

BUSINESS & YOUTH STARTING TOGETHER

BHARATIYA YUVA SHAKTI TRUST

Bharatiya Yuva Shakti Trust

JRD TATA AWARDS 2026

Celebrating Grampreneurs®, Growing India





BUSINESS & YOUTH STARTING TOGETHER

BHARATIYA YUVA SHAKTI TRUST

Bharatiya Yuva Shakti Trust

JRD TATA AWARDS 2026

Celebrating Grampreneurs®, Growing India



BYST Board of Trustees



Subodh Bhargava
Chairman, Board of Trustees
Bharatiya Yuva Shakti Trust
Former Chairman,
Tata Communications



Pramod Bhasin
Non-Executive Chairman,
Genpact



Lakshmi Venkataraman Venkatesan
Founding and Managing Trustee,
Bharatiya Yuva Shakti Trust



R. Mukundan
Managing Director & CEO
Tata Chemicals



Chandrajit Banerjee
Director General,
Confederation of Indian Industry



Renu Sud Karnad
Former Director,
HDFC Bank Ltd.



Deepa Gopalan Wadhwa
Chairperson, India-Japan
Friendship Forum and Former
India Ambassador to Japan,
Qatar and Sweden



Saurabh Srivastava
Director and Co-Founder,
IAN Group



Gaurav Dalmia
Chairman,
Dalmia Group Holdings



Vipin Sondhi
Former Managing Director
and Chief Executive Officer,
Ashok Leyland



Harshpati Singhania
Chairman & Managing Director,
JK Paper Ltd.

Preface

Celebrating Grampreneurs®, Growing India



Lakshmi Venkataraman Venkatesan
Founding and Managing Trustee
Bharatiya Yuva Shakti Trust

New Delhi
17th November 2026

> Behind each business is a person who took the decision to begin and continued through circumstances that made progress difficult

Haja Funyamin once sold samosas on the streets of Chennai to earn a living. His enterprise has gone on to supply hotels, airlines and customers overseas. Vangapally Keerthana began by sharing millet-based foods from her kitchen for people to taste. What began in her kitchen has grown into an enterprise that provides livelihoods for 34 people. Sandeep Dabhade, a trained musician from a modest farming family, built a manufacturing enterprise that now provides livelihoods for 45 people.

These are among the journeys celebrated in this booklet. They reveal what building an enterprise can mean: a chance to overcome adversity, put an idea into practice, achieve financial independence and create opportunities for others. Behind each business is a person who took the decision to begin and continued through circumstances that made progress difficult. These journeys demonstrate the power of handholding by an experienced mentor on a one-on-one basis, as provided through BYST for over three decades.

India has immense reserves of such entrepreneurial talent. Across our villages, small towns and underserved communities, young people possess practical skills, resourcefulness and the determination to build something of their own. Yet too often, their potential remains unrealised. A viable idea may struggle to secure a bank loan. A skilled individual may have little experience of managing an enterprise. A first-generation entrepreneur may have no one to turn to when an unfamiliar business decision carries serious consequences for the family.

This distance between potential and opportunity is the gap that Bharatiya Yuva

Shakti Trust (BYST) works to bridge. Giving that faith practical expression requires more than encouragement. It requires helping entrepreneurs access collateral-free institutional finance, connecting them with experienced mentors and supporting them as they learn to manage and grow their businesses.

The importance of this support becomes clear in the journeys that follow. Baviri Arun Kumar could not complete his engineering degree because of financial hardship but continued learning through practical work. When he later needed finance to expand his engineering enterprise, BYST's guidance and support in accessing funding helped him move forward. His business now provides livelihoods for 25 people.

Finance and mentoring address different but closely connected barriers. Finance enables entrepreneurs to invest in their businesses. Mentoring helps them think through decisions, address difficulties and build the knowledge and confidence needed to use those resources effectively. BYST brings these forms of support together, accompanying entrepreneurs as they turn their skills into enterprises capable of sustaining livelihoods.

The JRD Tata Awards, instituted in 1995, honour the enterprise, perseverance and responsible leadership that emerge from these journeys. Since its inception in 1992, with JRD Tata as its founding Chairman, BYST has been guided by faith in the capabilities of young Indians. The 2026 awardees remind us that business excellence can take root even in places where resources are scarce and opportunities are limited. It is visible in the quality of a product, the trust of a customer, the development of an employee and the care with which an entrepreneur builds a business.

"From job seekers to job creators"—this phrase captures the transformation BYST works to make possible. The entrepreneurs in these pages have moved beyond securing their own livelihoods to creating opportunities for others. When women gain opportunities to earn, their incomes help support their families and, in some cases, become the household's main source of financial support. When an enterprise creates work close to home, people have greater choices about where to build their lives. When entrepreneurs train others, their own learning becomes a resource for the wider community. Through these changes, inclusive growth takes on a human meaning.

India stands at a pivotal point in its economic journey, with the opportunity to strengthen its role as a producer, innovator and trading partner on the global stage. Young India has a vital contribution to make: building competitive businesses, developing skills, creating quality products and finding solutions to everyday needs. Grassroots enterprises can connect local capabilities with national and international markets, as Haja's journey illustrates. Supporting these entrepreneurs is therefore an investment in India's ability to generate employment, strengthen production and extend the benefits of growth to more communities. This is the promise at the heart of "Celebrating Grampreneurs® , Growing India."

Our mentors are essential to this work. By generously sharing their time, experience and judgement, they help ensure that entrepreneurs need not face every challenge alone. We honour their contribution alongside that of the entrepreneurs whose progress they support.

As we celebrate this year's awardees, we reaffirm BYST's commitment to helping young people start their own enterprises and giving their abilities a fair opportunity to flourish. The entrepreneurs in these pages have built businesses through their own effort and determination. Our responsibility is to help ensure that a lack of finance and handholding does not prevent others with similar determination from realising their potential.

Their beginnings were modest. Through the enterprises they build and the livelihoods they create, they are helping shape India's future.

Table of Contents

- BYST Reach & Impact 08
- About BYST 09
- In the Words of JRD Tata 11
- Quotes from Dignitaries 12
- JRD Tata Awards 13
- The JRD Tata Awards Jury 2026 15
- Celebrating Grampreneurs® 19
- BYST in Media 48
- Photo Gallery 50

BYST Reach & Impact

States

- Andhra Pradesh
- Assam
- Bihar
- Delhi
- Gujarat
- Haryana
- Jharkhand
- Madhya Pradesh
- Maharashtra
- Odisha
- Rajasthan
- Tamil Nadu
- Telangana
- Uttar Pradesh
- Uttarakhand
- West Bengal



Aspirational Districts

- Bahraich (UP)
- Baran (RJ)
- Barpeta (AS)
- Begusarai (Bihar)
- Chatra (JH)
- Goalpara (AS)
- Kagaz Nagar (TG)
- Kalahandi (Odisha)
- Koraput (Odisha)
- Lohardaga (JH)
- Osmanabad (MH)
- Ramgarh (JH)
- Ranchi (JH)
- Rayagada (Odisha)
- Virudhunagar (TN))

BYST - Impact at a Glance

5,00,000+
Employment Generated

₹ 6,000+
Crore Wealth Generated

72,000+
Entrepreneurs' Lives Transformed

27,00,000+
People Reached & Counselled

2,50,000+
Youth Trained

24,000+
Mentors Trained & Accredited

₹ 1,000+
Crore Loans Facilitated

110
Awards & Recognitions Received

About BYST

Bharatiya Yuva Shakti Trust (BYST) is a not-for-profit organisation that assists disadvantaged Indian youth in transforming business ideas into viable enterprises under the guidance of a mentor. Inspired by HM King Charles III and founded in 1992, BYST was the first organisation to replicate the King's Trust's youth and entrepreneurship support model globally outside the UK.

BYST supports underprivileged young entrepreneurs by supplementing financing based on a requirement assessment conducted by mentor selectors – INR 5 lakh being the current average, with an upper limit of INR 50 lakh. In addition to financial support, entrepreneurs receive handholding across business related services, including training, business plan development, monitoring, mentoring and networking. They are nurtured until they become self-sufficient and capable of contributing to society through both wealth and employment creation.

BYST strongly believes that mentoring is the key to unlocking and nurturing the entrepreneurial spirit among India's underserved communities, particularly women and SC/ST youth in Rural and Aspirational Districts. Inspired by India's traditional Guru-Shishya tradition, BYST's flagship Mentoring India programme has attracted volunteer mentors from diverse sectors. Going forward, BYST aspires to build a pool of 2 lakh mentors to guide 10 lakh Grampreneurs® across 700 districts, thereby creating 5 crore job opportunities over the next five years. BYST aims to expand nationwide to all 700 districts, fostering a mentoring culture to catalyse thriving entrepreneurship, creating jobs, wealth, and happiness.

Our Esteemed Partners

Institutional Partners - Mentoring India®

















































































In the Words of JRD Tata, Founding Chairman BYST

> The future belongs to the young. We must not only trust them with responsibility but must thrust it upon them whilst they are still young and full of energy, zest, hope and even illusions. However heart-breaking it may be to ourselves, we must make way for the new generations even when we feel we are still in our prime.
>
> (1992)





JRD Tata, HRH Prince Charles and Mr. H. P. Nanda at the BYST Launch Ceremony in 1992

Quotes from Dignitaries

BYST is a new pattern, not only for satisfying our economic wants but satisfying our social, psychological and cultural wants too.



K R Narayanan

Pranab Mukherjee



A dynamic and robust entrepreneurial ecosystem is an asset to every economy, specifically, innovation-led entrepreneurship has significant potential to stimulate industrial growth. I am happy that BYST is doing that.

I laud BYST for unveiling a unique programme – Mentoring India, which aims to create a pool of mentors by training and hand-holding officials in Financial, Private and Public Institutions to support entrepreneurs in underserved communities.



Venkaiah Naidu

HM King Charles III



I was enormously proud to be present at the BYST 10th anniversary celebrations with the Prime Minister of India at the Parliament House. I also had launched BYST 25 years back modelled upon my Youth Business Trust in the United Kingdom entirely as a result of a conversation I had with Lakshmi during her father's state visits to the UK. I am happy to be here on the 25th Anniversary and wish BYST all the best!

JRD Tata Awards

About the JRD Tata Awards 2026

Background

- The Late JRD Tata, Chairman of Tata & Sons, the largest industrial group in India, became the Founding Chairman of Bharatiya Yuva Shakti Trust (BYST) at the age of 86. Carrying forward his dream, BYST continues to develop, empower and recognize young dynamic micro-entrepreneurs from rural and urban India. J.R.D. Tata had said, "The programme and its purpose of encouraging entrepreneurial youth is an attractive one. Young entrepreneurs need help and especially so, if they are poor and have no resources."
- BYST has made JRD's dreams a reality by making many of its entrepreneurs into millionaires and job creators.
- The JRD Tata Young Entrepreneur Awards were instituted in 1995 to recognize and reward excellence among BYST supported entrepreneurs and their mentors nationwide.

