



Kaun Banega Business Leader (KBBL) competition concluded in 20 villages across Bundelkhand

The registration phase of Kaun Banega Business Leader (KBBL) competition, launched under the Work 4 Progress (W4P) programme of Development Alternatives and la Caixa Foundation, was concluded on 20 March 2020. The competition was aimed at reaching out to more than 5000 women and youth of new villages under the programme to promote a culture of entrepreneurship. It focused on breaking myths related to entrepreneurship by facilitating participation from marginalised communities. Different tools used under the initiative included street plays, radio shows, narrowcasting and interactive games.

Through street plays the stories of successful entrepreneurs of the programme were shared and this helped in motivating and inspiring people to pursue entrepreneurship. Furthermore, a partnership was formed with Bundelkhand University, under which 10 university students conducted street plays to mobilise communities. Radio Bundelkhand was also used to broadcast programmes related to entrepreneurship and announce the latest updates from the competition in more than 150 villages.

The competition was also linked to other aspects of the programme like Information Kiosk, Community Chat Group, and Coalition. The competition was launched live during Coalition. The Community Chat Group was being used to post regular updates related to it and Information Kiosks were acting as the contact point for applicants where they could fill forms and get additional information regarding the competition.

In over a month, the competition received more than 1600 applications which comprised 881 woman and 749 male applicants. The next phase of the competition involves screening of all forms by the

programme team, selection of top 50 applicants with whom a co-creation workshop will be conducted and then Top 20 applicants will be selected as winners who will be provided technological support.