I am happy to present to you the first volume of the BYST news line for the financial year 2016 – 2017. This edition comes to you showcases the successes that BYST has achieved for the first quarter (April to June 2016) in the Chennai cluster. We also have profiled some of our young entrepreneurs who have already started making waves in their chosen field and are inspiring and motivating other young people.

You will also enjoy reading about the various events and highlights of the BYST programmes and the efforts taken by our mentors and staff in creating entrepreneurial awareness among youths in Chennai Cluster. Through this newsletter, we hope to regularly communicate with you in the coming months with more exciting stories and events as we trace the journey of successful entrepreneurs and their mentors.

Lakshmi V Venkatesan
Founding Trustee & Executive VP - BYST

FROM
THE EDITOR’S DESK

BYST Operation States

Hi-fliers Club Launched at Convene -Mentor Connect- 27’ May 2016

BYST– EDI , MOU Signed -27’ May 2016

John Corneille, YBI UK visited EDI with BYST team -22’ June 2016
BYST Committee Roles & Process

EIG Meeting [Entrepreneur Identification Group]: Encompassed of Mentors, the EIG will formulate, advise and set the process for sourcing potential entrepreneurs.

IESP [Internal Entrepreneurs Selection Panel]: A committee empaneled 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.

BESP [Bank Entrepreneurs Selection Panel]: The BESP is a joint panel which comprises of officials representing BYST and at least two officials representing the Bank with one member having the authority to sanction the loan. All the IESP cleared proposals will be placed directly to respective banks [Chennai] or BESP (Kancheepuram District). The Entrepreneurs will meet the respective bankers to satisfy the bank formalities and submit documents.

MAP Meeting [Mentor Advisory Panel]: Empaneled 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 oversea mentor accreditations.

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.

PLT [Post Loan Training]: One day Intensive Training provided to Entrepreneurs after loan disbursement. Topics covered are: banking relations, personal empowerment, entrepreneurial skills, business management and technicalities.

Strategic Committee Meeting: All Chapter heads and Committee Chairs form members of this committee. The Committee meets and suggests policy, strategic and execution - related decisions.

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.

Counselling: Once the prospective entrepreneur approach BYST with their business idea, their applications are screened by BYST secretariat and they are encouraged to discuss with mentors / counsellors. During the process, the Entrepreneurs are counselled on a one to one basis to identify potential for taking them to the training.

Training: (STEP) 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.

Business plan and documents collection: BYST helps in initial formulation of business plan. For the same collection of documents from entrepreneurs is done by BYST officials. Visits are made by BYST officials to the entrepreneurs’ business unit and home (for site verification and meeting the family members) and verification of all documents in original.

Entrepreneur Selection: BYST’s empaneled mentors / experts will rigorously evaluate the Entrepreneurs and their preliminary proposals, and select potentially viable projects. BYST will assist potential entrepreneurs to prepare bankable project proposals. Internal Entrepreneur Selection Panel (IESP) panel interviews the entrepreneurs on all the aspects of business and accordingly recommends for the next step (Joint meeting of BYST and Bank). All the IESP recommended the proposals along with the other documents (reports on site verification, technical evaluation etc.) will be screened by the Bank Entrepreneur Selection Panel (BESP) for final recommendation to the Bank for sanctioning of loan.

Financing by partner bank: BYST provides financial assistance through its financial partners. BYST has signed a pan-India MOU with Bank of Baroda (BOB), Indian Overseas Bank (IOB), Bharatiya Mahila Bank (BMB), Bank of Maharashtra (BOM) and State Bank of Hyderabad (SBH) to support the entrepreneurs selected by BYST. After the business plan along with the financial projection is made, BYST directs the proposals to banks for financial support.

