



**BUSINESS &
YOUTH
STARTING
TOGETHER**

BHARATIYA YUVA SHAKTI TRUST



**ANNUAL
REPORT
2021-22**

Contents

Foreword	02
About BYST	03
BYST Performance Pan India (2021-2022)	04
Mentoring India	05
Awards & Accolades	08
Events - Regional/National/Global	10
What's Happening in BYST?	11
BYST Selection and Screening Process	09
Counselling/ Screening	10
BYST Selection and Screening Process	11
Counselling/ Screening	13
Entrepreneur selection	16
Mentor Mentee First Meeting	17
Post Loan Training	20
Media Snippets	23
Quotes from the Hearts	24

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Ms. Lakshmi V Venkatesan

**Founding &
Managing Trustee,**
BYST

Foreword

With the global environment moving at a really fast pace, innovations & partnerships that support innovations are the real challenges today. When the organized sector fails to meet the huge emerging need for job opportunities at the national level, job creation at micro levels assumes increasing importance. It is here that private entrepreneurship with a focus on innovation needs gearing up.

BYST's 30-year journey in nurturing entrepreneurship among underprivileged youth is built on the concept of 'progress through partnership'. Our partnerships, both at the National and International levels, have resulted in providing necessary support for young entrepreneurs. BYST through its various partnership programmes has created jobs (directly and indirectly) across different regions of the country.

While the fact that these young entrepreneurs have defied all odds and surmounted countless challenges is indeed a significant milestone, for us the significance lies in the fact that BYST is laying the foundation for building up of a dynamic and sustainable entrepreneurial eco-system that will support and sustain these nascent businesses as they reach the next level. Here I would like to emphasize the role played by our mentors who have through selfless service taken these young entrepreneurs under their wings and guided them to achieve their dreams. I also want to underscore the tremendous support we had received from our Partner banks in extending financial support to some of the brightest ideas from the remotest corners of the country.

In this "Annual Report" we have captured the impact stories of our steely willed young women and men who have risen above their difficult circumstances and re-written their own future. For BYST, this is just the beginning; we are confident that the impact that we have created within these communities will spread out and touch the lives of several more youth across the nation.

I express my sincere thanks to all the donors for their

continuous support, keeping their faith in BYST, with no cuts in the yearly budget and contributing in reaching BYST's vision.

Even in the face of adversity, while BYST, on ground, maneuvered through this difficult year, it was still able to not only meet its target but also overachieve it. All this became possible due to the rigorous efforts of the BYST staff, wholehearted and dedicated contribution from its mentors, unstinted support from the partners, donors and the guidance of the BYST board and its subcommittees, with special focus on the concept of digital transformation. I highly appreciate the valuable support and guidance of the various committee members.



Lakshmi V Venkatesan

Founding & Managing Trustee
Bharatiya Yuva Shakti Trust



About BYST

BYST is a not-for-profit organization that primarily assists disadvantaged Indian youth in developing business ideas into viable enterprises under the guidance of a mentor. Inspired by HRH, The Prince of Wales, and founded in 1992, Bharatiya Yuva Shakti Trust is the first organization to replicate the Prince's Trust's youth entrepreneurship support model globally outside U.K.

30 Years of Empowering Youths: Celebrating its 28 years of service to the nation and the youths of India, till date, BYST has supported its entrepreneurs with a total funding of about Rs. 539 crores through them 10% of BYST supported entrepreneurs have become millionaires. BYST through outreach and counselling initiatives has reached out to 10,30,223 youths. Many of BYST's entrepreneurs have gone ahead to win National and International awards and emerging as successful youth icons –72 National Awards and 29 International Awards.

BYST has expanded & set up regional clusters in NCR Delhi (Faridabad & Gurgaon), Tamil Nadu (Chennai), Maharashtra (Pune, Aurangabad and Wardha), Odisha (Jajpur & Rayagada), Rajasthan (Sikar), Uttarakhand (Udham Singh Nagar), Telangana (Hyderabad) and in the State of Assam.

International Presence: As a founding member of the Youth Business International (YBI), UK, BYST is helping to set up similar programmes globally, while enhancing its international linkages. Since 1994, BYST has helped set up programmes in Mauritius, Sri Lanka, Philippines, China and Nepal.

Mentoring- The BYST Way: Drawing inspiration from the ancient Guru - Shishya tradition, BYST has attracted top notch business leaders to act as volunteer mentor to the Entrepreneurs. A Mentor hand holds the entrepreneur for the first two crucial years of the business and if required continues thereafter as well. BYST mentor model has evolved over time to cater to entrepreneurs located in remote rural areas as well. Through innovations like mentor mobile clinics, BYST mentors from urban centers travel to the entrepreneur's location and provide advisory services right at their doorsteps. Most of the entrepreneurs mentored through BYST have to become role models and regional icons who are today guiding other entrepreneurs.

