

# SERVE HAPPINESS FOUNDATION



## JAIPUR PRERNA YATRA 2019 REPORT

MAR 15TH TO MAR 17TH 2019



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# SERVE HAPPINESS FOUNDATION

Serve Happiness Foundation is a not for profit organization registered under section 8 of Company's Act 2013 with an international mission to implore, invite and inspire youth to work towards humanity & nation building.

## **Perna Yatras- Social Impact Journeys**

We aim to direct today's youth towards a platform specific to their interest. Our approach is to take youth on an inspirational journey of awakening and help them foster relationships by building network along the spectrum of role models working in the ecosystem. Narmada Perna Yatra, Sabarmati Perna Yatra, Tapi Perna Yatra, Jaipur Perna Yatra are our initiatives - an inspirational region specific journeys of its kind to inspire youth by connecting them with real life heroes from varied sectors like health, education, agriculture etc.

## **Social Entrepreneurship Programs**

We also organize entrepreneurship programs based on our grass root experiments that empowers youth across the country to kick start social entrepreneurship activities in rural India.

## **Rural Youth/Women Entrepreneurship Development Programs**

We have also designed special programs like Startup Village to promote entrepreneurship among rural youth and women to start their own enterprise and livelihood projects to generate employment in rural India.

## **Crowd Funding Campaigns For Social Projects**

We are running crowd campaigns to support different social causes. So far we have successfully generated funds for Kerala Flood Relief Campaign, Nepal Earth quack campaign , Help to Tribal School in Narmada, Eco friendly Paper Bag campaign and many more.

# FOUNDER'S LIFE JOURNEY



Nitin Tailor (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 multinational 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- Narmada rural areas. With the mission to serve happiness and bring positive change in the society Nitin Tailor has founded Serve Happiness Foundation in the year 2013. 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. To pay tribute to his motherland Narmada, Nitin has decided to organise the Narmada Prerna Yatra to inspire youth across the nation by connecting them with real heroes who are bringing positive change at the grassroots in Narmada.

After getting success in Narmada Prerna Yatra, Nitin has replicated Prerna Yatras in different regions of Gujarat like Sabarmati Prerna Yatra in Ahmedabad region and Tapi Prerna Yatra in South Gujarat region. Working on major sectors of sustainable livelihood, rural tourism, agriculture and women empowerment, Prerna Yatras hopes to become a national movement that encourages social entrepreneurship and social impact projects that take every unique chunk of the country forward in its own way.

## FROM THE DIRECTOR'S DESK



Pankaj Gangwani (Director)  
**Serve Happiness Foundation**

Human life is itself a Journey (Yatra) and ultimate goal for every human is to be happy in the life. I firmly believe that the only way to get ultimate happiness in the life is serving the mother nature in a broader term which include entire universe and humanity. At Serve Happiness Foundation I am trying to spread happiness.

Nowadays it is commonly seen across the globe that most people spend most of the productive years from their life without any -

purpose and my life's mission is connecting them with the purpose of their life. Through Prerna Yatras Serve Happiness Foundation is inspiring youth to bring positive change in the society and nation at large. After seeing my similar passion towards serving nature and bringing about a meaningful change in other's lives and nurture their innate natural abilities I was invited to join board of Serve Happiness Foundation and spread Prerna Yatras to inspire the youth across the globe so that our mission can reach to the last mile.

I welcome you all to join our global happiness family to bring like minded individuals and organizations on one platform to bring positive social change in the society.



# BIRTH OF JAIPUR PRERNA YATRA

## Jaipur Prerna Yatra A journey of change

When Pankaj was searching the ways how he can connect next generation youth to the purpose of their life he came to know a concept of Yatra Model and while exploring different Yatras across the nation he happened to meet Mr. Nitin during Narmada Prerna Yatra. During the yatra, Pankaj really get inspired and felt connected with the Nature. Finally in 2018 Pankaj joined Serve Happiness Foundation.

And during visiting role models and organization the idea of Jaipur Prerna Yatra come-up in their mind.



# 500+

Yatris since 2014



"To Make An Idea into Reality, It takes dedication and determination."

