



जागृति

एक विचारधारा

अमृतकालस्य नव भारत निर्माण

INTRODUCTION

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Shining Middle of Diamond through Udyamita

As the architect of the Jagriti movement, the forthcoming compilation of the past 15 years is a source of immense joy. Its release is serendipitous, coinciding with the Amrit Kaal, where we will build upon this legacy and launch the Banyan Revolution globally—an initiative that found its auspicious beginning with the Jagriti G20 Startup 20 Yatra.

In a year that witnessed the internationalization of the Yatra amid a world grappling with trauma, social disparities, and environmental crises, India's G20 presidency stood as a beacon of hope. The largest democracy and a flourishing nation, India, and its Jagriti movement, hold a unique offering for the world in these trying times.





The essence of our movement lies in empowering leaders through Udyamita - a term deeply rooted in Indic wisdom. Udyamita propels the idea that national growth must be human-led, integrative, and innovative. It begins with the local leaders, champions of their areas, who innovate solutions grounded in family, community, and nature. This ethos is symbolized by the Banyan Revolution, inspired by the giant Banyan in my village, a central theme in my book "Middle of Diamond India."

At the heart of this movement are the 240 Tier 2 and Tier 3 districts, home to 800 million Indians, the focal point of Jagriti's endeavors. Globally, this Middle encompasses around 5 billion people, not defined by poverty or opulence. This segment holds the potential to power the world—a future that is inclusive, women-led, and environmentally sustainable.

The growth of India and this Middle World hinges on inclusive enterprise, guided by the Udyamita mindset. We are actively implementing these values in the 10 districts around Deoria, fostering an environment where Udyamita is not just a concept but a way of life. However, to bring these values to life on a grand scale, we need an event—a celebration of Udyamita.

Enter the Jagriti Yatra, the Olympic Games of Udyamita, a manifestation of the Banyan Revolution. District and country chapters are our local federations, fostering an inclusive growth dynamic for the world. The Banyan tree mirrors the inter-connected cosmos at the core of Indic traditions. Through our journeys, we have unveiled values from the Middle, defining our movement.

This coffee table book is a visual and conceptual pilgrimage, inviting us to return to our roots and become catalysts for change, akin to Vivekanand and other leaders who transformed their realms. Yatris, whether from India or overseas, inspired by this journey, will undoubtedly carry the torch back to their districts and countries, heralding a transformative change in a circular journey where the fate of the future hangs in the balance.

Shashank Mani
Founder, Jagriti Movement

जागृति

एक विचारधारा





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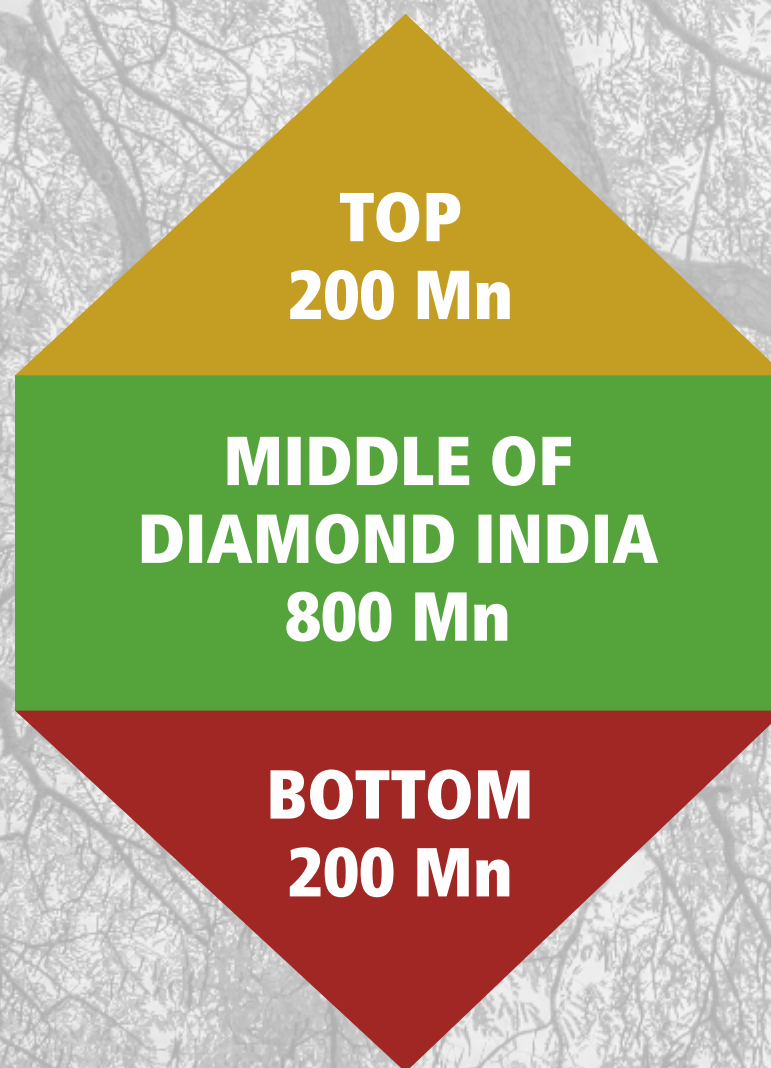
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Middle *India*

The Indian demography, a latent "diamond in 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 nestled 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 poised 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.





Embracing Swami Vivekananda's profound wisdom, "Take up one idea. Make that one idea your life," serves as a timeless guidepost for success. Vivekananda's words underscore the power of singular focus, urging individuals to immerse themselves entirely in their aspirations, allowing every fiber of their being to resonate with that idea.

In the context of contemporary India, the statistics reveal a remarkable scenario. As of 2021, a historic 464 million individuals fall within the fifteen to thirty-four age bracket—a demographic pinnacle unparalleled in any country's history. This demographic surge represents a beacon of hope, positioning the youth as vanguards of transformation. They stand poised to inherit the responsibility of steering the nation forward, especially as the pioneering generation of Independence approaches its seventy-fifth anniversary mark.

The youth of Middle India, numbering in the millions, are not just a statistic but a reservoir of immense leadership potential and extraordinary talent. These individuals represent the driving force capable of channeling their capabilities into transformative enterprises, addressing and surmounting the nation's most formidable challenges. In their hands lies the key to shaping a future where their aspirations align with the collective progress of the nation.



Udyamita

Udyamita, a distinctly Indian approach, is deeply embedded in the cultural tapestry of the nation. Unlike conventional entrepreneurship primarily influenced by Western ideologies, Udyamita offers a more profound and inclusive perspective. It emerges as the apt philosophy to ignite the spirit of Middle India, surpassing the limitations of Western-centric entrepreneurship.

With its roots firmly entrenched in Indian culture, Udyamita transcends mere business principles. It signifies more than entrepreneurship; it embodies a birthright for every citizen, a pathway to self-discovery and empowerment. This philosophy stands as a beacon of inspiration for Middle India, where 800 million individuals reside in **Tier 2 and 3** districts.

What sets Udyamita apart is its emphasis on trust and collaboration, fostering a sense of community and interconnectedness. It is not merely profit-driven but aligns seamlessly with a broader purpose, acknowledging the symbiotic relationship between individual success and societal well-being. Udyamita, thus, emerges as a catalyst for holistic growth, instilling a sense of pride and purpose in the hearts of every citizen, echoing the sentiment that entrepreneurial endeavours can be deeply rooted in cultural values, creating a transformative impact on the fabric of Middle India.



Inclusive

Led by local youth who care for their regions

Decentralized

Located in the 240 Middle India districts

Non-linear

Multiplies investment and impact in long-term

Employment

From Rozgaar to Swarozgaar

Sustainability

In tune with environment



Ecosystem

In the intricate fabric of nature, the banyan tree offers a poignant analogy for the essential growth and resilience crucial to Middle India's prosperity. As the banyan tree matures, its branches gracefully extend, fostering the development of new roots. This growth not only expands its overall size but also creates an environment where roots breathe and sprout from these branches. Remarkably, though seemingly distant, these roots remain intrinsically connected to the tree, fortifying it with strength and stability.

Middle India, much like the banyan tree, yearns for an ecosystem that mirrors this harmonious interdependence. The **Bargad Kranti, or Banyan Revolution**, epitomizes this symbiosis. This revolutionary concept ensures that every member of the ecosystem possesses the strength to thrive independently. Simultaneously, it bolsters the core components by fostering a sense of community and interconnectedness.









Bargad Kranti thrives on people-to-people connections, recognizing that genuine growth lies in collaborative strength. Just as the banyan tree's roots intertwine with the soil and with each other, the Middle India ecosystem embraces interdependence, creating a resilient network where the prosperity of one contributes to the well-being of all. This visionary approach transforms Middle India into a thriving landscape, echoing the spirit of the banyan tree that stands as a testament to enduring strength through unity.



Unleashing Potential: Udyamita's Vision for Middle India

In the vast expanse of **Middle India**, a **'diamond in the rough,'** housing **58% of the nation's population in Tier 2 and 3 districts**, Udyamita emerges as a transformative force. Within this demographic diamond, 800 million individuals possess untapped passion and talent, awaiting the exposure and support needed to discover their purpose.

Udyamita, deeply grounded in Indian culture, diverges from conventional Western-centric entrepreneurship. It champions trust, collaboration, and a dual commitment to profit and purpose, making it an ideal philosophy to inspire Middle India.

The philosophy of Udyamita is inclusive, led by local youth who intimately understand the nuances of their regions. Operating in **240** Middle India districts, its decentralized model empowers local communities, ensuring a non-linear, bottom-up approach that multiplies investment and impact over the long term.

Udyamita envisions a paradigm shift from conventional employment to "Swarozgaar," where individuals not only earn a livelihood but also find ownership and purpose in their work. This shift aligns seamlessly with sustainability, fostering economic growth that coexists harmoniously with the environment.





Drawing inspiration from Swami Vivekananda's words, Udyamita encourages individuals to embrace a singular idea, making it the focal point of their existence. With **464 million** people aged between fifteen and thirty-four, the youth of Middle India emerge as the harbingers of change, entrusted with carrying the national baton into the future.

