INTRODUCTION

We are very much delighted to present you the Volume-7 of quarterly Newsline of Bharatiya Yuva Shakti Trust - TATA STEEL Youth Entrepreneurship Development Program (BYST-TSL, YEDP) Odisha. We are sincerely putting up efforts towards creating employment by encouraging entrepreneurship with the partnership of TATA STEEL across the district of Jajpur. This edition articulates the thematic area of interventions, footprint of success and events held across different locations 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 hope this edition will be reader friendly and informative for all our stakeholders.

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

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<thead>
<tr>
<th>ACTIVITY</th>
<th>ACHIEVEMENTS</th>
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<tbody>
<tr>
<td>Number of Youth reached out</td>
<td>5134</td>
</tr>
<tr>
<td>Number of Prospective Youth Counselling</td>
<td>1899</td>
</tr>
<tr>
<td>Number of Youth Trained</td>
<td>416</td>
</tr>
<tr>
<td>Number of Venture Supported</td>
<td>24</td>
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<tr>
<td>No of New Mentor Inducted</td>
<td>10</td>
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REVAMPING PROGRAM AND TRAINING ON BEST PRACTICES OF EFFECTIVE MENTORING

The revamping program for financial year 2017-18 was held at Hotel Mirabel, Jajpur Road in which 44 mentors from both Kalinga Nagar and Jajpur Chapter participated. Revamping is an opportunity for mentors to take a look at their leadership roles and strengthen their respective committees in BYST mentoring system. On this occasion Mr. K. Hansraj, senior mentor of BYST Hyderabad shared his overall experience of 25 years in BYST mentoring system and the mentoring scenario. The event was conducted in two sessions.

Training on Best Practices of Effective Mentoring:

Mr. K. Hansraj, Key Mentor BYST, Hyderabad had taken the session with a lecture and a power point presentation. He shared successful case studies on mentoring across the world. During his presentation he cited a few powerful case studies to drive home the point of effective mentoring. At the outset, he expressed happiness for the improvement in the program, the number of quality mentors associated, their efforts invested, and the number of entrepreneurs being supported. He was happy about the growing strength of BYST in Jajpur in terms of number of staff, the media coverage of our activities and the association of local organisations with our mission.

During the training session, he explained about the ideal behaviour of the mentors while interacting with mentees, how to understand the issues with them and how to find out ways to solve the situation jointly in consulting with mentee.

Revamping Program:

BYST team appreciated all office bearers of different mentors’ committees for their good job done during the past year. All new office bearers of different mentors’ committees were selected and welcomed by BYST team. All mentors were awarded certificates. On this occasion Mr. Moti Prakash Rath was selected as the Chairman, strategic committee, BYST Odisha.

The event was wrapped up with concluding remarks and vote of thanks by Mr. Hrushikesh Panda.

COUNSELLING WEEK CELEBRATION
In order to promote entrepreneurship and attract more and more youth of Jajpur for joining the stream of entrepreneurship, BYST initiated the “Counselling Week Celebration” from 19\textsuperscript{th} to 23\textsuperscript{rd} June 2017. The objective was mainly reaching out to the youth from the rural and far away villages and converting their ideas into viable business propositions with quality counselling by BYST mentors.

The counselling week was inaugurated on 19\textsuperscript{th} June 2017 in two different events simultaneously. At one event at TSRDS, Duburi Mr. Dibyahas Roy, unit head, TSRDS, Kalinganagar and Mrs. Mandakini Sethy, Sarpanch, Sukinda were present at BYST counselling centre while at the other event BYST mentor Mr. Binod Parida and Mr. L.K. Chyaupattnaik were present at BYST counselling centre at Acharya Shri Ram International School, Jaraka.

Objective of Counselling Week Celebration:

- To promote BYST-TSL Youth Entrepreneurship Development Programme.
- To identify young people with creative, promising and viable business ideas.
- To support all the participants through counselling and training.
- To support the participants with viable and promising ideas for establishing business unit.

