



Kwanalu

WYRE

Women and Youth Rural  
Entrepreneurship  
Programme

Kwanalu  
response  
to the  
2021  
Unrest  
(donor  
funded)

- A Humanitarian Aid Programme to assist farmers, farm workers, small holders and vulnerable communities.
  - 500 000 people assisted
  - More than 15 partners (incl. Agri SA and its members)
- A Business Restoration Programme to assist rural town businesses recover.
- A Rural Entrepreneurship Programme underpinned by leadership & business training with mentorship aimed at providing opportunities to youth and women in rural towns.



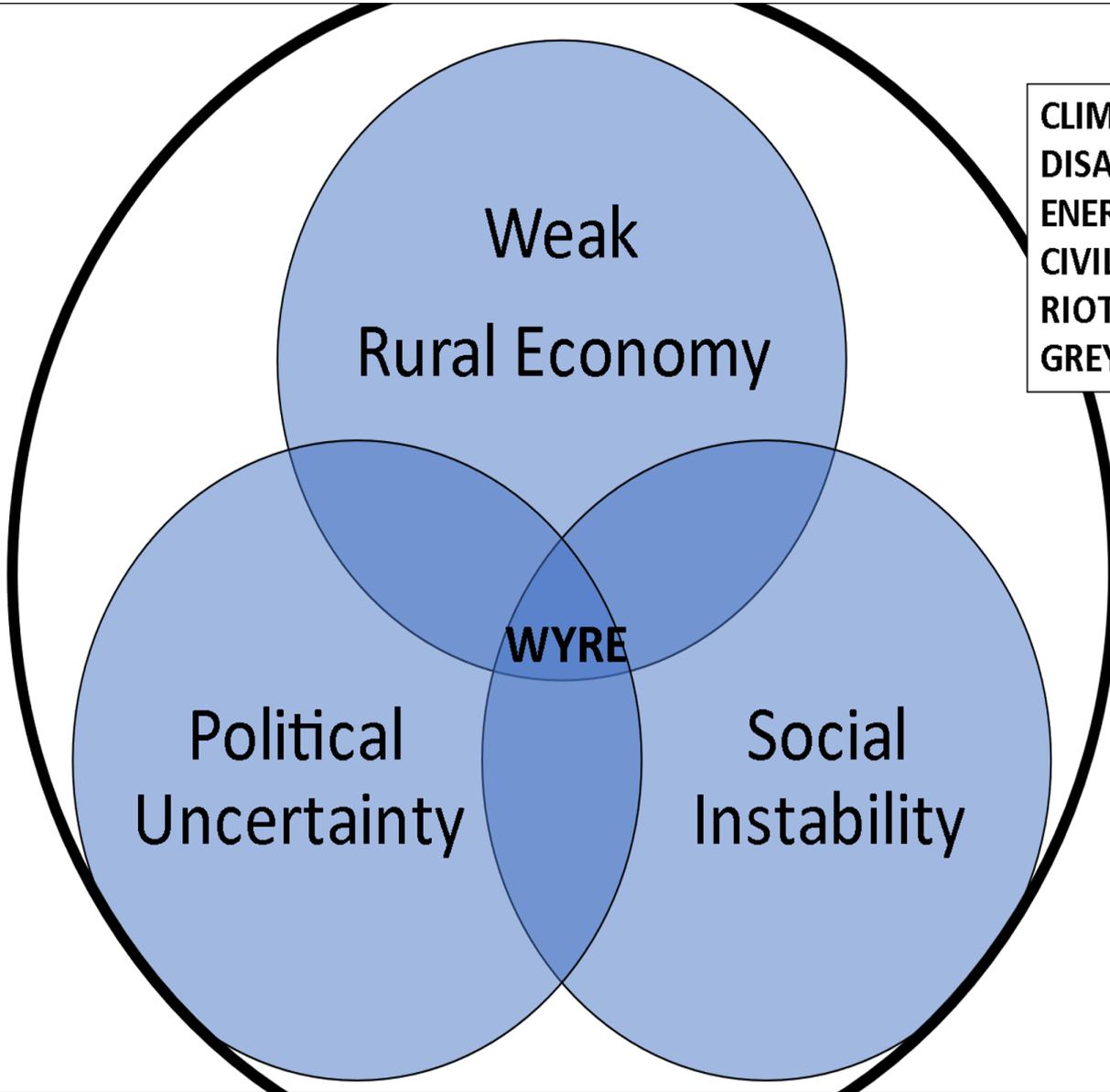
**We Are South Africans**

1h · 🌐

What a busy Monday we had, our team with [Agri SA](#), [RE/MAX OF SOUTHERN AFRICA](#), [Toyota Knights](#) and the Citrus Growers Donation with [Kwanalu](#) accepting the huge donation from the association. Amazing things are happening in KwaZulu-Natal, historic things. More images and videos and a story of absolute human faith and endurance coming later today.

