



Small Business Workshop

invited beneficiaries that have received support from the two agencies and nominated beneficiaries from each organisation gave testimonials by addressing the event on the impact that the support has made in their respective businesses. These beneficiaries came from Eldorado Park, City of Johannesburg Metropolitan Municipality.

On behalf of the community of Eldorado Park community, Mr Darren Smith, a local entrepreneur, welcomed guests into the event. Mr Darren Smith, who co-owns a construction company with his wife Evelyn Smith briefly shared his story with SMMEs who attended the event.

The Department of Small Business Development (DSBD) together with its agencies, the Small Enterprise Development Agency (Seda) and the Small Enterprise Finance Agency (Sefa) hosted a Small Business Workshop in Eldorado Park, City of Johannesburg, Gauteng on 14 April 2023.

The aim of the event was to increase public engagement and raise awareness on the Small Business Development (SBD) portfolio programmes and offerings to aspiring and existing entrepreneurs. DSBD supports entrepreneurship development and offers financial assistance to businesses through its agencies, Small Enterprise Development Agency (Seda) and Small Enterprise Finance Agency (Seda). The Department of Small Business Development is mandated to lead and coordinate an integrated approach to the promotion and development of entrepreneurship, Small, Micro and Medium Enterprises (SMMEs) and Co-operatives, and to ensure an enabling legislative and policy environment to support their growth and sustainability.

The SBD portfolio collaborated with Gauteng Provincial Government. The SBD portfolio also set up exhibition stalls in an effort to demonstrate its offerings to SMMEs and aspiring entrepreneurs that attended the event. The Department promoted its programmes, including Township and Rural Entrepreneurship Programme (TREP), Youth Challenge Fund (YCF) and Cooperative Support Development Programme, amongst others. Seda and sefa also

He mentioned that his company, Darrenmaine was assisted by Seda with branding, drafting a business plan and website development. Mr Smith added that the support assisted with increasing their increments. "Our revenue skyrocketed from 2 to 9 million rands in one financial year," declared Smith.

Mr Noko Manyelo, Deputy Director of the Communication Management Directorate within the DSBD outlined the purpose of the day.

"Our vision is to radically transform the economy through integrated and effective enterprise development and entrepreneurship promotion. The Department of Small Business Development since its inception has remained committed to this vision. Today, we are here to encourage the spirit of entrepreneurship and increase the intake of applications for funding opportunities within the Department," Manyelo said.

Mhlanganisi Masoga, Director of Local Economic Development in the DSBD indicated that the Department, through agency sefa offers financial support through a blended finance model.

"Our department provides financial and non-financial support through its agencies, sefa and Seda. However, we finance business through a blended model which is a mixture of a grant and loan," Masoga explained.



Mr. Collin Leshou, Seda Gauteng Provincial Manager indicated that the Department has gazetted a policy that will stimulate the support for SMMEs and Cooperatives.

“Through the implementation of the National Integrated Small Enterprise Development (NISED) Framework, we want to make sure that entrepreneurs sitting here this morning are able to knock through our doors and we are able to give them the services that we have as an organisation,” Leshou said.

Mr. Leshou further spoke briefly about the Township and Rural Entrepreneurship Programme (TREP) and how Seda assists small businesses who apply for this programme.

“One of the programmes that we have is the Township and Rural Entrepreneurship Programme which is for businesses that are operating within our township and rural areas. Our responsibility as Seda is to make sure that they are complaint,” Leshou said.

Sefa Head of Business Development, Mr. Don Mashele spoke briefly about sefa programmes. “Through the sefa Direct lending channel, we have funding instruments and programmes. In funding instruments, we provide blended finance, which is a combination of a grant and a loan. If you want to start a business, expand, and aid a business you already have or you want to purchase a business, we can assist you with that,” Mr. Mashele elaborated.

Mr. Colin Leshou made an announcement of new access points where residents will be able to obtain services that are offered by Seda and sefa.

“The community of Eldorado Park will be able to take advantage of the bouquet of services that are rendered by Seda and sefa,” Mr. April said.

“We also funding programme named asset finance. If you want to acquire an asset, whether it’s an machinery or a vehicle, we can assist you with that. The other form of funding instrument is bridging finance. We also assist clients who have contracts, but don’t have money to finance them,” Mr. Mashele said.

Delivering his keynote address, Member of Parliament, Mr Heinrich April applauded the work that the Department is doing. “The Department of Small Business Development is living by its mandate to support SMMEs and Cooperatives. SMMEs are the backbone of every country’s economic growth, and the Department has made many strides in uplifting SMMEs and informal traders,” April said.

Mr Jacques Meiring, Parliamentary Liaison Officer in the Constituency Office called for more business workshops in the area.

“Eldorado Park is a predominantly disadvantaged area with a huge rate of unemployment, poverty, and crime. However, there is a huge potential for entrepreneurship. Therefore, we pledge with Seda and sefa to initiate programmes that will train and support SMMEs in the area,” Meiring said.

