

The Finder
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BUSINESS & FINANCE

INDIAFRICA equips youth in Africa

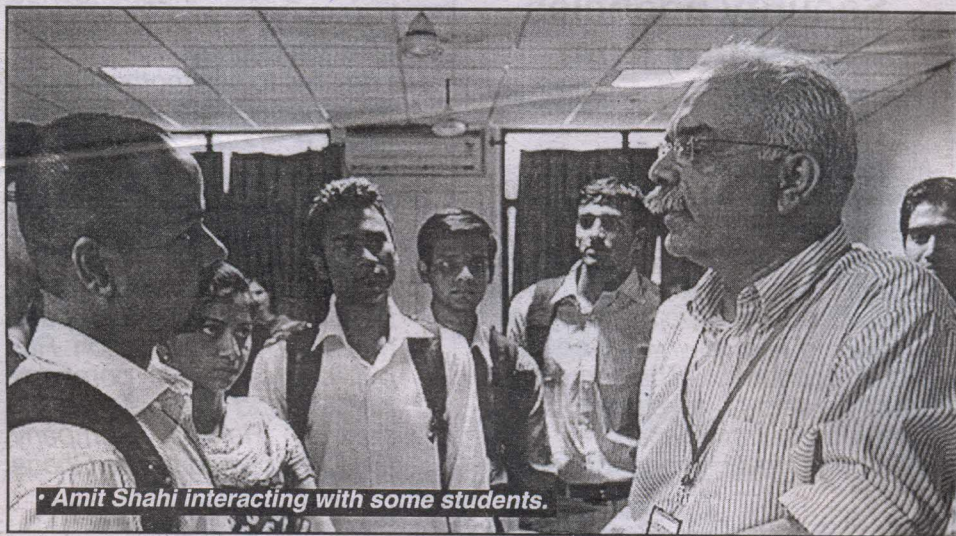
By Isaac Aidoo

Launched in August 2011, the INDIAFRICA project has successfully churned out two major editions of contests which have in turn produced business ideas and ventures for over 10,000 young people across Africa.

Dubbed 'INDIAFRICA; A shared Future', the project was conceptualised by IdeaWorks Design and Strategy Pvt Ltd with support from the Public Diplomacy Division, Ministry of External Affairs, Government of India.

Since its inception, it has been engaging the youth in India and Africa through contests, fellowships, collaborative projects, internships, events and cultural exchanges.

During a media interaction hosted by the Indian High Commission in Accra last Thursday, Programme Manager of IdeaWorks, Mr Chitrarup Bhowmik explained that the project



Amit Shahi interacting with some students.

comprised three contests, which are the Business Venture, Poster Design and Photography contests.

He announced that the third edition of the competition was open and due to be held on the campus of the Ghana Institute of Public Administration (GIMPA) from June 9 - 10 this year.

"Now with GIMPA on board and with support from the Indian High Commission, we are looking forward to the Business Venture finals in early June

this year," he said.

Mr Bhowmik told The Finder that a total of US\$224,000 had been disbursed as prize money.

"The INDIAFRICA social media community is now over 228,000 strong with a reach of over 35,000 across diverse geographies of the two regions," he revealed.

INDIAFRICA aims, among others, to bring the people of India and Africa closer and help partner and shape the future of the two

geographies by engaging their youth in business.

The project is also meant to complement government and business-to-business initiatives in providing the youth with entrepreneurial skills.

Over 10,000 young people from 39 African countries and India have so far participated in the contests, with about 184 prize winners having emerged from 19 African countries, as well as India.