He got the vision so clearly that, the world of peace starts from within where an individual gets to know his/her inner strength/weakness. An inspiring Journey is not only to inspire the youth but also put a profound effect on individual's thought process, perceptions, peacefulness and happiness. As with same enthusiasm and discipline towards life encouraged Mr. Nitin to expand this journey with full support of Pankaj.



**Serve Happiness Foundation Jaipur inaugurated in 2018.**

To build a positive community in Rajasthan, Pankaj took the initiative to plant seeds of happiness in the pink city, Jaipur. Along with the vision of creating a grassroots ecosystem to bring positive social change with renown social workers, academicians and social entrepreneurs. Before executing the next Prerna Yatra in Jaipur, both Pankaj and Nitin visited personally Jaipur role models and change makers.

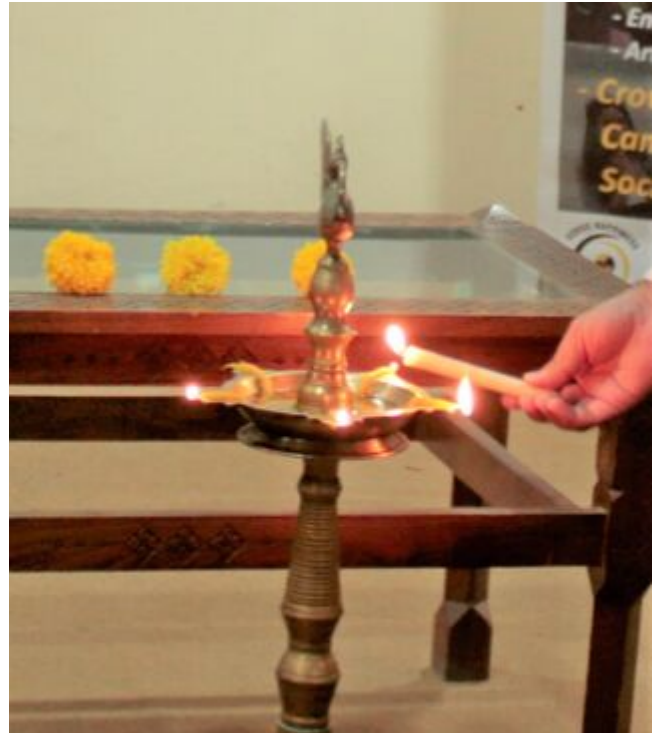


**A Journey of Positive Change Starts on 15th June  
2018,  
Albert Hall (Jaipur)**



# INAUGURATION AND FLAG-OFF CEREMONY JAIPUR PRERNA YATRA

March 14th 2019 Inaugurated 1st edition of Jaipur Prerna Yatra with amazing change makers and role models across the nation. Special thanks to Dr. Tulika Gupta and Prof. Meenakshi Singh Indian Institute of Crafts & Design (IICD) Jaipur for their great support by hosting Jaipur Prerna Yatra. We are also thankful to our role models Bharti Singh Chauhan, Founder Praveen Lata Sansthan, Dr. Mukesh Panwar, Founder , Smile Express Mr. Gaurav Sharma Founder, Thank You Waste Management, Vasumitra Shankar Bhardwaj, Founder , Spandan Weaver for sharing their inspirational life journeys and motivate all of us.





# IICD

## Day 1: March 15th 2019

Enthralling, historical Jaipur is the capital of artistic and cultural State, Rajasthan. The profusion of exuberant colors and fascinating designed handicrafts of Jaipur are incomparable. To encourage the world-class crafts and artisans in the contemporary socio-economic context, Indian Institute of crafts and design established in April 1995.

Jaipur Prerna Yatra's first Role model visit was at IICD Indian Institute for Crafts And Design Where Prof. Meenakshi Singh Shared the journey of the institution.

With the vision and mission to lead the country into the future and technique of handicrafts, IICD has become the most prestigious institute which is keeping Indian crafts arts not only alive but they are also stepped up in the line of spreading awareness among the next generation about Sustainable Development Goals through their unique crafts and designing techniques.



