INTRODUCTION

We are delighted to present you the Volume-8 of quarterly Newsline of Bharatiya Yuva Shakti Trust - TATA STEEL Youth Entrepreneurship Development Program (BYST-TSL, YEDP) Odisha. We are making all efforts towards creating employment by encouraging entrepreneurship with the partnership of TATA STEEL across the district of Jajpur. This edition emphasizes the mentoring process at BYST and thematic area of interventions, footprint of success and events held in Jajpur during the quarter. Through this newsletter we hope to regularly update you in the coming months with more exciting stories and events as we trace the journeys of successful entrepreneurs and their mentors. We sincerely thank Tata Steel for supporting the “Youth Entrepreneurship Development Program” in promoting entrepreneurship in Jajpur, Odisha.

We trust you find this edition reader friendly and informative.

PERFORMANCE AT A GLANCE (APRIL-2017 TO SEPTEMBER-2017)

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>ACHIEVEMENTS</th>
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<tbody>
<tr>
<td>Number of Youth reached out</td>
<td>9528</td>
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<tr>
<td>Number of Prospective Youth Counselling</td>
<td>3463</td>
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<tr>
<td>Number of Youth Trained</td>
<td>766</td>
</tr>
<tr>
<td>Number of Venture Supported</td>
<td>57</td>
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<tr>
<td>No of New Mentor Inducted</td>
<td>24</td>
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PERFORMANCE OF ODISHA
MENTORING

What is Mentoring?

- Mentoring is a relationship where an experienced person shares his/her experience and guides the lesser experienced person
- An extension of the ancient Indian “Guru-Shishya” tradition – where the teacher not only teaches but guides and helps to develop the disciple.

Fact about mentoring:

The Good News is... mentoring is a 1000 years old!

Concept of Mentoring:

- Concept – as old as India
- Mentor – Mentee Tradition (Guru – Sishya Parampara)
- New Application of an Ancient Tradition

What do Mentors do?

A mentor is a Business Advisor
Bridge to Networks
Need for Mentoring in India

- Every year, millions of young people emerge from various Govt. sponsored Entrepreneurship Development Programmes or EDPs
- They need sustained support, guidance, counselling and timely advice in order to succeed as entrepreneurs
- Many organizations involved in entrepreneurship and skill development lack the knowledge, and the operational expertise of running a mentorship programme

MENTORING IN BYST

Drawing inspiration from the ancient Guru - Shishya tradition, BYST has attracted top notch business leaders to act as volunteer mentor to the Entrepreneurs. A Mentor hand holds the entrepreneur for the first two crucial years of the business and if required continues thereafter as well. BYST mentor model has evolved over time to cater to entrepreneurs located in remote rural areas as well. Through innovations like mentor mobile clinics, BYST mentors from urban centres travel to the entrepreneur's location and provide advisory services right at their door steps. Most of the entrepreneurs mentored through BYST have to become role models and regional icons who are today guiding other entrepreneurs.

BYST welcomes, as mentors, business professional from private or public sectors (either working or retired), small business owners with practical knowledge and experience in various facets of managing a business. They must have the willingness to help young entrepreneurs and must be prepared to spend few hours with them every month.

Mentors are provided with interactive training through Mentor Online, a digital learning tool. On successful completion of the online training, they are accredited through an international organization. In addition, BYST also provides several opportunities to network with other mentors within their respective mentor chapters.

Identification of Mentors

The backbone BYST programme is mentoring. BYST therefore is very careful in identifying potential mentors. They are formally identified by mentor identification committee through direct mailer, networking with CII Membership, mentors from partner organizations, Mentor Networks with NGO’s and public institutions.
Mentor identification committee members also do presentations in various public and private institutions for motivating professionals for volunteering their services for mentoring. Currently most of BYST mentors are drawn from the pool of consisting of

- Corporates
- Mentors
- Entrepreneurs
- Practitioners
- Donors & Policy Makers
- Public Institutions
- Educational Institutions

The mentoring models in BYST have been specifically tailored to suit the needs of entrepreneurs who come from underprivileged sections of both urban and rural society. Currently BYST employs two types of mentoring models: 'One-to-One' mentoring - most popular in urban areas and Mentor Mobile Clinics - specifically designed for rural entrepreneurs other models including group mentoring and peer mentoring are used as the situation demands.

