



## 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 Rs.50,000 for winners of Business Venture and Rs.25,000 of Poster Design, Photography and Essay Writing Contests from India and Africa.

# !ndiafrica

## ● A SHARED FUTURE

## CONGRATULATES WINNERS FROM GHANA



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# 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.

An interactive session was organised at the Ouagadougou campus of IAM to present INDIAFRICA: A Shared Future. The INDIAFRICA film in French was screened followed by a brief presentation on the second edition of the INDIAFRICA Contests. Young faculty members and students showed interest

by seeking clarifications about the terms and conditions for participation. There was a keen participation from the students in the My Idea of India postcard contest. The event was covered in the Ouagadougou Daily - L'observateur.

## INSTITUTIONAL PARTNERSHIPS 2012-13

**Business Venture:** Wits Business School, Johannesburg and Indian School of Business, Hyderabad

**Poster Design:** Faculty of Art, Design and Architecture, Johannesburg and National Institute of Design, Ahmedabad

**Photography:** Udaan School of Photography and National Institute of Design, Ahmedabad

Website [www.indiafrica.in](http://www.indiafrica.in)  
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## INDIAFRICA ESSAY WRITING COMPETITION 2012-13 WINNER FROM GHANA



### WIREDU DARLINGTON KWABENA

University of Ghana Business School  
Ghana

**WIREDU DARLINGTON KWABENA** is a 23 year old Graduate student at the University of Ghana Business School. He is studying a course in Business Administration with a specialty in Insurance and Risk Management.

He is very motivated, assertive and talented. He likes to play soccer and scrabble with his colleagues in his free time. Susu4School is a beautiful initiative, which he actively looks after, that enables everyone to contribute a token to the education of the African child.

**Wiredu was placed amongst the Top 20 and won Rs. 25,000 in prize money**

### WIREDU's Winning Essay-Writing Entry

# Let's Build Education, Let's Build a Future

Every child of school going age deserves and reserves the right to quality basic education. This is the springboard on which societies and nations advance in growth and development.

Through education, individuals are able to create and recreate themselves into valuable assets of society. They are therefore able to better use the opportunities in society for the good of society. This is true because nations that tend to record high levels of literacy correspondingly experience increased growth and development, compared to nations with minimal literacy figures.

The cycle is simple: an educated individual, creates an improved society, which then creates a developed nation. It is thus little wonder that several nations of the world have taken decisive policies and strategies on the education of their citizenry. Africa and India are two developing regions, which like all other developing regions, are stepping up efforts on this front. India for instance face huge educational gaps and illiteracy conditions. As of 2008, 25% of the population were recorded as having no formal education.<sup>1</sup> Worse yet, as little as 15% of Indian students ever get admitted to study in high schools in the country, and only 7% of that figure ever end up on graduating list.<sup>2</sup> The situation is no better in Africa where

over 40% of children of school-going age are found outside the classroom. The United Nations agency on children, UNICEF recorded in 2005 that over 46 million children in Africa of school going age have never beheld the four walls of a classroom.<sup>3</sup> Now this situation is near to a crisis, more so for a continent like Africa that houses over 14.7% of the world's population. Education would forever remain the safest investment any nation can make in the lives of their citizens. This essay would therefore proceed to discuss some salient challenges that India and Africa face in their education system and suggest mutual efforts and collaboration as panacea to promoting education in the region.

### WHY EDUCATION BECOMES A PRIVILEGE

What are the definitions of education? Does literacy mean learning to read, write and communicate in English alone? In the context of this essay, education would be viewed as the entire process of teaching an individual a subject, a work, a concept or an idea, so that such training transforms the individual from a state of ignorance to that of knowledge and skill in that area of study. The essence of education is to build creativity, expertise and enterprise in people. This essay would however limit education to teaching and learning in the classroom.

Literacy on the other hand involves one’s ability to speak, read and communicate in any language. But as education enforces literacy, the two would be compared on that level of relationship.

### **LET’S BUILD EDUCATION, LET’S BUILD A FUTURE INDIAFRICA ESSAY CONTEST 2013**

2 Education is a right, one that is to be enjoyed by every child of school going age. However, when this condition is not met, then education becomes the privilege of a select few. The essay would discuss some challenges that inhibit the progress of education in Africa and India.

