INTRODUCTION

We are delighted to present you the BYST NEWSLINE Volume-7 – A quarterly News Journal of Bharatiya Yuva Shakti Trust – JK Paper Ltd Youth Entrepreneurship Development Program (BYST-JKP, YEDP) Rayagada, Odisha. We are making all efforts towards creating employment by encouraging entrepreneurship with the partnership of JK Paper Ltd. in Rayagada. This edition emphasizes the mentoring process at BYST and thematic area of interventions, footprint of success and events held in Rayagada 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 JK Paper Ltd for supporting the “Youth Entrepreneurship Development Program” in promoting entrepreneurship in Rayagada, Odisha.

We trust you find this edition reader friendly and informative.

PERFORMANCE AT A GLANCE

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>ACHIEVEMENTS</th>
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<tbody>
<tr>
<td></td>
<td>April – June’ 2019</td>
</tr>
<tr>
<td>Number of Youth reached out</td>
<td>2313</td>
</tr>
<tr>
<td>Number of Prospective Youth Counselled</td>
<td>462</td>
</tr>
<tr>
<td>Number of Youth Trained</td>
<td>160</td>
</tr>
<tr>
<td>Number of Venture Supported</td>
<td>20</td>
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<tr>
<td>No of New Mentor Inducted</td>
<td>20</td>
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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 – SishyaParampara)
- New Application of an Ancient Tradition

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

What do Mentors do?

A mentor is a Business Advisor

Bridge to Networks

• HRD
• Shape
• Character
• Empathiz
**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
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 on to 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.

<table>
<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. Rajesh Kumar Padhi</td>
<td>17</td>
<td>Mr. Praffula Chandra Panigrahi</td>
</tr>
<tr>
<td>2</td>
<td>Mr. K NarinKumundan</td>
<td>18</td>
<td>Mr. Suresh Kumar Mahapatra</td>
</tr>
<tr>
<td>3</td>
<td>K. Sraban Kumar Kumundan</td>
<td>19</td>
<td>Mr. RajendraPrashadBisoi</td>
</tr>
<tr>
<td>4</td>
<td>CA K. Ravi Ravi</td>
<td>20</td>
<td>Mr. Ramesh Chandra Patra</td>
</tr>
<tr>
<td>5</td>
<td>Mr. N Trinath Rao</td>
<td>21</td>
<td>Dr. Archana Patnaik</td>
</tr>
<tr>
<td>6</td>
<td>Mr. KellaSudhakar</td>
<td>22</td>
<td>Mrs. Mahesweta Patnaik</td>
</tr>
<tr>
<td>7</td>
<td>Mr. Purna Chandra Mahakuda</td>
<td>23</td>
<td>Dr. Dusmanta Kumar Mahanty</td>
</tr>
<tr>
<td>8</td>
<td>Mr. K Umasankar</td>
<td>24</td>
<td>Mr. Ashok Kumar Rajaguru</td>
</tr>
<tr>
<td>9</td>
<td>Mr. KentaliAmarnath</td>
<td>25</td>
<td>Mr. KashinathSamal</td>
</tr>
<tr>
<td>10</td>
<td>Mr. TripatiRaiguru</td>
<td>26</td>
<td>Mr. Ratna Kumar Senapati</td>
</tr>
<tr>
<td>11</td>
<td>Mr. SatyabrataMoharana</td>
<td>27</td>
<td>Dr. NiranjanPrasaBuxipatro</td>
</tr>
<tr>
<td>12</td>
<td>Mr. Binod Kumar Panda</td>
<td>28</td>
<td>Mr. MGovind Rao</td>
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BYST-JKPM YEDP YUVA YUDYOGI VIKASH RATH FLAGGED OFF PROGRAM

BYST Rayagada initiated an innovative approach for spreading the entrepreneurship development messages among the youths across the Rayagada, Kolnara and Kalyansihpur blocks through “YuvaYudyogiVikashRath”. The objective was to create awareness amongst the youth of the free services of YEDP so that they could take the advantages of the opportunity for starting their business under this joint project.

The Rath travelled through several villages for 6 days announcing BYST-JKPM YEDP free youth support services by playing an audio recording and Flex banners on the vehicle. Permission has been given by both district administration and local police stations for this activity.

BYST Rayagada received overwhelming responses and inquiries from youth at various villages who have shown interest to start business. Around 800 enquires were generated by this novel initiative.

ANNUAL REVAMPING PROGRAMME (2019-20)
Hotel Sai International, 28 May 2019

The revamping program for financial year 2019-20 was conducted at Hotel Sai International, Rayagada in which 35 mentors from Rayagada mentor Chapter participated. Revamping is an opportunity for mentors to take a leadership roles and strengthening to their respective committees in BYST mentoring system.
BYST team appreciated to all office bearers of different committee’s for their good job during past year. All new office bearers of different mentors committees are selected and welcomed by BYST team. All mentors were awarded by certificates. On this occasion Subash Chandra Rath was selected as the Chairman, strategic committee, BYST, Odisha.

**NEW OFFICE BEARERS (Chairman)**

<table>
<thead>
<tr>
<th>Strategic Committee (SC)</th>
<th>Mentor Advisory Panel (MAP)</th>
<th>Entrepreneur Identification Group (EIG)</th>
<th>Internal Entrepreneur Selection Panel (IESP)</th>
<th>Rayagada Mentor Chapter</th>
</tr>
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<tbody>
<tr>
<td>Mr. Subash Chandra Rath</td>
<td>Mr. P.C Panigrahi</td>
<td>Mr. Bijaya Kumar Mishra</td>
<td>Mr. Ashok Kumar Rajaguru</td>
<td>Mr. Abhimanyu Nayak</td>
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**MENTOR-MENTEE NETWORKING PROGRAM**

The Mentor-Mentee Get-Together program conducted during this quarter under the BYST-JK PAPER Youth Entrepreneurship Development Project (YEDP). The event was held at Lions Club Premises, Rayagada on dated 25th June, 2019 from 11.00 AM to 1.30 PM.

**Dignitaries on the dais:**

- Mr. P.S Rao, Lead District Manager, SBI, Rayagada.
- Mr. Satanjib Baral, Program Head-SPARSH, JK Paper Mills, JK Pur
- Mr. Subash Chandra Rath, Chairman of Strategic Committee, BYST, and Rayagada

**Participants at a glance:**

About 158 Participants were present in the programme that includes Mentors from Rayagada, Entrepreneurs, potential entrepreneurs, Bank officials, Principals of various technical colleges, Govt. Officials, Media representatives, LOC partners and staff of BYST Rayagada. There were 06 media representatives presented in the event.

**Overall Goal:**

The event was convened for Mentor-Mentee Get-Together Program of BYST JK paper Youth Entrepreneurship Development Programme and strengthening the mentoring support and networking between supported entrepreneurs and mentors in Rayagada.

**Specific Objective:**

- Able to strengthen the relationship between both mentor and entrepreneur and also to establish a network between them for the development of entrepreneur business.
- To acquaint the newly supported Entrepreneurs and Mentors with BYST process.
- To create wider publicity of BYST- JK PAPER Youth Entrepreneurship Development Program across Rayagada, Odisha.
To boost the entrepreneurial culture in Rayagada, Odisha and create an entrepreneurial ecosystem in Rayagada, Odisha.

**Approach followed:**

Keeping in mind, the event was demonstrated by way of real life sharing of successful stories of entrepreneurs and mentors under BYST process at Rayagada. Mr. Prabin Lima, BYST moderated the event. Mr. Subash Chandra Rath, Chairman, Mentor Strategic Committee, Rayagada, gave the welcome address to participants and guests.