agile development and business transformation. Now they are able to apply their learnings in societal Process Automation. Nishank Varshney (JY 2012) took up a collaboration automation project in education. He realised that parents of underprivileged children are not availing of government support purely because the stakeholders are not able to execute a seamless process to achieve the results. He worked with IIM Ahmedabad to bring all stakeholders — NGOs, schools and parents together. In the first year he got 32 underprivileged children to schools. In 2014, his organisation sent 704 children to schools. This area of process automation is probably the largest opportunity for innovation. Finally, Contextual Replication sounds like a mouthful, but this is an area with unlimited opportunities. Ramana Killi (JY 2008) was inspired by Arvind Eye Care. Dr. V's (Arvind Eye Care's founder) vision of low cost innovations and quality control inspired Ramana to search for ways to replicate it in his area of passion – Agriculture. Ramana decided to pursue automation of paddy cultivation. He has devised techniques adopting machinery to Indian conditions to deliver a twenty five times increase of productivity for paddy germination. In a large farm in Tuni, AP, he has grown paddy seedlings in 1 acre sufficient to plan 200 acres of paddy, resulting in dramatic reduction in water usage and at the same time increasing crop health.

A lot of people may not see these as 'true innovations'. There is often reference to the iPod or a new drug to fight disease when we discuss innovation. However, in the Indian context, we would argue that Innovation is achieving a positive impact by doing something differently, regardless of the complexity associated with achieving it. In fact, the simpler, the better. What is important is the solution is fit for purpose, executed with an eye for quality and supported to ensure total adoption.

To ensure Innovations truly deliver their impact it is critical that we provide the necessary infrastructure and environment. Training can play a huge part. As people at all levels become proficient in handling technology be it smartphones or drones, it will become easier to deploy new applications that use these underlying technologies. Youth have a natural inclination to adopt these faster and hence play a critical role. We need to mobilise youth that are infectious technology adopters; we need to encourage design thinkers, user experience enthusiasts, artistic expres-

sionists, social change makers and LEAN practitioners to all participate in the creation of new ideas that will fit the context and improve the chances of adoption.

Execution is where most innovations fail. The true measure for success should be how well the solution has been adopted and sustained. India's expertise in Business Process Outsourcing (BPO) can be valuable here. BPO projects essentially start with change management and our workforce has experience at some of the best blue chip global firms. Now, these change management experts should don their Innovations hats and create the methodology for deploying new innovations in the Indian context. We need to create and adopt detailed processes for deploying innovations. This excruciating attention to detail is critical for its success.

Finally we need to get our Nation's youth excited about Making or Growing. We need to bring back the glory of our bygone industrialists and inventors. On a silent night in Jamshedpur, while running 13 hours late during Jagriti Yatra 2009, 450 Yatris were allowed just 20 minutes to tour the Tata Steel factory. The 12 bus full of young entrepreneurs having been overawed by the amber glow of molten steel and grey steam clouds spewing out of chimneys, finally arrived at the exit. The gate was closed and there was a delay to open it. One by one, we all got down and gathered around the towering statue of Jamshetji shining against the moonlit night. We remembered his legacy and relived the experience he may have had when he first arrived. As we felt silent in thought, his benign smile seemed to tell us - Don't celebrate me. Celebrate the makers of tomorrow's India.

Jagriti Yatris are energised to embark on this journey of building. Through the process of technology adoption, process automation and contextual replication, they will bring new ideas to life. As more young innovators join this movement, their enterprises in manufacturing, agriculture and services will grow into corporations that will build the future India.

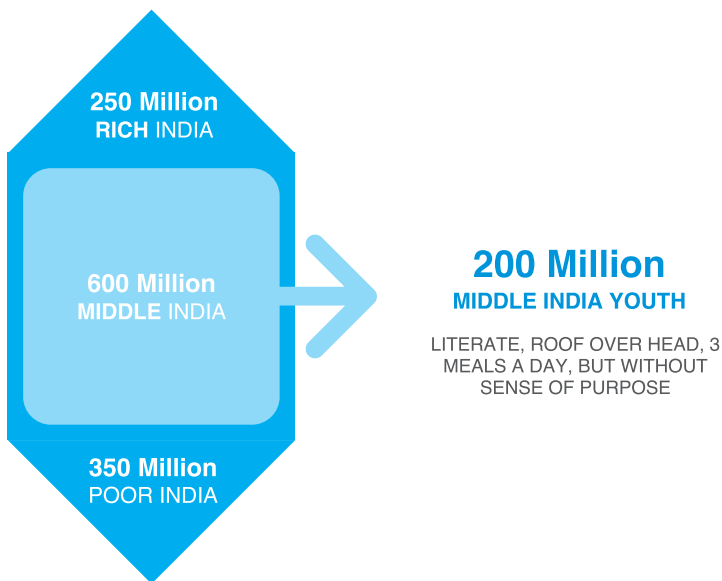
# About Jagriti

## What is Jagriti?

Jagriti is a non-profit organisation with a vision of 'Building India through Enterprise'. It aims to inspire young Indians living in the middle of the Indian demographic diamond to lead development by taking to enterprise, thus unleashing a movement of Enterprise-led-development. By doing so, these young Indians can turn from being job seekers to job creators. Apart from this economic argument, they also discover a purpose that is appropriate for their talents. Only if we create a movement around Enterprise-led-development will India's youth employment and development issues will be resolved.

Jagriti Sewa Sansthan, the mother organisation based in Deoria in eastern Uttar Pradesh, is a charitable organisation working towards skill development since 2001.

Jagriti Yatra, executed by Jagriti, is a year-long program with 5 key events in a year, the train journey of 15 days being the flagship event.

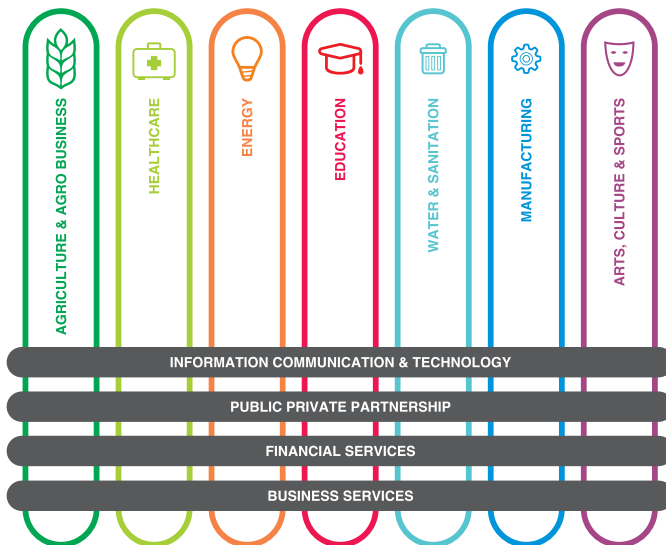


# Vision

## *Build India Through Enterprise*

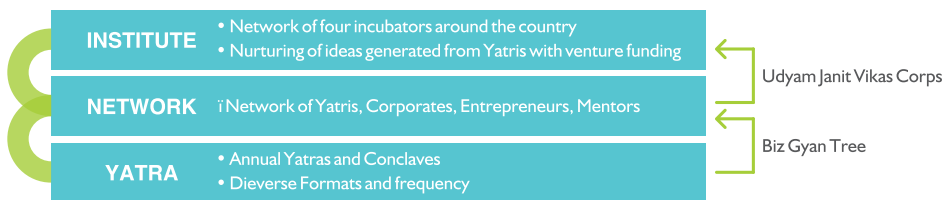
### Focus on 7 Verticals and 4 Horizontals

In following its motto of Building India through Enterprise Jagriti has arrived at seven verticals and four horizontals which are focus areas. These areas have been chosen as we believe over the coming decade a number of enterprises can be created in these areas, and these enterprises will in-turn take these sectors forward. Within this agenda, Jagriti looks to adapt and replicate successful enterprise models, so that these can be scaled up across Middle India.



# Three Horizon Approach of Jagriti

The Jagriti Yatra is the first horizon of Jagriti’s mission of Building India through Enterprise. In recent years we have started working on our second horizon, the Jagriti Enterprise Network (JEN) which seeks to provide support to alumni and other entrepreneurs, initially starting from four districts of the country. The Jagriti Enterprise Institute is designed as the third horizon where we seek to create four institutes of enterprise in the four corners of the country over a period of time. Biz Gyan Tree and Udyam Janit Corps are linking mechanism for these three horizons.



# Jagriti Yatra

While the Jagriti Rail Yatra is our flagship initiative, the Jagriti Yatra continues over the year with four other events spread over the duration of the calendar year.

## Jagriti Rail Yatra

Jagriti Yatra is a 15-day long, national train journey that takes you 8000 kilometres across the length and breadth of India, to understand and build the India of smaller towns and villages through enterprise.



**15**  
DAYS



**8000**  
KMS



**12**  
DESTINATIONS



**15**  
ROLE MODELS



**450**  
YATRIS

## Jagriti Biz Gyan Tree

An activity started on the train and ends as an enterprise training program in a rural setting through rural residency. Executed in the months of Feb and March, the program is designed to give some Yatris a good hands-on experience in developing enterprise solutions for rural India. The exercise connects the Yatris with mentors to refine their enterprise plans. This year, Google awarded a cash prize for the top three teams to encourage them to start enterprises or to take their existing enterprises to a new level. The residential program takes these selected groups through a well-designed 'enterprise development' module along with men-



torship from entrepreneurs or experts in the respective fields.

## Jagriti Annual Conclave

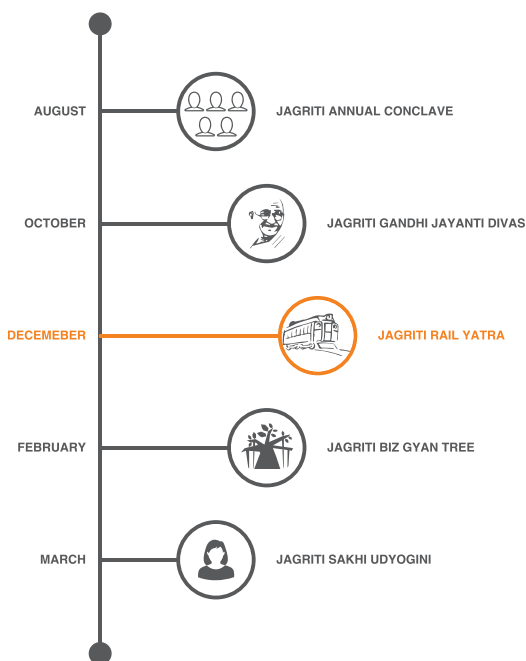
A two day program with various sessions and activities designed around the theme of ‘Enterprise-Led-Development’ where Jagriti alumni, local communities, experts on different sectors and entrepreneurs meet and converse. The aim is to reflect on the developments of the year, in a small district of the country, which happens to be the origination point for Jagriti.

## Jagriti Gandhi Jayanti Divas

Jagriti Gandhi Jayanti Divas is designed around ‘Be the Change’ and ‘Enterprise’ themes. Inspiring speakers and leaders, aligned with the enterprise thinking, are invited for the event, marked with different sessions and activities. This event celebrates the spirit of the father of the nation, who we believe was the original social and political entrepreneur in the enterprise of freedom.

## Jagriti Sakhi Udyogini

A day’s event organized on account of International Women’s Day is an effort to encourage greater participation of women from small towns and villages of India in ‘Building India through Enterprise’. The event involves mentorship workshop for women entrepreneurs or potential women entrepreneurs in the Yatri network to give them practical tools towards building an enterprise.



## Jagriti Enterprise Network

Jagriti Enterprise Network (JEN) is proposed to be a network of individuals

and institutions which facilitates creation and sustenance of enterprises in small towns and villages of India. The objective of the JEN is to create an entrepreneurial ecosystem in 'Middle India', which supports local enterprises by providing key enterprise services. It is based on the premise that enterprise education, incubation and support can drive a wave of Enterprise Led Development (ELD) in the country at the grassroots level. This will provide purpose and employment to youth in the small towns and villages of India where there is most unemployment stress. Geographically, JEN will be located in four corners of the country. The first JEN is piloted in Deoria in eastern part of Uttar Pradesh.

