



Launch of Kaun Banega Business Leader competition in Bundelkhand

Under the Work 4 Progress(W4P) programme of la Caixa foundation and Development Alternatives, a reality competition called “Kaun Banega Business Leader” (Who will become the business leader?) was launched across 20 villages in Bundelkhand on February 12 2020.

The event was inaugurated by Subash Dai, DDM, NABARD and winners from last KBBL. The inauguration was followed by a street play and a coalition. The programme was attended by more than 120 stakeholders including government officials, entrepreneurs and members from Development Alternatives.

The competition will be open till March 14. It has been launched with an aim to break myths of pursuing entrepreneurship by facilitating participation from marginalised communities through street plays, radio shows, narrowcasting and interactive games.

The competition builds upon the success of the Work 4 Progress program and the ripple effect it is creating in the geography. With more than 480 enterprises, W4P has been successful in creating a culture of entrepreneurship which needs to be further exploited to expand its benefits.

The programme was live broadcasted at Radio Bundelkhand 90.4, and a helpline number was also launched so as to make the process of application easier for the communities.

The applications will be screened and tested on different parameters and top 25 applicants will be then given a three day long business training, out of which top 3 participants with innovative and sustainable business ideas will be selected as winners. The competition will not only deepen dialogue but also initiate the processes of co-creation in the 20 new villages of the programme.