The Udyamita ecosystem mirrors the resilience and interconnectedness of a banyan tree. Like the branches that spread out and develop new roots, Middle India requires an ecosystem fostering strength and stability. This network ensures that its members thrive independently while remaining interconnected, building a robust community grounded in people-to-people connections and interdependence.

In the narrative of Udyamita, the collaboration between passion and potential unfolds as a saga of hope, resilience, and transformation. It narrates the tale of a nation awakening to its true potential as the 'diamond in the rough' begins to sparkle, illuminating the path to a brighter, more empowered future for Middle India and the entire nation.

SRIJAN



सृष्टिरेव सिंधुस्खलनाद् सृजनं व्यापारयोजनम्

Sṛṣṭireva sindhuskhalanād sṛjanam vyāpārayojanam

“

As creation arises from the stirring of the ocean,
the emergence unfolds as a purposeful venture.

”

Jagriti Yatra - An Odyssey for the youth of India



I first learned about Jagriti Yatra in 2010 when I came into contact with Shashank Mani, its founder. Shashank's inspiration for Jagriti Yatra drew from Gandhi ji's travels across the country to understand the plight of Indians in pre-independence India. Through his own travels and studies, Shashank discovered that even after 50 years, not much has changed, particularly in the interior

regions of the country - the smaller towns and villages. The key question was, how to bring about inclusive socio-economic growth across the country?

Jagriti Yatra was thus conceived on the premise that the youth and women of Middle India need to be inspired and nurtured into socially conscious leaders and entrepreneurs. This was sought to be done by exposing them to real issues faced by communities and inspiring them through interaction with diverse role models, mentors, and peers.

Jagriti Yatra has evolved into an annual event attracting a large number of applicants passionate about discovering their life's purpose and making a meaningful impact on communities around them. Having traveled on the Yatra several times, I hear participants say that it is a transformative experience. As the train travels the **8000 km** route across the country over 15 days, Yatris go through holistic experiential learning offering insights into real-world challenges and innovative solutions.

Sharat Bansal,
Chairman

The key element of Jagriti Yatra is the diversity of its participants, be it gender, ethnicity, economic status, rural/urban origins, etc. The diversity fuels the exchange of ideas, peer learning, and collaborative initiatives. Exposure to problems at the grassroots level, interaction with innovators, successful entrepreneurs, and change agents, along with discussions, workshops, mentorship sessions, etc., all instill a sense of purpose. The journey not only inspires but instigates action.

Jagriti Yatra does not end with the 15-day journey. Many Yatris take the learnings to their districts and regions and become our ambassadors. As many as 30% of them have set up their own social or commercial enterprises and have become job creators from being job seekers.

It is heartening to note that the Yatra has now completed its 16th Edition and boasts an alumni network of over 8000 Yatris. Jagriti Yatra has also received recognition from communities and authorities. The President of India hosted all **700** of us at Rashtrapati Bhavan in 2015.

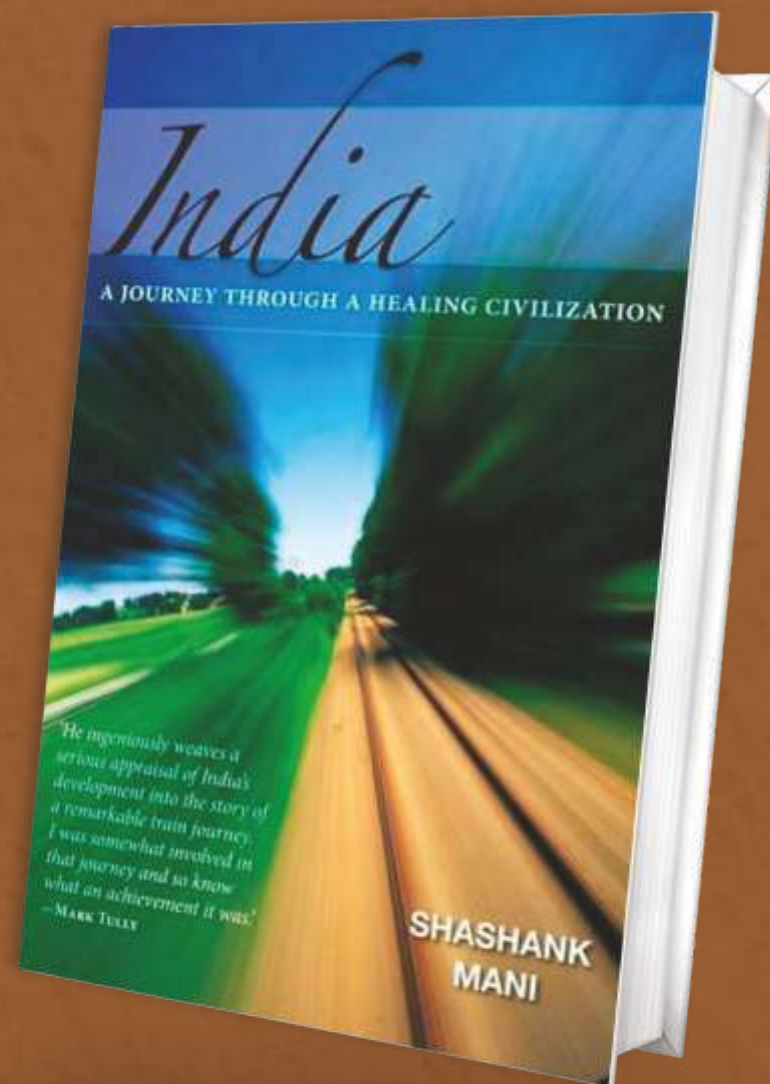
This year in **2023**, the start of Amrit Kaal, Jagriti Yatra received recognition from G20 Presidency and Start-up 20 Mission and was run as G20 Startup 20 Jagriti Yatra. Under their leadership, we have had participation of over 60 international Yatris from G20 countries, and at the end of the Yatra, we handed over the baton to Brazil which holds the G20 Presidency next year.

As Chair of Jagriti for the last 5 years, I see tireless effort by our team and a host of volunteers to organize the Yatra year after year, and we cannot thank them enough.



In the jubilant 50th year of India's independence, a visionary conceived a transformative journey: a train expedition across the nation. Accompanied by 200 bright young minds, the expedition aimed to fathom the strides India had made and engage with the architects of change propelling the nation forward. From the bustling streets of Mumbai to the cultural richness of Calcutta, the historic alleys of Amritsar to the vibrant landscapes of Hyderabad, they traversed the country, seeking the pulse of a new India. This odyssey culminated in the birth of Azad Bharat Rail Yatra, sowing the seeds of a burgeoning movement.

The profound impact of this journey found expression in the pages of "India - **A Journey Through A Healing Civilization**," a book penned by the visionary founder, Shashank Mani, and published in 2007 by Harper Collins. This literary creation, capturing the essence of Azad Bharat Rail Yatra, became the catalyst for the inception of Jagriti Yatra - a movement that continues to inspire and reshape the narrative of a resurgent India.



Jagriti Yatra Route Map



Jagriti Yatra, a distinctive initiative aiming to 'build India through enterprise,' orchestrates a transformative 15-day train journey for emerging leaders from Middle India. This immersive experience serves as a crucible for learning from the diverse tapestry of India's social and business entrepreneurs, fostering a collective understanding of 'Udyamita' the spirit of enterprise.





















In its illustrious 16-year journey, Jagriti Yatra has galvanized a staggering 8000 youth, with a resounding commitment to inclusivity 45% of whom are women. At its core, the movement champions entrepreneurship, with an impressive 28% of participants already venturing into the realm of business.

This dynamic initiative, encapsulated in the numbers, signifies more than a mere train journey; it symbolizes a voyage of self-discovery, collaboration, and empowerment. Jagriti Yatra stands as a testament to the potential harbored by Middle India, propelling a generation of leaders who will shape the future of the nation through innovation, collaboration, and entrepreneurial spirit.







A Global Endeavour: Unleashing Entrepreneurial Potential through Jagriti G20 Startup20 Yatra

Jagriti Yatra, a non-profit initiative renowned globally, orchestrates the world's most extensive entrepreneurship train journey covering 15 days and 8000 kilometres. Crafted in an experiential format, the expedition serves as a catalyst to ignite entrepreneurial zeal, particularly among the youth in Tier 2 and 3 regions of India. Over the past 15 years, its profound impact has reached beyond borders, influencing more than 7500 individuals from India and 23 other countries.

In the backdrop of India's G20 presidency this year, Jagriti Yatra joined hands with 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. The 'Middle of Diamond India' Theory, our guiding philosophy, gained renewed significance, shaping not only India's economic narrative but also resonating

across the G20 nations. Jagriti Yatra's impact extends to over 8000 individuals from India and 60 countries, emphasizing the indispensable role of the middle class in shaping economies. Through collaboration with the G20, it envisions replicating the Middle Nation Diamond Theory's triumph globally, fostering entrepreneurship for inclusive growth and sustainable development.





Igniting a Global Movement: The Baton of Change Passes On

The grand culmination of the **Jagriti G20 Startup 20 Yatra 2023**, which commenced its transformative journey in Mumbai on October 28th and circled the vast expanse of India before returning to Mumbai on November 10th, marks the close of our **16th Yatra**. This milestone brings the tally of leaders profoundly impacted by this life-altering journey to an impressive **8000**. Noteworthy is the international dimension added to this year's Yatra, with over **60 participants** hailing from 20 G20 countries, complemented by **400 change-makers** from India.

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.

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

Led Development—where young men and women traverse their countries, fostering a bias for building and friendship. In a world often fragmented, this movement assumes paramount significance. Much akin to the Olympic movement, India is poised to export a movement of peace and brotherhood, rooted in the belief of integration—an ethos central to the Middle of the Diamond India theory.

In passing the baton, the Jagriti Yatra not only concludes a journey but sparks the inception of a broader, global movement, where the spirit of enterprise becomes a beacon for positive change and camaraderie.





