# TABLE OF CONTENTS

Declaration .............................................. ii  
Certificate .............................................. iii  
Plagiarism Verification ................................. iv  
Preface ................................................... vi  
Acknowledgement ...................................... vii  
List Of Tables ......................................... 8  
List Of Figures ......................................... 11  
Abbreviations ......................................... 14  

## CHAPTER-1: INTRODUCTION .............................................. 16  

Background to the research .......................... 17  
Study on African ICT .................................. 18  
Study on Indian ICT .................................. 20  
About ICT .............................................. 22  
About AFRICA .......................................... 25  
  History of Africa; .................................. 25  
  Education in Africa: .............................. 27  
  Economy of Africa: .............................. 28  
  Human Development Aspects: ............... 29  
  India and Africa Connections: ............ 31  
  International Support to Africa: ........... 32  
  Africa – Geography ............................... 33  
  Geography Simplified ......................... 36  
  African Economy .................................. 39  
Vision for African Readiness for IT adoption .... 45  
Summary: .............................................. 48  
  1. Business potential .......................... 48  
  2. Feasibility to do business .............. 49  

## CHAPTER-2: LITERATURE REVIEW .............................................. 50  

Introduction to Literature Review ................. 51  
Review Methodology ................................ 52  
Process Diagram .................................... 53  
Articles / Reports / News – Review Summary ... 54  
  Findings / Gaps Tabulation ................. 59  
Review Conclusion .................................. 62
CHAPTER-3: METHODOLOGY

Introduction To Methodology

Research Objectives
- Objectives Context
- Key Objective:

Research Problem and Hypothesis
- Hypothesis Context:
- Main Hypothesis:
- Study Area:
- Research Justifications

Research Procedures
- Methodology
- Methodology Chart
- Ethical considerations

Epilogue - Methodology

CHAPTER-4: DATA COLLECTION AND ANALYSIS

Introduction – Data Collection

Data Collection, Administration Process

Finalization of Data source
- Questionnaire Design and Testing
- Sampling Design

Questionnaire: Administration, Response Gathering and Management
- Response Data Analysis and Reporting
- Conclusion

CHAPTER-5: FINDINGS DISCUSSION AND REPORTING

Factor-1: Socio Economic And Cultural Environment

Socio-Economic Background study
- About Africa - Socio Economic characteristics
Graphical Analysis and Reporting 104
   Report on cultural perception 104
Business Implications - Culture 107
   Report on health and healthcare facilities 107
   Visit to Private Hospital in Botswana and interview; 109
Business Implications – Healthcare 110
   Report on gender equality 110
   Business Implications – Gender equality 111

Research Problem Study 111
   Study of Variable: Liking to Indian culture 111
   Survey Questions 111
   Statistical Judgment 112
   Study of Variable: Health conditions 112
   Survey Questions 112
   Statistical Judgement 113
   Research Judgement 113

Summary 113

Factor-2: Challenges Related To Political Stability And Mutual Political Relations Between India And Africa 115

Political stability in Africa and Relationship with India 116
   Background 116

About Africa - Political stability and relationship with other nations 118
   Stability Aspects 118
   Relationship Aspects 121

Graphical Analysis and Reporting 124
   Report on stability 124
   Report on stability – secondary data 129
   Report on Political Relationship 131

Bivariate Analysis 134

Summary 139
   Openness to work with foreign companies 140
   Availability of established business policies 140
   Strong binding between India and Africa 140
   Improving Political Stability 141
   Ease of doing business 141
   Africa’s Relationship with US, UK and China are stronger 142
### Factor-3: Competition Challenges

**Background**

- Characteristics of Competitors for business in Africa
  - Competition characteristics

**Competition Analysis and Reports**

- Business Alliance Preferences
- Financial Support

**Bivariate Analysis**

**Summary**

---

### Factor-4: Technology And ICT Adaptation

**Background**

- Africa Technology Adoption Trends
- African readiness for ICT
  - Sector wise technology adoption
  - Network Readiness Index
  - Progress of E-commerce in Africa