**One-to-One Mentoring**

In ‘One-to-One’ mentoring model, every entrepreneur is assigned an individual mentor. This type of mentoring is the most common form of support in urban areas where both the mentor and the entrepreneur find it relatively easy to access each other. Making ‘One-to-One’ mentoring effective requires careful matching of the mentor-entrepreneur pair by the programme staff - an unsuitable match could damage the confidence of the young entrepreneur. When looking for a mentor, programme staff takes into account factors such as the area of expertise of the mentor and physical proximity. The initial introduction and possibly the first two to three meetings are held at the BYST office. Sometimes, BYST programme staff accompanies the mentor to the entrepreneur's business to increase the entrepreneur's comfort level. During the first year the mentor is expected to meet the entrepreneur at least once a month either at the entrepreneur's unit or at the mentor's office. During this time, the mentor is focusing on issues and problems related to the start-up. It is the responsibility of the entrepreneur to keep his mentor informed about the progress of his business, and to see if he has been able to incorporate the suggestions given by the mentor. This helps build the relationship, clarify roles and lay the foundation for a long-term mentor entrepreneur relationship. After the first year, when a good mentoring relationship has been established, the frequency of meetings between the mentor and the entrepreneur can be reduced to once in two months. This allows the entrepreneur to grow in an independent environment and think for himself. Subsequent meetings can take place only once a quarter until mentoring support is curtailed in the third year.
MENTOR MOBILE CLINIC (MMC)

While entrepreneurs are based at far-flung villages, the mentors invariably live and work in the urban areas. This made one interaction very difficult because of sheer distance and accessibility. Hence, to overcome this challenge, BYST launched this innovative approach. The members of the expert group are taken on a field visit by the secretariat. The members visit entrepreneur business units and interact with the entrepreneurs. The mentor mobile clinic consists of a group of five to six mentors drawn from diverse background such as marketing, engineering, finance, agro-products, general management, etc. Once a month one group of mentors travel together in a van to the cluster of villages where they are in-charge of mentoring. On a given day these mentors visit four to six rural entrepreneurs.

Training & Accreditation

On becoming an Associate mentor, the MAP will provide access to online training programme with the support of a buddy mentor to guide him. To be accredited as a mentor the Associate mentor will go through the following process.

- The associate mentor is expected to complete the online theory programme with the required grade.
- The online training programme will certify the completion automatically on finishing the modules.
- He/ She will also go through 10 hours of practical fieldwork, working with an entrepreneur, before being officially recognized as having completed the training.
- The mentoring forms that he/ she will be filling monthly report filed by the mentor will document the hours spent by him.
- The MAP committee will certify the completion of 10 hours and send it to the regional office, which will in turn complete the process of accreditation of the mentor through the national chapter.

On completion of the above he will be awarded with an accreditation certificate provided by BYST in association with city & guilds.
List of Accredited mentors

The following mentors are accredited and awarded with accreditation certificates.

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<thead>
<tr>
<th>SL No</th>
<th>Name of the Mentor</th>
<th>SL No</th>
<th>Name of the Mentor</th>
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<tbody>
<tr>
<td>1</td>
<td>Mr. Prasanna kumar Mishra</td>
<td>28</td>
<td>Mr. Bishnu Prasad Satpathy</td>
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<tr>
<td>2</td>
<td>Mr. Sunanda Behera</td>
<td>29</td>
<td>Mr. Arabinda Sahoo</td>
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<td>3</td>
<td>Dr. Rajib Lochan Senapati</td>
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<td>Mr. Susanta ku Sahoo</td>
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<td>4</td>
<td>Mr. Hemanta kumar Bahalia</td>
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<td>Mr. Pradip ku Jena</td>
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<td>5</td>
<td>Mr. Rabindra kumar Sahoo</td>
<td>32</td>
<td>Mr. Manas Ranjan Nayak</td>
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<td>6</td>
<td>Mr. Goura Chandra Sahoo</td>
<td>33</td>
<td>Mr. Ajay ku Sahu</td>
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<td>7</td>
<td>Mr. Subhrarat Das</td>
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<td>Mr. Pitamber Sura</td>
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<td>8</td>
<td>Mr. Jogendra Sahoo</td>
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<td>Mr. Bidyadhar Sahu</td>
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<td>9</td>
<td>Mr. Antaryami Mishra</td>
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<td>Mr. Brajikishor Sahoo</td>
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<td>10</td>
<td>Mr. Prasanta ku Rout</td>
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<td>Mr. Sarat ku Rath</td>
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<td>11</td>
<td>Mr. Somanatha Kanungo</td>
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<td>Mr. Pranab ku Rout</td>
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<td>Mr. Ansuman Aruk</td>
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<td>Mr. Laxmikanta Cyaupattnaik</td>
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<td>15</td>
<td>Mr. Sudarshan Sahoo</td>
<td>42</td>
<td>Mr. Binod Parida</td>
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<td>16</td>
<td>Mr. Manoj Mishra</td>
<td>43</td>
<td>Capt. Trilochan Biswal</td>
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<td>17</td>
<td>Mr. Bikram Keshari Parida</td>
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<td>Mr. Ranjan Mishra</td>
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<td>Mr. Manoj Pratihari</td>
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<td>Mr. Surendra Panda</td>
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<td>27</td>
<td>Mr. Kanhu Ch. Nayak</td>
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Thoughts from BYST Mentor:

