



**JAGRITI**  
YATRA

In association with



Experience the Ecosystem of  
Indian Entrepreneurship and  
Innovation through the

# **WORLD'S LARGEST ENTREPRENEURSHIP TRAIN JOURNEY**

**An Invitation to International Delegates**

**28th October – 10th November 2023**



# INDIA

## WELCOME TO INDIA'S G20 PRESIDENCY

“

Guided by the principle of 'One Earth, One Family, One Future' and in line with our ethos of Vasudhaiva Kutumbakam', India's G20 presidency has worked to further global good and create a better planet.

”



**Shri Narendra Modi**

*Prime Minister of India*



Initiated under the presidency of the G20 2023, Startup20 is first of its kind official engagement group that focuses on **ENTREPRENEURSHIP, INNOVATION and COLLABORATION.**



**JAGRITI**  
YATRA

A **15**-year-old initiative, Jagrati Yatra is leading a unique movement of **'BUILDING INDIA THROUGH ENTERPRISE'** focused on Middle India (Tier 2/3 India).

*In 2023, Jagrati Yatra and G20 Startup20 have partnered to accelerate the movement of entrepreneurship globally.*

A Globally Admired Journey of Discovery and Transformation, has been recast in a new format for the **G20 Presidency** of India under the Startup 20 initiative. A non-profit initiative, Jagrati Yatra is a **14**-day, **8000**-km entrepreneurship train journey to inspire youth from to become entrepreneurs. It has been running since 2008, impacting, **7500+** youth from Indian and **23** countries. It focuses on Tier 2 and Tier 3 districts of India, what is termed Middle India, and it is also creating an enterprise ecosystem in Eastern Uttar Pradesh.

Refined over years, Jagrati Yatra is an innovation that has travelled from India to other international locations, with similar journey's being held in four other countries, and a growing community of entrepreneurs in India and abroad. Designed in an experiential format, Jagrati Yatra will give you unique insights into understanding Inclusive Entrepreneurship by immersing yourself in India of small towns and villages. It is based on a methodology of learning where a journey to the small towns and districts of India in the company of 450 other participants provides a unique learning and networking forum. This year, approximately 70 persons will be joining this journey from G20 nations, and there will be wider participation from Indian leaders and visionaries.





## Role Models' Interaction

Meet India's top social and business entrepreneurs, by visiting the location of their enterprise and learning by interacting with their founders and leaders. This brings the context of the enterprise, and through group presentations in the train, the learning is amplified.

On topics related to global development, eminent persons are invited at key locations to discuss topics that are relevant for enterprise led development, where the participants listen and ask questions. This complements the role model visits.

## Panel Discussions





## Program Elements

### Mega Events

4 mega events on G20 themes in four key locations where key issues related to the Startup20 mission like sustainability, inclusion etc. will be showcased both by interacting with eminent personalities as well as cultural programs and presentations.

### Biz Gyan Tree

A business-plan competition and pitching on the train, which is located in a village, Barpar in Eastern Uttar Pradesh's Deoria district under the shadow of a banyan tree, where local context is brought to light with visits to adjoining villages, and an enterprise plan competition.

### Enterprise Mela

A startup exhibition of 50+ startups, where entrepreneurs will showcase enterprise that are relevant to Tier 2 and Tier 3 districts, and where participants will get first-hand experience of entrepreneurs who have started a relevant enterprise.



## Peer Interactions

Interaction with diverse group of people on train, is the most important axis of learning, where 450 participants of the train journey, who are selected from thousands of applicants learn from each other on a moving train over a 14-day journey. Participants are divided into cohorts – with approximately 5 participants and 2 facilitators, and groups with 3 such cohorts for peer to peer interaction and learning.

The Yatra is a co-created national adventure where we believe participants bring their own energies and ideas to complement that of the organizing team. Over 15 years of execution, including two years in a digital format during Covid-19, the organizing team has conducted the journey in collaboration with participants, where the act of travelling requires both change and discipline. The attitude of participants matters with those those showing flexibility, curiosity, and an open mind gain most from this 14 day adventure.

