# Operation Rethink Africa

My fellow Africans, this is our land we ought to be proud of it.

If I were your newly appointed leader I want to introduce you to the operation, Rethink Africa. As we are thriving to reach our full capability as a nation I am honored to be the captain of that ship. I am the daughter of the African soil, born and raised to appreciate its beauty with no doubt. Africa is my joy and it is a great privilege to work hand in hand with its people for the betterment of our beloved home. As I have said earlier on, I would like to implement operation Rethink Africa. I bet the question in a lot of people’s minds right now is, “What is operation Rethink Africa?”

Operation Rethink Africa is designed to remodel Africa into what it was meant to be at first. We now have to take a step back into the past, please do not get me wrong I am not trying to correct history. Instead I want us to learn from our past. Back then before I was even born, wait before my grandfather was even born, trade in Africa had begun. During that time there was barter trade amongst Africans. We traded amongst ourselves and it was just exchange of goods for goods. Then there was a change in trade as time went by, Africans traded with the Dutch and Portuguese. They brought cloth and metal ware to get spices such as pepper and raw materials such as ivory and gold.

Let us now zoom in the trade amongst Africans, Portuguese and the Dutch. If we took a closer look at the goods Africans received and gave in return, they got manufactured goods yet they gave away raw materials. Therefore I can say the Dutch and the Portuguese might just take the gold and silver they got added value to it by manufacturing spectacular metal wear then traded with the Africans now giving them the manufactured goods. As generations added up, we see the trade between the Africans and Europeans growing. Our biggest horror was born, slave trade.

This type of trade involved the exchange of human slaves with manufactured good, processed goods and luxury goods for example alcohol. They got what was made from their raw materials, example they gave away palm oil and got alcohol in return. No, actually they gave away raw materials for processed goods then got manufactured goods which were manufactured from their raw materials in exchange for human slaves. This painful trade gives us a lesson we have to use in our operation Rethink Africa. Africa gave away man power should I say its own labor to get the goods which is a result of their man power and raw materials. Now that we think of it we were on the losing side.

Now fast forward to the modern day Africa, Trade is still happening now a bit modernized since trade most of our agricultural output to get manufactured goods. We have Zimbabwe, for example, being the leading exporter of tobacco in Africa and on the fifth position in the world. We have it importing cigarettes, I am not trying to liken the trade long ago with what we have now instead I am just weighing the possibility of us doing the same thing as we did back then. We have most of African countries exporting cotton but being the greatest importers of cloths made from cotton. For clarity this is trade amongst African countries and the world. We are still giving away raw materials and getting processed goods in return.

We have most of Africa’s sons and daughters aiming and working so hard so that they qualify to be employed in foreign countries. Yes, they get a good salary and also a better way of living they would never get in their motherland. They deserve it because they are building the economy of the foreign land. Now that we have compared the past day living and the present day life, operation Rethink Africa comes in picture.

We want to strategize in a different way from what we did back then and actually what we are doing in the present day. Perfect to me is being different so therefore I can say operation Rethink Africa is perfect. It is what I can say the ultimate plan to promote African growth. It focuses mainly on African intra-trade**,** it simply calls for action by Africans for the betterment of Africa. We need to work hand in hand as I mentioned earlier on. Like what the former president of Zimbabwe Mr. R.G Mugabe said in his retirement speech,”Iwe neni tine basa” when translated this means we all have a part to play. We implemented that in operation Rethink Africa, where we are including every African big or small.

Our first plea goes to the African investors, we need manufacturing and processing industries put in place in our mother land. This is for us to unlock our full agricultural potential by having the farmers, manufactures, processors and of Couse those who made it possible the investors working together. Imagine having a cigarette manufacturing company in Kenya, now we will be having Zimbabwe exporting tobacco to Kenya and it will be receive processed cigarette from it. I am well aware of the fact that, that would be a great deal of money to be invested therefore one needs something to trust the nations he is investing in.

That is when the second phase of operation Rethink Africa comes in the picture. We need to build trust between us and the African investors. In order to archive it we simply have to reduce the investing percentage for them. We have to make the percentage tempting enough so that they can invest in their mother land. We also make them shareholders of some manufacturing companies that so long closed due to money problems. We need to offer them a deal which is fair, they help us reopen the closed industries and they get shares in the companies.

The third phase is a double bomb, it reboots the agricultural sector and also brings employment to Africa. We all know that during slave trade Africa gave away man power. What if we take our capability to use our hands as Africans to our own advantage? As we are trying to reopen closed companies and open new industries we need to employ a great deal of people for that. We can call for a rolling employment offer to the sons and daughters of the land. We also have the farmers, miners and those who are in the construction industry doing what they do best. The farmers working on their farms, minors in search of minerals and constructers building these industries and other people doing different tasks.

After all the work is started, we now need the African entrepreneurs. We need them to bring their creative minds together. We are offering them a platform to shine in their homeland. We need them to come up with different ways we can start trade in Africa. I am sure Africa has people of great minds who can think of ways of coping with the current situation and turn a problem into a solution. We need software, websites and applications developed .For us to reach our agricultural potential we need to digitalize Africa.

This is when the fifth and final stage of operation rethink Africa comes in place. We need to first make contracts with network producers so that we make Wi-Fi a right in Africa. We need every farmer to have internet access. We need to embrace technology and start working more behind the computer to save travelling costs and actually during this period of the corona pandemic everything is done online. So why can we not have our nation digitalized? We can use software, websites and applications designed by our very own people.

For example having a farmer application which manages the farm input/output and compares market prices at the comfort of the farmer’s home. We can have a common agriculture website designed preliminarily for African farmers. The website might be a platform whereby African farmers showcase their produce in terms of videos and pictures. We then have African buyers being able to access the products they want to purchase. Operation Rethink Africa is meant to promote African intra-trade to unlock agricultural potential in the Continent.