

NEWS BULLETIN

GRANT FUNDING: Mfesane Successful Pilot

Mfesane is a development organisation operating in Saldanha Bay, Vredenburg, Velddrif, and surrounding towns in the West Coast District of the Western Cape Province.

NDA support to Mfesane

In the 2020/2021 financial year, Mfesane received a NDA grant of R156 817.54 to implement a Youth Entrepreneurship Project. Mfesane also implemented the NDA Volunteer Programme which provided income opportunities to 27 unemployed youth in the West Coast District, in the 2020/2021 financial year.

Mfesane

Mfesane NPC is an independent, ecumenical, development organization that was registered on 26 November 1975 as a non-profit organisation (Article 21) and has a tax exempt Section 18A status. The organization's central office is in Khayelitsha, Cape Town and has a staff complement of 212 members. The NDA funded, Youth Entrepreneurship Project, were managed and implemented by the Saldanha Bay branch of the organisation.

Mfesane manages two Youth Cafés in the towns of Velddrif and Saldanha Bay located in the West Coast District of the Western Cape Province of South Africa. Youth Cafés provide access to skills and personal development training, economic and social development opportunities, and creative spaces where young people are able to express themselves at a local and global scale. The Youth Café programme provides support services, and opportunities for the youth that are not in employment, education or training (NEET), and are between 14 – 25 years of age.

The Youth Café's focus on skills training and job placement. Skills training programmes include wood work, beautician and nail care, basic computer training, basic graphic design, printing and design, digital skills training and customer care training.



In addition, youth are provided with basic life skills training including leadership, job readiness, entrepreneurship (Give yourself a Job) and career guidance. The Provincial Department of Social Development funds the Youth Café's skills training programme.

The Development Challenge

The challenge that Mfesane experiences is with the job placement aspect of the programme. There are limited job placement opportunities, especially in economically disadvantaged areas. The formal market is also unable to absorb the trained youth through providing employment opportunities.

Mfesane has therefore encouraged entrepreneurship and small business development to address the lack of job placement opportunities

The Development Intervention

Ten (10) youth who had undergone skills training through Mfesane Youth Café programme were recruited to form part of the NDA funded Youth

Entrepreneurship project. The Ten Youth Entrepreneurs were provided with hairdressing and beautician and nail care business startup kits, business marketing support and business development mentorship in order to establish their own small businesses.

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Development Outcomes

The twelve (12) month Youth Entrepreneurship Project ended in December 2021 and a number of positive outcomes have been reported.

A partnership agreement was signed between Mfesane and each entrepreneur. This also included a permission for Mfesane to take pictures/recordings and to be posted on the NPO Facebook page, website and newsletters to market the project.

Entrepreneurs completed a skills audit to identify skills gaps and other personal development training needs that would inform the six (6) month mentoring and coaching plan. The following mentoring and coaching support were provided: basic financial administration training, financial literacy training provided by ABSA bank, bookkeeping; branding and marketing; budgeting as well as business registration and compliance.

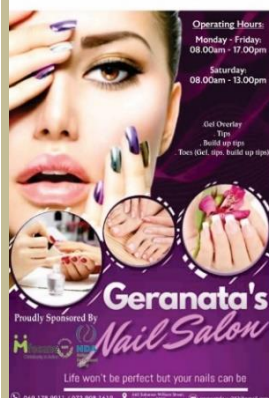
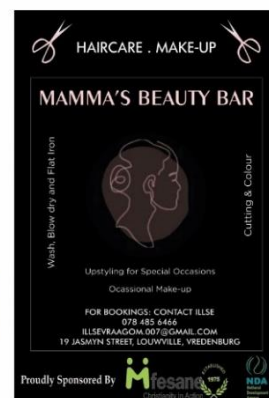
The start-up kits consist of all the basic tools and equipment to run a hairdressing and beautician and nail care business were procured and handed over to the entrepreneurs. The kits are mobile so that the entrepreneurs can service their clients at their respective homes.

The entrepreneurs attracted a number of marketing opportunities to advertise their businesses with coverage in local newspapers (Weslander, Vukuzenzele and The Sowetan). They also had interview slots on the local radio station (Radio West Coast). Entrepreneurs designed their own logos for their respective businesses. Mfesane hosted a public launch of the project where the business kits were handed over to the entrepreneurs, which enabled further media exposure to the small businesses. The entrepreneurs are also utilizing social media platforms to market their businesses including Instagram; face book; tik tok. The entrepreneurs have reported a diverse customer base of government employees, students and unemployed youth.

Mfesane linked the entrepreneurs to a number of resources to bolster the small business. The Department of Transport and Public Works held a Learners License Workshop, for those who do not have drivers' licenses yet.



Kits ready for delivery



Signage boards for the entrepreneurs



Ilse Maasdorp of Mamma's Mobile Hair Salon receives her start-up kit from NDA's Development Manager, Ms Babalwa Magida

Ms Marianka Blaauw of Mfesane NPC hands over start-up kit to Camoren Titus of Natural Queen Mobile Salon

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The entrepreneurs have registered on the Small Enterprise Development Agency (SEDA) database and are therefore eligible to apply for funding from SEDA. This was done in conjunction with Business Management training provided by the National Youth Development Agency (NYDA). Currently four of the entrepreneurs have successfully registered their businesses onto the West Coast Business Development database. The entrepreneurs have reported a 25% increase in their income.

Many of the entrepreneurs have reported an increase in their self-esteem, especially with the support they are receiving from their families. It has made them feel valued, appreciated and most importantly, feel dignified. One of the entrepreneurs has shared that she is actually even looking at starting her own beauty products.

Conclusion

Based on the positive outcomes of the pilot Youth Entrepreneurship Project, Mfesane has submitted a second proposal to the NDA to extend the Project to an additional 20 youth for the 2021/2022 financial year. When approved, the project will benefit 10 youth from the Saldanha Bay Municipality area and 10 youth from Khayelitsha, where Mfesane also manages a Skills Training Centre.



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