STORIES OF TRANSFORMATION

FROM MOMO CRAVINGS TO A NATIONWIDE PHENOMENON:

Aditi Madan's flavorful journey with BluePine Foods is a testament to the power of passion and entrepreneurship.

Aditi Madan, affectionately known as Momo Mami, a 43-year-old entrepreneur from Darjeeling, stands at the helm of BluePine Foods Pvt Ltd. Her journey began in 2016 alongside co-founders Rohan Singh and Naveen Panwar, inspired by her experience as a Yatri on the Jagriti Yatra. Fueled by her love for momos, Aditi, after relocating to Delhi post-marriage, turned her passion into a thriving business, driven by the desire to share the authentic taste of Darjeeling momos with everyone.

Starting with just four products sourced locally, including momos and spring rolls, Aditi and her team at BluePine Foods have transformed their venture into a powerhouse offering over 35 variants. With an unwavering commitment to 100% natural, delicious, and preservative-free creations made from traditional ingredients, they have produced a staggering 80+ lakhs momos in the last five years.

BluePine Foods has become a beacon of Udyamita (entrepreneurial spirit) and social entrepreneurship, supplying their delectable creations to numerous hotels, restaurants, and cafes across India. What sets them apart is not just the mouthwatering menu but also their commitment to operating in an agile, innovative, and trusted work environment, supported by simple sustainable systems. Aditi Madan's journey exemplifies how a passion for authentic flavors, coupled with an entrepreneurial spirit, can transform a personal craving into a successful social enterprise that resonates across the nation.

Learning: Aditi Madan's journey with BluePine Foods showcases the transformative power of passion and entrepreneurial spirit. It underscores the importance of commitment to authenticity, innovation, and sustainability in building a successful social enterprise. This story inspires aspiring entrepreneurs to turn their personal passions into ventures that not only satisfy cravings but also contribute positively to society.



FROM A TRANSFORMATIVE TRAIN JOURNEY TO A DEAL ON SHARK TANK INDIA: Dharmil and Divyansh's Bullspreem exemplifies the entrepreneurial magic ignited by Jagriti Yatra



In 2017, Dharmil Bhavishi and Divyansh Mathur embarked on a transformative journey aboard the Jagriti Yatra, the world's longest entrepreneurial train voyage. Inspired by the Yatra's spirit, they later co-founded Bullspreem, an endeavor that would lead them to the spotlight on Shark Tank India, where they secured a deal from Peyush Bansal & Aman Gupta.

The real magic of Jagriti Yatra unfolded as these visionaries hailing from small towns of India shared powerful stories of collaboration and entrepreneurial resilience. Recently, the Yatri co-founders celebrated their success on Shark Tank India, a testament to the profound impact of Jagriti Yatra on their entrepreneurial journey.

The Chairman of Jagriti, Mr. Sharat Bansal, joined in congratulating the Yatri's for their achievements. The synergy born from Dharmil and Divyansh's Jagriti Yatra experience gave life to Bullspreem – India's premier stock market learning, gaming, and investing app. This innovative platform aims to revolutionize financial education by making it experiential and enjoyable.

Reflecting on the transformative impact of Jagriti Yatra, Dharmil expressed gratitude for the profound connections, insights from role models, and intellectual conversations fostered during the 15-day journey. In 2023, Dharmil returned as a resource, further enriching the Yatra experience for those embarking on their entrepreneurial quests.

Bullspreem's journey is a testament to the power of the Jagriti Yatra community in nurturing and celebrating the success of aspiring entrepreneurs from diverse backgrounds. It exemplifies how a train journey can spark ideas, foster collaboration, and pave the way for impactful ventures that contribute to the growth of individuals and the nation.

Learning: The story underscores the profound impact of collaborative journeys like Jagriti Yatra in fostering entrepreneurial resilience, creating powerful connections, and inspiring ventures that contribute meaningfully to the entrepreneurial landscape. It highlights the value of experiential learning, mentorship, and community support in the entrepreneurial journey.



RAHUL'S JOURNEY FROM TREEHOUSE HAVENS TO TRANSFORMATIVE VENTURES EMBODIES THE SPIRIT OF JAGRITI YATRA — a roadmap to impact and personal evolution

In the realm of entrepreneurial spirit, meet Rahul, an enterprising 27-year-old engineering graduate who dared to redefine hospitality with The Hidden Burrow, an extraordinary treehouse hotel chain situated in the picturesque landscapes of Jibhi, Himachal Pradesh.

Armed with a vision and an initial investment of Rs 10 lakh, Rahul's treehouse haven comprises three enchanting dwellings—Jannat, Adbhut, and Raabta—accompanied by a charming stone cottage named Kudrat. Beyond providing essential amenities such as WiFi, room service, and in-house meals, these sustainable retreats showcase the fusion of luxury and environmental consciousness.

Sustainability is not just a buzzword for Rahul; it's the heartbeat of The Hidden Burrow. Constructed with locally sourced wood from the surrounding forests, the eco-friendly model has propelled the company to an impressive annual turnover of Rs 1 crore. Rahul's ingenuity extends beyond the architectural marvels, incorporating a strategic reinvestment approach, channeling profits into the continual expansion of his arboreal empire.

The seed of inspiration for treehouses was planted during Rahul's travels in Jibhi, where ancient trees whispered tales of a unique retreat. Armed with business acumen gained from seminars and global trends research, Rahul leveraged social media and the company's website for pre-launch marketing, securing bookings before the official opening.

But Rahul's journey is not just about treehouses; it's a narrative of personal evolution. A nonconformist from childhood, Rahul found his tribe and purpose during Jagriti Yatra, a journey that ignited his passion for extraordinary endeavors and societal impact. Witnessing the aspirations of students from remote villages, Rahul realized the transformative potential.

Post-Yatra, Rahul's ventures extended beyond hospitality. He founded Lensfit, a startup focused on eyewear, and co-established Mr. Cool with his mother. For Rahul, being part of Jagriti Yatra wasn't just an experience; it was a life-altering decision that shaped his trajectory.

In his own words, Jagriti Yatra was the best experience of Rahul's life—a transformative adventure that he encourages others to embrace with an open mind. His story echoes the sentiment that Jagriti Yatra is not just a journey; it's a catalyst for profound change and a must-embark adventure in every entrepreneur's lifetime.





Learning: Rahul's journey illustrates the transformative power of embracing unconventional paths, leveraging learnings from diverse ventures, and the profound impact of platforms like Jagriti Yatra in shaping an entrepreneur's holistic evolution. It emphasizes the importance of staying true to one's vision while constantly reinvesting in growth and societal betterment.

Vistar



समयःसह सेवा कर्तव्यः लोकाहितार्थमेवः

samay sah seva kartavy lokaahitaarthamev

“

Service should be done with the team
For the welfare of the people

”

“

कर्म यज्ञ से जीवन के सपनों का स्वर्ग मिलेगा,
किन्तु बनेगा कौन पुरोहित अब यह प्रश्न नया है ।

*The sacrificial fires of action will lead us to our heaven of dreams
But who will be the priest is the question now!*

”



I first stumbled upon the poignant verses penned by our national poet, Jaishankar Prasad, within the pages of a book crafted by our visionary founder. These words, laden with profound inspiration, stirred such a fervor within me that I chose to bid farewell to my corporate confines, embracing a new journey as a vital member of the pioneering team at Jagriti.

To metamorphose into a harbinger of solutions, to assume the role of the ‘priest’!

Over the course of 16 transformative years, 8000 Yatris (alumni) have traversed the vast tapestry of our nation, earnestly striving to embody the essence of the ‘priest.’ Many, drawing strength from this intricate network, have ignited the ‘sacrificial fire of action’ within their districts through acts of inclusive entrepreneurship or Udyamita. We, in turn, have selected our home ground in eastern Uttar Pradesh to nurture the Jagriti Enterprise Centre – Purvanchal.

This 16-year odyssey of ecosystem-building, spanning national and regional landscapes, has endowed us with the strength to embark on a daring vision that holds the power to reshape our country and potentially influence the world.

Enter the Banyan Revolution, inspired by the energies and blessings emanating from a 300-year-old Banyan tree in the Deoria district of eastern Uttar Pradesh. The G20 Startup20 platform, with its visionary proclamation of ‘one earth, one family, one future,’ has acknowledged our endeavors, providing us with a potential avenue for global expansion.

In a nation poised to reach the centenary mark with a population of 1.6 billion in 2047, audacious ideas are imperative, and they are imperative today. We proudly present our offering - the Banyan Revolution! May the hanging roots of the Banyan bestow blessings and infuse vigor into the entire nation.

