

# Building India Through Enterprise

Jagriti Yatra Concept Note

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## Concept

Jagriti Yatra, the world's largest train journey, inspires and supports entrepreneurship among the youth of India, especially among those belonging to small towns and villages. It is a 15 days, 8000 km national train journey which takes selected entrepreneurial youth to meet the role models- social and business entrepreneurs who are developing unique solutions to India's developmental challenges. Jagriti Yatra has created an average of 65 enterprises per year across myriad sectors of healthcare, knowledge, agriculture, housing, water, tourism and others.



## Journey

Each year this phenomenal journey begins on Christmas Eve for 15 days till 8th Jan covering 12 locations and thousands of people in the process. This is one of the core offerings as it helps youngsters undergo several psychological, physical, emotional changes during the Yatra as they overcome their inhibitions, struggles and infrastructural surrounding changes to adapt and embrace the real India.

## The Philosophy

The vision of Jagriti Yatra is to inspire young Indians living in the middle of the Indian demographic diamond to lead development by taking to enterprise. By doing so, they turn from being job seekers to job creators. Apart from this economic argument, they also discover a purpose that is appropriate for their talents. Only if we create a movement around enterprise led development will India's youth employment and development issues will be resolved.

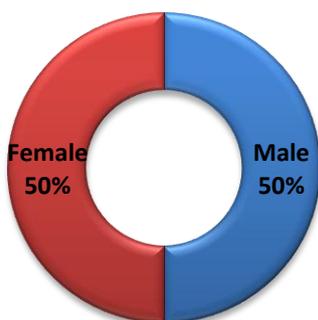
[3] For further details, visit [www.jagritiyatra.com](http://www.jagritiyatra.com) or email at [suyog@jagritiyatra.com](mailto:suyog@jagritiyatra.com)

## Selection

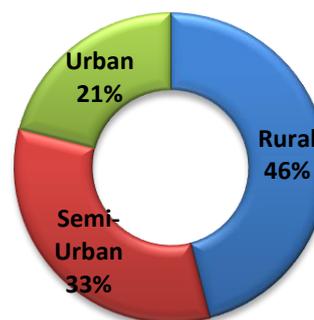
Jagriti Yatra aims to attract the best talent from across the globe. Awareness is conducted through extended campaigns spanning several segments of media including print, posters, web, radio, television partnerships and the alumni network. Candidates go through a rigorous selection procedure and only the most deserving 500 candidates get to become Yatris.

Parameter	Notes
Selection	17,000+ registrations, 4000 applications submitted, 500 selected
States Represented	From all 29 states of the country and around 10% international candidates
Gender Ratio	Approx. 50% female, 50% male
Composition	46%-Rural, 33%- Semi Urban, 21%- Urban
Geographical Spread	West – 31%, Centre – 18%, North – 10%, South – 37%, East – 4%
Age and thinking	20-27 years, young people who are passionate about enterprise, development & nation building

