



KBBL Campaign in Bankati, Uttar Pradesh

Under the acceleration phase and as part of the transference of the Work4Progress (W4P) India program, a 3-day campaign for Kaun Banega Business Leader (KBBL) was conducted on 28 June and 6 and 7 July, 2022. It was organised by Transform Rural India Foundation (TRIF), a programme partner, in Bankati, Uttar Pradesh.

KBBL is a business competition co-created with the community under the W4P India program. The competition is open to all ages between 25 and 45 years, who are interested in becoming entrepreneurs. As it is co-created as per the needs of the community, KBBL can be customised as per geographies. The KBBL conducted for the **UN Women Second Chance Education (SCE)** project in Odisha was a women-only competition.

Interestingly, most of the audience that turnout at the 3-day Bankati KBBL campaign were women. The campaign had attendees from across **30+** villages with a footfall of over **800** attendees including women, men, and children. The main competition is scheduled to be held in mid-August, post the two rounds of applications screening.

Stay tuned to know more about the 'Kaun Banega Business Leader' in Bankati!



Day 3- KBBL launch at Amkoil village by Block Pramukh



Future entrepreneurs of Bankati in the making!



Day 2 and 3- Nukkad natak (Street) team in action