



AN INITIATIVE OF SERVE HAPPINESS FOUNDATION

Narmada Prerna Yatra

www.narmadaprernayatra.org



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29TH SEPT - 2ND OCT 2016

FOUNDER MESSAGE



Dear Friends,

Warm welcome to Serve Happiness Foundation.

Someone rightly said that - "It is better to light a candle than to curse the darkness."

We, at Serve Happiness Foundation, are effortlessly working to light the candle, a candle that would dispel the darkness of social misery. Serve Happiness is an international mission to implore, invite and inspire youth to contribute in whichever form and whatever kind they can. We believe in harnessing the youth potential for the social good using technology to bridge gap between thinkers and doers. We aim to direct today's youth towards a platform specific to their interest so that they can dream, execute and bring change which they want to see in today's society.

Our approach is taking youth on this journey of awakening and help them foster relationships by building a network along the spectrum of role models working in the ecosystem. Let me introduce you to Narmada Prerna Yatra – a journey of awakening. A yatra, one of its kind to inspire youth, connect with real life role models and walking on the path of dream to bring positive change in society.

Buddha once said, "No one saves us but ourselves. No one can and no one may. We ourselves must walk the path."

Narmada Prerna Yatra is one such journey for all dreamers and believers who want to bring positive change in the world. While taking the journey; the role models whom we met are exceptional "Champions of Change". The unsung heroes, who have not only dared to dream but also realized their dreams into sustainable enterprises by utilizing their local resources and talent, thereby creating local livelihood opportunities in the Narmada region. Through Narmada Prerna Yatra we reached out to remote places, ensconced amongst the valleys, surrounded by Narmada River, Satpuda Mountain Range, thick teak forests undertaking inspirational journey by meeting real life heroes and internalizing their path of values.

Thank you,

Nitin Tailor

M.Tech (IIIT Bangalore) Gold Medalist
CEO & Founder
Serve Happiness Foundation



In a tale as romantic and cinematic as it can get, Nitin Tailor was born and brought up near the banks of the Narmada river in Gujarat. From the spirituality and natural charm of the small town of Bharuch, Tailor eventually found his way into a multi-national company in Bangalore, earning a comfortable salary. With an educational stint in Sweden and entrepreneur of the year award at IIIT Bangalore, Tailor was always ambitious.

Once the charm of the big city faded, the call to return to his roots overwhelmed him. Determined to be a more positive influence in society, Tailor left his cushy job in Bangalore, and took the first train to Bharuch. Once there, he set up an NGO to address health and educational needs of the poor in Bharuch's rural areas, using the latest technology. Fuelled by the success and honesty of the work, Tailor went forward to strike into reality a social venture Serve Happiness Foundation. The aim of this foundation was to help the rural poor convalesce from their regressive socio-economic status by supporting grassroots communities and individuals hoping to bring social change. A runner up and winner in the Startup Weekend, Nasscom organised by IIM, Ahmedabad, Tailor got himself certified in Technology Entrepreneurship by Stanford University's Venture Lab. He also got an honor to become first TEDx speaker from his region. In 2014, Tailor was invited, for his efforts, to participate in The International Happiness Initiative Consortium announced by Dr T. Hamid Al-Bayati, former Ambassador of Iraq to the United Nations, to celebrate the International Day of Happiness (UN) on March 20, 2014.

The only motivation that keeps Tailor pumping and jumping for the poor, underprivileged and rural is the need to inspire the youth in more nation-building activities that aren't simply directed at India's small ultra-urban strata of society. He facilitated the inspirational Jagriti Yatra and Yuva Prerna Yatra for the youth. These journeys were to mark him profoundly. Deeply inspired, and to pay tribute to his motherland Narmada, Nitin decided to organise the Narmada Prerna Yatra. It would be the greatest opportunities to meet the real heroes who've created entrepreneurial success stories in the region. In a sense, this story of Bharuch-Narmada is an amazing return to the medieval and ancient times when Bharuch developed into an important trading port for Arabs. A bustling cultural and economic hub, it only makes sense that Tailor returns this entrepreneurial spirit back to the rural areas of Bharuch.

Narmada Prerna Yatra - an initiative of Serve Happiness Foundation, Bharuch – envisions to inspire the youth of the country to contribute for the welfare of the society. From a divine thought "Narmada Prerna Yatra" has taken the formation and has successfully completed 5 different editions having more than 100 rural and urban youth across 15 different states of India. This year it was organized from 29th sept to 2nd Oct 2016 and comprised of 17 youths (called as Changemakers) from states such as Rajasthan, Uttarakhand, Uttar Pradesh, Jharkhand Gujarat and Maharashtra.