Mr. Moti Prakash Rath, Chairman, Strategic committee, BYST Odisha says: “BYST is the pioneer in start-up concept that different Governments realised now and taken up aggressively. BYST’s initiative to support the needy budding entrepreneurs through the mentoring process is an icebreaking concept which always has an upper hand on post loan supporting activities. The aims, objectives and principles followed by BYST are very much
beneficial to the young entrepreneurs between the age group of 18-35 to stand on their feet. The mentoring development programme is a boon to mentor-mentee relationship and helps mentee to be self-sufficient in earning for themselves and create jobs for others (not only to earn for himself but also create employment opportunity for other needy persons in the vicinity. The 2 years mmc and one to one support is no doubt a stepping stone for an under-exposed entrepreneur to stand and grow beyond their imagination. In addition to this the mentor exchange programme and exposure visit by BYST is one of the eye catching event for the body mentors to add value to their existing knowledge and skills for providing hand holding support to the mentee in the respective geographical territory and building a formidable and trans boundary network across the country. This programme acts like a source of inspiration to join the BYST mentoring movement across the country and to build a vibrant environment for the growth of entrepreneurial activities to transform India to become an economically prosperous country”.

WORKSHOP ON BEST MENTORING PRACTICES

The workshop on Best Mentoring Practices was organised to develop the knowledge of mentors for betterment of mentoring skill and to keep them motivate to serve the youth of the society. The training was conducted at Hotel Mirabel, Jajpur Road, Odisha. The training was facilitated by two trainers Mr. Prasanna Kumar Mishra and Mr. Ramesh Chandra Khadanga.

Total 71 number of Participants were present in the workshop which included mentors and staff members of BYST team.

Session-I

Best Mentoring Practices

Mr. Prasanna Kumar Mishra, BYST senior mentor facilitated the session by sharing his experience with BYST as a mentor. At the outset of his session, he explained mentoring is a 1000 year traditional gift by Ancient India to the world which was originated from the Guru-Sishya Parampara and named it as a “New application of an ancient tradition”. He explained the basic requirements and characteristics of a person to be inducted as a mentor. Further he insisted the mentoring process in BYST and how a mentor acts for the development of a youth entrepreneur. He explained how a mentor should be a friend, coach, supporter, motivator and a role model for his entrepreneur. A mentor shouldn’t act as a surrogate parent or replacement of a teacher. He conveyed the present mentors how the entire process of BYST is being run by its mentor.

The trainer covered following areas in his sessions:
✓ Basic Requirements from a Potential Mentor

- Should have time and ability
- Should be willing to undergo online and practical training
- Should be willing to attend meetings participate in chapter activities, serve on committees of responsibility
- Should comply with the basic code of Conduct and Ethics

✓ Basic Attributes of a Potential Mentor

- Warm and caring individuals from professional background
- Patient listener and effective communicator
- Willingness to participate, allocate time and commit oneself to the process of mentoring

✓ Benefits of Mentoring Programs

- HRD Tool
- Access to information
- Provides Role Models
- Gain Cultural Appreciation
- Professional growth
- Revitalization
- Interpersonal benefits

Session-II

The Joy of Giving 😊😊

Mr. Ramesh Chandra Khadanga, took the session. At the outset of his session, he explained there are so many things we can all offer to those around us and many of these things are free. If we have material things that we would like to be happy by giving away to those who have less than us it’s good to give, but if we don’t have any material possession to offer, then we can earn happiness by giving them our time, knowledge, love and support and many of the things we have that cost us nothing but they value a lot for others.

He explained why should someone become a mentor and how being a mentor is a noble job. He showed various motivational videos that outlines that the utmost happiness comes by giving or sharing. He defined the only way to find yourself is by giving yourself. He also explained how BYST has laid a platform for the experienced persons sharing the experience they had earned lifelong.

On this occasion a BYST mentor-mentee pair, Dr. Nalini Prava Mishra (mentor) and Ms. Sujata Behera (Woman entrepreneur) shared their real life experience of each other. The pair did a role play on first mentor-mentee meeting in which they showed the present mentors how to interact each other and
what are the main points of discussion during the meet.

At the end of the workshop Mr. Binod Parida chairman, Jajpur mentor chapter, BYST Odisha gave hearty thanks to both the trainers for their valuable trainings. In his concluding remarks he wished the learnings from the training will definitely help the mentors working together for the betterment of the society and strengthening the root of entrepreneurship in Jajpur.