

# 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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# A re bolele bjalo ka banna: Eba monnatia wena mošemane wa ka

**G**e \*Tshepo Mofokeng a be a na le mengwaga ye 10, o bone go katwa ga sesiagwe wa mengwaga ye 17.

Le ge e le gore mohlasedi yo a bego a ihlamile ka dibetša a laetše mošemane yo go patlama fase le go se bogela, o santše a gopola dilo ka moka ge sesia-gwe a be a hlaba mokgoši.

Morago ga tilhaselo, monna yo o ba laetše gore ba tšhabe ebile ba seke ba gadima morago. Ge ba le kgauswi le gae ka pelo tše bohloko, sesiagwe a mo kgopela gore a tshephiše gore a ka se botše motho ka go katwa ga gagwe. Mofokeng o ile a se botše motho go fihlela ge sephiri se se mo hlokiša lethabo.

“Ge ke be ke gola, ke be ke bona monna yo wa sekata kua Katlehong le go gola ka pefelo tšatši ka tšatši. Ke be ke sa kgone go amogela gore o be a sa otlwe ka seo a se dirilego.”

Morago ga gore a gole bjalo

ka lesogana le go tšwa mahla-lading, Mofokeng o be a sa kgone go laola pefelo ya gagwe, ka gona o be a itia monna yo a hlasetšego sesiagwe nako le nako ge a mmona. O ile a fetoga a se hlwe a eba ngwana wa go loka gomme ya ba mofsa wo a befetšweng.

Ke dilo tše pedi feela tšeo di lamoletšego Mofokeng tseleng ya gagwe ya kgalefo. Sa mathomo, o ile a šegofatšwa ka tata-gwe le buti wa gagwe yo mogolo bao ba bego ba tseba gabotse gore kgalefo ga se tharollo le gona le ge ba be ba sa tsebe gore Mofokeng o tshwenywa ke eng, ba ile ba kgona go mo hlahla go mmušetša tseleng ya maleba. Sa bobedi ebile tharollo ye tlilego ka maphodisa a ditimela bao ba bonego tllhaselo ya mafelelo ya Mofokeng go monna wo a katilego sesi a gagwe. Monna wo wa sekata o tlogetšwe a robegile leoto eupša ge Mofokeng a be a hlalošetša mapho-

disa a ditimela seo monna yo a se dirilego mengwaga ye ka moka, ba ile ba tšea sephetho sa go mo kgalema feela go seo a se dirilego. Monna wo wa sekata o ile a išwa bookelong ebile a saka a bula molato.

Ditllhaselo tša basadi di tlwaelegile e lego se se hlobaetša Mofokeng kudu. Ge e be e le moithuti wa Pretoria Technikon, o thušitše go hlama sehlopha go lemoša banna ka tema ya bona setšhabeng gomme ka 2004, a ngwadiša sehlopha sa *South African Men's Action Group* (SAMAG) bjalo ka mokgatlo wo e sego wa mmušo.

Lehono SAMAG e na le bašomi ba 10 ba goyagoile le Makala gola Gauteng, Freistata, Leboa Bodikela le Mpumalanga. Yona e ikgafetšego hlohleletša diphetogo maphelong a batho. Molaetša wa yona wo bohlokwa ke *'Real men don't abuse women'* e lego se se hlalošang gore banna ba



nnete ga ba tlaiše basadi. Lereo la *'Real'* le emetše tšeo di late-lago: *R* e emetše *'Responsible'* e lego go ba le maikarabelo, *E* e emetše *'Enlightened'* e lego go ba le tsebo, *A* e emetše *Archetypal (exemplary)* e lego go ba mohlala setšhabeng mola *L* e emetše *'Loving'* e lego go ba le lerato". A realo Mofokeng.

“Bontši bja banna ba hueditšwe ke kgatelelo ya basadi ka banna. Ba godišitšwe ka thupa ka gona ga ba bone bothata bja go godiša bana ba bona ka tsela yeo ba godišitšwego ka yona. Mo ditšong tše ntši, banna ke bona ba bušago mola basadi ba bonwa ba lekana le bana ka gona se se bonwa e le selo seo se amogelelego go ba kgalema ka tsela ye swanago,”

a realo Mofokeng.

