



INDIA'S LARGEST YOUTH OUTREACH PROGRAMME ACROSS AFRICA 2011-14

INDIAFRICA: A Shared Future CONTESTS 2011-14

- BUSINESS VENTURE • POSTER DESIGN
- PHOTOGRAPHY • ESSAY WRITING

All the above contests are open for participation in 7 different languages – English, Hindi, Swahili, French, Portuguese, Spanish and Arabic. Cash prizes of over **US\$ 100,000** for winners from India and Africa.

INDIAFRICA: YOUNG VISIONARIES FELLOWSHIPS

A programme that will identify 14 entrepreneurs from India and Africa every year for collaborative projects with grants worth **US\$ 10,000** each.

!ndiafrica

● A SHARED FUTURE

CONGRATULATES WINNERS FROM ETHIOPIA



supported by



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IdeaWorks Design & Strategy Pvt. Ltd. is India's only communication design and strategy firm that focuses on place-branding and public diplomacy initiatives. The firm is working with corporates, institutions and governments to develop and design, knowledge-led communication that fosters a better understanding of the emergent global reality and catalyses change. www.theideaworks.in



COMPETE COLLABORATE AND CO-CREATE A SHARED FUTURE

INDIAFRICA: A Shared Future is a unique approach to foster a People-to-People (P2P) understanding with Africa by inviting creative exchanges between young Africans and Indians through a multidisciplinary contest series and a Young Visionaries fellowship program. This initiative aims to create a dynamic platform for students and professionals across India and Africa to collaborate through competition, innovation and entrepreneurship. The contest series, in the areas of Business Plans, Essay Writing, Photography and Poster Design, will help create a platform for talented young Indians and Africans to exchange ideas about emergent realities, successes and challenges, and explore future collaborations in business, design and culture. The Young Visionaries fellowship programme, seeks to identify promising

Campus Outreach Event at Addis Ababa University

Website www.indiafrica.in
 Facebook www.facebook.com/INDIAFRICAaSharedFuture
 Twitter [@helloindiafrica](https://twitter.com/helloindiafrica)
 Youtube youtube.com/indiafrica
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young entrepreneurs in India & Africa and offer them opportunities for growth and collaboration. INDIAFRICA aims to forge meaningful bonds between youth from both geographies; inspire new possibilities of collaboration and encourage recognition of diverse nations as interdependent creative problem solvers with unique and invaluable resources and talents.

INSTITUTIONAL PARTNERSHIPS 2012

Business Venture: Lagos Business School, Nigeria and Indian School of Business, Hyderabad

Poster Design: National Institute of Design, Ahmedabad

Photography: National Institute of Design, Ahmedabad

Essay Writing: TERI University, New Delhi

INDIAFRICA PHOTOGRAPHY COMPETITION 2011-12 WINNER FROM ETHIOPIA



MULUGETA AYENE

Master Photography and Videographers
Ethiopia

MULUGETA AYENE is an award winning photo journalist and a Fine Art Photographer. He stood first in the Photojournalism course by the 'The Foreign Correspondent Association of Ethiopia' (FCAE) in the 'Excellence of Journalism competition'. His passion for photography is inspired by what he calls 'the art of seeing'. He enjoys creatively seeing what is current and occurring before his eyes. He is fascinated by the visual impact of events unfolding in Ethiopia as well as the graphic nature of global events. Mulugeta lives to use all his creativity and passion to capture these events and turn them into captivating photographs.

