

# Vuk'uzenzele

**JOBS  
INSIDE:**

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■ Its smiles all the way for the owners of the Leratong Bakery cooperative which received assistance from the Department of Social Development and the National Development Agency.

## Baking loaves of success

**KITCHEN QUEENS** have kneaded, shaped and baked a livelihood for themselves, with a little help from government and their supportive community.

### Galoome Shopane

Over two decades ago, a group of women from Qwaqwa in the Free State put on their aprons, got out the flour and mixed up a better future for themselves.

The Leratong Bakery co-operative was started by nine women. Sadly, five of the original members have passed away but the remaining four have not only been able to put bread on the table but have created a strong sisterly bond.

Leratong Bakery sup-

plies nine crèches around Qwaqwa, as well as private households.

"Everything we do was self-taught and we have worked very hard," said co-operative member Ntsejwa Nkone.

Nkone said that part of

their success and sustainability came from the support that they received from their community.

"Our relationship with community members is very good; they have supported our products and have encouraged us to continue

what we do as they love our baked goods."

Nkone explained that they received funding from the Department of Social Development that enabled them to purchase three stoves,

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***"And as we let our own light shine, we unconsciously give other people permission to do the same."***

Nelson Mandela



**Agricultural allies enjoy abundant returns**

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**Ordinary shack turned into luxury spa**

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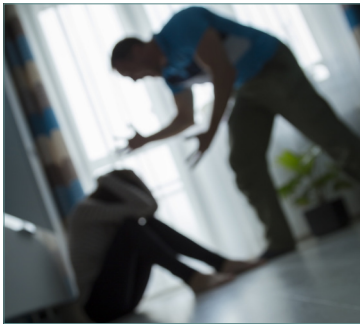
# Amadoda Avulelana Isifu-ba: Yiba Yindoda Msanami

Lokhuya u\*Tshepo Mofokeng nakanetjhumile minyaka, wadlula ebudisini bokubona isehlakalo sokukatwa kwakadadwabo owayeneminyaka eli-17. Nanyana umkati kadadwabo owayehlomile atjela umsanyana lo ukuthi abhambalale angaqali okwenzekako, kodwana usawuzwa umkhosi kadadwabo nanamhlanjesi. Ngemva kokukata, umuntu loyo wabalayela ukuthi bagijime bangaqali emva. Bathi basakhamba kabuhlungu njalo basiya ekhaya, udadwabo wambawa ukuthi amthembise ukuthi angeze atjela muntu ngokukatwa kwakhe. U-Tshepo wasigcina isithembiso sakhe, kodwana ifihlo leyo yamhlalisa kabuhlungu kumbi. “Nangikhulako ngangiphele ngimbone e-Katlehong umkati owakata udadwethu; lokho-ke bekwenza ihliziywami ibe nzi-ma khulu. Azange ngikghone ukwamukela ukuthi angase

aphunyrhe njalo emlandwini awenzako.” Wathi angakhula, selamumuntu omutjha onamandla, u-Tshepo azange asakhona ukubamba ukusilingeka kwakhe, ngalokho-ke wayethi qho nakahlangana nomkati kadadwabo lo, ambethe. Wathi kanti ngemvelwakhe wayemntwana owayephila ngokuthula, wagicina selamumuntu omutjha ohlala anegwebu. Zimbili izinto ezasindisa u-Tshepo enturhwini ayesele aphila ngayo. Kokuthoma, wayebusiswe ngoyise nomnankwabo ababesazi ukuthi inturhu ayisipendulo, begodu nanyana babengazi ukuthi u-Tshepo wenziwa yini abenturhu ngendlela ayengakho, kodwana baphumelela ukumbuyisela endleleni elungileko. Kwesibili kwaba kulamula kwepholisa lesiporweni elam-bona mhlazana abetha umkati kadadwabo kokugcina. Umkati loyo wasala ephuke umlenze, kodwana u-Tshepo

