TABLE OF CONTENTS.

Executive Summary:

Rainmatter Foundation is a not-for-profit entity working towards the cause of alleviating climate change by supporting fellowships and organisations working for the environment, with a specific focus on afforestation, ecological regeneration and livelihoods.

Jagriti Startup20 G20 Yatra 2023, an extraordinary train journey dedicated to promoting inclusive entrepreneurship in India and spreading the message of Startup 20 nationally and globally. This initiative focuses on the objectives of the G20 and invites 70-100 international delegates to engage with experts and leaders, working on case studies and projects related to G20 priorities. The Yatra creates a powerful global narrative, supporting startups and fostering synergies among corporates, investors, innovation agencies, ecosystem enablers, and startups themselves. Collaboration and collective effort are key to achieving remarkable results.
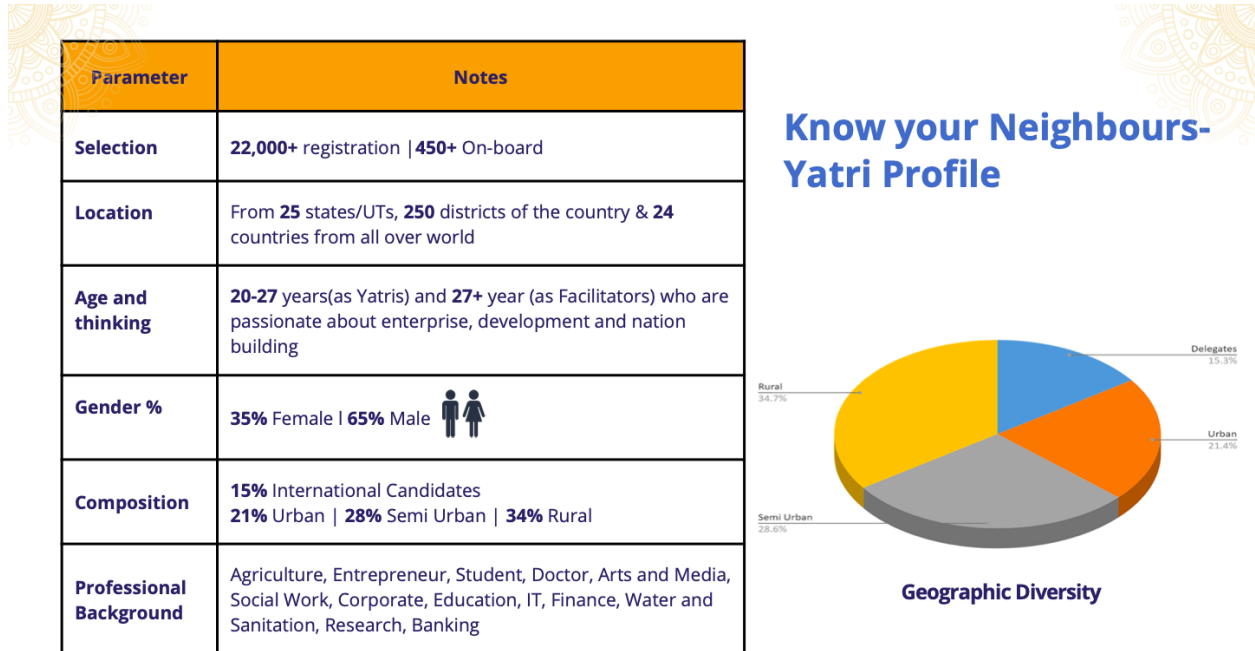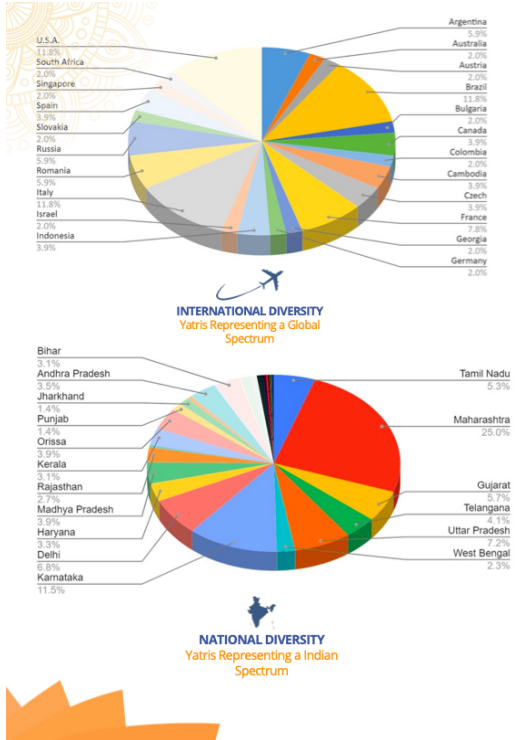
Event Overview:

In partnership with the G20/Startup20 secretariat during India's G20 presidency, Jagriti Yatra presents the G20 Startup20 Jagriti Yatra. This special edition emphasizes inclusive entrepreneurship, sustainability, and innovation nationally and globally. Dr. Chintan Vaishnav, Startup20 Chair, expresses excitement about the collaboration, highlighting its potential to connect diverse entrepreneurs and address global challenges. Shashank Mani, Founder of Jagriti Yatra, emphasizes the collaboration's significance in empowering entrepreneurs, fostering global collaboration, and promoting sustainable and innovative solutions.
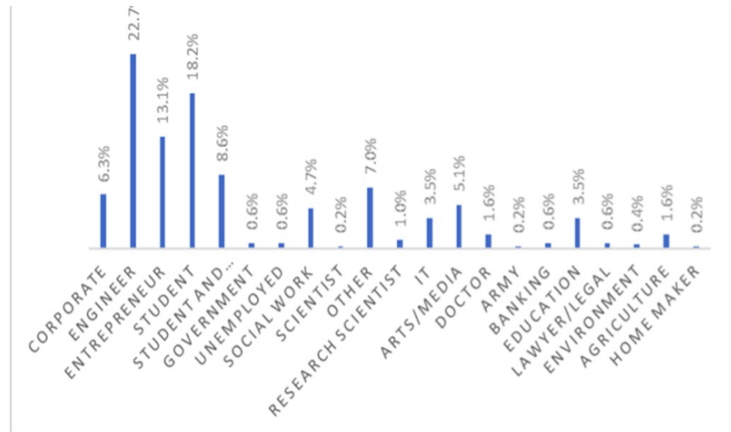
Objectives:

Jagriti and Rain matter foundation have collaborated to integrate and embed sustainability principles in all aspects of this unique train journey, and inspire entrepreneurs of middle India to solve not just for the people, but also for the planet.

Participant Demographics:

Parameter	Notes
Selection	**22,000+** registration	**450+** On-board
Location	From **25** states/UTs, **250** districts of the country & **24** countries from all over world
Age and thinking	**20-27** years(as Yatris) and **27+** year (as Facilitators) who are passionate about enterprise, development and nation building
Gender %	**35%** Female l **65%** Male
Composition	**15%** International Candidates **21%** Urban	**28%** Semi Urban	**34%** Rural
Professional Background	Agriculture, Entrepreneur, Student, Doctor, Arts and Media, Social Work, Corporate, Education, IT, Finance, Water and Sanitation, Research, Banking

Know your Neighbours- Yatri Profile

Delegates 15.3%

Urban 21.4%

Semi Urban 28.6%

Rural 34.7%

Geographic Diversity

INTERNATIONAL DIVERSITY
Yatris Representing a Global Spectrum

International diversity values:
- Argentina 5.9%
- Australia 2.0%
- Austria 2.0%
- Brazil 11.8%
- Bulgaria 2.0%
- Canada 3.9%
- Colombia 2.0%
- Cambodia 3.9%
- Czech 3.9%
- France 7.8%
- Georgia 2.0%
- Germany 2.0%
- U.S.A. 11.8%
- South Africa 2.0%
- Singapore 2.0%
- Spain 3.9%
- Slovakia 2.0%
- Russia 5.9%
- Romania 5.9%
- Italy 11.8%
- Israel 2.0%
- Indonesia 3.9%

NATIONAL DIVERSITY
Yatris Representing a Indian Spectrum

National diversity values:
- Bihar 3.1%
- Andhra Pradesh 3.5%
- Jharkhand 1.4%
- Punjab 1.4%
- Orissa 3.9%
- Kerala 3.9%
- Rajasthan 3.1%
- Madhya Pradesh 2.7%
- Haryana 3.9%
- Delhi 3.3%
- Karnataka 6.8%
- 11.5%
- Tamil Nadu 5.3%
- Maharashtra 25.0%
- Gujarat 5.7%
- Telangana 4.1%
- Uttar Pradesh 7.2%
- West Bengal 2.3%

Professional diversity

Category	Value
CORPORATE	6.3%
ENGINEER	22.7%
ENTREPRENEUR	13.1%
STUDENT	18.2%
STUDENT AND...	8.6%
GOVERNMENT	0.6%
UNEMPLOYED	0.6%
SOCIAL WORK	4.7%
SCIENTIST	0.2%
OTHER	7.0%
RESEARCH SCIENTIST	1.0%
IT	3.5%
ARTS/MEDIA	5.1%
DOCTOR	1.6%
ARMY	0.2%
BANKING	0.6%
EDUCATION	3.5%
LAWYER/LEGAL	0.6%
ENVIRONMENT	0.4%
AGRICULTURE	1.6%
HOME MAKER	0.2%

Route Map of the program

JAGRITI Itinerary YATRA

Date	Place
28th Oct	Launch – Mumbai
29th Oct	On train
30th Oct	Bangalore
31st Oct	Madurai
1st Nov	SriCity
2nd Nov	Vizag
3rd Nov	Gram Vikas
4th Nov	On Train
5th Nov	Varanasi
6th Nov	Deoria Day 1
7th Nov	Deoria Day 2
8th Nov	Delhi
9th Nov	Ahmedabad
10th Nov	Mumbai

Event Activities and Highlights:

Key Highlights

The program had speakers of highest repute addressing the 500 participants.

