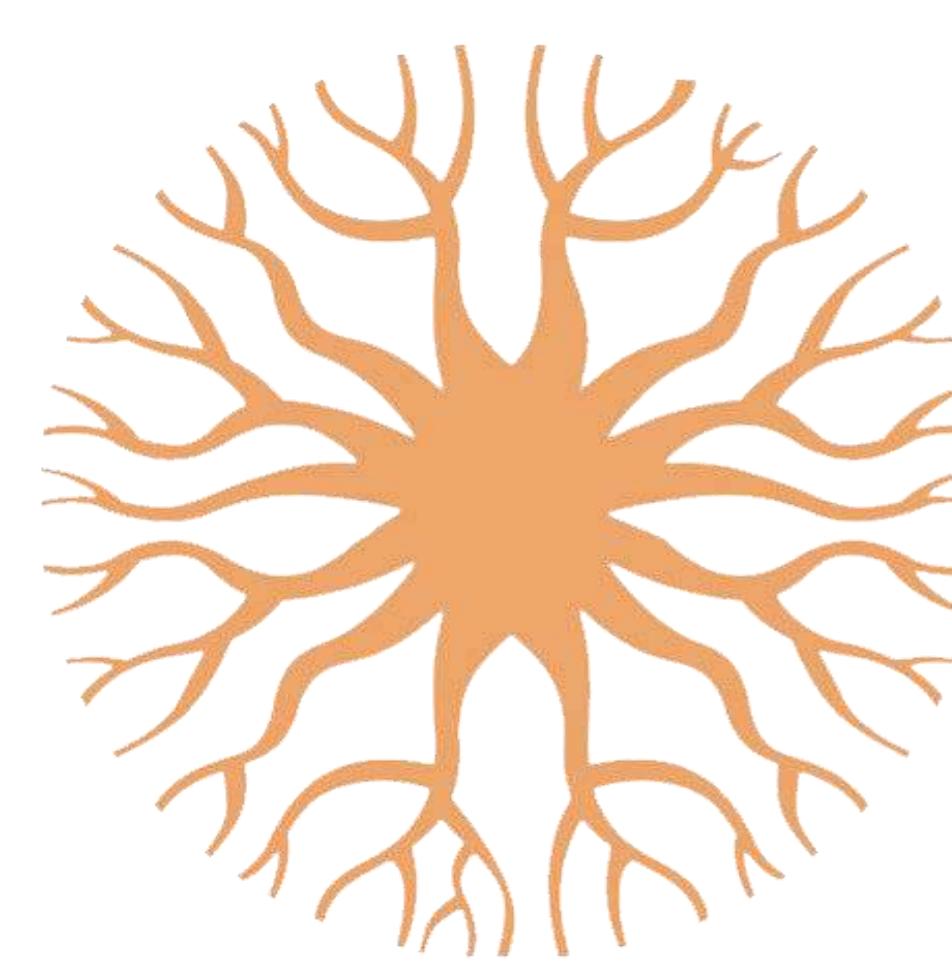


# ANNUAL REPORT

JAGRITI SEWA SANSTHAN

2021 -2022

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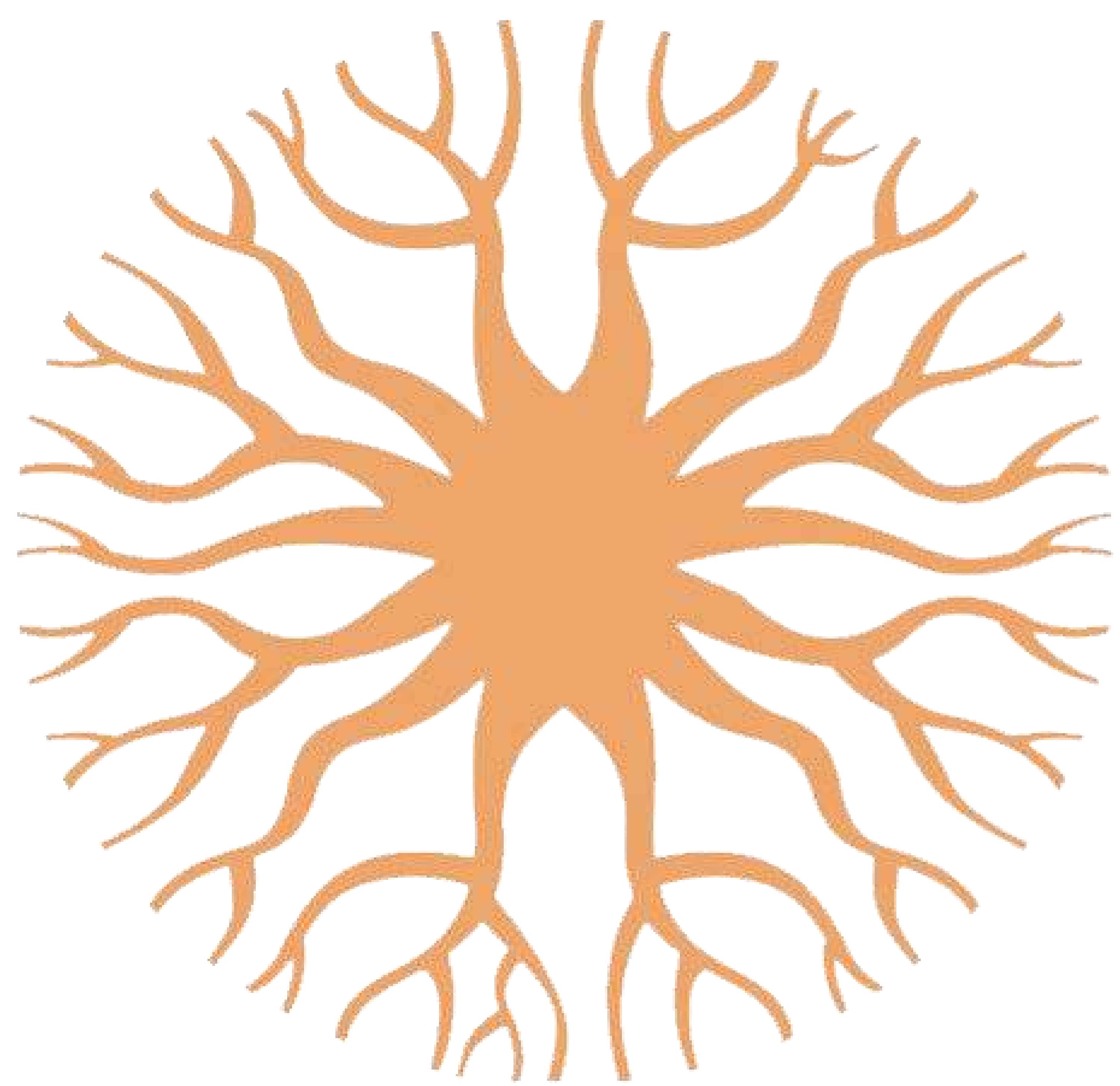
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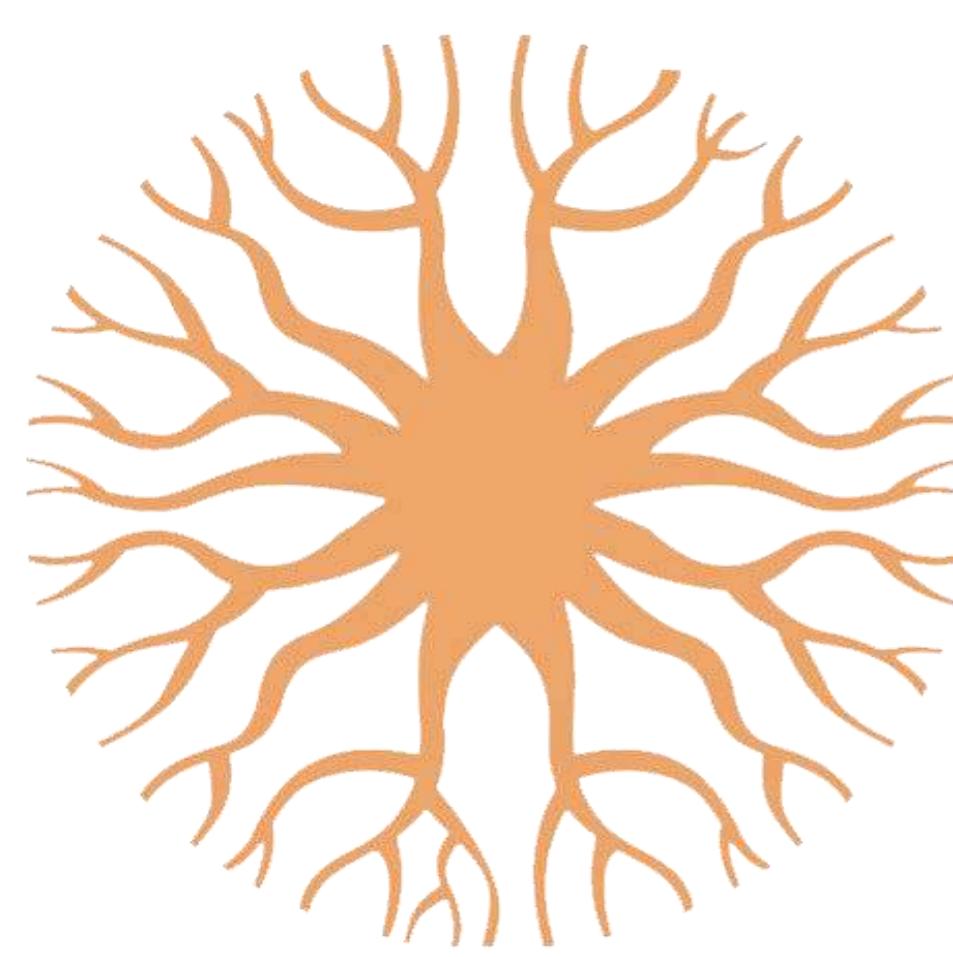
## Section 5 :

1. Team Members



# Section 1

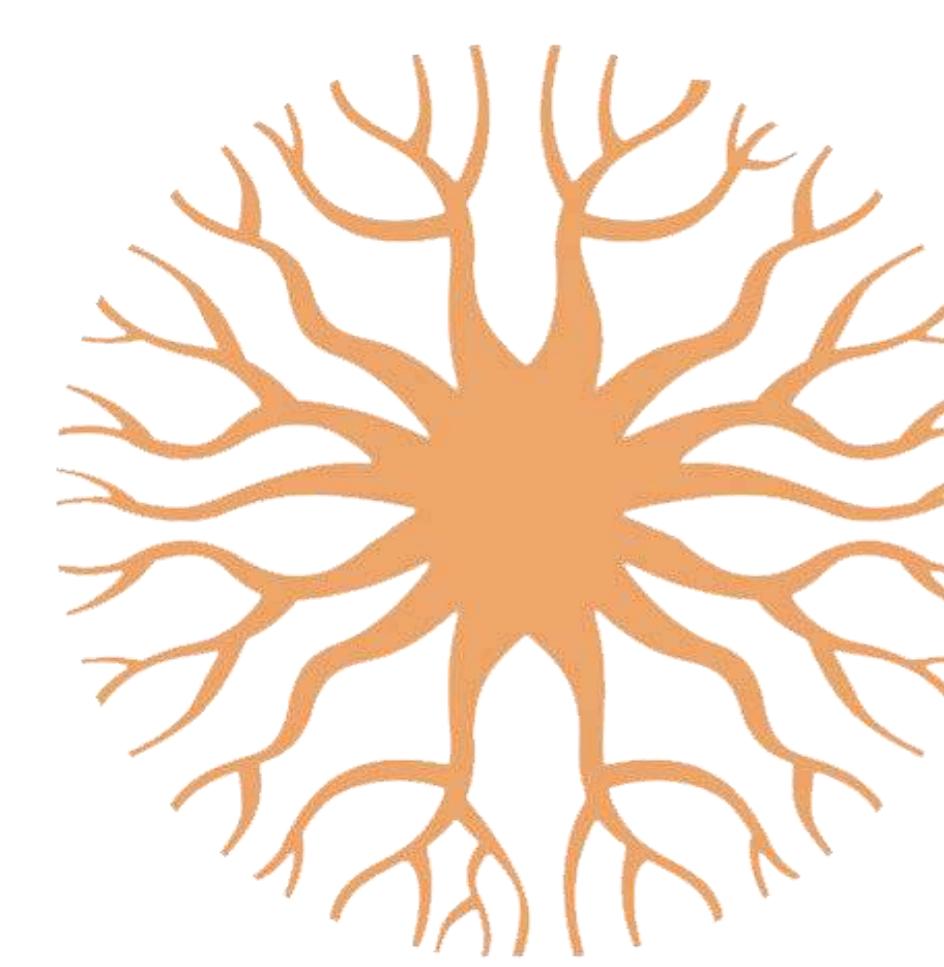
## 1. Founder's message



This annual report brings forth the enormous effort Jagriti and its entireteam has done in FY 22 under the steady leadership of our Chairman Sharat Bansal and the exemplary work of Ashutosh Kumar our CEO. The organization building, the raising of funds for a world class accelerator in a Tier 3 district, the second edition of a digital Yatra were achieved in a year that saw the shock of a second wave of COVID and widespread disruption to daily life. Beyond these two leaders, each team member rallied to the cause, with key Board members like

Sunil Panagarkar, Nikhil Bhatia, Madhu Gopinath stepping forward at key moments. The creation of a US Board, led by Sunil Panagarkar, was another achievement that has created a strong outpost in the USA. In addition, for the JECP the CoE leads Shoaib Ahmed, Annaswamy Vaidheesh and Vanita Viswanathan among others created a framework which will enable us to launch these centers with confidence. The construction of the JECP was more or less supervised by Sharat himself, with a dedicated team led by Vibhuti Sharma doing the on ground project management. Many new leaders like Ashutosh Kumar Mishra and Seema Sali working alongside Kunal Nagar and Pathik Muni ensured that the JECP is operating smoothly with an additional hire of over 20 Udyam Corps and Udyam Mitra, not to mention the fund raising activities that continue to remain important to us.

Jagriti was founded on the belief that leaders and teams create strong enterprises. I am proud to say that this last year Jagriti itself was a demonstration of that insight. The team continues to build processes and approaches to address the real issues of Middle India. In doing so, we are creating a unique institution, and an approach based on enterprise led development that will be remembered at the 75<sup>th</sup> anniversary mark of our independence and a new chapter in nation building. 25 years back the Azad Bharat Rail Yatra sowed the seed of Jagriti as we know it today. It is with great pride and satisfaction that I can say that seed has grown into a tree thanks to a team effort. As this tree grows, like the many shoots, branches and roots of the mighty Banyan, it will create an enterprise revolution that will power India over the coming 25 years.



## 2. Annual Highlights

### A. Incubation

- i. Totally 101 Enterprises in various stages of incubation
- ii. 26 Enterprises Incubated in 2021-22
- iii. 70 Enterprises added in the incubation pipeline
- iv. 5 companies graduated
- v. Total no. of Jobs Created by incubated enterprises – 1,987

### B. Revenue

- i. Revenue generated by the active incubatees: Out of 26 active enterprises, 3 of them are in early growth stage. Post's Jagriti's engagement, the cumulative revenue jump for them combined has been from approx. 27 L to 60 L INR
- ii. Seed Funding raised by Jagriti intervention: INR 1.5 L interest-free debt for Nai Roshni Sanitary pad and a pipeline of Rs 25L under PMEGP scheme for 3 incubatee org.

### C. Mentoring & Technical Assistance

- i. 25+ mentoring engagements across the active incubates
- ii. 70+ mentoring hours spent
- iii. 8 Technical Assistance engagements
- iv. 3 technical solutions offered around Banana flour, Papaya Jam and Chenna Khurma shelf life improvement

### D. Outreach Programs: 2000+ Beneficiaries in 2021-22

- i. Ideathons: 20+ across 15 + colleges
- ii. Field offices: 30+ across 4 centers of Deoria, Tamkuhi, Gorakhpur and Bhatani
- iii. Capacity Building -4 Training sessions
- iv. Capacity Building Workshops for Udyamis: 5+:
- v. Student Visit to the Center : 2
- vi. Public Meetings : 4

### E. Construction Update

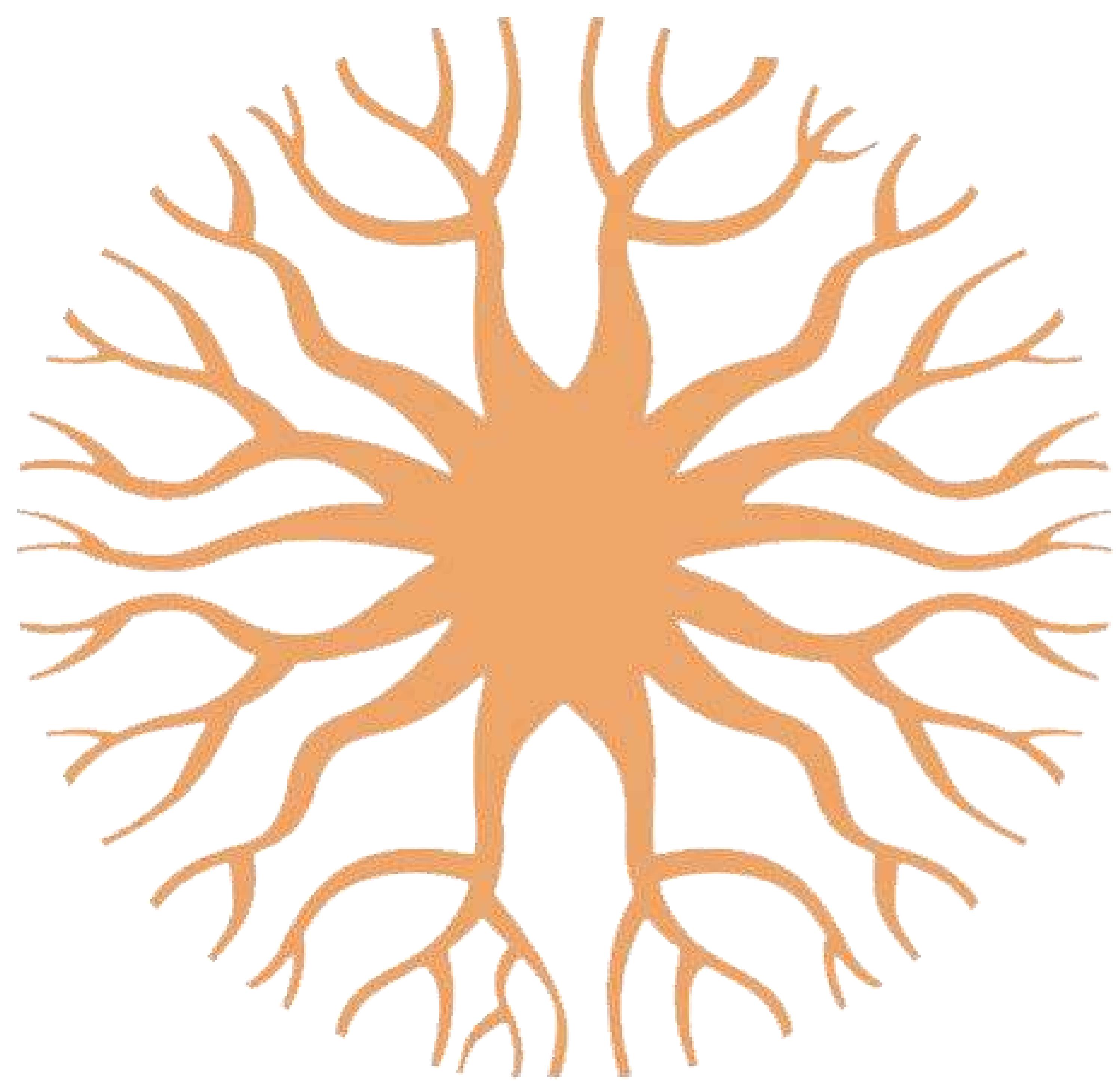
- i. 15342 sq ft area has been constructed

### F. Jagriti Yatra Partnerships

- i. Outreach Partners: 3
- ii. Organisational Partners: 6
- iii. NGO Partners: 6
- iv. Institutional Partners: 4

