

## BYST PARTNERS WITH RTIH

### BYST Partners with the RatanTata Innovation Hub Amaravati



Exchange of the Strategic Programme Agreement between BYST and RTIH

On 15 June 2026, the Bharatiya Yuva Shakti Trust (BYST) signed a Strategic Programme Agreement with the **Ratan Tata Innovation Hub Amaravati Foundation (RTIH)** - placing BYST's 34-year mentoring legacy at the heart of Andhra Pradesh's most ambitious innovation push.

RTIH is the state's nodal platform for innovation, incubation and entrepreneurship, established in June 2025 under the **Government of Andhra Pradesh's Innovation & Startup Policy 2024–29**. As its executing partner, BYST steps inside the state's official entrepreneurship architecture, deploying its full model — the Entrepreneurship Development Programme (EDP) and the Institutional Mentor Development Programme (IMDP) in Amaravati.

The programme will identify and handhold Grampreneurs® and build a pool of mentors — bringing together **Andhra Pradesh's 'One Family, One Entrepreneur'** goal of making every household an economic unit, and BYST's founding philosophy that mentoring is what turns ambition into enterprise.

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## BYST PROGRAMME UPDATE - MOBILE MENTOR CLINIC (MMC)

The Mobile Mentor Clinic takes mentoring directly to entrepreneurs in their own towns and villages. Rather than asking them to come to us, experienced BYST mentors visit their enterprises on-site, understand day-to-day challenges first-hand, and work through practical business solutions on the spot, from finances and inventory to marketing and growth. This month, Mobile Mentor Clinics were conducted across 2 clusters.

### AMANGANJ CLUSTER, PANNA (MADHYA PRADESH)

Supported by JK Cement under the Yadupati Singhania Livelihood Initiative



On 12 June 2026, three BYST mentors travelled across the Amanganj cluster to sit down with three entrepreneurs at their own places of business, some insights from the mentoring sessions are

**Sushil Sant** - Kirana Store & Tea Stall, Purenna. Mentor Mr. Dharendra Yadav, an Amanganj entrepreneur with 30 years in business, reviewed Sushil's daily sales, stock and EMI cycle, then guided him on keeping systematic financial and inventory records, strengthening customer relationships, and widening his product range to match local demand.



**Vijay Bahadur Singh** - Bundela Hardware Shop, Simariya. Already employing 4–5 people, Bundela was mentored by Mr. Kailash Gupta, a respected local medical-store owner, who advised him on tightening supplier relationships, planning inventory around fast-moving items, maintaining financial discipline, and adding new product categories to lift profitability and create more jobs.

Mobile Mentor Clinic, Amanganj Cluster, Panna

### KOLHAPUR CLUSTER (MAHARASHTRA)

Supported by Kotak Mahindra Bank Ltd.



In the Kolhapur cluster, four mentors travelled across the cluster and met six entrepreneurs on-site, spending time inside each enterprise to understand its realities before offering direction. Some insights from these mentoring sessions are:

**Amruta Jadhav - M/s Amruta Industries.** During the on-site visit, BYST mentors reviewed Amruta's operations and guided her on digital marketing, customer expansion and stronger branding — helping her reach new buyers and build a more visible, sustainable enterprise.

**Omkar Shiyekar - M/s Sarita Engineering.** Mentors assessed Omkar's engineering unit and offered practical direction on industry networking, financial management and business diversification, equipping him to scale operations and compete more confidently in the local market.



**Akash Pawar - M/s Akash Pawar Photo & Films.** Mentors reviewed Akash's photography and videography studio and advised him to strengthen his digital presence, offer specialised packages for weddings and corporate events, and invest in better editing equipment to stay competitive.

Mobile Mentor Clinic, Kolhapur Cluster

## QUARTERLY GET TOGETHER EVENTS ACROSS CLUSTERS

At BYST, our quarterly get-together events are dynamic platforms for entrepreneurs, mentors, banks and partners to connect, reflect and collaborate, celebrating achievements, sharing challenges and aligning on the road ahead. This quarter, get-togethers were held across four clusters: **Ramgarh, Pune, Chhatrapati Sambhajnagar and Kolhapur**. More than meetings, they are opportunities to strengthen bonds, exchange ideas and inspire one another.



