

# Udyamita Vani

*The Banyan Revolution gaining Momentum*

Dear Reader,

The spirit of enterprise in Middle India sizzled with energy during the vibrant summer months. The new financial year brought meaningful collaborations, innovative programs, and inspiring achievements of individuals transforming their communities. We are excited to share the progress and impact of Jagriti Enterprise Centre - Purvanchal (JECP) as we continue our mission to foster entrepreneurship and sustainable development. Each story is a testament to the power of local action and the unwavering determination to build Bharat through Enterprise.

We invite you to explore these updates and celebrate the collective journey of growth and transformation. Your continued support and engagement are invaluable to our Mission.

Warm Regards,  
**Ashutosh Kumar**  
CEO, Jagriti

## THIS QUARTER'S STORY OF CHANGE

### Puja Dixit: Wins the CII Women Exemplar Award 2025



Puja Dixit, a woman who was almost forced to give up her education, is now training **over 2000 rural youth in digital skills**. With support from **TechShaktiSri**, an initiative supported by **Cisco**, transformed her small village center into a hub of opportunity, increasing her income by 15% and providing free training for widows and women in need. Puja has become a role model inspiring thousands of women in the region by winning the CII Women Exemplar Award 2025.

[Read More](#)

## THIS QUARTER'S IMPACT DASHBOARD

### Jagriti Yatra

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

Dates for this Year's Yatra are out.  
**7th Nov'25 to 22nd Nov'25.**  
[Applications 2025 close soon!](#)

**4**  
Mega Events

**12**  
Role Models

**525**  
Changemakers

**62,000**  
Applications Received for Yatra 2025 till now



### Jagriti Enterprise Centre Purvanchal

A Regional Incubation and Innovation Ecosystem across 10 Districts in Purvanchal (eastern UP)

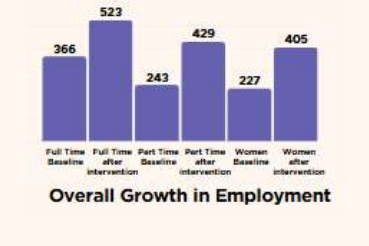
Jagriti's 7M Incubation spans across 7 districts of Eastern UP. 6 months into the incubation, the enterprises have started showing promising growth and implementing their business plans under expert mentorship and last mile ground support from the Udyam Corps and Udyam Mitras.



**₹28.13 Cr**  
Revenue Generated  
(62 MSMEs grew >50%)  
  
**~₹1 Cr**  
Fundraised by MSMEs  
(in the Quarter)

**112**  
MSMEs Under Incubation  
(47.2% Women-led)

**952**  
Jobs Supported/ Enhanced  
(42.5% Women Employed)  
  
**56%**  
Growth in Employment



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

### Women CoE

#### Tech Shakti Sri- Incubating Rural Women to Adopt Innovative Digital Business Models

Incubation for 42 rural women selected for adoption and operating innovative, non-traditional digital business models has been going on in full swing. In this quarter they were provided with digital devices based on chosen Business models. This has resulted in 76% Women generating revenues from their respective businesses.

**42**  
MSMEs Incubated  
  
**₹15.5 Lakhs**  
Revenue Generated

**₹24 Lakhs**  
Worth Digital Devices Provided  
  
**32**  
Revenue Generating MSMEs



**3**  
Capacity Building Workshops  
  
**1**  
Exposure Visit (in the quarter)

**23**  
Hours of Mentorship  
  
**4**  
New Mentors Onboarded

### Bioregional CoE

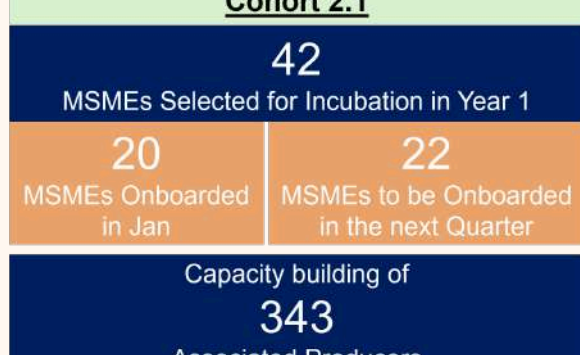
#### Green Enterprise Development Program

Building on the success of Phase 1 (2023-25; spanning across 3 Districts- Deoria, Kushinagar and Gorakhpur), **Phase 2 of the Green Enterprise Development Program (GEDP)** has expanded to seven districts with **continued support from Accenture over the next 3 Years**. The program will offer incubation support to environmentally conscious MSMEs, local and national, while strengthening capacity of Associated Producer Layer to boost incomes/revenues and make operations more sustainable.