INAUGURATION AND FLAG OFF CEREMONY



The inaugural ceremony, held at the Vishwa Gayatri Brahmpeeth 'Alakhdham', Zadeshwar, Bharuch, on the banks of the Narmada, was presided over by the Chief Guest Mr. Nirmalsinh Yadav (Director, Green Agro Service Pvt Ltd.), emphasized the importance of agriculture in our nation and opportunities available in agriculture field. The ceremony culminated with arti of Maa Narmada – after which with the blessings of Maa Narmada all the participants proceeded to begin this unique journey of awakening by first meeting role models outside and then imbibing it within themselves! Post this, the next 4 days were spent meeting with various grass-root level heroes who have sacrificed their rewarding careers to dedicated their lives solely to effect a positive and everlasting change in the society.



VISIT TO SARDAR NAGAR SCHOOL, VALIA (EDUCATION)



“Welcome To Sardar Nagar School” that's how smiling and cheerful faces of students with puppets has heartily welcomed all the yatris at their beautiful school campus located in small tribal village Valia near Bharuch. Sardar Nagar School is a government primary school but hard efforts of our role model Mr. Kamleshbhai Kosamia, School Principal and teacher Mrs. Meenakshiben has made this school a benchmark for which even the best private school will feel shy in competing with in term of quality and content richness, pedagogy and process of linking learning, loving and living. Mr. Kamleshbhai studied various ways in which students can be taught not just the formal subjects but also about nature and social responsibility, and a spirit of sharing one's knowledge with others. In eleven years, he has transformed the school. Almost every wall, floor and step in the school is a learning lab. Children do not often get a chance to see the historical artifacts which are no more in use. He has built a small museum of floor grinding mill of stone, bullock cart, churner, traditional huts, designed old scooter with alphabets, book cupboard from old fridge etc. Every child is greeted on his/her birthday. Luckily on the same day together with students we all have celebrated birthday of Mr.Kamleshbhai. It was even more striking to note that students are provided much personal care by teachers to ensure their attendance is full in classes. And we could witness the love and respect of students for Kamleshbhai and teachers.

Teachers do profiling of students at the time of admission and the file is passed on as the child progresses along with mention of all the developmental needs, socio-economic and family background. Concepts of peer learning, learning with nature, and use of technology in imparting education has been very well adopted in the school. When teachers like Kamleshbhai and Meenakshiben go out of the way to make their school so interesting and engrossing, it is not surprising that children don't want to go to home. All yatris were astounded to see when one student Ravi explained his social innovation project about sanitation which he has represented recently at IIM Ahmedabad.

VISIT TO VIVEKANAND GRAMIN TEKNIKI KENDRA, GUMANDEV (EDUCATION)



After having delicious lunch we headed towards our next visit which was Vivekananda Gramin Tekniki Kendra is another branch of SEWA Rural with a vocational training centre started in 1987 that offers training to about 200 underprivileged youths every year. Mr. R K Patel has given brief about the organization and made us visit the beautiful lush green campus. The various trades offered at the VGTK campus include turner, fitter, welder, electrician, environment operator machinist, computer hardware technician, nursing assistant, etc. Ten months of theoretical and in-campus practical training is followed by first-hand exposure and experience of 2 months in nearby Ankleshwar and Bharuch industries, after which all the students are placed on jobs. The institute also ensures follow-up of all the students placed in industries for one year to monitor their performance, attendance and if any dropout happens then counseling is done by the institute to re-instate the employment of youth. This has yielded 100% job placements of students in the industries and thus has helped in socio-economic upliftment of the tribal people.

VISIT TO HEALTH TRAINING AND RESOURCE CENTER, GUMANDEV (EDUCATION)



On the second day, we started our journey by visiting the ancient Lord Hanuman Temple at Gumandev. After hearing the history of this temple and seeking the blessings of lord hanuman we all headed towards Health Training And Resource Centre where Mrs. Gayatri ben has guided us and provide detail information about this center. Different cadres of health workers from voluntary organizations, government staff and students from varied academic institutions from India and abroad have expressed keen interest to visit SEWA Rural and learn from its rich grass root level experiences in community health, comprehensive eye care and rural development. To meet such ever-increasing demands, a formal a training centre was established in 1990 with modern facilities for which financial assistance was provided by the US-based Share & Care Foundation. Every year, more than 80 varied organizations and 1000 trainees benefit from this. Various workshops are also organised for the staff of SEWA Rural so as to enhance as well as reaffirm their competence, knowledge and involvement.