Ashutosh Kumar
CEO - Jagriti



Rooting Hope, Catalyzing Change





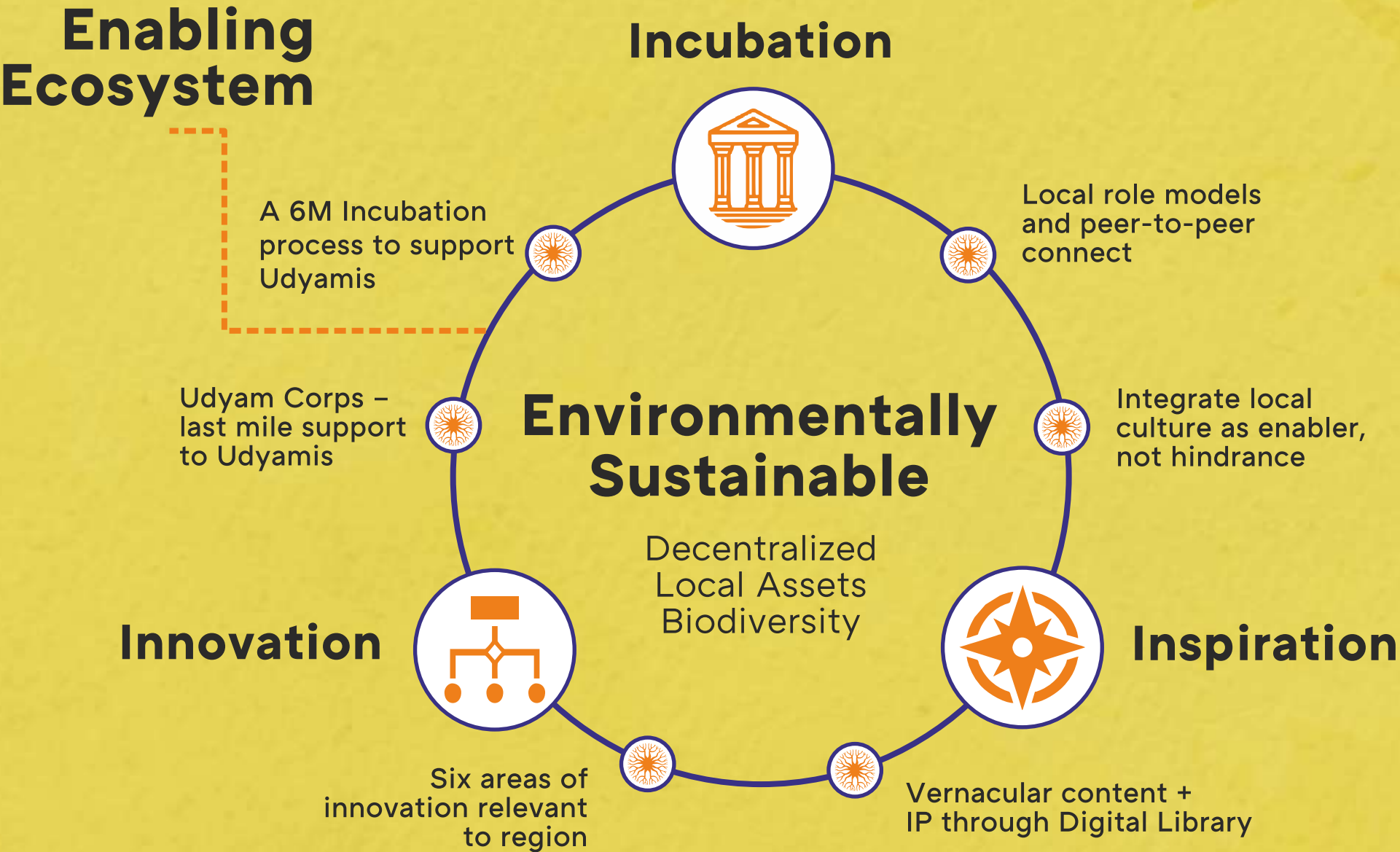
Navigating the vast expanse of our nation for a transformative 16 years, cultivating a formidable national ecosystem, we redirected our focus towards grounding the movement in the grassroots. This pivotal shift marked the genesis of the second pillar of Jagriti - the Jagriti Enterprise Centre - Purvanchal.

In our endeavour to foster economic, social, and cultural growth, we are steadfastly constructing an entrepreneurship and innovation ecosystem. The aim is nothing short of inspiring and empowering a staggering 50 million individuals across 15 districts of eastern Uttar Pradesh - Purvanchal.

Our vision transcends the conventional boundaries of impact, as we labor towards creating a thriving environment where innovation thrives, entrepreneurship flourishes, and the cultural tapestry of Purvanchal is interwoven with the threads of progress. This monumental undertaking represents not just a regional initiative but a commitment to catalyze a monumental wave of transformation, echoing the spirit of Jagriti across every corner of Purvanchal.



3XI Framework



JECP: The Space of Trust Embarking on Exponential Growth

In the heart of Purvanchal, the Jagriti Enterprise Centre - Purvanchal (JECP) unfolds as a visionary space, guided by the graceful lines of the golden spiral. An architectural marvel, it charts an entrepreneur's transformative journey, from self-discovery to collaborative innovation and ultimately, inspiring leadership. At the core of this design philosophy lies the symbolism of the national tree of India, the Banyan, from which the spiral gracefully emerges.

The JECP isn't merely an architectural feat; it's a testament to our commitment to extending world-class services to the local entrepreneurs and communities of Purvanchal. Much like the Banyan's expansive roots, this space is designed to nurture and support, providing an environment where dreams take root and grow exponentially. Each facet of its design echoes our dedication to fostering not just individual success, but a collaborative and thriving ecosystem for the entire Purvanchal community. It's more than a center; it's an oasis where innovation, trust, and entrepreneurial spirit converge, creating a space poised for unparalleled growth and success.

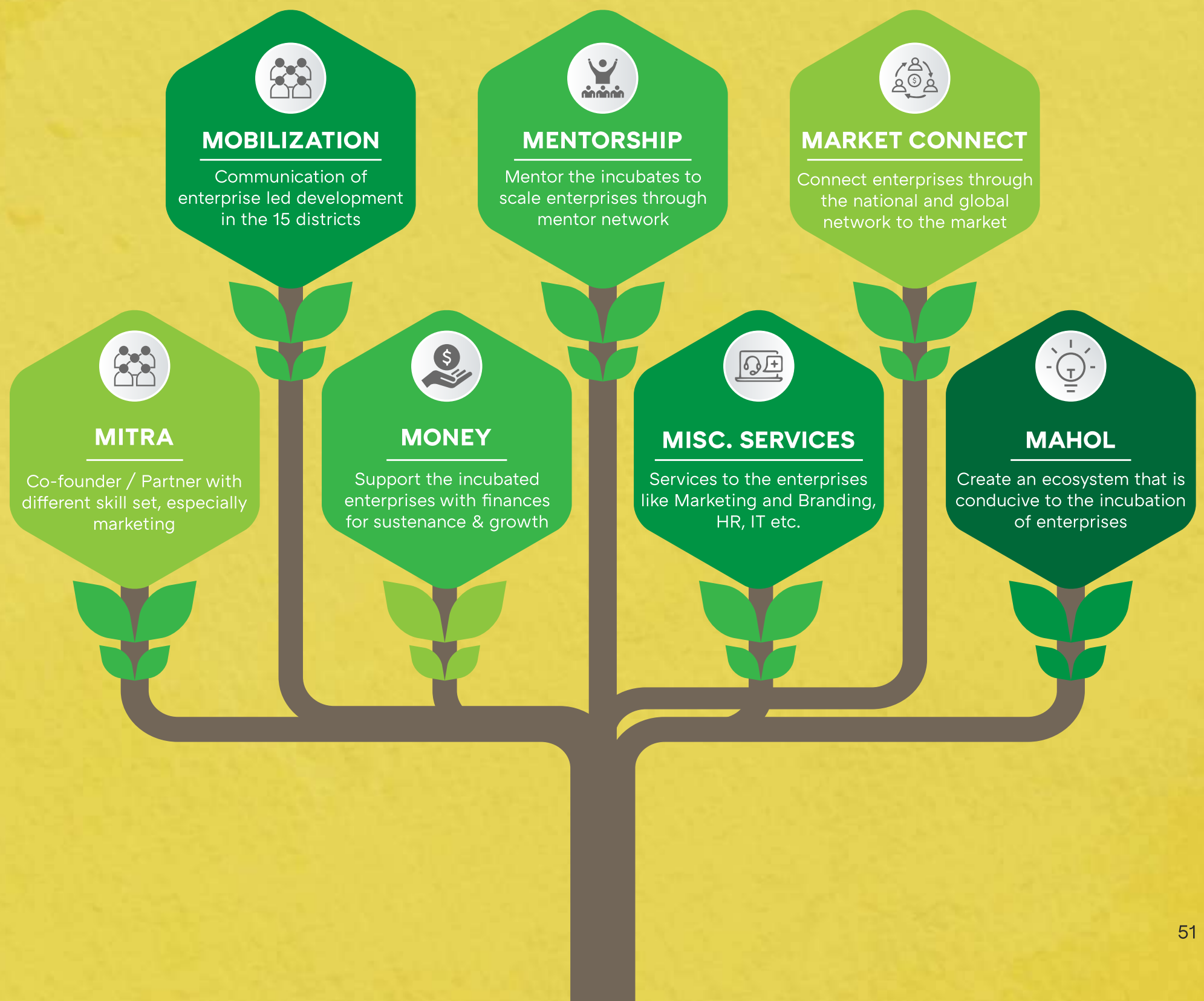








7M Incubation Process: Where Innovation Meets Comprehensive Enterprise Development Across IO Districts



MR. R C KUSHWAHA'S NAI ROSHNI :

A beacon of change for rural women's health.



In the heart of rural India, where menstruation poses unique challenges for women, R C Kushwaha emerged as a beacon of change in the village of Bheria, Salempur, Uttar Pradesh. With eight years of service as a Swachh Bharat Mission trainer and affiliation with the Nehru Yuva Kendra, he set out to address the hygienic concerns women faced during their periods.

Recognizing the gap between the availability and accessibility of sanitary napkins, Mr. Kushwaha pioneered Nai Roshni (new light), a sanitary napkin distribution system. His vision was not only to make these essential products affordable but also to empower women by involving them in the distribution process. **Nai Roshni** provides a pack of 10 sanitary pads for Rs 65 and engaged women to sell sanitary napkins while educating them about period hygiene.

Despite initial challenges and resistance due to societal norms, Mr. Kushwaha persevered. He used the SAP technology to ensure the pads' effectiveness, anti-bacterial properties and odour elimination.

Starting his journey in 2021 with one village, Mr. Kushwaha's impact has now reached over 900 villages, thanks to the dedication of 950 Mahila Mitras. These empowered women, under his guidance, not only contribute to their community's well-being but also earn over Rs 5,000 per month.

At an age when most contemplate personal plans, Mr. Kushwaha chose to uplift the lives of village women. Despite encountering resistance as a male advocate for women's health, he overcame societal barriers and is now warmly welcomed in villages. His commitment has not only transformed lives but also funded the construction of his house in the village.

Learning: The inspirational story of R C Kushwaha teaches us the power of empathy, perseverance, and the profound impact one individual can have on an entire community. It underscores the importance of challenging societal norms for the greater good and leaving a legacy that extends beyond personal aspirations. Mr. Kushwaha's journey is a testament to the transformative potential of addressing societal needs with compassion and determination.

