



JAGRITI

# A LEAP TOWARDS ENTREPRENEURIAL TRANSFORMATION OF MIDDLE INDIA

BUILDING NAYA BHARAT THROUGH ENTERPRISE



Annual Report **2023-24**





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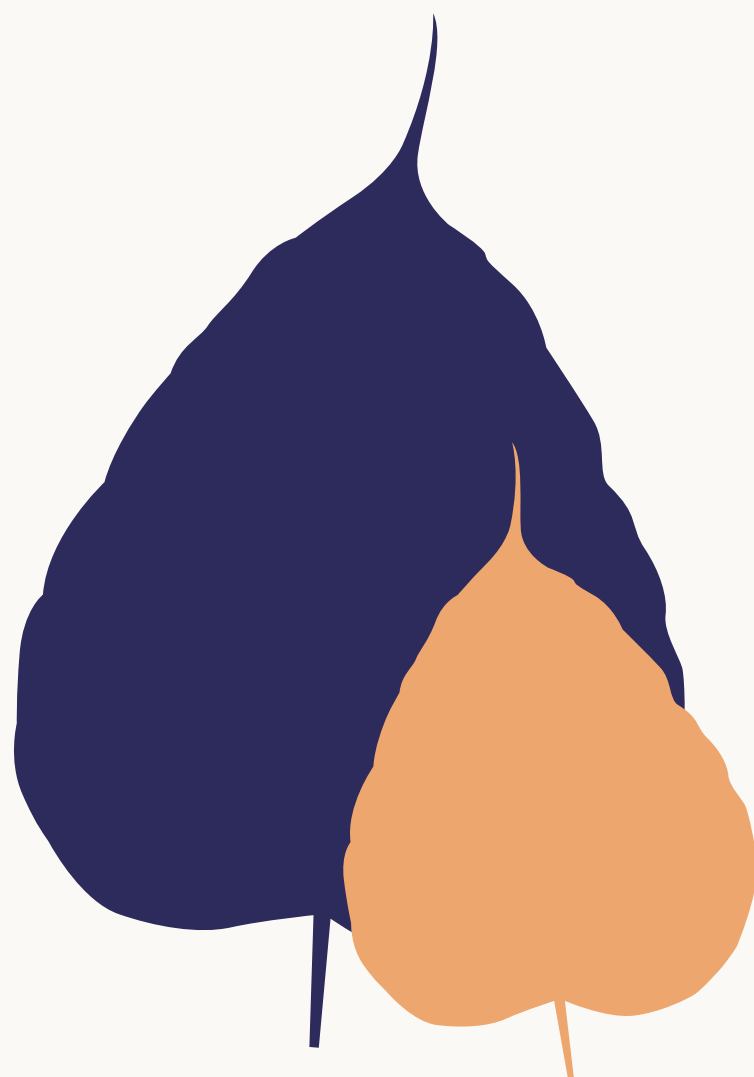
Jagriti is a story of hope, a revolution of the soul, where leadership is cultivated from the ground up, and change is nurtured by the very people it seeks to uplift.

It invites you to imagine a world where progress is not imposed but grown - organically, passionately, and inclusively. We welcome you to Jagriti - a movement that compels not just curiosity but action, inspiring each of us to become part of a Naya Bharat built on the strength of Udyamita, woven into the fabric of family, community, and nature.

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# MESSAGE FROM THE FOUNDER

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At Jagriti, our work is grounded in a vision that goes beyond entrepreneurship. It is about building the foundation for a self-reliant India, one where progress is shaped by those who understand their land, their people, and the challenges unique to their communities. From the beginning, our belief has been that real, lasting growth comes from within, driven by individuals who are deeply connected to the places they call home.

This past year has reinforced the importance of staying true to this vision. As we supported entrepreneurs across districts, I saw firsthand how solutions are most effective when they reflect the realities of those they aim to serve. The people we work with are not just solving problems; they are setting the course for a more inclusive, sustainable future. What stands out is not only their innovation but their perseverance—the ability to adapt, grow, and stay committed to their purpose, even in the face of uncertainty.

Our long-term goals are clear. We are not looking for quick wins, but for enduring progress—progress that reaches every corner of India. The 240 districts we focus on represent a significant part of the country's future, and we are laying the groundwork for that future with care and intention. Our aim is to foster an environment where entrepreneurship isn't a privilege but a natural extension of the desire to contribute and lead. Over the next decade, we aspire to support 3,500 enterprises, making a meaningful contribution to local economies and shaping a stronger, more resilient India.

To our supporters and partners, I thank you for your trust and belief in what Jagriti stands for. Your involvement is not just valued, it is essential. The work ahead will require all of us to stay focused on our collective mission, and I am confident that together, we can achieve what we have set out to do.

Let's continue this journey with a shared sense of purpose, knowing that the work we are doing is building something real and lasting for the future of our country.



SHASHANK MANI  
Founder, Jagriti Movement

# MESSAGE FROM THE CHAIRMAN

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At Jagriti, our responsibility is to oversee and ensure that the movement we've nurtured remains aligned with its deepest values. This past year has been one of reflection and careful decision-making. The Board has navigated moments of challenge, always guided by the principles that define Jagriti's work: integrity, accountability, and a commitment to those we serve.

Financially, we have made deliberate choices that focus on sustainability. Every step we've taken ensures that Jagriti remains resilient, with the capacity to grow and deepen its impact in the years to come. These decisions have been made with the utmost care, understanding that the foundation we build today will secure Jagriti's future tomorrow.

Our governance philosophy is clear. It's not about oversight alone—it's about accountability. It's about making sure that the work Jagriti does is true to its mission, ethically sound, and firmly grounded in transparency. This is how we maintain the trust of the communities we serve and those who support us. The Board remains deeply committed to this vision, understanding that Jagriti's strength lies in its ability to lead with integrity.

I would also like to acknowledge the dedication of Jagriti's leadership. Their clarity of purpose has carried the organization through challenging times, proving that resilience and vision are powerful forces. The Board has complete confidence in their ability to continue shaping Jagriti's future with wisdom and care.

As we look ahead, our focus remains on ensuring that Jagriti is equipped to not only endure but thrive - because the work we do is far too important to be short-lived. We are here for the long term, and I thank you for continuing to walk this path with us, sharing in this mission that holds such deep meaning for all of us.



SHARAT BANSAL  
Chairman, Jagriti Movement



# MESSAGE FROM CEO

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Dear Friends,

As I reflect on the past year, I am filled with immense pride and gratitude for the strides we have made together. Jagriti's journey continues to be one of innovation, resilience, and empowerment — a journey that is transforming dreams into enterprises and nurturing changemakers who will define the future of Bharat.

Both our flagship initiatives, Jagriti Yatra and the Jagriti Enterprise Center-Purvanchal (JECF), have continued to inspire and impact countless lives. The Yatra remains a beacon of hope for young minds seeking purpose, as they witness firsthand the spirit of enterprise thriving in every corner of India. Meanwhile, JECF is building a strong foundation for rural entrepreneurship, helping individuals reimagine their possibilities and create meaningful change within their communities.

Our impact is not just measured by the ventures we support but by the stories of transformation that unfold in the hearts and homes of the people we serve. It is in the courage of a woman who takes her first step as an entrepreneur, the determination of a young dreamer who challenges convention, and the strength of a community that comes together to uplift each other. These stories are the essence of Jagriti's mission.

The year brought challenges, but it also brought opportunities to innovate, adapt, and grow. We have deepened our partnerships and explored new pathways to scale our initiatives, all while remaining true to our core belief — that Middle India holds the key to Bharat's economic and social renaissance.

As we look ahead, our vision is bolder than ever. We are committed to expanding our reach, amplifying the impact of our programs, and building ecosystems that empower rural and small-town India to take center stage in the nation's growth story. Together, we will create spaces where ideas thrive, communities prosper, and dreams are realized.

This mission would not be possible without the incredible dedication of the Jagriti team, the trust of our partners, and the encouragement of everyone who believes in our vision. You are the heartbeat of this movement, and your unwavering support propels us forward.

Let us step into the future with renewed purpose and a collective resolve to shape a more inclusive and prosperous Bharat. The best is yet to come.

ASHUTOSH KUMAR  
CEO, Jagriti





# ANNUAL IMPACT HIGHLIGHTS



**17,690**  
JEC-P

Jagriti's 10 district regional incubation and innovation ecosystem in Eastern UP



**35,583**  
JSS

Jagriti's first initiative on vocational training of women & youth in Eastern UP



**8,000**  
JAGRITI YATRA

Jagriti's Flagship program - an annual 15 day entrepreneurial train journey for youth across India



**3,200**  
JADE

A program engaging Yatra Alumni to replicate Jagriti's social franchise model in their districts



**17,00,000**  
INTERNET SAATHI

Digital Literacy program for rural women in 7 districts of Eastern UP

**17,64,473**  
**Total beneficiaries reached**  
through its programs till March 2024

## A JEC-P



### .. INCUBATION

Impact Parameters	Cumulative since the beginning in 2020 till Mar 2024	Incubation Cohort in FY 23-24 (Sep 2023 to Mar 2024)
MSMEs Incubated	94	52
% of Women Led MSMEs incubated	30%	31%
Revenue Generated by Enterprises	₹ 28 Cr	₹ 17 Cr
Revenue Growth	₹ 11.5 Cr	₹ 5.48 Cr
% Revenue Growth	70%	47.5%
Seed/Growth Funding Raised by Enterprises	₹ 1.34 Cr	₹ 85 Lakhs
Additional Direct Jobs Created by enterprises (Permanent and Seasonal)	407	92
% Growth in Jobs	98%	37.5%
Livelihoods Impacted	6572	3658

.. INSPIRATION

The first phase of the JEC-P Centre (Jagriti Udyam Kendra) was launched in April 2023.



94 workshops/events conducted at the centre during FY 23-24, to create an entrepreneurial mindset among locals.



9417 local participants including Youth, Women, Farmers and MSMEs.

.. INNOVATION



Operationalised 3 Centres of Excellence under the Innovation vertical by initiating new programs under it.

Digital CoE

Digital CoE was inaugurated in April 2023 at along with the launch of JECP Centre at Deoria

- 1. Qualitative Research Studies was undertaken to understand the State of Digitisation & Its Challenges and Drivers in Purvanchal.
- 2. Digitization Pilots were conducted for our incubated enterprises.

Women CoE

Tech Shakti program at the intersection of Digital and Women CoE, continued its operations in full swing to establish Digital Led Business Models for Women led Enterprises in Eastern UP.



6041 women mobilised for training and digital business model adoption



1272 Women Trained in Digital Literacy



125 women trained in digital business models



30 digital business models researched, that can be adopted by rural women

Bio Regional CoE

Bio Regional CoE was launched in Oct 2023. At the same time, Green Enterprise Development Program under the Bio Regional CoE, supported by Accenture, was also initiated to promote adoption of sustainable practices in Businesses and Promote Eco-friendly enterprises in the Eastern UP region.



MSMEs in Green Business space

20 MSMEs in the Green Business space (in Agro, Handicrafts and waste management) being incubated in FY 23-24.



associate producers trained

210 associated producers being trained in Digital Literacy, Financial Literacy, Entrepreneurship Training and Green Skills

JSS (Jan Shikshan Sansthan)

Supported by Ministry of Skill Development & Entrepreneurship

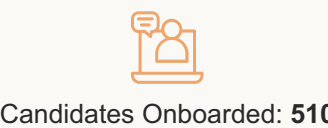


**B** Jagriti Yatra



Outreach: 2 Organisational: 3 NGOs: 3 Institutional: 2

Participants







## JADE (Jagriti Ambassador for District Entrepreneurship)



**49**

Active JADE members



**32**

Districts covered across India in 2023-24



Impact by JADE members

**3200**

Youth reached

**32**

Outreach/Awareness events conducted

## AWARDS & RECOGNITIONS RECEIVED DURING THE YEAR

### Recognized by G20, Startup 20

In the backdrop of India's G20 presidency this year, Jagriti Yatra was recognized by the G20/Startup20 secretariat to craft a distinctive voyage – the Jagriti G20 Startup20 Yatra. This transformative journey, focused on Inclusive Entrepreneurship, Women Empowerment, cross-border collaboration, and sustainable development, aligned seamlessly with global goals, transcending India's borders and resonating across the G20 nations.



### Sustainability Recognition

Jagriti Yatra was awarded the certificate of Recycling by ECO Wise for waste collection, disposal and recycling of waste generated during the Yatra this year.

- Green Yatra Generated Waste : 1770 KG
- Recycled Waste: 778.8 KG
- Reused Waste: 991.2 KG
- Waste Recycled Rate : 44%
- CO2 Emissions Avoided: 894.57 KGS



### NGOSource Equivalency Determination Certification 2023-24

Organization recognized as equivalent to a Certified US Public Charity



### Great Place to Work Certification Jan to Dec 2024

Certified as having a high trust workplace culture where employees feel empowered and encouraged to do their most meaningful work.





PUBLICATIONS



Middle of Diamond India Book  
- Published by Penguin

A book that captures Jagriti's journey of 16 years, and proposes a revolutionary idea of energizing the 800 million in the Middle through enterprise or Udyamita. Penned by the founder of Jagriti, Shashank Mani, and published by Penguin, the book has garnered immense admiration from different quarters and charted into the best seller category.

The book is **available on Amazon**.

The Turning Tide

A thought leadership paper, was launched on the occasion of Women's Day at JECP. It demonstrates women's articipation in the conomic workforce as a game changer. It captures the stories of the local women whose resilience and ingenuity it applauds.

Jagriti - Ek Vichardhara

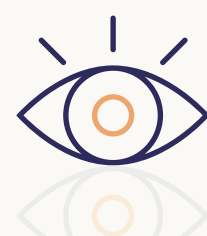
This year, Jagriti published a Coffee Table Book "Jagriti - Ek Vichardhara", a testament to its journey that showcases the waves of change Jagriti has brought over the last 16 years nationally, through the Yatra and in Purvanchal through the grassroot interventions of JECP. It also captures our ambition of the Banyan Revolution.

Yatra Saar

The Yatra Saar is an annual synthesis and analysis of Jagriti Yatra that showcases contributions from both yatris and the team. This special edition captures the yearly execution of the Yatra through prose, pictures, and poetry. It reflects participants' interactions, influences, impressions, inspirations, and introspections. Inside, you'll find key learnings curated by the participants themselves.



GUIDING PRINCIPLES OF JAGRITI



●● Vision

Jagriti inspires and enables people to build India through Enterprise



●● Mission

Jagriti creates purpose, employment, and ecosystems in Middle India (small towns and districts) with its core philosophy of Udyamita. Jagriti will achieve this by inspiring leaders across Middle India through a robust incubation and innovation ecosystem that will build the nation through enterprise.

WHAT IS MIDDLE INDIA

The Indian demography, a latent “diamond is the rough.” holds boundless potential awaiting revelation. Within the heart of this demographic diamond 58% of the population resides, forming Middle India a reservoir of 800 million individuals nested in Tier 2 and 3 districts. Despite harboring passion and talent, this demographic remains untapped, lacking exposure and crucial support necessary for the discovery of purpose. These millions are posed at the crossroads of potential transformation, representing an extraordinary opportunity for national growth.

To awaken Middle India is to unlock the nation’s true potential, fostering an inclusive environment where each individual’s passion can flourish. By bridging the gap between talent and opportunity we pave the way for a more empowered, purpose-driven society, propelling India towards a future defined by collective success and shared accomplishments.



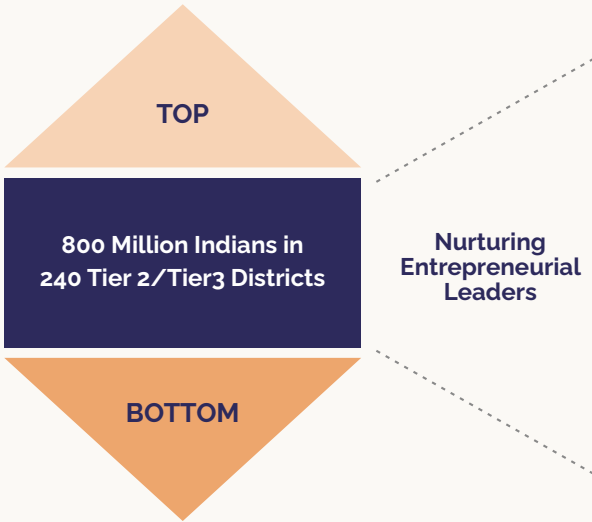
VALUES



At JECP, our team thrives in a culture of harmony and cooperation. Here, we deeply respect every coworker, recognizing that our strength lies in unity. Our leaders inspire and mentor, fostering an environment where each voice is valued, and every idea is nurtured. We take pride in our collaborative spirit, ensuring that hierarchy is respected yet

everyone feels empowered to contribute. Our workplace radiates happiness, making JECP not just a place to work but a community to grow. We're proud to be certified as a Great Place to Work, a testament to our commitment to an exceptional work environment.

●● Middle of Diamond Theory



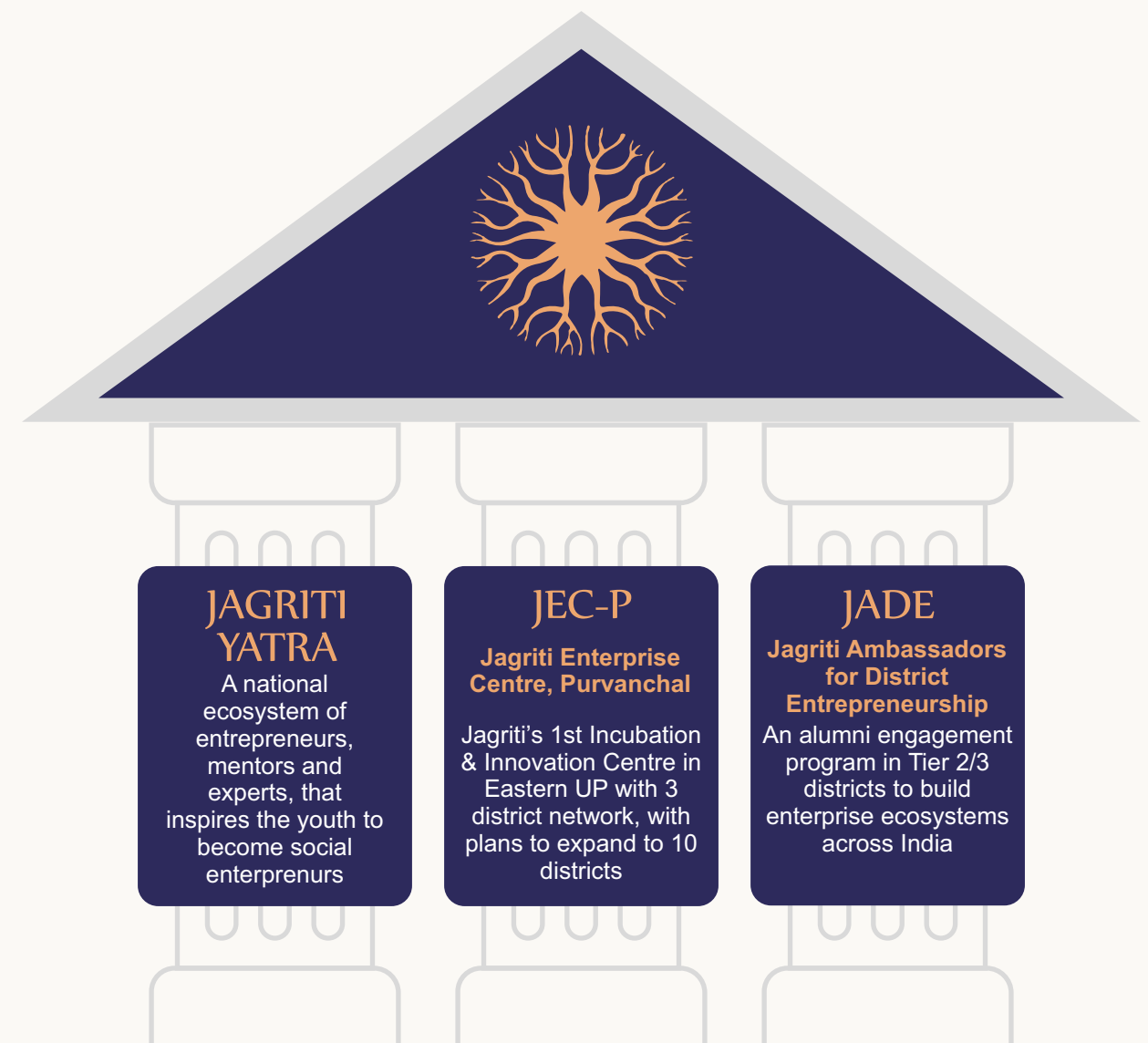
	Middle	Top	Bottom
Population	800 Mn	200 Mn	400 Mn
Per Capita GDP*	Rs. 1.6 Lakh (\$2,500 or \$6,000 ppp)	Rs. 4 Lakh (\$5,000 or \$15,000 ppp)	Rs. 80,000 (\$1,000 or \$3,000 ppp)
Values	Indian values of faith family, community	Western values with autonomy	Poor, requires direct support
Approach	Local Udyamita	Global Business	Welfare

\*These are 2020 numbers as reported in Middle of Diamond India by Shashank Mani, Penguin



# 3 PILLARS OF JAGRITI

Through a *three-pillar* structure,  
Jagriti has been building ecosystems in *Bharat*







## A Journey Within

When I first boarded the train for Jagriti Yatra, I thought it was just a trip across India. But soon, I realized it was far more - this journey actually changed lives, mine included.

