



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 TANZANIA



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

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

Campus Outreach Event at the University of Dar es Salaam on May 12, 2012

Website www.indiafrica.in
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INDIAFRICA BUSINESS VENTURE COMPETITION 2011-12: WINNER FROM TANZANIA



TONY ALFRED

University of Dar Es Salam, Tanzania

TONY ALFRED is currently enrolled in the University of Dar Es Salam, pursuing for a degree in Marketing. His aim as a young entrepreneur is to make the best out of Africa. Tony was one of the winners of the 2011 Oxford CSAE (Centre for the Study of African Economies) Aspire entrepreneurship competition and IT related projects. In his final year at the University of Dar es salaam Business School, Tony believes that with the right focus, motivation, diligence and vision it is possible to create a sustainable development model for Africa.

Tony is amongst the Top 25 winners from Africa and won USD 250 as prize money

TONY's Winning Business Venture

Ematon Coffee & Tea this is a company which deals with the preparation and distribution of hot drinks (coffee and tea) in takeaway paper cups across Tanzania. The targeted customers of Ematon coffee are the middle class people and the lower class people who comprise the largest part of Tanzania's population.

The vision of the business is to be a reputable brand distributing hot drinks along the southern part of Africa.

BUSINESS MODEL

Ematon Coffee & Tea (ECT) will consist of Ematon Coffee Shop, Ematon Agencies and the Ematon vendors. Ematon Coffee Shops will be concerned with the preparation and distribution of coffee and tea. Distribution would be directly by the customer visiting the shop and by distribution through vendors to places like bus stands, along traffic and congregational areas. Ematon Agencies will be comprise of restaurants and hotels who will prepare the products by orders provided by ECT. The agencies will not distribute the product directly to the customers. Every product from the agencies will be distributed by Ematon through vendors. Agencies help estimate the preparation basis, so as to have a rational cost in the expansion of the

business. In each of the Ematon Coffee Shops and in the Agency there will be vendors who are employed by Ematon (not more than 10) and vendors who buy for reselling. The Ematon business model will meet the need of customers who can't reach the coffee shop or restaurants for the drinks for reasons such as travelling time in the morning and along traffic where people are stuck.

CORE COMPETENCIES AND CHALLENGES

The Ematon way of distribution of coffee and tea through vendors directly to the customers at places of higher needs like bus stands in the morning is very unique.

The target customers of ECT are the low income people who constitute the largest proportion of the population in East Africa. The product will be sold at an affordable price in comparison with competitors. ECT will be reputable in its social environment as it will provide employment to a large part of the community. The major challenge of Ematon is to get appropriate distribution utensils for vendors and to mitigate its environmental course as it involves disposable paper cups.

INDIAFRICA POSTER DESIGN COMPETITION 2011-12 WINNER FROM TANZANIA



EBENEZERY ARJANSON MLOGE

University of Dar es Salaam, Tanzania

EBENEZERY ARJANSON MLOGE is an undergraduate student at the University of Dar es Salaam Computing Center (UCC), pursuing a diploma in Computing and Information Technology (ICT). He pursued a Certificate in Computing and Information Technology (ICT) last year and has also completed a certified course in Basic Graphic Designing (DTP) at the University of Dar Es Salaam Computing Center. He is interested in graphic designing and has been doing different creative work as part of his program so as to fulfill the necessary requirements to become a professional.

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

EBENEZERY's Winning Poster Entry



INDIAFRICA PHOTOGRAPHY COMPETITION 2011-12 WINNER FROM TANZANIA



ABASS ABRAHAM

University of Dodoma, Tanzania

ABASS ABRAHAM is a third year student at the University of Dodoma, Tanzania and is currently pursuing a Bachelor of Arts in International Relations. He is proud to be a winner of the INDIAFRICA: A SHARED FUTURE Photography Competition and for representing his college and his country in the competition. He also appreciates the efforts put in by the INDIAFRICA team and the initiative to bring together youth from India and Africa.

