

IndiAfrica

A SHARED FUTURE



18 March to 31 March

RWANDA 2014



INDIAFRICA: A Shared Future was part of The Entrepreneurship Caravan, organized by the Rwanda Development Board (RDB) and Educat (an organization that supports entrepreneurs in Rwanda) to promote the INDIAFRICA Business Venture Contest 2014 amongst the youth in Rwanda.

The Caravan visited 10 venues across Rwanda between the 18th and 31st of March and reached out to a large population of the youth from over 20 educational institutions to promote entrepreneurship through group interactions, one to one discussions, talk shows and stalls.

REACH Through the in school and out of school Talk Shows, the Caravan managed to reach out to 3,970 and over 4,200 youngsters of the youth through the Pop Up Hubs. We have also received communication from the institutions we visited noting an increase in entrepreneurship club memberships!

COMPETITIONS The youth had access to competitions from Educat, INDIAFRICA as well as African Innovation Prize. All competitions were designed to elevate the ideas of the youth into actions with a special emphasis on the idea; every successful business venture starts with a good idea. Thus far these competitions have received hundreds of applications from various parts of Rwanda.

PRESS COVERAGE The Caravan was covered in various forms of the media throughout the tour, more specifically, 4 daily mentions on Radio Flash FM, 4 advertisements in the New Times newspaper, 5 articles in widely read publications such as igihe.com, The Rwanda Focus, AllAfrica.com and others. Moreover, participating organizations were invited to speak about the Caravan on radio stations such as ISANGO STAR, CITY RADIO and FLASH FM. Lastly, the Caravan was also publicized by beneficiaries such as IPRC East, District of Gatsibo, Adventist University of Central Africa and the University of Rwanda – Campus of Arts and Social Sciences.

Source: EDUCAT Report



DAY

1

18 MARCH

MASORO

Venue ADVENTIST UNIVERSITY OF CENTRAL AFRICA (AUCA)

Participants ADVENTIST UNIVERSITY OF CENTRAL AFRICA (AUCA), KIGALI INSTITUTE OF MANAGEMENT (KIM) and RTUC

Time 10 am–11:30 am Talk Show · 9 am– 4 pm Pop Up Hub



The Entrepreneurship Caravan flagged off on the 18th of March from the Educate office in Kiyuvu, Kigali and headed for its first stop in the itinerary – The Adventist University of Central Africa campus in Masoro, 14 kms on the outskirts of Kigali.

Students from three institutions – Adventist University of Central Africa (AUCA), Kigali Institute of Management (KIM) and RTUC had been invited to the main congregate at the Conference Hall of the univeristy. The session started to the jam-packed hall with an introduction to entrepreneurship, led by Apollo Munanura of the Rwanda Development Board, Andreas Nørlem Christensen of Educat and the head of the institution.

After a brief talk on entrepreneurship, INDIAFRICA was introduced to the young audience. INDIAFRICA, represented by Sudhir John Horo, got the opportunity to present the initiative and the series of INDIAFRICA contests – Business Venture, Photography and Poster Design Contests to the gathering. A short film that highlighted the past activities of INDIAFRICA in other African countries and India was screened. The presentation closed with an invitation to the young students to visit the INDIAFRICA pop-up hub stationed outside to register for the contests.

After the session, the students visited the INDIAFRICA stall for more information and headed to the Mobile Bus with Internet services organized by the RDB and Airtel to register for the INDIAFRICA contests online. The first event of the Caravan witnessed a large number of students visit the official INDIAFRICA website and register online to participate in the INDIAFRICA contests.



