

## From the Editor's Desk

### Happy New Year to all our stakeholders!



**Ms. Lakshmi V Venkatesan**  
Founding and Managing Trustee,  
Bharatiya Yuva Shakti Trust

I am delighted to report on the close of another successful year for BYST. BYST partnered JK Cement, Tata Chemicals and ITC to implement Young Grampreneur® Development Programmes to create a supportive ecosystem for underprivileged youths in Panna (Madhya Pradesh), Mithapur (Gujarat) and Pudukkottai (Tamil Nadu), respectively. Together, these programmes aim to develop 500 entrepreneurs and train 325 mentors by March 2028.

Additionally, we've joined forces with IndusInd to support 1,800 entrepreneurs across five aspirational districts - Bahraich (UP), Baran (Rajasthan), Begusarai (Bihar), Dharashiv (Maharashtra), and Virudhunagar (TN) from February 2024 through March 2027. We launched a Business Idea Contest in Dharashiv (Osmanabad), Maharashtra in August 2024.

Since its inception 32 years ago, BYST-supported entrepreneurs have created over 525,000 jobs across 49 districts (including 12 Aspirational Districts) in 17 states of India - Andhra Pradesh, Assam, Begusarai (Bihar), Chhattisgarh, Delhi, Gujarat, Haryana, Jharkhand, Madhya Pradesh, Dharashiv (Maharashtra), Odisha, Baran (Rajasthan), Virudhunagar (Tamil Nadu), Telangana, Uttarakhand, (Bahraich) Uttar Pradesh and West Bengal.

BYST has empowered grassroots entrepreneurs by reaching out to and counselling 2.2 million youth and training nearly 125,000 in entrepreneurship. Through our nearly 20,000 trained and accredited mentors, BYST has supported nearly 50,000 Grampreneurs®. These Grampreneurs® have received financial aid worth Rs. 752 crores through our eight partner banks - Bank of Baroda, Bank of Maharashtra, Central Bank of India, IDBI Bank, Indian Bank, Indian Overseas Bank, State Bank of India and Union Bank of India.

I would like to take this opportunity to thank our dedicated cadre of mentors for their deep commitment and unwavering support, our young entrepreneurs - the BYST team and I remain deeply indebted to them for their service.

## BYST in Africa



During a recent visit to Nairobi, Kenya, Ms. Lakshmi Venkatesan, Founding & Management Trustee of BYST met with Mr. Rohit Vadhvana, IFS, Deputy High Commissioner of India to discuss BYST's bold vision for India's entrepreneurial future.

A major highlight of the meeting was the introduction of BYST-supported entrepreneurs Siddharth Salunke (Founder, BioEra Lifesciences) and Vangapally Keerthana, who was honoured with the prestigious Youth Business International (YBI) Social Entrepreneurship Award 2024.

Mr. Rishabh Kumar Rewar, Second Secretary at the Indian High Commission, also attended the meeting and delivered wonderful perspectives during the course of the conversation. During this trip, our High-Flyer entrepreneur, Siddharth Salunke achieved a significant business milestone by signing an MoU with the prestigious University of Nairobi worth USD 2.5 million.

## Donor Spotlight: BYST-Cisco Digital Grampreneur® Development Programme



Since 2022, BYST and CISCO have worked together to develop and implement the Digital Grampreneur® Development Programme, which has been an incredible catalyst in transforming the lives of young micro-entrepreneurs in the regions of Faridabad, Chennai, Cuddalore and Villupuram in India.

With BYST's deep expertise in youth empowerment and Cisco's cutting-edge technology, that incorporates training on digital literacy and critical IT skills, this partnership is paving the way for young micro-entrepreneurs to grow their businesses and create lasting social impact for a brighter and more inclusive future for India's youth.

### Impact Created



**442**  
Entrepreneurs Supported



**25**  
High-Flyer  
Entrepreneurs Created



**1839**  
Jobs Created



**177**  
Women Entrepreneurs  
Supported



**60**  
SC/ST Entrepreneurs  
Supported



**26**  
Letter of Cooperation  
(LoCs) Signed:  
With Leading NGOs and  
training Institutions



**384**  
Mentors Trained and Accredited  
both institution and EDP

### Success on Show



Meet Kalpana Sharma, a bright and ambitious young woman from Tilpat, a village in Faridabad district, India. Kalpana's journey from a hopeful dreamer to a successful entrepreneur demonstrates perseverance, determination, and the transformative power of mentorship. Kalpana faced numerous challenges to become a businesswoman, but with unwavering support through the BYST-CISCO Digital Grampreneur® Development Programme and guidance from her BYST-appointed Mentor, Mr. Harish Kumar Mittal, she turned her dreams into reality.

Initially, she considered opening a bakery, a dream she had nurtured for years. But despite running from one bank to another in search of financial support for over two months, Kalpana faced rejection after rejection. It was during this challenging time, when one day Kalpana's friend who attended one of the outreach sessions, suggested that she meet the BYST-Cisco Programme team. At the Faridabad office, Kalpana was heard patiently, her plan assessed, and her entrepreneurial spirit acknowledged. She was encouraged to start a food processing unit in her village.

Thus, with BYST-Cisco Programme support, Kalpana began her journey in the field of entrepreneurship. In just 10-15 days, Kalpana received approval for a loan of ₹40 lakhs from Canara Bank (in April 2024), which included a ₹10 lakh subsidy under the Prime Minister's Employment Generation Programme (PMEGP).

