



## Mapping the experience !

The XIMR team of 15  
(25% of the batch)

students went to East Africa. We describe our experiences and learnings both in terms of working in companies as well as our appreciation of the culture, the people and the beauty of nature. We spent a month in both Uganda and Kenya and interned in prestigious companies - Toyota, New Vision, The Monitor Publication, Bank of Uganda, Shumuk Industries, Stanbic bank, Spear Motors Ltd, Essar Telecom Kenya Ltd., Himalaya and Metro Exporters. Along with work we also immersed ourselves in the culture by interacting with students, families and the local tribes. In Kenya each of the students stayed with local families in order to get an in depth understanding of their culture We also interacted with the Masai tribe and understood their way of life Professor Waswa Balunywa, Principle of Makerere University Business School said "As the world becomes increasingly global you need to be able to understand markets to sell or locate the place where you know the behaviour of people. If there is no understanding then there is a clash. Therefore we hope that by increasing the contact at this level when you have young people moving from one country to another it will create a better world to live in."

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# The African Safari

## Experiences of Africa



**ALEESHA**

A country should never be judged by perceptions. Working in a different environment is indeed challenging but at the same time enthralling because every different scenario unraveled a new opportunity for me. Exploiting this opportunity in a productive way helped me identify my strengths and weaknesses



**ALFRED**

Happiness, love, beautiful, God's own world these are the thoughts that hit my mind when I think of Africa. Perceptions are made but broken by actual experiences. Africa has just been the best chapter in my life's script and has thought some important lessons, making me a better person."



**ALHAD**

Africa was like a "Dark continent" for me, but the incredible experiences I had there cleared all these pre-conceived notions. Being in a totally different culture taught me how one should respect the differences and take the best of both worlds to become a much better human being. It is the best place I have ever seen in my life.



**ANUJ**

This trip to africa has not only made me appreciate the dynamics of a completely different business scenario but also has made me aware of the role of culture in knowing how people make and execute business decisions



**BERTILDA**

Africa for me has been an experience which is a mix of wonderful people, beautiful nature and safaris. Working with the Africans at Toyota and Yu mobile Essar telecom has helped me to understand my ability to work in international markets and appreciate cultures with their uniqueness.



**DILLON**

My Internship in East Africa has been a wonderful learning experience both in terms of culture as well as work. East Africa is a land of wonderful people and breathtaking scenery. My time in Bank of Uganda and Yu mobile helped me appreciate the work ethics as well as the professionalism of the people there.



## Experiences of Africa



**EDSIL**

Working in a new country and culture gave me a unique perception of not only those countries but also my own. Exposure to a different environment has taught me that although problems can be similar the world over solutions to them are unique and highly influenced by culture and attitudes.



**KANISHKA**

This trip to Africa has not only made me appreciate the dynamics of a completely different business scenario but also has made me aware of the role of culture in knowing how people make and execute business decisions.



**KENNETH**

Africa is not one homogeneous landmass but is a labyrinth of complex cultures, histories and geographies. And our experience of East Africa enlightened us that we share a great sense of cultural depth and a strong value system which can take both nations towards greater heights in business and world order.



**NEIL**

Africa was an unforgettable experience and a great learning. My perception of Africa was transformed by the experience of a humble and caring society. As a professional it helped me build my people skill and enabled me set up the platform for my career in International Markets. Africa is not just the land of the Sahara and the Savannah but a unique culture that one must appreciate.



**ROHIT**

Africa to me... is more than a glamorous fact. It is a natural truth. No one can know where he is going unless he has experienced it. It is important to nurture new ideas and initiatives which can make a difference for Africa. Life in Africa is not about what you believe it is about what you experience.



**SAMIA**

Those who plan to go to the African continent I would say that please go there with an open heart and an open mind and then you would be surprised of what the place and the people there have to offer.



**WAYNE**

Africa has been about breathtaking experiences right from the Takeoff to slogging it out at Toyota and Essar, to riding through seas of zebras and wildebeests at the Mara to the simple sharing of love and affection with humble, loving East African inhabitants. An encore is surely on the cards.



# The African Safari

## Postcards of XIMR-Africa



**Focusing on Africa!**



**XIMR preparation talks with Mr & Mrs. Kevin D'souza,  
Executive Director of Lowe Lintas**



**XIMR interactive discussion with Mr Conrad D'souza,  
Senior General Manager - Management Services & Investor  
Relations, HDFC**



**At Shumuk group of companies**



**Being Kenyan with the families**



**Suited up for the MUBS Convocation ceremony**



## MUBS in Mumbai

Fifteen students from Makerere University Business School(MUBS) arrived in India on 6th July in continuation of the XIMR- MUBS cultural exchange. They interned at a number of Indian Corporates – State Bank of India, Mahindra & Mahindra Ltd., German Remedies Ltd, Lupin Limited, Bharti Airtel, Vodafone, Shapoorji Pallonji, Future.Supply Chain Solutions, CHR Global Services, Citizen Credit Co-Operative Bank Ltd., Chotalal H Shah & Co. Along with work they also interacted with Indian families in order to get the taste of the rich Indian culture and diversity. “XIMR stands grand and majestic true testament to the rich history that the very walls hold. The people at XIMR are welcoming & infectious in their care” said Mr. Peter Odoki, Senior Administrator, Makerere University Business School.



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