

## From the Editor's Desk



Unemployment is not a disease that a vaccine can fix, however entrepreneurship is a vitamin pill you can give to loads of young people to overcome the ills of unemployment. For the last 30 years, BYST has been creating awareness, providing training and mentoring Grampreneurs® across the country to give them a chance to change their lives through entrepreneurship. It's a testimony to the model of 'converting job seekers into job creators' which has been emulated across 45 countries.

The MSME sector which forms an integral part of business value chains needs to focus on adopting environmental, social and governance (ESG) frameworks to become sustainable, profitable and contribute to reducing greenhouse gas emissions in their operations. This will help India as a whole to achieve its national goal of Net Zero Emissions by 2070, as announced by the Hon'ble Prime Minister. Further, this can strengthen micro and small businesses to participate in international supply chains, at the same time helping the country become a US\$ 5 trillion economy.

I think the BYST model of mentoring is well positioned to address the specific challenges faced by MSMEs in becoming ESG aware and Green Business Ambassadors.

**Lakshmi Venkataraman Venkatesan**  
Founding and Managing Trustee, BYST

## Success on Show

### Momentous Meet with Hon'ble Vice President of India



Lakshmi V Venkatesan, BYST presenting a book to Hon'ble Vice President of India

On 20th January 2023, BYST Founding and Managing Trustee, Lakshmi Venkataraman Venkatesan, daughter of former President of India, Shri R. Venkataraman presented a book 'R. Venkataraman – A Centenary Tribute', authored by notable figures from around the world to Hon'ble Vice President of India, Shri Jagdeep Dhankhar. During the interaction, Shri Dhankhar reminisced about an occasion when Ms. Venkatesan's father administered him the 'Oath of Office' as Union Minister on April 21, 1990.

### Insights shared by BYST on Youth Employability and Entrepreneurship



Lakshmi V Venkatesan sharing dais with Mr. Sivasubramanian Raman, Chairman, SIDBI (Left) at the panel discussion organized by Development Alternatives

At the conference organised by Development Alternatives held in Delhi on 7<sup>th</sup> February 2023, Lakshmi Venkataraman Venkatesan, Founding and Managing Trustee, BYST addressed the problems of Grampreneurs® and shared her insights in the presence of distinguished leaders from government, banks, private sector, international experts, working in the field of youth employability, jobs, and entrepreneurship.

**Awards and Accolades**

**Sangli**

**BYST-supported entrepreneur Swapnali Satpute wins 1st prize in Small Enterprise category at Vijayalakshmi Das Awards 2023**

It was a proud moment for BYST when our entrepreneur, Ms. **Swapnali Satpute**, Sangli won 1st prize in Vijayalakshmi Das Awards 2023 in the “Entrepreneur of the year -Small Enterprise” category on 27<sup>th</sup> February 2023. She is running a business of textiles and garments in Maishal village with 20 women workers and provides school uniforms and customized sports uniforms in Sangli, Satara, Kolhapur and Pune.



**BYST Grampreneur® Stories**

**Pune**

**Devyani Kapil – A BYST-supported entrepreneur from Trans Community**



Devyani Kapil with her mentor, Biman Gandhi

Spotlighting devastating consequences for the trans community in the field of jobs, Devyani Kapil, BYST-supported entrepreneur experienced stigma and discrimination, hostility, and pressure to manage her identities in social settings. Despite all the challenges, she decided to overcome her circumstances with an optimistic approach. Today, she is running a sole proprietor firm, G1 Sathi. It’s a one-stop shop selling the latest styles of ladies' garments in Pune. Devyani has completed a Bachelor's in Arts (B.A) and learned classical music from Amravati Academy, Pune. In November 2022, she approached BYST for a loan after she saw an advertisement hoarding on a rickshaw. She was hesitant to start the business as this was a new experience for her.

To ease her journey, BYST appointed a mentor, Mr. Biman Gandhi who helped her set up her business. Today, Devyani earns Rs. 70, 000 every month. Devyani is progressing very fast with the support of her mentor and hopes to make a mark in the world of garments business.

**Faridabad**

**Pankaj Ahuja – Armoured Vehicle specialist for Indian Army**

Leaving a job of Rs. 50,000 monthly salary to pursue his childhood dream of becoming an entrepreneur, Pankaj Ahuja, owner of a specialized toolmaking enterprise has achieved a revenue of Rs. 3 Cr for FY 2022-23. His firm J. M. Tools, located in Faridabad near Delhi manufactures custom designed Gun Mounting Assemblies, Hinges and internal parts of doors for Mahindra Defence's Bullet Proof Cars like ASLV Mahindra and Mahindra Marksman. He also produces Disc-Brake components for Escorts for utilisation in the Indian Railways fleet of coaches and wagons. His product designs are based on a detailed understanding of requirements and rigorous Research and Development as Pankaj believes in providing customers high quality, durable solutions.

In 2015, while struggling to meet his daily business expenses, he approached Indian Bank for a loan. He met the BYST team and enrolled for BYST support. Eventually, he succeeded with his perseverance, grit and resilience. Mr. Harish Mittal, BYST appointed mentor for Pankaj Ahuja played a vital role in making him one of the industry leaders in India. Over the next 5 years, he envisions taking his business to new heights by making an innovative waste-recycling machine for the betterment of society.