1A. G20 Startup Mega Event #1 - Fostering Sustainable Innovation
Venue: IISC Bangalore
Theme: Empowering Middle India through Digital Transformation & Sustainable Innovation

Description: This event explored the impact of digitalization on sustainable economic growth and innovation in Middle India. It highlighted the role of digital entrepreneurship and decentralization in reshaping industries, empowering local communities, and contributing to a more sustainable and inclusive economy.

Speakers:

- Sonam Wangchuk - HIAL Educationist, Environmentalist
- Shashi Kumar - Founder, Akshayakalpa (Revolutionizing the dairy industry)
- Surbhi Hodigere - Policy Consultant, Civic Activist
- Anup Pai - Founder and CEO, eSamudaay
- Pattabi Ram - Founder, Metro Mitra Organizing Secretary, Auto Rickshaw Drivers Union
- Trupti Doshi - Auroma Architecture
- Rasik Pansare - Getmyparking

1B.Jagriti Enterprise Mela
Venue: IISC Bangalore
Description: Showcased 50 startups making a significant impact in agriculture, energy, water sanitation, healthcare, skills education technology, art culture, and women-focused enterprises.

2. G20 Startup Mega Event #2 - Cultural Resurgence and Entrepreneurship
Venue: Varanasi Swatantrata Bhawan

Description: Explored how Indian culture catalyzes entrepreneurship, fostering collective prosperity, inclusivity, and the capacity to transcend diversities.

Speakers:

- Shashank (Founder, Jagriti Yatra)
- Kanchana Ma'am (Speaker)
- Cultural performance
- Raghu Ananthnarayanan (Being Dharmic)

3.G20 Startup Mega Event #3 - Building Entrepreneurial and Innovation Ecosystem
Venue: Deoria
Theme: Empowering District Ecosystems for Inclusive Development: The Banyan Revolution

Description: Explored the creation of enabling ecosystems that empower startups in Tier 2 and Tier 3 cities. Discussed challenges related to funding, mentorship, and infrastructure.

Keynote Address and Panel Discussion:

- Vineet Rai (Founder Chairman, The Avishkar Group)
- Naveen Jha (Founder CEO, Deshpande Foundation)
- RK Singh (CGM Sidbi, Green Enterprise Ecosystem)
- Dr. Shital Simani (Co-founder Chief Growth Officer, S4S Technology)
- Himendra Mathur (ThinkAg Venture Partner at Bihar Innovation Hub)
- Abhishek Bharadwaj (Incubation Manager, JECP)
- Anurag (COO, JECP)
- Anita Raaj (JECP Incubatee)

4.G20 Mega Event #4 & BGT Cross-Border Collaboration and Women-Led Development
Theme: Common goals and Universal challenges for Cross-border collaboration. Focus on women-led development.

Speakers:

- Sandhya Purecha (Chairperson, Sangeet Natak Akademi, Chair W20)
- Satish Kumarji (Swavalambhi Bharat Abhiyan)
- Abhay Thakur (G20 Sous Sherpa)
- Panel Discussion with various experts
- Special Address by Minister of External Affairs, Mr. V Muraleedharan
- Cultural Performance: "Traveling Saints of India" by Shruthi Vishwanathan & Troupe

5.Special Edition: Inclusivity and Integration of Culture into G20 Programming

Description: Cultural curation exposing participants to various Indian artistic forms, including Bharatnatyam, Mohini Attam, classical Indian music, and the Martial Art form of Chaav from Orissa. Depicted the inner transformation of participants through performances.

While the yatris were going through an outer transformation with the change of subjects they were also going through an inner transformation reflected in the performances

- ○ The Launch was a depiction of the Opening of a Lotus and the beginning of creation. The first sound and the beginning of creation.
- ○ The Bharatnatyam dance depicted the transition of the feminine energy from Durga to Laxmi to Saraswati.

- This was followed by the Chaav performance of Mahishasur Mardini at Orissa. The breaking of all low tendencies within and without us.
- Post which at Varanasi, the Mohini Attam performer took us through the story of Ganga and its flow - symbolizing life. Thus bringing in sthirta and quiet at this crucial juncture in the yatra.
- The last cultural event was in Delhi where the message of Mystic saints who traveled was heard in different languages and several cross border instruments accompanied it. Thus breaking barriers and transcending inner blocks.

6. Sustainable Initiatives : Focus on Green aspect of Yatra

We would like to express our gratitude to SIDBI and Rainmatter for actively encouraging us to initiate the green version of the yatra. The following were the sustainable initiatives that were seamlessly integrated into the journey, with a strong focus on promoting environmental consciousness.