BYST Performance Pan India

Pan India Impact	Cumulative since 1992
Youth Outreached and Counselling	10,30,223
Youth Trained	53,424
Youth Financed (through banks) and Mentored	12,253
Employment Generated (Direct and Indirect)	3,46,767
Mentors Inducted, Trained and Accredited	14,493
Loans Given Facilitated (In Rs. Crores)	539
National Awards	74
International Awards	29

Notes:#1: Impact figures updated to 30th September 2022.

BYST Programmes and Partners



Mentoring India

BYST on the occasion of its silver jubilee, has unveiled a unique Programme 'Mentoring India' aiming to create a pool of mentors at every touch point such as financial and Government/Private institutions, where an entrepreneur currently interacts. Over 1964 Mentors were trained and accredited by City and Guilds, the UK's largest and best-known vocational skills development and credentialing body.

BYST has been the first to successfully adopt and adapt a developed country model of mentoring-business advisory services through volunteer mentors to a developing country context. Using innovative schemes like mobile mentor clinics, the model has been adapted to work effectively in both urban and rural India. This developing country model is now being promoted in other developing countries around the globe. As BYST increased its scope, it developed an online mentor training programme that helps to virtually reach out to more mentors at any time and any place.

Support Services from BYST

BYST through its programmes supports underprivileged young entrepreneurs by supplementing financing based on the requirement assessment done by the mentor selectors, Rs. 5 lakhs being the present average and with an upper limit of Rs. 100 lakhs, they are also supported with a host of business-related activities such as training, business plan development, monitoring, mentoring and networking. The young entrepreneurs are nurtured till they reach a level where not only are they self-sufficient, but they in turn make a valuable contribution to society through creation of wealth and employment.

FY 22 - Pan India Performance

Category	Core Ops ¹	Mi ²	Total
Training Level I-Counselled (BIG)	24,378	8,982	33,360
Training Level II- Workshop (STEP)	4,843	7,025	11,868
No. of Ent. Supported	1,000 ⁴	7,4965	8,496
Mentors Trained & Accredited	413	760	1,173

Core Ops¹ luster supports underprivileged young Grampreneurs™ by providing counselling, training, facilitating finance, mentoring and monitoring.

Mentoring India (MI)² aims to create a pool of mentors at every touch point, such as financial and government/ private institutions where an entrepreneur currently interacts to scale and increase the impact of BYST program nationally. **Cumulative³** achievement since 1992

1000⁴ Grampreneurs™ Facilitated finance and mentored

7496⁵ youth chose entrepreneurship as a career option through mentoring by the Institutional Mentors. This data gathered for the first time at the national level through a detailed survey designed by NAG members (CII) requires further refinement and authentication.

Counselling

Access to
Finance

Business
Development

Mentoring

Mentoring India

Category	Achievement
Mentors Trained	1173
Organisations associated with for mentors	103
Total number of webinars conducted	144
Mentors and Entrepreneurs attended webinars	11360

Mentor Development Program

With a mission to develop mentors from various touch points, BYST unveiled a brand-new Mentor Development Program for the officials from various institutions. This is two days of collaborative learning and sharing of ideas. The trainees were introduced to BYST programme. Then they had a hands-on experience with the Mentor Online Learning (MOL), an interactive online module. Each participant was guided through the 7 modules online. The BYST senior mentors and staff facilitated the participants to navigate the modules and complete the assessment.

The BYST entrepreneurs and their mentors shared their experiences with the participants. The participants were provided with a hands-on experience in counselling and guiding aspiring entrepreneurs along with a senior mentor. The practical sessions gave the trainee mentors an opportunity to learn by actually counselling and guiding the entrepreneurs. By the end of the training program, the participants were given a 360-degree practical exposure to the entire process of mentoring.

The trained “participants” who have successfully completed the Online Learning Modules and assessment will be certified from City and Guilds, UK, as “Accredited Mentors”. The training will be followed by a one-year hand-holding period through which the mentors are engaged in a series of learning labs and networking activities.



State Anthem before training participants from SRUSTI Academy and Neelachal Poly Tech Ms Archana Jagtap and Saumitra Ghotikar sharing their Mentoring experience