First, there is the issue of poverty. Quality education, or any form of education, is usually priced, though reasonably, and not made free for everyone. Thus, only those with the wherewithal are able to access educational resources in a nation. Children from poor families are often left at the mercies of child trafficking, hawking, hard labor, soliciting, and sometimes, petty theft. This condition is critical because in Africa and India, there are more poor people than rich which means many more children from poor homes are likely to be denied basic education. I reckon that in India, and in some African nations, it is perfectly legal for parents to teach their children at home without sending them to school. Yet one can only wonder the sort of education a child would receive from parents who are not so educated themselves.

Second, there is the issue of inadequate educational resources to meet the needs of the entire school going population. These resources are in the form of infrastructure, personnel and logistics. There are many schools in Africa that conduct classes under trees and sheds, or have structures that are dilapidated and are not conducive for teaching and learning. There is also the problem of inadequate logistics and personnel.

In India, close to 25% of teaching vacancies are recorded vacant annually<sup>4</sup>. In Africa, though there are unemployment issues, there still exist huge resource gap in the teaching sector, as many more young graduates would prefer office jobs to teaching in rural schools.

The effect of this trend is that only the rich could afford quality education in private schools for their children. The remainder of these children would either have to be exceptionally good naturally, or be at the mercies of such harsh academic conditions.

Third, there is very little in sponsorships to assist with the education of children. Though in India and in most African nations, basic (elementary) education has been made free, most of these children drop out of school after completion of basic school due to inadequate funds to further their studies. A free basic education would be close to useless if these students cannot further their education afterwards. It also becomes a barrier to children from poor homes, and gives those from rich homes the edge to further their education.

Another barrier that inhibits education in these two regions is gender disparity. Though both regions are working consciously to increase the enrolment of the girl child in schools, the disparity is still overwhelming. More girls are being denied access to basic education for the simple reason that girls are more destined to procreate and manage household chores. In Africa, the traditional practice of giving girls away to marriage as early as 13yrs is still on the rise. The same trend is recorded in India with the number of boys enrolled in schools being twice as much as that of girls.<sup>5</sup> That aside, varied sexual abuse and violence has been recorded against the girl child, strongly inhibiting their potential of becoming world leaders and changers of society.

### **LET’S BUILD EDUCATION, LET’S BUILD A FUTURE INDIAFRICA ESSAY CONTEST 2013 3**

Lastly, and perhaps the most throbbing of all these challenges is corruption. High levels of corruption are recorded in many educational establishments, ranging from fund embezzlements, unfair admission of students, illegal collection of school funds, and power abuse amid many others. There has also been political influences to the quality of education dispensed in many nations. For instance, in Ghana, the ruling New Patriotic Party (NPP) introduced a four year secondary school system in 2008, only to have it cancelled by the opposition ruling party (National Democratic Congress) in its first year of office in 2009. The aftermath has been level 3 and level 4 students taking together the final West African exams this year and this presents serious consequences to society. The most obvious would be the considerable pressure it presents on the admissions of tertiary institutions and the number of very qualified candidates that would be denied admission as a result of the huge number of applicants.

### **WHY AN INDIA-ARICA COLLABORATION IS A SURE PANACEA**

Since India and Africa are faced with similar challenges on the educational front, perhaps a solid collaboration between the two regions might be all it takes to promote the development of education in the region.

Promote Student Exchanges: One best way of collaborating on education is for both regions to operate a student exchange programme. With that, students in India would be given the opportunity to experience teaching and learning in several African nations and vice versa. These exchanges should be free of charge so as to encourage many more students to participate.

The essence of the programme would be to provide internal motivation to students. Through their interactions, these students would inspire and motivate each other in meeting their aspirations in life. That aside, as these students would in turn become potential leaders, the step is necessary to start up a friendly diplomatic discourse between India and several African nations that would last for many years.

Maintain Similar Study Curricula: Another way of enhancing collaboration is by both regions agreeing to develop a similar study curricula for their schools.

This would ensure that students from African could pursue higher education in India with their results, as well as be opened for job opportunities with their degree qualifications and vice versa. In that regard, there would be little shortages of teachers and educational workers as excesses from one nation can easily fill up that for another nation. An example is the West African Senior School Certificate Examination which is recognized by five African nations operating the same study curricula.