DAY

2

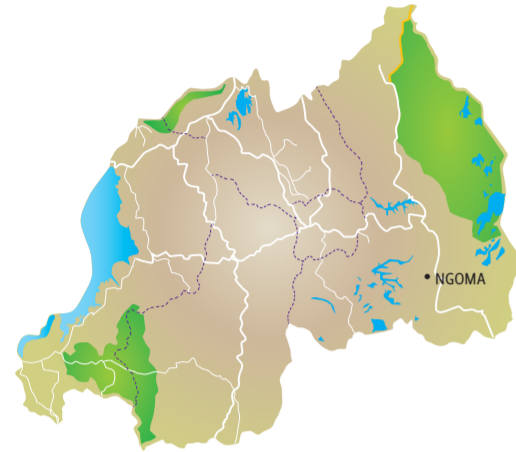
19 MARCH

NGOMA

Venue CENTRE DUSHISHOZE

Participants YOUTH OUT OF SCHOOL

Time 10 am–12 noon Talk Show • 9 am– 4 pm Pop Up Hub



On the second day, the Caravan proceeded eastwards from Kigali to the Eastern Province in the District of Ngoma. The day was to have two sessions – at Centre Dushishoze, a youth centre, in the first half of the day and Integrated Polytechnic Regional Centre.

The Caravan halted first at Centre Dushishoze for the morning session where the youth out of school in Ngoma had gathered. RDB and Educat representatives addressed the youth and informed them about the value of entrepreneurship. . INDIAFRICA was introduced to the audience and there was a brief presentation made on the INDIAFRICA contests. The session was then opened to the audience for questions. The young Rwandans were curious about INDIAFRICA and enquired how it could help with them with their business ideas. The discussions were in Kinyarwanda and presentations in English were translated for the benefit of the audience. The gathering was small but the interaction was very productive as the audience had lots of questions about INDIAFRICA.

After the session, the interested and enthusiastic members headed for the Mobile Bus to register for the contests.



DAY

2

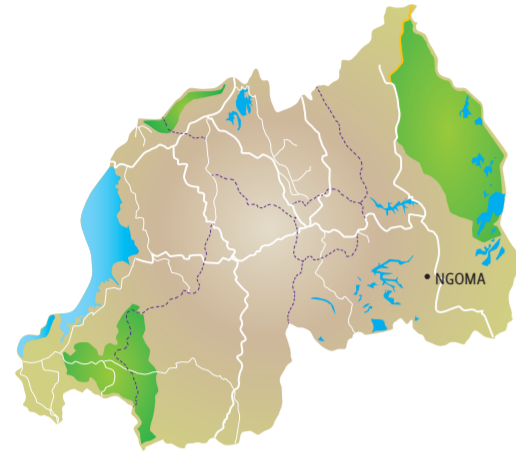
19 MARCH

NGOMA

Venue IPRC East Ground

Participants INTEGRATED POLYTECHNIC REGIONAL CENTER (IPRC) INSTITUTE OF AGRICULTURE, TECHNOLOGY AND EDUCATION OF KIBUNGO (INATEK)

Time 1 pm–5 pm noon Talk Show • 2 pm– 3:30 pm Pop Up Hub



After the morning session closed at Centre Dushishoze, the Caravan headed for the second session to the Integrated Polytechnic Regional Center (IPRC East) in the Ngoma district where students from IPRC and the Institute of Agriculture, Technology and Education of Kibungo (INATEK) had been impatiently waiting for the Caravan to arrive.

IPRC East comprises of three constituent campuses; a Vocational Training Centre (VTC), a Technical Secondary School (TSS) and a College of Technology that focuses on Mechanics, Carpentry, Electricity, Construction and Computer Science. The gathering of the young Rwandans, with varied interests and training, received the presentations on entrepreneurship well and their willingness to start their own business was very evident from the interactive session. There were quite a few participants who had business ideas but were looking for various means of support. INDIAFRICA contests were also introduced as an opportunity for the young students who had business ideas or were interested in photography or visual arts. During the interactive session, the audience was keen to learn more about INDIAFRICA.

After the session, the students visited the INDIAFRICA stall in the pop-up hub installed at the IPRC grounds and the interested students proceeded to the Mobile Bus to register online for the INDIAFRICA contests.



DAY

3

20 MARCH

GATSIBO

Venue COMMUNITY CENTRE

Participants YOUTH OUT OF SCHOOL

Time 10 am-12 noon



On the third day, the Caravan headed northwards to the Gatsibo district. And the first stop was at a Community Hall, where the district officials had invited youth out of school from the neighbouring towns. A small group attended the session and the RDB officials led the interaction with presentations by Educat and INDIAFRICA. The discussions were primarily in Kinyarwanda and English presentations were being translated by the moderator.

