

Role of NGO in Growth of Inclusive Entrepreneurship in India - A Case Study of Bharati Yuva Shakti Trust

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Abstract:

This paper showcases the Role of an NGO in Inclusive entrepreneurship in India - A case Study of BYST. The use of the word '**inclusive**' indicates a belief that entrepreneurship is for all and that the personal qualities and conditions required for entrepreneurship are not the prerogative of a privileged, highly educated few. NGO play a major role in the promotion and development of the society. They play the service role, help to increase community participation , women empowerment and achieving the sustainable goals.

Keywords: Inclusive Entrepreneurship, NGO,SDG

1.0 Introduction:

Inclusive entrepreneurship is about a set of attitudes, competences and skills which allow people to turn their dreams into concrete projects or “enterprises” and then see these through to fruition.

The 17 SDGs are integrated they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

BYST is a not-for-profit organisation that primarily assists disadvantaged Indian youth in developing business ideas into viable enterprises under the guidance of a mentor, with the main objective of turning job seekers into creators. Promotion of inclusive growth is vital to a country like India to enhance employment opportunities, especially in underserved communities. BYST is committed to building strong, trusting relationships and life skills in youth through mentoring and social entrepreneurship. Using

Innovative schemes such as Mobile Mentor Clinic, BYST is indeed the First Organisation to successfully Develop the PYBT Model outside of UK. Over the years BYST has developed programs and Mechanisms to reach out to a wider swathe of Aspiring Indians. The BYST Model has proven to be efficient in both Rural and Urban India and is now being used in other parts of the world. 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.

This paper highlights the role played by BYST IN promoting inclusive entrepreneurship in our country.

2.0 Objectives of the study:

- a. To Study the role of the NGO – Bhartiya Yuva Shakti Trust (BYST)
- b. To study the functions of BYST and challenges faced by it
- c. To study the impact of the activities of BYST and the beneficiaries of the activities done.

3.1 Role of BYST

In 1990, when Ms. Lakshmi Venkataraman Venkatesan, Founding and Managing Trustee of Bharatiya Yuva Shakti Trust was once on a state visit to UK with her father, she got the opportunity to sit next to Prince of Wales. He told her about one of his very interesting programmes in the UK, which was about choosing young people who were school dropouts, from an underprivileged background and making them extremely successful entrepreneurs. She also came to know that their first millionaire was someone of Indian origin, and that instantly set her thinking that ‘why can’t she get such success stories in India too?’ Though in nineties, entrepreneurship was not a much sought-after option in comparison to stable jobs, She presented this concept to JRD Tata. Inspired by the idea, he immediately agreed and became her mentor and the Founding Chairman. She also had the support of Prince Charles and thus BYST was born in 1992. They started in Delhi and eventually expanded to Chennai, Pune, Rural Haryana and Maharashtra. Today they have a presence in 15 regional clusters.

Vision:

Turning job seekers into job creators; Create and support 1million Grampreneurs to generate 50 million jobs by 2050. To position BYST as global leader in mentoring young Grampreneurs at the grass root level; create a pool of mentors to counsel and support Indian youth in building sustainable micro enterprises. Enable ‘Last mile reach’ to be the gateway for India’s Socio economic development

Mission:

- Generate employment and wealth through entrepreneurship. Enable a robust mentoring ecosystem.
- BYST is committed to building strong, trusting relationships and life skills in youth through mentoring and social entrepreneurship.

Their Board of trustees are Illustrious industrialists like - Late Shri Rahul Bajaj, Shri Subodh Bhargav, Shri C K Birla, Shri Saurabh Shrivastava & Shri Harshpati Singhania to name a few. They kept on growing over the years by achieving certain Milestones.

To mention a few are, the Asian Summit on entrepreneurship and employment held in October 2003 in New Delhi organized by the BYST, CII, YBI and ILO at the Parliament House, where the guest of honour was HRH Prince Charles and Shri L.K.Advani, Deputy PM of India. This facilitated the expansion of the BYST network across Asia.