#### Cohort 1.2



#### Cohort 2.1



#### Pond and Silt Use Survey

A survey of 62 Ponds across 26 villages in Deoria revealed that most of them are **heavily silted, unmaintained and polluted with household wastewater**. This has resulted in reduced water holding capacity of the ponds. While traditional silt use in farming has also declined, farmer interest in revival, backed by demonstrations and schemes, offers potential for soil health and productivity gains.



#### New Partnerships

- A shared vision has brought JECP together with **Artha Global PHFI** and support from **Shakti Foundation**, to create an **open-source climate and health repository**. This platform will help communities, researchers, and innovators build sustainable solutions for a healthier, climate-resilient future.
- SAAHAS Zero Waste has been onboarded as a Knowledge Partner to implement end-to-end waste management system in 15 villages.



### Digital CoE

The Digital CoE is actively reshaping Purvanchal's digital landscape by enabling MSMEs with digital tools to enhance business efficiency, compiling a reliable list of IT service providers for business needs, and training accounting professionals to offer affordable financial support to local enterprises.



### Entrepreneurship Awareness and Inspiration Program



Workshops for Students and Events for Local MSMEs and Community have been designed and are being delivered regularly to drive a mindset shift towards Entrepreneurship and also building capacity to improve the business efficiency.

**19**  
Workshops/ Events

**3466**  
Attendees

**2050**  
Male

**1416**  
Female

## THIS QUARTER'S TOP STORIES

### A Surprising Find in Maharajganj: Freshwater Mangroves at Singrahana Taal

In the heart of Sohagi Barwa Wildlife Sanctuary, a visit by the Bioregional team to Singrahana Taal led to an astonishing discovery—freshwater mangroves (*Barringtonia acutangula*) thriving in an inland lake! This rare ecological phenomenon highlights the rich, overlooked biodiversity of Eastern



UP, urging documentation, awareness, and strong action to conserve such hidden ecosystems. [Read More](#)



## Flying Forward: Drone Didis Take to the Skies



Under TechShakti Sri program, JECP organised its first Drone Exposure Visit for rural women entrepreneurs at RPTO- Drone Acharya Udaan LLP, Mirzapur. Over three days, our incubated Drone Didis enhanced their technical skills, gained policy insights, and undertook hands-on flying. This will play a key role in allowing them to take lead in India's growing drone ecosystem. [Read More](#)

## Clean Energy Meets Rural Enterprise: JECP Hosts Metafin CEO

JECP welcomed Sandeep Chopra, CEO of Metafin Cleantech Finance, for his first visit. Sharing insights from 40,000+ customers, he highlighted solar's cost advantages, energy-agriculture synergies, and field learnings. His message: *"data-driven clean energy can transform rural MSMEs"*. The dialogue sparked innovative ideas around use of solar power for rural mobility solutions. [Read More](#)



## From Setback to Success: Beekeeper Wins Government Grant



Our incubatee Gyan Prakash Gupta from Maharajganj didn't give up after an initial setback set in by climate related disaster in his entrepreneurial journey. With determination, perseverance and Jagriti's Incubation Support, he turned it into a thriving beekeeping enterprise with 65+ bee boxes. He recently secured a ₹1 lakh MIDH grant to expand his business with double-deck hives and diverse honey varieties. Jagriti celebrates his achievement with great pride. [Read More](#)

## Product Market Fit Workshop @ JECP Strengthens Rural Businesses

A two day Workshop on Product Market Fit & Go-To-Market Strategy' was conducted for our Incubatees by Vikas Sunkad, a marketing expert and founder of SunJosho Ventures Private Limited. He shared real, relatable insights on how to take a business to the next level by aligning products with customer needs, competitive pricing, and building long-term trust. [Read More](#)



## Leadership Capacity Building with Nupur Todi



As a part of **Capacity Building** for Organisational Development JECP hosted Nupur Todi, a Global Leadership Coach, for self-leadership workshop for 25 managers. It empowered them through self-reflection and authenticity exercises, inspiring transformational growth and deeper leadership rooted in self-awareness, care, and courage. [Read More](#)

## THIS QUARTER'S KNOWLEDGE CORNER

### How Can We Truly Support Rural Entrepreneurs?



What does it really take to grow rural enterprises? This thoughtful article explores why access to low-cost credit, digital skills, and locally rooted branding like 'Desi Handmade' are critical. It also urges financial institutions to rethink how they serve grassroots businesses.

[Read the full article on IDR Hindi](#)

## JOIN US

### JECP: Your Rural Venue Partner

Looking for an **offbeat venue** that offers a **glimpse of Bharat**? **Host your next corporate gathering at Jagriti Enterprise Centre – Purvanchal (JECP)**. Nestled in the hinterland, JECP blends purpose with peace, offering a unique experience rooted in India's entrepreneurial spirit. Just an hour's drive from Gorakhpur Airport & Kushinagar - Buddha's resting place. [Click here for More Details](#)



Connect with our [Programs Team](#) to curate a meaningful experience.

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