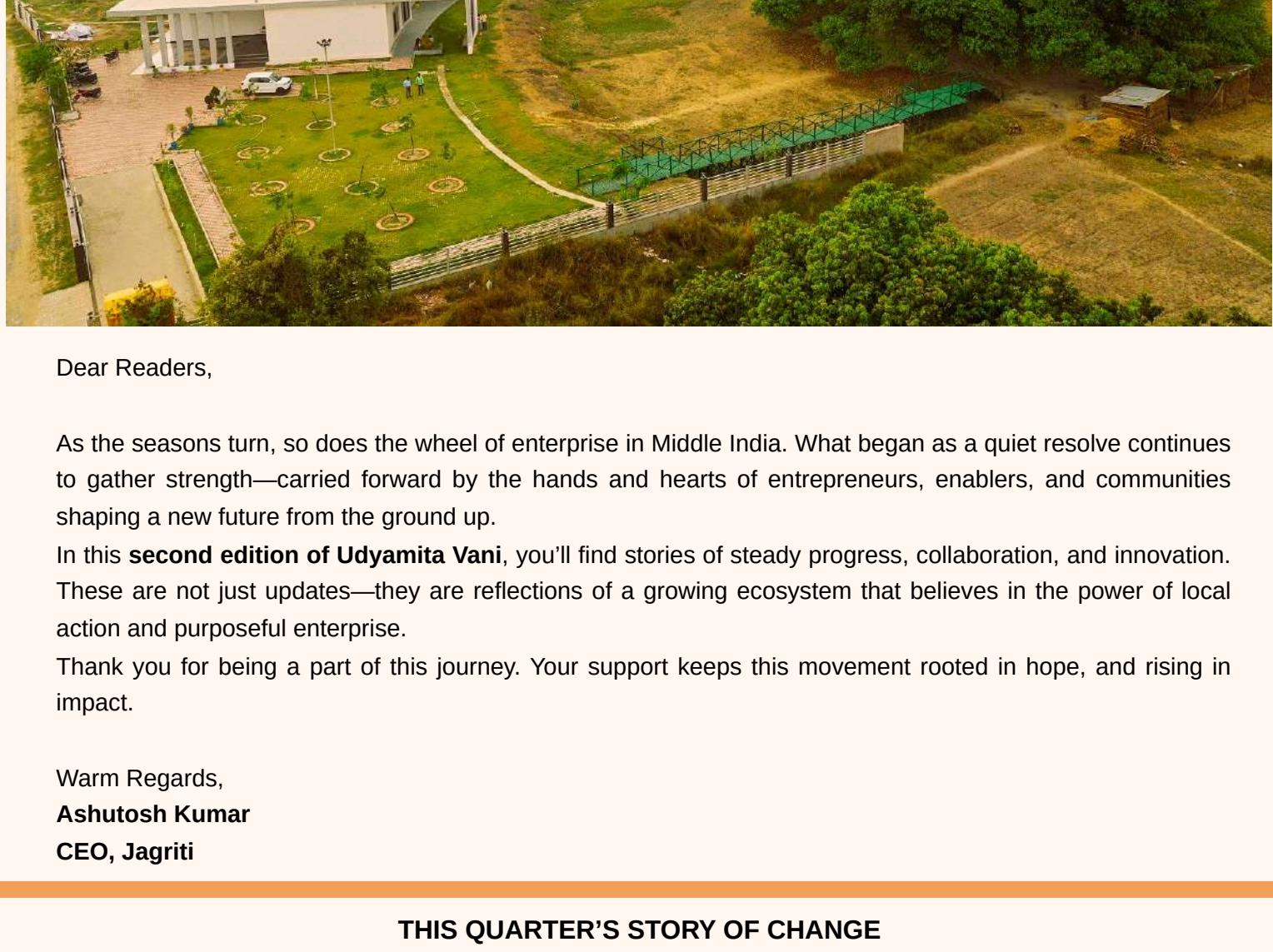




Udyamita Vani

The Banyan Revolution gaining Momentum



Dear Readers,

As the seasons turn, so does the wheel of enterprise in Middle India. What began as a quiet resolve continues to gather strength—carried forward by the hands and hearts of entrepreneurs, enablers, and communities shaping a new future from the ground up.

In this **second edition of Udyamita Vani**, you'll find stories of steady progress, collaboration, and innovation. These are not just updates—they are reflections of a growing ecosystem that believes in the power of local action and purposeful enterprise.

Thank you for being a part of this journey. Your support keeps this movement rooted in hope, and rising in impact.