In 2007 BYST introduced Mentor Chapters, Mentor Online Training (MOL) and International accreditation by City & Guilds, London to its mentoring model.

In 2012 they developed the entrepreneurial eco-system in Assam, the Government of Assam through its Employment Generation Mission entered into a partnership with BYST and CII and started the “BYST-CII Youth Entrepreneurship Development Programme”. This year also saw the launch of the PPP model-Public Private Partnership through which they could liaison and work together with Public sector banks. BYST expanded its presence through sub-regional clusters in NCR Delhi (Faridabad and Gurgaon); Tamil Nadu (Chennai); Maharashtra (Pune, Aurangabad, Wardha, Satara, Sangli & Kolhapur); Odisha (Rayagada & Bhubaneswar); Telangana (Hyderabad); Vijaywada (Hyderabad), Jharkhand (Ranchi); Rajasthan (Sikar); Uttarakhand (Udham Singh Nagar) and Jharkhand (Ranchi).

In **2017** BYST has partnered with Bajaj Auto, TATA Steel, JK paper and IFCI and had expanded throughout Maharashtra, Odisha and NCR. By the year **2021** BYST has partnered with FCDO, HDFC, and GOOGLE. Most of the partners role is to support BYST in creating an Entrepreneurial ecosystem and develop a Pool of Mentors through training the institutional and other Mentors under MDP- Mentor Development Program. Their current partners are:

1. **Cisco CSR-BYST-CISCO** partnered to train 5,000 aspiring rural entrepreneurs and create 34,000 jobs over the next five years in Tamil Nadu and Haryana. The BYST-CISCO Digital

Grampreneur® Development Program will create 34,000 jobs and generate Rs. 25 crores in wealth in the next 5 years. The partnership focuses on creating employment through entrepreneurship for local communities, especially youth and women; creating micro-enterprise opportunities for young individuals. This joint program will counsel 4000, train 800, and support 200 digitally ready entrepreneurs and 200 mentors. All the supported entrepreneurs will be adopting digital readiness in their business.

2. HDFC Parivartan
3. JPMorgan
4. IKEA
5. JK Paper
6. Info Edge
7. Bajaj Auto

BYST Achievements:

PAN INDIA IMPACT	CUMULATIVE SINCE 1992
Outreached & Counselling	Over 10 Lakh Youths in India
Youth Trained	Over 50,000
Youth Financed and Mentored (Through Banks)	13,500
Grampreneurs Supported	35,000
Employment Generated (Direct & Indirect)	Close to 3.5 LAKHS
Mentors inducted, Trained & Accredited	20,000
Loans Facilitated (in Crores)	INR 600 crores
National Awards	75
International Awards	31

3.2 Functioning of BYST

They started with a unique model of ‘Guru-Shishya’ Parampara (teacher-disciple) relationship, wherein the mentor trains, supports, monitors and helps the entrepreneur in networking and Nurturing them, till they are self-sufficient to run an ethical business and, in turn, make a valuable contribution to society through creation of wealth and employment. BYST’s focus was always young people between the age of 18 and 35 years, who have a business idea, capacity, capability, passion and central focus to drive their ideas. They encourage applicants without asking for financial down payments or collaterals. This way, they provide them loan in conjunction with financing from their partner banks.

They have broadly two Programs: EDP- Entrepreneurship Development Program & MDP-Mentor Development Program.

Under them the following steps are followed:

1. **Awareness Generation:** BYST’s objective is to empower disadvantaged youth through entrepreneurship. It nurtures the entrepreneurial dreams of the youth and provides them financial assistance and mentoring support. This is implemented by creating awareness on entrepreneurship as an option and enthusing the youth to explore this option by letting them know of the eco-systems available to them through various tools of reaching out to them. Awareness generation is conducted using various tools such as media publicity, presentations at various forums, sharing of case studies and display of posters at vantage points. Keeping in line with its objective of promoting an entrepreneurial culture among youth, BYST aims at encouraging youth and addressing them through various tools of awareness generation to *ignite the spirit of entrepreneurship* among the youth and to help them think in terms of livelihood options that are alternative to the conventional livelihood opportunities. Such tools help the youth to explore and express new business ideas which are creative and viable and that could be converted into successful dynamic micro-enterprises.
2. **Counselling & Training:** Counselling or Business Idea Generation, is a vigorous follow up mechanism which is provided for business counselling with the objective of facilitating project implementation. Entrepreneurs who fits the basic selection criteria of BYST will be helped in finalizing their business ideas and in obtaining necessary information to prepare their business plans/investment profiles, sourcing technology tie-ups, and receiving administrative support on legal and licensing issues. Following stages will be provided. Training for Potential entrepreneurs-

BYST offers training, which helps youth to convert their ideas into a structured, marketable business proposal

(i) Imparting technical and non-technical soft skills;

(ii) Providing advice on the nuances of setting up and running a business and dealing with associated challenges with opportunities to interact and seek expertise with successful mentors and entrepreneurs in the related fields.

(iii) Allowing participants to witness successful real life case studies of peers & mentor from similar backgrounds, to boost their confidence. Capacity Building for enhancing business growth-

BYST entrepreneurs are supported with practical training and workshops on small business management skills.

3. **Access to Finance:** BYST has evolved an innovative model to provide collateral free start-up finance to young entrepreneurs through its partnership with financial institutions. Once the entrepreneurs have set up in business, a range of additional support services are available to entrepreneurs, including training, the on line BYST portal (an online one-stop-shop of information for the entire stakeholder community), a quarterly newsletter, referral of high performing entrepreneurs with a good track record in loan repayments to bank and other financial institutions for further financial assistance, and opportunities to participate in trade fairs and exhibitions and compete for business excellence awards. BYST sensitizes and supports its entrepreneurs to give back to society by way of encouraging environmentally friendly businesses which has gone on to the making of the BYST Green Business Club. BYST entrepreneurs have moved on to becoming mentors themselves thereby contributing to nurture entrepreneurship.

4. **Mentoring Support:** In particular, BYST has put up a strong emphasis on developing a formalized and comprehensive mentoring programme. Our mentors are Business leaders who have survived the challenges that any fledgling entrepreneur would face – to navigate the young entrepreneurs to the heights of business success. BYST has developed a flexible mentoring model to meet the challenges that arise as a result of both the size of the country and the mix of rural and urban entrepreneurs, including one on one. **The Mentors play different Roles based on the need of the entrepreneur.** In BYST, each entrepreneur is provided with a mentor on a one-to-one basis. Mentors provide on-going business advice and guidance to the entrepreneurs. Mentors also monitor the business performance closely and give regular feedback to the entrepreneurs and the Program Officers. Especially, monitoring in the initial 2 years of the business is very critical for the success of the business. Hence, mentors keep a very close watch on the health of the business and update the Program Officers on the progress made.

- a. **Mentor Training:** To maintain the quality of its mentor network and to strengthen its impact, BYST dedicates significant resources to preparing mentors for their role, and supporting their ongoing development adopting tools such as train the trainers. First, it offers a formal training and accreditation scheme. This tool combines a number of different learning methods, from case studies to assessments, both the practical and online elements of this programme are accredited by City and Guilds in the UK, a leading awarding and vocational learning body. This scheme helps BYST formalise and standardise its mentor offering across the country. It also adds professional recognition to the role, thereby incentivising potential mentors to get involved, and motivating the mentor pool in general.
- b. **Mentoring models in BYST**
 - BYST further developed its mentor offering through the introduction of Mentor Chapters. These are formal groups of mentors, locally-based and constituted under the guidance of BYST.
 - **One-to-One' mentoring** - most popular in urban areas where each entrepreneur is mentored by an individual and the mentor gets to visit the entrepreneur's facilities regularly.
 - **Mentor Mobile Clinics** - Mentors drawn from diverse background travel together to visit and guide rural entrepreneurs.
 - **Mentor Clinics** – Mentors form groups based on expertise/need to revive emergency situations

5. Other support

- Training-BYST entrepreneurs are supported with practical training and workshops on small business management skills, Post Loan Trainings etc
- Networking of Entrepreneurs-BYST entrepreneurs also benefit through a network of their own peers. BYST facilitates interaction among the entrepreneurs through regular meets and get-togethers. This interaction process helps in peer learning and sharing.