Mentoring: It is unique feature of BYST where each entrepreneur is assigned a Mentor who monitors progress of the business, helps in solving problems and developing business until the business becomes sustainable. Once the loan is disbursed, a mentor is allotted to each entrepreneur to handhold them for a period of two years. There are two models of mentoring:

One-to-one mentoring for urban areas

Mobile mentoring clinic for rural areas
Awareness Generation programme at Entrepreneur development Cell, College

Counselling Enquiries at Entrepreneur Development Institute—Guindy

Smart Training for Enterprise Planning (STEP) Workshop for Counselling ENT

Site verification and other due diligence for proposed Entrepreneurs

Internal Entrepreneur Selection Panel Cross-examining the Entrepreneur

Bank Entrepreneur Selection—Following with bank manager for Disbursement

Disbursement—Handover the loan DD to Entrepreneurs in presence of BYST

Mentor Assigning Panel—Allocate right Mentor to respective Entrepreneurs

First Mentor Mentee Meeting at Entrepreneurs unit.

Monthly visit to Supported Entrepreneur Unit for collecting BPTS with Mentors

Monthly Chapter meeting with Mentors, Entrepreneurs and Stakeholder

Strategic Committee meeting once in a Quarter for review the performance
I am S. Babu, originally from Tuticorin the Southern Coastal town of Tamil Nadu. Our family migrated to Chennai looking for economic prospects. My father, worked as a carpenter and with a meagre income managed to support our education. Motivated by his sacrifices, I completed college and applied for educational loan to do my MBA. But, as the loan process was delayed without interest and energy to search for new job, I decided to start something on my own – a dream that I always had. I started selling fast food snacks, but lack of experience and debts forced me to close the business. I was determined to bounce back. I took up entrepreneurship courses on food products and after exhaustive research and with the support of likeminded friends as partners started the business – “Strawberry Group” producing health food products under the brand name “Mayoora”.

My business is in the health food sector. Specifically, dealing with millets, nuts and lentil based mixes. I have currently developed nine varieties of ready to cook millet based food items that could be consumed or added as an ingredient to make idli or dosa – the staple breakfast of any South Indian family. People normally perceive health food as something bland and not tasty at all. I wanted to change this perception completely. I provide a number of new tasty recipes to my customers. By introducing new products like millet cookies and gooseberry (Amla) candies, I am able to target new segment of customers including children. The premium package materials preserve the quality and ensure extended shelf life to the products.

My mentor, Mr. Parameshwar helps me in developing business processes, streamlining all statutory compliances and certifications. With his support, I have started exporting to Australia and Malaysia and also sent samples to USA. I also have plan to take my products to online platform and introduce ‘ready-to-eat’ healthy millet dishes. All my partners are dedicated and take care of different aspects of the business ensuring steady growth. In future, I have a vision to create individual business divisions for each partner under the umbrella company “Strawberry Group”. My business has both direct and indirect social benefits. I have provided employment to women and men from poor families. In future, I plan to procure raw materials directly from farmers and thereby enable them to realize more profit. By marketing millet based food products, I am indirectly helping my customers embrace a healthy lifestyle and in the process creating a healthy community across the region.

Company: Strawberry Group
Employment: 75
Turnover: 2.1 Cr
Supported by Indian Overseas Bank

Mr. Parameshwar Babu Managing Director, M/s Param Projects Ltd. is a serial entrepreneur who is into developing and selling software products globally in the area of network security, ecommerce, and productivity since 1995. He has dealt with SMEs in America, Europe, and Australia by delivering innovative products and solutions. Many products have bagged awards in print and online media and one such product was ranked #1 by CNN (USA). In recent times, he has been spending time with upcoming brick and mortar companies scale up with web, E-commerce backend development, E-marketing tools with custom automation, Mobile tracking and security, Integration of modern technologies for food and retail companies.

Mr. Parameshwar Babu says, “Strawberry foods has reached out to more than 1000 outlets across Tamilnadu. They were also able to expand their operations to several countries like Malaysia, Australia, USA etc., However as a part of mentoring process I suggested some modern mechanism to profiling of customers. The current success of Strawberry has been largely due to effective distribution and retail network. But with rapid digitalization of economy there may be threat from new players who will adopt modern technology to reach out to customers. To overcome this problem that may arise sooner or later, I suggested to use new technologies powered by mobile tools to promote their products. Using this tool, manufacturer can understand customer behaviour and design products. Manufacturer can gain access to retail customer data like name, age, gender etc.“. He also lays stress on how these technologies are being adopted by leading companies of the world in every sector of the industry.