MR. SACHIN VERMA'S JOURNEY:

From setbacks to spices, transforming a local masala business into a national contender with resilience and adaptability

In the heart of Kushinagar, Sachin Verma embarked on a journey to transform his family's masala grinding business, Santosh Masala Udyog, from an unorganized endeavor into a thriving enterprise. Taking the reins in 2015, Sachin faced the challenge of scaling up in a market dominated by giants like MDH and Goldie.

Driven by passion and a deep-rooted entrepreneurial spirit, Sachin registered his company in 2016, giving birth to Santosh Masala. Despite limited formal education, his determination fuelled a vision to establish a masala brand from his hometown. Launching eight SKUs, he received an encouraging initial response, instilling confidence in his potential for success.



However, Sachin encountered setbacks as he invested significantly in machinery and packaging, realizing some products weren't resonating with the market. A setback of 10,00,00 rupees could have deterred many, but Sachin viewed it as a learning opportunity. Adapting swiftly, he refocused on products with high market demand, breathing new life into his business.

Triumphing over adversity, Sachin revived Santosh Masala Udyog, taking revenue from five lakhs to an impressive 40,00,000 in three years. His products gained a strong foothold in the local market, challenging established brands. Working capital constraints posed a hurdle, but Jagriti played a pivotal role, facilitating a 10,00,000 fund raise from the bank, catapulting Sachin's capacity and market reach.

Today, Sachin's business thrives, running seamlessly and competing with industry giants. Yet, his vision extends beyond local success—he aspires to craft a national-level brand.

Learning: Sachin Verma inspirational journey teaches us the resilience to turn setbacks into stepping stones and the invaluable lesson that success is often born from learning and adaptability.



The Story of Zoho Digital Centre of Excellence : Igniting Udyamita, Digitizing Dreams

In the triumphant narrative of Udyamita, the Zoho Digital Centre of Excellence emerges as the catalyst propelling regional growth through digital empowerment. Rooted in the philosophy of "Simplify Work. Amplify Success," this center is dedicated to not only transforming the entrepreneurial landscape but also championing Social Economic Value Addition (SEWA) for women in the region.

Its success story unfolds as the team tirelessly champions the transition from manual to digital tools, unraveling the true potential of local enterprises. While many businesses embraced ecommerce, Zoho Digital went beyond, advocating for the comprehensive digitization of processes. Through this, they have empowered individuals in Purvanchal to work globally from Deoria, bringing new revenue streams and fortifying them to face industry giants. The essence lies not just in spawning new opportunities but in arming the entrepreneurs to engage in David vs Goliath battles.

Their commitment extends to a global perspective, attracting experts worldwide to solve local challenges. From branding to marketing to inventory management, Zoho envisions a future where paper trails become a relic of the past. By nurturing digital skills locally, Zoho Digital has lighted the spark of Udyamita, fostering an ecosystem where local demands are met by skilled individuals. This isn't just a success story; it's a saga of transformation, where each entrepreneur becomes a beacon, contributing to the collective fire of progress and innovation.









TechShakti : Empowering Rural Women in the Digital Revolution



In a formidable alliance between Jagriti and BMGF, TechShakti emerges as a trailblazing initiative under Jagriti's Women Centre of Excellence, dedicated to dismantling the gender digital gap prevalent in rural areas. This two-year venture, launched in November 2022 and operational in Deoria, Kushinagar, and Gorakhpur, signifies an ambitious experiment grant aimed at three pivotal objectives.







TechShakti is resolutely committed to

Narrowing the gender digital divide in rural landscapes by amplifying awareness, ownership, and accessibility of digital devices among women.

Challenge stereotypes by empowering women to not only navigate but thrive in the digital landscape, unlocking entrepreneurial opportunities and fostering economic independence.

Build a vibrant community for peer-to-peer citizen engagement, facilitating the sharing of local content and knowledge.

Focusing solely on digital awareness, TechShakti has successfully mobilized 3100 women, providing comprehensive training in essential digital skills to 1200 individuals. Going beyond education, the initiative is infusing digital tools into the businesses of 600 women, actively collaborating with leading digital organizations to research 20 innovative digital-led business models. TechShakti is also in the process of incubating 60 women entrepreneurs in these ventures, poised to serve as powerful role models breaking barriers and paving the way for more women in digital entrepreneurship.

The commitment to success is unwavering. Each incubated entrepreneur is equipped with essential resources, including 50k in digital devices and operational expenditure support. Moreover, a year-long mentorship program offers crucial guidance, marketing support, funding opportunities, and expert advice to ensure the sustained success of these trailblazing women.

TechShakti is more than a project; it is a transformative force embodying the strength of collaboration and the resolute commitment of Jagriti and BMGF to empower women in the digital era. Together, they are not just envisioning change but actively and decisively making it happen, one empowered woman at a time.



Introducing a uniquely tailored incubation process, meticulously designed and tested in the region, known as the 7M Incubation Process. This innovative approach encompasses **Mobilization, Mentorship, Market Connect, Money, Misc. Services, and Mahol (Environment)**, fostering comprehensive enterprise development across 15 districts.

The process involves mobilizing potential entrepreneurs, providing mentorship through a robust network, connecting enterprises to national and global markets, and offering financial support for sustained growth. Additionally, miscellaneous services, such as marketing, branding, HR, and IT, contribute to the holistic development of incubated enterprises.

The aim is to create an ecosystem conducive to enterprise incubation, ensuring a supportive Mahol for entrepreneurial growth. Furthermore, MITRA, a co-founder or partner with diverse skill sets, especially in marketing, plays a pivotal role in enhancing the effectiveness of the incubation process. This design-thinking approach reflects a commitment to nurturing and scaling enterprises, fostering a dynamic and sustainable business landscape.



Greening Purvanchal: Sowing Sustainability, Harvesting Prosperity

KIRAN'S LEADERSHIP JOURNEY IN MOONJ ENTREPRENEURSHIP

Meet Kiran, the visionary moonj entrepreneur from Deoria, who, under the guidance of Jagriti's digital literacy training, has harnessed the power of technology for the empowerment of women. Through these sessions, Kiran has acquired crucial skills, mastering digital payments, tracking transactions, and leveraging social media platforms like YouTube and Facebook to elevate her moonj-based handicraft business.

With a team of over 30 women, Kiran, as a leader, bears the responsibility of securing ample orders to sustain her team's livelihoods throughout the year. Recognizing the diverse tastes of city dwellers, she actively keeps herself updated on new designs and trends.

Thanks to her newfound digital prowess, Kiran seamlessly learns from

YouTube, engages in Facebook groups for business insights and design inspiration, and even uses Google Meet to discuss designs, understand client requirements, and showcase work-in-progress samples.

For Kiran, Facebook has become more than a social platform; it's now her professional hub. "Now I can chat with clients on Facebook, respond to price inquiries, provide timelines for order completion, and receive regular orders through these platforms," she proudly states. No longer reliant on her children or others, Kiran has embraced the digital realm, confidently managing online payments and fulfilling orders with ease.

Kiran's journey epitomizes the transformative impact of digital literacy, empowering women leaders like her to navigate the intricacies of the digital landscape and reshape the trajectory of their businesses.



RACHNA: EMPOWERING WOMEN, IGNITING CREATIVITY!

Crafting a movement, not just a business. From rural roots to digital frontiers, our 35 trailblazing women redefine what's possible. Partnering with Content Culture, we're wielding Canva and cutting-edge AI to deliver top-tier graphic design and social media management. Currently, our cadre of pioneers stands at 10, blazing trails in the pre-incubation phase. Already, they've garnered a remarkable order of Rs 10,000, extending their expertise to the vibrant tapestry of Deoria and Gorakhpur. From local enterprises to esteemed institutions, our services resonate, enriching every corner with creativity and distinction.

With every design, every post, we're not just building brands; we're weaving a tapestry of empowerment, where talent knows no boundaries and dreams take flight. Rachna isn't just a name; it's a beacon of hope, illuminating the path to a future where every woman's potential is unleashed and celebrated.



VR KA JADOO: ENTER THE MAGICAL WORLD OF VR

VR ka Jadoo isn't just an experience; it's a revolution, where empowerment and innovation converge to redefine what's possible.

In a realm dominated by male pioneers, we envisioned a paradigm shift. Gaming and entertainment beckoned, and we saw not just an opportunity, but a revolution waiting to unfold. Enter Kushinagar, a tourism hotspot ripe for transformation. With Virtual Reality (VR) headsets as our arsenal and platforms like Meta as our canvas, we embarked on a journey of empowerment.

Four remarkable women stand poised at the threshold of change, their minds ablaze with the possibilities of VR. Guided by our vision, they're not just users; they're pioneers, shaping a future where gender knows no bounds. The pilot phase ignites in March 2024. In the pre-pilot phase, the proof of concept shone bright, captivating hearts across generations. From the youngest to the wisest, all are enraptured by the allure of VR.



GAON KA PITARA: EMPOWERING WOMEN TO CREATE, NOT JUST CONSUME

In a digital landscape dominated by content consumption, we uncovered a truth: women are not just passive observers but natural creators waiting to be unleashed. With a survey of 1200 women revealing that over 80% possess smartphones or access to digital devices, we saw an opportunity to rewrite the narrative.

We created Gaon ka Pitara... where empowerment meets innovation. In the picturesque districts of Kushinagar, five remarkable women are undergoing training, armed with tools like Tweencraft and social media prowess. Their mission? To transform from content consumers to content creators, shaping animated videos, training modules, and learning materials for regional businesses.

With every creation, they're not just crafting content; they're sculpting a future where women's voices echo loud and clear. Join us in unlocking the untapped potential of rural talent, where empowerment knows no bounds. Gaon ka Pitara: where creativity thrives and empowerment reigns supreme.



Digital Paathshala: Empowering Dreams, Transforming Futures

In the heartland of a village, amidst the rustle of fields and the whispers of dreams, a vision took root. Nandani Mishra ji, a beacon of hope, envisioned a haven for students weary from journeys of 10-15 kms, yearning for a sanctuary to study and prepare.