# MESSAGES FROM NOBEL LEAUREATES

Amartya Sen

*Indian Economist & Philosopher, Nobel Prize in Economic Sciences  
Chancellor, Nalanda University*

Seeing all of India with its varieties and differing richness is a wonderful way of truly understanding our country. I am so delighted that Jagriti Yatra has now reached Nalanda with its great historical reminders of the educational and intellectual traditions of our land.

I wish I could be there to welcome you all but I send you my warmest regards and best wishes through Gopa Sabharwal, the Vice Chancellor of the reinstated Nalanda University.

Muhammad Yunus

*Social Entrepreneur, Nobel Prize in Peace  
Founder, Grameen Bank*

Below is a transcript of a video message from Dr. Yunus

Hello everybody in Jagriti Yatra. Happy new year. And congratulations. This is a fantastic opportunity that you got. You should be proud of yourself that you have been selected for this particular experience. Its an amazing experience that you are going through. You see things, you think about new things, you make new

friends and it makes a lot of impression on you what you see how you talk to your friends that you make for the first time. Your world is getting bigger. When you started, you are in smaller circle, your world is smaller. Because you participated in this Yatra, your world has become bigger, much bigger than normally it would have been by this time. So that way you are very lucky to have this experience. And when you see things, you think, your mind starts working and you start being impressed. You are excited. You get very happy to see things you never saw, you read about it but you never had a chance to see and now you see it with your own eyes and you feel so happy that you made it. And then sometimes, you get very upset by seeing things just first hand, seeing in front of you. You thought about it. You read about it. But never saw it before. This time it upsets you. Sometimes it makes you furious that things are happening in the way you hoped it didn't happen that way. And then your mind starts ticking, your mind starts working. And you become a different person, because of the whole journey that you took, because of the friends you have, experiences that you have gathered. As a new person, what would you like to do, you have something that you never had before. You are a bigger person, you are a more powerful person. Now you have to use this power for something, for purpose. And the purpose, the purpose is very simple and very big, to redesign the whole world you live in. You may say, "Oh my God, I am a small guy and how can I redesign the whole world?" You can! That's the whole idea. You have that creative power. The power of creativity is just enormous. You start in a very small way but because there is a creative thinking and there is creative work you have done, impact is on the whole world. It changes the world. And the thing which we have been promoting is the idea of social business. You are familiar with business. If you go into business or whoever has gone into business, they make money. That's what the business is all about. Making money. I am saying that's wrong. That misinterprets human being, that only thing you can do in business is make money. It is a kind of a selfish way of looking at yourself, that all you do through business, you kind of make yourself richer and richer, but there are other ways of using business. Business to solve problems. Instead of having any idea of making money for yourself. That's the key. If you can use this methodology of using business to solve human problems then a fantastic thing starts happening. You start solving problems. Problems that you have seen during the journey that you took and then you think what kind of business I can design. Well, I don't want to make money out of it but I want to get this problem solved in a sustainable way. That's the whole idea of the business that we are promoting. We call it social business. Business to solve problems. It is a non-dividend company to solve human problems. Then you may think, "I am a small guy, I don't know how to do a business, I don't run a business." That's true. Tomorrow you will do that. Well I am talking about tomorrow. What would you do with yourself tomorrow. You can

solve problems. There are ways how to solve problems. No matter how difficult the problem is, you can always have a solution. That's your creative mind. Use your creative mind to find a sustainable way to solve the human problems. That's what the social business is all about. If you are curious about social business, you can go into the internet and find out what the social business is all about. We have been creating this social business in many many countries including Bangladesh, India and several other countries. So you see how to use this power of social business to solve the problems that you saw during this journey. Or you see in future and how to make it happen. And social business starts very small. So it's good for you. You don't have to think of designing something to change the whole country, change the whole world. All you need to think is to take a tiny piece of the problem and solve it. And you can do that. And that's your creative power and that's what you should be thinking about. So, while I congratulate you for taking this journey, at the same time, it brings you a new future for yourself to design a role for yourself, you will create a world that you will love to live in rather than feel uncomfortable about it. So, let's do that. If you, those who are in this journey, all have decided to do that, this world will get changed. That's the power you have. Congratulations once again. Thank you very much.

# Policy Makers Meet the Yatris

Yatris of Jagriti Yatra 2014 had the unique opportunity to engage with the key ministers of India who are crafting the nation's policy on enterprise.

Honorable Minister of State for Skill Development and Entrepreneurship, Shri Rajiv Pratap Rudy spoke about the vast opportunities in skilling India and the need to do this innovatively. He reminded us about human and technological resource within the two biggest employers in India - Indian Railways and Defence - and challenged us to think innovatively and make these sectors more entrepreneurial.

systems in developing high quality enterprises.

Honorable Cabinet Minister for Micro, Small and Medium Enterprises, Shri Kalraj Mishra, joined us during the Biz Gyan Tree exercise in Deoria, where Yatris were developing enterprise ideas for rural India. He congratulated the Yatris for undertaking such a life-transforming train journey which exposed them to the 'entrepreneurial India'.

All three ministers underlined and appreciated the value of the Jagriti Yatra and expressed a desire to develop stronger links with the Yatri community. Jagriti Yatra intends to build on this connect and evolve into a



Honorable Minister of State for Science and Technology Shri Y.S. Chowdhary, himself an entrepreneur, likened our vast young demographic to perishable commodities - like tomatoes, "they need to be used while young and fresh or will go to waste." He emphasised the need for excellent knowledge management

bridge that connects the concerns of young entrepreneurs with our policy makers and our government authorities. This is a significant step towards achieving Jagriti Yatra's objective of creating an effective enterprise ecosystem across India.

# The Layout of Yatra Saar

The layout of the Yatra Saar reflects the four key axes of learning one comes across during the Yatra. The Yatra Saar showcases the several activities conducted during the journey and learnings gathered by Yatris.

## Guiding Lights (Role Models)

Yatris interacted with 13 role model institutions and individuals spread across India. These role models and the visits to their institutions shed light on the stories behind their social and economic enterprises.

## Discussions and Deliberations (Panel Discussions)

There were four panel discussions organised at key stops of the journey – Bangalore, Chennai, Delhi and Ahmedabad. These were aimed at interactions with well-known personalities and brought new insights to Yatris on varied topics like technology, agri-enterprises, skills development and education.

## Biz Gyan Tree

The Biz Gyan Tree is a powerful exercise that initiates the process of thinking – thinking about an idea, thinking about a solution – very simply put, thinking like an entrepreneur. The exercise was held at Deoria and divided 450 Yatris into smaller groups with each group being given an opportunity to develop a business

plan. Groups were made according to areas of interest based on the seven verticals and they were given approximately thirty-six hours to develop a venture plan, assess it in a village environment and present this to a panel of judges. The twenty best plans have been given the opportunity to visit for the residential program in Deoria for ten days.

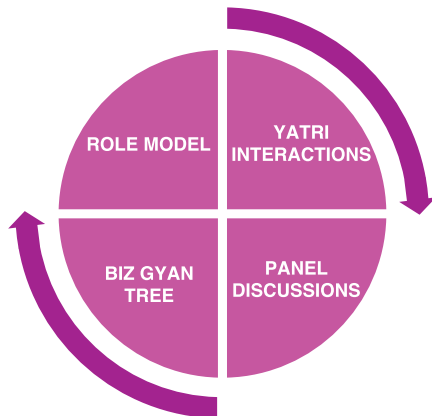
## Yatri interactions with support from Resource Persons

Yatri interactions are an integral part of the experience on the train. The discussions range from issues of personal interest to those reflecting Jagriti's verticals. We have captured some of the observations of the Yatris, in the form of prose or poetry. Resource Persons joined us at different legs of the journey to enhance the quality of discussion and debate. They also conducted sessions on the train on topics ranging from creative arts to the role of mobile telephony.

In addition, several other aspects unfolded on the Yatra. These included:

- Creativity explored through visual minutes, folk art, music, poetry, photography,
- Women Entrepreneurship - an idea which was continually reinforced in all our activities,
- Visits to the rich cultural heritage of India – Madurai Temple and Nalanda Ruins

The inner journey that each of the Yatris experienced was also documented through thought-provoking exercises such as the dreamtree exercise, the lifeline exercise and daily compartment conversations. Special efforts were made to record the transformative moments that Yatris experience through the duration of the Yatra.





# Role Models, The Guiding Lights

# SELCO

## Problem Statement

The major problem faced by many rural areas in India, including Kalkeri, revolves around inadequate and inequitable distribution of power, which leads to prejudiced allocation of energy resources. As a result, the less privileged ones in the rural areas end up having limited or no electricity, or end up depending on inefficient resources such as kerosene, dung cakes etc.

## About the Founder

The founder of SELCO is Harish Hande is an Indian social entrepreneur who co-founded SELCO India in 1995. He was awarded with the Ramon Magsaysay Award in 2011 for his pragmatic efforts to put solar power technology in the hands of the poor.

## Context and Vision

His vision included imparting comprehensive, high quality, manageable, and sustainable solar solutions, keeping an immaculate check on cost vs. benefit analysis. Along with his team, he worked towards decentralizing access to energy for rural masses, and reduced dependence on the main grid by promoting renewable resources

## Team Structure

SELCO is made up of 350 employees. 310 have been chosen from the villages and the districts where SELCO works. They have 43 district level offices. In each of them there is an administrative head, a technical head and support staff.

## Sustainability

Revenue Generation and Funding – SELCO is not a manufacturer, but a customized service provider. Though a for-profit organization, their main emphasis

is always to create social impact, and the profits are used as incentives for research and development. The major stakeholders are three NGOs, which don't demand high profits and support SELCO's social initiatives. They have tied up with Grameen Banks and micro-finance companies, to help their customers avail easy loans and have become guarantors for the loans. The repayment of loans is decided according to the cash flow of the customer.

Following will help in further sustainability of SELCO:

- Innovation in manufacturing which might lead to cost reduction, by any other organization in the solar sector.
- Coming up of more efficient alternate energy resources.

## Scalability and Financial Model

The financial model of SELCO is not scalable. SELCO's primary source of funding is through the NGOs. SELCO doesn't have to repay any interest on this amount. In spite of zero or less interest payment, SELCO still operates on 2% profit margins. To be scalable SELCO must have enough profit margins to be more than just self-sustainable.

Another important aspect to consider in the financials is the return on capital and inventory turns. Return on capital – To evaluate scalability of SELCO we would have to analyze return on capital (ROA). Since this is a slow business, with small inventory turns and a small profit margin, it indicates that ROA is small too. The pre-tax ROA of SELCO should be over the risk-free rate of return of the industry for the financials to be robust.

SELCO should transition from controlling cost by reducing profit to controlling cost by implementing sustainable operational practices, and innovative technologies.

## Replicability

Successful replication of SELCO's model is mainly dependent on the following factors of the target area:

- Climate
- Terrain
- Insolation
- People's Awareness
- Team Skills



SELCO



MindTree

# Impact

SELCO had a really positive impact on the lives of villagers, not only from Kalkeri but across various regions. E.g. The quality of education imparted in the village of Kalkeri has improved significantly. ???

# MindTree

## About the Founder

Parthasarathy N. S. (Partha) has over 26 years of IT industry experience. Partha is known for his expertise in setting up large Offshore Development Centers (ODC) handling global delivery and operations. Partha's vision and passion for delivery excellence has helped Mindtree deliver best-in-class service, with significant value to our customers. Partha also heads the two fastest growing service lines at Mindtree - Testing and Infrastructure Management Services.

## Context and Vision

For Mindtree, "Welcome to possible" is more than a slogan - it reflects an approach to every engagement. Mindtree engineers meaningful technology solutions to help businesses and societies flourish. Mindtree works on the values of collaborative spirit, unrelenting dedication and Expert Thinking.

## Building an enterprise

In August 1999, Mindtree Consulting Private Limited was founded by ten IT professionals of which three of them invested through an entity incorporated in Mauritius. Mindtree was funded by venture capital firms, such as Walden International and Sivan Securities and later in 2001 from the Capital Group and Franklin Templeton.

Mindtree went public on 12 December 2006 and was listed on Bombay Stock Exchange and National Stock Exchange. The IPO opened on 9 February 2007 and closed on 14 February 2007. The IPO was oversubscribed more than 100

times. Subroto Bagchi, co-founder and chairman, has written about its history.