Waste Recycling and Upcycling:

- Participants were sensitized on sustainability practices, and comprehensive measures were implemented to recycle and upcycle waste generated during the Yatra.
- Garbage segregation into dry and wet waste was diligently carried out at all locations.
- Bottles and plastic waste were sent for recycling through pre-assigned vendors, ensuring responsible disposal.

Waste Warriors Program:

The participants of Yatra volunteered to be waste warriors. The waste warriors were then assigned to various role model locations where the train went to ensure ongoing sensitization and proper waste management practices.The waste warriors worked with the catering team and external stakeholders and monitored the same.

Educational Posters:

Informative posters were created and prominently displayed in all compartments of the train, encouraging participants to actively contribute to our sustainability efforts.

Green Enterprise Challenge:

Participants were encouraged to participate in the Green Enterprise Challenge, resulting in an inspiring 13 entries. The evaluation is currently underway, with a shortlist of startups anticipated by the end of December. We are excited to announce the selected ventures to all participants.

Digital Communication:

In line with our commitment to sustainability, communication with participants was primarily conducted through digital mediums.

Soft copies of Yatra Saar, Parichay, and the Impact Report were initiated, reducing the need for paper and minimizing our environmental footprint.

Pictures of action

https://www.instagram.com/reel/CzI7vZ1BtHE/?utm_source=ig_web_copy_link

7..Achievement and outcome of the event.

Objectives of Jagriti G20 Startup20 Yatra

This year, when India held the G20 presidency, Jagriti Yatra partnered with G20 / Startup20 secretariat to create a unique journey – Jagriti G20 Startup20 Yatra, adopting and promoting the key pillars of the Delhi Declaration across the country.

1.This was in addition to the existing objectives of exposing participants, facilitators and international delegates to
- Models of social and business enterprises across India
- Opportunities & challenges of setting up an enterprise in middle India
- The idea of building India through enterprise

2.Another objective was to enhance participants' personal skills in the following areas
- Teamwork
- Leadership
- Analysis
- Problem solving
- Self-awareness
- Communication

True to its immersive nature in an experiential format, it also exposes participants to the process of setting up an enterprise. Ideas are presented in a Biz-Gyan competition with ample support from highly experienced businessmen, educators and mentors.

8. Program Feedback

There is a detailed short term assessment report which is being created based on the questionnaire framed. We would share the same along with Yatra Saar compilation documents of the program from the lens of the participants.

Sharing few testimonials of how the participants have described the program

https://www.linkedin.com/posts/tanmeet-singh-962462213_teachingtuesday-innerjourney-diversityinunity-activity-7136759127883534336-1PZR/?utm_source=share&utm_medium=member_android

https://www.linkedin.com/posts/sanjay-singh-413a30249_jagritiyatra-entrepreneurship-friendship-activity-7131488137779785728-YIxR/?utm_source=share&utm_medium=member_android

https://medium.com/@poornaprudhvi/my-jagriti-in-jagriti-yatra-2023-0749558846de

https://www.youtube.com/watch?v=n0R1XnooyUA

https://www.linkedin.com/posts/khushboo-singh-8377b4a0_the-jagriti-yatra-g20-india-startup20-was-activity-7130431907019825153-ICan/?trk=public_profile

https://www.linkedin.com/posts/nafisa-turabi-0121331b6_nafwrites-travelogue-jagritiyatra-activity-7130570545959489538-CnH4/?utm_source=share&utm_medium=member_android

https://www.youtube.com/watch?v=cgIU74mCqq8

9. Recognition and feasibility

Brand showcased in the program

Media visibility of the program

Social Media Metrics: Highlight engagement on social media platforms.

Facebook
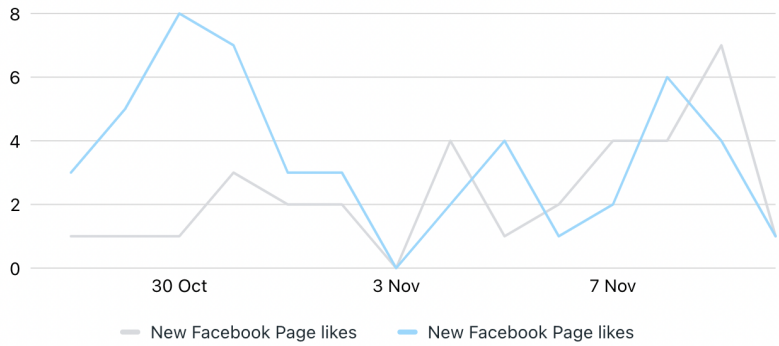
Audience ⓘ

See Audience Report

Facebook Page likes ❶ ⓘ
28,880

Facebook followers ❶ ⓘ
31,784

Instagram followers ⓘ
16,347

New Facebook Page likes ⓘ
49 ↑ 48.5%

```
8

6

4

2

0
        30 Oct        3 Nov         7 Nov
```

— New Facebook Page likes   — New Facebook Page likes

Video summary

Page	Reactions/l...	Likes and...	Comments	Shares	Link clicks	New follo...	Unfollowers
Jagriti Yatra Non-profit organisa...	591	545	11	35	4	50	11

Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Reach

⬇ Export ▾

Facebook reach ⓘ

8,124 ↑ 33.2%
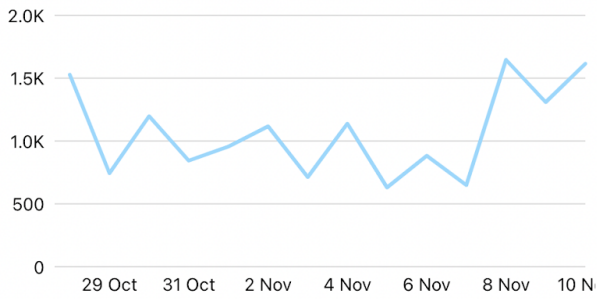
Instagram reach ⓘ

58,747 ↑ 181.5%
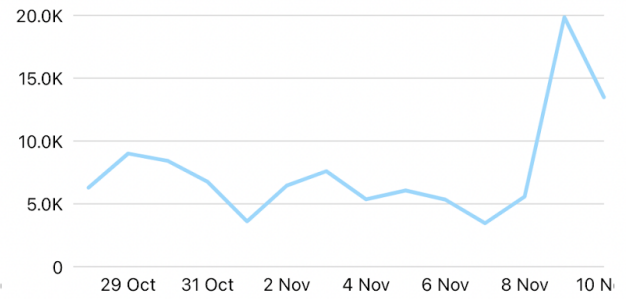
Visits

⬇ Export ▾

Facebook visits ⓘ

2,623 ↑ 129.3%
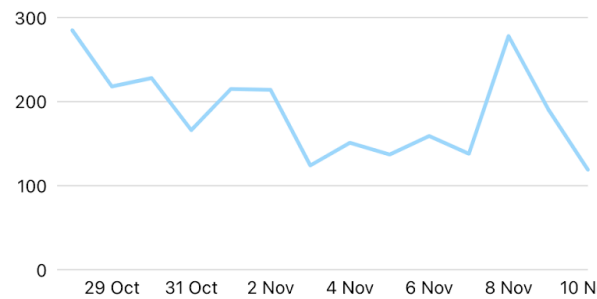
Instagram profile visits ⓘ

27,020 ↑ 355.5%
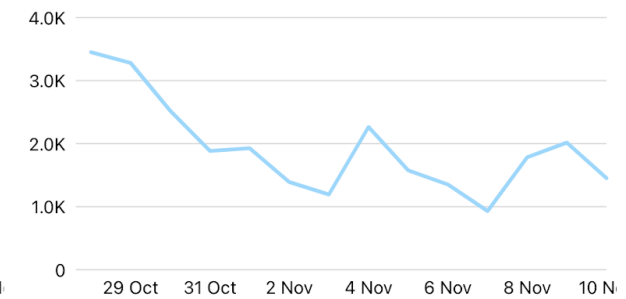
New likes and follows

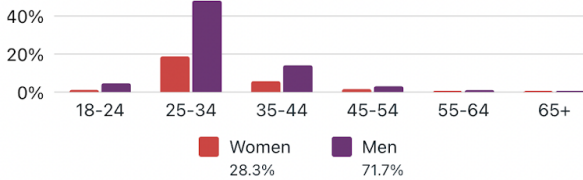Facebook Page new likes ⓘ

49 ↑ 48.5%

New Instagram followers ⓘ
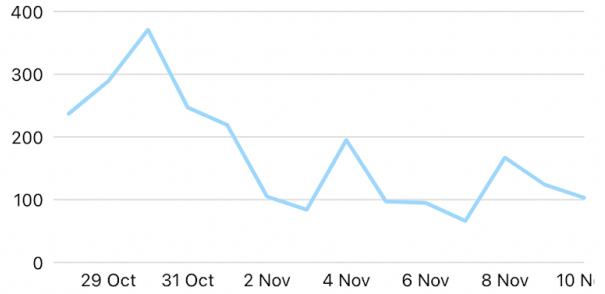
2,399 ↑ 398.8%