Process: BYST conducted the awareness generation campaign about the Counselling Celebration Week across the Jajpur district. The youth were reached out through awareness program and later called to the Counselling centres where expert mentors would counsel them and forward them for further process at BYST.

Blocks covered during the Week: Sukinda, Danagadi, Korai, Rasulpur, Dharmasala, Bari, Badchana, Jajpur and Bamnipal area.

Eligibility Criteria:
Age: 18 – 35 years
Gender: Young Men and Women
Economic Status: Disadvantaged young men and women.

Publicity and Awareness Campaigns:

- Poster campaigns at the villages, block offices, GP offices, Municipality office, Vocational training centre (VTC) and bank premises.
- Banner display at prominent places.
- Pamphlet distribution.
- Announcement made in auto rickshaws.
During the promotional campaign, various initiatives were taken for publicising the Counselling Week Celebration. This included presentation at the colleges, poster campaigning, advertisement through auto rickshaws, Pamphlet/Leaflet/Brochure distribution Advertisement by inserting leaflets in newspapers and special outreach activities.

1. **Poster and Banner Campaign:** A specifically designed poster with details about the week were put up at different villages, chowks, technical and general colleges, ITIs, Vocational Training Providers (VTPs) offices, etc.

   Banners were put up at the gate of different colleges, bus stops, noticeable locations of the towns, cities, sub-ways, weekly market, Bazaar area in sub-urban locations, near block offices etc.

2. **Advertisement through leaflet insertion in the local newspapers:** A specially designed leaflet was inserted in the local newspapers in order to reach out to the maximum number of people about the counselling week.

3. **Promotion through Auto rickshaws:** Auto rickshaws fitted with audio systems with the promotional messages of the Counselling week was deployed throughout the operational area. Pamphlets and brochures explaining the campaign were also distributed. For better impact BYST staff along with mentors accompanied the auto for spreading the message.

4. **Outreach in the market places:** Most of the people from the local markets, weekly markets and village chowks were outreached and were conveyed about the initiative. The village youth showed their interest and enthusiasm for entrepreneurship and counselling

**Counselling By BYST Expert Mentors:**
For smooth and easy access, BYST arranged two counselling centres with the help of its partner NGOs for celebration of counselling week. One was at TSRDS Office, Duburi for Kalinganagar cluster and the other one was at Acharya Sri Ram international School, Dharmasala for the Jajpur clusters. The walk-in aspirant entrepreneurs were counselled by BYST expert mentors. Each day different mentors were present in the counselling and gave their valuable guidance to the youth. The eligible candidates were referred for further process.

Impact:

During the week long process, there was a massive response from the youth of Jajpur. Around 10000 people were reached out by BYST. During the counselling week a total number of 257 youth were counselled out of which 147 were forwarded for further process of BYST.

ON-FIELD MARKETING TRAINING TO ENTREPRENEURS

Two On-field trainings on marketing were organised by BYST to the supported entrepreneurs with an objective to boost the entrepreneur’s skills on marketing and quality of products. The training was conducted onsite at entrepreneurs’ units. Trainer Mr. Niaz Ahemad Khan who is having more than 15 years’ experience on sales and marketing took the sessions on the spot at entrepreneur’s places. During the interaction the trainer tried to understand the business process and the present customer’s scenario at local market of the entrepreneurs.
Total 7 entrepreneurs were visited during the program. The trainer gave various advices to them. Some of the advices are like initiating tele-calling and meeting personally the proposed customers once the data base is ready and persuading them for his products and services with them, establishing good rapport with the clients for future business leads etc. The trainer also suggested forecasting the business in a larger volume and spreading it to the entire district as well as adjoining districts. He also and exposed them to a few marketing practices to enhance the customer relation.

