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FESTIVAL 2013

JOHANNESBURG

13-24 MAY, 2013



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INDIAFRICA Festival Opens in Johannesburg

With an eclectic blend of cinema, music, art, photography exhibitions, entrepreneurs, bloggers workshops and panel discussions, the 12-day INDIAFRICA Festival 2013 began here on Monday aiming to reach out to the youth of South Africa.

The festival will mark the completion of the 'INDIAFRICA: A Shared Future' programme's second edition of competitions. With a Facebook community of over 218,000, the programme has seen over 5,000 young people from 36 African countries and India participate in its competitions.

Four teams each from Africa and India will compete for two grand prizes – all expenses paid trips for one African and one Indian winner to Davos in January 2014 during the World Economic Forum's annual meeting to interact with global business leaders, investors and media at the proposed INDIAFRICA Youth Hub in Davos.

An exhibition of the winning poster designs themed '*What does freedom mean to you*' will open May 17-24. The exhibition will also feature posters from the '*Gandhi at Tahrir Square*' poster design contest organised jointly by the Indian embassy in Cairo and the programme.

The WITS Business School, University of the Witwatersrand, will host the finals of the second INDIAFRICA Business Venture Competition on May 16. Four Indians and Africans will be traveling to Johannesburg to present their business plans to industrialists from India and Africa.

A selection of films, to mark 100 years of Indian cinema, will be screened at different campuses. There will also be workshops on storytelling and animation films followed by interactive sessions with filmmakers and photographers from India.

'INDIAFRICA: A Shared Future', is a unique people-to-people and youth outreach programme that uses contests, fellowships, collaborative projects, internships, events and cultural exchanges as platforms to bring the young people of India and Africa closer.

Designed and managed by IdeaWorks Design & Strategy, the initiative is supported by the Public Diplomacy Division of the Ministry of External Affairs, Government of India. Brand South Africa is the country partner for the Johannesburg festival, which is supported by the Indian High Commission in South Africa.

www.timesofindia.indiatimes.com

http://articles.timesofindia.indiatimes.com/2013-05-14/people/39255595_1_indian-high-commission-programme-indian-cinema



INDIAFRICA: Cross-continental Collaboration

Virendra Gupta, the Indian high commissioner in South Africa, has introduced the INDIAFRICA Festival 2013, which takes place in Johannesburg between 13 and 24 May. The festival marks the culmination of the second edition of INDIAFRICA: A shared future, an initiative which is specifically targeted at young people from both India and Africa. It aims to mobilise them to work together as well as compete, using their skills and interests for innovation and entrepreneurship in the fields of business, design and culture.

“This is a large youth outreach project,” said Gupta, “and it focuses also on building people-to-people relationships.”

He explained that the first edition of the programme was launched in 2011 in Nairobi and Lagos, and continued into 2012, with outreach activities held in India, South Africa, Kenya, Tanzania, Ethiopia, Nigeria and Mozambique. Gupta said that INDIAFRICA attracted 3,617 registrations from India and 20 African countries, and through its social media platforms it reached 46-million young people. The initiative has almost 205,000 likes on Facebook, and 13,600 Twitter followers.

It also shared some of the spotlight on the sidelines of the World Economic Forum’s annual meeting in Davos in January 2013, where the winners of the first business venture competition – India’s Zubaida Bai and Kennedy Kitheka from South Africa – presented their winning ideas to an audience of African and Indian CEOs.

This year’s programme involved over 5,000 young participants from across India and 36 African countries.

INDIAFRICA is managed by theIdeaWorks, a communication design and strategy agency based in Gurgaon, Haryana state. It’s supported by the Public Diplomacy Division, Ministry of External Affairs, Government of India.

Benefiting from emerging opportunities

This year INDIAFRICA is bigger and better, said Gupta. “So much is happening as a result of the relationship between our two countries. Why should not young people also benefit from the emerging opportunities?”

Through various events such as workshops, competitions, fellowships, internships and cultural exchanges including music, art, essay writing and

photography, the programme encourages young people to tackle unemployment by using their talents, partnering with others, and involving their communities.

Wits Business School will host the finals of the second Business Venture Competition on May 16, with four teams from each region vying for two grand prizes. One Indian and one African winner will again receive an all-expenses trip to Davos in January 2014, where they will participate at the proposed INDIAFRICA Youth Hub there.

The University of Johannesburg’s Faculty of Art, Design and Architecture will host the announcement of the winners of the second poster design competition. “We were very pleased to be asked to be a partner in this worthy collaboration,” said Deirdre Pretorius, head of the graphic design department. “Our participation also involved putting together a pan-African judging panel, and organising an exhibition of last year’s and this year’s winning poster designs.”

The theme for the 2013 poster competition was ‘What does freedom mean to you’ and, as per Pretorius, the standard of entries was high.

Other highlights include a screening of the acclaimed animated film Arjun: the warrior prince and a workshop on storytelling through animation given by its director Arnab Chaudhuri; a fashion design workshop with Anuj Sharma, who creates his garments with buttons, rubber bands and no stitching; a music performance by Joi Barua, one of India’s most popular singers; a blogging workshop; and a mini-film festival featuring award-winning films by Indian students.

INDIAFRICA also has a fellowship programme called Young Visionaries, who are chosen through a rigorous selection process. The programme focuses on entrepreneurs from Africa and India and offers opportunities for growth and collaboration, while encouraging an exchange of ideas. This will result in increased future trade, and a better understanding on both sides of the challenges and opportunities for doing business in the two regions.

www.medioclubsouthafrica.com

<http://www.medioclubsouthafrica.com/youth-and-education/3340-cross-continental-collaboration-kicks-off>





INDIAFRICA: A Unique Holistic Partnership

<< **AMBASSADOR SPEAK**

We are hugely excited by this project. We undertake all activities here in reaching out to people, but I think this is in many manners, many ways, a very unique festival, a very unique activity and some of the activities that I attended, I could clearly see a very different kind of people than we were able to reach out to earlier.

In any case reaching out to youth is so important. I was struck by seeing the films and somebody said India and South Africa or India and Africa have a huge economic partnership, I think that is not correct at all because India and Africa have a very holistic partnership. Economic partnership is just one aspect of that partnership, it's just one aspect of our relationship and I cannot prioritise.

We closely cooperate at the government level, we have a strong economic connection. Many younger countries do have economic partnership but what makes India's relationship with Africa special is the empathy, the emotional connection, the fact that we've been on the same side of divide, during all the struggle for equity and justice. Even in today's context when you don't have the hostility of the old war, you don't have those kind of visions in the world any longer which characterized the world scene a few decades ago and yet you have fault lines. These fault lines divide the world between the developed and the developing world and therein I would say that India and Africa are on the same side.

We have built a strong people to people dimension for several centuries, a number of Indians have traveled to Africa and they've made Africa their home. So there is this multifaceted connection with India, which makes our relationship with Africa very unique and very special. It is really in that context that we look at this kind of activity where we have an opportunity to create a space for creative people from India and Africa and as the dean put it very succinctly... creative people have great potential and not only responsibility but have a great opportunity to be the agents for change and I think in many sense they define the way we are moving forward.

You know I never fail to get enthused by the energy of young people whenever I get an opportunity to get in contact, so I very much welcome an opportunity to be in educational campuses.

I began by saying that I was very struck by three or four events that I've attended so far, I've met a different kind of audience, the kind of people who normally don't come to our events and I think its such a wonderful idea to approach each facet from different angles, from different manners of speaking so that you can, have a different take. I very much appreciate this opportunity of getting to be connected with different people who are very important.

H E MR VIRENDRA GUPTA
HIGH COMMISSIONER OF INDIA TO SOUTH AFRICA



Cinema

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAFRICA FILM FESTIVAL

Bollywood / Feature Films / Short Films / Animation
Screenings / Interactions / Discussions

Majestic Theatre, Fordsburg
17-19 May

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

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www.indiafrica.in

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PARTNERS

CITYVARSITY: SCHOOL OF MEDIA AND CREATIVE ARTS

Established in 1996 in Cape Town, CityVarsity rapidly cemented itself as the go-to media and creative arts school in South Africa. Simultaneously, the demand for quality private tertiary media education facilitated opening the doors to their Newtown campus, Johannesburg in 2007.

With a strong emphasis on practical work across all media disciplines, their graduates walk with a portfolio of relevant work to prospective employers. This constant hands-on approach provides their students with a distinct advantage in the career market.

Over the years, CityVarsity's dominance at national awards ceremonies across various disciplines has demonstrated the distinctive edge that their students possess.

NATIONAL INSTITUTE OF DESIGN (NID)

NID is India's leading design school that is committed to disseminating design education through contemporary media such as the internet and ensure stronger social development and make design more people centric in the process. It functions as an autonomous body under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. NID is recognised by the Department of Scientific and Industrial Research (DSIR) under Ministry of Science and Technology, Government of India, as a scientific and industrial design research organisation. Business Week has ranked NID in its list of top design schools in the world. It has been ranked as the top design institute in India.

VENUE

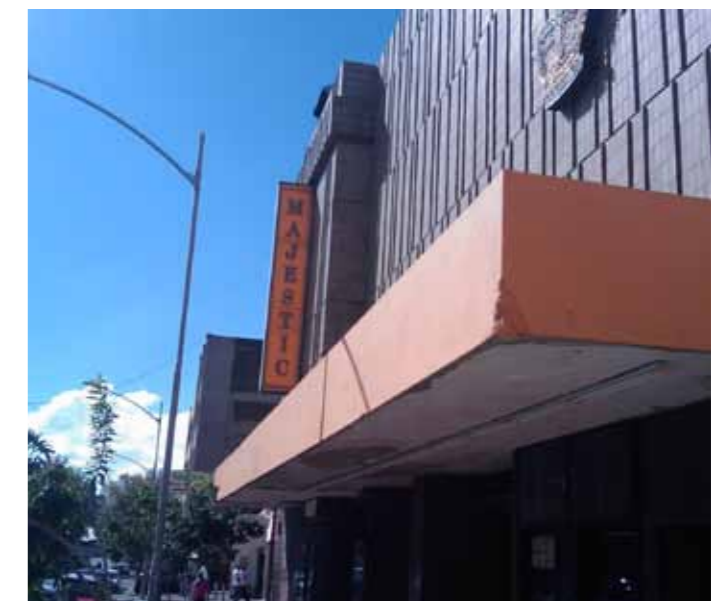
MAJESTIC THEATRE

Fordsburg's last surviving independent bioscope, the Majestic Theatre, hosted the first INDIAFRICA Film Festival in South Africa.

Fordsburg was originally one of the four mining camps out of which Johannesburg grew. From the 1940s, it was at the cutting edge of black urban culture, but apartheid's forced removals sent the area into decline.

In the post-apartheid era, with the immigrant settlement of Indian, Bengali, Pakistani and Somali people, Fordsburg was dramatically revitalised.

Today it is described as "Little India", populated by a colourful array of pavement vendors, restaurants and service shops of barbers, tailors and the likes.



SCREENING

Majestic Theatre
Fordsburg
17-19 May
0930 hrs onwards

In its attempt to create awareness and celebrate the 100 years of Indian cinema, INDIAFRICA: A Shared Future Festival screened the blockbuster Bollywood movies for the city of Johannesburg. The Movie marathon ran successfully for three days, with a screening of two films each day. *Shree 420*, *Mughal-e-Azam*, *Golmaal*, *Hum Dil de Chuke Sanam*, *Taare Zameen Par* and *3 Idiots* were screened during the Festival.

Also screened on the second day of the Film Festival was *Yeh Rishta* directed by Preshanthan Moodley. This film is South Africa's first locally produced Bollywood film but is not yet released in the market. It featured for the first time in the INDIAFRICA festival in Johannesburg and portrayed the collaboration in its truest sense.



IndiaAfrica
FESTIVAL 2013

Yeh Rishta was recently screened as the headliner film for the INDIAFRICA Film Festival held at the Majestic Theatre in Fordsburg.

“IT WAS SUCH A GREAT EXPERIENCE HAVING MY FILM *YEH RISHTA* SCREENED AT THE INAUGURAL FESTIVAL HERE IN SOUTH AFRICA... SINCE MY FILM IS A ‘BOLLYWOOD’ STYLE FILM, IT FIT THE CRITERIA FOR SELECTION.

AT THE END OF THE SCREENING, THE PROGRAM DIRECTOR, WHO IS FROM INDIA, SAID ‘THE FILM MADE HER FORGET THAT SHE ISN’T IN INDIA’. THAT WAS A GREAT FEELING FOR ME— KNOWING I ACCOMPLISHED PRODUCING SA’S FIRST AUTHENTIC BOLLYWOOD FILM.”

PRESHANTHAN MOODLEY

www.afdafilmschool.tumblr.com

Yeh Rishta

A PRESHANTHAN MOODLEY FILM

SHORT FILMS

Majestic Theatre
Fordsburg
17–19 May
0930 hrs onwards

A selection of animation and short films made by the students of National Institute of Design, India was screened during this segment.

'ANTA-TAHA'

Hindi • Colour • 12min 53sec

Student Saurabh Vyas

Synopsis Mohan Kaka, a folk performer of Gavri in his youth, lives in the city with his son, an auto-rickshaw driver. Mohan starts imagining in the house a mythological character Raibudiya (masked man), a character he used to portray in Gavri. Mohan wishes to go back to his community to perform again for the monsoons.

THE ITCH

English • Colour • 10min

Student Satchith Paulose

Synopsis The film is an exploration of the intangible manifestations of guilt and memory. It is based on a lonely man's disintegrating world as he desperately tries to battle with his inner turmoil.

ATI

Gujarati • Colour • 21min 43sec

Student Jaymin Modi

Synopsis Ati means extreme. Ati means excess. Ati is the story of emotional conflict between two characters' 'Ati' Tarkik, a genius mathematician, who is excessively obsessed with his Patten theory and Niyati, who is excessively devoted to Tarkik.

LIFE AFTER

Hindi • Colour • 12min 53sec

Student Atul Badole

Synopsis What could be the reason behind a young man's suicide attempt? Bitterness? Loneliness? Hopelessness? This film explores the intricacies and complexities of human psychology by portraying a young man's struggle for happiness and companionship.

VANITY BOX

Hindi • Colour • 22min

Student Diksha Grover

Synopsis Kiran, a 45-yr old woman, gets ready for her 25th wedding anniversary in a beauty parlour. As the women indulge in beauty treatments, one reveals her true character, the other coats herself with make-up. What really lies inside the Vanity Box?

AMOUR V

French • B/W • 30min

Student Rishi Kumar

Synopsis Two couples caught in the accident of being in love, struggle to make sense of vicissitudes of life. The situation is conceived to be embedded inherently in the cinematic language - be it a cigarette or a kiss, but finally, it presents itself through something as impersonal as the lens of a camera.

LOVE AND OTHER THINGS

Hindi & English • Colour • 14:20

Student Ruth Lobo

Synopsis What happens when a woman sitting for dinner in a restaurant is approached by her Prince Charming? Weaving fiction and reality, the film explores the traditional roles of men and women, how much their identities are defined by the roles they play.

A PINCH OF SKIN

Hindi & English • Colour • 28:00

Student Priya Goswami

Synopsis The non-consenting, pre-adolescent girls, who neither have the understanding, nor have any say over the norm, are subjected to the practice of female gentile mutilation in the name of tradition, to 'curb/check' the female sexuality. The voices from the community, as well as, the small voice of questioning dissent are placed together to unravel the nature of this sexual politics.

A DREAM CALLED AMERICA

Hindi & English • Colour • 25:00

Student Anoop Sathyan

Synopsis Shahbaz, a 15 year old boy from Gujarat, is the third among the five children of his father Aftab who makes a living by repairing cycles on a footpath. Shahbaz studied in the US for a year on a scholarship, where he was hosted by an American couple. That one year changed his attitude towards life.

EK DIN

Hindi • Colour • 09:18

Student Anish Cherian

Synopsis Tea seemed to have more than just sugar and milk while brewing this morning. It seemed to have a plan - a plan well crafted to alter a day in an ordinary office goer's life. The city seems to bustle on as usual, while an auto rickshaw carries a panic stricken passenger who is forced into accomplishing a terrorizing task.



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FESTIVAL 2013

JOHANNESBURG

13-24 MAY

13 May 1800 hrs
Shool

1999. 138 mins
Directed by Eeshwar Nivas

14 May 1800 hrs
Naseem

1995. 120 mins
Directed by Saeed Akhtar Mirza

15 May 1800 hrs
Achhoot Kanya

1936. 142 mins
Directed by Franz Osten

16 May 1800 hrs
Dharavi

1992. 120 mins
Directed by Sudhir Mishra

17 May 1800 hrs
Chalte Chalte

2003. 167 mins
Directed by Aziz Mirza

INDIA FILM FESTIVAL

Wits Theatre
13-17 May

Visit www.indiafrica.in or www.wits.ac.za/witstheatre for more information

30 WITS
YEARS THEATRE

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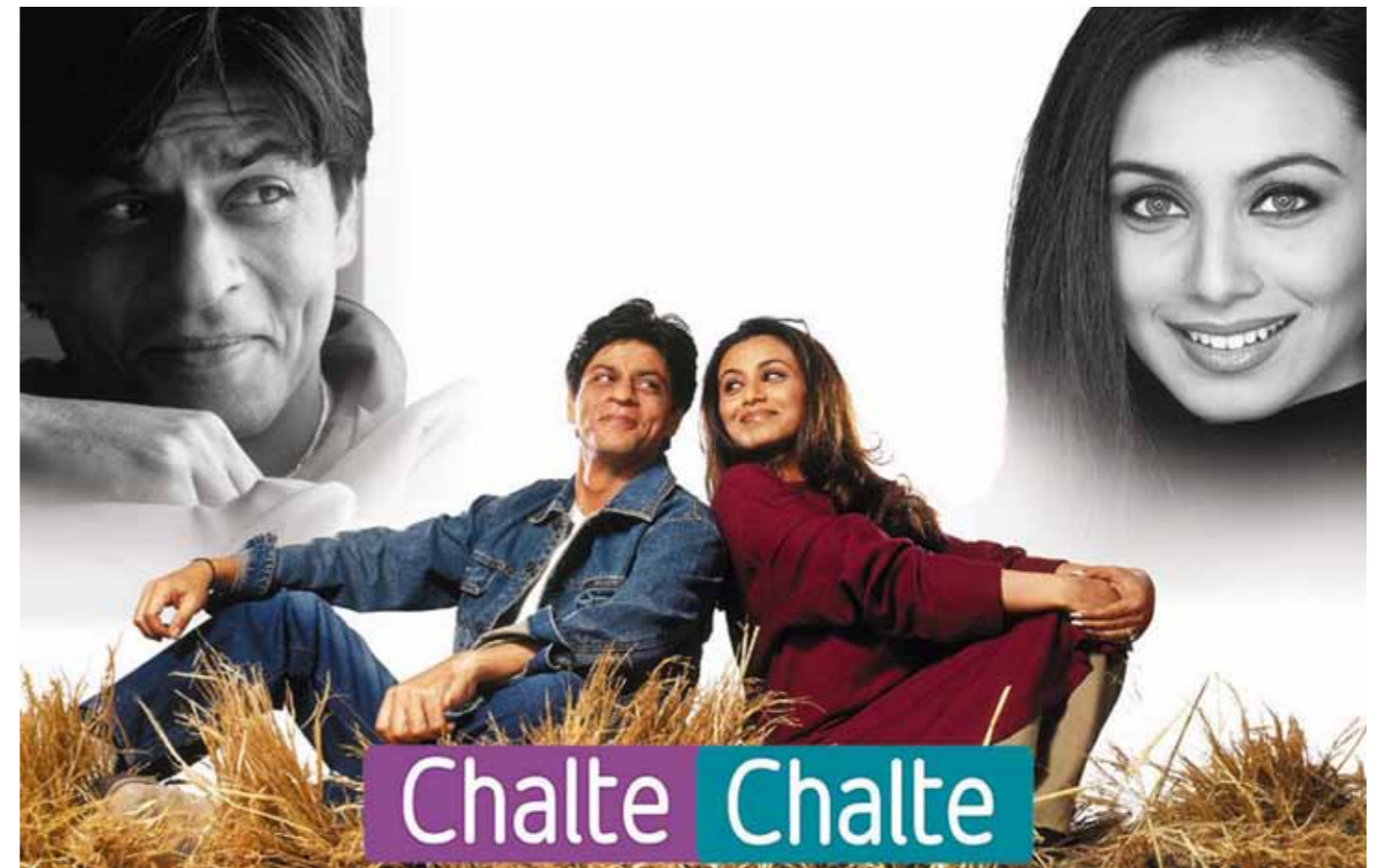
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PARTNER / VENUE

THE WITS THEATRE

30 WITS
YEARS THEATRE

The Wits Theatre is a service organisation within the University of the Witwatersrand, providing support for the mounting of the productions, and aspects of technical teaching and practical training for both the disciplines of Dramatic Art and Music. It handles the day to day running of the Wits Theatre complex and Great Hall and also caters to a large, diverse collection of professional companies, dance studios and schools.

Wits University has one of the finest performing arts facilities in the country where its students can hone their skills and where professionals can be seen regularly.





Celebrating 100 Years of Bollywood

<< MEDIA STORY

A burst of bright colours, contemporary dance and music overcomes the minds of the Indian diaspora who are gripped by Bollywood movies and assert their culture through this prolific film industry.

The Wits Theatre and the INDIAFRICA Film Festival hosted a week-long marathon of Bollywood movies to honour the Indian film industry in its 100th year.

The movies of legendary actors such as Amitabh Bachan, Hema Malini, Dharmendra, Rekha and the largely known Shah Rukh Khan have been shown this past week. These movies included *Shool*, *Naseem*, *Achoot Kanya*, *Dharavi* and *Chalte Chalte*.

Director of Wits Theatre, Gita Pather who also headed the event said, “movies are not just movies, they connect [Indians] to their family and their culture.”

INDIAFRICA Competition

The event is also part of the INDIAFRICA competition. The Wits business school will host the finals of the second INDIAFRICA Business Venture Competition. INDIAFRICA: A Shared Future is a unique people to people initiative that aims at engaging multiple stakeholders in India and Africa through contests, fellowships, discussions, events, collaborative projects and cultural exchanges.

The film line-up was compiled by Prof Dilip Menon, a lecturer in the Centre for Indian studies at the university and a Bollywood lover. The entire event is being publicised by Catherine Pisanti who also had a hand in choosing the movie *Chalte Chalte* as she is a die-hard fan of movie star Shah Rukh Khan.

What to expect from the film festival

The film selection is aimed to portray a blend of blockbuster films; art films and themes related to social division in Indian society, forbidden love and poverty in India.

Pather grew up in a vibrant Indian family which was totally immersed in the culture of Bollywood film and dance.

Pather explained that she and her family used to go to Adam’s cinema in Chatsworth, Durban, which still exists today, to get their dose of romance, action, thrill and dance from the Bollywood movies.

“My sisters and I used to get dressed up in the Indian attire, play the music we loved and put on a full-fledged concert in our living-rooms,” said Pather.

Bollywood is not just a film industry, there are vivid memories and emotions attached to these films, especially when the older generation is considered.

“We have to watch the music we play in my mother’s house as she can burst out into tears at any time,” said Pather.

www.witsvuvuzela.com

<http://witsvuvuzela.com/2013/05/16/celebrating-100-years-of-bollywood/>





Fashion

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FESTIVAL 2013

JOHANNESBURG

13-24 MAY



CREATE GARMENTS WITHOUT A STITCH!

Presentation / Workshop
Button Masala - by ANUJ SHARMA

SEWAFRICA. Pritchard Street.

15 May. 0930 hrs

For more information, visit www.indiafrica.in

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SEWAFRICA

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WORKSHOP EXPERT

ANUJ SHARMA

Fashion Designer

He pursued his Post Graduation in Apparel Design from National Institute of Design (NID), India. He was then awarded the prestigious Charles Wallace India Trust Scholarship in 2002 to acquire a Masters in High Performance Sportswear Design from the University of Derby, UK.

Anuj entered the fashion industry in 2007 with his debut collection entitled 'Sunday Market.' He was invited to give a talk on the concept of 'Button Masala' and its impact on the recently concluded IDF (India Design Forum) in Mumbai. His collection, 'Button Masala' was part of the traveling exhibition by Dutch design DFA, called Connecting Concepts. 'Button Masala' then went on to become a part of an exhibition called Bliss at the Taiwan Design Expo 2011.

He was then awarded the Most Innovative Collection of the year award for 'Button Masala' at the Marie Claire Made in India fashion awards, 2009 and was also selected amongst four finalists for the International Young Fashion Entrepreneur of the Year award (IFFEY) by the British Council, India.