In the early days, there was hesitation. Among the women in my compartment, conversations were sparse, and smiles were tentative. We came from different corners of the country, carrying our own uncertainties. But as the train rolled on, something shifted.

One moment stays with me. A quiet young woman, who had barely spoken until then, stood up and introduced herself - confidently, in perfect English - to a traveler from another country. Her words

reflected more than just fluency; they reflected courage, growth, and a breaking of boundaries.

That's the magic of the Yatra. It creates a space where fear gives way to self-belief, where stories of struggle turn into stories of strength. Over two weeks, I witnessed barriers dissolve, connections form, and possibilities ignite - not just in others but within myself.

Jagriti Yatra isn't just a train journey. It's a mirror to who we are and what we can become. It showed me that real transformation begins when we step out of our comfort zones and embrace the unknown. And as the train moved forward, so did all of us - toward purpose, empowerment, and a shared dream for an India of Enterprise



**Rupali Singh** Resource person Monitoring & Evaluation Data, Impact Assessment, Strategy & Operations , Certified POSH Trainer & CSR Professional Transform Rural India (TRIF)



## JAGRITI YATRA



## MESSAGE FROM COO - JAGRITI YATRA



The 16th edition of Jagriti Yatra marked a significant milestone with the launch of the G20 Startup20 Yatra, executed in collaboration with NITI Aayog, G20, and Startup20 India. This initiative enabled us to focus on mutually aligned goals, such as fostering cross-border collaboration, inclusive entrepreneurship, women-led development, and digital transformation, while strengthening India's role in the global startup ecosystem.

We were proud to have India's largest public sector bank as the key sponsor, with SIDBI joining as the Green Partner and launching the Green Awards, which offered prize money to sustainable enterprises on ideas working in the green sector. Additionally, we had strong support from other stakeholders, including Startup Odisha, the Maharashtra State Innovation Society, and esteemed corporates such as Tata Steel, L&T Finance, Rainmatter Foundation, and Amit Chandra Foundation.

In this special year of the G20 Yatra, four mega-events were conducted across four cities, each focusing on a specific G20 theme:

1. **Environmental Sustainability – Bangalore**
2. **Fostering Innovation – Varanasi**
3. **Enabling Ecosystems – Deoria**
4. **Promoting Cross-border Collaboration – Delhi**

With the grand culmination of the Jagriti G20 Startup20 Yatra 2023, A new dream unfolded—the vision of embarking on an Amazon Yatra along the mighty river, as Brazil assumes the G20 presidency next year. In a poignant ceremony held in Varanasi, waters from rivers across India were blended with those of the Ganga and encapsulated in a Kalash. This sacred vessel symbolizes the transition, and during the Yatra in Ahmedabad, the Banyan Baton, adorned with the flags of all 20 G20 nations, was ceremoniously passed to five Brazilian delegates. This gesture marks the passing of the baton—a Banyan Revolution—in the karmabhoomi of Mahatma Gandhi, propelling the energy of the Jagriti Yatra towards Brazil, which commenced its transformative journey in Mumbai on October 28th and traversed across India, will return to Mumbai on November 10th. This milestone marks the close of our 16th Yatra, bringing the total number of leaders profoundly impacted by this life-altering journey to an impressive 8,000.

Noteworthy this year is the international dimension, with over 60 participants from 20 G20 countries, complemented by 400 Indian changemakers. This further establishes Jagriti Yatra as a youth icon brand with a remarkable footprint:

The Jagriti Yatra garnered significant outreach with over 4 million footfalls across all channels physical and digital. On social media, the impact included 400+ Instagram posts reaching 1 million+ people, 100+ reels engaging 1.5 million, 25 YouTube videos with 25,000 views, and 100 LinkedIn posts reaching 20,000 individuals. Additionally, 10 press releases reached an audience of 1 million, with other media engagements reaching over 2 million.

CHINMAY VADNERE  
COO, Jagriti Yatra



## JAGRITI YATRA

Jagriti Yatra is a transformative journey, igniting the spirit of entrepreneurship in India's youth. Covering 8,000 km in 15 days, this epic national train journey brings together 450 aspiring leaders from small towns and villages of India to meet visionary social and business entrepreneurs. These role models are solving India's most pressing challenges with innovation, resilience, and purpose, inspiring the next generation to follow suit.

More than just a journey, Jagriti Yatra is a movement. It has sparked over 65 enterprises annually across sectors like healthcare, agriculture, tourism, and water, creating job creators and fostering enterprise-led development. The Yatra exposes participants to India's socio-economic diversity and the challenges and opportunities within, unlocking their potential to build and lead.

Jagriti Yatra empowers young minds to not only envision change but to drive it - transforming themselves and their communities in the process. As we continue this journey, we are building a stronger, more enterprising India.





# JAGRITI STARTUP20, G20 YATRA 2023

Jagriti Sewa Sansthan and Startup 20 partnered for the Jagriti Startup20 G20 Yatra 2023, an extraordinary train journey dedicated to promoting inclusive entrepreneurship in India and spreading the message of Startup 20 nationally and globally.

This initiative focused on the objectives of the G20 and invited 70-100 international delegates to engage with experts and leaders, working on case studies and projects related to G20 priorities.

The G20- Startup 20 Yatra created a powerful global narrative, supporting startups and fostering synergies among corporates, investors, innovation agencies, ecosystem enablers, and startups themselves. Collaboration and collective effort are key to achieving remarkable results.

## SIDBI Green Fund

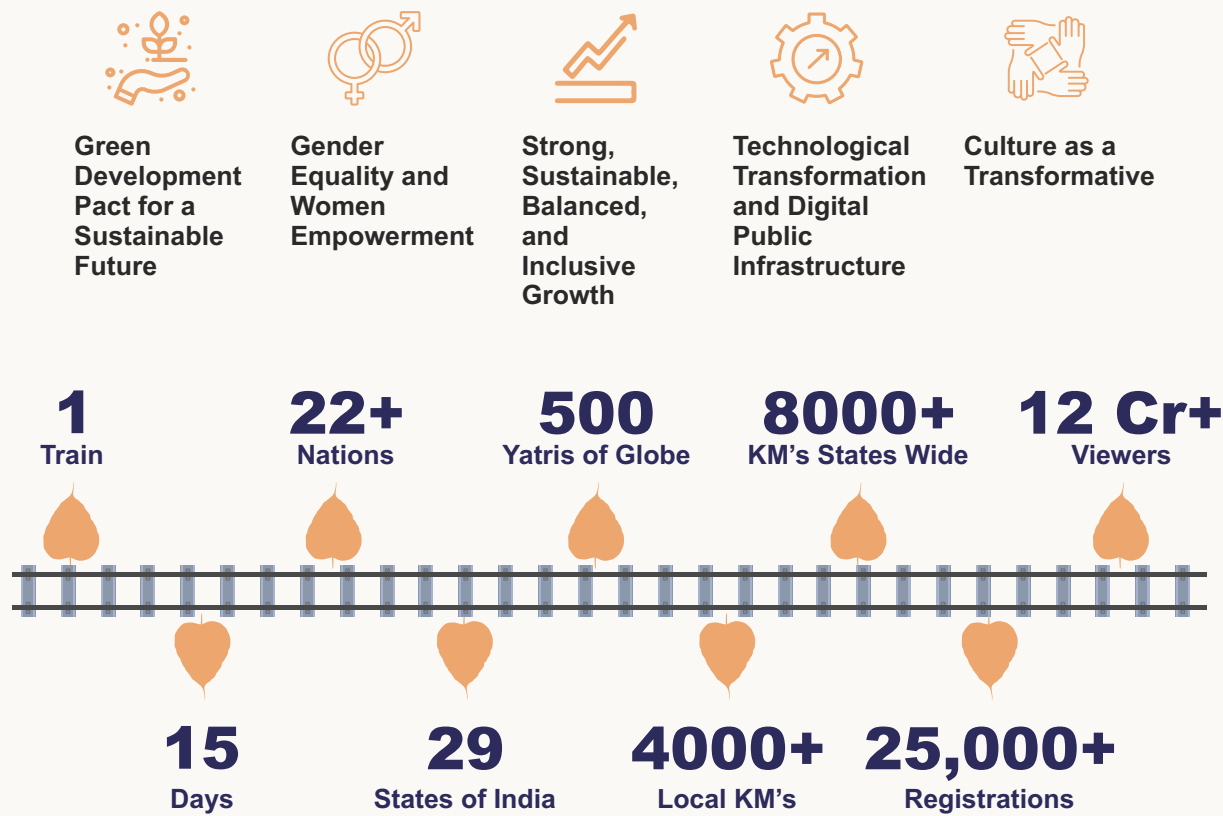
Jagriti and SIDBI jointly collaborated to create an "Green Fund Support", as a post Yatra engagement in Jan-Feb 2024, where SIDBI provided seed fund to Yatris to be utilised for critical sustainability aspects in business such as idea validation and enhancing green processes. This support will enable participants to refine their concepts, integrate sustainable practices, and develop innovative solutions that contribute to a greener future. By focusing on eco-friendly approaches, the fund empowers entrepreneurs to build ventures that positively impact the environment while fostering long-term sustainability.

Entrepreneurs working in the green space were invited to pitch for their green idea/enterprises. 20 applications from the Yatra Alumni were reviewed and evaluated by a jury for its innovativeness and feasibility. Top 6 ideas were selected to be awarded with ₹ 1.30 Lakhs Equity/Seed Funding, totalling ₹ 8 lakhs.

DATE	LOCATION	ACTIVITIES
28 <sup>th</sup> Oct	Mumbai	Launch
29 <sup>th</sup> Oct	On train	On Train
30 <sup>th</sup> Oct	Bangalore	Jagriti Enterprise Mela
31 <sup>st</sup> Oct	Madurai	Role model visit at Aravind Eye Care
1 <sup>st</sup> Nov	Sriharikota	Sri City
2 <sup>nd</sup> Nov	Vizag	Role model visit at Akshay Patra
3 <sup>rd</sup> Nov	Berhampur	Role model visit at Gram Vikas
4 <sup>th</sup> Nov	On train	On Train
5 <sup>th</sup> Nov	Varanasi	Cultural Immersion at BHU, Varanasi
6 <sup>th</sup> Nov	Deoria 1	Jagriti Excellence Center Purvanchal
7 <sup>th</sup> Nov	Deoria 2	Jagriti Excellence Center Purvanchal
8 <sup>th</sup> Nov	Delhi	Cross Border Collaboration at Ambedkar University, New Delhi
9 <sup>th</sup> Nov	Ahmedabad	Sabarmati Ashram
10 <sup>th</sup> Nov	Mumbai	Final Destination



## The key Pillars of Delhi Declaration





# KEY PROGRAM TAKE AWAYS

Fostering Entrepreneurship and Sustainability in Middle India



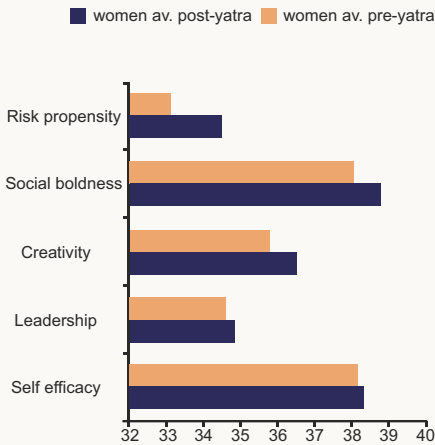
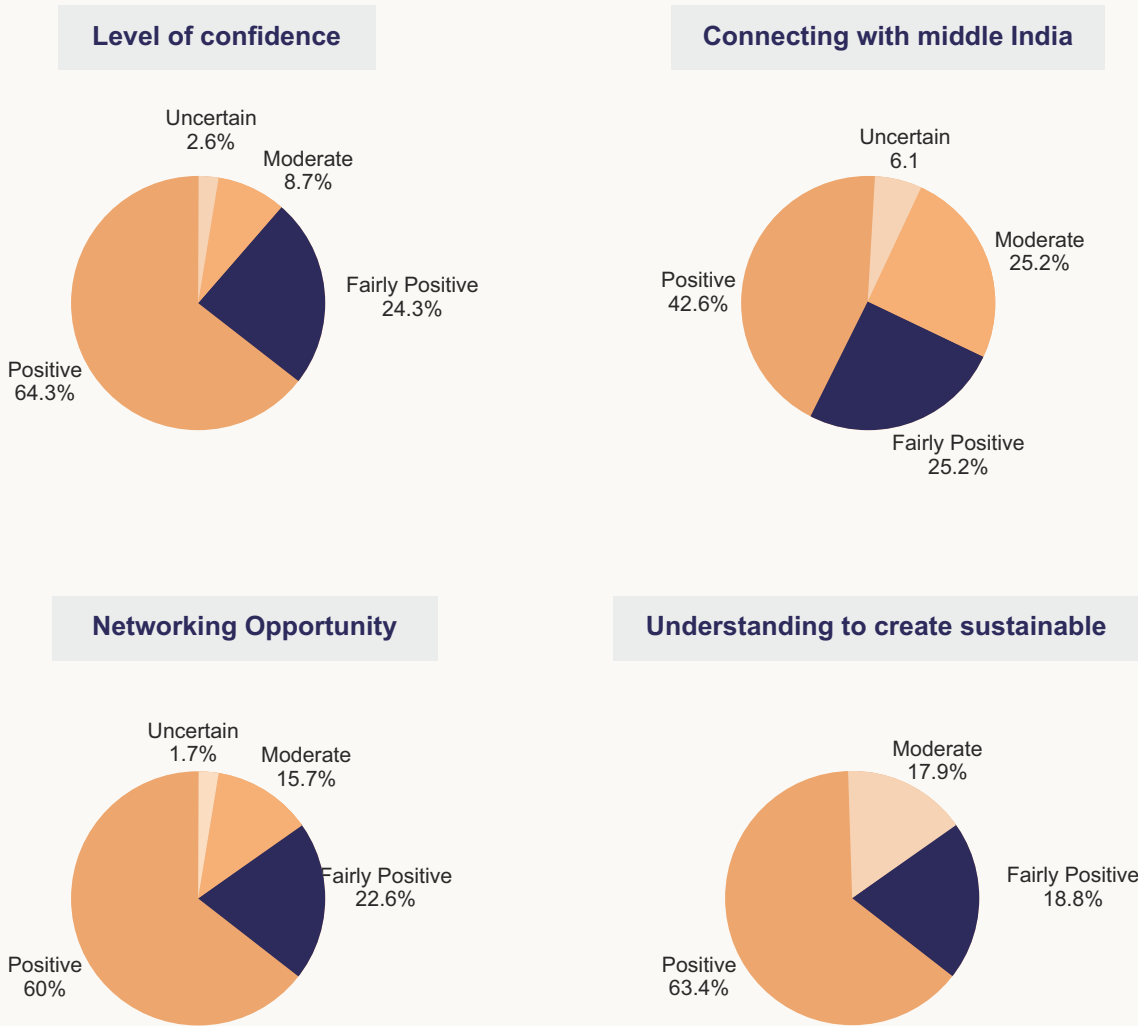
## Participant Demography

### Demographic Diversity of Participants



# JAGRITI FROM 2008-2023

Feedback from participants





## SUCCESS STORIES OF PAST YATRIS

The impact of Jagriti Yatra doesn't end when the train journey does - it's just the beginning. Every Yatri embarks on a personal transformation that reverberates across their communities, driving long-term change through enterprise. To truly capture the depth of this transformation, we need to look at the ripple effect that extends far beyond the 15-day experience. By documenting and sharing these journeys, we underscore a key insight - Jagriti Yatra is not a standalone event, but a cyclical process of growth, learning, and impact. Each Yatri becomes part of a continuum of change, where success stories fuel the aspirations of new participants, driving the movement forward.

Jagriti Yatra started a series of Podcasts this year with the name "Social Impact Stories: A Jagriti Yatra podcast in hinglish by Keshav Aggarwal" to uncover the Impact Yatra has created in the life of Yatri from across India and celebrate the success of Yatri in their Entrepreneurship journey. These podcasts were filled with loads of inspiration and learnings for aspiring entrepreneurs as they embark upon their journeys.

### •• Some successful entrepreneurs from Yatra Alumni



**I learned more about myself and nature of people and places in those few days of the Yatra than in all my years before that put together.**



Lekha Naidu  
Creative Director, Avala Hejje  
Yatri 2008-09

Lekha Naidu is the Creative Director of Avala Hejje meaning 'Her Steps' in Kannada an organisation that arms women with the awareness of recognising bias when they face it and addressing them in order to grow past them. The path to women empowerment, for the organisation, begins with strengthening the foundations of communication and leadership to achieve a truly confident woman.

Lekha is an ardent theatre practitioner and trainer. Avala Hejje uses elements of role plays, art, drama and other exercises in their workshops to engage the participants and make the learning effective.

Lekha has also dipped her toes into photography, writing and directing. It was after absorbing the learnings from her 18 days of the Yatra, interacting with entrepreneurs and looking at the journey of growth of other Yatri, and founding a theatre company 'Sapeksha', that she went head to launch Avala Hejje. A Yatri of 2008-09, Lekha still holds on to the lessons from her Yatra and considers it as one of the pillars on which her entrepreneurial spirit has been built.



**We can never give back in any way what Jagriti Yatra has given us: may it be in form of the team or the investors or the belief they had in us.**



Arpit Sarin and Aditya Agarwal  
Founders, Dawailo.com

Arpit Sarin and Aditya Agarwal had gone on the Jagriti Yatra in 2012-13, and believe that if it hadn't been for the Yatra, Dawailo, their venture, would not have come into being. They both had an idea of what they wanted to pursue but lacked the confidence to act upon it. Being in the presence of inspiring people and mentors and interacting with them during the Yatra proved to be the push they needed to go down the entrepreneurial road.

It was after their Yatra experience that they two took up months of research and surveys leading to the fruition of Dawailo, an online medicine delivery and consultation platform providing easy access to healthcare requirements and medicines. Initially, they had funded their venture by conducting coaching classes and tuitions, and later they got access to some funding through the Jagriti Yatra Network. Dawailo has recently been acquired by 1mg, an online drug marketplace, to utilise Dawailo's incredible reach in tier II and III cities.

## YATRIS ON SHARK TANK

**Jatan Bawa & Tushar Khurana**  
(Yatri-2016)

**Enterprise:** Perfora® is practical, promising and precisely designed to elevate your everyday oral care. We are an innovative brand with products that'll make oral care easy, inviting and enjoyable!

### Impact of Yatra

Co-founders who met during the Yatra reflected on its unique impact, emphasizing how it offers a rare opportunity to forge meaningful business partnerships, unlike anywhere else.





**Aditi Madan  
(2021)**

**Enterprise:** BluePine Foods specializes in manufacturing 35 varieties of frozen Himalayan delicacies like momos and spring rolls. It is complemented by Yangkiez, a quick-service restaurant bringing these flavors to Delhi. She is popularly known as Momo Maani

#### Impact of Yatra

A Digital Yatri from 2021 shared how the Yatra left a profound impact, with Ganjam district and Gram Vikas serving as key inspirations. They emphasized how the experience enriched their entrepreneurial journey by fostering skills and thought leadership.



**Anish Malpani  
(2019)**

**Enterprise:** Without is an impact-first startup that began by creating sunglasses as a proof of concept to repurpose multi-layered plastic (MLP) into other products.

#### Impact of Yatra

The 8,000-kilometer Jagriti Yatra provided an immersive introduction to India's impact sector, highlighting the journey's emphasis on real-world experiences and diverse interactions over comfort.



**Dharmil Bavishi & Divyansh Mathur  
(2017)**

**Enterprise:** Without is an impact-first startup that began by creating sunglasses as a proof of concept to repurpose multi-layered plastic (MLP) into other products.