Mindtree announced a new brand identity with the unveiling of its logo, which includes the new tagline “Welcome to possible” on September 28, 2012.

The company has 28 offices located across the globe. Mindtree setup its first U.S. delivery center (USDC) in Gainesville, Florida, under the leadership of Scott Staples, co-founder and Global Head of Sales.

## Team Building

Mindtree focuses on organizational behavior and work culture to ensure the growth of the organization. They take various steps to ensure member retention and job satisfaction.

- Circle of Life : Magazine for family members of Employees
- Human resource renamed as People Function
- Employees are called Mindtree Minds
- Osmosis : A day in each year to celebrate the nerd in all of us

## Sustainability

For Mindtree, sustainability is a business imperative, which aims to create and maintain the necessary conditions under which people, the planet and profits coexist in productive coherence. Mindtree concentrates on four major aspects for sustainability.

Ecological Sustainability is kept under check through projects on Waste Management, Energy Efficiency, Water Management and GHG emissions.

Workplace Sustainability: Mindtree believes in a non-discriminatory environment that promotes equal employment practices, health, wellbeing, diversity and inclusion. With an occupational health and safety management in place they encourage and maintain a safe work environment by providing fair working conditions to all Mindtree Minds.

Governance and Advocacy: Mindtree’s values are very fabric of the enterprise and have been integrated into every system and process.

## Impact

Mindtree conducts themselves with the highest standards of integrity and are

transparent in their professional transactions and dealings.

# Aravind Eye Care

## About the Founder

Dr. Govindappa Venkataswamy was a well-known Indian ophthalmologist. He was a person, who, at the age of 58, dreamt of removing needless blindness and founded an enterprise which we know today as Aravind Eye Care. His mission was to eradicate needless blindness which he did through mass marketing and surgical processes resembling an assembly line.

Although his start was very humble with just 11 beds, today, Aravind Eye Care is known all over the world for its state of the art systems. Besides, Aravind Eye Care plays a role in empowering women. It regularly trains young girls in the age group of 18+ and of the art facilities and quality medical treatment it offers.

## Context and Vision

Its focus lies in the elimination of needless blindness by providing high quality affordable and compassionate eye care to all. According to Dr. Aravind, 80% of the total blindness can be treated with simple surgical operations or medical treatments. With this thought to eliminate needless blindness, Aravind Eye Care has been instrumental in its actions in setting up the stage for a society free from blind people.

## Building an enterprise

Having started 4 decades ago Aravind eye care has built its enterprise gradually - starting with a single floor building and then using revenue from operations on that single floor to build subsequent floors. Today they have 5 tertiary centers, 6 secondary centres, 6 OPDs and 49 primary eye care centres.

For building an enterprise that can achieve Dr Govindappa Venkataswamy's vision, substantial innovation is required. Aravind eye care has been able to in-

novate on 3 fronts, all of which have been key to their success in achieving their desired objectives. First to be sustainable they have innovated on the product front by manufacturing ophthalmic lenses instead of importing them. Second they have been able to innovate on the process front by utilizing sufficient number of paramedics that allows their surgeons to perform 6-8 cataract surgeries per hour (normal rate is 1-2 surgeries per hour). It is inspired by the McDonalds model of using assembly line method for performing surgeries. Third, they have used tele-medics by employing mobile vans that help relay information between paramedics and doctors which has increased their reach. This facility has allowed 90% of the patients to be treated locally with the remaining being complicated surgeries that are performed at the eye care centre. This has also enabled them to help people prevent eye disorders since many of these patients would normally not come to the vision centres or the OPD.

## Financial model

Aravind Eye Care caters to people from all economic backgrounds irrespective of their ability to pay. There are essentially three types of patients:

- Patients treated free of charge
- Patients who pay a subsidized rate
- Patients who pay close to market rates

For the people who can pay they charge 550-2000 INR for a cataract surgery which 30% below the market rates. These patients cover for the cost of the patients who are operated free of charge. However, the patients who are treated free of charge partially allow Aravind eye care to charge lower than market rates to those patients who pay. This is because the large number of the free patients helps Aravind eye care to realize economies of scale which lowers the cost for all patients. With this financial model Aravind eye care has been sustainable with 99% of its revenue coming from its own operations.

## Impact

In terms of Arvind Eye Care's main objective/operations they held 2173 camps, 554413 OPD and performed 90000 cataract surgeries in 2013. The vision centres have examined over 1 million patients. By training girls who have passed high school in paramedic courses Aravind Eye Care also have been able to create an additional social impact of women empowerment. Additionally they have been able to make eye care affordable by manufacturing ophthalmic lenses which has brought down the cost from 100\$ to 5\$.





Aravind Eye Care



Royal Enfield

# Royal Enfield

## About the Role Model

B. Govind Rajan is the chief Operating officer (COO) at Royal Enfield from January 2013. During his Tenure as the Vice President, he was actively involved in ramping up production at Royal Enfield's Thiruvottiyur facility and raised the capacity to 1 lakh units per annum, new production landmark at the company. He received his Mechanical Engineering from Annamalai University Tamil Nadu in post graduate Diploma in Materials Management.

## Sustainability

Two Wheelers' manufacturing is a competitive sector in India and to maintain Monopoly in this sector is a different task Royal Enfield Products are built for all sections of society from milkman to corporate and even the army and police. Royal Enfield ensures this by making them compatible with all terrains and conditions. Royal Enfield has a strong emotional connect with customers that ensures their loyalty to Brand. To continue this in Future Royal Enfield is ramping up production to minimize demand and supply gap. Royal Enfield is investing in R&D to keep up with upcoming technologies and latest trends in the market. Royal Enfield is also trying to reduce environmental impact of its product in market.

## Financial Model

The Revenue of Royal Enfield in Fiscal year 2012 is 1173 crore which increased to 1887 crore in 2013. The total Profit of Royal Enfield is raised from 12.34% in 2012 to 14.77% in 2013. There has been a slight decrease in investment in Research & Development in Royal Enfield as compared of 2012 fiscal year. So R&D investment has decreased by 37% in 2013.

## Replicability

Replication of Royal Enfield Model can be done in the mobile phone industry.

Creating something that becomes a brand in itself, a product that needs no marketing, does this. The Product should have an emotional engagement with the public. This can be done by

- Technological Innovations
- Best in Class Infrastructure
- Best Service Provider
- KAIZEN Model of quality.

## Impact

The systematic approach of the assembly Line of the Royal Enfield had a deep impact on the whole Yatris. Some of the potent and distinct Impacts are summarized below:

- Importance of things being arranged sequentially so that the processing of the manufacture of the product goes fast
- Cultivating the Indian Tradition

# Akshaya Patra

## Problem Statement

Hunger, which was leading to a significant decrease in the number of students, enrolled in schools. Lack of food was causing a hindrance in imparting education.

## About the Role Model

The Akshaya Patra Foundation is a not-for-profit organisation headquartered in Bangalore, India. The organisation strives to fight issues like hunger and malnutrition in India. By implementing the Mid-Day Meal Scheme in the Government schools and Government aided schools, Akshaya Patra aims to fight not only hunger but also to bring children to school.

## Vision

No child must be deprived of education because of Hunger.

## Mission

To reach 5 Million Meals per day by 2020.

## Analysis

Akshayapatra works with highly Automated and semi-automated Kitchens, making them very efficient. They have stringent quality checks for ensuring quality and hygiene. 60-70% women are employed in order to encourage and empower women. They have a very efficient transportation to make sure the food reaches the schools in time. Akshayapatra follows Private Public Partnership. It serves 1.4 Million Kids a day

It operates in two models

- Centralised: Where food is prepared and served.
- Decentralised: Where Ingredients such as fuel, utensils, raw materials are sent to schools and food is prepared by local people.

## Innovation

- Roti Making Machines are modified to serve up to 1.5 Lakh kids in hours.
- Currently working with other organizations to create machines, which can cook 500kg of Rice in 30 minutes.

## Replicability

Already being replicated 11 states of India; working on the model of decentralization.

## Scalability

Possible ideas to scale Akshayapatra model include Public Private Partnership Model that works on 51% government subsidy and 49% from Corporate Members. The corporate members are mostly individual donors, who are contacted via ISKON network. The need of the hour is to find “Innovative marketing techniques” to find new donors. One possible organisation with which Akshayapatra

can tie up is Indian Railway Catering. Railways have passengers from the whole of the society. Food Packets having Pamphlets of Akshaypatra could help marketing at a very Low cost. Logistical cost is marginal as there is just one more destination to add to the existing infrastructure.

Taking cue from Aravind's Model, Akshaypatra can enter into new ventures which have a demand for low cost food –Hospitals, college canteens etc. However, entering into new ventures would mean further strengthening the logistics. A GPS tracking system to enable time and motion study to facilitate efficient logistical chain is suggested.

A Mobile app for Akshaypatra can help in many ways. For instance, schools and colleges can give feedback over mobile app. Akshaypatra can then work on the betterment of their services. In addition, app can be used for interaction with Akshaypatra team.

## Social Economic Impact

- Women empowerment
- Increased enrollment & attendance
- Social upliftment
- There is decrease in malnutrition of children, idea of secularism of children get increased.
- With the help of self Help Group (SHG) in school women, cooked food therefore is increase in security of women

# Gram Vikas

## About the Role Model

Gram Vikas was founded in 1979 under the Societies Registration Act, 1860, and is driven by the philosophy of inclusive growth & sustainability. The core group of Gram Vikas had come up to Orissa as student volunteer of young student's movement for development (YSMD) Chennai to serve victims of a devastating cyclone in the early 1970s in Orissa. Subhashish Pattanaik is the successor of Mr. Joe Madiath, the original founder of Gram Vikas. He carries rich industry



Akshaya Patra



Gram Vikas

experience of 12 years. It will be interesting to see the leadership transition and its effect on functioning of Gram Vikas and its growth.

## Problem Statement

Lack of sanitation is a major issue not only in villages of Odisha, but all across rural India. Mahatma Gandhi, way back in 1925, stated that India needs toilets more than it needs independence. Numerous water borne diseases prevail as a result too. In Joe's words himself "sanitation is more about dignity than defecation".

## Gram Vikas Model

Gram Vikas first approaches the village community. After a series of meetings & negotiations, sometimes ranging from months to years, they start the work only after achieving 100% inclusion i.e., only after all households in the village agree to have toilets & bathrooms built in their respective houses.

Gram Vikas collects INR 1000 per household to ensure commitment from the members of the participating community. They procure local material & labour and start working. A toilet & a bathroom are installed in each household. The grey water rejected out is utilized in irrigation of gardens in the house. The toilet is based on double pit sock model, where one pit is first filled & then the second one is used while waste in first pit is converted into manure.

As Joe sarcastically remarks, "poor people need poor solutions", their model is an epitome of equitable inclusion.

## Critique & Recommendations

A lot of financial funding be it from the government or private institutions is dependent on Joe's reputation, leadership and connections he developed over the years. Same is the case with water connections for which Gram Vikas is dependent on Government. So the leadership transfer that's happening will play an important role in future of Gram Vikas.

Transfer of social innovation to other organization has been a major problem for Gram Vikas. For example, Gram Vikas Collaborated with CRHP (comprehensive Rural Health Project) to implement the mantra project but the collaboration did not work because of the ideological differences.

Gram Vikas believed in 100% inclusive model & couldn't implement a project without the involvement of all the villagers whereas CRHP believed in starting with 70% inclusion & rest of villagers would follow. CRHP model proved successful in one case but which model is better could only judge with time.

## Financial Model

### Sources of Funding

Around 34% of funding is coming from foreign funds that include “Charity waters”. Around 27% is coming from Government Schemes-WSS, Swach Bharat Abhiyaan (Recently added in scheme portfolio), MNREGA etc.

### Utilization of Funds

Around 72% of funding is dedicated towards rural sanitation which defines that Gram Vikas binds to its core objective of sanitation and building the community around the core vision by working on Livelihood, Education etc.

### Financial Sustainability

Gram Vikas Gross Surplus has increased from INR 4 Lacks to INR 4 crore the previous year. This shows the dependency of the sustainability of the organization on external funding. It receives 15% of its income from Interest & dividends on investment which tends to be stable source.

