

**Press Release**

**Date:** November 7, 2025

**Venue:** *Bal Gandharva Rang Mandir, Bandra West, Mumbai*

## **HDFC Mutual Fund through its investor education and awareness initiative partners with Jagriti Yatra**

**18th Edition of Jagriti Yatra Flagged Off from Mumbai – A Journey Towards Atmanirbhar Bharat. The Yatra is powered by HDFC Mutual Fund through their Investor Education and Awareness Initiative**

**Mumbai, November 7, 2025**

In an inspiring celebration of India's entrepreneurial spirit, the 18th edition of Jagriti Yatra was inaugurated and flagged off this evening at *Bal Gandharva Rang Mandir, Bandra West, Mumbai*. The event marks the beginning of a 15-day, 8,000-kilometre national journey uniting 500 carefully selected Yatris from across India and abroad, chosen from over 68,000 applicants - a testament to the growing resonance of Jagriti's mission to build an *Atmanirbhar Bharat* through enterprise-led development.

This year's edition of Jagriti Yatra is powered by HDFC Mutual Fund, reflecting a shared commitment to empowering India's youth through enterprise, education, and financial awareness.

Gracing the ceremony as Chief Guest, **Mr. Navneet Munot, MD and CEO - HDFC Asset Management Company Limited**, delivered an inspiring address connecting India's entrepreneurial energy with the nation's larger vision of *Viksit Bharat@2047*. He said, "*Atmanirbharta begins with awareness — awareness of one's potential and purpose. At HDFC Mutual Fund, we believe that true empowerment comes when young Indians not only dream big but also make informed financial choices to realise those dreams. Through our investor education initiatives, we aim to spread financial awareness and educate individuals, especially young Indians, by promoting awareness of mutual funds as an investment vehicle across the length and breadth of our country, helping every individual take confident steps toward financial independence. Jagriti Yatra beautifully embodies this spirit of self-belief and nation-building, aligning with our commitment to investor empowerment and trust building through mutual fund awareness. We are proud to partner in this inspiring journey that nurtures the entrepreneurs and leaders who will shape the India of tomorrow.*"

The evening unfolded with powerful reflections and performances that set the tone for the journey ahead. **Mr. Shashank Mani, Founder of Jagriti Yatra and Member of Parliament from Deoria Lok Sabha constituency**, shared his vision on the enduring philosophy and purpose behind this unique movement that has, for nearly two decades, nurtured India's next generation of changemakers.

Mr. Mani said, "*For seventeen years, Jagriti Yatra has been a journey to awaken enterprise and purpose in India's youth. As we begin the 18th edition, the message is clear - India's future will be built by those who see nation-building as their own responsibility, shaping an Atmanirbhar Bharat through innovation and collective will.*"

**Mr. Ashutosh Kumar, CEO of Jagriti**, highlighted the Yatra's growing global impact and its alignment with the national mission of self-reliance and inclusive growth. He commented, "*Each year, the Yatra reflects the spirit of its time. This 18th edition, themed around Atmanirbhar Bharat, invites Yatris to explore how*

*self-reliance grows from local innovation and community strength. The journey is a living classroom - showing how enterprise can become a force for both personal growth and national transformation."*

The event also featured a keynote by Mrs. Chetna Gala Sinha, Founder of Mann Deshi Foundation, who spoke on resilience and transformation through enterprise, inspiring the Yatris with her own journey of empowering rural women entrepreneurs.

Adding to the evening's grandeur, Mr. T. Krishna Kumar, CEO of Campa, addressed the gathering, emphasizing the value of nurturing grassroots entrepreneurship and corporate partnerships that drive India's growth story.

Artistic performances by the ANKH Ensemble (Kathak) and Folk Masti brought to life the spirit of India's cultural and creative energy - an apt reminder of the country's unity in diversity and its power to innovate through tradition.

Since its inception, Jagriti Yatra has become one of the world's largest entrepreneurial journeys on wheels, having touched over 8,000 Yatris and created a thriving network of young leaders dedicated to building *Middle India* through innovation and enterprise. The Jagriti Express - a moving ecosystem of ideas - will traverse from Mumbai to Ahmedabad, Kochi, Hubli, and beyond, stopping at key role model destinations that exemplify sustainable and inclusive development.

Among the distinguished guests and mentors joining the journey are Mr. Ashwin Naik (Executive Vice Chairman, Jagriti), Mr. Sameer K. Mody (Head, K7 Labs), Captain Shinish (Indian Navy), Mr. Vishal Dhale (Co-founder, Rapido), Ms. Sovattha Neou (Impact Hub), and Mr. Kama Krishna, each bringing valuable perspectives on enterprise, innovation, and leadership.

The 18th edition of the Yatra also has the generous support of Tally Solutions and Campa, whose partnership underscores the growing commitment of India Inc. to empowering the next generation of entrepreneurs and nation-builders.

As the train departs from Mumbai tonight, it carries not just 500 Yatris but also the aspirations of a nation - young minds determined to create impact, shape opportunity, and script the story of an *Atmanirbhar Bharat* built by its people.

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