



**BUSINESS &
YOUTH
STARTING
TOGETHER**

BHARATIYA YUVA SHAKTI TRUST

TURNING JOB SEEKERS INTO JOB CREATORS

ABOUT US

BYST is a not-for-profit organization that primarily assists disadvantaged Indian youth in developing business ideas into viable enterprises under the guidance of a mentor. Inspired by HRH, The Prince of Wales, and founded in 1992, Bharatiya Yuva Shakti Trust is the first organisation to replicate the Prince's Trust's youth entrepreneurship support model globally outside U.K.

The programmes include supporting underprivileged young entrepreneurs by supplementing financing based on the requirement assessment done by the mentor selectors, Rs. 5 lakhs being the present average and with an upper limit of Rs. 1 crore, they are also supported with a host of business related activities such as training, business plan development, monitoring, mentoring and networking. The young entrepreneurs are nurtured till they reach a level where not only are they self-sufficient, but they in turn make a valuable contribution to society through creation of wealth and employment.

MISSION

Creating Employment
and Wealth Through
Entrepreneurship

FOUNDING CHAIRMAN
Bharat Ratna JRD Tata

PATRON
Mr. Rahul Bajaj

CHAIRMAN
Dr. Naushad Forbes

FOUNDING AND MANAGING TRUSTEE
Ms. Lakshmi V. Venkatesan

27 YEARS OF EMPOWERING YOUTHS

Celebrating its 27 years of service to the nation and the youths of India, till date, BYST has supported its entrepreneurs with a total funding of about Rs. 288 crores through them 10% of BYST supported entrepreneurs have become millionaires. BYST through outreach and counselling initiatives has reached out to 6, 24,856 youths. Many of BYST's entrepreneurs have gone ahead to win National and International awards and emerging as successful youth icons - 25 Youth Business International, 25 Citigroup and 35 JRD Tata Awards.

Reach Out: BYST has expanded & set up regional clusters in NCR Delhi (Faridabad & Gurgaon), Tamil Nadu (Chennai), Maharashtra (Pune, Aurangabad and Wardha), Odisha (Jajpur & Rayagada), Telangana (Hyderabad) and in the State of Assam.

International presence: As a founding member of the Youth Business International (YBI), UK, BYST is helping to set up similar programmes globally, while enhancing its international linkages. Since 1994, BYST has helped set up programmes in Mauritius, Srilanka, Philippines, China and Nepal.

YBI YOUNG ENTREPRENEUR OF THE YEAR 2019 - FINALIST

Swapnil is 28 years old and lives in Pune district, India. His father was a small business owner operating a manufacturing unit from a small piece of land that he invested in many years ago. "From my childhood I was clear that I would not like to pursue the same business that my father was operating since his business brought home a relatively small annual income. I had bigger dreams!". Swapnil's father's struggle to make ends meet and ensure that him and his brother got a good education have helped him to stay grounded in every situation and be a careful spender. Despite their financial circumstances, he did not give up and pursued an Engineering degree from a Government Open University. Swapnil's determination to become an entrepreneur only became stronger when his father's main customer decided to close in 2015, leaving them in a difficult financial situation.

Since he was keen to become an entrepreneur, a Bharatiya Yuva Shakti Trust (BYST) advertisement in a local newspaper caught Swapnil's attention. He visited their local office and explored his area of interest for a commercial venture. While he did not immediately come up with an idea, he continued to visit and was motivated by the mentors and other entrepreneurs. He began to feel confident about his own ability to start a business and turn his dream into a reality. He says "The BYST mentors patiently answered my queries and encouraged me to pursue my dream." Having understood its importance in building and sustaining a successful business, he remained in touch with BYST mentors while pursuing his engineering degree. After completing the degree, he worked as a welder for an automotive manufacturer, but didn't find this work interesting and it involved long working hours.

Swapnil then founded the manufacturing business, Sky Power Industries. He participated in BYST's Smart Training for Enterprise Planning (STEP) at the College of Engineering in Pune. Once his proposal was approved he was assigned a mentor; Mr Subhash Shejwal, an engineer and serial entrepreneur with business interests in the manufacture of engineering components. To enable him to take his business to the next level, he received a loan and then attended the Post Loan Training, during which he received guidance on business development and financial discipline. After one year of running his business successfully, he was enrolled in the BYST "High Flyers Club". He received expert mentoring in other areas and attended several "High Flyer" training Programmes which helped him develop a clear vision for the future of his business. Swapnil adds "My family is proud of the hard work I have put in to building a successful business. Within just 18 months, I have been able to buy a car and invest some profits back into the business."

Sky Power Industries has also provided income generating opportunities to 16 people directly. Given that every manufacturing business creates at least four indirect jobs for every direct job, the business contributes to at least another 60 indirect jobs. In Maharashtra, there is a huge electricity demand supply gap, which radiator manufacturers are unable to fulfil. The electricity generated by the radiators can be used in rural areas where India still faces a big challenge. The cost and energy efficient radiators are contributing to power generation, meaning the government can reduce maintenance costs and expand electricity coverage with limited resources. Swapnil's goal is to make the business grow year on year at a steady pace. The market is estimated to grow at a yearly rate of 200%, given the Government's aim of 100% electrification by 2022. Moving forward, he is planning to increase production and expand the sales network. Over the next couple of years, they aim for growth of around 70% and plan to manufacture different-sized radiators based on the market demand.