भारतीय शिल्प संस्थान

INDIAN INSTITUTE OF CRAFTS & DESIGN, JAIPUR





Yatris visiting handmade crafts department at IICD

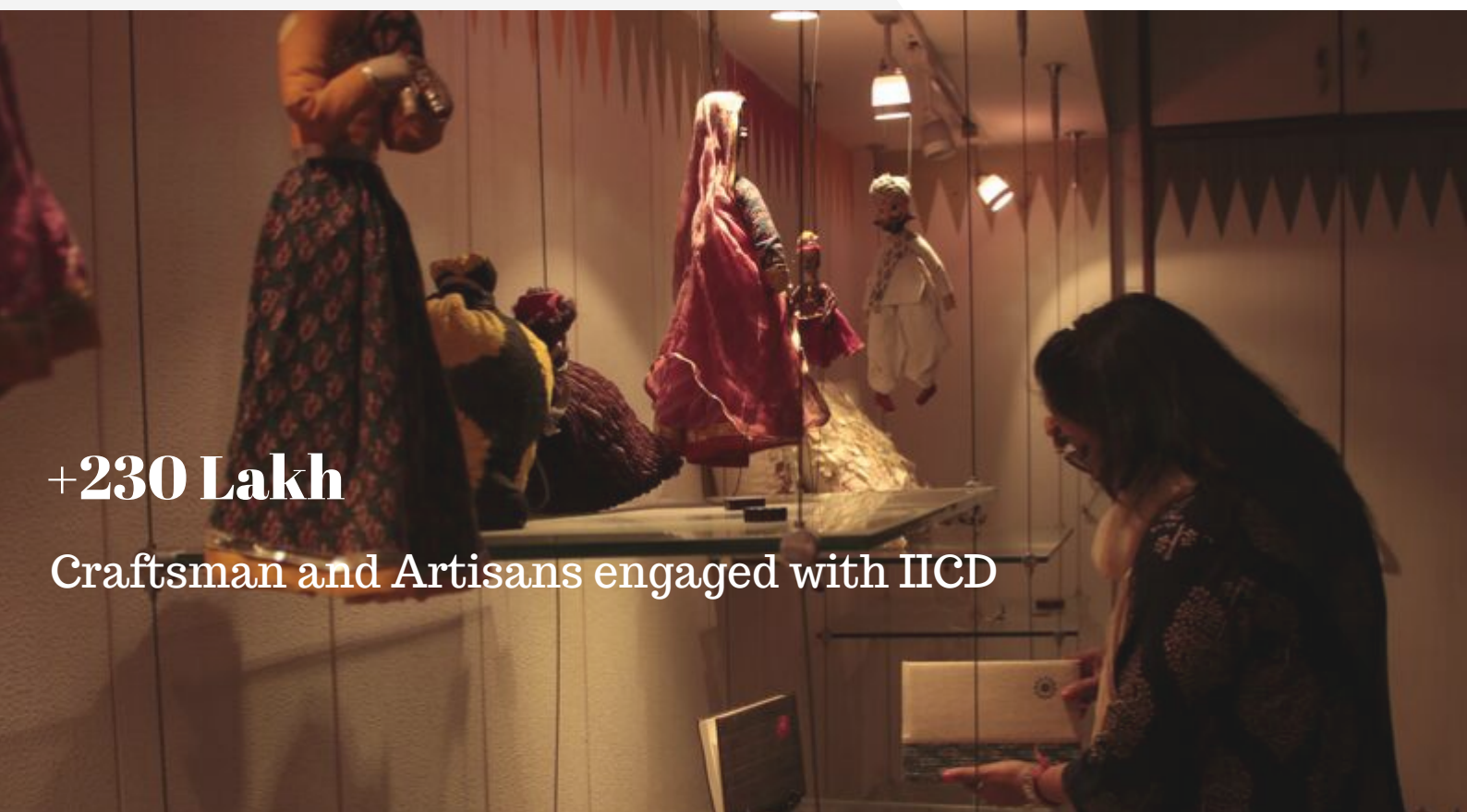
IICD are stepping towards in creating awareness among youth and artisans community about the sustainable development in Craft & Design.

While visiting, Prof Shubham Tambi gave us an informative tour of the institute showcasing various departments. Yatri also got an opportunity to meet the grassroots artisans who visit the institute frequently as well as share the practical experience with the students to learn and understand the various techniques. It was indeed a great learning experience about Indian crafts and designs and all the Yatri were truly overwhelmed.