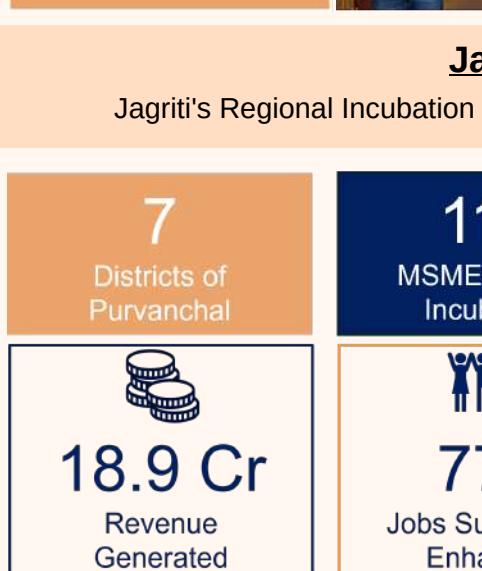
Warm Regards,

Ashutosh Kumar

CEO, Jagriti

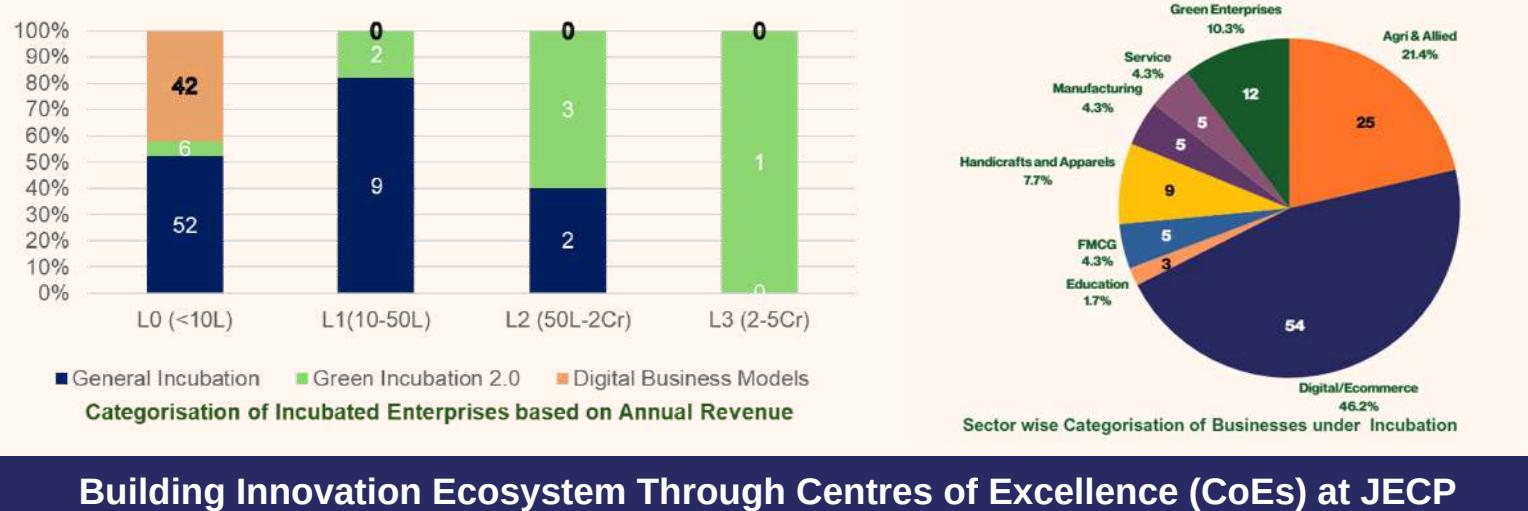
THIS QUARTER'S STORY OF CHANGE

Seema Gupta: Cultivating Change with Drones and Determination



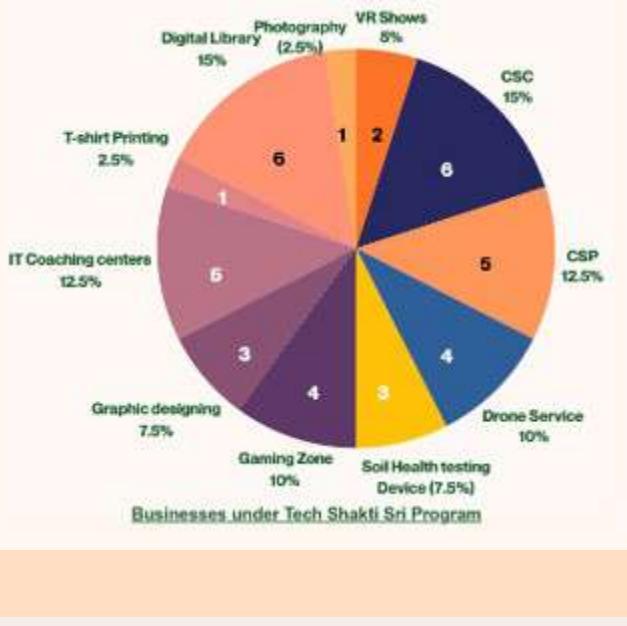
In this compelling **Women Uninterrupted episode** by **The Hindu**, **Seema Gupta**, a drone entrepreneur from Deoria, shares her inspiring journey from SHG leader to agribusiness trailblazer. Speaking with host Anna Thomas, Seema discusses empowering women through enterprise, navigating social barriers, and transforming agriculture with drone tech. A moving story of resilience, innovation, and how real change begins at home—and in the field.

[Read/Listen to the Podcast](#)



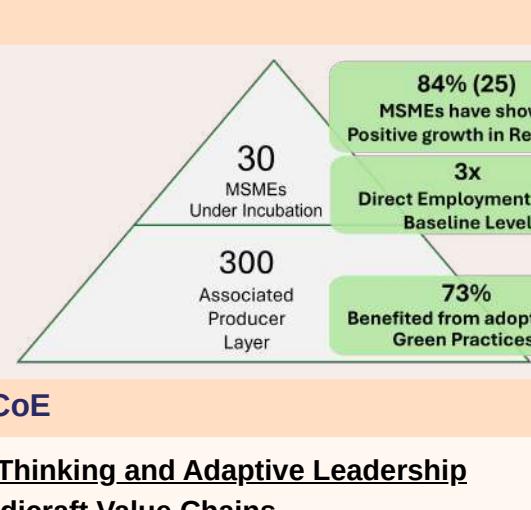
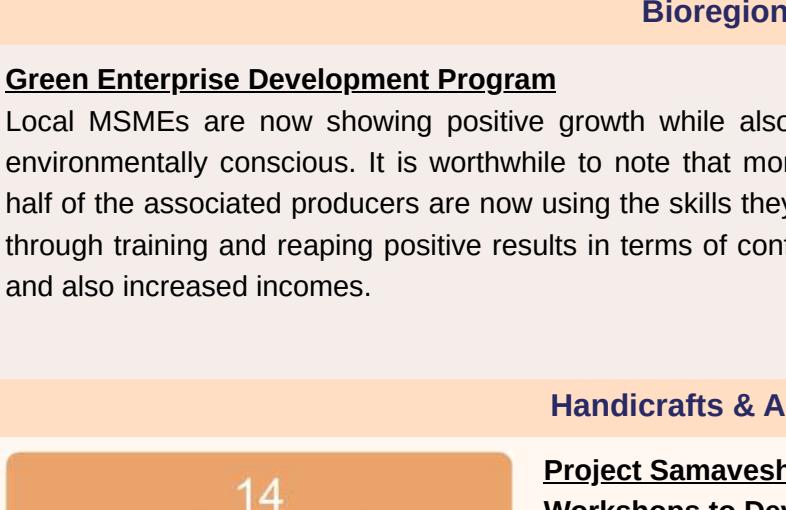
Jagriti Enterprise Centre Purvanchal

Jagriti's Regional Incubation and Innovation Ecosystem across 10 Districts in Purvanchal (eastern UP)



Jagriti's 7M Incubation spans across 7 districts of Eastern UP.

Jagriti's Uniquely designed Incubation process developed through design thinking approach has been supporting the MSMEs in the rural ecosystem. We present here the dashboard for the enterprises under Incubation currently.

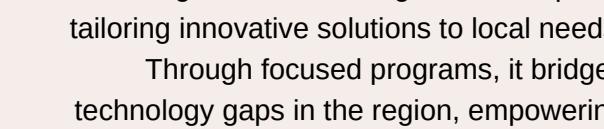


Building Innovation Ecosystem Through Centres of Excellence (CoEs) at JECP

Women CoE

Tech Shakti Sri- Establishing Digital Business Models for Adoption by Rural Women

42 rural women have been selected for incubation to adopt and operate innovative, non-traditional digital business models. Meanwhile, intensive efforts were made to train and enhance the digital competencies of over 500 women.