Mulugeta was placed amongst the Top 18 and won USD 1000 in prize money

MULUGETA's Winning Photo Entry





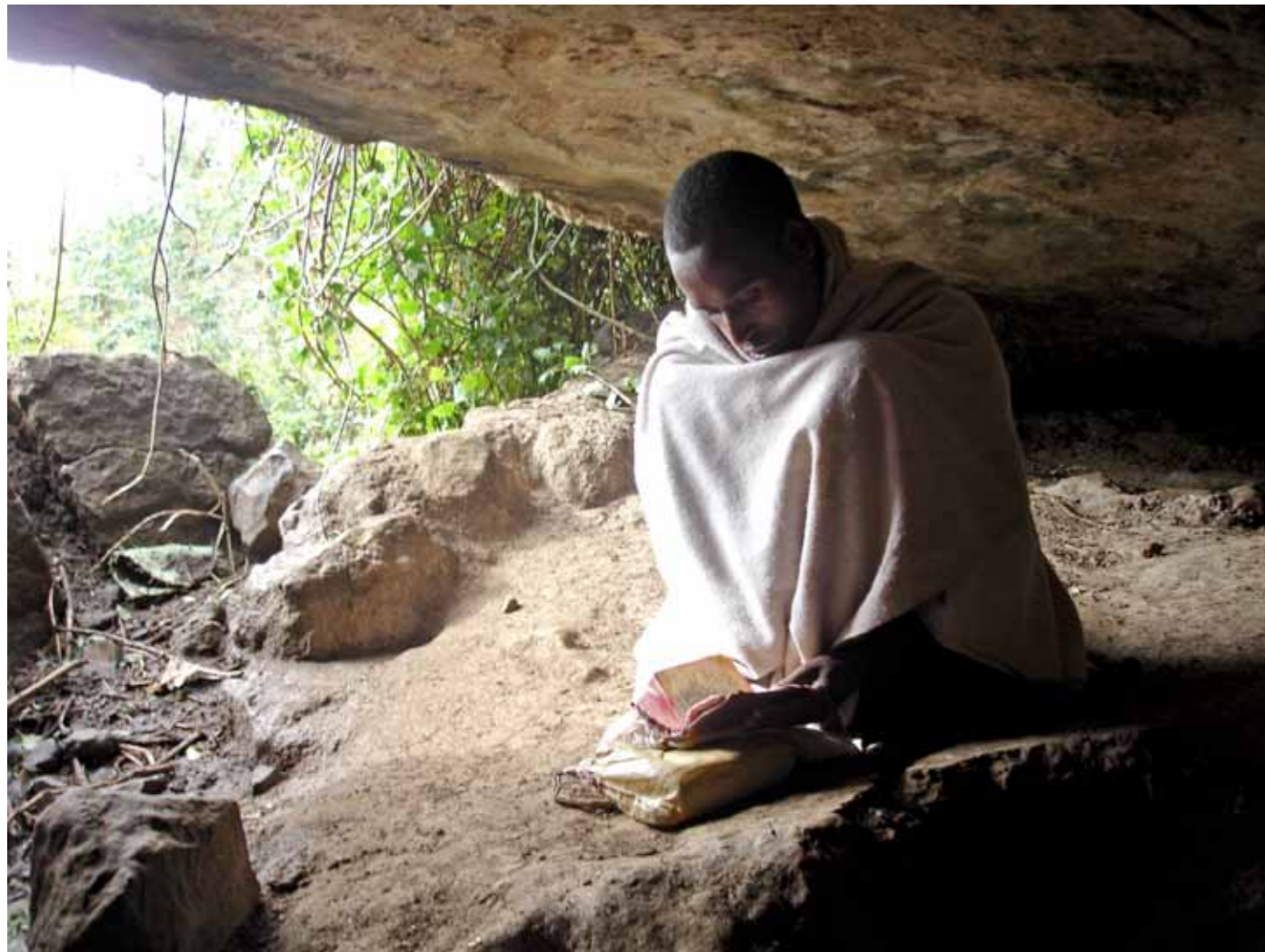
DAGIM SISAY

Addis Ababa Institute of Technology
Ethiopia

DAGIM SISAY is 21 years old and was born in Ethiopia. He is an alumnus of The Addis Ababa University, Institute of Technology and is currently pursuing a degree in Civil Engineering. Photography has been his passion since his childhood despite never having taken any formal training or even owning a camera.