On 18th February 2010, a newly constructed Health Training and Resource Centre was inaugurated with aid from Helping the MacArthur Foundation and Govt. of India. The training centre is the first NGO facility to be recognized by UNICEF and Government of India for training in IMNCI (Integrated Management of Neonatal and Childhood Illnesses) which provides various kind of in house training on prenatal care, safe deliveries at home, timely risk identification, referral procedures, treatment of minor ailments, record-keeping, and newborn care and also provide training and orientation to outside participants which includes Traditional Birth Attendants, Community Health Volunteers, Paramedic and Multipurpose Health Workers and Supervisors, Project Managers, Medical Interns, Residents, Government Health Officials and students from faculty of medicine, social work, rural studies and health management.

VISIT TO SHARDA MAHILA VIKAS SOCIETY, JHAGADIA (WOMEN EMPOWERMENT)



After spending great time in beautiful lush green campus of VGTK, Gumandev we have arrived our next destination at Jhagadia where SEWA Rural main campus was located. With the initiative of SEWA Rural a new organization, Sharada Mahila Vikas Society, is formed in 2003, to facilitate the development, empowerment and well being of women by their active participation and to make entire setup conducive to the women. For improvement of economical, social and educational condition of poor women, various educational, awareness generation as well as economic

activities are undertaken. Emphasis is also given to aspects of self development, gender discrimination, empowerment, social security and awareness building.

Preference is given to socio economically poor women for benefiting from various income generating activities. About 200 such women are engaged in papad, nasta and garment making. Production and sale is worth of about 70 lacs per year of papads – nasta and garments. Wage earning by the beneficiary women is to the tune of 25 lacs every year. More than 500 women have become member of Saving and Credit Scheme which promotes the habit of saving and having access to loans at very low interest. Efforts are also made to sensitise about 150 adolescent girls towards sensitive issues related to reproductive health so as to ensure responsive behaviour from them. About 250 primary school going children belonging to poor section of society are provided special coaching on daily basis. With their foundation becoming stronger, the dropout rate among their schooling has been reduced and emphasis is put on overall development and to be responsible citizens.

VISIT TO SEWA RURAL, JHAGADIA (COMMUNITY HEALTH)



SEWA Rural offers an extensive hospital service at Kastruba Hospital. The 100-beds facility offers round-the-clock emergency services, special care for women, children and people with eye diseases, and separate clinics for Tuberculosis, Diabetes & infertility. These services are strongly supported by a well-equipped modern laboratory, X-ray and ultra-sonography units along with operation theatres and appropriate blood storage facility. Medicines are available in the hospital campus at a low cost without compromising on the quality. Every year about 70,000 out-

patients & 12,000 in-patients are treated; about 2,200 deliveries & 7,000 operations are carried out. About 35% of the out-patients and 75% of Indoor patients are treated free. Their comprehensive eye programme encompasses all components of eye care – prevention, promotion and rehabilitation. Under this programme, Jhagadia and Valia blocks were made cataract free as per WHO guidelines.

A large number of social factors do not allow the vast majority to access the hospital facilities. This prompted SEWA Rural to commence a project of Healthcare at Doorsteps in 1982, initially for 10 villages. Later, it was expanded to cover 40 villages, and the government-entrusted Jhagadia PHC (Primary Health Centre) was managed for more than 10 years. Such innovative public-private partnership model in healthcare was experimented for the first time in the country.

I AM TECHO PROJECT

ImTeCHO stands for “Innovative mobile-phone Technology for Community Health Operations”. ImTeCHO project leverages upon 30 years of grass-root experience and community-based safe motherhood and child survival platform created by voluntary organization SEWA Rural. ImTeCHO is an innovative mobile phone application to improve performance of ASHAs through better supervision, support and motivation for increasing coverage of proven maternal, newborn and child health interventions among resource-poor settings in India.