## An Adventure With Others



## Once-in-a-lifetime Opportunity

A once-in-a-lifetime opportunity for you to be a part of a global platform

- ✔ Meet and interact with 70 foreign delegates from G20 countries, who will be traveling on the train
- ✔ Discuss opportunities of collaboration with the delegates, and explore G20 countries
- ✔ Listen from top entrepreneurs, experts and influencers of India on and off the train
- ✔ Engage with mentors (CEOs, Founders, Sector experts) on the train and discuss your ideas
- ✔ Attend 4 mega events in different cities on relevant themes like entrepreneurship, sustainability and innovation
- ✔ Gain insights into 'Middle India' (Tier 2/3 districts) and build deeper understanding of enterprise
- ✔ Join the global network of 7500 alumni of Jagriti Yatra



## 14 days itinerary

| Date        | Destination |
|-------------|-------------|
| 27 October  | Induction   |
| 28 October  | Mumbai      |
| 29 October  | On train    |
| 30 October  | Bangalore   |
| 31 October  | Madurai     |
| 1 November  | SriCity     |
| 2 November  | Vizag       |
| 3 November  | Berhampur   |
| 4 November  | On train    |
| 5 November  | Varanasi    |
| 6 November  | Deoria      |
| 7 November  | Deoria      |
| 8 November  | Delhi       |
| 9 November  | Ahmedabad   |
| 10 November | Mumbai      |

## This Yatra is Different

This is the first journey where over 70 international delegates from G20 countries will be on the train. The event will host four mega events at four key stops of the journey, as well as garner higher visibility given the support from G20 and Startup 20 secretariat. We also anticipate national leader from all fields – social, economic and political to join the journey. The topics of discussion have been specially chosen to be visionary and global, although the basic approach to inclusive entrepreneurship will remain.

**300 Participants:** Participants are young candidates above 20 years who want to 'be the change they want to see' and have the potential to become entrepreneurs and change-makers.

**50 Facilitators:** Facilitators are experienced professionals, over 30 years old, eager to join the Enterprise-led development movement. They may be entrepreneurs, aspiring entrepreneurs, or other professionals.

**100 G20 Delegates:** G20 delegates are those who represent their respective country as part of the Group of Twenty (G20).



## CATERING, BATHING, HYGIENE AND SAFETY ON THE TRAIN

The journey is a co-created adventure, but the organizing team takes care of the basic facilities of food, bathing, hygiene and security

- ✓ Facilities like shower, laundry and charging stations, although with power that is often limited.
- ✓ Hygienic meals on and off the train
- ✓ Trained security personnel (male and female) on and off the train
- ✓ Bottled mineral water throughout the journey
- ✓ 24X7 medical support through doctors (male and female) on the train; tie-up with hospitals throughout journey
- ✓ Comfortable and hygienic living conditions on the train; housekeeping staff available 24X7 on the train

### The Train as Your Home

The Yatra is housed in a **19 coach train** that is hired from the Indian railways by Jagriti and arranged in a specific formation for the purpose of this 14 day journey. One night, in Deoria district, will be spent off the train in a village, giving you the experience of living in an ordinary village during the business-plan competition. Two coaches, one for men and another for women are allocated for showering facilities.

