# The Trustees

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<tr>
<th>Trustee Name</th>
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<tr>
<td>Mr. Rahul Bajaj</td>
<td>Chairman, Bajaj Auto Limited</td>
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<td>Ms. Lakshmi V. Venkatesan</td>
<td>Founding and Managing Trustee, Bharatiya Yuva Shakti Trust</td>
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<td>Mr. Subodh Bhargava</td>
<td>Chairman, GSK Health Care</td>
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<td>Mr. Tarun Das</td>
<td>Chairman, Institute of Economic Growth</td>
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<td>Mr. C K Birla</td>
<td>Chairman, CK Birla Group</td>
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<td>Mr. Saurabh Srivastava</td>
<td>Director and Founder, Indian Angel Networks</td>
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<td>Mr. Harshpati Singhania</td>
<td>Vice Chairman &amp; Managing Director, J K Paper Ltd</td>
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<td>Mr. T V Narendran</td>
<td>Managing Director, Tata Steel</td>
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<td>Mr. Gaurav Dalmia</td>
<td>Chairman, Dalmia Group Holdings</td>
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<td>Mr. Nimesh Kampani</td>
<td>Chairman, JM Financial group of companies</td>
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<td>Mr. Uday Kotak</td>
<td>Managing Director, Kotak Mahindra Bank &amp; Vice President CII (Ex officio Trustee)</td>
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### Invitee

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<tr>
<td>Mr. Chandrajit Banerjee</td>
<td>Director General, CII</td>
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It is estimated that in our country, there is a demand for 12-15 million new jobs every year with another 5 million leaving agriculture to join other sectors, adding up to a total demand for 17-20 million jobs per annum. India has for a long time, been grappling with issues of job creation for youth at the bottom of the pyramid. Jobless growth has been dogging the policy makers. Furthermore, the lack of productive jobs is not the only challenge. Increasing automation is also taking away many existing jobs. The dearth of employment opportunities is the key reason behind the recent agitations in various parts of the country. The policy prescription for job creation is not easy because of inadequate demand and hence less investment resulting in jobless growth. Also, because the level of literacy and skilling is poor.

In such a scenario, continuing to invest heavily in education, skilling and entrepreneurship development will be one way of ensuring social stability. It was in this context that the Bharatiya Yuva Shakti Trust was born in 1992, inspired by and modeled after the Prince of Wales Trust in UK. I have had the privilege of being associated with this effort since its inception with JRD Tata as the Founding Chairman.

The BYST model not only addresses the aspirations of the underprivileged youth and helps them build successful careers through entrepreneurship; it also helps create additional jobs. BYST creates opportunities for young people around the country by supporting their journey to success and helping create thousands of jobs.

The past 25 years have seen the growth of BYST from an idea into an organization that is now a role model in other developing nations. The success achieved is due to the foresight and guidance of visionaries from the corporate sector, the unflagging grit and determination of the over 5500 entrepreneurs we have supported, the mentors who have unflinchingly given their time and experience, and the contribution of our partners, who have joined us in this mission.

The legendary Indian corporate captain, Mr. JRD Tata had once said, "no success or
achievement is worthwhile unless it serves the needs and interests of the country and its people”.

Since the organization’s inception, BYST has played a pioneering role in the development of entrepreneurship across the nation. The success of BYST has been underpinned by Indian industry coming forward voluntarily to mentor Indian youth. I am enormously encouraged to see that the commitment by Indian corporates and the Confederation of Indian Industry is still as strong as it was 25 years ago - to support BYST’s efforts to reach the underserved communities. BYST’s mentoring support through the 4,800 experienced, trained, and accredited volunteer mentors drawn from the Industry, has helped create successful entrepreneurs. These entrepreneurs in turn have created employment for over 250,000 people. Ten percent of the BYST supported entrepreneurs have achieved turnover in millions, many of whom individually created hundreds of jobs and won both international and national Awards. They are BYST’s High-Flyers.

This report gives you a quick overview of the last 25 years at BYST and aspirations for the future. It also gives a snapshot of the difference we have made to the lives of thousands of young men and women, most of them dogged by poverty and some by disability. They had dreams but no wherewithal to turn them into reality.

For us at BYST, efforts towards strategies focused on youth enterprise will continue to remain the core element. Putting these plans into practice poses certain challenges: keeping up the quality while expanding geographically and supporting an ever growing number of potential youth; obtaining large scale continuous support from the business community; facilitating loans from banks for the young entrepreneurs; providing
effective and flexible training to business volunteers and sustaining the program over a period of time.

The task ahead is still daunting, considering the magnitude of the problem in our country. Industry, professionals, financial institutions, NGOs and the government have to come together to enable the youth in India to give full play to their intrinsic ingenuity and entrepreneurship capabilities.

Across the globe, the mentoring movement is gathering momentum rapidly and fast emerging as a global cornerstone for developing young entrepreneurs. It gives me an immense sense of satisfaction to see BYST handhold thousands of Indian youth out of a life of penury. From the differently-abled to the financially disadvantaged, from school dropouts to labourers, several young men and women are able to bring their ideas alive creating the multiplier effect on jobs.

It is with the combined efforts of all stakeholders over the past 25 years, BYST, an organisation with evolving innovations year after year, has grown from an idea into an organisation; a flame with a potential to fuel a million ambitions; an idea that is today a role model for other developing nations to follow.

We at BYST remain committed to spread the spirit of entrepreneurship across the nation.

