



INVESTING | by industry & institutions (govt. & non-government)

in the
LOCAL
and
GREEN

| bringing uniform development to avoid urban migration

| building climate resilient communities, ensuring a healthy planet

Showcasing rural social impact models, which are replicable and scalable.

Development Alternatives (DA), the world's premiere social enterprise dedicated to sustainable development, is a research and action-based organisation striving to deliver socially equitable, environmentally sound, and economically scalable development outcomes. DA completed 40 years of proudly contributing to India's growth. Continuing to address global challenges, it hopes to move onto an accelerated track wherein it sees itself as a catalyst to rural transformation and making urban spaces more sustainable and livable.

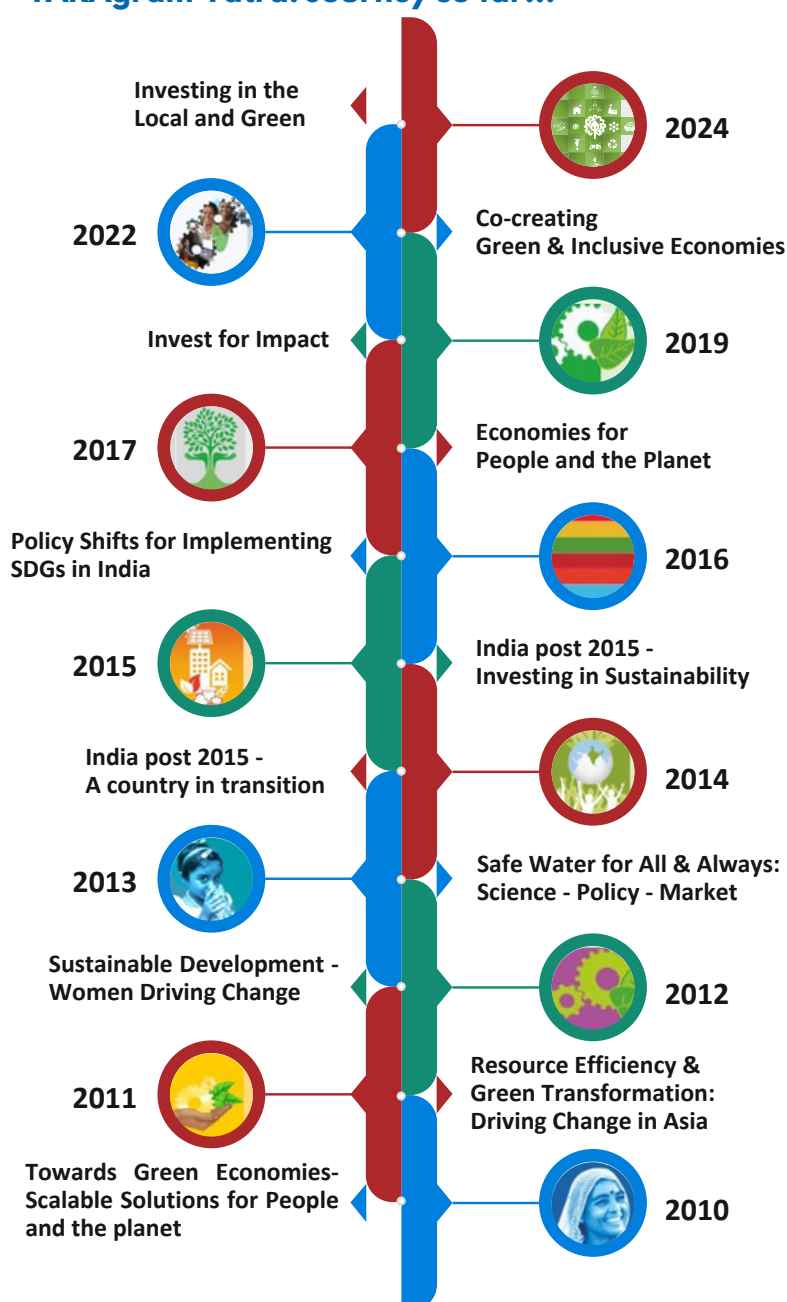
The TARAgam Yatra, initiated in 2010 by the Development Alternatives Group, is its annual flagship event that brings together social impact enthusiasts, national and international leaders, social innovators, policymakers, corporate, UN and government officials, and changemakers with the aim to galvanise sustainable policies and practices for social and ecological development.

This unique event immerses *yatris* in grassroots and social change efforts, giving them an opportunity to gain practical insight into rural India and developmental programmes. This further fosters shared learning, feeding into discussions leading to multi-stakeholder collaboration on creation of innovative sustainable solutions. It catalyses policy interventions aimed at climate resilient communities.

In its **11th edition**, **TARAgam Yatra 2024** will host the *yatris* in **Bundelkhand** giving them a flavour of Bundeli music, meals, architecture and royalty. Be part of this movement which has been driving green and inclusive growth in India.