With unwavering determination, we rallied behind her, laying the groundwork for a digital library that would transcend distance and transform lives. Equipped with a robust internet connection and meticulous planning, Nandani ji's dream became a reality.

Today, Digital Paathshala stands tall, a beacon of opportunity in the heart of the village. With seating for 13 students, its doors swing open to welcome seekers of knowledge. Already, six aspirants preparing for government exams have pre-registered, their determination a testament to the power of dreams. As registrations swell and aspirations soar, Digital Paathshala is not just a library; it's a testament to the indomitable spirit of rural empowerment.



Empowering Artisans, Fulfilling Dreams: Deepika's Story

Deepika's journey embodies the spirit of resilience and creativity that we at Jagriti Enterprise Center Purvanchal (JECF) strive to nurture. Hailing from a Tier 3 district, her passion for art, honed amidst modest beginnings, fuels her entrepreneurial drive. JECF serves as a catalyst in Deepika's transformation from a teacher to a trailblazing entrepreneur. Through strategic connections and opportunities, she discovers her latent potential and finds her niche in the world of art.

The turning point comes at a NABARD exhibition, where Deepika's talent shines, propelling her into the realm of entrepreneurship with unexpected success. With JECF's guidance, she harnesses this momentum, expanding her horizons to empower other women through the art of Terracotta jewellery making.

Participation in the Jagriti Yatra marks a pivotal moment in Deepika's journey, instilling in her the importance of strategic business planning and customer-centric innovation. Armed with newfound knowledge and a sense of purpose, she paints her entrepreneurial canvas with determination and vision.

Today, Deepika's micro-business stands not only as a testament to her artistic prowess but also as a beacon of empowerment for women in her community. Through JECF's support, she continues to inspire, one stroke at a time, weaving dreams into reality and shaping a brighter future for herself and those around her.





FROM FIELDS TO FORTUNE: THE INSPIRING JOURNEY OF ANITA RAI

Anita Rai, hailing from Kushinagar embarked on a remarkable journey from a middle-class upbringing to entrepreneurial success. Growing up in Chennai, she harboured a deep fascination for agriculture's transformative potential. Upon marrying and relocating to Kushinagar, Anita noticed the untapped opportunities in the local banana industry. Despite initial challenges and skepticism, Anita's determination led her to establish "KARPURA," a brand dedicated to revolutionizing banana-based products. Armed with her vision and training from the National Research Centre for Banana in Chennai, Anita launched her banana FMCG business. Through her commitment to quality and innovation, she not only transformed the banana industry but also empowered local women by providing employment opportunities and training. The overwhelming response from consumers catapulted Karpura's products to success, expanding their reach beyond Kushinagar to cities like Kanpur, Lucknow, Delhi, Ghaziabad, and Sultanpur. Anita Rai's journey serves as an inspiration demonstrating that with determination and passion, anyone can overcome obstacles and make a positive impact in their community.



KALYANI'S BOUTIQUE JOURNEY IN GORAKHPUR: FROM STITCHES TO DIGITAL RICHES



Meet Kalyani, the proud owner of a boutique in Gorakhpur, where she not only stitches dreams into reality but also uplifts her community. Training over 20 women in her locality, Kalyani envisions expanding her business to create additional revenue streams. Facing challenges during off-seasons, Kalyani connected with Jagriti through her Self-Help Group (SHG) and underwent basic digital literacy training.

Kalyani wants to have a digital catalogue of her designs and is quite confident about the efficiency and ease comes with using digital tools into the work.

Kalyani says,

life has become so easy after learning how to do digital payments, I have started using it for recharging her phone monthly, buying raw materials for the boutique, taking online payments.

पहले पैसा लेकर दुकान-दुकान जाना पड़ता था, अब अपनी दुकान से ही लेन-देन का सारा काम कर लेते हैं, और समय की बचत होती है।

Journey of Empowerment : JECP's Udyamita Ecosystem Transforms Purvanchal

In the heartland of Purvanchal, Jagriti Enterprise Centre - Purvanchal (JECP) stands as a vanguard, driven by a visionary mission to shape the destiny of the region through enterprise creation and the establishment of a robust Udyamita ecosystem. At the core of this transformative journey lie meticulously crafted workshops, the first crucial step towards building awareness and fostering the 'Soch' (mindset) of Udyamita across diverse sections of society.

Empowering the Future : Students Unleash the Power of 4Ps

For young minds, the journey begins with JECP's commitment to engaging students in the art of identifying the 4Ps—the pillars that form the foundation of an enterprise. Through immersive workshops, the focus is not just on theoretical concepts but on applying the innovator's method, enabling these young adults to unearth new ideas and seed the very essence of entrepreneurship within themselves. The goal is clear—to shape a generation that envisions, creates, and leads.

Cultivating Prosperity : Farmers and FPO Organizations

For farmers and Farmer Producer Organizations (FPOs), the workshops delve into challenging traditional perceptions of farmland, encouraging a shift towards sustainable and entrepreneurial farming practices. By exploring avenues for additional income sources, these sessions aim to make farming not only sustainable but also more profitable and prosperous. JECP believes in empowering those who sustain our communities from the roots up.

Liberating Potential : Women and Self-Help Groups

JECP recognizes the latent power within every woman and member of Self-Help Groups (SHG). Workshops designed for them aim to uncover the 'Laxmibai' in each individual, providing a nurturing environment that enables and empowers. The objective is to give them a safe space to cultivate independent thinking, laying the groundwork for a community of empowered women ready to embark on their entrepreneurial journeys.

Igniting Ambition : Udyamita/Small Business Ventures

A key focus of the workshops is to disseminate awareness about entrepreneurship—unveiling the visionary aspects and market strategies that define successful enterprises. For Udyamitas and small business enthusiasts, this marks the beginning of a journey toward realizing their entrepreneurial dreams.





Leadership for Change :
Gram Pradhans as Developmental Advocates

Recognizing the pivotal role Gram Pradhans play in rural development, JECP extends its reach to build awareness of Udyamita as a potent developmental tool within villages. The objective is to empower Gram Pradhans with the knowledge and conviction to champion Udyamita, catalyzing enterprise creation and development within their communities.

As JECP paves the way for a new era in Purvanchal, these workshops stand as catalysts, shaping mindsets and fostering a community united by the spirit of Udyamita—a force that propels individuals and communities towards prosperity and sustainable growth.

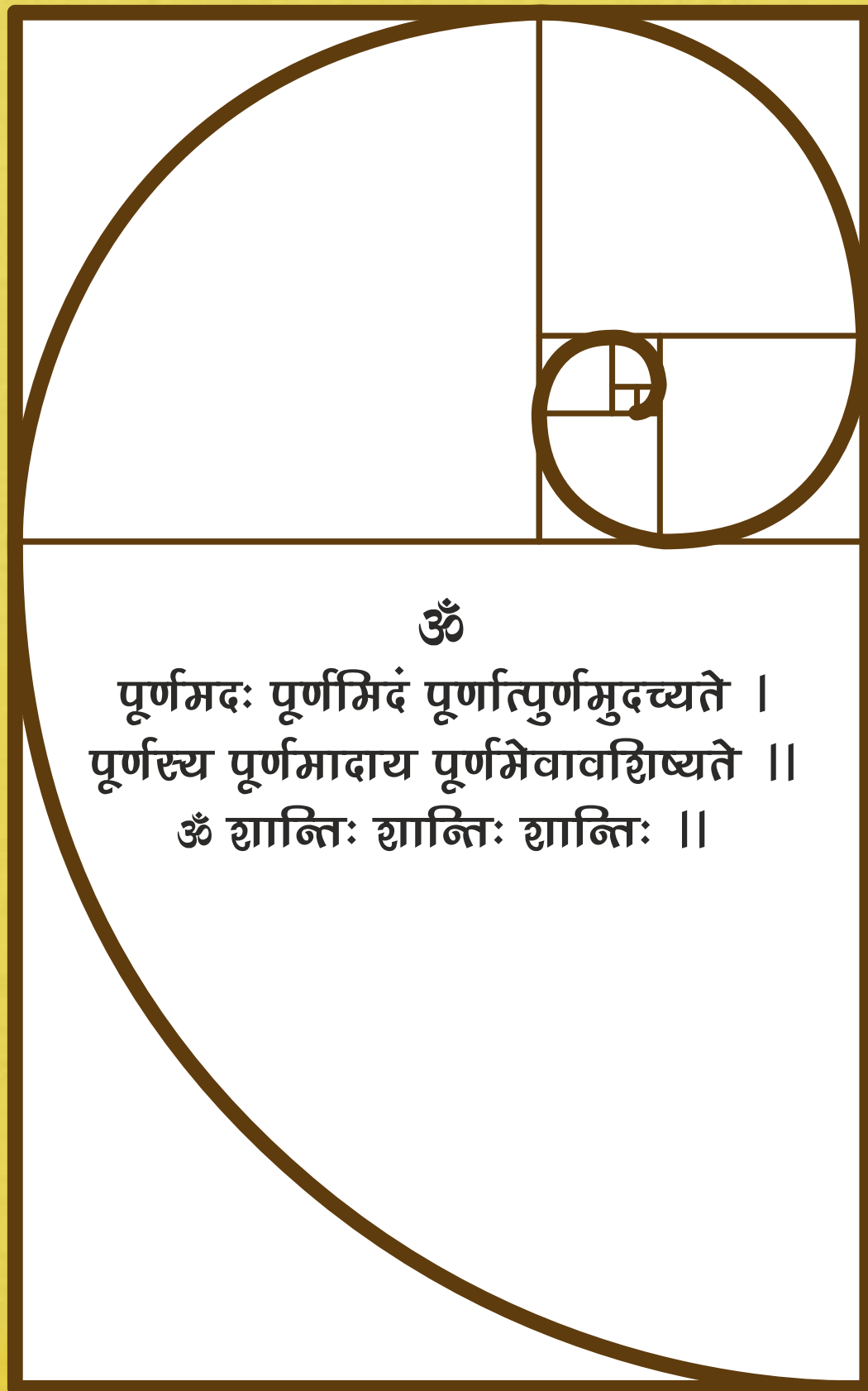


JECP : Where Architectural Brilliance Transforms Vision into Reality

JECP's design revolves around the symbolic essence of the Banyan tree, chosen for its profound cultural significance. As the National Tree of India, the Banyan embodies the values of unity and strength, making it an ideal representation of Jagriti, meaning awakening or enlightenment. The tree's expansive branches symbolize the gathering of merchants and traders, aligning with the center's purpose as an epicenter for commerce. Moreover, the Banyan's presence serves as a powerful metaphor for an immediate and exclusive site context, emphasizing the uniqueness and importance of the Jagriti Center in fostering a sense of awareness and unity among its patrons.