Rahul Bajaj
Chairman
Bharatiya Yuva Shakti Trust
A twenty five years journey, with many a dreams fulfilled and many more fuelled - ever since I founded the Bharatiya Yuva Shakti Trust (BYST), a non-profit organization for nurturing the entrepreneurial dreams of the underprivileged youth in 1992- the journey has been an exciting and satisfying one!

The beginnings lie in a meeting with HRH Prince Charles, the Prince of Wales, when I accompanied my father, then President of India Shri R Venkatraman, to London. Inspired by HRH and the Prince’s Trust, which was utilizing private sector mentors to equip school dropouts and unemployed youth with entrepreneurial skills, I had started on a yet unchartered path. India-sizing the British model in the pre-liberalization days, was surely a challenge. The questions were many. What would it take to find suitable mentors and sustain their interest? How will we identify potential entrepreneurs with great ideas in underserved communities, among urban poor and rural areas?. Yet, it struck me as a perfect model for India and I set my mind to lighting a small flame.
The initial responses from Indian industry leaders were very encouraging. JRD Tata, himself a champion of mentoring, got excited enough about the idea to accept the role of Chairman at the age of 86! Together with HP Nanda & Mantosh Sondhi, we made a small beginning. A pilot project was started on the premises provided by Confederation of Indian Industry (CII) in Delhi. Since those early days, BYST has built and expanded on the original vision many times over, under the Chairmanship of Rahul Bajaj. BYST and particularly I, have been very fortunate to have the benefit of his strong leadership and direction coupled with his humanitarian approach. BYST’s partnership with CII has grown from strength to strength proving the pioneering concept of private sector partnership for community development of Tarun Das, in India. Along with another industry stalwart and a long time supporter, Subodh Bhargava, these visionaries have been instrumental in charting the course of BYST continuously since inception. Today, BYST Board of Trustees, comprising of pre-eminent personalities, plays a key role in balancing and strengthening its nationwide reach from Delhi, Haryana, Tamil Nadu, Maharashtra, Telangana to the tribal areas of Assam and the mining towns of Odisha.

Among the thousands who BYST has inspired; who have taken the strings of their lives in their own hands; lived their dreams and triumphed over life’s adversities are Haja (a street vendor to a flight caterer), Arun (a victim of drought to an inventor of
water conservation products) and Dalimi (a life of financial dependence to skilling and empowering 800 women to become financially independent). Standing besides them throughout their journey are the BYST mentors.

Adopting the ancient Indian guru-shishya parampara, BYST mentors instill values and a sense of self-confidence in the mentees. The model has been adapted and adopted in different parts of India to suit the needs of local entrepreneurs, who do not have much more than their dreams for their assets. The 4500 mentor volunteers, mainly from small and medium enterprises (SMEs), have come together to ignite and promote the entrepreneurial spirit among thousands of young job seekers. In addition to one to one mentoring, mobile mentor clinics, a BYST innovation, take handholding to the entrepreneur’s village doorsteps - these highly experienced mentors travel several miles to reach the clusters, often foregoing weekends.

Though mentors were expected to support entrepreneurs only for two years, many have continued their relationship for over two decades.

In all humility, Viswanathan, BYST senior mentor says, “I am honoured to have received the opportunity to be a useful human being and citizen, by using my knowledge and experience for growth of grassroots entrepreneurship.” The mentors have been BYST’s backbone, giving their time, energy and invaluable inputs, for which we are ever so grateful. Indeed, it is a job well done by the entire BYST community, the staff, our strategic partner CII, volunteer mentors and young entrepreneurs. Their passion, dedication and perseverance energises me and I continue to gain my inspiration from them.

Over these twenty five years, those who have crossed the threshold of the ‘informal’ sector into the economic mainstream, are still ‘a trickle and not a flood’. As BYST expands across the country, we will strive to pursue our mantra of “Mentoring India”. We will tell stories of dynamic micro entrepreneurs and their supportive mentors; we will work with government, public and private sector alike to bring about a friendly entrepreneurial ecosystem; we will do all we can, together with you, because we believe in JRD’s words “If we touch one life, it has the potential to transform the lives of a billion people!”

Lakshmi V Venkatesan
Founding and Managing Trustee
Bharatiya Yuva Shakti Trust
About Us

The Bharatiya Yuva Shakti Trust (BYST) is a unique not-for-profit industry initiative that channelizes the power of India’s youth at the grassroot level towards the country’s economic development. With the vision to transform job seekers into job creators, this innovative model is an exceptional blend of the modern and traditional, of East and West, seamlessly meshing the entrepreneurial paradigm of the Prince of Wales Youth Business Trust (PYBT), with the time-honored guru-shishya tradition of India.

Simply put, the BYST helps disadvantaged Indian youth to convert their fledgling business ideas into profitable enterprises. Its support is two-fold, financial assistance through partner banks and valuable mentoring support from industry leaders, along with training, business development and networking support.

BYST’s role is that of a facilitator, a supporter of enterprise, its products the success stories crafted by the entrepreneurs themselves.

The distinctive contribution of the BYST approach lies in filling the ‘missing middle’ between the micro credit and the venture capital approach. A completely bottom-up approach, it supports viable ideas brought forth by entrepreneurs rather than driving them towards a pre-decided activity.

In its Silver Jubilee year, BYST celebrates its proud legacy of more than five hundred entrepreneurs who have turned millionaires, several international accolades and the lacs who have been empowered and inspired.