PARTNER / VENUE

SEWAFRICA

SEWAFRICA offers full time courses in Fashion, Design and Illustration, Pattern Making and part time courses in Pattern Making and Dress-making. In addition to that SEWAFRICA also offers a three-year Diploma with International Accreditation through the City and Guilds of London.

SEWAFRICA owns and operates a hub of designer studios, where young designers are provided with a workspace, which can be compared to any fashion designer's environment, boardroom facilities and access to retail space in the Fashion Shack.

SEWAFRICA's mission is to provide the opportunity for development and training in the fashion industry that will enable individuals in the informal fashion sector to receive training and become self-employed. In addition, SEWAFRICA aims to meet the training and development needs of the formal sector of the Fashion Industry while promoting and advancing the industry by providing skills and individual development opportunities.

SEWAFRICA



WORKSHOP 1

SEWAFRICA
Fashion District
15 May
0930 hrs onwards

Anuj Sharma a prominent icon in the Indian Fashion Industry conducted a workshop for the students of SEWAFRICA Fashion School. He taught them his simplistic and unique aspect to creating garments. The concept of his designs created a rage amongst the students at SEWAFRICA. This workshop was for the aspiring design students at SEWAFRICA Fashion School, where he taught students his concept of producing garments without a single stitch! The Button Masala workshop entailed creating garments with the help of just buttons and rubber bands. The students were enthralled with the new concept and created garments on the spot during the workshop under Anuj's guidance.



ANUJ SHARMA with the third year students at SEWAFRICA, teaching them his design concept, interacting with them and assisting them in implementing his designs.

INTERACTION

SEWAFRICA
Fashion District
15 May
1300 hrs onwards

Kumbirai Gundani, a successful entrepreneur in South Africa and winner of last year's INDIAFRICA Business Venture contest and the Young Visionary Fellowship Programme spoke to the third year students, most of whom were aspiring entrepreneurs, at SEWAFRICA. Anuj and Kumbirai shared their experiences and explained the ground realities of being an entrepreneur, along with giving them suggestions and tips. Kumbirai being a South African entrepreneur gave the students insight into the South African market and motivated them to work harder towards their dreams.



KUMBIRAI GUNDANI at SEWAFRICA with the final year students, enlightening them about the world of entrepreneurship and encouraging them to work towards making a difference.



Button Masala and Masala Chai Fashion Design Workshop at SEWAFRICA

A Report

The students and staff of SEWAFRICA would like to extend a thank you to you and your team for arranging the guest speakers at SEWAFRICA. Anuj spoke to our third year students and the New Venture Creation Learners. He made an impression not only in his technique that dazzled the students by its simplicity and versatility – but as a person who lives by his philosophy of love, giving and believing. The students were both professionally and spiritually inspired by his presentation and discussion with them.

Kumbirai inspired our New Venture Creation Learners with his real and honest recall of his journey as an entrepreneur. In Kumbirai they found someone to whom they could relate – his age and South African experience served as a motivation for the development of their ideas and start-up of their own businesses.

We thank you for the wonderful opportunity presented to our students and hope to be part of the growing INDIAFRICA initiative in the future.

TRACI MANN
DIRECTOR
SEWAFRICA

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



CREATE GARMENTS WITHOUT A STITCH!

Presentation / Workshop
Button Masala - by ANUJ SHARMA

LISOF, Blairgowrie Campus
17 May. 1400-1700 hrs

For more information contact NINA or MARLENE
info@lisof.co.za OR visit www.indiafrica.in

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LISOF

LEADERS IN THE SCIENCE OF FASHION

LISOF
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LISOF School of Fashion is the most reputed progressive fashion school on the African continent. The institute was established in 1993 and is based out of Johannesburg and Pretoria. The fashion curriculum spans a broad range of subjects and disciplines that provides students with a rich and diverse experience with local and global relevance.

Innovation is prized by the educators at LISOF and for innovation to thrive they give honour to the individuality that each students bring to the table. The students are encouraged to unleash their unique creative talents to consistently produce design solutions that are both commercially viable and creatively successful - designs that will drive the fashion economy.

LISOF graduates are already at home in the lofty heights of the fashion industry. Whether the aspirations are directed at being a designer, a clothing technician, a merchandiser or anything in between. LISOF equips its students with the necessary skills and knowledge to make things happen.



WORKSHOP 2

LISOF
Blairgowrie
17 May
1400 hrs onwards

Anuj Sharma conducted the Button Masala Workshop at LISOF School of Fashion. He taught the technique of making garments with rubber bands and buttons. The outcome of the workshop was quite innovative, the students learnt how a piece of cloth could be draped in a variety of styles by just using buttons and rubber bands. The students at LISOF were very motivated and energized post his workshop. The garments made by the students during the workshop were displayed at the Institute.



ANUJ SHARMA with the design students at LISOF School of Fashion, educating them about his unique garments producing and draping techniques.



Button Masala and Masala Chai Fashion Design Workshop at LISOF

A Report

Anuj Sharma is an extremely humble and modest Indian designer who really inspired me as a lecturer as well as the first year students.

His message was based on 'recycling' and that you don't need to run out and buy a new item each time you need it, but rather to make use of what you have and by using his 'Button Masala' technique transform your old garment into something totally different.

He started with a power point presentation of his collections which can be viewed on the following website pcasaweb.google.com/anujsharma.ned and then demonstrated the technique he used to create his garments.

The students all got a piece of fabric, buttons and rubber bands which they used to construct their own 'Button Masala' garments on a Pandora.

Anuj also said that by inserting other objects i.e. stones, Chai cups, Ping-Pong balls... and fastening it with string one can create interesting/exaggerated shapes and silhouettes - He calls this technique 'Masala Chai'.

Students were encouraged to try the technique on each other in order to see what a full scale outcome will look like. He said that design should always be modest and that you as a person should become an extension of this modesty - never place famous people on a pedestal (above you) as you will just lower yourself in the process.

The students enjoyed this approach a lot and thanked Anuj for his encouraging and inspiring workshop.

It's a pity that this workshop was only for a limited number of students (±40 1st years) and 2 PTA lecturers (Marlene & Rienke) as everyone could have benefitted from not only this incredible technique he has created but by learning from such a humble designer who is focussed on fashion design as an art form rather than a status symbol.

We should definitely have more speakers and design workshops.

MARLENE BADENHORST
PTA LECTURER
LISOF

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FESTIVAL 2013

JOHANNESBURG

13-24 MAY



CREATE GARMENTS WITHOUT A STITCH!

Presentation / Workshop

Button Masala - by ANUJ SHARMA

Alexsan Centre, Alexsan Kopano Trust, Alexandra

20 May. 1400-1700 hrs

For more information, visit www.indiafrica.in

**Alexsan Kopano
Educational Trust**

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PARTNER / VENUE

ALEXSAN CENTRE, ALEXANDRA

**Alexsan Kopano
Educational Trust**

The Alexsan Kopano Educational Trust has been in operation since 1990. Over the years it has been primarily involved in setting up multi-purpose centres for researching, coordinating and running projects that serve the local community.

The mission of the Alexsan Kopano Educational Trust is to assess the development needs of the communities in which it works and to plan, organise and implement initiatives to meet these needs in a way which embodies the principles of democracy, empowerment, self-reliance, sustainability and co-ordination of effort and resources.

Secondly, to share their experiences and assist in the development of similar projects both provincially and nationally.

The Alexsan Kopano Educational Trust has given the management of the Alexsan Centre to the Alexsan Kopano Trust. The Alexsan Centre looks after the centre, the library and related projects; the Alexsan Kopano Educational Trust manages a variety of projects throughout the province under the National Facilitator.




WORKSHOP 3

Alexsan Centre
Alexandra
20 May
1400 hrs onwards

Anuj Sharma conducted his workshop at the Alexsan Centre. The workshop was conducted at the centre for the people of Alexandra, which mainly included participation from the age group of 20 - 30. They were a bunch of highly enthusiastic and motivated youngsters who learnt his technique instantly. Both men and women made the garments. Anuj Sharma taught his draping techniques as well. The students made 6 garments out of just one piece of cloth.



ANUJ SHARMA with the community residents at Alexandra, teaching them his technique of making clothes without a single stitch!



“THE TECHNIQUE THAT I TEACH IS VERY EASY TO BE LEARNT BUT I WAS STILL QUITE WORRIED ABOUT THE THOUGHT THAT IT HAD TO BE TAUGHT TO PEOPLE OF ANOTHER NATION WITH A DIFFERENT CULTURE. HOWEVER AFTER 7 WORKSHOPS IN 8 DAYS, I REALISED THAT PEOPLE IN SOUTH AFRICA ARE VERY EAGER AND HUNGRY TO LEARN.

ALL THE WORKSHOPS WERE RECEIVED WITH GREAT ENTHUSIASM. THE PARTICIPANTS WERE FROM ALL WALKS OF LIFE AND I WAS EXTREMELY ENLIGHTENED BY THEIR LIVELINESS AND OPENNESS TO PEOPLE FROM INDIA. WE ENGAGED OURSELVES IN LONG TALKS AND SHARED OUR IDEAS ABOUT OUR RESPECTIVE COUNTRIES.

I FEEL SUCH INTERACTIVE WORKSHOPS ARE VERY MEANINGFUL. I ALSO REALISED THAT PEOPLE ARE MORE OPEN TO RECEIVING WHEN THE PERSON COMES FROM ANOTHER COUNTRY OR CULTURE. I HOPE TO BE PART OF THIS GROWING SHARED FUTURE FOR AS LONG AS I CAN.”

– ANUJ SHARMA



Design

WITH THE VIEW THAT NEG. & POSITIVE MAGNETS ATTRACT, WE THEREFORE THINK THAT HAVING ALL CARS HAVING POSITIVE ONLY MAGNETS THAT WOULD RESULT IN THEM RESISTING EACH OTHER.



TO REDUCE THE NUMBER OF CAR ACCIDENTS

MAGNETIC CAR

or
speed

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAFRICA COLLABORATIVE DESIGN THINKING WORKSHOPS

A Report

A set of 5 workshops were conducted at various locations in and around Johannesburg between 15-23 May.

- Alexsan Centre, Alexsan
15, 16, 20 May
For a mixed batch of school dropouts
- CIDA City Centre, Lyndhurst
17 May
For BBA students
- Ipelegeng Centre, Soweto
21 May
For students of leadership course
- Midrand Centre, Tembisa
18 May
For Film and Animation students
- Westbury Youth Centre
22 May
Students of Digital Media course

'Around the world designers are creating better communities by working with citizen groups to improve the human experience and empower the youth.' With similar intention, these 'Design thinking workshops' were planned for different communities in and around Johannesburg. These workshops were aimed at empowering the youth by helping the participants in identifying problems in the neighbourhood and finding appropriate solutions for it through Design thinking.

These set of 5 workshops were conducted at five different locations panning from townships with community centres offering different courses/ opportunities to unemployed school dropouts, youth center rehabilitating gangster community with digital media courses, to students pursuing higher education in management and leadership courses. It was a sheer pleasure to interact with such sharp minds that wanted to make a difference and were eager to learn more. They were a lively bunch of youngsters who were intelligent, open, friendly and fun to interact with. Not even for a moment did I feel like an outsider in their company. I must admit that before coming

to Johannesburg, I had been very strictly told by many not to venture into old Johannesburg areas, which are seen as the poorer volatile high-crime rate townships. And most of my workshops were scheduled in these areas. I was concerned, but to my surprise I met some very intelligent, warm and lovely people here who also wanted to work towards changing the image of their townships. Some wanted to make their dreams real and others wanted to support their community. These groups came up with some fantastic and some practical/ doable plans – magnetic cars to avoid accidents, running shoes with stopwatch for athletes, mobile kitchen for providing cooked meals at a nominal cost, e-learning facility for school dropouts, system design to fight crime, relooking at professional education courses for school dropouts to increase employability, and many more interesting ideas. However they felt that the outcome of the workshop and their efforts should be supported/ rewarded in some way.

These collaborative workshops were received well and the feedback from the participants was very positive. They were happy to have been a part of it and felt it was a great learning experience. They had never undergone any such workshop that made them think and work on their ideas and convert them into business plans. This process of understanding a situation and designing an appropriate solution that better meets enduser's needs and desires was quite inspiring and magical for them – it applied to any and every situation. Seeing their ideas turn into practical doable plans was very exciting. They also wanted to participate in the business plan competitions and we all felt that these workshops could work as stepping stone towards these, especially because they wanted to do something for their society and were looking for some support through this project. Many of them were not aware of the ongoing competitions and some had no access to internet or had no facebook accounts. Through these alliances and a true participation of such motivated youth from this low-income group across countries, Indiafrica initiative can make a difference and build a shared vision to improve wellbeing and help the youth to become the change agents. With such meaningful interactions/ collaborations, we can work towards co-creating a beautiful future. And I'd be more than happy to associate with this endeavour.

RAMNEEK MAJITHIA
DESIGN EDUCATOR

WORKSHOP 1

Alexsan Centre
Alexandra
15, 16 & 20 May
0930 hrs onwards

Ramneek Majithia conducted a 3-day long collaborative workshop with the youngsters in the Alexandra Community with the aim of bringing forth their hidden talents and helping them realize their dreams. The students were between the age group of 20 - 30 and were aspiring entrepreneurs. The strengths and weaknesses of each student was identified on the first day of the workshop and according to their interests in various fields they were put into groups of 5 each. The students were then asked to ideate & collaborate during the span of two days and present a business idea on the last day of the workshop. In the Interim, Ramneek assisted them through their complications and guided them. They were asked to keep in mind the current situation in India and Africa and discover spaces of opportunities. The main aim of day two was to ideate better and put forth the problems that were being faced, to the facilitator, Ramneek Majithia. The students were given an outline of how to develop a business plan and the way forward. Each team was given stationery material and were asked to pen down their ideas. On the second day of the workshop they were taught the value of teamwork and how it is necessary for them to step out of their shell to be a part of something different. Each team exhibited their problems and were motivated and corrected constantly. Next, they were asked to step out of the workshop room and go on ground to study the practicality of their ideas. The Last day of the workshop the students presented their vivid ideas to Ramneek.

ANUJ SHARMA and RAMNEEK MAJITHIA at the three day long workshop with the youngsters at Alexsan Centre.



PARTNER / VENUE
ALEXSAN CENTRE, ALEXANDRA

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WORKSHOP 2

CIDA
Lyndhurst
17 May
1200 hrs onwards

Ramneek conducted the collaborative workshop for the students of CIDA as well. The workshop at CIDA was just for a day. Initially the students were shown motivational videos and guided through to realize their potential. Ramneek spoke to each about their areas of interest and how could they work towards building their dreams. The students with similar interests were grouped into teams of 4 and asked to collaborate and build a venture idea for India and Africa, that would go on to help the social, cultural and economical problems of the society. After 3 hours of brainstorming, each team put forth their ideas.



RAMNEEK MAJITHIA conducting her workshop with the young aspiring students at CIDA.

INTERACTION

Midrand Tembisa
Midrand
18 May
1300 hrs onwards

The short media films on the societal problems in India and their striking similarity with the African problems, made by the students of Tembisa Midrand were shown to Ramneek with a small introduction of the concept that lay behind their film. Post all the screenings, Ramneek sat with each student and elaborated on their ideas with them and worked on cultivating them further.



PARTNER / VENUE MIDRAND TEMBISA

This station was started by a group of people in Tembisa and Midrand, Their aim is to tell the stories of these areas to the community and its people. They currently run on a volunteer staff and management. They have structured the whole station based on commercial television models, but the content largely comes from the community.

They have till date filmed talk shows and sports inserts and made television movies and dramas. All the actors they employ come from the community. They operate as a non-profit organisation as community service is their priority.



“ ... THEY WERE A LIVELY BUNCH OF YOUNGSTERS WHO WERE INTELLIGENT, OPEN, FRIENDLY AND FUN TO INTERACT WITH. NOT FOR A MOMENT DID I FEEL LIKE AN OUTSIDER IN THEIR COMPANY.

I MUST ADMIT THAT BEFORE COMING TO JOHANNESBURG, I HAD BEEN VERY STRICTLY TOLD BY MANY NOT TO VENTURE INTO OLD JOHANNESBURG AREAS, WHERE MOST OF MY WORKSHOPS HAD BEEN SCHEDULED.

I WAS CONCERNED, BUT TO MY SURPRISE I MET SOME VERY INTELLIGENT, WARM AND LOVELY PEOPLE HERE WHO ALSO WANTED TO WORK TOWARDS CHANGING THE IMAGE OF THEIR NEIGHBOURHOODS.”

– RAMNEEK MAJITHIA





Animation

!ndiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



THE ART OF STORYTELLING

Film Screening / Interactive Session

Meet the Director ARNAB CHAUDHURI

Wits Theatre
16 May. 1300 hrs

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



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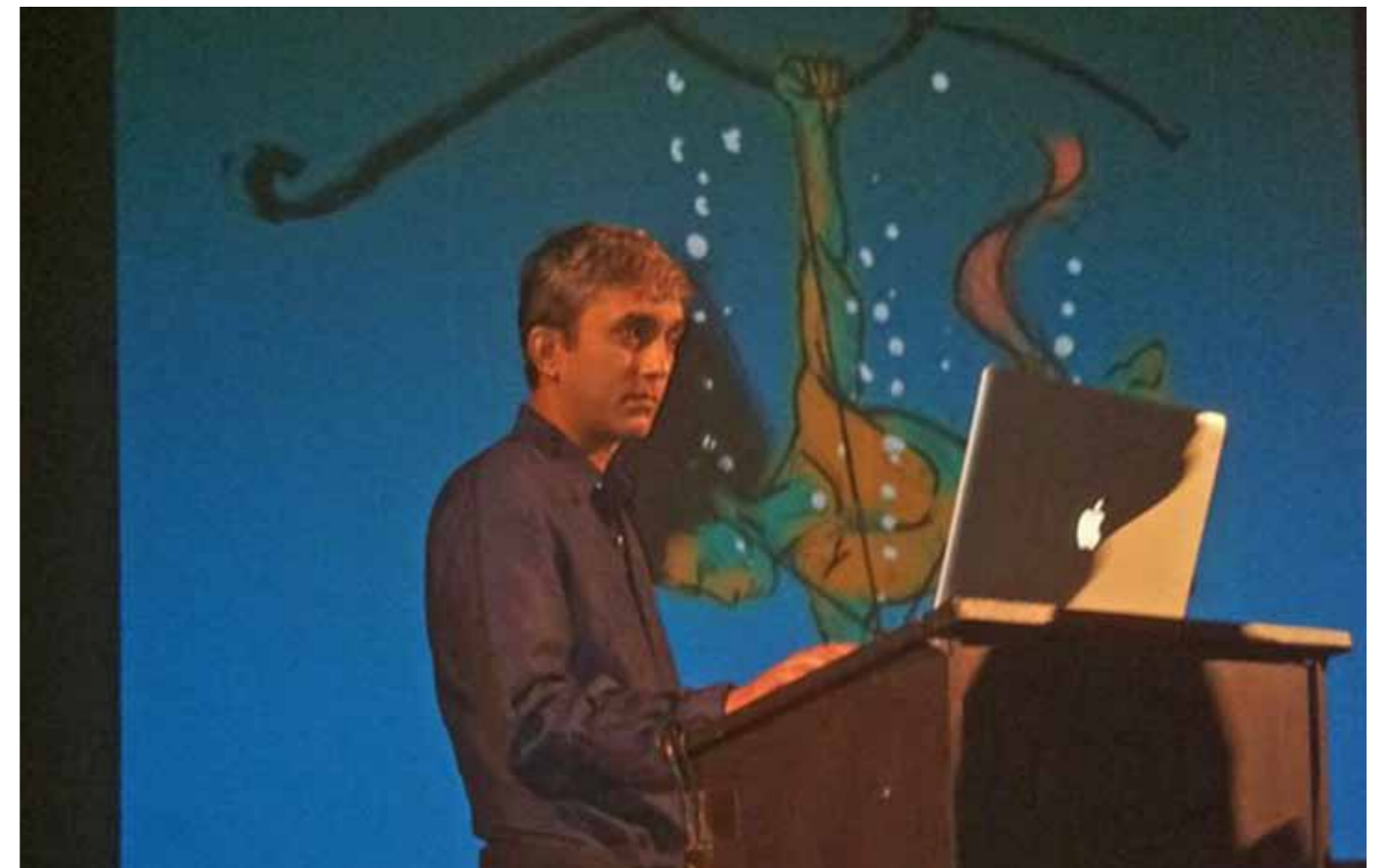
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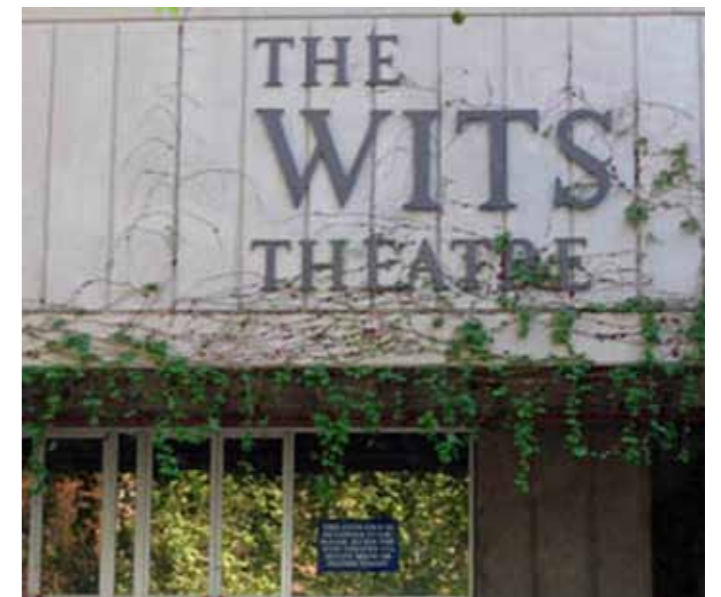
PARTNER / VENUE

THE WITS THEATRE



The Wits Theatre is a service organisation within the University of the Witwatersrand, providing support for the mounting of the productions, and aspects of technical teaching and practical training for both the disciplines of Dramatic Art and Music. It handles the day to day running of the Wits Theatre complex and Great Hall and also caters to a large, diverse collection of professional companies, dance studios and schools.

Wits University has one of the finest performing arts facilities in the country where its students can hone their skills and where professionals can be seen regularly.



ARJUN: The Warrior Prince

The Film

ARJUN: THE WARRIOR PRINCE is a 2012 Indian animated action film. The film is directed by Arnab Chaudhuri and produced by UTV Motion Pictures and Walt Disney Pictures. The film was released in India on 25 May 2012.

At about seven times the length of the *Iliad* and the *Odyssey* combined, the great Indian epic the *Mahabharata* has stories to burn. The 96-minute animated feature “Arjun – The Warrior Prince” obviously can’t tell the whole complicated tale (that would take weeks), so it concentrates on the life of young Arjun, one of five brothers who lose their kingdom in a game of dice, go into exile and then fight to regain it.

One of the scenes in the film stands out very distinctly: To win Draupadi, Arjun does a high dive into a pool, where, below the surface, he shoots a fish with an arrow, tracking it only by its shadow on the top of the water.

ARJUN: THE WARRIOR PRINCE was selected for Fantasia 2012 in Montreal, Canada.

ARJUN: THE WARRIOR PRINCE was in the running for Oscar 2013 Nomination in the Category of Best Animated Features.

ARJUN: THE WARRIOR PRINCE is the first Indian film ever to play at the historic El Capitan Theatre on Hollywood Boulevard.



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FESTIVAL 2013

JOHANNESBURG

13-24 MAY

ARJUN
DIRECTED BY ARNAB CHAUDHURI
PRODUCED BY RONNIE SCREWWALA
AND SIDDHARTH ROY KAPUR
THE WARRIOR PRINCE

THE ART OF STORYTELLING

Film Screening / Interactive Session

Meet the Director ARNAB CHAUDHURI

FADA

17 May. 1100-1300 hrs

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



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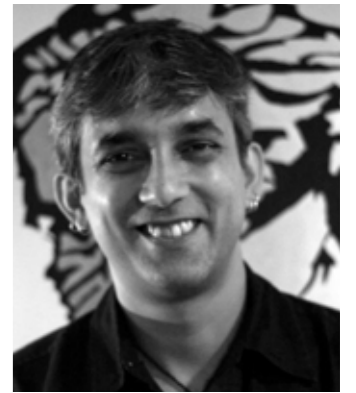
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WORKSHOP EXPERT

ARNAB CHAUDHURI

Animator & Film Director



For the past 18 years, Arnab Chaudhuri has been contributing to the television industry and impacting the same in a great way. He has worked across roles in the space of animation creation, creative direction, on air promotions, programming and general management.

