



JAGRITI
Enterprise Centre
PURVANCHAL

RURAL IMMERSION

— AT JECP DEORIA —

A CONFLUENCE OF CULTURE, ENTERPRISE AND DISCOVERY



WELCOME TO JAGRITI

We are a movement born from the heart of Bharat, driven by the spirit of **Udyamita** - an entrepreneurial mindset that believes in building, creating, and thriving.

In Middle India, home to 800 million across Tier 2 and 3 districts, Jagriti empowers people to turn dreams into livelihoods, moving beyond charity to sustainable change. It's about giving communities the tools to shape their own futures. Through collaboration with governments, corporates, and institutions, Jagriti inspires local entrepreneurs to rise and communities to thrive. Flagship initiatives like **Jagriti Yatra** and **Jagriti Enterprise Center, Purvanchal (JECF)** bring this vision to life.



JAGRITI ENTERPRISE CENTRE-PURVANCHAL (JECF)

"A MODERN OASIS IN RURAL INDIA"

At the heart of Purvanchal, the Jagriti Enterprise Center (JECF) stands as a beacon of rural enterprise transformation. As India's premier rural incubation hub, it empowers local entrepreneurs with cutting-edge resources and mentorship, creating a thriving ecosystem where tradition meets innovation. JECF connects ambitious enterprises with mentors, markets, and on-ground support, driving sustainable growth through tailored guidance. It is not just an incubation center; it's a catalyst for rural revitalization, fueling community-driven prosperity and setting new benchmarks for nation-building through enterprise.



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Together, these initiatives create an ecosystem of change, empowering individuals to build, lead, and inspire - a vision of a self-reliant India. Jagriti exemplifies how Udyamita transforms communities, industries, and the nation, shaping India's future one enterprise, one Yatri, and one community at a time.



DEEP DISCOVERY OF REAL BHARAT

A 3-5 days immersion program

Step into the heart of rural India at JECP, Deoria - a world-class hub where modern infrastructure meets the richness of rural enterprise and culture. Here, we welcome you to experience grassroots innovation, engage with inspiring changemakers, and find new perspectives in a setting that is as serene as it is dynamic.

Jagriti's Rural Immersion Programs offer students, professionals, and organizations an unparalleled opportunity to experience grassroots innovation, entrepreneurship, and community-driven development in a natural setting.

Whether you seek to learn, collaborate, or simply reconnect - with yourself, with nature, or with India's untapped potential - we would be honored to host you. Come, be a part of this journey, and let the land, its people, and their stories leave a lasting impression. Here, every conversation is an exchange of wisdom, and every experience, a step toward something greater.



IMMERSIVE OFFERINGS

FOR STUDENTS:

- **Cultural & Rural Exposure:** Live among local communities, experiencing their traditions and daily lives.
- **Entrepreneurship & Innovation:** Engage with rural entrepreneurs leveraging natural resources for sustainable growth.
- **Hands-On Farming:** Participate in crop cultivation, livestock management, and eco-friendly agricultural practices.
- **Community Impact:** Contribute to education, healthcare, and sanitation initiatives, fostering real-world problem-solving skills.

FOR CORPORATES:

- **Nature-Infused Wellness:** De-stress with yoga, meditation, and nature walks in a serene environment.
- **Leadership & Team Building:** Strengthen collaboration through immersive, experience-driven activities.
- **Strategic Reflection:** Utilize the distraction-free rural backdrop for high-impact brainstorming and vision planning.
- **Cultural Engagement:** Connect with artisans, folk performers, and indigenous traditions.
- **Networking in Nature:** Build meaningful professional relationships in a tranquil rural setting.

FOR REUNIONS & RETREATS:

- **Rural Adventures:** Explore farms, historic sites, and nature trails with peers.
- **Celebrating Traditions:** Enjoy authentic farm-to-table meals, folk performances, and local crafts.
- **Personal Growth:** Engage in mindfulness, self-reflection, and wellness sessions in a naturally inspiring environment.
- **Hands-On Rural Living:** Experience farming, pottery, and craft-making, appreciating sustainable rural craftsmanship.



WORLD-CLASS INFRASTRUCTURE AMIDST NATURE

JECP Deoria blends modern amenities with natural tranquility to enhance learning and collaboration:

- **Recreational Green Areas:** Open spaces for relaxation and engagement.
- **Meditation & Reflection Zones:** Dedicated spaces for mindfulness.
- **Conference & Training Halls:** High-tech facilities for discussions and workshops.
- **Co-Working Spaces:** Fully equipped for creativity and productivity.