Pankaj Ahuja, Owner of J.M Tools

## Partnerships and Collaborations

## What's Happening at BYST?

### Chennai

### Regional

**PTI and BYST: A three-decade partnership gears up to promote millennial Grampreneurs®**

**Over 1500 New Entrepreneurs supported by BYST Banking Partners**



Mohd. Bilal and Srivevi, BYST - supported entrepreneurs (Left) interacting with Debashree Roy and Will Straw from PTI (Right)

We added another chapter to the book of Prince's Trust International -Bhartiya Yuva Shakti Trust partnership on 2<sup>nd</sup> February 2023, when Mr. Will Straw, CEO, PTI and Ms. Debashree Roy, International Programmes Manager, India, PTI visited BYST Chennai office. Mr. Straw recalled the bond of King Charles III (then, HM Prince Charles) with BYST established over 30 years ago and his visits to attend BYST events in India. Products of BYST-supported entrepreneurs were showcased, and an overview of recent accomplishments and impact created by BYST programmes was shared.

Backed by our financial alliances, we are able to accomplish our long-term goal of supporting entrepreneurs from disadvantaged communities to build their business enterprise. As per our most recent assessment, BYST has supported over 1500 new entrepreneurs across the country during the period April 2022 to January 2023 through State Bank of India, Indian Bank, Bank of Baroda, Indian Overseas Bank, Central Bank of India, Union Bank of India, Punjab National Bank, UCO Bank, and Canara Bank.

**Thinking transformation through Digital Grampreneurship – CISCO and BYST**

**Letters of Cooperation signed with institutes to empower self-employed youth in rural India**



Harish Krishnan, CISCO presenting a 'Digital Readiness' Certificate to a BYST-supported Grampreneur®

A discussion about strengthening the adoption of digital tools by BYST-supported Grampreneurs® was held at BYST Chennai office on 14th February 2023. The participants included Mr. Harish Krishnan, Managing Director, Public Affairs & Strategic Engagements, CISCO Systems India & SAARC, BYST-supported Grampreneurs® from Chennai and Faridabad (connected virtually), and the BYST team led by Ms. Aruna Vinodhkumar, COO, BYST. The CISCO team expressed satisfaction with the progress of the programme.



BYST Mentoring India® Programme has signed Letters of Cooperation with three esteemed institutions - Centre for Microfinance, Udaya Sewa Sansthan, and Institute of Integrated Rural Development and Research located in Sikar district of Rajasthan. The goal is to leverage institutional partnerships to help youth from underserved areas become industry-ready, acquire business skills to launch their own businesses and turn job creators rather than job seekers.

## What's Happening at BYST?

### Pune

**Building an effective entrepreneurial ecosystem through experience sharing by mentors**



Get-together of mentors from Satara, Kolhapur, Sangli, Aurangabad, Wardha, Sikar and Udham Singh Nagar

To encourage adoption of new concepts and ideas for effective mentoring in BYST, a programme was held from 13<sup>th</sup> February to 15<sup>th</sup> February 2023 where BYST mentors supported by Bajaj Auto and hailing from Satara, Kolhapur, Sangli, Aurangabad, Wardha, Sikar and Udham Singh Nagar visited High-flyer entrepreneurs and International award winners in Pune. "In the happiness session organized by BYST, I learnt the significance of forgiveness and gratitude while mentoring.", said Sachin Shembale, Mentor, Satara. Mentors shared pioneering concepts and principles to redefine mentoring processes in BYST.

## BYST team meets Banking partners in Mumbai



K Anil Kumar, GM-MSME,  
Central Bank of India



Sherine Mendez, DGM, IDBI Bank

With an ambition to empower Grampreneurship in India, BYST met partner banks - SBI, Bank of Baroda, Union Bank of India, Central Bank of India and IDBI Bank in Mumbai. Discussions held at these banks with Senior Executives were prolific, sharing a common goal of serving disadvantaged youth of Indian society.

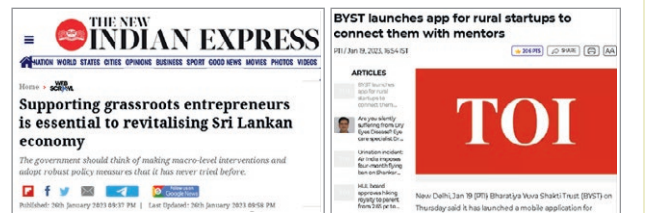
## BYST in the News

**Ms. Lakshmi V Venkatesan on Budget 2023: A Voice for Grassroot Entrepreneurs**



Lakshmi V Venkatesan in an interview with Zee Business sharing her perspective on Budget 2023

**Budget 2023** recognised the importance of small businesses and Startups in the growth and development of the Indian economy by allocating worth Rs. 15,629 crores for the MSME sector. This will undoubtedly help to improve access to financing, lower tax obligations and open new avenues for expansion. "The outlay of Rs 9,000 crores for the credit guarantee scheme is a welcome move and this should hopefully help banks to be more willing to lend larger amounts in the form of business loans", Lakshmi Venkataraman Venkatesan said during an interview with Zee Business.



For more details, please visit [www.byst.org.in](http://www.byst.org.in). Alternately, write to [byst.fmtoffice@cii.in](mailto:byst.fmtoffice@cii.in) or call +91-9581853094.

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