### Scalability and Replicability

Joe thinks scalability is the concept of the west. He believes his vision should be scalable then the project itself. They are looking for rural entrepreneurs who can replicate this model in villages.

### Challenges

Gram Vikas conducts community mobilization programs for convincing people in villages since they have 100% inclusion as mandatory aspect.

Social challenges: Caste system in village. They are not willing to have com-



mon water tanks.

Government Laws: Political challenges to replicate the model

# Goonj

## About the Role Model

Goonj, a non-government organization that works across 21 states in India on disaster relief, humanitarian and community development was a part of our Delhi visit. Goonj is the dream brought to reality by Anshu Gupta in 1999 after he left his corporate job.

## Vision and Mission

The organization works on providing basic amenities to the people who need it the most. Goonj also provides relief material especially clothes at the time of disaster. It is all about the provision of the basic things.

In a patriotic atmosphere, we were seated on the floor listening to Anshu passionately talk about Goonj's work. In his own zealous manner, he introduced us to a side of this country that many of us hardly pay attention to. An India which that has not moved forward, a country of snake charmers, a country where people sleep with dead bodies just to shield themselves from cold, where kids die not because of cold but because of lack of proper clothing. We were introduced to a bitter, shameful side of India.

In the last leg of the Yatra, when we all were thinking of it to be all the same, those two hours really shook us. The mentality of changing India by 'earning money' was not working and there were people who needed to work for the basic needs like 'roti, kapda and makan'. The problems we had 30 years ago were still a problem today.

His questions were so thought provoking; numbing the crowd and touching their inner humanity. The talk overwhelmed us with emotions. Goonj was selflessly working, providing basic amenities like clothes in return of work like build-

ing bridges, digging wells, reviving & cleaning wells. They believed in changing India by helping them earn basic amenities.

The feeling of oneness with our struggling countrymen crept in and we all wanted to do anything that we could. Just the change we could accomplish by realizing the place utility of material & the will to change. Waiting for someone to perform his duty to get our right should not be an option, the change was within us. To develop a system, first the policies should be structured /amended towards a fulfilling life.

Here was another reason to initiate change from another inspiring story. The ground reality of the conditions was in front of us and the silence was shouting. Goonj was not just a social enterprise but an example of humility and being a doer rather than a dreamer.

# Barefoot College

## About the Founder

Sanjit “Bunker” Roy (born 2 August 1945) is an Indian social activist and educator who founded the Barefoot College. He was selected as one of Time 100’s 100 most influential personalities in 2010 for his work in educating illiterate and semi literate rural Indians

Bunker is a founder of what is now called Barefoot College. After conducting a survey of water supplies in 100 drought prone areas, Roy established the Social Work and Research Centre in 1972

Roy was appointed by Rajiv Gandhi to the government’s Planning Commission he recommended that legislation be created that would apply a “code of conduct” for non-governmental organisations.

## Context and Vision

Social Work and Research Centre (“SWRC”), widely known as the Barefoot College is a voluntary organisation working in the fields of education, skill devel-

opment, health, drinking water, women empowerment and electrification through solar power for the upliftment of rural people, which was founded by Bunker Roy in 1972. It registered under Friends of Tilonia Inc.

## Building an enterprise

Barefoot College runs on a self-sustainable model. The Barefoot College recruits villagers primarily women who have minimum or no educational qualifications. They train them in solar engineering, electrical engineering and handicrafts. These men and women are chosen from very poor villages and districts. The participating villages form a Village Environment and Energy Committee who decide on the rate at which solar panels will be installed in the villages and identifies the poorest residents who will attend this training.

These men and women later help in the installation of solar panels in their respective villages or continue to work for the Barefoot college as trainers. They train grandmothers who come from various foreign countries with a vision to develop their villages with solar lighting and access to technology.

## Financial model

The model is dependent major on grants. It generates some amount of revenue through the sale of its products such as handicrafts and from visitors staying in their guest house.

## Impact

The impact of the Barefoot College is evident in the undying confidence seen in the women at Tilonia. They are skilled, intelligent and despite the language barrier are able to train hundreds of foreign women and spread their knowledge across the globe. It's true to say if you train a woman you train a generation.



Goonj



Barefoot College



# Biz Gyan Tree

# About

To bring about social change and a positive impact in our country, one needs great ideas to implement it. But this change cannot be brought by ideas alone. It needs to be planned and implemented in reality. You need to create a team with people from different verticals, which help to incubate that idea and bring the impact of the same.

Jagriti Yatra is the world's largest train journey promoting entrepreneurship. The concept of Biz Gyan Tree has great potential in terms of identifying the change-making entrepreneurial ideas. The Yatrīs do a role model study across 12 locations of India and then they will present their business plan. Resource persons/experts clear queries/doubts and help make the plan strong and presentable.

Teams are given seven different verticals of Agro business, Healthcare, Energy, Education, Water & Sanitation, Manufacturing and Arts, Culture & Sports with four different horizontals of Technology, Public Private Partnership, Financial Services and Business Services. The teams visit the local villages have one on one s with people to analyze the problems they are facing. Accordingly the team includes points in their business plan, which can bring impact and solve problems for those villagers. The business plans are presented in an interesting way by the team after the village visits. The Biz Gyan Tree idea presentation is conducted in two stages, where the first stage is during Yatra in which participants present their plan in a defined time frame after the field visit and the second stage of the quiz is conducted during the residential program at Deoria. 'Google for Entrepreneurs' supports the Biz Gyan Tree exercise and sponsors the cash prize to the winning team. Coca-Cola and Rolls-Royce also offer grant money.

## Journey of Biz Gyan Tree 2014-2015

The Yatra reached Deoria on 3rd Jan 2015 at 12:30 pm IST where all teams were welcomed by villagers and Jagriti Sewa Sansthan. The introductory session about BGT was started with a detailed agenda and study visit to different villages in groups lead by local villagers. The groups had one on one session with villagers to know their problems and how they are trying to resolve the issue. The interaction between the participants and the villagers was insightful which helped in creating business plans with practical result projection. The teams finally pitched their ideas to a panel of jury in the evening of 3rd Jan 2015. A total of 20 teams were selected to attend the next round of Biz Gyan Tree – a residential program – scheduled in the month of February and March at Deoria.



Biz Gyan Exercise



Biz Gyan Exercise



# Panel Discussions

# 1. Technology Beyond IT

The panel discussion on Technology beyond IT held at Infosys campus at Bangalore had speakers who can be heralded as rockstars in their fields, an inspiration to all Yatris.

## The Panelists

### Sushmita Mohanty

Sushmita Mohanty is the co-founder and CEO of Earth2Orbit [E2O], her third venture and India's first private space start-up. In 2001, Susmita launched her first company MoonFront, an aerospace consulting firm in San Francisco [USA]. In 2004, she co-founded LIQUIFER, an aerospace architecture and design firm in Vienna [Austria]. She is a protégée of Arthur C. Clarke, the late science fiction writer and author

### Mr. Tarun Mehta, founder of Ather Energy

He is a graduate of the Department of Engineering Design, IIT Madras (batch of 2012). He is a co-founder and CEO of Ather Energy. A strong believer in the superiority of the electric drive, Tarun started working on EV battery packs to



solve one of the biggest pain points with EVs in India.

## Mr. V I Bishor, founder of uBio

uBio is a young, vibrant start-up developing innovative solutions in medical diagnostics. We leverage the latest and best technologies from the fields of electronics, information technology, and biotechnology to create products and solutions that take hi-tech diagnostics to the mass-market. ubio's vision is Affordable, Accurate, Accessible Diagnostics for All.

## The Panel Discussion

The speakers inspired the audience to demand more and look beyond IT to innovate and solve prevalent problems. Audience was left impressed when Mr. Bishor talked about how his failure to develop a human diagnostic solution led him to developing a device for veterinary diagnostics that has transformed the rural livestock healthcare in India.

Tarun Mehta also shared his vision of how his premium electric powered bikes will transform urban India and also help in relaunching the failed electric vehicles market.

Ms. Sushmita shared her experience on how her Indian venture Earth2Orbit had been successful in facilitating launch of an American satellite using ISRO's rocket for first time in history.

The panel also stressed upon reforming the education system to create more builders by encouraging students to learn practically rather than focus of theory to clear exams.

The group that presented this panel discussion to Yatris also added relevant examples of groundbreaking new technological innovations brought by common people and young entrepreneurs. For instance, a fellow Yatri who has developed solar powered laptops for rural India left audience in awe. Several other such examples such as usage of drone technology to analyze farmland, development of low cost artificial limbs at Jaipur etc. helped give a new perspective to the young audiences who have grown up to believe information technology as the only form of technological advancement. There was also an active discussion among audience who shared their own understanding of what is Technology beyond IT. The conclusion derived was that IT is enablers that can help us do value adding activi-

ties better, faster or cheaper. But for any enterprise to create real value Technology has to be at the core as innovation.

The learnings of the discussion were beautifully summarized in a small poem by the team.

Suno ab baat zaruri,  
hum tumse keh zaate hain,  
IT ke paar ki,  
dunia dikhlaate hain.  
IT ek prakar ka,  
enabler hi hai keval,  
Technology le jata hai,  
Manavata ko agle level.  
Technology ke chhetra me,  
jo saare jatan hai karta,  
Pragati ki race me,  
wahi hai aage badhta!  
Suni jo baat yahan pe,  
tum inko bhool na Jana,  
mile jo koi bhi tumko,  
unhe bhi tum batlana.

## 2. Agriculture: The Next Entrepreneurial Opportunity

Agriculture and allied sectors are considered to be the mainstay of the Indian economy. They are an important source of raw material and demand for many industrial products, particularly fertilizers, pesticides, agricultural implements and a

variety of consumer goods. They contribute nearly 22 per cent of Gross Domestic Product (GDP) of India. About 65-70 per cent of the population is dependent on agriculture for their livelihood. Hence this was a topic of great importance to us young entrepreneurs.



## The Panelists

### Makarand Churi

Director- Nisrag Nirman Agro Products, Mumbai

### Nisrag Nirman

Nisrag Nirman is a producer, consultant & supplier of exotic vegetables to five star hotels such as Taj Hotel, Prestigious clubs, etc.

### Girish Minocha

CEO-Minchy's Food Products, Shimla, India.

He completed electrical engineering & joined electrical switchgear company. In 1993 started a food processing plant making fruit flavoured drinks, jams, juice, sauces & pickles.

## Aruna Kappagantula

Founder, Bamboo House India

India is a second largest producer of bamboo after China. Bamboo House India (BHI) utilizes bamboo as an economic driver for providing sustainable livelihood opportunities to rural & tribal communities.

## The Panel Discussion

In the discussion they insisted on the production of exotic food items. They said that to generate more revenue, farmers should focus on exotic food items production. People don't think farming is a proper venture but it is a business. Good marketing & production gives the success in farming of exotic vegetables.

When questions were raised on why people should take up agriculture as a business. They focused on sustainability of the agriculture business which can be forward & backward integration. Forward integration deals with food processing where low quality & excess food items are used. Farming is tough but reward can be great. Government offers some great subsidies like 80% subsidy for horticulture & pilothouse, 35% subsidy for irrigation, etc.

They said that the mindset of Indians needs to be changed. They need to start looking at agriculture as an enterprise and not just as farming.

They also spoke about the scope and potential of the food processing industry. "Eat that is grown & pack that is thrown." Anything that is to be thrown due to low quality or excess production can be used for the preprocessing. It just needs preservatives & cold storage to store the preprocessed products.

## Conclusion

Panelist threw the light on different issues from crop cultivation to marketing of preprocessed products to logistical issues in the industry. They also shared their views on the sustainability of agriculture practices & how it provides livelihood opportunities to rural & tribal communities.

# 3. Celebrating Entrepreneurship

The panel discussion on Celebrating Entrepreneurship was held at IIT campus Delhi had speakers who amazed the audience with their experiences and their learnings as entrepreneurs



## The Panelists

### Rajendra Singh Pawar

Rajendra Singh Pawar is an Indian businessman and the chairman of NIIT which he co-founded NIIT. Pawar was awarded Padma Bhushan by the President of India in 2011 and has led several ICT industry initiatives and played a significant part in shaping the IT policies of the Government of India.

