



JAGRITI
YATRA

In association with



Experience the Ecosystem
of Indian Entrepreneurship
and Innovation through the

WORLD'S LARGEST ENTREPRENEURSHIP TRAIN JOURNEY

An Invitation To G20 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.

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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, Jagruti Yatra is leading a unique movement of **'BUILDING INDIA THROUGH ENTERPRISE'** focused on Middle India (Tier 2/3 India).

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

A non-profit initiative, Jagruti Yatra is a **14**-day, **8000**-km entrepreneurship train journey to inspire youth to become entrepreneurs. It has been running since 2008, impacting **7500+** youth from India and **23** countries globally. 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 UP.

Refined over years, Jagruti Yatra is an innovation that been running for 15 years and has been replicated successfully in four other countries. Today, "Yatris" (Travelers) are a growing community of entrepreneurs in India and abroad. Designed in an experiential format, Jagruti Yatra will give you unique insights into understanding Inclusive Entrepreneurship by immersing yourself in India of small towns and villages in company of 450 other participants, providing a unique learning and networking forum.





Role Models' Interaction

Meet India's top social and business entrepreneurs, at the location of their enterprise. Learn by interacting with their founders and leaders, thus understanding the context of the enterprise. The learning is further amplified through group presentations in the train.

Participate in panel discussions on topics related to global development with eminent dignitaries to discuss topics that are relevant for enterprise led development.

Panel Discussions





Program Elements

Mega Events

4 mega events on G20 themes in four key locations to showcase key issues related to the Startup20 mission like sustainability, inclusion etc. via interaction with eminent personalities and cultural programs and presentations.

Biz Gyan Tree

A business-plan competition and pitch presentation under the shadow of "The Banyan Tree", a 300 year old symbol of life & wisdom in a village, Barpar in Eastern Uttar Pradesh's Deoria district. Experiencing the local context with visits to adjoining villages, and an enterprise plan competition.

Enterprise Mela

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



Peer Interactions

Interaction with a diverse group of people on the 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 each. There are further 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 those of the organizing team. Over 15 years of its execution, including two years in a digital format during Covid-19, the organizing team has conducted the journey in collaboration with participants. The act of travelling requires both change and discipline. The attitude of participants matters the most, with those exhibiting flexibility, curiosity, and an open mind gaining most from this 14 day adventure.



An Adventure With Others

14 days itenerary

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

The Train as Your Home

The Yatra is housed in a **19 coach train**, hired from the Indian railways by Jagriti and customized to the purpose of this 14 day journey. International participants will be housed in simple but comfortable AC coaches with sleeping facilities, catering and bathing services provided on the train. One night, in Deoria district, will be spent off the train in a village, during the enterprise competition, giving you the experience of living in an ordinary Indian village. The remaining 350 participants will be in standard non-AC coaches, with separate sleeping arrangements for men and women. Two coaches, one each for men and women, are allocated for showering facilities.

During the day, 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 two specially designated Air-Conditioned Chair Cars where group discussions take place. Two days are spent on the train travelling between locations. Mega events are planned at four key locations during the Yatra (Journey)

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 (*These may be limited in case of limited power)
- ✓ Hygienic meals on and off the train; with a provision of continental food
- ✓ Trained security personnel (male and female) on and off the train
- ✓ 24X7 medical support through doctors (male and female) on the train
- ✓ Comfortable and hygienic living conditions on the train; housekeeping staff available 24X7 on the train

Travel plans to India

As you consider registering for the Jagriti Yatra, we encourage you to start planning your travel in anticipation of a positive selection. The dates of the journey are 29th October to 10th November, and we would request you to plan your travel to arrive in Mumbai, India on 28th October, for the delegates and on 27th October for the facilitators. Departures should be planned on or after 11th November.

Cost of the Journey

Those candidates who are recommended by official G20 channels will be charged USD 1000 for the 14-day journey, which is a heavily subsidized cost only for the delegates. Please specify your reference (embassy / organization / company) in your application.

