We are delighted to present the third volume of BYST newsletter of the year 2016. Like earlier, this edition presents an account of various activities that have taken place in Chennai cluster ranging from awareness generation programmes to post loan training in the 3rd quarter of this year. We would like to convey our gratitude to mentors, entrepreneurs and stakeholders for their continuous support.

The Late JRD Tata, Chairman of Tata Sons, the largest industrial group in India, became the Founding Chairman of Bharatiya Yuva Shakti Trust (BYST) at the age of 86. Carrying forward his dream, BYST continues to develop, empower and recognize young dynamic micro-entrepreneurs from rural and urban areas. We continue to draw our inspiration from JRD Tata’s words, “The programme and its purpose of encouraging entrepreneurial youth is an attractive one. Young entrepreneurs need help and especially so if they are poor and have no sources”

BYST has turned JRD’s dream into a reality by supporting several entrepreneurs in their journey to success and helping to create thousands of jobs. The JRD Tata Young Entrepreneur Awards were instituted in 1995 to recognize and reward excellence among BYST supported entrepreneurs and their mentors nationwide.

BYST JRD TATA Awards 2016 held on 22 November 2016 in New Delhi

Ms. Lakshmi V Venkatesan, EVP BYST meeting Thiru Rajaraman IAS, Director EDI on 23 December 2016

EVP addressing Strategic Committee on 23 December 2016
Rahul Bajaj lauded BYST’s unique and important role of providing mentoring to underprivileged entrepreneurs competing under difficult conditions. Railway Minister Suresh Prabhu addressed the gathering via video conferencing and emphasised that grass root innovations and employment creation in rural area are key to India’s economic development. British High Commissioner Asquith said the UK and India relationship will continue with many more such initiatives and support the grass root entrepreneurs.

Entrepreneur of the Year Award—Tusshar Munoat, Pune

Women Entrepreneur of the Year Award—Sonal Patil, Pune

Social Innovation of the Year Award—Yogesh Kodi, Pune

Social Innovation of the Year Award—Arun Awtade, Pune

Special Entrepreneur of the Year Award—Bhaskar Tamuli, Assam

Members of the Jury
Amitabh Kant,
Chairman of the Jury, CEO, NITI Aayog
Gaurav Dalmia
Chairman, Landmark Holdings
Vikram Chandra
Consulting Editor, NDTV
Rajiv Memani,
Chairman & Regional Managing partner, EY India
Vipin Sondhi,
MD & CEO, JCB India Ltd
MENTOR MENTEE RELATIONSHIP DEVELOPMENT (M2RD) PROGRAMME

"Mentoring is to support and encourage people to manage their own learning in order that they may maximize their potential, develop their skills, improve their performance and become the person they want to be."

Eric Parsloe, The Oxford School of Coaching & Mentoring

The Unique feature of BYST is the practice of Guru - Shishya tradition that is being forward. The Mentors (guru) give personalized guidance; maintain regular contact with the Entrepreneurs, monitor progress and help in solving problems and developing the business. BYST has pioneered this concept of Business Mentoring in the country since 1992 and now it’s mentoring and entrepreneurship development program is a one of its kind in the country. Mentoring not only benefitted Entrepreneurs but it had more than a few takeaways for the mentor as well. Apart from the satisfaction of seeing someone succeed with one’s guidance mentors also benefitted from the skills and best practices that mentor Training inculcated as well as the opportunity to network among them nationally and globally. The main objective of the Programme is to fill the gap, to improve the quality of service and to build & strengthen the Mentor Mentee relationship.

Question for Mentees

- How has been your experience with BYST secretariat?
- Your experience with BYST mentor
- In What area do you get maximum support from your mentor?
- What is the one area of support you definitely need from BYST mentor
- How often do you meet & interact?
- How comfortable are you in sharing your operations details with your mentor - like tax payments, closing stock, order in hand, loan payment details, etc. (those in BTPF form)
- How do you rate your mentors support scale from 1 to 10?
- What is the one thing you will recommend immediately to improve the mentor mentee relationship?
- How scalable if your business & do you think BYST can support you scaling up or expanding
- Are you aware and familiar with statutory & compliance requirement (Accounts & Tax payments)?
- Are you doing your business in a socially conscious way?
- What are your expectations?
- To what extent it is fulfilled?
- What more additional support that can help grow your business?
- Do you look forward to your meeting with Mentor or do you have such a meeting to fulfill BYST terms?
- As and when you experience any problem, do you contact your Mentor for help or do you wait till a scheduled meeting is to take place?

