



## 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 KENYA



supported by



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.  
[www.indiadiplomacy.in](http://www.indiadiplomacy.in)

For more information

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

tel +91 124 425 3501

fax +91 124 425 3502

email [contact@theideaworks.in](mailto:contact@theideaworks.in)

managing partner



**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](http://www.theideaworks.in)



INDIAFRICA: A Shared Future launch at the AIESEC Business Summit on 26 August, 2011 in Nairobi

# 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

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

Website [www.indiafrica.in](http://www.indiafrica.in)  
 Facebook [www.facebook.com/INDIAFRICAaSharedFuture](https://www.facebook.com/INDIAFRICAaSharedFuture)  
 Twitter [@helloindiafrica](https://twitter.com/helloindiafrica)  
 Youtube [youtube.com/indiafrica](https://youtube.com/indiafrica)  
 Email [contact@indiafrica.in](mailto:contact@indiafrica.in)

## INDIAFRICA PHOTOGRAPHY COMPETITION 2011-12 WINNER FROM KENYA



### DAVID MUTUA

Daystar University, Kenya

**DAVID MUTUA** holds a B.Sc. in Applied Computer Science from Daystar University. During his tenure at an online media house in Kenya, his passion for photography was sparked and he pursued it. He was later appointed as the Head of Photography after his skill and passion was noticed. He resigned after 2 years and became a freelancer. Since then, he has been working with a number of NGOs, including: Catholic Relief Service, UNICEF-ESARO, Concern Worldwide, International Organization for Migration, USAID|KenyaPharma, Practical Action and Plan International on different assignments across Africa. He is currently the community manager at a creatives' hub Pawa254 but does freelance assignments as well.

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

### DAVID'S Winning Photo Entry





## MOSES S. MATUI

Larenstein University, Holland

**MOSES S. MATUI** from Kenya is an agro-business student at the Wageningen University – the Netherlands. He also works part time as a consultant on sustainable value chains with the Institute of sustainable commodities (ISCOM- Kenya) and is a co-director of green gold farm. Moses is passionate about the idea of increasing the accessibility of new innovation and technology to the rural communities. For this, he is driven by the belief that poverty can be reduced if people are provided with the platform to identify and seize opportunities within their local context.



## CAROLINE MWONGERA

Larenstein University, Holland

**CAROLINE MWONGERA** from Kenya is an alumnus of Egerton and Moi Universities, and an agricultural researcher by profession. She is passionate about knowledge sharing and training of women and youth groups in rural areas of Kenya on agricultural technologies that are profitable and promote environmental sustainability. Her conviction is that this will empower these groups through creation of entrepreneurial opportunities for them.

**This team was a Top 9 finalist and won USD 1250 in prize money**

### MOSES & CAROLINE's Business Venture

Commercial pig farming (i.e. semi-intensive farms) is a profitable business venture that has a high potential to alleviate poverty. In the past one year they have been successfully running a commercial pig farm in Eastern Kenya where they have so far sold over 100 animals. They are convinced that profitability of pig farms can increase if the cost of production is lowered. In Kenya and other parts of the world, the cost of feed alone accounts for more than 50% of the overall cost in commercial farms. Overreliance on commercial feed increases operation cost in pig farming therefore making it unattractive to subsistence farmers.

Promoting the use of homegrown and locally available alternative feed is not only profitable but also socially and environmentally responsible.

They are committed to offering customers responsibly produced pork that is free from the use of artificial antibiotics, artificial chemicals and fertilizers for healthier living. In order to do so they have established a knowledge sharing facility within their farm where they can share their experience and knowledge with school going youths, other aspiring entrepreneurs, youth groups as well as women groups.



## Atlanta Munyite Kufwafwa

Strathmore University, Kenya

**ATLANTA MUNYITE KUFWAFWA** from Kenya is 21 years old who is passionate about the environment and works with rural communities to create a sustainable future. Currently, she is a fourth year student undertaking Bachelors of Business Information Technology at Strathmore University, Kenya. She is on a fully sponsored East African Breweries Scholarship at the university. Atlanta has served as the Vice – President in the Strathmore University Student Council. She has bagged various awards such as the Winner in the Strathmore University Quality Essay Writing Contest and the First Runners-up in the African Fund for Endangered Wildlife Essay Writing Competition.

**Atlanta was placed amongst the Top 18 and won USD 1250**

### ATLANTA's Business Venture

Her proposed company “Shwari Biofuel Solutions Limited” will be a biofuel producer and distributor located in the Thika Area, which is within the suburbs of Nairobi, Kenya’s capital. The company is still in the early stages of its conception. “Shwari Biofuel Solutions Limited” intends to produce biogas and sell it to the rural residents and institutions in remote areas, as well as those living within the Kenyan slums, at affordable rates and in economical quantities. Initially, the company will purchase the raw materials from different local farmers. In the long-run, the company intends to grow and cultivate the main raw material in

the production of biogas – “Jatropha curcas”.

The company will also invest in teaching the rural and slum dwellers on how to grow the crop, and opening distribution stores for those willing to take up the biogas business.



**ESTHER NDETI**

University of Nairobi  
Kenya

**ESTHER NDETI** is a student in Mechanical & Manufacturing Engineering at the University of Nairobi. She also works part time as the Social Initiatives manager at Globesolute LLC. Esther previously held several leadership positions in the global youth organization AIESEC, in Kenya and is easily identified as a passionate, innovative, active learner who loves to dream big. Other than her ambitions in Mechanical Engineering, she is an aspiring serial entrepreneur whose vision is to impact the world we live in by making significant contributions to the accessible forms of Renewable Energy, recycling of organic & inorganic materials and Education.