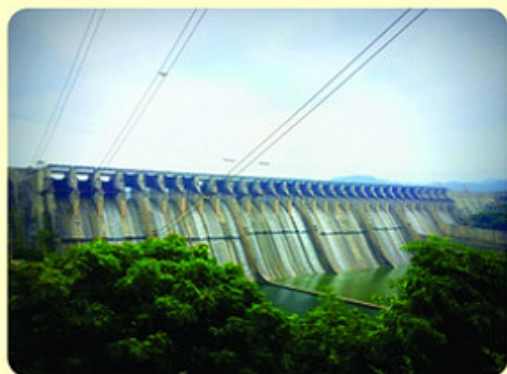
www.sewarural.org www.iamtecho.com

VISIT TO NARMADA DAIRY FARM, RAJPARA (DAIRY FARMING)



Our next role model visit was Mr. Narpatsinh Nioria (awarded as best farmer of Gujarat) and his son Mr. Kishoresinh Nioria who is truly an inspiration for all of us and gave us more insights of dairy farming who owns biggest dairy farm of Narmada district in small beautiful village Rajpara located at the bank of river Narmada. Started with one cow and initial investment of 1.5 lakh, today the Narmada Dairy Farm has about 100 numerous cows and buffaloes which produces about 300 liter milk every day. Kishorebhai has also shown the milk machine with the capacity to perform work of 25 labourers which is also used when labourers are not available. He also explained about the modern technique like artificial insemination practiced at their farm. Their Dairy farm's main focus activities are – milk production, composting and value added products. They also use cow dung as organic fertilizers for their farming.

VISIT TO SARDAR SAROVAR DAM, KEVADIA (ENGINEERING)



The third day beginning of the Narmada Prerna Yatra was a rich experience between nature with first visit to Sardar Sarovar Dam at the Narmada River. The Sardar Sarovar Dam is a gravity dam on the Narmada River near Navagam, Gujarat. It is the largest dam and part of the Narmada Valley Project, a large hydraulic engineering project involving the construction of a series of large irrigation and hydroelectric multi-purpose dams on the Narmada River. The project took form in 1979 as part of a development scheme to increase irrigation and produce hydroelectricity. It was a unique experience for all Yatri's to experience technological advancement in midst of nature, river and valley. The magnitude of the dam inspired the engineer Yatri's to learn how a project can be well established for fulfilling cause for human development and meeting requirements such as irrigation, electricity generation, supply of water for domestic and industrial usage etc. Today the dam is well known as the "life line of Gujarat". Yatri's also got change to see the under construction site of *Statue of Unity* which is going to be the world's tallest statue. This monument, dedicated to Sardar Patel, is 182m tall and is being built near the Sardar Sarovar dam.

VISIT TO ISHAN ORGANIC, GARUDESHWAR (AGRICULTURE)



“Being in the company of nature is fantastic” this is what our next role model believes. Vivaswan Bhatt an agripreneur based in Garudeshwar left his lucrative career in South Africa and returned to his mother land Narmada and started organic farming. We have visited his beautiful Ishan Organic farm where he grows different crops, vegetables and fruits using organic farming. He gave us valuable knowledge about organic farming and explained importance of organic farming for living healthy lifestyle. Vivaswan along with his wife Kruti has also developed different organic food products like Turmeric Powder, Chyawanpras, Pickles. All yatris were truly energized with the fresh and positive environment at this farm and enriched with the knowledge of organic farming.

VISIT TO PRINCE MANVENDRA SINGH GOHIL, RAJPIPLA (HUMANITY)



“Welcome all , I am Manvender Singh Gohil ” soberly welcomed the prince of the former princely state of Rajpipla along with his friends in his beautiful Rajvant Palace located at the bank of river Karjan in Rajpipla. Manvender Singh Gohil is the direct descendent of the 650 year old Gohil Dynasty. Modest composure, polite tone, swift walk and a friendly aura, the prince donned a smile with a complimenting kurta. His work for freedom of gay rights is highly regarded worldwide. A motivation himself, he symbolises the right to equality. Popularly known as the 'gay prince of India', his presence encourages you to believe in yourself enunciating the meaning of courage. The Prince of Rajpipla in Gujarat, who had whipped up a storm of dissent for himself by coming out in the open about his gay status in 2006, has been working to spread awareness about AIDS in these communities through his Lakshya Trust established in 2000. He is currently the Goodwill Ambassador of AIDS Healthcare Foundation India Cares (AHF). Recipient of so many accolades across the world he is the only Indian who has been appeared in world renowned show “The Oprah Winfrey Show” thrice. He has explained about various activities they do for the transgender community welfare and AIDS prevention.

