

Kaun Banegi Business Leader Finale Event



Collective action leads the way to empowerment

Kaun Banegi Business Leader (KBBL) campaign under the Equality4Progress (E4P) programme has successfully been concluded on 9 February. Under this campaign, 134 women participated from two blocks of Jhansi district - Babina and Badagaon.

The Kaun Banega Business Leader, which was co-created in 2020, encourages entrepreneurship, particularly among women and youth. The KBBL carried out under the E4P initiative focused on women in Jhansi promoting financial independence and opportunities in non-traditional sectors. It was launched in December 2023 in collaboration with Gram Vaani under the Equality4Progress programme supported by Bank of America National Association. Equality4Progress aims to empower women by amplifying their voices, facilitating financial independence, and expanding their opportunities in non-traditional sectors, including access to renewable energy resources.

Over 134 women submitted their business ideas where 50 potential women entrepreneurs were then selected for "Start and Improve Your Business" training by International Labour Organization (ILO). In the final event of KBBL, 19 women pitched their ideas to a jury based on criteria like clarity, investment potential, communication skills, and passion. The judges included Dr Nishi Rai - Krishi Vigyan Kendra, Neelam Sarangi - Baekar se Aakar Foundation, Bhuvnesh Dubey - Director of RSETI, Nihal Chand Shivhare - Former Director of Financial Literacy Joint Venture at NABARD and Pratham Bank. Amongst the shortlisted candidates, 4 women were selected as winners. These women will receive enterprise support from the Indian Micro Enterprises Development Foundation (IMEDF) to establish or strengthen their enterprises.

This campaign empowered rural women to pursue entrepreneurial dreams, addressing challenges and enabling their contribution to the local economy. It highlighted the importance of training, access to resources, and mentorship for women's entrepreneurship. The event showcased diverse business ideas and aspirations, emphasising the potential of initiatives like KBBL to empower women and promote inclusive entrepreneurship.