



## 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.

# Indiafrica

## • A SHARED FUTURE

## CONGRATULATES WINNERS FROM SOUTH AFRICA



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



INDIAFRICA Campus Interaction in Johannesburg

# 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)  
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## INDIAFRICA PHOTOGRAPHY COMPETITION 2011-12 WINNER FROM SOUTH AFRICA



### BRETT GENDALL

Nelson Mandela Metropolitan University, South Africa

**BRETT GENDALL** presently resides in the Eastern Cape, South Africa. Certified with a diploma in Visual Communication, Brett is currently working in the advertising industry where he uses photography as a medium to express and capture an exploration of aspects in the complexity of human existence. By getting involved in projects that have strong roots in Southern African landscapes and wildlife, Brett often travels around and within Southern Africa to discover new and interesting landscapes to photograph.

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

### BRETT's Winning Photo Entry



### The Wall's story

The wall shows an old building that has been turndown to allow the new in this vast airy landscapes of Namibia.



## SHARP-LEE MTHIMKULU

University of Johannesburg, South Africa

**SHARP-LEE MTHIMKULU** a.k.a. LeetchiSan describes himself as a young fresh African creative. He is passionate about illustration, photography and package design. Inspired by life's weird and unusual ways, he loves designing beautiful things. He is the Co-founder of FutureLess, a diverse creative crew, that aims at expanding the boundaries of creativity, in order to expand our boundaries of living and wishes to use his work to spread smiles. His objective is to contribute and develop his skills and knowledge in design, to make a memorable impact in the creative industry locally and internationally.