Entrepreneur Forum

- **Newsletter**-BYST publishes quarterly newsletters in the regional language for the entrepreneurs. This serves as a link between BYST and the entrepreneurs. Entrepreneurs also exchange their views, ideas and other business tips through these newsletters.
- **Referral Services**-Entrepreneurs, who have shown high growth in their business and a good track record in repayment of loans, to BYST, are referred to banks and other financial institutions for further financial assistance

- **Trade Fairs & Exhibitions**-Entrepreneurs are provided opportunity to take part in trade fairs and exhibitions in order to gain more mileage in the market

Mentor Development

- **Networking of Mentors**-One very important aspect of mentoring is that it helps in developing a mentor network all over the globe which provides each mentor with brand new ideas and experience. It is never too late to learn new things, and the mentors experience this through their networks. Recently, an app called Mentor Connect has been developed, through which the BYST Mentors can have an online presence. A **BYST Mentor Chapter** is a formal group of business mentors, geographically based. Each chapter consists of a maximum of 50 mentors and focuses on identification, selection and recruitment of mentors, development of structures and systems to scale up mentoring services provided to entrepreneurs, identification and selection of entrepreneurs etc. These contribute to the expansion of the network of mentors. Formed in the lines of similar organizations such as Rotary and Lions Clubs. They have regular monthly Chapter meets, Quarterly Get Together. The overall Objective & vision of the chapters is to bring together and develop individuals as competent mentors who in turn will develop competent, capable, ethical and successful entrepreneurs through the process of mentoring. This, BYST feels, would foster Networking and through that, help in building enterprises, developing leadership, sharing of information and attainment of sustained and planned growth.

3.3 Challenges faced by BYST:

1. **Missing culture of entrepreneurship:** In India even after the success and growth of the IT industry and technology-led start-ups for over 30 years, a large number of youth (and their families) still aspire to pursue a career in a stable government or corporate job. Entrepreneurship is perceived as risky and unstable career option.
2. **Absence of like-minded stakeholders on the ground:** Few organisations exist that understand or support grassroot level entrepreneurship and how to build an ecosystem to encourage and guide underprivileged youth (including women), who are often based in remote and/or underserved communities, to launch their own entrepreneurial ventures.
3. **Overstretched government resources:** While the central and state governments have launched several programmes to empower youth to acquire business knowledge and skills, these have had limited success, as their resources are typically overstretched and diverted to address the many day-to-day challenges of governance.
4. **Lack of adequate funding:** Government schemes like MUDRA loans have had some impact, but the fact that a majority of MUDRA loans averages about Rs. 30,000/- per

borrower clearly points to a problem of under-financing. A minimum loan size of Rs. 2-3 lakhs is necessary for a small entrepreneur to start a viable business. This needs to be addressed. Similarly, more and more corporates need to come forward and invest CSR funds into programmes run by organisations like BYST to promote business training for youth. In this way they can give back to the communities where they are based (where they sell their products, where they source their supplies, or where they hire their workers) – to empower local youth to become job creators rather than job seekers and enrich the local (district/state) economy.

5. **Inadequate guidance and mentoring support:** For first-time youth entrepreneurs to succeed, expert guidance and mentoring support are crucial ingredients, as we have seen in our experience of running Youth Entrepreneurship Develop Programmes for over 30 years. Our 20,000-strong cadre of trained and accredited mentors have supported over 35,000 youth across India to start their own enterprises and played a critical role in their success.