Facebook followers ⓘ

31,784

Age & gender ⓘ

Women	Men
28.3%	71.7%

Instagram followers ⓘ

16,347

Age & gender ⓘ

Women	Men
39.6%	60.4%

Instagram

Reach

Custom ⌄   Oct 28 - Nov 10

58,747
Accounts reached
0% from ads

+67.6%   +216%
9,317   49.4K
Followers ●   ● Non-followers

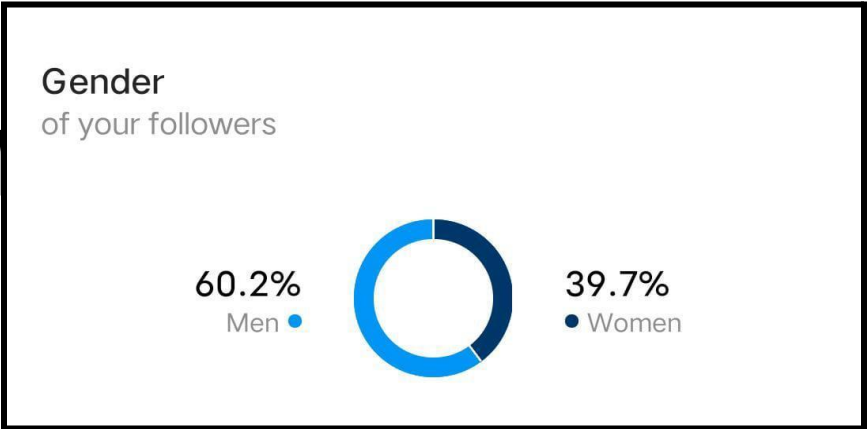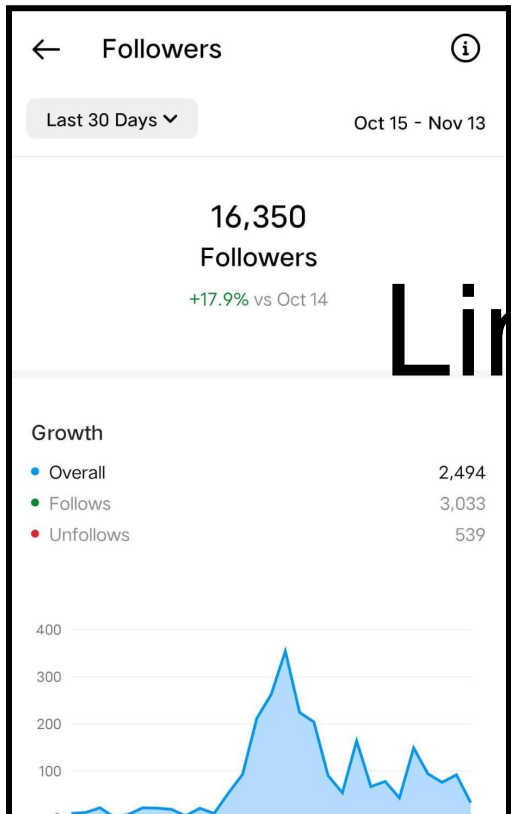Impressions   584,136
                                             +241%
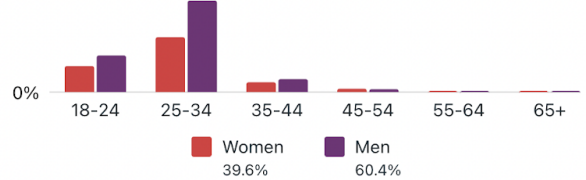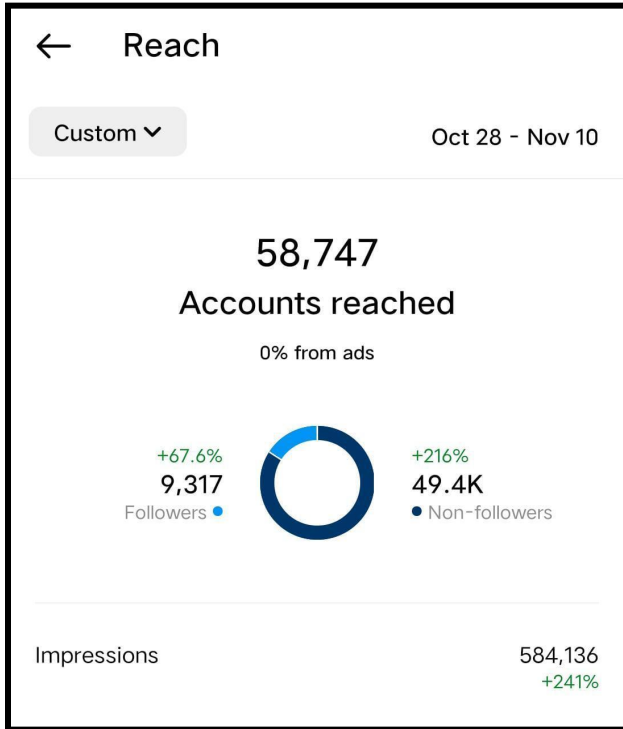
Profile Activity ⓘ   28,525
vs Oct 14 - Oct 27   +362%

Profile Visits   27,020
                                            +355%

External link taps   1,505
                                            +529%

Reels Interactions   8,759
vs Oct 14 - Oct 27   +238%

Likes   7,864

Comments   50

Saves   240

Shares   605

Engagement

Custom ⌄   Oct 28 - Nov 10

3,274
Accounts engaged

See how people have interacted with your content over the selected time period compared to the previous cycle.