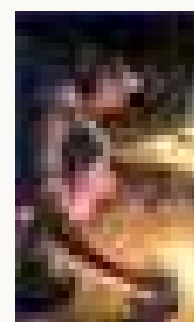
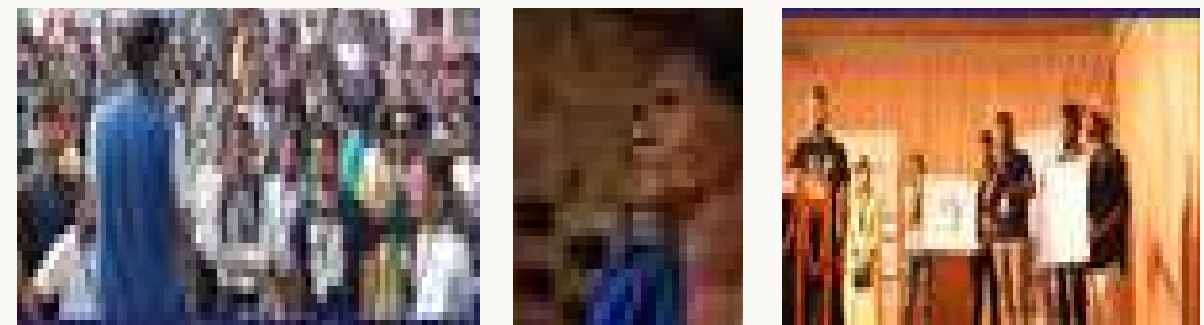
#### Impact of Yatra

The 8,000-kilometer Jagriti Yatra provided an immersive introduction to India's impact sector, highlighting the journey's emphasis on real-world experiences and diverse interactions over comfort.



## SOCIAL IMPACT

Dialogues on various Social Impact topics were held at various locations throughout the Yatra, that were aligned with 4 key themes of the G20 priorities:



#### Enabling Ecosystems

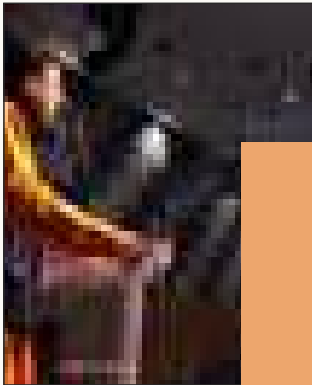
It is founded on the premise of enabling capabilities that arm every citizen with the opportunity to build a meaningful life that stirs their passions and engages their talents. These enabling environments are meant to be provided in the local economies and ecologies so as not to steal people of their demographics and place of belonging. Such capacity-building activities can be drawn from the values of integral humanism, indigenous innovation, and community needs.





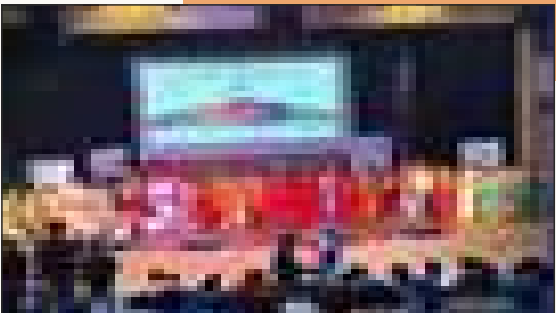
Fostering Sustainable Innovation and Digital Transformation:

As organizations mature, the next meaningful step for them steers to social and ecological sustainability. Sustainable systems are beginning to develop a parallel universe - an economy and ecology of surviving, developing, and growing on global platforms for the longer run that are more inclusive of our environment. The choices that are made are sometimes digital, sometimes a return to our indigenous roots and at times ones revolutionizing the industry. The "Green Yatra: Waste-Free Yatra" initiative showcased impressive efforts in sustainability and waste management. It's a strong statement of environmental responsibility, with clear metrics on waste processing and CO2 emissions avoided.



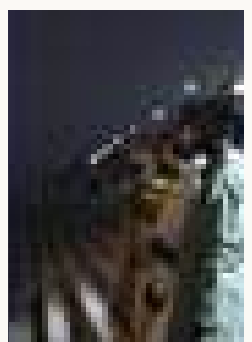
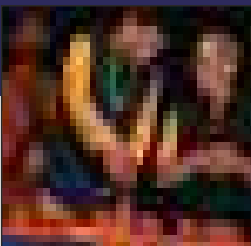
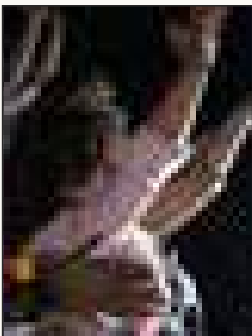
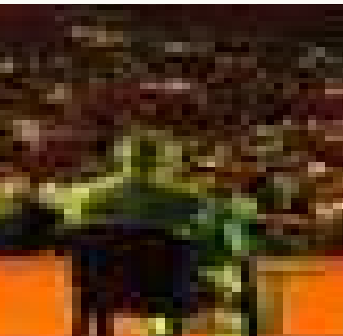
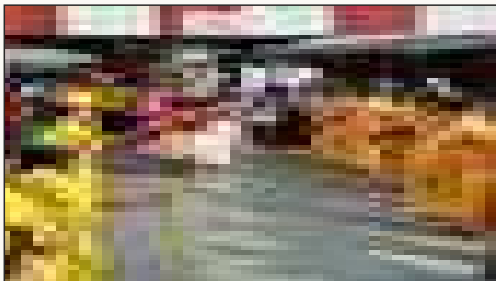
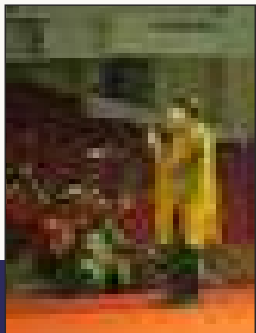
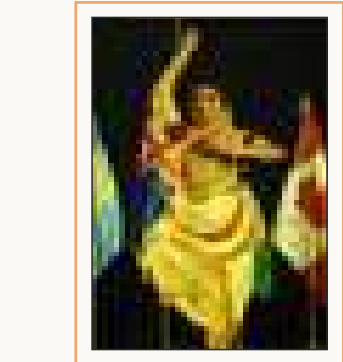
Cross Border Collaboration

Common goals and universal challenges are the platform for Cross-border collaboration. A unified common goal of environmental sustainability, financial robustness, and the right to prosper, opens the doors for universal solutions bringing the inevitability of replication, adaptability, mutual prosperity, and a human-centric perspective among all nations.



Resurgence of Culture & Entrepreneurship:

While India has rightly taken its place in the world of business and culture, for far too long, there has been a hesitation to commercialise culture— we have had the best artists who have chosen not to make too much money of their art, lest we make it inaccessible to people, even as the West continued to profit from some of our cultural heritage. This event served as a call to action for those of us who may be so inclined.



Conclusion:

However, as this Yatra concludes, a new dream unfolds—a dream of embarking on an Amazon Yatra along the mighty river as Brazil assumes the presidency next year. In a poignant ceremony held in Varanasi, the waters from rivers across India were blended with those of the Ganga and encapsulated in a Kalash. Symbolizing the transition, the Banyan Baton, adorned with the flags of all 20 G20 nations, was ceremoniously passed to 5 Brazilian delegates during the Yatra in Ahmedabad. This symbolic gesture represents the passing of the baton, a Banyan Revolution, in the karmabhoomi of Mahatma Gandhi, propelling the energy of the Jagriti Yatra to Brazil. Envisioned as a relay race, we anticipate this to set the stage for future Yatras in other countries.





# JADE

(Jagriti Ambassadors for District Entrepreneurship)

JADE is a leadership development program designed to build India's entrepreneurial future in Tier 2 and Tier 3 districts. Undertaken to empower those with a vision for transforming their communities, JADE seeks to ignite an entrepreneurial spirit in regions often overlooked, yet rich with untapped potential. Its mission is to identify and nurture local entrepreneurs, providing long-term support through 'District Hub' points, which serve as beacons of innovation and growth.

At the heart of this initiative are the JADE leaders—individuals from Jagriti Yatra Alumni, handpicked for their commitment, vision, and potential to become true champions of entrepreneurship in their districts. These leaders facilitate, inspire, motivate, and build ecosystems that turn ambition into action. They are the bridge between opportunity and impact, ensuring that no talent is left behind. With the title of JADE, they stand as symbols of progress, resilience, and the promise of a more inclusive and enterprising India.

## JADE Jagriti Ambassador for District Entrepreneurship

A nation-wide program to engage with Jagriti Yatra alumni and enable them take ownership' of their districts



100+

Districts covered through JADE

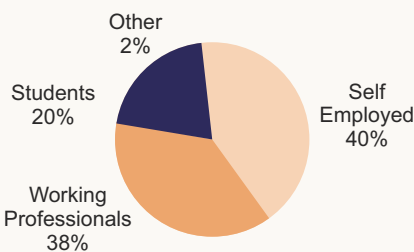
5

Yatris replicating district model

40%

Applications through JADE outreach

### Profile of JADE



- Zubin Manav-Kishanganj, Bihar
- Selvakumar V - Coimbatore, Tamil Nadu
- Prabhat Kumar - Gaya, Bihar
- Girish Sampath - Shirdi, Maharashtra



The Yatra has organically extended its roots into five other nations, a testament to its global resonance. It heralds a novel movement—

## Udyamita, or Enterprise



A Jagriti yatra Alumni today, Nirnanjan embarked on the Jagriti Yatra in 2018 with a vision that would reshape lives that were deemed lost. Through his venture, Energinee Innovations, he transforms temple waste into eco-friendly products, employing jail inmates to create statues, sculptures, and handicrafts. More than a business; it's a movement, turning discarded materials into symbols of sustainability, purpose, and hope.

Mentored during the Yatra and backed by Jagriti's seed funding, Nirnanjan took Energinee to new heights, forming corporate partnerships and driving ₹20 lakh in revenue post-COVID. As Nirnanjan says, "The Yatra taught me that transformation isn't a distant dream—it begins with the courage to see potential where others see waste." His mission reflects the real spirit of JADE—harnessing local potential to create transformative impact, and is a living, breathing testament to innovation, resilience, and positive change, embodying everything JADE represents.

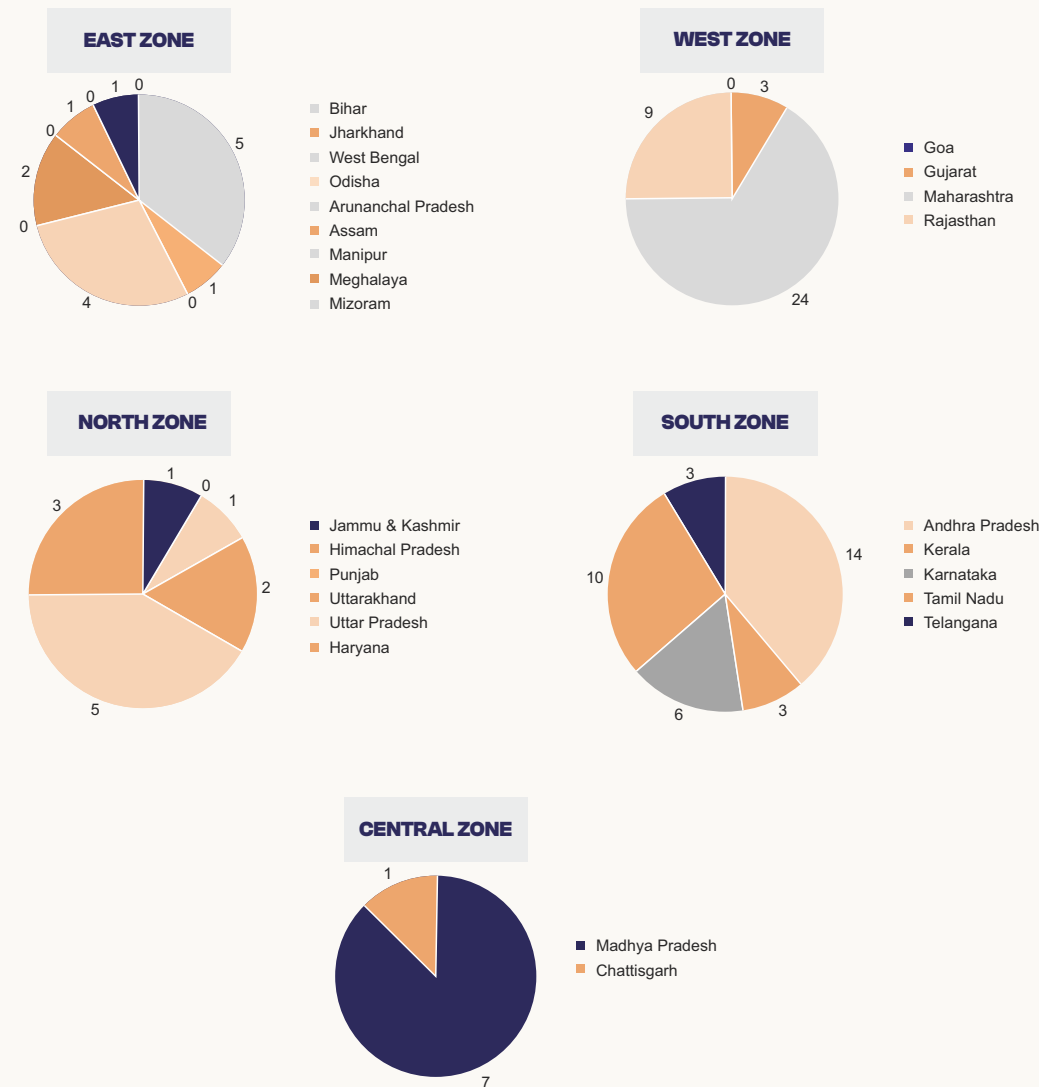


Nirnanjan Karagi Nirnal



## PROFILE OF JADE 2024

38% Working Professionals, 40% Self Employed, 20% Students and 2% Others.



## IMPACT OF JADE

While Jagriti Yatra through its enterprise led movement has over the past 16 years, has built a strong platform in Tier 2 & 3 towns to enable entrepreneurship. A community of 8000 plus youth has been created, 28% of them turning into entrepreneurs. Using this platform, JADE conducts various outreach activities which acts as a funnel to JY by mobilizing participants (20-27yrs) and facilitators (25 yrs and above) from their districts to apply for Jagriti Yatra or any curated sponsorship events. Jagriti has identified 219 districts for the JADE program. This year, JADE covered 32 districts across India for outreach.

- No. of Entrepreneurship Awareness Programs organised by JADE members: 32
- No. of Districts Covered: 32
- No. of Colleges partnered with: 20
- No. of youth impacted through JADE: 3200

## CASE STUDIES OF JADE 2024



Energinee Innovations use Temple Waste for making eco-friendly products with the help from jail inmates. The startup helps the incarcerated by providing them jobs, more specifically, the task of transforming temple waste into eco-friendly and upcycled products such as statues, sculptures, and handicrafts.

<https://energinee.com/>



AKASH SINGH, Gurugram  
Founder Energinee Innovations

Participated in Jagriti Yatra in 2018, and found a mentor on board

Seed funding of 1 Lakh from Jagriti, bringing him under JECPC incubation

Connect to companies like Facebook for corporate gifting



Selvakumar started Villfresh to improve the margins of the farmers by creating a hyperlocal model for delivery of fresh produce and milk in Coimbatore.



SELVA KUMAR, Coimbatore  
Founder Villfresh



Participated in Jagriti Yatra in 2016, and received a seed funding of 1.5 Lakhs in the ideation stage

Raised 1.5 crores after 2 years through the connects made by Jagriti to investors





Her mission is to change the way India travels by promoting the responsible tourism as the livelihood in rural India. She handpicks naturally and culturally rich villages across the country and enable village dwellers to open up their houses for travellers.



Chandani Aggarwal  
Founder Transforming Travels

Co founded Rural Odessey in 2015 immediately after participating in Jagriti Yatra

Transforming Travels is a Sustainable Tourism company that offers Village Tours, Women-Only tours, Wellness Retreats, Bucket List Tours

Jagriti Yatra brought out the entrepreneur in her and helped her explore the adventure side.



She started an initiative 'Kamakhya' which focuses on creating self-help groups to create cloth pads in order to keep adolescent menstruating girls from her village and surrounding areas in school.



LAAD LOHAR, Udaipur  
Founder Kamakhya



Participated in Jagriti Yatra in 2019

Laad has till date trained more than 500 women to make sanitary pads

Yatra got her a co-founder who helped her in getting the business formalised

## MESSAGE FROM COO - JECP

The year 2023-24 marked a transformative phase for JECP, advancing enterprise-led development in Purvanchal.

Key milestones included the operationalization of the Hub Infrastructure, launching the Digital Centre of Excellence (CoE) and the multi-purpose hall (MPH) within the Incubation Block. Supported by Zoho and LIC Housing and Finance, these spaces hosted impactful programs for women, farmers, youth, and entrepreneurs.

The Cohort Incubation Program, launched in August-September 2023 with Yes Bank Foundation, nurtured early-stage enterprises, including Nano/Micro Enterprises, Start-ups, FPOs, and Women-led businesses. The Green Enterprise Development Program, backed by Accenture, further empowered producers - farmers, artisans, and local entrepreneurs - ensuring holistic impact. Over 20 business mentors strengthened the 7Ms incubation framework, embedding industry expertise.

A major breakthrough came with Rainmatter Foundation's support in establishing the Bioregional CoE, embedding circular economy principles within MSMEs and conserving biodiversity across ten districts. JECP also hosted a Mega Event under the Jagriti Yatra, marking a significant milestone.

Efforts to build a high-impact team led to recruiting specialists in Marketing, Finance, Programming, and Impact Assessment. The first cohort of Udyam Corps, supported by the Gates Foundation under the Tech Shakti initiative, is driving women-led digital business models in Purvanchal. A large-scale Assessment Centre in Deoria led to hiring 11 Udyam Corps, who will expand incubation efforts across seven districts in 2024-25.

Moving forward, JECP aims to scale incubation, strengthen its innovation ecosystem, and drive enterprise-led growth in Purvanchal. Achieving this will require collective commitment from ecosystem partners, funders, corporates, the Ex-Yatri network, the Jagriti Board, leadership, mentors, and the JECP team. Together, we are shaping Purvanchal's future through entrepreneurship.

ANURAG DIXIT  
Founder, Jagriti Movement





# KIRAN DEVI, BHATNI BLOCK, DEORIA

## The Craft That Sparked a Global Journey

The very craft that Kiran was once scolded for learning as a child has now taken her far beyond her village, making her a symbol of perseverance and artistry. Today, her handcrafted pieces, made from munj grass, are not only recognized in India but have found admirers abroad. Even Anar Patel, daughter of the Governor of Uttar Pradesh, expressed interest in learning munj crafts from her. Recently, Kiran had the honor of gifting a handcrafted figure of Lord Ram to Chief Minister Yogi Adityanath. Alongside other women from her village, she creates stunning munj-based items like bread boxes, wall plates, bags, bird nests, laundry boxes, fruit baskets, book covers, coasters, and gift boxes. These

products are sold in metropolitan cities across India and even reach markets in the UK through online and offline platforms.

Incubated by Jagriti, Kiran began her new journey, starting small with just two women from her village. Together, they crafted various products like bread boxes, wall plates, bags, bird nests, laundry boxes, fruit baskets, book covers, coasters, and gift boxes. As Jagriti's mentorship continued, her work expanded, and so did her team. Today, she leads a group of 15 women, earning between ₹15,000 and ₹20,000 a month. The other women earn around ₹4,000 to ₹5,000 per month.



Never lose hope," Kiran says with conviction. "No matter how difficult the circumstances, one should never give up. If you have the passion to achieve something, helping hands will find their way to you. Keep your courage intact, and success will one day be yours.



## JECP- JAGRITI ENTERPRISE CENTRE PURVANCHAL





The launch of Jagriti Enterprise Centre Purvanchal (JECPC) at the beginning of the year marked a landmark milestone in the journey of Jagriti, taking forth our mission and vision to “Build India through Enterprise in Middle India”. This world class institution, first of four across the country, is dedicated to the people of Purvanchal (Eastern Uttar Pradesh), perhaps the only one of its kind across the country in Middle India (Tier 2/3 India).

India, despite being the 5th largest economy, ranks 134 out of 193 countries in the Human Development Index (HDI). Economic resources and opportunities are concentrated in urban areas, leaving the rest of India with limited access to development and innovation. Absence of entrepreneurship ecosystems in Tier 2/3 India is leading to loss of local jobs and livelihoods. Only 20% of startups were based in these regions with just 15% investment in 2019 (Datalabs, Inc42). This disparity hinders equitable growth and deepens socio-economic divide. Purvanchal in Eastern Uttar Pradesh is one such underserved region which has been left behind, with a high population of 35 million in 10 districts and one of the lowest per capita incomes in the country. The region is also subject to heavy out migration due to lack of opportunities. Jagriti's mission is to reduce this disparity and develop an incubation and innovation ecosystem in the region through JECPC.

JECPC operates on an innovative hub-and-spoke model, with a central hub strategically positioned in Deoria district, supported by a network of satellite offices in surrounding districts across Gorakhpur, Kushinagar and Deoria districts currently, and aspires to scale to 10 districts over next 5 years. These offices are staffed by dedicated last-mile connectors known as Udyam Corps and Mitra, who play a crucial role in fostering entrepreneurship within local communities.