VISIT TO PRINCE INDRAVIKRAM SINGH GOHIL, RAJPIPLA (HERITAGE TOURISM)



It was an honor to meet Prince Indra Vikram Singh Gohil is prince of the erstwhile royal house of Rajpipla, Grandson of Maharaja Vijaysinghji Gohil and descendant of the ancient Gohil Rajput dynasty. He is an entrepreneur, well known writer, publisher and heritage resort promoter. He has authored nine books, eight of them on the game of cricket, and one entitled 'A Maharaja's Turf' on the triumph of his grandfather Maharaja Vijaysinhji in the Epsom Derby of 1934. Now he is in the process of setting up a heritage resort in Rajpipla. He has narrated history of princely state of Rajpipla and also discussed about the opportunities available in heritage tourism in India.

We all were truly overwhelmed and honored to visit the final symbol of the 600-year rule of the Gohil dynasty over Rajpipla State, the magnificent Vadia Palace which was built between 1934 and 1942 by Maharana Sir Vijaysinhji, the last ruling Maharaja of Rajpipla and set in a 151-acre estate with well laid out gardens, and mango and lime orchards. The pristine white two-storeyed monument – also known as Indrajit-Padmini Mahal – was often referred to as the 'Taj Of Gujarat'. The building and its outhouses cover almost an acre – 4320 square yards. It was financed by Maharaja Vijaysinhji's winnings at the Epsom Derby, 1934, in which his horse Windsor Lad finished first. The palace was designed by Mr. Burjor Sohrab J. Aga of M/s Shapoorjee N. Chandabhooy & Company in a predominantly Indo-Saracenic style with a few western features, and cost around Rupees four million to build.

Vadia Palace is indeed an architectural marvel that houses many delightful features, and an enchanting heritage of princely India.

Website: <https://singhiv.wordpress.com/>

VISIT TO BANANA WAFER BUSINESS, BHADAM (AGRIBUSINESS)



Next we have visited to the banana wafer business located in Bhadam village near Rajpipla. Business owner Geeta Ben and his son Dhaval narrated the tales of the augmentation of the enterprise with the help of local communities and resources. Banana is the second largest popular fruit in India after Mango and Bharuch and Narmada regions are the major banana producing centers. It's a growing business with a very low investment and high profit in this region. Around 250 kg wafers are produced every day. They have also started another big unit in nearby village Segwa which has capacity to produce 1000kg wafers per day.

This enterprise was started with an initial investment of around 2.5 lakh which include machine cost, boiler and a slicer. They provide employment to the rural women of the nearby villages. The wafers are transported in all the regions of Gujarat including Ahmedabad, Bharuch, Vadodra etc. Geeta Ben being a mentor of the localities believes in co-operation rather than in competition. The wafers were displayed at the road side of the highway with an open invitation to speeding tourist vehicles. Whilst Geeta Ben juggled between the selling department and the manufacturing unit, the yatri's munched on the irresistible fried snacks.

VALEDICTORY CEREMONY



The valedictory ceremony of the four days Narmada Prerna Yatra held on 2nd Oct 2016 at the Rajvant Palace of Rajpipla in the gracious presence of Prince Manvedra Singhji and Prince Indra Vikram Singhji, Duke De Andre Richardson and Mr. Vivaswan Bhatt. All the yatri's have been given certificate of successfully completion of the Yatra. After having lunch at Rajvant Palace Yatra has ended at the same place Vishwa Gayatri Brahmpeeth at the bank of mother Narmada from where it began. All yatri's prayed and get blessing of Mother Narmada for doing/setting up something that can serve happiness in the society and nation at large. All the yatri's were contented with the journey out and within. The bonding amongst them become stronger and they found it difficult to say bye to each other. Each heart was filled with grit, passion and self actualization. All came as strangers but left as family. For all of us it was not end of the Yatra but it was truly a beginning of a journey of awakening...!

Jay Ghonia, Founder, Online Training Man, Rajkot (Gujarat)



Narmada Prerna Yatra was the great experience to learn new things by travelling and meet up with people to unlearn our wrong believes about Indian culture, entrepreneurship, leadership and many more things. This yatra provide platform for brainstorming by peer to peer learning and learning from grass root change makers of India. This Yatra help us to visualize possibilities which we don't know in our routine life or which our traditional education system can't teach. This Yatra is also a great spiritual journey with Maa Narmada river which is great motivation of life and which also help us to get happiness and confidence in our life.

Role models are so enthusiastic and so eager to share their knowledge to help India to grow with help of Yatris. We learn amazing social issues and possibilities to resolve it. We learn amazing innovations by rural people whom we never know but they are real heroes of Indian society. We also get great opportunity to discuss with heroes and change makers to clarify our doubts and myths about Indian society and entrepreneurship, rural innovation, and many more things.