wathi nakahlathululela amapholisa ukuthi umuntu loyo wenzani ngemva kweminyaka leyo yoke, abona ukuthi akamlise, amyelelisa nje kwaphela. Umkati wasiwa esibhedlela, kodwana azange avule umlandu wokulinyazwa. Kodwana-ke ukukatwa kwabantu abasikazi kwakusolo kukhona, kuyinto ehlala isenzeka, ngalokho-ke u-Tshepo naye wayesolo anehliziyo ebuhlungu. Wathi ngesikhathi amfundi e-Pretoria Technikon, wafaka isandla sokusungula isiqhema sokulimukisa nokuphandlula abantu abaduna ngendima ekufuze bayilime emphakathini, kwabe kwathi ngomnyaka wee-2004, watlolisa ihlangano, i-South African Men’s Action Group (i-SAMAG), yaba yihlangano engasiyombuso nengenzi inzuzo. Namhlanje i-SAMAG inetjhumile labasebenzi abasebenza kiyo ngokupheleleko, kanti-ke isebenza e-Gauteng, eFreyistata, eTlhagwini Tjingalanga,

eLimpopo neMpumalanga. Iqalene nokukhuthaza bona kulethwe amatjhuguluko. Owona mlayezo esime ngawo uthi ‘Amadoda Wamambala Aka-bakhahlumezi Abantu Abasikazi (*Real men don’t abuse women*)’. “Igama lesiNgesi elithi *Real* nalitlharululwako ngokwamaledere lihlathulula lokhu: *Responsible* (Yiba nokuziphendulela), *Enlightened* (Phucukileko), *Archetypal* (Yiba Sibone-lo), *Loving* (Yiba neThando)” kutjho u-Tshepo. “Ubunengi babantu abaduna bangenwe mummoya wokuthi amadoda ngiwo abusa yoke into. Babebethwa nababantwana, ngalokho-ke ababoni ukuthi kubayini bangakafaneli bakhulise abentwababo ngendlela abakhuliswe ngayo nabo. Ngokwamasiko amanengi kubusa amadoda, kanti abantu abasikazi bona bathathwa ukuthi bayafana bebayalingana nabentwana, ngalokho kulingile ukuthi bakhaliinywe ngendlela efanako nekukhalinywangayo abenwana,” kutjho u-Tshepo. Woke umuntu unendima eku-fuze ayilime ekutjhugululeni



iinkolelo nengqondo eyakhelelwa ebantwini, kuhlathulula u-Tshepo. Ukhulwa ukuthi abantwana kufuze bakhuliswe ngaphandle kokubafaka ummoya wokuthi abantwana ababentazana kufuze balandele ikambiso nendlela ethileko yepilo kuthi nabesana balandele ikambiso nendlela yokuphila ebekelwe bona bodwa. Kufanele baphathwe njengabantwana, hayi ngokuthi babentazana namkha babesana begodu abobaba kufanele bazijayeze ukubamba indima ekukhulisweni nepilweni yabentwababo.

Ungathintana ne-SAMAG ku: 011 022 9007.

\*U-Tshepo Mofokeng akusilibizo lakhe lamambala.



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a dough mixer, bread slicer, ingredients and allowed them to do some marketing. “The process was not that difficult and we did not wait a long time. We just went for an interview and we made it,” explained Nkone. The women received further assistance from the National Development Agency (NDA) which trained them in management and operations. The NDA also donated a minivan for deliveries. This all amounted to funding worth about R900 000. The NDA is an agency of the Department of Social Development. October is Social Development Month which is aimed at engaging communities to

identify their challenges and put together action plans to deal with these challenges. With the assistance of the NDA the Leratong Bakery has definitely implemented their plan of action by moving their business to new heights and creating jobs. The bakery has made a name for itself and are famous for the freshest bakes in town. Nkone said she is proud of the business’s longevity and now wants to incorporate more people into their bakery. “I hope that the co-operative will grow even bigger so that we can take on and serve more people,” she said. Nkone and her partners hope to infiltrate the market further by supplying local supermarkets with their bread and buns. **V**



# Umtlhatlhana Ojayekekileko Utjhugululwe Waba Yindawo Yokuphulula Umzimba Yomnono, i-Spa

Nonkululeko Mathebula

UThaini Masakane uzenzele igama ngokutjhugulula umtlhatlhanakhe waba yindawo yokuphululela umzimba (*i-Spa*).

Ibhizinisi ka-Thaini, i-*Victory Body and Nail Studio*, ese-Botshabelo eFreyistata, ikhula ngamandla begodu idosa abantu abavela mibundu yoke abeza bazokuteteniswa kilendawo yokuphululwa umzimba.

Wathoma ukuthengisa izitja ze-*Tupperware* asese neminyaka eli-19; njenganje, njengoba selaneminyaka ema-28 nje, uthi kade aba netjisakalo yokuba nebhizinisi engeyakhe, nje-ke uthokoze khulu ukuthoma lelikhambo lebhizinisi alithomileko.