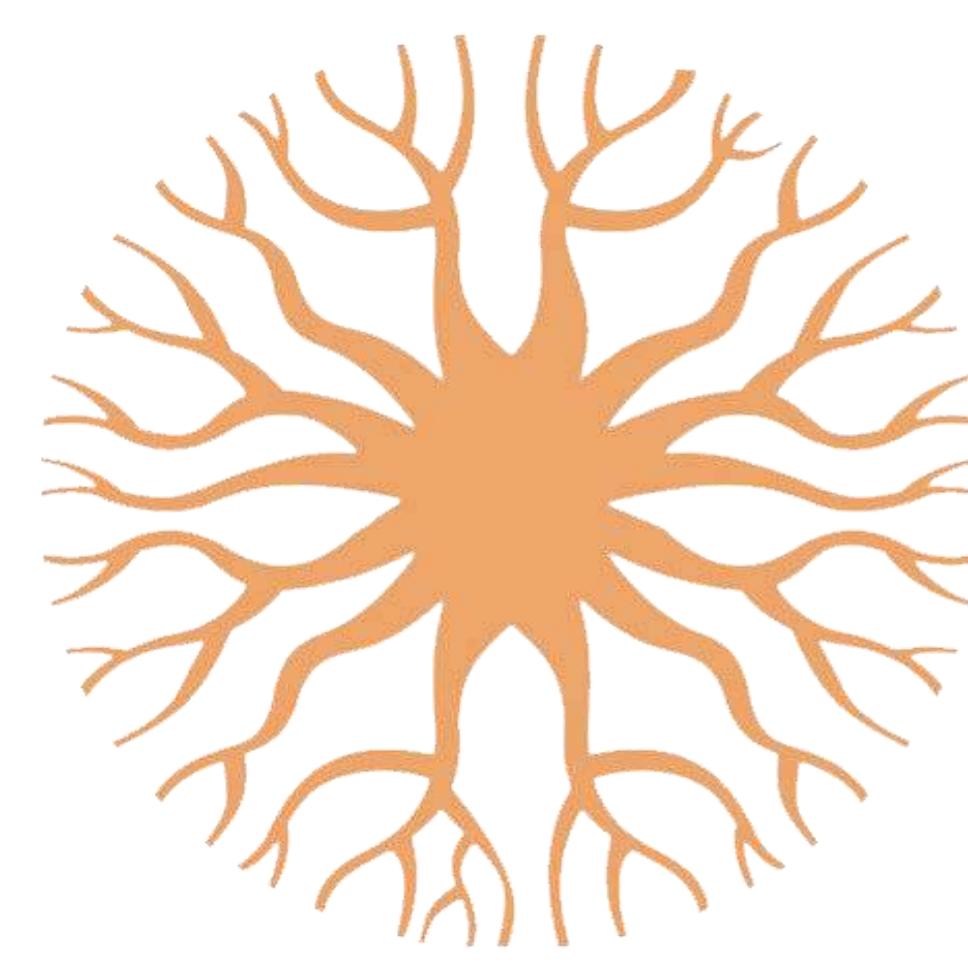
### G. Jagriti Digital Yatra 2022

- i. Total registrations :14086
- ii. Submission : 2000 +
- iii. Total On-board candidates : 872
- iv. Male: Female ratio 51 : 49
- v. Certificate issued : 578 ( 66% active Yatris )



# Section 2

## ABOUT JAGRITI



## 1. Chairman's desk



While the world at large and India was grappling with the Pandemic for most part of the year, we at Jagriti continued with our efforts on two key pillars viz Jagriti Yatra and Jagriti Enterprise Centre- Purvanchal. I believe we have largely succeeded in our efforts although I admit that there have been some slippages due to the uncertainties and distractions because of the pandemic.

On the Yatra front, we had to yet again switch to the Digital format and with timely interventions, we conducted a very successful Jagriti Digital Yatra 2021 with active participation from over 800 yatraris. This was done despite the limited support we received from our donors given their focus on pandemic relief. I congratulate the entire Yatra team led by Sunil Pangarkar and Chinmay Vadnere for staying on course. Besides the Jagriti core team, a large number of volunteers came forward to make the Yatra possible.

For the Jagriti Enterprise Centre- Purvanchal , we worked on two key areas.

The Incubation Program, which is really the end goal, has evolved very well under the leadership of Ashutosh Kumar Mishra who is also the head of the Atal Community Innovation Centre. In this year, we expanded our field team of Udyam Core and Udyam Mitra from about 7 to 25 persons and have also onboarded an outreach manager. We have also set up 3 network offices at Deoria, Tamkuhi and Gorakhpur and plan to do 4 more in the coming year. With the expanded team and network offices, the incubation program is beginning to show very positive outcomes with over 150 incubatees in our pipeline funnel and about 40 shortlisted entrepreneurs in different stages of development with our incubation support.

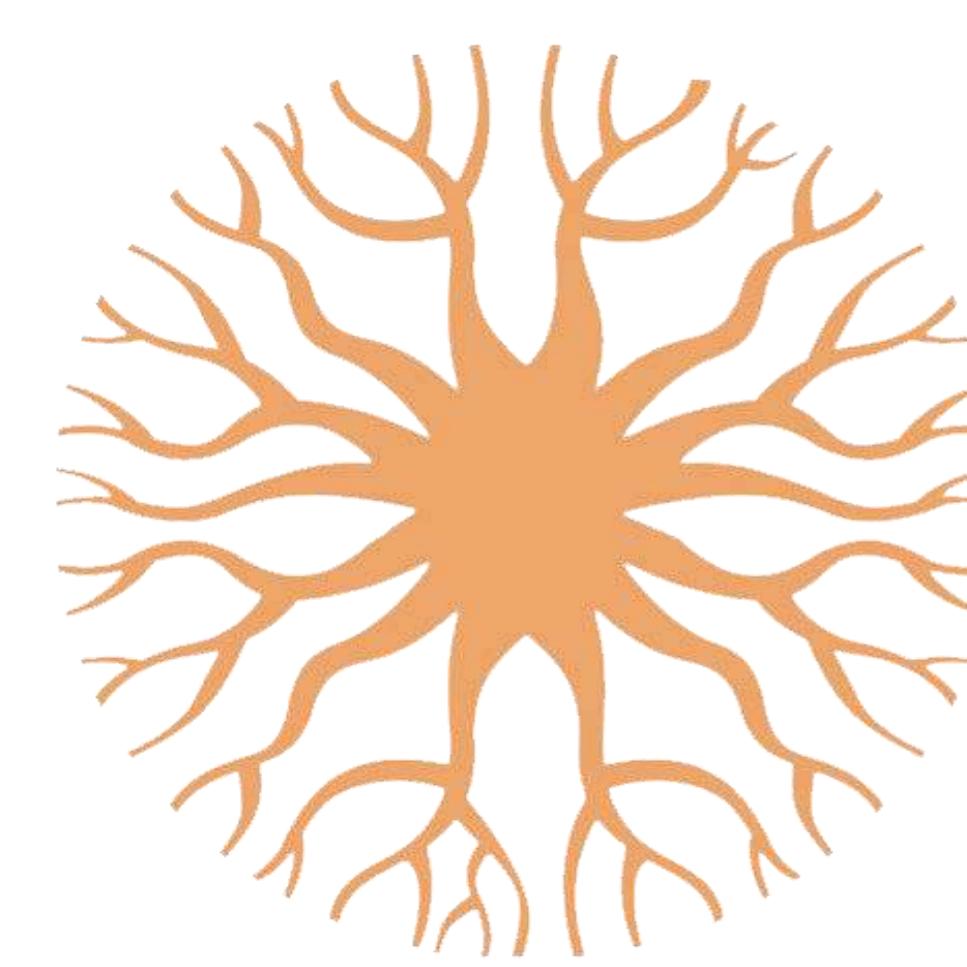
In parallel, we have focused on construction of Phase 1 of the Jagriti Enterprise Centre Purvanchal. I am pleased to inform that the structural work for this phase comprising of a Multi-purpose hall, co-working spaces, meeting rooms etc is complete and we are proceeding with the interiors, furniture, digital infrastructure etc. We have also been successful in raising substantial funding from two additional donors for Phase 1 and Phase 2 of the centre but do need support for much more. While we had planned to complete Phase 1 by end of this financial year, interruptions due to lockdown have caused a delay of about 3 months. We also hope to start Phase 2 in the first quarter of next financial.

We are also focused on strengthening the Jagriti organization through an expanded team, streamlined processes and technology backbone. To this end we have added a Chief Business Officer and a Chief People and Process Officer to our team and more additions are slated for coming year. We have also implemented the ZOHO HR module and will include other modules going forward.

I will like to close with thanking the entire Jagriti team led by our CEO Ashutosh Kumar and a host of external consultants, volunteers, donors and supporters. Without their commitment and perseverance, we will not have achieved such progress particularly in the face of challenges posed by the Pandemic.

With a strong foundation being laid, we hope to make rapid strides in the coming year and thereafter.

Sharat Bansal



## Vision :

Jagriti inspires and enables people to build India through Enterprise

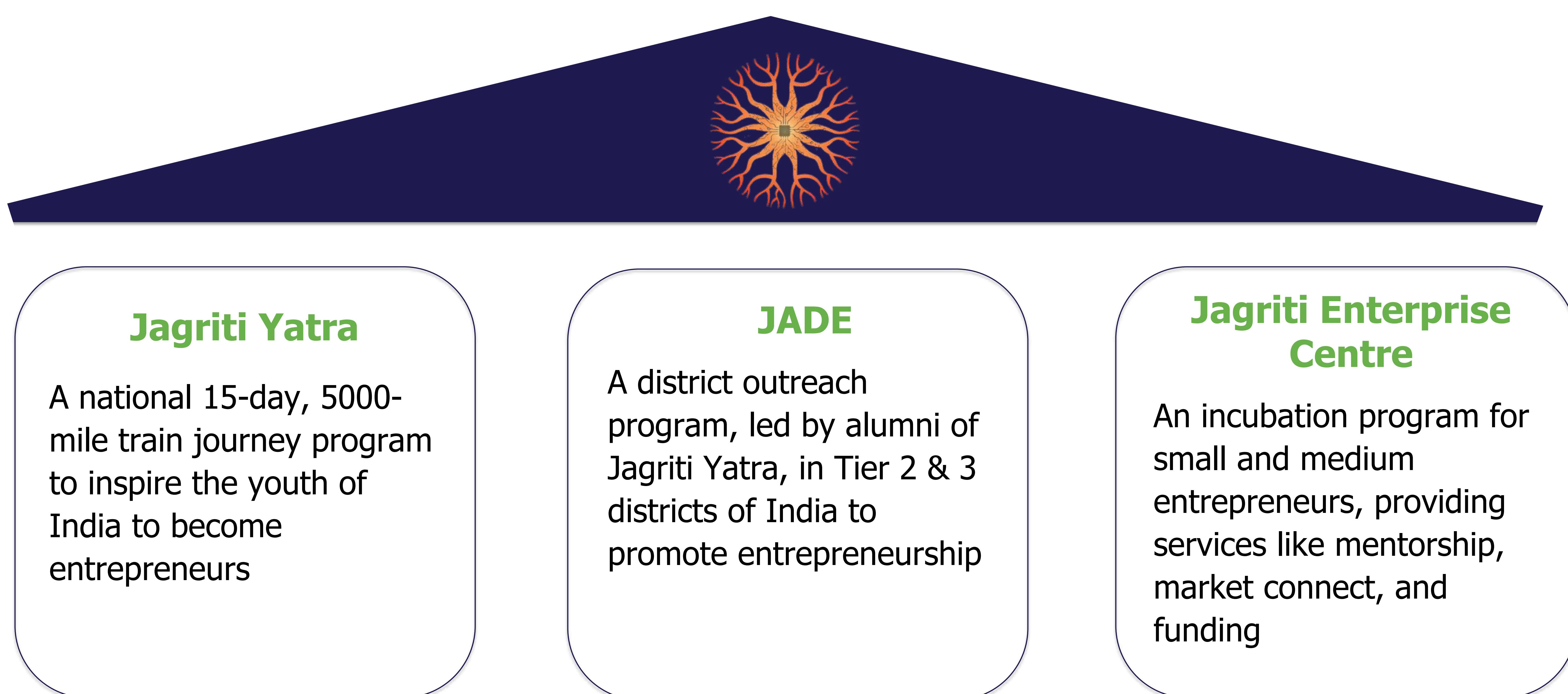
## Mission :

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.

## Values :

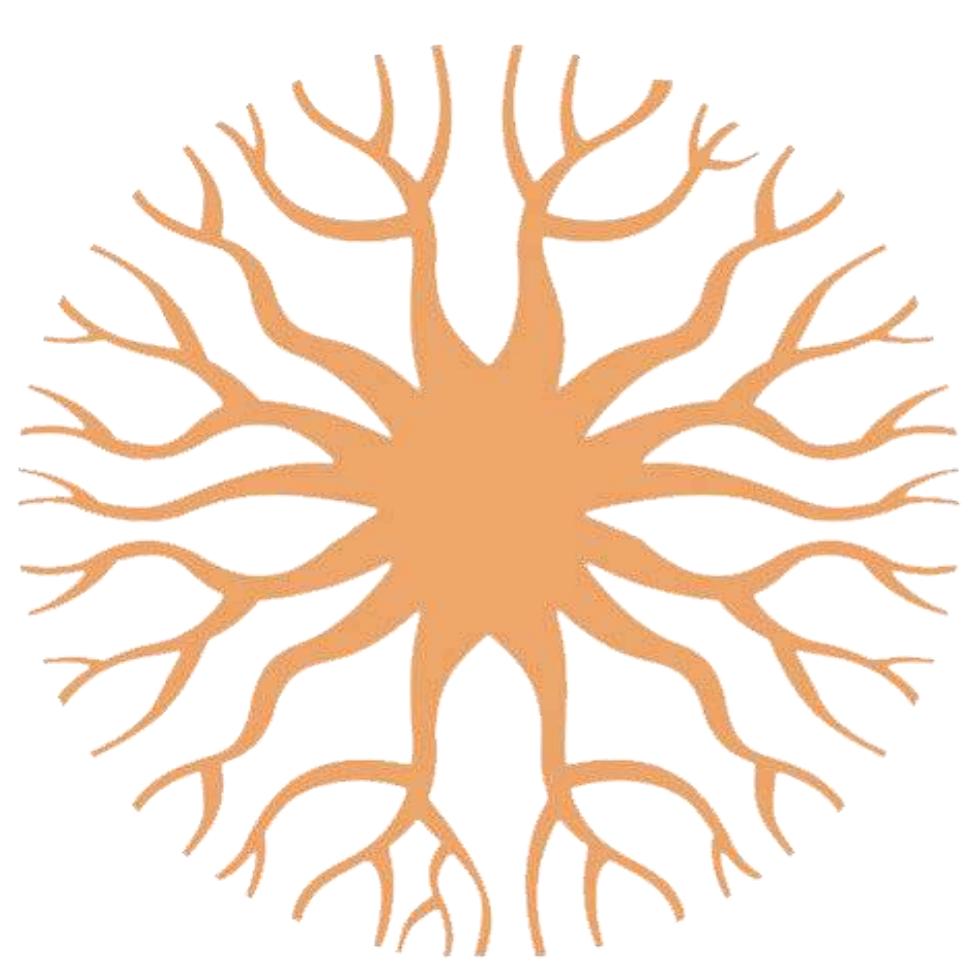
1. The underserved areas of India (Tier 2/3 districts) have immense talent, but lack ecosystem. Jagriti is focused on such geographies of India.
2. Udyamita is the best approach to create a long-term and sustainable impact on communities. Hence, Jagriti's approach to bring change is through Udyamita.
3. Jagriti focuses on youth and women, inspiring and supporting them to become entrepreneurs.
4. Digital can help penetrate deeper into the underserved areas, and accelerate the rate of change. Jagriti is integrating digital methods in all its initiatives.
5. Finally, the spirit of nation-building is at core of Jagriti's mission.

## 3. Three Key Pillars of Jagriti



The first pillar is where Jagriti started in 2008. In 2012, the second pillar was designed and executed. And the third pillar started in late 2017.

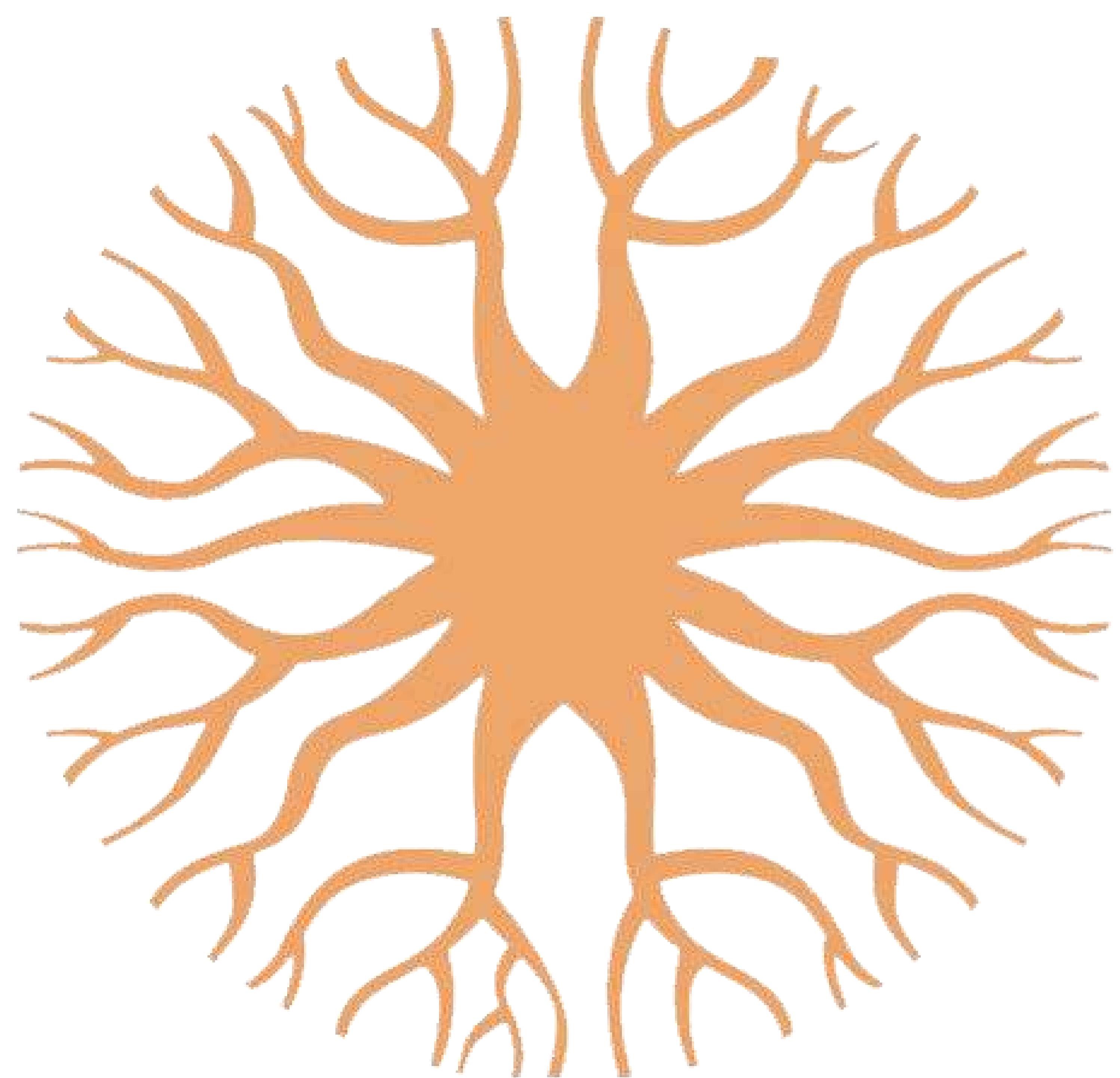
## People Management



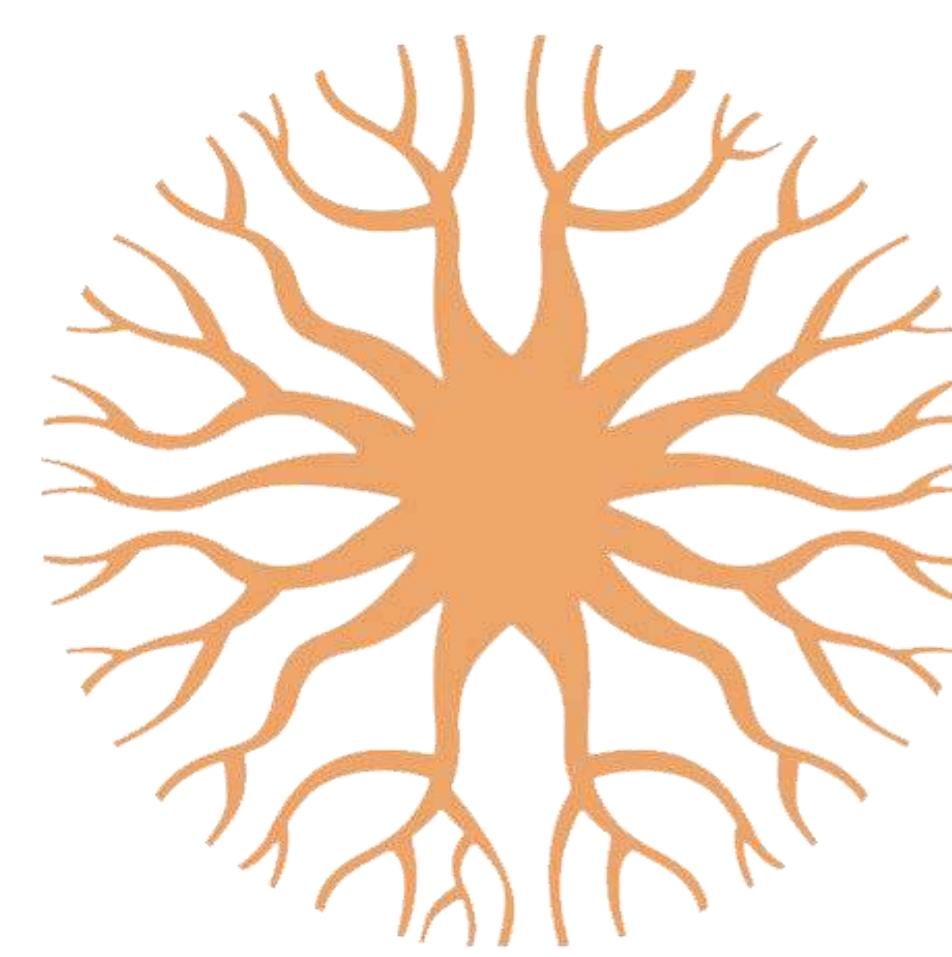
2021-22 had been a landmark year for the people aspect at Jagriti. There have been many firsts.