Director of IICD Dr. Toolika Gupta, Secretary of IICD Smt Chhaya Bhatnagar and the entire staff at IICD for showing keen interest to organize special design Yatra in association with Serve Happiness Foundation to promote rural artisans and other art forms of India.

**+230 Lakh**

Craftsman and Artisans engaged with IICD





# MORARKA FOUNDATION

Our second destination on the first day of Jaipur Prerna Yatra was M.R.Morarka GDC Rural Research Foundation Morarka Foundation. Which is a pioneer organization working at a very grassroots level with the in-house developed agro-technologies. To supplement and strengthen extension efforts by creating wealth for the society, Morarka Foundation has always laid special emphasis on R&D by using technologies. The solutions that they are developing for sustainable agriculture to help farmers in increasing the production of fruits and vegetables by organic farming.







During the visit, Mr. Anand Mani Shukla explained the nitty-gritty of organic farming. He also taught Yatris what types of crops one can easily grow on a rooftop or backyard and shed some light on the concept of urban farming. Yatris got to know the insights of vermicompost and organic farming. Heartiest thanks to Morarka Foundation and the entire team. Special thanks to Mr. Verdhman Bapna and Mr. Anand Mani Shukla for the great support.





# Contree

## Day 2: Visit -Contree

A wow start of second day by painting the walls of A Government School.

Contree, a profit social venture changing the way India contributes by bringing together who can contribute towards social causes.

With the aim to bridge the gap between privileged and underprivileged Indians. Talking about bad conditions yet not working on improving them.



ContreeButer



5000+  
Contreebutors



**" Colors always bring people together to share happiness."**

"Sarkari School Makeover" "Rang De! Jaipur", are few of makeover event organized by Contree to makeover the dull and ugly looking walls of the Pink City with social messages and beautiful art to celebrate the Contreebution towards the nation.

As contreebutter, Yatris were gratified to color the walls of A Government School and felt happiness in contributing the mission of Beautiful\_India.

The team of Contree and Yatris of Jaipur Prerna Yatra cleaning along with the beautification was commendable as well as inspiring to the Youth of the Nation.

The great transformation with brushes and paints to splatter color over the lives of many underprivileged community.



**YATRIS PAINTING WALLS OF SCHOOL**



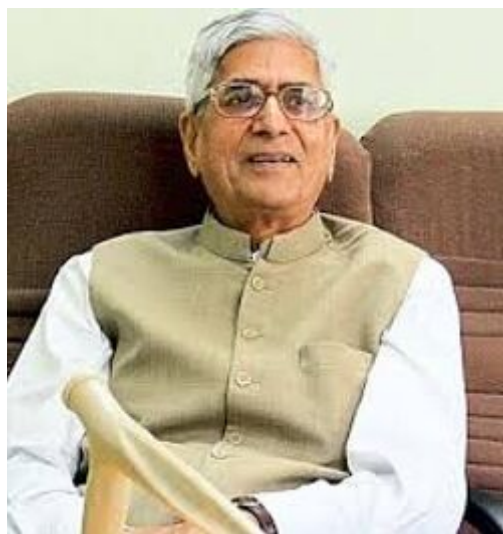
# JAIPUR FOOT

## World's Largest Organization for Disabled - Jaipur Foot (BMVSS)

Bhagwan Mahaveer Viklang Sahayata Samiti (BMVSS) is the world's largest organisation rehabilitating over 1.55 million disabled.

With the clear vision and commitment to help the regain mobility by fitting high-quality durable artificial limbs and other aids, Jaipur Foot or BMVSS provide all its assistance at free of cost.

This great organization was set up in 1975 by an inspiring role model and Padam Bhushan winner, Dr. D.R. Mehta who realized the problems that a disabled person face, especially the underprivileged to get artificial limbs.



Founder D R MEHTA

**+ 1.78 Million**

Beneficiaries Since 1975

**60,000+**

Equipment and Aids to Handicapped People



Beneficiary Become Change Maker

As a non-profit and humanitarian organization, BMVSS Knows no frontiers.