## CYBER SECURITY & DIGITAL READINESS PROGRAMME

Supported by **CISCO India CSR**, BYST is equipping entrepreneurs and youth with essential digital-safety and cyber-security skills to help them operate and grow their enterprises securely in an increasingly digital marketplace. The training module is delivered under the **Cisco Digital Grampreneur® Development Programme**, and this month Digital Readiness & Cyber Security sessions were held across four clusters.

**Cuddalore · 19 June 2026** – Led by Mr. V. Babu, the session engaged 25 entrepreneurs and covered topics such as cyber threats, safe online practices, mobile and social media security, and data protection, equipping participants to effectively safeguard their business operations and digital transactions.

**Chennai · 20 June 2026** — Led by Mr. Shanmuga Sundharam, the session engaged 35 entrepreneurs across digital presence, secure digital payments, digital marketing and cyber-security best practices.

**Vijayawada · 23 June 2026** – Led by Mr. Srinivas Rao and attended by 45 entrepreneurs, covering valuable insights on cyber security, digital safety, digital tools, and secure online business practices.

**Faridabad · 24 June 2026** – Led by Senior Mentor and Cyber Security Expert Mr. Kaushal Kishore and attended by 60 entrepreneurs, the session covered cyber security and data privacy alongside digital marketing and digital readiness for business growth.



CUDDALORE CLUSTER



CHENNAI CLUSTER



VIJAYAWADA CLUSTER



FARIDABAD CLUSTER

## DONOR SPOTLIGHT



### JK Tyre & Industries Ltd.

Grampreneur® Development Programme · Kanchipuram, Tamil Nadu

In partnership with JK Tyre & Industries Ltd., a pioneer of radial tyre technology in India and one of the world's leading tyre manufacturers, BYST is implementing the BYST–JK Tyre Grampreneur® Development Programme in and around Kanchipuram, Tamil Nadu. Rooted in JK Tyre's long-standing commitment to community development around its manufacturing facilities, the programme brings BYST's proven entrepreneurship model to the region's rural youth - nurturing first-generation entrepreneurs, creating sustainable livelihoods, and strengthening local economies.

#### Impact Figures

<b>150</b> Entrepreneurs Supported	<b>70</b> Women Entrepreneurs	<b>₹8 Cr</b> Loan Disbursed
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### ITC

Young Grampreneur® Development Programme  
Viralimalai, Pudukkottai, Tamil Nadu

In partnership with ITC's Mission Sunehra Kal, BYST launched the Young Grampreneur® Development Programme in the Viralimalai block of Pudukkottai district, bringing its proven entrepreneurship model to one of Tamil Nadu's predominantly rural pockets. The three-year initiative targets semi-skilled and skilled youth who are unemployed or underemployed, with a deliberate focus on women and individuals from SC/ST/OBC communities — turning job seekers into job creators, including one High-Flyer entrepreneur.

#### Impact Figures

<b>59</b> Entrepreneurs Supported	<b>40</b> Women Entrepreneurs	<b>₹2.21 Cr</b> Loan Disbursed
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## SUCCESS STORY



Mrs. R. Thavamani at  
Shellaiamman Cement  
Works, Viralimalai

### Building Strength, Block by Block

Mrs. R. Thavamani · Shellaiamman Cement Works, Viralimalai

Mrs. R. Thavamani comes from a humble family in the Viralimalai region of Pudukkottai. A 10th-standard graduate and mother of three, she had the drive to lift her family's fortunes and a sharp eye for opportunity. Spotting strong demand for construction materials in a region with few local manufacturers — driven by rising housing, government infrastructure and commercial development — she launched Shellaiamman Cement Works to make ready-made compound walls, hollow blocks and solid bricks.

The early years were a struggle. With limited machinery and thin working capital, production stayed low, orders ran late, and the young unit could not compete — income barely covered the household, leaving nothing to reinvest.

The turning point came through the **BYST–ITC Mission Sunehra Kal programme**. BYST mentored her through business planning, financial management, operations and marketing, and drove the bank linkage that unlocked a ₹39 lakh loan from Indian Overseas Bank, Viralimalai. The funds bought advanced block-manufacturing machinery, moulds and raw materials. Today, Shellaiamman Cement Works runs at far higher capacity, delivers on time, employs around 10 local workers, and posts a turnover of ₹41 Lakh. Beyond her family's livelihood, Mrs. Thavamani keeps construction materials within reach of nearby villages. She is an inspiration for other women aspiring to build enterprises of their own.