From 3 districts currently, we plan to expand to 10 districts of Purvanchal through a hub-and-spoke model

No	District	Population	Distance from Center
1	Deoria	3.4 M	14 Km
2	Kushinagar	4.0 M	35 km
3	Gorakhpur	5.0 M	52 km
4	Sant Kabir Nagar	2.0 M	92 km
5	Maharajganj	3.0 M	96 km
6	Mau	2.6 M	92 km
7	Ballia	2.9 M	112 km
8	Azamgarh	4.6 M	95 km
9	Basti	2.4 M	114 km
10	Siddharth Nagar	2.6 M	144 km
	<b>Total</b>	<b>32.5 M</b>	<b>Avg 70 km (1.2 hr)</b>



#### District Udyam Upkendra

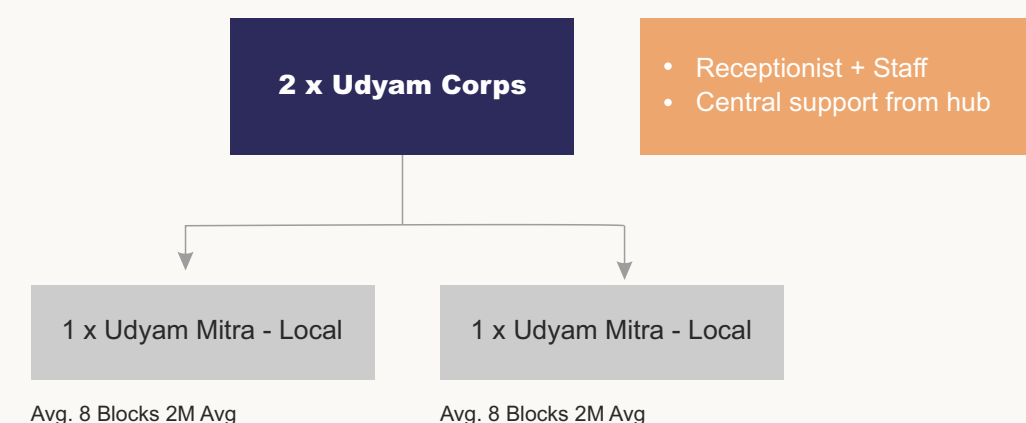
- Physical infrastructure with co-working and training space
- Local outreach and support
- 2 Udyam Corps and 2 Mitra placed in one district
- Incubation manual (7M process)
- Congregation space for local community



JECPC Main Centre (Hub)



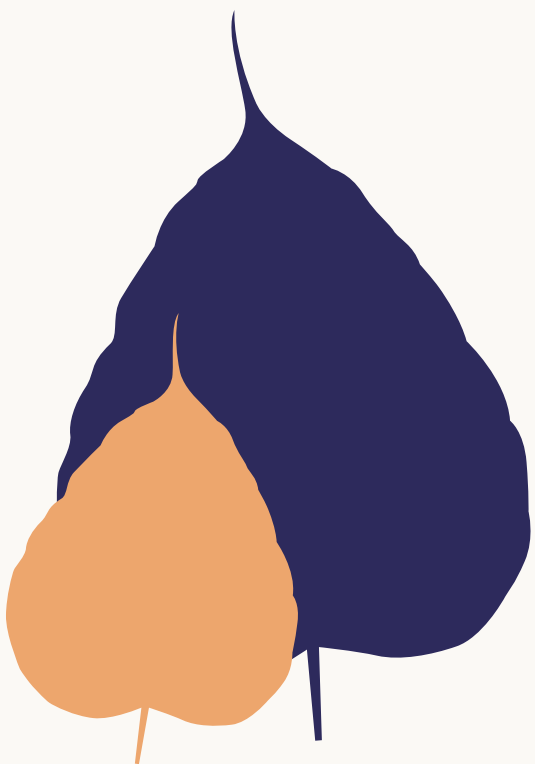
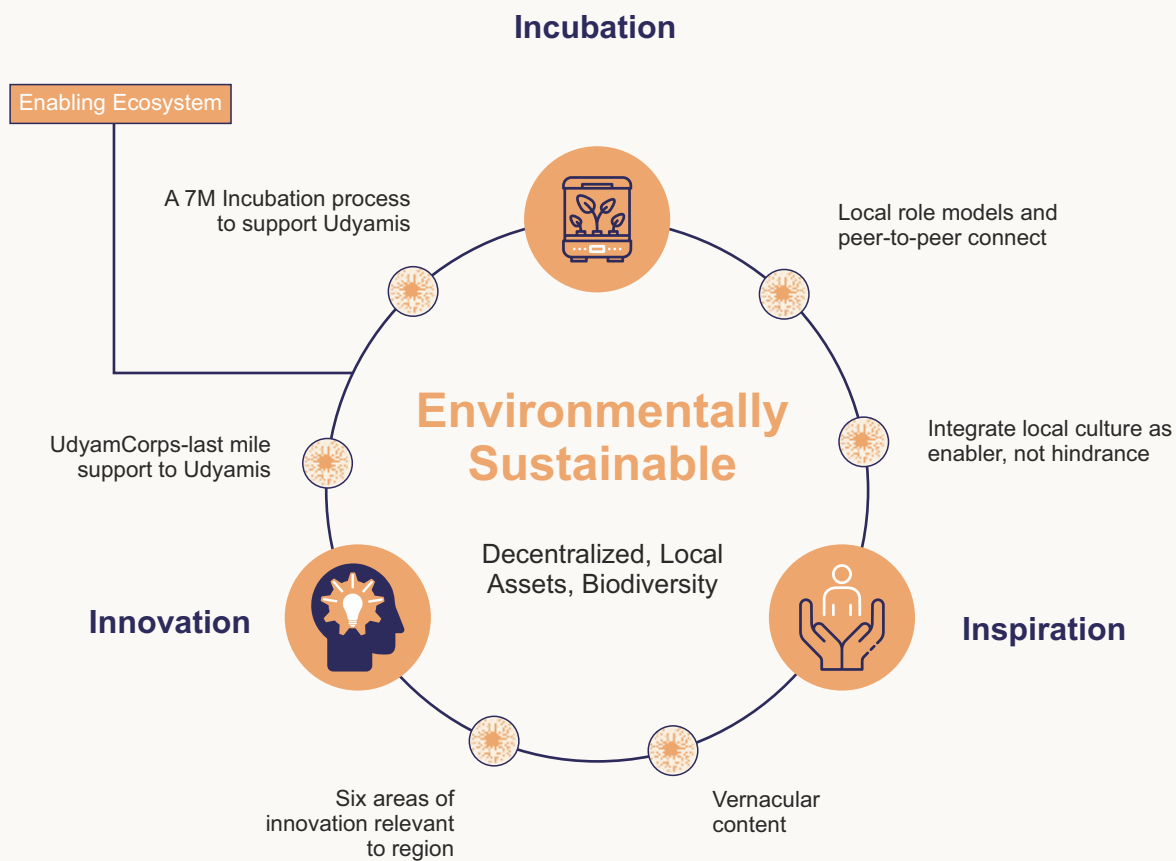
District Udyam Upkendra (Spokes)





By implementing a meticulously crafted 3xI (2E) framework, JECP incubates and nurtures local entrepreneurs, driving innovation in region-specific sectors and inspires an entrepreneurial mindset among locals. This approach not only promotes sustainable economic development but also ensures that the benefits of enterprise reach even the most remote areas, catalyzing a transformative impact across the region.

Our 3xI (2E) framework of Udyamita focuses on incubation, innovation and inspiration, with sustainability at the core



While JECP will drive our Incubation, Innovation and Inspiration agenda by building an enabling ecosystem, it also has environmental sustainability at its core.

To us, JECP is the torchbearer for 'Udyamita ek Soch'!



# MESSAGE FROM INCUBATION DIRECTOR

Jagriti Enterprise Centre Purvanchal (JECP) is pioneering a new wave of entrepreneurship in Purvanchal by fostering innovation and empowering local communities. Since its inception, JECP has supported over 200 enterprises, including 60+ women-led ventures, which have collectively created more than 1,500 jobs in the region. These efforts have significantly boosted the local economy, driving substantial economic growth and improving livelihoods throughout Purvanchal.

At JECP, we are committed not only to nurturing a thriving entrepreneurial ecosystem but also to promoting sustainable business practices. Our goal is to foster long-term growth that benefits both people and the planet. As part of this vision, 13 enterprises under the JECP umbrella are actively working towards building a greener tomorrow, incorporating environmentally friendly practices into their core business models.

JECP supports a wide array of enterprises across multiple sectors, including:

- Agriculture:** Helping farmers and agribusinesses improve productivity, adopt sustainable farming techniques, and gain better access to markets.
- Education:** Empowering education startups that aim to enhance learning outcomes and bridge educational gaps in rural areas.
- Food Processing:** Supporting businesses that are adding value to local produce, creating better market linkages, and enhancing the food supply chain.
- Handicrafts:** Nurturing artisans and craftsmen, helping preserve traditional arts while also scaling their products to wider markets.
- GreenTech:** Encouraging innovation in renewable energy, waste management, and eco-friendly technologies that help protect the environment.
- Manufacturing:** Assisting small-scale manufacturers to improve efficiencies, adopt new technologies, and compete in broader markets.

We cater to a wide range of segments, from micro-entrepreneurs and SMEs to startups, providing them with the necessary resources, mentorship, and support to thrive in today's competitive market.

### Commitment to Sustainable Growth

Our focus on sustainability is central to our mission. JECP enterprises are encouraged to adopt eco-friendly processes and create products that minimize environmental impact. Whether it's through sustainable agriculture practices, renewable energy solutions, or the use of eco-friendly materials in manufacturing, we are ensuring that economic growth is aligned with environmental stewardship.

### Impact Beyond Numbers

JECP's achievements are not just limited to economic indicators; we are making a tangible difference in the lives of people across Purvanchal. By empowering entrepreneurs—especially women—we are fostering social change, improving livelihoods, and promoting gender equity in the region. The businesses we support are not only creating jobs but also driving innovation and inspiring the next generation of entrepreneurs to pursue their dreams.

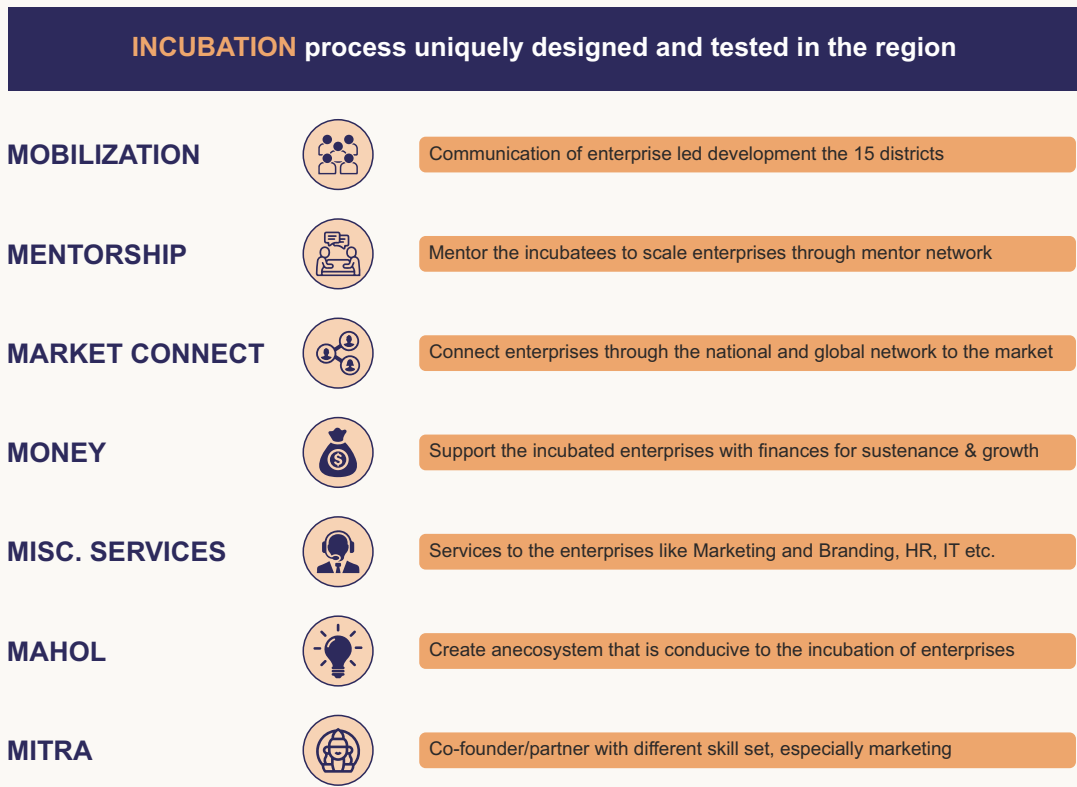
VEENA HANAMSAGAR  
Chairman, Jagriti Movement



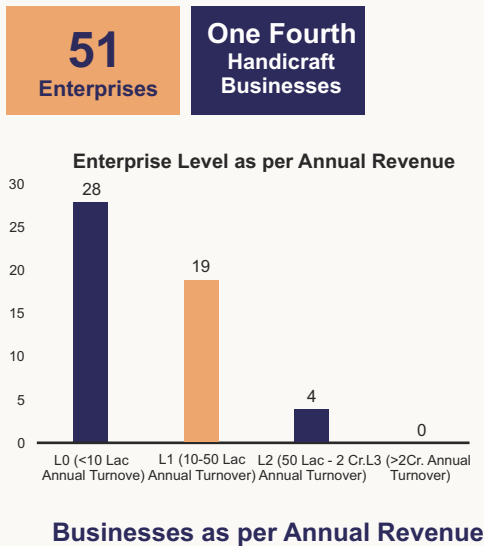
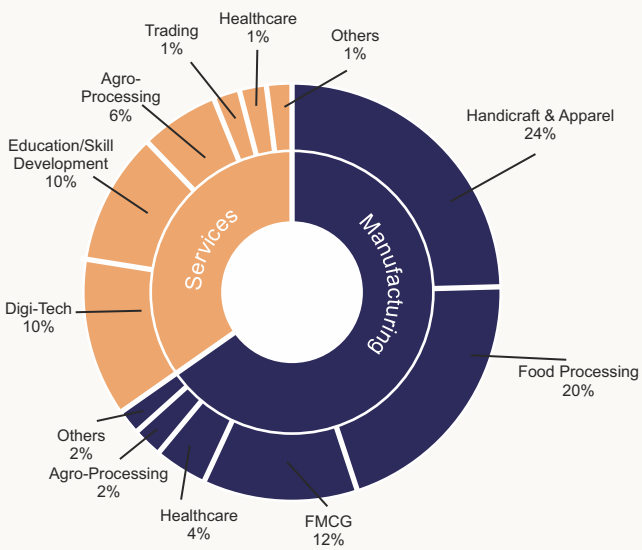
## INCUBATION

### Launch of Cohort Based Incubation Program

A rigorous Brown-paper exercise led by JECP resulted in a new and improved version of Jagriti's Incubation Process, and the first batch of the 1 year Cohort based 7M Incubation Program was launched in September 2023, where 50+ nano, micro and small scale entrepreneurs were on-boarded.



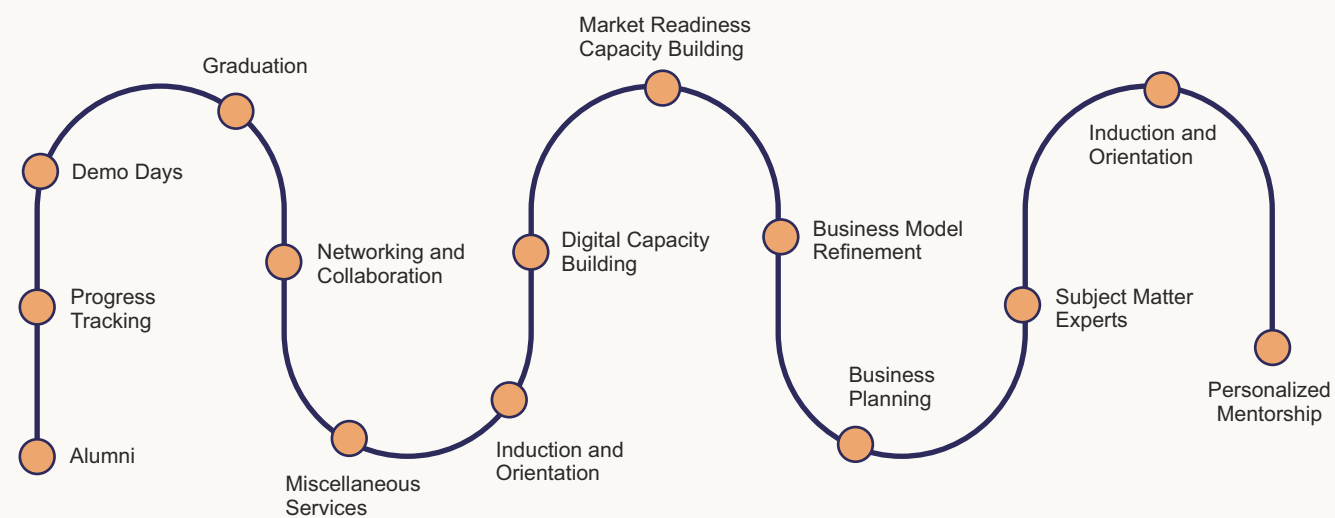
### Overview of Enterprises in the current cohort







Monthly Meetups @ Network Offices Facilitates peer to peer learning



Udyami Journey Roadmap

Special Sessions by experts to guide the Udyamis on subjects of common interest like marketing, product packaging, sales and inventory management. Exposure visits and expert engagements are also planned to support entrepreneurs in achieving sustainable growth and enable better access to markets, build resilience and efficiencies in their own processes.

## Impact of Incubation

52	337	3658	14632
Enterprises onboarded for Cohort based Incubation this year	Direct Jobs supported	Livelihoods Impacted	Beneficiaries Impacted Downstream



# INCUBATEE SPOTLIGHT

## Aashray Hygiene Industries Pvt. Ltd. – SafeOSure Sanitary Pads

Driven by the belief that every woman deserves access to safe menstrual hygiene, Aashray Hygiene Industries, through its brand SafeOSure, is transforming rural India one step at a time. By focusing on awareness, community-building, and empowering Sakhis (women entrepreneurs), they are breaking menstrual taboos while ensuring the distribution of affordable, high-quality products.

With 2.5 lakh units sold, 20,000+ consumers, and 250 Sakhis earning between ₹3K-₹8K, Aashray is not just a business—it’s a movement toward empowering women. With support from Jagriti, including mentorship, market expansion, and funding, they are poised for national and international impact, further expanding their product line and services. Their dedication to women’s health and empowerment has earned them recognition, including a ₹4 lakh award for Excellence in Entrepreneurship



Awareness Session under Sakhi Saheli Campaign designed with Jagriti’s support



Won 4 Lakhs for Excellence in Entrepreneurship for Aavishkaar Foundation

# CASE STUDIES



**Manish Agrawal**  
Partner Leader: Capital & Infrastructure Projects: PwC  
CoE Urbanization: JEC-P



**Jitendra Kushwaha**  
Founder, Combo Creative  
Incubated at JEC-P

## Mentor Engagement: A Journey of Growth

In 2022, Jitendra Kushwaha founded Combo Creative, aiming to introduce fly ash bricks in Kushinagar. Though the eco-friendly bricks were strong, they faced resistance in a market unfamiliar with them. With guidance from his mentor, Manish Agrawal, Partner Leader at PwC, Jitendra received key advice that transformed his business.

Manish suggested product validation through a certified institute, leading to testing at MMM University, Gorakhpur. This built trust with customers and builders. He also advised Jitendra to adjust the brick dimensions to industry standards, reducing costs. Finally, through research, they identified architects and builders as key decision-makers. A collaboration with these professionals helped Jitendra secure a 3 lakh brick order and double his revenue.

Through mentorship, market insights, and strategic adjustments, Jitendra’s business blossomed into a successful, sustainable venture

Another advise was that dimensions of bricks should be as per the BIS Standards. It was found that length and width were less compared to the standard size, which was leading in increased cost of construction for clients. After discussion, entrepreneur changed the dimensions.

To get the market access, mentor advised that we should understand the decision making patterns in the value chain. UC team and entrepreneur collectively researched and found that builders or architects are the decision makers and consumers rely on them for the construction of building. After the research we facilitated the collaboration with one of the leading architect to market and use the bricks in his sites and network to build new partnerships.

After 3-4 month, entrepreneur got 3 lakhs bricks order from the contractor, and other contractor also collaborated with him for their bricks use. His revenue has doubled now.



INNOVATION @ JECP- PROJECTS/PROGRAMMES

At JECP, innovation is the cornerstone of our mission to empower rural entrepreneurs. Our Centres of Excellence are designed to be hubs where cutting-edge ideas meet practical solutions. Each center is designed to foster creativity, drive progress, and equip local entrepreneurs with the tools and knowledge needed to transform innovative ideas into successful ventures.

3 CoEs (Digital, Women and Bio-Regional) have been operationalized this year and are driving growth of local enterprises and producers through innovation. Key focus areas of the CoEs include Research, Building ecosystem partnerships with diverse stakeholders at local, regional and national levels, sector-specific support to incubated enterprises, building awareness, capacities and income opportunities for producers including women and youth. The CoEs also plan to capture the knowledge and research for national dissemination.

