

**From the Founding & Managing Trustee's Desk**



BYST has been at the forefront of supporting disadvantaged youth in establishing viable enterprises for over three decades, and the impact created through mentorship is truly remarkable. As we conclude this financial year, BYST has provided support to over 35000 Grampreneurs® in our 16 operational clusters across India. We are abiding by our commitment to help first time entrepreneurs succeed.

With the aim to mentor and support disadvantaged youth, BYST places a particular focus on empowering women at the grassroot level to become successful entrepreneurs and achieve financial independence. Lallita Devi Singh, Panchamirtham, Padmini Waghmode, Vaishali Patil, Basanti Rana, and many others are some of the best exemplars of

BYST-supported women entrepreneurs who have broken barriers and made a name for themselves.

In the near future, BYST is determined to increase the percentage of supported women from 40% to 50%, and our mentors (Gurus) will play a crucial role in achieving this goal. We believe that society flourishes when women are treated equally, with dignity and respect. We are committed to ensuring that women receive the same opportunities as men and help change age-old gender stereotypes.

The BYST model's transformative potential of guiding and supporting women through mentoring to achieve their personal and professional goals is unparalleled. We envision a future where women can contribute to India's economic growth to help the country realise its full potential.

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

**Penn Shakti – Celebrating Women Grampreneurs®  
(On the Occasion of International Women's Day 2023)**

An Event was conducted to celebrate Women Grampreneurs® and their journeys thereby spotlighting the importance of effective mentoring. This will motivate other aspiring and existing women entrepreneurs who are thriving to succeed in their businesses. The 'Penn Shakti - Celebrating Women Grampreneurs®' event was held on 7th March on the Occasion of International Women's Day 2023 at Patrician Arts & Science College, Adyar, Chennai. Over 2000 participants, 1300 from Chennai, Pune and Aurangabad

clusters participated in-person at their respective locations while another 700 joined virtually over Zoom.

Mr Radhakrishnan IAS, Chairman & Principal Secretary, Co-operation, Food & Consumer Protection Department, Govt. of Tamil Nadu graced the Occasion along with other eminent guests and gave away the awards to BYST Women Grampreneurs who have shown exemplary performance in leading their businesses with the help of BYST Mentors.



**Event Highlights**

**Launch of Green Business Idea Contest for Women Entrepreneurs**



Green Business Idea Contest poster being handed over to Father Stanislas, Principal, Patrician College of Arts and Science by Mr B S Dagar, VP, JK Tyre

The BYST Green Business Idea Contest for Women was launched with the aim to motivate women entrepreneurs from underprivileged communities of Chennai, Tiruvallur, Kanchipuram, Chenglepet, Sriperumbudur districts of Tamil Nadu, and across India to pursue entrepreneurship. It is a unique concept in BYST that encourages youth from the grassroots to come up with creative and viable business ideas that could be converted into successful, dynamic micro-enterprises. The focus of the contest is to raise awareness amongst the youth and society at large on the importance of practicing sustainable lifestyles and pursuing sustainable businesses. During the event, the contest was launched for aspiring women entrepreneurs from Chenglepet, Tiruvallur, Kanchipuram and Sriperumbudur areas in Tamil Nadu by Mr. B S Dagar, VP & Group Head, IR and CSR, JK Tyres along with other eminent guests – Ms. Sharon Buteau, Executive Director, IFMR, and Ms. Booma Santha Kumari, GM, Financial Inclusion & Development Dept., Reserve Bank of India.

**Panel Discussion on Breaking Barriers: Fostering Women Leadership**



Women Panelists posing together along with Ms Laskhmi VV, Founding & Managing Trustee, BYST and Senior Mentor, Ms Sumathi Aiyar

The event was designed to serve as a doorway to aspiring women entrepreneurs through a fruitful panel discussion on the theme 'Breaking barriers to foster women leadership' and keynotes by eminent speakers from government and industry. A prime focus was on establishing mentoring-advancement strategies for creating a positive and lasting impact on women's development in male-dominated fields. The panel consisted of eminent women achievers from a variety of fields – Ms. Preethi Rao, Associate Director, Institute of Financial Management and Research, Ms. Rajalakshmi Bhavani Shankar, General Manager, Indian Overseas Bank, Ms. Fatima Vasanth, Academic Director, Patrician College of Arts & Science, Ms. Rani Muralidharan, Entrepreneur and Founder, IndePenn, Ms. Praba Shamili Jeeva, Ward Councillor, Kodaikanal, Tamil Nadu, and Ms. Lakshmi V Venkatesan, Founding and Managing Trustee, BYST. The session was moderated by Senior Journalist from Indian Express, Ms. Sushila Ravindranath.

**Disbursal of Loans to Women Grampreneurs® through Partner Banks**



Ms. Rafiya Fathima receiving a loan cheque along with BYST-appointed mentors, Mr. P K Mahesh and Mr. Seshadri Puvvada. The cheque was handed over by Mr. B S Dagar, VP, J K Tyre, Ms. Sharon Buteau, ED, IFMR, Ms. Booma Santha Kumari, GM, RBI, Ms. Lakshmi V V, FMT, BYST and Ms. Meena Goel, Mentor @ BYST and Head, BD, Polyhose Pvt. Ltd.



Ms. Bharathi along with BYST-appointed mentor, Mr. Parameshwar Babu, receiving cheque from BYST's partner, Bank of Baroda. The cheque was handed over by Mr. B S Dagar, VP, J K Tyre, Ms. Sharon Buteau, ED, IFMR, Ms. Booma Santha Kumari, GM, RBI, Ms. Lakshmi V V, FMT, BYST and Ms. Meena Goel, Mentor @ BYST and Head, BD, Polyhose Pvt. Ltd.

