**Bharatiya Yuva Shakti Trust** is a not-for-profit organization that primarily assists disadvantaged Indian youth in developing business ideas into viable enterprises under the guidance of a mentor, with the main objective of **turning job seekers into job creators**. BYST was officially launched by HRH, Prince Charles, in 1992, in New Delhi. Over the year, BYST has expanded & set up 10 regional clusters (viz., Delhi, Chennai, Rural Haryana, Pune, Hyderabad, Rural Maharashtra, Rural Tamil Nadu, Assam, Aurangabad and Odisha). BYST family is happy to inform you that in the month of January 2017, we have opened our office in Gurugram.

We sincerely thank **IFCI (Industrial Financial Corporation of India) Ltd.** for funding this project and helping BYST in supporting young entrepreneurs of Gurugram. We are also thankful to our MoU partners and different banks that are helping us in our pursuit of creating quality entrepreneurs.

The objectives behind creation of BYST-IFCI Youth Entrepreneurship Development Program are:

- To transform job seekers into job creators
- To raise awareness about entrepreneurship amongst youth of NCR
- To counsel and train young people for entrepreneurial activities
- To fund and mentor youth businesses through BYST’s bank partners and mentors
- To ensure creation of wealth
- To create a group of youth icons

We are delighted to present you the Bharatiya Yuva Shakti Trust- Gurugram’s Quarterly Newsline. This edition showcases the successes that BYST has achieved in the quarter of January-March. We hope that you will enjoy reading this edition.
Bharatiya Yuva Shakti Trust launched its Business Idea Contest (BIC) on 12th January 2017 at Udyog Kunj, Alipur in order to ignite the entrepreneurial spirit in the minds of the youth of Gurugram district with special focus on those people who are residing in the 5 villages adopted by the Rashtrapati Bhavan (RB) under the scheme ‘Smart Gram’. BYST invited Smt. Omita Paul, Secretary to the President of India and BYST-CEO Ms. Lakshmi Venkatesan as a chief guest.

Through this Contest, BYST aimed at encouraging youth in Gurugram to come up with creative and viable business ideas that could be converted into successful and dynamic micro-enterprises. For this, a business idea form has been distributed among the aspiring youth and the best viable idea was to be chosen.

The time frame of this contest was from 12th January to 3rd March 2017 and we received 1102 entries (297 from Smart Grams and 805 from other areas of Gurugram).

**ACTIVITIES FOR BUSINESS IDEA CONTEST**

BYST conducted awareness program for the promotion of Business Idea Contest (BIC) at Modelama Data Entry Training Centre and Modelama Tailoring Centre at Dhaula.

BYST- Gurugram conducted Auto poster campaign for Business Idea Contest and targeted 25 autos for the Promotion.

Conducted BIC at different institutes, colleges, skill training institutes & community sites like Amass Skill Ventures Pvt. Ltd, Government college, ITI, F-tech Skill Development Centre, SNS Training Centre etc.
PROCESSING OF APPLICATIONS AND SELECTION OF WINNERS

The applications processed in two stages:

1) **Initial Processing:** BYST Secretariat done the *initial screening* based on the eligibility criteria. *Second level and third level screening* was done by BYST selection committees. *Second Level Screening* was based on viability of the Idea & this screening was done by Finance Officer, Project Head, Cluster Head, & Special Projects Team, in which out of 456 ideas 157 ideas were referred for 3rd level screening. *Third Level Screening* was done on 6th March, 2017 by the mentors of Gurugram and Faridabad on the basis of description of business idea, clarity, presentation, marketing, innovativeness of the product and services. In which 116 forms from other areas of Gurugram & 41 from Smart Grams were analysed by the mentors. After screening top 50 candidates (25 from other areas of Gurugram & 25 from Smart Grams) were chosen for the Final Round (Interview).

2) **Final Selection:** A high level panel (Jury) comprising of senior mentors of Faridabad and Gurugram and a senior bureaucrat (under-secretary) as a representative of Rashtrapatibhawan did the final selection on 15th March, 2017. This panel interviewed shortlisted candidates based on their proposals and selected the winners. Out of 50 candidates, 31 candidates came for the interview (15 candidates from RB adopted villages and 16 candidates from Other areas of Gurugram).

