



BLOUBERG LOCAL MUNICIPALITY

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MEDIA ARTICLE
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A SHOT IN THE ARM FOR DITHEBELE ME CLOTHING

A local clothing business now have the adequate equipment to increase its production, thanks to Blouberg Local Municipality. The Mayor, His Worship Cllr Maseka Pheedi on the 3rd of July 2019 officially handed over a brand new embroidery machine to Dithebele ME Clothing as part of local enterprise development initiatives which plays a vital role in growing economy and creating jobs for locals.

In his 2019/2020 budget speech Mayor Pheedi indicated that municipalities have been mandated to provide financial support to emerging businesses, "the constitution of the Republic of South Africa, Act 108 of 1996 section 154 stated quite implicitly that the local government has a constitutional mandate to improve the social and economic development. In respect of this mandate the municipality must insure that it plays a pivotal role on Small Medium and Micro Enterprises (SMMEs) development.

Dithebele ME Clothing: The journey began two decades ago (1999) when the late Mme Elizabeth Mogadi Seakamela from Marobjane Village saw a gap in the market and grabbed it. Following her passing in 2016 his son Lerapela Seakamela took over the business as its managing director and he's been running it successfully with the assistance of his wife. The business has so far has created four jobs to locals and operates from Senwabarwana Industrial Area.

Dithebele ME Clothing makes different types of garments with school uniform being their core business.

Before the financial injection from the municipality, Dithebele ME Clothing used to outsource the very machine which set them back over R20 000 a month." With the assistance of this new machine from our municipality, we will no longer have to hire, now the business will be profitable, we will appoint two more people to work here. Thank you Blouberg Local Municipality for supporting SMMEs" said Seakamela.

On the other hand a borehole and fencing material were procured for Botala Temong Farming owned by a young male farmer from Borkum in Ward 08.

ISSUED BY COMMUNICATION DIVISION

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