

BYST NEWSLINE

VOLUME-1 September -2019

INTRODUCTION

We are very delighted to present **BYST NEWSLINE Volume-1** – A quarterly News Journal of Bhartiya Yuva Shakti Trust Youth Entrepreneurship Development Program (BYST-YEDP) Gurugram, Haryana. This quarterly newsletter is an attempt to connect the mentors and entrepreneurs of Gurugram and keep them updated about the latest entrepreneurial development for creating employment by encouraging Entrepreneurship, across 3 blocks of Gurugram District – Gurugram Urban, Sohna and Farukhnagar.

This edition of **NEWSLINE** showcases the thematic area of interventions, footprints of success and events held across different locations during the quarter. It's an attempt to create a healthy environment for business in Gurugram. Through this newsletter we hope to keep you updated, with exciting stories and events as we track the journey of successful entrepreneurs and their mentors. We sincerely thank our funding partner for supporting the “Youth Entrepreneurship Development Program” for promoting entrepreneurship in Gurugram, Haryana. We also thank our LOC Partners, mentors and partner banks for their invaluable support in our endeavour to create successful entrepreneurs. We hope this edition will be reader friendly and informative for all our stakeholders.

PERFORMANCE AT A GLANCE (JULY 2019 TO SEPTEMBER-2019I)



ACTIVITY	ACHIEVEMENTS
Number of Youth reached out	1071
Number of Prospective Youth Counseled	306
Number of Youth Trained	60
Number of Venture Supported	04
Amount of Loan Disbursed	2.60 Lc

Mentor Mentee Get Together



The Mentor-Mentee Get-Together program conducted during this quarter under the BYST Youth Entrepreneurship Development Project (YEDP). The event was held at GIA House Premises, Gurugram on dated 30th September, 2019 from 04.00 PM to 05.30 PM.

Dignitaries on the dais:

- **Ms. Shivani Narula, Assistant General Manager, Syndicate Bank ,Gurugram.**
- **Mr. PN Godara, Lead District Chief Manager, Syndicate Bank ,Gurugram.**
- **Maj. Gen. Sudhir Kumar Datt, Founder, Prakashdeep Trust.**
- **Mr. Suresh Kumar, Chairman of Mentor Chapter, BYST, Gurugram.**

Participants at a glance:

About 109 Participants were present in the programme that includes Mentors from Gurugram, Entrepreneurs, potential entrepreneurs, Bank officials, Principals of various technical colleges, Govt. Officials, Media representatives, LOC partners and staff of BYST Gurugram. There was 01 media representative present in the event.

Participant Categories	No
Media Representatives	01
Entrepreneurs	88
Mentors	11
BYST Staff & others	9
Total	109

Overall Goal:

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

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 Youth Entrepreneurship Development Program across Gurugram, Haryana.

- To boost to the entrepreneurial culture in Gurugram, Haryana and create an entrepreneurial ecosystem in Gurugram, Haryana.

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 Gurugram. Mr. PK Koul, BYST moderated to the event. Mr. Suresh Gupta, Senior Mentor, BYST, Gurugram, gave the welcome address to participants and guests.

Gist of the Address Delivered by Dignitaries:

Mr. Suraj Saluja, Chairman, BYST IESP committee, Gurugram delivered a power point presentation that articulated the approach and strategy of BYST in promoting successful entrepreneurs with the significant support of local mentors. Success stories of few entrepreneurs and excellent effort of mentors in Gurugram and mentors of BYST in other regions in India were also highlighted in the presentation to encourage the present audience. He described the success of mentoring in converting grass roots entrepreneurs into running sustainable units, and also gave the so far achievements of BYST-Gurugram progresses till 30th September, 2019 i.e. AGP, Counselling, Imparted training, financed, hand holding support and employment generation at Gurugram.

Mr. PN Godara ,Lead District Manager, Syndicate bank, Gurugram, elaborated on Scope of Entrepreneurship in Gurugram, He shared that in India many youths are under employed to resolve this problem and entrepreneurship is the backbone for not only making them successful but also to the other youths as well. He expressed BYST is playing very crucial roles for linking to finance at banks and handholding support for business sustainability of a entrepreneur.. He praised to BYST for such initiatives and also appreciated the BYST mentoring Process which played an important role in entrepreneur business.



Ms. Shivani Narula, Assistant General Manager, Syndicate Bank, Gurugram was the chief speaker on this occasion. He addressed the audience gathered and inspired youths to modernise and pursue the path of entrepreneurship. Smt Narula addressed various schemes for SME Loans and the eligibility criteria i.e. Agri, Dairy & Fisheries entrepreneurs and other Government Schemes i.e. Mudra- Sishu, Kishor, Tarun, PMEGP, Stand up India, Start Up India etc. He said that BYST Youth Entrepreneurship Development program at Gurugram has brought significant results in promoting youth entrepreneurship in the rural and urban heart of Gurugram.



During his speech he praised BYST for being a one stop solution that trains, linkages with banks and gives hand holding support as mentoring. Through the programme, She is expecting many youths from Gurugram to be turned into successful entrepreneurs.

