

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

Page 6



Ordinary shack turned into luxury spa

Page 9

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,

● **Cont. on page 2**

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

Nelson Mandela



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Emadvodza emadvodzeni: Yiba yindvodza, mfana wami

Ngesikhatsi *Tshepo Mofokeng aneminyaka le-10 budzala, uphile ati kutsi dzadzewabo lomdzala loneminyaka le-17 wadlwengulwa.

Ngesikhatsi lomhlaseli wadzadzewabo labehlomile atjela Tshepo kutsi alale phasi angabukeli, usakuva nanyalo kukhala kwadzadzewabo.

Ngemuva kwalokuhlasela, lendvodza yatjela letelamani kutsi tibaleke tingabuki emuva. Ngesikhatsi babaleka kabuhlungu baya ekhaya, dzadzewabo wamtjela kutsi akatsembise kutsi ngeke atjele muntfu ngalokudlwengulwa kwakhe. Tshepo wakugcina esifubeni loko kodvwa lemfilho yamenta wahlala njalo amunyu emoyeni.

"Ngesikhatsi ngikhula, bengimbona lomdlwenguli ahambahamba khona lapha eKathlehong kantsi loko kwange-

nta ngatfukutsela kakhulu. Angizange ngikwemukele kutsi akazange atjeziswa ngalesento sakhe."

Ngesikhatsi sekamdzala, sekalihungu leselicinile, Tshepo akazange akhone kubamba lulaka lwakhe, bekamhlasela njalo lomuntfu lowadlwengula dzadzewabo nakatfuke wambona. Wantjintja ekubeni ngumntfwana lonekuthula waba ngumfanyana lohlala atfutkutsele.

Timbili tintfo letasindzisa Tshepo kulendlela yakhe yebudlova. Kwekucala, bekabusisekile kutsi abe nababe kanye nemnakabo lomdzala labebati kutsi budlova abusilo likhambi nanome kodvwa bebangati kutsi kubangelwa yini kutsi Tshepo atiphatse ngalendlela, bakhona kumeluleka bambuyisela endleleni lecondzile. Kwesibili kungenelela kwemaphoyisa kajantji lelabona ngesikhatsi

Tshepo ahlasele kwekugcina umdlwenguli wadzadzewabo. Lomdlwenguli wasala aphuke umlente kodvwa ngesikhatsi Tshepo achazela emaphoyisa kajantji kutsi lomuntfu wentani yonkhe leminyaka leyandlula, ancuma kutsi alikhulule lelibhungu ngekulecwayisa. Lomdlwenguli wamikiswa esibhedlela kodvwa akazange aye kuyowumangala.

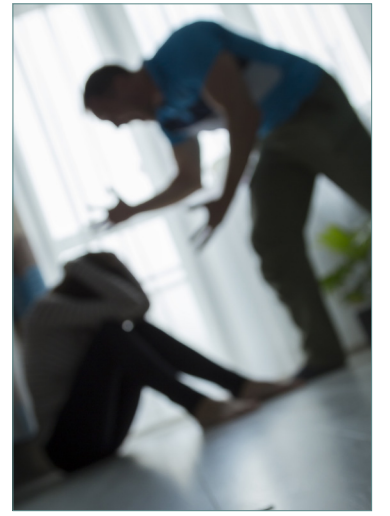
Sekuvamile kuhlaselwa kwabomake, nanome kunjalo Tshepo bekakhatsatekile kakhulu. Ngesikhatsi asasengumfundzi lapha e-Pretoria Technikon, wasita ekusunguleni licembu lekucaphelisa emadvodza ngendzima yawo lekumele kutsi ayidlale emmangweni kantsi nga-2004, wabhalisa licembu lemadvodza i-South African Men's Action Group (i-SAMAG) njengenhlango lengekho ngaphasi kwahulumende.

Lamuhla, i-SAMAG ineti-sebenti leti-10 letisebenta ngalokugcwele eGauteng, eFreystata, eNyakatfo Nshonlanga, eLimpopo naseMpumalanga. Lenhlango itimisele ngekuletsa luntjintjo kutenhlalo.

Umlayeto wayo lomcoka utsi 'Emadvodza sibili akabahlukumeti bomake.' (*Real men don't abuse women*). Ligama lesiNgisi lelitsi "Real" limele *Responsible* (kuba nemtfwalo), *Enlightened* (kukhanyelwa), *Archetypal* (kuba sibonelo) kanye na-*Loving* (kutsandza)," kusho yena njalo Tshepo.

"Luhlelo lwekubeka labadvuna ebuholini labasikati bangafakwa lube nemtselela emadvodzeni lamanyenti. Bekashaywa asasebantfwana ngako-ke akasiboni sizatfu sekutsi kungani bangakhulisi bantfwababo nabo ngaleyo ndlela. Emasikweni lamanengi, emadvodza ayabusa bese kutsi bomake bona babe sezingeni linye nebantfwana ngaleyo ndlela-ke kwemukelekile nje kutsi nabo bomake bacondziswe tigwegwe ngendlela lefananako neyebantfwana," kwasho yena njalo Tshepo.

"Wonkhe umuntfu unendzima lekumele kutsi ayidlale ekugu-



culeni tingcondvo," kwasho Tshepo.

Ukholelwa ekutseni bantfwana kufanele kutsi bakhuliswe ngaphandle kwekubafaka umcondvo wekutsi intfo letsite yentiwa bulili lobutsite kuphela. Bantfwana kufanele bakhuliswe njengebantfwana, hhayi njengebafana nemantfombatana; bobabe kufanele kutsi badlale indzima yekutibambela bona matfuba etimphilweni tebantfwababo.