So, If you want to change your vision never miss to join Narmada Prerna Yatra. It's life time experience.
Narmade har !!

Pankaj Gangwani, Operations Director, Kaushalam Foundation (Jaipur)



Narmada Prerna Yatra, an odessey to spread happiness among humanity depended my understanding about rational thinking behind any positive change interventions. It also enlightened me that I need to move at a pace that my fellow participants could comprehend the experiential learning of the group.

Yati Chaturvedi, B.Com Student, Banasthali University (Uttar Pradesh)



Narmada Prerna Yatra -The Journey Of Awakening has been my life changing experience. The 1 week spent with budding entrepreneurs from the seven states and the beautiful environment of learning in Bharuch, Rajpipla and dediapada has given a significant contribution in life .As a student i learnt from various people ,the role models from various background and their determination towards their work . A major Thanks giving to Serve Happiness Foundation and Nitin Tailor sir for giving this wonderful opportunity and being such a great mentor.

Urval Chotalia, Founder, Sour Urja Portal (Mumbai)

Narmada Prerna Yatra is a Unique & Unforgettable moments during journey of life. For me Narmada Prerna Yatra is not only journey for awakening by Learning & Inspired by role models as well as Yatri's experiences, but also it's an inner journey to enlighten heart voice & passion towards helping everyone & serve happiness via various sources.

The best things of Narmada Prerna Yatra is 3i.

INSPIRED by every role models, communication & each and every moments.

Try to **INNOVATE** New feasible Ideas from inspiration to serve happiness to each & every citizens with full of passion & Hardwork.

Let's **IMPLEMENT** ideas with social entrepreneurship development skills, to transforming Skills into Happiness to make beautiful journey of life.

Dr.Akshita Arora, Asst. Professor, Banasthali University (Delhi)

For me, it is Journey of Transformation. Scenic beauty, Unique exposure, Unforgettable learning, Self-discovery, Enlightenment, Refreshing. Wonderful opportunity to meet successful entrepreneurs (role models) & listen to their success stories. Their journey from scratch to success using minimal resources and endowment is truly marvelous. Brilliant feast for the aspiring young entrepreneurs. Business model canvas activity - food for thought.

The journey began with curiosity and ended with memories. Yatris met as strangers and separated as family. The 4-day yatra had an indelible impression on my lifestyle which will help me evolve as a constant change-maker.

Abhishek Jawar, Founder, EduBrain Welfare Society, Astha (MadhyaPradesh)

Narmada Prerna Yatra, For me it's the Yatra of self discovery. And even today after many days I'm still on the Yatra. Today I can connect myself with the statement of Nitin Sir, at the time of completion when he said "Don't think it's the end of Yatra, but actually now only it's start. The simple living and high thinking of all the role models, attracted me a lot and the quality of fellow Yatris helped me to unlearn many presuppositions with which I was living before. The spiritual vibrations and visits to holistic places is the true beauty of the Yatra. Garba during Navratri was an amazing meditative experience for me, I can feel the blessings of Mother Narmada with us. In gratitude to the Host Mr. Nitin Tailor who is an outstanding example of managing various roles and perform multi tasks.

The Narmada Prerna Yatra has inspired yatris to begin social initiatives in the field of health technology and farming. A few others have been stirred to enhance their social ventures in health, education and eco tourism in different rural urban areas. To encourage yatris for taking action to bring the positive change in the society we did a group activity called Gramya Manthan in which Nitin Tailor has explained the social business model canvas and all the change makers made separate group according to their interested social sectors like women empowerment, tourism, education and came up with different projects ideas based on their knowledge gained from different role models and organizations visited during Narmada Prerna Yatra to solve the different social problems. Their proposed project plans if and when implemented would be a boon for the villages and would result in lot of happiness for the society at large.

MAHILA VIKAS GRUH UDYOG

Team Member: Darshan Gor

Project Description:

Self-Help Group refers to self-governed, peer controlled, informal group of people with same socio-economic background and having a desire to collectively perform common purposes. Here poor people voluntarily come together to save whatever amount they can save conveniently out of their earnings, to mutually agree to contribute to a common fund and to lend to the members for meeting their productive and emergent needs. From this collected fund which will be used for starting a Mahila Gruh Udyog in association with existing cooperative societies, Mahila Vikas Mandals.