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

### SHARP's Winning Poster Entry



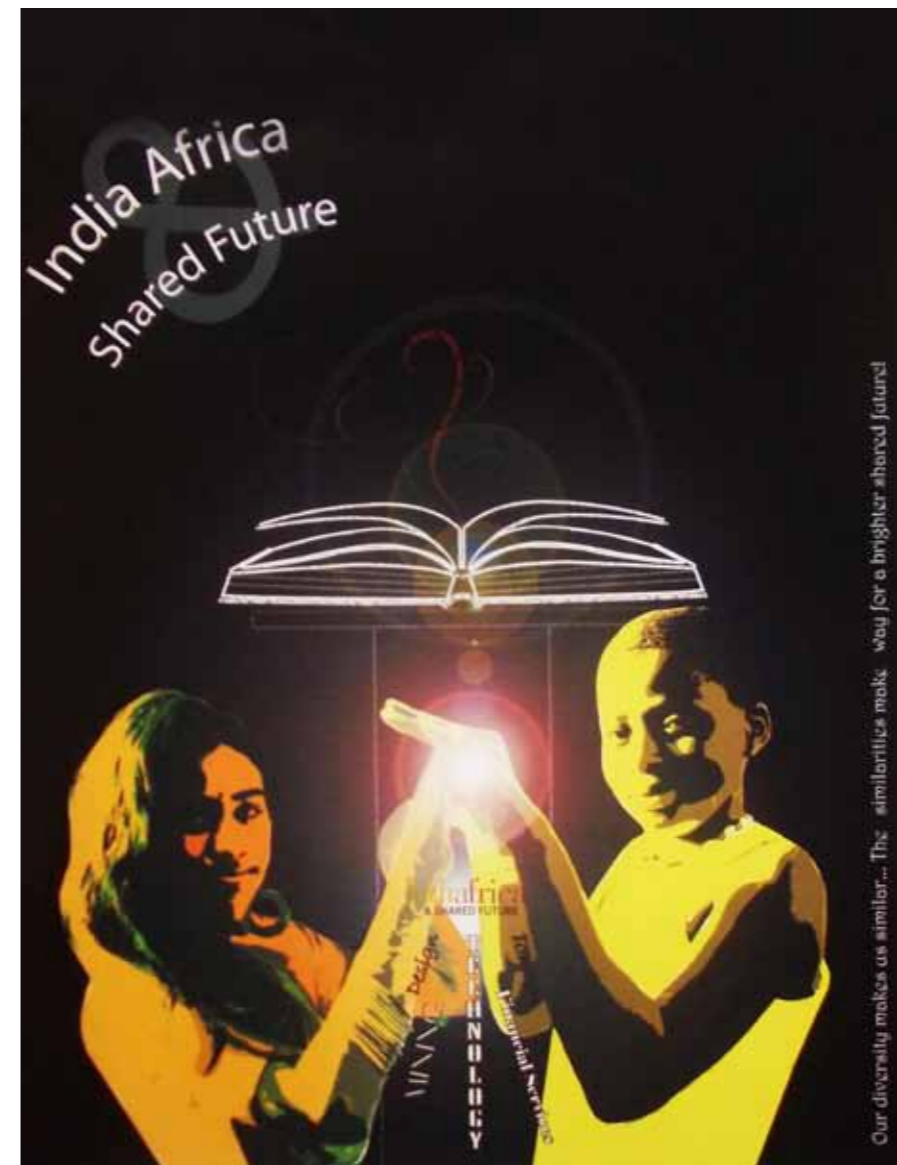
## JESSICA DE SOUSA

University of Johannesburg, South Africa

**JESSICA DE SOUSA** is a fifth year student at the University of Johannesburg in South Africa. She is pursuing a degree in Graphic Designing. She is extremely passionate about Art and Design and has a keen eye for anything creative and innovative.