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

ABASS' Winning Photo Entry



“You must be the change you want to see in the world”



TONY ALFRED

University of Dar Es Salam, Tanzania

TONY ALFRED is currently enrolled in the University of Dar Es Salam, pursuing for a degree in Marketing. His aim as a young entrepreneur is to make the best out of Africa. Tony was one of the winners of the 2011 Oxford CSAE (Centre for the Study of African Economies) Aspire entrepreneurship competition and IT related projects. In his final year at the University of Dar es salaam Business School, Tony believes that with the right focus, motivation, diligence and vision it is possible to creat a sustainable development model for Africa.

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TONY's Winning Essay

Environmental issues are the general negative effect on the environment caused by the day to day activities of the human beings in the planet earth. The case of the environmental issues is the global crisis and for multiple reasons to blame a particular country there is a specific reason to take the blame back to yourself as it's our problem and not there problem.

India and Africa suffers the same course on the concern of the environmental issues, considering the population of India about 1.2 billion and that of Africa about 1 billion people. Also the general trend in the economies as there both developing, the lifestyle of the people consist of large population of people living in rural areas, this means India and Africa are the perfect match on collaborating, competing and co-create the future on the environmental issues.

The major environmental issues that are epic in both India and Africa includes deforestation, pollution, resource depletion on water, mineral, forest and land degradation such as loss of soil fertility.

The daily activities as the reasons for the environmental issues, so to consider how India and Africa can compete, collaborate and co-create we will analyse the

environmental issues basing on different sectors which includes;

- Agriculture
- General manufacturing
- Forestry
- Mining
- Oil and Gas
- Infrastructures
- Retail and services
- Power, Chemical

Agriculture sector: Most of the countries in Africa rely solely on Agriculture for their economic development and India is ranked the second worldwide in farm output. While desertification hinder parts of Africa like Sahel and loss of fertility is still a nightmares for many places in Africa and India, the situation between the two sides present a perfect mix for solving some of the environmental issues as the result of agriculture sector. Environmental issues during the operational phase of various types of agribusiness and food production primarily include the following; wastewater and water management, Air emission, solid waste and by-products, Land use management crop and grain storage.

The environmental issues as the results of the Agriculture sectors can be reduced by the application of the following efforts;

The increase of the water recycling and reuse and reducing consumption, most of the countries in Africa like Egypt depends on the one source of water and the problem of desertification in region like Sahel is the nightmare to this region, In India the major part of the population depends on the underground water tables and the polluted sources like river Ganges for the agriculture use this is the very limited spot for both sides to survive the problem of water. Since the problem is common, India and Africa has to cooperate by the use of financial institution in investment on the projects of water recycling and the better use of water.

The increase of cogeneration capacity, Cogeneration, also referred to as combined heat and power (CHP), is the simultaneous production of electrical and thermal energy from a single fuel. By making use of the waste from one process in the production of the other, substantial gains in energy efficiency are realized compared to the independent production of both products. The technology required in the development cogeneration facilities is high which incur higher investment and human skilled capital, India can collaborate with Africa on the use of professionals for the development of the appropriate facilities, also financial institutions from both Africa and India can participate on the provisional of enough funding's for the projects.

Greening of supply chain by addressing resource efficiencies of suppliers, some of the crop such as cashewnuts whereby India has a large market internally for importation and also it has large production capacity, India and Africa can compete on the base of the product that is guaranteed the position in the market is the brand of the product with the green supply from the raw part up to the complete product in the market, for the competition to be fair the collaboration from both sides have to be guaranteed.

Responsibly managed biofuels from organic by-products for energy, both India and Africa have produce a lot of by-products from crops like sugar-cane and corns which if appropriately managed and utilized can be used in the production of the biofuels, India and Africa should collaborate together on providing education on their local farmers

depending on the use of the by-product for the formation of manures.