JECP's architecture represents the Entrepreneurial Journey, where a person grows Collaboration, and Enterprise and contributes to nation-building. From visionary clarification to team-building leadership, the Multipurpose Hall, Chairman's Studio, and Offices converge in the Prototype Lab, fostering innovative synergy. Video Conferencing hubs facilitate seamless communication. At the heart of it all, the Banyan Tree symbolizes unity and strength, rooted in the essence of Self, Collaboration, and Enterprise Building, contributing to the vibrancy of India. JECP stands as an epitome of architectural brilliance, unveiling an entrepreneurial odyssey in every corner, shaping a dynamic future for the nation.



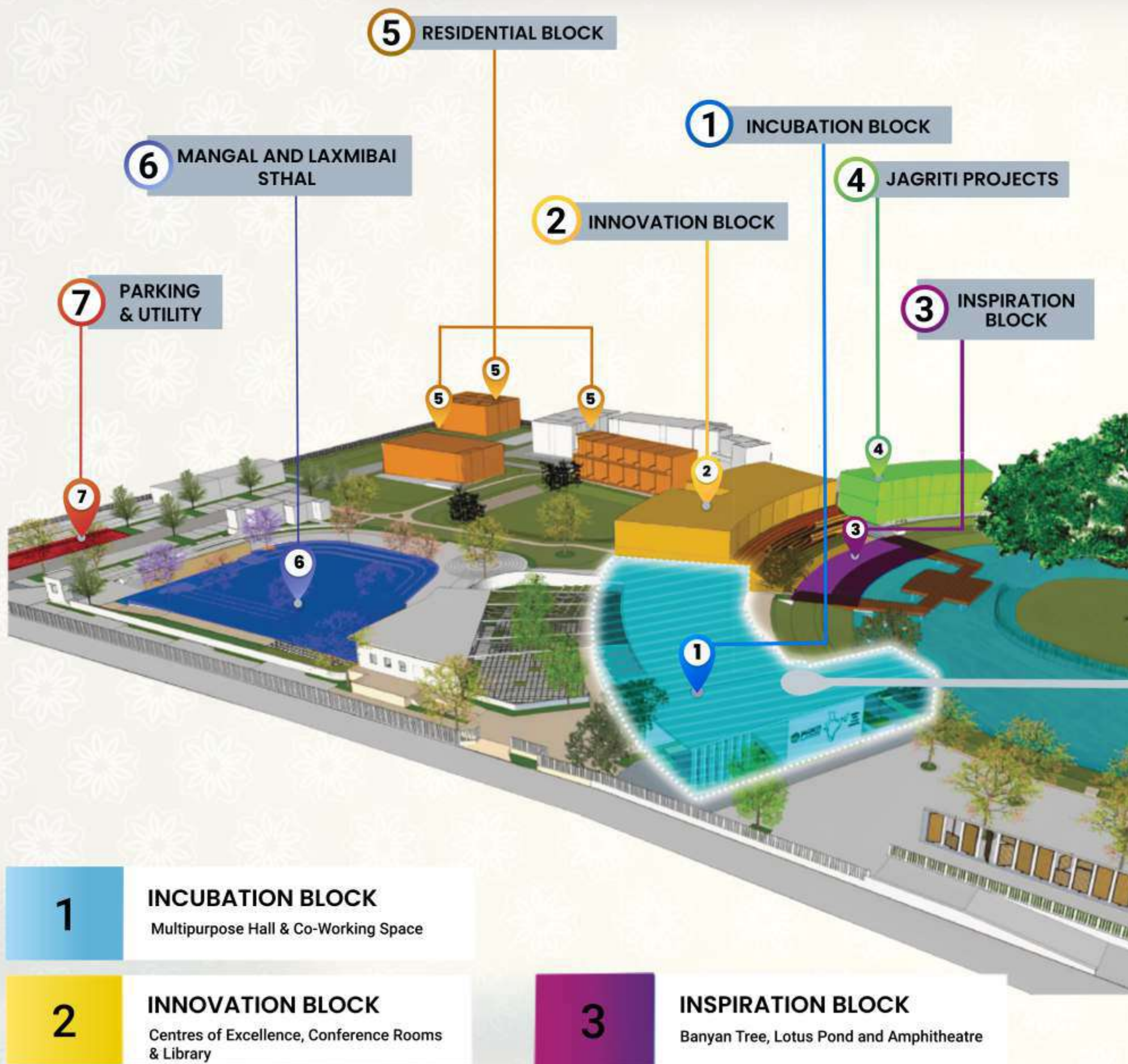


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Railway Boggies as Dorms at JECp ingeniously catapult the identity of JagritiYatra to an Enterprise Center. The design rationale encompasses compact and well-planned dormitories accommodating up to 150 individuals across two boggies. Beyond mere functionality, this choice transforms the center into a unique and attractive destination for earnest tourism. The creative repurposing also establishes a thematic context, seamlessly integrating elements like 'the Platform' and 'Shipping Container' for dining experiences. This architectural innovation not only optimizes space efficiently but also aligns with Jagriti Yatra's ethos, making JECp a distinctive and compelling hub that harmonizes functionality with a memorable and immersive stay experience.

The Golden Spiral in JECp premises embodies the non-linear, evolutionary essence of the Entrepreneurial Journey. Reflecting the journey's intricate, dynamic nature, this spiral signifies possibilities of exponential growth and the butterfly effect. Client-specifically, it anchors the project brief onto the site. Design-wise, it responds to the Banyan tree, placing it at the epicenter. Moreover, the Golden Spiral integrates the building design through sacred geometry principles, harmonizing spaces with a profound symbolic language. In its aesthetic and conceptual brilliance, the spiral encapsulates the fluidity and transformative potential of the entrepreneurial odyssey, rendering JECp a testament to visionary design and purposeful architecture.

JAGRITI ENTERPRISES CENTRE - PURVANCHAL





Completed Building
Vision Turned Into Reality

4

JAGRITI PROJECTS

Project and Admin Offices, Chairman's Office
& Partner's Lounge

5

RESIDENTIAL BLOCK

Guest House, Staff Quarters,
Udyam Corps Dormitory

6

Mangal and Laxmibai Sthal

Public Park, Purvanchal Museum

7

PARKING & UTILITY

Parking for Visitors, Utility & others

Sankalp



राष्ट्रनिर्माणाय वणिज्येन चेतः जनसेवायां कर्म योज्यम्
Rāṣṭranirmāṇāya vaṇijyena cetaḥjanasevāyāṃ karma yojyam

“

With the spirit of commerce, let's build the nation,
and dedicate our work to serving the people.

”

Banyan's Benediction : A Call to Udyamita Revolution



In the heart of Purvanchal stands a venerable 300-year-old Banyan, a silent witness to the nation's historical struggle for freedom, ignited by the courageous Mangal Pandey. This sacred tree embodies the genesis of a fervent movement that unfolded in 1847, paving the way for the birth of the world's largest democracy in 1947.





Over the past 75 years, this wise Banyan has observed the trajectory of our democracy, marked by a paradigm of grants and subsidies that inadvertently stifled our citizens' entrepreneurial spirit. It witnessed well-intentioned development plans originating from the upper echelons of society, only to lose their essence through bureaucratic layers before reaching the intended beneficiaries. This profound tree has witnessed the exodus of youth from rural to urban landscapes, seeking employment that often eroded their dignity.

Now, the time has come for a transformative Banyan Revolution and as this revolution takes root, it beckons the citizens of these districts to embrace entrepreneurship, nurture leadership, and pioneer innovative solutions. This movement is not just a call to action; it is a commitment to reshaping destinies and fostering a culture of resilience, creativity, and collaboration. With the Udyamita ecosystems as the bedrock, Middle India stands on the precipice of a monumental transformation - a journey towards a more vibrant, inclusive, and entrepreneurial future. The Banyan Revolution is not just an idea; it is a force, a beacon that signals the rise of a new era for the cities and citizens it touches.



Jagriti's unique Char Dhaam Model

In the transformative journey of the Banyan Revolution, the essence of the Char Dhaam Renaissance emanates from strategic hubs in **Deoria, Nagpur, Kanyakumari, and Ganjam**. These epicenters anchor a network of innovation across different districts. Beyond mere economic stimulus, this vision fosters inclusive entrepreneurship.

With the establishment of Char Dhaam or 4 JECPs in these locations, serving districts and tier 2-3 cities via Hub and spoke models, our mission expands. Network offices run by our Udyam Corps and Udyam Mitras act as spokes, facilitating outreach and support.

Furthermore, plans for a Middle of Diamond India digital library/institute aim to provide vital information, reports, and studies in local languages, enhancing access to knowledge in chosen fields. This initiative creates a national ecosystem, empowering communities and fostering dynamic progress.