+128%   +220%
2,470   804
Followers ●   ● Non-followers
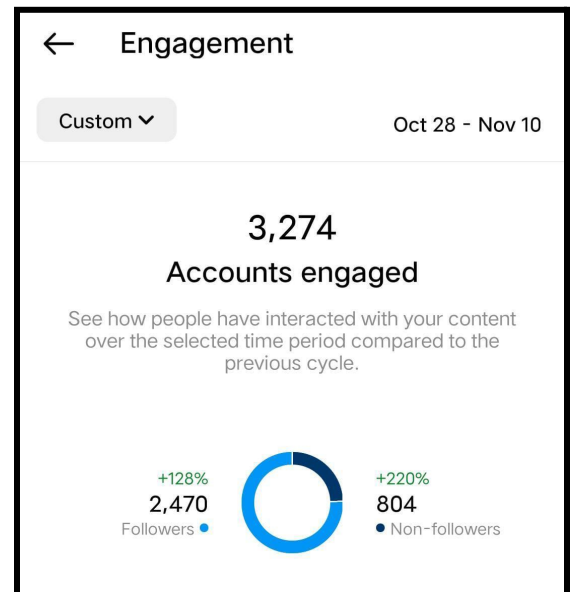
Post Interactions	2,783
vs Oct 14 - Oct 27	+123%
Likes	2,435
Comments	23
Saves	107
Shares	180

Story Interactions	478
vs Oct 14 - Oct 27	+443%
Replies	81
Shares	397

← **Followers** ⓘ

Last 30 Days ⌄   Oct 15 - Nov 13

16,350
Followers
+17.9% vs Oct 14

Growth

● Overall	2,494
● Follows	3,033
● Unfollows	539

400
300
200
100

Lin

Gender
of your followers

60.2%
Men ●

39.7%
● Women

⬇ Export

Highlights
Data for 10/28/2023 - 11/10/2023

971
Reactions
▲136.8%

13
Comments
▲44.4%

14
Reposts
▲75%

Metrics

Impressions ⌄
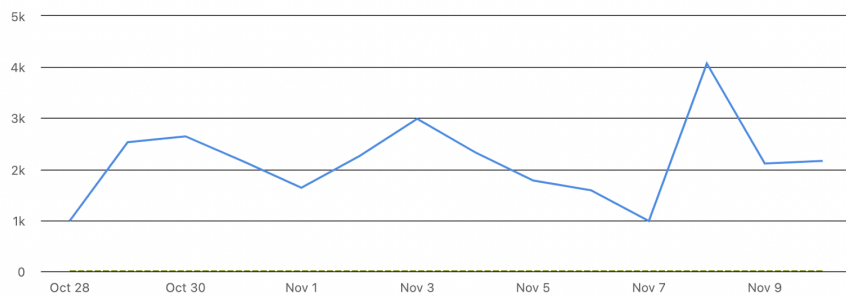
✓ — Organic	**30,213**
✓ --- Sponsored	**0**

⬇ Export

Visitor highlights ❓

2,428
Page views
▲82.8%

837
Unique visitors
▲88.1%

80
Custom button clicks
▲81.8%

Visitor metrics ⓘ

[Page views ▾] [All pages ▾] | [All filters]

300	
200	
100	
0	
	Oct 28 Oct 30 Nov 1 Nov 3 Nov 5 Nov 7 Nov 9
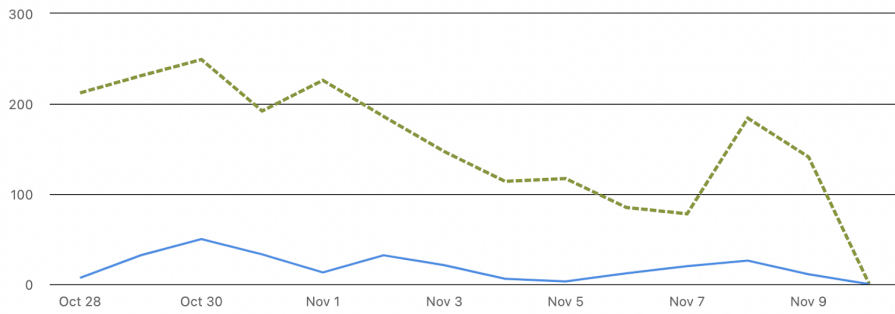
☑ —— Desktop **266**

☑ ---- Mobile **2,162**

Visitor demographics ⓘ

[Job function ▾]

Business Development · 428 (17.6%)

Research · 172 (7.1%)

Engineering · 162 (6.7%)

Operations · 119 (4.9%)

Media and Communication · 107 (4.4%)

Marketing · 88 (3.6%)

Education · 86 (3.5%)

Information Technology · 85 (3.5%)

Finance · 74 (3%)

Healthcare Services · 47 (1.9%)