Entrepreneur- Mentor pair shared experiences: Key points:

- BYST Gurugram IESP Chairman and expert mentor **Mr. Suraj Saluja** expressed his real life experience as a mentor in BYST Gurugram, the way mentors are monitoring to their respective entrepreneurs. He explained how his mentee is discussing with him the business challenges and the way he suggesting in developing to his mentee business. He expressed his heartfelt thanks to BYST for giving an opportunity for serving the society and requested to the mentors for giving at least one new mentor reference to BYST officials for joining in this noble works.
- **BYST Gurugram supported entrepreneur Mr Pradeep Yadav** shared his real life experience with BYST support services. Mr. Pradeep is from a remote village of Tajnagar near Farukh Nagar area. He said earlier he was not getting even 10 days for working in his unit but after got the support from BYST now he is able to get 25-30 days working in his unit with a monthly turn over 12.00 Lakhs to 13.00 Lakhs. He shared that, he is aiming to expand his business in a bigger way in future.
- **Mr. Satish Kumar Mahajan**, Mentor BYST Gurugram addressed to the gathering about how as a mentor, he is guiding to his entrepreneurs in growing to his business which creates more profitable in very short span of time. He expressed his heartfelt thanks to BYST for giving an opportunity for serving the society. He requested the audience to join as mentor in BYST program and be a part of the better social cause.
- **BYST Gurugram Supported entrepreneurs. Mr. Sadanand Sah** from Chakkarpur area shared how he has received a loan Rs. 1.7 Lakhs from BYST partner bank with the help of BYST. He described the initial hurdles he had to face and BYST helped him starting his career in the field of entrepreneurship. He thanked to BYST for the initiative at Gurugram and hoped many more youth of like him in the locality would definitely be benefited under this programme in the upcoming days.



MENTOR CHAPTER MEETING



The monthly Mentor Chapter Meeting was conducted at BYST office under the chairmanship of Chapter Chair Mr. Suresh Gupta during Oct & Nov'18. Mentors and supported entrepreneur were present in the Meeting. Monthly updates and progress of Gurugram region was given by BYST staff to the mentors. Various discussions and decisions were recorded in the meetings for inducting of new mentors, sourcing of entrepreneurs and strengthening to the mentoring network in Gurugram. Mentors shared the mentoring experience about their respective mentees.

AWARNESS GENARATION PROGRAMME (AGP)



Awareness Generation camps were conducted at different communities, colleges and market places throughout the quarter to reach more number of people. Various strategies like leaflets distribution, outreach, community visit, institution presentation etc. were under taken for reaching more and more youth in Gurugram. Many youth have expressed the interest on entrepreneurship and came forward to start the business from various communities. The aspirant entrepreneurs were counseled and referred for further process from awareness program.

BIG/ COUNSELLING



Counselling is the vital part of an initial screening process of BYST program and it's normally conducted by expert mentors and BYST finance officer/ field officer. The aspirant youth's raw business idea turned into a viable idea through the counselling process and creates a confidence for starting up an enterprise. The counselling sessions takes place mostly in BYST Office and other places in the community. The cluster counselled around 306 youths during this quarter from various villages of Kasan, Farukhnagar & Gurugram blocks in the defined geographical areas.

ENTERPRENIUR ONLINE LEARNING

Selected candidates underwent the EOL Training Program to enable them to fine tune & covert their ideas into concrete business plans BYST conducted EOL Workshop at BYST office Premises. Potential Entrepreneurs participated in this workshop. Rtd. Banker, Professional trainer and BYST Finance officer took session in the training for potential aspirants. Workshop focuses on following:



- Motivating potential entrepreneurs
- Market Analysis
- Mentor Relation
- Financial Accountancy
- Giving them the basic accounting practices
- project preparation and soft skills on art of selling
- Developing networking & Marketing business linkages

BYST AUTO ANNOUNCEMENT AND OUCTREACH-GURUGRAM



BYST-Gurugram conducted auto announcement cum counselling campaign for sourcing of potential entrepreneurs it was specifically conducted for an Area Sarhol which is having a good population of middle class and lower middle-class families. This program was conducted for 3 days more than 72 potential counselling was done during this program.

DISBURSEMENT

Loan to 4 entrepreneurs Rs 2.60 lakhs were disbursed from Gramin Bank ,State Bank Of India , Canara Bank, Gurugram for their various businesses start up i.e.Garment Shop, Tailoring Service, Mobile Sales & Service, Retail Sales etc, during this quarter.

Press Coverage

उद्यमियों के लिए हुआ सम्मेलन
 जगरण संवहदाता, गुरुग्राम: भारतीय युवा शक्ति ट्रस्ट (बीवाइएसटी) द्वारा जीआइए हाउस, सेक्टर-14 में उद्यमियों के लिए सम्मेलन आयोजित हुआ। इसमें सिडिकेब बैंक की क्षेत्रीय प्रबंधक शिवानी नरूला मुख्य अतिथि रही।
 ट्रस्ट के अध्यक्ष सुरज सलुजा ने बताया कि कार्यक्रम का उद्देश्य जिले और उसके आस-पास के क्षेत्रों में एक उद्यमशील इको-सिस्टम बनाने की दिशा में स्वयं के बीच नेटवर्किंग के लिए उद्यमियों की सक्षम और बढ़ावा देने का रहा। उद्यमी के विकास के लिए अनुभवी मेंटर्स की सहायता से सबसे अधिक संभव समाधान और समर्थन प्रदान करके कठिनाइयों को दूर करने पर चर्चा की गई।
 ट्रस्ट के सदस्य प्रदीप यादव ने आयोजन में उपस्थित उद्यमियों को मेंटरिंग प्रोग्राम के बारे में जानकारी दी। उद्यमी और संरक्षक के रूप में अपने अनुभवों को साझा किए। इस मौके पर ट्रस्ट के मेंटर्स एसके महाजन, राम स्वरूप शर्मा, केशी शर्मा, अखिलेश लीखा, अंजुन भूटानी और सिडिकेब बैंक से पीएन गोदारा उपस्थित रहे।

Thank You!!

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