1000 Women Mobilised at the beginning of the Program

554 Completed Digital Literacy Training

42 Receiving Incubation

4 Capacity Building Sessions

10 Model Specific Individual Mentoring

Bioregional CoE

Green Enterprise Development Program

Local MSMEs are now showing positive growth while also being environmentally conscious. It is worthwhile to note that more than half of the associated producers are now using the skills they learnt through training and reaping positive results in terms of confidence and also increased incomes.

84% (25) MSMEs have shown Positive growth in Revenue

3x Direct Employment from Baseline Level

73% Benefited from adoption of Green Practices.

Handicrafts & Apparels CoE

Project Samavesh- Design Thinking and Adaptive Leadership Workshops to Develop Handicraft Value Chains

Pricing and Marketing for the Newly developed product range were the key focus areas of the Quarter. Capacity building workshops, Partnership Development and Catalogue development were the activities that were taken up.

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Through focused programs, it bridges technology gaps in the region, empowering communities with tools for inclusive growth.

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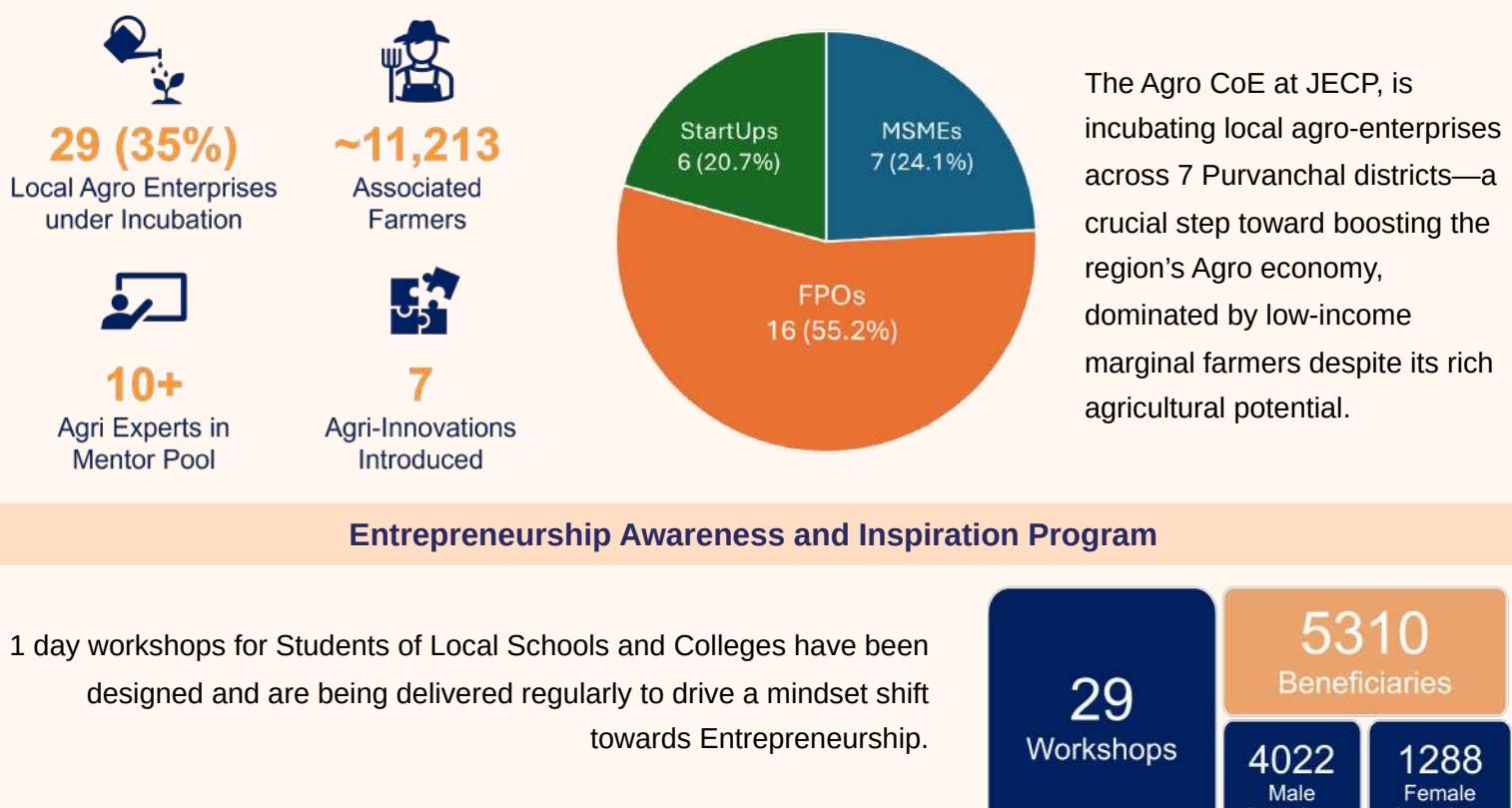
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The Agro CoE at JECP, is incubating local agro-enterprises across 7 Purvanchal districts—a crucial step toward boosting the region's Agro economy, dominated by low-income marginal farmers despite its rich agricultural potential.

