



Launch of Kaun Banega Market Leader

Development Alternatives (DA) under its Work 4 Progress (W4P) India programme launched the 'Kaun Banega Market Leader' (KBML) competition in 40 villages of Eastern Uttar Pradesh. This competition seeks innovative marketing ideas from women and youth to overcome barriers to better access to the market and unlock opportunities for the expansion of rural microenterprises. This was initiated on 14 December 2020 with the support of implementation partners – Manviya Dristikon Seva Samiti (MDSS) and Swami Vivekanand Shiksha Sansthan (SVSS). The competition will cater to the growing market needs of W4P entrepreneurs in the target geographies. It is a month-long event that will end with the announcement of the market leaders in January 2021.

The launch was attended by members of the Regional Entrepreneurship Coalition in Mirzapur, which includes organisations like Jan Shikshan Samiti, Gyanada Law College, District Horticulture Department, District Labour Department among others; W4P entrepreneurs; and other local market aggregators and NGOs.

The launch event was followed by community mobilisation activities under which innovative tools such as street plays, social games, and narrowcasting were used to reach out to a large audience. Till 31 December 2020, the team has received more than 900 applications and reached out to over 4000+ individuals, including 2700+ women and 1100+ young people.

The forms will now be vetted and 10 winners will be identified through multiple selection processes. The winners are expected to provide an impetus to the local entrepreneurs by facilitating market

innovations in the geographies of Mirzapur and Bhadohi. They will be felicitated at a public event and will also be supported in fructifying their ideas.

KBML is envisioned to cater to the growing need for local market linkage by connecting entrepreneurs to local markets as the resilience of local markets has increased during COVID-19. It also aims to bridge the gap between rural entrepreneurs and e-commerce by the promotion of the adoption of digital technology to connect entrepreneurs to e-commerce websites. The winner of the KBML is expected to bring breakthrough changes in the key entrepreneurial sectors such as basic needs, waste, and agriculture.