Dagim was placed amongst the Top 18 and won USD 1000 in prize money

DAGIM's Winning Photo Entry



MASRESHA TEKLETSADIK

Ethiopian Institute of Architecture Building Construction and City Development
Ethiopia

MASRESHA TEKLETSADIK from Ethiopia is a fifth year student pursuing Architecture at the Ethiopian Institute of Architecture, Building construction and City development. Masresha has been involved in researching strawboard panels and prototyping SECU (Sustainable Emerging City Unit), Experimental realization project at EIABC 2011-2012. He received a certification in 'Refugees, sand and bags' project which helped in relocating and sheltering Somali people in the region of Ogaden in Ethiopia with Professor Doctor Dirk Donath. He has also been involved in researching Adobe and Prototyping SUDU (Sustainable Urban Dwelling Unit) project.



LIBEN WAKUMA

Ethiopian Institute of Architecture Building Construction and City Development
Ethiopia

LIBEN WAKUMA is an aspiring entrepreneur. He is currently a fifth year student at the Ethiopian Institute of Architecture, Building Construction and City Development. Over the past 4 years as an architecture student, he undertook opportunities to be a part of various school projects which focus on addressing contextual needs of low cost housings and global needs of building green, environmental friendly and energy efficient Architecture.

This team was amongst the Top 25 finalist and won USD 250 in prize money

MASRESHA and LIBEN's Business Venture

Their business idea is to produce strawboards which are produced from straw and lime. These strawboards can be used in the construction industry for making furniture, walls, partitions, and even structurally stable beams and slabs of buildings. With the current economic growth rate of Ethiopia and other developing countries in east Africa and elsewhere in the globe, they have noticed a construction boom as the need for housing is increasing. The problem with the current construction trend of building with hollow concrete blocks and other cement dependent

construction is that they will continue to abuse the earth's nonrenewable energy for the mass production of these cement dependent buildings. Currently the lack of supply of cement and other material required to produce concrete has made the cost of building a house in Ethiopia sky rocket. Their strawboards can reduce the construction lifetime and the cost of the buildings by more than half while maintaining the quality and durability of the buildings.



SHIFERAW YINESSU SHIFERAW

Addis Ababa University
Ethiopia

SHIFERAW YINESSU SHIFERAW describes himself as extremely friendly and always enthusiastic about the project he works on, be it a mobile app or a short story. Shiferaw Yinessu is a conspicuous fourth year Electrical Engineering student. Beside his rigorous academic life, he is avidly involved in numerous extra-curricular activities ranging from Ham radio to local charity groups. His passion however lies in visual arts. Before his parents insisted on a repaint, his bedroom walls used to be crammed with graphic drawings of his favorite subjects. Surely the notion – “the world is your canvas” – hasn’t really been lost for him!

SHIFERAW’s Business Venture

His proposed company Art Addis Gallery & School is primarily an art school which gives an eight day worth of training on drawing and creativity (to students with no, little or substantial drawing skills). It is based on Betty Edwards research on the role of the right mode of thinking of the brain in learning how to draw. In addition, Art Addis will house a spacious art gallery open for both unaffiliated artists and Art Addis alumni. Art Addis was conceived after Shiferaw Yinessu, the founder, came across Betty Edward’s book “Drawing on the Right Side of the Brain” and implemented the instructions in the book and found a rapid increase in his artistic skills. He found a sharp contrast in the teaching methods of the local Art schools in Addis Ababa and those of Betty Edward’s.

Shiferaw and Getnet were amongst the Top 25 and won USD 250 each



GETNET ZELEKE DERESSA

Addis Ababa University
Ethiopia

GETNET ZELEKE DERESSA is a 23 year old Electrical and Computer Engineering student at the Addis Ababa Institute of Technology in Ethiopia. He holds a genuine interest to help those who need support and care. He is also a hard worker, acquiring multidisciplinary as a volunteer. As a student, he has been able to cope with most of his duties and enjoys overcoming challenges. All in all, he follows new evolving innovative ideas that could help make the world more comfortable place to live in than it is.

