

Development Alternatives' participation in Jagriti StartUp G20 2023 Yatra



Snippets from the Jagriti Yatra

Development Alternatives (DA) participated in the Jagriti Yatra, a 14-day train journey. The Jagriti StartUp G20 2023 Yatra brought together a diverse group, including 10 women entrepreneurs from 4 districts of Uttar Pradesh, supported by DA and its partners Swami Vivekanand Shiksha Samiti and Transform Rural India. These women, nominated as 'Changemakers' by the Bill and Melinda Gates Foundation (BMGF) and Uttar Pradesh State Rural Livelihood Mission (UPSRLM), had the opportunity to participate in this tour across India.

Jagriti Yatra is an ambitious program that aims to connect the nation's most ambitious and driven minds with each other, especially those from smaller towns and villages of India. The train journey, covered around 6,000 kilometres over 14 days, taking hundreds of youth on a countrywide journey where they get to meet and connect with some of the most influential people in the country. With a focus on middle India (Tier 2/3 India), Jagriti Yatra has been leading the movement of 'Building India through Enterprise'. In 2023, it collaborated with G20, Startup20, to globally accelerate the entrepreneurship movement. Running since 2008, it has impacted 7500+ youth from India and 23 countries worldwide. This year's yatra started in Mumbai on October 28, 2023, and concluded in Ahmedabad on 10th November.

The 10 women entrepreneurs participated in mega events in Bangalore, and Varanasi meeting role models from organisations such as Aravind's Eye Care, ISRO, Akshay Patra Foundation and Gram Vikas.

Throughout the train journey, they collaborated with young entrepreneurs to co-create business models and immersed themselves in the entrepreneurial mindset. Noteworthy mentors, including Mandar Joshi, Vanita Vishwanath, Aditi Madan (Momo Mami), and Tanvi Doshi, provided valuable guidance during the journey.

Participants expressed their profound experiences, with Rani Khan, an entrepreneur from Mihinpurwa, Bahraich, remarking, "To be able to meet many people from other states and other countries and visit places like ISRO is an unimaginable occurrence which I couldn't have even dreamt of." Mamta Bundela, an entrepreneur from Jhansi, highlighted the potential impact on her work with Cluster Level Federation (CLF) and Self-Help Group (SHG), stating, "This Yatra has allowed me to know about so many opportunities which can help these groups to start and grow their businesses. I look forward to using my learnings to help my SHG/CLF colleagues in their businesses."

In conclusion, the Jagriti Yatra proved to be a transformative experience for the women entrepreneurs, enriching their perspectives, enabling meaningful networking, and providing them with valuable insights to contribute to the growth and success of their communities.