



**Dialogue Session with Kaun Banega Business Leader Winners in Mayurbhanj, Odisha**

A dialogue session was conducted in Mayurbhanj district of Odisha on 2 March, 2022 by the Senior Management team of DA with the winners of Kaun Banega Business Leader, 2022. The objective of the dialogue session was to assess the transference process of the social innovation tools developed by DA and to understand further the opportunities for women entrepreneurship in the region.

The session was moderated by Kanika Verma, Associate Vice President of DA, and was attended by Shrashtant Patara, CEO of DA Groups. The meeting was hosted by the local PRADAN team in the Thakurmunda block of the Mayurbhanj district.

As part of the acceleration of the Work4Progress India programme, DA is working with PRADAN as a technical consultant for the setup and strengthening of non-farm activities in the UN Women-funded Second Chance Education programme. In line with this, social innovation tools such as Kaun Banega Business Leader (KBBL) were transferred to the PRADAN team and further implemented in February. A Kaun Banega Business Leader competition was organised. Five women entrepreneurs won the competition out of 150 women entrepreneurs who applied.

The dialogue session covered various aspects of women's entrepreneurship ranging from access to finance, support systems for business, etc. to systemic issues faced by women entrepreneurs, such as lack of mobility or information to grow their business. Stories of some self-motivated women entrepreneurs who overcame barriers and used an innovative approach to start their businesses and be financially self-reliant were also recorded.



In the following steps, the DA team will be supporting the KBBL winners and the participants in setting up their businesses or growing their existing businesses. Furthermore, the learnings and stories captured during the field visit will be integrated into the learnings of the Work4Progress programme for further acceleration across various geographies.