After working for major brands such as Channel [v], Cartoon Network and Pogo, Arnab has now been roped in by Walt Disney Television International India as Director, Content and Creative. At Disney, he is responsible for overseeing the creative and content strategy for their network in India, including all of their major channels such as Disney Channel, Disney XD and Hungama TV. He is further responsible for aligning local content acquisition, local production, animation projects and on air promotions for the channel.

Arjun, his first full-length animated feature film (Which), has been directed by him and produced by UTV Motion Pictures and Walt Disney Pictures, was released in India on 25 May 2012.

PARTNER / VENUE

**FACULTY OF ART, DESIGN
& ARCHITECTURE (FADA)**



The Faculty of Art, Design and Architecture (FADA) is committed to fostering creative and professional excellence in art and design education. The Faculty is home to about 1200 students who are privy to specialised workshops, studios, computer laboratories, common lecture venues, an auditorium, gallery and library.

The graduates get numerous job opportunities within South Africa and internationally in diverse areas of industry, or work as freelance designers, architects or independent artists. The Faculty works closely with the industry to keep the students abreast of all the dynamic changes in the world of art and design.

To encourage the students, FADA believes in showcasing the works of their students at the Annual Student Exhibition, for the public to view. Throughout the year recognised national and international artists, designers and academics are invited to address students, which provides them with a view of the upcoming professional life.



INTERACTION

Faculty of Art, Design
& Architecture (FADA)
Auckland Park
17 May
1100 hrs onwards

Arnab Chaudhuri's Film making workshop was conducted in partnership with the Faculty of Art, Design and Architecture, University of Johannesburg for their film making students. First his movie Arjun: The Warrior Prince was shown to the students, post which the session began. The session entailed an interactive discussion on basic filmmaking and technicalities of producing it. Arnab first took questions from the audience and tried to understand their concept of making an animation film. After grasping all that the students had to say, Arnab elaborated on their views and gave his own insights as well. The students were inspired by his workshop and were happy to have learnt from one of the leading directors in the industry.



ARNAB CHAUDHURI teaching the art of animation to the students at FADA.

“... I HAD A GREAT AND VERY INTERACTIVE TIME WITH ALL THE STUDENTS AT BOTH UNIVERSITIES. (UNIVERSITY OF THE WITWATERSRAND AND FADA, UNIVERSITY OF JOHANNESBURG)... THEY WERE WELL INFORMED AND VERY KEEN TO UNDERSTAND THE INTRICACIES AND PROCESSES INVOLVED WITH ANIMATION FILM MAKING.

I REALLY APPRECIATED THE SUPPORT AND ENTHUSIASM DISPLAYED BY THE UNIVERSITIES, DILIP AND DEIRDRE WERE FABULOUS HOSTS.

I WOULD LOVE TO GO BACK AND SPEND MORE TIME...”

– ARNAB CHAUDHURI



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FESTIVAL 2013

JOHANNESBURG

13-24 MAY

13 May 1800 hrs

**Chai Break
Tea Break**

3 min 55 sec

Deluge

7 min 36 sec

13 May 1800 hrs

**Raah
Path**

3 min 55 sec

Pdingpdoong

3 min 25 sec

13 May 1800 hrs

**The Boy Who
Slept in Class**

3 min 25 sec

Ukadi Pukadi

5 min 51 sec

UNNI

**the plight of a kid
and many others**

INDIAFRICA FILM FESTIVAL

Majestic Theatre, Fordsburg

13-17 May

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

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VENUE

MAJESTIC THEATRE

Fordsburg's last surviving independent bioscope, the Majestic Theatre, hosted the first INDIAFRICA Film Festival in South Africa.

Fordsburg was originally one of the four mining camps out of which Joburg grew. From the 1940s, it was at the cutting edge of black urban culture, but apartheid's forced removals sent the area into decline.

In the post-apartheid era, however, with the immigrant settlement of Indian, Bengali, Pakistani and Somali people, Fordsburg has been dramatically revitalised.

Today it is described as "Little India", populated by a colourful array of pavement vendors, restaurants and service shops of barbers, tailors and the like.



PARTNER

NATIONAL INSTITUTE OF DESIGN, (NID) AHMEDABAD

NID is India's leading design school that is committed to disseminating design education through contemporary media such as the internet and ensure stronger social development and make design more people centric in the process. It functions as an autonomous body under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. NID is recognised by the Department of Scientific and Industrial Research (DSIR) under Ministry of Science and Technology, Government of India, as a scientific and industrial design research organisation. Business Week has ranked NID in its list of top design schools in the world. It has been ranked as the top design institute in India.

A unique feature of NID's design education programme is the openness of its educational culture and environment where students from different faculties and design domains interact with each other in a seamless manner. The benefit of learning in such a trans-disciplinary context is immeasurable.



ANIMATION

Majestic Theatre
Fordsburg
17-19 May
0930 hrs onwards

INDIAFRICA: A Shared Future in partnership with National Institute of Design, one of the biggest design institutes in India featured some of the best short animation films that explored the little problems of day-to-day life, made by the students of NID. These films were screened during the Film Festival at the Majestic Theatre.

CHAI BREAK

3 min 55 sec • Sand Animation

Students Arpit Bhargava, Ayswarya S, Dawameren Imchen, Debjani Mukherjee, Delwyn Jude Remedios, Grishma Verma, Mrinalini Kannan, Rajesh Thakare, Troyvasanth C, Utsav Sharma.

Synopsis An imaginative interpretation of the walk to get a cup of tea.

DELUGE

7 min 36 sec

Student Delwyn Jude Remedios

Synopsis A Ship emerges through the city of Mumbai to rescue two school boys who are stranded in a deluge.

GOOD MORNING MUMBAI!

Students Rajesh Thakare and Troyvasanth C

Synopsis The story is about a slum tenant who sets out to do his morning duties and a series of unfortunate events that causes a barrier for the purpose he had set for. He finds a way out and accomplishes his goal which in turn seeds another problem for a different group of people. The film depicts the basic problems caused by urban growth such as lack of space and infrastructure, sanitation problems, Pollution, over population and the inter relationship with each other.

KHATARNAK KHAI (DANGEROUS DEPTHS)

3 min 19 sec • Stopmotion puppets • 2011

Students Anirban Ghosh, Atul Ranajan Ekka, Ramya Ramakrishn

Synopsis A young man who has given up all hope in life is about to take his last step off the edge of a scenic cliff. But a noisy, boisterous Indian family arrive at the spot for a picnic. Can the poor chap even die in peace?

PDINGPDOONG

3 min 25 sec • 2009

Students Krishna Chandran A. Nair, Manasi Parikh, Nupur Mukherjee, Chewang Lepcha

Synopsis Taking you through a day in the life of eccentric, quirky and outright mischievous conjoined schoolboys, Pdingpdoong grooves to the rhythm in the everyday lives of this rare kind.

RAAH

Synopsis A handicapped village boy who left his home and one night sitting near a railway track and remembering about his village scene, while waiting he hallucinates with birds flying around him and waiting for a morning train to come. Train comes he gets in the train and goes ahead somewhere to look for his way in life to do something.

THE BOY WHO SLEPT IN CLASS

Synopsis One morning on a regular school day, during class, seven year old Ranjan dozes off on his desk. On doing so, Ranjan's classmates take advantage of the situation and start to pester him. The teacher takes notice of Ranjan's lethargy and though initially disapproves of his behavior, later starts to wonder whether there could be a reason behind it. Slowly she starts to talk to the little boy, when he reveals a disturbing story. On hearing it the teacher is shaken, yet determined to help the child. From then on she takes it upon herself to see this situation change and attempts to help Ranjan and his parents to see the light at the end of the tunnel.

The film's subject is Domestic Violence and how it affects children and their performance in school. The film is a message to parents and teachers alike, to take an interest in their child's behavior and reactions to disturbances at home. It is important for teachers to offer the child and his parents help and guidance, without always having to get too personal with the child or family. Stereotypes must be broken and gender biases that exist within society must be stopped.

UKADI PUKADI

5 min 51 sec

Synopsis A girl lives in the hope that one day her missing leg will grow back.

UNNI THE PLIGHT OF A KID AND MANY OTHERS

Synopsis Unni's little eyebrows are stuck in a worried expression. The academic expectations of his overbearing parents/ society/ system have him in an inescapable clockwork schedule. Is there an escape from the incessant tick tick tick...





मृत हृदय

कुरा



Music

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAFRICA LIVE MUSIC

Music Performance featuring South African Band
REE-BURTH

Community and Individual Development Association (CIDA)
City Campus, Ntemi Piliso St
17 May. 1800 hrs.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



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MUSIC ARTIST

REE-BURTH/Heavy Metal

Ree-Burth is a rock band from Soweto, that was formed in January 2007. Nathi Louw, who had a vision of starting a rock band, put them together. They came together through a mutual understanding of the band's vision, and a shared love of performing. Before the band was formed, Nathi was a solo artist, also known by the name 'peach tree.' Nathi went on to meet Charlie, Tshepo Mohapi, and Oscar forming the band Ree-Burth - a name suggested by Sipho 'hot stick' Mabuse.

They started performing in February 2007 at a place called sister sister's. Post their first performance in 2007, the band became a regular at the sister sister's for the reason that they found their music was appreciated, and loved by the crowd. Other performances were at Shivava in new town, Horror Cafe and Cool Running's in town. Then also in Soweto at ipelegeng, which was one of the best shows they had performed. They further went on to perform at Protea Glen and Kliptown 'Walter Sisulu square' for the memorial of Robert Sobukwe. Other shows include Oppikoppi 2009, Lido Fest, and Thornfest the camp 2010. In 2010 Ree-Burth were honoured to join the Monster Energy family.



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FESTIVAL 2013

JOHANNESBURG

13-24 MAY

INDIAFRICA LIVE MUSIC

Music Performance featuring Indian Band
JOI BARUA

Community and Individual Development Association (CIDA)
City Campus, Ntemi Piliso St
17 May. 1800 hrs.

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MUSIC ARTIST

JOI BARUA/Worldbeat

Joi Barua is a singer, musician, and lead vocalist of the band Joi. He was born in Assam and is currently based in Mumbai, India. He has lent his voice to many Indian movies including 2010's Filmfare Award Winner (OST) Udaan and National Film Award Winner Dev D. He was invited as a Fellow at the first INK (Innovation & Knowledge) Conferencen and a TED - affiliated multidisciplinary conference. He has a mixed musical style incorporating elements of rock, soul, jazz, folk and world music.





**“ ...A BRILLIANT EXPERIENCE...
TO GO WITH ORIGINAL MUSIC TO
THE AFRICAN CONTINENT IS EVERY
MUSICIAN’S DREAM AND ALSO THE
BIGGEST CHALLENGE. WE WENT
AND WE CONQUERED THEIR HEARTS.**

**THE RESPONSE WE GOT, WAS FAR
BEYOND WHAT I’D ANTICIPATED.
IT WAS MAGICAL. THEY EMBRACED
OUR MUSIC...**

**...INTERACTED WITH MUSICIANS
OF VERY DIFFERENT KINDS,
INCLUDING THE FAMOUS AND
GRAMMY WINNING ONES...**

**HAVE STARTED COLLABORATIONS.
LOOKING FORWARD TO THE ROAD
AHEAD WITH INDIAFRICA...”**

– JOI BARUA

PERFORMANCE

CIDA
Lyndhurst
17 May
1800 hrs onwards

Joi Barua & Band along with the African metal Band Ree-burth performed at CIDA on the 17th of May 2013 enthralling the students with their music. The Power of music broke through all language barriers, as Joi Barua & Band, with their performance in Assamese connected well with the crowd. Thus, affirming once again that language can play absolutely no hindrance to the sound of music.



JOI BARUA & BAND from India with African band REE-BURTH captivating the audience with their musical performance.

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



EXPERIMENTS WITH SOUND

Indiafrica Collaborative Music Project featuring
MXO

Majestic Theatre, Fordsburg
18 May. 2000 hrs.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

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MUSIC ARTIST

MXO (Mxolisi Lokwe)/Rock

MXO is a South African musician and songwriter from Johannesburg who was a contestant on the M-Net reality competition Survivor South Africa: Maldives, in 2011. Born and raised in Kwa-dwesi, Port Elizabeth, MXO (Mxolisi Lokwe) took a train in 1999 to the 'city of gold' to pursue his musical career, and he has never looked back ever since. Soon after his arrival in JHB, MXO started performing at nightclubs and various other gigs. It wasn't long before he met the award-winning Afro-pop singer Ringo Madlingozi, who gave him valuable lessons on the rich artistry and creativity of the people of Jozi. Later on he collaborated with Sliq Angel, and together they formed the innovative duo Roots 2000, resulting in a series of performances.

MXO has received several nominations for the SAMA, Metro FM awards, and Channel O and MTV base awards. MXO has also been involved in charity work for the Treatment Against Aids campaign, old age homes, celebrities on line, orphanages and UNICEF. He has also performed at Winnie and Nelson Mandela's birthdays, homage to the two people he admires most. One of his career highlights was the 2006 collaboration with Grammy nominee Jamie Catto for the second edition of the 'One Giant Leap' project, which brings together artists from all around the world.



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FESTIVAL 2013

JOHANNESBURG

13-24 MAY



EXPERIMENTS WITH SOUND

Indiafrica Collaborative Music Project featuring
NANCYG

Majestic Theatre, Fordsburg
18 May. 2000 hrs.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

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MUSIC ARTIST

NancyG/Folk Rock

Young multi-talented musician, self managed Art activist Nancy Ginindza, is originally from The little 'kingdom in the sky' of Swaziland. At the age of 24 she accumulated skills and talents of musical expression beyond her years. Nancy is currently in the process of recording her debut album, self produced. Nancy has a unique and universal sound, which crosses the boundaries of colour as well as culture, whilst hitting home in matters of the heart.

She has performed on stages around the world from Hungary (*Sziget*), Germany, UK (*Glastonbury*), South Africa (*Joy of Jazz*), to Swaziland, wowing audiences with her skills as a composer and performer. Music has always been a huge part of this young lady's life, as a wee infant she could sing, make up melodies and identify harmony (realized while imitating Michael Jackson as a child), and with family members continuously supporting her to follow this dream it seemed that music was written in the child's stars. Her first taste of guitar music came about when she first heard Neil Young in her dad's car. From that moment she got hungry for that sound and had to own it, and the rest is history.



Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



EXPERIMENTS WITH SOUND

Indiafrica Collaborative Music Project featuring **MALCOLM JIYANE**

Afrikan Freedom Station, Westdene
17 May. 2100 hrs.
Majestic Theatre, Fordsburg
18 May. 2000 hrs.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



MUSIC ARTIST

MALCOLM JIYANE/Jazz

Malcolm Jiyane besides being a musician, is a very talented painter. His artwork has been displayed at the Afrika Freedom Station at Westdene. This outstanding musician plays the piano, trumpet, and a lot of other instruments as well.



COLLABORATION

Afrikan Freedom Station
Westdene
17 May
2100 hrs onwards

Musicians like *Bob Marley* and *John Lennon* came alive at this event as *Joi, Linda, Malcolm and Mac* covered *Beatles* and *Marley's* famous songs, along with that they also played their own music and mesmerized the audience with their excellent stage presence. The performance lasted for over two hours, leaving the audience wanting for more.



Musicians from India (*JOI BARUA & BAND*) and Artists from South Africa (*MALCOM JOYANE, MXO, NANCY G and MAC MANAKA*) performing at the Afrika Freedom Station.

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY

Featuring

Joi Barua

Band from India
Rock, Soul and Worldbeat
in Assamese language

Linda Buthelezi

Indie Rock

Malcolm Jiyane

Jazz

Nancy G

Folk Rock

MXO

Soul R&B

EXPERIMENTS WITH SOUND

Collaborative Music Project
Indian and South African Musicians

Majestic Theatre, Fordsburg
18 May. 2000 hrs.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

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COLLABORATION

Majestic Theatre
Fordsburg
18 May
2000 hrs onwards

The concept of collaboration came in its truest sense at this event, as all artists (Joi Barua & Band, Nancy G, Mac Manaka, MXO and Malcom Jiyane) after 4 days of informal jamming and rehearsals came on stage to perform their collaborated songs. These songs were written in various African and Indian languages. The bands performed their individual songs as well, wherein Joi Barua & Band sang some popular Bollywood numbers to the South African audience.

At the end of the music performances, all the artists came on stage together and enthralled the audience with their collaborated music. Seeing the enthusiasm, with which all the artists came on board for a collaborative effort like this one, strengthened the purpose of INDIAFRICA, which is to bridge the cultural gap that lies between India and Africa. The INDIAFRICA Festival in Johannesburg may have ended but efforts will continue to keep this collaboration alive.







Visual Arts

!ndiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAFRICA 2012-13 WINNING POSTERS

Exhibition

Theme: WHAT DOES FREEDOM MEAN TO YOU

Faculty of Art, Design & Architecture (FADA)
17-24 May. Open daily.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



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PARTNER / VENUE

**FACULTY OF ART, DESIGN
& ARCHITECTURE (FADA)**

The Faculty of Art, Design and Architecture (FADA) is committed to fostering creative and professional excellence in art and design education. The Faculty is home to about 1200 students who are privy to specialised workshops, studios, computer laboratories, common lecture venues, an auditorium, gallery and library.

The graduates get numerous job opportunities within South Africa and internationally in diverse areas of industry, or work as freelance designers, architects or independent artists. The Faculty works closely with the industry to keep the students abreast of all the dynamic changes in the world of art and design.

To encourage the students, FADA believes in showcasing the works of their students at the Annual Student Exhibition, for the public to view. Throughout the year recognised national and international artists, designers and academics are invited to address students, which provides them with a view of the upcoming professional life.



PARTNER

**NATIONAL INSTITUTE OF DESIGN,
(NID) AHMEDABAD**

NID is India's leading design school that is committed to disseminating design education through contemporary media such as the internet and ensure stronger social development and make design more people centric in the process. It functions as an autonomous body under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. NID is recognised by the Department of Scientific and Industrial Research (DSIR) under Ministry of Science and Technology, Government of India, as a scientific and industrial design research organisation. Business Week has ranked NID in its list of top design schools in the world. It has been ranked as the top design institute in India.

A unique feature of NID's design education programme is the openness of its educational culture and environment where students from different faculties and design domains interact with each other in a seamless manner. The benefit of learning in such a trans-disciplinary context is immeasurable.





Collaboration through INDIAFRICA Poster Design Contest

A Report

As a dean of a faculty that is committed to fostering excellence in the creative discipline in art and design, I never miss a public platform like this to advance my own personal hobby, and that is the notion that art and design are the most powerful and transformative agents that we have in our society. Design shapes the world we live in, from architecture to graphic design to communication, design shapes our world, gives us existence, informs us about the world around us and those are the conserve agents of change and transformation.

Visual art of course requires us to see the world through the eyes of others and in that way offers a hundred percent possibility of really coming to an understanding where we acknowledge the fidelity of a conscience that allows to embrace the nation of democracy. I think the theme of this year's INDIAFRICA Poster Design Competition, *'What Does Freedom Mean to You'* is particularly apposite in terms of what we do in this faculty.

Of course it is a long-standing relationship and the Indian community in South Africa has made a substantial and immense contribution to our society. And in the new kind of dispensation of the two thousands of the kind of bricks scenario, I think is a whole new lot of potential for how we imagine that relationship going forward. I am very excited personally by this partnership and I hope that it can continue .

FEDERICO FRESCHI

DEAN

FADA

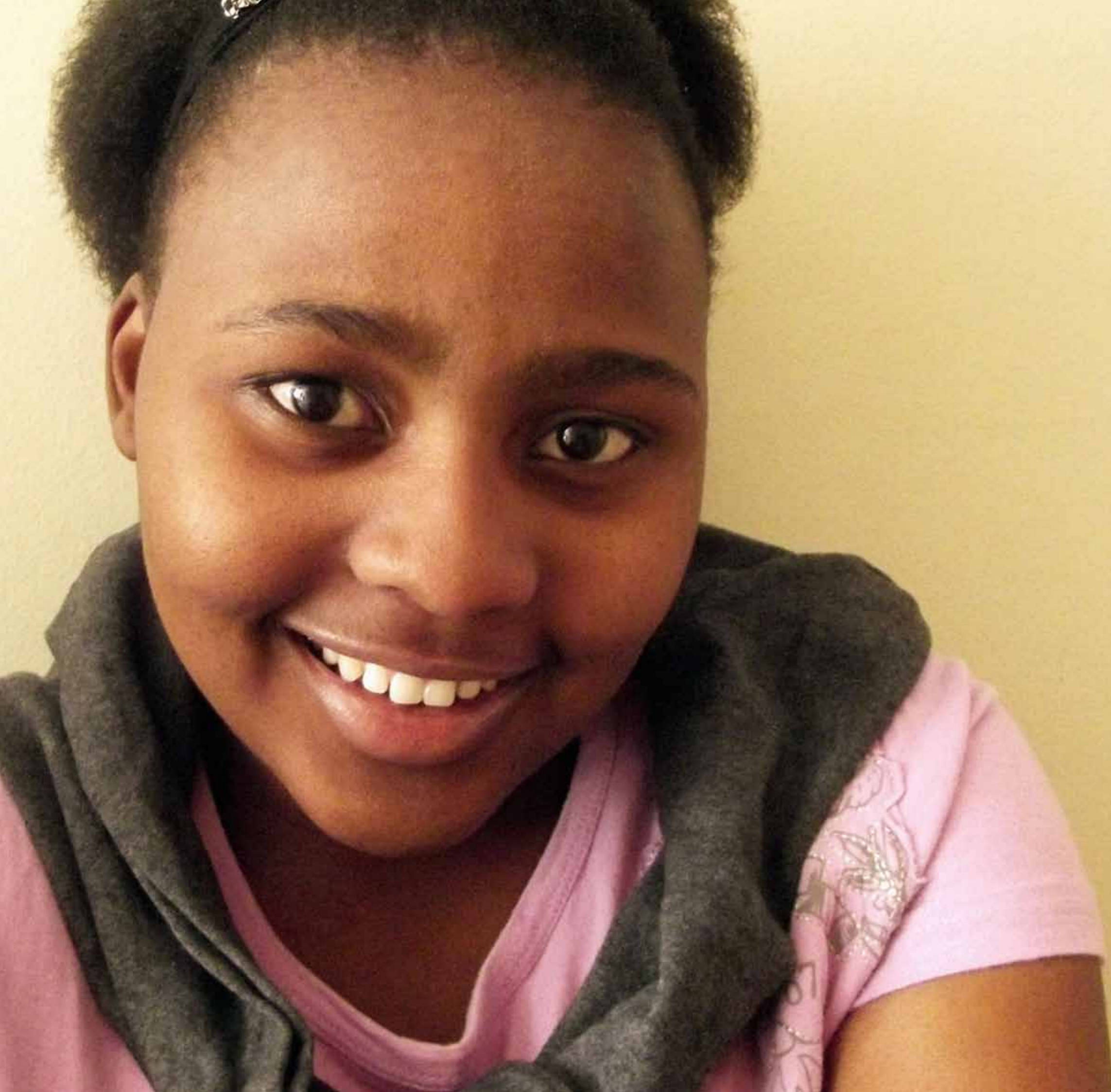
AWARDS

Faculty of Art, Design
& Architecture (FADA)
Auckland Park
17 May
1830 hrs onwards

The INDIAFRICA: A Shared Futures Poster Design Winners were announced on 17th May at the Faculty of Art, Design and Architecture, University of Johannesburg. After a lengthy short listing process, from over 200 posters, 20 entries were chosen, 10 from India and 10 from Africa. The Formal event unfolded with a film screening of INDIAFRICA's journey in the past two years followed by a presentation. Dr. Deidre Pretorius the head of Graphic Design at FADA shared her views about the partnership and collaborations that INDIAFRICA and FADA shared. She then announced the top winning poster design contestants. Out of the 10 winners from Africa, 4 winners were from South Africa and 3 from Faculty of Art, Design and Architecture, University of Johannesburg. His Excellency Virendra Gupta Indian High Commissioner to South Africa facilitated the winners from FADA and shared his views about the relation India and South Africa shares. The audience then proceeded to the exhibition area where the work of the winning contestants was displayed.

Winners of year two of the INDIAFRICA Poster Design Competition from Johannesburg, South Africa, holding their certificates, standing in front of their winning entries. They were felicitated by His Excellency Virendra Gupta at the Faculty of Arts, Design and Architecture, University of Johannesburg.





“THE FIRST TIME I HEARD ABOUT THIS COMPETITION, I WAS EXCITED. HOWEVER DEFINING FREEDOM WAS TRICKY, BECAUSE ITS MEANING DIFFERS FROM PERSON TO PERSON. THEN I RESEARCHED ABOUT IT AND THAT HELPED ME IN DESIGNING MY POSTER.