Highlights

- Panel Discussion on 'BUDGET 2021 AND ITS IMPLICATIONS ON MSMEs' was organized to make the BYST supported entrepreneurs aware about the provisions made in Budget and how it will impact on entrepreneurs. Dr. Radhika Meenakshi, Senior Mentor, Strategic Committee Chairperson, Hyderabad moderated the session. Invited renowned speaker like Mr. KishorKharat, member of BYST's National Advisory Board and Former Managing Director and CEO Indian Bank. Mr.K.E.Raghunathan, popularly known as MSME Raghu, Past President of All India Manufacturers Organisation and Ms. Lakshmi Venkatesan
- Webinar marathon on Woman's Day- Organised region wise 5 webinars back to back for the BYST supported women entrepreneurs and mentors. The webinars were in regional language like Hindi, Marathi, Oriya, Tamil and Telegu. Around 175 attendees got benefitted. Renowned personalities in specific region were invited as a speaker. One successful woman entrepreneurs per region was invited to share their experiences.
- Mentor Marathon was conducted at Hyderabad to understand the issues of entrepreneurs on one to one basis digitally. 30 mentors and 10 entrepreneurs attended the session.
- Decent Work Training for creating awareness about hygiene, gender discrimination, child labour, labour laws etc for entrepreneurs at Pune, Chennai, Faridabad and Rayagada.



Awards & Accolades

Vijayalakshmi Das Awards, 2022

Padmini Waghmode is 2nd Runner Up, Small Enterprise Category, Vijayalakshmi Das Awards 2022 Padmini Waghmode, BYST supported Grampreneur® from Aurangabad won the 2nd Runner Up position in the Small Enterprise Category at **Vijayalakshmi Das Awards 2022**, instituted in memory of the late Ms. Vijayalakshmi Das, who was known as the “Mother of Indian Microfinance”, and organised by Satya Micro Capital, a leading Micro Finance Institution (MFI).



YBI Global Mentor of the Year Awards

The event was conducted online on 17th Jan 2022. BYST Mentor Mr. Subhash Shejwal and his Mentee Mr. Swapnil Kudale, Founder, Sky Power Industries, Pune participated in the event. Mr. Subhash Shejwal received a Special Jury Mention.



BYST Grampreneur® Niranjan Ovhal winning the Youth Business International's Young Entrepreneur of the Year Award 2022 – Covid Resilience Category at Hague, Netherlands.

Niranjan was feted at a gala awards ceremony held at The Hague, Netherlands in October 2022. He proudly says “I owe all my success to BYST and my mentors who guided me, especially through the tough times of the pandemic. Today, my affordable Sim Racing Gear has revitalised the racing simulation gaming industry and I was able to realise the vision of 'Aatma Nirbhar Bharat.'”

BYST Mentor, **Ms Naina Shah** won Mentor of the Year Award 2022 (South Asia and Pacific region) at the Hague



Naina Shah won Youth Business International's Mentor of the Year Award for South Asia and the Pacific Region and participated in their Global Youth Entrepreneurship Summit held at The Hague, Netherlands. BYST is proud of our mentor who received such prominent recognition for her work at the international level.



BYST-supported Grampreneur® Ms. Lallita Devi Singh from Rayagada and Ms. Basanti Rana from Jajpur won the CII IWN Nari Shakti Awards 2022 under the Micro Enterprise category. They were felicitated by Mr. Pratap Keshari Deb, Honourable Minister of MSME, Energy and Industry, Govt. of Odisha at an event held at Lokseva Bhawan, Bhubaneswar on Oct 20th.



Events - Regional/National/Global

BYST-FCDO Youth Entrepreneurship Development Programme @ Bhubaneswar and Ranchi



BYST-British High Commission Hybrid Event: 'Mentoring for Sustainable Growth', 28th Jan 2022 An event was held to formally launch the **Business Idea Contest and Mentor Development Programme** and showcase the impact created, entrepreneur success stories, challenges mitigated, and the way forward. It was also an occasion to call upon all stakeholders to replicate the model in the designated project areas – Bhubaneswar, Rayagada, and Ranchi.

Nurturing Women Grampreneurs® for Sustainable Growth supported by HDFC Bank, FCDO, JK Paper, and Youth Business International



A hybrid event was held on 7th March to recognise and celebrate BYST supported Women Entrepreneurs and Women Mentors



YBI Mongolia Women Entrepreneur Forum 2022

BYST Mentor Ms. Sumathilyer and Grampreneur® Ms. Balalakshmi along with Ms. Aruna Vinodh Kumar, Sr. Director, BYST participated as speakers. They shared insights on the topic 'Women Entrepreneurship in India: Pandemic Challenges'. Held online on 7th Mar 2022, the event was hosted by YBI Mongolia supported women entrepreneurs.

What's Happening in BYST?