## SUCCESS STORY

### Repairing the Odds

Anupatra · Mobile Repair Enterprise, Sriperumbudur, Tamil Nadu

Originally from Kolkata, Anupatra moved to Tamil Nadu in 2012 in search of work and settled in the village of Panjalapattu, Sriperumbudur. Over more than ten years as a service technician in a mobile shop, he mastered the craft of mobile repair and grew determined to build something of his own. That determination met a hard wall: as a migrant worker, his loan applications were repeatedly rejected by banks. Undeterred, Anupatra opened his own mobile repair shop and ran it for six years on sheer skill and reputation, but without capital, real growth remained out of reach.

A friend who had secured a loan facilitated by BYST introduced him to the programme. After completing BYST's training and process, Anupatra was sanctioned a loan of ₹15 lakh from Indian Overseas Bank, Sriperumbudur, on 15 October 2024, with support from the **BYST–JK Tyre Grampreneur® Development Programme**. Paired with Mr. David Livingstone as his mentor, Anupatra gained a steady sounding board who helped him refine his business strategy, plan for the road ahead, and think through fresh ideas for growing the enterprise. Mr. Livingstone's guidance has proved instrumental to his growth, turning a skilled technician into a confident business owner with a clear roadmap for long-term success.



Anupatra at his mobile repair enterprise, Sriperumbudur

The turnaround has been striking. His monthly earnings have grown to a turnover of ₹70,000, which amounts to around ₹8.5 lakh a year, and his shop now employs two local youth, a diploma-holder and a graduate. From a migrant worker turned away by banks, Anupatra is today a job creator strengthening his community.

## MENTORING INDIA® HIGHLIGHTS

### ■ LETTERS OF COOPERATION (LOCs) SIGNED

BYST exchanged LoCs with three institutions this month: SWAGAT ITI, Kalahandi (Bhawanipatna); Anil Neerukonda Institute of Technology & Sciences (ANITS), Visakhapatnam, in the presence of Principal Dr. V. Rajya Lakshmi, the EDC and Mr. Gaddam Sudarshan (BYST); and Kuppam Engineering College — with Principal Dr. S. Sudhakar Babu and Mr. Gaddam Sudarshan (BYST).

### ■ MENTOR DEVELOPMENT — MOL SESSIONS

The Kalahandi cluster Supported by Harsh & Bina Shah Foundation (HBSF) conducted a Mentor Orientation & Learning (MOL) programme for institution mentors at SWAGAT Industrial Training Centre, with 15 participants; Strategic Committee Chairman Mr. Pradeep Panda joined and shared his experience. Further MOL sessions were held at Kuppam Engineering College and ANITS, Visakhapatnam.

### ■ HANDHOLDING — WEEKLY UPSKILLING WEBINARS

BYST's weekly upskilling webinars continue to handhold new mentors on the BYST mentoring process, the mentor–mentee relationship, and roles and responsibilities. June's themes: Mentoring Through Effective Communication and Quality: What It Is & Why It Matters.



BYST exchanged LoCs

#### ■ AI MENTOR WORKSHOP — FARIDABAD

More than 20 mentors and entrepreneurs joined a focused-group AI Mentor Workshop at the Faridabad cluster supported by CISCO India CSR, exploring how Artificial Intelligence can strengthen mentoring. A live demonstration of the BYST AI Connect concept and hands-on sessions let participants experience AI-powered tools and help shape the platform's future direction.

#### ■ TRAIN THE TRAINER (TOT)

BYST conducted a ToT session for trainers across the Andhra Pradesh region, helping them internalise the objectives of the MOL programme before delivering it. Senior Mentor **Mr. Ram Bende**, from Pune, facilitated the session.

### BYST AT THE YBI MENTOR DEVELOPMENT SERIES

**Youth Business International (YBI)** launched its first learning series dedicated to mentors, the Mentor Development Series, beginning 17 June 2026. Representing BYST, Senior Mentor Mr. Ram Bende (Pune) and Ms. Radhika Meenakshi (Hyderabad) joined the global cohort of mentors and practitioners.