Kalpana raised her own investment (margin money) of approximately ₹25 lakhs with her family's support. She employs 10 workers directly and has created employment for a total of 50 (direct + indirect). Kalpana's commitment to women empowerment is providing opportunities for others, especially women from disadvantaged backgrounds.

Today, Kalpana's company, Indi Pasta, has managed to gain popularity among local retailers and households, offering a healthy and tasty alternative to traditional pasta. Utilising her digital awareness training, Kalpana now plans to explore setting up an online store and launch e-commerce sales.

### Mentor Speak



"For the past year, I have had the privilege of being a mentor with BYST at the Kagaznagar cluster. It brings me immense pleasure to see unemployed youth being counselled and trained, turning their careers into successful entrepreneurial ventures. Witnessing their transformation and playing a part in their journey is truly fulfilling. Joining BYST as a mentor has been one of the most rewarding experiences of my life."



**E. Sunil Kumar, Chairman**  
Entrepreneur Identification Group (EIG),  
BYST Kagaznagar

## National Programme at a Glance



BYST organized an event on the theme, 'Creating A Mentoring Movement' in Chennai on December 27, 2024, with the aim of celebrating the transformative role of mentors in fostering a successful entrepreneurial ecosystem.

The event featured a roundtable discussion featuring mentors and institutional leaders, including Dr. V. Bhalaji, Senior BYST Mentor, Dr. Uma Maheshwari, CEO, TN-RISE and Ms. Lakshmi V. Venkatesan amongst others. The conversation focused on the

importance of encouraging young, underprivileged micro-entrepreneurs, particularly women entrepreneurs through greater opportunities to start and build their businesses across the state of Tamil Nadu.

The occasion acknowledged the role played by strategic partners through the signing of an MOU and exchange of documents between BYST and the TN-RISE Women Start-up Council. Other notable guests included Mr. V. L. Sikriral, General Manager, Indian Overseas Bank (IOB) which has played a significant role in funding BYST-supported micro-enterprises.

The event concluded with recognition of the dedication and exceptional work carried out by young entrepreneurs through an award ceremony. BYST Mentors, who are shaping the next generation of business leaders, were appreciated - new mentors were handed over their accreditation certificates and long-time, senior mentors were presented with the BYST Mentor Pin.

## BYST Programme Activities

### Hyderabad Cluster Mentor Chapter Meeting



The BYST-HDFC Bank Parivartan Programme, hosted a transformational Mentor Chapter Meeting for the Hyderabad Cluster on December 30, 2024. The meeting brought together a dedicated group of mentors to address challenges and develop new approaches to enhance the effectiveness of the Hyderabad cluster.

The meeting highlighted several possibilities to ensure entrepreneurs receive the right guidance and support and scheduled weekly counselling sessions.

The meeting concluded by exhorting the member mentors to continue to demonstrate their commitment towards implementation of the strategies discussed and support underprivileged youth in pursuing successful careers as entrepreneurs.

### BYST Begusarai Cluster



On December 31, 2024, the BYST-IndusInd Bank Programme Begusarai Cluster organised an Awareness Generation Programme (AGP) session at the Rural Self Employment Training Institute (RSETI) Kankoul in Begusarai, Bihar to introduce the BYST-IndusInd Bank Grampreneur® Development Programme to local youth.

The event witnessed a turnout of 50 attendees and encouraged these aspiring entrepreneurs by providing them insights about government MSME schemes.

BYST team also communicated to the attendees that the programme would provide two years of free mentoring support and handholding to help them establish sustainable ventures.

### BYST Rayagada Cluster



The BYST Rayagada Cluster organised an event from 26th December 2024 to 4th January 2025, as part of the BYST-JK Paper Programme. The aim of the event was to celebrate the brotherhood and connectedness of diverse communities, with a special emphasis on fostering relationships with tribal and SC/ST youth. Thus, the event established an essential platform for promoting diversity and inclusion.

One of the key highlights of the event was the BYST Annual Stall, which showcased the organization's entrepreneurial support services. The stall helped participants better their understanding of BYST's initiatives, such as mentoring guidance, bank loan assistance and business development skilling programmes.

The success of the event reaffirmed BYST's role as a catalyst for change, demonstrating its unwavering commitment to empowering communities and promoting sustainable economic development for the people of Rayagada.

## BYST in the News

**JRD Tata की मेंटरशिप में शुरू हुआ ट्रस्ट, आज लाखों युवाओं को बिजनेस शुरू करने के लिए देता है लोन और मेंटरशिप... जानिए क्या है BYST और कैसे करें अप्लाई**

यह ट्रस्ट 1992 में शुरू हुआ, उस वक़्त भारत न तो स्टार्टअप के बारे में कुछ जानता था न ही मेंटरशिप, लेकिन इसके बावजूद लक्ष्मी वैकेशन ने 30 साल के सफ़र में लाखों ज़िन्दगियों को बदला है.



Source: Good News Today, published on 1st December 2024



National TV Interview: ET NOW



இளையோர்களுக்கு வேலை வாய்ப்பை உருவாக்கி தொழில்முனைவோராக மாற்றி காட்டுவோம்: #BYST நிறுவனர் உறுதி!

Source: Ugam News

## BHARATIYA YUVA SHAKTI TRUST

C/o Confederation of Indian Industry (CII)  
Core 4A, 4th Floor, Habitat Center, Lodhi Road, New Delhi - 110003  
Tel: (011) 2469 3079 Telefax: (011) 2468 2226  
CII Board Line: (011) 2468 2230-35 Ext: 318, 500  
Email: admin@bystonline.org Website: www.bystonline.org



**HELPLINE NO.**

**1800-121-181-181**

Follow us:



**followbyst**