1. The first batch of Udyam Corps were hired after a stringent recruitment process starting with alignment to organisation's vision and mission, panel interview and an in-person assessment centre.
2. First batch of Udyam Mitra was hired
3. Capacity building programs for the Udyam Corps and Udyam Mitras were rolled out
4. Zoho One was implemented and the entire employee lifecycle management has been automated





# Section 3



## Digital Yatra

In this 14<sup>th</sup> year of the Jagriti Yatra and the 2nd in its Digital Avatar, our learnings from the 1st Digital Yatra have helped us to make this 2nd avatar bigger and better. We were optimistic about reverting to physical yatra in 2021 but the second wave of COVID and the more recent OMICRON threat forced us to bring the yatra in its digital format yet again.

A 15-day, 8000-km entrepreneurship train journey program, which has impacted 7000+ aspiring entrepreneurs in the last 14 years and counting, lending exposure across 6 key focus areas such as agriculture, health, women empowerment, urbanization and handicraft and apparel through social enterprise along with an opportunity to meet role models from highly successful social enterprises such as ISRO, GOONJ, GRAM VIKAS and SELCO to name a few, and learn from them the art of working to bring about change at grassroots level. The program is designed on the philosophy of experiential learning. The four axes of learning are:

- Peer-to-peer learning
- Role model (social and business entrepreneurs) interaction
- Panel discussions on topics such as: agriculture, health, women empowerment, urbanization, technology and handicraft and apparel
- Biz Gyan Tree exercise which gives the Yatri's on board get a chance to come up with start up ideas focusing on solution of grassroots level problems

While the format of the train journey continued with different compartments of the train, the visit to different cities, it was all enabled online for the Yatris to have the best experience. The founders of Naukri.com - Mr. Sanjeev Bikhchandani & Mr. Vivek Chaand Sehgal of Mother-Son Group were invited as guests of honour.

## Participant Demographics

800+ yatris participated in the digital yatra, 51.8% of yatris were women

Rural 36.5%, Semi-Urban 43.6% and Urban 18.7%

47.8% were students, 28.3% were employed and 15.8% were entrepreneurs

Yatris were from 28 states, 6 UTs, with 2.3% of yatris being foreign nationals from 14 countries

Average age of participating yatris was 24 years and 7 months and

Average age of the facilitators was 37 years and 2 months

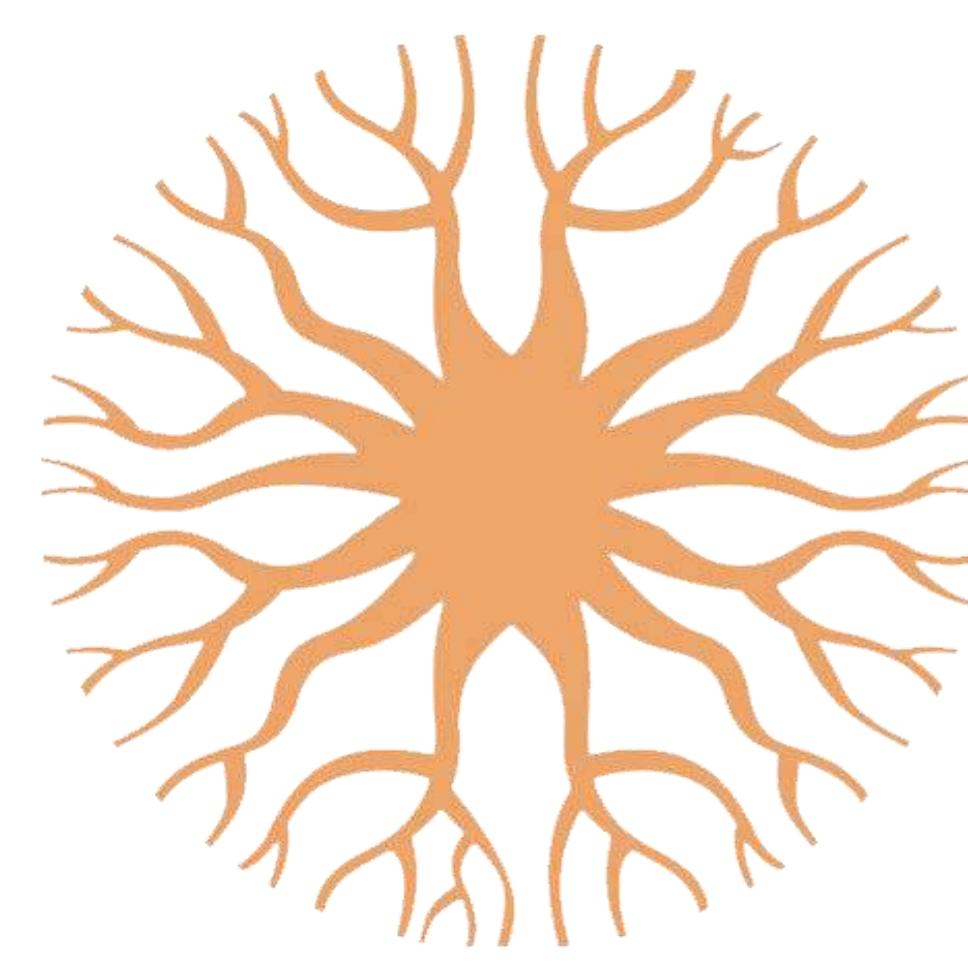
## Virtual Platform – Facebook Workplace

Easily accessible through smartphones and computers in Hindi and English

Cohort-based digital rooms for peer-to-peer activities

Recorded and live-streamed content for 3.5 hours a day, including live Q&A

Networking features with other participants, speakers, guests



## Our Impression

### Outreach Activity

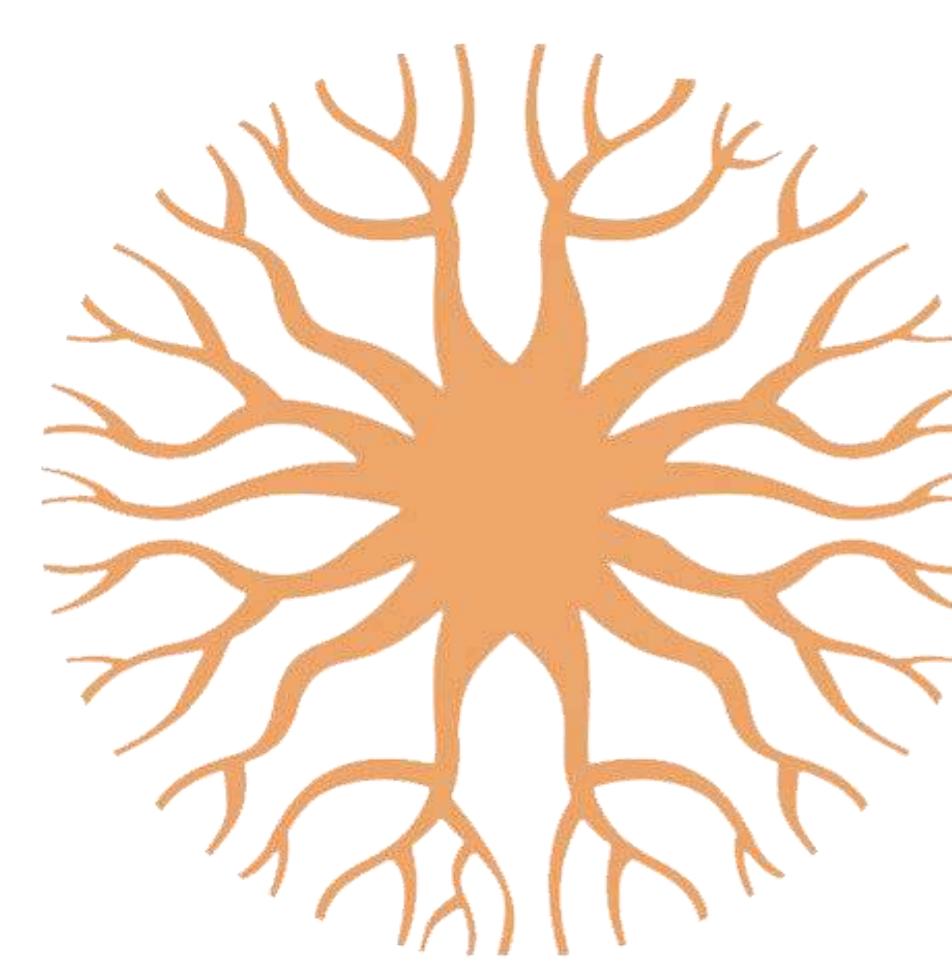
- Total JADE : 45
- Active JADE : 20
- Total webinars through JADE : 38
- Physical awareness event : 0
- Institutional partnership through JADE : 30+ institutes were approached & 5 partnerships converted
- Campaigns : Email, Message, calling, FB Ads, Promotional videos etc to increase registration and submission
- Be the Change maker series : 6 episodes / videos less than 3 minutes of change makers from JDY 2020 which showcase impact and testimony to the digital yatra
- Revamping the website : The entire JDY website was created fresh with complete digital payment gateway solution
- Alumni engagement session : 10

### On boarding Activity :

- Webinar for selected yatris : 15+
- Webinar to participants to give better understanding of JDY : 20+
- Setup a call center : 4 callers setup in Pune

### Logistics :

- Office closed in Mumbai
- Shifting the yatra material to Warehouse
- Starting a temporary new office and accommodation for team members in Pune in record time
- Shifting the entire team to Pune to deliver the JDY 2021
- Creating a conducive environment in Pune to deliver the digital Yatra



## BEING BUILT ON 6 ACRE LAND

### 1 INCUBATION BAY

#### SOUTH BLOCK

Multi-purpose Hall & Co-Working space.

### 2 INNOVATION BAY

#### CENTRAL BLOCK

- Centres of Excellence
- Conference Rooms & Library

### 3 INSPIRATION BAY

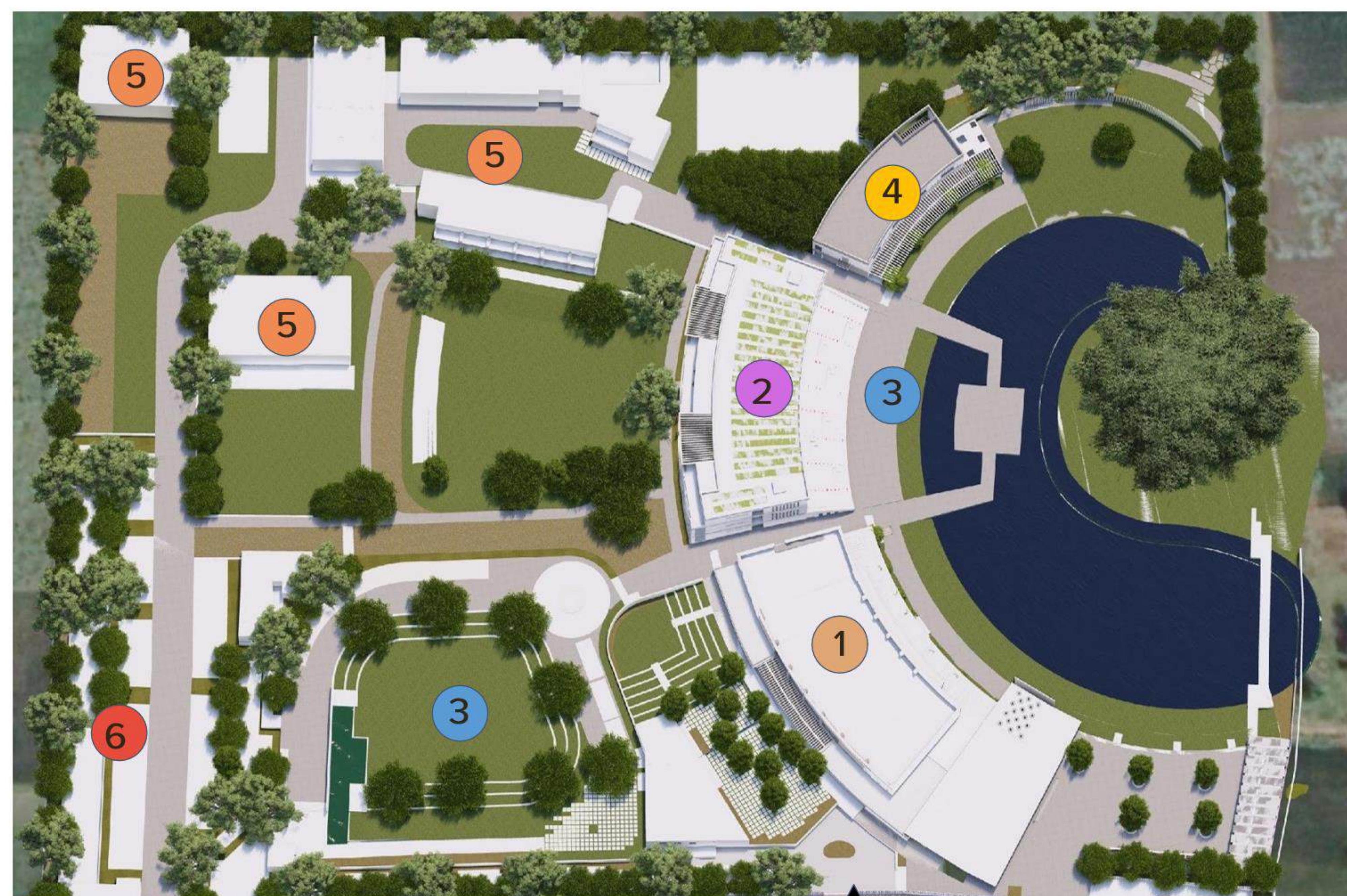
#### INSPIRATION BLOCK

- Banyan Tree + Lotus Pond + Amphitheatre, Mangal and Laxmi Sthal & Park

### 4 JAGRITI PROJECTS

#### NORTH BLOCK

- Project and Admin offices
- Chairman's Office and Partner's Lounge



### 5 RESIDENTIAL BAY

#### LODGING BLOCK

- Guest House and Staff Quarters
- Udyam Corps Dormitory

### 6 PARKING & UTILITY

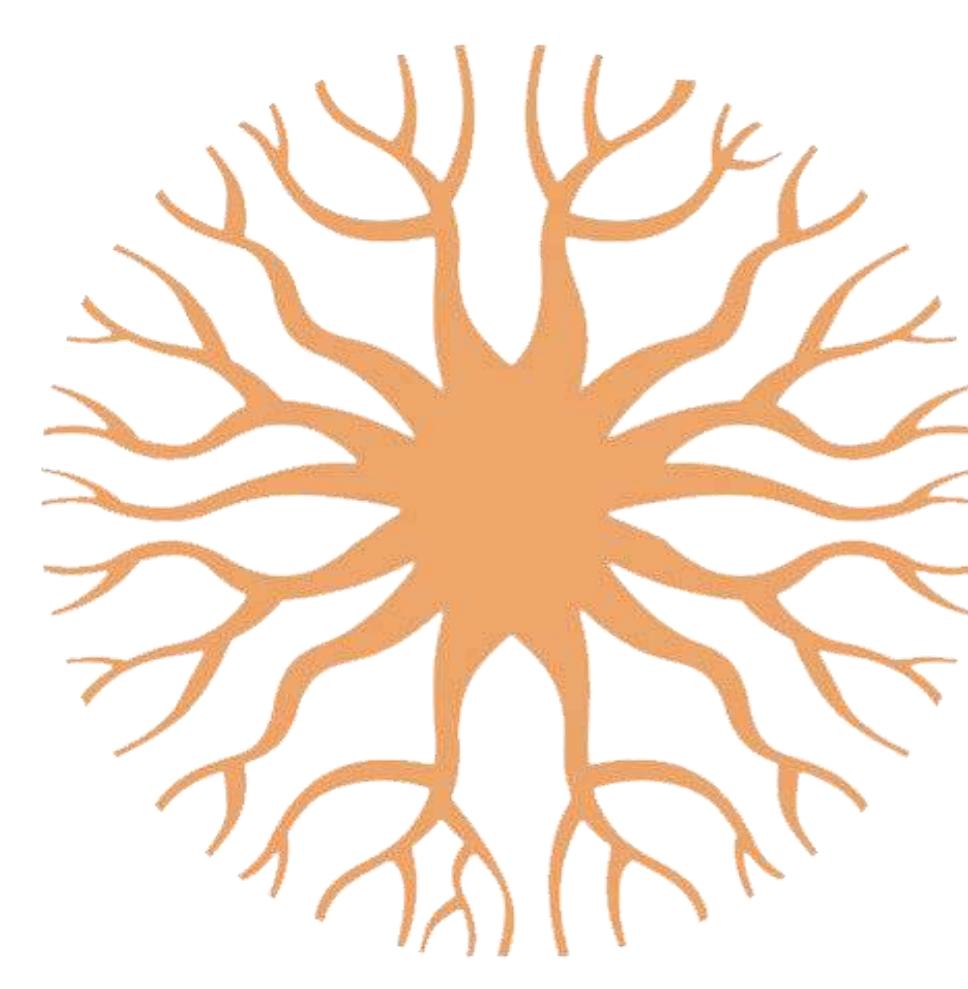
#### SERVICE BLOCK

- Parking for visitors +
- MEP, Utility & others

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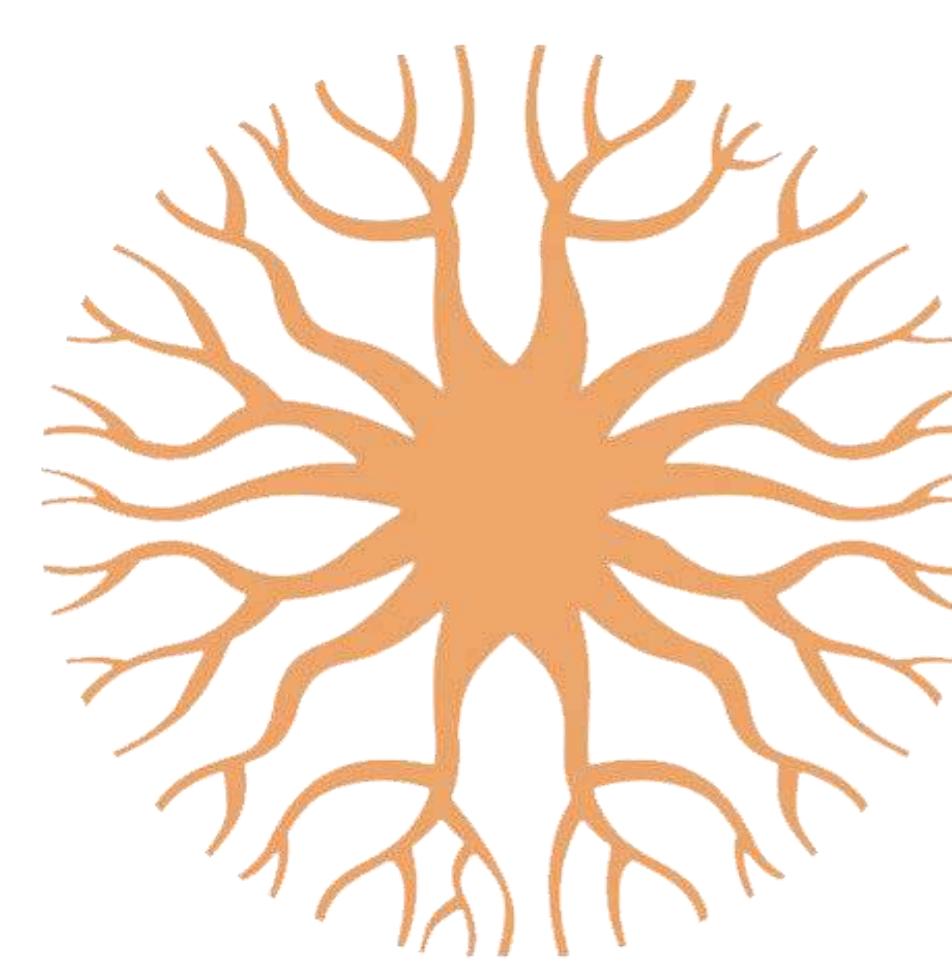
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FY 2021-22 was also a landmark year for our incubation program, as we partnered with Niti Ayog and hosting the Atal Community Innovation Center at JEC-P. We strengthened our core on-ground team called Udyam Corps and Udyam Mitras, and extensively trained them. This wonderful team has mobilized and reached out to 2000+ locals in 3 districts within a period of 10 months, identified and provided pre-incubation support to 70 Udyamis, while 26 Udyamis were under our formal incubation program. The 6 M process itself was perfected and we have come out with an Incubation Manual which is being followed by the team to ensure the best quality of service to our Udyamis. We were taken under our formal incubation program. 60% of our Udyamis belong to the Agri and allied sector, while 50% of our Udyamis are women. The 6 M process itself was perfected and we have come out with an Incubation Manual which is being followed by the team to ensure the best quality of service to our Udyamis.