The [#SPIRITOF SOUTHAFRICA](#) and the people is alive!





CLIMATE CHANGE  
DISASTERS  
ENERGY CRISIS  
CIVIL UNREST AND  
RIOTS  
GREY LISTING

- **Poverty**
- **Inequality**
- **Unemployment**



- **Youth Unemployment has become the most pressing social and economic challenge in many cities and is a major challenge to economic growth and development**

**THE THREE CRITICAL ISSUES WE FACE AS A  
COUNTRY**

**ALL OF THESE ISSUES IMPACT RURAL  
SAFETY AND SECURITY**

# The solution lies in the Informal Sector

Entrepreneurs in the Informal Sector –  
Hancock 2024

- R90bn from informal food outlets
- R110bn from informal alcohol taverns
- 10 000 township bakers
- R187bn spaza shops
- 80 000 township mechanics
- R10 bn hair “saloon” stylists
- R18bn muti shops
- R4.4bn in goat trading in the informal sector

Voters are strongly in favour of entrepreneurship, with 39% saying the best way to put more money in people's pockets was by “making it easier to start small businesses” would make South Africans richer. Brenthurst foundation  
March 24 survey

The formal Agricultural sector services the informal sector.

Stability and prosperity of the rural informal sector means rural safety and security for all rural communities



# Kwanalu – the KZN agricultural union

## Background:

- Acknowledged as having a member driven, mandated, diversified, inclusive footprint in KwaZulu- Natal
- Recognised as the credible voice of agriculture and rural matters in KZN
- Track record of financial governance with clean AG audits
- Successful implementing partner for the AgriSETA, SADC and private sector
- Innovative – solution focused
- Leadership committed to inclusivity, rural communities and the importance of agriculture in the rural and national economy.



# Kwanalu WYRE approach



Strengthening the rural economy through job creation using Mindset Change, Entrepreneurship, Mentoring and Clustering.

Cluster

Mentor

Link

Business Administration

Business Plans

Lead Mindset Change



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Kwanalu WYRE operates in the commercial, rural and informal sector

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Kwanalu has been supporting and developing entrepreneurs in rural areas through a variety of programs

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Colab with Producers, traders and service providers

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1430 entrepreneurs supported by WYRE with  
7000 supported in other Kwanalu programmes (2023)

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**To strengthen the rural economy and rural safety and security**

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#changing mindsets #changing lives

# Why Agriculture is the Solution

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Agriculture creates jobs by developing, supporting and linking farming and ancillary businesses into the value chain.

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The sector continues to make a positive contribution to GDP and despite Covid19, riots and floods, the sector continues to grow.

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Commodity structure provides technical support and a link to markets.

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New crops provide for new agri-processing share opportunities promoting inclusivity



# The Kwanalu WYRE Imperative

Kwanalu (WYRE) provides:

- basic business administration skills,
- leadership training,
- business incubation and a
- financial stimulus that

gives life to business plans of successful candidates.

It is aimed at self-employment and job creation in rural towns.  
It provides an opportunity to address inclusivity in agriculture.  
It is about economic empowerment across the value chain –  
producers, traders and service providers.  
It is about rural safety and security



# **Kwanalu WYRE**

## **Impact, Economic Indicators and Business Activation**



- 2022 - 860 women were trained
  - after 6 months, total income increased by 20% , at the same time there was a decrease of 29% on external financial support.
  - 8600 livelihoods were directly affected
- 2023
  - 94 women received financial support / stimulus
  - 320 trained in business administration
  - 940 livelihoods were directly affected
- 2024 (in progress)
  - 65 young people started businesses and received start up funds.
  - 650 livelihoods are currently directly affected
- A total of 1430 women and youth have received support in 2 years through WYRE programme – 14300 livelihoods and 143 000 people.
- Jobs created
- Value to the economy R71,5million