Motho mang le mang o na le tema yeo a ka e kgathago go fetoša dikgopolo tša batho, a realo Mofokeng.

O dumela gore bana ba swanetše go godišwa ntle le ditumelo tše fošagetšego ka ga bong. Ba swanetše go godišwa bjalo ka bana, e sego bjalo ka bašemane le basetsana gomme botatagobana le bona ba swanetše go kgatha tema maphelong a bana ba bona.

O ka ikgokaganya le SAMAG mo go: 011 022 9007.

\*Tshepo Mofokeng ga se leina la gagwe la makgonthe.



## ● 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 mini-van 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**



government communications

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# Mukhuku wo o tiwaelegilego o fetogile spa sa manobonobo

Nonkululeko Mathebula

**T**haini Masakane o itiretše leina ka go fetoša mukhuku go ba spa sa bobotse.

Yena o tšwa Botshabelo gola Foreisetata ebile kgwebo ya gagwe ya go bitšwa *Victory Body and Nail Studio* e gola ka lebelo la mmutla ebile e goketša batho go tšwa mafelong ka moka bao ba gorogago gore ba tle ba go thakge.

Ka ge a be a rekiša *Tupperware* a na le mengwaga ye 19, mosadi yo wa mengwaga ye 28 o boletše gore ke kgale a na le phišegelo ya go sepetša kgwebo ye lego ya gagwe le gore o thabile ka ge a thomile kgwebo ye.

“Ke thomile ke šomela mothotsoko intastering ye ebile ke gona mo ke ikhweleditšego maitemogelo a mošomo,” a realo ebile a tlaleletša ka gore o ithutetše dithuto tša *cosmetology* kholetšeng ya thuto le tlhahlo ya mešomo ya matsogo le bothe-kniki (TVET) ya Motheo go la Bloemfontein.

Mafelelong o ile a kgona go tšwa a ikemela a le noši e bile a saka a gadima morago ga e sale a thoma go ikemela. Kgwebo ya gagwe e thiba tlhalelo ye lego gona ya mebaraka gola



Botshabelo ebile o na le bareki bao ba hlatlogago tšatši ka tšatši le ba go botega. Kgwebo ya gagwe e fana ka ditirelo tše bjalo ka go kgabiša manala a matsogo, manala a maoto, go šidolla mmele, go kotulwa ga

meriri mo mmeleng le go botsefatšwa ga sefahlego.

Diswantšho tšeo a di rometšego go *social media* tša spa sa gagwe se se botse sa ka mokhukung di bonwe ke mašabašaba a batho maloba-

nyana mo, mola ba bangwe ba reta kgopolo ya Masakane ya go ihlamela le go bolela gore se e tla ba tlhohleletšo makgare-beng a makhešeng.

Le ge kgwebo ya gagwe e le ka gare ga mokhuku wo

o swanago le e mengwe wa masenke a mafsa a go kganya wo o swanago le e mengwe ge o le ka ntle, spa se sa gagwe se na le bokagare bja manobonobo a go hloka bosodi le a maleba go ka go thakga.

“Thekgo yeo ke e hweditšego e mmakaditše kudu. Ke tloga ke leboga kudu ka thekgo ye botse yeo ke e hweditšego setšhabeng sa mo ke tšwago le go tšwa bathong bao ba sa dulego Freistata.”

Masakane ke tšhiwana ebile o godišitšwe ke rakgadi wa gagwe yo a bego a na le kgwebo ya dikgogo ebile a rekiša malekere, dikhekhe le matlokomane e lego sešupo se se botse sa go bontšha gore kgwebo ke selo seo se lego mading ka lapeng le.

“Toro yaka ke go bona kgwebo yaka e gola go ba kgwebo ya kgoparara yeo e tla kgonago go hlolela bao ba sa šomego mešomo le go fa bafsa tlhohleletšo ya gore o ka atlega bophelong ge o ka bea kgopolo ya gago go seo o se dirago,” a realo Masakane.

O boletše gore gabjale šedi ya gagwe e mo go khumaneng tlhahlo ya go tsenelela gore a kgone go oketša mehuta ya ditirelo tšeo a di abelago batho. **U**

## Step by step guide to starting a business

**I**f 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. **U**

For more information about services that you can receive from Seda call 0860 103 703 or visit [www.seda.org.za](http://www.seda.org.za).