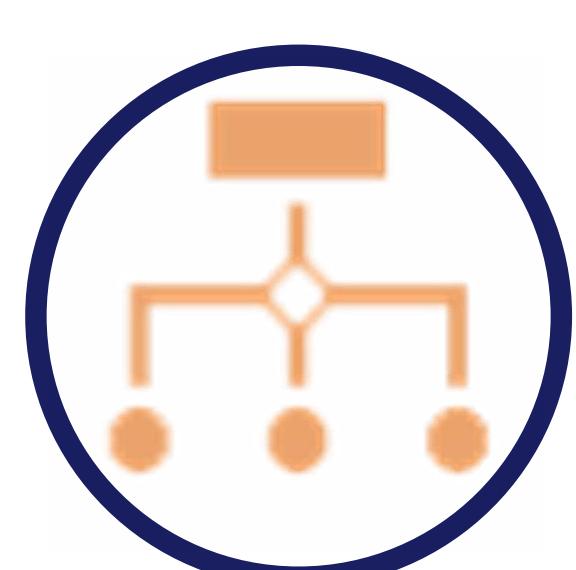
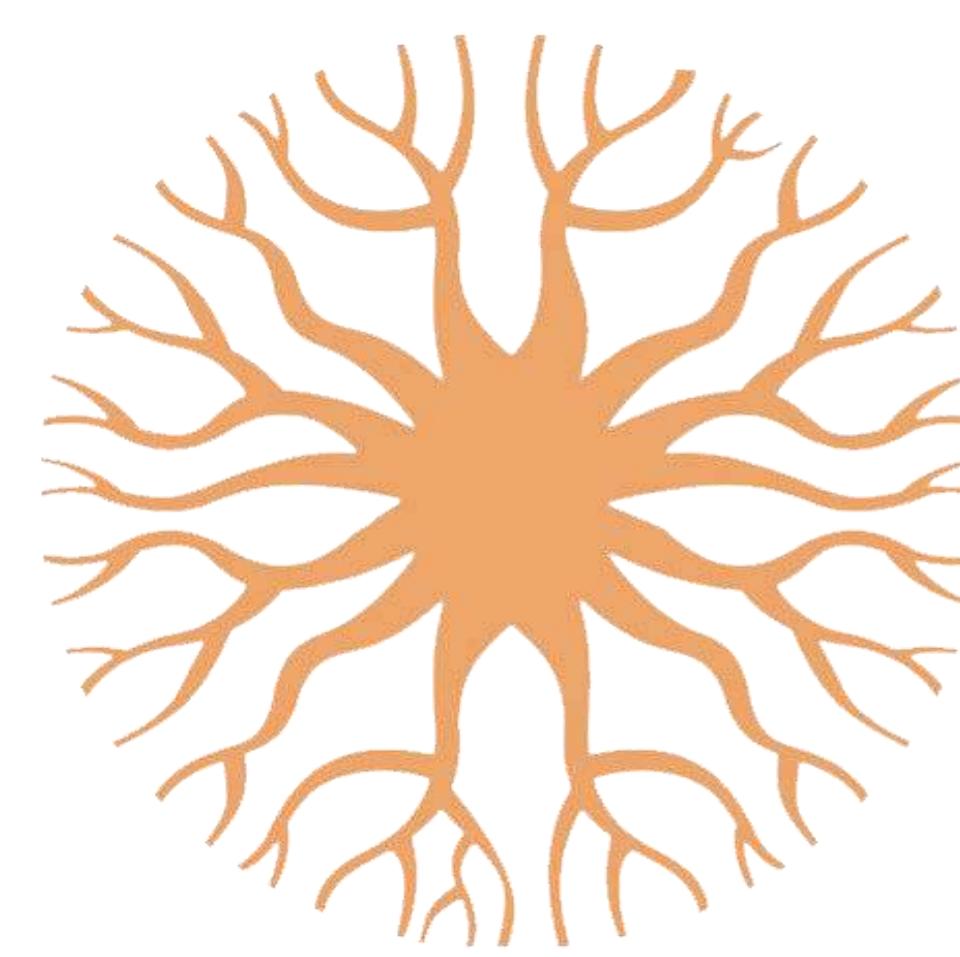
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## JAGRITI ENTERPRISE CENTER - PURVANCHAL SOUTH BLOCK

Sr No	Space	Capacity	AREA (sq.m)	Area (Sq. Ft)
A	Ground Floor (Carpet areas)			
1	Entrance open sitting		95	1023
2	Reception lobby	20	102	1098
3	Cubicle 1		2.69	29
4	Cubicale 2		2.69	29
5	Multipurpose hall	300	365.71	3936
6	Green room women		31.58	340
7	Restroom (green room - women)		3.16	34
8	Green room (men)		25.37	273
9	Restroom (green room - men)		1.96	21
10	Store room		52.45	565
11	Server control room		7.8	84
12	ELV room		10	108
13	Restrooms (women)		52.32	563
14	Restroom handicapped (women)		2.8	30
15	Circulation and water purifier (women)			108
16	Restrooms (men)		59.4	639
17	Restroom handicapped (men)		2.9	31
18	Circulation and water purifier (men)		6.6	71
19	Janitors room		2.19	24
20	Stair well A		4.23	46
21	Verandah - East - with ramp		133.67	1439
22	Verandah - West - with ramps		102.72	1106
	TOTAL	320		
B	First Floor (Carpet areas)			
1	Co-working space	36	108.15	1164
2	Gallery for Multi purpose hall	25	65.56	706
3	Terraces		98.4	1059
4	Terrace behind gallery		76	818
	TOTAL	61		
	Total carpet area - Individual room areas including Verandah and circulation		1425.35	15342



### Incubation

- Local role models and peer-to-peer connect
- Integrate local culture as enabler, not a hindrance



### Inspiration

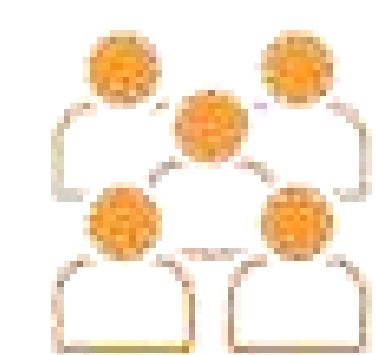
- Vernacular content + IP through Digital Library
- Six areas of innovation relevant to region



### Innovation

- A 6M Incubation process to support Udyamis
- Udyam Corps - last mile support to Udyamis

## 6M



### MOBILIZATION

Communication of enterprise led development in the 15 districts



### MONEY

Support the incubated enterprises with finances for sustenance & growth



### MENTORSHIP

Mentor the incubatees to scale enterprises through mentor network



### MISC. SERVICES

Services to the enterprises like Marketing and Branding, HR, IT etc.



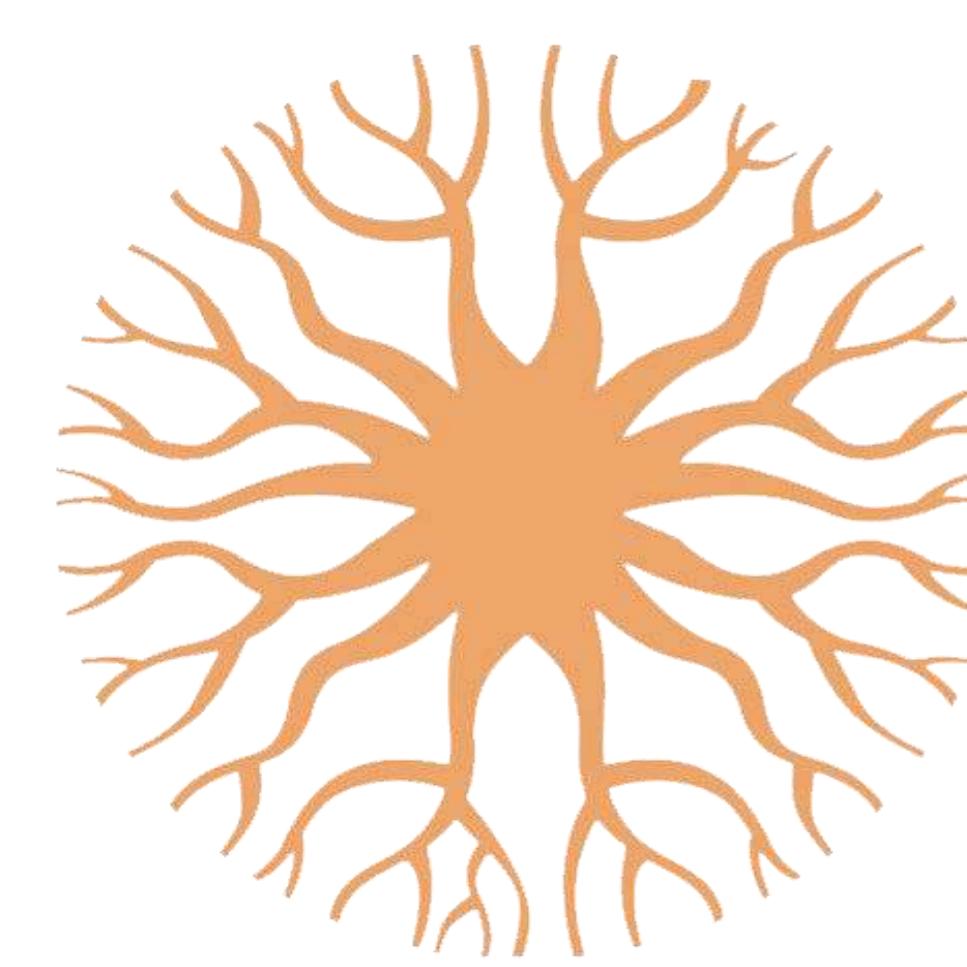
### MARKET CONNECT

Connect enterprises through the national and global network to the market



### MAHOL

Create a local ecosystem that is conducive to the incubation of enterprises



**COE**



# Health



# Agro-processing



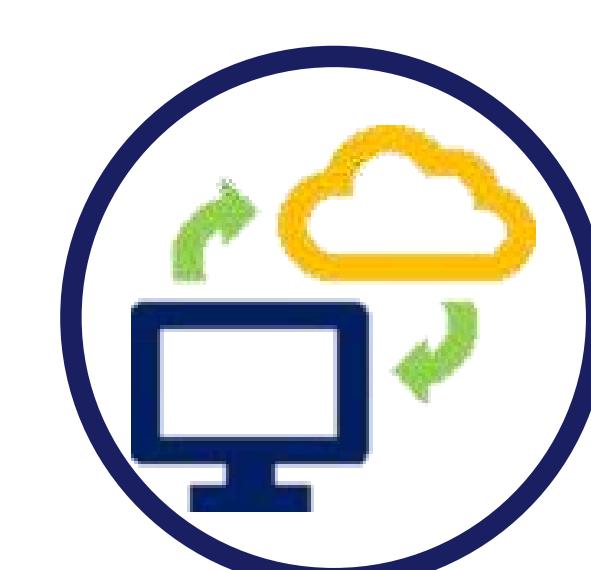
# Urbanization



# Apparel & handicraft



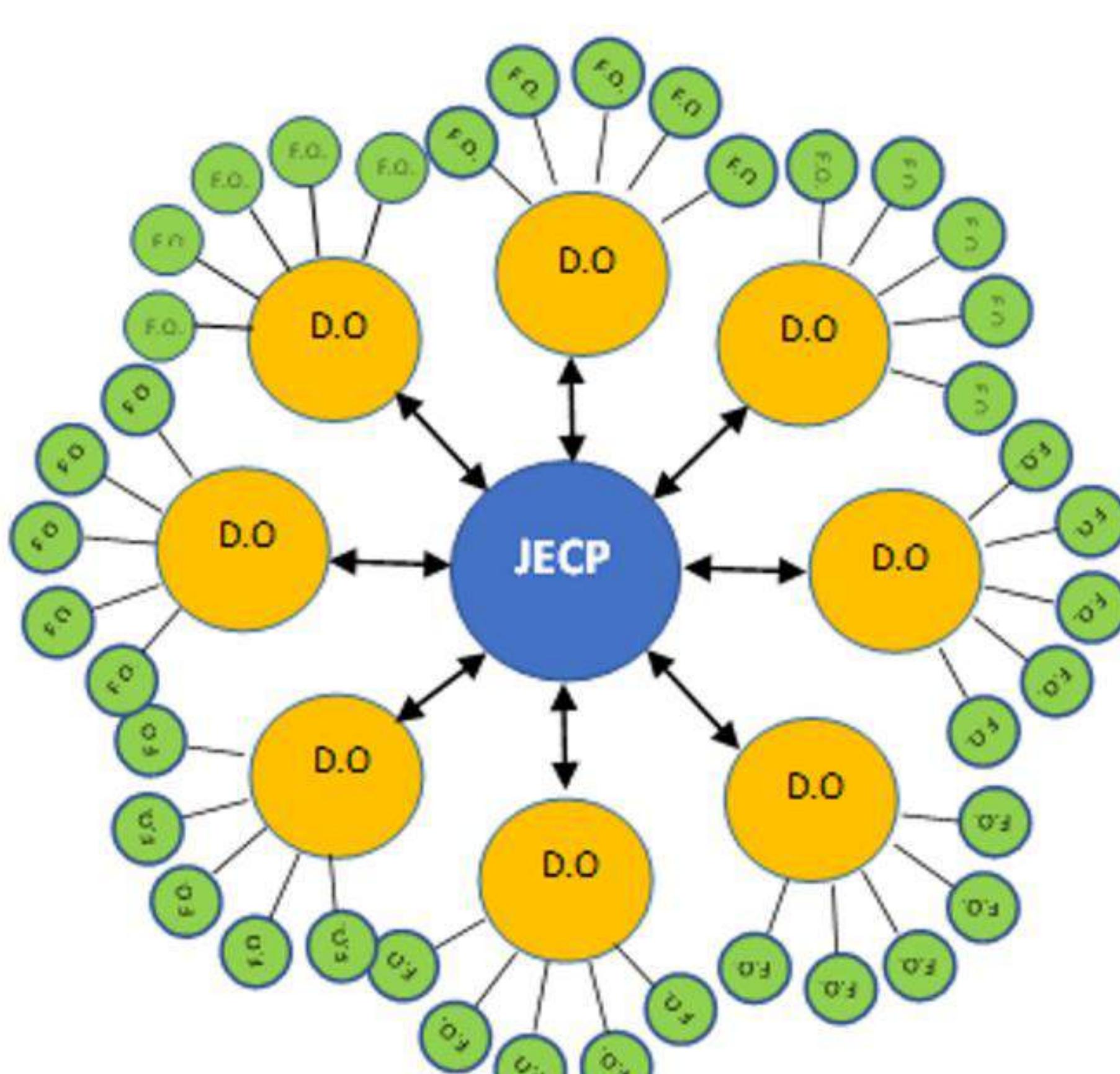
# Women



# Digital

# Hub and Spoke Model

# **JECP SUPPORTS A REGIONAL NETWORK IN 15 DISTRICTS LAST MILE CONNECTIVITY WITH HUB & SPOKE MODEL**



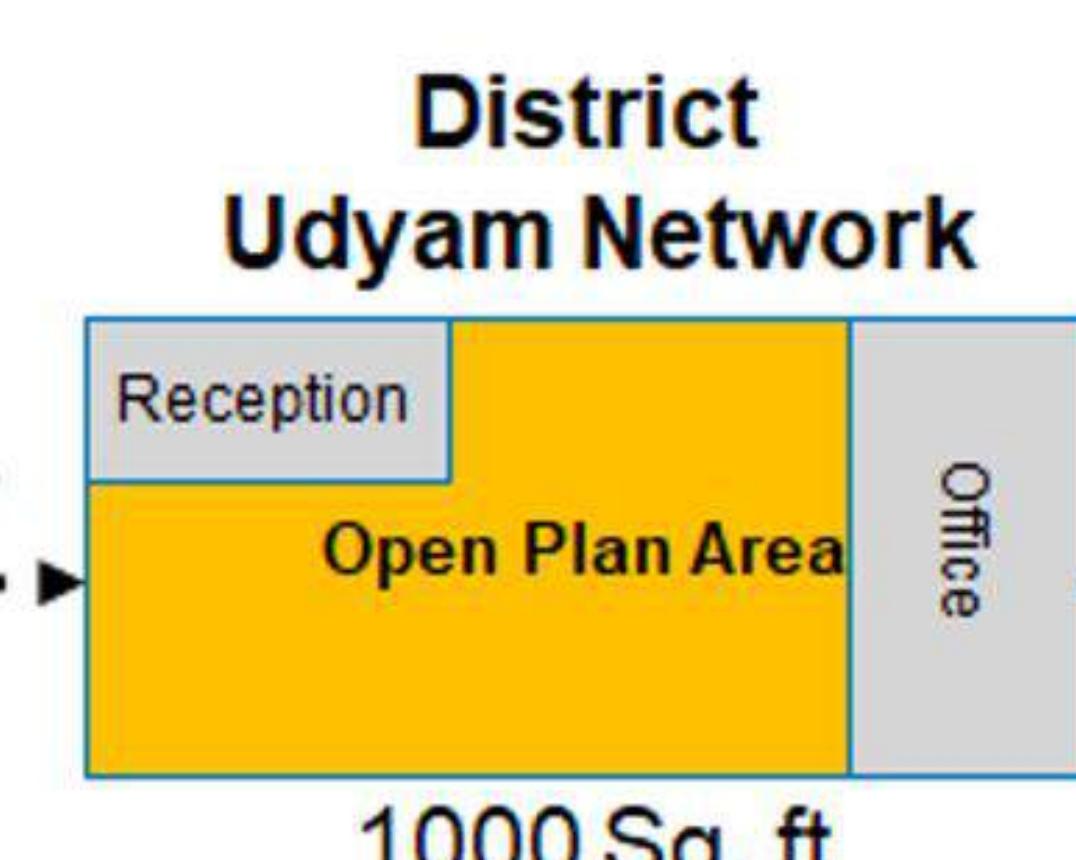
## The Hub and Spoke Model

-  F.O. Temporary field offices in villages
  -  District wise network offices
  -  Main Centre – JEC-P



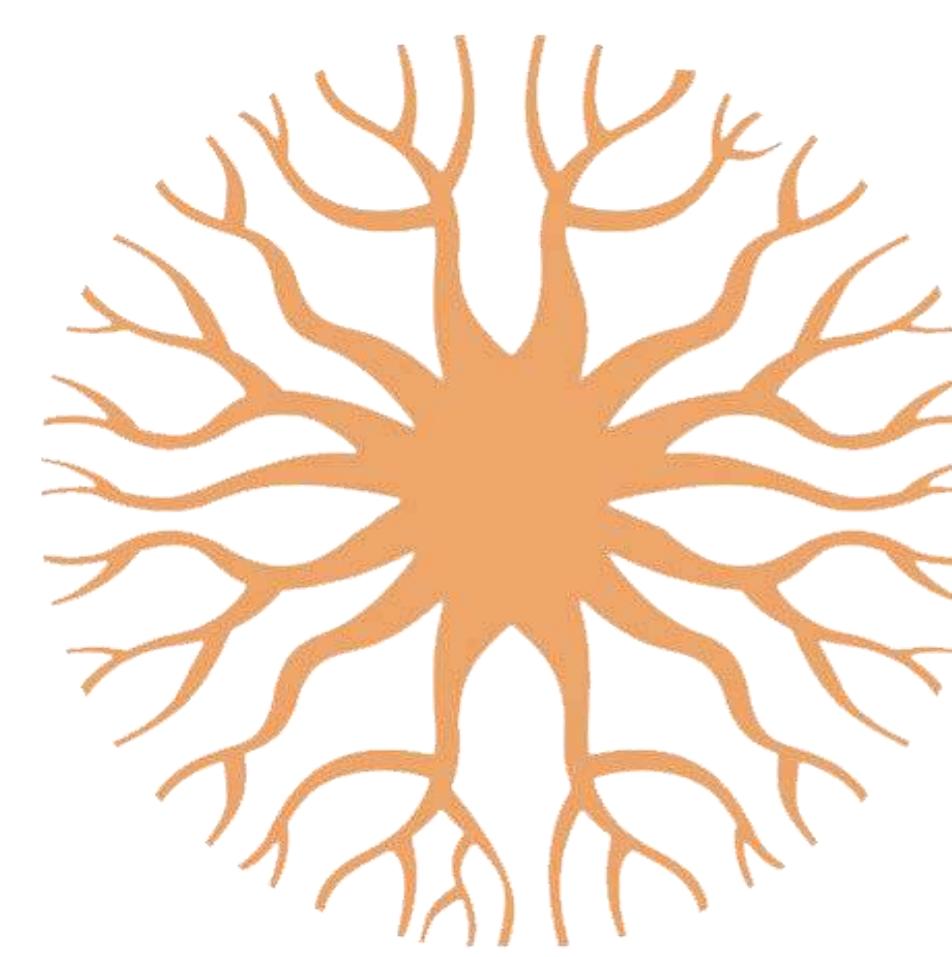
JECB

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Temp. Field Office

## Programming – JECP



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FY 2021-22 was a landmark year for us, as our plans for building the Centre at Deoria materialized and within a span of 14-16 months, the first phase of construction is nearing completion with support from our partners including LIC Housing Finance Ltd, Zoho, and Bajaj Trusts.