Purpose of the Award

- To establish a system of appreciation and recognition for BYST's top-performers developed in different geographical areas nationwide.
- To act as an inspiration and a motivating factor for BYST entrepreneurs.
- To showcase BYST's hi-fliers in all categories.
- To recognize the contributions made by the mentors who have given valuable business guidance and spent quality time with the entrepreneurs.

The Award

Certificate of Recognition for the entrepreneurs and their mentors in addition to cash awards for BYST-supported entrepreneurs.

Award Categories

To recognise one each in the following categories:

- **Entrepreneur of the Year**
- **Woman Entrepreneur**
- **Fastest Growing Entrepreneur**

Jury

Nominations received nationwide are evaluated by an eminent jury of leading personalities.

The JRD Tata Awards Jury 2026



JRD Tata Awards 2026 jury: From left to right: Ms. Nara Brahmani, Executive Director, Heritage Foods Limited; Mr. Madan Pillutla, Dean and Professor, Organisational Behaviour, Indian School of Business (ISB); Ms. Lakshmi V. Venkatesan, Founding and Managing Trustee, BYST; Prof. S. Mahendra Dev, Chairman, Economic Advisory Council to the Prime Minister of India; Mr. Sunil Kant Munjal, Chairman, Hero Enterprise; Mr. Harish Krishnan, Managing Director & Chief Policy Officer, Cisco India & ASEAN; Prof. K.K. Pant, Director, IIT Roorkee; Dr. Vikas Swarup, former Diplomat and Writer; Mr. Koreel Lahiri, Head of Strategy & Innovation, NDTV (On behalf of Mr. Rahul Kanwal, CEO & Editor-in-Chief, NDTV)

Jury Chairman

Prof. S. Mahendra Dev is a distinguished economist and eminent scholar, widely recognised for his contributions to development economics, agriculture, poverty, and social policy. He currently serves as the Chairman of the Economic Advisory Council to the Prime Minister (EAC-PM), where he contributes to policy discussions on key economic and developmental issues. His research has significantly contributed to understanding inclusive and sustainable development.



Prof. S. Mahendra Dev

Chairman,
Economic Advisory Council to the Prime Minister

Jury Co-Chair

Sunil Kant Munjal is a distinguished entrepreneur, business leader, and philanthropist, known for his contributions to industry and nation-building. As a leading member of the Hero Group, he has played a significant role in advancing innovation, education, and entrepreneurship. His commitment to social development and institution-building reflects a strong vision for inclusive growth. Guided by a deep commitment to knowledge and institution-building, he continues to champion initiatives that foster innovation, empower communities and contribute to nation-building.



Sunil Kant Munjal

Chairman,
Hero Enterprise

Jury Members

Vikas Swarup is a distinguished Indian diplomat and author, known for his significant contributions to Indian diplomacy and literature. A career diplomat, he served as the Official Spokesperson of the Ministry of External Affairs (2015–2017), High Commissioner of India to Canada (2017–2019), and Secretary (West) in the MEA (2019–2021). He has represented India in several key international assignments, bringing distinction to the country's diplomatic engagements. He is also the celebrated author of Q & A, the internationally acclaimed novel adapted into the Academy Award-winning film Slumdog Millionaire. His career reflects an exceptional confluence of diplomacy, literary achievement and intellectual distinction.



Vikas Swarup

A former Indian diplomat television host and internationally bestselling author

Rahul Kanwal

CEO and Editor-in-Chief of NDTV



Rahul Kanwal is a prominent Indian journalist, television news anchor, and media leader known for his incisive interviews and impactful journalism. With an extensive career in broadcast media, he has covered some of the most significant political, economic, and social developments in India. His engaging communication style and commitment to public discourse have earned him wide recognition among audiences.

Vaishali Nigam Sinha is a distinguished entrepreneur, sustainability advocate, and social impact leader. As a co-founder of ReNew, she has contributed significantly to advancing India's renewable energy landscape. Her work reflects a strong commitment to sustainability, innovation, and inclusive growth. She is also recognised for championing women's empowerment and fostering meaningful social change. Her leadership and vision continue to inspire a more sustainable and equitable future.



Vaishali Nigam Sinha

Co-founder, ReNew Power & President, Governing Council UN GCNI

Madan Pillutla is the Dean and Professor of Organisational Behaviour at the Indian School of Business (ISB), a position he has held since July 2021. His research broadly focuses on decision-making and negotiations, with emphasis on cognitive and motivational biases in these areas. His research has been published in top-tier academic journals, is widely cited, and recognised for its impact. He has won numerous teaching awards at London Business School (LBS), where he introduced the popular Negotiations elective and led successful executive education programmes such as the Essentials of Leadership and Negotiation & Influence.



Madan Pillutla

Dean and Professor of Organisational Behaviour at the Indian School of Business

Prof. K. K. Pant

Director, IIT Roorkee



Prof. K. K. Pant is a distinguished academic, researcher, and leader in the field of Chemical Engineering, with over three decades of experience in research and education. He currently serves as the Director of IIT Roorkee, where he is contributing to advancing excellence in education, research, and innovation. His pioneering research spans green catalysis, renewable energy, biomass conversion, CO_2 utilisation, and sustainable technologies. A recipient of several prestigious national and international honours, Prof. Pant continues to make significant contributions to sustainable development and technological innovation.

Nara Brahmani

Executive Director,
Heritage Foods Limited



Nara Brahmani is an influential entrepreneur, business leader, and social impact advocate, known for her contributions to healthcare, education, and community development. She is a prominent figure in the Indian dairy industry, currently serving as the Executive Director of Heritage Foods Limited. She comes from a distinguished background, being the daughter of Telugu actor Mr. Nandamuri Balakrishna and daughter-in-law of Hon'ble Chief Minister of Andhra Pradesh, Shri N. Chandrababu Naidu. Through her leadership and initiatives, she continues to inspire meaningful change across business and society.

Harish Krishnan is a prominent technology and public policy leader with over three decades of experience across industry and public affairs. He currently serves as Managing Director & Chief Policy Officer, CISCO South and Southeast Asia, where he leads strategic engagement with governments and drives initiatives focused on digital transformation and inclusive growth. He also leads Cisco India's Purpose Office, advancing technology-led social impact across communities. A respected voice in public policy, Harish has made significant contributions to India's digital and technology ecosystem.



Harish Krishnan

MD & Chief Policy Officer, CISCO South and Southeast Asia

Celebrating Grampreneurs®

JRD Tata Awards 2026 Nominees

From Chennai's Streets to the World's Tables



J. Haja Funyamin

> Once a means of earning his own living, his business now gives hundreds of others a way to earn theirs.

Before Haja Funyamin could build a business, he had to earn a living on the streets of Chennai as a samosa vendor. Years later, those snacks would be part of a company supplying hotels, airlines and customers overseas. But his beginnings offered little indication of the scale that would follow.

Born in 1980, Haja grew up in severe financial hardship. He left school after Class VI and began working. Education had ended early; learning continued through the work available to him. The family samosa trade gave him a livelihood and, eventually, a product around which he could build an enterprise.

A job in a frozen food manufacturing company widened his understanding. He learned how food was processed, how hygiene was maintained and how production was managed. He saw the importance of consistent quality. These practical lessons helped him recognise a possibility: traditional snacks could reach a larger market through frozen food manufacturing.

In 2007, Haja put ₹50,000 of his own money into Hafa Foods & Frozen Foods. He had experience of the product and its production. What he lacked was the financial capacity to expand. Limited capital restricted equipment purchases. Without collateral or an established business network, securing formal finance was difficult.

Then a vendor selection survey by Convenio Foods led to a supply contract for one year. It was a significant opening for the young business. A commercial buyer had accepted his products, strengthening confidence in what he was making. Haja now had an opportunity to build on that acceptance. Turning opportunity into sustained production required money and stronger management. Bharatiya Yuva Shakti Trust (BYST) helped him access both. It facilitated a ₹75,000 loan from Indian Bank and provided

entrepreneurship training and mentoring. With guidance from his mentor, Mr. Nagabushna Rao, Haja developed the business knowledge needed alongside his manufacturing experience.

The support helped him address practical requirements: procuring raw materials, upgrading processing and freezing equipment, improving packaging and maintaining inventory. It also supported cold storage and refrigerated transport vans, essential for getting frozen products to buyers. For Haja, this meant greater capacity to act on the knowledge he had earned through work.

In 2011, he launched his own brand. His business grew beyond its early range and local beginnings, with quality, hygiene, taste and consistency guiding production. Today, a 5,000-square-foot facility at Redhills, Chennai, manufactures more than 40 varieties of frozen foods. Annual turnover stands at over ₹15.50 crore, with a workforce of 100. By March 2027, turnover is expected to reach ₹24 crore and the workforce to grow to 150.

Samosas now share the product range with cutlets, patties, spring rolls, nuggets, kievs and momos. Through Hafa Foods & Frozen Foods and Hafa Frozen Foods International Pvt. Ltd., Haja supplies vegetarian and non-vegetarian snacks to hotels, restaurants, airlines, flight kitchens, institutional buyers and retailers. His products reach the UAE, USA, Singapore and Sri Lanka.

Such reach brings exacting production demands. The enterprises use advanced freezing technology and follow recognised quality and food safety practices. Haja is also pursuing plans for a larger, modern manufacturing facility as he works towards building a major frozen food manufacturing and export business from Chennai.

The change is visible in the livelihoods connected to his enterprise. The business directly employs 100 people, while over 450 additional livelihoods are supported across the supply chain. Haja gives particular attention to employment opportunities for women from vulnerable communities, persons with disabilities, economically disadvantaged people and former bonded labourers.

For someone whose own working life began under financial pressure, creating employment is a significant part of what the business has become. Its growth now offers others opportunities to earn and build economic independence. The impact extends beyond the factory, through the wider network of people whose work supports its operations.

Haja shares his experience with aspiring entrepreneurs, passing on lessons from the journey he continues to make. His achievements have earned recognition through the YBI (Youth Business International) Runner-Up Award in London and the Thozhil Maamani Award. Behind those honours are years of practical learning, business decisions and the steady development of a manufacturing enterprise.

He began with a product that helped him survive. With experience, timely finance, mentoring and persistent effort, he built the means to take it further. Today, the samosas Haja once sold for his own livelihood belong to a business that helps hundreds earn theirs.





A Farmer's Son. A Formula for Growth.



Atharv Uday Varute Naik

> From a borrowed laboratory to distant markets, Atharv's science is creating livelihoods close to home.

Before Hindustan Alco Tech had premises of its own, it had a place in someone else's laboratory. There, with his college teachers' support, Atharv Varute Naik developed and tested his first product. He had limited money but scientific training, and the task of proving that what he could make was something industry would buy.

Today, his products reach customers across India and, through indirect exports, Zambia and Oman. Yet some of the most meaningful journeys his enterprise makes possible are shorter: people from villages around Kasba Beed can travel to work without leaving home for a city.