## Kishore Jayaraman

Kishore Jayaraman has been the President of Rolls-Royce for India and South Asia at Rolls Royce Holdings plc since April 2012. Mr. Jayaraman served as Chief Executive Officer of GE Energy India at GE Capital Services India Limited until December 1, 2011 and also served as its President.

## Rajan Anandan

Rajan Anandan is a Sri Lankan who is the Head of Google India. He used to be the Managing Director of Microsoft's Sales Marketing and Services business in India. Before this role, he used to be the Managing Director of Dell India. He is also on the Advisory Board of Sapient Analytics and 24/7 Techies.

## The Panel Discussion

The Panelists answered all the questions with a lot of vigour and enthusiasm.

Mr. Pawar shared his experiences and kept emphasizing on customer satisfaction. He said, "Whether you are serving 10 customers or 100000, give them the full service and the best you can offer". When asked about competition, he gave the example of a 100 kachori walas who sell the same product in a city but you go to the one who is your favourite because he caters to your taste. Hence create that uniqueness even when offering the same product for success.

Mr. Jayaraman focused more on brand value. "Create a brand that resonates with a certain feeling. If your product can invoke a certain feeling then it is successful" he said. Keep innovating and diversifying.

Mr. Anandan emphasized on how technology is helping entrepreneurs start their enterprises and grow each day. He encouraged budding entrepreneurs to use this to expand their enterprise as well as their network.

The discussion ended on a very positive note. Each one sitting in the auditorium was inspired to do something new, start something on their own.



# 4. Education

The panel discussion on Education was held at EDI campus Ahmedabad had eminent speakers with belief in tomorrow and the efforts of change that they are driving today.



## The Panelists

### Shaheen Mistri

Shaheen Mistri is an Indian social activist and educator. She is a founder of the Akanksha Foundation, an Indian educational initiative in Mumbai and Pune, and is also the CEO of Teach For India since 2008.

### Vijay Barse

Founder, Slum Soccer

Slum soccer is an organization promoting development through the medium of football on a daily basis. 'Providing them with a chance to play football will not only enhance their fitness but also skills like team-building, self-esteem, friend-

ship, togetherness with the society, self-confidence and creativity' believes founder of Slum Soccer, Prof.Vijay Barse

## Chetna Gala Sinha

Chetna Gala Sinha is an Indian social activist working to empowering women in drought prone areas of rural India by inculcating entrepreneurial skills and providing them access to land and other means of production.

She founded chairperson, Mann Deshi Mahila Sahkari Bank, a micro finance bank which lends to women in rural areas. She is founder and President of Mann Deshi Foundation.

## The Panel Discussion

The Panelists were extremely passionate about their fields of work. They were all working in the broad sphere of education but had different perspectives and opinions on the topic which made the discussion very interesting.

Their lives were filled with stories and instances which they shared with the audience. Chetna Sinha shared her journey from the days when rural women were rejected for a bank account to when she helped them start their own bank. It was inspiring to hear her talk about the never say die attitude of the rural women.

Shaheen answered the question from a Yatri about following his passion or following the masses and taking up a 9-5 job under social pressure.

Mr. Barse spoke about bringing education to children by teaching them sports. Imbibing moral values and lessons through the means of sports and games was something very unique yet very successful

# Cultural Heritage

# Madurai Meenakshi Amman Temple

Meenakshi Temple is a historic Hindu Temple in the city of Madurai. The Temple of Goddess Meenakshi (Parvati) and her consort Shiva stands amidst of the Temple city Madurai. The Jagriti Yatra team acquired special permission to arrange the visit of the temple with help of local Police commissioner. The Yatri's also had an opportunity to listen to the current engineer allocated for the Meenakshi temple, he briefed about the history, facts and significance of the temple. The temple complex is divided into a number of concentric quadrangular enclosures contained by high masonry walls. It is one of the few temples in Tamil Nadu to have four entrances facing four directions. The city is laid out in the shape of square with a series of concentric streets culminating from the temple. Post the brief the Yatri's were escorted inside the huge temple where they could appreciate the significance of the temple and take the blessings for their outer and inner journey. The vibes in the temple was mystical, divine and transcendental. It surely was the occasion where God's calling and Yatri's act met to receive holy intervention much required!



## Nalanda Ruins

The eighth destination of the yatra was Nalanda - the ancient seat of learning and one of the first universities in the World. Nalan means lotus and Da means giving. Nalanda is, therefore, the place that gives lotus, lotus being a symbol of

knowledge. It is said to have been visited by both Buddha and Mahavir. The beautiful, serene and green campus is an expression of perfect harmony between man and nature. The completely residential University had a 5:1 student-teacher ratio depicting the value of student-mentor relationship and the concept of learning as a part of living. Scholars from places around the World including China, Mongolia,



Sri Lanka, Japan, South-East Asia, Tibet, Turkey visited the university in pursuit of knowledge. In the end of twelfth century, the university was destroyed by the invaders. The environment, however, still fills the heart of every visitor with feelings of tranquillity and introspection. While some Yatris found themselves lost in the picturesque environs, others found inner peace while meditating in the midst of lush green gardens and remains of a structure that is an epitome of knowledge.

## Sabarmati Ashram

The concluding destination of the Yatra was Ahmedabad where the Yatris spent time at the Sabarmati Ashram. The Ashram, also known as Gandhi Ashram, is located on the banks of Sabarmati river. This place is filled with the spirit of Mahatma Gandhi, who lived for around twelve years in the Ashram. It stood witness to the Dandi March which was an important movement towards the struggle for Indian independence. The environment at the Ashram is both peaceful and liberating. The beautiful riverfront running alongside the Ashram well connects the revered past with the current aspirations of growth and development. The Yatris were briefed about the significance of the place. While some Yatris basked in the sun, others collected souvenirs to meaningfully conclude the series of eventful



days. It was a perfect stop to fill the Yatris with the spirit of pride, hope and patriotism towards the nation so that the end of the yatra becomes a beginning for personal journeys!

# Resource Persons

## Mr. Ani Bokil (Resource Person)

### Artha Kranti

Mech Engg, Entropo & Socio Economist

He established- “Dot Precision” to manufacture ‘import-substitute components in A’bad-Slip Gauge’. In late nineties- Tiny industry coop industrial estate model for “appropriate & timely credit supply.” He is founder member & Chairman of Artha Kranti which is solution to many evils our economy is facing today, extreme of poverty & disparity, unemployment, rampant corruption, black money & parallel economy, wide spread terrorism. Artha Kranti will make India prosperous and peaceful. [www.arthakranti.org](http://www.arthakranti.org)



## Deepak Menaria

Deepak Meanaria is the Chief Idea Former of Lemon Ideas founded in 2013. He has been working as an IT Tech Expert since 16 years. He was a startup Mentor where Lemon Ideas helps many Entrepreneurs with mentoring and providing mncubation etc.

What does he say about the Yatra

Among Yatris, common element I found is their zeal to become entrepreneurs. I am enjoying the high degree of energy, challenges, freshness among 450 youth of India. Personally I enjoyed Discussing about their ideas, their success stories and their failures.

I appreciate the efforts of entire team of Yatra for running the Yatra successfully.





# Rashi Bunny

International Theatre Personality  
Founder, Banjara Theatre Group

Creativity is an innate quality of every human being. The entire evolution of humanity over past thousands has manifested due to this that we want to create. A fresh new Idea conjures up images, thoughts, feelings & sensation that push us to 'ACT' & 'Execute', thereby changing the course of events in the world.

Any successful idea actually uses 3 basic ingredients – Curiosity, Intuition, and Innovation. These 3 can be clubbed & called CREATIVE FORCE. An enterprising idea is the one that uses the possibility of a person to fire creative solutions to solve old problems.

Creative force is energy base that not only uses mind, intellect, emotions, information & experiences of life but also the forces of social consciousness as well as spiritual aspiration.

Creativity is the bridge that takes us from we are in the 'NOW' to 'OUR' Highest potential. How to harness, nurture & utilize this energy needs more than any orientation or training, a basic trust in one's potential & one's ideas. This faith is what makes one successful despite and beyond all odds.

What can be a better example of a creative solution to current road blocks and lack of entrepreneurship spirit in the nation, than JAGRITI YATRA! Take a train, make the youth not only just meet the role models & realities of their world but also meet their peers!





# Yatri Kahaniyan

# Article 1

Way back in the month of Feb 2014, I had read an article about the Jagriti Yatra in the Eenadu sunday magazine and the first impression that I had about the Yatra was- This is meant for the IITians and not for people like me who hail from local engineering colleges. Later in the month of March, a friend of mine who was a 2013 Yatri encouraged me to apply for the Yatra and hence I had registered for the Yatra. During the application, I realized that this Yatra is not a fun ride as initially thought by me but there is a concrete reason to be a part of the Yatra. This realization made me explore the areas that interested me and I realized that education is where my interest lies.

On April 6th 2014, I finally submitted my application with the Yatri ID 4338. Days passed, months passed and slowly I gave up hope. On Oct 9th while I was watching the movie 'Yeh Jawaani Hai Deewani' and the moment Ranbeer Kapoor says the dialogue 'Ishq ho gaya mujhe iss banjaarepann se', I heard a beep on my phone and saw a message from JY'14 informing me that my application has been selected for the 2014 Jagriti Yatra. Can it get any filmier than this?

Getting selected for the JY multiplied my determination to apply for the Teach For India by a thousand fold because I had promised myself that I would be applying for the TFI in the days to come while applying for the Jagriti Yatra; and two days before getting on board the JY, I received an email from TFI informing me that I have been accepted into the 2015 fellowship.

I do not know how to end my kahani but at the end of the Yatra I do know for sure that my Yatra has definitely started.

Thank you Jagriti Yatra for everything. My life wouldn't have been this way if you weren't there.

Love,  
Sriharsha Ganti  
Yatri ID- 4338

## Article 2

I came into Yatra having just finished college, and just before entering the corporate world. My only objective was to see & understand India. The appeal of criss-crossing India and getting to see 12 different destinations was irresistible. Having gone through the Yatra, it has indeed been the 'Yatris' that have made this experience worthwhile.

It started from day 1 when I heard that a 22 year old was a sarpanch of a remote village in Arunachal and more importantly was impressed with the kind of work he had done and continued to do. As the days rolled by, I realized that there were many more interesting stories and youth all around are doing impressive stuff. More than their 'achievements', it was the desire to bring change that I felt was a common theme among the Yatris. If there was one thing I learnt from the Yatra, it was that I could do a lot more with my life. As I get engrossed into the frills of work life, I really, genuinely hope that I can continue to contribute to society in whatever small way I can.

Arjun Arora  
Yatri

## Article 3

Everything about the trip was worth being noticed appreciated and offered something to learn from.

The sheer management of a journey of this great magnitude and the distribution of responsibility for the same showed the importance of delegation and teamwork. The staying and working together of people from such diverse background all in terms of geography, climate, socio- economic condition, differently educated and exposed taught me to appreciate and accept individual differences and emerge stronger as a team.

The Jagriti Yatra team teaches celebration and how small things can be made symbol of expressions like the handing over of walkie talkie which was like handing over the responsibility of the trip henceforth to the successor. It's been truly said that presentation matters.

Someone has rightly pointed out, when you start believing yourself to be the smartest person, you really need to meet new people.

Thank you Jagriti Yatra for making me meet amazing people, for driving my attention away from trivial things and towards things that are more important; and igniting a sense of self improvement.

Will end with these final lines,

Loaded with bundle of lessons not just only for you...  
Learnings both small and huge  
A new mind-set and fresh enthu  
With friend request from talented ones in queue,  
The Post Yatra hangover grew  
The outer journey has been done! The Inner has to Continue...  
And now when someone asks you for the cue..  
Pyar se kaho...Yaaron chalo!!

Rashmi Rajgharia  
Yatri

## Article 4

### Ek Aang Bana Tu

Yahan pag pag nayi kahani hai  
Yahan har pal har dil mein ek jawani hai  
Le kar apne kal ka pitara aaye the sab  
Aaj unke pitare mein sirf kal ke khwabon ki chingari hai  
Sursurati hui nadi hai ye, Faila hua sagar hai ye, Behti hui hawah mein bhi Sunai  
deti ek pukar hai.

Kuch kehti hai ye, suno tum,  
Kahin le jayegi ye, saath toh do tum, Ek vaar aankhen mundh kar,  
Iska haath toh thaamo tum.