The Incubation Block is a G+I building with a total built up space of 14,000 sq ft.

The key features of the Incubation Block:

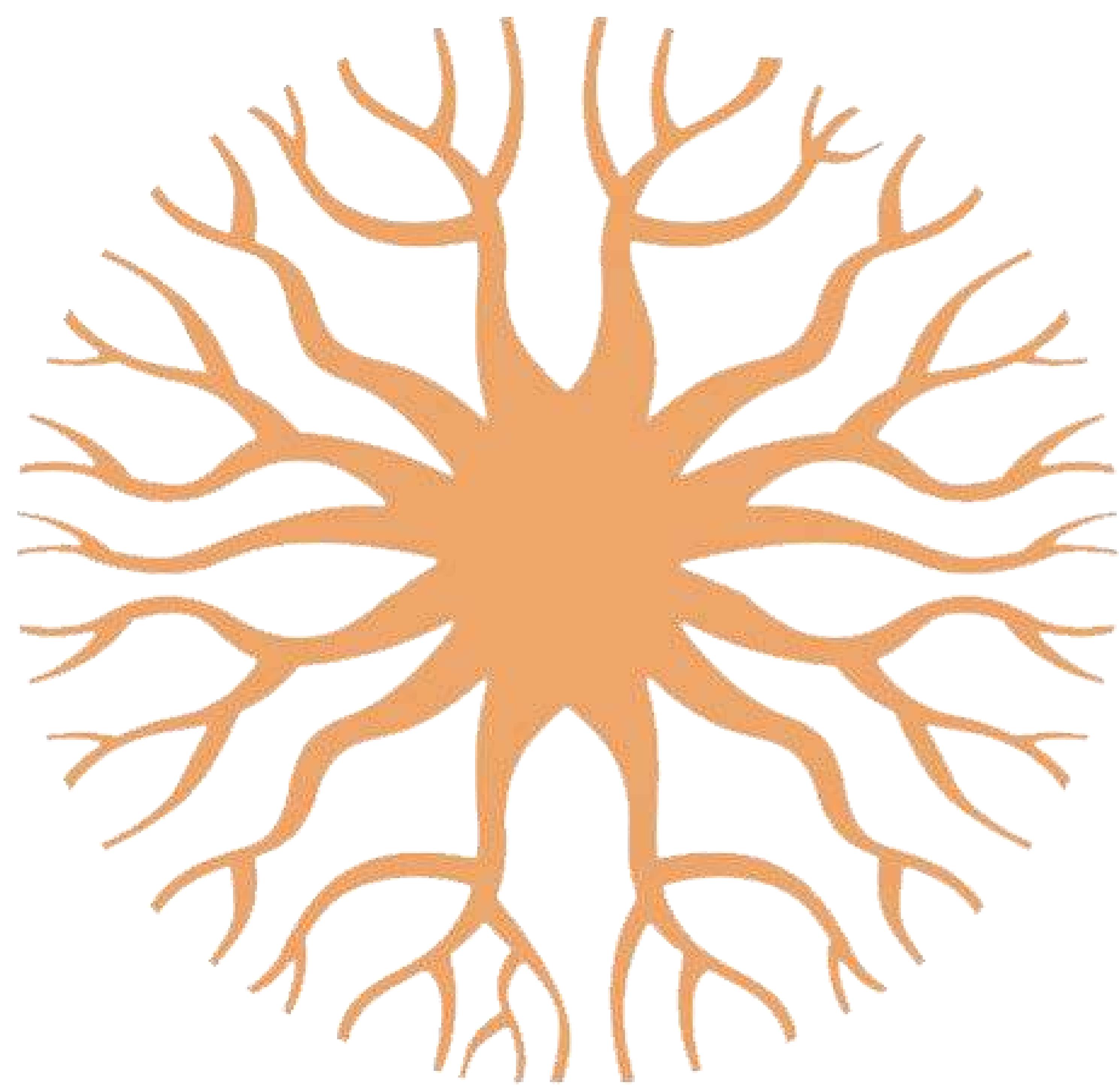
- Multipurpose Hall for training, seminars and workshops (seating capacity: 500)
- Co-working spaces for local entrepreneurs
- Office space for Jagriti team and partners
- High-speed internet access and Internet servers
- Video Conference Rooms for connecting with mentors and experts
- Product Showcase Area for entrepreneurs to put up exhibition

Proposed Activities at the Centre:

- Active Incubation, Experiential courses for local entrepreneurs, Mentorship sessions, Market connect, Shark Tank type events, Immersive Business-planning Competitions.
- Awareness and capacity building programs on digital and fin literacy, agro-topics, livelihood creation, financial management
- Capacity building and sensitization workshops with local district administration, Gram Panchayats, Banks and MFI's to build the ecosystem to aid entrepreneurship
- Cultural performances, Art and Handicraft exhibitions, community events

With this Centre as Hub, Jariti aims to

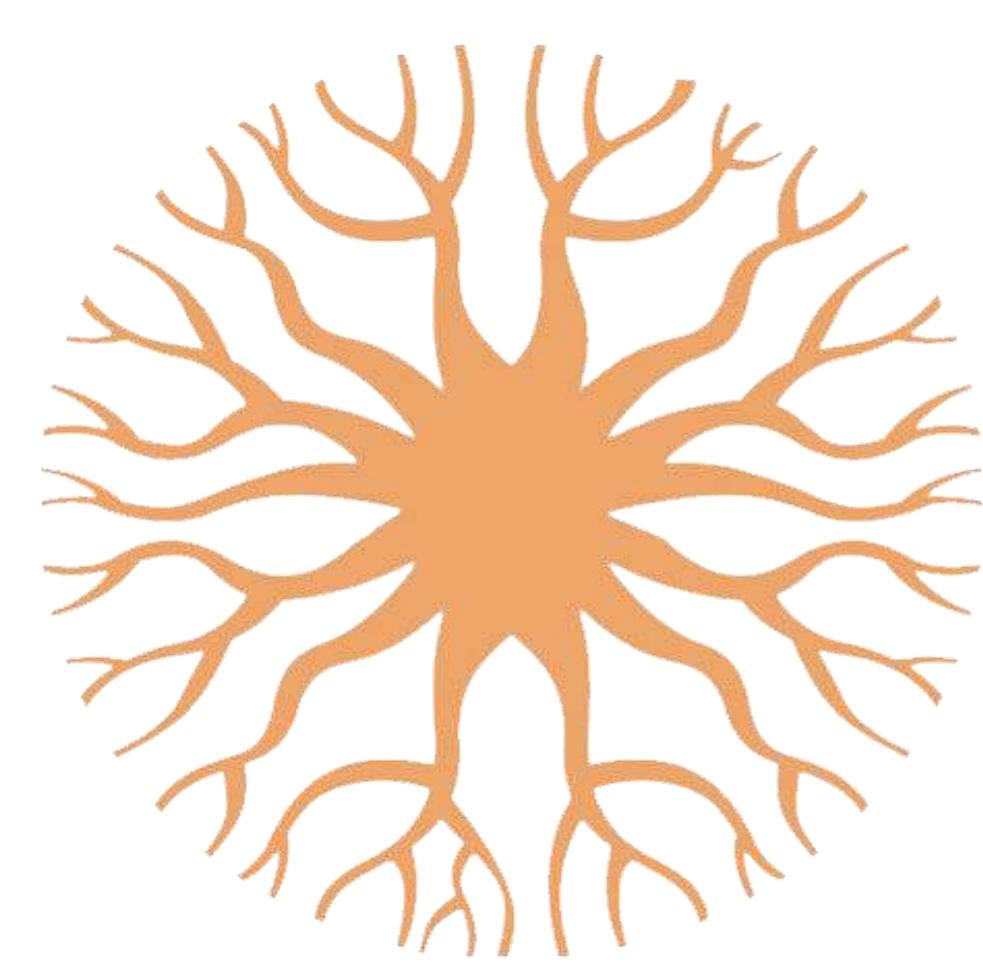
1. Create an ecosystem to support entrepreneurs with training, mentorship, market access and funds
2. Inspire an entrepreneurial mindset in the local communities, including youth, women, farmers, and support them generate livelihoods
3. Transform eastern Uttar Pradesh from a disadvantaged region to one firmly contributing to the growth of the state and the country



# Section 4

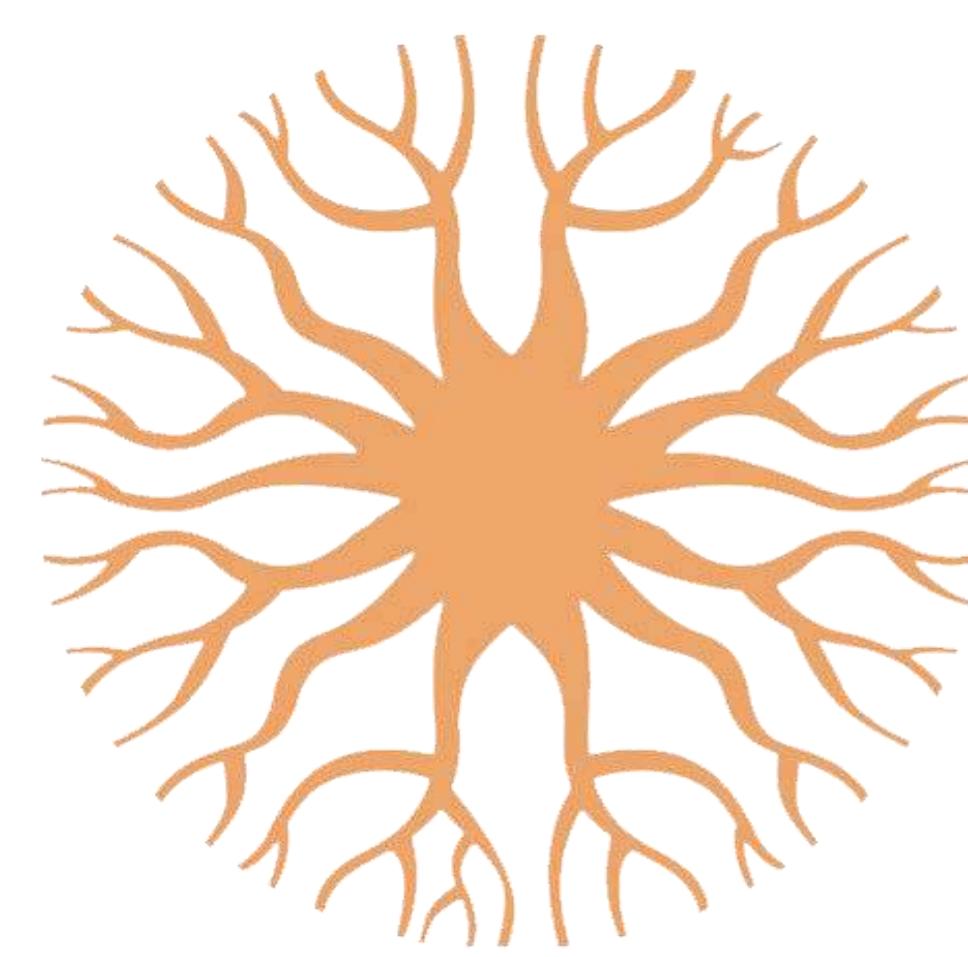
## IMPACT UPDATE

# Impact



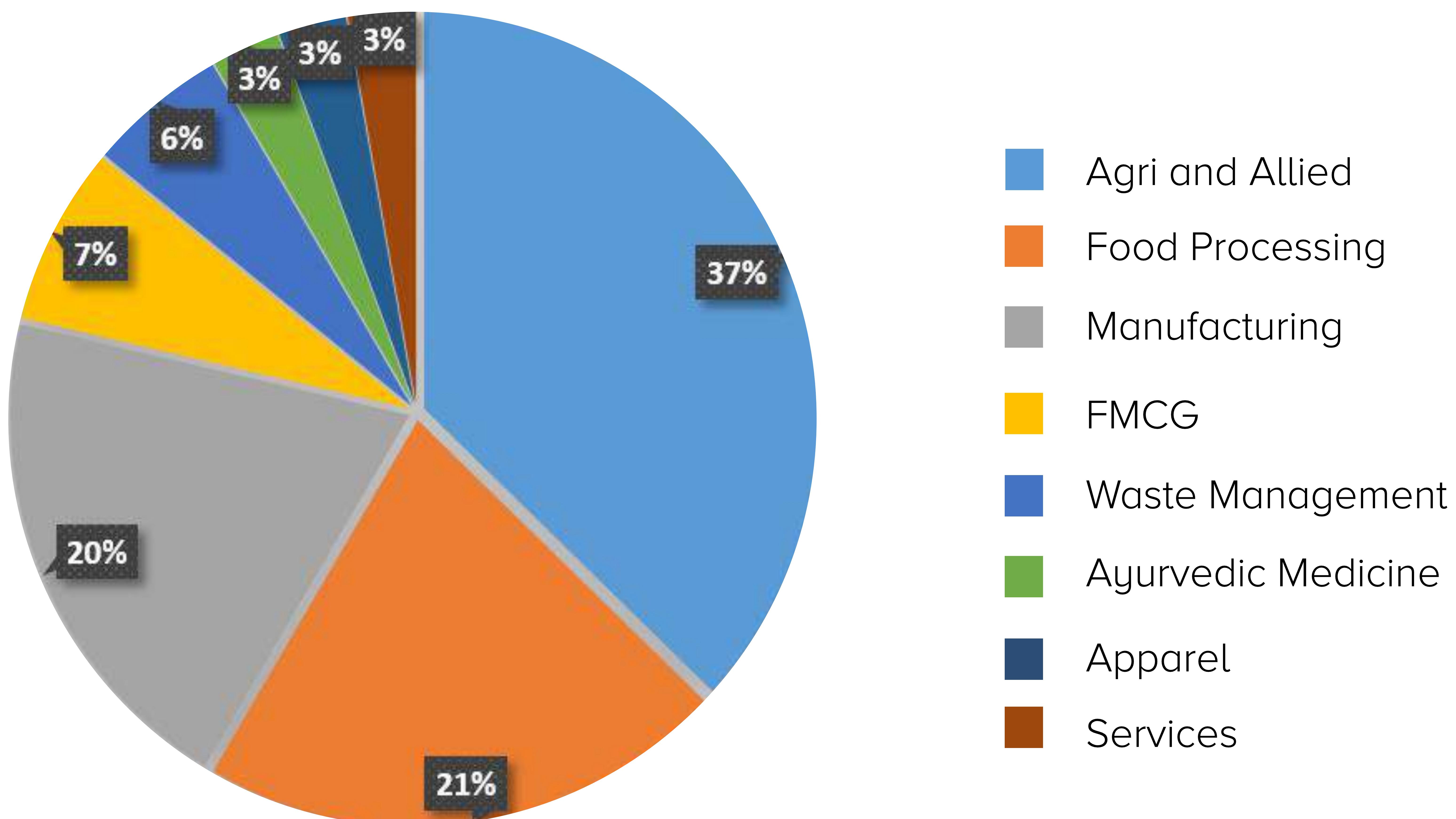
The impact has multiplied substantially in the past year, not just for the entrepreneurs but also for the entire ecosystem – increased income of people employed, improving quality of life for their families. To strengthen the entrepreneurship ecosystem further, we worked on building support from Banking and Finance institutions, Gram Pradhans, BDOs etc. in the region. In an agrarian region devoid of industries, building a sustainable economy not only created a direct socio-economic impact on livelihoods, but also protects the environment by being locally self-sufficient and reduces the carbon footprint significantly. The impact highlights are given below