### Gender Analysis



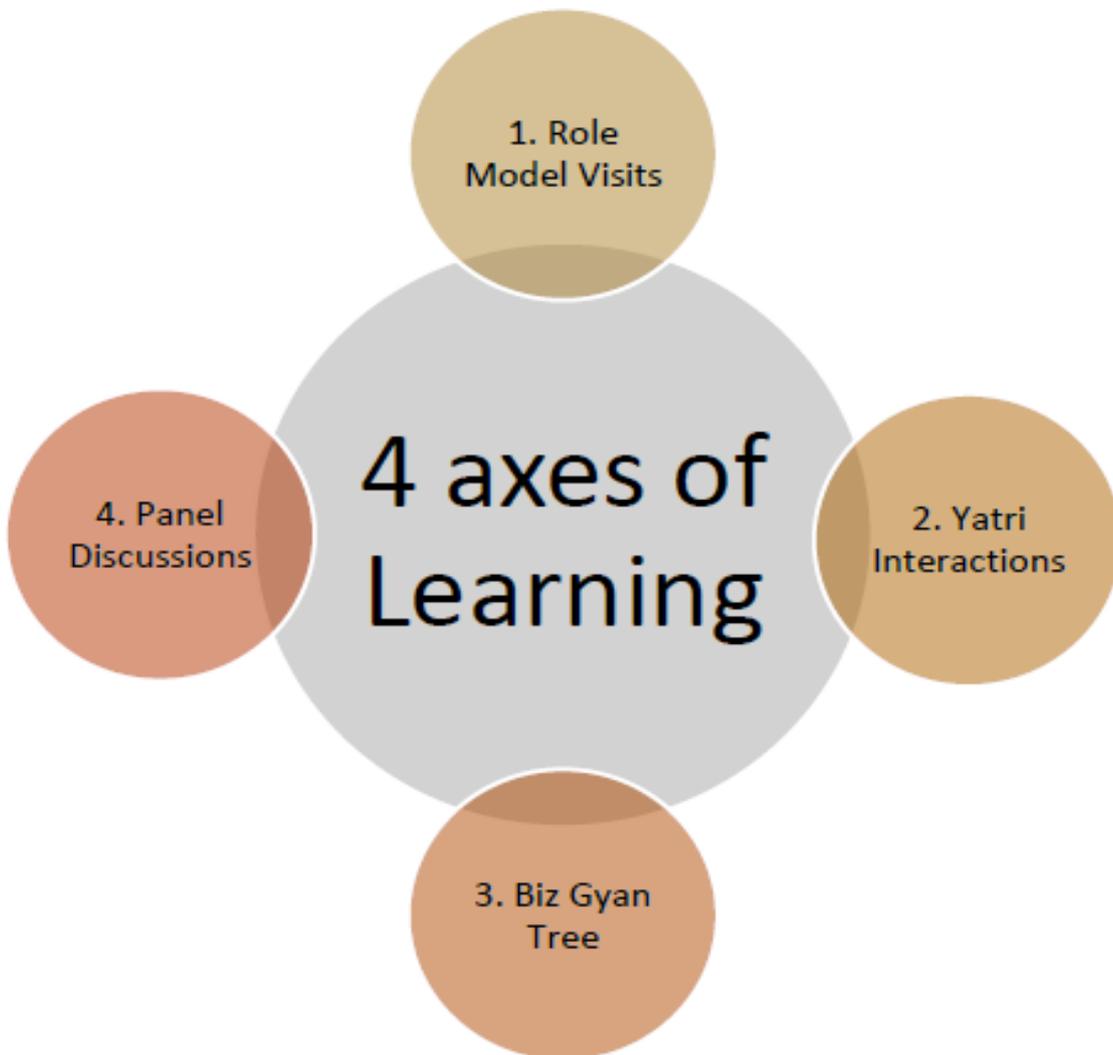
### Region



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## The Learning

During the Yatra, the Yatris not only have to show physical and mental toughness, but also a learning attitude. The Yatra constitutes experiential learning upon 4 axes - Role Model Visits, Yatri Interactions, Panel Discussions and Biz Gyan Tree.



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## 1. Meeting role models

The train stops at 12 locations cautiously handpicked across the country to personally meet exceptional change-makers who are transforming India. These “real heroes” are champions of change in multiple fields and have showcased sustained success with high social impact. A few amongst others who have joined us over these 9 years are:

- Narayan Murthy (Bangalore, Karnataka ) – Infosys
- Dr S Aravind (Madurai)- Chief Medical Officer, Aravind Eye Care
- Bunker Roy (Tilonia, Rajasthan)- Founder, Barefoot College.
- Anshu Gupta (Delhi)- Founder, Goonj.
- R. Elango (Chennai)- Kuthumbakkam Model Village
- Joe Madiath (Bhubaneshwar, Orissa)- Gram Vikas

Being there, studying the models and learning from the amazing personal stories from the very ones who did it, inspires the Yatris to embark upon the process of transformation. The insight into various challenges, setbacks and successive solutions are real practical learnings about positive leadership.

## 2. Yatri Interactions

Platform and compartment exercises through facilitator led groups, collaborative presentations, lecture theatres on board and the sheer interaction between the unique and extremely enthusiastic Yatris makes for the real worth of the journey. Being in close company of 500 hundred like-minded peers with diverse backgrounds, the mutual learning as one travel through the landscape of the country, networking, motivations and support mark the most important value-addition for an aspiring change-maker.

## 3. Biz Gyan Tree

BGT is a workshop environment where the participants, in a rural setting, can interact with the local people, under the guidance of local experts, to understand their social and economic need. Then the respective participants brainstorm, ideate and create business plans addressing seven verticals and three horizontals – Agro, Water, Energy, Education, Healthcare, Housing, Manufacturing, Finance, Mobile & ICT and Public Private Partnership.

## 4. Panel Discussions

Panel Discussions are positioned to stimulate thinking on topical issues ranging from women enterprises to rural regeneration, from financial models for emerging start-ups to ethics and leadership. Award winning panelists are invited who are victors in their field.

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## The Impact

It is quite challenging to quantify it all as it is more of an experiential process. However, the impact report prepared in partnership with Tata Institute of Social Sciences has been witnessed to over 500 new enterprises set up by the Yatra Alumni and 11. 51 per cent of the Yatris are directly involved in nation building activities. Other 49% are acting as entrepreneurs or are students with potential to be engaged in nation building activities in the future. Most of the Yatris are working in the Livelihood sector, followed by education sector and profit making business enterprises. 100% alumni felt that the Yatra succeeded in its goal of “Building India through Enterprise.”

The most important asset of the Yatra is the lives it has touched to transform and this number is growing each day. Along with this, the Yatra’s alumni are still very active and always come forward in making the new Yatra a more effective experience for all. This is a real treasure for any organization in the world to see its alumni always coming forward to actively participate, work, organize and contribute to new fellow Yatris’ experience.

## Assets

- **Jagriti Geet**

Written by Praseon Joshi, sung by Babul Supriyo and choreographed by Gauri Sharma Tripathi showcasing the spirit of the yatra.

- **Documentary by CNBC TV**

- **Print Media-** For all Yatras that we have so far taken

- **Book**

By Harper Collins titled ‘India – A Journey Through a Healing Civilization’ 14 years ago as Jagriti Yatra was then launched as Azad Bharat Rail Yatra in 1997.

- **Jagriti Enterprise Network**

More than 1000 email subscribers for the monthly magazine ‘Yatriline’ as well as an active network of around 4200 Jagriti Alumni who provide a platform for enterprise related activities nationally and internationally.

- **Yatra Synthesis Report – Yatra Saar**

Culmination reports on the successful Jagriti Yatra of all years have been published by Jagriti Sewa Sansthan, a non-profit organization under the title “Yatra Saar”. The latest Yatra Saar can be found here- [YatraSaar\\_2016](#).

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