The Vision

Celebrating its silver jubilee this year, the BYST vision was ignited in 1992, when Lakshmi Venkatesan got the idea of creating an organization to help young under-privileged Indians successfully walk the path of entrepreneurship, with professional business development, networking support and funding facilitation.

Using innovative schemes such as mobile mentor clinics, BYST is indeed the first organization to successfully develop the PYBT model outside of the UK. Over the years, BYST has developed program and mechanisms to reach out to a wider swathe of aspiring Indians.

Adapted to work effectively in both urban and rural India, this model is now being transferred to other developing countries around the globe. As a Founding Member of the Youth Business International (YBI), UK, BYST has helped set up similar programs in countries such as Mauritius, Srilanka, Philippines, China and Nepal, amongst others.
The Beginning - MAKING DREAMS COME TRUE

- Dalimi Rabha, a tribal woman from the Boko region, had known a life of penury and hardships since childhood. Today, she is not only financially independent, but is empowering hundreds of other women in the region to become financially independent. She has been honoured by Shri Arun Jaitley, Minister of Finance for her exemplary work in 2016.

- Yogesh Kode provides Energy & Engineering solutions, which helps reduce waste, generate a substantial quantity of energy and greatly reduce environment pollution. Today with a turnover of Rs. 80 lacs and employing 40 people, this grassroot first generation entrepreneur ensures that the product is affordable while being highly efficient. This trait enabled him to win the JRD TATA Award for Social Entrepreneur of the Year 2016.

Stories such as these abound in the BYST ecosystem. Thousands of young men and women have been empowered to lead lives of dignity, inspiring and lifting up with them several others, creating the multiplier effect.

The Impact

Over the years, BYST has expanded its clusters in 6 States: NCR, Tamilnadu, Maharashtra, Telangana, Assam, and Odisha. BYST had counselled over 510,000 youth nationwide and supported 6600 entrepreneurs with financial assistance of over Rs 233 crores through its bank partners. Mentoring support through the 4800 trained and accredited volunteer mentors drawn from industry, has been the mainstay of this initiative. The entrepreneurs, 10 per cent of whom have turned millionaires, have also generated 250,000 jobs.
Mentor Magic

Mentoring is the distinctive fulcrum of the BYST support system. Drawing inspiration from the ancient Guru - Shishya tradition, the BYST puts mentoring at the core of this system. As Lakshmi Venkatesan puts it, “It’s not money alone that will solve an entrepreneur’s problems. Guidance and handholding are the key.” Mentors, therefore, form the backbone of the BYST model. The Trust has attracted top notch business leaders to mentor its hand-picked entrepreneurs. The volunteer mentors share their vast experience in a range of business domains such as marketing, finance, management, administration, while, equally importantly, giving them moral support and courage to overcome challenges and emerge as winners. A mentor handholds the entrepreneur for the first two crucial years of the business, and later, till as long as required.

BYST dedicates significant resources to preparing the mentors for their role, and supporting their on-going development. This includes a formal training and international accreditation scheme, that helps formalize and standardize its mentor offering across the country. Mentor Online, a digital learning tool, provides interactive training.

The BYST mentor model has evolved over time to cater to entrepreneurs located in remote rural areas as well. Through innovations such as mentor mobile clinics, BYST mentors from urban centers travel to the entrepreneur’s location and provide advisory services right at their doorsteps.

But enabling is only part of the story; keeping them enthused about their roles is, arguably, the more critical task. Professional recognition goes a long way and BYST treats every achievement of its entrepreneurs as a joint feat of the entrepreneur and his or her mentor.

Creating a symbiotic circle of giving back, many entrepreneurs mentored through BYST have returned to the fold to share their learnings with upcoming aspirants.
Mentors or business gurus are critical to the success of any young start-up. I am pleased that industry has fully supported this mentoring model in Assam.

Abhijit Barooah
Co Chairman-CII North East Council
The Inspirational Mentors

T L Vishwanathan: Friend, Philosopher, Guide

“Mr Viswanathan is not a mentor to me. He is my friend, philosopher and guide,” says Mr Balamurugan, who drew on his BYST mentor’s support to launch, build and grow his Consumer Electronics business, with an innovative water level controlling device to control water spillage, in domestic and agricultural use.

“Mr Viswanathan has generously shared his almost 50 years of managerial, technical, industrial, financial and human interaction skills in various industries to ensure positive outputs for me from my business. With his counsel, I have become a better strategic thinker, with proper goal setting, execution, time management and financial discipline. Above all, he has given me the confidence to approach banks, and deal with HR issues.” The appreciation from the BYST is as unequivocal. One of our senior-most and well-experienced mentors, Chair – Strategic Committee, and Advisor – Strategy, Mr Viswanathan’s (TLV) passion for mentoring has immensely contributed to the growth of the program. His engagement with the supported entrepreneurs is multi-dimensional, spanning business planning, growth, manufacturing, marketing, quality, Human Resource and finance.

His inputs to our Mentor Online and Mentor Training programs have resulted in the City & Guilds certification.

TLV has received many Awards and has been recognized in Rotary International, industrial and social associations. He became a global winner, competing against 40 countries, with the Youth Business International “Mentor of the Year 2012” Award. He was also awarded “Annanagar Award 2014” for his contribution to social causes.

