



Kaun Banega Market Leader: Co-Creation Session

Organiser: Development Alternatives

Development Alternatives under its Work 4 Progress India Programme held a reality competition named Kaun Banega Market Leader (KBML). This competition was designed to co-create market leaders who were provided with market training to ensure market connectivity for W4P entrepreneurs.

This competition aimed to seek innovative marketing ideas from women and youth to overcome barriers for better access to market and exploring opportunities for expansion of rural micro-enterprises.

The on-ground implementation of KBML was a month-long, that included nukkad nataks, community canvas game sessions, and audio narrowcasting. More than 3500 community individuals from 40 villages of Eastern Uttar Pradesh participated, out of which a total of 1500 business ideas were submitted for the competition and the top 20 participants were vetted through a series of screening processes who were eligible for market training sessions.

A two-day virtual training session was conducted using a hybrid approach. It was an interaction between entrepreneurs and DA headquarters, and a physical interaction between entrepreneurs for breakout sessions and cross-interaction. The event was attended by the implementation partners - Manviya Dristikon Seva Samiti (MDSS); and Swami Vivekanand Shiksha Sansthan (SVSS); along with the selected entrepreneurs.

The co-creation session was designed to address two major aspects (i) Building Participants' knowledge on the role and qualities of a market leader in physical and digital marketplace; and (ii) assessing participants' ability to capture and analyse different marketing strategies that are being used for the purpose of revenue generation through visual aid. To further understand their novel ideas, a breakout session was conducted wherein the participants were divided into groups of 3 participants each on the basis of supply chain, market aggregation and digital market connectivity. They were asked to present a business plan which connected the buyer and seller on parameters of actors, activities, capital requirements and strategies that will differentiate them from other market aggregators.

Out of 20 participants, the top 7 participants were selected on the basis of their clear business propositions in the field for manufacturing and supply chain for - recycling plastic bags used in construction, electronics, vermicomposting, online cosmetic retail, cloth material and snacks.

The winners now will be provided with specialised hand-holding support to promote their enterprises to advance their key entrepreneurial abilities of supply chain management (Wholesale service provider), market aggregation (Manufacturing products) and digital market connectivity alongwith ensured sustainability.