Born in 2000 into a farming family in Maharashtra's Kolhapur district, Atharv developed an interest in fermentation, particularly the science behind wine and whisky production. He pursued a B.Sc. in Microbiology at Islampur, about 45 kilometres from Kolhapur, and a course in sugar technology, followed by a master's degree in Wine, Brewing and Alcohol Technology at the Vasantdada Sugar Institute in Pune.

An education loan supported these studies. Employment in a distillery and an enzyme manufacturing company added experience, connecting his learning with the demands of production.

In November 2022, he established Hindustan Alco Tech. Without dedicated premises, he began in his former institute's laboratory. His teachers helped him access the space; the responsibility for building a business was his.

In March 2023, EID Parry placed his first commercial order, marking a step from testing a product to supplying an industrial customer.

But more orders brought a problem that technical knowledge alone could not solve. Customers bought on credit, while raw materials required advance payment. Capital was needed before production began, but payments arrived 30–40 days after delivery. Growth depended on his ability to bridge that gap.

Bharatiya Yuva Shakti Trust (BYST) became part of his journey at this stage. Under a programme funded by HDFC Bank Parivartan, it provided entrepreneurship training, counselling, financing assistance and loan documentation support. A Bank of Baroda loan gave Atharv working capital to buy raw materials, fulfil larger orders and expand operations.

The support also addressed a less visible challenge: learning to lead an enterprise.

BYST introduced Atharv to Prof. Dr. Anna Saheb Gurav, Professor and former Head of the Department of Commerce. His mentor encouraged him to diversify his customers, employ people and delegate responsibilities. Alongside his scientific expertise, Atharv strengthened the business skills needed to organise a growing company.

Hindustan Alco Tech manufactures twelve products across four categories: industrial enzymes, defoamers, bioculture preparations and water-treatment chemicals. Manufacturing in-house allows greater control over quality, consistency and development. Customers include sugar mills, distilleries, oil refineries, food-processing units, pharmaceutical companies, textile units and cement plants across several states.

Turnover has exceeded ₹3.40 crore. Atharv expects it to reach ₹5 crore by March 2027, alongside plans to increase regular employment from 25 people to 35.

Behind one product lies nearly two years of research and development. Atharv independently developed an industrial defoamer, and his company is its only manufacturer in Western Maharashtra. Local supply offers customers a significant cost advantage over products transported from Gujarat. Every batch undergoes quality testing and comes with a certificate of analysis.

Oil refineries have become an important customer segment as the enterprise expands beyond sugar. Having progressed from a borrowed laboratory to manufacturing twelve products in-house, Atharv plans to introduce alcoholic flavours and further strengthen manufacturing capabilities.

Closer to home, the enterprise employs villagers, including children of agricultural labourers working on his family's farm. A farmer's son has built a manufacturing business that creates another source of livelihood within his community.

Through Rotary, he also helps students in semi-government schools access audio-visual learning resources for Class 10 examinations. Education helped him acquire the knowledge to begin; his contribution supports others preparing for their next step.

His progress has required kinds of learning: how to develop a product, finance an order, reach customers and trust a team with responsibility. Teachers, lenders and a BYST mentor have supported that progress. Atharv has carried it into production, building an enterprise whose reach extends across borders while its employment opportunities remain rooted in the villages around him.

He began by borrowing space to make his first product. He now creates space for others to build a lasting livelihood.





Engineering a Future Beyond the Classroom



Baviri Arun Kumar

> His skills built the business. BYST's guidance and support in accessing finance helped him take it further, creating livelihoods for 25 people.

The money to finish an engineering degree was beyond his family's means. Years later, finding the money to grow an engineering business would become another obstacle. Baviri Arun Kumar's journey connects these two moments: a young man forced to leave college and a skilled entrepreneur determined to take his workshop further.

He grew up in a family of six, with an early view of working life through his father's small welding shop. Watching window grills being made introduced him to metalwork. But financial hardship interrupted his formal education, forcing him to leave his B.Tech programme in the second year.

He moved to Hyderabad and joined a relative's fabrication workshop. Working with sheet metal and learning to manufacture air-conditioning ducts gave him practical expertise. The workshop became the place where he continued learning, developing skills that would eventually allow him to establish his own enterprise.

In 2021, Baviri Arun Kumar returned to Vijayawada. With ₹4 lakh from his savings bank account, he established AK Engineers in New Autonagar, Kanuru. From modest premises, he began designing, fabricating and supplying air-conditioning ducts and customised sheet-metal solutions for commercial, industrial, healthcare and infrastructure projects.

His savings had helped him start. Sustaining production required a continuing supply of money. Raw materials had to be purchased, machinery and tools needed investment, and daily expenses could not wait for customers to pay. Long payment cycles put pressure on the funds available for subsequent orders. He knew how to manufacture the products; financing their production was becoming the constraint.

Without collateral or an established financial track record, conventional bank finance was difficult to secure. Bharatiya Yuva Shakti Trust entered his journey at this critical stage, helping him address both the financial barrier and the responsibilities of managing a growing enterprise.

Through BYST's entrepreneurship programme, he received structured training in business planning and financial management. His mentor, Mr. N. Apparao, provided guidance alongside that training. The support complemented his technical experience with the knowledge needed to plan expenditure, manage resources and make decisions beyond the workshop floor.

In September 2022, BYST facilitated a ₹10 lakh loan from Indian Bank. Its value became visible in the everyday workings of AK Engineers. Baviri Arun Kumar could buy raw materials in bulk, invest in machine parts and tools, cover production costs and overheads, and better manage the interval between completing work and receiving payment.

With finance supporting production and mentoring supporting his development as an entrepreneur, he began taking on larger, more demanding projects. BYST's contribution helped him translate capabilities he already possessed into greater capacity to deliver. He continued building the business through his own technical knowledge, investment and hard work. He is also importing specialised steel from China to improve the durability and efficiency of the ducts he manufactures.

Today, AK Engineers serves customers across Andhra Pradesh and Telangana. Its clients include CMR Shopping Mall, Zudio, DMart, Reliance Smart Points and KIMS Hospitals, alongside HVAC companies Blue Star, Daikin and Voltas. The enterprise directly employs 25 people and supports further livelihoods through suppliers, transporters and allied service providers.

Within the workplace, growth brings an obligation to the people making it possible. Women are part of the workforce, reflecting an equal-opportunity approach. Baviri Arun Kumar places importance on reasonable working hours, medical support and paid leave. He also allows flexibility when employees face health concerns or family difficulties.

His understanding of hardship extends beyond business. Having experienced financial difficulties and uncertainty about food security while growing up, he participates in food-distribution seva at the Sai Baba Temple, including prasad distribution and bhandara activities. Through this work, he helps meet a need he has known personally.

He now aims to expand production by purchasing a larger plot of land and investing in new plant and machinery, diversify into related engineering products, and develop AKE into a recognised Indian HVAC and engineering brand. His plans include exploring AI-enabled manufacturing and predictive maintenance.

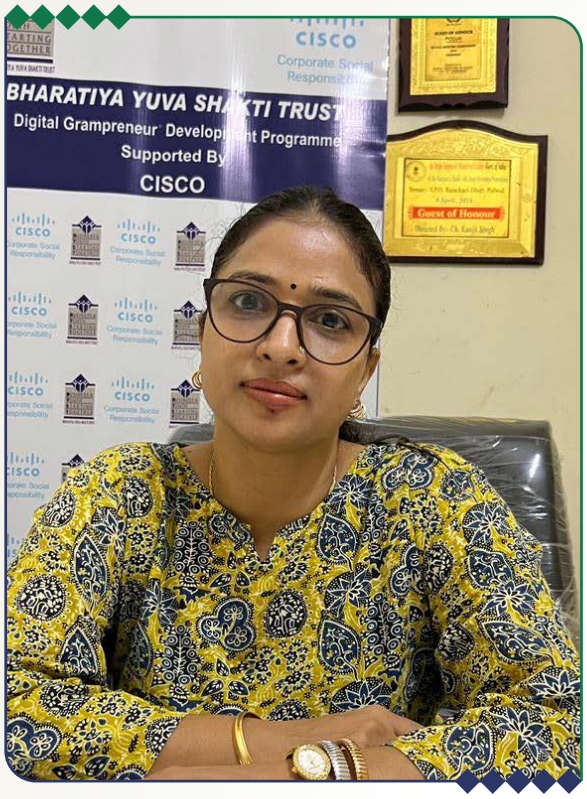
The next stage will build on a foundation shaped by practical learning and persistence, strengthened at a crucial moment by BYST's training, mentoring and help in accessing bank finance. For Baviri Arun Kumar, that combination has opened possibilities beyond the limits of his initial savings.

Financial hardship once narrowed his own opportunities. Today, the enterprise he built creates opportunities for others. Twenty-five people now earn their livelihoods in the engineering business of a man who could not afford to finish engineering college.





From Bank Refusals to Orders Beyond Borders



Kalpana Sharma

> “I changed my business idea but never gave up on building something of my own. Today, that business is creating opportunities for other women too.”

For more than two months, Kalpana Sharma approached various banks with a loan proposal to open a bakery. Each refusal left her with the same practical problem: she wanted to build a business but could not secure the money to begin. Today, pasta made in her factory in Tilpat, Faridabad, reaches customers in Dubai. Between those bank visits and her first exports lies a succession of decisions: to reconsider her idea, study an unfamiliar industry, seek guidance and hold firm on quality.

Kalpana had not started out in manufacturing. She taught privately from home and had earlier pursued the civil services, clearing the Mains and reaching the interview stage. Enterprise was an ambition she carried without a manufacturing background or a trading history in her own name. As she describes it, she “got into the pool and then started learning to swim.”

Her family had given her an example of what building a business involved. Her father developed his fabrication enterprise from a small shop and encouraged his children to become independent. The second eldest of six siblings, Kalpana chose not to marry so she could remain available to support her parents. Her plans for independence grew alongside those responsibilities.

When the bakery proposal stalled, she approached Bharatiya Yuva Shakti Trust (BYST) in Faridabad through the BYST–Cisco Digital Grampreneur® Development Programme. After assessing her plans, the team suggested food processing. Kalpana was willing to change direction, but first she needed to understand what that decision would demand. For three months, she researched the market, machinery, production processes and quality requirements. BYST’s entrepreneurship training helped her prepare for running an enterprise, while support with her business proposal helped her secure ₹40 lakh in finance from Canara Bank, including a ₹10 lakh back-ended capital subsidy under PMEGP.

Her family raised the required margin money. In May 2024, Maa Kamakhya Food Packaging Pvt. Ltd. began operations under the brand Indi Pasta. Kalpana now had a factory to run and an industry to learn through daily work. Her mentor, chartered accountant Harish Kumar Mittal, advised her on financial and business management as she navigated these new responsibilities.

One decision has remained unchanged since the first batch: her products use semolina, or suji, rather than refined flour (maida). As ingredient costs have risen, she has maintained the same raw material specification. To control expenditure, she has worked on improving production processes instead of lowering ingredient quality. Consistency became something to protect as the business expanded. For a new manufacturer building relationships with dealers and retailers, that choice kept the product itself at the centre of her work.