This audience was of a higher age group than the university students and a few of them were already contemplating running their small businesses. A small group made the interaction more informal with lots of questions coming from the audience. One of the key issues that emerged during the discussion was capital funding for start-ups and fresh entrepreneurs.

A lot of curiosity was also generated by the INDIAFRICA Programme and it was interesting to meet a few aspiring and practising photographers in the group who wished to participate in the INDIAFRICA Photography Contest. After the session, the group was invited to the ICT Bus where interested participants could get online and register for the INDIAFRICA Contests.



DAY

3

20 MARCH

NYAGATARE

Venue UNIVERSITY OF RWANDA NYAGATARE CAMPUS

Participants UNIVERSITY OF RWANDA NYAGATARE CAMPUS,
NYAGATARE SCHOOL OF NURSING AND MIDWIFERY

Time 1 pm–5 pm Pop Up Hub - 2 pm– 3:30 pm Talk Show



In the second half, the Caravan proceeded to the University of Rwanda – Nyagatare Campus. The campus is focused on vocational and technical diploma and degree programs. It is science based, with the Agriculture, Veterinary Medicine, Engineering & Design, ICT, Commerce and Applied Economics with four research institutes.

As was the normal practice of having the talk show first, the afternoon session started with an introduction by the RDB officials, followed by presentations by Educat and INDIAFRICA. Students from the polytechnic and the Nyagatare School of Nursing and Midwifery attended the session. It was heartening to see the audience aware that the young generation of Rwanda needed to become job creators rather than job seekers. And it was because of this awareness, that they were very receptive to the discussion on entrepreneurship and the opportunities that RDB, Educat and INDIAFRICA presented to them. INDIAFRICA was received well and the students were eager to participate in the INDIAFRICA contests.

After the session, the group visited the INDIAFRICA pop-up hub and interacted with INDIAFRICA representatives to learn more about the contests and its modalities. Interested students flocked to the ICT bus to register for the contests. With this the first leg of the Caravan ended and preparations began for the next leg.



DAY

4

25 MARCH

NYUNDO

Venue ECOLE D'ART

Participant ECOLE D'ART

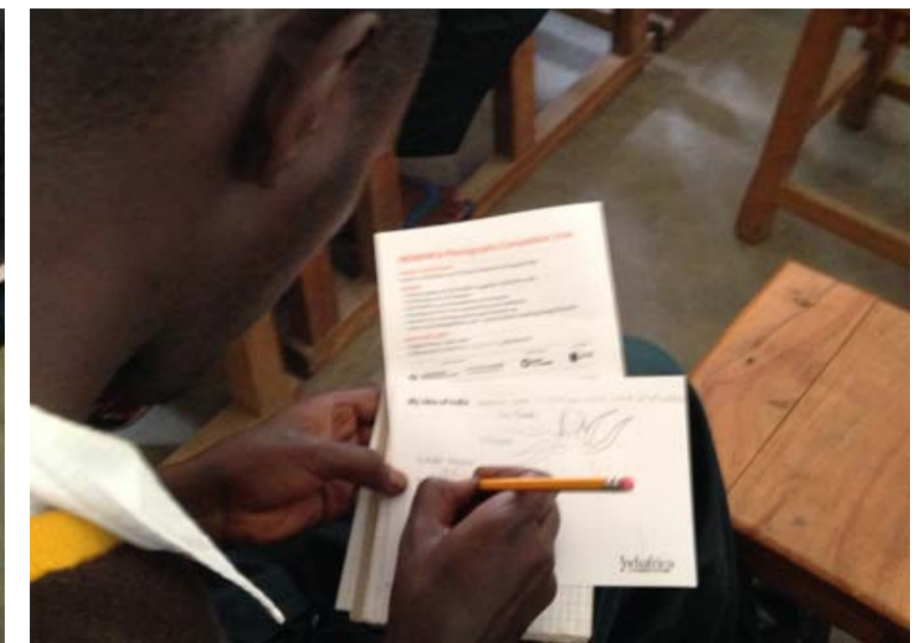
Time 2 pm-3 pm Presentation and MY IDEA OF INDIA Postcard Contest



At the start of the week, INDIAFRICA decided to visit the Ecole d'Art in Nyundo, near Gisenyi in the district of Rubavu. This school has a select group of 280 students from across the country training in the creative and performing arts. It was critical for INDIAFRICA to reach out to this group of young creative people in Rwanda to promote the INDIAFRICA Photography and Poster Design contests. The Principal of the school was kind enough to organize an interactive session for INDIAFRICA with the students. The students were excited at the prospect of competing with their peers in India and rest of Africa through the INDIAFRICA contests.