WINNING THIS COMPETITION TRULY MEANS THAT MY DESIGNING SKILLS ARE ON THE RIGHT TRACK. THANKS TO INDIAFRICA! WISH WE COULD WIN A TRIP TO INDIA.”

- LERATO BOSOGA



“I HAVE ENTERED MANY COMPETITIONS BUT THE INDIAFRICA POSTER DESIGN COMPETITION ALLOWED ME THE OPPORTUNITY I HAVE BEEN ITCHING FOR.

TO EXPLORE, I TOOK A RISK IN ENTERING MY DESIGN, A RISK THAT PAID OFF. I WAS AMAZED AND HONOURED TO BE ONE OF THE WINNERS OF THIS COMPETITION, IT MEANS A LOT BECAUSE I DESIGNED AND EXECUTED AN IDEA I REALLY BELIEVED IN, AND TO KNOW THAT MY DESIGN IS APPRECIATED AND ACKNOWLEDGED IS ONE OF THE BEST FEELINGS.”

- LIEZE COETZEE



**“THE POSTER
COMPETITION GAVE ME
A CHANCE TO THINK
ABOUT FREEDOM AND
MY RESPONSIBILITY
AS A DESIGNER TO
ILLUSTRATE SUCH AN
IMPORTANT FEELING.**

**IT FEELS EMPOWERING
TO HAVE MY IDEA OF
FREEDOM FROM AN
AFRICAN PERSPECTIVE
ACKNOWLEDGED IN AN
INTERNATIONAL ARENA.**

**I FEEL EXTREMELY
PROUD TO REPRESENT
AFRICA IN THIS WHOLE
PROCESS. ALL GLORY
TO GOD WHO I KNOW
HAS A SPECIAL VISION
AND PLAN FOR BOTH
AFRICA AND INDIA :)”**

- MARTHA ELIZABETH FOURIE



“PARTICIPATING IN THE 2012/2013 INDIAFRICA COMPETITION WAS COMPLETELY MIND-BLOWING. “FREEDOM” WAS SUCH AN INTERESTING TOPIC TO THINK ABOUT AND PORTRAY, AS EVERYONE DEFINES IT IN THEIR OWN WAY.

I FEEL TRULY HONOURED TO HAVE BEEN ONE OF THE WINNERS OF THIS COMPETITION. THE EVENING WAS AN UNFORGETTABLE EXPERIENCE WHICH I WILL REMEMBER AND CHERISH FOREVER.”

- TELITA ESTERHUIZEN



“TAKING PART IN THIS CONTEST HAS MEANT A LOT TO ME AND I THINK IT IS A GREAT INITIATIVE FOR COLLABORATION, FRIENDSHIP AND LEARNING. THIS COMPETITION GAVE ME A PLATFORM TO EXPRESS MYSELF THROUGH MY PASSION FOR DESIGN AND ART, ALLOWED ME TO MEET NEW PEOPLE AND TO LEARN ABOUT WHAT THEY FEEL AND THINK ABOUT FREEDOM.

WINNING HAS MEANT THAT I CAN FINALLY PUSH THROUGH WITH MY DREAM OF BECOMING A PHOTOGRAPHER AS MY WINNINGS WILL ALLOW ME TO PURCHASE A CAMERA OF MY OWN. SO, THANK YOU INDIAFRICA FOR THIS WONDERFUL OPPORTUNITY.”

– NICOLA HELLMAN



Indiafrica
FESTIVAL 2013
JOHANNESBURG
10 - 14 MAY

INDIAFRICA
POSTER DESIGN
CONTEST
2012-13

WINNING
POSTERS

Indiafrica
A SHARED FUTURE

Indiafrica
A SHARED FUTURE

Indiafrica
A SHARED FUTURE

Indiafrica
A SHARED FUTURE

EXHIBITION

Faculty of Art, Design
& Architecture (FADA)
Auckland Park
17-24 May
0930 hrs onwards

The winning entries of year two of the INDIAFRICA POSTER DESIGN COMPETITION were displayed at the Faculty of Art, Design and Architecture, University of Johannesburg. The Theme of the contest was to depict 'What does freedom mean to you?' From over 200 posters, 20 winners were selected, out of which 10 were from India and 10 from Africa.

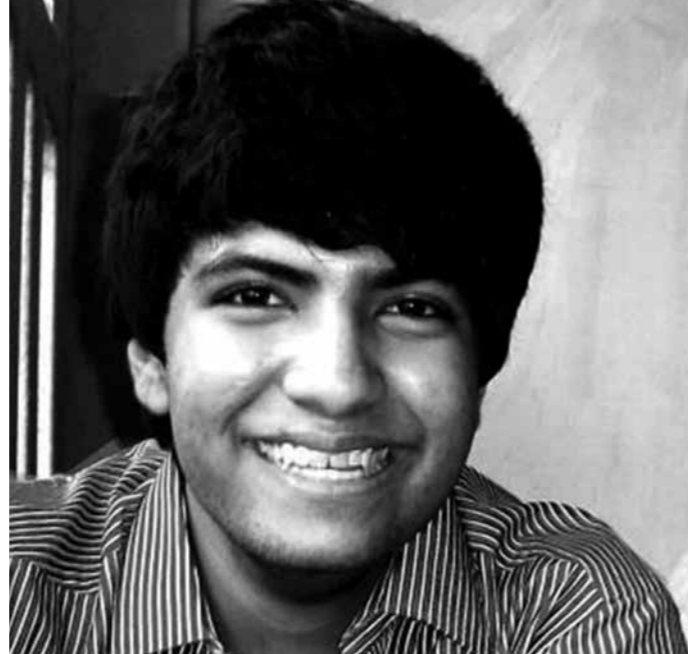


The top 20 posters of the INDIAFRICA Poster Design Competition being exhibited at FADA.



ANKITA SHARMA

National Institute of Design
Ahmedabad
INDIA



ARJAV ARPIT SHAH

MAEER's MIT Institute of Design
Pune
INDIA



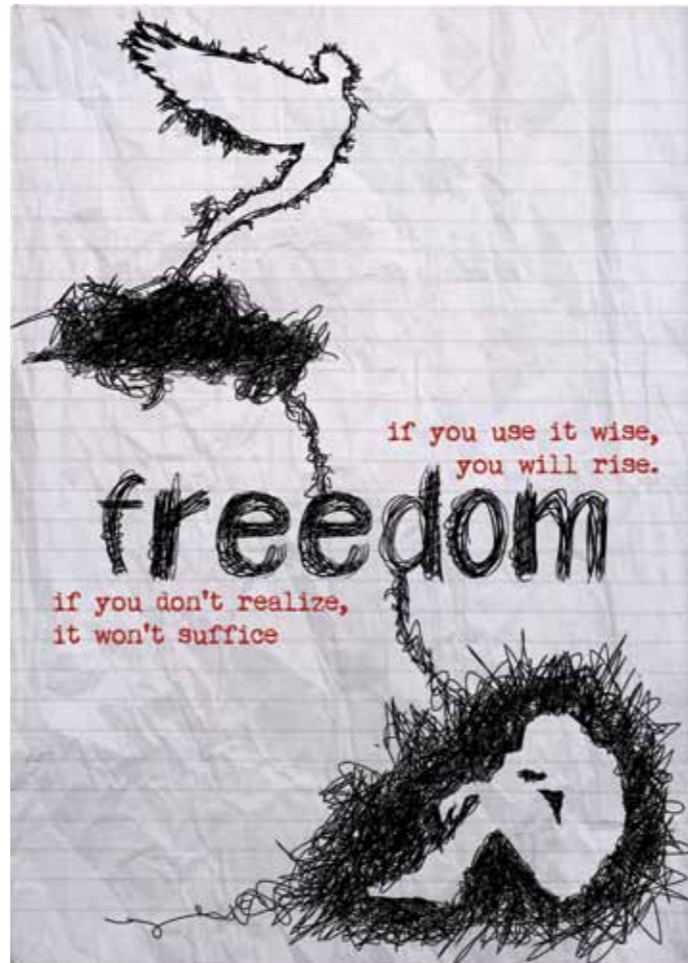
ASHVINI SASIKUMAR MENON

National Institute of Design
Ahmedabad
INDIA



CINDRELLA SAMUEL

National Institute of Design
Ahmedabad
INDIA





**NANDINI
KRISHNAMURTHY**

National Institute of Design
Ahmedabad
INDIA



**NATASHA
TARAPOREVALA**

National Institute of Design
Ahmedabad
INDIA



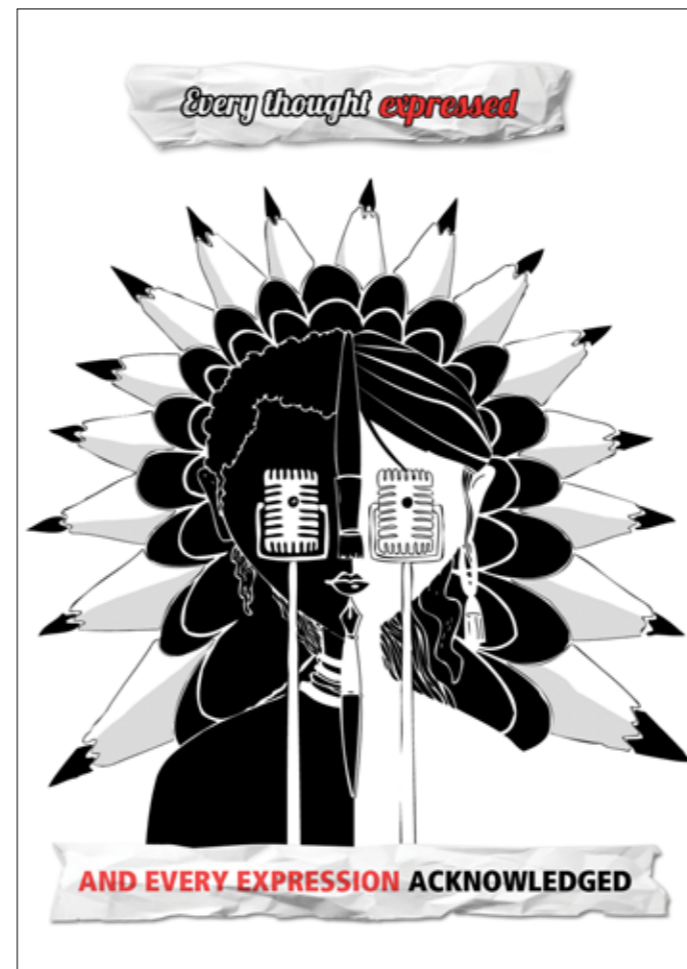
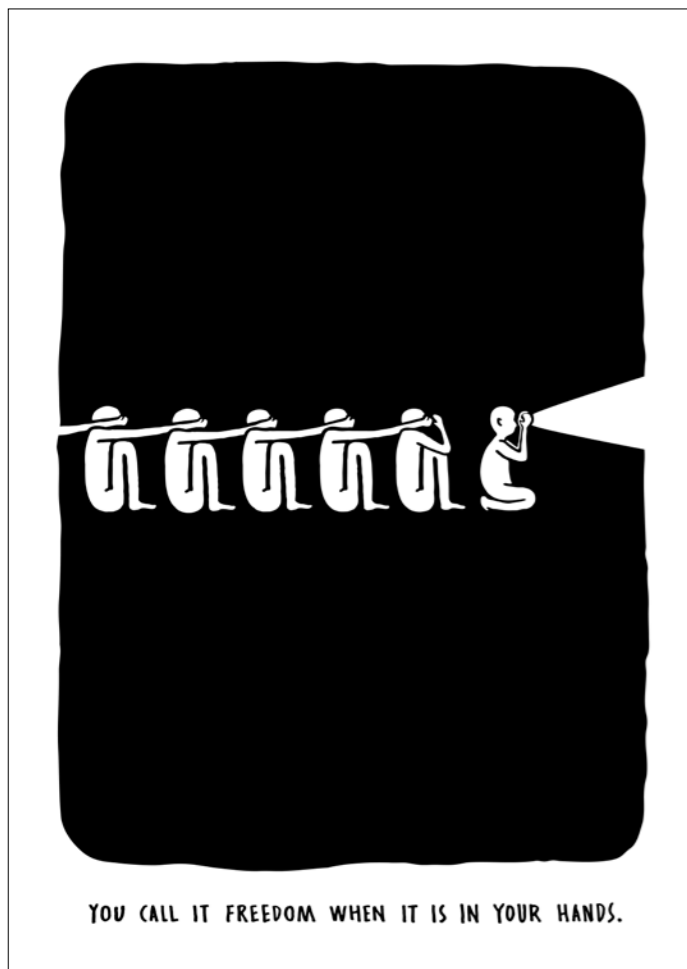
**PRATYUSH
DAS**

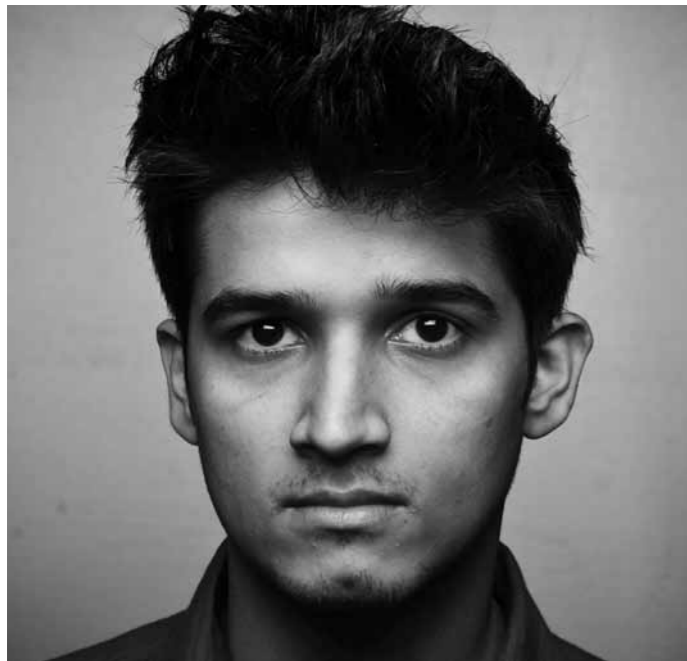
National Institute of Design
Ahmedabad
INDIA



**UTTAM
GRANDHI**

Birla Institute of Technology and Science
Pilani
INDIA





VIDIT NARANG

National Institute of Design
Ahmedabad
INDIA



VIMAL CHANDRAN

Calicut University Institute of Engineering
and Technology Thenhipalam, Kerala
INDIA



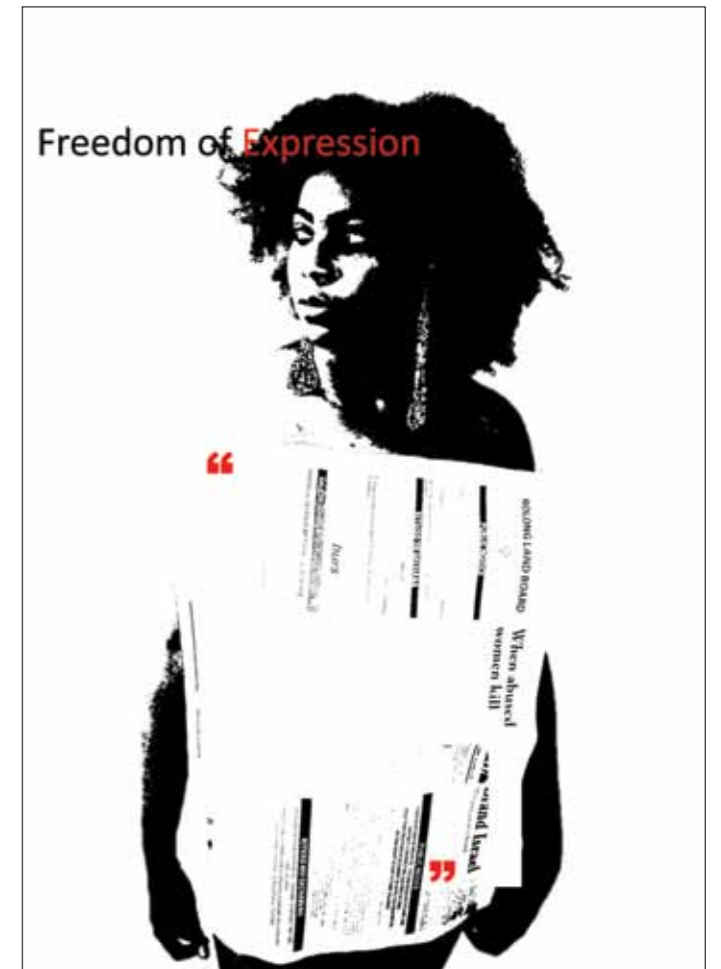
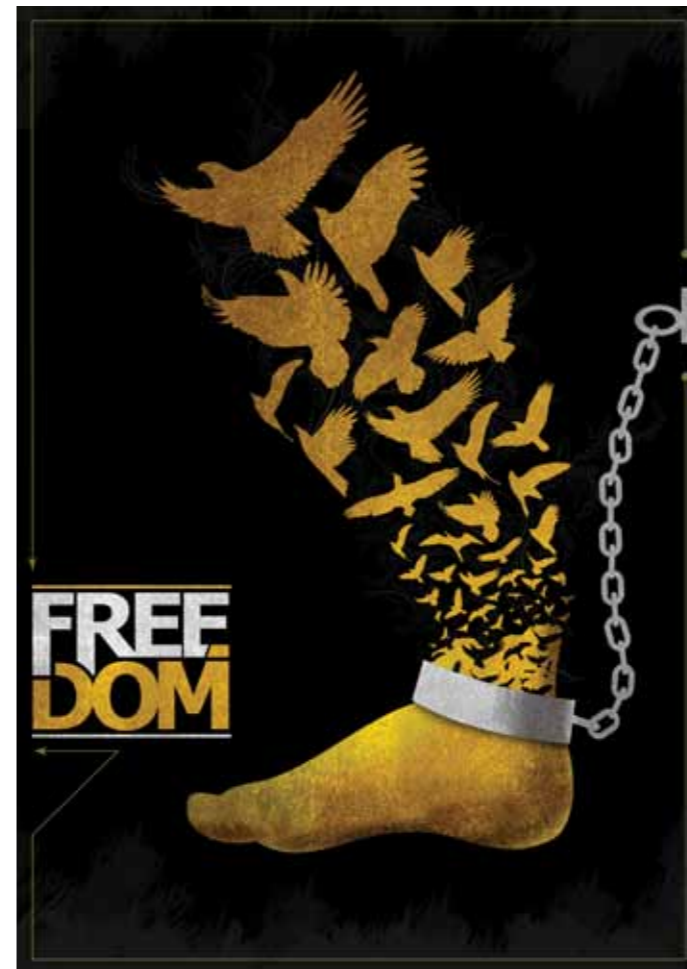
AMPO KELLIE

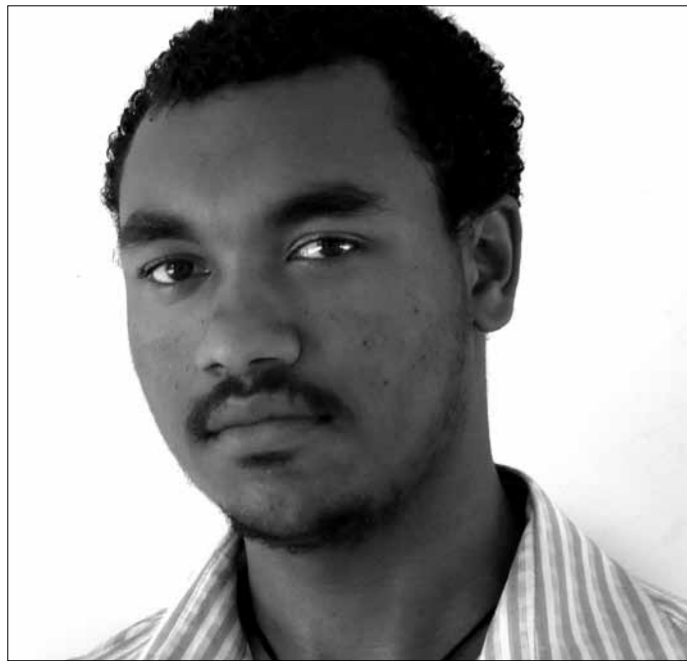
Kwame Nkrumah University
of Science and Technology, Kumasi
GHANA