Key Activities:

Providing training and development to rural women and empowering them by providing job opportunities in their locality. Bringing raw materials basically floor, oil, spices, packaging materials, Processing the raw material in to different kind of final goods like papad, mathiya, khakhra. Marketing and sales of the same products in the local business. Conducting surveys at local level to find out local interest of women's and materializing the same into productive goods. Work from home concepts.

PADHARO SAA.. RURAL INDIA TOURS

Team Members : Abhishek Jhavar, Pankaj Gangwani, Akshita Arora, Komal Rangwani, Pracheta Mittal

Project Description:

Rural India Tours is an initiative towards upliftment of small and underdeveloped villages of India. Under this we want to redefine tourism by attracting foreign tourists to VILLAGES - A REAL INDIA. First we will shortlist the villages of Rajasthan as we are targeting Rajasthan Tourism initially. Then, we will conduct some awareness programs for rural people so that they can understand the advantage of making their village a tourist spot. After this, we will contact with travel agencies and local village transporters for providing us infrastructure facilities. They will be our partners and stakeholders as well. We will be in contact with some online travel agencies such as- makemytrip.com, etc. As there are very few competitors in this field, we can take advantage by using penetrating pricing strategy. For that we have to position our platform in a very different manner, which is only possible by making our online presence through different social media platforms.

Social Impact

Idea behind this business model is create livelihood opportunities for villagers. It would also generate employment opportunities for them through tourism and indirectly reduce the problem of migration from rural to urban areas. This platform will bring REAL INDIA in front of the world...



I pay my gratitude to all the stake holders- role models, organizations, participants and others who directly and indirectly contributed to its overall success.

Firstly, I would like to heartily thank all of our role models for inviting us to visit their esteemed organizations as well as the participants from Pan India for guiding and mentoring rural participants in the Yatra.

Secondly, I extend my gratitude, especially to team SEWA Rural, Jhagadia for their kind support. I would also like to thank Dr. Chandan Chatterjee, Director, Centre For Entrepreneurship Development (CED), Gujarat for their support and knowledge partnership. I would also like to thank Dr. Harsh Purohit , Dean, WISDOM, Banasthali University for their association with Narmada Prerna Yatra. I would like to thank Mr. Pruthvi Bardolia, Founder, Olive Enterprise for the technical support.

I am thankful to Mr. Nirmalsinh Yadav for his valuable time and presence for inspiring yatris during the inauguration ceremony. I am heartily thankful to Alakhgiri Guruji, Head, Vishwa Gayatri Brahmpeeth ' Alakhdham', Bharuch for the inauguration venue. I am grateful to Channel Narmada and Channel In Bharuch for telecasting the inauguration ceremony as well as the documentary movie.

Special thanks to Prince Manvendra Singhji Gohil and Prince Indra Vikram Singhji Gohil for their esteemed presence and hospitality during the Yatra and inspiring all the yatris.

I am really thankful to Mr. Parag Ekhande for making beautiful documentary movie on Narmada Prerna Yatra and provide media support during the Yatra ,Ms. Tejal Patel for audio narration for the documentary movie, Ms.Arti Gupta for the report content and Mr. Prakash Jha for writing beautiful poem on Narmada Prerna Yatra.

Looking forward for more such memorable and inspirational journeys!

Best Wishes,
Nitin Tailor
CEO & Founder, Serve Happiness Foundation

NARMADA PRERNA YATRA-A JOURNEY OF AWAKENING

नर्मदा प्रेरणा यात्रा - एक ज्ञानवर्धक सफर

अमरकंटक के कुण्ड से उतपन्न होकर
विंध्य-सतपुड़ा की गोद में खेलकर
भेड़ाघाट के संगमरमर को टवकर देकर
ओम्कारेश्वर-मंगलेश्वर को विश्व में प्रसिद्ध कर