INDIAFRICA also organized a short 10 minute contest on "Your Idea of India". The students were invited to express their perspective on India on small postcards. The students participated in this contest with great enthusiasm and there were some very compelling representations of their opinions on India that were expressed through illustration and text. The best six submissions were awarded with an INDIAFRICA t-shirt.

The School also promotes entrepreneurship for the young creative students through a course designed specifically for this. The school was keen to encourage its students to participate in the Creative Industry and Cultural Industry verticals of the INDIAFRICA Business Venture Contest.



DAY

5

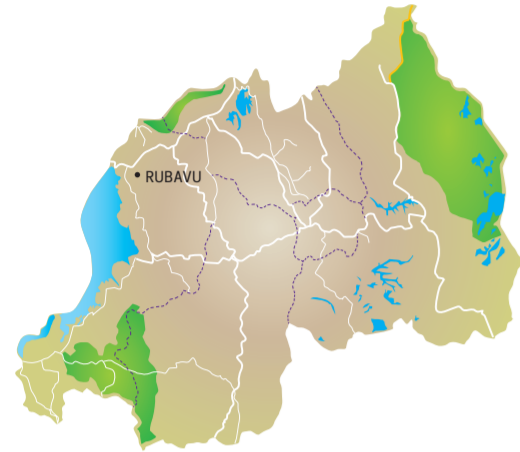
26 MARCH

RUBAVU

Venue COMMUNITY CENTRE

Participants YOUTH OUT OF SCHOOL

Time 10 am Talk Show



After a weekend, the Caravan resumed its second leg of the tour and headed to the west to the picturesque district of Rubavu near Lake Kivu. The first stop of the day was at Youth Centre where the local youth out of school were to meet.

As per the regular format, the session began with a talk show. Given the audience, the talk show was conducted in Kinyarwanda with the English presentations being translated. The talk show was led by the RDB representative and was followed by Educat and INDIAFRICA speakers. INDIAFRICA got the opportunity to present the audience with the INDIAFRICA contests and followed up with answers to the questions posed by the audience.



DAY

5

26 MARCH

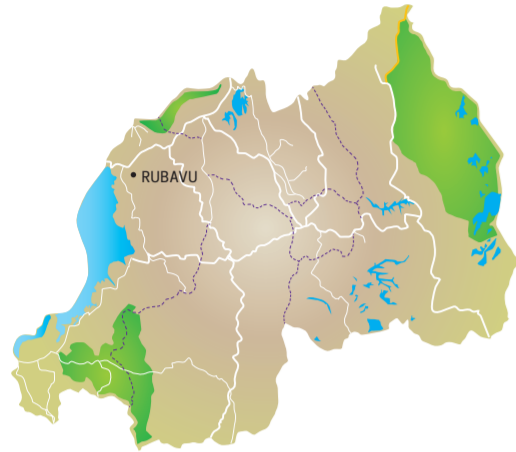
RUBAVU

Venue RWANDA TOURISM UNIVERSITY COLLEGE

Participants KIGALI INDEPENDENT UNIVERSITY (ULK)

RWANDA TOURISM UNIVERSITY COLLEGE (RTUC)

Time 1 pm–5 pm Pop Up Hub - 2 pm– 3 pm Talk Show



The Caravan headed to the Rwanda Tourism University College for the second session of the day. The RTUC is very appropriately located near the scenic Lake Kivu and amidst numerous hotels and resorts. The students assembled in the auditorium and the session opened with a talk show led by RDB, followed by Educat and INDIAFRICA representatives.