SEVEN COES TO PROMOTE INNOVATIONS & GROWTH IN LOCAL REGION

DIGITAL KNOWLEDGE CENTRE

Intellectual Backbone to provide guidance for sustainability

Dissemination of Knowledge | Documentation of IP | Culture and Heritage



Digital*	Women*	Handicraft & Apparel*	Bio Regional*	Agro	Healthcare	Rurbanization
Shoaib Ahmed	Vanita Vishwanath	Kirti Poonia	Dr. Rajiv B Lall	Hemendra Mathur	Annaswamy Vaidheesh	Manish Agarwal
Technology Thought Leader, Ex-President, Tally Solutions	Senior Advisor and Development Leader. Ex-World Bank	Entrepreneur and Community Leader Ex-CEO, Okhai (Tata Group)	Veteran Economist and business leader, Founder & ex Chairman IDFC Bank	Venture Partner, Bharat Innovation Fund and ThinkAg	Senior Healthcare Thought Leader MD, GSK India (Retd.)	Leading Advisor & Senior Partner, Infrastructure, PwC
Research and operations on digital technologies and business models	Women enterprise development, local business models	Artisan community, local and natural material, Local apparel design	Environmental Sustainability of Enterprises, green innovations, climate action and research	Agro Produce, Agroforestry, Organic Farming, Zero based farming,	Local health, Preventive Health, Natural Care and Treatment, Enterprise with local PHCs	Local sustainable urbanization, Sustainable architecture, Naya Deoria, Mobility, Sustainable Tourism

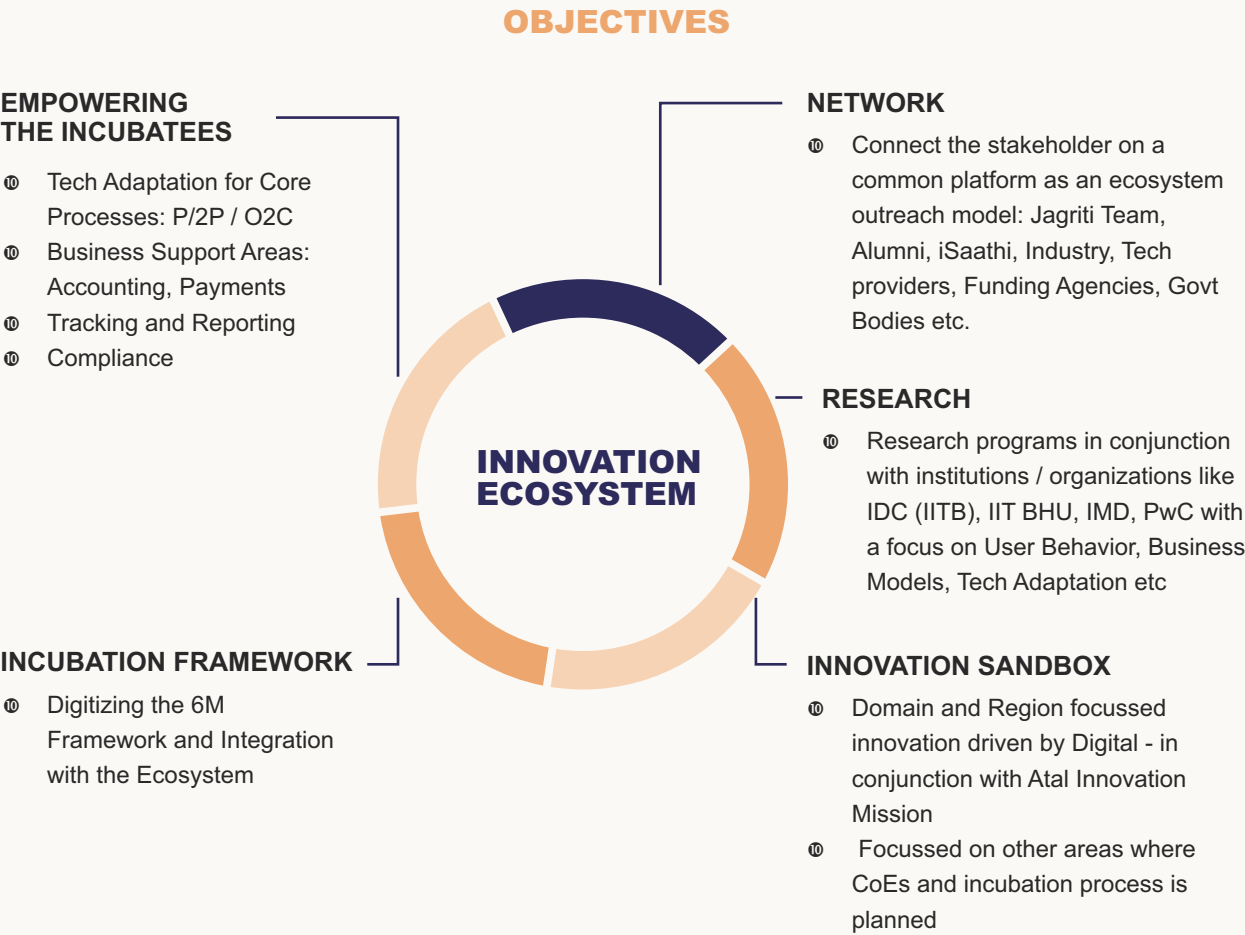
\* Operational - Digital CoE, Bio-Regional CoE and Programs under Women & Handicraft CoEs

DIGITAL COE

Our Digital Center of Excellence focuses on the forefront of digital technologies and innovative business models. Under the leadership of Shoaib Ahmed, a seasoned technology expert and former President of Tally Solutions, we drive research and operations that aim to transform digital landscapes. Shoaib's extensive experience in the tech industry guides our mission to empower entrepreneurs with cutting-edge digital tools and strategies.



INNOVATING THE DIGITAL LANDSCAPE WITH DIGITAL COE



The Digital CoE was inaugurated in April 2023 along with the launch of JECPCentre at Deoria.

During the year, Qualitative Research Studies were undertaken to understand the State of Digitisation & Its Challenges and Drivers in Purvanchal. Some of the key findings include:

- Nano & Micro Enterprises lack exposure on Digital and its benefits
- A large number of such entrepreneurs operate using Cash and are yet to move to Digital economy
- Many of them see GST as an issue and something that can eat into their margins
- Formal Financing thus is a big challenge for Nano and in some cases Micro enterprises due to lack of collateral, formalization and proper business records/proper banking history

The CoE is working to build a support ecosystem to enhance digitalization amongst MSMEs. Digitization Pilots were conducted for our incubated enterprises in technology adaptation for its core processes including accounting, Inventory management, CRM, etc. Moving them from Paper to Digital.



WOMEN COE

The Women Center of Excellence is dedicated to fostering women-led enterprises and developing sustainable local business models. Chaired by Vanita Vishwanath, a renowned development leader with significant experience at the World Bank, this center aims to empower women entrepreneurs by providing them with the resources, mentorship, and support needed to thrive in their ventures.

Programs under the Women CoE:

The TechShakti program in partnership with Bill and Melinda Gates Foundation, aims to empower women of Purvanchal through innovative and non-traditional digital business models by giving them ownership of digital infrastructure. The program marked the beginning of the Women Centre of Excellence for JECPC.

Tech Shakti

A project at the Intersection of Women CoE and Digital CoE



A Learning pilot program supported by Bill and Melinda Gates Foundation

Program Duration: Nov '22 – Oct '24

1.	<b>Narrow the Gender Digital Divide</b>	<ul style="list-style-type: none"><li>• Mobilization of women</li><li>• Digital Literacy Training</li></ul>	<ul style="list-style-type: none"><li>• 4000 Women Mobilized</li><li>• 1200 Women Trained</li></ul>
2.	<b>Establish Innovative Digital Led Business Model for Rural Women</b>	<ul style="list-style-type: none"><li>• Research and identification of viable digital business models that can be adopted by rural women</li><li>• Piloting business models with women entrepreneurs</li></ul>	<ul style="list-style-type: none"><li>• 30 Digital Led Business Models under research</li><li>• 20 Models to be piloted</li></ul>
3.	<b>Economic Empowerment of Women</b>	<ul style="list-style-type: none"><li>• Incubation of women entrepreneurs</li><li>• Digital integration into existing businesses</li></ul>	<ul style="list-style-type: none"><li>• 60 women to be incubated</li><li>• 600 women to be digitally integrated</li></ul>

PROJECT ACHIEVEMENTS

Mobilization

6041 Women outreached

- 5588 via offline channels
- 453 via online channels

Training & Capacity Building

1397 Women trained

- 1272 women trained with digital literacy skills
- 125 women trained for digital business models

Digital Bms & Incubation

30 digital businesses researched

- 15 Bms considered for pilot
- 09 Bms under pilot
- 12 women under incubation
- 8 women under preincubation

- 14 partnerships for business models
- 1 training module developed for digital literacy
- 1 entrepreneurship module developed for training
- 118 women identified for digital integration in their existing buinesses
- Digital intervention done in businesses of 27 women

NANDINI MISHRA:

Empowering Education through a Digital Library

Nandini Mishra, a resident of Sukrauli Gram Panchayat in Bhagalpur block of Deoria district, had a vision to transform education in her rural community. Despite the lack of basic amenities like electricity and internet at her remote location, she remained determined to make a difference. Incubated by Jagriti, Nandini received crucial support in overcoming these infrastructure challenges.

With her savings from running a rural school, Nandini invested in setting up an 18-seater digital library. Her library now serves as a hub of learning, providing access to digital resources for local students who previously had limited opportunities. The library generates a monthly revenue of ₹6,500 to ₹8,000, allowing her to sustain and grow the initiative.

As demand for her services rises and more students flock to her library, Nandini is set to expand her facility by adding 15-20 more seats. Her journey is a testament to the power of persistence, community support, and the transformative impact of digital literacy in rural India.



रवपुर के बाबा सचिनर में महिलाओं को डिजिटल प्रशिक्षण देती  
शिक्षा पट्टेय (चौधरी) • साक्षात्कार

**महिलाओं ने सीखी इंटरनेट  
मीडिया की तकनीकी जानकारी**

जामरुण संवाददाता, देहरादून: जमरुण की ओर से एक महिला कार्यक्रम के तहत महिलाओं को डिजिटल प्रशिक्षण दिया गया। इस दौरान 30 महिलाओं को तकनीकी से पारिचित किया गया।

जमरुण के बाबा सचिनर में महिलाओं को डिजिटल प्रशिक्षण देती शिक्षा पट्टेय (चौधरी) • साक्षात्कार

जमरुण के बाबा सचिनर में महिलाओं को डिजिटल प्रशिक्षण देती शिक्षा पट्टेय (चौधरी) • साक्षात्कार

BIO REGIONAL COE

Establishing a long term partnership with the Rainmatter Foundation, JECP set up a Bioregional Centre of Excellence that promotes circular economy, biodiversity, and natural assets in the region, incubates sustainability-focused enterprises, and designs large-scale interventions that addresses current or future environmental challenges of the region. This center conducts research and promotes climate action to ensure enterprises operate sustainably, fostering a balance between economic growth and environmental stewardship.

The Bio-Regional Center will enable sustainable development

Supported by



The design of the Bio-Regional Centre brings together our inherent sustainability practices, guided by our culture, and global ideas while guiding the other CoEs and overall JECP.



Horizon 1	Horizon 2	Horizon 3
<b>INNOVATION</b> <b>Bioregional Centre at JECP</b>  Building an innovative regional approach to local economy, sustainability and biodiversity, which can be replicated in Middle India with Culture at the core	<b>INNOVATION</b> <b>Sustainable Enterprises in 10 Districts</b>  Incubating local enterprises working towards sustainability, resulting in livelihoods intersecting with local biodiversity	<b>INNOVATION</b> <b>Ecosystem in the Region</b>  Building an ecosystem in the region to inspire the local community to adopt sustainable practices and build local economy

Horizon	Activities	Progress
<b>Horizon 1: INNOVATION</b> <i>Bioregional Centre at JECP</i>	Research on potential thematic areas  Construction of JECP centre, housing the Bioregional Centre	3 major sectoral themes under which 17 potential impact areas have been identified  Sustainable construction techniques in the first phase of the construction
<b>Horizon 1: INCUBATION</b> <i>Sustainable Enterprises incubated in the region</i>	Incubating local enterprises working towards sustainability, resulting in livelihoods  Recruitment of team for expansion to 4 new districts	Developing design principles - 80% labour and 20% local materials - for the next phase of construction  18 local MSMEs under incubation  3 Mentors on-boarded for guidance on sustainability  Major Recruitment drive undertaken
<b>Horizon 3: INSPIRATION</b> <i>Ecosystem building in the region to promote sustainability</i>	Building awareness in the local community through workshops and training programs	400 candidates applied; 10 recruited  13 workshops  795 participants




# PROGRAMS UNDER THE COE

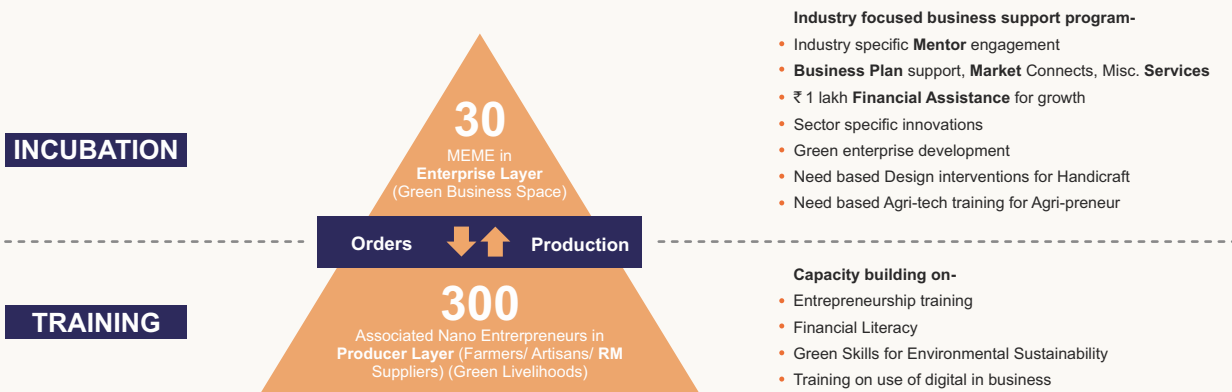
**Green Enterprise Development Program:** Supported by Accenture, one-fourth of enterprises in the current Incubation cohort are integrating green practices in their businesses, and further training producers in their supply chains (Nano-entrepreneurs)

## Green Enterprise Development Initiative in Purvanchal



Supported by  


Developing the local **MSME** Ecosystem in Tier 2/3 Districts of Purvanchal, Special focus on environmental sustainability through integration of green skills and business practices.



# GLIMPSE OF INTERVENTION WITH HANDICRAFT ENTERPRISES

The visit was conducted in February 2024, post which a MoU was signed with Gullakari (A Tech Startup for supporting Artisans across India).



The Handicraft Enterprises and associated Artisans interacted with Sushmita Kaneri of Gullakari on a field visit where tried to understand the handicraft landscape of Eastern UP for mapping challenges and possible design interventions in each handicraft value chain further design training programs to incorporate sustainability aspects.



Interaction with Moonj Artisans.



Understanding the Banana Fiber Value Chain



Banana Fiber Extraction Process



# BUILDING AWARENESS ON NATURAL FARMING

Workshops on Natural Farming using local natural products/bio inputs have been organized for the 57 Farmers from 2 incubated FPOs to enhance awareness on benefits of such farming.

Jeevamrit (Fertilizer) and Amrit Paani (Pesticide) are made using simple ingredients like Cow dung, Gaumutra, Neem Leaves, Besan, Jaggery and some specific soil from the region. These natural farming products are chemical free and very cost effective. Notably they also fetch a good price in the market which acts as alternative source of income for farmers.



Women farmers getting hands on practice to make Jeevamrit (Natural Fertilizer).



Print media Coverage of the Green Intervention with Farmers.



Learning to Prepare Amritpaani (Natural Pesticide) from leaves.

## AWARENESS SESSION ON SUSTAINABILITY FOR TEAM AND INCUBATED ENTERPRISES WITH EXPERT



# CASE STUDY

## NUTRI-EKA ZERO WASTE PACKAGING AND DISTRIBUTION

BACKGROUND	INTERVENTION	IMPACT
<p>Vishal Kumar Agrahari and Manish Kumar Jaiswal, co-founders of Nutri-eka, hail from families involved in the grocery industry. Their journey began with a shared enthusiasm for natural and healthy cold-pressed produce. Conducting extensive research, they engaged with experts and traversed the nation to explore organic farms, food parks, and diverse organizations. Their commitment led to the inception of Nutri-eka, focusing on processing cold-pressed oils. Currently, they're on the verge of unveiling their innovative oil vending machine with an aim to reduce the waste created in terms of packaging.</p>	<ul style="list-style-type: none"> <li>Market Connect by facilitating connections with local ecosystem players and institutions like DIC, Khadi Gram Udyog local shopping malls.</li> <li>Grant Support 1.5 Lakh for piloting Oil ATM.</li> <li>Facilitated him in showcasing his products in Gorakhpur Mahotsav.</li> <li>Engaging in regular mentorship call.</li> <li>Connected with an Industry expert to mentor in FMCG distribution.</li> <li>Facilitating product photography and sustainable packaging through an expert agency.</li> <li>Helped in identifying locations for local promotion.</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced product reach in Gorakhpur.</li> <li>Received insights on improving promotion strategy and packaging.</li> <li>Catalogue Development</li> <li>Identification of an outlet in Gorakhpur to launch their oil vending machine</li> </ul>



## CASE STUDY OF AN INTERVENTION

### Entrepreneur

#### Umesh Kumar

A progressive farmer leader from the region who is leading an FPO with 800 plus farmer members.





## Enterprise

### Padrauna Agriculture Producer Company

- Agriculture input/output support, Farm machinery bank, trading
- Collecting and supplying Stubble Rolls
- Converting Agri-waste into bioenergy



## Intervention

### Soil Health Assessment Centre

This initiative aims to preserve bio-diversity by curbing soil pollution and improving soil health. Team is in discussion with AgroNxt (which is commercializing a Technology developed at IIT Kanpur) and Krishi Tantra to set up a Soil Health Assessment Centre in the region to create access to affordable and quality soil health testing and advisory services. Currently majority of the farmers don't test their soil hence there is scope to serve this market and ensure informed and more efficient and sustainable agriculture practices through instant testing and targeted advisory support. Incubation team will help them set up and further develop this new business stream by expanding the soil testing services to a large farmer base beyond 800 members.

## Green Enterprise Development Programme

### Sustainable Impact by Incubated Enterprises

#### Reducing Air Pollution

2 incubated FPOs at JECP, Padrauna Agriculture Producer Company and Swadeshi Bio Energy, are addressing the Stubble Burning Issue in local region through cutting and supplying square bales to Indian Oil.



## TESTIMONIAL



**Rani Mishra** an artisan & entrepreneur said that attending digital tools, entrepreneurship, and financial management training greatly benefited her. It enhanced our business acumen, covering marketing, pricing, and digital presence. Financial training taught effective saving, investment, and loan management. Jagriti's empathetic approach tailored teachings to our needs, benefiting and empowering artisan community.



**Chanmati**, a female farmer growing chilli and spinach from Laxmipur, Kasia says after the training, we followed the techniques and successfully made natural fertilizers Amritpani and Jeevamrit. We were able to protect our crops from pests and improve the yield of our produce (fruits and flowers). Making Natural Products helped us save around 500 to 600 rupees in a month.



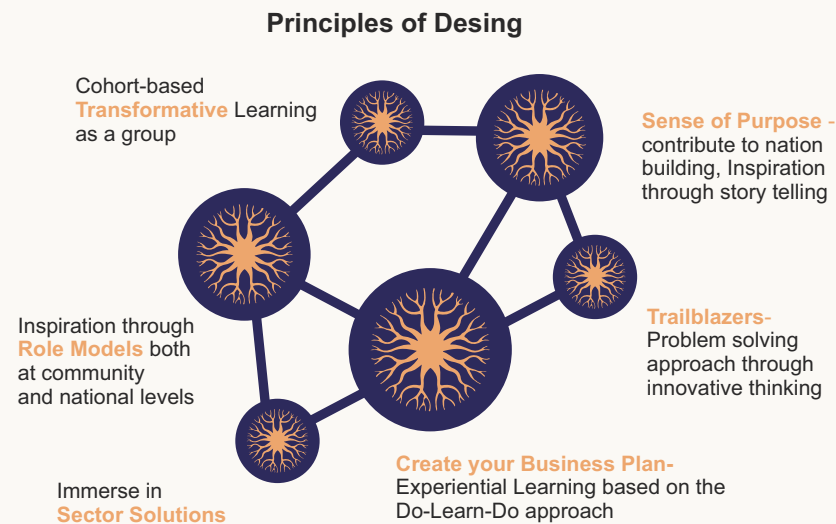
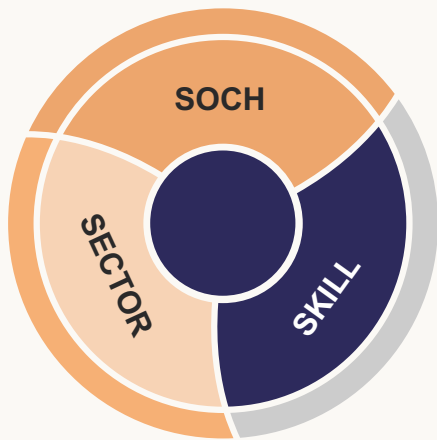
**Anita ji**, a female farmer from Kushinagar, a participant of Natural Farming techniques made and used these natural fertilizers and says we were able to protect our crops from pests and improve the yield of our produce (fruits and flowers). It helped us save around 800 to 900 rupees in a month. Anita Ji also sold Amrit Pani to other farmers at Rs. 10 Per litre.