Contribute a Money Pool: Another sure way of collaboration is by both regions setting up a fund that would support the education of several needy but promising students through their education. The sponsorships would provide scholarships to students to study for free, or at a reduced price at host universities. It would also pay out the total cost of study should the student decide to study in their home universities. This form of collaboration would ensure that more students within these regions are given the wherewithal to pursue higher education so they can

### **LET’S BUILD EDUCATION, LET’S BUILD A FUTURE INDIAFRICA ESSAY CONTEST 2013 4**

have the opportunity to become responsible citizens of society. An example is the ASEAN Scholarships which provides free university education for a large number of students coming from the Association of South East Asia Nations.

**Develop Student Entrepreneurship:** More so, it is important for both regions to work together in developing talent and enterprise amongst students. Entrepreneurship should therefore be a core grind in the study curricula of both regions right from the basic level to the university level.

Students must be made to see the opportunities present in society and be provided with the needed support and expertise to make the most out of them. Social businesses and venture capitalists must work together in both regions to discover potential talents and provide them logistic, strategic and financial support to help them develop and operate efficiently and effectively.

**Ratify Policy Agreements:** Finally, and most essentially, a collaboration would imply that both regions adopt a common working policy on education that would ensure that each party plays by the rules. This policy must promote free basic education. Thus both regions would work together and ensure that every child of school going age receives a free basic elementary education. This policy must also clamp down on corruption in schools and provide a strict framework with which schools are managed and administered. Most importantly, more educational incentives like sponsorships and reduced entry requirements for girls should be

implemented to trigger the education of the girl child. Also, governments of both regions must work assiduously and eliminate all infringements on the rights of the girl child to a free, fair and quality education.

### **CONCLUSION**

This essay has so far defined education and has outlined its scope in the context of Indian and African societies. It has highlighted some challenges these regions face in education and has suggested collaborative measures by which these challenges could be resolved, and the educational system improved. Education is a long term investment that requires definitive strategies, extended commitment and collaborative partnerships to drive its progress. Thus, it should not just be promoted, but rather planned, strategized and well executed to benefit as many people as possible, if not everybody.

Through this collaborative partnership on education, India and Africa would be safeguarding the hopes, dreams and aspirations of millions of children yet unborn, and setting a course for the rest of the world to follow.

### **LET’S BUILD EDUCATION, LET’S BUILD A FUTURE INDIAFRICA ESSAY CONTEST 2013 5**

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## AMPO KELLIE

Kwame Nkrumah University of Science and Technology  
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**AMPO KELLIE** is a 21 year old Ghanaian living in Accra, the capital of Ghana. He is currently studying at the Kwame Nkrumah University of Science and Technology in Kumasi, Ghana. He is in his second year of studying Communication Design in the university.

In his leisure time he likes to watch design tutorials and movies and also play games. Basketball happens to be his favorite sport. He claims to be a principled individual who loves design and all other things associated with it.

**Ampo was placed amongst the Top 20 and won Rs 25,000 in prize money**

### AMPO's Winning Poster Entry



## WIREDU DARLINGTON KWABENA

University of Ghana Business School  
Ghana

**WIREDU DARLINGTON KWABENA** is a 23 year old Graduate student at the University of Ghana Business School. He is studying a course in Business Administration with a specialty in Insurance and Risk Management.

He is very motivated, assertive and talented. He likes to play soccer and scrabble with his colleagues in his free time. Susu4School is a beautiful initiative, which he actively looks after, that enables everyone to contribute a token to the education of the African child.

**Wiredu was placed amongst the Top 18 and won Rs 25,000 in prize money**

### WIREDU's Business Venture

#### 1. Business Idea

Many children in Africa of school going age are unable to enroll in schools because of financial difficulties. Also, most students in tertiary institutions and high schools usually drop out of school because their families are unable to support their education. As a result, illiteracy rates in Africa keep soaring higher and higher each passion year, greatly drawing the continent backwards in social and economic development. Susu4School intends to provide assistance to these students and give them the opportunity to have a good education. What we seek to do is create a crowd funding database where we can accept loans, donations and grants from lenders and make them available to these students. Aside this database platform, we would have field operators working with schools and corporations to facilitate the lending and borrowing process. This process is going to run with flexible terms and conditions which we would be discussing later in the ensuing topics.

