



Six Entrepreneurs Bag the Title of KBBL

The finale of 'Kaun Banega Business Leader' programme was held on 25th January 2018 at TARAGram Orchha, Madhya Pradesh. The objective was to identify ultimate winners from 20 contestants shortlisted from the initial 700 who went through various rounds of screening, interview, assessment and competition. The programme was designed out of co-creating ideas for promoting entrepreneurship among rural communities in Bundelkhand. It was undertaken as a part of the Work 4 Progress initiative of Development Alternatives and la Caixa Banking Foundation, that is designed as a social innovation platform to create opportunities that lead to job creation among backward communities. The three categories of entrepreneurs identified were: existing youth entrepreneurs, aspiring youth entrepreneurs and women entrepreneurs. Eventually, 6 participants - 4 males and 2 females - emerged as winners, chosen by the jury comprising entrepreneurs and officers from NABARD, KVIC, banks and Bundelkhand University. The criteria for this selection was manifold - clarity and novelty of business idea and model, influence and connectivity in marketing and business networks, willingness, passion, communication and leadership skills, and social value of the business.