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

### JESSICA's Winning Poster Entry





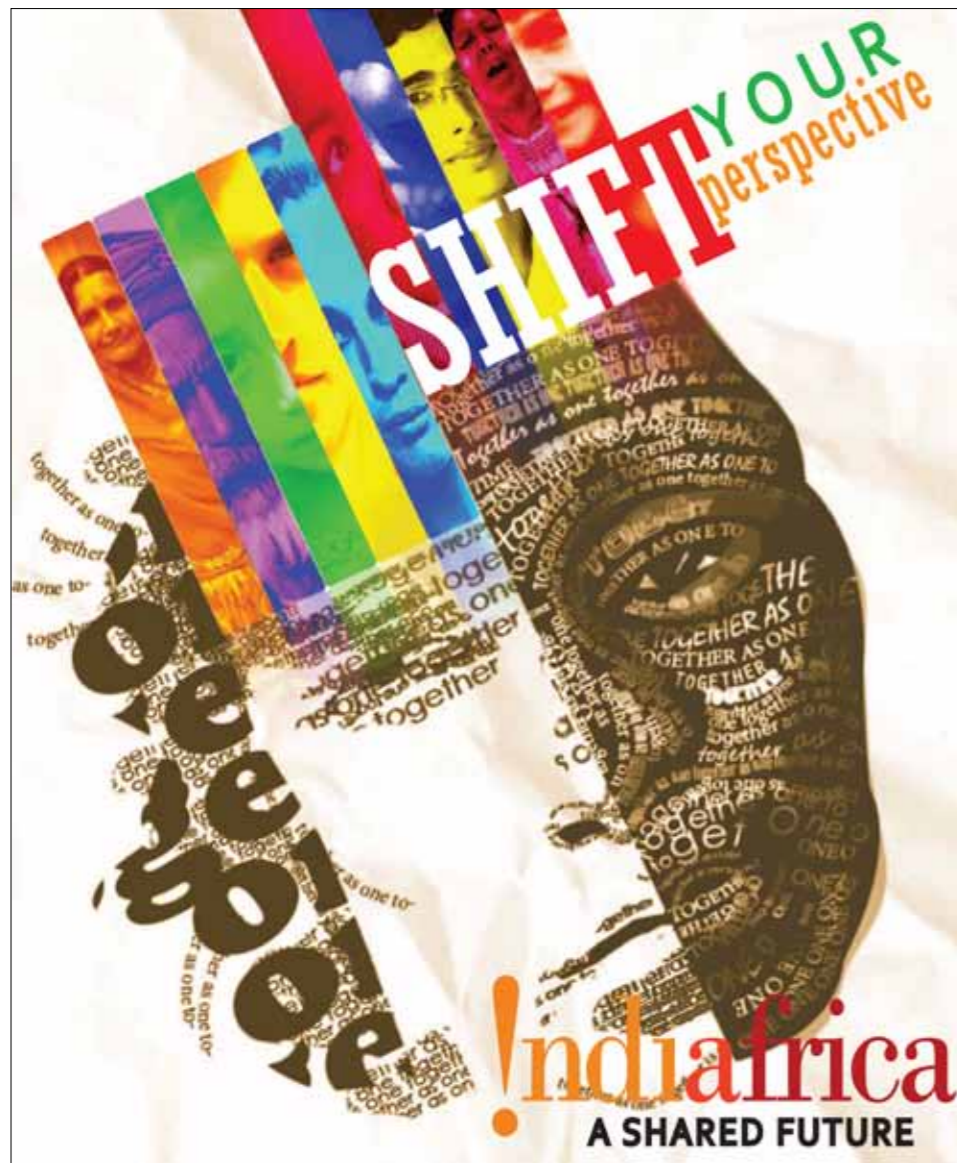
### JENNA-LEE FERRER

University of Johannesburg, South Africa

JENNA-LEE FERRER celebrates her birthday on the 16th of February. She is a 1st year Graphic Design student at the University of Johannesburg . She is passionate about designing and desires to achieve many things in her life. She believes that, with the help of graphic design, one can create awareness of subjects that are not understood and can make a difference.

