

## BYST-TITAN PARTNERSHIP

### BYST Partners with Titan to Expand Entrepreneurship and Mentoring in Tamil Nadu

Bharatiya Yuva Shakti Trust (BYST) has partnered with Titan Company Limited to implement the BYST-Titan Grampreneur® Development Programme and Mentor Development Programme in Krishnagiri district, Tamil Nadu, extending entrepreneurship and mentoring support to aspiring entrepreneurs in the region.

The partnership brings together BYST's proven entrepreneurship development and mentoring model with Titan's commitment to sustainable community development. Through entrepreneurship training, mentoring, digital readiness and institutional partnerships, the programme will support first-generation entrepreneurs in establishing and growing sustainable enterprises, while strengthening the local entrepreneurship ecosystem through a network of mentors and ecosystem partners.

With a focus on women and underserved communities, the initiative seeks to promote inclusive entrepreneurship, strengthen local livelihoods and contribute to long-term economic development.



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## PROGRAMME HIGHLIGHTS

### Donor Exposure Visit

*Young Grampreneur® Development Programme | Panna Cluster*



**Mr. Madhavkrishna Singhania**, Joint Managing Director & CEO, JK Cement, and **Mr. Paul Heinz Hugentobler**, Joint Director, JK Cement, visited the Panna cluster under the programme. During the visit, they interacted with entrepreneurs, mentors and the BYST team, visited the entrepreneur exhibition, and reviewed the programme through presentations on the Entrepreneur Development Programme (EDP) and Mentor Development Programme (MDP).

### Programme Review Visit

*Inclusive Digital Grampreneur® Development Programme | Vijayawada Cluster*



**Ms. Misheal from the Sattva team (CISCO)** visited the Vijayawada cluster to review programme implementation and interact with entrepreneurs, mentors and partner banks. The visit also included entrepreneur unit visits and discussions with the BYST team on programme progress, key learnings and future priorities.

### Institutional Partnerships

*Inclusive Digital Grampreneur® Development Programme | Chennai Cluster*



The Chennai cluster strengthened its entrepreneurship ecosystem by signing **Letters of Cooperation (LOCs)** with **IMCI** and Connecting Dots. The partnerships will support entrepreneurship promotion through awareness generation, mentoring and capacity-building initiatives.

### Mobile Mentor Clinics

*Inclusive Digital Grampreneur® Development Programme | Faridabad Cluster*



Senior BYST mentors Col. Gopal Singh and Mr. Kedar Nath Bhatti conducted Mobile Mentor Clinics across entrepreneur units in the Faridabad cluster, providing on-site guidance to address business challenges and strengthen enterprise growth.



## Stakeholder Engagement

Young Grampreneur® Development Programme | Chhatrapati Sambhajinagar Cluster

Ms. Dipanwita and Ms. Aditi from Yardi Software India Private Limited visited the Chhatrapati Sambhajinagar cluster to review programme progress and interact with entrepreneurs, mentors and stakeholders. During the visit, BYST organised a stakeholder meeting and signed a Letter of Cooperation with **Dr. Reddy's Foundation Grow Centre** to strengthen entrepreneurship support for youth.



## Programme Review Visit

Young Grampreneur® Development Programme | Pudukkottai Cluster

The **BYST-ITC Pudukkottai Cluster** hosted three programme review visits during July, bringing together the ITC team and partner organisations to review programme implementation and progress. The visits included interactions with entrepreneurs at their business units, highlighting the role of mentoring and entrepreneurship support in strengthening their enterprises.

## MENTOR-MENTEE GET-TOGETHERS

Mentor-Mentee Get-Togethers were organised in the Vijayawada and Faridabad clusters in July, bringing together entrepreneurs, mentors, bankers, government officials and programme teams. The gatherings created opportunities for entrepreneurs and mentors to share their experiences and engage with key stakeholders.



Quarterly Get together in Faridabad



Get together in Vijayawada

## DONOR SPOTLIGHT- CISCO INDIA CSR



**Building Digital-Ready Enterprises with Cisco India CSR** Since 2022, Cisco India CSR and Bharatiya Yuva Shakti Trust (BYST) have partnered to strengthen entrepreneurship through digital capability building across Faridabad (Haryana), Chennai, Cuddalore and Villupuram (Tamil Nadu), and Vijayawada (Andhra Pradesh). The Cisco Digital Grampreneur® Development Programme combines entrepreneurship development, mentoring and access to finance with digital readiness and cybersecurity awareness, enabling aspiring entrepreneurs to establish, sustain and grow resilient enterprises.