Tumhari aawaz mein jo pukar hai ,Aaj gunjne do tum, Na sharmao, na hich-  
kichao,bahut khoobsurat ho tum Zindgi ke iss raaste ko chun liya hai  
Ab Lado, ab khair karo, ab na mudo tum.

Faalayen khadi hai baahein, kal tumhara  
Pukarti hai tujhko saasien teri  
Sun apni dhadkan ki aawaz, kya kehti hai tujhse

Teri he kabiliyat ko lalkar toh nahi rahi kahin?

Kya rakha hai aam banne mein, Aam toh sabhi hote hai,  
Naa dekh iss duniya ko chamkili aakhon se  
Iske shishe bade zor se chubhte hai

Mundh aakhen aur jhaank bheetar, Mehsus kal jwala apni  
Bhadakne de uss jyoti ko,  
Inn jwala ke lapton mein tu ram ja apni.

Hai ye pareeksha, aur hai ye kathin,  
Par na hatana apni nazren apni neshane se tum  
Karle drid nishnay aaj toh, aaj teri hai  
Saath de khudka jab tak ye saasein teri hai.

Mushkil se milte hai woh jo Vishwas kare, Kismat se milte hai woh joh Pyaar  
kare, Jahan mil raha hai pyaar se vishwas,  
Unka bharosa na todo tum aaj.

Utha nazren apni aur dekh uss aasman ko  
Unchaiyon mein bhar udan apni Rakh har kadam nishchay ke saath Har eent iss  
neev ki laga tu

Naa darr na darr, haath thamne ko khade hai ye  
Na soch itna haath to badha tu  
Tere pitare mein hai jo chingari  
Usse har dil ko sekne wala ek aang bana tu.

Shradha Agarwal  
Yatri

## Article 5

“Yatra is a very unique experience. Not only did we learn to make a business pitch but also constantly worked on the elevator pitch for ourselves as introductions happened. You could see that we were constantly rethinking, redefining, rediscovering and refining ourselves, what we associated with and where we thought we belonged. Before the Yatra, I would have liked my life to be a Noun (to be

someone) but post Yatra, I would like it be a Verb (to be defined by pursuit of something greater & meaningful).” Thank you for a wonderful beginning.

Sonal Jain

World Merit Fellow, India

## Article 6

जागृती यात्रा मे शामिल होने से पहले मुझे एक बार लगा था , की यहाँ सारे युथ इंग्लिश मे हि बातें करते हैं । लेकिन जब एक एक रोल मॉडल को देखते हुए जैसे सफर आगे बढ़ता गया तब लगने लगा की आपको लोगो को समझने के लिए भाषा महत्त्वपूर्ण नहि है , बल्की आपकी रुची, समझने की शक्ती ही आपको ग्यान दे सकती है। ऐसा ग्यान जो बढ़ता जाए ।

कुछ दिन पहले एक गज़ल सुनि थी

हजारो खवाईशे ऐसी की ,

हर खवाईश पे दम निकले ...’

यात्रा मे ऐसे लोगो से रुबरु हुए जिनकी खवाईशे बढ़ी थी बल्की उन्होने खवाईशे खवाब नही रहने दिए जिवन के हर मोड पे उसे साक्षात्कार मे उतारा शायद उसकी वजह से आज ये लोग “ रोल मॉडल” बन गये ।

अपने पास जो आयडीया है जिसका उपयोग अपनी जिंदगी मे करा सकते है ये ज्यादा मायने रकता है , आपके और देश के भविष्य के लिए ।

कौनसा भी देश तरक्की करता है तो उसके लिए कृषी उद्योग शिक्षा महत्त्वपूर्ण है ।

जागृती यात्रा मे हम इन्ही क्षेत्रो के लोगो से मिले जिन्होने अपने रास्ते खुद चुन्हे और उन रास्तोपे डटे रहे, पिछे मुड कर नहि देखा । सभी लोगो का मानना है -

हारने का डर रहता है पर उसे मैनेज करना ही महत्त्वपूर्ण होता है क्योकी हर बार हम अपना लाभ हि देखते हैं । लेकिन छोटे से फायदे मे भी हम जिंदा रह सकते हैं । हमारा जितना कम लाभ सोचेंगे उतना ही ज्यादा जरूरतमंद लोगो तक हम पहुंच पायेगे । दिन बदिन उतनी ही हमारे अंदर की ताकद बढ़ती जाएगी, इस ताकद ( Energy ) का लाभ गरिबो को होना चाहिए तभी हमारे जीने का डर कम होगा । और हम खुल कर जिएंगे , लेकिन जब तक आप अपना खुद का अच्छा उदाहरण ( Example ) लोगो के सामने नही रखेंगे तब तक हमारी बाते लोग भी नही मानेंगे । सभीने यह बात को ध्यान मे रखते हुए सफर शुरू किया और आज लोग उनकी कामयाबी को सलाम करते हैं ।

सिकंदर रोया था क्यु

तो उसे जितने के लिए कुछ बचा हि नही

हम भी रोते हैं क्यु

तो जिंदगी मे कुछ जिता ही नही ।

दोस्तो सभी के लिए ए चार पंक्तिया है , पर बहोत से लोगो ने इसे झुठा ठहराया ।

इमानदारी, मेहनत, लगन ,उत्कृष्टता ( Quality ) से कोई भी कार्य पुरा हो सकता है , ऐसा कहते हैं ‘ विचार ही कार्य का मुल है , विचार गया तो कार्य गया ही समझो ।’

गांधीजी कहते हैं सच्चा भारत गाव में है जब तक गाव का विकास नहीं होगा तब तक देश का भला हो ही नहीं सकता ।

सच में आज पेड़ की जड़े गाव में हैं, उसका तना गाव के बाहर और पेड़ की डालियाँ शहर में फैल गयीं जब तक जड़े अच्छी हैं तब तक पेड़ को कुछ नहीं होगा । आज जरूरत है कुछ करने की “जागृती यात्रा” के माध्यम से हमें ये मौका मिला ।

दोस्तों जड़े खोकली होने से पहले उन्हें सुधारना है , नहीं तो पेड़ बचेगा नहीं ...!

Nilesh Kakkad,  
Yatri

## Article 7

Jagriti Yatra the name itself has immense inspiration for everyone. Being inclined to various social issues I am always more concerned about any innovation and new things in this particular area which really affects in a positive manner. I have been working with NGOs, from last 3 years, but visit to GOONJ was really an eye opener for me.

Just to take a leaf out of GOONJ's book I have also decided to focus on small things instead of going ga ga over various issues. Looking forward to do same in Maharashtra's tribal area around Gadchiroli. Thank you Jagriti Yatra.

Aakash Naoghare  
Yatri

## Article 8

Now I know what it means to be a traveler. It is not about visiting places and taking pictures. The true meaning of travel is meeting strangers. If we travel with different kinds of people we learn about their place and culture but if we travel with like-minded people it helps us to build our ideas and learn every day.

In Jagriti Yatra I learned to help someone, develop your own skills, create something for society, think positively and be confident. Trust yourself that you can change the world! Every small effort you do, can take you and others a long way.

Akira Shrawan Kumar  
Yatri

## Article 9

Our knowledge is not only increased when it comes to business plans, business case studies by meeting different role models but in my view our experience is enriched when we meet our mentor- mom + mentor – Jagriti, who was our facilitator.

She made me realize the value of my life. I was going to do an arranged marriage because I didn't want to fight my parents. But I am not going to now. At least I can search for a person whose goal is similar to my goal. And I have been the change of my life. No one will come and open up the minds of an orthodox society. I am the creator of my destiny. I met the future Kishori in this Yatra – a confident woman.

Kishori

Yatri

## Article 10

### जाग्रति यात्रा सार २०१४ - अँधेरे से उजाले की ओर

चौबीस की नशीली रात और पाँच सौ के काफिले के साथ  
जहन में जुनून और मन में उमंग लिए निकले हम हाथों में हाथ  
मंजिलें थीं अनेक पर देश बाहें खोल लगाए बैठा था आस  
जागृति रेल में सवार हमने कुछ ऐसे ही शुरू की भारत बदलने की बात ॥

कोई दिल्ली से कोई पुणे से; यात्री थे हर कोने से  
ना भेष ना भाषा बाँधे इनको; बँधे थे बस अपने सपनों से  
सबने हाथ मिलाया और किया जाग्रति गीत का गुणगान  
जीत का जज्बा लिए दिलों में; आरम्भ हुआ हमारा अभियान ॥

हुबली में किया नन्हे सितारों की वादय संगीत प्रतिभा ने दंग  
और सीखे हमने सूर्य ऊर्जा व्यवसाय के भेद सेलको के संग  
बैंगलुरु की 'हट्टी कापी' और इन्फोस्टेस परिसर की हुई टोली दीवानी  
पर उससे भी प्रेरणादायक निकली मिण्डट्री की उद्यम कहानी ॥

मदुरई में अरविन्द नेत्र चिकित्सालय देख भर आये आंसू आँखों में  
सामाजिक और व्यावसायिक सफलता का ऐसा उधारण ना मिले लाखों में  
चेन्नई में फिर पहुंचे रॉयल एनफ़ील्ड निर्माणशाला  
हज़ारों को रोज़गार देती उद्यमिता की थी वो उत्तम पाठशाला ॥

विशाखापटनम था अगला पड़ाव जहाँ अक्षयपत्रा संस्था से हुआ परिचय  
लाखों बच्चों की क्षुधा शांत कर पायी जिसने निरक्षरता रुपी असुर पर विजय  
फिर की कूच गंजम में स्थापित ग्राम विकास की ओर  
जहाँ हमने सीखा थामना और थमाना ग्रामीणों को स्वच्छता और उन्नति की डोर ॥

पल भर में फिर नालंदा विश्वविद्यालय पहुंचे जहाँ हुए हम सब अंतर्ध्यान



और प्राचीन भारत की विद्वता और गौरव को किया हमने शत शत प्रणाम  
दयोरिया था अगला गाँव जहाँ फैले थे गन्ने और सरसों के खलिहान  
यहाँ ठहर कर हम सबने सोचा मध्य भारत की समस्याओं का समाधान ॥

दिल वालो की दिल्ली में अगली रात गुँज उठी अंशु की चीत्कार  
उन चंद लम्हों ने जहन झकझोरा और मन में खड़े किये सवाल हजार  
अगले ही दिन तिलोनिया में बंकर राँय की बारी थी  
जहाँ दादी और नानी की सौर इंजीनियरिंग देख कर जनता हतप्रभ सारी थी ॥

साबरमती आश्रम था अब अंतिम और यात्रा का पड़ाव सर्वश्रेष्ठ  
गांधी जी के आदर्शों से हमने सीखी प्यार की परिभाषा और त्यागना द्वेष  
आखिरी चरण में जब प्रण लेके गाया हमने जाग्रति गीत  
हाथों में हाथ थामे दिल में महसूस हुई इस यात्रा की जीत ॥

आये थे कुछ अनजान मुसाफिर; अब जाएंगे बनके एक विशाल परिवार  
दिल की चिंगारी को शोला बनाकर उठायेंगे कंधे पर देश का भार  
खुशी हताशा क्रोध हो चाहे; चाहे हो भ्रष्टाचार की काली रात  
निडर होकर आओ शुरू करें कुछ यूँ ही देश बदलने की बात ॥

जय हिन्द !!!

Tapas Mani Shyam  
Yatri

## Article 11

Jagriti Yatra is a journey which portrays the complete life cycle.

KALKERI in Hubli showed me the innocence of children...

INFOSYS and MINDTREE in Bangalore warns with the speed at which technology is moving...

ARAVIND EYE CLINIC in Madurai shows the single man's vision can change the whole mankind...

ROYALENFIELD in Chennai portrays their methodical way of doing things...

AKSHYAPATRA in Vishakapatnam shows that there is a journey from hunger to happiness...

GRAMVIKAS in Berhampur showcases how a village can be built...

NALANDA UNIVERSITY ruins in Rajgir shows the model of education structure which is yet to be followed...

BIG GYAN TREE exercise in Deoria gave a realization of how tough a village

life is...

GOONJ in Delhi taught me the dignity of a person is important...

BAREFOOT College in Tilonia inspired me by saying create teachers...