CORPORATE PARTNERS

By consistently bringing on board the Indian corporate sector in all aspects of its operations - financing, project evaluation and review, training and mentoring - BYST has created a model for corporate executives to accept their social responsibility and participate voluntarily in the process of nation building. Our Board of Trustees comprises leaders from the top business houses in India. Our corporate partners include National and multi-national organizations like, Confederation of Indian Industry (CII), Tata, Bajaj, IFCI, J P Morgan, JK Paper Limited etc.

FINANCIAL PARTNERSHIPS

State Bank of India, Indian Bank, Indian Overseas Bank, Bank of Maharashtra, IDBI, Bank of Baroda to provide funding for BYST entrepreneurs where selection and screening will be done through the mentor networks and funding through these banks.

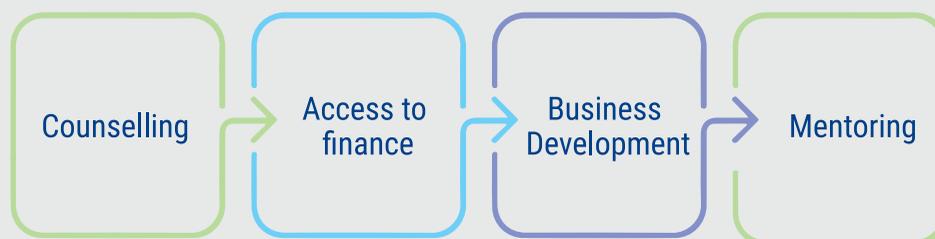
UNIQUE PROGRAMMES

To develop an entrepreneurial eco-system in Assam, BYST commenced "BYST-CII Youth Entrepreneurship Development Programme in partnership with the Gov't of Assam" in Apr' 2012. In Dec.'14 BYST entered into a partnership with Bajaj Auto under their CSR initiative for starting the programme in Aurangabad and Wardha in Maharashtra branded as "Bajaj Auto - BYST Youth Entrepreneurship Development Programme". In Feb' 2015, to create employment through entrepreneurship in Odisha (Jajpur), BYST entered into a partnership with Tata Steel under its CSR initiative to set up "BYST-Tata Steel Youth Entrepreneurship Programme".

BYST also has partnered with Industrial Finance Corporation of India (IFCI), a public sector financial institution to support entrepreneurs in the National Capital Region (NCR) of Delhi. Likewise in July' 2017, BYST joined hands with JK Paper Limited and commenced "BYST-JK Paper Youth Entrepreneurship Programme" in Odisha (Rayagada).

OUR MODEL

Entrepreneur- Model



BYST PROCESS – ENTREPRENEURSHIP DEVELOPMENT



Mentoring - the BYST way

The BYST formal mentoring programme for small businesses is unique. The organization has consistently been able to attract volunteer mentors from different backgrounds and areas of business. Rooted in the Indian 'Guru-Shishya' (Teacher as a guide) tradition, this programme has been adapted to the modern day needs of the country. The entrepreneurs are empowered to take on leadership roles in the community, and they in turn give back to society by coming forward to mentor other disadvantaged youth. The programme is self-sustaining in long run.

Mentoring India™

BYST on the occasion of its silver jubilee, has unveiled a unique Programme 'Mentoring India™' aiming to create a pool of mentors at every touch point such as financial and Government/Private institutions, where an entrepreneur currently interacts. Mentors will be trained by BYST through an accredited mentorship course and later certified. The database of these certified mentors at each touch point will be made available to the concerned stake holder on various accessible digital platforms. Service Offerings include Screening of future mentors, customized mentor training and assessment, mentor practical training, mentor peer learning, mentor certification, monitoring and evaluation of mentor learning, mentor up skilling and impact evaluation.

Over 6,091 Mentors were inducted. Mentors are trained and accredited by City and Guild, the UK's largest and best-known vocational awarding body. BYST has been the first to successfully translate a developed country model to work in a developing country. Using innovative schemes like mobile mentor clinics, the model has been adapted to work effectively in both urban and rural India. This model is now being transferred to other developing countries around the globe. As BYST increased its scope, it developed an online mentor training programme that helps reach a wide swath of the Mentor population 24x7.

Empowering Mentors

Training provided through a 6 hour self-paced, interactive, fun and user-friendly Its Mentor Online Learning (MOL) tool for potential mentors. International Accreditation for mentors who complete MOL coursework and provide on-the-ground mentoring to entrepreneurs (10 hours in a year) is provided by City and Guilds, as mentioned earlier. A formal grouping of business mentors, as chapters are created geographically.

Pan India Impact	Cumulative since 1992
Outreached & Counseled	6,64,816
Youth Trained	35,777
Youth Financed (through banks) & Mentored	7,933
Employment Generated (Direct & Indirect)	2,65,882
Mentors Inducted, Trained and Accredited	6,189
Loans Given (In Crores)	INR 316
National Awards	64
International Awards	26

*As of 30th June, 2019

MENTORING INDIA SERVICES


Screening of future Mentors


Customized Mentor training & Assessment


Mentor Practical Training


Mentor Peer learning


Mentor Certification


Monitoring & Evaluation of Mentor learning


Impact Assessment


Mentor up skilling

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