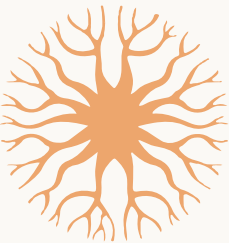
# INSPIRATION THROUGH WORKSHOPS AND EVENTS @ JECP

JECP also inspires the community to join, participate and provide momentum to our initiative. JECP supports the next-gen students, aspiring women, youth and other members of the community to gain exposure and training on what it takes to build an enterprise and how digital technology can be leveraged for enterprise development and operations. For the community at large, it will provide a place for cultural, spiritual and social interaction.

## Curriculum Framework



Since the launch in April 2023, the Centre has been hosting experiential programs to build an entrepreneurial mindset among the local Youth, Women, Farmers and MSME Entrepreneurs. The Centre has been received with a huge enthusiasm from the local communities, and the need for such an ecosystem is evident from the sheer number of participants within a span of 8 months.



51  
Workshops

4,990  
Youths

## STUDENTS' WORKSHOP

**PROFILE OF AUDIENCE :**  
Students – 9th- 12th, Graduates & post-graduates - MA, BA, M.Com, ITI, Diploma, PHD, Engineers, Polytechnique, etc.

**WORKSHOP HIGHLIGHTS:**  
Introduction to Entrepreneurship: Understanding the concept of entrepreneurship, its significance, and its role in economic development.

Idea Generation: generating innovative business ideas and recognizing viable opportunities in the market through brainstorming. Students can submit their ideas through google form link shared with them.

Social Entrepreneurship and Sustainability: Introduction to social entrepreneurship, creating impact-driven ventures, and incorporating sustainability into business models.

Brand success and failure stories: provide real-world insights, lessons, and inspiration.





## WOMEN/SHG WORKSHOPS

**1350**  
Women

**12**  
Workshops

### PROFILE OF AUDIENCE :

The women are running an enterprise which is micro or small. They have a skill and need a direction to think about enterprise.

### WORKSHOP HIGHLIGHTS:

**Entrepreneurship and Microenterprise Development:** This encourages women to start and manage their own microenterprises.

**Purvanchal Hasthakala Sangram @ JECP:** A gathering of 400 women artisans were addressed by Smt. Anar Patel, Founder GramShri and Craftsroot in presence of local District Magistrate, to inspire and create awareness about entrepreneurship.



## FARMERS/FPOS WORKSHOPS

**1350**  
Workshops

**534**  
Farmers & FPO Leaders

### PROFILE OF AUDIENCE :

Farmers including women farmers, FPO Leaders and Members with a zeal grow and mix modern practices with traditional practices.

### WORKSHOP HIGHLIGHTS:

**Market Analysis, Business Learning, Agro processing, Agri Waste Management, Natural & Organic Farming**

**FPO management,** Capacity Building, Alternative source of income, Business Planning, Strategic Planning, Stakeholder Trusts, How to add no of shareholders, Soil Health Improvement, Digitalization in Agriculture etc.

**Carbon Credits, Natural farming,** How to earn money from agriculture land & wastes, Financing

Workshops focused on developing the mindset to turn **Farmer as Udyamis** and promote networking amongst farmers to allow for peer learning.



## UDYAMI WORKSHOPS

**9**  
Workshops

**131**  
Udyamis

### PROFILE OF AUDIENCE :

Udyamis who have started business of their own.

### WORKSHOP HIGHLIGHTS:

Workshops focused on MSME Entrepreneurs:

- Capacity Building & Need Assessment of the enterprise
- Business planning and BMC training
- Basic Digital training in use of Digital in Business
- Zero Cost Marketing
- Digital Marketing Workshop
- Marketing Interaction
- Employee Retention and Culture of Workspace
- Costing and Inventory Management
- Team Workshops - Peer to Peer learning



## SPECIAL EVENTS @ JECP FOR THE LOCAL COMMUNITIES

### Bargad Chaupal:

An event to mobilise the local community and make them aware about the upcoming JECP Center and services it will offer. The event was conducted in presence of Jagriti Leadership which allowed locals to share their needs and aspirations with them.



### World Entrepreneurship Day:

On August 21st, JECP took the opportunity to address a gathering of 180 local farmers, women, and youth, aiming to cultivate an entrepreneurial mindset by spotlighting success stories from the region.

**13**  
Events

**2412**  
Locals



### Yojana Aapke Dwar:

A mega Workshop for Udyamis of the region. The speakers talked and shared information about various existing Government schemes that can be of help for the Udyamis and how best to avail them.

The event was well attended by the Udyamis of the region. 290 Udyamis attended the workshop.



### Y-20 TALKS AND YUVA SAMMELAN @ JEC-P

**350**  
Youths Participated

As part of India's G20 Presidency, JEC-P organized the Y-20 Talks, consulting the youth of Purvanchal on ideas for a better tomorrow on 5 identified Y20 themes - Future of Work: Industry 4.0, Innovation and 21st Century Skills, Shared Future: Youth in Democracy and Governance and Climate Change and Disaster Risk Reduction.



Two Panel Discussion on the topics Gram Udyam and Madhya Bharat ka Parcham Lahraya were organized during the Youth Sammelan. Panelist included eminent personalities from the region including India's first MBA Sarpanch, Chhavi Rajavat.

## TESTIMONIAL



**Vijay Rai** a farmer from Deoria a participant of Kisan Chaupal says it proved highly beneficial by providing information about new and innovative techniques of farming and avenues for better realization of value for the crops.



**Aditi Tiwari** a student from Krishna Technical Institute who attended the Workshop says it gave her insights into how to develop one's skills and start a business. The workshop helped us in building our Communication Skills amongst other skills.



**Kiran Devi** a Micro Entrepreneur from Deoria, who creates handicraft items from Moonj grass along with her SHG group says she has benefitted immensely from Jagriti's Incubation Program as well as Digital Training as she is now getting more market orders.





# PROJECTS WITH GOVT COLLABORATION

## ACIC Jagriti

Atal Community Innovation Centre (ACIC) is a program by NITI Aayog to support community entrepreneurs by creating a vibrant startup and innovation ecosystem in underserved areas.

Jagriti has set up the ACIC in Deoria district in eastern UP to promote local entrepreneurship.

ACIC Innovation Lab has been set up in the ACIC Jagriti premise to facilitate the incubatees innovators/startups to access the lab equipment along with other resources at the centre for the development and testing of their products. The Jagriti ACIC is equipped to support MSMEs working in Food and Packaging, Electronics and IT and Handicrafts and Apparels.



Sewing Machine for Handicrafts and Apparels Lab



Electronic Oscillator and Digital Scale @ Electronics Lab



Cap Sealing Machine, Industrial Grinder, Sealing Machine @ Food and Packaging Lab

# IDEATHONS WITH YOUTH

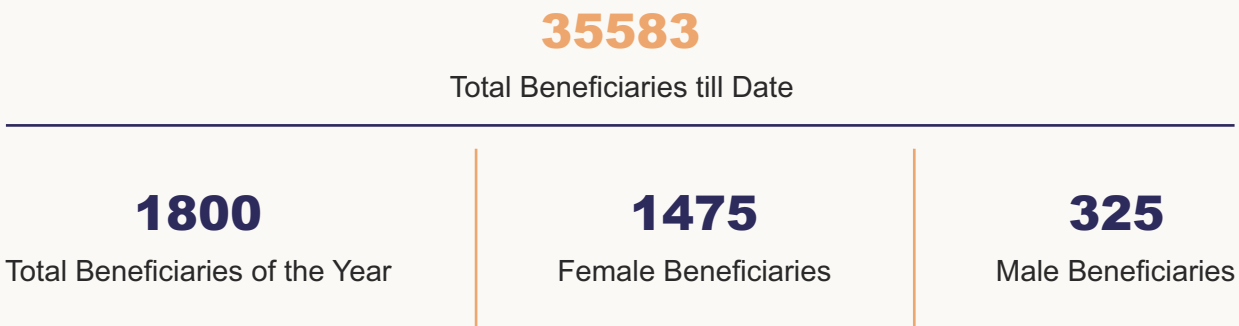
Ideathons spark interest of the local youth towards Entrepreneurship and encourage them to solve for local problems through ideas for enterprise. This is the first step that makes them aware of the opportunities that entrepreneurship can provide.



	47	3802	48%
Ideathons	Youths	Female	
Institution	# Events	# Participants	
ITI	12	1213	
Polytechnic	5	210	
Pharma College	3	224	
PG College	2	196	
Senior Secondary School (9th & 10th)	1	112	
Inter College (11th & 12th)	9	887	
Skilling Institutes	3	197	
Coaching Institutes	12	763	
	47	3802	

# JSS (JAN SHIKSHAN SANSTHAN)

Jagriti is continuing the implementation of Jan Shikshan Sansthan (JSS) scheme of the Govt. of India under Ministry of Skill Development and Entrepreneurship, in Deoria district to provide vocational training to **women and youth** by identifying skills that would have a market in the region of their establishment. The courses offered in the JSS are a blend of technical and employability skills. This enables the beneficiaries in learning the right set of skills to be utilised for gainful self/wage employment. The National Council for Vocational Education and Training (NCVT) has approved 15 Qualifications / Courses for the JSS scheme, which have been aligned with NSQF levels 2 and 3. Jagriti is running 12 out of these 15 courses. The details are provided below:



# JSS SUCCESS STORY: URMILA DEVI



I received training as a Jam Making Technician from Jan Shikshan Sansthan, Deoria, and now I make jams at home, earning around ₹4,500 per month. Before this training, I was unemployed. I am thankful to Jan Shikshan Sansthan for this opportunity.



NSQF LEVEL

JOB ROLE

Assistant Dressmaker

SECTOR

Apparel. Made-Ups & Home Furnishing

EDUCATIONAL QUALIFICATION

Ability to read and write

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	400

NSQF LEVEL

JOB ROLE

Helper- Electrical Technician

SECTOR

Electronics & Hardware

EDUCATIONAL QUALIFICATION

5th Pass

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	100

NSQF LEVEL

JOB ROLE

Beauty Care Assistant

SECTOR

Beauty & Wellness

EDUCATIONAL QUALIFICATION

Ability to read and write

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	400

NSQF LEVEL

JOB ROLE

Helper-Wireman

SECTOR

Electronics & Hardware

EDUCATIONAL QUALIFICATION

5th Pass

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	100

NSQF LEVEL

JOB ROLE

Assistant Welder & Fabricator

SECTOR

Capital Goods & Manufacturing

EDUCATIONAL QUALIFICATION

Ability to read and write

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	80

NSQF LEVEL

JOB ROLE

Assistant- Fruits and Vegetable Processing and Preservation

SECTOR

Food Processing

EDUCATIONAL QUALIFICATION

Ability to read and write

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
2.5	120



NSQF LEVEL

JOB ROLE

Assistant Hand Embroider -(Phulkari / Chickankari / Kashmiri / Zari Zardozi / Kantha)

SECTOR

Handicrafts & Carpets

EDUCATIONAL QUALIFICATION

Ability to read and write

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	240

NSQF LEVEL

JOB ROLE

MES - Design Applications With Glass Bangles

SECTOR

Handicrafts & Carpets

EDUCATIONAL QUALIFICATION

Functionally literate in local language.  
Clear vision Minimum age: 15 years

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
2.5	60

NSQF LEVEL

JOB ROLE

Assistant-Jute Craft Product Maker

SECTOR

Handicrafts & Carpets

EDUCATIONAL QUALIFICATION

Ability to read and write

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	160

NSQF LEVEL

JOB ROLE

MES - Jaggery Producer

SECTOR

Agriculture

EDUCATIONAL QUALIFICATION

5th and 18 years of age & above

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
2.5	20

NSQF LEVEL

JOB ROLE

Assistant Computer Operator

SECTOR

IT-ITES

EDUCATIONAL QUALIFICATION

8th Pass with 2 year experience

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
5	80

NSQF LEVEL

JOB ROLE

Stringing/Beading Artisan (Fashion Jewellery)

SECTOR

Handicrafts & Carpets

EDUCATIONAL QUALIFICATION











5th Pass preferably

DURATION (Months)	TOTAL NO. OF BENEFICIARIES FOR THE YEAR
3.5	40



TOTAL 1800

# PARTNERSHIP AND COLLABORATIONS






## FUNDING PARTNERS for 2023-24

	G20 Yatra		Green Enterprise Development Program and Trainings for the associated artisans and farmers.
	Digital CoE		Udyam se Nirmaan - Incubation of MSMEs in Purvanchal
	Bioregional CoE		Multipurpose Hall at JECp Barpar
	Catalytic funding for setting up / growth of Incubated nano, micro and small Entrepreneurs		Programs for Youth-Ideathons and Workshops and Incubation
	Entrepreneurship Development in the Agriculture Sector in Eastern UP		Incubation of Women Entrepreneurs

## RESEARCH PARTNERSHIPS

	Catalytic funding for setting up / growth of Incubated nano, micro and small Entrepreneurs		Student internships and research on entrepreneurship related subjects as required by the organisation
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## PARTNERSHIPS FOR INCUBATION/ACCELERATION PURPOSE

	Collaborating with HFH for supporting handicraft enterprises in design thinking and product development across three identified value chains viz, Terracotta, Moonj, Banana fibre.		Partnered for mentorship on design for handicraft enterprises and JECp to act as a sandbox for the students of the university to test their hypothesis and gain insights on how rural handicraft businesses work.
	Partnered for Market Development of products developed by handicraft enterprises, for corporate gifting.		Partnered with ZA Consulting for guiding the incubated FMCG enterprises on Sales, Marketing, Product Packaging, and Inventory Management.
	Partnered with Progility Consulting to provide process improvement guidance for Jagriti's 7M Incubation process and introduction of Cohort Based Incubation.		

## GOVERNMENT PARTNERSHIPS

	Partnered with Startup 20 for Jagriti Startup20 G20 Yatra 2023, an extraordinary train journey dedicated to promoting inclusive entrepreneurship in India and spreading the message of Startup 20 nationally and globally.		On-going Partnership with Niti Aayog to support local entrepreneurs and innovators convert their ideas into sustainable enterprises, which can solve the social problems and generate local employment and livelihood
	Ministry of Skill Development and Entrepreneurship supports the Jan Shikshan Sansthan at Deoria for skill development of women and youth		

## CSO PARTNERSHIPS

	Yatra organized a visit for 500 youth to Aravind Eye Care, a Role Model to inspire them towards social entrepreneurship in Healthcare		Yatra organized a visit for 500 youth to Gram Vikas, a Role Model to inspire them towards innovation in Rural Development.
	Yatra organized a visit for 500 youth to Akshaya Patra, a Role Model to inspire them towards process innovation in large scale delivery of social services (mid-day meals)		



# FINANCIAL PERFORMANCE

## Audited Report for 23-24 Financial Year

Acknowledgement Number:542689120290924

### FORM NO. 10B

[See rule 16CC and 17B]

Audit report under clause (b) of the tenth proviso to clause (23C) of section 10 and sub-clause (ii) of clause (b) of subsection (1) of section 12A of the Income-tax Act, 1961, in the case of a fund or trust or institution or any university or other educational institution or any hospital or other medical institution.

I have examined the balance sheet of JAGRITI SEWA SANSTHAN [name of the fund or trust or institution or any university or other educational institution or any hospital or other medical institution] as at 31-Mar-2024 and the Income and Expenditure account or Profit and Loss account for the year ended on that date are in agreement with the books of account maintained by the said fund or trust or institution or university or other educational institution or hospital or other medical institution.

I have obtained all the information and explanations to the best of my knowledge and belief which are necessary for the purposes of the audit.

In my opinion, proper books of account have been maintained at the registered office of the above named fund or trust or institution or university or other educational institution or hospital or other medical institution at the address mentioned at serial number 14 of the Annexure.

In my opinion and to the best of my information and according to explanations given to me, the particulars given in the Annexure are true and correct subject to following observations or qualifications:

(a) NA

In my opinion and to the best of my information, and according to information given to me, the said accounts give a true and fair view:

- in the case of the balance sheet, of the state of affairs of the above named fund or trust or institution or university or other educational institution or hospital or other medical institution as on 31-Mar-2024; and
- in the case of the Income and Expenditure account or Profit and Loss account, of the income and application or profit or loss of its accounting year ending on 31-Mar-2024.

Subject to the following observations/qualifications:

(a) NA

The prescribed particulars are annexed hereto.

Name of Chartered Accountant	AJAY KUMAR BARANWAL
Membership Number	ARCA402382
Firm Registration Number	0011811C
Address	NEW COLONY, DEORIA (U.P.) 274001
IP Address	49.43.113.189
Place	DEORIA
Date	29-Sep-2024

SAMAR & ASSOCIATES  
CHARTERED ACCOUNTANTS

Old Chakbandi Chauraha  
Sant Vinoba Marg, New Colony  
Deoria, U.P. 274001

JAGRITI SEWA SANSTHAN  
9-D CIVIL LINES, GORAKHPUR  
BALANCE SHEET AS AT 31ST MARCH 2024

LIABILITIES	AMOUNTS	ASSETS	AMOUNTS
<b>GENERAL FUND:</b>		<b>FIXED ASSETS:</b>	
Opening Balance	46,185,433.04	As per Annexure 'A' enclosed	80,875,081.06
Add: Surplus for the year	7,590,920.94		
	53,776,353.98		
<b>SECURED LOAN</b>		<b>CURRENT ASSETS LOANS &amp; ADVANCES</b>	
HDFC Bank Car Loan	1,155,208.00	TDS Receivable(List 'C')	2,255,080.07
HDFC Bank Car Loan (New)	2,469,000.00	FDR with HDFC Bank	1,056,361.00
HDFC Bank Car Loan 3 (Innova)	1,654,672.00	Investment on FD (LIC HFL)	9,637,341.70
	5,278,880.00	GST Receivable	300,639.46
<b>UNSECURED LOAN</b>		Security Deposit(List 'D')	2,275,651.40
Shashank Tripathi	2,607,611.00	Advances(List 'E')	4,408,807.00
Shashi Tripathi	50,000.00		19,934,080.63
Ashutosh Kumar	515,000.00		
Glass Rocks Traders LLP	68,710.00	Grant Receivable from MSRML	6,423.00
Varsha Pangarkar	527,450.00		
S.P.M. Tripathi	2,960,000.00		
	6,728,771.00	<b>CASH &amp; BANK BALANCES:</b>	
<b>CURRENT LIABILITIES &amp; PROVISIONS</b>		Cash In Hand	101.00
Sundry Creditors(List 'A')	14,689,250.61	Central Bank of India	39,558.04
Statutory Liabilities(List 'B')	243,734.00		
Expenses Payable (List 'F')	321,000.00	SBI Bank (C/A 34669312156)	9,188.25
Grant Payable Accenture	650,000.00	HDFC Bank A/c- 30286745	1,202.14
	15,253,984.61	HDFC Bank(Saving A/c)-0029	4,814.49
Advance to Ashwani Kumar Tiwari	45,000.00	HDFC Bank(Saving A/c)-4226	81,740.58
<b>Fund Earmarked for the Project</b>		HDFC Bank A/c- 5020003850401	714.63
Orix Leasing Pvt Ltd	1,000.00		
Adecco	3,866,000.00	HDFC Bank A/c- 502000598707	1,808.23
		HDFC Bank A/c- 05402020000958	417,052.26
Zoho Corporation-JECP Building	20,000,000.00	SBI FCRA A/C	3,642,119.11
	23,867,000.00	Yes Bank	514,132.00
		Indian Bank (UP Startup)	21,193.00
		Indian Bank (Gorakhpur)	50,781.17
			4,784,404.90
	105,599,989.59		105,599,989.59

AUDITORS REPORT:- Subject to our separate report on even date annexed.