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

#### JENNA's Winning Poster Entry



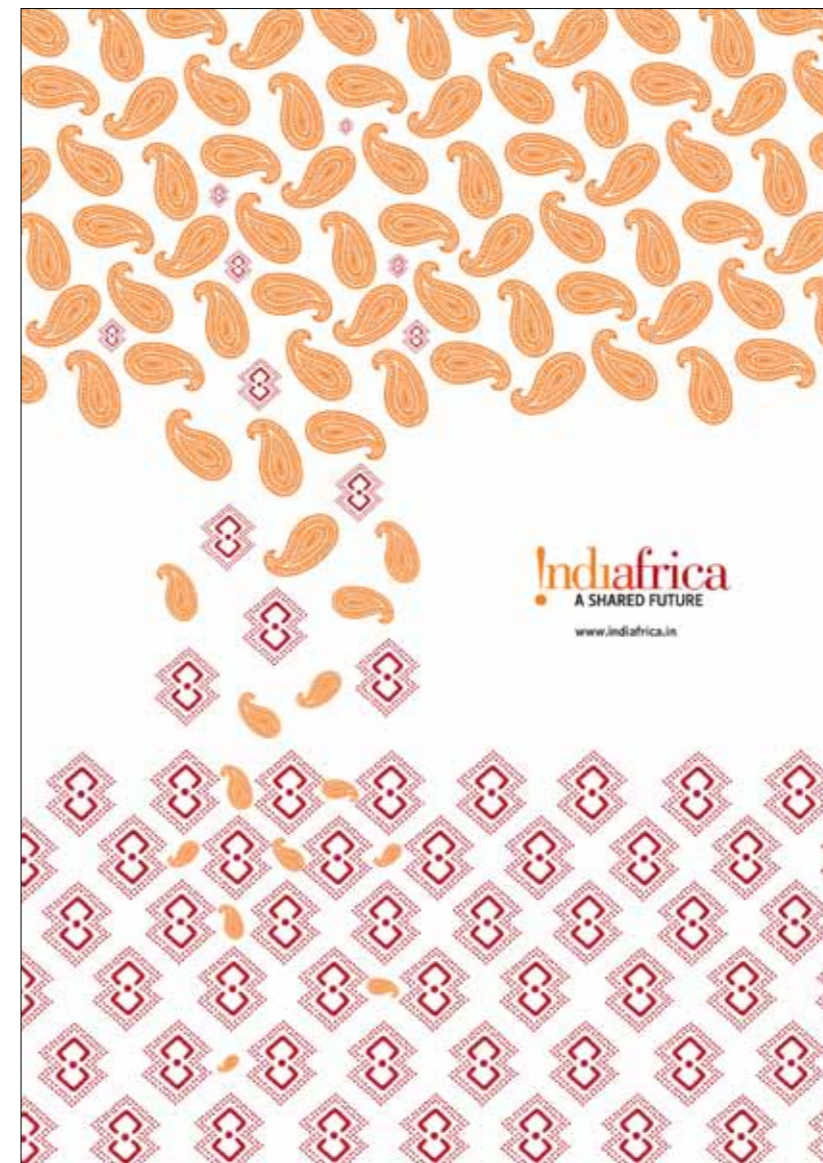
### COLIN BRYAN GROENEWALD

University of Johannesburg, South Africa

COLIN BRYAN GROENEWALD is a young creative designer with a strong interest in all visual things. He obtained a Bachelor of Fine Arts degree from The Rhodes University in 2009 where he majored in photography & art history. He currently resides in Johannesburg where he is studying Communication Design at the University of Johannesburg and expanding his portfolio.

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

#### COLIN's Winning Poster Entry



## INDIAFRICA POSTER DESIGN COMPETITION 2011-12 WINNER FROM SOUTH AFRICA



### CHRYSTAL MICHELLÉ VAN NIEKERK

University of Johannesburg, South Africa

**CHRYSTAL MICHELLÉ VAN NIEKERK** relates herself to her name which means clear and calm. She is overly imaginative, competitive and inquisitive. She is a first year Communication Design student at the University of Johannesburg and takes pleasure in spending her day with people who think, talk and see the world the same way as she does. She enjoys studying, yet can't keep from wishing that time quickly passes by, so that she can join the design industry to do what she cherishes, and in turn it will pay the bills. She loves designing and people who love designing.

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

#### CHRYSTAL's Winning Poster Entry



## INDIAFRICA BUSINESS VENTURE COMPETITION 2011-12: WINNERS FROM SOUTH AFRICA



### KUMBIRAI GUNDANI

University of Cape Town, South Africa

**KUMBIRAI GUNDANI** has extensive experience in leadership and entrepreneurship. He is the award recipient of the "Barclays bank junior achievement global entrepreneur of the year" for 2007. He also co-founded JSI holdings, which has been at the heart of micro-finance since 2006 in Zimbabwe. In 2010 he was asked to deliver a speech at The World Economic Forum about the role of the youth in the economy. He is currently setting up two businesses in South-Africa and Zimbabwe.



### KENNEDY KITHEKA

University of Cape Town, South Africa

**KENNEDY KITHEKA** is the co-founder of his business "Funda", which he found while completing a Business Science Finance Degree at the University of Cape Town. This allowed him to combine his passion for finance and technology entrepreneurship. Kennedy has always had a passion for business in Africa and has always kept this at the heart of every venture he has explored. Kennedy is a firm believer that in order to achieve economic and social change in this continent, more entrepreneurs need to be given a platform for their ideas and initiatives to bear fruit.



### KOLAWOLE OLAJIDE

University of Cape Town, South Africa

**KOLAWOLE OLAJIDE** is a self-taught Computer Engineer. Having taught himself how to develop technologies. He entered a global competition on messaging algorithm and came 3rd. This made him popular in the ICT industry. He has worked for 3 years in the ICT industry gathering some valuable experience in coding and developing. He is the co-founder of "Funda".

#### Kumbirai, Kennedy and Kolawole's Business Venture

Their company, "Funda", is an online program that aggregates educational resources using artificial intelligence for students and teachers. Most of the content online is American and not specific to the Matric Curriculum which makes the process more difficult. By aggregating local content from publishers, schools, teachers, universities and other online resource portals, Funda uses artificial intelligence to get relevant personalised content to students and teachers so that they can use it passively. The students and teachers access this content off their phones, ipads and laptops in a format that is best suited to them be it a chapter of a book, notes, past papers, vidoes, podcasts or mms's.

