

Kaun Banega Business Leader 2.0 - Ab Hovega Ideas Ka Dangal

With the vision to inculcate a culture of entrepreneurship in Jhajjar, Haryana, a geography dominated with a preference for jobs, a community business idea competition - Kaun Banega Business Leader 2.0 - was initiated under the Women Empowerment through Livelihoods, Entrepreneurship, and Access through Digitalisation (WE-LEAD) Project.

KBBL 2.0 is a customised version of Kaun Banega Business Leader, co-created with the community under the Work4Progress Programme in 2017. The competition's primary objective is to recognise hidden aspirations and unleash entrepreneurial energies. Retaining integral qualities of inclusion and co-creation, KBBL 2.0 also worked extensively on these objectives while also empowering them by creating awareness. Through the past working experience with the community in Jhajjar, 7 villages were identified to launch the competition - Badli, Majri, Nimana, Gubhana, Makdola, Bamdola and Jahangirpur wherein the need of dignified and inclusive livelihoods was assessed.



Photographs from the Kaun Banega Business Leader 2.0 conducted in Jhajjar, Haryana

Through Focused Group Discussions (FGDs), a total of eight challenges were identified along with the community. This competition was designed to push communities to think beyond and creatively address the challenges by pitching their solutions in the form of entrepreneurial ideas. The ground campaign started in full swing from 2 to 12 November, 2022 through *nukkad natak* (street plays) and call-out announcements customised in the local dialect. Through the dynamic campaign, we received 353 pitches of which 80% applications were received digitally through a network of local common service centres. It was also encouraging to see that 68% were women applicants.

80 participants were shortlisted through the 1st round of audio/visual screening based on:

- a) Clarity of the business idea
- b) Their relevance with the eight identified challenges, if applicable

- c) Knowledge/skill in relation to the business idea
- d) Sync with the project's thematic areas such as logistics, digital and green economy, value-addition-food, and waste-to-wealth models.

The second round of shortlisting was through telephonic conversation where 30 potential entrepreneurs were identified with 73% of them being women. The batch underwent a 3-day Start and Improve Your Business (SIYB) workshop conducted by ILO certified Master trainer Archana Kumari. The workshop aimed to build the capacities of the participants in building a robust business plan.

On the final day, participants pitched their business plans in front of a jury represented by Surender Khankwan, Director, Rural Self-Employment Training Institutes (RSETI); Seema Pradhan Surender, Block Cluster Coordinator, Haryana State Rural Livelihood Mission; Neeru Chugh, Principal, DH Lawrence School; and Prachi Gupta, Senior Manager, Indian Micro Enterprises Development Foundation.

The competition witnessed dynamic pitches such as Kombucha, upcycled foot mats made from textile and plastic waste, digital kiosks (Common Service Centres), tutoring centre, and many more. The potential entrepreneurs pitched their plans with enthusiasm and their queries answered regarding business financials, resource mapping, and also received valuable suggestions from the jury.

Based on the criteria of clarity and innovation in the business idea, the top six winning enterprises were announced which were Common Service Centre catering specifically for women, momos stall, jute bag manufacturing, and fast-food stall. Among the winners were also the ideas of event management and sweets shop pitched respectively by a mother and daughter duo.

In the spirit of entrepreneurship, we aim to accelerate dignified livelihoods through entrepreneurship-led job-creation. Empowering the community through knowledge and skill enhancement, we aim to together transform Jhajjar into a hub of entrepreneurs that will lead micromovements of change towards inclusive entrepreneurship.