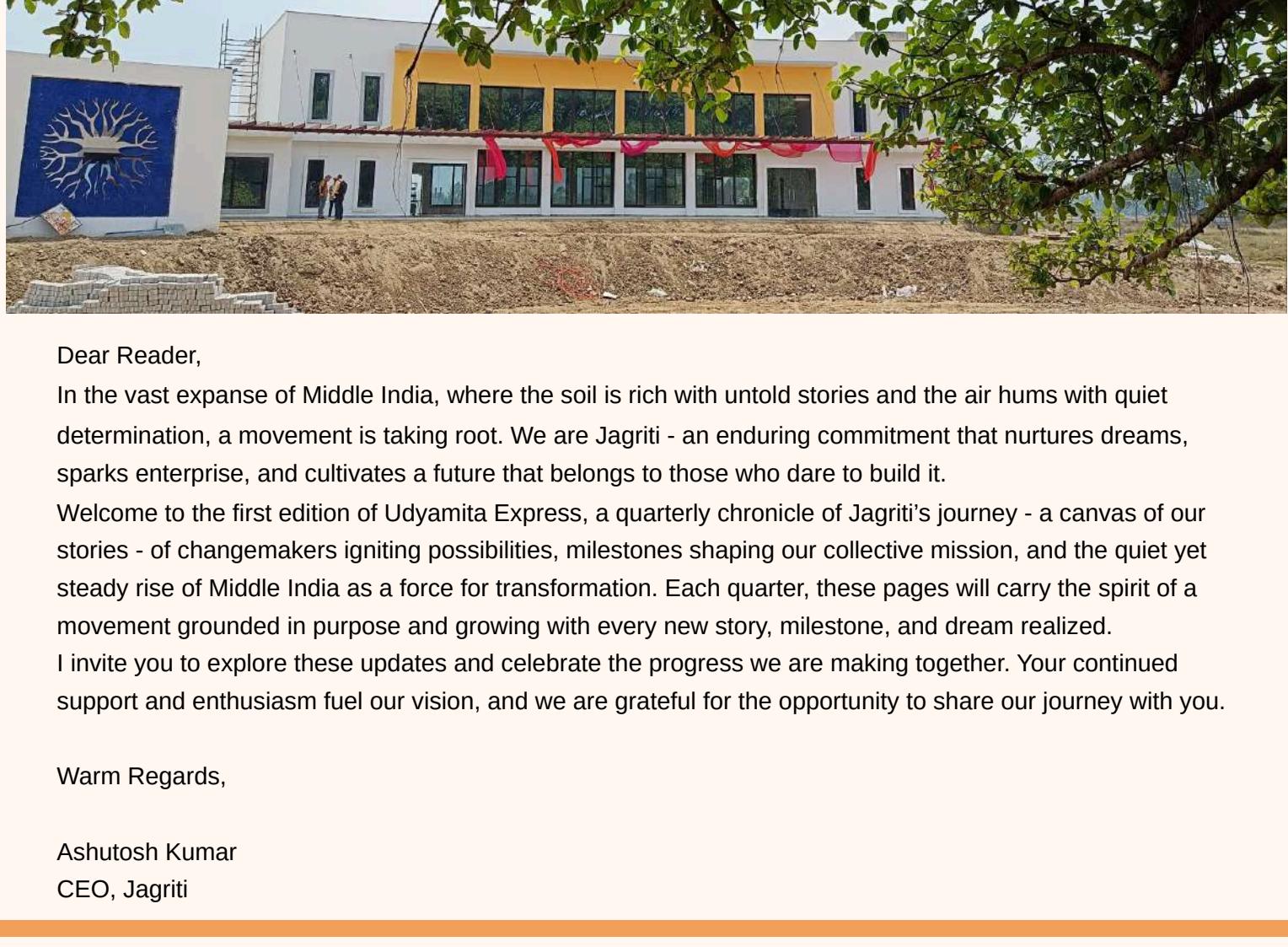




# Udyamita Vani

The Banyan Revolution gaining Momentum



Dear Reader,

In the vast expanse of Middle India, where the soil is rich with untold stories and the air hums with quiet determination, a movement is taking root. We are Jagriti - an enduring commitment that nurtures dreams, sparks enterprise, and cultivates a future that belongs to those who dare to build it.