This team was amongst the Top 9 finalists and won USD 1250 in prize money



## JOSIAH GUMEDE

Holy Family College  
South Africa

**JOSIAH GUMEDE** was born on 2nd June, 1992 in Eshowe, Kwazulu Natal, Republic of South Africa and knows how to speak Isizulu, English and Afrikaans. An Anglican Christian, he finished his Secondary Education in 2011 and currently is an under graduate student at the University of Pretoria in the field of Information Science. An intelligent, dedicated and strong individual, he has held the position of a Prefect, Head Media Monitor and Student Representative in school and college. He loves reading, listening to music, travelling and playing video games.

### JOSIAH's Business Venture

His company, "SimbaMoyo" is a start-up enterprise based on the fact that, the world since the 1980's has seen a shift from material value to environmental stewardship. The company's mission is to assist businesses in developing a sustainable world. To do this, "SimbaMoyo" Lab will offer information engineering services that will develop environmental information systems and environmental-conscious information systems. It will also develop green information services and green-conscious information services. The information architecture services will design and develop green conscious intranets, extranets and websites. This is to enable clients to adopt the marketing 2.0 orientation in terms of business-to-business marketing, business-to-customer marketing, e-commerce and e-business. The company believes that by providing green information, the business will seek to find innovative ways of manufacturing a tangible product or rendering services and increase environmental responsibility and sustainable development.



## SYDNEY MATHEBULA

University of Witwatersrand  
South Africa

**SYDNEY MATHEBULA** was born in South Africa Soweto in 1988. He has a strong passion for astronomy and youth development. He has worked with the Johannesburg Planetarium since he was in Grade 8 and still works there in a part time running school group and public astronomy show presentations and doing a lot of astronomy project and outreach. He is a social entrepreneur with Future Fit. At the moment, he is pursuing Business Management with Wits University. He also works for City Year South Africa as a Site Leader. His dream is to help develop Africa into a land of opportunity for the youth.

### SYDNEY's Business Venture

His business idea is to use astronomy as the end product for customers. The idea is to use star gazing of stars, planets and other astronomical objects in the night sky. In most of the African countries you will find that most of the people are moving towards big cities because of better job opportunities away from the rural areas. At the same time, the natural rural area is the biggest tourism attraction because it is not polluted by light like the cities and has the best night skies. The idea is to use this as a business opportunity to create work opportunity for the people of these rural communities. This will work by training youth on how to use a telescope and how to locate different objects in the night sky. Once that is achieved they will provide sky gazing services to places like hotels, government functions and private events.

**Josiah and Sydney were amongst the Top 25 and won USD 250 each**



## DAVID THABANG MODISAKENG

CIDA City Campus, South Africa

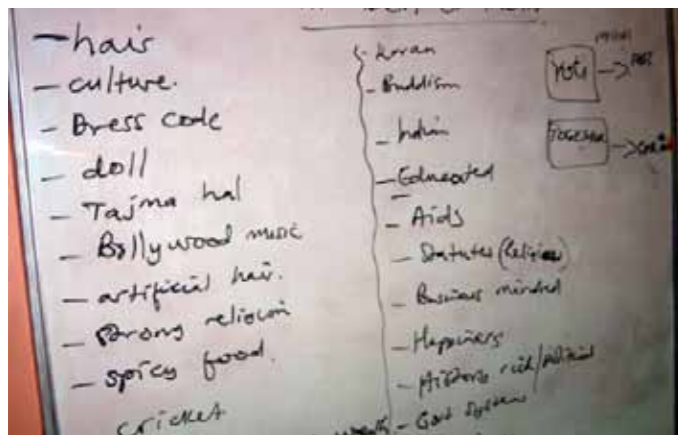
**DAVID THABANG MODISAKENG** is a 24 year old young aspiring entrepreneur from the township, Kagiso, Gauteng in South Africa. He was extensively involved in many Non-Profit Organisations which helped him develop his managerial, organising, strategic thinking, negotiating, sales, entrepreneurial and business skills by involving himself in as many projects as he could. He has also attended the Raymond Ackerman Academy of Entrepreneurial Development and has attempted many entrepreneurial ventures.

