



KELLEY
SCHOOL OF BUSINESS
Institute for International Business



CIBER Focus Interview Series

Video Annotation

Aid to Artisans Ghana

Link: <https://www.youtube.com/watch?v=qFvnKmcCE5M>

Length: 17:09

Production Date/Year: July 24, 2018

Keyword Topics: Artisan, Ghana, Crafts

Guest Info: Bridget Kyerematen-Darko

In an interview with Jimmy Bettcher, Bridget Kyerematen-Darko discusses her work with Aid to Artisans Ghana. Darko is the Executive Director of Aid to Artisans Ghana and Bettcher is a 2012 MBA candidate at the Indiana University Kelley School of Business. Darko, who has worked at Aid to Artisans (ATA) for seventeen years, discusses the organization's mission and core activities as well as its successes and failures, noting that the global recession has adversely affected market demand. Darko also discusses her own background and how she became involved with ATA Ghana. Darko describes how ATA Ghana has changed during the past seventeen years. She discusses her long term strategy for maintaining a sustainable organization and notes the importance of having good board governance and being mindful of organizational finance. ATA Ghana has been successful at leveraging its available funds for growth, and in bridging the gap between tradition and technology to help artisans' product development process. Darko describes the challenges facing the artisan craft industry in Ghana, including performing effective market research, balancing production capabilities with market needs, and analyzing competitors. Finally, Darko offers advice to American companies interested in partnering with ATA Ghana and reflects on her collaboration with MBA student consultants at Kelley.

Video Summary/Synopsis:

0:45 - Darko explains what Aid to Artisans Ghana is and what it does.

1:45 - Darko shares some of the success stories from her time working for Aid to Artisans Ghana

3:26 - Darko explains how she began to be involved with Aid to Artisans.

5:21 - Darko expounds on how she has seen the organization change and grow over the course of her 17 year tenure there.

11:07 - Darko outlines what she sees as the biggest challenges facing the craft industry in Ghana.

13:20 - Darko gives her advice for how American businesses can become involved and possibly partner with Aid for Artisans Ghana.

15:15 - Darko shares her experience working with MBA students at Indiana University.

Standards:

7th Grade Social Studies

- **7.1.3**
 - Assess the development of sub-Saharan civilizations in Africa and the importance of political and trading centers.
- **7.1.14**
 - Identify and explain recent conflicts and political issues between nations or cultural groups and evaluate the solutions that different organizations have utilized to address these conflicts.
- **7.1.15**
 - Create and compare timelines that identify major people and events and developments in the history of civilization and/or countries of Africa, Asia and the Southwest Pacific.
- **7.2.5**
 - Define, compare and contrast citizenship and the citizen's role in the government of selected countries of Africa, Asia and the Southwest Pacific.
- **7.4.1**
 - Explain how voluntary trade benefits countries and results in higher standards of living in Africa, Asia, and the Southwest Pacific.

- 7.4.2
 - Illustrate how international trade requires a system for exchanging currency between and among nations.
- 7.4.5
 - Analyze different methods that countries in Africa, Asia and the Southwest Pacific have used to increase their citizens' individual human capital.

Economics

- E.1.2
 - Explain that entrepreneurs combine productive resources to produce goods and services with the goal of making a profit.
- E.1.5
 - Define scarcity and explain how choices incur opportunity costs and tradeoffs.
- E.1.6
 - Use a production possibilities curve to explain the concepts of choice, scarcity, opportunity cost, tradeoffs, unemployment, productivity, and growth.
- E.1.9
 - Diagram and explain the circular flow model of a market economy.
- E.5.2
 - Recognize that a country's overall level of income, employment, and prices is determined by rational spending and production decisions of households, firms, and government.

Global Economics

- GE-3.7
 - Describe and evaluate how businesses are formed, operated, and funded.
- GE-4.1
 - Demonstrate how all countries are interdependent.
- GE-4.2
 - Explain how specialization promotes international trade and how international trade increases total world output.

Indiana Studies

- IS.4.6
 - Assess the economic impact of Indiana universities on the development of the state's economy.

Essential Questions:

- What differences exist between developed and developing economies?
- In what ways can countries with developed economies aid countries without them?
- What factors have held some African economies back?

Depth of Knowledge

- Students will classify developing and developed economies throughout the world.
- Students will implement economic practices into a fake country to help bolster its economy.
- Students will construct business practices for American businesses to get involved with companies such as Aid to Artisans Ghana.

Additional Links & Related Information

- [Difference Between Developed Countries and Undeveloped Countries](#) - Article
- [Ghana Overview - Article and Economic Statistics](#)
- [Aid to Artisans Ghana Facebook](#) - Company Page