GLIMPSE OF DISBURSEMENT

In order to strengthen the quality, create awareness about the scope of incense sticks business and various strategies for marketing, a special training for Incense stick manufacturing entrepreneurs was organised by BYST at TSRDS conference hall, Kalinga Nagar, Duburi, Jajpur in which 23 incense sticks manufacturing entrepreneurs from TSRDS & BYST participated.

Mr. Biswajeet Dash, founder, Bhakti International (A Premier Incense Stick Brand) had taken the session with the help of a power point presentation. He shared with the entrepreneurs his practical experiences in his journey and the secret of success in this business. He also explained the scope and demand of this products everywhere as incense sticks are associated with the religious feelings of people across the world. At the outset of his session, he expressed there is no categorical segment of
customers for incense stick products. He also emphasised on maintaining quality and good packaging for sustaining in this in the long run especially in the face of tough competition from branded companies. He elaborated various channels for marketing this product and how to retain the customers. The participants were also made aware of the process of registration for obtaining various licenses from govt. authority and other authorities.

Mr. Abhina Mallick, Trainer-Agarbati Manufacturing demonstrated fraternization of perfume process and explained the ratio of mixing perfume of various brands to get the quality output.

**TRAINING ON TAXATION AND BEST BANKING PRACTICES**

In order to create awareness on new changes on taxations and other tax related policies and smooth managing of the vendor’s business entity in a transparent manner, a special training on Taxation and Best Banking Practices for Tata Steel Ltd vendors and BYST High Flyers was organised by BYST at TSRDS Conference Hall, Kalinga Nagar, Duburi, Jajpur on 15th May. The participants were taught in 3 different sessions.

**Taxation (Present Tax System vs GST)**

Mr. Prafulla Kumar Samal, BYST senior mentor took the session with a Power Point presentation. He explained to the participants various provisions of GST and other related tax regulations emphasising on the need and the process of ethical compliance with the requirements for a hassle free business while making effective contribution towards nation building

**Best Banking Practices:**

Mr. R.C. Khadanga explained the role of both the bankers and costumers in bringing sustainable best practices in banking. He noted three major points i.e. Trust, Relationship, and Compliance which can build up a healthy relationship between Banker & Customer.

He explained how the customer starts as a suspect in the beginning and grows to become a partner over a period of time strengthening his relationship with the Bank.

**Scheme for Loan Expansion:**

Mr. S.K. Patnaik, Chief Manager of State Bank of India, Kalinga Nagar(Duburi) branch gave a brief presentation on various loan schemes of the Bank for providing self-employment to the youth of the country. He discussed about Prime Minister’s Mudra Yojana Loan Scheme and its role in providing self-employment to the poor people who do not have anything to offer to the Bank as security. He also briefed on PMEGP and CGTMSE Schemes.
He urged upon the participants having skill and viable business ideas and who genuinely want to establish their own business to approach him and he would definitely help them.

He advised the participants to approach BYST for getting suitable business counselling.

The event was wrapped up with concluding remarks and vote of thanks by Mr. Dibyas Roy-Unit Head, TSRDS, Duburi Unit.

POST LOAN TRAINING

BYST conducted post loan training for its supported entrepreneurs after providing financial assistance. During the training programme various topics on post loan activities were covered such as marketing challenges for small business, sourcing the target group of customers for business, using marketing techniques for marketing of products and providing value addition to the products to the utmost satisfaction of the customer without reduction in the price. At the end of the training session the entrepreneurs were provided with cash books to be maintained for tracking their day to day business.

SUCCESS ON SHOW

Manoj Moharana: Cementing the success story

Sometimes life comes with a host of challenges. Being an entrepreneurs especially in the rural belt of Odisha, one has to face several challenges that are mostly difficult to overcome. Manoj was not an exception. From belonging to a poor family, being a school dropout still keeping trying to establish a brand, striving to match or exceed the competition and making his business profitable were many of the challenges he had to deal with before becoming a successful entrepreneur.

Manoj belongs to an economically backward family in Khairabad village near Mugupal of Jajpur, Odisha. He has broken the shackles of poverty by manufacturing a wide range of cement precast products that are used by people at the time of building their home.