In all humility, TLV says, “I am honoured that God and my country have given me the opportunity to be a useful human being and citizen, by using my knowledge and experience for the growth of grassroots entrepreneurship. It gives me immense pleasure and professional satisfaction to deploy the various skills I acquired from my engineering-cum-management education, along with 25 years of industrial and managerial exposure in various senior assignments in multinational companies, and a further 25 years experience as a first-generation entrepreneur in electronics, to deliver excellence in mentoring.

My 25 years with the BYST movement have helped me develop as a human being.”
Our Catchment

BYST criteria for supporting entrepreneurs include:

- Young people between the ages of 18-35 years
- Unemployed or under employed youth
- Disadvantaged youth with no alternate resources
- Business sector: manufacturing or services

Reaching out to youth in far flung areas, in a country the size of India is a tall order. Over the years, BYST has created several entrepreneur sourcing models to reach out to potential young entrepreneurs. The BYST Portal is an important platform in achieving this objective. Mentors, entrepreneurs, staff, donors, and the general public connect with each other through the BYST Portal.

Partnerships with vocational and entrepreneurial training institutions and NGOs are another important channel. The Business Ideas Contest (BIC), a unique initiative, brings out the entrepreneurial spirit lying dormant in many youngsters. Several successful micro-enterprises have emerged out of these contests, fueling the flame of entrepreneurship in India’s hinterland. Business ideas of aspiring young entrepreneurs are scrutinized by a panel of experts and further fine tuned.
The Inspirational Mentors

Pradeep Bhalwankar: Evangelist for Entrepreneurship

Mr Pradeep Bhalwankar, whose successful enterprise, Twin Engineers Pvt. Ltd, serves the automobile, packaging, electronics and power sectors, has been an active BYST mentor for over 14 years. Having undergone the BYST self-paced, interactive ‘Mentor-Online’ training program, he has also received the international accreditation from City and Guild, the UK’s largest and best-known vocational awarding body.

Mr Bhalwankar guides his mentees in various ways, spanning the entire business paradigm of marketing, customer relationship management, raising finance, technical skills, business networking, scaling and managing manpower, motivation, capacity-building and employee retention, TQM, et al.

He is an evangelist for BYST, working tirelessly to ignite the spirit of entrepreneurship at industrial clusters in Maharashtra. A true ‘pillar’ of BYST, he piloted the Mobile Clinic for entrepreneurial capacity-building, while serving on key committees and panels.
Our Allies

BYST’s corporate partners include national and multi-national organizations such as Confederation of Indian Industry (CII), Tata Steel, Bajaj Auto, Industrial Finance Corporation of India (IFCI), JP Morgan (JPM) and UK-India Education and Research Initiative (UKIERI).

With the belief that the primary purpose of entrepreneurship is to improve the quality of life of people, Tata Steel has taken the lead in Odisha under their relief and rehabilitation program. The BYST partnership has led to 9780 youth being counselled and another 2608 trained. Making a deep impact, 238 mentors have helped 248 ventures blossom into successful enterprises.

The joint initiative with Bajaj Auto, being implemented in Aurangabad and Wardha since December 2014, has already begun to make an impact. With 4476 youths counselled and another 1058 trained by 204 volunteers, entrepreneurship is beginning to get fuelled. Ninety eight per cent of the 201 ventures supported with Rs. 10.83 crores worth of loans, have been successful.

A partnership with IFCI Social Foundation, under their CSR initiative, showcases the unique BYST model through the co-branded ‘BYST–IFCI Youth Entrepreneurship Program.’ Through the entrepreneurship development program, it created jobs for vulnerable and discriminated youth. Over two years, 64 BYST mentors counselled 1650 youth and trained 411 of them. This initiative also provided the opportunity to train and accredit another 48 mentors. With 75 entrepreneurs supported, the program sanctioned loans of Rs 174.47 lacs.

Our work with State Governments has also created several entrepreneurs. BYST’s operations in Assam were launched by the then Chief Minister of Assam with “The BYST-CII Youth Entrepreneurship Development” program. Started in 2012, this is a Public Private Partnership, with Government of Assam and CII as BYST’s partners.

Bhaskar Tamuli is just one example of the several emerging trend setters under this initiative in Assam, an insurgency torn, poverty afflicted state. Transforming a moribund craft into a thriving

“
I am proud to be associated with BYST. In the loan sanction process, most work is done by the BYST team. They identify good entrepreneurs, ensure end use of bank loans and handhold the entrepreneur for two years. I am really thankful to BYST for their support.

Mr. Sudhamaya Panda
Sr. Manager, Bank of Baroda
Jajpur Road Branch, Odisha

“
business, Bhasker has given the bell metal industry a new lease of life. This innovative entrepreneur hails from Sarthaberi, one of the most backward villages, traditionally engaged in age-old bell metal craft, using ancient manual techniques. He has taken it upon himself to ensure the revival of this craft.

His enterprise, Kamakhya Bell Metal Industry, operating from Guwahati and Bongaigaon, generated a turnover of Rs. 2.60 crores in the last financial year, employs 120 workers, and offers new hope to a traditional craft form struggling to survive in the world of mass production. Adopting techniques and designs to produce spiritual-themed bell metal artefacts, he has forayed into Nepal and Bhutan, with China and Myanmar on the radar. With BYST’s help he got the initial bank loan of 7.17 lakhs. His mentor, Mr K Ahmed, Ex-Director, IIE, Guwahati, provided comprehensive business advice and guided him to successfully eliminate another crippling difficulty in this trade, middlemen, by marketing his products directly to buyers.