FATMA EL-KINDIY

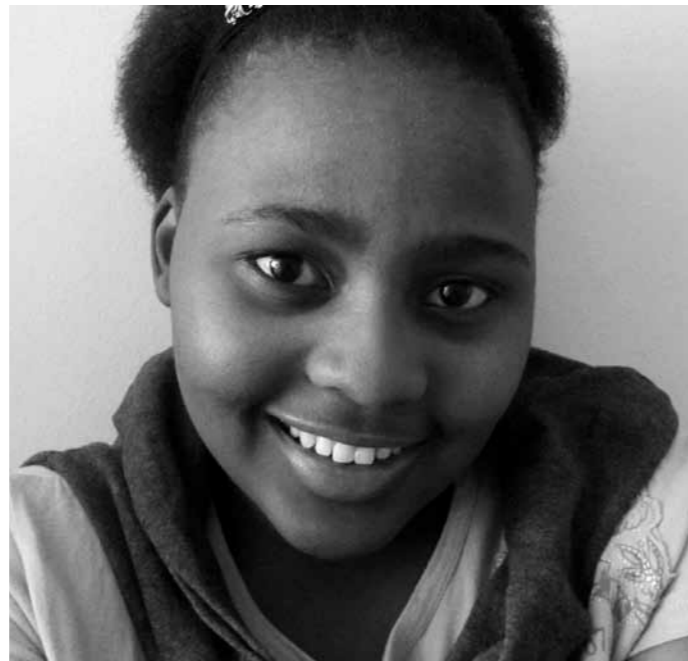
Limkokwing University
Gaborone
BOTSWANA





**HAYMANOT
KASSAHUN**

Addis Ababa University
Addis Ababa
ETHIOPIA



**LERATO
BOSOGA**

University of Johannesburg
Johannesburg
SOUTH AFRICA



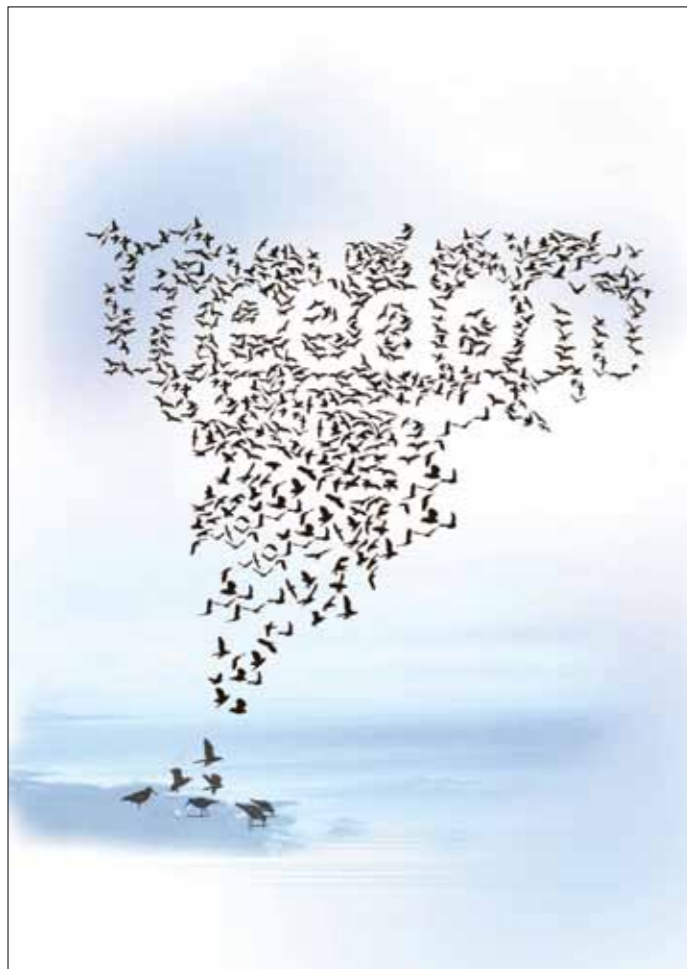
**LIELTE
MESFIN**

Kality University
Addis Ababa
ETHIOPIA



**LIEZE
COETZEE**

AAA School of Advertising
Johannesburg
SOUTH AFRICA





**MARTHA
ELIZABETH FOURIE**

University of Stellenbosch
Stellenbosch
SOUTH AFRICA



**MICHAEL
BERHANU**

Lideta Catholic Cathedral School,
Addis Ababa
ETHIOPIA



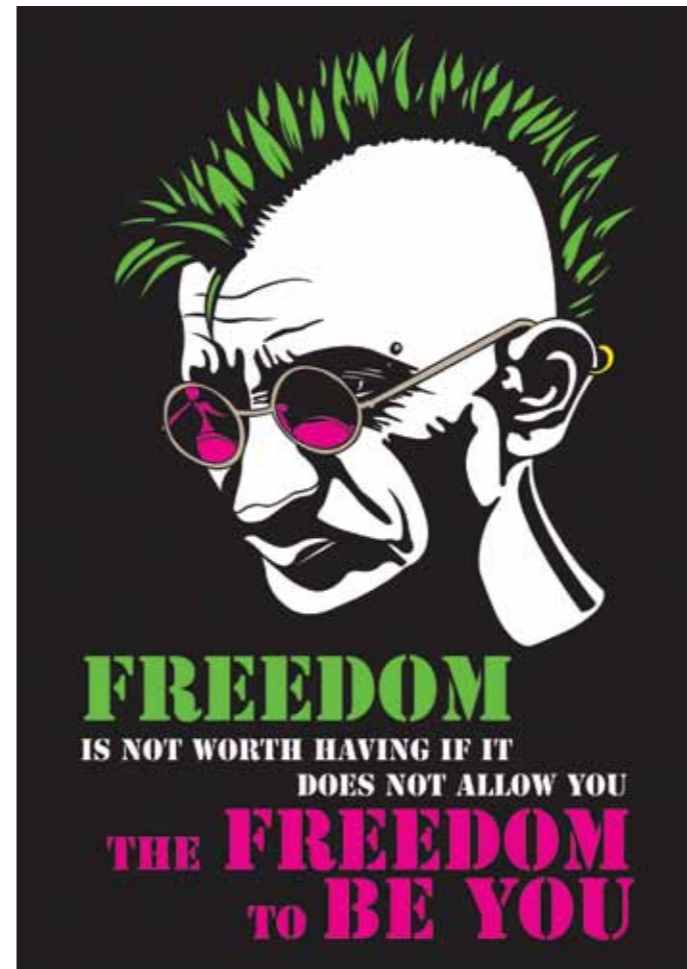
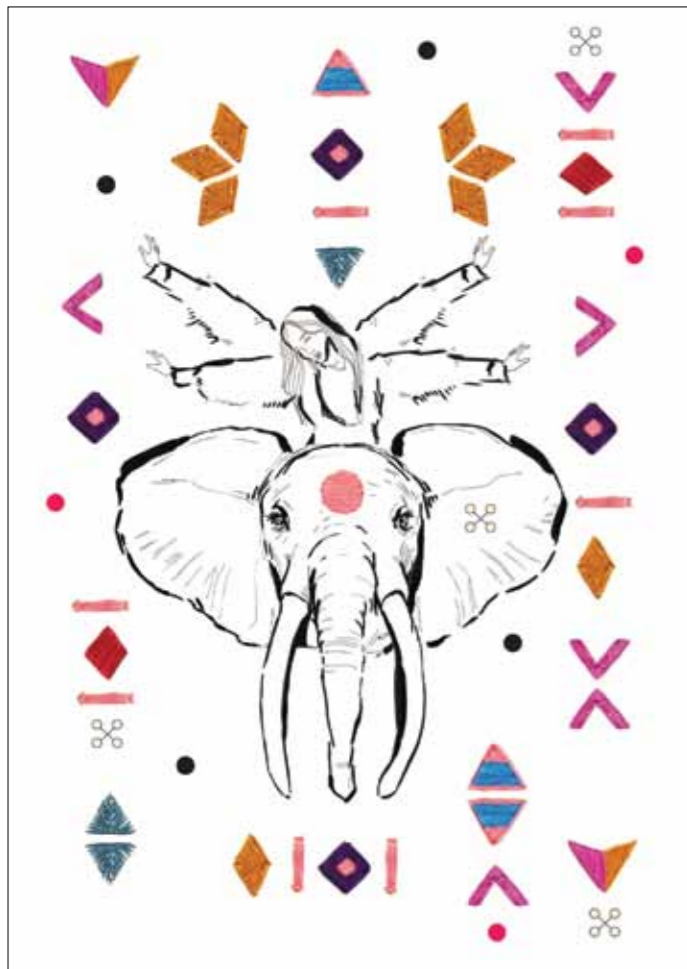
**NICOLA
HELLMAN**

University of Johannesburg
Johannesburg
SOUTH AFRICA



**TELITA
ESTERHUIZEN**

University of Johannesburg
Johannesburg
SOUTH AFRICA

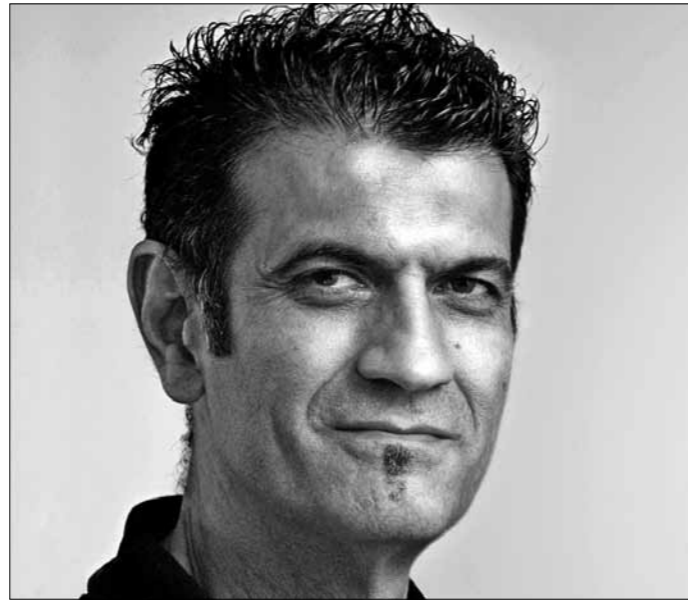


GRAND JURY



**INGE-LORE
HYSON**

Faculty, Graphic Design Department
FADA, University of Johannesburg
SOUTH AFRICA



**FAROUK
QURESHI**

Creative Director
Ogilvy
TANZANIA



**JAMES
MBIYU**

Creative Director
Cactus Communications
ETHIOPIA



**KASSIE
NAIDOO**

Creative Director
King James
SOUTH AFRICA



**SUDHIR
SHARMA**

Founder & Creative Chairman
INDI Design
INDIA



**SHANOO
BHATIA**

Founder
Eureka Moment Design Company
INDIA



**OSE
OYAMENDAN**

Filmmaker
NIGERIA



**ALAN
EDGAR**

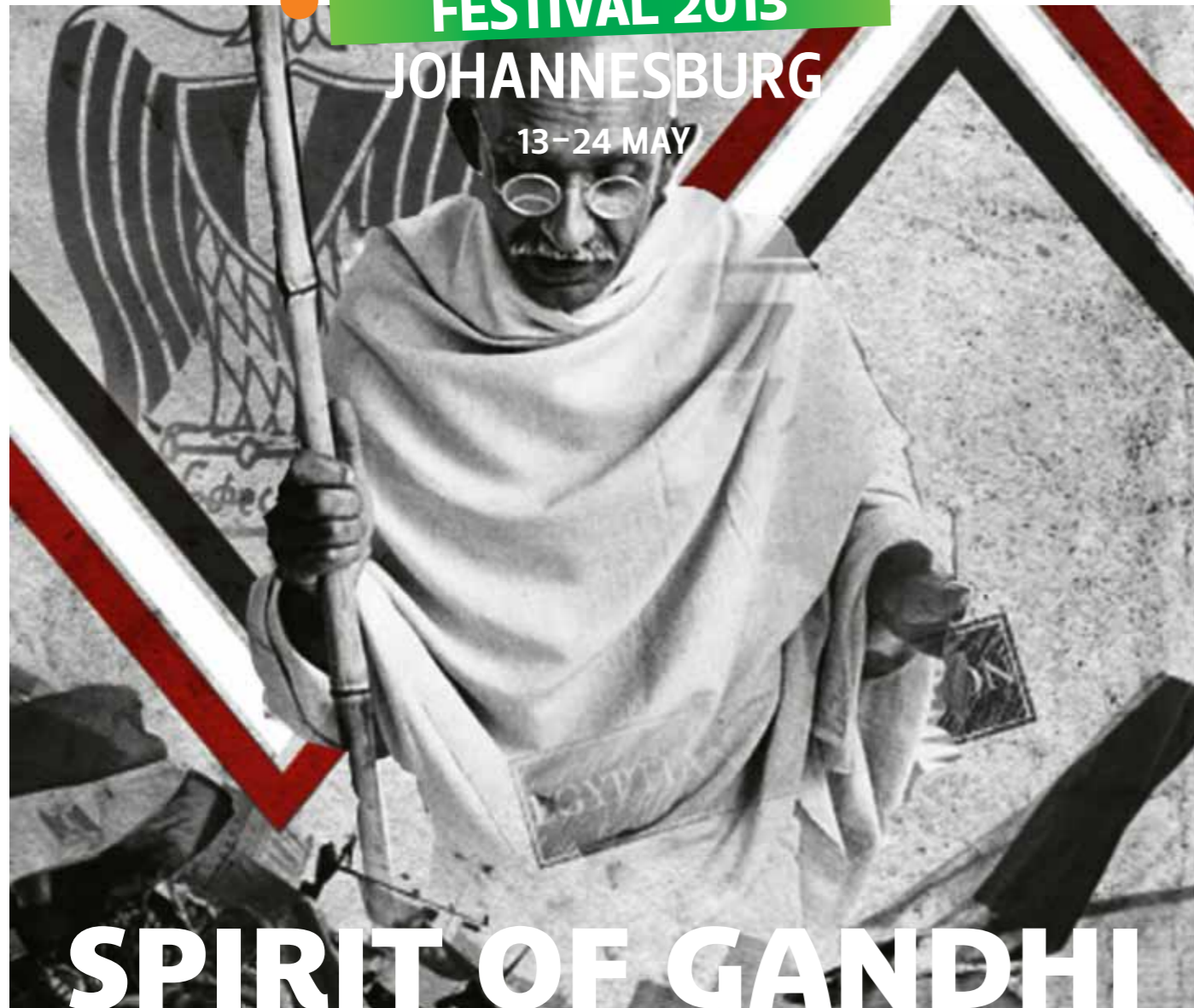
Regional Creative Director
Ogilvy & Mather Africa
KENYA

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



SPIRIT OF GANDHI AT TAHRIR SQUARE

Exhibition

Winning Posters from India and Egypt

Faculty of Art, Design & Architecture (FADA)

17-24 May. Open daily.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



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EXHIBITION

Faculty of Art, Design
& Architecture (FADA)

Auckland Park

17-24 May

0930 hrs onwards

INDIAFRICA: A Shared Future in partnership with the Indian Embassy in Egypt launched a Poster Design Contest on the 143rd birth anniversary of Mahatma Gandhi on 2nd October 2012. The theme of the contest was: *THE SPIRIT OF GANDHI IN TAHRIR SQUARE*. It was thrown open for all Indian and African nationals. This contest was initiated by the Indian Embassy in Egypt and supported by INDIAFRICA: A Shared Future to ensure a larger outreach. The contestants were asked to create a poster that portrayed

the influence of Gandhi's philosophy on the protesters at Tahrir Square, the world's most recent peaceful demonstration that brought down an era of oppression in Egypt. Out of over 100 entries from India and Africa, 5 posters were declared as the Grand Prize Winners. The artwork of these phenomenal depictions was exhibited at the Faculty of Art, Design and Architecture, University of Johannesburg.







Photography

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



MUMBAI MY CITY

Exhibition

by RITAM BANERJEE

Workers' Museum, Newtown
16-18 May. 0900 hrs inwards

Visit www.indiafrica.in for more information

WORKSHOP EXPERT

RITAM BANERJEE

Based out of Mumbai, Ritam has always believed in not confining to a single space. Shooting extensively across categories—travel, photojournalism, advertising, interiors, portraits, automobiles, fashion and food—he has always sought inspiration and challenge in variety. From capturing the blazing dome of the Taj Palace Hotel when Mumbai was under siege in 2008 to documenting the placid course of the middle and lower Ganges, Ritam has framed things as disparate as spas and slums, ketchup and cars.

Over the last decade, Ritam has worked with corporates and publications across continents. He is also associated with the global agency, Getty Images.

Apart from stills, Ritam shoots commercial AVs, and has worked as the cinematographer for a feature film. He has also been in the news for his theme-based calendars and his exhibitions.



PARTNER / VENUE

WORKERS' MUSEUM, NEWTOWN

Workers' museum is housed in an old migrant labour hostel compound and documents the history of South Africa's migrant workforce, from the first arrivals to unionisation. The original dormitories, concrete bunks, and punishment room at the old compound building reveal the workers' hardships under the migrant labour system.

The men who lived in this compound were some of the many thousands of migrant workers who were recruited from throughout Southern Africa to work on the mines and in towns and factories. They left their wives and children hundreds of miles away in the rural areas and each night they returned to their dormitories where they slept side-by-side in double-storey concrete bunks with nine workers per level. There was no privacy and they were at the mercy of the Compound Manager who exercised total control over their lives.



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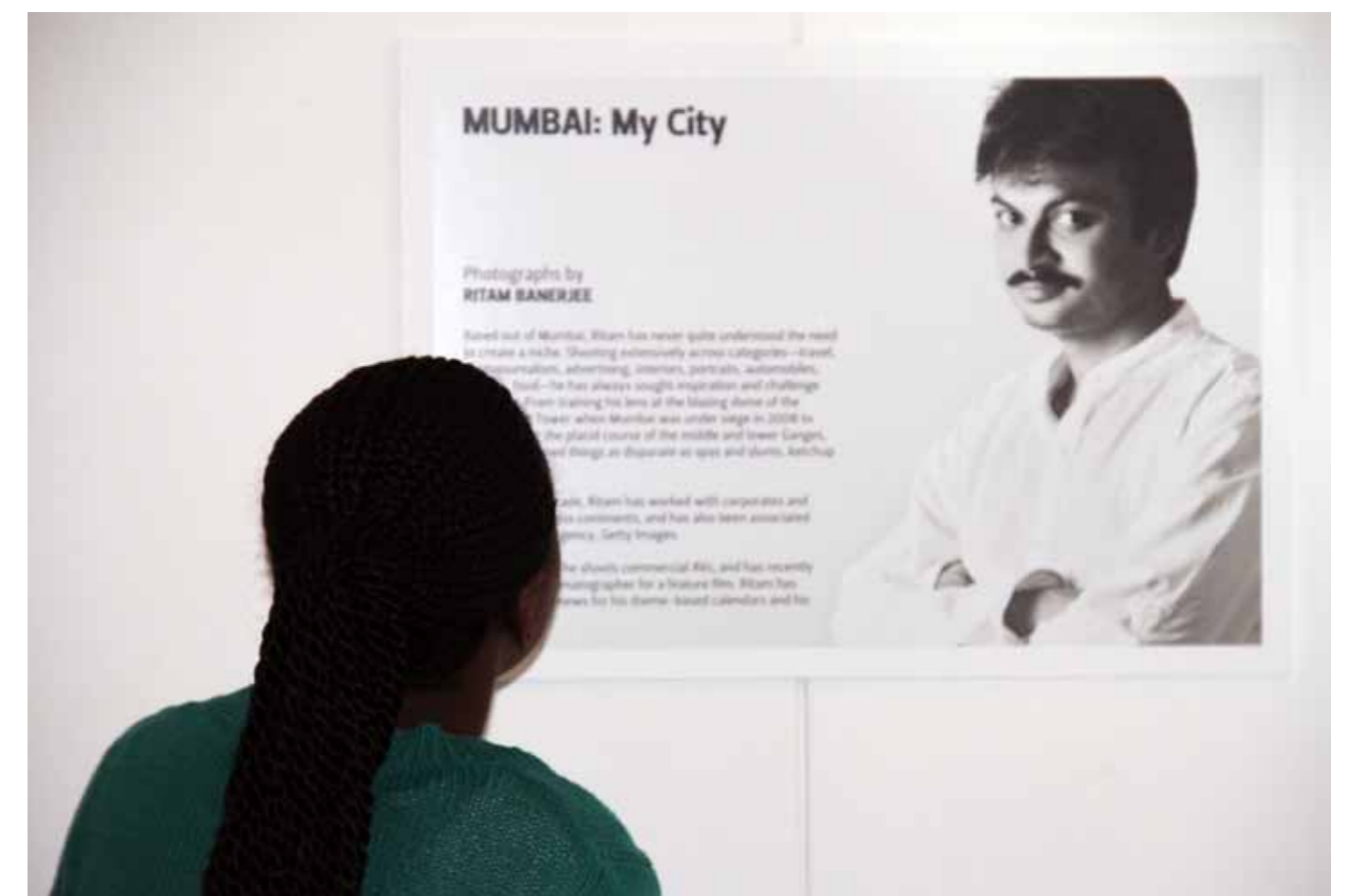


MUMBAI: My City

“This city talks to me in different ways. It always has. But for a while now, I had stopped listening. In the rattle of the taxi rides, the hum of phone calls and the silent chaos at shoots and coffee shops, I had closed my eyes to the Mumbai I knew so well... It took a paralyzing siege – an absurd gouging of history by terror – to force me to look again, harder.

These images are my way of saying thank you. My way of reconnecting with – touching, feeling, embracing – a city that has shared my life for a decade now. A doffing of my hat to the Mumbai that gives a man his spine and makes him a part of its thriving reality. An attempt to capture the city in abstraction, in fun, in hidden levity. A picking up of unfinished conversation, long overdue. Mumbai can laugh at itself. It can look unfamiliarly familiar even to a lens that sees it every single day. It can play peek-a-boo like a truant child. Life, people, time, roads, sea, trains, bridges, buy, sell, sleep, wake, hush, laughter, run, stop... Mumbai rocks. Mumbai smiles. And so do I.”

–Ritam Banerjee

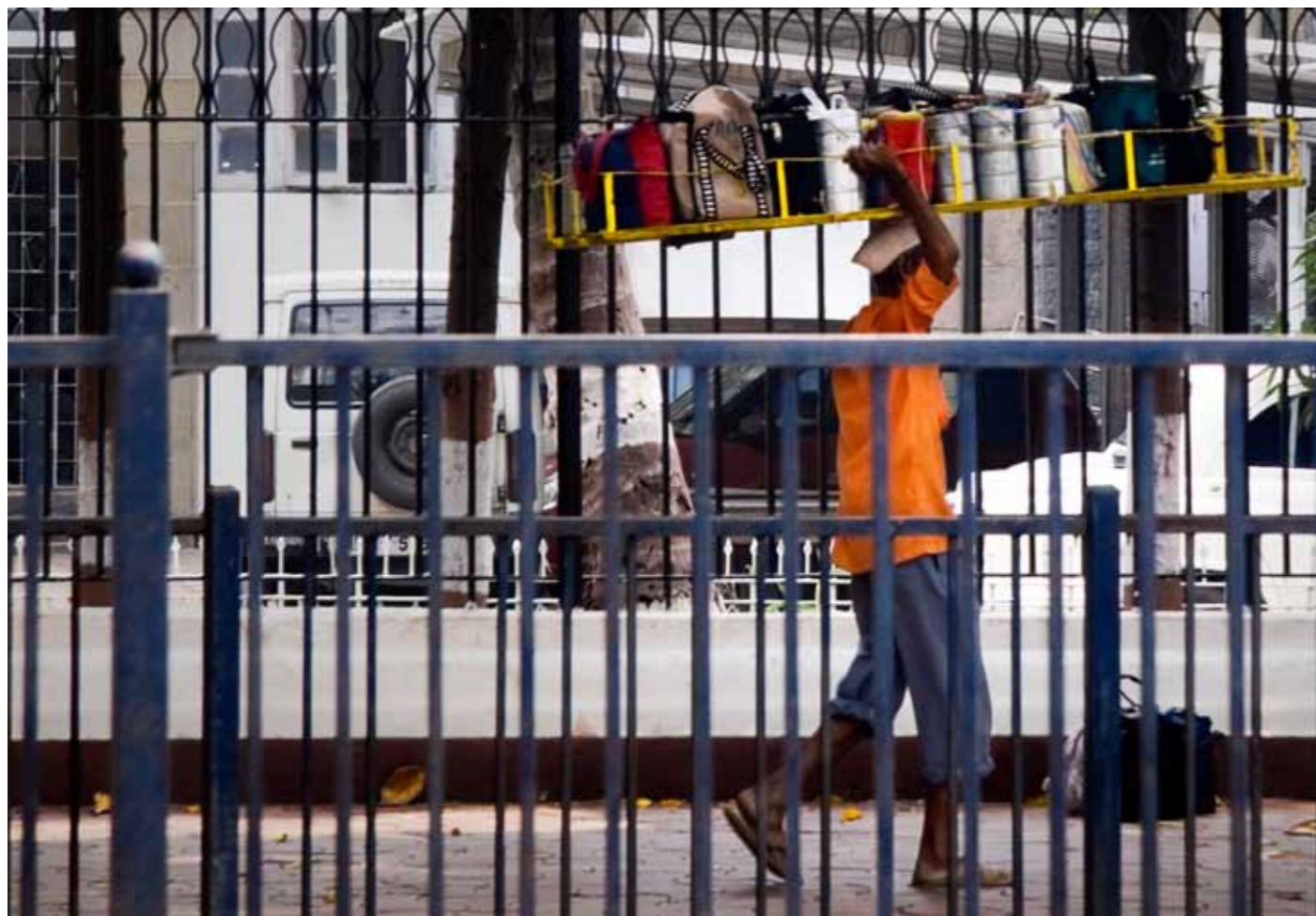


EXHIBITION

Workers' Museum
Newtown
16-18 May
0930 hrs onwards

Ritam Banerjee is a famous photographer based out of Mumbai who is renowned for capturing priceless moments of the City that never sleeps - Mumbai! Handpicked were some of his breathtaking photographs depicting the city in its finest form, which were exhibited at the Museum for the public.





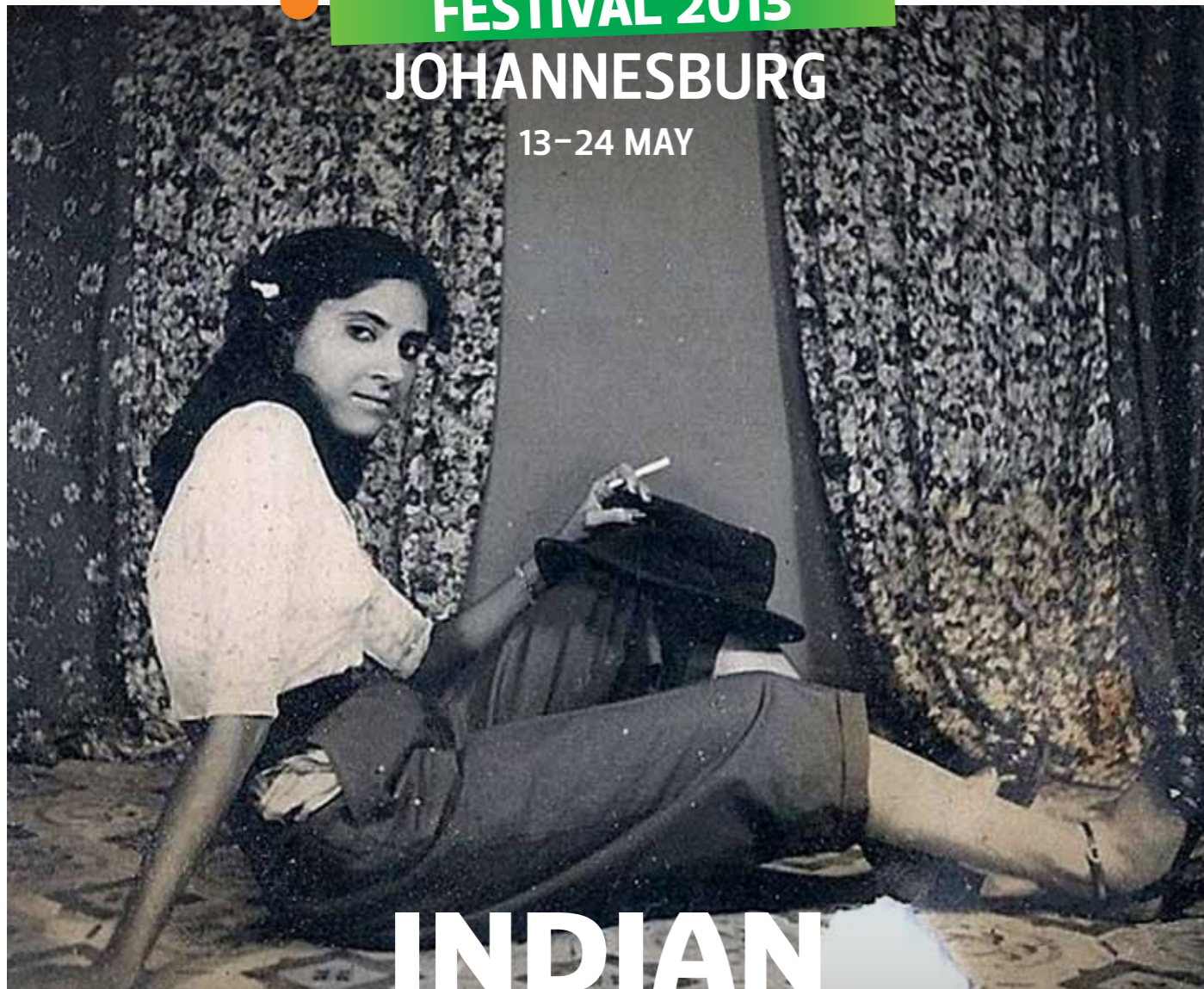


Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAN MEMORY PROJECT

Presentation / Interaction

by ANUSHA YADAV

Workers' Museum, Newtown
16-18 May. 0900 hrs inwards

Visit www.indiafrica.in for more information



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WORKSHOP EXPERT ANUSHA YADAV

Anusha Yadav graduated in Communication Design from National Institute of Design, Ahmedabad in 1997. Anusha began working as an independent photographer in 2006 in Mumbai, after 16 years of a career in graphic design and advertising. She has exhibited and presented at the **Jehangir Art Gallery**, Mumbai, **UCLA Mondavi Gallery**, United States, **Delhi Photo Festival**, **NCPA Gallery**, Mumbai, **Vadehra Gallery**, New Delhi, **Tasveer Gallery**, Bangalore, **Art Motif Gallery**, New Delhi.