Manoj’s father used to work as a mason in the nearby villages and he has two sisters and a brother in his family. Being the sole earning member, it was difficult for his father running a family of 8 members. The poverty forced Manoj to windup his study and he became a school dropout. The growing age and illness of his father forced Manoj to take the burden of his family and he started working as a labourer. Being a quick learner he learnt the act of making cement precast items of different design which he could later modify to customise to the emerging needs of customers.
As days passed, the increase in expenses of family and marriage of sisters required more income which couldn’t met by working as a labourer. Manoj thought it could only be overcome by investing his skill into entrepreneurship. He experimented making a few products in the free time with an investment of Rs.1000 borrowed from a local money lender and a few other credits from micro finances. Somehow, he could start his unit but the result was not to his expectation. Lack of knowledge in entrepreneurship and need of more financial assistance was a drag on his dream.

Being frustrated for not being able to sustain the business he had almost made up his mind to close the unit when he came to know about BYST TATA STEEL youth Entrepreneurship Development Programme which came as a turning point in his life. At BYST he was trained, counselled and later assisted for getting a loan of Rs. 2 Lac from Bank of Baroda. He was also assigned a mentor Mrs. Sarada Mallick who would guide him for the next two years for sustaining his business.

Today Manoj has transformed himself as one of the renowned manufacturers and supplier of a wide range of precast, fencing pillars, cement blocks, blocks for compound wall, godown wall and office building. He has gained immense appreciation from the customers for his excellent designs, high strength, excellent resistance properties and low maintenance cost. Since his unit’s establishment, he always focused on the giving of maximum possible customer satisfaction.

Satyabrata Samal: Serving on Wheels, Refreshing minds!!

25 years old Satyabrata Samal belongs to a middle class family in Chitri, a remote village of Jajpur district of Odisha. His father was a petty contractor and was not earning much for smooth running of his family. After completing his diploma in mechanical engineering he was in search of a suitable job but remained unsuccessful. In order to manage his family and overcome the problems due to his father’s loss in business, he was forced to take up a job and started working under a local contractor. The paltry amount of salary drawn by him was not sufficient enough for his family. Hence he was in search of an alternative option that would help him earn in his free time.

Often he had experienced, in rural areas especially in a remote place like his village, people do not have access to many things. Hence, he was in search of a business that would meet the need of his villagers besides adding to his income. Once while visiting a nearby city he came across a mobile soft drinks van that was serving wide range of soft drinks of various flavours. He felt determined to start one such van at his place. He didn’t know where to start as he was completely unknown to entrepreneurship.

One of his friends suggested him to contact BYST-TATA STEEL YOUTH ENTREPRENEURSHIP DEVELOPMENT PROGRAMME that helps youth becoming a successful entrepreneur. He expressed his interest and shared his business idea of starting a movable soft drink unit in his locality.

At BYST, He was counselled by professionals and was forwarded to STEP (Smart Training for Enterprise Planning) in which he could learn various business related ideas. BYST helped him
getting a financial assistance of Rs. 1.5 Lacs in which he also contributed Rs.88,000/-. He also went through the post loan training in which he came to know about production management, marketing, quality management and all that an entrepreneur needs in his day to day activities. Besides, BYST assigned him a mentor Mr. Sankarlal Agarwal who would help him in guiding his business to sustain.

Now Satyabrata is running his own unit M/s. Samal Perfect Soda in which he has deployed 2 persons besides himself. On a regular practice he is travelling more than 10 nearby villages for selling of his soda. His Soda seems to be very popular among the children and other villagers. His initial success inspires him for further expansion of units and more employments in near future.

Satyabrata says: “I got complete support from BYST-TSL YEDP in terms of mentoring, training, marketing, networking and funding. My mentor guided me about business which saved me from many future losses. I also got guidance on product pricing along with strategy for future planning, customer focus and regular counselling."

BYST ON MEDIA

Thank You!