GETNET’s Business Venture

His proposed company is named “Green Life”, which takes different raw food items and distributes it to the public. The service is made as cheap as possible to create a wide range distribution for many users in hospitals. Fresh products will be distributed from the production site to the individual care centers. The company plans to work in collaboration with the health sector but its structure and function is different from regular hospitals and other health institutions. However, qualified and skilled medical doctors and nurses will be employed for consultancy and the technical part of the program. He envisions creating a big community that relies on eating a balanced diet and maintains healthy relations with one another. Make responsible and well trained nutritional specialists in Ethiopia, East Africa and extending the project worldwide to establish other institutions that could support the low income patient.



DANIEL TAYE

Unity University
Ethiopia

DANIEL TAYE from Ethiopia has completed his LL.B in Law and International studies. He has a year’s experience volunteering at AIESEC in Ethiopia as a Corporate Relations team leader and recently as conference committee president for African Exchange leadership Development Seminar 2013, which is designed to give Leadership and Development to the African Youth, Facilitation of regional cooperation strategies, Interaction and Exchanging of ideas, allowing increased contact between AIESEC and the business world. Daniel believes that Ethiopia has driven potential towards young influential leaders and it’s up to us to put Ethiopia into the map of positive impact.

DANIEL’s Business Venture

His proposed company “Royalties wedding carriage rental and city tour” is a newly established company which is constructed to give wedding carriage, rental service and city tour. It is designed to give quality service to the target market with fair price. The business is established with partnership by five entrepreneurs with an initial investment is 75,000 birr. The vision that he holds of his company is to make its own contribution to the development of our country by opening a sizable job opportunity and by taking the lion’s share of the profit within the service giving industry.

Daniel and Ambachew were amongst the Top 25 and won USD 250 each



AMBACHEW ADDISU

Addis Ababa University
Ethiopia

AMBACHEW ADDISU was born in 1987 at Wolayta Soddo, in Southern Ethiopia. He has recently graduated from the Addis Ababa University with a specialization in International Relations and is now pursuing his Masters. He has always been passionate about entrepreneurship. What troubles him the most is the level of poverty prevailing in his country and the relative abundance being enjoyed elsewhere. He describes himself as a big dreamer and a relentless optimist.

AMBACHEW’s Business Venture

His business idea is to deliver and distribute newspapers and news magazines to the people & libraries on a home to home basis every morning and making some profit by buying papers from publishers at a slight discount. The papers will be delivered by young people who will be recruited from the group of educated yet unemployed workforce of the country. His business plan is based on the fact that in Addis Ababa there are limited number of newspapers and newsmagazines in the capital which are printed in a few thousand copies only. One of the major reasons publishers of newspapers do not print more copies is due to lack of efficient distribution channels and distributors. Thus, engaging in this highly profitable market where there are no competitors and the turn back is almost guaranteed is not only feasible from the business point of view but the idea of enabling millions of people to easily access information is socially very desirable.

