

Digital KBBL successfully piloted in Varanasi and Ghazipur



Winners along with the Gram Vaani, MDSS and SVSS team

An event was organised with Gram Vaani on 20th October at Nari Shakti CLF office in Kashipur, Varanasi, to facilitate the winners of the recently piloted digital Kaun Banega Business Leaders (KBBL) in Varanasi and Ghazipur, Uttar Pradesh. The final event was attended by CLF members along with the winners and representatives from Gram Vaani, Swami Vivekananda Shiksha Samiti (SVSS) and Manviya Drishtikon Seva Samiti (MDSS).

The three finalists of KBBL were Rajkumar, Sapna and Anita Kumari. The CLF members warmly welcomed the winners of KBBL, while Neetu and Amarjeet, coordinators from Gram Vaani organised and facilitated the session. During the event, the team introduced Development Alternatives (DA) and about the Work4Progress programme under which KBBL has being organised to connect with aspiring entrepreneurs. The works of Gram Vaani, as well as udyame Vaani, were also explained to the participants.

KBBL has been digitised in partnership with Gram Vaani. Participating in KBBL is now as simple and accessible as making a toll-free call and sharing one's innovative business idea through Gram Vaani's Mobile Vaani. Digital KBBL was piloted in Ghazipur and Varanasi from July to September 2023, reaching over 15000 listeners and receiving 133 diverse business ideas from the community. Some of the interesting business ideas received include Khushi, a young girl who wants to open a bicycle repair shop and Rajkumar, who aspires to open a custom-made saree shop. Out of these ideas, three business ideas were selected for the final round to be co-created. With the conclusion of the piloted digital KBBL, DA team will now be co-creating all the other business ideas received from the participants and providing them with support in setting up their businesses through market and financial linkages.

Setting up a business in rural India comes with its unique set of challenges, where there are aspirations to become an entrepreneur, but there is a lack of confidence and support in channeling these energies. Inaccessibility to key resources to unlock these opportunities further constrains entrepreneurship in the hands of a few. To address these systemic challenges, Work4Progress India, through dialogues with the community, co-created the Kaun Banega Business Leader or KBBL competition with the

following objectives: Deepen dialogue on entrepreneurship and initiate the process of co-creating an inclusive entrepreneurial ecosystem in new geographies: Activate entrepreneurial energies to solve the issue of unemployment and migration through innovative and non-traditional business ideas; Encourage women to take up entrepreneurship and challenge the patriarchal norms attached to women's entrepreneurship; Highlight the role of a support ecosystem in the life of an entrepreneur and their ability to view themselves as a leader within the system.



Top 3 finalists facilitated by the CLF members

As a way forward, we will be coming up with a standard operating procedure along with reports and learnings from the first digital KBBL to further enhance upcoming KBBL competitions and will be expanding to new geographies.