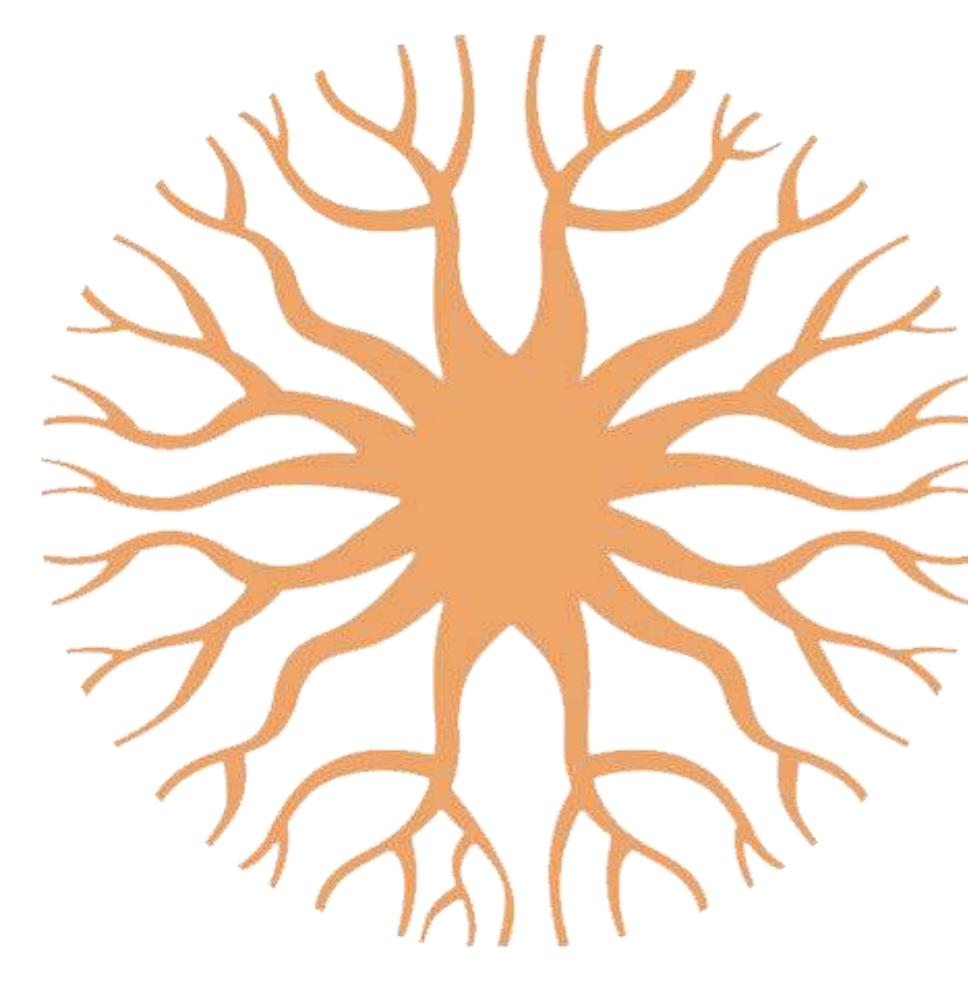




## Pre Incubation Support to 70 Udyamis

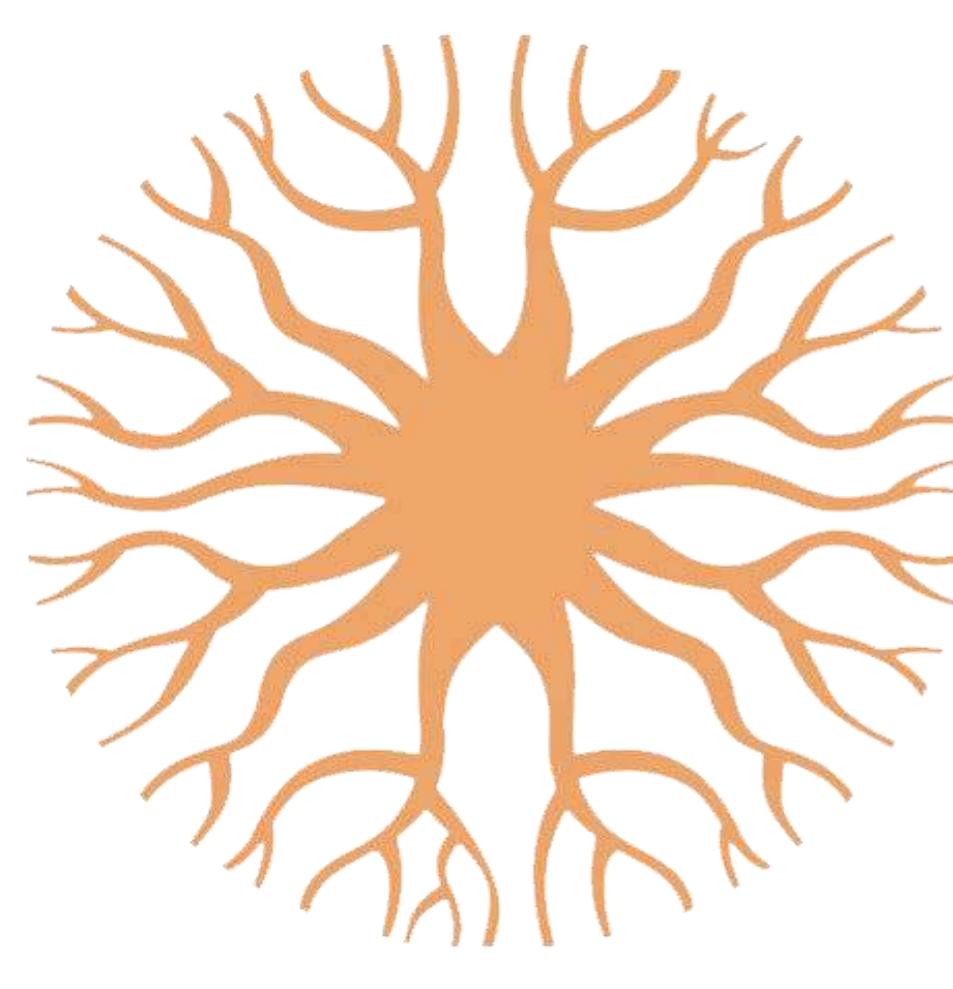
Sector	No. of Udyamis	Nature of Business
<b>Agri and Allied</b>	26	Dairy, Pickles, Spices, Haldi Processing, Mushroom Production and Processing, Poultry, Goat Farming, Medicinal plants, Floriculture, cow dung products, etc
<b>Apparel</b>	2	Garments / textile
<b>Ayurvedic Medicine</b>	2	Ayurvedic oils / medicines / pharmacy
<b>FMCG</b>	5	Detergent Powder, Toilet cleaner, Agarbatti, etc
<b>Food Processing</b>	15	Namkeen, Masale, etc
<b>Manufacturing</b>	14	Brooms, battery, engine oil, paint brushes, water tank, and other misc.
<b>Services</b>	2	Home tuitions, Event management company
<b>Waste Management</b>	4	Vermicompost, Collection / recycling of plastic waste
<b>TOTAL</b>	70	





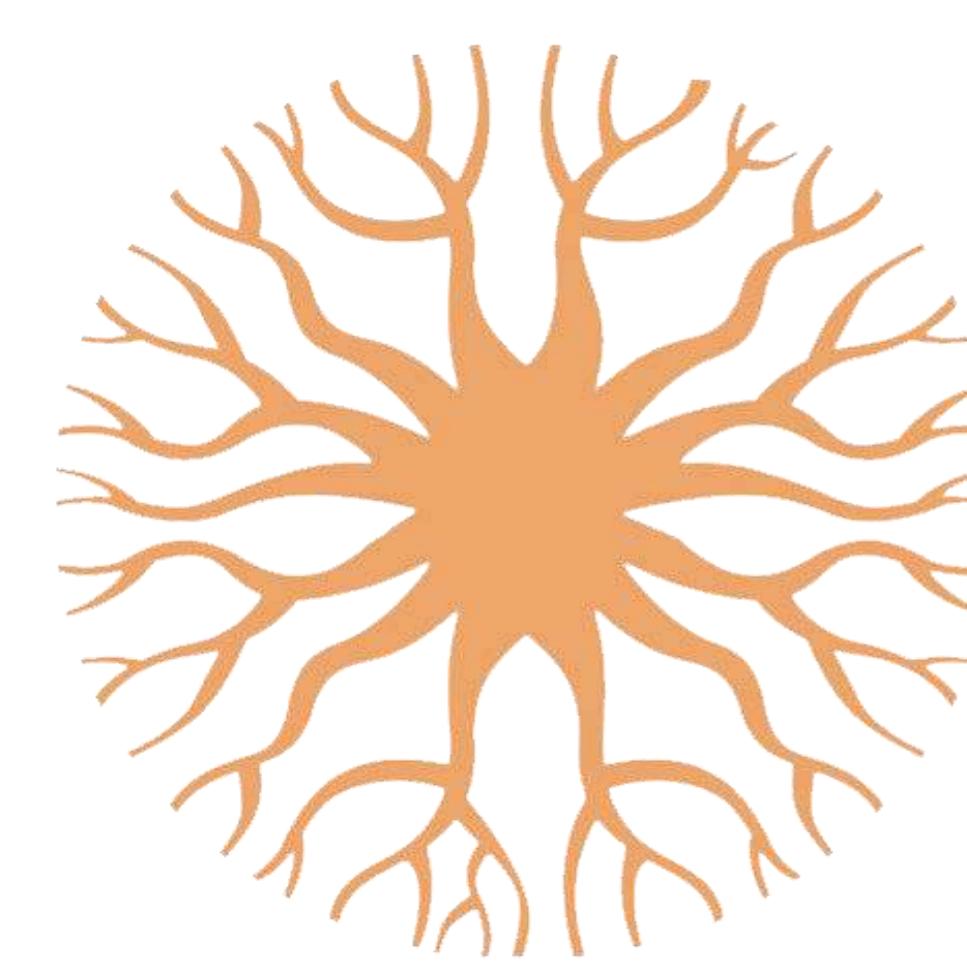
# Incubation List

S No	Year	Enterprise	Leader	Description	Before Intervention		After Intervention		Beneficiaries Family + Society
					Jobs	Revenues	Jobs	Revenues	
1	2015 - 2018	Deoria Design/ Arjan Crafts	Pooja Shahi	Handicraft	Non Entity		500	3 Lakhs	2000
2	2017 - 2019	Rural Shores	Rahul Mani	BPO Centre at Baitalpur	Non Entity		150	Unknown	1600
3	2017-2019	Rural Roots	Shagun/ Keshaw	Food Processing– Pickles, Jam, Jellies, etc.	Non Entity		20	Unknown	80
4	2019 - Present	Nai Roshni Sanitary Pads	RC Kushwaha	Sanitary pad Distribution/ Awareness Network	120	8 Lakhs	900	60 Lakhs	2800+14000
5	2019 - Present	Kautuki Milk	Vikas Mishra	Milk Collection FPO + Processing Plant	100	15 Cr	200	21.7 Cr	800 + 4000
6	2019-2020	Sakhi Pads	Vibha Pandey	Sanitary Pads/ Distribution	Non Entity		10	60,000	40
7	2019-2021	Purvanchal Mushroom	Swatantra Singh	Raw + Processed Mushroom	1	2 Lakhs	8	5 Lakhs	32
8	2020 - 2021	Veena SHG	Asha Kushwaha	Handicraft	2	50,000	15	2.5 Lakhs	60
9	2020 - Present	Vill Mush	Ajay Sharma	Mushroom Processing	2	1 Lakhs	10	3 Lakhs	40
10	2020 - Present	Medicinal Plants	Jay Singh	Agro / Healthcare	5	6 Lakhs	25	8 Lakhs	100
11	2020 - Present	Samadhan Telemedicine	Ghanshyam Mishra	Healthcare Services	2	35,000	4	72,000	8 + 500
12	2020 - Present	Kadaknath	Pawan Kushwaha	Rare Breed Poultry Farming	2	10,000	2	1.5 Lakhs	8
13	2021 - present	Pustak Haldi	BM Tripathi/ Ajay Jaiswal	Turmeric Processing + Farmer Outreach	10	12 Lakhs	20	34 Lakhs	80 + 1000
14	2021 - present	Ayushman Honey	Markandey/ Narendra	Production + Supply	1	1.5 Lakhs	5	2.5 Lakhs	20
15	2021 - present	Electric Bicycle	Arvind Rai	Innovation at Prototype Stage	2	-	2	-	-
16	2021 - present	Moonj Handicraft	Group of 50 SHG women	Agro-based Handicraft	Non Entity		50	60,000	120



# Incubation List

17	2021 - present	Kishore Sweets - Chena Khurma	Vikas Madhesia	Food Processing – Sweets	10	6 Lakhs	15	14 Lakhs	60
18	2021 - present	Pragatishil Kisan Utpadak	Gyaneshwar Singh	Black Wheat/Rice FPO with 270 Farmers	6	4 Lakhs	6	8 Lakhs	24 + 300
19	2021- present	Unregistered Pickle Enterprise	Varsha & Madhuri Chaturvedi	Manufacturing unit for products like pickles, Jams,Jellies, Chutney	Non Entity		20	3.6 Lakhs	80
20	2022- present	RPF Foods	Malti Yadav	Manufacturing unit for products like pickles, Jams,Jellies, Chutney	Non Entity		5	15,000	20
21	2022- present	Vyanjanam by ARC Foods	Abhishek Dwivedi	Agro / Food Processing	Non Entity		2	70,000	10
22	2022 - present	Unregistered Enterprise - Kadaknath	Munna Khan	Rare Breed Poultry Farming	2	10,000	No change		8
23	2022 - present	Unregistered Enterprise - Kadaknath	Shah Alam	Rare Breed Poultry Farming	2	10,000	No change		10
24	2021 - present	Unregistered Enterprise - Kadaknath	Vishva Pratap Mall	Rare Breed Poultry Farming	2	10,000	No change		10
25	2021 - present	Hima Oil	Gopal Gupta	Manufacturing Medicinal Oils	10	6 Lakhs	No change		50
26	2022 - present	Ganga Achar	Pankaj Sonkar	Pickles and Spices	5	12 Lakhs	No change		30
27	2022 - present	Dynamic Academy	Prashant Tripathi	Martial Arts Training	1	2.4 Lakhs	No change		5
28	2022 - present	Aadhunik Terracotta	Kalyani Kriti Singh	Terracotta jewellery	1	3 Lakhs	2	3 Lakhs	15
29	2022 - present	Shikha Sharma	Shikha Sharma	Terracotta jewellery	1	50,000	No change		5
30	2021- present	Mangalam Namkeen	Bir Bali Prasad	Production of different varieties of namkeen	3	4.8 Lakhs	No change		15
31	2021 - present	KS Fashion	Sujeet Kushwaha	Manufacturing unit of jackets, t-shirt, jeans.	6	3 Lakhs	No change		30
				TOTAL	296	15.73 Cr	1987	23.43 Cr	27960



# ACIC Jagriti

## Entrepreneurship Foundation

Objective of engagement/Targeted Impact of the Program

- Support 200 local entrepreneurs/innovators and help them convert their ideas into sustainable enterprises over period of 5 years
- Help them solve the social problems and, generate local employment and livelihood
- Maximum impact on the lives of underprivileged and marginalised communities with focus on SDGs



A well-designed incubation process to support entrepreneurs, and create an ecosystem to inspire youth and women  
Impact in 21-22:23 Enterprises under Incubation | 1100 Jobs



A national digital network of mentors, experts and funders and on-ground enterprise facilitators, Udyam Corps and Mitras



Outreach and mobilization, Capacity Building and Ideathons Impact in 21-22:  
More than 34 Events organized reaching 2000 beneficiaries including farmers, students, women, youth, etc.



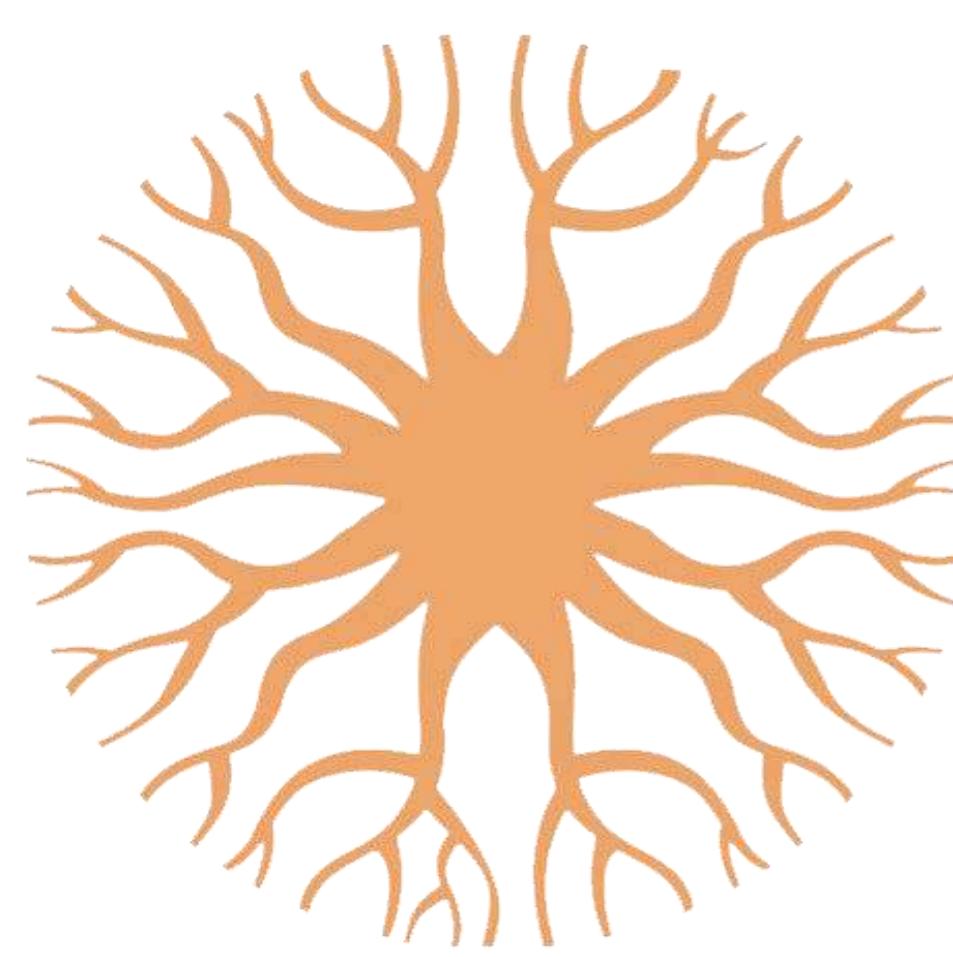
Innovation Lab - Rapid Prototyping Lab, Electronics & IoT Lab, Sector specific equipment, and other prototyping tools



A 4000-sq ft of collaborative space with high-quality infrastructure and technology support to incubated enterprises

S No.	Key Parameters	Projected Goals	Achieved Impact till date
1	Outreach and Capacity Building Events organized for community to promote their involvement in entrepreneurship and innovation	9	28
2	Ideathons on local issues on addressing local issues / needs of the community	5	7
3	Beneficiaries of above Events	N/A	2000
4	No. of Ideas / start-ups / Innovators to be supported	15	23
5	Specific number of women / economically weaker section led start-ups to be supported	0	7
6	Number of mentor engagements to support aspiring innovators, start-ups, ideas	4	4
7	Total no. of Employment / livelihood opportunities created	N/A	1093

## Case Studies-



### Moonj



Moonj of Purvanchal is an initiative supported by JEC-P to bring together women, art, and spirit to revive the lost craft of Moonj. An art form passed down from the older generations. Moonj is a wild grass that is widely available along the banks of rivers. Women weave and compose baskets for their household utility and also to form a part of a bride's trousseau. This is largely carried out as a secondary occupation to agriculture in Uttar Pradesh. These eco-friendly products can be used as containers for dry storage, food storage devices, for making carry bags and wall decorators.

#### **About the entrepreneurs working on Moonj :**

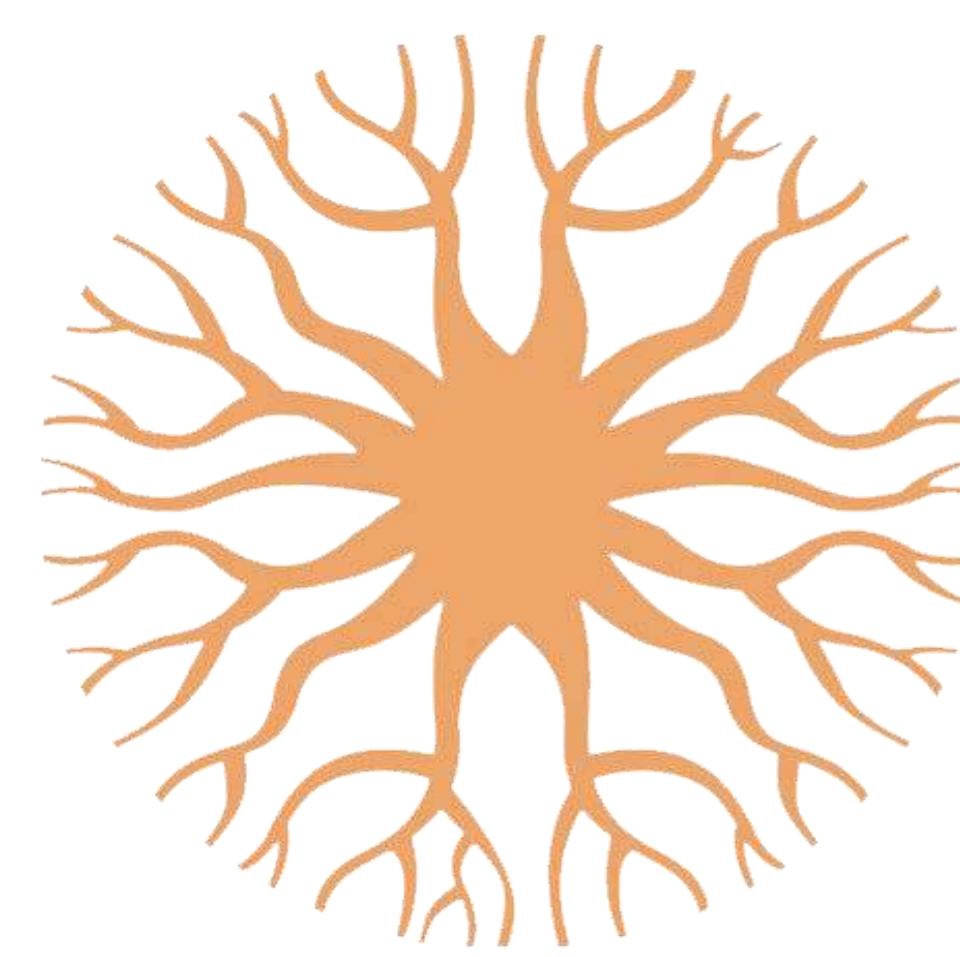
A group of 50 women from Desahi Deoria, Bhatni, and Lar are deft artists of their craft, and work as a community with a great sense of ownership – among various roles they assume, they are leaders, supervisors, trainers, delegate tasks and ensure a balanced routine of work and household chores. This collective effort and awareness functions under the name of “Moonj of Purvanchal”.