Oct 28, 2023 - Nov 10, 2023 ▾

⬇ Export

Follower highlights ⊙

5,683
Total followers

240
New followers in the last 14 days
▲73.9%

Follower metrics ⊙

| ☑ | — Sponsored | 0 |
| ☑ | -- Organic | 240 |

Twitter

Engagements

Showing 14 days with daily frequency

Engagement rate

2.7%

Nov 10
2.5% engagement rate

Link clicks

2
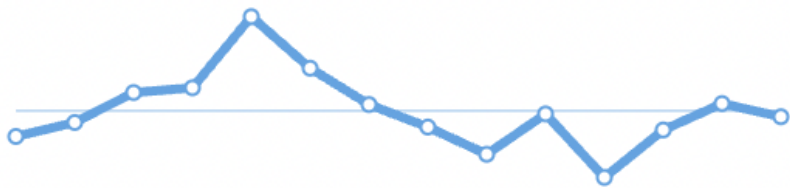
Nov 10
0 link clicks

On average, you earned **0 link clicks** per day

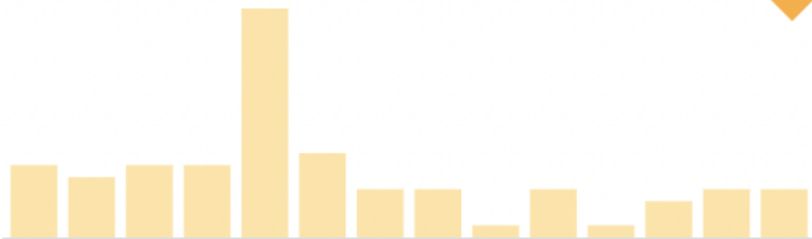**Retweets without comments**

29

Nov 10
1 Retweet without comments

On average, you earned **2 Retweets without comments** per day
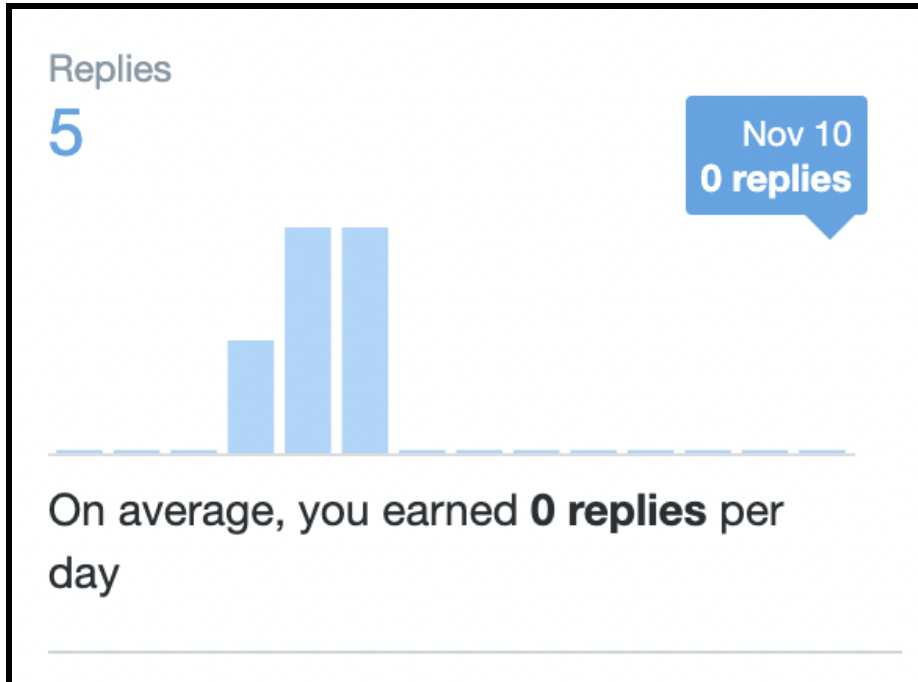
Likes

74

Nov 10
4 likes

On average, you earned **5 likes** per day

10 Passing the baton and start of a new journey

Ending a Yatra and starting a movement.

The Jagriti G20 Startup 20 Yatra 2023 started in Mumbai on 28th October and concluded in Mumbai on 10th November after circumnavigating the length and breath of India.
This marks the end of our 16th Yatra and brings the number of leaders who have experienced this life changing journey to 8000. This year we had over 60 international participants from 20 G20 countries, and this gave the Yatra an international dimension along with 400 changemakers from India.

But as this Yatra ended, we created a new dream. The dream of an Amazon Yatra on the river Amazon as Brazil takes on the presidency next year. For this at a special ceremony in Varanasi we mixed the waters from rivers across India with that of the Ganga and put this in a Kalash. The Banyan Baton, which carries the flags of all the 20 G20 nations was handed over to 5 Brazilian delegates in the Yatra in Ahmedabad, with this Kalash. This is the symbolic passing of the baton in the karmabhoomi of Mahatma Gandhi in the form of a Banyan Revolution that will take the energy of Jagriti Yatra to Brazil. We hope this creates a relay race for further Yatras in other countries.

The Yatra has already been replicated in 5 other countries organically through participants who have experienced this journey. It represents a new movement of Udyamita, or Enterprise Led Development, where young men and women travel their countries and create a bias for building and friendship. This is important in a fractured world where, much like the Olympic movement, India is ready to export a movement of peace and brotherhood that believes in integration, a topic that is also central to the Middle of the Diamond India theory.

THANK YOU