Profile of other participants

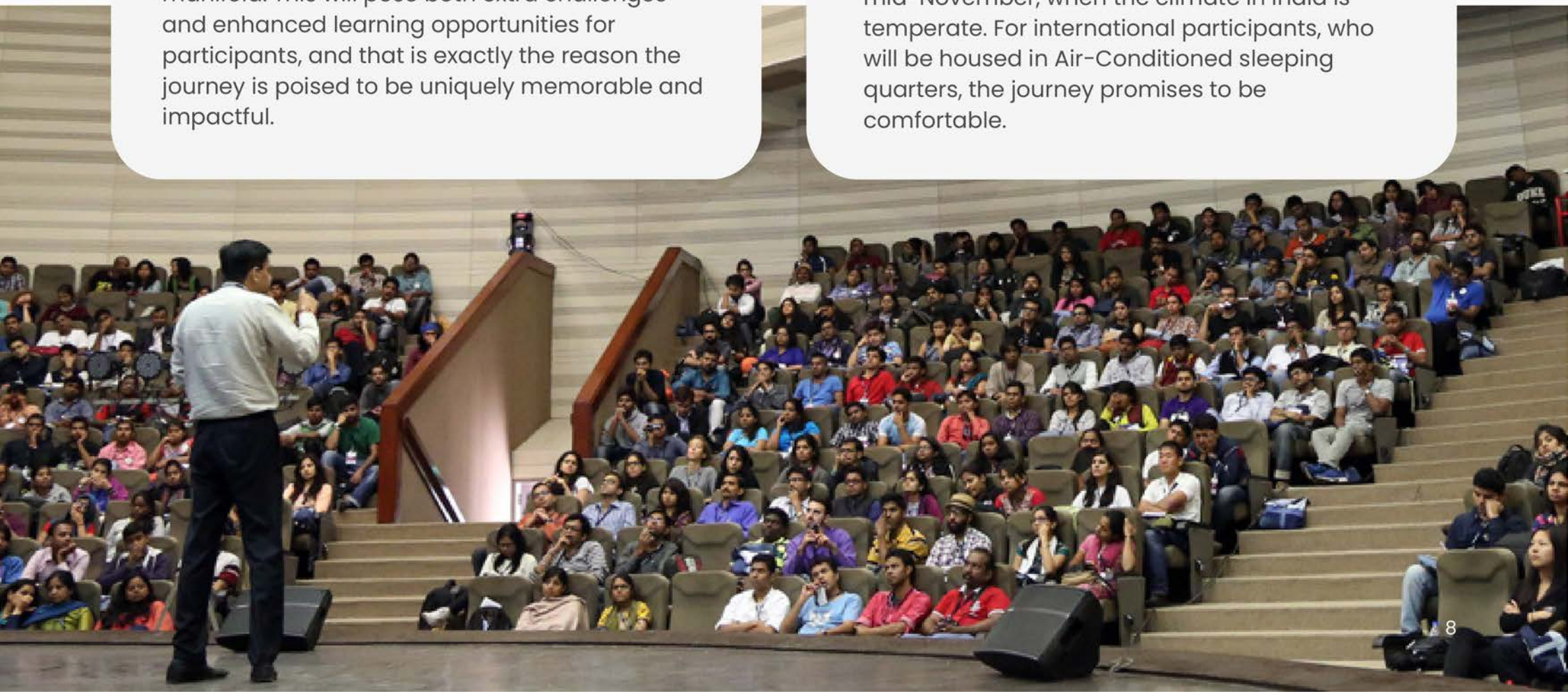
As the journey is designed to explore the India of small towns and districts and participants come from different socio-economic backgrounds and from different states of India, there is a cultural diversity on the train. This year with the inclusion of approximately 70 international delegates from G20 countries that diversity will be multiplied manifold. This will pose both extra challenges and enhanced learning opportunities for participants, and that is exactly the reason the journey is poised to be uniquely 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.

Weather during the journey

The journey is taking place at a time, October to mid-November, when the climate in India is temperate. For international participants, who will be housed in Air-Conditioned sleeping quarters, the journey promises to be comfortable.



Application Process and Onboarding

We invite applications from international participants on the microsite developed for the journey. This application will test for your enterprise mindset. While an experience at starting or running an enterprise is welcome, this is not mandatory. Typically the traveller mix is where 10% of participants do not have previous experience of enterprise, 40% have some experience, 40% are running enterprises, and approximately 10% are leading significant enterprises. Given the nature of the enterprise ecosystem in Tier 2 and Tier 3 districts, enterprises come from varied backgrounds, and are not just limited to high tech, high growth startups.

Once you are selected, an induction pack will be sent to you with instructions on what to carry for the journey, and a basic cultural acclimatization manual . However, overall we do not seek any prior preparation for the journey, except requesting participants to be physically and mentally fit for this national adventure. Senior participants, who are termed facilitators, will have a video call interview.



TESTIMONIALS FROM INTERNATIONAL YATRIS

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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.

“

Patrick Dowd

Yatri 2009, US Citizen, Founder of MTP, Lives in New York, CEO of OYE (Wellness App)

The Yatra has been a very big influence on me. After completing my journey in 2009, I was inspired to start a similar journey in the USA called the Millennial Train Project. The journey will provide every international participants a unique window into the world of small towns and districts, as well as a platform for peer to peer learning.



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 70 delegates from G20 countries to participate in this journey

APPLY NOW

www.jagritiyatra.com/g20



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