“Ngathoma ngokusebenzela umuntu kilebhizinisi; kukulapho-ke lapho ngathola khona ilimuko lokwenza umsebenzi lo,” utjho ahlathulula, angezelele ngokuthi wafunda iimfundo ze-*cosmetology*, e-Motheo TVET College ese-Bloemfontein.

Ugcine selakulungele ukuphuma azijamele yedwa, begodu solo kwalokho azange asaqala emva. Ibhizinisi yakhe le ivala isikhala esikhona emakethe ye-Botshabelo, begodu amakhastamakhe amsekela ngokuthembeka aya



ngokwanda. Ulungisa abantu iinzipho zemino (*manicure*) nezeenzwani (*pedicure*) abe aziphoritjhe, abathobe umzimba ngokubaphulula, abahlambise ubuso abe abezese

nangezezese zebusweni. Iinthombe zakhe zamhlapha azifode ase-*Spa* sakhe somtlhatlhana azithumele eenkundleni zokuthintana zirhatjheke kizo zoke iinkundla zokuthintana.

Abantu bayabuka, bababaza amandlakhe wokusungula, bathi usibonelo esihle esisikhuthazo ebantazaneni bemalokitjhini. Lesi-*Spa*, esakhiwe ngamase-

nke amatjha aphazimako ingamtlhatlhana wokuhlala ojayekekileko, siburhanyarhanya ngaphakathi; khona khonkho-ke ngikho kanye okusenza ukuthi sibe yindawo ekulungele mbala ukwenza umsebenzakhe.

“Indlela abayithokozela ngayo abantu indawo le nami ingirarile. Ngisararekile bengisathukiwe. Ngithokoza angiwuvali umlomo ngesekelo elihle kangaka ebantwini bekhethwapha kunye nebantwini abavela ngaphandle kweFreyistata imbala.”

U-Thaini uyintandani; wakhuliswa ngukghariyakhe owayenebhizinisi yeenkukhu, athengisa namaswidi, amakhakhe namantongomani: lesi-ke sitjengiso esihle sokuthi ummoya webhizinisi yinto eseengazini ekhabo.

“Ibhudango lami nasele liphelele, kubona ibhizinisi yami ikhula iphakamele phezulu, izokwazi ukuvulela abantu abangasebenziko umsebenzi, inikele nelutjha ithemba lokuthi umuntu angaphumelela epilweni nakabeka ingqondwakhe epumelweni,” kutjho u-Thaini.

Uthi lapho aqale khona khulu kwanje kukhulisa ibhizinisi yakhe le ngokukhuphula ifundiso ngalomsebenzi, kobanyana azokwazi ukunabisa umsebenzi azawenzela amakhastama kiyo ibhizinisakhe le. **U**

## Step by step guide to starting a business

If you are an aspiring entrepreneur with what you believe is a great idea or product that can be transformed into a commercially viable enterprise – then you should visit a Small Enterprise Development Agency (Seda).

Seda is an agency of the Department of Small Business Development (DSBD) which provides non-financial support to small enterprises and co-operatives.

**Step one: visit the offices of the Seda**

On your first visit to Seda an Information Officer will take you through what is referred to as the Seda Talk process.

The process involves an as-

essment of both the idea and potential entrepreneur; advice and registration into the Seda database of clients or small businesses.

Our Information Officers can be found in our 53 branches.

**Step two: Fill in a questionnaire**

Aspiring entrepreneur will be given a questionnaire to fill in and conduct interviews to gather as much information as necessary about the prospective business owners and their ideas.

The business environment is a testing one therefore would-be entrepreneurs need to be assessed as potential small business owners, to ensure they are ready and aware of what



the journey of entrepreneurship entails.

**Step three: Is your idea viable?**

The idea itself also needs to be tested and its commercial viability analysed. Has the would-

be entrepreneur conducted their due diligence on their business idea? Is there even a market for their proposed product or service?

It is up to the entrepreneur to prove that they have tested the

market by engaging potential buyers of the service or product.

**Step four: information session**

Should the entrepreneur fail to provide answers to all or most of the questions about the business they would like to start the Officer will either send the entrepreneur back to conduct some due diligence or organise an information session in which the prospective entrepreneurs will engage on how to go about doing the due diligence. **U**

For more information about services that you can receive from Seda call 0860 103 703 or visit [www.seda.org.za](http://www.seda.org.za).