INDIAFRICA POSTER DESIGN COMPETITION 2011-12 WINNER FROM ETHIOPIA



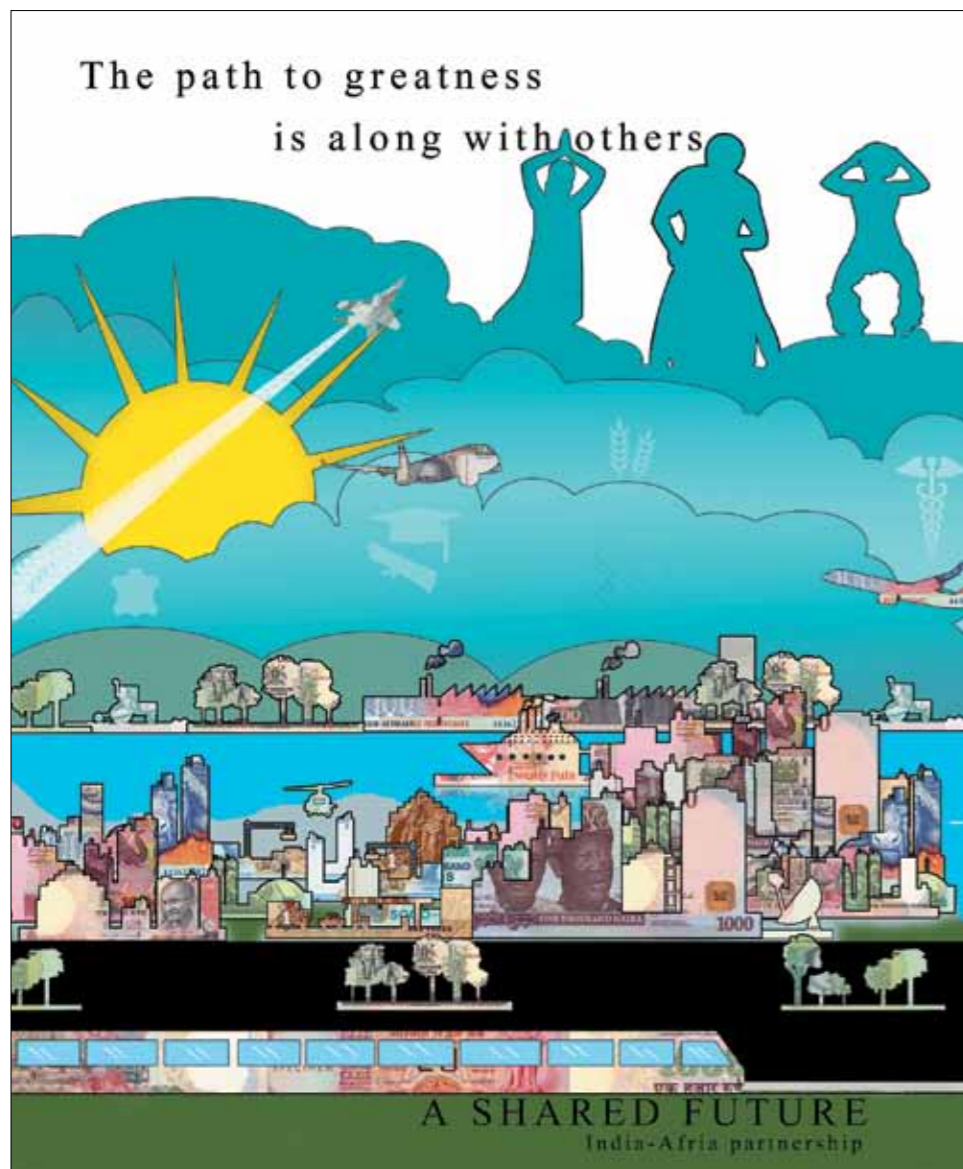
SAMUEL TSEGAYE

Addis Ababa Institute of Technology
Ethiopia

SAMUEL TSEGAYE is a second year Electrical and Computer Engineering student at AAiT (Addis Ababa Institute of Technology). He has also undertaken an animation and character modeling course at the institute and is extremely passionate about designing.

Samuel was placed amongst the
Top 18 and won USD 1000 in prize money

SAMUEL'S Winning Poster Entry



INDIAFRICA POSTER DESIGN COMPETITION 2011-12 WINNER FROM ETHIOPIA



MIKIYAS TEZERA WENDMU

Ethiopian Institute of Architecture, Building, Construction and City Development
Ethiopia

MIKIYAS TEZERA WENDMU is a fourth year student of architecture at the Ethiopian Institute of Architecture, Building Construction and City Development (EiABC). Right now he is working as an intern in a private firm called D+M Consulting Architects and Engineers. He has won the Zero Award 2012, on his Green Architecture design of a sustainable urban landscape that establishes good connectivity and open spaces. He has a strong background working with Adobe Illustrator, Adobe Photoshop, Adobe InDesign and other graphical softwares. He is also skilled in doing artistic sketches and renderings. His dream is to become a professional Graphic Designer, Architect and Special Effects expert.

