



**small business
development**

Department:
Small Business Development
REPUBLIC OF SOUTH AFRICA

MEDIA ADVISORY

29 OCTOBER 2025

TO ALL MEDIA HOUSES

MINISTER STELLA TEMBISA NDABENI TO IGNITE THE SPIRIT OF ENTREPRENEURSHIP IN LEARNERS IN MAMELODI, GAUTENG

The Department of Small Business Development (DSBD) is hosting a Entrepreneurship Market Day Outreach Programme at Emthunzini Primary School in Mamelodi, under the theme: *"Igniting the Spirit of Entrepreneurship in Learners for Economic Prosperity."* This initiative seeks to ignite an entrepreneurial mindset among learners by exposing them to practical, hands-on business experiences.

The DSBD's vision is to establish a transformed and inclusive economy driven by sustainable and innovative Micro, Small, and Medium Enterprises (MSMEs) and Cooperatives. In line with this vision, the department is lobbying and advocating for the integration of entrepreneurship into the school curriculum.

This is in line with our National Entrepreneurship Strategy (NES) which seeks to enhance entrepreneurship skills and education on education. Learners will operate stalls, engage with mentors, and showcase innovation through various entrepreneurship activities spanning sectors such as agriculture, manufacturing, hospitality, technology, and creative industries.

Event details:

Date: Thursday, 30 October 2025

Time: 09h00 – 14h00

Venue: Emthunzini Primary School, Mamelodi, Gauteng

Members of the media are invited to attend this event as it will showcase the department's commitment to promoting youth entrepreneurship, curriculum integration, and inclusive economic development.

For more information, please contact:

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