

Vuk'uzenzele



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■ Its smiles all the way for the owners of the Leratong Bakery cooperative which received assistance from the Department of Social Development and the National Development Agency.



Agricultural allies enjoy abundant returns

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Ordinary shack turned into luxury spa

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Baking loaves of success

KITCHEN QUEENS have kneaded, shaped and baked a livelihood for themselves, with a little help from government and their supportive community.

Galoome Shopane

Over two decades ago, a group of women from Qwaqwa in the Free State put on their aprons, got out the flour and mixed up a better future for themselves.

The Leratong Bakery co-operative was started by nine women. Sadly, five of the original members have passed away but the remaining four have not only been able to put bread on the table but have created a strong sisterly bond.

Leratong Bakery sup-

plies nine crèches around Qwaqwa, as well as private households.

“Everything we do was self-taught and we have worked very hard,” said co-operative member Ntsejwa Nkone.

Nkone said that part of

their success and sustainability came from the support that they received from their community.

“Our relationship with community members is very good; they have supported our products and have encouraged us to continue

what we do as they love our baked goods.”

Nkone explained that they received funding from the Department of Social Development that enabled them to purchase three stoves,

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“And as we let our own light shine, we unconsciously give other people permission to do the same.”

Nelson Mandela



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Njengendoda yoqobo, ndithi nawe ube yindoda emadodeni, nyana

Ngela xesha *uTshepo Mofokeng wayeneminyaka eli-10, wahlala engcungcuthekiswa ngaphakathi yintlungu yokudlwengulwa kukadade wabo ominyaka ili-17 ubudala.

Ngethuba umhlaseli oxhobileyo eyalela le nkwenkwana ukuba mayilale phantsi ingajongi, usaliva nanamhlanje ilizwi lesikhalo sikadade wabo ezindlebeni zakhe.

Emva kolu hlaselo, le ndoda yamyalela yena nodade wabo ukuba babaleke bangabheki ngasemva. Ngeli xesha begoduka kubuhlungu kunjalo, udade wabo wamcela ukuba athembise ukuba akasokuze axelele namnye umntu ngolu dlwengulo.

UTshepo wasigcina isithembiso sakhe kodwa eli hlebo lamenza waba krakra kakhulu umphefumlo wakhe.

"Ngeli xesha ndikhula, ndandimana ndimbona lo mdlwenguli apha eKathlehong lo nto yandenza ndakhulelwa ngumsindo

ngakumbi nangakumbi. Azange ndikwazi ukuyamkela into yokuba angafumani sohlwayo ngoko wakwenzayo."

UTshepo uthe xa eyinkwenkwana efikisayo nekhula amandla akakwazi ukuyilawula ingqumbo yakhe, waza wamana ukumhlasela umdlwenguli kadade wabo nanini na xa embona. Wasuka ekubeni yinkwenkwana engenankathazo wayidyongwana esoloko ilugcwabevu ngumsindo.

Zaba mbini izinto ezasindisa uTshepo kobu bundlongondlongo. Okokuqala, wayenethamsanqa lokuba notata nomkhuluwa ababesazi ukuba ubundlongondlongo abusiso isisombululo nangona babengayazi intsusa yabo apha kuTshepo, kodwa bakwazi ukumkhokelela kwindlela ethe tse neyakhayo. Okwesibini okumsindisileyo kukungenelela kwamapolisa akwaloliwe ambonayo uTshepo ehlasela umdlwenguli kadade wabo. Lo mdlwenguli washiyeka ophuke

umlenze kodwa emva kokuba uTshepo ewacacisele yonke into eyayenzwe yile ndoda kwiminyaka eyadlulayo, amapolisa akwaloliwe alikhulula eli tyendyana ngokulityityimbisela nje umnwe. Umdlwenguli wasiwa esibhedlele kwaye akazange afake simangalo.