FOR SAMAR & ASSOCIATES  
CHARTERED ACCOUNTANTS

(AJAY K. BARANWAL)  
Partner

DATE 29-09-2024  
PLACE

Secretary

Shashi Tripathi  
Secretary  
JAGRITI SEWA SANSTHAN

JAGRITI SEWA SANSTHAN  
Secretary



**JAGRITI SEWA SANSTHAN**  
9-D CIVIL LINES, GORAKHPUR

STATEMENT OF INCOME & EXPENDITURE ACCOUNT FOR THE PERIOD 01.04.2023 TO 31.03.2024

EXPENDITURE	AMOUNT	AMOUNT(Rs)	INCOME	AMOUNT	AMOUNT(Rs)
<b>To Yes Foundation</b>			<b>By Donation Received</b>		
Events			Donation Individual	35,580,873.00	
Capacity Building Programme	564,288.00		Donation FCRA	24,544,004.00	
Workshop and Seminars	564,918.00	1,129,206.00	Gain/Loss in Exchange		
<b>Monitoring and Evaluation</b>			BGMF	781,614.00	
<b>Support Services to Enterprises</b>		1,468,278.00	Donation from Institutional	34,610,666.03	
<b>Work Force and Salaries</b>			Donation from Incubatees	92,888.00	
Facilities Manager	770,735.00		Donation from Institutional non GST	18,297,920.00	114,007,965.03
Incubation Director	800,000.00		By Grant received-DDUGKY		
Innovation Head	1,033,373.00		By Bank Interest	7,560.00	
Market and Partnership Manager	350,000.00		By Interest on FD	239,400.85	
Outreach Manager	382,626.00	3,336,734.00	By Interest on FD (FCRA)	79,258.00	
<b>To Administration &amp; General Expenses</b>			By Laptop recovery	4,334.00	
Bank Charges	354.00		By Monitoring and Evaluation	60,000.00	
Conveyance Expenses	25,395.00		By Write Off	117,764.96	
Depreciation	4,410,901.34		By Scrap Sale	19,800.00	
Electricity Expenses	29,317.00		By Insurance Recovery	85,615.00	
Event Expenses	275,918.00				
Software Expenses	21,574.00				
Internet Charges	17,516.00				
Interest on Loan	218,085.00				
Legal Expenses	20,060.00				
Miscellaneous Expenses	144,900.00				
Postage & Courier Expenses	46,263.00				
Printing & Stationery Expenses	40,356.00				
Honorarium Expenses	65,000.00				
Refreshment	10,804.00				
Forex Trx Commission (FCRA)	9,440.00				
Forex Trx Service (FCRA)	3,292.56				
GST Penalty	7,768.00				
Publicity & Media Expenses	29,500.00				
Repair & Maintenance of Building	1,118,915.00				
Repair & Maintenance	164,608.00				
Salary	3,692,243.00				
Travelling Expenses	1,044,871.00	11,397,178.90			
<b>To Yatra Cost</b>					
Marketing					
Catering Cost	4,964,055.00				
Security and Housekeeping cost	752,580.00				
Road Transport	1,547,324.00				
Rail Transport	15,060,150.00				
PA System	349,000.00				
Operational Cost	2,865,869.00				
Professional Fees					
Publicity and Media Expenses	1,837,715.00				
Venue Booking	2,194,567.00	29,571,260.00			
<b>To CSF Fund</b>					
CSF Admin Cost	1,100,862.00				
CSF Grant Support	637,800.00	1,738,662.00			
<b>Accenture Expenses</b>					
Accenture Financial Support	2000000.00				
Accenture Operational	997794.00				
Accenture Personal	3129733.00				
Accenture Programme	2680884.00				
Accenture Travel	266404.00				
Accenture Admin & Management	728101.00	9,802,916.00			
<b>ATE Foundation Project</b>		500,000.00			



**JAGRITI SEWA SANSTHAN**  
Shashi Tripathi  
Secretary

<b>Rainmatter</b>				
Salary	1804943.00			
Skill Development Expenses	3201958.00	5,006,611.00		
<b>JCEP Centre</b>				
Misc Expenses(JCEP)	13255.00			
Rathayatra Programme (JCEP)	8300.00	21,555.00		
<b>JCEP Operations</b>				
Bank Charges	7320.00			
Branding and Marketing (JCEP)	147500.00			
Interest on Loan	42000.00			
Legal Expenses(JCEP)	2374.00			
PF Admin Charges	10800.00			
Publicity & Media Expenses	246100.00			
Salaries(JCEP)	145000.00			
Travelling Expenses(JCEP)	363901.00	964,995.00		
<b>Solidarity Advisors Pvt Ltd</b>				
Incubation of Women Entrepreneurs	84063.00			
Training Logistics(Solidarity Advisors)	416542.00	500,605.00		
<b>UP Startup Operational Expenditure</b>				
Branding and Marketing(UP Startup)	135000.00			
Electricity Expenses(UP Startup)	47639.00			
Event and Outreach Expenses(UP St	361825.00			
Repair and Maintenance(UP Startup)	148978.00			
Salary(UPStartup)	1107048.00	1,800,490.00		
<b>Misc Expenses</b>		225,690.00		
Repair and Maintenance		74,482.00		
Travelling Expenses		106,557.00		
<b>To JCEP Incubation</b>				
Conveyance(JCEP)		11,931.00		
<b>To BMGF Project</b>				
Capital Equipment	1038317.00			
Consultant Cost	2483617.00			
Indirect Cost BMGF	5721524.00			
Other Direct Cost	7294161.00			
Personal Cost	16814624.00			
Subwards BMGF	3207555.00			
Travel Cost BMGF	1902128.00	38,561,925.00		
By Interest on Loan		171,580.00		
<b>DDUGKY Project</b>				
Project Expenses		640,000.00		
<b>Excess of Income Over Expenditure</b>		7,590,920.04		
<b>TOTAL</b>		114,621,497.84	<b>TOTAL</b>	114,621,497.84

AUDITORS REPORT:- Subject to our separate report on even date annexed.

FOR SAMAR & ASSOCIATES  
CHARTERED ACCOUNTANTS

(AJAY K. BANWAL)  
Partner  
DATE 29.09.2024  
PLACE

**JAGRITI SEWA SANSTHAN**  
Shashi Tripathi  
Secretary



JAGRITI SEWA SANSTHAN  
9-D CIVIL LINES, GORAKHPUR

RECEIPT & PAYMENT ACCOUNT FOR THE PERIOD 01.04.2023 TO 31.03.2024

RECEIPTS	AMOUNT(Rs)	PAYMENTS	AMOUNT(Rs)
<b>Opening Balance</b>		<b>TDS Payment On</b>	
<b>CASH &amp; BANK BALANCES:</b>		TDS on Prof Fee	1,438,517.00
Cash In Hand	10,641.10	TDS on Salary	50,959.00
Central Bank of India	39,558.04	Rent	104,000.00
SBI Bank (C/A 34669312156)	9,188.25	Contract	486,771.00
HDFC Bank A/c- 30286745	1,202.14	TDS On Bank FD Interest	8,797.10
HDFC Bank(Saving A/c)-0029	4,814.49		<b>2,969,044.10</b>
HDFC Bank(Saving A/c)-4226	78,741.58	<b>Payment to Creditors</b>	<b>57,205,037.10</b>
HDFC Bank A/c- 5020003850401	5,000,059.51	<b>Payment to Parties (As per List Attached)</b>	<b>22,788,368.00</b>
HDFC Bank A/c-502000598707	339,518.01	TDS F.Y. 2023-24	494,202.00
HDFC Bank A/c- 05402020000958	122,482.79	GST Payment	129,869.00
SBI FCRA A/C	18,020,536.67	Expenses Payable (Annexure I)	1,052,917.00
Yes Bank	99,284.00	ACIC Jagriti Entrepreneurship Foundation	933,000.00
Indian Bank (UP Startup)	21,193.00	DDUGKY Project	640,000.00
Indian Bank (Gorakhpur)	50,781.17	Deposit IRCTC	950,017.70
	<b>23,798,000.75</b>	Security Deposit Swatantrata Bhawan BHU	10,000.00
<b>Unsecured Loan</b>		P.F. Employer & Employee	262,678.00
Glass Rocks Traders LLP	1,000,000.00	Grant Payable Accenture	<b>4,472,683.70</b>
Dheeraj Singh (Loan)	470,002.00	Accenture Financial Support	<b>750,000.00</b>
Shakuntala Bajaj (Loan)	500,000.00	CSF Grant Support	<b>635,000.00</b>
Shashank Tripathi (Loan)	653,000.00		<b>15,000.00</b>
	<b>2,623,002.00</b>	<b>FD in Bank</b>	
<b>Donation Received</b>		FD HDFC Bank	46,700,000.00
Donation Individual	5,605,873.00	Investment in FD	33,806,194.54
Donation Incubatees	3,958.00		<b>80,506,194.54</b>
Donation FCRA	3,082,244.00	<b>Administration Expenses</b>	
Donation from Institutional(GST)	14,661,856.03	Bank Charges	354.00
Donation from Institutional non GST	32,683,634.00	Bank Interest	3,875.00
Grant Received	4,865,000.00	Repair & Maintenance Expenses	531.00
	<b>60,902,565.03</b>	Forex Trx Commission (FCRA)	9,440.00
<b>Bank Interest Received</b>		Forex Trx Service (FCRA)	3,292.58
JEN	2,999.00	Travelling Expenses	10,479.00
Yes Bank	4,561.00		<b>27,971.56</b>
<b>TDS Received</b>		<b>UP Startup Operational Expenditure</b>	
On Professional Fee	97,273.00	Professional Services Fee (UP Startup)	<b>360,000.00</b>
On Contract	272,299.00		
	<b>369,572.00</b>	<b>Branch</b>	
PF Contribution	32,400.00	JECF Branch	54,985,641.00
		JECF-LIC	22,055,000.00
<b>FD Maturity</b>		Jagriti Yatra	5,359,833.00
FD	24,571,846.78		<b>82,400,474.00</b>
Add: Interest Received on FD	196,734.10	<b>Unsecured Loan Repayment</b>	
GST 18% (Input)		Glass Rocks Traders LLP	1,000,000.00
	<b>24,768,580.88</b>	Kshiti Lunkad (Loan)	450,000.00
<b>Branch</b>		Ashok Goswami	54,900.00
JECF Branch	68,021,873.00	Dheeraj Singh (Loan)	493,500.00
JECF-LIC	26,860,000.00	Shakuntala Bajaj (Loan)	537,500.00
Jagriti Yatra	3,651,930.00	Shashank Tripathi (Loan)	1,600,000.00
Yes Foundation	2,309,456.00		<b>4,135,900.00</b>
Apurva Natwar Parikh Co. Pvt. Ltd. (Fem Hotel)		HDFC Car Loan (Innova)	<b>511,524.00</b>
Ramabhuja Mhalgi Prabodhini		HDFC Car Loan (Innova)	<b>245,328.00</b>
FDR with HDFC Bank			
TDS Refund 2021-22	2,010.00	<b>Closing Balance</b>	
TDS Refund 2022-23	42,950.00	<b>CASH &amp; BANK BALANCES:</b>	
ATE Foundation	1,000,000.00	Cash In Hand	101.00
UP Electronics Corporation	406,779.00	Central Bank of India	39,558.04
Scrap Sale		SBI Bank (C/A 34669312156)	9,188.25
Received from Debtors		HDFC Bank A/c- 30286745	1,202.14
	<b>1,406,779.00</b>	HDFC Bank(Saving A/c)-0029	4,814.49
	<b>18,000.00</b>	HDFC Bank(Saving A/c)-4226	81,740.58
	<b>136,930.00</b>	HDFC Bank A/c- 5020003850401	714.63
		HDFC Bank A/c- 502000598707	1,808.23
		HDFC Bank A/c- 05402020000958	417,052.26
		SBI FCRA A/C	3,642,119.11
		Yes Bank	514,132.00



JAGRITI SEWA SANSTHAN  
Shashi Tripathi  
Secretary

Indian Bank (UP Startup)	21,193.00	
Indian Bank (Gorakhpur)	50,781.17	4,784,404.90
<b>TOTAL</b>	<b>260,906,929.90</b>	<b>TOTAL</b>
		<b>260,906,929.90</b>

AUDITORS REPORT:- Compiled on the basis of information and explanation produced before us.

FOR SAMAR & ASSOCIATES  
CHARTERED ACCOUNTANTS

(AJAY K. BARNWAL)  
Partner  
DATE 29.09.2024  
PLACE

Secretary  
JAGRITI SEWA SANSTHAN  
Shashi Tripathi  
Secretary



**JAGRITI SEWA SANSTHAN**  
9/D CIVIL LINES, GORAKHPUR  
**STATEMENT SHOWING DEPRECIATION & FIXED ASSETS AS AT 31.03.2024**

Annexure "A"								
SL. NO.	Particulars	Balance as on 01.04.2022	Addition during the year	Date of Put to Use	Total	Rate (%)	Depreciation	Balance as on 31.03.2023
1	Computers & Peripherals	16,355.29	151,250.00	PUT TO USE AFTER SEP	167,605.29	40	36,792.00	130,813.29
2	Furniture & Fixtures	2,118,383.79	-		2,118,383.79	10	211,838.38	1,906,545.41
3	Water Purifier	5,980.35			5,980.35	15	897.05	5,083.29
4	Laptop	18,842.07	17,900.00	PUT TO USE AFTER SEP	36,742.07	40	11,116.83	25,625.23
5	Mobiles	28,757.63			28,757.63	15	4,313.65	24,443.99
6	Printer	592.27	131,325.00	PUT TO USE AFTER SEP	131,917.27	40	26,501.91	105,415.36
7	Refrigerator & Washing M	13,626.21			13,626.21	15	2,043.93	11,582.27
8	Boom Box	2,145.76			2,145.76	15	321.86	1,823.90
9	Industrial Search Light	7,620.83			7,620.83	15	1,143.12	6,477.72
10	Star Phone	10,361.64			10,361.64	15	1,554.25	8,807.40
11	Projector	47,176.50			47,176.50	15	7,076.47	40,100.02
12	Air Conditioner	82,735.57	-		82,735.57	15	12,410.34	70,325.24
13	Biometric Machine	4,182.20			4,182.20	15	627.33	3,554.88
14	Camera	10,200.61			10,200.61	15	1,530.09	8,670.52
15	Cooler	12,157.45			12,157.45	15	1,823.62	10,333.83
16	Motor Car	1,150,788.40			1,150,788.40	15	172,618.26	978,170.14
17	Car Innova	2,055,757.56	4,937,191.00		6,992,948.56	15	855,538.28	6,137,410.28
18	Bike	21,621.87	-		21,621.87	15	3,243.28	18,378.59
19	Room Heater	4,082.21	-		4,082.21	15	612.33	3,469.88
20	Fan	1,612.99			1,612.99	15	241.95	1,371.04
21	Water Cooler	-	28,500.00	PUT TO USE AFTER SEP	28,500.00	15	2,137.50	26,362.50
22	DG Set	-	900,000.00	PUT TO USE AFTER SEP	900,000.00	15	67,500.00	832,500.00
23	Land	13,726,457.00	-		13,726,457.00	0	-	13,726,457.00
24	JCEP Building	37,914,838.19	21,865,540.00	PUT TO USE AFTER SEP	59,780,378.19	10	2,989,018.91	56,791,359.28
	<b>Total</b>	<b>57,254,276.38</b>	<b>28,031,706.00</b>		<b>85,285,982.38</b>		<b>4,410,901.34</b>	<b>80,875,081.06</b>



JAGRITI SEWA SANSTHAN  
*Shashi Tripathi*  
Secretary

**SAMAR & ASSOCIATES**  
CHARTERED ACCOUNTANTS

Old Chakbandi Chauraha  
Sant Vinoba Marg, New Colony  
Deoria, U.P. 274001

**JAGRITI SEWA SANSTHAN**  
9-D, CIVIL LINES, GORAKHPUR  
**LIST OF SUNDRY CREDITORS "A"**

S.NO.	PARTICULARS	AMOUNT
1	Aaditya Soman(Refund)	46,500.00
2	Aakansha Krishnamurari Tiwari(Refund)	29,800.00
3	Acharya Udyoh Hotel(Satyabhama Hotel)	40,810.00
4	Anamika Suresh(ERC)	15,000.00
5	Animesh Jain(Refund)	29,800.00
6	Anupriya(Refund)	34,350.00
7	Anushka Bramhankar(Refund)	7,000.00
8	Anwesh Patel(ERC)	3,500.00
9	Archana Bora(Intern)	58,500.00
10	Armaan Charania(Refund)	39,300.00
11	Ashok Gosavi	11,500.00
12	Ashok Gosavi(Salary)	25,150.00
13	Atmika Gupta(Refund)	49,200.00
14	Avni Agarwal(Refund)	70,000.00
15	Brijesh Prasad(ERC)	25,000.00
16	Chinmay(Prof Fees)	138,800.00
17	Chinmay(Reim)	100,685.68
18	Didarul Islam Mazumdar(Refund)	29,800.00
19	Fotocopy Design Studio	370,852.00
20	Ganesh Singh(Reim)	11,115.00
21	Harshit Goyal(ERC Reim)	14,079.00
22	Heramb Verma(ERC)	6,000.00
23	IMPED	726,777.00
24	Jitendra Parmar	787,000.00
25	Kartik Singh Dhakad(Refund)	29,800.00
26	Kuldeep Ram(Refund)	7,000.00
27	Lalitha Prakash(Reimbursement)	35,335.00
28	Lalitha Prakash(Salaries)	172,604.00
29	Lokesh(ERC)	4,850.00
30	Mamta Oswal(Samket Oswal)	54,000.00
31	Manila M(Refund)	17,900.00
32	Manish Bhakuni(Refund)	29,800.00
33	Mohini Parmar	832,037.00
34	Naga Dheera Santosh(Intern)	600.00
35	Naman Jalan(Refund)	29,800.00
36	Namratha S(Refund)	26,700.00
37	Naval Malpani(Refund)	7,000.00
38	Navaneeth Ganesh	12,926.00
39	Nikhitha Jagadeesh(Refund)	14,900.00
40	Nishant Hiteshbhai Kachhadiya(Refund)	46,500.00
41	Pankaj Mane(Prof Fees)	79,492.00
42	Parth Mukesh Jariwala(Refund)	29,800.00
43	Prabhav(ERC)	3,215.00
44	Pragati Baheti(Salaries)	51,830.00
45	Purnendu Kumar Sinku(Refund)	46,500.00
46	Pushpraj Enterprises	2,880.00
47	Rahisuddin	30,000.00
48	Rahul Kapolia(ERC)	40,000.00
49	Rajendra Pingale(Housekeeping Vendor)	141,660.00
50	Ramesh Decorator	17,996.00
51	Ravindra Singh(Refund)	20,860.00



*Shashi Tripathi*  
JAGRITI SEWA SANSTHAN  
Secretary



52	Saathire Social Impact Solutions Pvt Ltd	2,070.00
53	Sachin Borla(Refund)	7,000.00
54	Sanjay Rao	148,500.00
55	Saranya(Refund)	7,000.00
56	SBS Mindscript Software Solutions	45,000.00
57	Setu Enterprises(Housekeeping)	65,888.00
58	Shahid Farseen(Refund)	29,800.00
59	Shivam Palan(Refund)	27,650.00
60	Shraddhanjali Satapathy(Refund)	15,000.00
61	Shreeji Tours & Travels	42,997.00
62	Shrenik Sanjay Jain(Refund)	46,500.00
63	Shubham Pradhan(Artist)	1,700.00
64	SRA Heights Pvt Ltd	11,809.00
65	Sunidhi Tiwari(Refund)	7,000.00
66	Surendra Singh(ERC)	20,000.00
67	Suyashi Diwivedi(Refund)	7,000.00
68	Tanmay Chandan(Walky)	91,290.00
69	TISS	173,980.00
70	Vinamra Harkar(Refund)	73,000.00
71	Vipul Karla(ERC)	28,830.00
72	Yashvini Rajeswar(Refund)	29,900.00
73	Nidhi Bajaj	65,000.00
74	Ajit Kumar (Decora Home)	151,879.00
75	Retention Money Payable-Akriti	1,958,197.00
76	Retention of ZEP MEP( 5%)	258,831.00
77	Suvama (Reim)	20,016.00
78	Zephyrs MEP Contract Pvt Ltd	1,056,045.00
79	Zuber Tomer(Reimbursement)	1,734.00
80	Vibha Malhotra	256,929.00
81	Ashok Gosavi (Reim)	2,691.00
82	JCEP Project	5,579,711.50
<b>TOTAL</b>		<b>14,689,250.61</b>

#### LIST OF DUTIES AND TAXES PAYABLE "B"

S.NO.	PARTICULARS	AMOUNT
1	TDS On Contract	54,000.00
2	Tds on Professional Fee	78,384.00
3	Tds on Interest	21,350.00
4	Provident Fund Payable	90,000.00
<b>TOTAL</b>		<b>243,734.00</b>

#### LIST OF Sundry Debtors "A"

S.NO.	PARTICULARS	AMOUNT
1	Grant Receivable from DDUGKY	6,423.00
<b>TOTAL</b>		<b>6,423.00</b>