**Awards and Accolades**

BYST- supported women Grampreneurs® were felicitated for their notable achievements under four different categories.

**Ms. Mythili: Breaking the Barriers via Social Inclusion**



Ms. Mythili receiving her award along with her Mentor, Mr. Victor Joseph

**Ms. Leema: Rekindling Traditional Arts and Handicrafts**



Ms. Leema receiving her award along with Senior Mentor at BYST Mr. Ramamoorthy

**Ms. Sharadha Gopalakrishnan:  
Best Digitally Enabled Enterprise**



Ms. Sharadha Gopalakrishnan receiving her award from Mr. Ponnuswamy, MD and Chairman, Pon Pure Chemicals.

**Ms. Panchamirtham Elumalai:  
Highest Business Revenues**



Mr Kunjithpatham, Mentor of Ms Panchamirtham receiving award on her behalf

**New Partnerships**

**BYST and JK Tyre**

An MoU was signed between JK Tyre and BYST during the Penn Shakti - Celebrating Women Grampreneurs® Event organised in Chennai. With this initiative, BYST aims to empower women from Chennai who come from disadvantaged backgrounds and turn them into successful entrepreneurs and job creators.



Mr. B S Dagar, VP, J K Tyre along with his colleagues Mr. Rajendran, Head of HR, JKT, and Mr. Sagayaraj, CSR Coordinator, JKT exchanging MoU documents with Ms. Aruna Vinodh Kumar, Chief Operating Officer, BYST in the presence of Ms. Lakshmi VV, BYST

**BYST and Rajalakshmi Institute of Technology**

BYST has signed a letter of Cooperation with Rajalakshmi Institute of Technology to train their Faculty under BYST's Flagship 'Mentoring India' as Institutional Mentors. These Trained mentors will guide and motivate the aspiring young students to take up entrepreneurship as a career option.



Letter of Cooperation exchanged between Mr Gopinath, Head, Incubation Cell, RIT and Mr Seshadri, Sr Mentor, Mr Dillibabu, Project Head, BYST

## Quotes from Speakers



**Ms. Sharon Buteau**  
Executive Director  
Institute of Financial Management & Research

*"The women's cultural barrier of 'It is enough for her' needs to change. Every person has the potential and right to aspire to high achievement."*



**Ms. Rajalakshmi Bhavani Shankar**  
General Manager, Indian Overseas Bank

*"I was elated to interact with BYST Grampreneurs and realised it's us who need to learn from them rather than them learning from us. It was a very positive and generous spirit with which they interacted with us today."*



**Ms. Sushila Ravindranath**  
Senior Journalist, Indian Express

*"Women have ideas, but they don't know where to go. When an organisation like BYST steps in, it is such a wonderful breakthrough for them."*



**Mr. Ponnuswami**  
MD and Chairman, Pon Pure Chemicals Group

*"BYST has been supporting youth entrepreneurs and every entrepreneur has created multiple jobs. Over the years BYST-supported entrepreneurs have generated lakhs of jobs which is a greatly appreciable achievement."*



**Mr. J. Radhakrishnan IAS**  
Chairman & Principal Secretary, Co-operation, Food & Consumer Protection Department, Govt. of Tamil Nadu

*"Ms Lakshmi V Venkatesan through BYST has enabled hundreds of women to achieve economic independence by setting up business enterprises. Economic empowerment of women is a critical aspect when we talk about embracing equality. It's my privilege to be here and congratulate all the Grampreneurs."*



**Ms. Praba Shamili Jeeva**  
Councillor, Kodaikanal Municipality  
Tamil Nadu

*"I feel honoured & privileged to be part of the Penn Shakti Event and congratulate the efforts of BYST towards empowering women entrepreneurs across India since 1992 through 'Mentoring'. I wish them all the best in their future endeavours."*



**Mr. B S Dagar**  
VP & Group Head, IR & CSR, J K Tyre Ltd.

*"I congratulate and thank BYST for creating Women entrepreneurs as we in JK Tyre aim to create entrepreneurs who can further create jobs which is the need of the hour. JK Tyre is glad to be associated with BYST for this cause in the longer run."*

## Media Coverage



**'TURN ENTREPRENEURS, NOT JOB-SEEKERS'**  
CHENNAI: To honour women entrepreneurs and inspire more women to join the field, a Penn Shakti (women power) event was held in Chennai on Tuesday ahead of the International Women's Day on March 8. Entrepreneurs from Tamil Nadu and other states took part in the event organised held by Bharatiya Yuva Shakti Trust (BYST) and spoke on turning their business from a micro level to largescale enterprises. Food, Cooperation and Con-

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.

**Bharatiya Yuva Shakti Trust**

**Head Office:** C/o Confederation of Indian Industry (CII), Core 4A, 4th Floor, India Habitat Centre, Lodi Road, New Delhi – 110 003.

**Tel:** + 91-11-24693079; **Fax:** +91-11-24682226; **CII Board Line:** (011) 24682230–35, **Ext:** 318, 500 **Helpline:** 1800-121-181-181

**Email:** [admin@byst.org.in](mailto:admin@byst.org.in) **Website:** [www.byst.org.in](http://www.byst.org.in) **Facebook:** @FollowBYST **Twitter:** @FollowBYST **LinkedIn:** @followbyst