Noko kunjalo, ukuhlaselwa kwabesityhini kusahleli kuqhubeka, kwaye uTshepo uya exhallabangakumbi. Ngethuba engumfundi ePretoria Technikon, wancedisa ekusekweni kombutho wokuvula amadoda amehlo ukuba ayiqonde indima yawo ekuhlaleni waza ngowama-2004, wabhalisa umbutho wamadoda obizwa i- South African Men's Action Group (i-SAMAG) njengombutho ongekho phantsi kukarhulumente.

Namhlanje, i-SAMAG inabasebenzi abali-10 abasebenza isigxina kwaye inee-ofisi eGauteng, eFreyistata, eMntla Ntshona, eLimpopo naseMpumalanga. Izinikele ekukhuthazeni inguqu



kwezintlo.

Umyalezo wayo ongundoqo uthi 'Amadoda okwenene awabaphathi kakubi abantu basetyhini' (*Real men don't abuse women*). Igama elithi 'Real' sisishunquleli sala magama esiNgesi: *Responsible* (Thembekileyo), *Enlightened* (Khanyiselwe), *Archetypal* (yiba nguMzekelo) kunye no-*Loving* (nokuThanda)," utshilo uMofokeng.

"Uninzi lwamadoda lufunde iindlela zokuziphatha ezisekelwe kugonyamelo lwamadoda. Kuba ayebethwa ebuntwaneni ngoku awaboni sizathu sokuba kutheni engenako ukukhulisa kwangalo ndlela abantwana bawo. Kwizizwe ezininzi, amadoda aphephe baze bona abantu basetyhini babonwe bekwinqanaba elinye nelo labantwana ke ngoko kuthathwa njengento eyamkele-

kileyo into yokubaphatha njengabantwana.

Umntu ngamnye unendima ekufanele eyidlalile ukuguqula indlela abacinga ngazo abanye," utshilo uMofokeng.

Ukholelwa ekubeni abantwana bakhuliswe ngendlela engazikugxininisa umahluka ngokwesini. Abantwana mabakhuliswe njengabantwana, kunokuba bakhuliswe njengamakhwenkwe namantombazana; ootata kufanele badlale ndima emandla kubomi babantwana.

Ungaqhagamshelana ne-SAMAG kwa: 011 022 9007.

***U-'Tshepo Mofokeng' asilogram lakhe lokwenyani.**



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a dough mixer, bread slicer, ingredients and allowed them to do some marketing.

"The process was not that difficult and we did not wait a long time. We just went for an interview and we made it," explained Nkone.

The women received further assistance from the National Development Agency (NDA) which trained them in management and operations. The NDA also donated a minivan for deliveries. This all amounted to funding worth about R900 000.

The NDA is an agency of the Department of Social Development.

October is Social Development Month which is aimed at engaging communities to

identify their challenges and put together action plans to deal with these challenges.

With the assistance of the NDA the Leratong Bakery has definitely implemented their plan of action by moving their business to new heights and creating jobs.

The bakery has made a name for itself and are famous for the freshest bakes in town.

Nkone said she is proud of the business's longevity and now wants to incorporate more people into their bakery.

"I hope that the co-operative will grow even bigger so that we can take on and serve more people," she said.

Nkone and her partners hope to infiltrate the market further by supplying local supermarkets with their bread and buns. **V**



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Ityotyombe elidelelekileyo liphuculwe laba yi-beauty spa

Nonkululeko Mathebula

Thaini Masakane uzenzele igama ngokujika ityotyombe libe yindawo yokuqhunkqa nokuzihombisa, *i-beauty spa*.

Uzinze eBotshabelo eFrey-stata, ishishini lakhe, i-Victor Body and Nail Studio, likhula ngokukhawuleza kwaye linomtsalane kumntu wonke ofika eze kufuna ukufekethiswa ngandlela ithile.

Sele evela kuthengisa izitya zakwa-Tupperware ngexesha eneminyaka eli-19, uneminyaka engama-28 ngoku uthi wayesoloko ekulangazelela ukuba angaziqhubela elakhe ishishini kwaye unovuyo lokuba wayiqala le ndlela.

