



Kaun Banega Business Leader' 2.0: Unleashing Entrepreneurial Energies of Youth and Women

Work 4 Progress (W4P) programme of Development Alternatives and "la Caixa" Foundation has co-created several social innovation tools and platforms with the communities. Kaun Banega Business Leader - KBBL (Who will become the business leader?), a reality pitch competition is one such tool that focuses on motivating youth and women towards livelihood creation and encourages them to think of innovative business ideas.

The competition was launched in February 2020 in 20 villages of Bundelkhand to inspire aspiring entrepreneurs by facilitating participation from marginalised communities through street plays, radio shows, narrowcasting and interactive games.

KBBL 2.0 received applications from over 1600 participants, 55% of whom were women applicants. The participants went through a three-stage selection process where the first level of selection was done through a review of forms based on the innovativeness of business ideas which led to the selection of 200 applicants. These applicants then went through the process of telephonic interviews with the programme team to access clarity in the business idea and its feasibility.

From 19 to 21 August 2020, the competition saw its final stages when the 20 applicants participated in a business idea co-creation workshop wherein they connected virtually with a trainer and co-created innovative and socially viable enterprise ideas. Further, they presented these ideas to a panel of six juries including representatives from NABARD, RSETI, Krishi Vigyan Kendra, and Development Alternatives.

Of these, the jury identified five applicants namely Kajal Parihar, Balaram Kushwaha, Suman Devi, Abhijeet Parmar, and Jitendra Ahirwar as winners based on innovation, social viability, and financial feasibility in their proposed enterprise models such as women-led E-rickshaw, information kiosk, vermicompost amongst others. The five winners will be supported through enterprise support services including co-creation of business and investment plan, forming links with financial institutions, and technological assistance.

Prabha Devi, the winner from the first phase of the KBBL competition organised in 2018 is successfully running a tailoring unit and is a change maker in her community. She has inspired many other young women like herself to choose the path of entrepreneurship for empowerment.