

Vuk'uzenzele



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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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Man-tot-man: Wees 'n man, my seun

Toe *Tshepo Mofokeng 10 jaar oud was, was hy 'n getuie van die verkragting van sy 17-jarige suster.

Die gewapende aanvaller het die seuntjie beveel om stil te lê en nie te kyk nie, maar hy kon steeds sy suster se gille hoor.

Ná die aanval het die man Tshepo en sy suster beveel om weg te hardloop en nie om te kyk nie. Terwyl hulle getraumatiseerd en in pyn huis toe loop, het sy suster hom laat belowe dat hy vir niemand van die verkragting sou vertel nie. Mofokeng het sy belofte gestand gedoen, maar die geheim het hom baie verbitterd gelaat.

“Tydens my grootwordjare sou ek van tyd tot tyd die verkragter in Katlehong sien en ek het al hoe kwater geraak. Ek kon nie aanvaar dat hy met sulke optrede weggekrom het nie.”

Toe hy 'n ouer, sterker tiener word, kon Mofokeng nie meer sy woede betuel nie en hy het sy suster se aanvaller aangerand wanneer hy hom ook al gesien

het. Hy het van 'n vredeliewende kind in 'n aggressiewe jeugdige verander.

Twee dinge het Mofokeng van sy gewelddadige pad gered. Eerstens is hy geseën met 'n pa en 'n broer wat geweet het dat geweld nie die antwoord is nie, en alhoewel hulle nie geweet het hoekom Mofokeng so opgetree het nie, kon hulle hom help om weer op die regte pad te kom. Die tweede was die ingryping van die spoorwegpolisie wat Mofokeng se laaste aanval op sy suster se verkragter gesien het. Die verkragter se been is gebreek, maar Mofokeng het aan die spoorwegpolisie vertel wat die man jare vantevore gedoen het. Hulle het besluit om die jongman met slegs 'n waarskuwing te laat gaan. Die verkragter is hospitaal toe geneem en het nie enige klagte gelê nie.

Aanvalle op vroue is egter steeds 'n algemene verskynsel, en Mofokeng was al hoe meer bekommerd hieroor. Terwyl hy 'n student aan die Pretoria Technikon was, het hy gehelp

om 'n klub te stig om mans te sensitiseer oor hul rol in die

“Die meeste mans is deur patriargie beïnvloed. Hulle is as kinders geslaan en verstaan nie hoekom hulle nie hul eie kinders op dieselfde manier mag grootmaak nie.”



samelewing en in 2004 het hy die South African Men's Action Group (SAMAG) as 'n nieregeringsorganisasie geregistreer.

Vandag het SAMAG 10 voltydse werknemers in diens en 'n voetspoor in Gauteng, die Vrystaat, Noordwes, Limpopo en Mpumalanga. Die organisasie is verbind tot die bevordering van maatskaplike verandering.

Hulle vernaamste boodskap is “Ware mans mishandel nie vroue nie” (*‘Real men don't abuse women’*). “Real staan vir *Responsible, Enlightened, Archetypal* (onberispelik) en *Loving*,” sê Mofokeng.

“Die meeste mans is deur patriargie beïnvloed. Hulle is as kinders geslaan en verstaan nie hoekom hulle nie hul eie kinders op dieselfde manier mag grootmaak nie. In talle

kulture is mans oorheersend en daar is 'n siening dat vroue op dieselfde vlak as kinders is; dit is dus aanvaarbaar om hulle op dieselfde manier te dissiplineer,” verduidelik Mofokeng.

Elkeen moet 'n rol speel om ingesteldhede te verander, sê Mofokeng.

Hy glo dat kinders grootgemaak moet word sonder enige geslagstereotipering. Hulle moet as kinders, eerder as seuns en meisies, behandel word en vaders moet 'n aktiewe rol in hul kinders se lewens speel.

Jy kan SAMAG kontak by: 011 022 9007.

*Tshepo Mofokeng is nie sy regte naam nie.



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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 mini-van 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**



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Gewone hut in 'n luukse spa omskep

Nonkululeko Mathebula

Thaini Masakane het vir haarself 'n naam gemaak deur 'n township-hut in 'n skoonheidspa te omskep.

Thaini, wat in Botshabelo in die Vrystaat gebore is, se onderneming, Victory Body and Nail Studio, groei met rasse skrede en lok mense op soek na vertroeteling van regoor die streek.

Die 28-jarige Thaini vertel dat sy reeds op 19-jarige ouderdom Tupperware begin verkoop het, dat sy nog altyd passievol daarvoor gevoel het om haar eie onderneming te kan bestuur, en dat sy bly is dat sy hierdie pad ingeslaan het.

"Ek het aanvanklik begin deur vir iemand anders in die bedryf te werk en dit is waar ek ervaring opgedoen het," sê sy, en vertel verder dat sy kosmetologie aan die Bloemfonteinse Motheo TBOO-kollege studeer het.

'n Ruk later was sy gereed om haar eie onderneming te begin, en sy het nog nooit weer teruggekyk nie. Haar onderneming vul 'n markleemte in Botshabelo en sy spog met 'n groeiende en lojale kliënte-



sis. Manikure, pedikure, masserings, waksbehandelings en gesigsbehandelings word aangebied.

Foto's van haar pragtige spa-in-'n-hut wat sy onlangs op sosiale media gedeel het, was 'n internet-sensasie, met talle mense wat Masakane se

innovering loof en sê dat sy 'n inspirasie vir township-meisies is

Die spa word gehuisves in 'n blink, nuwe sinkhut wat maar bra ordinêr van buite af lyk, maar dit spog met 'n luukse interieur wat volmaak is vir spa-bederfssessies. "Die reaksie wat ek gekry het, is ongelooflik. Ek is steeds verstom en geskok. Ek voel regtig geëerd deur die positiewe ondersteuning wat ek van my gemeenskap en selfs mense van buite die Vrystaat ontvang."

Masakane is 'n weeskind en is deur haar tannie grootgemaak, wat 'n pluimvee-onderneming besit het en ook lekkergoed, koeke en grondboontjies verkoop het: 'n duidelike teken dat entrepreneurskap 'n familie-kenmerk is.

"My uiteindelijke droom is om my onderneming te sien groei tot 'n sakeryk wat werksgeleenthede vir werklose mense sal skep en aan jongmense hoop kan gee wat jy enigtiets in die lewe kan bereik, mits jy daarop fokus en hard werk," sê Masakane.

Sy fokus nou daarop om haar onderneming te laat groei deur meer opleiding te kry sodat sy die verskeidenheid dienste wat sy aanbied, kan uitbrei. **V**

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. **V**

For more information about services that you can receive from Seda call 0860 103 703 or visit www.seda.org.za.