SABARMATI Ashram in Ahmedabad made me feel GANDHI ji is still alive through his preaching..

With all these things we had 450 story tellers all the time in a single train which can inspire you more than a role model

At last the main role model is the Jagriti Yatra concept and the team itself as they taught the obstacles can be converted into efficiency

Vinay Prabhakar  
Yatri

## Article 12

The Yatra was more than just the train journey and the accomplished role models. It was quintessentially about the amazing people that were on it. Every person I met had an intriguing story to tell, whether it was the Yatri with the solar lighting start up, the educational start up trying to bring innovative science and maths learning to schools, the cycling enthusiasts, the artists, the engineers, the students making a difference to the society with their clubs and NGOs, the innovators and the people that were absolutely new to the world of social entrepreneurship. We had a truly diverse group of Yatris.

There was no dearth of enthusiasm even at 4 am as all the Yatris woke up to cheer the train on. After having tucked their luggage into their compartments some of the more energetic Yatris came back to help stock all the water and coke bottles onto the train. The vivaciousness in the air was something every Yatri must have definitely felt throughout the journey.

Another essential part of the journey was the busses. The bus was that one space where most of us got to interact with Yatris from other groups, cohorts and compartments. To get to know each other better, we shared the stories of our lives with each other. We also played Mafia and antakshari endlessly and debated anything and everything right from feminism to politics.

The visits to new cities, interaction with role models and the sheer brilliance of each Yatri on-board never ceased to overwhelm me. The Yatra left us all with ideas in our minds. It gave us the ability and the zeal to question so many things, the spark to think out of the box and the zing to constantly crave the company of more such people that are doing such interesting things in their lives. It gave me memories to cherish and more so it left me with friends who would be influential in my life!

They say “Once a Yatri always a Yatri.” I guess I will remain one!

Neel Tamhane  
Yatri

## Article 13

Jagriti Yatra is one of my dreams come true experience. Though JY is all about empowering youth towards social entrepreneurship, it mainly instilled in me an attitude towards purposeful life by serving to the needy and helpful in the society. It's like a school on tracks that showed me the role models who inspired me to think beyond my limitations. I have been exposed to sheer poverty and heartfelt hospitality by the villagers in Deoria. I felt dumbstruck when Anshul Gupta threw unanswerable questions and showed us bitter condition of people on street. I am glad that I have been part of discussions with eminent panelists. The 15days train journey taught me how to get adjusted with the basic needs and gave me very good friends. It was like a second home with a sense of family in the cohort and got chance to interact with diverse people. I thank entire team of JY for awesome hospitality and for organizing things very well. After Yatra, I have gathered loads of courage to take plunges into doing the things I have always wanted to do. I hope things go smooth in accordance with the content of my letter and hope I feel satisfied with a smile on my face while reading my letter.

Yaaron Chalo..!

Love you JY and Yatris:)

Vijaya T.  
Yatri

## Article 14

Journeys are magical. While travelling with a completely new set of people, one realises that there are actually three pivotal journeys we make. The first is the apparent physical one, the delight of visiting uncharted lands. The second is the journey of turning unknown people into acquaintances and then gradually and effortlessly, into friends. The third is the journey within, the one that changes us just a little bit inside, the one that helps us be conscious of all that we see, hear and feel and absorb the best. Journeys are magical.

Tanvi Mathur  
Yatri

## Article 15

Just the Beginning  
Platform of Strangers  
Ready to go  
Aboard we Climbed  
What we'd become  
We didn't know  
South and North  
East and West  
Talking so much  
Voices go hoarse  
Role model Visits  
Highlighted our schedule  
But the inspiration  
That hit the hardest  
was the fellow Yatris  
Activists and artists  
Engineers and Environmentalists  
Performers and Politicians  
Economists and Entrepreneurs  
Discussing, organizing, acting  
Don't be mistaken  
These are leaders  
Of present day India  
Not the distant future

So get ready  
As the train stops  
A generation of Changemakers  
Are all set to work  
Hitting the streets  
All across India  
And all around the world  
Jagriti Yatra ends  
For the Yatra of life  
It's just the beginning.

Taylor  
Yatri

Quinn

## Article 16

If someone would have told me that 15 days on a train would change my life, I would not have believed him but it did. It changed who I am, how I see myself in the future and how people around me have added to my experience. There have been moments where I have felt lost, but I have learnt to find my way. That's the beauty of the Yatra for me it teaches you the hard way, where you went wrong in the first place.

Ankur Bang  
Yatri

## Article 17

The Yatra definitely forced all of us out of our comfort zone. Sharing your living space with complete strangers over the course of the Yatra was a bit jittery initially. But then the train was our home on the move for 15 days. Eating, sleeping, bathing, gossiping and discussing on board for 8000 kms is definitely an exhilarating experience. My cohort and bogie mates became my immediate family members.

The personal boundaries just faded past as the time on the train began to elapse. We cared for each other when the other fell sick on board, ensured that all of them boarded the train on time, took care of each other's belongings – it had

been really long that we had treated everyone around us with the healing human touch.

Time flew by but we know for a fact that we made some friends for a lifetime. Sometimes you need a lifetime to know the other person but in our case just the two weeks were enough. There were people with whom we spoke for hours and built a bond and had lots more to speak about and then there were people with whom we had just a conversation and struck a chord.

#FreeHugs were available in abundance whenever we felt homesick on the Yatra.

The Yatra got me out of the thinking zone rather over thinking zone and take things in their practical context and not in a hypothetical ‘what if’ situation.

We lived life like there is no tomorrow. We partied on board the train on 31st night and brought in 2015 in great style. We sang songs around bonfire on a cold night in a village with all our sore throats. The Yatra made us all realize to do things that keep us happy and it doesn’t matter if you are a bathroom singer or a crappy writer. You do not need others approval to do what gives you the requisite satisfaction.

Hardik Shah  
Yatri

## Article 18

What is it that binds us to each other and the Yatra? May I call it Audacity. To dare and discover. To dream and build. In so many ways, did it not give voice to what in so many of us was mute? Circumambulating our country, to touch and smell its various soils, know its many people, meet its living heroes, encounter its diverse landscapes, experience its innumerable paradoxes, face its unanswered questions...and through it all, discover oneself.

And this is only the beginning...

Trupti  
Yatri

## Article 19

“Yaaron chalo.....badalne ki rut hai.....yaaron chalo.....sanwarne ki rut hai.....” the Yatra geet brought tears to the eyes every time it ended. These were tears of joy, of hope and of a passion that I felt in those rooms filled with 450 fellow Yatris, each one boiling with a desire to do and to see change. To be a part of it. This was indeed a breadth of fresh air given the common living room conversations which often hear statements like “who will do it ?” and “nothing is going to change in India”. But, the Yatra gave the answers to who can, who should and who will do it. The assimilated energy in room that rose with that song is a signal to what lies ahead.

Abhimanyu Prakash  
Yatri

# International Lens

Thousands of words, Thousands of miles

450 glances looking for nothing but confidence.

I have loved waking up to the welcoming smile of Housekeeping staff. Saying hello hello to my sleepy face. I have loved falling asleep after making a long list of what I must do after 8th of January. I have loved building new friendships, one of which converted into a business partnership. Listening to all of you passionately say that you will make sure this year is better than the last one was inspiring.

450 glances sharing nothing but benevolence. Thousands of words, Thousands of smiles.

Bérengère Bontemps  
Yatri



## WOMEN AND ENTERPRISE

The wave of women entrepreneurship in India is led more strongly and visibly today. These women have better access to resources in terms of knowledge, networks, funding, and supporting organisations. While in the past, Indian women were confined to petty business and cottage industries, they are now looking beyond the horizon to spot growth opportunity and lead change in their various fields.

Jagriti is committed to including the women in its journey of ‘building India through enterprise’. Hence, every year Jagriti puts the best of its efforts to reach out to women in small towns and villages of India to bring them on the Yatra. The efforts have paid so far in form of 40% of participation of women in the Yatra. However, the aim is to reach 50%. The representation of women entrepreneurs as role models in the Yatra is also remarkable and increasing every year.

Meet some of the exception women entrepreneurs Yatris met during the course of the journey!

### Shaheen Mistri

Shaheen Mistri is an Indian social activist and educator. She is a founder of the Akanksha Foundation, an Indian educational initiative in Mumbai and Pune, and is also the CEO of Teach For India since 2008.



## Aruna Roy

Aruna Roy is an Indian political and social activist who founded and heads the Mazdoor Kisan Shakti Sangathan. In 2000, she received the Ramon Magsaysay Award for Community Leadership. She was a leader of the Right to Information movement through National Campaign for People's Right to Information, which led to the enactment of the Right to Information Act in 2005.



## Chetna Gala Sinha

Chetna Gala Sinha is an Indian social activist working to empowering women in drought prone areas of rural India by inculcating entrepreneurial skills and providing them access to land and other means of production. She founded chairperson, Mann Deshi Mahila Sahkari Bank, a micro finance bank which lends to women in rural areas. She is founder and President of Mann Deshi Foundation.



## Sushant Mohanty

Susmita Mohanty is the co-founder and CEO of Earth2Orbit [E2O], her third venture and India's first private space start-up. With E2O, she dreams of leading India's foray into international space markets. She wants India to become a global player and capture a significant chunk of the 170 billion dollar annual [commercial] space business.



# AS THE TRAIN CHUGS

## *The Engine Room Club*

Unity is strength...when there is teamwork and collaboration, wonderful things can be achieved.

The Super 30 Engine Room Club got together on the 16th of December at the Chinmay Ashram. We underwent a 2 days motivational drive of team building; testing our compatibility and trust on each other. The workshop made us appreciate what we were really getting ourselves into. We were going to be the prime force behind executing the world's largest train journey of its kinds. It's our blood and sweat that makes the train run for 15 days.

“Organization is process oriented, not people oriented” was the mantra of our working. We learnt the cardinal principles of management in this one month of close knitted team work. We had our times of exhaustion to gusto, frustration to coolness, conflicts to comradeship, discontent to inspiration. We experienced an abundance of emotions in a span of 15 days while working behind the curtains; running the train on time, bus transport, catering, electricals, bathrooms, PA system, control room management, crowd management, role model visit logistics, chair car sessions, attendance on the train – anything and everything that constitute the Yatra, and where our leadership and passion was called for.

The early morning meetings in the A/C chair car with the core committee used to reinstall the energy in us. The praises and points of improvements used to keep us on track.

Genuine teamwork must be value-based -- behaviorally rooted in shared values. This feeling deeply echoed in our Super 30 mates which made the 2014 yatra a success. Perhaps, while organizing the external journey for the Yatris we were in fact undergoing our very own inner journey of self-realization and self-reflection.

The experience of being an ERC is quite different and demanding. It gives you the feeling of being belonged which lacks most of the times in teams we work with at our jobs.

Once in a lifetime experience, definitely.

# Art on the Train

The Jagriti Yatra recognises that in order to build India, decisive steps are needed towards the promotion of art and transformation of individual disciplines such as photography, design, visual art, performing art, painting, and sculpting into sustainable enterprises for job creation and income generation. In a country like India which is gifted with so many forms of folk arts, an enterprise approach is needed to create livelihoods and avoid the disappearance of these art forms.

Although the presence of cultural activities is widespread, “creative enterprise” is rarely treated as a serious livelihood option, resulting in the economic potential of talents and our nation’s cultural heritage remaining largely untapped. To include art and design in our vision of an entrepreneurial India, the Yatra encourages creative pursuits such as visual art, painting, paper art, poetry & literature, linguistics, music, performing art, and dance.

Yaaron Chaloi is sung and performed by Yatris at every role model location to depict the spirit of youth and their ability to lead positive change. The choreography adds to the verve of this song and creates a unique bond between the participants. Gauri Sharma Tripathi, an internationally-recognized Kathak dancer, choreographer and artist-in-residence at the South Bank Centre in London helps Yatris with their coordination every year.

The Yatra also has visual artists who minute every activity over these 15 days. We had Ada and Isolde, from Creative Connections (UK), this year to document this exciting journey. Local artists are also invited to capture the journey using

traditional design. Santosh Maravi, a Gond artist from Madhya Pradesh, recreated the Yatra using his brush strokes.

