



Informal Micro Enterprise Programme (IMEDP) held at De Aar, Northern Cape



The Deputy Minister for Small Business Development Ms. Dipuo Peters together with the Executive Mayor of Emthanjeni Local Municipality handed over tools and equipment to 60 beneficiaries as part of Informal Micro Development Enterprise Programme (IMEDP) at De Aar Town Hall, Emthanjeni Local Municipality Northern Cape on 15 September 2023. The purpose of the IMEDP was to provide developmental support to informal and micro businesses that are mostly operating in townships and rural areas of South Africa and owned by historically disadvantaged individuals, thus developing, and strengthening the capacity of these informal and or micro-enterprises to be sustainable, competitive, and profitable. The beneficiaries are operating in salons, catering, textile, and construction amongst others. The IMEDP Programme was espoused from the National Informal Business Upliftment

Strategy (NIBUS) that was developed in 2012 to address the development void at the lower base of the Small, Micro and Medium Enterprise Development strategy.

The programme is also aimed at unlocking the potential of informal and micro enterprises by creating an enabling environment which allows them to sustain their businesses and evolve into thriving entrepreneurs that will participate in the economy. IMEDP is a 100% grant which aims to develop and strengthen the capacity of credible Informal and or Micro Enterprises through the provision of access to information, business development support services, business infrastructure (machinery, tools, equipment, conversions, wet works) and working capital (excluding input/raw materials, stock) to a maximum grant of ten thousand rand (R10 000).





Executive Mayor of Emthanjeni Local Municipality Cllr Lulamile Nkumbi welcomed the guests and expressed gratitude to the Department of Small Business Development for the initiative to support small businesses in the De Aar region. He also acknowledged Deputy Minister of Small Business Development, Ms. Dipuo Peters, noting that the gathering today was evidence that women have the instinct to build nations, furthermore, noted that growing of small business will also help in reducing the unemployment rate.

In her keynote address Deputy Minister of Small Business Development Dipuo Peters said "let us not forget our culture and heritage, let us celebrate who we are and let us not forget where we come from."

"Every business starts out small, but with consistency and a solid foundation it is bound to grow. Because of this, SEDA is here to help, and the Department of Small Business Development is dedicated to assist local businesses. Deputy Minister Peters thanked the municipality

for welcoming the department and their patience together with the beneficiaries. She congratulated the beneficiaries. As a result, we are here today to hand over the equipment to help businesses advance to the next level," said Deputy Minister Peters.

Ms. Sindisa Qeqe one of the beneficiaries said "this is a start of everything she wished for and emphasized that when applicant request for assistance at SEDA and Small Business Development they should be patient and not lose hope. She also emphasised that the government can assist all the youth that are business minded like her and wish to be a millionaire in the next 5 years also do follow-ups as the government is working to encourage small businesses to assist and today, we are reaping the benefits of their initiative." This equipment's will help us to become more productive. It is your obligation to take care of your own business," said Qeqe.

Cllr Martha MacKay thanked the department, SEDA and the guest for their attendance.