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: 11th May 2019**

Program: BYST Mentor Mr.Haribhaskar addressed a group of differently abled but enthusiastic and aspiring entrepreneurs for 30 such differently abled people.

Venue: Kundratthur
Date: 11th May 2019

Program: BYST Mentor Mr. Haribhaskar addressed a group of differently abled but enthusiastic and aspiring entrepreneurs for 30 such differently abled people.

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

Entrepreneur:
Ms Geetha
Unit:
Metal Coating

Entrepreneur:
Mr Nasruddin
Unit:
Two wheeler sales and Services
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.

NORTH CHAPTER MEETING - 20/06/2019

A Special address was delivered by Mr S Regunathan, CEO, GPR Group on “Business Modelling” on 20th June 2019 in CII.
A special address by Mr P S Raja, CEO, Innovative Teknologies was delivered in which mentors, students and staff from Dr Jayalalitha institute of Fisheries participated. The meeting was held under the leadership of Mr D R Chandramouli, Vice Chairman, BYST Chennai region in CII office on 28th June 2019.
<table>
<thead>
<tr>
<th>Name of the Entrepreneur</th>
<th>Name of Assigned Mentor</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ramachandran P</td>
<td>MMC</td>
<td>Transport</td>
</tr>
<tr>
<td>Queen Mary S</td>
<td>MMC</td>
<td>Readymade garments</td>
</tr>
<tr>
<td>Dhanalakshmi D</td>
<td>MMC</td>
<td>Tailoring</td>
</tr>
<tr>
<td>Janakiraman R</td>
<td>MMC</td>
<td>Tailoring &amp; mfg. of textiles</td>
</tr>
<tr>
<td>Lakshmi Ranganathan</td>
<td>D S Raaghavan</td>
<td>Mfg. of eco concretes</td>
</tr>
<tr>
<td>Ramachandran M K</td>
<td>MMC</td>
<td>Servicing of electric wiring</td>
</tr>
<tr>
<td>Janaki M</td>
<td>MMC</td>
<td>Bricks mfg.</td>
</tr>
<tr>
<td>Dharanya</td>
<td>MMC</td>
<td>Areca plates mfg.</td>
</tr>
<tr>
<td>Ravi J</td>
<td>MMC</td>
<td>Online services</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.

A Special MAP meeting was conducted with the Chairman and Vice Chairman in which the itinerary of MEP to Wardha was shared. Also the effectiveness of Mentor induction and first mentor mentee meeting was deliberated that took place on 28th June 2019 in CII.