New Partnerships

BYST-CISCO Partnership for creating Digital Grampreneurs®



Launch of DIGITAL GRAMPRENEUR DEVELOPMENT PROGRAM with CISCO

L-R: Ms Sirisha Palepu, Director, People & Communities, Cisco India & SAARC, Laksh Venkatraman (Sr. Dir. Engg Cisco India), Revindran A Lakshmanan, Regional Head, SIDBI), Lakshmi W (Founding & Managing Trustee, BYST) , Victor Joseph, Sr. Mentor, BYST Chennai

BharatiyaYuva Shakti Trust and CISCO joined hands to support Grampreneurs® from vulnerable socio-economic backgrounds in Chennai and Faridabad. The programme will provide training to strengthen the 'digital-readiness' of BYST entrepreneurs

BYST Selection and Screening Process

Awareness Generation Programmes - AGP

BYST conducts awareness generation for sourcing prospective entrepreneurs. For this, BYST has partnered with some NGOs and vocational institutes who source good entrepreneurs to us. BYST creates awareness about our programs through advertising in leading newspapers, Leaflet insertion in local newspaper hoardings. Banners and posters. Awareness Generation programs were conducted at different communities through various initiatives like outreach at market area, community visit, door to door visit, college presentations through Digital Platform (Zoho), AGP Through BYST Helpline Numbers, Whatsapp, SMS, During awareness generation programs the entrepreneurs are given a Digital form called 'Business Idea Generation' which is a structured questionnaire encompassing brief details of business plan, projected loan amount required and details on personal profile.



When the youth entrepreneur's approach BYST with their business ideas, they are counseled by mentors/counselors on one-to-one basis, Three-way call, Zoho. Once they meet the eligibility criteria and have a viable business proposition they are referred to the next stage i.e. Entrepreneurship Online Training Those applications which are found ineligible as per BYST criteria are signposted to Skill Development Institutions, financial institutions and other voluntary organization

This year special counselling weeks were conducted through digitally during covid-19 and to enhance the walk-in of potential entrepreneurs at BYST office Bhubaneswar and Ranchi. Potential entrepreneurs from various blocks/wards across the operational areas attended and were counselled by Mentors of BYST.

Counselling / Screening

After the prospective entrepreneur's approach BYST with their business ideas, the application is screened, and youths are counselled by mentors/counsellors. During this process, the youth are counselled one-to-one to select them for the next stage-training.



Smart Training for Enterprises Planning

Selected candidates undergo a free EDP Training Program (Entrepreneur Online Learning – EOL) to enable them to fine tune & convert their ideas into concrete business plans. Training is provided for 2-3 days where the selected entrepreneurs are briefed on the basic concept of entrepreneurship; Banking practices, customer relations, accounts keeping, project preparation and soft skills on art of selling, etc, this year 80% training we have been conducted digitally through Microsoft team.



Business plan and Documents Collection

BYST helps in the initial formulation of the business plan. For the same, collection of documents from entrepreneurs is done by BYST officials. Visits are made by the BYST officials to the entrepreneurs' business unit and home (for site verification and meeting the family members) and verification of all documents in original.



Entrepreneur selection

BYST's empaneled Mentors/Experts will rigorously evaluate the trained candidates and their preliminary proposals, and select potentially viable projects. BYST will assist potential entrepreneurs to prepare bankable project proposals.



Internal Entrepreneur Selection Panel (IESP)

BYST has a panel of members. (Volunteers from industry, financial institutions, successful entrepreneurs etc). This panel interviews the entrepreneurs on all the aspects of business and accordingly recommends for the next step.

Bank Entrepreneur Selection Panel (BESP)

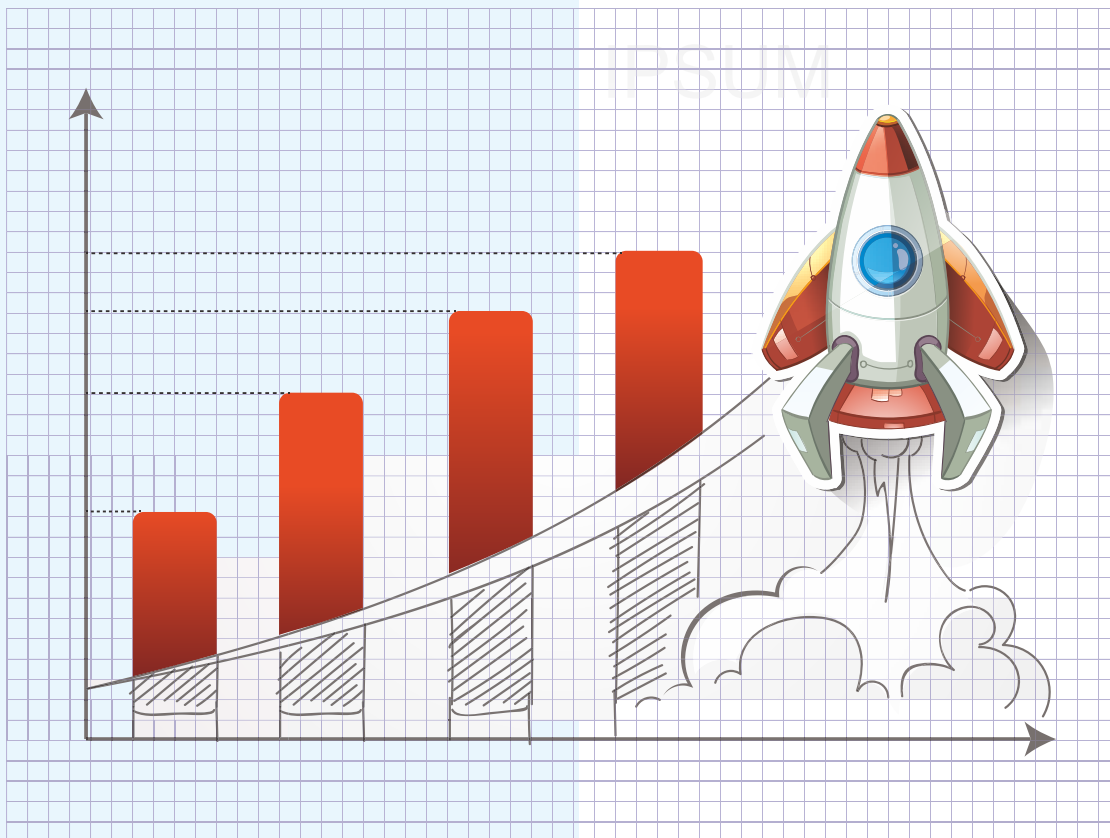
The BESP is a joint panel, which comprises officials representing BYST and at least two officials representing the Bank with one member having the authority to sanction the loan. Once the IESP recommends the cases, the proposals along with the other documents (report on site verification, technical evaluation, etc) are submitted to the BESP. The BESP finally recommends the proposals for sanctioning.