#### LIST OF TDS RECEIVABLE "C"

S.NO.	PARTICULARS	AMOUNT
1	TDS Ay 2009-10	188287.00
2	TDS A/y 2012-13	388962.00
3	Tds Ay 2012-13(Interest)	1310.06
4	TDS A.Y. 2021-22	32,399.27
5	TCS (A.Y. 2022-23)	22,625.00
6	TDS (A.Y. 2022-23)	428,078.88
7	TDS (A.Y. 2023-24)	639,826.01
8	TDS (A.Y. 2024-25)	553,591.85
<b>TOTAL</b>		<b>2,255,080.07</b>



*Shashi Tripathi*  
JAGRITI SEWA SANSTHAN

Secretary

#### LIST OF Security Deposits "D"

S.NO.	PARTICULARS	AMOUNT
1	BEST Security Deposit	18816.00
2	Deposit(Dvois Communications Pvt Ltd)	2000.00
3	Deposit (Harrison Medical)	6000.00
4	Deposits(IRCTC)	190035.40
5	Security Deposit Swatantrata Bhawan BHU	10000.00
6	Sowani Aniruddhi Apama(Deposit)	34000.00
7	Security Deposit (Diesel)	30000.00
8	Sunil Kumar Nathani (Security)	275,000.00
<b>TOTAL</b>		<b>2,275,851.40</b>

#### LIST OF Sundry Advances "E"

S.NO.	PARTICULARS	AMOUNT
1	Udyamita Foundation	144,531.00
2	ACIC Jagriti Entrepreneurship Foundation	3,789,662.00
3	Ashok Gosavi	54,900.00
4	Akriti Foundation and Associates	9,745.00
5	Advance to Akriti Construction (5% Mobilization)	189,329.00
6	Advance to Zephyrs MEP Contracts Pvt. Ltd. (5% Mobilization)	121,536.00
7	Vishwas Pandey (Advance)	28,000.00
8	Vikash Shahi	10,760.00
9	Advance for Expenses	60,344.00
<b>TOTAL</b>		<b>4,408,807.00</b>

#### LIST OF Expenses Payable "F"

S.NO.	PARTICULARS	AMOUNT
1	Electricity Expenses Payable	78,000.00
2	Rent Payable	243,000.00
<b>TOTAL</b>		<b>321,000.00</b>

#### LIST OF Donation "G"

S.NO.	PARTICULARS	AMOUNT
1	Donation Individual	35,580,873.00
2	Donation FCRA	25,425,618.00
3	Donation from Institutional	34,610,666.03
4	Donation from Institutional non GST	18,297,920.00
5	Donation from Incubatees	92,888.00
<b>TOTAL</b>		<b>114,007,965.03</b>



*Shashi Tripathi*  
JAGRITI SEWA SANSTHAN

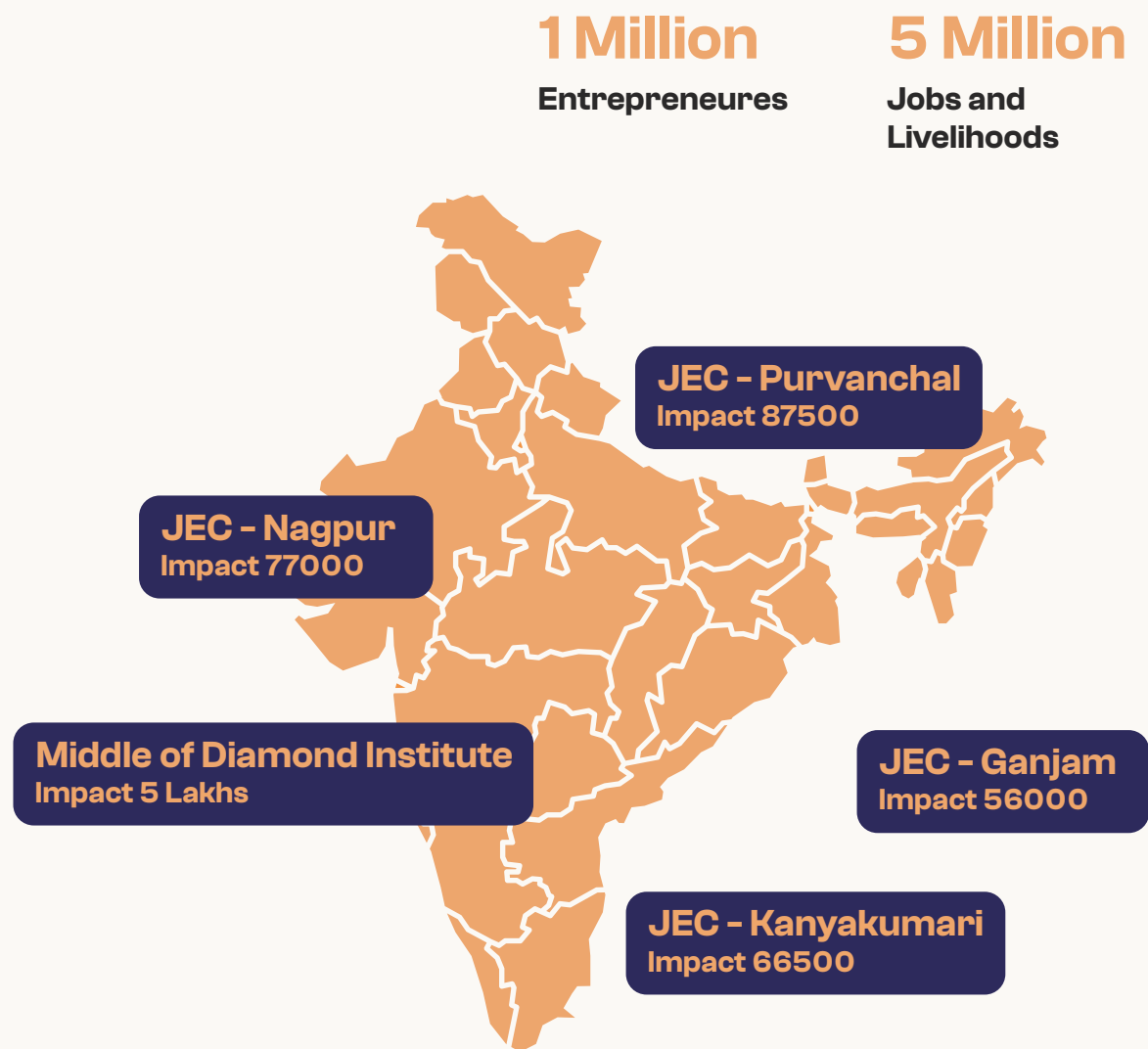
Secretary

# Future Plan of Action

JECP's comprehensive strategy aims to transform Middle India by 2032, enabling 1 million entrepreneurs and creating 5 million jobs and livelihoods. This ambitious vision promises a renaissance in nation building through sustainable enterprise development, heralding a new era of economic and social growth. This involves:

## BANYAN REVOLUTION

4 Regional JECs, JADE and Middle of Diamond Institute that will Enable 1 Mn Entrepreneurs



### Building A Transformative Ecosystem:

JECP will establish three more regional centers (JEC's) in addition to JECP, Nagpur, Kanyakumari, and Ganjam, each serving as a hub of innovation and entrepreneurship. These centers will work within a 15-district incubation and innovation ecosystem, fostering local enterprise and enhancing regional GDP through job creation and income opportunities.

### Extensive Network through JADE (Jagriti Ambassadors of District Entrepreneurship):

With an alumni network in 240 Tier 2 and 3 districts, Jagriti plans to leverage the passion and expertise of over 8000 Jagriti Yatra Alumni. These alumni will replicate the JECP model in their districts through a partnership system, trained and supported by JECP.

### Middle of Diamond Institute:

Located in Mumbai, this knowledge and policy institute will support and learn from district-level enterprise ecosystems. It will turn regional efforts into valuable knowledge, influencing national policy to create a favorable environment for entrepreneurship in Middle India. The institute will also focus on human-centric and socio-cultural approaches to building a sustainable entrepreneurial movement.

### National Digital Platform:

JECP will launch the first vernacular mobile digital platform, facilitating market access, mentorship, and funding for local entrepreneurs. Managed by the Middle of Diamond Institute and supported by Jagriti Yatra alumni, this platform will connect JECs, district entrepreneurs, and market partners, fostering a vibrant entrepreneurial ecosystem.

### Mass Communication:

JECP plans to energize the masses through regional and national campaigns, creating widespread participation and buzz around the Banyan Revolution.

## CALL TO ACTION

"Imagine a thriving center of innovation nestled in the heart of rural India, where dreams take flight and sustainable practices flourish. By supporting the expansion of Jagriti, you become a vital part of this transformative journey. Your contribution helps build state-of-the-art facilities and centers of excellence, creating a nurturing environment for aspiring entrepreneurs. Together, we can drive meaningful change, fostering inclusive growth that reaches every corner of our vibrant community."

Your wisdom and experience can light the path for many who are just beginning their journey. Through your expert talks and mentoring sessions, we welcome you to inspire, challenge, and support our participants, helping them overcome obstacles and seize opportunities. Your mentorship is not just guidance; it's a lifeline that empowers dreams and transforms potential into success.

Your dedication and skills can make a profound difference in the lives of rural entrepreneurs. As you immerse yourself in meaningful projects and community engagement, you'll witness firsthand the impact of your efforts. This is more than just an opportunity to gain experience; it's a chance to be part of a passionate team working tirelessly to create a brighter, more prosperous future for all.

Experience the serenity and inspiration of JECP by hosting your corporate retreats or events at our unique facilities. Our welcoming environment, surrounded by the tranquillity of nature, offers the perfect setting for creativity and collaboration. By choosing to stay with us, you support our mission to empower rural entrepreneurs and promote sustainable development. Enjoy a memorable retreat that not only rejuvenates your team but also contributes to a cause that transforms lives.



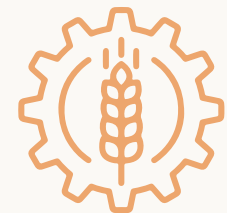
## BOARD MEMBERS AND EXECUTIVE LEADERSHIP

Board Members		
Full Name	Position In Jagriti	Position Outside Jagriti
Shashank Tripathi	Chairman	Ex Strategy Partner at PwC
Shashi Tripathi	Secretary	-
Shipra Tripathi	Treasurer	CEO at BSAG Consulting
Shesha Giri Gudipudi	Member of society	Co-Founder & CEO at Drsya Technologies
Madhusudan Gopinath	Member of society	Co-Founder at Opus Group of Companies
Surendra Singh	Member of society	Ayurveda Doctor in Government of Rajasthan
Sharat Bansal	Member of society	Ex Partner and Executive Director, PwC
Pranjal Modi	Member of society	Founder and CEO at Tittli Early Childhood
Mrigank Tripathi	Member of society	Training Institute
Sanjeev Kumar Singh	Member of society	President Growth, PeopleStrong
Gauri Tripathi	Member of society	Member at Coconut Development Board Director, Amara Nritya Kala Hansa (ANKH)
Advisory Board		
Sharat Bansal	Chairman	Retired - Partner at PricewaterhouseCoopers Pvt Ltd
Dr. Ashwin Naik	Fundraising	Founder at Manah Wellness
Sunil Pangarkar	Yatra	Executive Chairman at Ecomax Solutions Pvt Ltd
Vanita Viswanath	Women Related initiatives	Co-founder at Netri
Nikhil Bhatia	Support for Financial Compliance	Senior Advisor at CNK & Associates LLP
CoE Chairs		
Shoaib Ahmed	Digital CoE	Chief Catalytor @ Catalytor Ex- President Tally
Vanita Vishwanath	Women CoE	Director @ Impactree Co-founder @ Netri Chairperson@ Aajeevika Bureau

Hemendra Mathur	Agro CoE	Senior Advisor @ Beanstalk AgTech Advisor @ IFC - International Finance Corporation Chairman @ Task Force on Agri Start-ups, FICCI Cofounder @ ThinkingAg
Annaswamy Vaidheesh	Healthcare CoE	Former Managing Director of GlaxoSmithKline (GSK) Pharmaceuticals Ltd
Manish Agarwal	Rural Urbanization CoE	Co-founder @ AskHow Independent Director @ Highway Concessions One Private Limited Advisory Board Member @ Project Mumbai
Kirti Poonia	Handicrafts & Apparel CoE	Co-founder @ Camiera Co-founder @ Relove
Executive Leadership		
Ashutosh Kumar	CEO	
Chinmay Vadnere	COO - Jagriti Yatra	
Anurag Dixit	COO - JECP	
Meenal Lall	Marketing Director	
Ashwini Tiwari	Finance Director	

# ANNEXURES

## I. Enterprises Supported through Incubation Programme



Agri & Allied and Food-Processing

### Manufacturing

Name of Enterprise	Name of the entrepreneur	Description
Alok Masala	Manoj Kumar Chaurasia	Manufacturing and marketing of processed spices.
Chocozoet/ Upadhyay Enterprise	Aayushi Upadhyay	Handmade Chocolates
Ganga Achar	Sarita Sonkar/ Pankaj Sonkar	Manufacturing and marketing of a variety of pickles.
GDPM Enterprises	Manikya Chaturvedi	Manufacturing and selling agro-processed products.
Nutri-Eka Private Limited	Manish & Vishal	Manufacturing of Cold Pressed mustard oil and distribution through innovative channels.
Purvanchal Farms	Devendra Patel	Production & Marketing of Kalanamak Rice.
Santosh Masala	Sachin Verma	Processing Spices and marketing a variety of Spice powders.
Sarvdev Agro Pvt. Ltd	Sachhidanand Shahi/ Nirmala Shahi	Manufacturing and selling agro-processed products and spices.
Shree Mythili Enterprises	Anita Rai	Manufacturing of banana value-added products and selling under the brand name Karpura.
Vasundhara Organics	Ramesh Chandra Pandey	Production of Jaggery and its value added Products
Visupra	Pankaj & Ramprasad	Amla Processing Unit



Digital

### Manufacturing

Padrauna Agri Producer Company	Umesh Kumar	Providing agricultural input and output support, operating a farm machinery bank, engaging in trading, and converting agricultural waste into bioenergy.
Shiv Food & Dairy Corporation	Shiv Tiwari	Collection of Milk from the farmers and delivering it to the local urban consumers
Swadeshi Bio Energy (FPO)	Shambhunath Chauhan	Providing Banana ripening support systems and implementing effective waste management solutions.

### Service

Prince Infotech	Prince Kushwaha	Manufacturing ink for printers and marketing through Ecom channels
Ajay Web Services	Ajay Pandey	Providing comprehensive legal and accounting solutions.
Bam Solutions	Sneha Sahu	Providing digital marketing and content creation services.
Sanatan/ Madhurmani Networks Private Limited	Madhur Singhania	An e-commerce platform offering over 3000 pooja essentials and devotional books.
Lakshmi e-Kart	Nitesh Yadav	eCommerce platform dealing in grocery, electronics, and food products in Deoria and Kushinagar



Education & Skill Development

### Service

Abonics India	Abhishek Kushwaha	Providing laboratory services and solutions.
Equified Placements	Bheem Prasad	Offering soft skill training and placement support services.
Tejasvi Early Education	Abhishek Tiwari	Institute focused on early childhood education.
The Eduwala	Ashutosh Sinha	Online tutorial services





## Fast Moving Consumer Goods (FMCG)

### Manufacturing

A & A Enterprises	Jeetendra Shukla	Manufacturing of incense sticks and other pooja products.
Aptech India	Krishna Mohan Tiwari	Manufacturing of cleaning products.
Gauri Shankar Udyog	Poonam Devi	Manufacturing and marketing camphor.
Sharma Brothers	Krishnakant Sharma	Manufacturing and selling detergents and dishbars
Shikhar Grih Udyog	Vijay Gupta	Manufacturing Snacks (Namkeens)
K & K Enterprises	Bhupendra Singh	Manufacturing and marketing of of edible cups made of millets
Kamdhenu Bakery	Santosh Singh	Manufacturing and marketing of Bakery products like biscuits, Cream Roll, Bread etc
S K Enterprise	Sanjeev Gupta	Manufacturing and selling of hair oils



## Healthcare

### Manufacturing

Bharat Biotech Enterprises	Pratik Srivastava	Manufacturing of sanitary pads.
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### Service

Aashray Hygiene Industries Private Limited	Surya Mishra	Business specialising in the supply of sanitary pads to rural areas.
E-Hospital	Mukul Mishra	Providing first aid kits and telemedicine services.
Meera Pharmacy Healthcare	Dr Manish Tripathi	Providing Telemedicine & e-pharmacy services



## Other

### Manufacturing

Combo Creative LLP	Jitendra Kushwaha	Manufacturing and sales of fly ash bricks.
Krishna Printers	Satyendra Yadav	Manufacturing and printing of non-woven bags.



## Handicrafts & Apparels

### Manufacturing

Anshima Terrakriti	Kalyani Kirti Singh	Manufacturing handcrafted terracotta products, including jewellery, decorative items, cookware, and serveware.
Atrangi Kalakari	Deepika Singh	Handcrafted terracotta jewellery & paintings
Jagriti SHG: Banana Fiber Kasia	Nibha Devi/ Shobha Devi	Manufacturing Handcrafted Banana fibre based home decor products.
Loving Knots	Vibha Gupta	Manufacturing Handcrafted Macrame Products
Matri Shakti Moonj Craft	Kiran Sharma	Manufacturing Handcrafted Moonj Products
MK Manufacturing	Santosh Kumar	Manufacturing men's garments.
Priya Terracotta Art Gallery	Jitendra Prajapati	Manufacturing terracotta home decor products.
R.K Fashion Garments	Rajkumar Chaurasia	Manufacturing of Apparel and marketing in the regional market
Ritika Kritika Creations	Sunita Maurya	Manufacturing of handcrafted banana fibre jewellery and jute bags.

## II. Mentors Engaged to support Incubation



**Devang Patel**

Founder Vantage Point  
Executive performance  
coaching  
Mentor at CII Centre for  
Innovation and  
Entrepreneurship Studies



**Manish Agarwal**

Partner Leader: Capital &  
Infrastructure Projects: PwC  
CoE Urbanization: JEC-P



**Prashant Iyer**

Asst Director - Startup  
Accelerator  
MIT World Peace University  
Business Transformation  
Strategist: Ignited Minds  
Strategist



**Lalith Kumar Vemali**

Founding Member, Head of  
Product Innovation & Customer  
Experience: SSK EMart  
(Kirana Commerce Innovation)



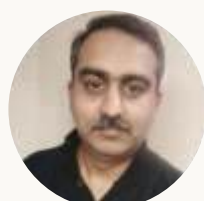
**Dr. Debasish Mohapatra**

Associate Professor of Practice  
at KIIT School of Rural  
Management, Bhubaneshwar



**Pooja Tendulkar**

Business Coach  
Founder: Leminion Green  
Solution Pvt. Ltd



**Sandeep Achantani**

CEO Africa Region: Innovis  
Telecom Services Pvt. Ltd.  
Entrepreneur



**Ashish Kolarkar**

Head Of Operations, Madhya  
Pradesh: Haselfre Foundation  
Founder & CEO: DATATRACK



**Sushank Arora**

Founder & CEO: Nyra  
Kitchenware



**Sachin Kumar**

Co-Founder: Qtopia  
ExProduct Head: PagarBook



**Umesh Kumar**

Head of Product, India : Branch  
International



**Apurva Mehra**

Senior Product Manager,  
Microsoft



**Md. ashim Akhtar**

Program Lead: Log 9 Materials



**Iranna Rotte**

Head of Rural Entrepreneurial  
Development at KrishiKalpa  
Foundation  
Advisory Board Member:  
Project Baala & SEED



**Satyanarayana G**

AVP: Growth & Marketing  
Mentor: Institute of Product  
Leadership



**Rajesh Kachroo**

Business Head- University  
Relations: TeamLease Edtech



**Harish Dwivedi**

Mentor at Multiple Start-ups &  
Empaneled Mentor with  
StartInUp Initiative



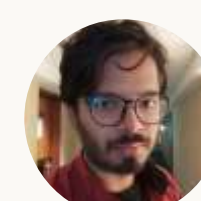
**Abhishek Sonavane**

Research scholar : IIM Lucknow



**Ravish Vasan**

Founder: Sattvam( Agri Startup)  
Career Coach: Career Design  
Hub



**Ankur Srivastava**

Co-Founder: Qitech.in I  
QiMedia.in  
Mentor: Digiplus academy

## III. Donors for FY 2023-24 (above ₹ 5 lakhs)

1. Rainmatter Foundation
2. Bill and Melinda Gates Foundation
3. Accenture Solutions Private Limited
4. SBI Foundation
5. The Convergence Foundation
6. Yes Foundation
7. Small Industries and Development  
Bank of India (SIDBI)
8. Madhusudhan Gopinath
9. Startup Odisha
10. Tata Steel Foundation
11. ATE Chandra Foundation
12. Sharat Bansal
13. Access Livelihood Foundation
14. Give Foundation
15. Maharashtra State Innovation Society
16. UP electronics Corporation Ltd
17. Solidarity Advisors Private Limited
18. Aruna Jayanthi
19. Hindustan Petroleum Corporation Limited