The audience here was primarily students of the tourism and hospitality industry and this made for a very focused group for INDIAFRICA. With the travel and hospitality industry as one of the fastest growing industry, it presented an opportunity for new enterprises and entrepreneurship. At the same time, with imagery being a key component of selling a destination, photography and graphic design are also critical for students of tourism to follow, understand and perhaps engage in. This made for an interesting audience for INDIAFRICA to promote its Poster Design and Photography Contests, suitably themed *My City* for this edition.

The students were intrigued with the INDIAFRICA initiative and wished to know more about, which was very apparent from the questions that came from the audience during the interactive session. After the talk show, the students headed to the pop-up hub to learn more about the INDIAFRICA contests and interested students proceeded to the ICT Bus to register for the contests.



DAY

6

27 MARCH

MUSANZE

Venue COLLEGE OF AGRICULTURE, ANIMAL SCIENCES AND VETERINARY MEDICINE, UNIVERSITY OF RWANDA (ISAE)

Participants COLLEGE OF AGRICULTURE, ANIMAL SCIENCES AND VETERINARY MEDICINE, UNIVERSITY OF RWANDA (ISAE)

Time 11 am–12 noon Talk Show · 12 noon onwards Pop Up Hub



The day was a very special day for the students and faculty at the University of Rwanda College of Agriculture, Animal Sciences and Veterinary in Musanze as they were celebrating their Career Day. A number of guests that comprised members of the government, heads of institutions, academicians and students had been invited. The session in the auditorium began with a presentation of three great business ideas from the locally organised Business and Entrepreneurship Contests. The chief guest, Honorable Minister of Education, Dr VINCENT BIRUTAA was appreciative of these ideas being developed at the college level and commented that these kind of projects are critical in providing an impetus to entrepreneurship in Rwanda.

After the session, the delegates and students were invited to the pop-up hub to interact with various partners of The Entrepreneurship Caravan to learn more about the various opportunities and initiatives that were on offer for students aspiring to become business leaders. The Caravan was stationed next to a display of some great projects developed at the University that drew a large crowd, both at their stalls as well as the Caravan. Honorable Minister Biruta, accompanied by Apollo Munamura of the Rwanda Development Board also visited the INDIAFRICA hub and took great interest in the INDIAFRICA programme and what it had to offer to the students and young entrepreneurs in Rwanda.



DAY

7

28 MARCH



HUYE

Venue UNIVERSITY OF RWANDA COLLEGE OF ARTS AND SOCIAL SCIENCES

Participants UNIVERSITY OF RWANDA COLLEGE OF ARTS AND SOCIAL SCIENCES

Time 1 pm onwards Talk Show - 1 pm Pop Up Hub

On the penultimate day of the programme, the Caravan headed to the one of the oldest university campuses in Rwanda – The College of Arts and Social Sciences. The day started with a talk show for the students at the grand auditorium of the campus. Prof. Rama Rao from the college, Apollo Munanura from the RDB, Jacques of Educat and Sudhir John Horo of INDIAFRICA addressed the students on the need of entrepreneurial initiatives by the younger generation in the times of globalization. INDIAFRICA got the opportunity to present Business Venture, Photography and Poster Design contests as its efforts to promote entrepreneurship among the youth in Africa and also as an instrument to facilitate the engagement between the youth in India and Africa. The session was followed by a compelling session of interactive discussion between the students and the panelists.

After the talk session, the aspiring young entrepreneurs headed to the pop-up hub to learn more about the INDIAFRICA contests. Many students registered for the contests in the ICT bus. The Entrepreneurship Caravan seems to be hugely successful for INDIAFRICA as the number of registration for contests have gone up considerably. This edition of INDIAFRICA will certainly see a large number of participation from Rwanda and INDIAFRICA does wish to have a few Rwandans among the third edition INDIAFRICA winners.