Financial Assistance

Financing by partner bank: BYST provides financial assistance through its financial partners. BYST is having a pan-India MOU with State Bank of India, Indian Bank, Bank of Baroda (BOB), Indian Overseas Bank (IOB), Bharatiya Mahila Bank (BMB), Bank of Maharashtra (BOM) and IDBI to support the entrepreneurs selected by BYST. After the business plan, along with financial projection is made, BYST submits the cases to bank for financial support.

Mentoring: This is the unique feature of BYST programme where each entrepreneur is assigned a mentor who monitors the progress of the business, helps in solving problems and developing business until the business becomes sustainable. Once the loan is disbursed, a mentor is allotted to each entrepreneur to handhold them for a period of two years.



Mentor Mentee First Meeting

The Mentor Advisory Panel (MAP) allocates a mentor to the Internal Entrepreneur Selection Panel (IESP) approved entrepreneur according to the mentor and mentee's geographical area and area of expertise. Once the allocation process is over, BYST arranges the first mentor-mentee meeting at office/ entrepreneur's unit/ mentor's place/ chapter meeting. The mentor-mentee first meeting is very vital for an initial interaction and building relationship between the entrepreneur and mentor. This helps the mentor to understand the entrepreneur's project and business, which they are going to start up. It also helps the mentor for providing further guidance to the entrepreneurs.



Mentor Mobile Clinic



While entrepreneurs are based at far-flung villages, the mentors invariably live and work in the urban areas. This makes the regular one to one interaction very difficult. To overcome this challenge, BYST has the concept of Mentor Mobile Clinic, where a group of expert mentors visit entrepreneur business units and interact with the entrepreneurs and give expert advice on all issues that they may have.

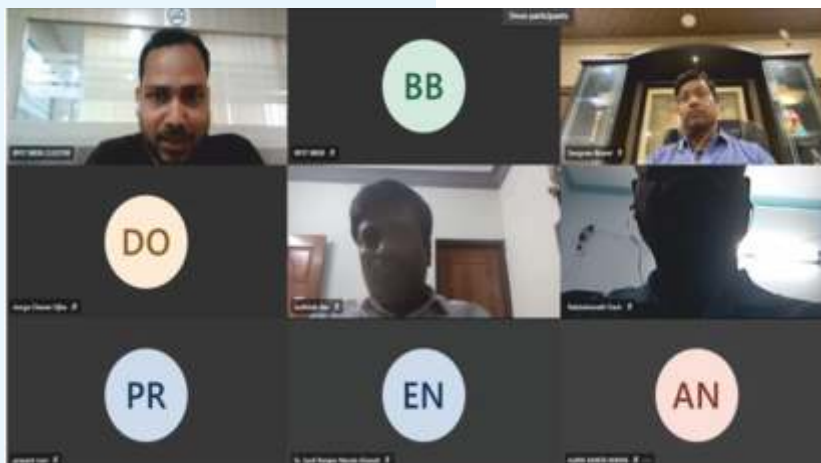
Monitoring Visit

Monitoring and Business Performance Tracking Form (BPTF) collection is a regular practice of BYST. After getting financial support, the entrepreneurs are continuously monitored by the assigned mentors along with BYST staff.