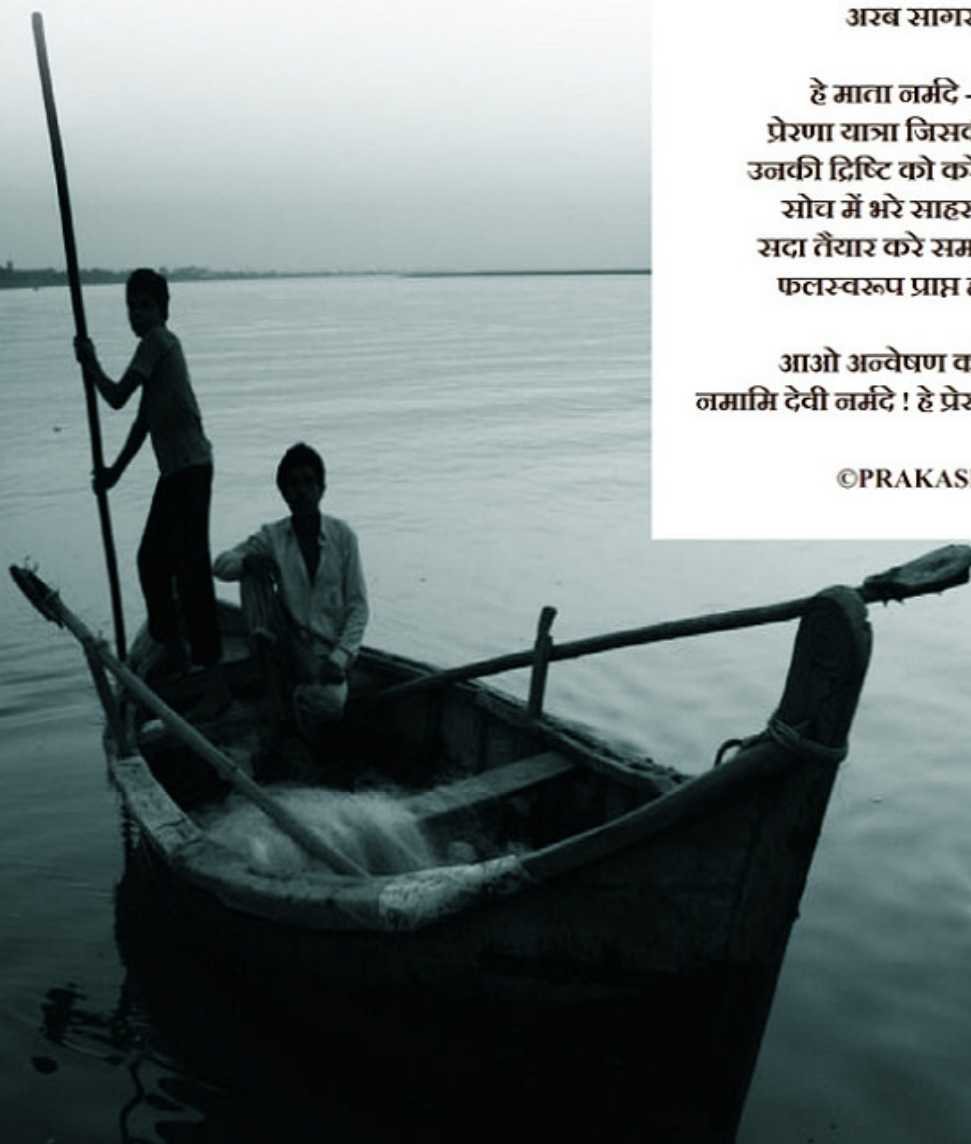
झरना दुःअन्धर को शीतलता प्रदानकर
जबलपुर की महिमा बढ़ाकर
कान्हा राष्ट्रीय उद्यान को जल से सिंचित कर
सरदार सरोवर से करोड़ों की प्यास तृप्तकर

कबीरवाड टापू को पर्यटन का केंद्र बनाकर
गोल्डन ब्रिज-भरुच में ताज़गी बांटकर
हज़ारों मनुष्यों, पशुओं और पक्षियों को दोनों किनारों पर आश्रय देकर
उद्देश्यपूर्ण जीवन का सरल उद्धारण दृष्टांत कर
अन्तः अपनी प्रवाह को आदरणीय परिणाम देकर
अरब सागर में चैन से समर्पित होजाना !

हे माता नर्मदे - यही हैं आपकी अनोखी कहानी
प्रेरणा यात्रा जिसकी - युवाओं में जागृत करे बुद्धिमानी
उनकी दृष्टि को करें सुख, समृद्धि से परिपूर्ण और सुहानी
सोच में भरे साहस, प्रतिज्ञा और अर्पण की बागबानी
सदा तैयार करें समाज को अर्पित करने अपनी कुरबानी
फलस्वरूप प्राप्त हो भारतवर्ष को हर्षपूर्ण ज़िंदगानी !

आओ अन्वेषण करें नर्मदा प्रेरणा यात्रा की निशानी!
नमामि देवी नर्मदे ! हे प्रेरणामये नर्मदे, आपको कोटि कोटि प्रणाम !

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