DAY

8

31 MARCH



MUHANGA

Venue CATHOLIC INSTITUTE OF KABGAYI

Participants CATHOLIC INSTITUTE OF KABGAYI (UCK), KABGAYI SCHOOL OF NURSING AND MIDWIFERY, KAVUMU COLLEGE OF TECHNOLOGY, INSTITUT SUPERIEUR PEDAGOGIQUE DE GITWE (ISPG) and INSTITUTE OF LEGAL PRACTICE AND DEVELOPMENT (ILPD)

Time 1 pm onwards Talk Show - 1 pm onwards Pop Up Hub

On the last day, the Entrepreneurship Caravan headed to the Catholic Institute of Kabgayi where the Caravan was to interact with the students of the Kabgayi School of Nursery and Midwifery, Kavumu College of Technology, Institut Superieur Pedagogique de Gitwe (ISPG), Institute of Legal Practice and Development (ILPD). The morning session started with opening remarks from the Secretary General, Academic Affairs of the Catholic Institute of Kabgayi, followed by an address by Apollo Munanura of RDB and a presentation by Andreas Christensen of Educat that encouraged the students to think of entrepreneurship as a viable career. After the opening presentations, Sudhir John Horo presented the INDIAFRICA contests and invited the students to participate. The talk show concluded with an interactive segment where the young aspiring entrepreneurs' questions were answered. The session was followed by a pop up hub where INDIAFRICA and other partners of The Entrepreneurship Caravan interacted with students at a more personal level.

The two weeks of The Entrepreneurship Caravan, organized by the RDB and Educat, has been very productive for INDIAFRICA as it has been able to visit multiple institutions and interact with a diverse segment of the youth population in Rwanda and inform them of the INDIAFRICA contests which would not have been possible otherwise.



MEDIA

ENGLISH | DIRECTORY | ABO TURIBO

UMUSEKE  services@umuseke.rw 

AHABANZA RWANDA AMAHANGA IMIKINO UBUZIMA UBUKUNGU IMYIDAGADURO URUBYIRUKO AMATEKA

Indiafrica mu guteza imbere urubyiruko

Yanditse kuri 19 - 03 - 2014 na  ROGER MARK  . ibitekerezo  1

Bamwe mu bakozi b'ikigo Indiafrica cy'Abahinde bari kuzunguruka mu bigo by'amashuri ya Kaminuza yose yo mu Rwanda, bakangurira abanyeshuri uburyo bavumbura impano bifitemo bityo bakazibyaza umusaruribhangira imirimo. Ku munsu w'ejo batangiriyeye muri Kaminuza y'Abadivantisite y'i Mudende.

Iki gikorwa cyatangiriyeye muri Kaminuza y'Abadivantisite y'i Mudende, kiri gukorwa ku bufatanye n'ikigo cy'igihugu cy'iterambere RDB.

Ku bufatanye bw'ibi bigo byombi hateguwe igikorwa cyiswe Entrepreneurship Caravan cyatumiyemo ibigo bizobereye mu bikorwa byo guhanga umurimo kugira ngo bafatanye kubikangurira urubyiruko rukiri mu mashuri ya Kaminuza mbere y'uko rusozwa amasomonyarwo ngo rujye ku isoko ry'umurimo.

Sudhir John Horo uhagarariye Indiafrica muri iki gikorwa, yaganiriyeye na UMUSEKE adutangariza inkomoko y'iki gikorwa ari ubutumire bahawe na RDB kugira ngo bayifashe kubiba umuco wa guhanga imirimo binyuze mu kumenya impano ya buri wese.




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IGIHE *Ku murongo uhendutse*  

AHABANZA ABO TURIBO SERIVISI TWANDIKIRE IBERIMO

Indiafrica yateguye amarushanwa yo gufasha ba rwiyezamazirimo

    Date: 7 avril 2014



Sosiyete ya Indiafrica yateguye amarushanwa kuri ba rwiyezamazirimo, arimo gukora imishinga ku bijyanye n'ubucuruzi (Business Venture) n'ubugeni mu gushushanya no gufotora (Photography and poster design).

Aya amarushanwa agenewe urubyiruko rukomoka ku mugabane wa Afurika no mu gihugu cy'u Buhinde rutarengeje imyaka 35.

Amatsinda 20 ya mbere azahembwa amafaranga ibihumbi 50 by'amafaranga akoreshwa mu Buhinde (rupee) asaga Amanyarwanda ibihumbi 550. Ni ukuvugwa ko aya matsinda hazaba harimo 10 yo muri Afurika n'andi 10 yo mu Buhinde.