**ESTHER's Business Venture**

Green Star is an organic recycling company that will specialize in the collection and processing of food waste into natural, organic compost products for agricultural use.

The model includes the use of the already established, third-party garbage collectors to collect food waste from residences and eateries around the city and deliver it to the Green Star Composting Facilities, where the processing and final packaging is carried out. The final organic compost products will then be sold to the growing market of organic farmers and home owners.

Green Star will also be a championing brand for the conservation and protection of the environment by engaging in educating the public as well as providing eco-friendly solutions to home owners, for instance the 'Green Star Bin' ; partitioned bin for home-use that enables individuals to separate their waste into recyclable and non-recyclable waste.



**CYRUS ISABOKE**

Egerton University  
Kenya

**CYRUS ISABOKE** is a Graduate student in Strategic Management at Egerton University. He is a dynamic individual who's knowledgeable in basic programming and web designing and has a great working experience in financial analysis and auditing. Imbued with an insatiable desire for achievement; He compliments his talents of creativity, innovation and productivity with a persistent willingness to learn fast and succeed.

**CYRUS's Business Venture**

HydroFarm will be a project built around a highly successful businessman with the development and training of skilled and semi-skilled staff in the hydroponics and instant turf market. The project aim is to carry out intensive and high turnover production, of a small area, while providing work and leadership experience for local population. Hydroponics is the production of vegetables in state-of-the-art, temperature-controlled, multi-span tunnels. The structures being used are richelle multi-spans, which come complete with computer temperature sensors, automatic opening and closing vents, automatic misting units and temperature controlled fans.

The vision is to establish an intensive farm, producing high-quality products for both the national and international market over year round.

**Esther and Cyrus were amongst the Top 18 and won USD 1250 each**

INDIAFRICA: A Shared Future  
Kenya, 2011



**THE LAUNCH AT AIESEC GLOBAL YOUTH FORUM**

INDIAFRICA: A Shared Future partnered the Global Youth Forum at the Opening Ceremony of the AIESEC International Congress 2011 to launch its contests and Young Visionaries Fellowship program.



**SCHOOL OF THE ARTS & DESIGN, UNIVERSITY OF NAIROBI**

INDIAFRICA: A Shared Future held a panel discussion and interactive session at the School of The Art & Design, University of Nairobi under the theme 'Designing a Sustainable Future for Local Communities'.



**AIESEC BUSINESS SUMMIT OPENING CEREMONY**

INDIAFRICA: A Shared Future's Young Visionaries program was officially launched at the Opening Ceremony of the AIESEC Business Summit by Mr Sibabrata Tripathi, Indian High Commissioner to Kenya. A panel discussion on the theme 'East Africa as the Next Frontier for Global Business Opportunities: The India Perspective' was held on Day 2 of the AIESEC Business Summit.





# 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 Addis Ababa, Ethiopia



University of Dar es Salaam, Tanzania

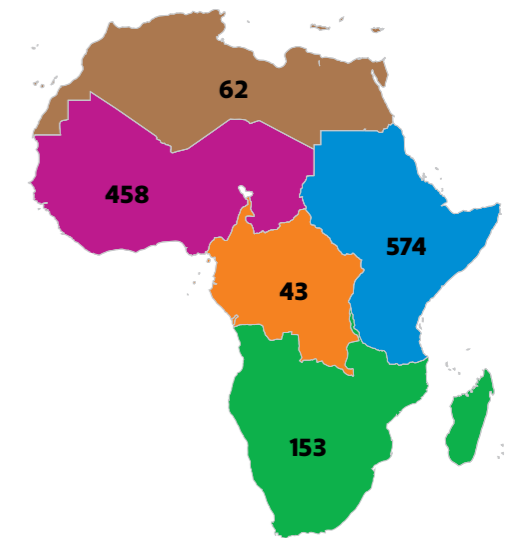


Interaction with African Heads of Mission, New Delhi

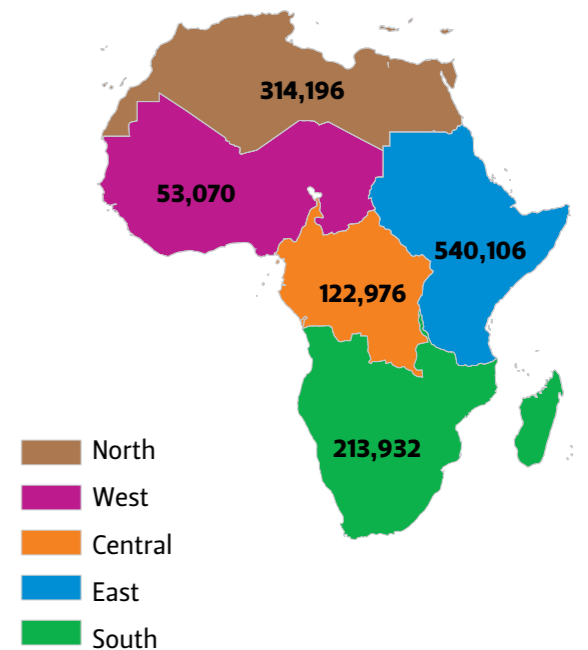


AFRICA DAY Celebrations, New Delhi

## Participation



## Facebook Reach



- North
- West
- Central
- East
- South