This includes filling up of BPTF, first mentor-mentee pairing, and mentor mobile clinic. This regular monitoring helps in keeping track of the business progress and triggering any issues before they become big problems.

Mentor Chapter Meeting



Mentor chapter meeting serves as a link between the entrepreneur and the mentor. The mentors network and share experiences with their peers on how to improve the mentoring services.

To facilitate the effective mentoring, every month the chapters hold the chapter meeting where discussions take place on various topics like development, planning for future activities, target vs. achievements, facilitation of networking among members and interact periodically with Entrepreneurs. The meeting has a standard agenda for the first part to comply with basic requirements and structure the second part with flexibility to include Mentor Mentee Presentation, outside speakers, presentation on a topic of related interest by a mentor. All mentee are invitees to the chapter they belong.

The chairman updates the chapter performance Targets and plans for the year. Various suggestions are taken from the members which includes inviting expert speakers, entrepreneurs to share their problems and experiences, Partner NGO/Banks for presentation, brainstorming and Joint meeting with other Chapters.

Post Loan Training

To enable handholding support and sustainable development of entrepreneurs, BYST conducts post loan training for the supported entrepreneurs after financial aid disbursement. All training programmes include various topics on post loan activities such as:

- Marketing challenges for small businesses
- Sourcing the target group of customers for business
- Using marketing techniques without spending money for marketing of products
- Providing value addition to the products to the utmost satisfaction of the customer without reduction in the price of their products



Showcasing Success

Lalita - Igniting the flame of women entrepreneurship in rural Mind!!



Lalita Debi, a young widow from Amlabhata, a remote tribal village in Rayagada district, Odisha found life a struggle after the sudden demise of her husband. Left to feed and care for her three school going children, Lalita was extremely distressed. While her husband was alive, Lalita never felt the need to work outside the home. But suddenly, fate had thrust her into a role of the sole bread winner of the family.

Lalita managed to do some odd jobs but the paltry sum that she earned from these were not adequate to manage her family. She wanted to provide education to her children at all costs, but also realized that by doing low paying manual jobs is not going to help her.

At this time, she learnt about making paper plates and decided to start a paper plate manufacturing business. The idea of being her own boss as well as providing employment to other women motivated Lalita. However, soon Lalita found out that mere skill or a business idea is not enough to become a successful

entrepreneur. There were many who kept discouraging her and she had to face severe challenges in her quest to start her own business.

Kiranbala Chowdhury – Making an impact in the food industry



Kiran had a difficult childhood after her father's death. Her mother singlehandedly raised both the children giving them all care and attention. Kiran was a very ambitious girl and interested in studies. As both children grew older, her brother's education took precedence because their mother could only afford one child to attend college. So, Kiran had to abandon her plans to pursue her graduation and allow her brother to move ahead.

Her mother married her off when she was 18 years old, much against her wishes. She married and raised two wonderful children in Bhubaneswar. That was the end of Kiran's ambitions and dreams. Her in-laws were far too conservative to allow her to continue her education.

Being a strong-willed lady, she did not give up. Her husband, sensing her desire to excel in life, constantly supported her endeavors. He encouraged her to join his small eatery business, which was a blessing in disguise for Kiran. She was a quick learner and gained good knowledge and skills to run the business in a short time.

She decided to start her venture to manufacture Indian snacks when her husband's eatery business was severely impacted by the pandemic. She approached many banks for loans but was always turned down. She contacted BYST on the advice of a friend, and they put her through their entrepreneurship training program. Following the program, BYST assisted her in obtaining a loan from the State Bank of India for Rs. 23 lakh. With her hard work and never give up attitude, Kiran's venture, "Som Veg," clocks a monthly turnover of Rs. 3 lakhs in just over 19 months.

Arun Awtade – Nurturing environment in natural ways



Arun Awtade was born into such a remote drought-prone village in the Sholapur district of Maharashtra. He is the older of two brothers. Arun's parents migrated to Pune due to a severe drought in the 1970s that forced many to starve, die of hunger or by suicide. In Pune, his parents had to take up many odd jobs to sustain the family, but always encouraged the brothers to complete their education.

Having grown up in extreme poverty with a ringside view of the impoverished condition and struggles of similar landless laborers and farmers in his community, Arun was always driven by the desire to bring about a lasting change. When he completed his education, he worked some part time jobs, all the while looking for ways to start a business. He always knew that his business would be based on conserving the water and helping the farmers, so that they stop migrating, starving, or killing themselves. He continued his research on alternative and sustainable agriculture practices while he worked to save up some capital.

After much research, he found that the mulching technique could become the answer to his question. Mulching helps conserve water, improve the quality of soil, prevent the use of pesticides, cut down labour costs, and also keeps the soil healthy.