Her 600-square-metre unit now produces around 50 tonnes of pasta, macaroni, vermicelli and namkeen every month. Dealers carry the products across Haryana and Delhi, and the business has reached retailers including Reliance Smart and DMart. In 2026, Kalpana began exporting pasta to Dubai.

The growth is reflected in her accounts. Turnover rose from ₹80 lakh in FY 2024–25 to ₹1.85 crore in FY 2025–26. For FY 2026–27, the projected figure is ₹2.4 crore. She is also developing a millet-based product range, with research, approvals and certification forming part of that work.

Inside the factory, growth has another measure: the women who earn there. Kalpana deliberately recruits widows and women from households with no other earner, particularly for production and packaging. Employment is close to home, in a workplace where the women say they feel safe. As the enterprise expands, she hopes to provide work for as many as 150 women.

That ambition connects her own responsibilities with the circumstances of others. Family support helped her establish the unit; the enterprise now offers other women a way to contribute to their households. The jobs already created give practical meaning to her plans for expansion.

Kalpana's progress has required more than securing finance. She has had to replace an initial idea with a researched alternative, accept advice, manage production and build access to buyers. Training, mentoring and family backing helped her move forward, but the decisions and the responsibility remained hers.

The woman who once went from bank to bank seeking a start now sends products from her village factory to markets beyond India, while opening a workplace door for women closer to home.





A Kitchen That Made Room for Many



Keerthana

> Her business began with food made for her recovery. As it grew, it created opportunities for other women to earn.

Of the 34 people employed at 9nutz Millets, 31 are women. Many came without formal work experience, having spent years managing their homes. Vangapally Keerthana trained them herself and made room for their family responsibilities in the way work was organised. The business that now enables these women to supplement their family income began with food prepared for her by her own family.

In 2020, while recovering from COVID-19, Keerthana followed a traditional millet-based diet at home. That experience prompted her to explore millets and experiment with foods made without preservatives. She had no business background. What she had was a kitchen, an idea and a willingness to find out whether others saw value in what she could make.

She gave her first products to friends, relatives and people in her community to taste and test, free of charge. Before committing money to an enterprise, she wanted to understand their response. Their positive feedback encouraged her to continue, turning experiments at home into the beginnings of a business.

In August 2021, she established M/s. 9nutz Millets as a trading firm in Hyderabad. She invested approximately ₹80,000 of her own money and worked from a home kitchen measuring 500 square feet. It was a modest beginning, with limited funds to support what came next.

Her first independent application for a bank loan was unsuccessful. Without an established business record, access to finance was difficult. A larger workspace, equipment and raw materials required money that the young enterprise could not readily provide. Keerthana had found interest in her products; she now needed the means to build on it.

She sought support through the BYST-HDFC Bank Parivartan Programme. Training and mentoring from Bharatiya Yuva Shakti Trust helped her understand the practical demands of running and growing an enterprise. Her mentor, Ms. Suchetha

Acharya, guided her through documentation, marketing, planning, operations and financial management, strengthening her confidence in decisions beyond the kitchen.

With BYST facilitating access to finance, Keerthana secured a loan of ₹8 lakh from State Bank of India. This enabled her to establish a dedicated production unit and purchase equipment and raw materials. The move gave her enterprise the space and resources to grow beyond its original setting.

Reaching customers was equally necessary. A free stall facilitated by BYST at the Hi-Tech Expo brought her products before a wider audience. That exposure subsequently led to a government order and expansion into additional districts. For Keerthana, the opportunity connected increased production with a larger market.

Today, 9nutz Millets offers close to 100 products, including sweets, biscuits, chocolates, namkeens, chikkis and nutri-bars. It has eleven franchises across Telangana and Andhra Pradesh. A new facility measuring 5,000 square feet is being developed to expand manufacturing capacity. An MoU with the AP MSME Department and preparations to enter Tirupati and other markets mark further steps in its growth. She also has an MoU with ISKCON to supply jaggery-based products.

Recognition has widened its reach. Keerthana received the Youth Business International (YBI) Award for Social Entrepreneurship in Nairobi and later attended a YBI boot camp in London. SIBA and SBI awards, alongside television and media coverage, have brought visibility, new franchise enquiries and partnerships.

Yet the enterprise's growth is also visible closer to home, in the women who make its products. By personally training homemakers and women entering formal employment for the first time, Keerthana has helped them take on unfamiliar work. Working arrangements that acknowledge household responsibilities make it possible for them to participate without overlooking the demands of family life.

That commitment reaches beyond her production unit. The business sources raw materials from tribal women and women associated with Self-Help Groups, extending earning opportunities through its supply chain. Its millet-based range also seeks to encourage healthier food choices among children, students, families, hospitals and institutions. The distance between her first free samples and eleven franchises reflects years of turning a product people appreciated into an enterprise that supports livelihoods.

Keerthana's progress has required more than a promising product. She invested her savings, tested demand, sought guidance after a loan rejection and learned to manage a growing enterprise. Finance, mentoring and market opportunities helped her carry those efforts further. From a kitchen where her family once prepared food for her recovery, she has built a business in which many other women now have a part.





The Making of a Manufacturer



Madhavi Chandrashekhar Girnale

> Her first machine opened the door to manufacturing. What she learned, built and led after that changed her place in the business.

As a woman seeking to establish a manufacturing enterprise, Madhavi Chandrashekhar Girnale faced banks' requirements for collateral, a guarantor and a financial track record before they would extend financial assistance. She and her husband had about ₹5 lakh, drawn from savings, a gold loan and loans against LIC policies. They wanted to buy their first Vertical Machining Centre. Their resources fell far short.

Behind that application was a family rebuilding its life after a sudden medical crisis, and a woman preparing to enter an industry for which she had never formally trained.

Madhavi had graduated in Chemistry, Botany and Zoology from Government College, Chhatrapati Sambhajinagar. After marrying Chandrashekhar, a mechanical engineering diploma holder, in 2005, she spent many years as a homemaker. When their younger son suffered liver failure and needed a transplant, she became his living liver donor. Her husband left his job in Mumbai to support the family through treatment and recovery.

They returned to Chhatrapati Sambhajinagar. Major surgery, their son's illness and the financial consequences changed the course of their lives. Returning to their earlier working arrangements was no longer practical. They needed to build a livelihood around their changed circumstances.

A software dealership offered a starting point. In 2018, the couple had taken on a dealership for Hexagon's CAD/CAM design software, used in the die and mould industry. Madhavi taught herself the software and provided online training to client companies, alongside managing office responsibilities. Chandrashekhar handled installations and field support.

Together, they gradually developed the dealership. Moving into precision manufacturing was the next step: an opportunity to build on their knowledge of software and the industry it served. But purchasing a machine required funding they

could not raise themselves. Several banks declined their loan applications.
Without the required security and financial history, the proposed manufacturing business could not secure a loan.

In 2020, a friend who had received support from Bharatiya Yuva Shakti Trust (BYST) introduced Madhavi to the organisation. Counselling, evaluation and mentoring followed. BYST agreed to stand as guarantor, helping address the barrier that had prevented the family from obtaining finance.

State Bank of India sanctioned a ₹25 lakh loan in 2021. With additional money raised from family members, the couple purchased their first VMC and established Girnale Programming Solution. Her BYST mentor, Anil Kausadikar, guided them through the process and helped strengthen their approach to running the business.

The machine brought new responsibilities into Madhavi's working life. On the shop floor, she learned production planning and scheduling. She coordinated with clients, managed administration and took charge of finances. Working closely with her husband, she developed manufacturing expertise through experience.

There was no engineering degree behind her entry into this technical, largely male-dominated industry. There was learning, followed by the daily work of applying it. Her responsibilities grew from supporting office operations to managing the operational and financial demands of a manufacturing enterprise.

Today, the family operates four VMC machines and a DRO machine through two linked proprietorships. Its precision die and mould machining serves around nine to ten companies in the automotive and engineering supply chain, including Varroc Engineering. The enterprise directly employs 14 people.

Practical improvements have accompanied that growth. An identification mark helps distinguish components handled for job work. A magnetic fixture belt reduces setup time and cost. These innovations respond to the everyday demands of production.

Madhavi's care for people is equally practical. She ensures timely payment of wages, supports employees during emergencies, provides health insurance, and celebrates festivals and milestones with workers and their families. She participates in blood donation initiatives and supports an annual programme for girls at an orphanage.

During her son's medical crisis, a foundation had helped her family. Whenever possible, she now contributes to that same foundation, extending support through an organisation whose help she has personally known.

Her plans include advanced multi-axis CNC machines, more complex component manufacturing and a dedicated facility in Waluj MIDC. Each would take the enterprise further into the field she learned through work.

For Madhavi, growth can be counted in machines, clients and jobs. It can also be seen in the responsibilities she now carries: planning production, managing money and helping sustain fourteen livelihoods. The woman who entered manufacturing without an engineering qualification now helps determine what leaves the factory floor and where the business goes next.





A Life Built Around Sound



V. Muthulingam

> Music once helped him earn a living; he has made it a source of opportunity for others.

Long before Muthulingam owned a music shop, he was learning how musical instruments were made. He began at seven, working with a craft that would eventually become his livelihood and shape opportunities for others.

His childhood left little room to separate learning from earning. Raised by a single mother who worked as a tailor at an ashram, he grew up amid severe financial hardship. By the third standard, he was taking odd jobs. Work continued throughout his school years, alongside the education he pursued.

He went on to complete a Diploma in Mechanical Engineering and gain experience in the engineering and automobile sectors. These jobs developed his technical knowledge, but music remained a lasting interest. Making and repairing mridangams, veenas, tablas, kanjiras and tamburas had introduced him to the skill behind their sound. His future business would draw on both these worlds.

In 2006, Muthulingam left employment and established Sabari Musicals near Adyar Music College in Chennai. His starting point was a shop measuring just 150 square feet, a modest investment and support from his uncle. He had practical experience and a clear purpose. Building an enterprise around them would require resources, learning and decisions beyond the workshop.

A turning point came in 2008, when his association with Bharatiya Yuva Shakti Trust helped him secure a bank loan of ₹1 lakh. Entrepreneurship training and mentoring from Mr. Haribaskaran accompanied access to finance. The support helped him strengthen inventory, widen his product range and improve infrastructure.

It also helped him look beyond daily sales. Customers, business systems and sustained growth became part of his planning. Muthulingam brought his knowledge of instruments and his own effort to that process; the guidance and finance gave him practical means to take the business further.

Over time, Sabari Musicals expanded into a music and audiovisual solutions enterprise, with branches across Chennai and Puducherry. Traditional Indian instruments now sit within a wider offering that includes global musical brands, professional audio equipment, recording, rehearsal, rentals, repairs and technical services. The business also integrates audiovisual systems for clients.

Its customers range from students and individual musicians to academies, educational institutions, professional artists, studios, companies and event professionals. Exports to Malaysia, the United States and Sri Lanka have taken traditional Indian instruments to buyers beyond India.