3) **Name of the Jury members:**
   - Mr. Suresh Gupta, Mentor Gurugram
   - Major General S.K. Dutt, Mentor Faridabad
   - Mr. Mohan Singh, Mentor Faridabad
   - Mr. Pankaj Saurabh, Under Secretary, RB Secretariat

The Jury members were testing the business idea of the candidates on different parameters and each point has separate marking and Jury members were giving marks out of 100. The parameters were:

- Originality of the idea
- Green business and environment friendly
- Practicability
- Marketability
- Profitability
- Employment generation
- Future Vision
BUSINESS IDEA CONTEST WINNER PROFILE

Name: Pardeep Yadav  
Age: 29  
Address: Tajnagar (Patli)  
Business Idea: Manufacturing of Organic Spices  
Average Marks: 62.75

Name: Natasha Raghav  
Age: 24  
Address: Dauhla  
Business Idea: Sewing-Machine set up for Readymade garments  
Average Marks: 54.75

Name: Vishal Yadav  
Age: 20  
Address: Gurugram (Shivaji Park)  
Business Idea: Designing & Apparel Production Business  
Average Marks: 50

MENTORS’ COUNSELING MEETING

On 30th March 2017, BYST-Gurugram conducted mentors’ counselling meeting. The meeting attended by 15 candidates from RB Smart Grams and other areas of Gurugram. Two mentors from Faridabad and two mentors from Gurugram came for the meeting. The objective of the meeting was to create awareness among BIC candidates about BYST and also to provide counselling and mentoring to the candidates.

During the session potential entrepreneurs were interacting with the mentors and asking their queries related to banking, loan, marketing, market competition etc.

ACHIEVEMENTS

Targets and achievements of BYST-Gurugram Cluster in the quarter of January-March 2017, are given below:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Targets till 31st March 2017</th>
<th>Achievements till 31st March 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness Generation</td>
<td>965</td>
<td>3631</td>
</tr>
<tr>
<td>BIG</td>
<td>289</td>
<td>304</td>
</tr>
<tr>
<td>STEP</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>No. Of Entrepreneur Supported</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>Induction of Mentors</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

Table No. 1
Awareness Generation activities were conducted at different places throughout the quarter (January-March) in which potential entrepreneurs were targeted. Different strategies like outreach, community visit, institutions visit like colleges, training centres, skill development centres etc. were taken for reaching more and more youths and potential entrepreneurs. We could touch 3631 youth during the quarter.

BYST- Gurugram invited potential entrepreneurs at office for the counselling and discussed about their Business Ideas. In the quarter of January-March 2017, BYST has conducted 38 counselling sessions in which 304 potential entrepreneurs were counselled.

BYST conducted STEP (Smart Training for Entrepreneurship Program) at Gurugram Office and Modelama Training Centre- Gurugram. A brief introduction about BYST was given and after this, inputs were given to the potential entrepreneurs on different topics like Entrepreneurship Development, Fundamentals of accounts, book keeping, Marketing, Finance from bank, Motivation and Project Report Preparation. BYST closed the session with Certificate distribution and taking the Feedback from the potential entrepreneurs. We could provide this training to 61 potential entrepreneurs during the quarter.
BYST- Gurugram supported nine entrepreneurs in the quarter of January-March 2017 detailed here under:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>NAME</th>
<th>ENTERPRISE NAME</th>
<th>LINE OF BUSINESS</th>
<th>BANK NAME</th>
<th>AMOUNT OF LOAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ratnakar Mohanty</td>
<td>Maa Tarine Electricals</td>
<td>Electric repair shop &amp; electric maintenance of Medanta Hospital</td>
<td>IOB</td>
<td>1 Lac.</td>
</tr>
<tr>
<td>5.</td>
<td>Jatin</td>
<td>Brain Mapping Academy</td>
<td>Tutor Service</td>
<td>IOB</td>
<td>76800/-</td>
</tr>
<tr>
<td>7.</td>
<td>Anil Kumar</td>
<td>Anil Enterprises</td>
<td>Battery Servicing</td>
<td>SBI</td>
<td>5 Lac.</td>
</tr>
<tr>
<td>8.</td>
<td>Sabir</td>
<td>Sabir</td>
<td>Manufacturing of garments</td>
<td>SBI</td>
<td>10 Lac.</td>
</tr>
</tbody>
</table>

Table No. 2

MENTORS CHAPTER MEETING

On 21st March, 2017, BYST- Gurugram organized its first Mentors Chapter meeting. Mentors Mr. Suresh Gupta, Mr. S.K. Mahajan, Mr. A.K. Dixit, Mr. Suraj Saluja and Mr. R.S. Sharma attended the meeting. The meeting started with an introduction of BYST followed by information about the targets and achievements. BYST mentors discussed about the strategies to achieve the mission of BYST. Formally all the mentors with their consensus decided the chairmen of various committees as detailed here under:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name</th>
<th>Association with BYST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mr. Suresh Gupta</td>
<td>Chairman of Mentor’s Chapter</td>
</tr>
<tr>
<td>2.</td>
<td>Mr. S.K. Mahajan</td>
<td>Chairman of Entrepreneur Identification Group</td>
</tr>
<tr>
<td>3.</td>
<td>Mr. A.K. Dixit</td>
<td>Chairman of Mentor Advisory Panel</td>
</tr>
<tr>
<td>4.</td>
<td>Mr. Suraj Saluja</td>
<td>Chairman of Internal Entrepreneur Selection Panel</td>
</tr>
</tbody>
</table>

Table No. 3