

Nyiragarama, once a desolate and remote village in the Rulindo District, was characterized by extreme poverty, high illiteracy rates, ignorance, and difficult roads filled with sharp curves, dust, and potholes.

The dire situation reflected the despair of its inhabitants, and hope seemed like a distant memory.



Dr Sina Gérard, a local entrepreneur and prominent figure in the agribusiness sector, emerged from this challenging environment. Known for his exceptional vision, innovation, perseverance, industriousness and hard work, he has made significant contributions to the revitalization of his homeland. His dedication to enhancing the well-being of Rwandans, particularly in Rulindo, is widely recognized today.

His efforts align with the Agribusiness firm's vision of being influential through providing excellent made-in-Rwanda products; Being competitive worldwide and Enhancing social and economic development.

Dr SINA is the Founder and Managing Director of SINA GERARD/ENTREPRISE URWIBUTSO and COLLEGE FOUNDATION/SINA GERARD headquartered at Nyirangarama. His Agribusiness firm boasts of more than 30 products on the local market while the number of products on foreign markets is on the rise.

The excellent performance of these products speak volumes about Dr Sina's innovativeness. Akarusho Grape Wine (2011) and Akabanga Chili Oils (2003) penetrated foreign markets with growing demand in Europe.



"I established vineyards at Nyirangarama in 2005 just before I embarked on building the Agashya juice processing plant in 2006 that sooner or later had met international standards. Producing high-quality products earned me recognition and I have won various awards at both national to international levels. In 2011, I produced the Akarusho Grapes wine which is competitive particularly on European market," says Dr. Sina in his book titled You Also Can.

Agashya, Akarusho and Akandi (natural mineral water), Strawberry JAM Akarusho Grape Wine, Akizewe (honey brand name), Akabanga Chili Oils, Agashya Juices,

Akaryoshye Yoghurt, Akarabo Biscuits (processed biscuits from locally grown wheat and potatoes), Akineza Nuts, Aka Mayonnaise, Akawe, Akiwcu Jam, Bread and Cakes.

Dr Sina's zeal to uplift the living standards of his fellow compatriots prompted him to author two books namely You Also Can and The Innovator - all available in four languages (English, French, Kinyarwanda and Swahili).

In so doing, Rwanda's Northern Province-based selfless entrepreneur wanted to share experience and knowledge that enabled him to rise from an unknown rural farmer to a prominent entrepreneur. In both books, Dr. Sina divulges his journey to the top.

Rwanda's agribusiness innovator has been recognized at local and international levels by awarding him degrees and accolades.

Azteca University in recognition of his outstanding achievements in the socio-economic transformation of the Rwandan people through various innovations awarded him a honorary doctoral degree in November 2022.

COLLEGE FOUNDATION/SINA GERARD, which offers a holistic curriculum right from nursery to secondary level, which Dr Sina proudly calls it an "industry of knowledge for the future," has positively impacted on society. It extended the realm of education to incorporate Technical Vocation Education and Training (TVET).



The school has equipped about 2,500 students and every year, the Dr Sina sponsors between 600-700 children from poor households. In addition, they get all scholastic materials free of charge.

The school focus on instilling vocational skills through hands-on training mainly in Carpentry, Tailoring, Welding, Food processing, Agronomy (crop production), Veterinary Medicine (animal health) and Mechanics.

He insists that every secondary school graduate should leave with a driver's license, courtesy of the school's driving department and is committed to equitable opportunities.

"We endeavour to equip every student, irrespective of gender, with the skills

necessary for the 21st century," Dr Sina says.

Following the establishment of CHAPELLE St. GÉRARD in 2019, Kigali Archdiocese opened a new convent for the Missionaries of Sacred Heart (MSC) at CHAPELLE St. GÉRARD on February 25th, 2020.



According to Dr Sina the Chapel he built serves not only as a house of worship but also as a place where his children and all Rwandan children can study the Catechism, Sacraments, Christian values and Rwandan culture.

Aside from providing quality education to the children, it's his desire and prayer that they live Christian lives. The main reason why he incorporated Christianity into the school curriculum is to provide holistic education so that young people find identity, meaning and purpose in life through connections to their communities and spiritual values.

Furthermore, recognizing the importance of sports in youth development, ensures that every child knows circling before completing primary. He invested in a football field and established the SINA GÉRARD FC, a platform to promote local talents.

"Thirty years ago, there was no football pitch here. Today, we've a team competing at the national scene – with both students and youths out of school," says Emmanuel Bikorimana, a Nyirangama resident.

"The football team brings us much joy and pride, we thank Sina Gérard for this joy, and an avenue for national representation," adds Bikorimana.

But his impact on athletics goes beyond football. Supporting other sports disciplines has ensured that some athletes go on to represent Rwanda in international competitions. He even organizes a two-day motor rally, which kicks off the national rally calendar.

Dr Sina credits the robust leadership under His Excellency President Paul Kagame and an unwavering commitment to security, good governance, education, health, agriculture, and community welfare.

Sina Gérard's story is a testament to the power of vision, hard work, and belief in a brighter future. Nyiragarama, once a village shrouded in dust and despair, is now a

beacon of progress, a living example of Rwanda's socioeconomic transformation.