Growth brought fresh pressures. As online shopping intensified competition, Muthulingam faced a market in which customers could compare prices easily. He responded by strengthening services that depended on knowledge and personal attention: demonstrations, technical advice, installation, repairs and support after purchase. He hopes to achieve an annual turnover of ₹15 crore by March 2027, up from ₹11 crore in the previous year, and increase his workforce from 40 to 55 employees.

For a learner choosing an instrument or a professional setting up equipment, these services made expertise part of the purchase. Sabari Musicals developed its role beyond selling products, helping customers understand their equipment and continue using it.

Muthulingam kept learning himself. He invested in sound engineering education, strengthening his ability to meet the more sophisticated requirements of musicians, studios and professional clients.

His technical training had helped him begin; further education helped him respond as the business changed.

The enterprise also supports livelihoods beyond its shops. Artisans, technicians, suppliers and service providers contribute to its work. Opportunities to learn on the job help traditional instrument-making skills retain a place in a changing commercial market.

For young musicians and students from economically weaker backgrounds, Sabari Musicals offers support through access to practice facilities, music education and instruments. It also encourages students with disabilities and emerging talent. The business has created ways for others to pursue music alongside its own expansion.

Muthulingam now envisages a wider platform for music, technology and Indian craftsmanship. His plans include manufacturing, increased exports, expansion into more locations and a franchise network across South India.

These ambitions have grown from years spent working, studying, making, repairing and adapting. The boy who began earning while still at school has built a business that serves musicians, sustains craftsmanship and supports learning. Each stage has required him to add something: technical knowledge, business discipline, new services or further education.

His first small shop gave his craft a place to grow. Today, the enterprise he built gives artisans work, young learners access and musicians the support to keep playing. Music once helped him earn a living; he has made it a source of opportunity for others.





Shaping More Than Components



Rupesh Hanumant Shivarkar

> “His first opportunity was to make one component. He has since built the capacity to serve customers across borders and provide work for others.”

For three years, Rupesh Shivarkar’s factory was a room in his business partner’s home. It measured 300 square feet. There were no employees, no rent payments and no spare capital. Rupesh and Ganesh Jadhav operated their single refurbished machine themselves, building a business with their own resources and money borrowed against relatives’ jewellery.

What brought them into that room was a request from Dubai.

In 2019, a client Rupesh knew through his employment needed a specialised plastic component. His employer could not manufacture it. Rupesh, an ITI-qualified technician with four years of experience in automotive manufacturing, decided to try. He had learned production, quality and operations on the factory floor. Now he would put that knowledge behind a product of his own. Working outside office hours, he joined forces with Ganesh, a trusted family connection. Together, they successfully made the component. That first solution gave them a reason to begin Microtech Polymers.

Starting required more than technical ability. With almost no capital, the partners bought a refurbished injection-moulding machine, drawing on personal resources and a gold loan secured by jewellery pledged by relatives. Ganesh’s home provided the space. Their own labour kept production moving.

Then the pandemic arrived, just as the enterprise was finding its footing.

The partners continued through those difficult early years, earning customers through product quality, persistence and recommendations. But commercial banks declined their loan applications. Without collateral or sufficient operating history, they could not secure the finance needed to grow. Their experience could help them manufacture a component; it could not meet a bank’s lending requirements. By late 2022, growing orders had exposed another constraint. Nearly every rupee earned went back into the business, yet there was still too little money to maintain inventory and fulfil

demand. Customers needed credit, while raw material purchases required earlier payment. More business meant more money tied up before the next payment arrived.

Rupesh and Ganesh approached Bharatiya Yuva Shakti Trust (BYST) with this specific challenge. Training, mentoring and support in accessing finance helped them take the next step, with Mr. Soumitra Ghotikar serving as their mentor. In 2023, Bank of Maharashtra's Loni Kalbhor branch extended a cash-credit facility. A bank that had previously declined their application was now supporting their growth.

The facility gave them working capital to support production and orders. It built on what the partners had already established: manufacturing experience, customer relationships and a willingness to keep reinvesting in the enterprise.
Today, Microtech Polymers makes precision injection-moulded plastic components for plant tissue culture and PUF panel manufacturing. Its range includes laboratory materials, autoclavable bottle trays and specialised accessories. The company has also developed a plastic square container fitted with a filter for tissue-culture applications.

Each new mould begins with the customer. By involving buyers at the design stage, Rupesh and Ganesh shape products around practical requirements. This attention to how a component will be used has helped them build domestic and international business, with exports reaching more than seven countries.

Growth has also brought greater structure. The company holds ISO 9001:2015 certification and follows documented procedures for production, quality control, inventory and accounting. These routines give a growing team clear standards to follow. Rupesh sources materials from different regions for their particular qualities, supporting consistency and reliability.

The room once operated entirely by two partners has given way to an enterprise employing 13 people, including its founders. Women work in production, and new employees receive structured training. The company aims to create 20 jobs by March 2027. Its work also supports vendors supplying raw materials, tooling, packaging, logistics and maintenance.

Working capital remains a challenge as demand grows. Suppliers require payment within 30–60 days, while customers expect credit. The next stage will require the same discipline that carried the partners through their beginnings, alongside adequate finance.

Rupesh's progress rests on skills learned at work, a partnership sustained through difficulty, family resources placed at risk and timely support when growth needed funding. His first opportunity was to make one component. He has since built the capacity to serve customers across borders and provide work for others.

The technician who once worked after office hours now helps 13 people earn their livelihoods through a business of his own.





When One Door Closed, He Built a Factory



Sandeep Dabhade

> “The opportunity to run someone else’s plant disappeared. Sandeep built his own enterprise, and with it, livelihoods for 45 people.”

The plant had been marked for closure by its earlier promoters, but Sandeep Dabhade looked at the manufacturing data and reached a different conclusion: it could make money.

Working at a packaging company in Waluj MIDC, he handled costing and operational responsibilities. When management declared one plant economically unviable, he reworked the calculations and demonstrated its potential. He was subsequently offered the chance to operate it and prepared a detailed plan. Although the offer was later withdrawn, the confidence he had gained remained.

Sandeep came from a modest farming family in Chhatrapati Sambhajinagar district. There was no family enterprise to inherit, no technical or commercial education behind him. His formal training belonged to another world: music. A trained percussionist with a Master’s degree in Music, he had studied tabla under Pandit Ramdas Palsule. Years of practice had taught him discipline and perseverance. Building a business would demand both.

In 2018, he established Phoenix Industries, drawing on personal resources and a gold loan against his wife’s jewellery. Starting meant putting family assets behind an enterprise without the protection of inherited business experience. Several banks declined his applications because he could not offer collateral. His experience and preparation had brought him this far; financing remained an obstacle.

In 2019, Sandeep and his brother began trading in industrial packaging materials. The work brought him closer to customers and the materials they used. Seeing how much packaging depended on environmentally harmful products, he began exploring recyclable alternatives and the possibility of manufacturing them himself.

Support from Bharatiya Yuva Shakti Trust (BYST) helped him take that step. BYST facilitated a bank loan of ₹11 lakh for his manufacturing unit,

while entrepreneurship training, counselling and mentoring helped him strengthen his business decisions. His mentor, Mr. Milind Pohnerkar, worked with him on product selection, financial management, plant setup, manpower planning, safety and quality processes. The support gave practical shape to plans Sandeep had already worked hard to pursue.

Phoenix began manufacturing packaging products, including LDPE polythene bags, air bubble films, stretch films and EPE foam, with a focus on recyclable materials. Over time, Sandeep moved towards specialised applications, building a business around the particular protection that different products require during storage and transport.

The company is focused on aligning its practices with WHO recommendations on Good Manufacturing Practices (GMP) and pursuing Quality Management System (QMS) certification to strengthen quality standards and enhance its competitiveness in domestic and global markets. Its range broadened further in 2022, when Sandeep expanded into fabricated packaging materials for food, pharmaceutical and automotive customers. Approximately 90 per cent of Phoenix's packaging is plastic and 10 per cent is paper-based. Its work with recycled materials sits within this wider manufacturing business, where choosing suitable products and maintaining quality are central to serving customers across different industries.

Today, Phoenix serves the pharmaceutical, food, electronics, automobile and agriculture sectors. Its range includes films that protect automobile components from corrosion, surface protection films, industrial bags, foam packaging, mulch films and crop covers. Manufacturing facilities at Waluj MIDC and an agro-processing unit at Jalna reflect how far the enterprise has grown.

One achievement makes that progress especially tangible. Phoenix began supplying surface protection film to Voltas, a Tata company, replacing a Chinese supplier. For Sandeep, this demonstrated that his enterprise could meet demanding industrial requirements and compete with an imported product. Its customers include Hindustan Unilever, Mylan, Wockhardt, Britannia and Patanjali, with work also beginning for Tata Food. Alongside expanding its customer base, Phoenix has adopted Good Manufacturing Practices and pursued certification to strengthen quality standards.

The business now employs 45 people. Thirty-two are women working in technical and process roles. Employees receive safety training, ESIC benefits, medical coverage and insurance. During medical emergencies, the company has also covered hospitalisation expenses and continued paying salaries through recovery, extending its responsibility beyond the factory floor.

Sandeep's farming roots remain present in his work. Through in-house research, Phoenix has developed agricultural products such as mulch films and crop covers. His Jalna initiative aims to add value to locally grown soybean, custard apple and sweet lime, keeping more economic value within the region.

Music, too, remains part of what he gives. At an Adivasi Ashram Shala in Amravati district, he provides educational materials and conducts an annual learning programme. He teaches students tabla; Phoenix employees share lessons from their own areas of expertise. He also supports tree planting, food donations and improvements to his former primary school.

The opportunity to run someone else's plant disappeared. Sandeep built his own enterprise, and with it, livelihoods for 45 people.



From Keeping Accounts to Shaping Futures



Sarika Vikas Patil

> From learning the business to leading its growth, Sarika found her own place in the family enterprise.

Sarika Vikas Patil began with the accounts. Today, her decisions help shape a business where farmers find agricultural equipment, employees lead departments and rural families receive support. Between those responsibilities lies a gradual transformation: a woman who entered the family enterprise with little confidence learned its workings closely enough to help change them.

Born and raised in Sarasgaon, in Sangli district, Sarika came from a family with a background in service. She earned a B.A. in Economics and trained in MS Excel and Tally. After marrying Vikas Patil in 2007, she spent her early married years as a homemaker. In 2010, her father-in-law encouraged her to join the family's business selling agricultural products and equipment.

She had no experience of running an enterprise. Accounts and collections became her starting point, giving her a practical education in how the business worked. Through daily responsibilities, she began to understand its demands, its customers and the decisions behind its operations.

As she learned, she took on more. Inventory, procurement and team management followed. She developed an understanding of what customers needed, which products moved and where resources could be used more effectively. Confidence grew alongside competence. The woman who had started by maintaining records was increasingly helping determine what happened next.

Then a dealership opportunity brought the family to a difficult threshold. Taking it forward required a newly registered business entity. Sarika and her husband had limited resources and no borrowing history. Experience within the family business had prepared her for greater responsibility, but establishing an enterprise required further support.