“Ndaqala ngokusebenzela omnye umntu oneshishini elifana neli kwaye kulapho ndathi ndafumana khona amava,” utshilo, wongeza athi wafundela izifundo zobugcisa bokutsheyisa nokuhombisa umzimba, *i-cosmetologist* kwiKholeji iMotheo TVET, eBloemfontein.

Ekugqibeleni uye wakulungela ukuziphumela ecaleni ngokwakhe kwaye akakhange aphinde eme. Ishishini lakhe linabantu abebekade befuna uncedo



olufana neli eBotshabelo kwaye unabantu bakhe abeza rhoqo kuye. Kweli shishini lakhe kwenziwa iinzopho zezandla nezenyawo, ukususa uboya, ukuthambisa

nokuhonjiswa kobuso.

Iifoto zendawo yakhe yokuvocavocwa ongenakutsho ukuba isetyotyombeni ngenxa yobuhle bayo azifake kumajelo oluntu onxibele-

Iwano zithandwe ngabantu abaninzi bencoma ubuchule bukaThaini besithi ungumzekelo omhle wokuvuselela amantombazana asezilokishini.

Le ndawo yokuvocavocwa yakhelwe kwityotyombe lamazinki amatsha, kwaye xa uyijongile ungaphandle awunakuyicingela ukuba ngaphakathi linobunewu-newu nobuqhele-qhele obufanele kanye ukuntenda nokufekethisa. “Yandothusa indlela abantu abalixhasa ngayo ishishini lam. Nangoku akandikayikholelwa le nkxaso ndiyifumanayo. Ndiyibulela ngokungazenzisiyo inkxaso yabantu balapha kunye neyabo bavela ngaphandle kweli phondo laseFreyistata.”

UThaini yinkedama futhi wakhuliswa ngumakazi wakhe noneshishini leenkuku ekwathengisa neelekeke, ikeyiki kunye namandongomane: uphawu olucace gca ukuba ushishino lusegazini kweli khaya.

“Elona phupha lam kukubona ishishini lam likhula lisiba likhulu likwazi ukudala imisebenzi lincede abangaphangeliyo lize linike ulutsha ithemba lokuba ungaphumelela ebomini ukuba nje ubeke ingqondo yakho kulo nto uyifunayo,” utshilo uMasakane.

Uthi ngoku ingqondo yakhe uyimilisele ekukhuliseni ishishini lakhe ngokufumana olunye uqeqesho ukuze akwazi ukongeza udidi lweenkonzo abonelela ngazo. **■**

Step by step guide to starting a business

If you are an aspiring entrepreneur with what you believe is a great idea or product that can be transformed into a commercially viable enterprise – then you should visit a Small Enterprise Development Agency (Seda).

Seda is an agency of the Department of Small Business Development (DSBD) which provides non-financial support to small enterprises and co-operatives.

Step one: visit the offices of the Seda

On your first visit to Seda an Information Officer will take you through what is referred to as the Seda Talk process.

The process involves an as-

essment of both the idea and potential entrepreneur; advice and registration into the Seda database of clients or small businesses.

Our Information Officers can be found in our 53 branches.

Step two: Fill in a questionnaire

Aspiring entrepreneur will be given a questionnaire to fill in and conduct interviews to gather as much information as necessary about the prospective business owners and their ideas.

The business environment is a testing one therefore would-be entrepreneurs need to be assessed as potential small business owners, to ensure they are ready and aware of what



the journey of entrepreneurship entails.

Step three: Is your idea viable?

The idea itself also needs to be tested and its commercial viability analysed. Has the would-

be entrepreneur conducted their due diligence on their business idea? Is there even a market for their proposed product or service?

It is up to the entrepreneur to prove that they have tested the

market by engaging potential buyers of the service or product.

Step four: information session

Should the entrepreneur fail to provide answers to all or most of the questions about the business they would like to start the Officer will either send the entrepreneur back to conduct some due diligence or organise an information session in which the prospective entrepreneurs will engage on how to go about doing the due diligence. **■**

For more information about services that you can receive from Seda call 0860 103 703 or visit www.seda.org.za.