Rashi Bunny, an internationally acclaimed theatre person, travelled from Delhi till the end of the Yatra. She shared her journey as a theatre person and the challenges one would face while attempting to become an 'art entrepreneur'.



Some of the most beautiful artwork has resulted from their individual and collective creativity. In-house poets, designers, musicians, performing artists, writers, and painters can always be found amongst the diverse group of participants and they bring joie de vivre to what is otherwise an intense journey of self-discovery and transformation.

Feel assured that “creative enterprise” will always find a friend and promoter in the Jagriti Yatra movement.



The Team





Hubli

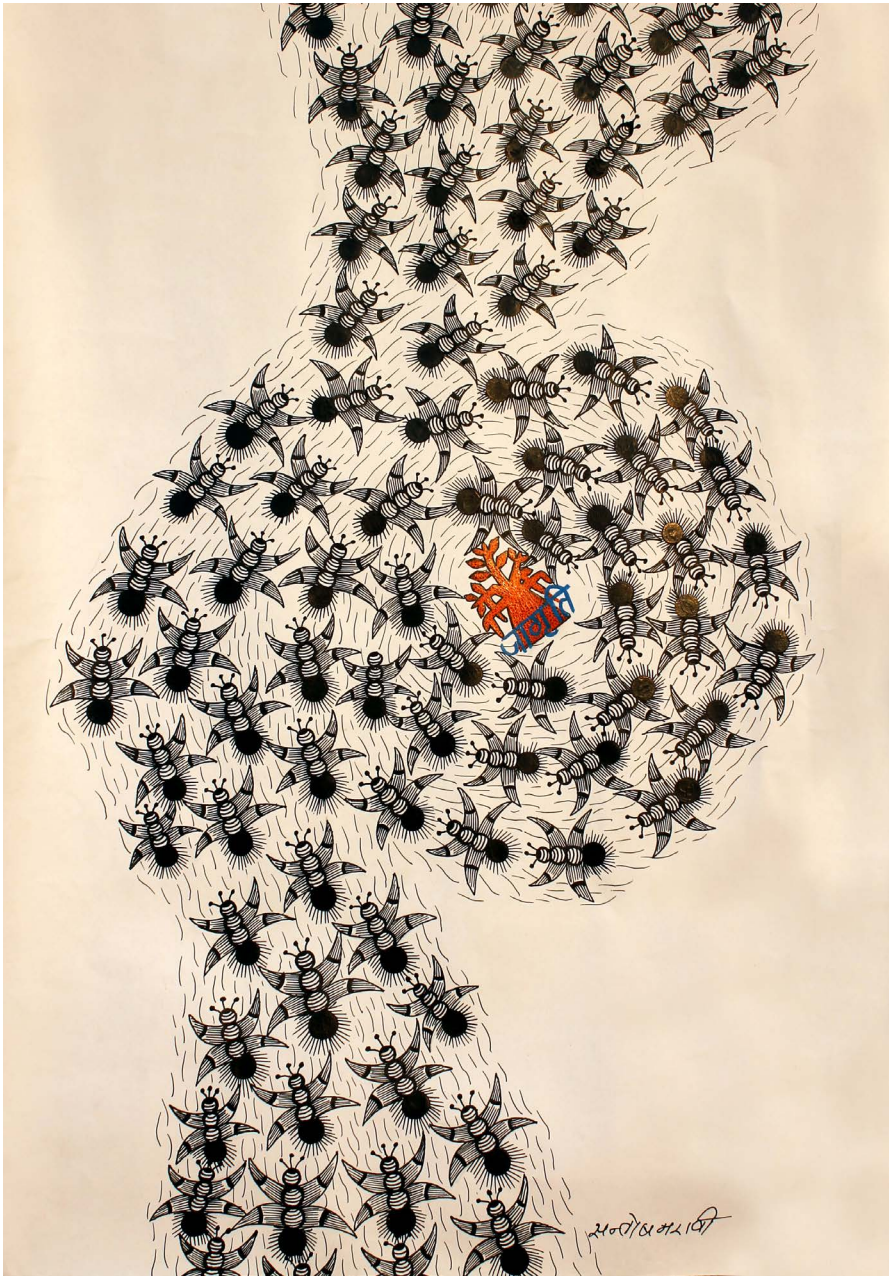


Yatra Transformation





Gram Vikas



Gond Art - Yatri Transformation



# ADA JUSIC

*The visual minutes artist  
from Creative Connection*

Artists from the company I work with have been participating in the Yatra for about 6 years now, and I have wanted to be a part of it since I started working with Creative Connection over two years ago.

Despite being excited at the prospect of attending I was also apprehensive. I haven't illustrated an event for two weeks straight before, let alone on a train circumnavigating India with over 450 other people!

However the energy, enthusiasm and optimism of the Yatris and other participants was infectious. Though there were downs as well as ups every day brought a new experience, a new challenge, a new conversation, a new perspective.

I was also particularly moved by role models such as those at the Aravind Eye Center and The Barefoot College who stood testament that all you need is determination, stubbornness and a good idea executed with integrity, dignity and respect.



Probably my most memorable experience is delivering a talk on the creative industry through a megaphone in the chair car! I also spent time talking to Yatris who were interested in an arts career but were worried what their families would think and current attitudes in India regarding art as a profession. I hope that our presence has maybe inspired some to find courage in following their ambitions and convictions, as many of the role models have done before them.



# THE YATRA SONG

*Lyrics by Prasoon Joshi,  
Song by Babul Supriyo,  
Music by Adesh Shrivastava*

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 rahi tu theherna nahi;  
Gagan keh raha tu pighalna nahi  
Zameen keh rahi mujhko chhuke to dekh;  
Arey ankhein mila, satya se darna nahi  
Yaaron chalo! Badalne ki rut hai;  
Yaaron chalo! Sawarne ki rut hai

## Translation

Some of the things are changing, and some we will  
change  
They will change only when we change ;  
Some of the things are written,  
some we will write;  
Let's go friends,  
it's the season of change!  
Let's go friends,  
it's the season of betterment!  
The wind is asking us not to stop;  
The sky is asking us not to melt,  
The earth is asking us to touch and feel it; Look into  
my eyes,  
and don't fear the truth  
Let's go friends,  
it's the season of change!  
Let's go friends,  
it's the season of betterment!

## MEET THE YATRIPRENEUR

In December 2013, Jagriti Yatra started a series of Google Hangouts called 'Meet the Yatripreneurs' showcasing entrepreneurial stories from within the Yatra community. With over 30 episodes completed in this series, we have covered a wide range of entrepreneurial models in diverse verticals of education, clean energy, sustainable development, technology and e-entrepreneurship. The series interviews young Yatris turned entrepreneurs and aims to inspire the Yatri community with tales of success, obstacles and sometimes failures that come before success does. We also showcase fresh startups, in their early phases of progress and talk about the trials, tribulations they face, in the process of setting up a new business.

Over the last 7 years of the Jagriti Yatra, more than 300 Yatra alumni have started enterprises on their own, many of them in small towns and villages of our country. Jagriti endeavors through this series, to showcase such inspiring stories. This series completed a year in December 2014 and it stills runs popular among our Yatris. Another advantage of this series is that great, informative and inspirational content is recorded and available on YouTube for all to access. We have indirectly created a database of Post-Yatra stories.

If you have a story that will inspire our Yatris, and if you would like to be featured on Meet the Yatripreneur, we are always looking for new stories to tell. Please contact the producer with your details and we will get in touch with you.

Ph. +91-9791502100 | Mail: [aswinyogesh@gmail.com](mailto:aswinyogesh@gmail.com)

# Quote s

## Google

Google for Entrepreneurs is an umbrella for several dozen programs and partnerships around the world that support startups and entrepreneurs. The focus is to, partner with strong organizations that serve entrepreneurs in local communities, to bring Google teams and tools directly to entrepreneurs through Google-led-programs and to place relevant Google tools in hands of startups as they are getting off the ground and ready to scale.

## About partnership with Jagriti Yatra

Adhi Kesarla, Principal, Business Development, Google

“Jagriti provided an unique experience that focused on enterprise led development in smaller towns and rural India. We were impressed by Jagriti’s ambitious goal of transforming young Yatris into social entrepreneurs by exposing them to acclaimed role models over a 15 day train journey covering 8000 KMS and 12 cities.”

# Coca-Cola

## About SBY2O

In September 2010, The Coca-Cola Company announced a 10-year global initiative to empower 5 million women through the Coca-Cola system. This initiative aims to help women in our global business system break down the barriers that can prevent them from growing their businesses. By providing access to business skills, financial services, assets and support networks of peers and mentors, the 5by20 initiative globally is helping women achieve their entrepreneurial dreams, while also creating thriving, sustainable communities.

Following the announcement of the 5by20 initiative in September 2010, the program began in four pilot countries - Brazil, India, South Africa and the Philippines. In 2012, the program has expanded its outreach to 12 countries. In India, the 5by20 program is focused on driving women's empowerment through entrepreneurship for inclusive growth. The program's key focus is to build capability and provide women with access to resources, these being some of the key barriers that women face towards economic empowerment. The program enabled and enhanced the livelihood of around 20000 women as of end 2014 through 4 key initiatives of eKOCool - Solar Cooler Placement drive, Parivartan -A Retailer Training Program, Pragati -A Business Skills Program and Project Unnati - A Sustainable Agriculture initiative.

Echoing the vision of this initiative, Mr. Deepak Jolly, V.P Coca-Cola India said, "India has tremendous entrepreneurial spirit and we have seen this echo across the board from a small woman retailer in a village outside Agra to a modern retailer in a metro city. We at Coca-Cola India believe in supporting the entrepreneurial spirit through imparting the right mix of skill & expertise and deploying resources to help them carve a niche for their businesses. Our 5by20 initiative is one such step forward where we are engaging with women entrepreneurs and providing them business tools to help spur their growth and foster sustainable development. Our partnership with the Jagriti yatra takes the same spirit forward. This country has always been a nation of entrepreneurs and self-driven professionals. As the country moves towards taking its rightful place in the world economy, a strong dose of entrepreneurial spirit and innovation will catapult us into the league of large, self-sustaining nations. We are hoping that through our partnership with the Jagriti Yatra, we further rekindle and reinvigorate the entrepreneurial spirit and share best practices and inspirational stories among the right set of people."

# Rolls-Royce

Rolls-Royce is also a world-leading provider of power systems and services for use on land, at sea and in the air. They have established a strong position in global markets - civil aerospace, defence aerospace, marine and energy. In India, rolls-Royce employs over 500 people in India, with a further 1,000 employed through joint ventures.

## Three facts about Rolls-Royce

- Around the world, a Rolls-Royce powered aircraft takes off or lands every 2.5 seconds.
- The engine must start and operate at temperatures ranging from minus 60 to plus 45 degrees centigrade.
- A Rolls-Royce engine draws in up to 1.25 tonnes of air per second - that's the equivalent of emptying a squash court full of air in less than a second.

It is this kind of 'magic' that science and engineering makes possible today. What we do is exciting; it is inspiring and in some ways, changes our world.

Rolls-Royce is committed to being actively involved in a range of activities with partners in the education sector. One example of their education outreach activities in India is the Chevening Rolls-Royce Science and Leadership Programme which was launched in 2011.

The other example is Jagriti Yatra! "Rolls-Royce is delighted to be part of Jagriti Yatra: supporting youth who will be the future leaders of India. As a global employer of scientists and engineers, we recognise that inspiring young people to be entrepreneurial and pursue their ambitions is important to the future of a nation; and for an ever-changing world. Kishore Jayaraman, President, India & South Asia at Rolls-Royce



# Our Sponsors

Supported by



Rolls-Royce



# Friends of Yatra

We would like to thank all our supporters for their continued support in our mission. Your support helps us reinstall faith in our mission and motivates us to constantly achieve more.



We would also like to thank ACC Ltd., HSBC, Piramal Foundation, SaintGobain, TCS, Apar Industries Ltd., Jindal Power Ltd., FIDA and IIT Delhi for their support.

Our sincere thanks to Mr. Sharat Bansal, Mrs. Neelima Raddi, Mr. Indraneel Roy, Mr. Parthasarthy SN, Mr. Neil Wilson, Mr. Rajesh Vig, Mr. Nagnath Pai and Mr. Tapan Ray for their support.