They approached Bharatiya Yuva Shakti Trust (BYST). Entrepreneurship training, counselling, mentoring and financing support helped Sarika gain the knowledge and confidence to establish Vikas Agro Mall. Her mentor, Dr. Vijay Sancheti, worked with her on inventory management, financial discipline and business planning. That guidance gave her practical ways to strengthen the enterprise she was building.

Vikas Agro Mall has since developed into a large agricultural retail and distribution centre in Islampur, Sangli. Farmers can find machinery, irrigation equipment, hand tools, tractors and fertilisers under one roof. Sanitary ware and residential solar solutions extend its offering to rural households. Alongside serving customers directly, the business supplies a network of retailers across the region.

Sarika's contribution is visible not only in what the business sells but also in how it runs. She introduced a profit-sharing model that gives trained employees responsibility for individual departments and a share of the profits they generate. Employees have room to develop expertise, make decisions and take ownership of their work. The arrangement also allows the enterprise to grow beyond the owners' direct supervision.

She brought similar attention to stock. By identifying products that were moving slowly and directing resources towards more productive categories, she strengthened inventory management. These changes made financial discipline part of everyday operations and gave business decisions a clearer foundation.

Her learning continued beyond the shop floor. Without formal training in e-commerce, Sarika used digital resources to teach herself how to build and manage an online store. The new channel extended the business's reach beyond Maharashtra, opening it to customers across India.

For local farmers, however, its value also lies in practical help. The business explains how to use agricultural products and assists farmers in accessing government schemes and subsidies. More than a hundred farmers receive this assistance each month.

Sarika extends that attention to employees, supporting them through personal and financial difficulties and helping their children with education. Her wider community involvement includes educational support for disadvantaged children, contributions to orphanages, tree planting with local schools and assistance to families affected by floods. During the COVID-19 pandemic, the business continued supplying essential agricultural products while contributing to community welfare.

Her progress has come through learning one responsibility, then accepting another: understanding accounts, managing stock, guiding people and reaching new customers. The support she received helped her move forward; the changes she introduced show how fully she made that opportunity her own. Her decisions now shape the business and affect the people who depend on it.

Sarika once recorded the work of the family business. Today, she helps decide its future, while opening opportunities for employees, bringing guidance within farmers' reach and carrying its products into markets far beyond home.





A Future Built from a Fresh Start



Sujata Manoj Ganage

> “Her name on the business became a measure of her work: rebuilding, creating and providing livelihoods.”

Before S M Engineering could turn discarded materials into industrial resources, Sujata Manoj Ganage and her husband had to rebuild their livelihood. A partnership dispute had ended Manoj’s earlier machinery venture in 2018. Three years later, with approximately ₹5 lakh raised through a gold loan and LIC policies, they began again.

The new enterprise was registered in Sujata’s name. But her responsibility extended well beyond the registration papers. On the shop floor, she operated machinery and took on the practical work of establishing a manufacturing business. With three employees alongside the couple, there were five people to carry the enterprise forward.

For Sujata, this was unfamiliar ground. Born in 1989, she grew up without a family business to inherit or a background in engineering. Her father was a school librarian; her mother, a homemaker. After completing Class 12 in Latur, she pursued a B.Sc. in Fisheries and Computer Studies. Her route into manufacturing came through family circumstances and the decision to build alongside Manoj.

The years between the two ventures gave the couple time to prepare. Manoj worked while researching the market and planning a fresh start. In 2021, S M Engineering took shape in Bhosari, manufacturing recycling machinery and automobile-related components. Starting during the challenges of COVID-19 made an already demanding beginning more difficult. Their resources were limited, and building the business required their direct involvement.

The enterprise developed around a practical purpose: finding industrial uses for materials that might otherwise be discarded. Its work draws on waste collected from dumping grounds, materials recovered from old buildings and construction sites, and river sand. Recycling became part of its manufacturing activity, connecting the search for business opportunities with the recovery of useful resources.

Sujata and Manoj also developed their own responses to everyday operational needs. They created a crusher machine in-house for recycling operations and a workforce management application to improve efficiency. These were specific solutions shaped by the work they were doing, demonstrating their capacity to improve the enterprise from within.

In 2022, the business entered into a partnership with CIPLO. It continued serving some customers connected with Manoj's earlier venture, while its products reached wider markets. Through third-party exporters, S M Engineering's products now reach customers in approximately 24 countries. The company does not export directly; established export partners provide that international reach.

As the business expanded, access to working capital became important. Sujata's association with the BYST–Bajaj Auto Youth Entrepreneur Development Programme began in 2024, bringing training, mentoring and access to business networks. Her mentor, Dr. Dilip Vairagade, guided her on networking, marketing and market access, supporting her in the commercial responsibilities that accompanied her growing manufacturing operations.

In July 2025, Bharatiya Yuva Shakti Trust facilitated a ₹23 lakh loan from Indian Overseas Bank. This provided working capital to support expansion, helping the couple carry forward the enterprise they had already established. The loan account remains regular. Alongside their experience, effort and practical innovations, this timely financial and mentoring support helped strengthen the business. The progress is visible in its figures.

Turnover increased from ₹1.33 crore in FY 2023–24 to a provisional ₹1.84 crore in FY 2025–26. The company aims to achieve a turnover of ₹4 crore and expand its workforce to 25 employees by the end of the current financial year. Net profit rose from ₹11.12 lakh to ₹20.45 lakh. For an enterprise started with modest family resources, these results mark a substantial change in the scale and earnings of the business.

That growth also means employment for more people. From three employees at the beginning, S M Engineering now has 15 people on its payroll, with plans to generate further employment. Employees receive medical insurance and financial assistance for education-related needs. Sujata and Manoj also assist people facing difficulties and contribute to organisations including Lions and LEO.

In a sector traditionally dominated by men, Sujata has established her place through the daily responsibilities of manufacturing and business ownership. Her story brings together the work of rebuilding, learning an unfamiliar industry, developing useful machinery and supporting employees. Each achievement belongs to a business built through shared effort, with timely guidance and finance helping it advance.

What began with pledged gold and a family's fresh start now supports 15 employees and reaches markets across borders. Sujata's name on the enterprise represents what she has helped build: a working future for her family and others.





After Six, His Own Dreams Began



Umesh Madhukar Patil

> The enterprise that once needed financial backing was now able to help others move forward.

At six in the evening, Umesh Patil began his second working day. His shift at a pressing unit in Waluj was over; the next four hours belonged to his own small workshop. With limited money and no family business to fall back on, he was building an enterprise in the hours left after earning his living.

Umesh came from a farming family in a drought-prone village in Jalgaon. Financial hardship shaped his beginnings, and there was no inherited capital waiting to finance his plans. A three-year diploma in mechanical engineering gave him a foundation. Moving to Chhatrapati Sambhajinagar gave him access to industrial work, where he could turn that education into practical experience.

In 2011, working at the pressing unit, he learned how manufacturing decisions translated into finished components and what customers expected from their suppliers. Alongside that job, he started his workshop, working from 6 PM to 10 PM on tool room and production activities, with a focus on providing high-quality manufacturing solutions. Progress depended on what he could accomplish himself, with the time and resources available.

He formally registered Shree Samarth Engineering in 2012. Its starting point was a second-hand, 10-tonne press costing approximately ₹56,000. Bajaj Auto became his first client. For an enterprise built around one machine, this was a significant opening. It also meant that quality had to be demonstrated from the beginning, through the work leaving his workshop.

Orders grew, but the means to fulfil them did not grow as easily. Umesh needed additional machinery to expand production. His business operated from rented premises, and he had no property to offer as collateral. The experience he had gained and the customers he had secured could not, by themselves, unlock the finance he needed.

A fellow entrepreneur introduced him to the Bajaj Auto–BYST Grampreneur Programme. Through Bharatiya Yuva Shakti Trust, he connected with former banker Prahlad Kendre, whose mentoring helped him strengthen his financial discipline and prepare a sound business proposal. Umesh now had guidance to present his business needs alongside the technical knowledge he had already developed.

In 2015, Bank of Baroda approved a collateral-free term loan of ₹6.58 lakh. Umesh used it to buy two presses and a grinding and sharpening unit. Bringing tool reconditioning into the business increased his control over production, while the additional equipment expanded capacity and helped him complete larger orders efficiently. He subsequently repaid the loan in full. Each purchase addressed a specific constraint in his expanding workshop.

That investment marked a practical change in what the workshop could deliver. Today, Shree Samarth Engineering operates from MIDC Waluj and produces around ₹2.5 lakh units annually. Its products include brake liners, brake pads, brake blocks, brake plates and moulded plates, serving applications across two-wheelers, three-wheelers, passenger cars, commercial vehicles, tractors and railways.

These components serve a sector where safety depends on meeting demanding standards. The enterprise consistently passes stringent quality audits and meets technical specifications. Its network reaches companies including Bajaj Auto, Mahindra & Mahindra, Honda, Tata Motors, Toyota and Maruti Suzuki, as well as Indian Railways. Components also reach Brazil through Hindustan Composites Limited, extending the reach of Umesh's manufacturing work beyond India. He is targeting a turnover of ₹8.50 crore for the current financial year, up from ₹6.00 crore last year.

The growth is visible in people's lives, too. His enterprise directly employs 40 people and supports nearly 160 indirect livelihoods. Workers receive transportation and comprehensive insurance coverage. For three long-serving employees, his support also reached a deeply practical milestone: he provided company documentation and contributed towards down payments to help them secure home loans.

Having faced difficulty accessing loans himself, Umesh understood the barriers those employees encountered. His assistance connected the progress of his business with their opportunity to own homes. The enterprise that once needed financial backing was now able to help others move forward, carrying the significance of its growth beyond production figures and customer lists.

On Sundays, Umesh plants and cares for trees. Through BYST programmes, he also shares his experience and encourages aspiring business owners to pursue self-employment. He is preparing to introduce greater automation, improve efficiency and reach larger global markets. These plans build on years of learning, investment and responsibility, from the evening hours spent beside a single press to the daily demands of running a growing factory.

The man who once worked after hours to establish his own livelihood now runs an enterprise that helps others build theirs.





Moulding a More Secure Tomorrow



Vishwas Sahebrao Kale

> The security his family once struggled to find is now something his enterprise helps other families build.

Before Vishwas Kale learned to manage a factory, he knew what it meant for a family to live with an uncertain income. He grew up in a farming household where money was limited and economic security could never be assumed. Years later, as an employer, that experience would influence more than his ambition. It would shape how he treated the people whose livelihoods depended on his business.

In 2011, Vishwas entered manufacturing with ₹5 lakh of his own money. His degree was in Political Science. He had no formal technical training in plastics, no inherited industrial expertise and no family business to fall back on. At Omkar Industries in Waluj MIDC, Chhatrapati Sambhajinagar, learning became part of the daily work of building an enterprise.

He had to understand machinery and production, tooling and raw materials. Alongside these came equally demanding responsibilities: managing money, organising workers and finding customers. Each required knowledge that his education had not provided. Vishwas acquired it through practical experience over the years, taking on the connected challenges of making products and keeping a young business running.