#### **Role of JEC-P:**

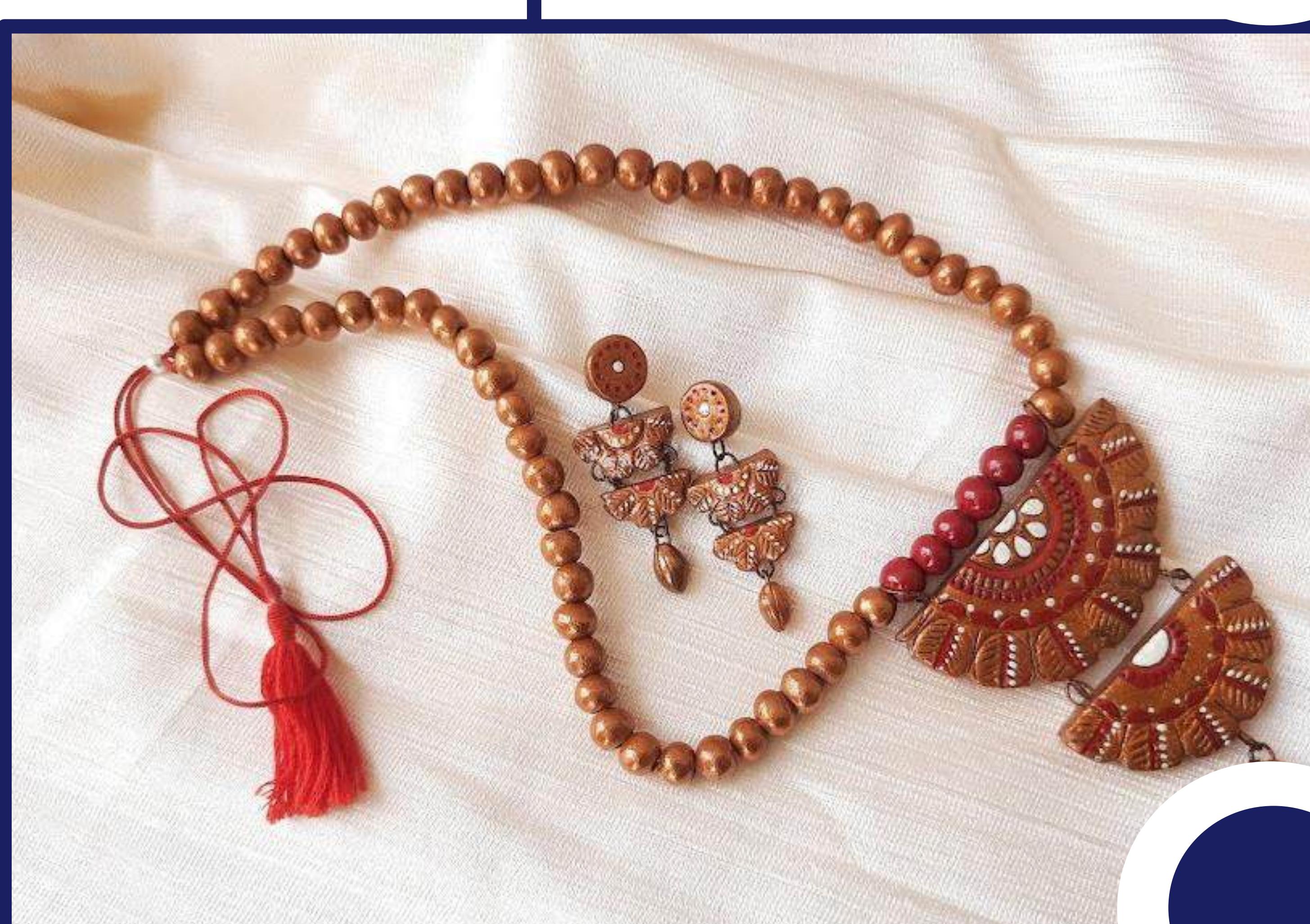
1.JEC-P is providing incubation support to these women through the 6M process, with special focus on training them in designs trending in the market, bringing in market orders and business support.

2.Their entrepreneurial spirit work in synergy with their skills, and their inspiring story has been published by Gaatha. <https://gaatha.com/moonj-grass/> Their enterprise is generating attention nationally and they have a product range of more than 50 items.

# Case Studies-



## Terracotta



Terracotta is an art, earth is moulded in potentially any shape to create a decorative items, utensils or jewellery. Around 200 households are engaged in this work in Gorakhpur. Gorakhpur has Geographical Indication (GI) tag for its traditional terracotta craft. Artisans work mainly on traditional designs and they need guidance & support to work on new or customized designs.

### About the entrepreneurs working on Terracotta

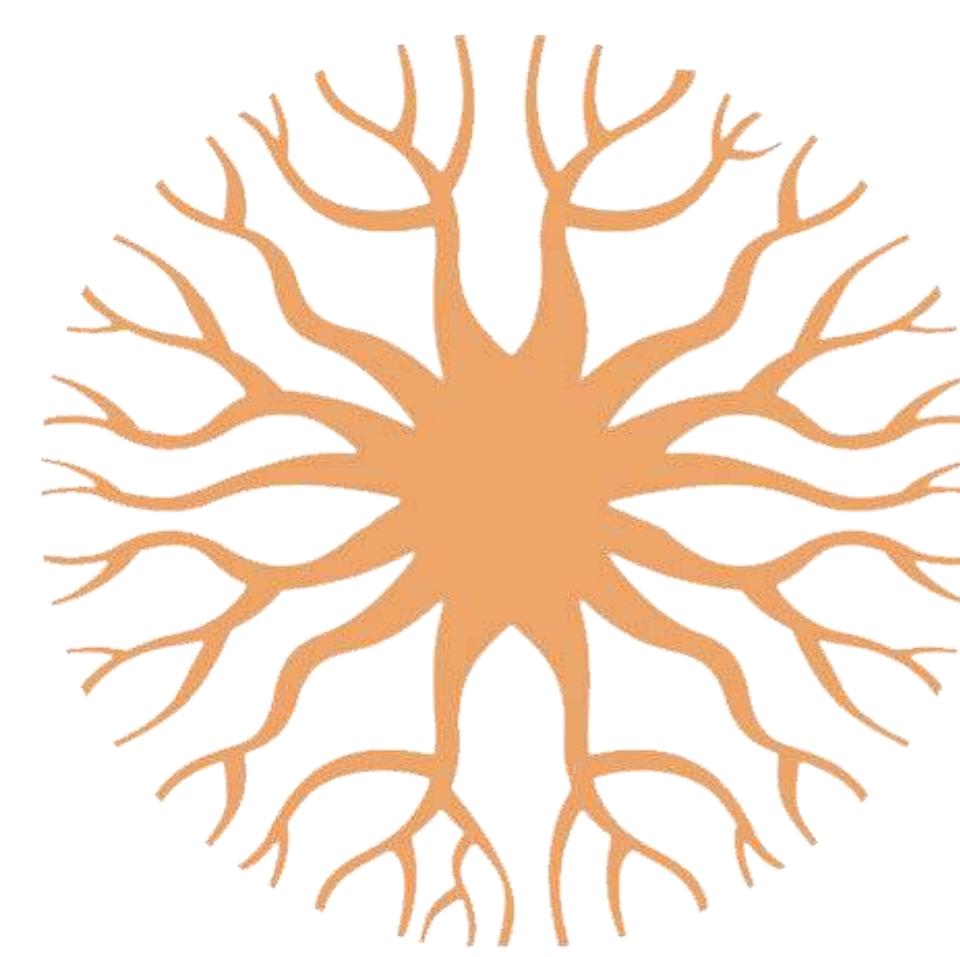
- Artisans have formed FPOs with the help of Government interventions.
- Shikha is working on Terracotta Jewellery since 2016.
- Kalyani Kirti & Vinay are working on terracotta product development and product diversification.



### Role of JEC-P:

- 1.Collaboration with marketing partner.
- 2.Connected jewellery artisans with a renowned innovator who can create a tailor-made machine.
- 3.On boarding on the online Market places like Meesho, Amazon, Okhai is in process.
- 4.Mentoring on design & product development.
- 5.Connected with The Indian Railways for exhibition stalls at Gorakhpur Junction.
- 6.Discussion initiated with Director – Forest Dept. to place products in ODOP shop.
- 7.Placed products in local market.
8. Connected with EDI to work in collaboration for artisans.

# Case Studies-



## Vyanjanam



It all started in January February 2022, when one of the Papaya farmers from Mohammad Isa Sheikh from Rampur Karkhana, Deoria, Uttar Pradesh lost all his 2-acre Papaya crop as a result of untimely rain and hailstorm. He called Jagriti team for a solution and thus we connected him with Abhishek Dwivedi and Satish Kumar

**About the entrepreneurs:** Abhishek as a co-founder of ARC Foods aims Vyanjanam to be recognised as a healthy food brand from Purvanchal, keeping intact the tradition of Purvanchal by bringing the stories of the region through the women of the regions who are associated with the brand.

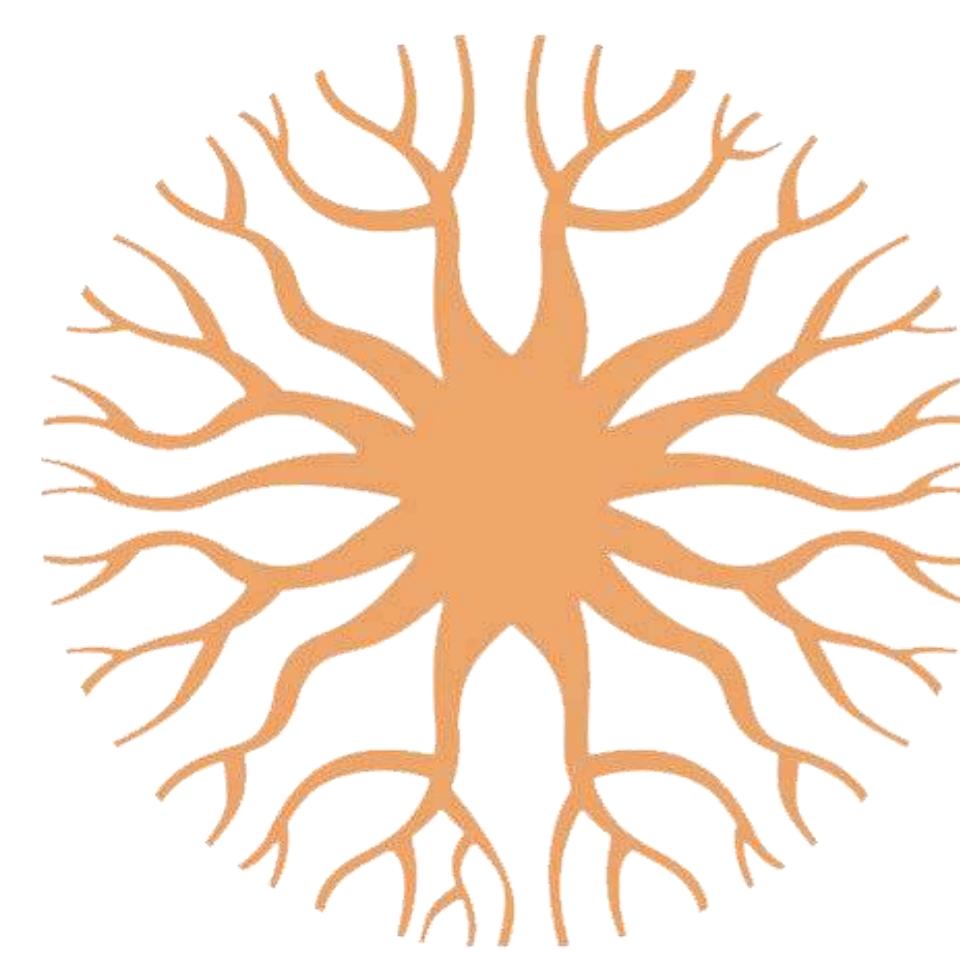
Vyanjanam so far has introduced indigenous products like Papaya Jam, Green Papaya Chutney, Stuffed red chilli pickle, Mixed veg pickle, Garlic pickle, Papaya Pickle, Banana Flour, Papaya Powder

### Role of JEC-P

The role of JEC-P in the creation of Vyanjanam as a food brand has been proved very crucial so far.

- 1.JEC-P played a role of facilitator by bringing ARC foods co-founders and local manufacturers together, a platform where creators met with the investors and marketer.
- 2.Brand name suggestion,
- 3.Logo & product label designing
- 4.Right Product packaging
- 5.Identifying right customer segment for products
- 6.Business mentoring in launching products as premium products.
- 7.Vendor facilitation for logistics, packaging & bottling
- 8.Market research for vyanjanam products both online and offline
- 9.Ensuring retail and B2B orders

## Case Studies-



### Samadhan Telemedicine

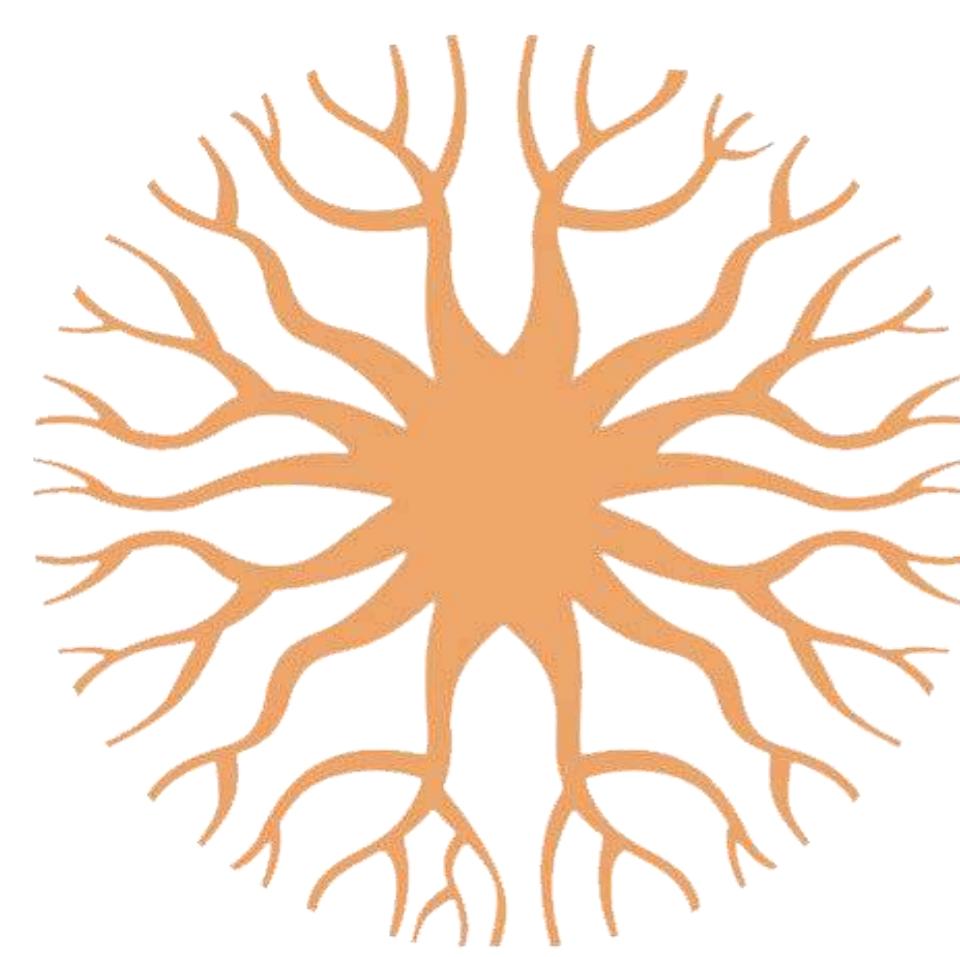


Poor health infrastructure & lack of quality doctors in the area prompted Ghanshyam to start a telemedicine center.

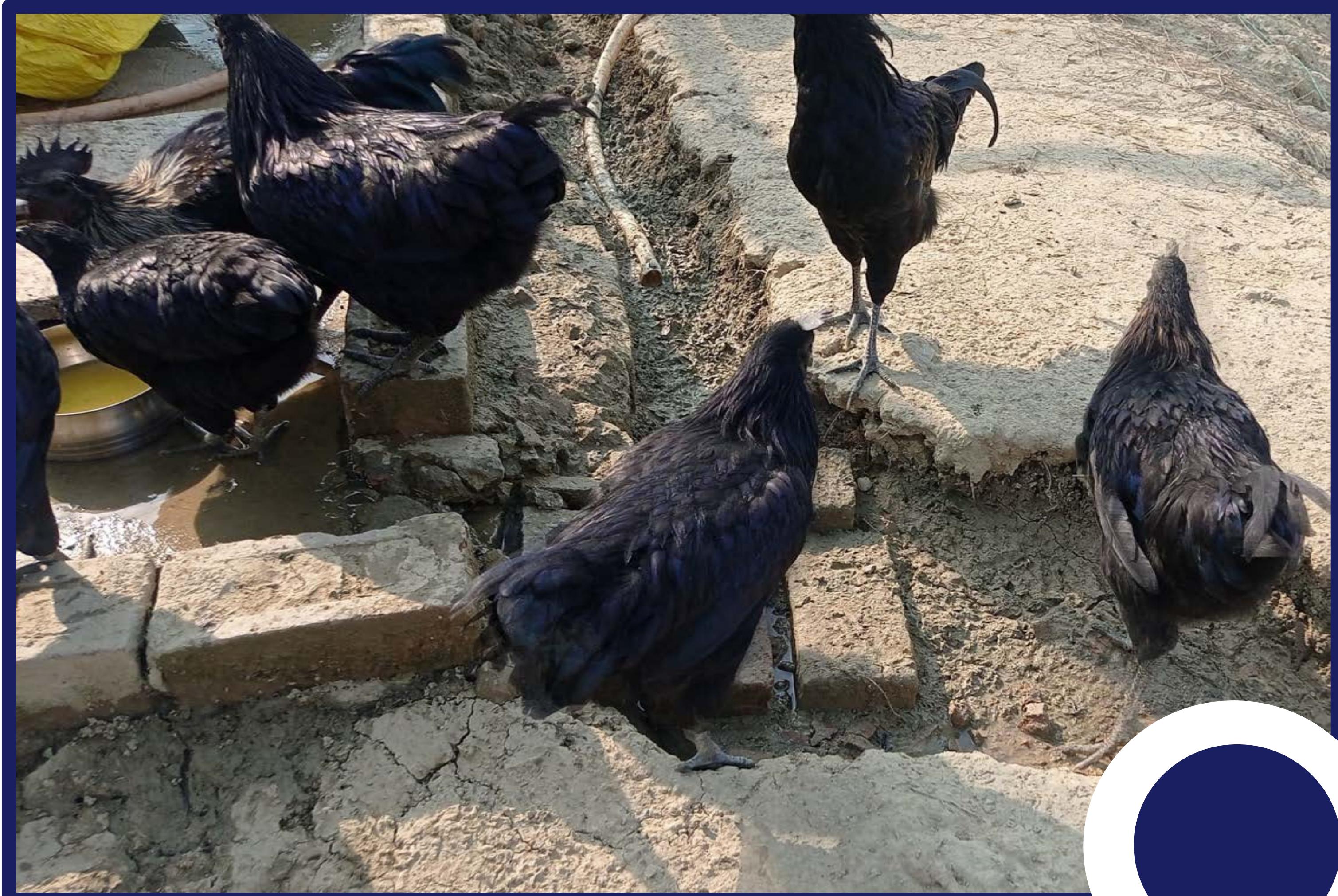
About the entrepreneur: A science Graduate, 10 Years of experience working with Dr. Lal Path Lab Ghanshyam Mishra from Tamkuhi Raj, Kushinagar, started Samadhan Telemedicine center to provide the medical facilities in the rural areas of Kushinagar.

**Role of Jagriti:** After bringing him in our incubation framework, we worked on pain areas of his Udyam (doctor empanelment & tech support) and connected it with CAARE, which is a Hyderabad based organization. This connection solves his both problems and now he is heading towards next phase that is Outreach.