At the time of visiting Jaipur Foot, Yatris met eclectic team and get the chance to fabrication process along with how innovative technologies are meeting the unique needs of handicapped people in India and other 26 countries in Asia, Africa and Latin America.

Young and enthusiasts youth of Jaipur Prerna Yatra had a meet of one hour with Dr. D.R. Mehta where he shared his journey and how a life-threatening road accident made him to realize the pain of handicapped people. He talked with yatris to know the purpose of becoming part of this blissful journey and advised them that

**" You will face many defeats in life, but never let yourself be defeated."**

BMVSS has received many national and international awards and recognition such as the Padma Bhushan, Lifetime Humanitarian Award for being the best institution in providing prosthetic or artificial limbs to as many disabled people as possible through its centers, and economic support for livelihood

## YATRIS WITH D R MEHTA







### Day 2: 4th role model

Smile Express where Beautiful Smiles Begin.

A Not- for profit organization that is bringing smiles on the faces of rural India by providing quality dental care service at their doorstep.

Smile Express, founder and director Dr. Mukesh Panwar established foundation in the year 2016. The main purpose of the foundation is to is to provide dental care to every strata of Society without Any barriers of Socioeconomic Status.



Founder Dr. Mukes Panwar







Dr. Mukesh has dedicated passion towards his profession of solving oral health problems such as tobacco cessation and oral cancer in Rural India.

He started mobile healthcare units to reach underprivileged and rural community of India where Smile Express's team treat people at free of cost. As a social entrepreneur and active health experts explained the endeavors to the yatriis and how his foundation making a difference in the society by improving the quality of life as well as eliminate oral health disparities.

With mobile dental van and portable dental chair to take sophisticated dental services to the villages, government school and slum areas. While visiting the great work done by Smile Express, Yatriis asked many oral health related questions as well as got the inspiration to make small differences with their expertise in the society.







### Day 3: 5th Role Model - Praveenlata Sansthan

PraveenLata Sansthan, a Jaipur based NGO registered in April 2013. The Main focus is to alleviate the problems faced by women and girls in the society.

The backbone and founder of the NGO, Bharati Singh Chauhan who has faced real life challenges and deeply understands the pain of girls who have dreams to achieve big and be successful in life, however, due to financial, social and economic barriers are not able to push beyond their constraints and grow.



# +19000

Girls and Women Empowered





She has been working on grounds to promote girls education since age 16 later forming a NGO in 2013 in name of her mother & mother in law, 2 inspiring ladies who inspired her in journey of transformation investing all her savings.

On the day of her organization visit, she shared many real life stories of girls who faced domestic violence ,sexual abuse and traumatized situation in their lives.

Her inspiring journey was recognized by Honorable President of India Shri Pranab Mukherjee as “100 Women Achievers of India” by Women and Child Welfare Department for training 19000 girls on personal safety for creating awareness on “Beti Bachaon, Beti Padhao and Betiyon Ki Suraksha”.

Her achievements has motivated and encouraged girls to face the challenges and took a step towards empowering themselves.

The great message of Gender Equality and Quality Education has led her sansthan to transform lives of many girls and women in Jaipur, Rajasthan.





# Spandan-Weavers

*Weaving stories & Spreading happiness..*



Founder Vashumitra Shankar Bhardwaj

Rajasthan is also famous for handloom products made by weavers and artisans from rural areas in India.

To promote such vibrant and authentic handmade products in the global markets, Spandan-weavers, a social enterprise building a solid and transparent platform for artisans.

Sw- Spandan Weavers has become sustainable fashion brand from the roots of Rural India. A young entrepreneur, Mr. Vashumitra Shankar Bhardwaj understood the need of creating a direct reach of Artisans, their products and stories; from local to global markets



**170000+**

Beneficiaries since 1975





A Local Weaver working diligently with fibers to handcraft a product and spread happiness with his ages of work.

Mr. Vashumitra has dedicated himself towards empowering artisans and weavers as well as strengthening the rural economy.

While representing about Spandan Weavers at IICD, he shared a few inspiring weavers story to the Yatris of Jaipur Prerna Yatra. He showed the video that how a weaver or an artisan works tirelessly in making beautiful handmade weaves.