AMAKURU MASHYA

AMAKURU : U RWANDA  Miss Rwanda Akiwacu Colombe mu bikorwa byo kwibuka Jenoside i Rwamagana      Iya 20 minutes

AMAKURU : U RWANDA  Kinyinya : Ishuri Hope Academy





The Rwanda Entrepreneurship Caravan

The Rwanda Entrepreneurship Caravan aims to reach 5000 entrepreneurs and youth in business in Rwanda through lectures, Pop-Up Hubs, and the three-day Rwanda Entrepreneurship Mindset training (REM). It will engage students in higher education across Rwanda and catalyze their development of creative ideas that respond to a fast-paced and ever-changing environment.

Students will access, participate in, and use support opportunities available to them, and as individuals, they will learn to utilize their strengths, identify and address their weaknesses, and where needed, actively use social and business networks for further support and development. In some cases, they will establish their own businesses, consequently creating their own part-time jobs to support further educational support and development. Simply put, the Entrepreneurship Caravan will inspire students to actively and enthusiastically adopt an entrepreneurial mindset.

The Rwanda Entrepreneurship Caravan is organised and managed by Educat and Rwanda Development Board (RDB).

Rwanda Development Board



The Rwanda Development Board is a one stop shop for all investors. The RDB was set up by bringing together all the government agencies responsible for the entire investor experience under one roof. This includes key agencies responsible for business registration, investment promotion, environmental clearances, privatization and specialist agencies which support the priority sectors of ICT and tourism as well as SMEs and human capacity development in the private sector. The RDB is independent and reports directly to the President and is guided by a Board that includes all the key Ministers (e.g., finance, commerce, infrastructure, agriculture).



APOLLO MUNANURA
AG, Head
Human Capital & Institutional
Development
Rwanda Development Board

It is good to have INDIAFRICA as part of the Entrepreneurship Caravan as our main objective is to change the mind sets of the young people in Rwanda and encourage them to become more entrepreneurial in their endeavours... and INDIAFRICA has brought in another dimension to the Caravan as it provides a great opportunity for the Rwandan youth to think internationally. I do hope that this association with INDIAFRICA is just the beginning of much good future collaboration.

Educat



Educat is a Danish organization based in Kigali, Rwanda. It works to enable change-makers in Rwanda to create significant and positive change for themselves, their community, and globally. Educat believes that positive change starts at the level of the individual. It believes that change-makers exist at all levels of society and with the right support, it can unleash the full potential of Rwanda's youth, entrepreneurs and future leaders to generate employment and fight poverty. Educat's focus is entrepreneurship and leadership. Educat specializes in organizational and leadership development, process leadership, systemic thinking, entrepreneurship training, and combining theory with praxis.



ANDREAS NØRLEM CHRISTENSEN
Executive Director &
co-founder
Educat

Through the Entrepreneurship Caravan we have been visiting multiple educational institutions to create awareness about entrepreneurship among the youth in Rwanda. INDIAFRICA has been a welcome addition to the Caravan as it brings to the young Rwandan an international platform where they can conceptualise and visualize their businesses in a manner in which they can be scaled and made relevant in other geographies as well.

INDIAFRICA: A Shared Future



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. INDIAFRICA is supported by the Public Diplomacy Division, Ministry of External Affairs, Government of India and is managed by theideaWorks. INDIAFRICA works very closely with various institutions in Africa and India to drive this initiative.



SUDHIR JOHN HORO
Programme Director &
Co-founder
INDIAFRICA: A Shared Future

The past two weeks have been exhilarating as we have traveled across Rwanda and met with aspiring entrepreneurs from across campuses. We are glad to forge a partnership with INDIAFRICA and have been able to offer an opportunity to the young Rwandans to participate in an international competition and do hope that Educat and INDIAFRICA continue to work together in the future.

INDIAFRICA also acknowledges the role of Samson Munana for being the man on the ground for INDIAFRICA promotions.



For more information about INDIAFRICA: A Shared Future, please contact [Amit Shahi < amit@theideaworks.in >](mailto:amit@theideaworks.in) or [Sudhir John Horo < horos@theideaworks.in >](mailto:horos@theideaworks.in)