

Inspire Africa TV show premiers in Uganda

 By [Walter Wafula](#)

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Season 1 of Project Inspire Africa, a reality TV show aimed at transforming Africa by discovering and empowering the continent's budding entrepreneurs premiered in Kampala on Wednesday, 4 January 2011.

The TV show which premiered at Cineplex Oasis Mall in Kampala, drew some of Uganda's senior politicians, businessmen, entertainers and socialites.

The 13-week drama features 24 East African business minds competing for a grand prize of US\$50 000 worth of start-up capital. Their business ideas incorporate; agri-business, development of mobile applications, entertainment production, real estate, education and manufacturing, among others.

The participants were selected by a panel of judges from Uganda, Kenya, Tanzania and Rwanda. They traversed the East African region undertaking demanding business tasks like; marketing, finance and management, as every second of their lives are filmed.

In each of the East African capitals, they met top executives of businesses like Nakumatt Holdings, Monitor Publications, RwandAir, Sarova Hotels and Uganda's National Social Security Fund.

Speaking at the premier, Nelson Tugume, the man behind Project Inspire Africa, said the one-hour show will air every Wednesday at 8pm on five East African television stations. In Uganda and Kenyan it will be aired on NTV, in Tanzania it will air on Tanzania Broadcasting Corporation TV and on Rwanda and Burundi National Television stations.

Project Inspire Africa, is an initiative of Inspire Africa, a human capital development organisation which focuses on grooming and supporting youthful African entrepreneurs. The idea was conceived by Tugume, a successful car importer who was recently named the overall winner of the 2012 Young Achiever Awards in Uganda.

Dr Ruhakana Rugunda, Uganda's ministers for Information and Communication Technology, lauded Project Inspire Africa as an innovation that will promote Africa as a hub of entrepreneurship. "The benefits from this project for you personally and to the people of Africa are enormous."

The reality show, according to the minister, has the potential to change the global view of Africa, as a poor but well endowed continent. "I do believe that the initiative of Nelson and his comrades is going to break this paradox," he commented.

Moses Serugo, an arts journalist and TV critic had no grim qualms about the show, although he was jittery about the risk of Tugume ending up as the star. "I hope it doesn't focus on the CEO. From what I saw in the first episode, it's basically the CEO trying to market himself."

His fear emanates from the opening cast of Project Inspire Africa which dwells on the rags to riches story of the young millionaire, from a 9 year-old shop keeper to successful car importer.

To sum it up, Serugo said, "The show scores very high marks. And it's the best alternative to fostering the East African spirit outside the usual EAC political meetings."

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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