



# Matjhabeng Small Business Development Outreach Programme

The Minister for Small Business Development Stella Ndabeni-Abrahams convened the Matjhabeng Small Business Development Outreach Programme, Free State Province on Friday, 29 September 2023.

Since its inception in 2014, The Department of Small Business Development (DSBD) developed a set of incentive programs that are targeting a wide range of micro, small and medium enterprises in line with Business Architecture Model. The incentives schemes are meant to stimulate and facilitate the development of sustainable, competitive enterprises through the efficient provision of effective and accessible incentive measures that support national priorities.

DSBD has devised various strategies amongst others being the National Informal Business Upliftment Strategy (NIBUS) to address the development void at the lower base of Small, Medium and Micro Enterprise (SMME) Development. The strategy specifically targets entrepreneurs in the informal economy and the focus is mainly on designated groups, i.e., women, youth and people with disabilities, in townships and rural areas of South Africa.

The Informal and Micro Enterprises Development Programme is a 100% grant offered to informal and micro enterprises to assist them in improving

their competitiveness and sustainability. The grant amount is a maximum of R10 000.00, for the purpose of procuring machine tools and equipment.

The department in Matjhabeng Local Municipality since programme inception to date, has approved 169 informal and micro businesses. The informal and micro enterprises are mostly operating in the following sectors: Hairdressing, Sewing, Baking, Street trader, catering, retail, and services. The equipment that will be distributed includes sewing machines, folding tables, gazebo, generators, and grass cutting machines etc.

Cllr Thanduxolo Khalipha Executive Mayor Matjhabeng Local Municipality welcomed all members that were present in the Imbizo. He mentioned that Welkom was founded in 1947 amid goldfields, the development of which brought rapid growth, quickly making it the province's second largest town. It attained municipal status in 1961 and was declared a city in 1968. Unlike many gold-mining towns, it was carefully planned from the beginning around a horseshoe-shaped shopping and administrative area that surrounds a park of 11 acres (4.5 hectares). In addition to gold and uranium mining, Welkom has many industries, including slaughtering, steelmaking, sawmilling, and a variety of manufactures.

Cllr Veronica Ntakumba Executive Mayor of the District Municipality gave the purpose of the gathering. In his remarks he said that the District Development Model aims to improve the coherence and impact of government service delivery with focus on 44 Districts and 8 Metros around the country as development spaces that can be used as centres of service delivery and economic development, including job creation. In the spirit of celebrating the 15th annual Global Entrepreneurship Week 2022, which was launched by the Global Entrepreneurship Network president, Jonathan Ortman at the Inaugural National Presidential SMME and Co-Operatives Awards hosted by the Department of Small Business Development on 13 November 2022, five budding small enterprises walked away with prizes worth over R2million.

These prizes are a culmination of 14 provincial boot camps for Seda's "Pitch for Funding" programme that has been running since June 2022 throughout the lengths and breadths of South Africa and attracted over 1000 small

enterprises who pitched their business ideas. The provincial bootcamps resulted in 34 finalists competing in the finals held in Gauteng from which nine prevailed to head to the bigger stage, the Inaugural National SMME and Co-Operatives Summit held from 14 to 16 November 2022.

The Matjhabeng Small Business Development Outreach Programme consisted of a pitching session where a round of competitive pitches from five finalists occurred, the judges decided on the following three winners: Tikwe 21 took 3rd position and was awarded R17 000. Monate Dairy Snack from Free State took 2nd position and was awarded R18 000, Hy Harvest took the 1st position and was awarded R35 000.

Seda initiated this programme with the aim of closing the gap between entrepreneurs' needs and investors' expectations. The ongoing challenge of access to finance by small businesses compels Seda to intervene in narrowing the gap and facilitating deal-making between entrepreneurs and investors.



Minister Stella Ndabeni-Abrahams mentioned that District Development Model entails collaborative planning at district, local and nation level by all three spheres of government resulting in a focused plan for each of the 44 districts and eight Metropolitan municipalities. In this newly implemented model, District Municipalities are seen as a 'Landing Strip', where all starts from there and is distributed to all corners of the country.

Minister Ndabeni-Abrahams elaborated that the District Development Model seeks to transform as well as capacitate local government spheres and transform them into developmental state facilities. This is derived from the Local Government White Paper of 1998, which envisaged local authorities working hand in glove with co-operatives, small businesses, and citizens.

She further stated that developmental local government is committed to working with citizens and groups within the community to find sustainable ways to meet social, economic, and material needs of citizens to improve the quality of lives and boost their economic outlook. developmental local government is seen as having four interrelated characteristics of maximising social development and economic growth; integrating and coordinating; democratising development; and leading and learning. For local government to advance this, the Constitution calls on “national and provincial governments [to] support and strengthen the capacity of municipalities to manage their own affairs”. The model is a practical Intergovernmental Relations (IGR) mechanism to enable all three spheres of government to work together, with communities and stakeholders, to plan, budget and implement in unison.

“In so doing the vexing service delivery challenges can also be turned into local level development opportunities, through localised procurement and job creation which promotes and supports local businesses, and that involves communities. This will also require national and provincial departments provide implementation plans and budgets which address local challenges and developmental opportunities whilst aligning with national, regional, continental, and global goals and objectives,” said Minister Ndabeni-Abrahams.

Ms Tebelo Letjaba a beneficiary of the IMEDP programme applauded the District

Development Model as it improving Cooperative Governance aimed at building a capable, ethical Developmental State and embodies an approach by which the three spheres of government and state entities work in unison in an impact-oriented way, and where there is higher performance and accountability for coherent service delivery and development outcomes.

The Department used the Ministerial Imbizo and IMEDP programme as a vehicle to provide businesses with opportunities to grow and become part of a more inclusive economy where the exhibitors had the opportunity to sell their products and promote their businesses. The Department and its agencies SEDA and Sefa made sure that present various exhibitors and local members were provided with the information about the offers of the Departments programmes on the exhibition stand, offerings like The Youth Challenge Fund (YCF) which is a youth start-up support programme intended to stimulate the establishment and growth of youth-owned businesses, SheTradesZA improves access to investment for women-owned enterprises and promote business opportunities.

The Township and Rural Empowerment Programmes (TREP) supports informal, micro, and small enterprises and cooperatives in the rural and township economies. The mentioned programmes were promoted at the exhibition stand during the Ministerial Imbizo held in Matjhabeng by the Department of Small Business Development officials.