Rooted in a shared vision of leveraging technology for social impact, the partnership equips entrepreneurs with the skills and confidence to adopt digital tools, improve business efficiency and navigate an increasingly digital economy. By integrating digital capability into enterprise development, the programme is creating sustainable livelihoods, generating employment and strengthening local economies.

### Impact Figures (till June 2026)



**975+**

Entrepreneurs Supported



**₹50+Cr**

Loan Facilitated



**500+**

Entrepreneurs Trained in  
Digital Readiness & Cybersecurity

## SUCCESS STORIES

*Every enterprise begins with ambition. These stories from BYST's partnership with Cisco India show how mentoring and entrepreneurship support are helping turn that ambition into sustainable businesses.*

### From Skill to Enterprise

**Ms. Gayathri | Jai Sai Enterprise, Kancheepuram, Tamil Nadu**



For years, **Ms. Gayathri** honed her skills in steel welding and stainless-steel fabrication, developing a reputation for quality workmanship while quietly nurturing the dream of running a business of her own. Although family responsibilities after marriage meant putting that aspiration on hold, she never let go of it. Encouraged by her husband as her children grew older, she established **Jai Sai Enterprise**, determined to turn her technical expertise into a sustainable enterprise.

As customer demand grew, so did the need to expand the business. Investing in additional machinery, equipment and working capital became essential to meeting new opportunities. It was at this stage that she approached Bharatiya Yuva Shakti Trust (BYST). Through entrepreneurship guidance and bank linkage, BYST helped strengthen the business, while mentor Mr. Victor provided continuous guidance on business planning, financial management and identifying opportunities for long-term growth.

Today, Jai Sai Enterprise serves residential, commercial and industrial customers, provides employment to three people, and records a **monthly turnover of around ₹1 lakh**. Gayathri's journey reflects how determination, timely support and mentoring can help transform long-held aspirations into a thriving enterprise.

### Building a Better Future

**Mr. Shiva | Sunshine Auto Components, Faridabad, Haryana**



Growing up in a hardworking family that faced financial constraints, **Mr. Shiva** understood the value of perseverance from an early age. Working alongside his father and uncle in an auto components unit gave him hands-on experience in manufacturing and strengthened his belief that one day, he could build an enterprise of his own. That dream took shape with the establishment of **Sunshine Auto Components**, a manufacturing unit specialising in motor parts.

As he set out to build the business, Shiva connected with BYST, where he found the support and guidance needed to take the next step. The support enabled him to strengthen the enterprise and invest in its expansion, while his mentor, Mr. Satish Goel, provided continuous guidance that helped him navigate the challenges of running and expanding a business.

Today, **Sunshine Auto Components** has grown into a thriving manufacturing enterprise with an **annual turnover of ₹50–60 lakh**, providing employment to **10 people**. More than a measure of business success, the enterprise reflects Shiva's determination to build a better future for himself and his family through entrepreneurship.



## MENTORING INDIA® HIGHLIGHTS

### Strengthening Academic Partnerships - BYST signs MoU with CBLU



BYST signed an MoU with Chaudhary Bansi Lal University (CBLU), Haryana, extending the Mentoring India® initiative across 22 academic departments and 66 affiliated colleges. The partnership will promote mentoring, entrepreneurship, innovation, startup development and skill development through Mentoring Development Programmes (MDPs), workshops and webinars.

### Strengthening the Innovation Ecosystem - Collaborations with RTIH and SRIT

Mentoring India® expanded its institutional network in Andhra Pradesh through Letters of Collaboration with **Ratan Tata Innovation Hub (RTIH)**, Ananthapuram, and **Srinivasa Ramanujan Institute of Technology (SRIT)**. The collaborations will strengthen mentoring, startup support, incubation and innovation-led entrepreneurship.



### Expanding Institutional Outreach

Letters of Collaboration were also exchanged with **Inderprastha Group of Engineering Colleges (IPEC)**, Meerut **Institute of Engineering & Technology (MIET)**, Khazani Women's Vocational Institute, and YCIS-CIII KBPRF, expanding Mentoring India's outreach across academic and entrepreneurship institutions.