# Request from Kwanalu



**POSITIVE SUPPORT FROM  
ACTIVE PARTNERS –  
SERVICES, FUNDINGS,  
DISCOUNTS**



**YOUR SED, ED, CSI FUNDS  
TO BE CHANNELLED  
THROUGH THE  
PROGRAMME.**



**IDENTIFY THE AREAS THAT  
NEED SUPPORT WITH YOUR  
FUNDS**

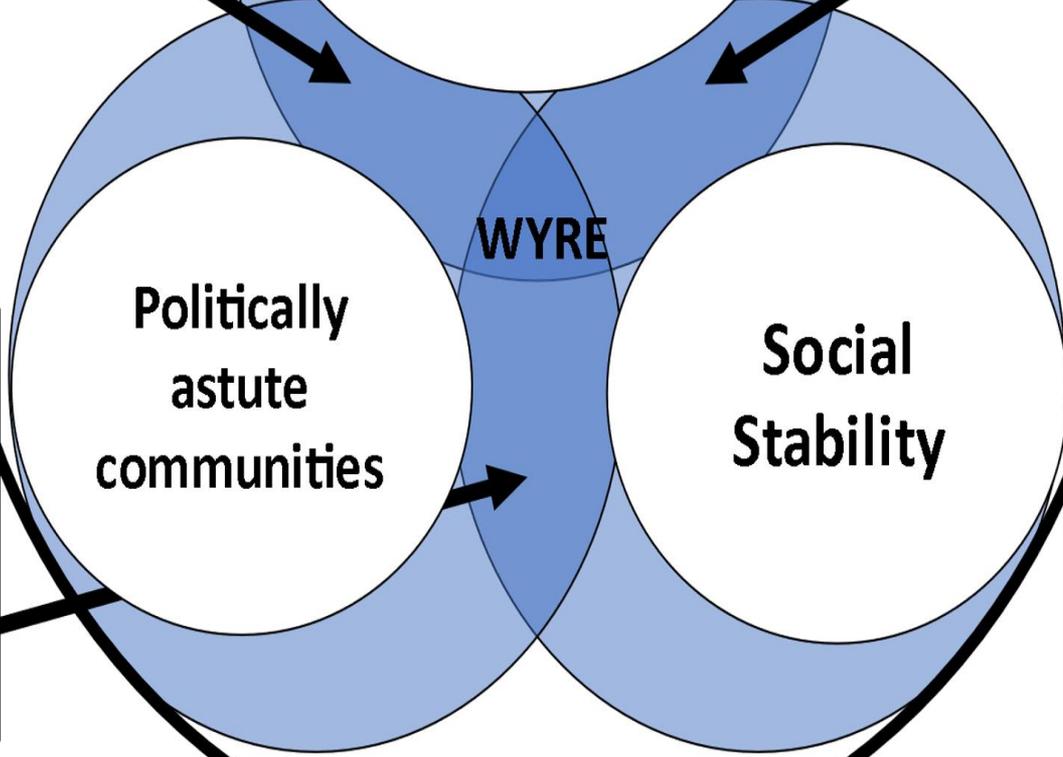
Through women and youth entrepreneurial support you uplift the family, the community and the local town.



**Individual Self  
Reliance &  
Economic  
Empowerment**

**Communities with  
change mindset –  
“I can do”**

**Strengthened  
Rural  
Economy**



**Communities  
addressing  
their own  
issues –  
project  
driven**

**CLIMATE CHANGE  
DISASTERS  
ENERGY CRISIS  
CIVIL UNREST AND  
RIOTS  
GREY LISTING**



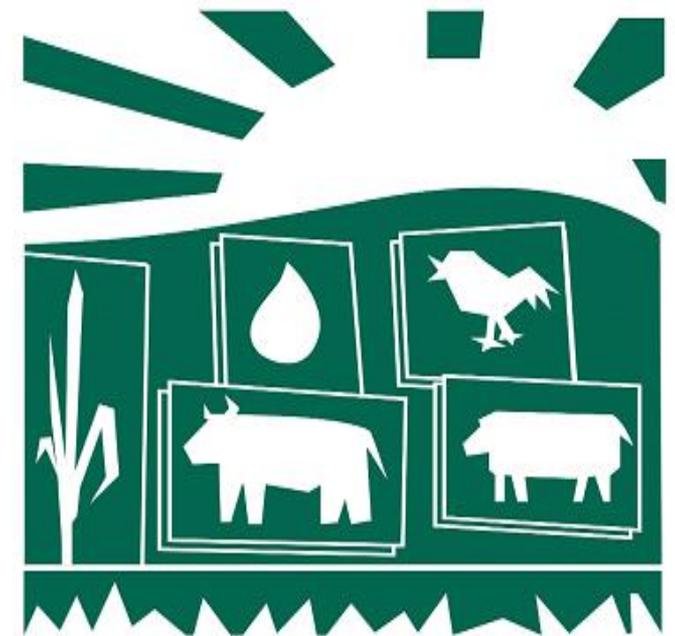
*Some of our team members*

**Kwanalu**

**Mrs Sandy La Marque – CEO**

**Dr Kathy Hurly – WYRE Project Manager**

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# Kwanalu

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