Micromovements of Change

Kaun Banega Business Leader

Setting up a business in rural India comes with its unique set of challenges, where there are aspirations to become an entrepreneur, but a lack of confidence and support in channeling these energies. Inaccessibility to key resources to unlock these opportunities further constrain entrepreneurship in the hands of a few. To address these systemic challenges, Work4Progress India, through dialogue with the community, co-created the Kaun Banega Business Leader or KBBL competition with the following objectives:

- **Deepen dialogue on entrepreneurship** and initiate the process of co-creating an inclusive entrepreneurial ecosystem in new geographies
- **Activate entrepreneurial energies** to solve the issue of unemployment and migration through innovative and non-traditional business ideas
- **Encourage women to take up entrepreneurship** and challenge the patriarchal norms attached to women’s entrepreneurship
- **Highlight the role of a support ecosystem** in the life of an entrepreneur and their ability to view themselves as a leader within the system

Impact and Potential

The dynamic KBBL prototype in Bundelkhand, Eastern Uttar Pradesh and partner geographies has impacted over 4500 potential entrepreneurs to harness their innate strength and entrepreneurial abilities. In the last 5 years, **8 KBBL competitions** have been held, with four of them being conducted this year alone in our partner geographies under the acceleration phase of the programme.

A key feature of the competition has been its agility to be customised according to the needs of the geography it is being implemented in. During the nationwide Covid-19 lockdown in 2021, a modified version of the prototype ‘Kaun Banega Market Leader’ was initiated in Bundelkhand to cater to the marketing needs of the entrepreneurs and create a network of entrepreneurs to bridge the gap between enterprises and the market, and overcome the challenges that might lead to a breakthrough in the overall ecosystem. While the competition in Thakarmunda village, Odisha under the UN Women Second Chance Education (SCE) project was customised for women to enable them to set up non-traditional enterprises and solicited business ideas such as cold storage, mushroom cultivation amongst others.

As the entrepreneurial ecosystem strengthens, central to this prototype have been the entrepreneurs who continue to be the number one inspiration in their communities not only as business leaders but as agents of ‘micromovements of change’

76.25% of respondents expressed an interest in entrepreneurship during 8 KBBL Campaigns

51% of KBBL participants earlier did not have access to information to set up a business

2000+ enterprises have been set up and supported through KBBL

41% of enterprises set up through KBBL are innovative

About the Work4Progress Programme

In the last 5 years, **12 systemic prototypes** have been designed as part of the Work4Progress programme, which are influencing the local entrepreneurial ecosystem and bringing systemic shifts in the communities. These systemic prototypes have been co-designed with communities by stirring innovations, breaking silos, and forging connections with stakeholders.

Join the Movements of Change

Join us as a partner in our mission to accelerate entrepreneurship-led job creation under the Work4Progress programme

Contribute in replication of inclusive approaches by adoption the prototypes developed under the programme to enable shifts in many local entrepreneurial ecosystems

Join our social investing platform Rang De to enable access to affordable credit for millions of aspiring entrepreneurs

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[www.jobswemake.org](http://www.jobswemake.org)
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Not just an entrepreneur, I am a Leader...

When the Kaun Banega Business Leader (KBBL) competition was co-created with the community in 2017, one of the objectives was to enable entrepreneurs to become business leaders. Surendra Kushwaha, 36, udyaME kiosk entrepreneur from Tarichi, Niwari District played a significant role in the community during Covid-19 with his mini ATM services. With permission from the District Administration, he ensured that his community accessed finance during the resilient period. Through his digital enterprise, Surendra ensures that no one in his village has to struggle to access enterprise solutions, be it GST registration or access to technology and market. Surendra has **inculcated a culture of entrepreneurship in his community, through his last-mile udyaME services.**

...Inspiring women to create breakthroughs

While entrepreneurship in general brings about change in a geographical location by increasing access to basic services, women entrepreneurship in particular has an impact on the quality of life of the community by bringing about shifts in the deeply entrenched gender relations. Kajal Parihar, 25, udyaME kiosk entrepreneur from Orchha, Niwari District, did not just win KBBL in 2020 but she is also the first entrepreneur in her family. Her business idea stemmed from witnessing the digital divide in her village. By setting up the first woman-led information kiosk in Orchha, today, Kajal has inspired 6 other entrepreneurs to set up their own udyaME kiosks. **The competition gave Kajal a purpose. She claims that had she not been a part of the competition, she would never have been able to embark on a journey of change.**

...Creating shifts in the local markets

Similar to Kajal, Seema Devi, 38, always had the zest to be more than what the provincial world around her wanted her to be. Fascinated with electrical items, she tinkered with them and it was not long before Seema and her husband opened an electrical hardware and repair store. It was here that Seema learned to repair devices and make electrical boards. As she grew confident with her skills, she onboarded 6 more women from her locality to manufacture these electrical boards. In 2020, during the peak of covid-19 lockdown, they participated in the virtually held Kaun Banega Market Leader competition which aimed to identify entrepreneurs who aspired to create shifts in the local market. She pitched their business plan to expand the existing business and how they could also increase the income of women-run grocery shops by selling electrical boards and smaller electric items. **Forces like Seema are not only breaking societal barriers by adopting non-conventional businesses, but also leading market shifts in the local supply chain helping many more similar enterprises.**

"As fate would have it, I came across the KBBL competition when I lost my private sector job and returned to my hometown. It gave me the platform to actualise my dream of doing something on my own. I am able to help my community access digital services for finance and their smiles at the end of each transaction makes my day!" 

- Surendra Kushwaha, proud udyaME kiosk entrepreneur and KBBL winner, 2017

Learn more about the #JobsWeMake movement on [www.jobswemake.org](http://www.jobswemake.org)

Contact us at work4progress@devalt.org

The Kaun Banega Business Leader prototype has seen several variations that can nurture innovation. One such variation has been ‘Kaun Banega Market Leader’, a customised version to address gaps in market linkages. Through this competition, unique business ideas have evolved such as digital support services, LED Bulb manufacturing, and vermicompost aggregation. The potential remains huge, as KBBL is a catalyst in building a culture of entrepreneurship.

Scan this QR code to watch a KBBL entrepreneur story come live.

This prototype has been co-created under the Work4Progress initiative led by Development Alternatives with its partners, with support from "la Caixa" Foundation.