Welcome to the first edition of Udyamita Express, a quarterly chronicle of Jagriti's journey - a canvas of our stories - of changemakers igniting possibilities, milestones shaping our collective mission, and the quiet yet steady rise of Middle India as a force for transformation. Each quarter, these pages will carry the spirit of a movement grounded in purpose and growing with every new story, milestone, and dream realized.

I invite you to explore these updates and celebrate the progress we are making together. Your continued support and enthusiasm fuel our vision, and we are grateful for the opportunity to share our journey with you.

Warm Regards,

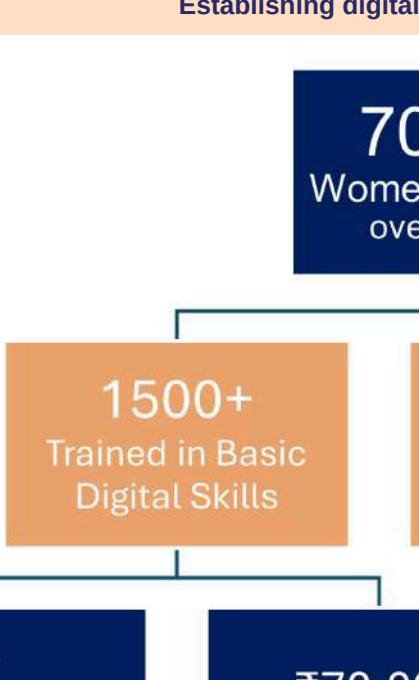
Ashutosh Kumar  
CEO, Jagriti

## THIS QUARTER'S IMPACT DASHBOARD

### Jagriti Yatra

An annual 15 day entrepreneurial train journey for youth across India, with a 9000+ strong alumni network.

This years edition was held in November 2024



525  
Participants

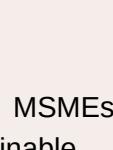
39%  
Women

25.6  
Average  
Age

10  
Countries

### Jagriti Enterprise Centre Purvanchal

Jagriti's 10 District Regional Incubation and Innovation Ecosystem in Eastern UP



48

MSMEs Incubated

11.5 Cr

Revenue Generated

3651

Livelihoods  
Supported/ Enhanced

70

MSMEs selected for Next Cohort of Incubation

Jagriti's 7M Incubation spans across 3 districts of Eastern UP - operations have expanded to 4 more districts this quarter.

### Innovation Programs under different Centres of Excellence at JEC-P

#### Tech Shakti

Establishing digital business models for adoption by rural women

7000 +  
Women Mobilised  
over 2 Years

500  
Women  
Fresh Mobilisation  
for Tech Shakti Sri Program

1500+  
Trained in Basic  
Digital Skills

700  
Trained in Digital  
Integration in  
Business

55  
Women under  
Incubation

70  
Direct Jobs  
through Market  
Partners

₹70,000  
Cumulative Income

₹10 lakhs  
Cumulative  
Revenue

23  
non-traditional  
Livelihoods Created

### Green Enterprise Development Program

30  
MSMEs under  
Incubation

300  
Associated Producers Trained

Local MSMEs are reimagining their businesses with sustainable green practices, while associated producers are being equipped with digital, financial, entrepreneurial, and green skills - planting the seeds for a greener, smarter future in enterprise.

### Project Samavesha Design Thinking and Adaptive Leadership Workshops to Develop Handicraft Value Chains

Moonj

Design  
Thinking  
Workshop

Adaptive  
Leadership  
Workshop

Partnership  
with Hand for  
Handmade

60  
Artisans

Terra-  
cotta

Banana  
Fibre

These efforts have led to noticeable improvements in product design and quality, stronger market linkages, and promising sample orders - paving the way for meaningful growth and opportunities for these artisans.

The graduation of 48 MSMEs from our first Incubation

Program (2023-24) is a proud milestone in rural

entrepreneurship. With innovation and resilience, these

Udyamis are shaping the Bargad Kranti, supported by our

mentors, Udyam Corps, and Udyam Mitras. As they embark

on their next chapter, these pioneers are not just shaping

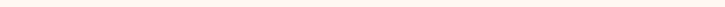
their futures but inspiring a movement that promises lasting

transformation. [Read more](#)



## THIS QUARTER'S TOP STORIES

### 48 Journeys, One Milestone: The First Cohort Graduates





We are thrilled to launch the Tech Shakti Sri program, supported by Cisco Corporate Social Responsibility. This initiative aims to incubate 40 rural women to lead innovative digital business models and train 700 women in essential digital skills, empowering them in both daily life and digital entrepreneurship.

