

# MAY

## newsletter



**MASDT**  
MOBILE AGRI SKILLS  
DEVELOPMENT & TRAINING (NPC)



### PROJECT RECEIVES GENEROUS FUNDING

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## PROJECT RECEIVES GENEROUS FUNDING

Hati Endlela Marite Co-operative lies nestled in the fertile valley of Marite in Bushbuckridge, on the border of Mpumalanga and Limpopo. It consists of five passionate and hardworking young women. Their dedication even shows in their name which translates from Tsonga to 'we are doing it ourselves'. When the project was recruited in 2016, the co-operative was operating on 1ha of land, planting butternut.

The young entrepreneurs are determined to make their venture a success, and with the guidance and mentorship of Business Development Officer - Pretty Nkosi - have turned into full fledged business women. They acquired another three hectares and are currently producing butternut, cabbages and tomatoes.

Their courage and perseverance have secured them funding from Food and Trees for Africa, supplying them with seedlings, fertilizers and a water pump in late 2018. With the help of MASDT, Hati Endlela Marite was

granted a further R100 000 from the National Youth Development Agency (NYDA) in 2019. The funding that the ladies received is a blessing indeed. They want to expand their operation and employ people from the struggling local community of Marite, relieving the poverty around them.

Hati Endlela Marite certainly is a project to watch with interest, as these young, emerging farmers show that determination and a keen sense of business can take you beyond your wildest dreams. But, as with most new businesses, financing is often a problem, especially in former disadvantaged communities.

Funding initiatives like the NYDA and Food and Trees for Africa's contributions can really mean the difference between subsistence farming and a thriving agricultural venture. The women were humbled by the funds they received and felt even more motivated to think even bigger.



## A STORY OF UBUNTU

If you have ever met Ireen Maile, you will know what a strong, driven woman looks like. Ireen hails from the small village of Maromeng in Acornhoek, Bushbuckridge –North. She is a graduate in Chemical Engineering from the University of Johannesburg, but due to scarcity of employment, decided to return to her roots in 2016 and started Rethabile Layers and Broilers Pty (Ltd), with the aim to create employment opportunities for people in the community and food security according to the UN's sustainable development goals.

The Rethabile project was recruited by MASDT and included into the Incubation Programme in 2018, under the supervision of Business Development Officer, Lethabo Sekgobela. Ms Maile is a tough woman, and certainly demands respect and carries these values over in her company. She believes in impacting society in a positive way and in getting involved in community projects.

The company recently ran an initiative of giving back to the community by donating school uniforms to the Madile Primary school as part of their CSI program. Ms Maile herself went to school at Madile, and remembers how some kids who came from disadvantaged homes suffered academically because of the lack of school uniforms. She asked the school to identify five pupils in need. Complete uniforms were presented to the learners on the 9th of May 2019.

Education is very important to Ms Maile and she plans to carry out more initiatives like this to change the circumstances in her community at large. It goes to show that the spirit of Ubuntu is very active and that it takes love and understanding to carry it through. Ireen Maile is a shining example of how a single person can change the world for the better, five people at a time.



## STANDARD BANK TOP REGIONAL WOMEN'S CONFERENCE

Women are surely taking the business world by storm like never before. But women have been powering the economics of Africa for years. They make up the majority of self-employed individuals in sub-Saharan Africa - the only region in the world where this is true.

Standard Bank has acknowledged this powerhouse phenomenon and they also know how difficult it is for women to break through into the patriarchal world of business. Therefore the bank - who employed its first female in 1915 - have decided to help women in business with its Top Women Conferences that are held across the country every year. These conferences create platforms for women leaders and entrepreneurs in South Africa, accelerating the realisation of gender parity on a global scale.

Standard Bank's website cites the following facts - "A recent McKinsey Global Institute report found that \$12 trillion could be added to the world's GDP by 2025, though advancement of women equality. This makes the future of women big business - and Standard Bank Women Leaders will be growing in step with them. We want to emphasise that advancing women is good for business, good for society and great for Africa's future prospects."

The bank prides itself on the fact that their permanent employees comprises of a female workforce of nearly 60%, with women making out about 50% of top management.

The bank recently presented its Conference in Nelspruit at the Ingwenyama Conference and Sports Resort near White River on the 30th of May 2019. MASDT staff were invited to the event with Chief Financial Officer - Caryn-Leigh Lombard - standing in for Managing Director, Lynette Smit, as a judge in the Pitching Den. The day was complete with various prominent business women from the Lowveld as key note speakers. The afternoon saw the special Pitching Den where eight aspirant entrepreneurs pitched their business ideas to the judging panel.

Ms Lombard was joined by Ms Nhlamulo Shiluva Shandlale - Senior Manager Provincial Marketing for Mpumalanga and Limpopo from Standard Bank, Ms Zanele Khoza - Branch Manager from Seda for the Ehlanzeni Branch in Mpumalanga and Ms Linda Grimbeek - Chief Operating Officer for the Kruger Lowveld Chamber of Business in the judges' seat. Each contestant had three minutes to make an impression with their products or services and endure five minutes of gruelling questioning by the judges.

In the end it was Ms Lucia Mabunda with her 'Little Harvard Day-care Centre' that walked away with the first prize, followed by Ms Lerato Sekgobela (Discover Limpopo MAG) and Ms Phindile Ncube (Phakama Logistics).

It certainly is not a man's world anymore when it comes to business, and women in power are proving it.