 **TARAgam**
YATRA 2024
Bundelkhand
13-15 September

TARAgam Yatra: Journey so far...



Wholesome Immersion Experience

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Impact



नदी किनारे चर्चा
(Debriefing at Betwa banks)
with Royal Cenotaphs in the
backdrop.



Stay at a scenic hotel
highlighting rustic
Bundelkhand architecture
and ambience.

Vibrant



Visiting program sites
and interactions with
rural communities

Multi-stakeholder



Savour rural Bundeli
cuisine meal cooked by
the native communities



**Shop till you drop at
TARAGram Mela**
exploring products by various
SHGs, farmers & artisans

Discourses



An evening of Bundeli
music and dance by
local folk artists

Scalable & Replicable Models



Networking

सार Sangam
A platform to discuss key
learnings and catalyse policies

Policy Level Discussions & Interventions

What's in store?



25
Stalls at
the Mela



1000+
Total
footfall



50+
Govt.
Officials



90
Yatris



50+
Media



20+
Partners



10+
Foreign
Nationals



40+
CXOs
Corporate
professionals

Three Yatras

Witness Stories of Change in Realtime

 **TARAGram**
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Resource Efficiency & Circular Economy (Red)

The Yatra will showcase local resources being used efficiently and circular economy being operationalised. The highlight during this field visit will be sustainable building solutions and *yatris* will be able to unearth on-ground methodologies to promote circular economy, emphasising on green and inclusive practices in the building and construction sector replicable across industries. This experiential learning opportunity will underscore the importance of recycling and resource conservation within a circular economy framework, providing valuable insights for creating a resilient and eco-friendly economy in Bundelkhand as a model.

SPOTLIGHT

- Know and experience how demolition waste, industrial waste, fly ash, and bottom ash issues were addressed by DA in conjunction with bringing low carbon cement.
- Witness considerable reduction in carbon emissions while housing and infrastructure development continued in urban and peri-urban Bundelkhand.

Livelihood Security & Inclusive Entrepreneurship (Blue)

SPOTLIGHT

- Witness DA's micro movement of change, co-created with the community which is enabling entrepreneurship and mentoring local role models.
- Experience the social innovation methodology and tools which includes listening, co-creation, prototyping, and learning in their journey.

The Yatris will be introduced to DA's model of social innovation, methodology and tools, which aim to realign the current ecosystem of economic development and job creation, resetting the country's growth trajectory to making it more inclusive. Through this the *yatris* will be able to understand and learn the emerging entrepreneurial needs of women and the youth, and how this knowledge is used in building an inclusive local entrepreneurial ecosystem. These are ultimately led by systemic prototypes designed by DA as solutions, accelerating entrepreneurship-led job creation.

Climate Resilience & Ecosystem Restoration (Green)

This yatra will showcase how our work in Bundelkhand, a region constantly battling with drought and desertification for years now, has actually empowered and build climate resilient community by introducing and training them on technologies and methodologies to mitigate climate change. The *yatris* will witness watershed based agricultural project (WADI), check dams which revolutionised water management in the region along with pond rejuvenation projects implemented by us. *Yatris* will witness on-ground behavioural change in the community enabling them to fulfil basic needs of drinking water, sanitation, shelter, and energy.

SPOTLIGHT

- Experience the community empowerment through Radio Bundelkhand, which has become a medium to impart knowledge & handhold community on climate resilience.
- Meet our farmers and visit their farms while interacting with their families to know how they benefited from natural farming and water management technologies introduced to them.

Three Charchas

Transitioning Practice to Policy through discourses

 **TARAGram**
YATRA 2024
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आरोहण

Inaugural Plenary
Orientation of the Yatra &
Introduction of the Yatris

नदी किनारे चर्चा

Panel Discussion
Interaction of the Yatris with
Sustainability/ CSR Leads

सार Sangam

Conclusive Plenary
Confluence of all learnings, forming a
launch pad for policy-level discussions

These discussions will involve thought leaders and specialists from academia, industry, civil society, and government. The outcome will be a knowledge bank for future use, contributing to the planning and implementation of CSR policies and programs by us and various corporations.

To participate in TARAGram Yatra 2024, please contact
Mr. Nipun Kaushik at +91 9311901146 or taragramyatra@devalt.org

Our Previous Partners



Be a part of TARAgam Yatra 2024

 **TARAgam**
YATRA 2024
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Partnerships

Following are the Partnership options for supporting us with the cost of organising in part or in full -

- | | |
|---|-----------------|
| 1. TARAgam Yatra Partner | - ₹ 30,00,000/- |
| 2. TARAgam Yatra Co-Partner | - ₹ 15,00,000/- |
| 3. TARAgam Mela Partner | - ₹ 12,00,000/- |
| 4. Saar Sangam Conclusive Plenary Partner | - ₹ 10,00,000/- |
| 5. Nadi kinare charcha Partner | - ₹ 8,00,000/- |
| 6. Renewable Energy Partner | - ₹ 10,00,000/- |
| 7. Red/ Green / Blue Yatra Partner | - ₹ 10,00,000/- |

For benefits attached to each partnership, refer to Annexure 1

Benefits

- Brand Visibility at various events
- Nominate *Yatri(s)*
- Speaker opportunity to present work
- Stall at TARAgam Mela
- Desk at Inaugural & Conclusive Plenary
- Media Presence
- Acknowledgement through publications

TARAgam Mela

Book Today!