General manufacturing sector: the manufacturing sector is one of the leading causes of the global environmental issues due to the air pollution, water pollution, energy consumption trend, solid and hazardous wastes. India is one of the countries which suffers major crisis due to the manufacturing sector for example the Bhopal crisis which lead to more about 10,000 death and 558,125 injuries, with this experience India and Africa can co-create the future were the environmental hazard is rare as the Africa Industrial sector is still developing. India and Africa can participate in the environmental issues solving in the following;

Improving energy efficiency, due to the change in the global economy the energy consumption rate has increased abruptly in the recent years, besides the good use of the energy also it lead to global hazards such as global warming. Improving energy efficient is the right move for all industries as it save cost and it reduce emission for the global sake. India and Africa can participate on the cooperative projects of improving energy efficiency by production of variable electric motors made of superconducting material, this motors are more efficient than normal motors, production of better pumps and compressors which are some of the materials which are almost used by all machines of Industries.

Pollution control, In area like India most industrial waste are dumped on the society used natural resources like river Ganges which is full of cremated remnants and the Industrial products, in Africa places like Niger delta the land is full of pollutant from the oil drilling place. Pollution is a major issue to both India and Africa to mitigate the effect of the pollution India and Africa has to cooperate for changing their citizens and also introduction of various projects like Industrial water treatment, the use of bio filters, use of an API oil-water separator, powered activated carbon treatment, ultrafiltration, the use of phytoremediation which is the use of plants that mitigate environmental problems the plants can be grown form one country and then adapted by each of the country.

Increasing amount of energy from renewable resources, in India large renewable energy project like Thar desert project have been developed as the alternative energy

source, however in Africa due to the way of operation of renewable energy project as for the project to be practical they need subsidies from the government or a zero return financing, which lead to fewer client who invest on the projects. Both India and Africa can develop their projects by aiding one another in the project through motivation, subsidizing and exchanging of resources so as to co-create the future of renewable energy.

Infrastructures: The rising expectation of the improved standard of living and the better economy are the key motive to the growth of the construction demand in India. In Africa new investment, development in the transportation sector and the economy is also a pushing factor for the day to day construction on the infrastructures. Since Infrastructure development is a resource incentive activity it leads to the various environmental factors which includes; poor quality of the constructional material, waste water discharge, solid waste management. In general India and Africa can participate together on solving the environmental issues by;

Using environmental friendly construction materials, each day in India and Africa there a thousands of new constructional projects however most of the material used are not environmental friendly due to the cost on the material and the availability of the materials. India and Africa can collaborate on putting the emphases on the use of the environmental friendly materials. As India and Africa are both big market the competition should be created on the manufacturers of the environmental friendly materials by creating big demands through emphasizing and setting the conditions for the constructional companies to use environmental friendly material.

Reducing and re-using of the construction wastes, there is a need for India and Africa to put an effort on the development of the environmental friendly companies which can deal with the waste from the construction for the reusing this can help combat the problem of the land pollution in different countries.

Transportation on the site of working, due to a thousand of construction project in both India and Africa Air pollution due to the emission on the sites of construction is not insignificant but rather an open fact, the use of hybrid motors in the site of construction should be encouraged by both countries and the

companies which gained the tenders should be advised on the issue.

Retail and services: to ignore this sector will be inappropriate as it's is the sector which controls the large part of the economies in both India and Africa, this sector includes small enterprise and medium enterprises, enterprise like hotels, restaurants involve the using of the facilities of heating, washing and lighting. This present a major Industry of the supply on the issue energy efficient utensil like energy saving bulbs and the high efficient washers and dryers for laundry.

Chemicals: The daily need and the use of chemical substances like paints, fertilizers, pests controllers, antibiotics, soaps, plastics do not just provide the solution to our need but the other side of the coin is they lead to hazard to our environment by leading to the air pollution and land pollution due to the wastes released from the industries. The chemical industry includes industries supplying agrochemicals, plastics, synthetic fibers, paints and detergents – among a wide range of other substances. The processes applied in this sector include the mixing of substances, distillation, filtration, heating and cooling, solvent extraction, centrifugation and application of pressure. The environmental issues on this sector can be improved by the cooperation between the two countries by setting the appropriate standard for the combustion between the Industries and the increasing the use of renewable energy through the collaboration of the financial facilities on providing loans and investing for the renewable energy resources.