With **Tech Shakti Sri**, we're paving the way for rural women to become leaders in the digital revolution, transforming their communities and creating lasting change.

### 1 Year, 7 Districts, 70+ Local Entrepreneurs: A New Beginning

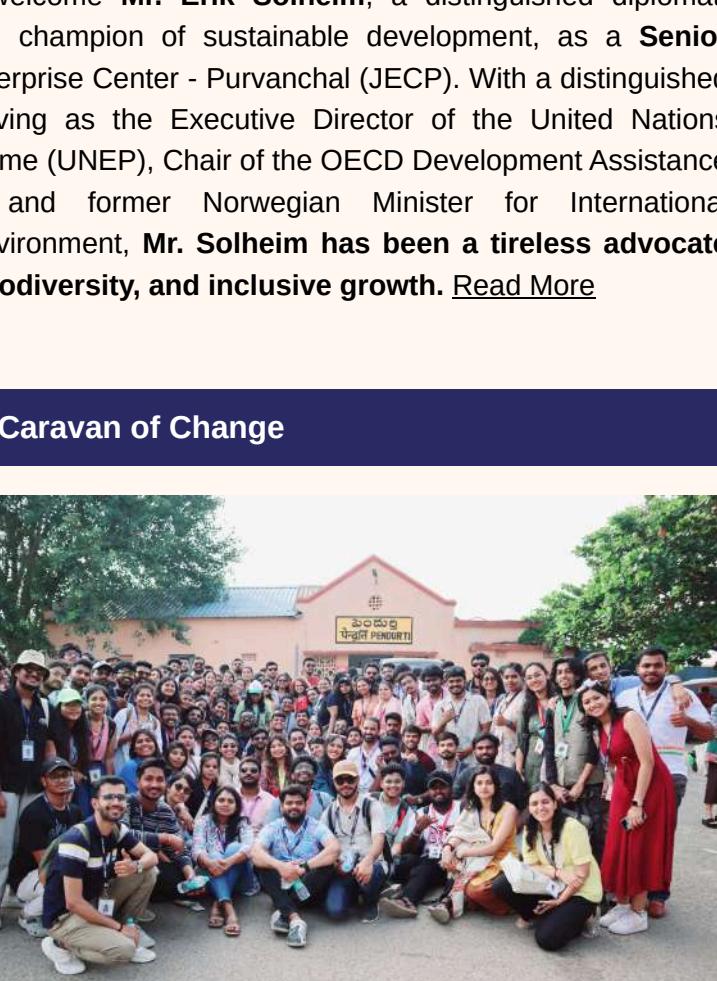


With yet another step forward towards nurturing and strengthening Purvanchal's growing entrepreneurial ecosystem, we are delighted to welcome over 70 passionate entrepreneurs from Purvanchal's districts to Cohort 2.0 of our **Incubation Program**. After receiving 500+ applications and a careful selection process, these entrepreneurs are set to contribute to the growing entrepreneurial ecosystem in the region. This is a meaningful step toward creating lasting change and opportunity in Purvanchal. [Read More](#)

### 25 Years of Jagriti: Sankalp Diwas

From **October 18th to 20th, 2024**, Sankalp Diwas celebrated Jagriti's 25-Year Journey in Deoria, UP, as a powerful tribute to the spirit of Middle India. The event united **150 visionaries - corporate leaders, community enablers, Gram Pradhans, and changemakers**, forging deeper connections through meaningful and actionable dialogues. Guests experienced firsthand the transformative work of Jagriti through its Udyamis, witnessing grassroots innovation and sustainable enterprise in action.

This milestone event reflected on Jagriti's past achievements while building hope and aspiration for an even greater future. With gratitude for the trust of our stakeholders, Sankalp Diwas reaffirmed our collective resolve through this historic milestone, celebrating a shared vision to shape New India from its very heart.



