



## Kaun Banega Market Leader: Co-Creation Session

**Organiser:** Development Alternatives

**D**evelopment 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 natak, 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.