Entrepreneurship Awareness and Inspiration Program

1 day workshops for Students of Local Schools and Colleges have been designed and are being delivered regularly to drive a mindset shift towards Entrepreneurship.

29 Workshops	5310 Beneficiaries
4022 Male Attendees	1288 Female Attendees

THIS QUARTER'S TOP STORIES

TechShakti Sri: Empowering Rural Women Through Digital Enterprise

TechShakti Sri empowers 40 rural women with mentorship, digital tools, and funding up to ₹50,000 to build businesses from scratch. By March, 568 women were trained in digital business model pitching, and 618 received 12-hour digital literacy training. This impactful Cisco-Jagriti partnership simplifies entrepreneurship using relatable stories, making business accessible and achievable at the grassroots level.

[Read More](#)



Deoria Development Alliance: A Roadmap for Development



Deoria Development Alliance's first physical meetup (March 28–30, 2025), co-hosted with Jagriti, brought together 150+ leaders across sectors at Barpar Centre. The event launched the Amrit Prayas strategy, marking a collective commitment to building a replicable grassroots development model for India's tier 2/3 cities and villages.

Listening to the River, Learning from the Land : Narayani Bioregional Samagam



The **Narayani Bioregional Samagam** provided a platform for communities, policymakers, and experts to co-create practical solutions for Purvanchal's challenges—waste, biodiversity loss, and local economy. Through immersive experiences and field visits, it fostered a place-based, systemic approach and sparked long-term partnerships. The outcomes offer scalable models for sustainable development, proving that collective, grounded action can drive both environmental and economic transformation.

[Read More](#)

Bhavish Aggarwal's Visit Inspires a New Wave of Rural Innovation

We were honored to host **Bhavish Aggarwal, Co-founder & CEO of Ola**, at our Barpar Centre. Bhavish engaged deeply with our entrepreneurs and students, applauding their innovations and sharing strategic insights. Inspired by Jagriti's grassroots mission, he assured future collaboration. His visit and inspiring words drove a fresh wave of enthusiasm to innovate amongst rural entrepreneurs and innovators.

[Read More](#)



Expert Workshops for MSMEs under Incubation

Business Planning Workshop with Devang Patel

As part of the Jagriti Incubation Program, 70 entrepreneurs from seven Purvanchal districts joined a Business Planning Workshop led by expert [Devang Patel](#). With 25 years of experience, he guided participants through the Business Model Canvas. Supported by Udyam Corps and Mitras, the hands-on session helped entrepreneurs refine strategies and build stronger, scalable business models for sustained growth. [Read More](#)



Jagriti Yatra alumni had the privilege of meeting Hon'ble Kerala Governor, Shri Rajendra Arlekar Ji, in a powerful session on youth, enterprise, and nation-building. The Yatra Alumni shared their entrepreneurial journeys and Yatra experiences. The Governor emphasized "building India through enterprise" as key to a Viksit Bharat. His words aligned with Jagriti's mission, energizing alumni to pursue impactful change through entrepreneurship with renewed commitment. [Catch a Glimpse](#)

THIS QUARTER'S KNOWLEDGE CORNER

How Investing in Women Strengthens the Fabric of Local Communities and Economy



The true potential of a local economy lies in its people, among them—women, who hold unique and pivotal roles in catalysing change, fostering social cohesion and enriching the cultural landscape.

"Women are balance sheet builders whereas men are profit & loss- exclaims the author"

[Learn More](#)

How Can We Bridge the Gender and Digital Divide for Women Entrepreneurs in Rural India?

Women are doubly disadvantaged when it comes to Digital Empowerment. Any intervention to uplift women has to work on Economic Empowerment and also on narrowing the Gender Digital Divide. This publication talks about the unique approach that was adopted for Women of Purvanchal.

[Learn More](#)



BEHIND THE SCENES

New Additions to Jagriti Team