## Case Studies-



### Kadaknath Poultry Farming

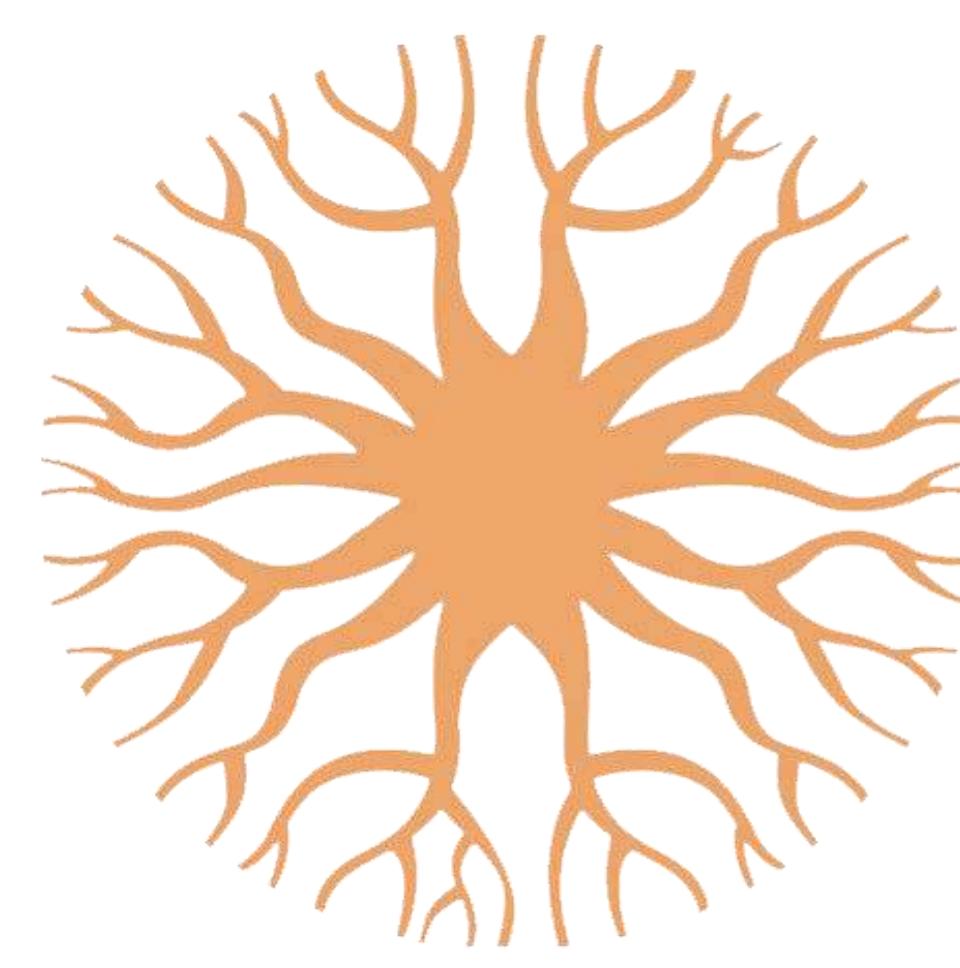


During COVID time, Pawan came back to India and decided to stay here. He joined his family business of poultry. Now, he is determined to scale up this business.

**About the entrepreneur:** Pawan Kumar Kushwaha, an Engineering Graduate from Seorahi Nagar Panchayat, Tamkuhi Block, Kushinagar, working with an Australian MNC for last 3 years.

**Role of Jagriti:** After bringing him into our incubation framework, we worked with him on various aspects of his business like market connects & mentorship. To increase his customer base, we also tried local market strategy which yielded good results. We managed to scale up his business significantly.

## Case Studies-



### Santosh Masala Udyog



When the family business is taken up by the next generation in a professional way, it helps in scaling up and taking it to the next level.

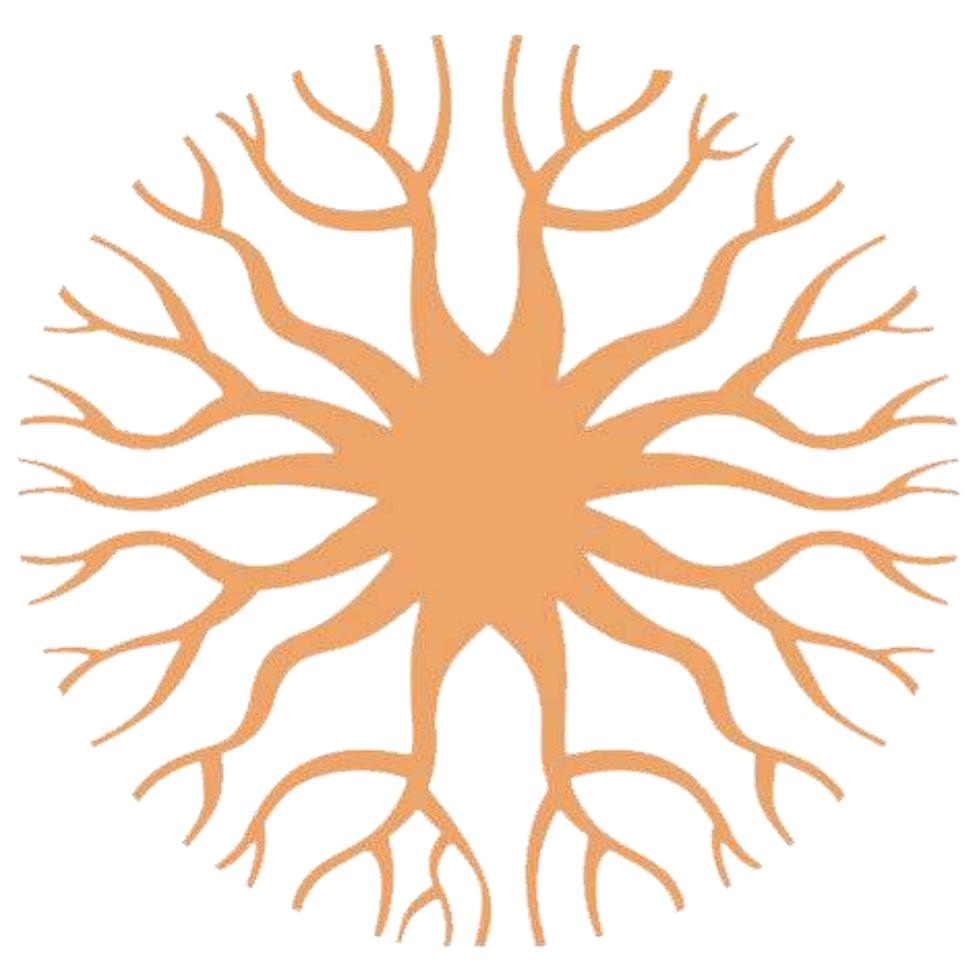
About the entrepreneur: Sachin Verma has a family business in an organised manner of grinding masala on transactional basis. Santosh had taken over the business in 2015 and started his business in an organised manner. He started moving on this direction and formed a proprietorship company, named as Santosh masala Udyog. He also ensured all hygiene factor like GST registration, FSSAI Registration etc. He is very dedicated for his business as he survived demonetisation, Covid both waves and still his business is having good presence in local market.

**Role of Jagriti:** We are helping Sachin in market expansion. He has presence in Tamkuhi Raj, Seorahi market. After our intervention market expanded in Kasia, Bihar border, Padrauna and other regions.

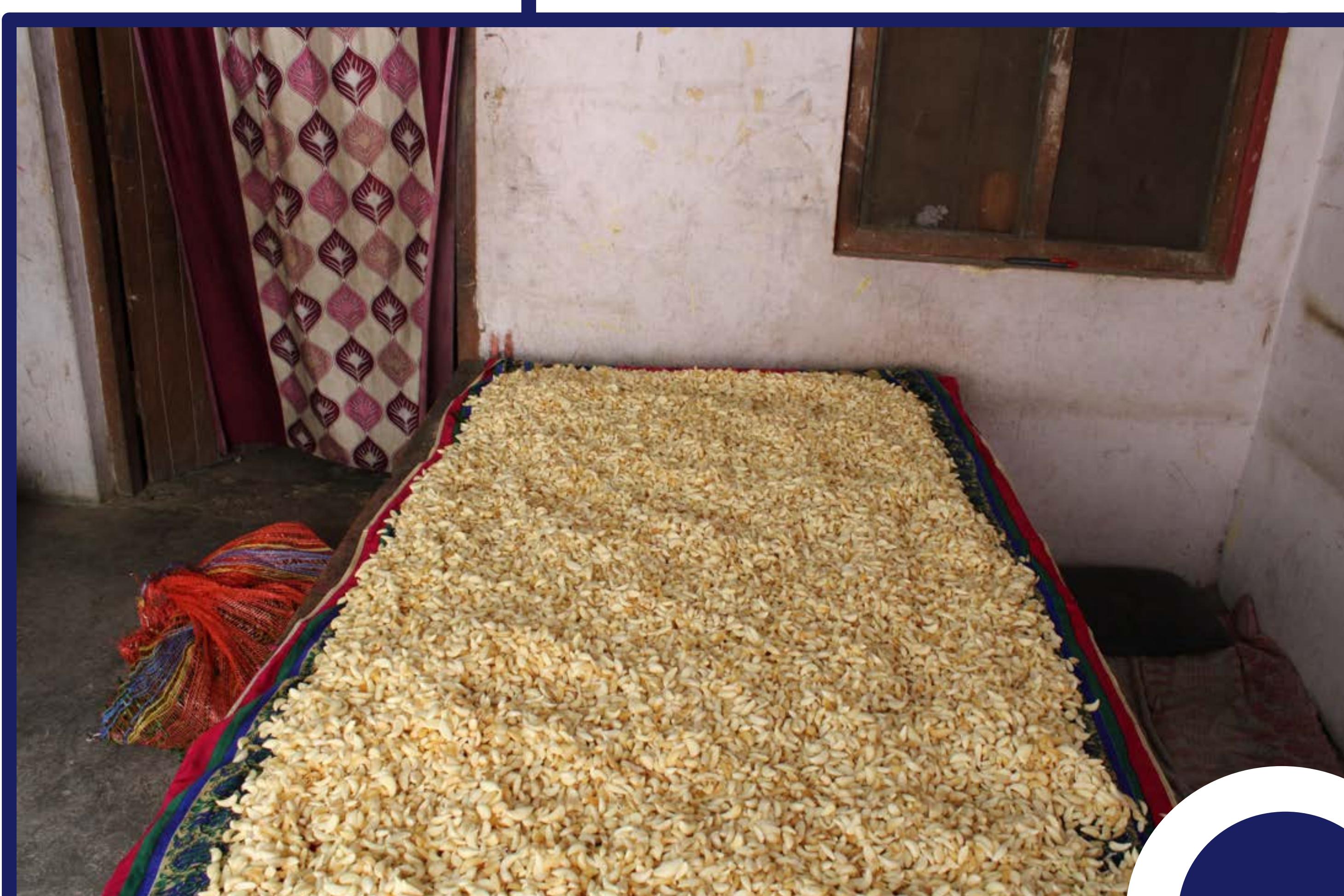
We are also supporting him to expand his business to in regional as well as national markets.

On the funding side earlier, he has tried to get funds for expansion but have not been able to do. So, we are trying to get that fund for in HDFC and PNB are very positive for giving loan. We are hoping that in the next 2, 3 weeks funding will get materialise.

# Case Studies-



## Purvaiya



Purvaiya is a food brand from Purvanchal, the company name is RPF Foods, is a partnership firm, registered in May 2022.

### About the entrepreneur :

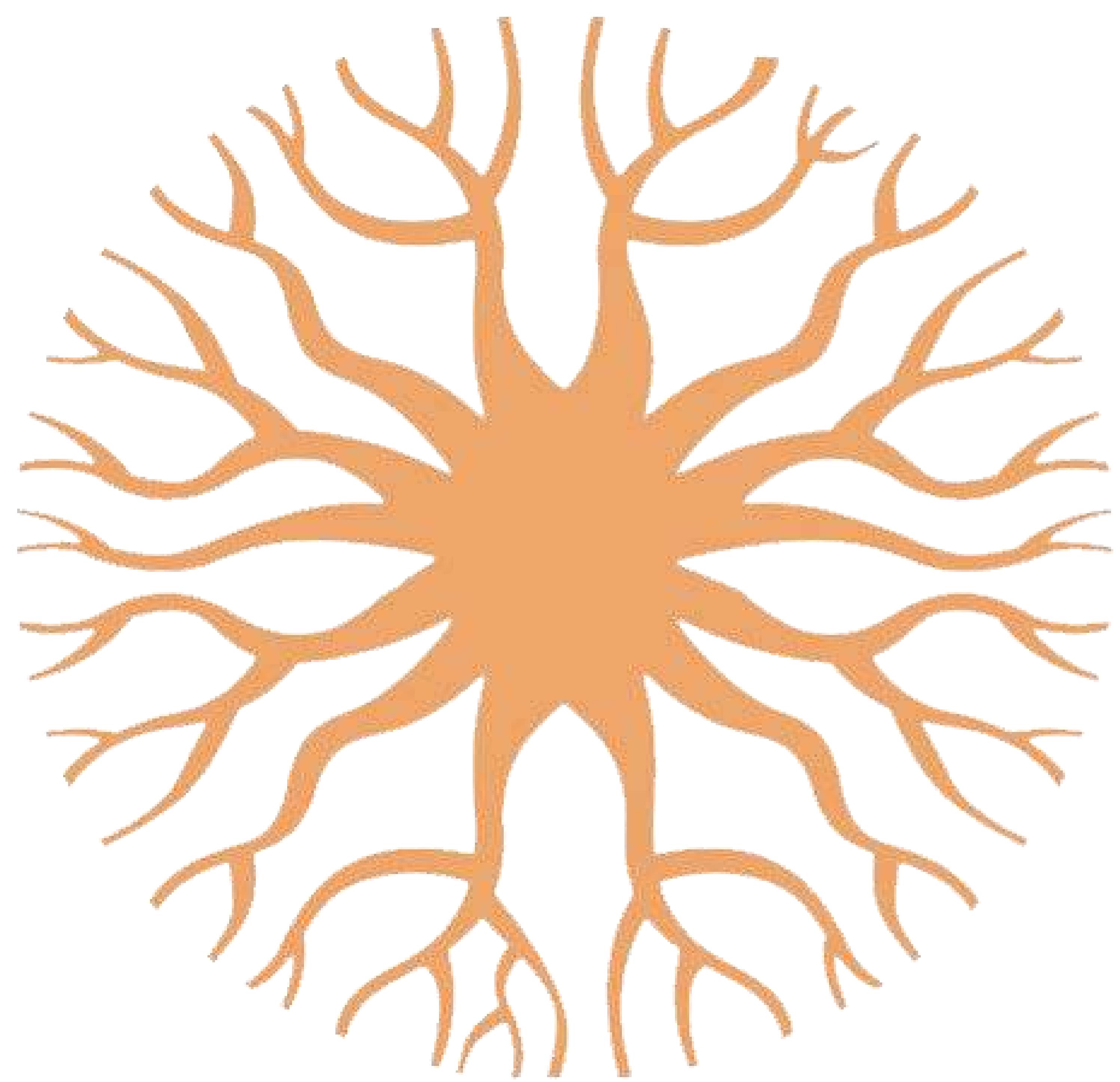
One of our incubate, Malti Yadav, has always dreamt to have a company of her own. We came to know about Malti Yadav through the NRLM district administration of Deoria, during one of our mobilization events. Ever since she was a teenager she knew that after growing up she is going to have a food processing firm of her own. Now she has one, her company is a partnership firm with her 2 siblings as co-founders. The 3 co-founders Malti Yadav, Kanti Yadav & Ravi Yadav are from the Ruchapar village of Deoria district, Uttar Pradesh.

Malti Yadav has named her brand Purvaiya, Purva literally means East or Earlier, and Purvaiya means an easterly wind that blows during the north-east monsoon.

### Role of JEC-P

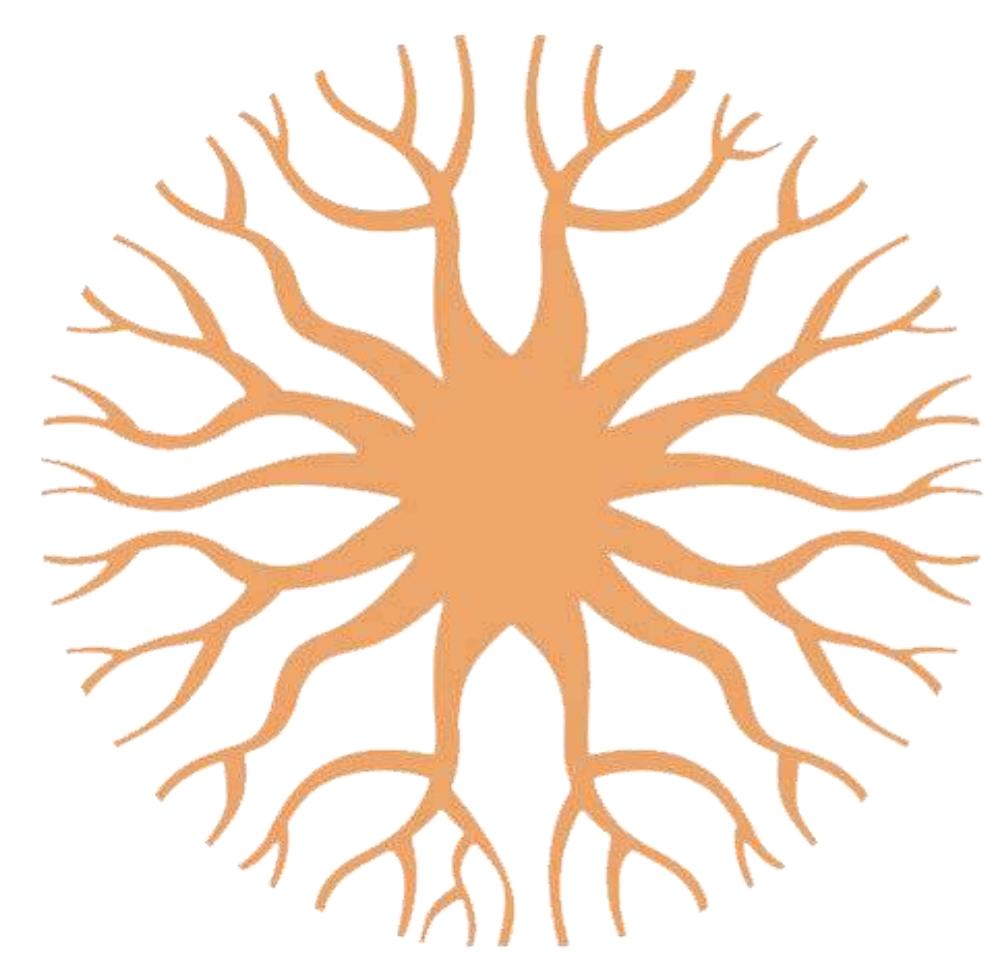
- Company registration
- Brand name selection, logo designing
- Capacity building for bulk orders manufacturing
- Capacity building for price calculation, understanding profit margin, revenue, and custom segmentation.
- B2B manufacturing orders for around 4 quintals
- Assisting in mudra loan from bank (In progress)

Malti ji thanks JEC-P and values the mentorship and support she is getting by being under its incubation framework.



# Section 5

# Team Members



## FULL TIME EXECUTIVE TEAM: SENIOR PEOPLE ON THE GROUND

CORE MEMBERS ON GROUND



ASHUTOSH KUMAR



CHINMAY VADNERE



KUNA NAGAR



SEEMA SALI



ASHUTOSH KUMAR MISHRA



ASHWANI MANI



SUVARNA TARKAR



VIJAY YADAV



HARENDR AAO



VIBHUTI SHARMA



LALITHA PRAKASH



PANKAJ MANE



SANJAY RAO



PRAGATI BAHETI

## FULL TIME TEAM: UDYAM CORPS AND UDYAM MITRA MANY OF WHOM ARE ALUMNI OF JAGRITI YATRA



VISHWAS PANDEY



AMIT SINGH



ABHISHEK BHARASWAJ



ANAND KUMAR SINGH



PRAKHAR SRIVASTAVA



PRANCHAL JOSHI



RAJAT SRIVASTAVA



SATYASHA RAJPUT



SHILPI SINGH



PRIYA SHUKLA



PRITI PANDEY



MANOJ TIWARI



MD TRIPATHI



VIVEK VISHWAKARMA



VIKASH SHAHI



GANESH SINGH



ABHISHE BAJAJ



BABISH CHATURVEDI



DHEERAJ SINGH



AKASH GOSWAMI