Her project, The Indian Memory Project is self-funded and the world's first online visual and narrative based archive. This unique project has led Anusha to be invited to many respected institutions, conferences and seminars including **INKtalks** (a TED partnered initiative) India. The project has now been included as an example in academic papers by Universities like Stanford and Harvard.

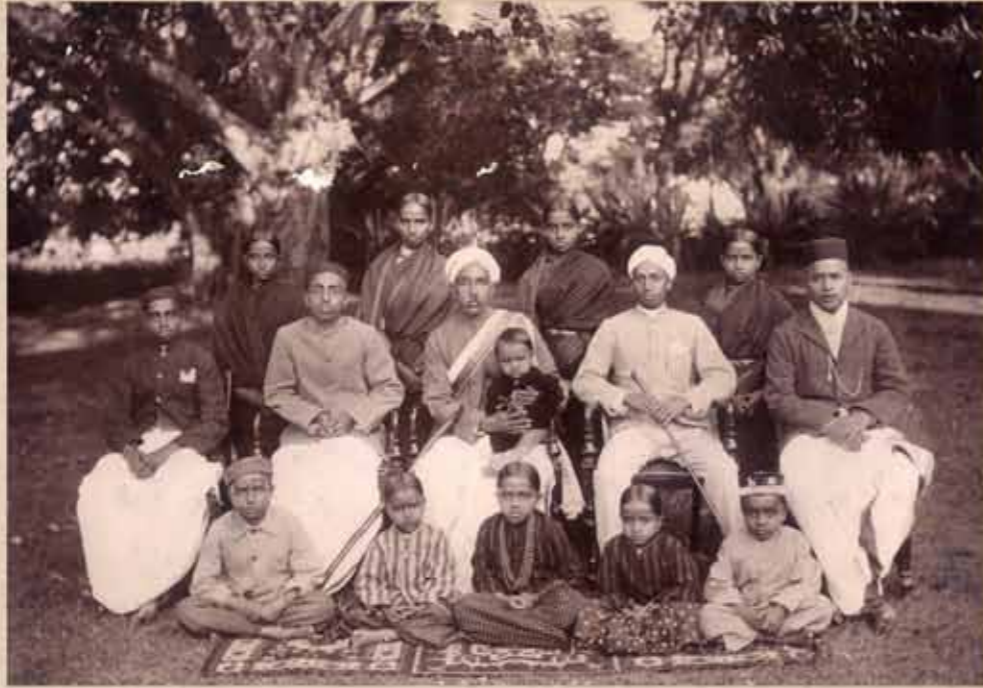


PARTNER / VENUE WORKERS' MUSEUM, NEWTOWN

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**A 100 years ago, she stepped
into a world where no widow
had dared tread...**

My great grand parents (right most) with the Chennagiri Family,
Tumkur, Mysore State (now in Karnataka). Circa 1901

Image and Text contributed by
LAXMI MURTHY, Bangalore

This picture is thought to have been taken in Tumkur, State of Mysore, immediately after the marriage of my great grand parents Chennagiri Amba Bai, 12 years old (standing top right) with Sreenivasa Rao, then 18 (middle row, sitting right most), with Amba Bai's paternal family, the Chennagiris.

Born in 1889 into an orthodox Brahmin family in the erstwhile Mysore State (now in Karnataka), Amba Bai was widowed at the age of 24, with three children. Sreenivasa Rao, her husband was in the Police. He was also a wrestler and a champion swimmer. He died suddenly in 1913, caught in a whirlpool while swimming in Kempambudi Lake (now a sewerage collection tank) in Bangalore.

Amba Bai whom we fondly called Ambi, triumphed over her tragic destiny by empowering herself with education. She defied conservative society to educate herself through college, become economically independent, and went on to become the principal of Vani Vilas Girls School in Bangalore. Nothing short of a saga of grit and determination, Ambi's story serves as an inspiration to women who face oppression till today. In her determination to break away from the shackles of social customs, which heaped on a widow the most inhuman treatment, she had the support of her enlightened father, C Krishna Rao, fondly called Rayaru, and his colleagues. With their encouragement she managed to step into a world where no widow had dared to tread.

Ambi's father Rayaru (middle row, third from left) was the head of the Chennagiri family and a Director of Public Instruction. He was much respected and loved for his vision, intelligence and belief in women's education. He fathered 14 children, the one on his lap being the 11th, C Padmanabha Rao.

Ambi died in 1971 at the grand old age of 82, leaving behind a legacy of love, courage and strong values, which are cherished to this day by three generations of women after her. The story of Amba Bai, Ambi, has been reconstructed by her granddaughter Vimala Murthy, my mother, with inputs from surviving members of her family.

Chronicling the extraordinary grit and courage of this woman of nearly 100 years ago, the book is not just a tribute from two generations of progeny but also a very valuable record of a vanished socio-cultural-familial scenarios. The book, self published in 2007, in addition to being an account of life in Karnataka in the early 20th century, also contains rare photographs more than a century old, reproductions of Amba Bai's diaries, letters, accounts books and notations - a unique addition to any archive on women.

INDIAN MEMORY PROJECT

Indian Memory Project was founded in February 2010, by Anusha Yadav. It is an online, curated, visual and oral-history based archive that traces a personal history of the Indian Subcontinent, its people, cultures, professions, cities, development, traditions, circumstances and their consequences. Applying images, letters and stories from family archives (*sent and collected from contributors*), it reconstructs a visual history that is emotionally rich, vivid, informative and even more surprising than we think.

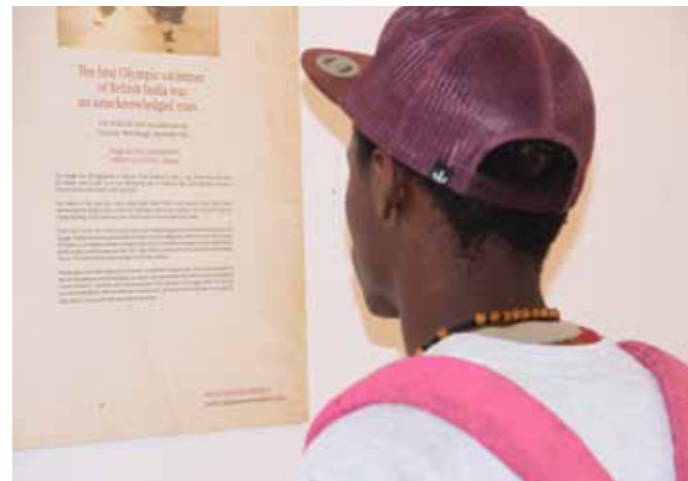
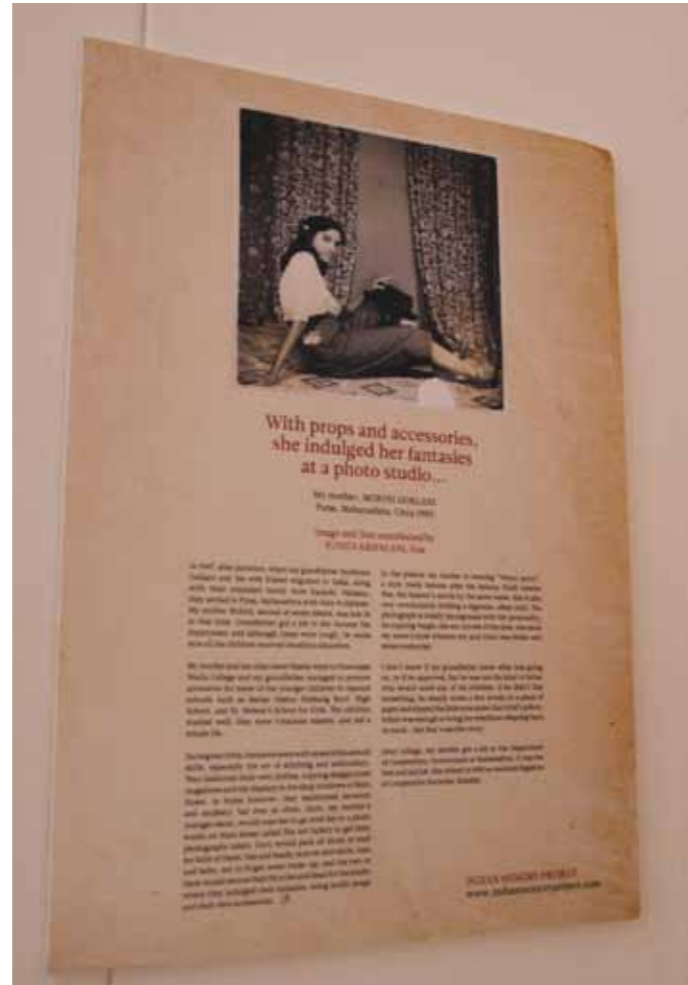
Family/Personal archives of photographs and letters hold a treasure trove of incredible & historically valuable information. They hold astonishing secrets, and when they reveal themselves via narratives, they become the missing links to a country's emotional & personal history. A past that we can actually feel, connect and wonder with. Indian Memory Project is now also on the lookout for notable, interesting, personal and not so personal handwritten/typewritten letters (*including postcards*).



EXHIBITION

Workers' Museum
Newtown
16-18 May
0930 hrs onwards

Exhibited were the archives and anecdotes of the precious photographs from the Indian and African bygone by Anusha Yadav, who shared her story about how, there is more to a captured shot and that "a picture speaks a thousand words". These exhibits in their own way depicted a story of the shared history and culture of the two and were envisioned to convey this message to the public.



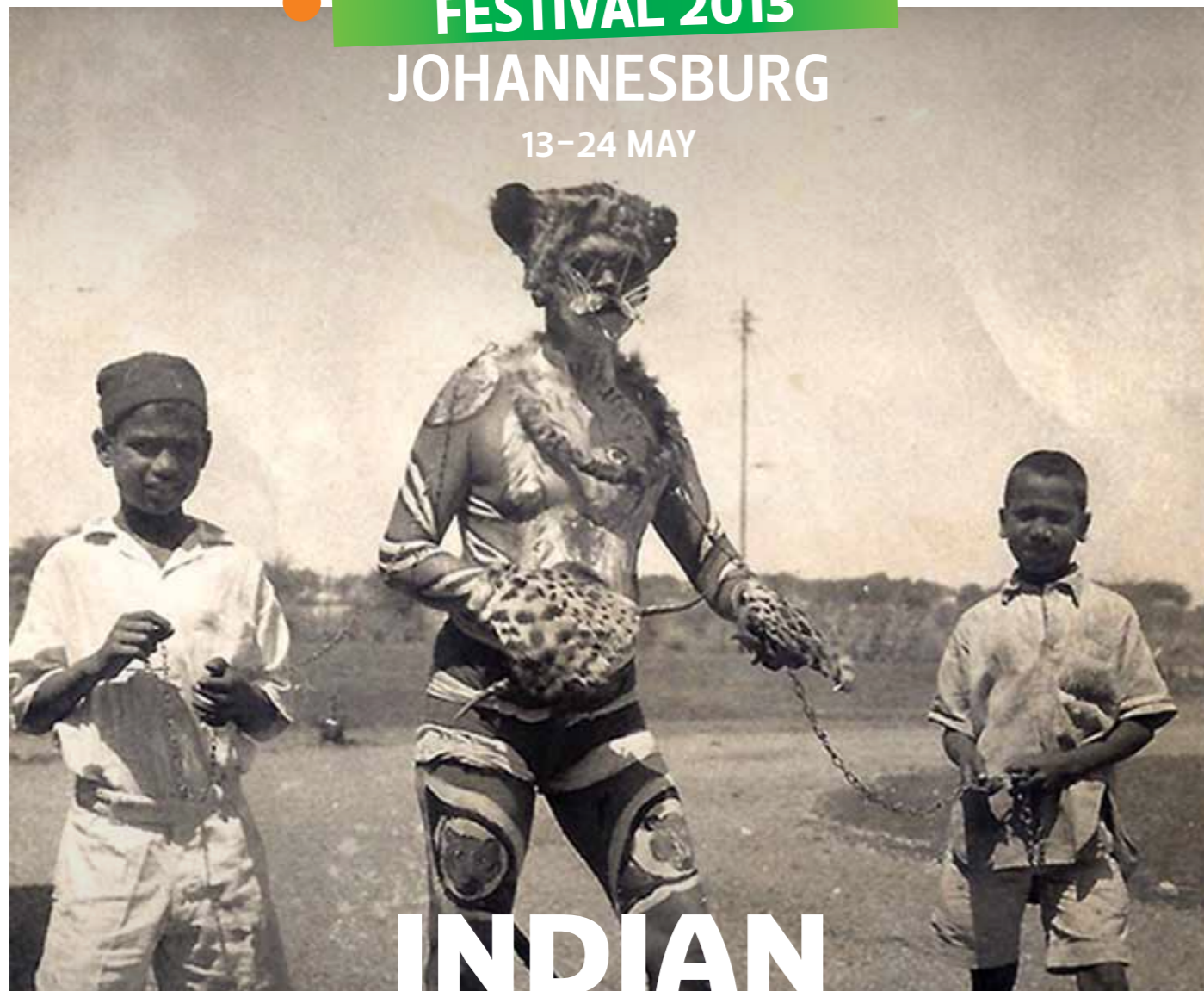
Collection of ANUSHA YADAV's Indian and African archives being exhibited at the Workers' Museum.

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAN MEMORY PROJECT

Presentation / Interaction

by ANUSHA YADAV

The Nunnery, Wits Campus
15 May. 1100-1300 hrs

Visit www.indiafrica.in for more information

PARTNER / VENUE

CENTRE FOR INDIAN STUDIES IN AFRICA
UNIVERSITY OF THE WITWATERSRAND

CISA
Centre for Indian
Studies in Africa

The Centre for Indian Studies in Africa (CISA) was established at the University of the Witwatersrand (Wits), Johannesburg towards the end of 2007: the first in Africa to focus on India. In 2009, the Centre received major funding from the Mellon Foundation to establish a Chair in Indian Studies and fellowships for graduate students.

CISA promotes teaching, research and public activities concerning the Indian sub-continent, its links to Africa and the Indian Ocean, and builds on the multi-faceted networks developed with Indian universities, research institutions and public agencies. Over the past two years the intellectual remit of the Centre has expanded to include the histories of the Global South: that affective geography between Latin America and Asia.

The Centre's public activities are part of its mandate to contribute to the consolidation of economic, political and cultural relations between India and countries in Latin America, the Caribbean, Africa and Asia.

PARTNER / VENUE

THE NUNNERY
UNIVERSITY OF THE WITWATERSRAND

A relatively modern complex at the University of the Witwatersrand, ranging from a 410-seater, through to a 100-seater, to the "Amphitheatre" (180 Greek-and-chilly seats outside, until it was enclosed in 1992), to the "Wits Theatre" which opened in 1983. Until then Drama students had performed in "The Nunnery" - originally part of a convent - which brought theatre to life in a city where it was minimal.



CISA
Centre for Indian
Studies in Africa

managing partner

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South Africa
Inspiring new ways

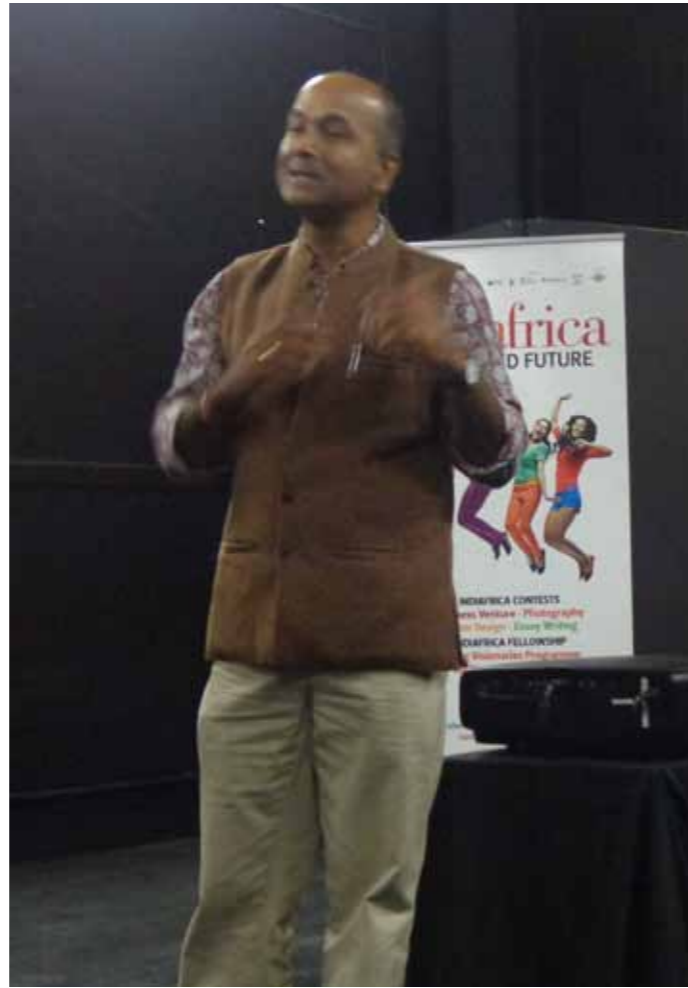
television partner

THE HIGH COMMISSION OF INDIA IN SOUTH AFRICA

PRESENTATION

The Nunnery
Wits University
15 May
1100 hrs onwards

Anusha Yadav's Presentation at the University of the Witwatersrand was on her initiative that attempted to connect with the past. The Indian Memory Project is the world's first online visual and narrative based archive. In her presentation Anusha portrayed the Family/Personal archives of photographs and letters, which held a treasure trove of incredible & historically valuable information. Anusha captivated the audience by trying to bring across the astonishing secrets, and tales behind the pictures. Students of the University and members of the Centre for Indian Studies in Africa were shown archives relating to India and Africa's shared history that they could actually connect and wonder with. This session was followed by an interactive discussion with Anusha Yadav.



ANUSHA YADAV presenting her project and interacting with the audience.

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FESTIVAL 2013

JOHANNESBURG

13-24 MAY



INDIAFRICA BLOGGERS' MEET

Discussion

Roundtable to Create an India-South African Blogging Community

Afrikan Freedom Station, Westdene
17 May. 1700-1900 hrs

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

managing partner

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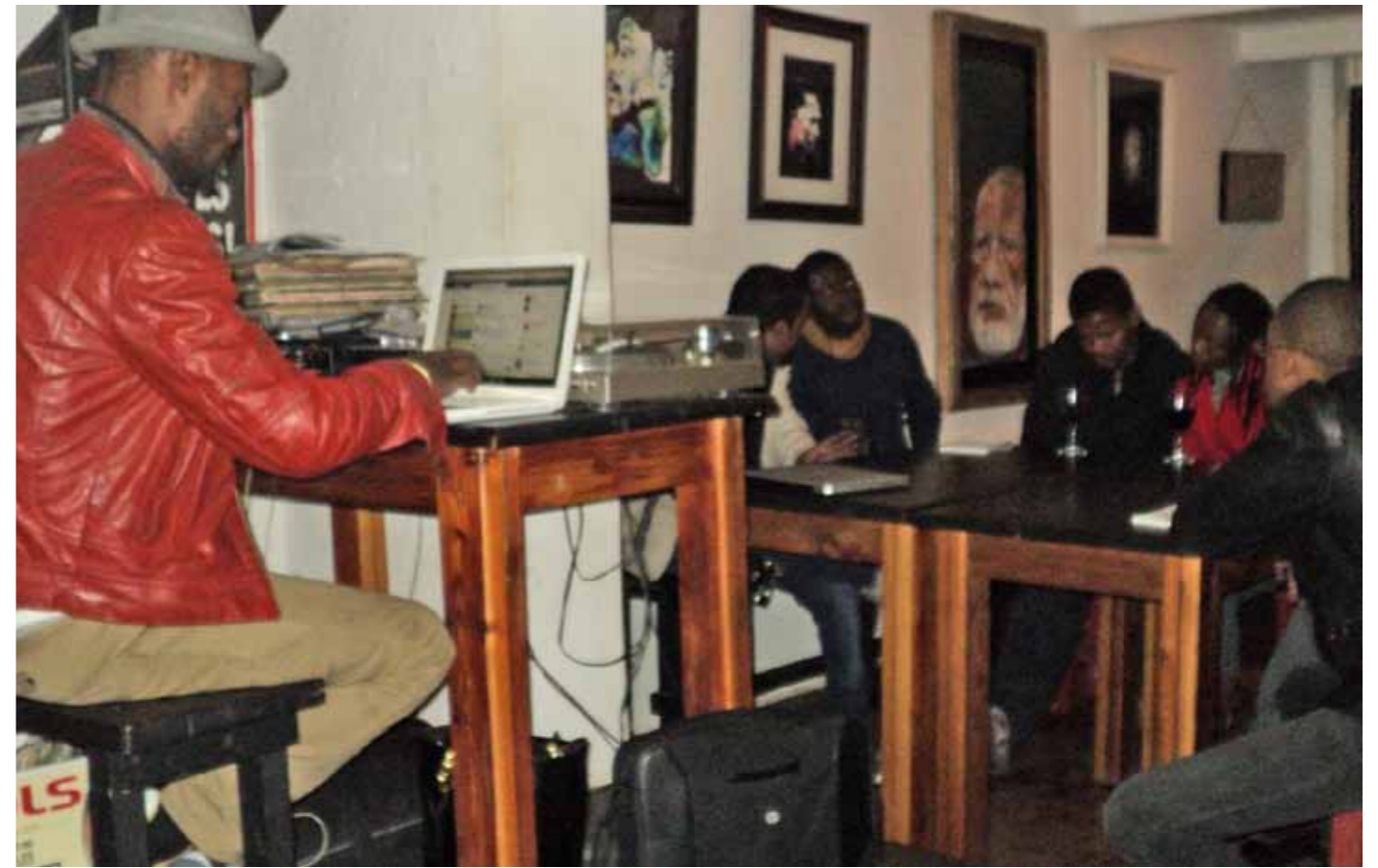
country partner

South Africa
Inspiring new ways

television partner



host partner



PARTNER / VENUE

AFRIKAN FREEDOM STATION

The Afrikan Freedom Station is an Afrocentric, Multimedia Gallery based in the historic Sophia Town in Johannesburg, Gauteng, South Africa.

The venue offers an enthralling art and audio visual experience which can be enjoyed while sipping a cup of organic African coffee and relishing homemade delights.



BLOGGERS' MEET

Afrikan Freedom Station
Westdene
17 May
1700 hrs onwards

A Part of the INDIAFRICA Festival was to spread awareness about blogging and the value that it holds. A mix of established and aspiring-bloggers from Johannesburg attended this event. The initial debate was on the future prospect of blogging and the power it holds in the virtual world. The Bloggers then shared open their blogs and interacted with fellow bloggers about what drove them to blog about it. Keeping India and Africa in mind they discussed the various subjects that could be explored. Being an engaging and interactive session, it inspired the non-bloggers to start blogging.



Bloggers interacting on the future prospects of Blogging.



