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: 15th May 2019
Program: BYST signed LoC with Ladies Special Magazine (Media House) in presence of Project head Mr. Sachin Joshi.
Venue: Ladies Special Office, Ashok Nagar
Date: 18th May 2019

Program: Awareness Generation Program at Business & Franchise Expo
Out Reached: 150
Venue: Kalaivanar Arangam
Training: Selected candidates will undergo a free training programme to enable them to fine tune and covert their ideas into concrete business plans. Training is done for two days where they will be exposed to basic concept of entrepreneurship, banking practices, customer relations, accounts keeping, project preparation, soft skills and the art of selling/ marketing.

Date: 29th & 30th May 2019
Program: Entrepreneur Online Learning
Venue: EDI
Entrepreneur Identification Group [EIG] Committee

EIG means Entrepreneur Identification Group. The committee will assist and give ideas to source potential entrepreneurs. This Panel will help source educational institutions/NGO’s/Vocational Institutes in their area for affiliation to foster entrepreneurship. The objective of the Panel will be to take steps to identify and bring in Entrepreneurs into the fold of the Chapter. The role is critical as only through the counsellors do the chapters generally begin the first stage of identification of potential Entrepreneurs.

Date: 30th May 2019
Program: Entrepreneur Identification Group Committee
Venue: EDI
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.
Entrepreneur: Ms Lourdhu Rani
Unit: Sunshine Automotive

Entrepreneur: Mr Sethupathyrajan
Unit: Royal Tel

Entrepreneur: Mr Kasi Ramam
Unit: Om shathi Works
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.

Mr P R Aruloli welcomed the mentors. He also said that, this year chapter committee would be formed. Important takeaways/workshops shall be discussed this year, to make Mentor North Chapter as the benchmark chapter. He also said, the vice chairman of the chapter Mr Athesh Ravi shall spearhead the responsibility of committee formation with the present members taking up the role of Chairman of their respective committee. The Vice Chairman shall be picked by the Chairman.
Mr DK Raju welcomed the mentors. BYST Secretariat shared the roles and responsibilities of the chapter. At the same, we discussed on the ways to retain the mentors. New mentor, Mr Thirumalai was inducted into the chapter by Mr Shanmugasundaram.
Discussions on:

- Mentor Invitation Panel
- To allot mentees
- To classify mentors on the basis of interest
- High Fliers entrepreneur trainers committee
- Entrepreneur exchange program training
- Mentor exchange program training
Bank Visits:

Indian Bank zonal office (2 Cases)

1. M/s Infra Projects and Engg Services - Vasudevan C

Mr C Vasudevan is a licensed contractor registered with Electricity Board. He is planning to start electrical and solar panel installation with the funds generated by banks.

<table>
<thead>
<tr>
<th>Loan required</th>
<th>9.29 lacs.</th>
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<tbody>
<tr>
<td>Age</td>
<td>35 years, DOB- 08/08/1983</td>
</tr>
<tr>
<td>Caste</td>
<td>BC</td>
</tr>
</tbody>
</table>

2. Sri Aluminium Aluminium and Co - Sandhiya S

Ms Sandhiya has been engaged in the sales and service of aluminium accessories for windows and doors, etc for the past three years. She requires BYST’s support to help her bank funds to enhance her business.

<table>
<thead>
<tr>
<th>Loan required</th>
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<tbody>
<tr>
<td>Age</td>
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</tr>
<tr>
<td>Caste</td>
<td>BC</td>
</tr>
</tbody>
</table>

IOB - Kanchipuram office (1 Case)

1. Thanigachalam Traders - P Thanigachalam

Mr Thanigachalam is into mfg of animal feeds for the past two years. He has few machined already, he wants to expand his business activity so he requires bank’s financial aid.

<table>
<thead>
<tr>
<th>Loan required</th>
<th>5.39 lacs.</th>
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<tbody>
<tr>
<td>Age</td>
<td>35 years, DOB- 16/11/1988</td>
</tr>
<tr>
<td>Caste</td>
<td>BC</td>
</tr>
</tbody>
</table>

Meeting with mentors:
- Need to conduct regular meeting so as to improve the Kanchipuram mentor chapter.
- Create awareness about entrepreneurship in villages.
- Conduct AGPs in associations in which key mentors are office bearers.
- Potential office bearers in Chengalpattu, Sri Perumbudur, Guduvacherry and Sungava Chathiram to be oriented and inducted as mentors.
- Potential cases of entrepreneurs from retail trade to be sourced during the 4th Friday of every month.
- Potential mentors can also be sourced from Indian Chamber of commerce, Kanchipuram whose meetings takes place during 4th Saturday of every month.
### Mentor Mentee Pairs - May 2019

<table>
<thead>
<tr>
<th>Name of the Entrepreneur</th>
<th>Name of Assigned Mentor</th>
<th>Business activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hari dass M</td>
<td>Athesh Ravi</td>
<td>Tailoring</td>
</tr>
<tr>
<td>Glory B</td>
<td>MMC</td>
<td>Catering</td>
</tr>
<tr>
<td>Rajaram</td>
<td>Sathyaseelan</td>
<td>Provision items</td>
</tr>
<tr>
<td>Eniya K</td>
<td>Nagabhushana Rao</td>
<td>Photo &amp; Videography</td>
</tr>
<tr>
<td>Arputharaj</td>
<td>Mr Victor Joseph</td>
<td>Furnitures supply</td>
</tr>
<tr>
<td>Achammal S</td>
<td>Srinivason K U</td>
<td>mfg.of automobiles</td>
</tr>
<tr>
<td>Pasupathy K</td>
<td>MMC</td>
<td>Shamyana tent</td>
</tr>
</tbody>
</table>