3.2 Few success stories of entrepreneurship :

From the innumerable success stories, these are a few which are highlighted here-

1. **Yogesh Gawande:** Growing up in an agrarian family in Aurangabad, Yogesh is a BE Mech, comes from a socio-economically backward family of small farmers. His parents owned a small farm and though they struggled financially, they ensured Yogesh completed his education. He developed a prototype of a liquid spray pump for his first-year engineering project, which would spray liquid pesticides or insecticides and would be extremely beneficial for farmers. While studying he started selling the product and that gained his confidence. After graduating he converted it into a full time business. He has developed a model for small Farmers (whom he knows as he belongs to one such family). Now they no longer have to carry heavy pumps on their backs but can conveniently wheel them to the farm sites. Now with the help of his Mentor he is growing his business by taking it digital and global eventually.
2. **Vaishali Patil:** An enterprising self made Business woman. It is always much more difficult for a woman to start a business than a man because she has to balance work life, this is the mindset we mostly carry and this is what Vaishali has broken all the way. Belonging to a small town of Wardha, could not complete her education, married early but situation demanded her to be the breadwinner for her family is a small part of the struggles she had to go through. But these were the cause of birth of her business venture **Vaishali Gruha Udyog** where women manufacture around 40 types of household items and they sell to household. She has come a long way taking

her unit to a 40 Lacs turnover with close to 1Lac per month income. Confident, learnt from her Mentors and now Mentoring and supporting other women to take a similar leap.

3. **Swapnil Kudale:** A young Budding Engineer, started his journey in the field of entrepreneurship differently. He came from a lower middle class background with dreams that stretched beyond the limitations of his socio economic conditions. He was sure of starting his venture but not sure of the product area. BYST helped him by giving him business knowledge, a dynamic Mentor who understood him and his dreams. He gave him the idea of manufacturing Radiators for Transformers and rectifiers. His venture is called Sky Power Industries and his product carries innovation in production. His turnover has gone up from 3.6Million in 2017 to 14Million in 2021. He is totally self -dependant now, planning to have a gender diversity by hiring women staff, he has a team of 20 employees, has his own unit and supports his father's unit as well and now owns car too.

4. Findings:

1. BYST, an NGO with a noble and progressive (unique) concept of promoting Entrepreneurship at the grass root level with the underprivileged youth to **convert Job seekers into Job Creators has brought a turnaround in the Indian economy.** It was started 30 years ago, way ahead of its time but now their hard work of all these years with overcoming the challenges is coming to fruition. It plays a significant role by contributing in merging the grass root level economically in the mainstream economy
2. **With each Mentee a Mentor is also Born.** One of the key success factors of the working model of BYST is Mentoring. Mentoring has not only helped the entrepreneurs, but has also generated awareness amongst the Mentor fraternity about the Idea generation, struggles, innovation, quest for knowledge & learning of the youth / entrepreneurs. This way they go through the journey & evolve together.
3. **Entrepreneurship is the key behind generating mass employment,** one of the key solutions to minimize unemployment in the developing nations. A global alliance of inclusive entrepreneurs in the G20 countries will simultaneously encourage local MSMEs to manufacture locally, employing local youths to create wealth for grassroots communities as well as trade amongst themselves.
4. **Inclusive Entrepreneurship for the Underserved Community:** It's a long journey ahead and requires a lot of work in various directions. The stakeholders examined Significance & Importance of ESG (Environmental, Social, and Governance), policies formulations, obstacles encountered, suggested means & needs for developing a resilient & **inclusive economy.** Sharing of best practices

between developed nations and developing nations and drawing a map for the need of **inclusive entrepreneurship for sustainable goals** for socio economic development is the need of the hour.

5.0 Conclusions:

Strengthening the underserved community by making them self-dependant is the need of the hour and that is exactly what is being achieved by Inclusive Entrepreneurship development.

These findings provide valuable insights into the characteristics, challenges, and aspirations of underserved entrepreneurs, particularly in the context of international business and inclusivity efforts. It suggests opportunities for support and development in areas such as knowledge sharing, access to capital, and expanding international trade opportunities for underserved communities.

The Job market canvas is changing rapidly. It is true not only for India but also globally. Innovation, taking the idea to business generation are the game changers.

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