Business



Collaboration through INDIAFRICA Business Venture Contest

A Report

Firstly I just wanted to say thank you for choosing us as your partner this year, as you have worked with Lagos Business School last year and in particular for choosing South Africa. We feel highly honoured to be partnered with you in this event as we are celebrating 100 years of excellence.

One of the key things that make a venture like this interesting is that it comes at a time when entrepreneurship is actually a big thing in South Africa and in other countries. Recently the debates that were made were very clear about developing the skills and competencies of young people that will be able to take the opportunities that are being created by the WITS network and for us to partner with Ideaworks in this way. It is very important for India and Africa to maximize their growth in particular, and there is a need for young people who have entrepreneurial skills and competencies.

So this venture comes at the right time, as we have taken the responsibility to teach entrepreneurship to all the students and I am happy that WITS University has embraced this venture. Same goes for the WITS Business School, Centre for Entrepreneurship, which is managed by Ms. Chetty.

The whole idea is to contribute to the economy of this country in a way that we are able to address the skills gap and also the problem of unemployment. We have a large number of students that are graduating from Institutions of higher learning and are still struggling to find jobs. We tend to pride ourselves that our students tend to be absorbed by the market, as one of the major things we think about is employability and programmes like these encourage the feeling wherein students see themselves as creators of jobs and not just being employed and I hope whoever wins in this process will be supported so that their ideas are actually taken to the next level. The Business School would like to convey a message as well as say thank you again to all our partners and I know that this is a long celebration of a lot of elements of this India and Africa partnership.

WENDY NGOMA
DIRECTOR AND HEAD OF SCHOOL
WITS BUSINESS SCHOOL

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



BUSINESS VENTURE CONTEST 2012-13

Competition • Final Jury

Senate Room, Senate House, Jorissen Street, Braamfontein
University of the Witwatersrand
16 May. 0930 hrs inwards

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture

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institutional partners

Wits Business School
Sculpting global leaders 45

ISB

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South Africa
Inspiring new ways

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PARTNER

INDIAN SCHOOL OF BUSINESS



The Indian School of Business (ISB) evolved from the need for a world-class business school in Asia. The founders, some of the best minds from the corporate and academic worlds, anticipated the leadership needs of the emerging Asian economies. They recognised that the rapidly changing business landscape would require young leaders who not only have an understanding of the developing economies but who also present a global perspective. The ISB is committed to creating such leaders through its innovative programmes, outstanding faculty and thought leadership. Funded entirely by private corporations, foundations and individuals from around the world who believe in its vision, the ISB is a not-for-profit organisation.



PARTNER / VENUE

WITS BUSINESS SCHOOL



Wits Business School, University of the Witwatersrand, Johannesburg focuses primarily on establishing and maintaining excellence in scholarship in business management, through the promotion of research and teaching, in the various disciplines that fall under business management. The School has an excellent reputation as a provider of academic and executive education.

The School is entirely postgraduate in nature, but offers an extensive range of certificate and executive programmes to experienced (but not necessarily graduate) executives. The idea is to develop relevant programmes and courses to attract graduate students with significant local and international orientation.

The WBS academic faculty is drawn from a number of nationalities including Sweden, Great Britain, Germany, Zimbabwe, Ghana, Ireland, USA and Madagascar. The visiting faculty is primarily based in the United States, but other countries also have representation.



FINAL JURY

Senate House
Wits University
16 May
0930 hrs onwards

The Finale for year two of the INDIAFRICA Business Venture Competition was held in partnership with the University of the Witwatersrand, Johannesburg in their campus. Amongst a thousand applicants, emerged 8 teams, four from India and four from Africa (*Kenya, Nigeria and South Africa*) in the final round of adjudication by a jury panel of the Top Academic and Corporate leaders from India and Africa. The Top 8 teams presented their ideas to the jury: **Pankaj Jain**, Founder and Principal, Impact Law Ventures; **Aruna Reddy**, Wadhvani Center for Entrepreneurship, Indian School of Business, Hyderabad; **Hima Batavia**, Entrepreneur-in-Residence, GSF Accelerator; **Pat Pillai**, Founder, Life College; News Anchor, E News; **Chimene Chetty**, Director, Centre for Entrepreneurship, Wits Business School; **David Morobe**, General Manager, Marketing & Communication Services, Business Partners limited; **Elvis M Sekhaolelo**, Founding Executive Director, EKasi Entrepreneurs Movement and **Ezra Ndwandwa**, Founder, The Big Break Legacy.

Finalists gave a 10-minute presentation each to the jury, about their proposed ventures, which was followed by a rebuttal round with the Jury. The ideas were ranging from Agriculture, Medicine, Malnutrition to Water Sanitation. The Jury looked at identifying such ideas, which best fitted as a problem solver to one of the sectoral problems of India or Africa and could benefit the country's development. Four teams, two from India and two from Africa presented in the first half of the session after which the Jury and Contestants broke for Tea and Snacks. This was followed by presentations from the other two teams from India and Africa.

Jury Members at the INDIAFRICA Business Venture Contest Finale in the University of the Witwatersrand, Johannesburg along with the Top 8 Teams.





Collaboration through INDIAFRICA Business Venture Contest

A Report

I think why we were as excited as the WITS Business School was because Entrepreneurship Development is a huge issue right now. The critical era that is being counted as the piece that is going to grow the economy, build jobs, create the demand for the right skill sets. We have very low entrepreneurial activities in this country, so these kinds of activities create an interesting space and pull people into these spaces. But I think why we were excited about this was because this wasn't just about business development and building entrepreneurship but was about business entrepreneurship and development, a space which I think is so important for the continent of Africa and a country like India.

I think that besides just pushing people to become entrepreneurs, we need to build a culture of getting people to provide solutions to the problems they come across in the environment, so we become change makers and we make money and we build strong sustainable businesses.

In South Africa, in the paradigm of Ubuntu, gone are the days where the business of business is business, we really need to be moving to a space where we are looking at a stakeholder model rather than the shareholder, so this space was important for that. You start having inter-continental, inter-cultural kind of interactions, which are huge foundational components for any young person. An entrepreneur's journey is a lonely one and the fact that you are getting like-minded young people into one space, where they can feed off each other and learn from each other and provide support to each other, which also becomes the basis of future networks and who knows future markets.

So we were quite excited to be a part of the process for those reasons, and because it perpetuates the values we find importance in and more importantly our vision is to build an entrepreneurial economy which is not necessarily one that is made up of all entrepreneurs but one that is made up of entrepreneurial thinking.

CHIMENE CHETTY

Director, Centre for Entrepreneurship

WITS BUSINESS SCHOOL

Chairperson

INDIAFRICA Business Contest 2012-13 Jury



MENE BLESSING ORITSEWEYINMI

National Open University of Nigeria
Lagos
NIGERIA

BUSINESS VENTURE PROPOSAL

JAF produces and sells Nigeria’s most affordable, culturally suitable, healthy livestock products that improve the health of mothers, children and the family. In collaboration with 3 local groups they have recovered 58 tonnes of waste mango seeds (\$100/tonne), processed them into livestock feeds (approx 28 tonnes of JAF feeds costing them \$120/tonne), from this they have produced approx. 14,400,000g of livestock products. Using mango seeds as alternative source of feeds instead of maize enables JAF to produce livestock products at a cost 40-60% cheaper than regular farms.

Using an innovative deployment strategy they distribute and market their products through a network of ten JAF female vendors. In partnership with k07 limited (farm management/consulting firm) they find, recruit, educate & support women vendors to sell these products while creating livelihood for them & their families.

JAF is a legally registered business approved by the Nigerian Federal Government Corporate Affairs Commission. It is currently located on a 10,000 square foot land fully owned by the Jorsey Ashbel Farm, Gombe State.

Other team member - Ayuba Ashbel Ngalabak.



LEONARD MUINDI

Kabarak University
Nakuru
KENYA

BUSINESS VENTURE PROPOSAL

The company produces a product called ‘BRODA which contains nearly all the required nutrients for the health growth of a human body. Anyone who feeds on this meal reduces their risk of suffering from any nutritional deficiency disease such kwashiorkor and marasmus.

To start their operations they have to purchase a strategic business place where they will build their premises for processing and distributing the final product. They have identified ELDORET town because it serves as a central point for the ingredients coming from the suppliers and also for distribution of the product to their customers.

They have to purchase suitable machinery for processing the product, which includes drying, grinding and packaging. For that purpose they require a dryer, grinding/milling machine and powder-packaging machine.

Their social mission is to try and eradicate malnutrition by providing a fortified meal that comprises of almost all the nutrients required by the body for growth.

Other team members - Marrion Kaiyoni and Denis Gikundi.



RICKI TATZ

Schulich School of Business
York University (Canada)
SOUTH AFRICA

BUSINESS VENTURE PROPOSAL

KARIBU Solar Power is an innovative social enterprise that makes high quality, affordable solar-powered lighting and mobile charging solutions. They produce a modular solar lamp (patent pending) and employ an innovative business model that will bring light and power to over 500 million people in Africa. By splitting up the components of a solar lamp they allow consumers to pay over time thus reducing the high upfront cost preventing adoption of current solar solutions.

People already visit the “duka” shop network daily for their household needs (including kerosene). KARIBU aims to sell through these channels (via microfranchising) and given the profitable nature and short-term payback for shop-owners, it is a compelling business opportunity.

Market penetration for solar-powered lighting is only 2-3% - only 15 million people have access to clean off-grid solutions. The reason 98% have no access is affordability. KARIBU’s product and distribution model targets the under-served Base of the Pyramid (BoP) making less than \$2 per day.

Other team members - Adam Camenzuli and Michael Stock.



OLUWASEUN ADEDAYO OBIDIYE

Lagos Business School
Lagos
NIGERIA

BUSINESS VENTURE PROPOSAL

Ocean And Earth Limited is focused on the food and agricultural sector of the Nigerian economy. The main objective of the company is to seek investment opportunities in the agro-processing of locally sourced foods in Sub-Saharan Africa, which can be converted into wealth creation for stakeholders, with particular focus on the staged execution of large scale mechanised farming, processing and packaging, trading and export of chosen agro commodities.

They have identified market opportunities in Lagos, which has a population in excess of 16 million inhabitants, and where over 90% are consumers in this particular food market, especially because it is the most common staple food in Nigeria. The differentiation of the product is supported by the growing middle class with their rising expectation for quality processed foods. Their food products are very affordable to most urban inhabitants (packaged in 5 kg bags for convenience) and sold at prices same as traditional open air markets.

Other team member - Oluwaseun Adetutu. Y Obidiye.



GANDHARV BAKSHI

Indian Institute of Management
Bangalore
INDIA

BUSINESS VENTURE PROPOSAL

Lumos Design Technology is the World's first Solar Apparel and Accessories Company. Lumos aims to seamlessly integrate energy generation, storage and consumption into a wide range of apparel from Solar Backpacks to Solar Venetian Blinds to Solar T-shirts..

These products are being made for the first time in the world. By integrating energy harnessing and usage into daily use through apparel and accessories, Lumos would not only provide tremendous convenience to customers but would enable reducing dependence on conventional sources of Electricity. Lumos would have a greater benefit of fundamentally giving Solar Energy in India an application, which is not sensitive to comparison with conventional electricity.

Lumos has currently sold only pilot versions of its Solar Backpack and has earned total revenue of USD 500 from nine backpacks. The sale of the current lot of backpacks, amounting to revenue of USD 5000, is expected to be concluded by April 2013.



HIMANSHU SHARMA

Indian Institute of Technology
Kharagpur
INDIA

BUSINESS VENTURE PROPOSAL

Amrit Tulya has developed and field-tested a water treatment plant running on solar power. It is a robust, portable, plug-and-play solar based system that ensures drinking water in low-resource settings. In addition, Amrit Tulya is leveraging and building local market-based capacity and partnerships to distribute, install and maintain these systems. The system is not just using solar as a power source, but it uses active energy management and recovery system to improve efficiency. This significantly decreases the overall energy consumption to run a Reverse Osmosis system thus reducing the capital cost of installing expensive solar PV panels.

They have successfully produced a prototype for a 50 litre per hour (LPH) Reverse Osmosis plant that is running effectively in a test site in Jaipur, with 46 customer families. It is based in an industrial region and most customers are labourers, who buy water mostly for their children in small quantities.

Other team members - Aparna Sharma, Gautam Sharma and Aditi Sharma.



RAJANDEEP SINGH

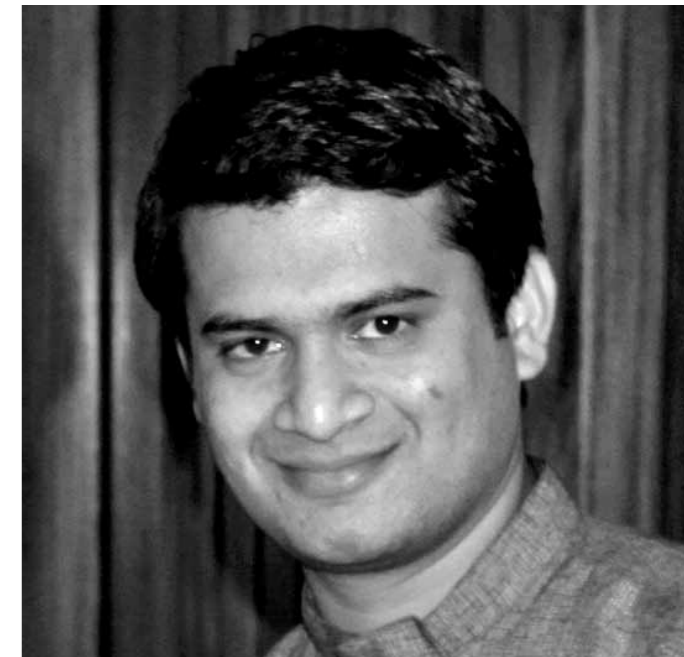
Symbiosis Center For Information
Technology, Pune
INDIA

BUSINESS VENTURE PROPOSAL

Utopia is a concept for public transportation system using indigenously developed ultra modern human-powered electric vehicles. Utopia is a dial-a-Trike service, similar to dial-a-cab service, which will attempt to balance demand and supply. These rickshaws are not only meant to provide employment to poor women but also create jobs for differently abled people. They not only aim to solve the transportation problem, employment issue amongst the weaker section of the society, women & among differently abled but also aim to solve the issue of potable water among these sections of society.

UTOPIA is a unique concept under which is aimed at improving the state of an art technological product to help rickshaw pullers, women and differently abled people by giving them an opportunity to earn a livelihood.

Other team members - Jaideep Singh, Anshika Chaudhary and Ankit Kaushik.



SAGAR LAYGUDE

Indian Institute of Technology
Madras
INDIA

BUSINESS VENTURE PROPOSAL

Life Catalyst Technologies aims at making innovative products based on advancements in biotechnology. The current focus is blood glucose monitoring for the Indian diabetic population, through a simple-to-use low cost blood glucose sensor.

Rubellite Glucose Sensor is a low cost blood glucose sensor targeted at the Indian diabetic population. It brings down the cost per test to a mere \$0.04 per test (cost includes the manufacturing as well as a profit margin). Apart from lower cost-per-test, tests performed using this device also requires lesser quantity of blood, thereby reducing the pain involved in piercing and taking out the blood.

The biggest competitive advantage for Rubellite Glucose Sensor is the low cost per test. Rubellite glucose sensor tests cost about \$0.04 while tests performed on competitive platforms cost about \$0.4.

Other team members - Namrata Kamat and Rajashekar Palavalli.

GRAND JURY



**ARUN
SHENOY**

Co-Founder, Green India Building
Systems & Services Pvt Ltd
INDIA



**ARUNA
REDDY**

Associate Director, Wadhvani Center for
Entrepreneurship, Indian School of Business
INDIA



**HIMA
BATAVIA**

Entrepreneur-in-Residence
GSF Accelerator
INDIA



**PANKAJ
JAIN**

Founder and Principal
Impact Law Ventures
INDIA



**ELVIS M
SEKHAOLELO**

Founding Executive Director
EKasi Entrepreneurs Movement
SOUTH AFRICA



**DAVID
MOROBE**

General Manager, Marketing
& Communication Services,
Business Partners Limited, SOUTH AFRICA



**EZRA
NDWANDWE**

Founder
The Big Break Legacy
SOUTH AFRICA



**PAT
PILLAI**

Founder, Life College
News Anchor, E News
SOUTH AFRICA



INDIAFRICA FESTIVAL STRIKES AN INNOVATIVE NOTE

The second INDIAFRICA Business Venture competition, a part of the INDIAFRICA Festival held last week in Johannesburg, South Africa, offered immense hope for the future of innovation.

Of the two Grand Prizes for innovation, one was won by a team from Nigeria, Team Jorsey Ashbel Farms, comprising Ayuba Ashbel Ngalabak and Blessing Oritseweyinmi. The other went to Team Life Catalyst Technologies of India, consisting of three students from IIT, Madras - Sagar Laygude, Rajashekar Palavalli and Namrata Kamat.

Oritseweyinmi and Laygude, who represented their respective teams at the festival, will next travel to Davos with the organizers of the INDIAFRICA programme, IdeaWorks, during the World Economic Forum annual meeting in January 2014, to share their plans with CEOs and investors from all over the world. The entire exercise is also supported by the Ministry of External Affairs, Government of India.

The team from Nigeria presented an alternative feed made from mango seeds for Nigeria's livestock, which would reduce the cost of raising livestock by 40 to 60 per cent. Livestock is kept by many among the poorest farmers of that country. Adopting this feed will increase their earnings from selling livestock products by the same amount.

The organisers had assigned mentors to most of the teams. Niyi Yusuf, CEO, Accenture, Nigeria, and Raja Manohar, CEO, Hexolab Technologies, Chennai, respectively mentored the two winning teams.

The IIT Madras team makes innovative products using advancements in biotechnology. For the competition, it worked on blood glucose monitoring for the Indian diabetic population, through a simple-to-use low cost blood glucose sensor called Rubellite Glucose Sensor.

Indian School of Business, Hyderabad and Wits Business School, Johannesburg were the institutional partners for the competition.

www.businessstoday.intoday.in

<http://businessstoday.intoday.in/story/indiafrica-festival-ends-on-an-innovative-note/1/195138.html>

DISCUSSION

Senate House
Wits University
16 May
1600 hrs onwards

The INDIAFRICA Business Venture final presentation was followed by a Panel Discussion Round with the Panelists, **Hima Batavia**, Entrepreneur-in-Residence, GSF Accelerator; **Elvis M Sekhaolelo**, Founding Executive Director, eKasi Entrepreneurs Movement and **Arun Shenoy**, Co-Founder, Green India Building Systems & Services Pvt Ltd. This Panel Discussion was aimed at engaging and creating a platform for the esteemed Panelists to share their views with the audience on 'How India and Africa can collaborate to co-create a shared future?' The Panel discussion was led by **Dr. Martyn Davies**, CEO, Frontier Advisory (Pty) Ltd. The audience actively participated in the discussion and shared their views as well. It led to a very healthy debate on how to an extent culturally and economically India and Africa shared the same values and how the problems being faced by the two were the same. It was a perfect blend of entrepreneurs from India and Africa who shared anecdotes about their respective countries. Before concluding the panel discussion Dr. Davies asked fellow panelists to put forth their final thoughts on how India and Africa can collaborate to co-create a shared future.



HIMA BATAVIA, ELVIS M SEKHAOLELO, ARUN SHENOY and MARTYN DAVIES having a panel discussion on the shared future of India and Africa.

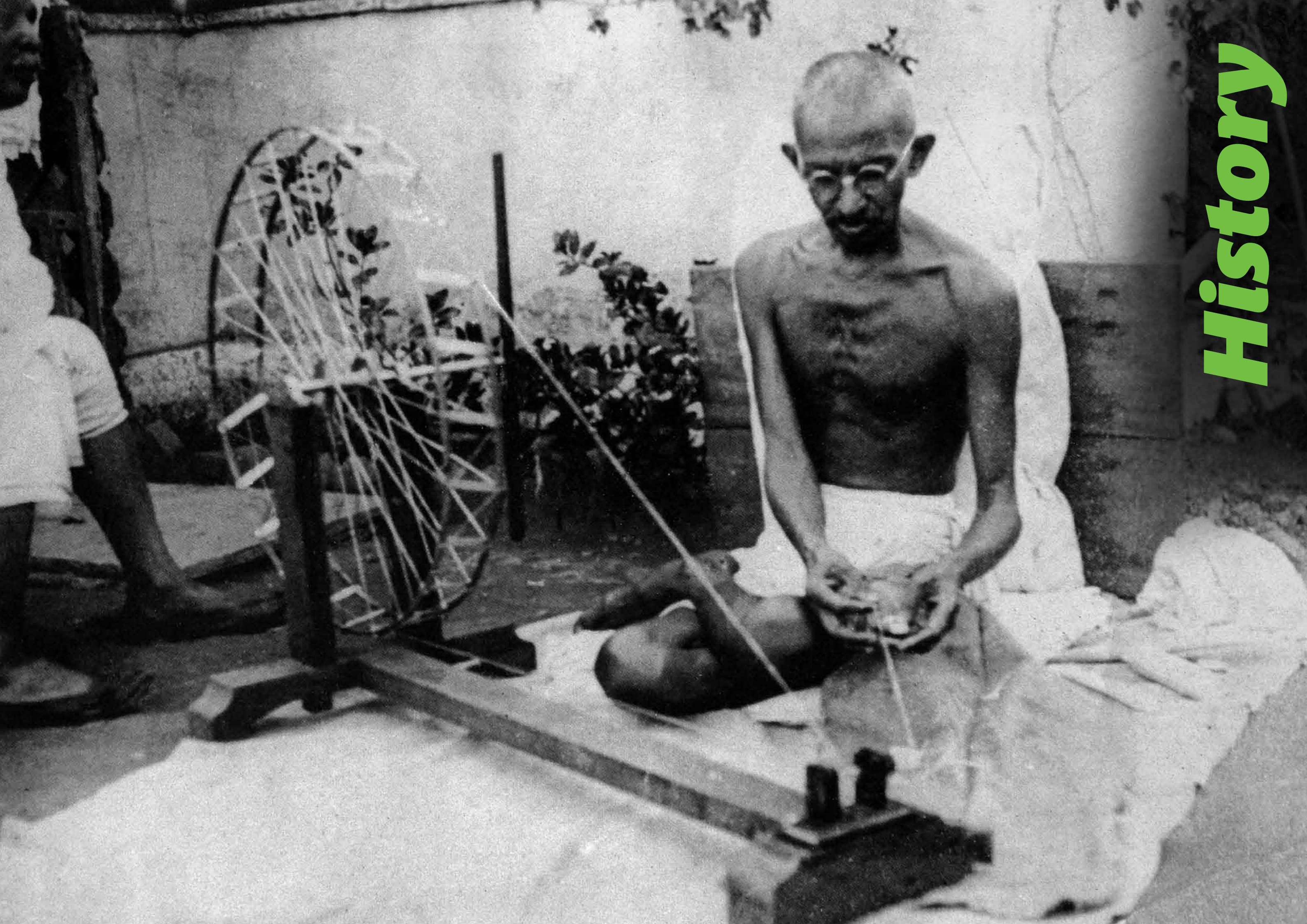
AWARDS

Senate House
Wits University
16 May
1730 hrs onwards

The end of year two of the INDIAFRICA: A Shared Future Business Venture Competition was held at the University of Witwatersrand. The finalist presented their ideas which were at length discussed by the jury. From among the 8 teams that reached the finale, two emerged as the grand prize winners, Mene Blessing Oritseweyinmi from Nigeria and Sagar Laygude from India. His Excellency Virendra Gupta, Indian High Commissioner to South Africa facilitated the winners and shared his views on the relation that India and South Africa shared. The award ceremony ended with a note of appreciation by Ms. Riva Ganguly Das, Joint Secretary, Public Diplomacy Division, Ministry of External Affairs, Government of India.



The two GRAND PRIZE winners of the INDIAFRICA Business Venture Contest being felicitated at the Awards Ceremony at the University of the Witwatersrand, Johannesburg.



