

MEDIA STATEMENT

RESURECTION OF ENTERPRENEURIAL SPIRIT IN THE FREE STATE

“Indeed South Africa belongs to all who live in it, black and white. Today I can confirm that”. These are the words of Mrs Zelda Rodgers from Vrede who is an owner of one of the small businesses that received equipment and tools to enhance their sustainability and profitability. Thirty seven (37) businesses in Phumelela Local Municipality were beneficiaries of the Department of Economic Development, Tourism and Environmental Affairs in the Free State’s programme of assisting survivalist businesses to raise their profits and create jobs.

Announcing this project during his budget vote on the 23rd March 2013, MEC Mosebenzi Zwane said, “We have, over a period of time, observed the struggle of the *survivalist* businesses in street corners, pavements, and small shelters throughout our towns. These are people who we believe have their hearts in the right place but normally have nowhere to go for assistance. This new approach tells us we also have a responsibility when it comes to Alternative Livelihood support to the indigent and unemployed, by so doing igniting the entrepreneurial spirit amongst them”.

MEC Zwane’s service delivery programme “Jwale ke nako ya Kotulo” has given hope to 1000s of Free State businesses that would ordinarily remain on the fringes of economic and job creation activities in the Free State. Many of these businesses which would feed only one family have given hope to many more by supporting at least 3 more families since its inception.

To date more than 2001 applications from small businesses in the Free State have been received. The applications are for catering, photography, media, security, cleaning services, sewing, knitting, carpentry, mechanics, shoe shining, refuse bin cleaning , music production, tuck shops, confectioneries and butcheries.

The only criterion is that businesses should be existing already, owners should be citizens of the Free State and they should have a potential to create more jobs. Department of Economic Development, Tourism, and Environmental Affairs trade advisors criss cross the length and breadth of the Free State looking for deserving businesses and ensuring that they are registered on the data base to benefit.

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This exiting programme will next benefit the coloured community of Bronville in Welkom on Tuesday 29 April 2014.

All beneficiaries are obliged to attend training on among others; book keeping, stock management, pricing, customer relations, marketing and other business skills. The Department and the Municipalities will conduct ongoing assessment to ensure sustainability and progress.

Issued by Communications Directorate of the Department of Economic Development, Tourism and Environmental Affairs

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