SW was founded in 2016 and registered as SME unit under MSME/Textile Ministry and Department as Manufacturer- of Handwoven Cotton fabric-into Hand-loom & Khadi Segment, & Crafting Sustainable Fashion Garments & Apparels, and facilitate market space for weavers & artisans to sell their products.

This emerging enterprise has created impact on 100+ curated artisans, witnessed in developing 20+ clusters and 10,000+ SKU across Rajasthan, neighbor states and PAN India.







Founder & CEO Gaurav Sharma

## A World Without Waste - Thank You

Next role model has converted tonnes of waste into resources. Thank You, a for-profit social enterprise working all over Rajasthan to tackle the challenges of sustainable Waste Management .

Thank You founded by Gaurav Sharma in 2016, he is a young entrepreneur and motivational speaker who dropped out from college to chase his dream.

While integrating technologies and fantastic team with passion to build a Zero Waste Ecosystem for creating a clean and beautiful environment to live.

**WE HAVE  
MADE A  
DIFFERENCE**  
**Thankyou**<sup>TM</sup>  
WASTE IS A RESOURCE

**52**  
**TONNES**  
WASTE  
REDUCED  
FROM  
LANDFILLS

**2088**  
**TONNES**  
OF GHGs  
AVERTED  
FROM  
ENVIRONMENT



Gaurav represented his organization at IICD where he highlights the importance of converting waste into a resource and the efficient management of materials as a key component of country's economy.

He shared his entrepreneurial journey and purpose of providing one-stop waste solutions to make Swachh Bharat Mission a reality, Thank You's vision is to bring change in lives of workers who are part of informal economy. The belief of a young mind has inspired all the yatris and members of Jaipur Prerna Yatra with his innovative, effective and sustainable solutions to provide affordable waste solutions for every home and business.

After Seeing his determination in pushing humanity forward and empowerment of the workers to hitherto unskilled and unorganized waste pickers into entrepreneurs. Yatris were keen to join hands with his organization to expand his concept in their cities.





# JAIPUR HERITAGE SITES



On the last day of Yatra explored Jaipur city Heritage cites like City Palace, Hawa Mahal, Jal Mahal etc. Yatris got know the royal history of Jaipur as well as the unsung story of Jaipur how it was established and become one of the famous cities of India.

During the yatra local food and culture was also a point of attraction.





During the yatra Yatris celebrated Fag-Utsav in City Palace and enjoyed every cultural aspect of Jaipur especially Rajasthani Folk Music and Dance was was the major experience. In Jaipur Prerna Yatra every day was a not only a great learning experience for each yatri but it filled them with lots of positive energy and deeper happiness.