The pressure was considerable. Raw materials had to be secured, machinery and tooling needed investment, and access to markets remained limited. Cash flow was a persistent concern. With little business or financial history, obtaining finance was difficult. His personal investment had enabled him to begin, but developing the enterprise required resources beyond those he could initially bring.

An important opening came through Bharatiya Yuva Shakti Trust (BYST). Its entrepreneurship programme helped Vishwas obtain a loan of ₹10 lakh from Bank of Maharashtra. He could now invest in advanced machinery and automation, tooling and moulds for rapid prototyping, and inventory. These investments gave him the means to strengthen production and build capabilities that had previously been constrained by limited funds.

Alongside finance came training and mentoring. His mentor, Mr. Pawan Dharmadhikari, guided him on budgeting, forecasting, capital expenditure and managing working capital. These were practical disciplines for a business already familiar with financial pressure. The guidance helped Vishwas plan how money would be invested and how everyday operations would be sustained as the enterprise developed.

Vishwas continued to build his manufacturing knowledge and put these resources to work. Omkar Industries developed into a specialised plastic injection moulding company producing precision components and assemblies for industrial and consumer applications. Its capabilities now include automated material handling, core pulling, pneumatic ejection, tooling and an in-house tool room.

The business has developed particular expertise in components for air coolers, including fan blades, front grilles, water tanks and outer bodies. It also manufactures pallet collar hinges, gaskets and heat shields. Working with engineering and general-purpose polymers, it serves customers including Voltas, Symphony, PG Electroplast, Starion India and Sunplast Electronics. For an entrepreneur who entered the sector without technical training, this represents years of accumulated knowledge translated into manufacturing capability.

Omkar Industries holds ISO 9001:2008 and IATF 16949:2016 certifications. Vishwas's vision is to make the company a global leader in sheet metal solutions through innovative designs and high standards of quality and safety.

The growth is also visible in the people connected to the enterprise. Omkar Industries directly employs around 60 people and supports approximately 300 additional livelihoods through suppliers, technicians, transporters and service providers. What began with one person's savings now sustains work across a much wider network.

For Vishwas, employment carries a significance rooted in his farming upbringing. He understands the difference a stable income can make to a household. He considers employees an extended family and places particular value on opportunities for women. Paid leave, medical assistance, maternity leave and financial help during genuine personal difficulties give practical expression to that approach.

Married and a father of two, Vishwas is preparing for further growth. He plans to expand capacity, diversify into new product areas, strengthen advanced moulding capabilities and establish a presence in Greater Noida. These remain plans for the next stage of a business built through steady learning and investment.

His journey has demanded more than the ability to manufacture a component. It has required him to become a learner, a planner and an employer, often while dealing with immediate financial pressures. Finance and mentoring helped him move forward; the responsibility of building the enterprise remained his. From a household shaped by uncertain agricultural earnings, Vishwas has created a business that gives others a more dependable livelihood. The security his family once struggled to find is now something his enterprise helps other families build.





Taking the Weight Off Farmers' Backs



Yogesh Gawande

> An idea born from one family's experience is changing how thousands of farmers work.

Before Yogesh Gawande put a pump on wheels, someone in his family had paid a price for carrying one on his back. Pesticide exposure during manual spraying brought the risks of an everyday farming task close to home. For Yogesh, who grew up in a farming family in rural Maharashtra, this prompted an engineering idea to address a health hazard faced by the farming community.

Born in 1996, he was in the first year of his Mechanical Engineering degree when he developed a prototype that moved the spraying pump from the farmer's back onto wheels. The change addressed a familiar burden through a practical engineering design. His prototype won an award. But recognition was only the beginning; the larger challenge was taking it beyond college and into farmers' fields.

In 2018, Yogesh completed his B.Tech at Deogiri Institute of Engineering and Management Studies. He declined employment and chose to build a business around his invention. With ₹1 lakh of his own money, he established Niyo Innovative Solutions in 2019. The enterprise was later incorporated as Niyo Farmtech Pvt. Ltd.

An award could recognise a promising machine; it could not pay for everything needed to manufacture it. Research, field trials, machinery and inventory required funds. So did regulatory compliance and logistics. Agricultural equipment also takes time to gain acceptance, making working capital particularly important. Yogesh had moved from solving a mechanical problem to managing an enterprise.

Support arrived at this critical stage. In September 2019, through the Bharatiya Yuva Shakti Trust (BYST)–Bajaj Auto Youth Entrepreneur Development Programme, he received a ₹5 lakh term loan from Bank of Baroda, alongside training and mentoring. His mentor, Dr. Anil Kausadikar, helped him navigate the transition from engineer to entrepreneur. This combination provided financial support and guidance as he worked to build a manufacturing business.

Today, Niyo Farmtech manufactures affordable agricultural machinery, including multi-nozzle pesticide sprayers, in Chhatrapati Sambhajinagar. Its range includes battery-operated and solar sprayers, trolley-mounted equipment combining two functions, heavy-duty Bahubali pumps, seed treatment machines and multipurpose agricultural equipment. The purpose remains connected to that first family experience: reducing physical strain and chemical exposure during farm work. During the COVID-19 pandemic, its trolley-mounted, multi-nozzle sprayer pumps were also in strong demand among hospitals, municipal committees and schools for sanitation work.

Practicality matters as much as invention. The equipment is designed for Indian farming conditions, with locally serviceable components and accessible spare parts. A network of 42 dealers, direct sales and the company website help bring these machines to customers. The enterprise has reached more than 12,000 farmers across 14 states and exported its products to seven countries.

Growth has not followed an uninterrupted path. Sales declined during a difficult year affected by the Lok Sabha election period, increased investment and a temporary factory closure. The company recovered strongly the following year. That recovery is part of Yogesh's story: manufacturing demanded the ability to rebuild momentum as well as invent, without losing sight of farmers' needs. The enterprise has achieved an annual turnover of approximately ₹4.30 crore, providing 20 direct jobs and around 100 indirect livelihoods. At an exhibition in New Delhi, Microsoft co-founder Bill Gates personally tested and appreciated the product. A product development grant from IIT Kanpur under the CITI Social Innovation Lab Programme also supported its innovation journey.

Yogesh continues to develop the Neo Bahubali Sprayer as a self-propelled machine for spraying, sowing seeds, removing weeds and preparing soil. He is also developing a model through which farmers and rural entrepreneurs can buy equipment and offer mechanisation services to neighbouring farms, widening access while creating earning opportunities.

Women are part of this vision. Niyo's machines are designed to be operable by women, recognising their contribution to agriculture. Through the India Agritech Incubation Network, the company has worked with women farmers in Uttar Pradesh and Odisha.

What began with a family member's exposure to pesticides now reaches thousands of farms and supports livelihoods beyond Yogesh's own. His progress can be measured in turnover, jobs and markets, but its meaning remains rooted in the work that first prompted him to act. He began by taking a pump off a farmer's back; he is building an enterprise that helps others carry their livelihoods forward.





BYST in Media

BYST : ఏపీ ప్రభుత్వంతో BYST ఒప్పందం!

Edited by: Sudheer | ఆంధ్రప్రదేశ్ | 27 May 2026 9:11 PM IST | 3 mins read

Follow Us: YouTube 10K Share



FONT SIZE A A+ A++ GET APP

BYST : ఆంధ్రప్రదేశ్‌లో నానో మరియు సూక్ష్మ పరిశ్రమలను బలోపేతం చేయడమే కాకుండా, యువతను ఉద్యోగాన్వేషుల నుండి ఉద్యోగ సృష్టికర్తలుగా మార్చేందుకు ఒక భారీ అడుగు పడింది. విజయవాడలోని డాక్టర్ బి.ఆర్. అంబెడ్కర్ కళా వేదికలో ఘనంగా జరిగిన 'ఒక కుటుంబం-ఒక వ్యవస్థాపకుడు ఎంఎస్ఎంఈ గ్రోత్ సమ్మిట్ 2026' వేదికగా సరికొత్త అధ్యాయం మొదలైంది. రాష్ట్రంలో వ్యవస్థాపకత శిక్షణ మరియు మార్గదర్శక కార్యక్రమాన్ని (ఈటీఎంపీ) ఉమ్మడిగా ప్రారంభించేందుకు ఆంధ్రప్రదేశ్ ఎంఎస్ఎంఈ అభివృద్ధి సంస్థ (APMSMEDC), భారతీయ యువ శక్తి ట్రస్ట్ (BYST)లు ఒక ఆసక్తి పత్రం (LoI) పై సంతకాలు చేశాయి. గౌరవ ముఖ్యమంత్రి శ్రీ నారా చంద్రబాబు నాయుడు, సీనియర్ ప్రభుత్వ అధికారులు మరియు పరిశ్రమల అగ్రనేతల సమక్షంలో ఈ పత్రాల మార్పిడి జరిగింది. ఈ భాగస్వామ్యం ద్వారా రాష్ట్రవ్యాప్తంగా డిజిటల్ లెర్నింగ్, క్రమబద్ధమైన శిక్షణ మరియు పటిష్టమైన మార్కెట్ అనుసంధానాల ద్వారా క్షేత్రస్థాయిలో ఉన్న చిన్న వ్యాపారాలను ఉన్నత స్థాయికి తీసుకెళ్లాలని లక్ష్యంగా పెట్టుకున్నారు.

AP government partners with BYST to launch entrepreneurship training programme for MSMEs

Venu Lanka / May 27, 2026, 25:24 IST

Select Text as Comments Share AA



The Letter of Intent between Andhra Pradesh MSME Development Corporation and Bharatiya Yuva Shakti Trust was exchanged during th...

Vijayawada: The Andhra Pradesh government has partnered with Bharatiya Yuva Shakti Trust (BYST) to launch an Entrepreneurship Training & Mentoring Programme (ETMP) aimed at strengthening nano and micro enterprises across the state.

The Letter of Intent (LoI) between Andhra Pradesh MSME Development Corporation (APMSMEDC) and BYST was exchanged during the 'One Family–One Entrepreneur MSME Growth Summit 2026' held at Dr. B.R. Ambedkar Kala Vedika in Vijayawada. Chief minister N Chandrababu Naidu ceremonially presented the LoI in the presence of senior officials, industry leaders and stakeholders from the MSME sector.

BYST to train, mentor nano and micro entrepreneurs in Andhra Pradesh

Published - May 27, 2026 06:47 pm IST - VIJAYAWADA

THE HINDU BUREAU

READ LATER



Bharatiya Yuva Shakti Trust Founding and Managing Trustee Lakshmi V Venkatesan and Trust strategic committee chairman D Ramakrishna addressing a press conference in Vijayawada on Wednesday. | Photo Credit: K.V.S. Giri

hy Indian MSMEs Keep Getting Better At Staying Small

hishek Sharma | Jun 13, 2026

elayed Payments # MSMEs # MSME Sector # Credit Flow # Indian Economy # Manufacturing # Entrepreneurship

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



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

Why MSME liquidity stress persists and how financing mechanisms are evolving

By: Anshul May 13, 2026 | 17:10 IST



Summary

India MSMEs face severe working capital stress from delayed payments, uneven credit access and slow reforms, as experts push TReDS and digital lending fixes.