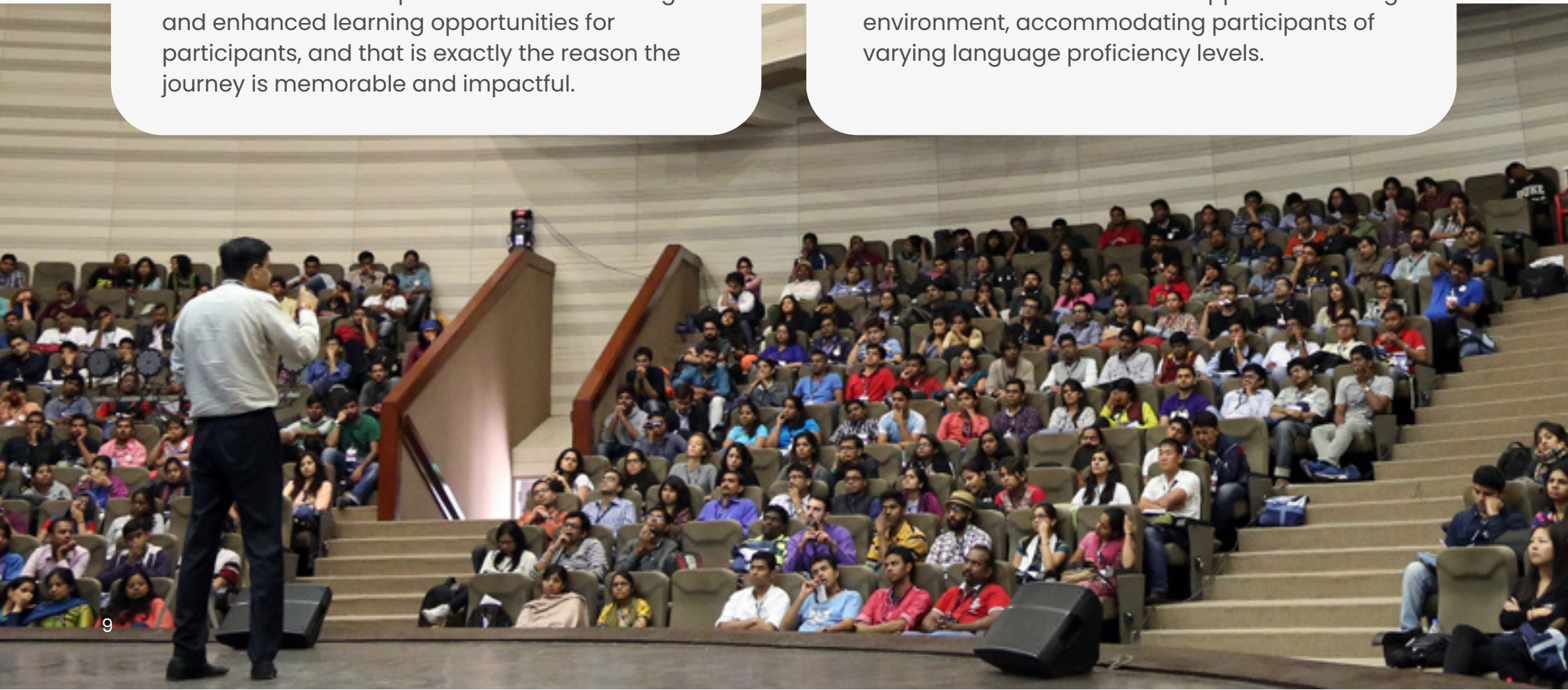
During the day time, when a train arrives at a location, buses are arranged to take participants to meet the role model. In the evening on their return, the participants have space in two Air-Conditioned Chair Cars where group discussions take place. For two days on the journey the days are spent travelling between locations. Large events are planned for the Yatra at four key locations.

## Profile of Participants

As the journey is designed to explore the India of small towns and districts and participants come from different socio-economic background and from different states of India, there is a variety of cultures on the train. This year with the inclusion of approximately 70 international delegates from G20 countries that diversity will be enhanced even further. This will pose both extra challenges and enhanced learning opportunities for participants, and that is exactly the reason the journey is memorable and impactful.

## Language on the Yatra

Participants are expected to speak either English or Hindi. Elementary translation services will be provided for both types of participants, and during the cohort and group learning. These translation services will be available to ensure effective communication for all participants throughout the program. Our goal is to create an inclusive and supportive learning environment, accommodating participants of varying language proficiency levels.



## TESTIMONIALS FROM YATRIS



### **Melanie Mossard**

*Yatri 2013, French Citizen, Living in Cambodia, CEO of Phnom Phem, Impact Hub*

The Yatra is a one-of-a-kind experience in enterprise led development. I have come on the journey twice and each time, I went away with enormous insights from the growing enterprise and innovation ecosystem of the largest democracy on this planet. International participants should treat this as an adventure, and an opportunity for a world-class learning experience.



### **Hercules Munda**

*Yatri 2018, Jharkhand, Working at Endangered Languages Project*

I was overwhelmed to see people from such diverse background and different strata's. The whole experience kept me in awe as I heard many stories some inspiring and some mindnumbing.



# Are you ready to embark on this remarkable journey of self-discovery, collaboration, and change?

Join us for the Jagriti G20 Startup20 Yatra and be a catalyst for global transformation. We are inviting delegates Across Globe to participate in this journey

**APPLY NOW**

[www.jagritiyatra.com](http://www.jagritiyatra.com)



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