Ungatsintsa i-SAMAG ku: 011 022 9007.

***Tshepo Mofokeng akusilo ligama lakhe sibili.**



● Cont. from page 1

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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Umkhukhu uguculwe waba spa lesinetsetekile

Nonkululeko Mathebula

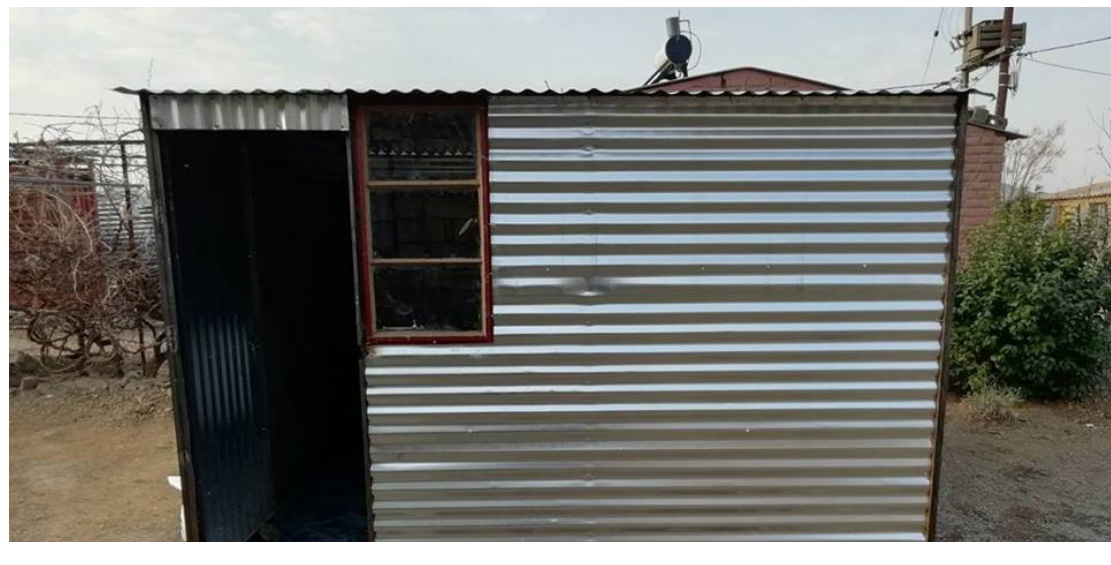
UThaini Masakane utentele ligama ngekutsi agucule umkhukhu wakhe ube *spa*, indzawo yekutilungisa kutsi ube muhle.

Ibhizinisi yakhe iseBotshabelo eFreystata, i-*Victory Body and Nail Studio*, ikhula ngemfutfo futsi iheha bantfu tindzawo tonkhe kutsi batewumonyongwa.

Emva kwekutsengisa i-*Tupperware* aneminyaka le-19, lentfombi leneminyaka lenge-28 budzala itsi beyivele inelutsandvo lolukhulu lwekuticalalela ibhizinisi yayo ngako-ke seyijabulile nyalo kutsi seyilicalile leli bhizinisi.

“Ngicale ngekutsi ngisebentele lomunye kulemboni kulapho-ke ngatfola khona sipiliyoni,” kwasho yena njalo, angeta ngekutsi wenta tifu-ndvo tekutimonyonga, i-*cosmetology* eKolishi laseMothe le-TVET leliseBloemfontein.

Ngekuhamba kwesikhatsi wakulungela kutsi akhone aphume atimele futsi akazange asabuka emuva kusukela leso sikhatsi. Ibhizinisi yakhe inamakhasimende lamanyenti eBotshabelo futsi linani lamakhasimende akhe liyakhula.



Emakhasimende akhe uwalungisa tinzipho temino netetintwane, kufocofocotwa, kususa boya nekulungiswa buso.

Titfombe te-*spa* sakhe le-sisemkhukhwini latitfumele

etinkhundleni tekuchumana tibe nelisasasa lelikhulu, lapho bantfu bebadvumisa khona umcondvo lomusha waMasakane basho nekusho futsi kutsi uya-wakhutsata emantfombatana

aselokishini.

Spa lesisemkhukhwini wemasenke lamanyako lobukeka njengalotayekekile lapha ngephandle, le-*spa* sinelingekhatsi lelinetsetekile lelilungele kahle

kakhulu kutimonyonga.

“Kuta kwebantfu labangaka kwabangetulu kwaloko bengikucabanga. Ngisasemangele nanyalo futsi ngetfukile. Kungenta ngititfobe kakhulu nangibona bantfu basemangweni wami bangesekela ngalendlela ngisho nebantfu labavela ngaphandle kweFreystata.”

Masakane yintsandzane futsi wakhuliswa ngu-anti wakhe lonebhizinisi yetinkhukhu, nalophindze futsi atsengise emaswidi, emakokisi neman-tongomane: lokuyinkhomba lengangabatasi kutsi temabhizinisi vele tisengatini kulomndeni.

“Liphupho lami lelikhulu kutsi ngibone ibhizinisi yami ikhula idlondlobale ngendlela yekutsi idale ematfuba emisebenti kulabo labangasebenti kanye nekunika bantfu labasebasha litsemba lekutsi umuntfu uyaphumelela emphilweni kuphela nje nakatawubeka ingcondvo yakhe kuloko lakwentako,” kusho yena njalo Masakane.

Utsite kwanyalo usafuna kugcila ekukhuliseni ibhizinisi yakhe ngekutsi atfole kakhulu kuceceshwa kute kutsi andzise lusito langalunika emakhasimende akhe. **■**

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.