

ACTING MAYOR MOSENA EXTENDS GRATITUDE TO UN WOMEN AND DE BEERS GROUP FOR EQUIPPING BLOUBERG WOMEN WITH ENTREPRENEURIAL SKILLS

The Chairperson of Economic Development and Planning and Acting Mayor on the day, Cllr Dan Mosena has extended his gratitude to the United Nations Women and De Beers Group for affording Blouberg Local Municipality women entrepreneurs with business training which will equip them with skills to assist with day-to-day running of their businesses and growth.

Cllr Mosena was delivering a keynote address at the graduation ceremony of Blouberg women entrepreneurs.

Ninety women entrepreneurs were today graduating after completing the Improve Your Business(IYB) training powered by EntreprenHer, a division of the United Nations - UN Women and De Beers Group.

"With the knowledge they have acquired we are starting to see the way to the promise land, that will lead to a better life for all. I would like you to know that Blouberg Local Municipality together with De Beers Group, Capricorn TVET College Senwabarwana Campus, the community and the women SMMES and Cooperatives, we are ready to get to the promise land. We thank the UN Women and De Beers Group for this educative programme. Let us utilize the little pieces of land we have, starting with our residential sites to make back yard gardens. Let us establish our own businesses so that we are able to employ others."

United Nations South Africa Multi Country Office (SAMCO) which caters for South Africa, Botswana, Lesotho, Swaziland and Namibia, Deputy Representative, Dr Hazel Gooding, indicated that, the participants were trained in fields of Agribusiness, Automotive, manufacturing, processing and packaging among others.

The graduation follows a successful completion of IYB programme with the following modules; Marketing, Buying and Stock Control, Record Keeping, Costing, Planning For Your Business and People and Productivity from 19 -20 August 2024.

According to Dr Gooding, the main aim is to ensure that participants of the programme expand to male dominated sectors not as competitors with male counterparts but to stand side by side in all sectors.

Giving a message of support, Capricorn TVET College Senwabarwana Campus Manager, Mr Isaac Sebola described the programme as a step in the right direction as well as a celebration of women achievement.

He indicated that, in playing their part in entrepreneurship development and support, the college is currently constructing an entrepreneurship centre and an incubation hub at the campus that will, in partnership with established businesses assist in providing training and assist in incubating emerging businesses for them to compete with big businesses. He further indicated that, the college has been approved to offer Agricultural courses and that, with the request from the municipality the college has also made applications for engineering studies.

Makgabo Mamafa from Burgerrecht Village in Ward 13 was one of the graduates. Mamafa, who sells breakfast and snacks hampers was in an emotional state upon receiving her certificate. She indicated how she wished her late mom was around to witness her achievements as one of her motivators.

"I always had ideas but I didn't know where to start, so my mom was my pillar, she advised me that I should network. She passed on in April and I used that challenge to pursue my dreams."

Anne Mabitsela another participant from Eldorado Village in Ward 16, who is in Agribusiness sector thanked the UN Women and De Beers Group for the opportunity, indicating that she has learned a lot that will benefit her business.

Makgabo Moremi another entrepreneur from Inveraan Village in Ward 09 who owns BCF Chemicals And Cleaning Services that manufactures cleaning detergents and fragrances among other products, was appreciative of the opportunity saying she has taken a lot from the training as there were number of things she was not applying in her business which resulted in failures.

" I thank UN Women and De Beers Group for the opportunity, I'm really hoping the journey in the next six months will yield the results we are hoping for."