A FULLY EQUIPPED MODERN HUB FOR EVERY OCCASION

VERSATILE EVENT SPACES:

- **Multi-Purpose Hall:** A spacious 300-seater venue perfect for community events, conferences, and large gatherings.
- **Conference Room:** Intimate 12-seater space equipped with LED screens and high-speed Wi-Fi for focused discussions and meetings.
- **Co-Working Spaces:** Five modern, state-of-the-art 3-seater office spaces designed for productivity.



ELITE HOSPITALITY AND COMFORT:

- **Reception Area:** A welcoming space to greet guests.
- **VIP Green Room/Guest Waiting Room:** Comfortable and private, ideal for special guests.
- **Healing & Meditation Zone:** A tranquil spot for rejuvenation and relaxation.
- **Housekeeping Services:** Comprehensive support for a seamless stay.
- **24x7 Security:** Ensuring safety throughout the campus.



ADVANCED TECHNOLOGY AND INFRASTRUCTURE:

- **Dedicated AV and IT Support:** Cutting-edge facilities including casting screens, projectors, microphones, speakers, stage lighting, and podium setups.
- **Stage Setups and Podiums:** Customizable for diverse events.
- **Media Gallery Space:** Ideal for exhibitions and visual presentations.
- **Printing Facility:** On-site convenience for documents and materials.
- **24x7 Power Backup:** Uninterrupted power for all activities.



ACCESSIBILITY AND COMFORT:

- **Large Parking Area:** Ample on-site parking for guests.
- **Handicap-Friendly Washrooms:** Inclusive and accessible facilities.
- **Water Cooler with RO:** Refreshing hydration at any time.
- **Green Patch Walking Area:** A serene environment for strolls and reflection.
- **First Aid:** Ready assistance for emergencies.



LOCAL SUPPORT AND SERVICES:

- **Vendor Support:** Reliable local partners for catering, decor, fabrication, and transportation.



JECP Deoria is a modern, fully equipped space designed to accommodate diverse needs—from community events to professional gatherings—while offering a harmonious blend of functionality and comfort.

WHY CHOOSE JECP DEORIA?



UNIQUE LEARNING & ENGAGEMENT

- **Live Case Studies:** Co-create solutions with real rural enterprises.
- **Fireside Chats with Grassroots Leaders:** Gain insights from change-makers.
- **Cultural Immersion:** Participate in folk traditions, festivals, and crafts.
- **Social Impact Projects:** Contribute meaningfully to community development.



JECP DEORIA: WHERE VISIONARIES CONVERGE

JECP Deoria has had the honor of welcoming some of the most distinguished leaders and changemakers who have left a lasting impact with their presence and insights.



BHAVISH AGRAWAL
(Founder - OLA)



SHIV KHEDA
(Motivational Speaker)



RAJAN JI MAHARAJ
(Spiritual Speaker)



SMT. ANAR PATEL
(Founder - Craftroot)



VINIT RAI
(Founder - Avishkar)



ERIK SOLHEIM
(Ex-Minister of Environment,
Norway)



SMT. SHAILESH SRIVASTAVA
(Sangeet Natak Academy
Awardee)



DR. PRAKASH CHAUHAN
(Director - NRSC, ISRO)



PRAVAL SINGH
(VC - Marketing &
Customer Experience, ZOHO)

MORE ABOUT JAGRITI

JAGRITI YATRA: WORLD'S LARGEST ENTREPRENEURSHIP YATRA

Jagriti Yatra is world's most epic and the largest entrepreneurial odyssey, spanning 8,000 km in just 15 days. Every year, it unites 500 dynamic young leaders from small towns and villages, taking them on a life-changing train journey to meet India's most visionary social and business entrepreneurs. These trailblazers, solving the nation's toughest challenges with creativity and grit, inspire the next generation to rise as leaders.

Today, Jagriti Yatra has become a nationwide movement that sparks innovation and enterprise. Every year, it catalyzes the creation of over 65 impactful ventures across sectors like healthcare, agriculture, tourism, and water, shaping job creators who drive local development. Participants are immersed in the rich socio-economic fabric of India, gaining firsthand insights into its challenges and possibilities.

Jagriti Yatra doesn't just inspire change; it builds changemakers - young minds who return home empowered to transform their communities and fuel India's progress.



JOIN US AT




FOR A TRANSFORMATIVE JOURNEY INTO RURAL INNOVATION
AND NATURAL LEARNING.



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    [jecpurvanchal](#)

Manish Bajaj

 +91 88188 12000

 manishbajaj@jagriti.org

 programs@jagriti.org

Anurag Tiwari

 +91 75318 58844

 anuragtiwari@jagriti.org

 www.jecp.in