

Kaun Banega Business Leader Finale in Bankati, Uttar Pradesh



KBBL winners felicitated at the Regional Entrepreneurship Coalition

The finale of the Kaun Banega Business Leader (KBBL) competition was successfully held on 7 and 8 September, 2022 by Work4Progress (W4P) India programme partner Transform Rural India Foundation, in Bankati village of the Basti district in Uttar Pradesh. The competition aims to create awareness regarding entrepreneurship, unleash entrepreneurial energies, and co-create innovative enterprise opportunities with the community.

The competition received 289 registrations from a 3-day campaign held back in July and August 2022. Out of these registrations, the top 30 had been shortlisted to attend a 2-day Business Plan Co-creation Workshop. On the day of the competition, the contestants pitched their business plans to a jury consisting of representatives from Start-up Village Entrepreneurship Program, Uttar Pradesh State Rural Livelihood Mission, and Development Alternatives. The enterprise ideas ranged from the flour mill, beauty parlour, cattle retail to fishery enterprises. The top three winners included Archana Singh, who pitched to run an Information kiosk and is a dynamic individual currently working as a Bank Correspondent *Sakhi*. Another was Maina Sharma, a seamstress trained in Mumbai, who aspires to run a tailoring training centre, and the third was Amit, who presented ideas to scale up his photography studio to provide regular and seasonal employment. Overall, the contestants' clarity of their business plans impressed the panellists.



Top 30 contestants participating in the session

The winners were announced at the Regional Entrepreneurship Coalition (REC) and felicitated by Shri Ram Dular, District Coordinator, National Rural Livelihood Mission and Dr Rajesh Kumar Prajapati, Chief Development Officer, Basti. As a way forward, the winners will be provided enterprise support services and opportunities tailored to their needs and the top 30 would also receive support in consolidating their business plans. Under the acceleration phase of the W4P India programme, two more KBBLs are underway in Nighasan and Mihinpurwa Blocks in Uttar Pradesh.