#### 2. Social Mission

The essence of this idea is to essentially enable students have access to basic education. This is necessary to provide society with more skilled personnel to handle the related sectors of the economy. It is proven that a nation is as developed as its citizens are literate. Nations that record high economic growth are essentially because their labor force are skilled and knowledge workers. Education enables more citizens of a nation to use the resources of the nation for the benefit of the nation. This is essentially the reason why we want to invest in the education of our young people.

#### 3. Market Targeting and Segmentation

Our target market would comprise all school going children in Africa who are 5 years old and above. This market is then

segmented into two categories: Basic and Tertiary. The Basic category would comprise students in basic school and high school. The Tertiary would cover students in the undergraduate, postgraduate and research levels.

#### 4. Competitive Advantage

There are numerous charitable organizations in Africa that are into providing welfare in many related sectors of the economy. Yet, there is not a single organization that is whole committed to education around the continent. By becoming a leader, pioneer, and master in this area of operation, we intend to lead economies of scale, lead operational cost, and lead performance in our area of operation and become the topmost response channel for all educational needs of the African student. However, we intend to partner with more of these other charitable organizations to facilitate work in each region on the continent.

#### 5. Barriers of Entry

We would seek to increase our operational efficiency and reduce cost and risk, so we become the most reliable choice for lenders. If lenders are assured of low risk and high returns, in kind or cash, on their loans, we would dominate the market and start thinking global. Besides, our size would cause smaller organizations to partner with us, (which would of course, come with tremendous benefits to these organizations) thus maintain and increasing our dominance and influence on the market.

#### 6. Social Impact

Susu4School would greatly impact the African education system. It would enable more school going children pursue their studies and become potential persons in society.

It would also enable students who would have to drop out of school for lack of finances be able to continue their education. On the whole, literacy levels of the African continent is sure to rise and more people taking advantage of the opportunities present within the economy.

#### **7. Funding**

Funding is predominately going to be by loans. With that, we can assure lenders of a return on their investment. Other sources of funding would be by donations made through our crowd funding website. Another would be grants form international and regional organizations. We would also invest our profits to increase capital and profitability, as well as plough back profits to expand our business.





Winners of the INDIAFRICA Business Venture Competition 2012-13 with jury members and organisers

# INDIAFRICA AWARDS CEREMONY JOHANNESBURG, 2013

## BUSINESS VENTURE COMPETITION JURY PROCESS

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 on 16th May. Finalists gave a 10-minute presentation each to the jury, about their proposed ventures, which was followed by a rebuttal round with the Jury.

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.

## POSTER DESIGN COMPETITION JURY PROCESS

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.

## PHOTOGRAPHY COMPETITION JURY PROCESS

Out of the 1906 entries received, the top 20 entries won Rs. 25,000 each. The winners were from Egypt, Ethiopia, India, Morocco, Nigeria, South Africa, Madagascar, and Tunisia

## ESSAY WRITING COMPETITION JURY PROCESS

Out of the 328 entries received, the top 20 entries won Rs. 25,000 each. The winners were from Ghana, India, Zambia, Cameroon, Nigeria, South Africa, Uganda, Algeria and Burkina Faso.



Collaboration of Joi Barua & Band, Nancy G, Mac Manaka, MXO and Malcom Jiyane



Fashion workshop by Anuj Sharma

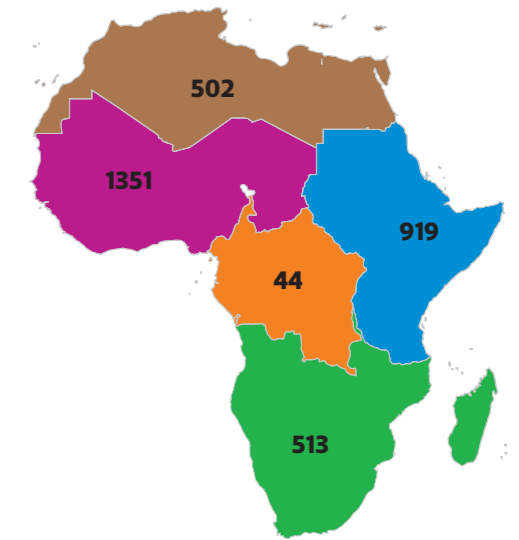


Design workshop by Ramneek Majithia



INDIAFRICA Poster Design Contest Winners from FADA, Johannesburg

## Registrations



## Entries

