Awareness Generation Programme

Awareness Generation: BYST conducts awareness generation with the help of partners for sourcing prospective entrepreneurs. During awareness generation the entrepreneurs are provided with a form called “Business Idea Generation” form which is a structured questionnaire asking details of business plan, loan amount required and personal profile of Entrepreneurs.

Date: 20th April 2019

Program: BYST Mentor was invited at an Exhibition held to address budding women Entrepreneurs connected with Ladies Special Magazine.

Special address, by BYST mentor Mr. Hari Bhaskaran on Marketing and Entrepreneurship
Date: 8th April 2019
Program: Awareness Generation Program
Venue: Smart Skills, Vadapalani Branch

Date: 12th April 2019
Program: Awareness Generation Program
Venue: Smart Skills, Porur Branch

Date: 24th April 2019
Program: Awareness Generation Program
Venue: Smart Skill, OMR Branch

Date: 15th April 2019
Program: Awareness Generation program
Venue: S A Engineering College, Avadi
Entrepreneurs Online Learning [EOL]

**Training:** Selected candidates will undergo a free training programme to enable them to fine tune and covert their ideas into concrete business plans. Training is done for two days where they will be exposed to basic concept of entrepreneurship, banking practices, customer relations, accounts keeping, project preparation, soft skills and the art of selling/ marketing.

**Date:** 25th & 26th April 2019
Program: Entrepreneur Online Learning
Venue: S A Engineering, Avadi
IESP [Internal Entrepreneurs Selection Panel]: A committee empanelled with Senior Mentors (volunteers from industry, financial institutions, successful entrepreneurs etc.). This will directly interview all the Entrepreneurs identified by EIG and approved BYST secretariat for technical and economic viability of the proposal. Based on their satisfactory recommendation the entrepreneurs will be encouraged to submit proposals to banks or BESP.

Unit Inspection

Mr. Vasudeven
M/s - Solar Installation

Mr. Muruganandan
M/s - Varnam TV
Chapter Meetings: [Chennai - North and South | Rural Tamil Nadu - Chengalpattu and Kancheepuram]: Chapters are group of Mentors based on geographical limits. In Chapter Meetings the BYST Staff update the progress status to the mentors and discuss challenges.

Welcome Address:
Mr Ramamoorthy S, - Chairman, South Chapter delivered the welcome address. He thanked the mentors for their participation.

Open Discussion:
- Updated and consolidated mentor mentee face sheet
- Entrepreneurs directory
- Mentor exchange programme for newly inducted mentors
- Emphasize on entrepreneur quitting from mentoring process.
- Mentors area of expertise and interest
  - Mentors were segregated based interest such as AGP, Counselling and Workshop and Project report preparation.
  - Mr C Viswanathan - Project report
  - Ms Sudha S - Counselling and training in JPM
  - Selvadurai - Marketing
  - Raju - Marketing

BYST Updates:
BYST Secretariat shared the updates for the month of March 2019.

Vote of thanks:
Mr K V Nagabhushana Rao, Vice Chairman, IESP thanked mentors For their constant participation.
### First Mentor Mentee Meeting

<table>
<thead>
<tr>
<th>Entrepreneur</th>
<th>Mentor</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jaganathan. K</td>
<td>Mr S N Balasubramanian</td>
<td>M/s J K Designers</td>
</tr>
<tr>
<td>Radhika Devi</td>
<td>MMC</td>
<td>M/s Sriram super stores</td>
</tr>
<tr>
<td>Hemamalini G</td>
<td>MMC</td>
<td>M/s Yashwini</td>
</tr>
<tr>
<td>Tamil Selvan</td>
<td>Mr Karthikeyan A</td>
<td>M/s S.M. Foods</td>
</tr>
<tr>
<td>Nanthini</td>
<td>MMC</td>
<td>M/s Nanthini Garments</td>
</tr>
<tr>
<td>Saleem Harris</td>
<td>Mr Srikanth Iyer</td>
<td>M/s Healthy Sun Energy</td>
</tr>
<tr>
<td>Suresh Kumar</td>
<td>Mr Hari Baskar</td>
<td>M/s S D Anodizing</td>
</tr>
</tbody>
</table>
**MAP Meeting [Mentor Advisory Panel]**: Empanelled with Senior Mentors, the Committee assigns Mentors to Entrepreneurs based on geographical area and Expertise, keeps track of mentor-mentee relationship; intervenes, troubleshoots, induct new mentors, and over-sea mentor accreditations.

**Welcome Address:**

Mr D K Raju, Chairman, MAP delivered the welcome address.

**Open Discussions:**

- Data of entrepreneurs based on Business performance to be disseminated
- Direct and indirect cases
- Monthly basis of entrepreneurs
- Requirement about trainers in EOL
- Mentor induction
- Target of April were discussed.

**Vote of thanks:**

Mr D K Raju, Chairman, MAP delivered the vote of thanks. He thanked EDII for their venue support and BYST secretariat for organizing. And mentors for their constant and active participation.
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