### Building Mentor Capacity

Mentor Orientation & Learning (MOL) programmes and Mentor Development Programmes (MDPs) were conducted across Andhra Pradesh, Odisha and Delhi, strengthening institutional mentoring capacity. A Mentor-Mentee Sharing Session further highlighted the transformative impact of mentoring through real-life entrepreneurial experiences.



### Continuous Learning for Mentors

Mentoring India® continued its weekly mentor upskilling webinar series with sessions on Stress Management and Thought Tools, equipping mentors with practical tools to strengthen resilience, communication and effective mentoring practices.



## BYST IN THE NEWS

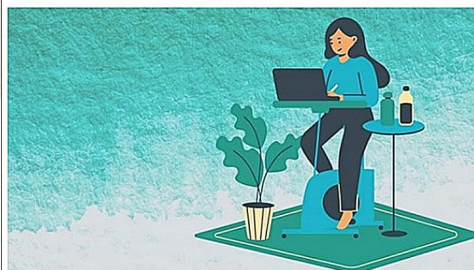
**Hindustan Times**

### Empowered women entrepreneurs can stimulate growth

This article is authored by Lakshmi Venkataraman Venkatesan, founding and managing trustee, Bharatiya Yuva Shakti Trust.

Published on: Jul 7, 2026, 14:34:14 IST

By Lakshmi Venkataraman Venkatesan



Working women (Pixabay/Representative)

India's journey towards becoming a developed economy cannot be achieved unless women entrepreneurs become equal participants in enterprise creation, employment generation and economic growth. Across villages, towns and cities, women are building businesses in manufacturing, retail trade, services, agriculture and allied activities. Many of them are also solving local problems through practical innovation, whether in production, services, climate-conscious practices, digital adoption or community-based business models, despite facing barriers of finance, mobility, markets, family permission, responsibilities and social expectations. In our experience, I have seen that when women receive the right combination of entrepreneurship training, mentoring, market access, formal finance, and prevention of biased approach being women, they are able to build resilient enterprise, create job and strengthen their local economies.

**NDTV | Profit**

### Only 1.7 Lakh Of 8.7 Crore Indian MSMEs Export. What's Stopping The Rest?

The government has been pushing exports through initiatives such as Make in India, PLI schemes and a growing network of Free Trade Agreements.

Prateek Shukla Business News Jul 02, 2026 13:36 IST

Read Time: 4 mins

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Centre aims to take merchandise and services exports to \$2 trillion by 2030.

Lakshmi Venkataraman Venkatesan, Founding and Managing Trustee of Bharatiya Yuva Shakti Trust (BYST), says India's long-term growth depends on supporting micro-enterprises from the very beginning. She stresses that young entrepreneurs need more than ambition—they require awareness, mentoring, skilling, affordable credit and sustained handholding to grow beyond subsistence businesses.

She points to initiatives such as the Prime Minister's One District One Product (ODOP) programme and the Andhra Pradesh government's One Family, One Entrepreneur model as examples of how local entrepreneurship can be nurtured and eventually scaled across the country.

The opportunity before India is clear.

**DH**  
DECCAN HERALD

## DH InSight | A weak monsoon and its widening economic impact

"A poor monsoon can have a ripple effect across India's MSME sector, especially for those units tied to agriculture and rural consumption," said Lakshmi Venkataraman Venkatesan, Founding & Managing Trustee, Bharatiya Yuva Shakti Trust.

She remarked that the majority of micro and first-generation entrepreneurs operate with limited working capital and have little or no financial buffers.

"Shortage of rainfall always leads to lower production of hydro-electric power which directly affects production. Even a short disruption in demand or supply can reduce production and revenues, creating cash-flow pressure that may affect timely wage payments, loan repayments and order completion. This is significant because India's 7.47 crore MSMEs support approximately 32.8 crore livelihoods," she added.

Lakshmi called for timely working capital support for MSMEs. She also pitched for mentoring support to help entrepreneurs "manage cash flow, renegotiate with suppliers, diversify markets, adjust inventory and production plans and upgrade technology."

"Early intervention is critical to ensure that a temporary monsoon disruption does not become a permanent loss of enterprises or employment," she added.

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