However, Arun lacked the resources to develop his idea into a viable venture. He had no idea about developing a business or about the schemes he could apply for. He approached many banks, but they refused to give him a loan without collaterals. Almost two years went by looking for capital and he managed to raise just adequate funds by conducting

tuitions in his spare time. With a small investment of Rs. 40,000 Arun started the business with reconditioned scrap machinery and roped in his childhood friend Ganesh to help him in 2010. But he could not sustain it for a long time.

But they say that good things happen to good people. And by a stroke of luck, Arun came across a BYST post at a bus stop, and his life changed. In 2012 Arun was introduced to BYST who assigned a mentor to guide him and also facilitated bank financing to launch his business.

Today, his company Iris Polymers based in Pune, is one of the leading manufacturers of mulching film and eco-friendly packaging solutions. With the knowledge and experience that BYST shared with him, Arun has expanded his business to include different types of mulching film including Silver Black, Light Black, Yellow Black, White Black, and Red Black. Currently, Iris Polymers has operations across Maharashtra and three other states and is now looking to expand internationally. The company employs 53 personnel and has an impressive turnover of INR 22 crore annually.

His work earned him the Youth Business International Social Entrepreneur Award in 2015. Over all these years, not much has changed in his attitude towards the reason why he chose this business, or the people he employed, or the community he wishes to serve through his business. That is why, even when business suffered during the pandemic, Arun did not remove any of his staff members. Now that his business has picked up pace again, he has managed to overcome all losses.

Mangesh Chavan - Epitome of Artist



Mangesh comes from a rural family where both his mother and father work as farmers to support the family. He has two younger siblings. Mangesh's father had taken loans from the money lenders to support the family. Despite of the financial crunch in the family Mangesh's father took great efforts to send his children to school. Being the older son, Mangesh was totally aware of the situation and wished to improve the status of the family. He studied with determination and went on to Pune & Mumbai for pursuing his higher education.

Having finished his HSC from the village, even though Mangesh had greater ambitions to pursue he convinced himself to complete a 2-year arts course in 2006. Post which he completed a 4 Year G. D ART Course and Diploma in Art education. Eventually he was employed by a tile manufacturing company. Through his earnings Mangesh managed to pay back the loans his father had taken from the money lenders. While he was working in the company for over 2 years, Mangesh's efforts & hard work were hardly acknowledged & appreciated. He quit the job and started his own manufacturing unit of (Ganpati) statues namely "VighnahartaKalaniketan" in 2013. He uses eco-friendly soil to make all his statues and never compromises on the quality. He infact buys the soil from Gujarat and other raw material like color, spray, painting brush from the local market of Mumbai. He finishes off every single murti by himself thus delivering stellar quality products. Each year his company sells over 7000 murtis with a turnover ranging from 20 to 25

lakhs. He supplies all over the state of Maharashtra. Mangesh learnt about BYST through a friend and approached the Pune chapter. He was then counselled, trained and supported with further financial assistance to expand his business. With the guidance of BYST and its training programs he improvised his digital marketing & advertising strategies. He took efforts to sell his products online, and thereby reaching thousands of customers. With his success in the business Mangesh managed to build his own house in Pune and went on to buy a 2000 sq. ft of land for his business unit. He further has plants to build a warehouse to contain his large murtis/products. Hailing from an economically disadvantaged background, Mangesh is socially responsible and wishes to reciprocate to the society. He has trained and employed over 15 women employees from the locality into his unit. He also supports them financially during turmoil.

Media Snippets

WIDOWED YOUNG, LALITA NOW EMPOWERS WOMEN AND YOUTHS

Once struggling to make ends meet, Lalita Debi of Rayagada today provides employment to underprivileged persons in her community through her paper plate making unit. Harman Kumar Rout finds out the story of this determined woman



Lalita Debi (right) and her employees in the paper plate making unit at Rayagada in Nayagarh district

BY BHUBANESWAR

BETTLING customers while leading a difficult path without any support, she has proved that nothing is impossible when someone has the determination and intent to give new direction to life.

Widowed at 18, Lalita Debi Biring is an inspiration for many. Her paper plate making unit at Rayagada in Nayagarh district came to the rescue of many women and youth.

With an annual turnover of ₹55 lakh, Lalita generates a profit of ₹22,000 to ₹25,000 every month from her business, which was established during the pandemic. Her intention is to empower women in her locality by encouraging them to take up entrepreneurship.

The 37-year-old lady has employed 10 persons, including 10

women and has trained more than 50 widows, school dropouts and adolescent girls, by providing them part-time jobs at her unit — the Income Tax Paper Plates — and helping them become financially independent.

The journey was, however, not a bed of roses. After studying up to Class VIII, Lalita's parents could not afford her education. As in the case in many rural communities, she was married off at 18.

The young Lalita soon stepped into the role of being a dutiful wife and in a few years, a mother to three sons. Her life took a tragic turn after the sudden demise of her husband, a mechanic, in a common accident.