“BYST is a one stop solution that trains, provides linkages with banks and handholds entrepreneurs through mentoring. Through BIC, I expect to receive several business ideas from Jajpur that might later be turned into sustainable units. I wish BYST and TATA Steel the very best.”

Mr. Abdul Alim Khan
Additional District Magistrate
Kalinganagar, Jajpur

“By the BYST program, that mentors budding entrepreneurs, could be the stepping stone for building an Assam that we wanted to see. I call for cooperation from all sections of the society to drive the spirit of youth entrepreneurship in the state.”

Mr Tarun Gogoi
Former Chief Minister of Assam
Mohan Singh: Carrying Forward a Tradition

Mr. Mohan Singh, a mentor with BYST for more than 19 years, has mentored over 50 entrepreneurs. With a penchant for developing grassroots entrepreneurship, Mr. Singh was inspired by many business leaders working with aspiring entrepreneurs through BYST. A Director of the hydraulics firm, Hind Fluid Power, over the years he has, on behalf of BYST, built relationships with financial institutions for funding of startup entrepreneurs identified and trained by BYST.

This highly experienced mentor, who spearheaded the BYST mentoring program, has been pivotal to the success of its Mobile Clinic. His passion and dedication have inspired BYST to expand operations further into far flung areas. Mr Singh’s list of invaluable contributions to BYST is endless – acting as strategic committee chairman, establishing two mentor chapters, sourcing industry professionals to join the mentor network, interfacing with banks, Governments and agencies, donating funds and equipment and participating in the loan selection panel. He was honored by - Indian Machine Tools Manufacturers Association /CII/Faridabad Industry Association/Faridabad Chambers of Commerce & Industry, Honored by - TSCC (the Sikh Chamber of Commerce). Most of all, it was a proud moment for the entire BYST team when Mr Singh was recognized as the YBI Mentor of the Year in 2013.

His mentees, three of whom are currently gaining from his expertise, can’t thank him enough for guiding them. Two of Mr Mohan Singh’s mentees have been recognised by YBI - Vijay Jasuja was shortlisted for the 2012 Entrepreneur of the Year Award and Hitender Punyane, won the People’s Choice Category Award. “I could not have been happier when BYST assigned Mr Singh as my mentor; he taught me to focus and draw on my inner strengths, and changed my outlook to life,” says Hitender.

Mr Mohan Singh was mentored by his father in his younger days, helping him deal with the uncertainties. This is what kindled in him the commitment to the mentoring platform. “When I was first introduced to BYST's mentoring system, I could immediately relate to the millions of young people in India who have a vision to excel in life,” says Mr Singh. He deeply believes in the value of positive reinforcements and building confidence of young entrepreneurs.
Facilitating Finance

It was believed that BYST could make the greatest impact if it supported India’s “missing middle” with an emphasis on job creation, as well as business start-ups – the enterprise multiplier effect. The missing middle denote those potential entrepreneurs who risk being left out between traditional microfinance/start-up support and MSME/venture capital support; they are in business, mostly in the informal sector, and struggle to stay sustainable and to expand. The distinctive contribution of the BYST approach lies in filling the “missing middle” by helping people secure a livelihood and live a life of dignity.

Arun Awatade is the perfect example of the missing middle. Experiencing the ravages of drought and poverty in his village in the Sholapur

I congratulate BYST for bringing its Youth Entrepreneurship Program to Assam. SBI is happy to be associated with the venture and we assure continued support, particularly for the growth of the micro and small entrepreneurs, that lack institutional support, and which BYST endeavors to promote.

Mr. Rajneesh Kumar
MD, State Bank of India
district of Maharashtra, Arun was determined to find a way to help farmers, so that they would not be forced to migrate, starve or commit suicide. He devised an innovative mulching technique to conserve water, improve quality of soil, prevent the use of pesticides, and cut down labor costs.

However, denied a bank loan, he had no way of proceeding. Arun raised Rs 40,000 by undertaking tuitions in his spare time and roping in his childhood friend Ganesh and started his business with reconditioned scrap machinery. That was 2010. Within two years, he was struggling yet again to sustain his venture, when BYST offered him a double lifeline - guidance through a mentor and finance through a bank loan.

Today, he manufactures a wide range of mulching films, and has expanded into manufacture of industrial packaging material. With supplies to customers in Maharashtra and three other states, he is contemplating exports too. Employment to 48 people, an impressive turnover of Rs 5.28 crores and a dream of starting a NGO to supply low cost material to farmers, Arun has transformed many lives along with his own.

Through its wide network of supportive partnerships with leading financial institutions and banks, BYST provides collateral free finance to select young entrepreneurs, like Arun. These partners include, but are not limited to financial institutions such as Bank of Baroda, Indian Overseas Bank, State Bank of India, Bharatiya Mahila Bank, Bank of Maharashtra, State Bank of Hyderabad, Assam Gramin Vikas and IDBI Bank. Through its agreements with banks, BYST’s lending is entirely outsourced. Loans of up to Rs. 1.00 crore, approved under the Government’s Credit Guarantee Scheme, are guaranteed without any collateral security and/or third party guarantees. Often Banks direct promising entrepreneurs such as Raghu to BYST. Raghu has gone through an eventful ride in his journey from being a lorry cleaner to an entrepreneur. The young lad from a down-trodden tribal family began working as a load man in a small cement pipe manufacturing company in Karur in 2001, where his keen eye helped him observe the how and what of business. Gaining experience and confidence, he incorporated his own firm, Everest Cement Pipes, in 2009 with an initial investment of Rs 20,000. With a few sub-contract orders from the Tamil Nadu Electricity Board, Ragu approached every local bank for funding, but drew a blank, till he finally obtained a loan of Rs 24,000 in 2012, which he successfully repaid. The following year, when he approached the same bank for a second term loan, they guided him to BYST. The Trust taught Ragu to maintain records and handed him for nearly a year. In 2014, BYST assisted Ragu to obtain a bank loan of Rs 16 lacs.

