

# IndiaMoves | Graduation Project

Investigate whether the GhanaMoves concept could be implemented in India in co-operation with Hindustan Lever Limited (HLL). If the preliminary investigations give positive results, the IndiaMoves project has to be worked out. The follow-up will be executed by students with different backgrounds.

## What is GhanaMoves?



Four Industrial Design students developed in 2006 a special kind of hand driven tricycle which enables disabled people to make a living selling ice-cream on the streets, partnering with Fanmilk, the African market leader in ice and yoghurt. Through this project, Fanmilk was able to substantially improve their distribution, besides making a positive impact on the lives of the disabled in Ghana. The tricycles were designed and produced at a local company, which benefited from the business as well. ([www.movendifoundation.org](http://www.movendifoundation.org)).

## Your Project

Investigate the need for a tricycle and their application areas - Their use in rural areas - The kind of products that could be sold / distributed with a tricycle - Financial aspects - Setting up a business model - Process of selecting capable persons to ride the tricycles - Searching for a local workshop to manufacture tricycles - Planning the follow up.

## You are a:

Enterprising, English speaking, socially minded but entrepreneurial, open for other cultures, patient student with a background in Industrial Design Engineering (preferably with a specialisation in SPD) who is willing to stay in India for a period of 3 months (at least).

If you are interested contact:



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