"Being a single parent and sole breadwinner of the four-member family was real struggle for life started from here. I realised how important education was. As no one was there to look out for me, I took up sewing and stitching clothes to get out of a living," she said.

Slowly she picked up the skill of making paper plates, and the idea of starting a new business struck her. In 2016, she borrowed ₹15,000 to start a small plate making unit from waste papers. She soon realised that just being skilled was not enough to become a successful entrepreneur.

She tried for business loans, but was rejected by banks as she did not have any collateral, person's or banking references. She then came in touch with the Income Tax Paper Plates (ITPT), founded by Lakshmi Vinakaraman Venkatesan, daughter of former President R Venkatesan.

In 2017, Lalita got a loan of ₹1 lakh from EXD Bank with ITPT's intervention. In the next six months, she could avail loans of ₹5 lakh to purchase automatic plate manufacturing machines with multiple dies and raw materials.



"The trust also assigned me a mentor who taught me to build a business model. I never looked back thereafter. With seven machines, my unit is now making 8,000 to 12,000 plates a day. I am also planning to expand my business by installing a paper plate making machine as quality was pointed as not suitable here," said Lalita.

She said she has been recognised under the medium enterprise category and she received the Nipponohachi Doo Entrepreneurship Award for 2021 with a cash reward of ₹1 lakh. She was also recently felicitated by the state government for her work in COVID-19 and BPO community.

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NEWS / BLOC5 / INDIA / Empowering job seekers to become job creators

INDIA

Empowering job seekers to become job creators

September 16, 2022, 10:12 PM IST / Lakshmi Vinakaraman Vinakatesan in Voices, India, World, TOI

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Lakshmi Vinakaraman Vinakatesan
Founding and managing trustee of ITPT and daughter of the former President of India, R. Venkatesan

The Prince's Trust, a charity in the UK founded in 1976 by Prince Charles (now King Charles III), aimed to help vulnerable young people get skilled and find gainful livelihoods. It runs a range of training programmes, providing practical and financial support to build young people's confidence and motivation.

I was privileged to meet Prince Charles (now King Charles III), in 1990 and over three days he earnestly explained to me the work of the Prince's Trust and egged me on to launch a similar undertaking in India.



Quotes from the Hearts

BYST is the only organization in Baramati (Pune) which helps young entrepreneurs to start and succeed in business and also helps to create jobs for many others. My best wishes for all future endeavours of BYST and expect that they will support more women entrepreneurs like me in coming years!

-Ms. Supriya Nale, Entrepreneur

BYST is not about ideas, it is about transforming ideas into reality. It's a guidance for young entrepreneurs to develop a viable business concept into commercial success and end-to-end solution. I hope that BYST could extend their reach to nearby smaller districts as well for the benefit of youth, society and in turn the nation. Best Wishes!

-Mrs. Madhavi Khandve, Mentor

Through BYST I try to develop others, I get a great deal of joy from helping young entrepreneurs succeed and achieving their dreams. I motivate them to a higher level in their business and taste the much desired and well deserved success. My best wishes to BYST team in all future endeavours

-Mr Subhash Sejwal, Mentor

BYST has given us a platform to use our experience and services for the benefit of young entrepreneurs. It gives us great satisfaction to see the progress of entrepreneurs. My best wishes to BYST to uplift and support many more entrepreneurs in the years to come.

-Mr Ashutosh Tripathi, Branch Manager BOM Pune

Mentoring is the need of the hour to help underprivileged entrepreneurs from remote areas acquire the means to improve their business efficiency and efficacy. We are very happy being a part of this initiative.

- Ms Mamta Singhanian, Mentor

BYST helped me a lot in learning Entrepreneurship, the two days' workshop was very useful and easier to understand the concepts in Entrepreneurship field"

- Mr.John Vincent, Mentor

The BYST Pune has given us (Mentors) the platform to provide guidance to (Mentees) through periodical exchange, sharing meetings, site visits, one to one meeting and get together events through digital or offline mode. Moreover, it was very effective learning experience of hearing the best guest speakers and lectures. It will be my pleasure to continue the active participation in all such events organised by BYST Pune.

- Mr Pawan Dharmadhikari, Mentor

BYST has given good opportunities for mentors to give their potential for entrepreneurs, especially EDII project has been working good and uplifting entrepreneurs

-Mr. K U Srinivason, Mentor

My journey in the field of mentoring, in association with BYST, which started over 25 years ago has been very satisfying. Until now I continued my role of a mentor that was assigned to me back in the days, I worked with Canara bank. I worked for women empowerment & the development of women entrepreneurs throughout my career. Encouraging, enthusing, inspiring & motivating entrepreneurs in these long years, is the best thing that has happened in my life.

- Ms Sumathilyer, Mentor



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