+ Follow on Google G Add as preferred source

India's micro, small and medium enterprises (MSMEs) continue to operate under persistent working capital pressure, driven largely by delayed receivables, uneven credit access, and structural payment cycle mismatches across supply chains.

Industry estimates place nearly ₹8.1 lakh crore in MSME payments as delayed, stressing the scale of liquidity locked in the system despite regulatory timelines mandating settlement within 45 days under the MSMED Act.

BYST initiative to boost entrepreneurship

The Hans India

Created On: 28 May 2026 8:36 AM IST Comment



दिप्रिंट

राजनीति देश डिफेंस एजुकेशन हेल्थ अर्थजगत विदेश मत-विमत समाज-संस्कृति

अर्थव्यवस्था

महाराष्ट्र में युवाओं में उद्यमिता को बढ़ावा देने के लिए बीवाईएसटी, यार्डी सॉफ्टवेयर की साझेदारी

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.

Microenterprises at the climate frontline



India's climate response will ultimately be measured not by the ambition of its declarations, but by the resilience of its smallest enterprises. As climate volatility reshapes economic realities, the true test of adaptation lies in whether India's millions of microenterprises can continue to produce, employ locally, and grow sustainably in an era of uncertainty. Climate change is already eroding the economic foundations of India's microenterprise sector. Extreme weather events are no longer episodic disruptions but recurring shocks. Over the last three decades, India has experienced more than 400 climate-related disasters, resulting in economic losses of nearly $ 180 billion, with micro and small enterprises accounting for a disproportionate share of the damage. Despite such exposure, most microenterprises remain financially unprotected. Studies show that insurance penetration among micro and small enterprises remains extremely low, forcing business owners to absorb losses personally and delaying recovery by months. For India's microentrepreneurs, the climate crisis is not an abstract risk scenario, it is an accumulating balance-sheet shock that increasingly determines whether a business reopens or exits permanently.

DH InSight | A weak monsoon and its widening economic impact

The growing dependence on groundwater is also affecting daily life beyond agriculture. As more water is pumped to protect standing crops, the availability of water for drinking and household needs has become increasingly limited.

Gyanendra Keshri



A farmer stands amid his withering green gram crop near Shirur village in Navalgund taluk of Dharwad district as hopes for rain remain uncertain. Credit: DH Photo/B M Kedarnath

महाराष्ट्र में BYST नई पहल : युवा उद्यमियों को मेंटरशिप और बैंक फाइनेंस, ₹5 करोड़ के लोन का लक्ष्य

Curated by ईटी हिंदी डेस्क The Economic Times Hindi • Updated: 21 May 2026, 4:07 pm IST

महाराष्ट्र के छत्रपति संभाजीनगर में युवाओं को स्वरोजगार और उद्यमिता से जोड़ने के लिए एक बड़ा कार्यक्रम शुरू किया गया है। भारतीय युवा शक्ति ट्रस्ट (BYST) और यार्डी सॉफ्टवेयर इंडिया ने मिलकर यह पहल शुरू की है, जिसके तहत युवाओं को ट्रेनिंग, मेंटरशिप और बैंक लोन तक पहुंच दिलाई जाएगी।



BYST के इस प्रोग्राम से लगभग 1500 प्रत्यक्ष और अप्रत्यक्ष रोजगार के अवसर तैयार होंगे.

AP partners BYST to train, mentor 10,000 entrepreneurs

Partnership focuses on training, mentoring, digital learning and market linkages for MSMEs Read Economics



BYST and APMSMEDC Launch Andhra MSME Mentoring Programme



Published By: Tech Team May 27, 2026 / 07:51 PM IST

VIJAYAWADA : In a major boost to the micro, small, and medium enterprise (MSME) landscape in Andhra Pradesh, the Bharatiya Yuva Shakti Trust (BYST) has partnered with the Andhra Pradesh MSME Development Corporation (APMSMEDC). The organizations exchanged a Letter of Intent (LoI) to officially launch the Entrepreneurship Training & Mentoring Programme (ETMP) across the state.

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



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

Photo Gallery

Mr. HP Nanda, Shri JRD Tata & Ms. Lakshmi Venkataraman Venkatesan at the BYST Board of Trustees Meeting (1992)



Ms. Lakshmi Venkataraman Venkatesan Mr. Subodh Bhargava with Mr. Robin Cook UK Secretary of State for Foreign and Commonwealth Affairs





Mr. Mantosh Sondhi & Mr. Tarun Das at the BYST Board of Trustees Meeting (1992)

Ms. Lakshmi Venkataraman Venkatesan
with Mr. Sharad Tandale, BYST entrepreneur and
winner of YBI Entrepreneur Global Award





Shri JRD Tata and HRH Prince Charles
at the BYST launch ceremony in 1992



Shri JRD Tata with
HRH Prince Charles and
Mr. HP Nanda during
the BYST Launch in 1992

Shri R. Venkataraman, President of India at the memorial for Shri JRD Tata in 1994





HRH Prince Charles interacting with BYST entrepreneurs during the Launch in 1992

BYST entrepreneur Mr. Kamlesh and mentor Mr. N. Krishnan receiving JRD Tata Award from Shri Madhavrao Scindia and Ms. Lakshmi Venkataraman Venkatesan in 1995



Shri Madhavrao Scindia, the Union Minister at the JRD Tata Awards 1995



Shri N. Chandrababu Naidu, Chief Minister of Andhra Pradesh in BYST Info Booth Hyderabad in 1998



Dr. P.C. Alexander, Governor of Maharashtra, at the launch of the BYST & KWF Programme in rural Maharashtra, Pune in 2001



Shri Rajiv Pratap Rudy, Union Minister visiting stall at the JRD Tata Awards 2002





Mr. Kapil Dev at the Asian Summit on Youth Entrepreneurship and Development in 2003

Ms. Mayuri, a BYST entrepreneur receiving an award from Shri Atal Bihari Vajpayee, Prime Minister of India (In the photo, Ms. Lakshmi Venkataraman Venkatesan and HRH Prince Charles at the JRD Tata Decade Awards Balayogi Hall, 2003)





Dr. Manmohan Singh, Prime Minister of India at National Seminar on Youth for Nation Building in New Delhi in 2006



Dr. Manmohan Singh, in the JRD Tata Awards in 2006



Shri P. Chidambaram, Union Home Minister of India at the BYST Growth Fund Programme in 2009



Vice President of India
Shri Hamid Ansari giving
an award to
Mr. Bhausaheb Janjire ,
BYST entrepreneur in 2008



Mr. Pradeep Bhalwankar,
BYST Mentor from
Maharashtra with
Vice President of India
Shri Hamid Ansari and
Ms. Lakshmi Venkataraman
Venkatesan, 2008



HRH The Prince of Wales visiting
BYST Green Ambassadors at
Punjab Raj Bhavan, Chandigarh
on 4th Oct, 2010



Cheif Minister of Assam,
Shri Tarun Gogoi and Ms. Lakshmi
Venkataraman Venkatesan at
BYST Assam Launch event 2012



HRH Prince Charles,
Mr. Rahul Bajaj and
Ms. Lakshmi Venkataraman
Venkatesan in Pune, 2013



Mr. Rahul Bajaj
interacting with
entrepreneurs,
2016



Ms. Lakshmi Venkataraman Venkatesan,Shri Prithibi Majhi, Cabinet Minister Government of Assam and Mr. Abhijit Barooah, Strategic Chairman & Former Chairman of the CII North East Council at the BYST-CII EGM Youth Entrepreneurship Award in 2013



Ms. Dalimi Rabha being honoured by Shri Arun Jaitley, Minister of Finance for her exemplary work at the CII Women Exemplar Awards, 2016.



Mr. Subodh Bhargava, Ms. Lakshmi Venkataraman Venkatesan and Mr. Rahul Bajaj at the BYST Silver Jubilee celebration in 2017 in Delhi

Mr. Gaurav Dalmia, Ms. Lakshmi Venkataraman Venkatesan, Mr. Rahul Bajaj, Mr. Pranab Mukherjee Ms. Omita Paul, Mr. Ramesh Abhishek and Mr. Harshpati Singhania at Silver Jubilee Celebration Rashtrapati Bhavan, 5 April 2017





Mr. Subodh Bhargava, Ms. Lakshmi Venkataraman Venkatesan at the International Mentoring Summit with Baroness Usha Prashar, CBE at the BYST Silver Jubilee celebration in 2017 in Delhi



HRH Prince Charles, Mr. Rahul Bajaj, Ms. Lakshmi Venkataraman Venkatesan and Shri M. Venkaiah Naidu at the BYST Silver Jubilee celebration in 2017 in Delhi



Ms. Aruna Vinodhkumar receiving Social Entrepreneur (NGO) award for BYST (FICCI FLO Women Achievers Award) from Shri R. N. Ravi, Governor of Tamil Nadu in 2024



Shri Kondapalli Srinivas, Cabinet Minister for MSME, SERP, NRI flagging off the Business Idea Contest in Vijayawada in 2025



Ms. Lakshmi Venkataraman Venkatesan with HM King Charles III in the UK in March 2025 Sustainable Market Initiatives Terra Carta Roundtable



Mr. Bill Gates witnessing a demonstration of BYST entrepreneur Mr. Yogesh Gawande's agricultural sprayer innovation in 2025



Ms. Aruna Vinodhkumar, on behalf of Ms. Lakshmi Venkataraman Venkatesan receiving the Devi Awards 2025, organised by The New Indian Express in Delhi from Shri Nitin Gadkari, Union Minister for Road Transport and Highways and Smt. Rekha Gupta, Hon'ble Chief Minister of Delhi

Ms. Lakshmi Venkataraman Venkatesan with Mr. Raj Chengappa, Group Editor of India Today in a Podcast: "MEET THE MICROMOGULS | Nothing but The Truth" in 2025





Shri Jyotiraditya Scindia presenting awards to Ms. E. Panchamirtham, the Emerging Woman Entrepreneur of the Year at the JRD Tata Awards 2025 in Delhi



Shri Jyotiraditya Scindia, Hon'ble Union Minister of Communications and Development of the North Eastern Region, Government of India, addressing the JRD Tata Awards 2025 in Delhi



Andhra Pradesh Govt. partners with BYST Ms. Lakshmi Venkataraman Venkatesan with Chief Minister Shri Chandrababu Naidu in May 2026, in the presence of Dr. Yuvaraj, Secretary MSME and Kondapalli Srinivas, Cabinet Minister for MSME, SERP, NRI Empowerment & Relations, Government of Andhra Pradesh



BUSINESS & YOUTH STARTING TOGETHER

BHARATIYA YUVA SHAKTI TRUST

Bharatiya Yuva Shakti Trust

C/o Confederation of Indian Industry (CII), Core 4A, 4th Floor,
India Habitat Centre,
Lodhi Road, New Delhi - 110003

Phone: 011 2469 3079 | Website: www.byst.org.in

Follow BYST

November 2026