Running across six live sessions through December 2026, the series equips mentors with practical tools for building trust-based relationships, structured problem-solving, and guiding entrepreneurs through change and uncertainty.

*Impactful mentoring is built on trust, regularity, patience, openness, clear goals and mutual responsibility. A mentor's role is not only to advise, but to listen deeply, understand the mentee's real needs, and support them at the right pace creating clarity, ownership, confidence and forward movement.*

**Mr. Ram Bende, Senior Mentor, BYST**





Hindi News / बिजनेस / रिजर्नर ग्लूक

**RBI on Repo Rates: RBI ने रेपो रेट में नहीं किया कोई बदलाव, एक्सपर्ट्स बोले- सही फैसला, ग्रोथ पर फोकस**

आरबीआई गवर्नर संजय मल्होत्रा ने कहा कि बैठक में रेपो रेट को अनचेंज रखने का फैसला किया गया है. साथ ही महंगाई और देश की जीडीपी का अनुमान भी अनचेंज रखा है.



आजतक बिजनेस डेस्क  
नई दिल्ली, 05 जून 2026,  
(अपडेटेड 05 जून 2026, 2:29 PM IST)

वहीं आरबीआई के इस फैसले पर बीवाईएसटी की संस्थापक और प्रबंधन टस्टी लक्ष्मी वेंकटरमन वेंकटेशन ने कहा कि वैश्विक अनिश्चितता और महंगाई के जोखिमों के बीच यह एक संतुलित कदम है. यह ठहराव सूक्ष्म और छोटे उद्यमियों (MSMEs) को एक भरोसेमंद माहौल देता है.

कर्ज की स्थिर लागत से उद्यमी अपने कैश फ्लो, लोन भुगतान और निवेश की बेहतर योजना बना सकेंगे, क्योंकि देश के विकास और निर्यात में MSME सेक्टर का बड़ा योगदान है, इसलिए ऋण की स्थिति सामान्य रहना बहुत जरूरी है. इस समय का उपयोग छोटे उद्यमियों तक मॉटरिंग और बेहतर वर्किंग कैपिटल पहुंचाने के लिए होना चाहिए.



News / Jobs / How a farmer's son, homemaker and IT wor...

**How a farmer's son, homemaker and IT worker built businesses that help the planet**

This Environment Day, three entrepreneurs from Maharashtra, Odisha and Tamil Nadu show how local solutions can create lasting impact. From saving water on farms and replacing plastic with



**Roshni Chakrabarty**  
New Delhi, UPDATED: Jun 5, 2026 13:07 IST



This Environment Day, three entrepreneurs from Maharashtra, Odisha and Tamil Nadu show how local solutions can create lasting impact. (l to r: Arun Awatade, Minakshi Padhi and Saleem Harris)



**Roshni Chakrabarty**  
New Delhi, UPDATED: Jun 5, 2026 13:07 IST

**3 BYST Entrepreneurs Featured In India Today on the World Environment Day**



Home / Economy / Why Indian MSMEs Keep Getting Better

**Why Indian MSMEs Keep Getting Better At Staying Small**

Abhishek Sharma | Jun 13, 2026

- #Delayed Payments
- #MSMEs
- #MSME Sector
- #Credit Flow
- #Indian Economy
- #Manufacturing
- #Entrepreneurship

India's small businesses are getting better at surviving crises, yet the backbone of the economy still walks with a limp when it comes to liquidity, payments and scale

Every year, as MSME Day approaches, India revisits a familiar script. Small businesses are praised as the backbone of the economy. Policymakers celebrate their contribution to jobs, exports and manufacturing. Industry bodies repeat long-standing concerns over credit, compliance and delayed payments. Yet in 2026, a more interesting question prese itself.

"The uncomfortable truth is that we often celebrate MSMEs as the backbone of the economy, but do not support them with the depth, patience and trust that a backbone requires," said Lakshmi Venkataraman Venkatesan, Founding and Managing Trustee of Bharatiya Yuva Shakti Trust (BYST).

**BHARATIYA YUVA SHAKTI TRUST**

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