# YATRI REFLECTIONS

*Meet our change makers and their reflections from Yatra*

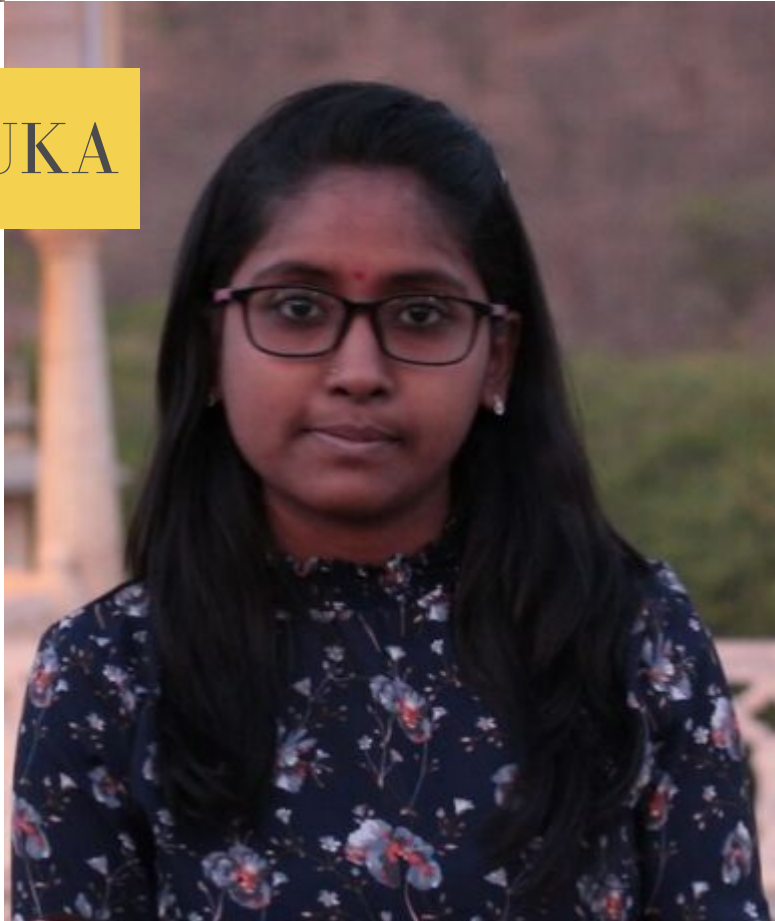


## AMAN KUMAWAT

*It was really inspiring journey for 3 days we were meeting inspiring social enterprenuers and organisations working towards betterment of society , travels were hassle free and the group energy was high , Nitin and Pankaj sir are great person to be be around with . feel great to be part of looking forward for next one .*

## SIVA PRIYA PITCHUKA

In Jaipur Prerna Yatra you get to meet a lot of role models who are working at grassroots in various fields like dentistry, like west management, helping women teaching them safety and all that. So when I joined jaipur prerna yatra I was only interested in education sector but now I have got so many ideas and build so many contacts and I can collaborate with these peoples and bring about some change.





## PRISCILLA SEPULVEDA

Jaipur Prerna Yatra is a journey of knowledge, learning, the possibility of sharing with people from different places and people that develop in different areas, which gives us a fresh air and inspires new projects for each new entrepreneur.



## MRITYUNJAY SHARMA

Everyone wants to do something social in their life but many of us just wait for that kick to come in our life so what I feel is that these yatras are the real kick for all of us where we can see people working something spectacular at ground level in different sectors and realize that resources are a part of it to begin but the main thing is our will. so yaa that day I felt that although I live in jaipur but it was the first time I saw jaipur in a unique way. so yes I request all of you to please go for such yatras, explore yourself and I assure you that a new journey of your life will start after that!! Thanks nitin sir and pankaj sir for selecting me for these beautiful 3 days!!





## SHUBHAM TAMBI

Jaipur Prerna Yatra is a journey of self realization and awareness for me meeting the real heros Mukesh Sir, Bharti Mam, D R Mehta Sir Talking about their stories their struggle the way moved ahead, the way they are changing lives of people has been an amazing joruney for me and I hope to do something or countribute something into same stream in future.

## BHAVESH PATEL

To be a part of Jaipur Prerna Yatra is really an amazing experience for me. By meeting different role models of different fields I have learned true meaning of life.

All the arrangements for the Yatra was so good and it feels like I my self part of this yatra. By interacting with all the role models I got meaning to my life. By meeting Mr. Nitin Sir I am really blessed because he is an inspiration for this young generation. I am looking for more prerna yatra in future.

Thank you





## ASHAY SHRIVASTAVA

Hello everyone it is really an inspirational journey. during the Yatra we met many role models who are doing great things in their sectors like crafts, healthcare, women empowerment etc.. If you come the this Yatra you will have some sort of clarity in your vision during the Yatra. In Jaipur foot I saw many happy speciallyabled people got really inspired. Through this Yatra I got clarity into my life's vision. Thank You so much.

## ANSHIKA VYAS

Jaipur Prerna Yatra was a thrilling experience for me. The purpose of the journey helped me to create a vision for my life. Meeting inspirational role models and travelling with young yatris left a big impact on myself. It was not only a yatra but also a deep peaceful process to know how can we contribute as an individual in bringing happiness to others.



Special to mention thank you Pankaj sir, Nitin sir for hosting us at Jaipur and arranging accommodation and everything.. And making it possible for everyone of us to meet different great personalities and get insights from them. Looking forward for more such yatras.



# THANK YOU



**Serve Happiness Foundation**

A Non Profit Organization Registered under  
Section 8 Company's Act 2013

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