Question for Mentors

- Your experience with BYST mentee
- What kind of support have your mentee requested from you?
- What kind of support mentors are not able to provide?
- How comfortable are they in sharing their operations details with mentors – like tax payments, closing stock, order in hand, loan payment details, etc. (those in BTPF form)
- How often do you meet & interact?
- How do you rate your mentees responds scale from 1 to 10?
- What is the one thing you will recommend immediately to improve the mentor mentee relationship?
- What is the one thing that you expect to be followed by the mentee?
- How do you rate yours mentees scalability?
- What help rendered for improving their accounts?
- How do you rate your mentees accounting & booking keeping?
- Does your mentee approach you for their statutory & compliance requirements?
- What are the difficulties in getting the BPTF forms from mentees? Why?
- How do you ensure follow up action item post your meet with mentees?
- Does your mentee contact you on his own initiative or do you have to always take the lead?
- What is the preferred venue for your meetings with mentee - is it your office or mentee’s work place?
Aneesh a native of Kerala hailed from a family of low economic means. His father was in the small business of selling Tea & Coffee. He studied from Secondary at Kancheepuram and Higher Secondary in Chennai. Through all his school days he earned himself for his studies in various places during vacations. After his successful school Education he studied engineering with financial support from a Trust. After obtaining professional Degree, he took up jobs to gain economic independence. His last job was with Steel Roofing Manufacturing Unit and worked for 8 years during which time, he gained self-belief, obtained technical and managerial insights into manufacturing roofing sheets and coupled with his inner ambition of having his own business and the dormant entrepreneurial instincts having got a fill up, started his entrepreneurial journey. A long way to go from present sales turnover of INR 14.8 CR to INR 50 CR over the next 5 years. The entrepreneurial bug inherited from the family caught on once he gained Engineering degree, seen improvement in standard of living through economic welfare and freedom, self confidence levels going up, the spirit of why not him when some else can, rising the intrinsic entrepreneurial instincts craving to find outlets and the enterprising demeanour commanding it’s way of leading life, driven him to choose being an entrepreneur. The next 5 year plan is to reach INR 50 CRORE annual sales turn over by market development going PAN INDIA and Exporting and by increasing the product mix with installations of additional machineries. Housing, shelter and basic infrastructure developments have a long way to go not only in India but all over the globe. They shall try their best to bring these basic building materials at a low economical price without compromising on quality. While undertaking the expansion of the activity, they have very much in mind the additional employment and the resultant indirect benefits to the community around.

Dommaraju Krishnamaraju, BYST Mentor is Director at Moxieelan. A rustic boy, walked a few miles every day for elementary education, realized education is the name of the game, went on to post graduation. An innate adventurous streak took him away from academic life, got into corporate life and after 10 years of working, he turned into an entrepreneur to become economically independent in order to touch many a life which is what he had learnt from his father. First class in Graduation, B+ in in M.Sc. First class with highest in Marketing. His specializations are Business Strategy and Planning and Development, Data and Competitive Analysis, Start Ups, Market and Operations Analysis, Product and Brand Management. His experiences starts from, 33 of entrepreneurial experience in various fields including, Engineering, Constructions, Import and Export. 10 years of experience at Senior Management Levels at Mettur Beardell LTD. 15 years of experience as a mentor at various platforms guiding entrepreneurs of diverse background. He held key position in various institutions include, Director - Moxieelan LLP (April 2016 - Present). Member - Ennovent Pool (January 2015 - Present). Business Owner - Wine Legend Lekkala. Key Mentor - BYST (2006 - Present). Consultant - Rural Development, IIT Madras (2006 - 2007). Proprietor - Khosala constructions (Sep 1983 - June 2006). Proprietor - BCM (Aug 1977 - Mar 1983). Founder - ERP Foundation (Dec 1999 – Present).

Life as an entrepreneur has been many ups and down but the journey is ever challenging. In addition to continuing income generation activity for economic existence as he was not selfish in pursuit of economic activities, he spend a lot of time in counselling and mentoring budding entrepreneurs through BYST supported by CII and trying to be a catalyst in bringing a change in lives of people in Rural area where he hail from with help from National and International agencies who work for bettering lives of people at the bottom of the income pyramid.