From then, there was no looking back. In just a year, Everest Cement Pipes expended its product
Financing the Under-served Government Credit Guarantee Scheme

In India the biggest challenge for MSEs (micro and small enterprises) is the non-availability of timely and adequate credit at reasonable interest rates. With a high risk perception of MSMEs, banks insist on collaterals that are often not available with such enterprises. Young ‘first generation’ entrepreneurs also face a similar difficulty. To mitigate this challenge, the Government launched a Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGTMSE) in the year 2000, in conjunction with Small Industries Development Bank (SIDBI). This Scheme provides collateral-free credit to MSEs. Although not specifically designed for the youth, in 2007-08, BYST entered into a public-private partnership under the terms of this scheme. The BYST-Bank ‘Entrepreneur Development Programmes’ have significantly enhanced the young Indian entrepreneurs’ access to finance. BYST now supports over 1000 such entrepreneurs every year, compared with the 100 supported earlier.
portfolio and clocked in an annual turnover of Rs 6 crores. The company operates from a 90,000 sqft unit in Perungulathur, near Chennai. Everest employs 35 people, and supports 45 others indirectly. Success has made Ragu increasingly conscious of his social responsibility. He has built eight toilets for his community, and by 2018, plans to build a toilet for every home in his village, free of cost. He also plans to help children from his community pursue higher education.

**Rewarding Success**

With support from over 4500 mentors and an enthusiastic team, BYST has spread its wings across the length and breadth of the country. Continuing its endeavours to spread the entrepreneurial spirit further through the Mentor Chapters, BYST launched a unique High-Flyers Club, with 250 of its entrepreneurs.

Several BYST entrepreneurs have made it to BYST’s High-Flyers Club, which recognises, rewards and promotes those who have achieved extraordinary business growth. These BYST achievers, ambassadors for promotion of youth entrepreneurship across the territory, mobilize and enthuse potential entrepreneurs and act as change agents to growing entrepreneurs.

Many young entrepreneurs like Aneesh, a young engineer, who catapulted himself out of poverty, are excited to be recognised as BYST High-Flyers. The entrepreneurial ingredients of self-motivation, spirit of independence, innovativeness, passion and an enterprising nature that lay dormant in Aneesh, were stifled by family poverty. “Once I gained my engineering degree, with support from a Trust, I saw entrepreneurship as the path to economic welfare and freedom. For five years, I worked with a steel roofing manufacturing unit to gain self-belief, and technical & managerial insights into the manufacturing business”, says the young entrepreneur.

With crucial financial support and mentoring from BYST, he set up a colour coated steel roofing sheet manufacturing firm, with a group of similar-minded young professionals. In just four years, Smart Roofing Pvt Ltd, launched in 2011, with a loan of Rs 35 lakhs from BYST partner banks, reached a turnover of Rs 14.8 crores, and is targeting Rs 21 crores and employment to around 60 people, by 2019.
Awards and Recognitions

BYST entrepreneurs have been continuously in the limelight, bagging prestigious national and international awards. To recognise entrepreneurial excellence among the BYST funded entrepreneurs, an award scheme was started in 1995. The JRD Tata Young Entrepreneur Award, constituted in memory of the Founding Chairman Mr. JRD Tata, selects three best entrepreneurs based on their performance, track record, employment-generated etc.

Yogesh Rajendra Kode, hailing form a middle class family, is just one of the many such youngsters who have been recognised with the JRD TATA Award for Social Entrepreneur of the Year. Having studied Chemical Engineering in 2001, with a scholarship Yogesh went on to study M.Tech in Energy. A self-made entrepreneur, Yogesh started providing Energy & Engineering solutions, with a small investment in a rented premises. Driven by his eagerness to learn, he undertook research & development in his backyard to develop the first pilot plant. The hard work and determination put in by Yogesh Kode and his wife, Kavita, got Nespro Renewable Energy Solutions in 2016 much recognition.

When he was struggling to raise working capital to expand his business beyond a turnover of 6 lacs per annum, he was introduced to BYST by a friend. With BYST support he was able to avail a working capital. His foremost focus has been on social and ecological value creation, which is what sets him apart from others. He has been able to grow his business rapidly with regular mentoring and handholding support of BYST. He has also developed welding consumables for potential customers ranging from small individual entrepreneurs to public limited manufacturing companies.

BYST also recommends its entrepreneurs for awards such as the prestigious CII Women Exemplar Awards, CITI Micro-entrepreneurship Award, Youth Business International Awards (YBI).

The Citibank program highlights contributions of micro-entrepreneurs and microfinance institutions (MFIs) to their local economies. These awards encourage young achievers to become fireflies, who carry the flame of entrepreneurship to every nook and corner of the country.
The YBI award recognizes entrepreneurs who have created exceptional businesses that are contributing to sustainable economic development in their country. Hitendra Punyane, the 2010 winner of the prestigious YBI Entrepreneur of the Year Award (People’s Choice) and the first runner up of the YBI Innovator of India, is one of the several winners BYST has created. These youngsters were unable to unleash their entrepreneurial potential before they came in contact with BYST.

