

*The importance and
contribution of support
programmes towards growing
the provincial economy*

By

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Someone's sitting in
the shade today
because someone
planted a tree a
long time ago

- Warren Buffett

Unemployment??



Unemployment=FS 34%

4IR

Speaks to efficacy, in short lowering the input cost to its minimal =Possible elimination/minimisation of human intervention.

More Jobs will be lost. It's the way things will work in the future we need to focus on, this will guide the role of the human element in the mix of things

Poverty



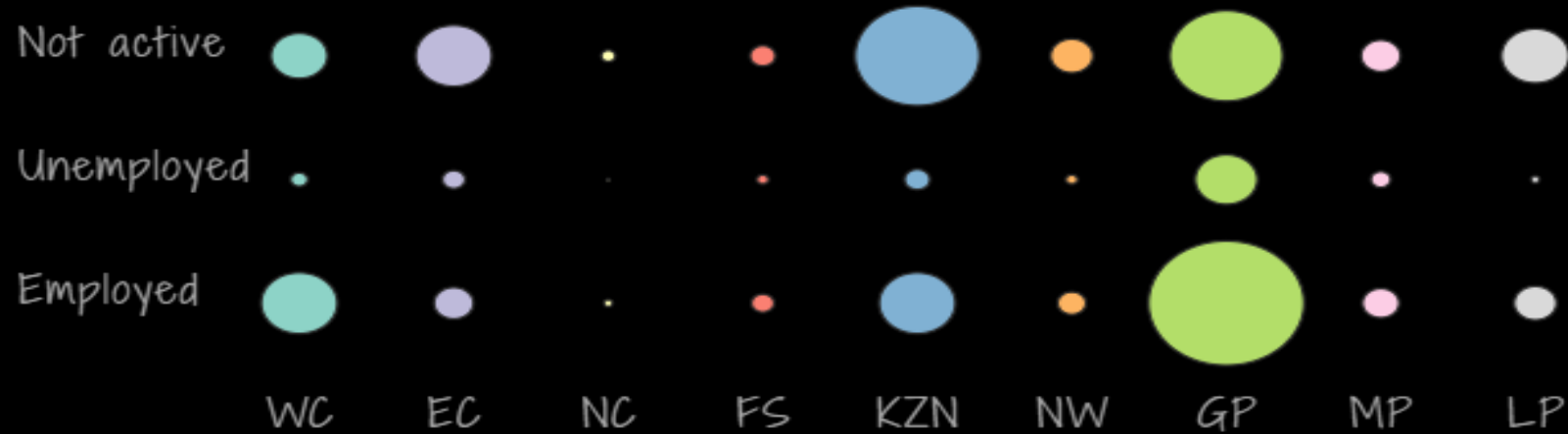
Suffering / Hardship



Poverty / Thinking

This paradigm need to shift

EMPLOYMENT BY PROVINCE



Free State

Not Active	842K
Unemployed	431K
Employed	809K

<https://mediahack.co.za/2019/07/the-realities-of-unemployment-in-south-africa/>

What are support programs and the role they play in growing the Provincial economy





NATIONAL YOUTH DEVELOPMENT AGENCY



IN-HOUSE MEDIA AND COMMUNICATIONS

Two young people from Bethlehem in the Free State Province, **Motlatsi** and **Dimakatso Mofokeng**, founded In-House Media and Communications. The Company specialises in Photography, Corporate Videos, Promotional Videos and Graphic design services.

Motlatsi acquired his Bachelor of Arts Degree in Motion Picture Medium in 2012 and, proceeded to work as an intern for a Media House, where he gained vast knowledge and skills in photography and videography. He identified a marketplace and established his business when his internship contract ended. He outsourced equipment from different suppliers to service his clients. This affected the business' ability to generate profit and restricted it from being competitive.

The young aspiring entrepreneur decided to seek financial assistance and approached the NYDA. After undergoing all application processes, Motlatsi received the **NYDA Grant Funding** to the value of **R49 992, 00** to purchase equipment for the company. The assistance from the NYDA has enabled the business to penetrate the market and, is currently servicing different Municipalities, Motor Dealerships, and Shopping Malls. The equipment has enabled competitive advantage, and the business' turnover has increased significantly.

Rapid Incubator and Centre For Entrepreneurship



- Since its establishment in 2017, the programme has helped train 524 students and members of the community in entrepreneurship as well as contribute in the formation of 14 small and medium sized businesses.



UNEMPLOYMENT IN SOUTH AFRICA

Unemployment in South Africa has been on the increase over the past 10 years. In December 2008, 21.5% of South Africans were unemployed. By March 2019 that number had increased to 27.7%.

Long-term unemployment (people unemployed for a year or more) increased from 2.6 million to 4.3 million.

Are the current programs making the needed impact??

And what is that impact??

Lets take a look at what is China doing!!

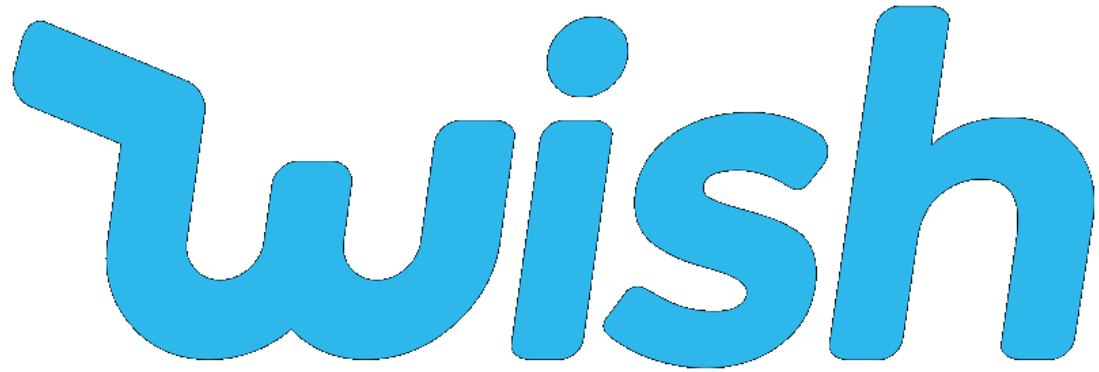


Products Expo's



Come to your back yard in the form of an opportunity??
“Start your own business” selling there products??
What does this do to our manufacturing sector?

Strong online platform operating globally

The logo for Wish, featuring the word "wish" in a bold, blue, lowercase, rounded sans-serif font.The logo for Alibaba, featuring an orange stylized graphic above the word "Alibaba" in a bold, orange, lowercase sans-serif font. The graphic consists of a thick orange line forming a shape reminiscent of a stylized 'A' or a mountain peak, with a black outline of a mountain range inside it.

IBIS World research forecasts an 8.6% per year increase in **online** revenues over the next five years. **Growth of online shopping** has been characterized by strong consumer demands and the increasing number and type of goods available

Social Media



Ongoing aggressive advertising's with funky Video's on product usage "this is called creating a demand"

<https://www.youtube.com/watch?v=bGZH0x5O96U>

The world is changing

Customer Experience

Delivery of Value

Problem driven solutions

Eco-Systems (Start Small)

Social Responsibility

Synergy

The Support Eco- System



End
Thank you