- 10 x 10 ft stall - ₹ 40,000/-
- 5 x 5 ft stall - ₹ 20,000/-
- 2 x 3 ft desk - ₹ 8,000/-

Footfall of 1000+ over 3 days

TARAgam Mela has been an integral part of TARAgam Yatra -

- Hosted stalls by SHGs, clusters, farmers, artisans, etc. to showcase products.
- Opportunity for the Corporates to reach out to prospective consumers.
- Yatris get to know of on-ground work that could not be covered by Yatras.

Employee Engagement

TARAgam Yatra 2024 is a one of its kind unique proposition of learning, community engagement, immersion and exposure to the developmental programmes along with exploring the rich cultural heritage of Bundelkhand.

Understand and address the global challenges with us -

- Resource Efficiency & Circular Economy
- Livelihood Security & Inclusive Entrepreneurship
- Climate Resilience & Ecosystem Restoration

Register yourself and a group of your employees for this once-in-a-life-time opportunity of learning, immersion and advocacy.

Group discounts available, based on group size.

Registration

- | | |
|-------------|--------------|
| • Corporate | - ₹ 50,000/- |
| • SME | - ₹ 30,000/- |
| • NGO | - ₹ 20,000/- |
| • Student | - ₹ 15,000/- |

Be a part of this unique TARAgam Yatra 2024 by spreading a word and mobilising your influence circle.

Have any queries or wish to collaborate with TARAgam Yatra 2024?

Please contact **Mr. Nipun Kaushik** at +91 93543 22890 or nkaushik@devalt.org



*Annexure 1 - Partnership Deck

All TARAGram Yatra collaterals would acknowledge the Yatra partnership as A & DA presents TARAGram Yatra 2024							
Partnership Opportunities / Details of Benefits	Yatra Partner (A)	Yatra Co-Partner (B)	Red/Green/Blue Yatra Partner (C)	Saar Sangam Partner (D)	Saar Sangam Co-Partner (E)	Knowledge/Renewable Energy Partner (F)	Remarks (Here any other than usual will also be mentioned)
Value	30L	15L	12L	10L	8L	10L	
Max. No. of Partners	1	2	3*	1	2	3	* 1 per yatra
Logo Placement at Backdrops at various events							
Inaugural Plenary	✓	✓	✓	✓	✓	✓	B & F
Banners for respective Yatra	✓	✓	✓	✓	✓	✓	B & C
Nadi kinare Charcha	✓	✓	✓	✓	✓	✓	B, D, E & F
Saar Sangam (Conclusive Plenary)	✓	✓	✓	✓	✓	✓	B, D, E & F
TARAGram Mela collaterals	✓	✓	✓	✓	✓	✓	B & F
TARAGram Yatra website	✓	✓	✓	✓	✓	✓	B & C & F
Other promotional opportunities (Local & Otherwise)	✓	✓	✓	✓	✓	✓	Like E-rickshaws, charging stations and enterprises
Nominations for Yatri/ speaker and Presenting their work							
Yatris	3	2	1	1	1	1	
Networking Dinner	1	1	1			1	Opportunity to Highlight Brands' work on sustainability
Speakers for Saar Sangam	1			1			Organisation as thought leader
Screening of Corporate Film (Max 3 min)	✓	✓					This would be during the Networking Dinner
Screening of Corporate Commercial (max 30 sec)	✓						This would be during the Networking Dinner
Documentation Kit for Yatris (company literature)	✓	✓	✓				A leaflet or a brochure could be included in the Yatra Kit
Provision for a Stall/Desk with Standee							
TARAGram Mela	✓	✓					To display their products/ services
Saar Sangam	✓			✓			To display their products/ services
Networking Dinner	✓	✓	✓				To display their products/ services
Media Presence							
Special announcements/ Thanking sponsors/ Media exposure	✓	✓	✓	✓		✓	Acknowledging the partnership
Feature in Press Releases and Media Coverage	✓	✓	✓	✓	✓	✓	This would ensure press mileage for the partners coming forward for a social cause.
Presence in Media Ads	✓	✓	✓	✓	✓	✓	
Proceeding Report							
Inclusion of a write up in the Proceeding Report	750 words	500 words	400 words	400 words	200 words	200 words	This would be to describe on how the corporate is aligned with the Yatra and how they have supported
Acknowledgement in Proceedings	✓	✓	✓	✓	✓	✓	Partners' description along with acknowledgement would be done.
Others							
Sponsors mementos to delegates (to be provided by the sponsor at their additional cost)	✓	✓					This would be done only at an additional cost.