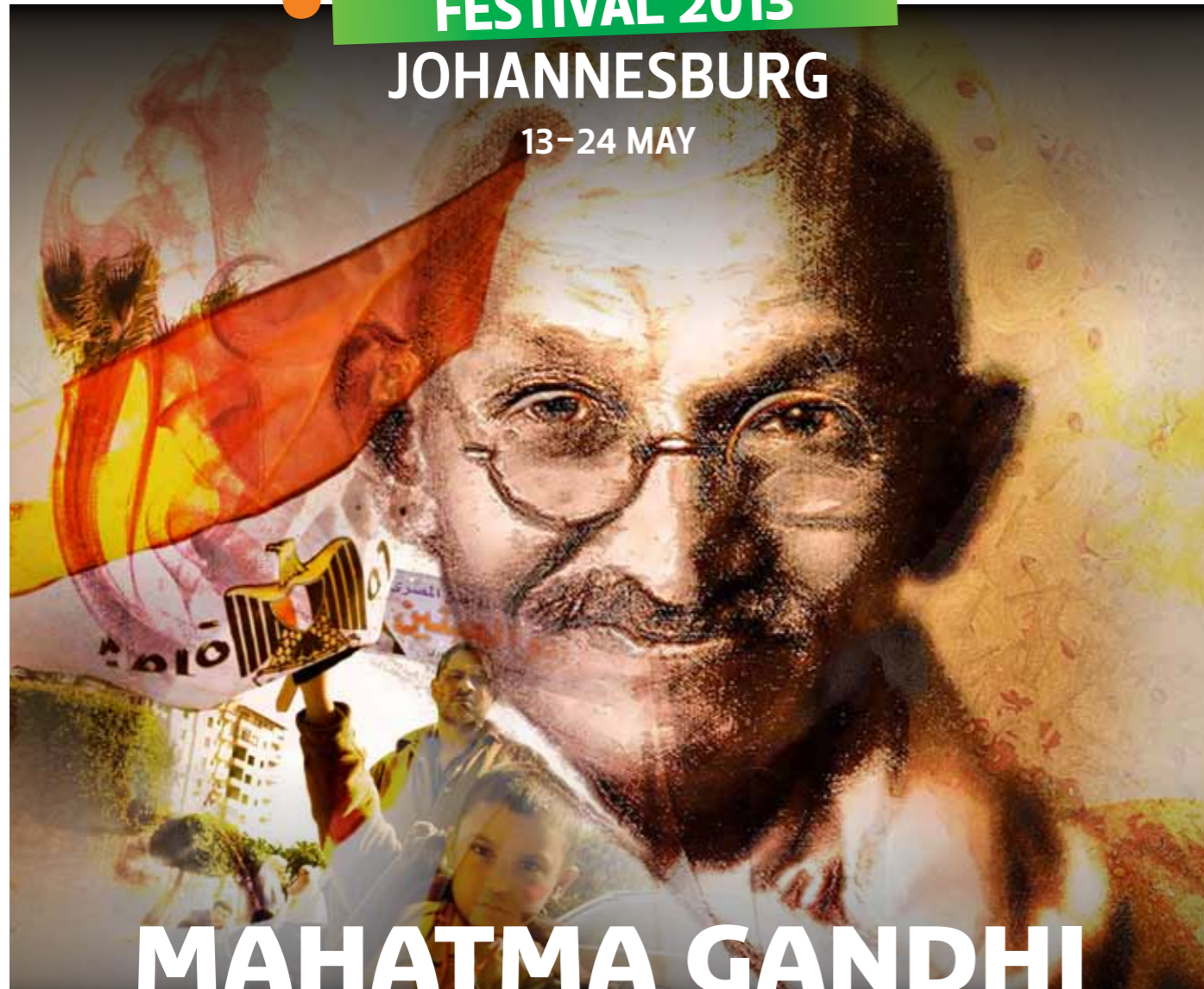
History

Indiafrica

FESTIVAL 2013

JOHANNESBURG

13-24 MAY



MAHATMA GANDHI IN THE 21ST CENTURY

Interactive Presentation
by *BIRAD RAJARAM YAJNIK*

Ipelegeng Community Centre, Soweto
23 May. 1400 hrs.

For more information, visit www.indiafrica.in OR www.facebook.com/indiafricaasharedfuture



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WORKSHOP EXPERT

BIRAD RAJARAM YAJNIK

Birad Rajaram Yajnik is a name brand synonymous with fine print production, more than 35000 fine print copies across 9 titles have been designed and produced under his direction. His first book on the famous temple of India - Tirumala Tirupati - the legends and beyond has been a bestseller for the last five years. In early 2009 he released his fine print book on Yoga, The Great Indian Yoga Masters with photographs by him across nine countries.

He has travelled widely in North America, Europe and South East Asia and has photographed in more than 50 cities around the world.

MKG - Imaging Peace Truth and Ahimsa a fine print book on Mahatma Gandhi is the first of his limited edition series. It is positioned more as a work of art and the contents published document treasured experiences of a man so simple yet so unique and valuable. In 2010 a special edition of the MKG book was released at the United Nations by the President to mark the International day of non-violence

He has had the privilege of speaking at the Nehru Centre in London, the Tolstoy farm in Johannesburg, The United Nations and the Metropolitan Museum of Art in New York.



PARTNER / VENUE

IPELEGENG COMMUNITY CENTRE SOWETO

Ipelegeng Community Centre (ICC) as an institution was established in 1984, to provide social and economic platform for the people of Soweto. The centre targets and delivers services to empower in and out of school youth in the surrounding areas such as Moroka, Jabavu, Mofolo and Dube.

From its inception the centre was motivated by the need to uplift and develop people who had no voice and were subjected to poverty and underdevelopment.

To date, the centre, through its youth programmes, has reached and impacted on more than 1500 youth and as a result has gained recognition both nationally and internationally. Batsha-Jeugd programme is one of the youth programmes that, ICC wants to continue to develop and improve as it responds directly to the needs of young people.



PRESENTATION

Ipelegeng Community Centre
Soweto

23 May

1400 hrs onwards

Birad Yajnik interacted with the Ipelegeng community through his presentation on the importance and relevance of Mahatma Gandhi in the 21st century. Given that the Mahatma has had a very close association with South Africa during his early years and the fact that he has emerged as one of the leading statesman and thinkers of the 20th century influencing leaders like Nelson Mandela, this discussion session was warmly received by the young community members.

The presentation included short films and Gandhi's memorabilia from around the world. The interaction closed with a short Q&A session.



BIRAD YAJNIK at the Ipelegeng Community Centre, interacting with the officer bearers and the community members.



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13-24 MAY



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INDIAFRICA: A Shared Future, an initiative started in 2011, is a unique people to people programme that engages students and young professionals of Africa and India through contests, fellowships, collaborative projects, discussions and cultural exchanges.



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Cinema

Screenings

CELEBRATING 100 YEARS OF INDIAN CINEMA

Wits Theatre, University of the Witwatersrand

15 May 1800 hrs Achoot Kanya

16 May 1800 hrs Dharavi

17 May 1800 hrs Chalthe Chalthe

Majestic Theatre, Fordsburg

17 May 1000 hrs Pushpak

1630 hrs Hum Dil De Chuke Sanam

18 May 1000 hrs Mughal-e-Azam

19 May 1000 hrs Taare Zameen Par

1730 hrs Shri 420

AWARD WINNING SHORT FILMS FROM NATIONAL INSTITUTE OF DESIGN, INDIA

Majestic Theatre, Fordsburg

17-19 May

Animation

Screenings + Presentation

ARJUN: THE WARRIOR PRINCE

Meet the Director ARNAB CHAUDHURI

Wits Theatre, University of the Witwatersrand

16 May 1300 hrs

Faculty of Art, Design & Architecture (FADA), University of Johannesburg

17 May 1200 hrs

AWARD WINNING ANIMATION FILMS FROM NATIONAL INSTITUTE OF DESIGN, INDIA

Majestic Theatre, Fordsburg

17-19 May

Blogging

Discussion

INDIAFRICA BLOGGERS MEET

17 May 1700 hrs

Afrikan Freedom Station, Westdene

History

Presentation

INDIAN MEMORY PROJECT

Presentation by ANUSHA YADAV

The Nunnery, University of the Witwatersrand

15 May 1100 hrs

Fashion

Presentation + Workshop

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Workshop by ANUJ SHARMA

SEWAfrica, Pritchard Street

15 May 0930 hrs

LISOF, Blairgowrie

17 May 1400 hrs

Alexsan Centre

20 May 1400 hrs

Photography

Exhibition

MUMBAI: MY CITY

Photographs by RITAM BANERJEE

INDIAN MEMORY PROJECT

Curated by ANUSHA YADAV

Workers' Museum, Newtown

17-19 May 0900 hrs

Visual Arts

Exhibition

SHOWCASE OF INDIAFRICA POSTER DESIGN CONTEST Winning Posters from India and Africa 2012/2013 AND GANDHI AT TAHRIR SQUARE

Posters from India and Egypt

17-24 May 0900 hrs

Awards Ceremony

DECLARATION OF INDIAFRICA POSTER DESIGN CONTEST 2012-13 WINNERS

17 May 1800 hrs

Faculty of Art, Design & Architecture (FADA), University of Johannesburg

Music

Performances

INDIAN & SOUTH AFRICAN MUSICIANS

JOI BARUA & BAND and REEBURTH

17 May 1700 hrs CIDA, Lyndhurst

JOI BARUA & BAND, MALCOLM JIYANE, LINDA BUTHELZI, NANCY G, MXO

18 May 2000 hrs

Majestic Theatre, Fordsburg

Collaborative Project

JOI BARUA & BAND, MALCOLM JIYANE, LINDA BUTHELZI

17 May 2100 hrs

Afrikan Freedom Station, Westdene

Business & Entrepreneurship

Competition

INDIAFRICA BUSINESS VENTURE CONTEST 2012-13 FINALS

16 May 0930 hrs

Panel Discussion

HOW CAN INDIA AND AFRICA COLLABORATE TO CO-CREATE A SHARED FUTURE?

16 May 1600 hrs

Awards Ceremony

DECLARATION OF INDIAFRICA BUSINESS VENTURE CONTEST 2012-13 WINNERS

16 May 1730 hrs

Senate Room, Senate House, Braamfontein, University of the Witwatersrand

Design

Workshops

PROBLEM SOLVING THROUGH DESIGN

Workshops by RAMNEEK MAJITHIA

15,16,20 May 0900 hrs

AlexSan Kopano Educational Trust, Alexandra

17 May 0900 hrs

CIDA, Lyndhurst

21,22 May 0900 hrs

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**Screening of Animation Film
ARJUN: THE WARRIOR PRINCE**
MEET THE DIRECTOR
ARNAB CHAUDHURI

16 May. 1300 hrs
The Wits Theatre,
University of the Witwatersrand
17 May. 1100 hrs
Faculty of Art, Design & Architecture (FADA),
University of Johannesburg

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**Exhibition
INDIAN MEMORY PROJECT**
Photographs curated
by Anusha Yadav

17-24 May. Open daily.
Workers' Museum, Newtown

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**INDIAFRICA
Music Performance**

JOI BARUA & BAND
(India)
REEBURTH
(South Africa)
17 May. 1700 hrs
CIDA City Campus
Lyndhurst

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**Awards Ceremony
INDIAFRICA POSTER DESIGN
CONTEST 2012-13**

17 May. 1800 hrs

**Exhibition
FREEDOM POSTERS**

Winning Entries from
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Faculty of Art, Design & Architecture (FADA),
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**Panel Discussion
HOW CAN INDIA AND AFRICA
COLLABORATE AND
CO-CREATE THE FUTURE?**

16 May. 1600 hrs

**Awards Ceremony
INDIAFRICA BUSINESS VENTURE
CONTEST 2012-13**

16 May. 1800 hrs

University of the Witwatersrand
Senate House, Braamfontein

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Photographs
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17-24 May. Open daily.
Workers' Museum, Newtown

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**INDIAFRICA
Collaborative Music Project
featuring**

JOI BARUA & BAND
MALCOLM JIYANE,
LINDA BUTHELEZI,
NANCY G, MXO

18 May. 2000 hrs.
Majestic Theatre, Fordsburg

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ALL ARE WELCOME. NO ENTRY CHARGE.

Indian, Nigerian teams win Africa business contest

BY: HP WIRE | MAY 18, 2013 12:07

Johannesburg, May 18 (IANS) An Indian team comprising IITians and a Nigerian team promoting low-cost farm products have triumphed at an India-Africa business competition held here.

India's Life Catalyst Technologies and Nigeria's Jorsey Ashbel Farms won the 2nd IndiaAfrica Business Venture Competition held as part of the ongoing IndiaAfrica Festival here, a statement from the organisers said Saturday.

Four teams from India, two from Nigeria and one each from South Africa and Kenya made their final presentations before a grand jury comprising professionals from Africa and India at the University of the Witwatersrand.

While the Jorsey Ashbel Farms team was represented by Blessing Oritseweyinmi, the team of Life Catalyst Technologies was represented by Sagar Laygude. Both will travel to Davos with the IdeaWorks team during the World Economic Forum Annual Meeting in January 2014 to share their plans with CEOs and investors from all over the world, the statement added.

The team from Nigeria presented a plan of selling "affordable, culturally suitable and healthy livestock products" that can potentially improve the health conditions of underprivileged sections of the Nigerian population.

They have developed a unique alternative source of feeds by using mango seeds, which enable them to produce livestock products at a cost that is 40-60 percent cheaper than regular farms.

The Indian team comprising students of Indian Institute of Technology, Madras, aims at making innovative

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Nigeria Sun (IANS) Saturday 18th May, 2013

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INDIA-AFRICA FESTIVAL

www.africa-ontherise.com/india-africa-festival-opens-in-johannesburg/

INDIA-AFRICA FESTIVAL OPENS IN JOHANNESBURG

May 14, 2013 3:48 pm · Leave a Comment · admin

The IndiaAfrica Festival 2013 began in Johannesburg on Monday aiming to reach out to the youth of South Africa. The festival will mark the completion of the "Indiafrica: A Shared Future" programme's second edition of competitions. With a Facebook community of over 206,000, the programme has seen over 5,000 young people from 36 African countries and India participate in its competitions.

The festival is an eclectic blend of cinema, music, art and photography exhibitions, entrepreneurs and bloggers workshops and panel discussions.

Four teams each from Africa and India will compete for two grand prizes - all expenses paid trips for one African and one Indian winner to Davos in January 2014 during the World Economic Forum's annual meeting to interact with global business leaders, investors and media at the proposed Indiafrica Youth Hub in Davos.

An exhibition of the winning poster designs themed "What freedom means to you" will be open May 17-24. The exhibition will also feature posters from the "Gandhi at Tahrir Square" poster design contest organised jointly by the Indian embassy in Cairo and the programme.

The WITS Business School, University of Witwatersrand, will host the finals of the second Indiafrica Business Venture Competition May 16. Four Indians will be travelling to Johannesburg to present their business plans to industrialists from India and Africa.

A selection of films, to mark 100 years of Indian cinema, will be screened at different campuses. There will also be workshops on storytelling and animation films followed by interactive sessions with filmmakers and photographers from India.

"Indiafrica: A Shared Future", is a unique people-to-people and youth outreach programme that

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Africa on the Rise 14 May, 2013

Indian, Nigerian teams win Africa business contest

Irish Sun (IANS) Saturday 18th May, 2013

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Irish Sun 18 May, 2013

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INDIAFRICA festival ends on an innovative note

Dearton Thomas Hector Last Updated: May 20, 2013 | 19:55 IST

TAGS: INDIAFRICA | IIT Madras | Innovation | IdeaWorks | Davos | Entrepreneurship



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GLOBAL ECONOMY
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The second **INDIAFRICA** Business Venture competition, a part of the INDIAFRICA Festival held last week in Johannesburg, South Africa, offered immense hope for the future of innovation.

Of the two Grand Prizes for innovation, one was won by a team from Nigeria, Team Jorsey Ashbel Farms, comprising Ayuba Ashbel Ngaiabak and Blessing Oritseyinmi. The other went to Team Life Catalyst Technologies of India, consisting of three students from IIT, Madras - Sagar Laygude, Rajashekar Palavalli and Namrata Kamat.

Oritseyinmi and Laygude, who represented their respective teams at the festival, will next travel to Davos with the organizers of the INDIAFRICA programme, IdeaWorks, during the World Economic Forum annual meeting in January 2014, to share their plans with CEOs and investors from all over the world. The entire exercise is also supported by the ministry of external affairs.

The team from Nigeria presented an alternative feed made from mango seeds for Nigeria's livestock,

Business Today 20 May, 2013

articles.timesofindia.indiatimes.com/2013-05-14/people/39255595_1_indian-high-commission-programme-indian-cinema

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India-Africa festival opens in Johannesburg

By ANI May 14, 2013, 05:04 PM IST

Tags: Tahrir Square | South Africa | music | global business | Gandhi | edition | Cinema | Business school | art | Africa

With an eclectic blend of cinema, music, art and photography exhibitions, entrepreneurs and bloggers workshops and panel discussions the 12-day Indiafrica Festival 2013 began here on Monday aiming to reach out to the youth of South Africa.

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Indian, Nigerian teams win Africa business contest

By Indo Asian News Service | IANS India Private Limited - Sat 18 May, 2013

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Indo Asian News Service 18 May, 2013

www.firstpost.com/twire/india-africa-festival-opens-in-johannesburg-782703.html

India-Africa festival opens in Johannesburg

by F wire May 14, 2013

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First Post 14 May, 2013

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IDEAWORKS DESIGN & STRATEGY PVT LTD

theIdeaWorks is the only communication design and strategy firm in India that specialises in place-branding and public diplomacy projects. The firm was founded in March 2006.

theIdeaWorks works with corporate, institutions and Governments to develop and design knowledge-led communication that fosters a better understanding of the emergent reality and catalyses change in India.

theIdeaWorks has been instrumental in communication design, media planning/buying and executing the INDIA EVERYWHERE campaign that was launched by the Ministry of Industry & Commerce, Confederation of Indian Industry (CII) and India Brand Equity Foundation (IBEF) at the Annual Meeting of the World Economic Forum in Davos in 2006 to promote India as a business destination.

theIdeaWorks has taken "India" to the world through several campaigns such as India Everywhere Campaign, 2006 in Davos, Hannover, Singapore, Tokyo, London; IncredibleIndia@60 Campaign in 2007 at New York on the sidelines of the UN General Assembly, India exhibition in the European Parliament, Brussels; Incredible India campaign, Singapore on the sidelines of the first Singtel Night F1 Grand Prix; Incredible India campaign, Copenhagen on the sidelines of the World Climate Summit; India Inclusive campaign 2011, Davos in the sidelines of World Economic Forum Annual Meeting.

Besides taking India to the World, theIdeaWorks has also worked with other nation brands to bring them to India such as UK|Creating Tomorrow, communication design for Public Diplomacy Initiative by the British High Commission in India 2007 and Bonjour India, communication design for Cultures France for the Festival of France in India during 2010-11.

theIdeaWorks has the mandate from the Public Diplomacy Division, Ministry of External Affairs, Government of India to organise and manage all INDIAFRICA: A Shared Future activities in India, Africa and other geographies around the World.

PUBLIC DIPLOMACY DIVISION MINISTRY OF EXTERNAL AFFAIRS GOVERNMENT OF INDIA

Established in 2006, the Public Diplomacy Division of India's Ministry of External Affairs strives to foster a greater understanding of India and its foreign policy concerns. Its mandate enables it to organise and support a broad range of outreach activities, both in India and overseas. The Public Diplomacy Division seeks to create a better understanding of India and its foreign policy concerns. It intends to put in place a system that enables India to engage more effectively with its citizens in India and with global audiences that have an interest in foreign policy issues.

India is blessed with an ancient civilisation, a rich cultural heritage, an innovative and entrepreneurial spirit and a dynamic economy that operate within the framework of a secular ethos and a vibrant democracy. The Public Diplomacy Division produces publications, documentary films and other material that enables it to showcase these and other facets of India's diversity. It also publishes the India Perspective magazine in 17 languages and distributes it in 160 countries around the globe through the diplomatic missions. The Public Diplomacy Division partners with major domestic and international universities, think tanks and research organizations to organize seminars and conferences on subjects that are relevant to India's concerns, host delegations from various countries and organizations to provide them with a broad-based exposure to India and organize lectures and other events within India with the objective of fostering a more informed discourse on India's foreign policy.

The Public Diplomacy Division also services India's missions and posts around the world to enable them to project India more effectively. A key area of the focus is to develop effective Web 2.0 strategies and utilize a full range of social media tools that enables it to engage with diverse communities in India and overseas that have an interest in foreign policy issues.



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HIGH COMMISSION OF INDIA IN SOUTH AFRICA

The Indian High Commission in South Africa functions out of Pretoria. South Africa is also home to the largest 'Indian' city outside India - Durban. The country is also one of the first destinations of Indians who migrated abroad with the hope of building a new life. Today there are 1.3 million Indians in South Africa, and they constitute 2.7 per cent of South Africa's population. All these and more add to the cordiality of India's diplomatic relations with South Africa, has evolved in to a wide economic and political partnership.

The Indian Cultural Centre in Durban is the Cultural Wing of the Consulate of India in Durban and started its activities in 1996. It has a dedicated Director and supporting staff & functions under the overall supervision of the Consulate. It is administered by the Indian Council for Cultural Relations (ICCR) an autonomous organisation of the Ministry of External Affairs of India, which promotes awareness and appreciation of India's composite cultural heritage abroad. The centre has a full-fledged library, a film cub and also offers training in Indian dance and music.

The ICCR through the Cultural Centre offers Scholarships to deserving South African nationals in various disciplines at esteemed Universities all over India. A large number of students who have successfully graduated are well employed in large companies & IT firms.

The newly upgraded Indian Cultural Centre , Johannesburg started its activities since May, 2011 in new premises. The Centre functions under the overall supervision of the Consulate General of India, Johannesburg and the High Commission of India, Pretoria and is headed by a Director.

BRAND SOUTH AFRICA

Brand South Africa was established in August 2002 to help create a positive and compelling brand image for South Africa.

At that time, the world was unsure about what to think of South Africa, with many different messages being sent out by various sources. This did very little to build the country's brand and it was evident that to attract tourism and investment there was a need to co-ordinate marketing initiatives to make them more effective.

This led to the creation of Brand South Africa, whose main objective is the marketing of South Africa through the Brand South Africa campaign.

There are many benefits to having a consolidated brand image, with the most important being that a consistent Brand South Africa message creates strategic advantages in terms of trade and tourism for the country in an increasingly competitive marketplace.

Brand South Africa's government partners include the departments of Trade and Industry (DTI), Environmental Affairs and Tourism (DEAT), Foreign Affairs (DFA), and Home Affairs (DHA), as well as the Government Communication and Information System (GCIS). Other partners include the 2010 LOC and SA Tourism.

Brand South Africa's international campaigns focus on the needs of investors in South Africa, exporters, and global South Africans.

For investors, Brand South Africa aims to increase familiarity and knowledge of South Africa as a viable, world class and profitable business destination in targeted international trade, investment and tourism markets in line with the DTI's, DFA's and SA Tourism's (SAT) strategies. Targeted countries include China, India, the US, the UK and European Union, UAE, Brazil and Russia.

Targeted advertising campaigns, through broadcast, print and online media, and other traditional marketing techniques will be used to raise awareness of all that South Africa offers the international investor.

EASTERN MOSAIC. SABC2

An image can never consist of a single unit - and no matter whether it is composed of brush strokes, pieces of glass or millions of pixels, the magic lies in the interaction of the elements. This is what makes Eastern Mosaic such an entertaining and informative viewing experience, focusing on life and lifestyle with an eastern connection - at home in South Africa and throughout the world.

Since the launch of the new-look Eastern Mosaic in November 2000, this premium quality magazine show has developed a global reach while attracting an ever-increasing audience in South Africa and the continent as a whole. These viewers are drawn by the programme's fascinatingly diverse content - with weekly features covering fashion, cuisine, cinema, travel destinations, entertainment, arts and culture - shot on location in South Africa, Asia and wherever the eastern way of life has found a home, thanks to the Indian diaspora. But it isn't all glitz and glamour as matters of community interest also receive regular coverage, including profiles of leading figures in the community, special reports on social awareness issues and features showcasing the talents of local artists, singers, dancers, writers, jewellers and other creative spirits. Viewers who would like to expand their lifestyle horizons eastwards can tune into Eastern Mosaic - at home on SABC2 on Sunday mornings at 11:00.

A proud property of SABC 2, Eastern Mosaic is produced by Red Carpet Productions - a Johannesburg-based production company whose presenters and production team have a well-established track record of excellence in the field of lifestyle entertainment with an eastern and African theme. In 2006 the show was nominated for the inaugural Golden Horn Awards - recognising achievements in the broadcasting arena, presented by the South African Film and Television Association. As part of its continual enhancement of the show's appeal and value, the Eastern Mosaic production team regularly attends international events, as well as establishing a high-profile presence at leading fashion and food shows in South Africa.

**INDIAN HIGH COMMISSION
IN SOUTH AFRICA**

H E VIRENDRA GUPTA
ARMSTRONG CHANGSAN
MOHIT YADAV
NANDAN SINGH BHAISORA

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For more information

IdeaWorks Design & Strategy Pvt Ltd
609 C, Nirvana Courtyard
South City 2, Sector 50
Gurgaon 122018, Haryana, INDIA

managing partner

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tel +91 124 425 3501

fax +91 124 425 3502

email contact@theideaworks.in