“The biggest hurdle for me was to decide to set up something on my own, rather than opting for a ‘safe’ teaching job, which my family wanted me to do,” says Hitender, who acquired a diploma in education after Class 12, followed by some short-term courses and training programs. Working as a mechanic in his father’s air-conditioning repair shop, he got the idea of making panel air-conditioners in 2006. With the initial loan application denied by the bank, his family put in every rupee to help start his venture.

There were dark clouds in his early days of entrepreneurship. Struggling to manage inventories, he began losing orders, and was on the brink of a crash, when BYST extended a helping hand, with a bank loan, and mentorship. His mentor guided him in getting the business back on track and taught him the intricacies of managing a business.

Today, Hitendra has expanded his product portfolio, and provides innovative, customized solutions. As a social commitment, he offers training to unemployed youth in a technical training institute on an honorary basis. He also visits several institutes, motivating students to become entrepreneurs. Hitender Punyane has grown his business to Rs 1 crore over the last six years.


The Inspirational Mentors

Sunil Malkani: Leading by Example

“Having faced back to back failures in my previous forays into business, my confidence was at its lowest. My mentor, Mr Sunil Malkani helped me overcome my lack of confidence,” says Tusshar Munoat, a civil engineering contractor. “He taught me to have a positive outlook and develop a positive attitude towards life. He is a facilitator, and leads by example, guiding without interfering, and allowing me to make decisions and learn from the process.”

“In the contract business getting timely payments is a business challenge. Delayed or denied payments create huge losses. My mentor advised me to not rely only on private builders but to move my business to Government departments. He personally accompanied me for several meetings and supported me through the process. He also taught me fiscal discipline, and the art of negotiation for finance. I started growing my business by taking up bigger projects from the Government. With his encouragement, I started an asphalt batching plant which will augment my turnover to around Rs. 70 crores in the current year,” says Munoat.

Mr Sunil Malkani is the face of BYST mentoring in the Western Region. Through his association of over 20 years, with BYST Pune, he has motivated more than 40 entrepreneurs, while building and strengthening the organization’s relationships with many banks. He has also started a special committee to support high-flyers in their quest for awards and additional support even after the mandatory two years mentoring period. Above all, he has motivated many of his associates, professional colleagues to take up mentoring, and is the designated ‘buddy mentor’ for novice mentors. Says Mr Malkani, “When I wanted to start my business in 1982, I could not get bank loans for almost a year and there was no one to guide me. I had to struggle to sustain and grow my business. Now, as a volunteer mentor, I get immense satisfaction in helping young entrepreneurs succeed in business. I see mentoring as a two-way process – both mentor and the mentee grow together. I continue to learn from the young entrepreneurs I work with.”
The Guru - Shisya Tradition

The BYST model rests on the principles of community participation with all stakeholders and beneficiaries participating in the process. Many successful beneficiaries have donned the mantle of mentorship and guided other neo entrepreneurs in the path to success. A Mentor handholds the entrepreneur for at least the first two crucial years of the business. Over time, with innovative solutions such as the Mobile Clinics, BYST mentors are able to reach far flung areas. Aspiring entrepreneurs, located in remote rural areas, not only get mainstreamed, but become role models for others to follow.

Archana Paramathayalan, a BYST entrepreneur, is grateful for the guidance she received from her mentor, Mr Mohan, who showed her how to delegate, maintain financial records, including sales figures on a daily basis, and also helped in financial forecasts. With his guidance, she worked for and received ISO certification – a rarity for a catering business in India! Archana today supplies high quality, multi-cuisine healthy fare to over 4000 customers working in leading IT companies in and around Chennai from a centralized kitchen. The Q in the firm’s name “Q-Way” stands for Quality and Quick service.

Archana ventured into entrepreneurship to make ends meet, not out of choice. Struggling with responsibilities of a new-born baby, demands of a strenuous but low-paying job, and the unexpected loss of her husband’s job, she got the idea of starting a business in the food industry, building on her early interest in cooking.

Starting out with just a few customers in youth hostels, the growing demand called for more funds. Rebuffed by lenders who dismissed women as fit only for micro loans, she approached BYST through a friend, for a loan to buy machinery and establish a full-fledged kitchen. BYST mentors, who have honed their skills with experience and training, recognized her ‘thinking-big’ as an asset and helped her secure a bank loan of Rs10 lacs for the first phase of business.

With an expected turnover of Rs 3.6 crores in the current financial year, and plans to spread beyond Chennai, her start-up has so far exceeded the expectations both, from women-owned businesses as well as the catering industry. Today, banks are coming forward to lend to the company. Impressive balance sheet notwithstanding, the highlight of her start-up is the nurturing of its direct workforce of 98, including 51 women, and motivating and inspiring hundreds of other women entrepreneurs!

I found BYST to be the best option to share our experience and knowledge with budding entrepreneurs and thus to give back to the society that has helped us grow.

Mr. S Krishnaswamy
Mentor, Tamil Nadu
Over the last two and a half decades, the Trust has gone the extra mile for those who have been left behind by society in the race to progress and prosperity. BYST has helped several women, the differently abled and those hailing from the disadvantaged sections of the society, to live a life of dignity.