Mikiyas was placed amongst the
Top 18 and won USD 1000 in prize money

MIKIYAS'S Winning Poster Entry



MAHILETE EWNETU

College of Commerce, Addis Ababa University
Ethiopia

Mahilete was placed amongst the
Top 18 and won USD 1000 in prize money

MAHILETE's Winning Poster Entry



AMANUALE BROOK

Ethiopian Institute of Architecture Building Construction and City Development
Ethiopia

AMANUALE BROOK is 23 years old and is a 5th year Architecture student at the Ethiopian Institute of Architecture Building Construction and City development. He is the founding member of The renovation team and is passionately involved in the events on campus.

Amanuale was placed amongst the Top 18
and won USD 1000 in prize money

AMANUALE's Winning Poster Entry





INDIAFRICA AWARDS CEREMONY LAGOS, 2012

The INDIAFRICA: A Shared Future Business Venture finals were held at the City Hall, Lagos Island on Tuesday, September 25 featuring presentations by nine teams from Nigeria, Kenya, Uganda, South Africa and India, before a nine member Grand Jury that included Jahman Anikulapo, Editor of The Guardian on Sunday; Enase Okonedo, Dean, Lagos Business School; Ini Onuk, Sustainability Expert and CEO, Thistlepraxis Consulting; Vivian Ani, Advisor, Enterprise Development Centre, Pan African University; Niyi Yusuf, Country Managing Director, Accenture Nigeria; Ozim Obasi, Senior Counsel & Compliance Leader, GE Sub-Saharan Africa; Prof Aruna Reddy, Indian School of Business; Anoop Ratnaker Rao, COO, Naandi Foundation and Karthik Chandrasekar, CEO, First Light Accelerator.

Winners of the INDIAFRICA Business Venture Competition 2011-12 with jury members and organisers.

BUSINESS VENTURE COMPETITION JURY PROCESS

153 executive summaries qualified for assessment. Top 50 were shortlisted (25 each from India and Africa) and won USD 250 each. These 50 submitted complete Business Venture proposals. Top 18 shortlisted entries won USD 1000 each. Top 9 of these 18, made their final presentations before the Grand Jury in Lagos on Sep 25 for the 3 top prizes of USD 10000, 7500 and 5000.

POSTER DESIGN COMPETITION JURY PROCESS

Out of the 120 entries received, the top 18 entries won USD 1000 each. The winners were from Ethiopia, India, Tanzania, Nigeria and South Africa.

PHOTOGRAPHY COMPETITION JURY PROCESS

Out of the 266 entries received, the top 18 entries won USD 1000 each. The winners were from Egypt, Ethiopia, India, Kenya, South Africa, Tanzania, Uganda and Nigeria.

ESSAY WRITING COMPETITION JURY PROCESS

Out of the 187 entries received, the top 18 entries won USD 1000 each. The winners were from Ghana, India, Mozambique, Tanzania, Uganda and Nigeria.



University of Dar es Salaam, Tanzania



AIESEC Apprenticeship Challenge, Capetown, South Africa

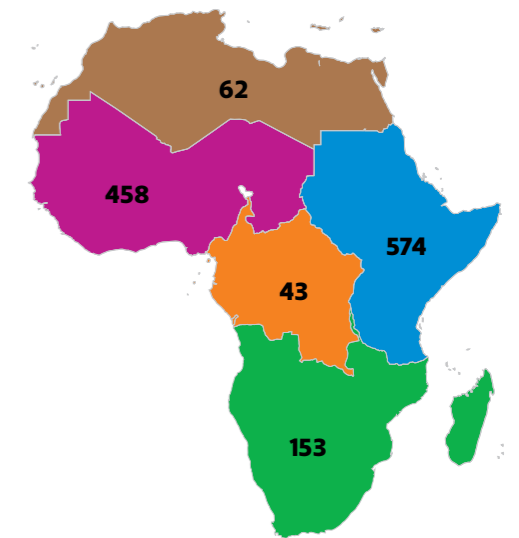


Interaction with African Heads of Mission, New Delhi



AFRICA DAY Celebrations, New Delhi

Participation



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