Forestry: Deforestation is the ghouls over the environment of both Africa and India, due to deforestation some of the studies predict water wars in Africa and haunting deforestation in India for constructional projects like Lavasa hill city has led to an astonishing critics and bad predictions from the people and the government. To avoid the consequences due to deforestation India and Africa can join hand on;

Carbon credit sales, according to Wikipedia Carbon credit sale is a generic term for any tradable certificate or permit representing the right to emit one tons of carbon dioxide or the mass of another greenhouse gas with a carbon dioxide equivalent (tCO_{2e}) equivalent to one tons of carbon dioxide, In Africa country like south Africa has shown an initiative on the carbon

credit sales, the adaptation of the schemes to other countries and India, whereby farmers and other land user or equivalency can gain through reduction of the carbon generation activities such as clearing of field by burning, this can lead to the general reduction of the deforestation.

Power: In the use of wind power, India is the leading country, also in the use of solar powers India has great amount of solar insolation around the country however still the use of non-renewable source of the energy pose a great threat in the environmental issues around the world as it lead to the global environmental issues such as Air pollution, water pollution through waste water discharge. India and Africa can collaborate on solving environmental issues through;

Used of combined heat and power plants (CHP), India and Africa can cooperate together on the use of the combined heat and power plant which operate under cogeneration principal which improve the use of energy and decrease most of the environmental side effect due to the inefficiency.

Also India and Africa can increase water recycling and reduce wastewater discharge by investing in closed-cycle, recirculating cooling water system (e.g., natural or forced draft cooling tower), or closed circuit dry cooling system (e.g., air cooled condensers

As Mahatma Gandhi states that you should be the change that you want to see, for the world environment to change against the odds of human activities more than 20% of the global population from India and Africa should change through collaboration, competing for creating a future in the environmental issues.

INDIAFRICA @ Tanzania, May 2012

AIIESEC Career Fair, Dar es Salaam



INDIAFRICA @ Tanzania, May 12, 2012

Campus Outreach at University of Dar es Salaam

WORKING TOWARDS BUILDING YOUTH ENTREPRENEURSHIP AND INNOVATION TOGETHER

On 12 May, 2012 INDIAFRICA: A Shared Future in partnership with University of Dar es Salaam (UDSM) organised a Campus Outreach program at Nkrumah Hall in the university campus.

Tanzanian entrepreneurs Mustafa Hassanali and Emelda Mwamanga Mtunga interacted with the students and motivated them by sharing their experiences and learnings.

Stressing the significance of entrepreneurship, First Secretary, Mr Tarunvir Chaudhary said, "Entrepreneurship is an attitude which needs to be cultivated. It is the ability to put what you have learnt to practise and applying innovative thinking and ideas in whatever you are doing." Two young entrepreneurs from India, Rustam Sengupta and Neha Juneja spoke on extremely relevant issues concerning the rural areas of India and Africa.

Post two invigorating sessions in the morning and afternoon at UDSM, students were regaled with a foot tapping musical performance by popular Tanzanian Hip-Hop artistes.



Counsellor Kunal Roy
Indian High Commission in Tanzania





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



AIESEC Apprenticeship Challenge, Capetown, South Africa

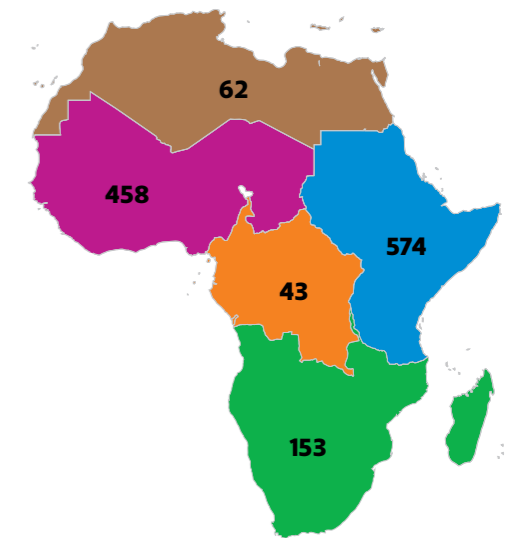


Interaction with African Heads of Mission, New Delhi



AFRICA DAY Celebrations, New Delhi

Participation



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