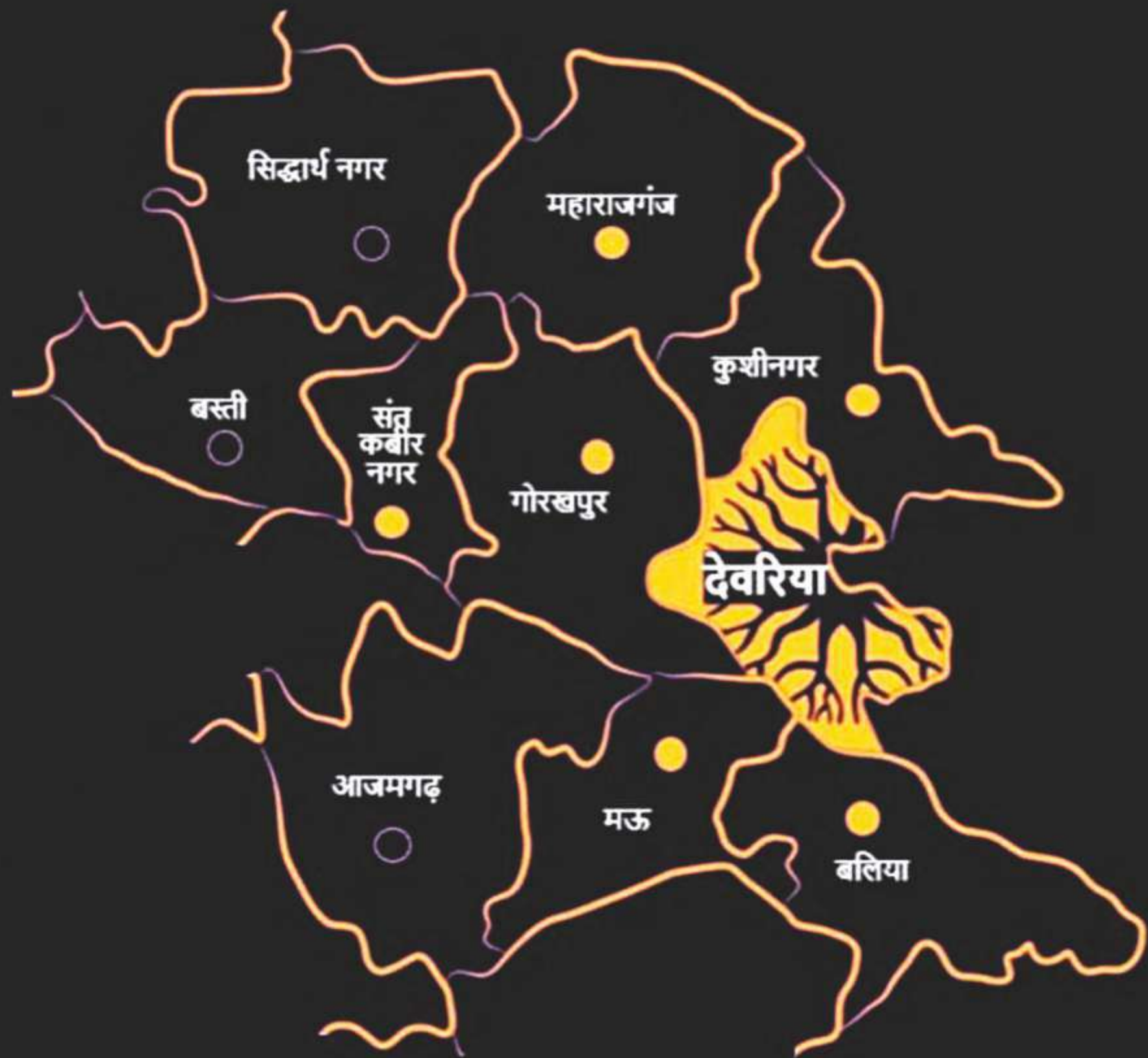


10 District Program: Uplifting Millions in the Middle - Tier 2 and Tier 3 Districts

The Jagriti Enterprise Center – Purvanchal (JECP), at the heart of the Banyan Revolution, isn't just a hub for incubation; it's a catalyst for innovation, envisioning a sustainable future for the Middle. Going beyond traditional models, JECP introduces Centers of Excellence (CoEs) to propel innovation and tech advancement.

Jagriti's 10-district program mirrors the success of Deoria and Kushinagar models. It aims to uplift 10 districts, including Kushinagar, Deoria, and Gorakhpur, covering a collective population of over 35 million. This initiative involves opening network offices across Mau, Ballia, Sant Kabir Nagar, Maharajganj, Basti, and Siddharth Nagar, positioning itself strategically to foster economic prosperity and holistic development. This ambitious program stands as a cornerstone of the Banyan Revolution, driving transformative change across regions.









Our Sankalp: Changing Lives for Good through Udyamita

In the visionary roadmap ahead, Jagriti heralds a transformative era of Udyamita poised to revolutionize the landscape for women, youth, farmers, and small entrepreneurs. With an unwavering commitment to catalyzing entrepreneurial spirits, Jagriti envisages a realm where innovation burgeons, economic prosperity blossoms, and societal advancement becomes the norm.





*Empowering Youth, Igniting Innovation:
National Udyamita Service - Shaping Tomorrow's Entrepreneurs Today.*







The National Udyamita Service (NUS) is a visionary initiative inspired by Swami Vivekananda's ethos of 'man-making' and Prime Minister Narendra Modi's leadership in fostering India's vibrant startup ecosystem. Rooted in experiential learning, NUS aims to ignite a spirit of entrepreneurship among the youth, aligning with the National Education Policy 2020's focus on skill development. By nurturing a culture of innovation and enterprise, NUS seeks to harness India's demographic dividend, empowering young people to create jobs rather than just seek them. Through initiatives like StartUp India and Swavalambi Bharat Abhiyan, NUS envisions a nation where every student is equipped with the mindset and skills to contribute to India's growth story, bridging the gap between education and entrepreneurship while addressing local challenges.



For Women

Jagriti's initiatives will serve as a beacon of empowerment, dismantling barriers and bestowing upon them the mantle of leadership within the entrepreneurial sphere. Through bespoke support mechanisms, mentorship frameworks, and hands-on experiential learning, women shall emerge as formidable trailblazers, architecting change and commanding their rightful place in the entrepreneurial milieu.



For Youth

the vanguard of tomorrow's progress, stand to benefit profoundly from Jagriti's strategic endeavors. By instilling a culture of Udyamita through pioneering initiatives like the National Udyamita Service (NUS), Jagriti ignites the spark of ingenuity and ambition in burgeoning minds, endowing them with the acumen and self-assurance to carve out their destinies and contribute meaningfully to societal advancement.



For Farmers

Jagriti's vision promises a renaissance of opportunity and prosperity. Through tailored interventions that bolster agricultural innovation, promote sustainable practices, and facilitate access to markets, Jagriti empowers these vital pillars of the economy to flourish, driving inclusive growth and fostering resilient communities.



For Udyamis

Jagriti aspires to play a pivotal role in supporting small entrepreneurs by providing them with crucial mentorship, resources, and networking opportunities. By leveraging its extensive network and expertise, Jagriti empowers aspiring entrepreneurs to navigate the challenges of starting and scaling their ventures effectively. Through tailored guidance and access to funding avenues, we will ensure that small entrepreneurs receive the support they need to thrive in competitive markets. Additionally, Jagriti facilitates knowledge exchange and collaboration among entrepreneurs, fostering a vibrant ecosystem conducive to innovation and growth.

In essence, Jagriti's future plans herald a paradigm shift in the ethos of entrepreneurship—an enabler of empowerment, inclusivity, and collective prosperity. Together, we embark on a transformative odyssey towards a future where every individual has the agency to thrive, innovate, and leave an indelible imprint upon the tapestry of progress.







Our Sankalp: Viksit Bharat, Empowered Youth through JADE program

The Jagriti Ambassadors for District Entrepreneurs (JADE) program is a visionary initiative aimed at fostering an entrepreneurial ecosystem across India, with a particular focus on tier 2 and tier 3 districts. By empowering youth aged 21-27 who are passionate about driving development in these regions, JADE seeks to catalyse sustainable change and create a ripple effect of positive impact.

Ambassadors play a crucial role in this endeavour, tasked with understanding the local entrepreneurship landscape, forging partnerships with relevant institutions, identifying and nurturing local entrepreneurs, and providing valuable feedback to Jagriti. Through a series of events and activities, they raise awareness about Jagriti Yatra and facilitate connections within their communities.

Participation in JADE offers numerous benefits, including opportunities for leadership development, networking with stakeholders, interaction with successful role models, and the chance to initiate impactful activities. Top performers are recognized and rewarded, with incentives such as recognition on the Jagriti Yatra website, invitations to flagship events, and copies of inspirational literature.

Above all, JADE embodies Jagriti's commitment to building India through enterprise, acknowledging and celebrating the efforts of ambassadors who contribute to this shared vision. Each ambassador receives a certificate of appreciation, symbolizing their dedication to addressing employment and development challenges and their role in shaping a brighter future for India.



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Photography
Fahad Yunus Mohammed

Middle of Diamond India Book: A Blueprint for National Renaissance

The vision outlined in the Banyan Revolution is intricately detailed in Shashank Mani's recent book, "The Middle of Diamond India". With unparalleled depth, Mani's book navigates the voices, aspirations, and innovative methodologies of India's emerging middle class—residents of tier II and tier III cities—who are neither impoverished nor affluent. Published by Penguin, this comprehensive book is a ground-breaking compendium that meticulously captures the essence of Udyamita—a transformative force shaping India's socioeconomic landscape.

Through vivid narratives and insightful analysis, "The Middle of Diamond India" unveils a new identity forged by aspirational economic pursuits, cultural richness, and intrinsic values. It celebrates the enterprising spirit of a youthful nation empowered by technology, fostering confidence and collaboration among its citizens. At its core, the book champions Udyamita as a pragmatic grassroots solution—a driving force of present progress and future prosperity.

With foresight and conviction, Mani's comprehensive guide beckons readers to embark on a journey of discovery, delving into India's vibrant tapestry to unearth the facets that truly illuminate the nation's potential. It serves as a roadmap for harnessing India's boundless energy, offering actionable insights to cultivate sustainable growth and prosperity. "The Middle of Diamond India" stands not only as a literary masterpiece but also as a beacon of hope and possibility, igniting the flames of change and heralding a new era of national resurgence.



