FROM THE EDITOR’S DESK

It was a colossal pleasure to present Volume 2 (Q2) of BYST Chennai Cluster. This Edition comes to you to showcase the success of the first half of the financial year and the efforts taken by the Secretariat and Mentors. Through this Newsletter, you will be in regular communication of the trend in BYST on a quarterly basis.

Thankyou

BYST—Partner Supported States

- **Assam** Kamrup Rural & Urban, Dibrugar, Nalbari
- **NCR** National Capital Region - Faridabad
- **Odisha** Jajpur & Kalinga Nagar
- **Maharashtra** Aurangabad & Wardha

*EGM Assam*
Mission for the possible

*IFCI Limited*
(A Government of India Undertaking)

*BHARATIYA YUVA SHAKTI TRUST*
BYST - Chennai Secretariat

CLUSTER HEAD

C. N. Prem Kumar

STAGE-1
Sourcing Officers

Anbazhagan  Edwin Moses

STAGE-2
Loan Officers

Ravi Chandran  John Samuel

STAGE-3
Mentoring Officer

Manikandan

Independence day celebration with our Entrepreneurs

If Opportunity doesn't knock, build a door—Milton Berle
Awareness programme at MSME – DTP Institute @ Minjur
Awareness at RGNIYD - Social Enterprises @ Sriperumbudur
3 days STEP training programme at EDI campus @ Guindy
1.5 days STEP training programme at EDI campus @ Guindy
Inaugural session—Convene 3 @ LIBA
Mentors, Entrepreneurs & Stakeholder @ Convene 3
Stella Maris College Interns performance @ Convene 3
Entrepreneurs products display @ Convene 3

Mentoring is two way out Street, You get out what you put in. —Steve Washington
Natraj, proprietor of VL Fashions, hails from a small village near Theni, vineyard of Tamilnadu near Madurai. He is from a agricultural family in his village and he is the first one to come out of this tradition. Most business activities in his village are completely controlled by 2 to 3 families which left him thinking of why he can't be one among them. With his background, he started acquiring skills which would help him to become a business owner. After completing his diploma in apparel manufacturing and production technologies he joined a garments company to learn the skills of production and marketing for about 5 years. He started on a look out to create his own outfit named “VL Fashions”. Initially he purchased 10 machines with his seed capital (own and borrowed). When he was looking out for help to expand his business, his friend gave him the details of BYST, where his non-stop growth journey was planted. BYST helped him with finance and mentoring to expand his production unit. In second year to include ‘children tops’ in addition to his existing ‘mens tops’ and soon started another production line for ‘mens & children bottoms’. With this support he further expanded by opening up one boutique shop which, in next 6 months became two. He future plans include exports, women clothes, increase the number of boutiques and also come out with his own brand of clothes. Natraj in his initial days had a lot of resistance to communicate confidently with his business partners which gave him a tough time to stay alive and grow. Now with lots of interactions with BYST and his mentor made him to break his own shell which resulted in incredible growth. He would always discuss with his mentor on growth plans and the ways to move forward. Apart from his family and friends, he also expect more moral support from his mentor. He looks up to his mentor and BYST in terms of knowledge to manage his business better and grow laterally. He is an avid learner who attends many courses organised by BYST to brush up his skills. His orientation with BYST is one of the best things in his life to start, run along and grow his business, VL Fashions.

Rajasekar, Founder & CEO, M/s Bizplus Services, Founder & MD, M/s Bizplus Tech Services Pvt Ltd has started his career in 1989 in Information Technology area as a Technical Expert and soon moved on to Information Technology Management. Since 1993, he has worked in Asia Pacific region for about 15 years in various domains including manufacturing, travel, finance and insurance, information technology services in many MNCs including AIG in the capacity of senior management levels. After this abroad stint, he returned back to India to manage large MNCs off-shore centres in managing deliveries for them as Delivery Head.

In 2010, he started his ever brewing entrepreneur stint with his capabilities in managing and supporting businesses in India and Abroad. His business focuses on developing Information supported tools to propel ‘efficiency and proficiency’ in businesses and educating the business owners on doing business with both accountability and responsibility. He has developed ERP (Enterprise Resources Planning) for SMEs and Large companies which helps the businesses manage their risks and rewards with improved governance. The ERP tools focus on businesses in managing their inventory, purchases, production, sales, logistics, finance, human resources, customers, suppliers and their entire business tree and activities. Rajasekar has worked with his mentee Natraj who has grown phenomenally not only in terms of the value of his business over the last 2 plus years but also in confidence to communicate which helps him to overcome his ‘startup’ issue. This change has resulted him to get more orders which helped him grow vertically and also moving in the value chain to open boutiques to grow horizontally as well. Mr Natraj also learned to be a calculated risk taker from a blind risk taker over these years. Natraj works with his mentor Rajasekar to make use of technology & processes to manage to grow and control his business.