**Technology Adoption Analysis and Reports**

- Technology adaptation interest and focus

**Bivariate Analysis**

- Hypothesis tests

**Summary**

---

### Factor-5: Regulatory Environment

**Background**

- Africa Regulations Scenario
- Africa Regulations – Indian ICT and Trade perspective

**Regulatory Specific Analysis and Reports**

- Reports on Regulation aspects

**Bivariate Analysis**

**Summary**

---

### Factor-6: Factors Influencing For Sustainable Business Model

**Background**

- Business sustainability perspectives-Africa Geography
- Sustainability scope for Indian ICT

**Influencing Factors for Sustainable Business: Analysis and Reports**

- Univariate Analysis Reports

**Bivariate Analysis**

- Cross tab Context
Summary
ICT Demand in Africa:
Human Resources factors;
Service Delivery Models;

Factors-7: Local Talent Challenges
Background
Talent and Skills in Africa - Trends
ICT Skills scenario in Africa
Talent Challenges Analysis and Reports
  Reports on Learning Aspiration
Bivariate Analysis
  Cross tabulation Context

Summary

INTERVIEW WITH INDUSTRY EXPERTS
Background
Why these experts and how they would be helpful
The process followed to accomplish the interview with industry experts is depicted in below process diagram.
  Process Diagram
  Focus points used for structured interview

Experts – Chosen
  Dr. S. Sadagopan - Director IIIT, Bangalore
  Shri Vinay Kumar, Secretary – Min of Ex affairs, Govt of India
  Dr. Rakesh Mohan Joshi – Professor - IIFT, New Delhi
  Shri Tarun Sharma – GM - EXIM BANK OF India
  Ms. Akansha Tete, Director, Global Trade Development, NASSCOM

Experts from Select Africa Nations:
  H.E. Samuel Panyin Yalley – High Commissioner, Ghana High Commission
  H.E. Mr. Ernest Rwamucyo – High Commissioner, Rwanda High Commission
  Ms. Leluu O Abdallah, Counsellor- Tanzania High Commission
  Mr. Aklilu Kebede, is a Minister Councilor of Government of Ethiopia

Request Letter – Sample
Interview transcript
Interview Analysis
Conclusion from Interviews
CHAPTER-6: RESEARCH INTERPRETATION AND REPORTING
(Assessments, Recommendations and Business Model) 275

Introduction 278

Response and Study Assessment 279
  Assessment context 279

ASSESSMENT FOR ENTRY THEME 280
  Assessment for - Sustainability Theme 298
  Assessment context - Sustainability Theme 298

HYPOTHESIS TESTING 313
  Research Problem and Hypothesis 313
  Hypothesis Context: 313
    Main Hypothesis: 313
    Sub Hypothesis: 313
  Summary of Assessment:
    Assessments Favorable for Indian ICT industry with reference to Africa markets: 314
    Favorable Opportunities assessed for Indian ICT industry with reference to Africa markets: 316

  Assessment conclusion 317

RECOMMENDATIONS 319
  Profiling of ICT organization 319
  International Strategy selection based on the profile 319

BUSINESS MODEL 325
  BUSINESS MODEL - DIAGRAM 325
  Detailed Description of Business Model 327
    FRAME- 1 327
    FRAME- 2 328
    FRAME- 3 329
    FRAME- 4 329
    FRAME- 5 330
    FRAME- 6 331
    FRAME- 7 331
    FRAME- 8 332
    FRAME- 9 and 10 332
    FRAME-11 333

QUESTIONNAIRE 334
  Questionnaire for Indian ICT 335
Questionnaire for African ICT  
Questionnaire for ICT Influencers  

BIBLIOGRAPHY  

ANNEXURE  

Publication -1  

Publication -2  
Research Revolution  

Publication -3  
Research World  

Publication – 4  
Pariprashna  

Publication -2  
Research Revolution  

Publication -3  
Research World  

Publication – 4  
Pariprashna