



Kaun Banega Business Leader 2022 competition held in Odisha

The **Kaun Banega Business Leader (KBBL)** competition was held in Thakurmunda, Mayurbhanj District of Odisha on 10-11 February, under the Second Chance Education (SCE) project. This competition was conceptualised in 2017 during the listening phase of the Work4Progress India program to foster entrepreneurial engagement in the community. In the past 5 years, KBBL has been conducted to identify budding and emerging entrepreneurs at the grassroots. This year, the competition received 144 registrations across four Gram Panchayats- Thakurmunda, Champajhar, Khandabandha, Talapada. Based on their forms and one-to-one interviews, the top 20 entrepreneurs were shortlisted with the scores they received for criteria such as clarity of business idea.

On the first day of the event, the entrepreneurs attended the Start Your Business, SYB Training under ILO certified trainer Rohit Bhutoria. The training covered the technicalities of creating a business plan right from understanding the market potential of the enterprise to finance and operations. Despite the language constraints, there was an active engagement from the entrepreneurs.

On the final day, an interactive comic session was conducted where the entrepreneurs were asked to draw out their business plans and express their aspirations. Based on the assessment of their business plan and the comic activity, the top 5 entrepreneurs were shortlisted. The winning enterprises included cold storage for seafood, aggregation of food products, mushroom cultivation, and retail. As a way forward, they will be receiving support services in the form of market linkages, access to financial loans at substantive rates, technical support, and capacity building to execute their business plans.