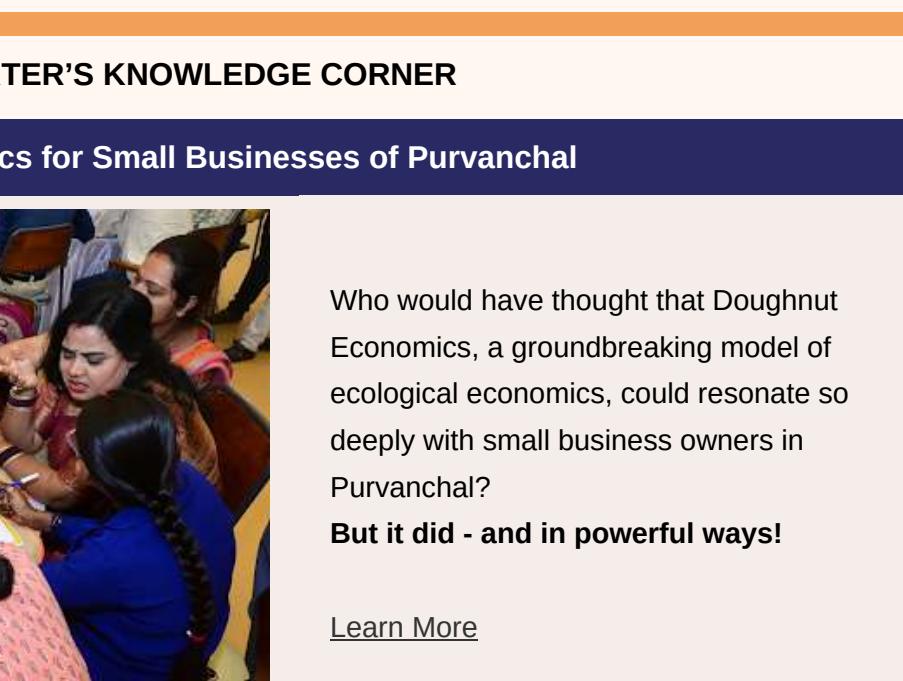
### Guiding Change: Welcoming Mr. Erik Solheim to JECP



We are excited to welcome **Mr. Erik Solheim**, a distinguished diplomat, environmentalist, and champion of sustainable development, as a **Senior Advisor** to Jagriti Enterprise Center - Purvanchal (JECP). With a distinguished career, including serving as the Executive Director of the United Nations Environment Programme (UNEP), Chair of the OECD Development Assistance Committee (DAC), and former Norwegian Minister for International Development and Environment, **Mr. Solheim has been a tireless advocate for climate action, biodiversity, and inclusive growth.** [Read More](#)

### Jagriti Yatra 2024: The Caravan of Change

**Jagriti Yatra 2024**, powered by an inspiring partnership with **SBI**, culminated on December 1st, leaving an indelible mark on **525 aspirational youth**. This year's Yatra witnessed a transformative shift - 55% of the Yatris were early-stage entrepreneurs, leveraging the journey to refine their ideas, secure market partners, and gain experiential mentorship. For the remaining 45%, the 17th edition of Yatra was a crucible of yet another cycle of inspiration, equipping aspiring entrepreneurs with the vision and skills to build impactful ventures.



Traversing real India, meeting role models, and witnessing innovation firsthand, Jagriti Yatra 2024 was a monumental celebration of social entrepreneurship, unity, and the relentless spirit of New India.

To catch a glimpse of this life-changing journey, [Click Here](#).

### THIS QUARTER'S STORY OF CHANGE

#### Harvesting Dreams: Anshuman's Green Breakthrough



Jagriti Incubatee Anshuman Upadhyay, Founder of Pravidhan FPO, has secured a ₹8 lakh grant at the Sankalp Forum by Aavishkaar Group in Varanasi! A participant in our Green Incubation Program supported by Accenture in India, Anshuman's dedication to sustainable farming and community empowerment shines through his work with Kala Namak rice using natural practices.

**Heartiest congratulations, Anshuman - your success inspires us all!**

This achievement highlights the transformative power of rural enterprises and their potential to drive meaningful change. [Read More](#)

### THIS QUARTER'S KNOWLEDGE CORNER

#### Doughnut Economics for Small Businesses of Purvanchal



Who would have thought that Doughnut Economics, a groundbreaking model of ecological economics, could resonate so deeply with small business owners in Purvanchal?

**But it did - and in powerful ways!**

[Learn More](#)

### BE A PART OF THE IMPACT JOURNEY

Join Us for Yatra 2025



[Apply Here](#)