**David was amongst the Top 25 and won USD 250**

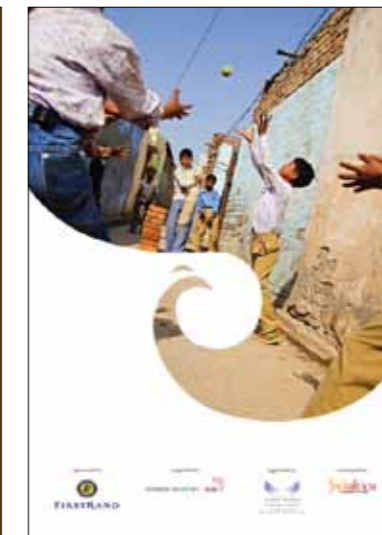
### DAVID's Business Venture

His proposed idea is for GroenGauta, a company that will manufacture and distribute biodiesel to the contractual consumers of fossil based petrol and diesel at a relatively lower price. They aim to supply the road transport companies, private fleets and farmers due to their need for affordable fuel, buying power and most importantly the ease to distribute to. GroenGauta will be a niche player in the energy industry, focusing on manufacturing and distributing biodiesel to fossil fuel dependent industries; offering a cost-effective alternative against the rising fuel prices. They are new in the industry but have the entrepreneurial capability to turn their entry into a pro-consumer company that is seen going after consumer's needs and not only to high profits.

INDIAFRICA @ South Africa, July – August, 2012  
**Johannesburg Campus Interactions**



INDIAFRICA @ South Africa, September, 2012  
**INDIAWEEK at GIBS, Johannesburg**



INDIAFRICA @ South Africa, April 2012  
**AIIESEC Apprenticeship Challenge, Capetown**





# 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

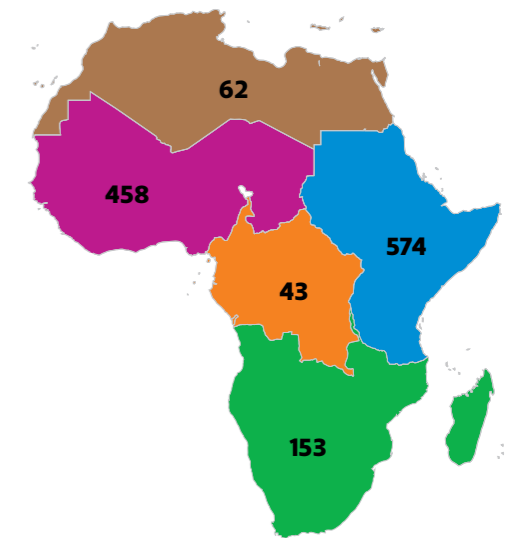


Interaction with African Heads of Mission, New Delhi

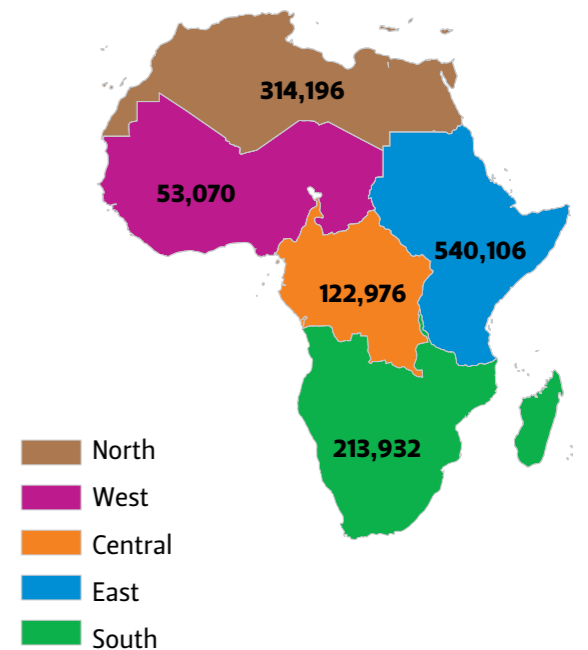


AFRICA DAY Celebrations, New Delhi

### Participation



### Facebook Reach



- North
- West
- Central
- East
- South