Session on
“Nurturing Youth Entrepreneurship & Business Idea Awards”
August 2nd, 2019, Hotel Tejasvi International, Rayagada, Odisha

The Nurturing Youth Entrepreneurship and Business Idea Awards was organised by Bharatiya Yuva Shakti Trust (BYST) in association with J K Paper Ltd. The aim of this programme was to ignite the spirit of entrepreneurship in the current entrepreneurial eco-system and make it a movement for transforming underprivileged youth in Rayagada and around the district. Primary focus has always been on motivating youth to choose entrepreneurship as the ultimate career option with their value chains spread across the small towns and villages of Rayagada.

“Youth unemployment is a major problem that the rural India is facing and the only way to solve the problem is to support young people in creating their own businesses. These young entrepreneurs create jobs, increase innovation, raise competition and are responsive in changing economic opportunities and trends. I am glad that BYST and JK Paper Ltd continue to play a pioneering role in the development of young Grampreneurs™ through mentoring across the state and their achievement in Rayagada is commendable”.

-Shri Pramod Kumar Behera, OAS (SAG)
Collector and District Magistrate, Rayagada
Chief Guest
BYST launched a Business Idea Contest in September 2018, in partnership with JK Paper Ltd, with an aim to raise awareness and ignite the spirit of entrepreneurship at the grass-roots level youth in Rayagada, Odisha. Through this Contest, BYST encouraged youth of Rayagada to come up with creative and viable business ideas that could be converted into successful dynamic micro-enterprises. The contest covered entire Rayagada, Kolnara, KalyanSinghpur blocks of Rayagada district. BYST reached out to 10000 youth and received 600 entries from villages and academic institutions. The top three best ideas were awarded with cash prizes and certificates in the Empowering Grampreneurs™ to create Jobs Summit held on 1st April 2019 in Bhubaneswar, Odisha. The other shortlisted entries also received handholding support in the form of counseling, training and funding opportunities.

**Reward**

<table>
<thead>
<tr>
<th>Prize</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1st Prize</td>
<td>INR 50,000/-</td>
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<tr>
<td>2nd Prize</td>
<td>INR 30,000/-</td>
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<tr>
<td>3rd Prize</td>
<td>INR 20,000/-</td>
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The top three best ideas were awarded with cash prizes (INR 1 lacs in total) and certificates. 3 Block level winners were awarded with Rs.10,000 each.

"The best way to predict the future is to create it", which is true for entrepreneurs. Entrepreneurship is full of ambiguity and uncertainty if one accepts that is willing to embrace it, success is assured. BYST has played a pioneering role in the development of youth entrepreneurship through mentoring, across the nation.

BYST appreciates the foresight of JK Paper for their support in bringing the BYST’s unique national mentoring programme to Odisha. Mentoring entrepreneurs including tribal and marginalised youth in Rayagada has resulted in many of them creating jobs and becoming Lakhpatis.

This generation is the time of entrepreneurs. Now-a-days the bankers are open heartily welcoming entrepreneurs in numbers. We need to enhance the spirit of entrepreneurship in Rayagada. Indian bank is aiming to increase the number of loans in Rayagada with the help of BYST.
Dileswar Chaini is a young dynamic guy hails from Mukundapur village of Kolnara Block, Rayagada. He is working as a village agricultural worker at Kantabanji area. His innovative business idea is making Ice-Cream from Custard Apple.

Today, we all are looking for healthy alternative for delicacies that were considered not very healthy earlier. Rayagada district has bountiful of growth of Custard apple and Dileshwar’s simple but effective idea has able to bridge the gap between the market need and the available resources in the region.

S. Kamla is from Rayagada. Presently, she is continuing her MBA from Aditya College, Kakinada, Andhra Pradesh. Kamala belongs to a lower middle-class family and her father is a mason by profession. She has been passionate for making gift items from her childhood and has always been thinking to convert it into a viable business.

She heard about BYST Business Idea Contest in Rayagada and decided to participate with improved methods of designs and customized gifts. She was able to convince the jury in her presentation by covering the innovations, employment opportunities, future growth and scope of business according to present market scenario and its demand.

Buji Karkaria grew up in a small tribal village of Therubali area under Kolnara block of Rayagada district. Buji along with her 5 sisters lives together with her parents. Her father worked as daily wages at IMFA Company in Therubali.

She came with a business idea for preparing Ragi Drinks from Ragi products and participated in the contest. Buji was able to convince the jury as she explained in detail about the production process, storing, marketing strategy by opening outlets at various hotspots in both urban & semi urban areas across the country.
Glance of activities undertaken During the Quarter

Mentor Exchange Programme to Chennai

Awareness Generation Programmes

Entrepreneur Online Learning

Internal Entrepreneur Selection Panel

Mentoring and monitoring

Thank You!

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