



INVESTING

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

in the LOCAL

bringing uniform development to avoid urban migration

and GREEN

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.

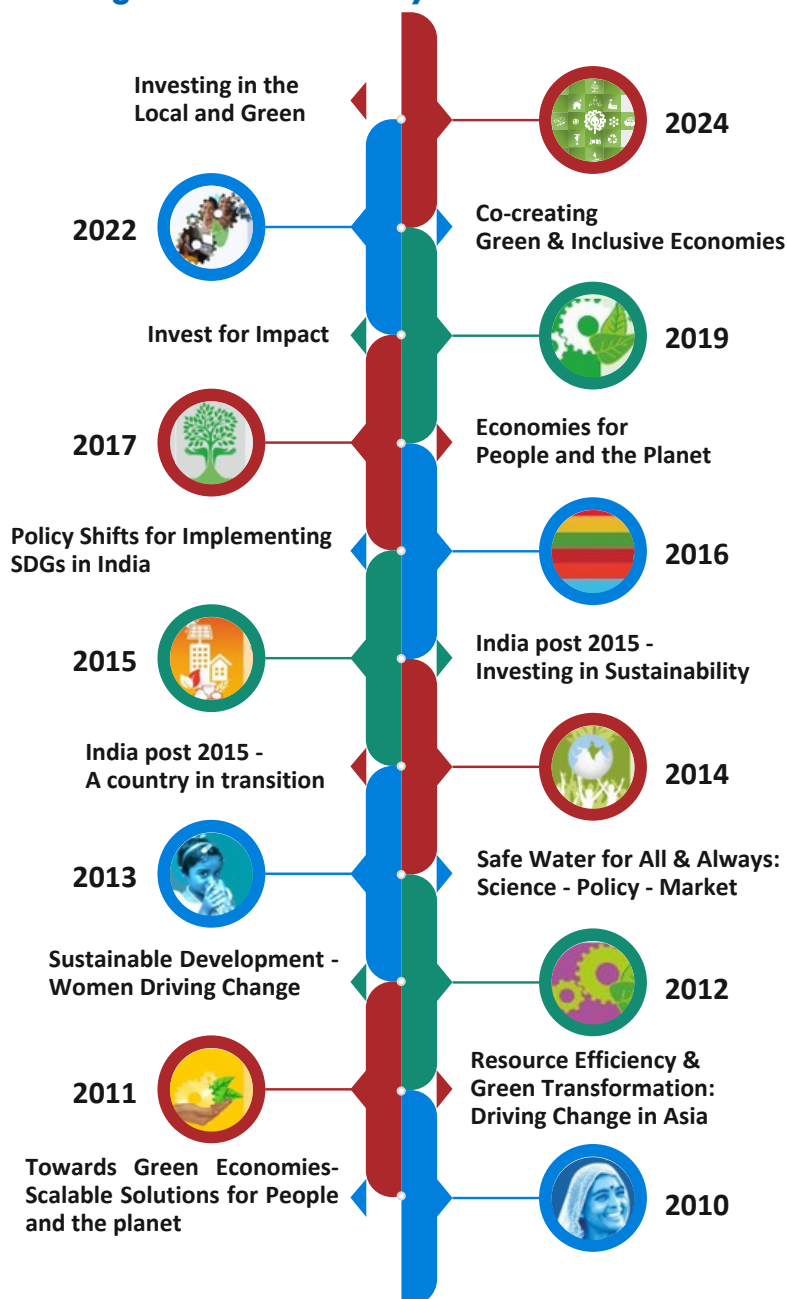
The TARagram Yatra, initiated in 2010 by the Development Alternatives Group, is its annual flagship event that brings together social impact enthusiasts, national and international leaders, social innovators, policymakers, corporate, UN and government officials, and changemakers with the aim to galvanise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

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

TARagram 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




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

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

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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
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Our Previous Partners