Differently-abled woman entrepreneur Basanti Rana, instead of relying on others for help and support, has with BYST’s support, transformed herself into a source of livelihood for others. Today, she manufactures different types of dresses, uniforms, ladies’ garments and handloom products. In just ten months, she has seen her turnover multiply her initial investment several times, and is confident to scale up both income and output by next year.

Born into an economically backward family of share-croppers, Basanti was afflicted by polio...
as a child. This, however, did not deter her from completing her schooling and also taking a tailoring course. Forced by her circumstances to wait till she turned 30, to follow her dream, she came to know about BYST from the Gram Panchayat Office. With facilitation from the Trust, she secured a bank loan. The guidance of her mentor, with 25 years of experience in quality stitching, helped her launch her enterprise, and supply garments to local retail outlets. Under a government scheme, she has also provided free of cost training in stitching and designing techniques, to around 160 girls, including two physically challenged girls. She plans to employ them in her unit. Recognizing her remarkable spirit, Tata Steel felicitated her on International Women’s Day.

In a rare gesture, the bank that granted Basanti the loan, thanked BYST for connecting the bank with this intrepid lady. “I am grateful to BYST that, with their support, we could finance a cent percent physically challenged person, Basanti Rana, and enable this dedicated and honest lady to start a productive venture. Thank you, BYST, for helping us do something for society, and reach the last mile.

Mr. Ashok Kumar Samantaray
Zonal Manager, UCO Bank

Limitless Horizons

Counseled : 510,000
Entrepreneurs supported : 6600
Total BYST Loan : 233 crores
Mentors : 4800
Employment Generated : 250,000
BYST Millionaires : 10%
Highest Turnover : 70 crores
Highest Employment : 900

In the words of Milind Patil, Industrialist and BYST Mentor, Aurangabad, BYST is not about ideas, it is about turning ideas into reality……..
Despite its substantial achievements and international recognition - mostly to its entrepreneurs, BYST is not content to rest on its laurels. The vision remains constant: tirelessly scale up, to help India, and Indians, reach the full flowering of their abilities.

“BYST is a prominent organization that has developed an ecosystem to convert Job Seekers to Job Creators. BYST is helping resolve the unemployment issue and contributing to the nation’s economic growth by developing new startups.

Pradeep Mane
Mentor & Director, AISSMS
College, Pune"
In Gratitude : The BYST Entrepreneurs

Getting the most out of life isn’t about how much you keep for yourself, but how much you pour into others. I have been lucky to meet a mentor like Mr. S. Krishnaswamy, who came into my life at the right time. I thank BYST, for empowering me and giving me the strength to believe in the possibilities.

— Ravi
Entrepreneur, Tamil Nadu

To begin with it was a shot in the dark; with BYST offering help, my entrepreneurial journey has been successful. Routine tasks of managing a business became very easy after BYST started giving me the guidance. I thank TATA STEEL for this initiative, which has helped me and many others.

— Sujata Behera
Entrepreneur, Odisha

With mentoring support of BYST and financial help from banks my business grew by ten times in a year. That was really the turning point of my life.

— Yogesh Ghodke
Entrepreneur, Maharashtra
I wish the BYST’s mission for a mentor movement to turn into reality soon!!!!

Shri Venkaiah Naidu
The Hon’ble Vice President of India
(former Union Minister, Urban Development)

At this conference on Mentoring Entrepreneurs in Smart Grams for Inclusive Growth, jointly organised by Bharatiya Yuva Shakti Trust and Rashtrapati Bhavan’s Smart Gram Initiative, it is heartening to see a "meeting of the minds" of young people, particularly those from underserved communities and the experienced and experts in business - sharing experiences and exchanging valuable lessons.

Shri Suresh Prabhu
Minister, Commerce and Industry
(former Union Minister, Indian Railways)

I was pleased to be part of the launch of Business Idea Contest – a BYST and RB – collaboration – in January this year. Many young people from rural Haryana have participated in this business idea contest.

Smt. Omita Paul
Secretary to the then Hon’ble President of India, Shri Pranab Mukherjee

There exist people in rural areas who have the passion for mentoring. That’s what needs to be taped. Now even people at DIC or Banks are qualified but if they do not have the passion for mentoring no amount of training are going to make them a mentor. Now we have revolution about to happen in the country.

Shri B J Panda
Member of Parliament, (Lok Sabha) at the Round table discussion

On my last visit to India, I recollect over 7 years ago now, I was enormously proud to be present at the BYST 10th anniversary celebrations with the Prime Minister of India at the Parliament House. I also had launched BYST 17 years back modeled upon my Youth Business Trust in the United Kingdom entirely as a result of a conversation I had with Lakshmi during her father’s state visits to the UK.

HRH The Prince of Wales, Prince Charles
The Then Prime Minister of India Shri Atal Bihari Vajpayee, presenting the award to winners at Asian Summit in 2003

Late JRD Tata with HRH Prince Charles and Late HP Nanda during the BYST Launch in 1992

Shri Manmohan Singh presenting JRD Tata Young Entrepreneur award held in 1998

Former Minister of Finance Mr P Chidambaram, Launched BYST Growth Fund Program in 2009
Mr. Kapil Dev at Asian Summit in the year 2003

Former Chief Minister of Assam Shri Tarun Gogoi at the Launch Event 2012

Former Vice President of India Shri Hamid Ansari presenting the Certificate of Achievement to the Entrepreneur in 2008

HRH The Prince of Wales visiting BYST High-flyer Stall at Chandigarh in 2011