



**GAUTENG PROVINCE**

SOCIAL DEVELOPMENT

REPUBLIC OF SOUTH AFRICA

## **MEDIA STATEMENT**

**TO: ALL MEDIA**

**ATTENTION: NEWS EDITORS**

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**FOR IMMEDIATE RELEASE**

### **YOUNG ENTREPRENEURS RECEIVE START-UP KITS FOR THEIR BUSINESSES**

On Wednesday, 26 October, one hundred and eighty (180) young entrepreneurs who are the beneficiaries of Ikusasaletu Youth Development Project (IYDP) based in Alexandra township were handed-over new start-up kits that will help start and grow their own small businesses.

This happened during the launch of a business incubation hub at the San Kopano Resource Centre in Alexandra by the Gauteng Department of Social Development in partnership with Ikusasaletu Centre of Excellence, SEDA and TymeBank. The business hub will see more and more young people who are trained on various skills traits such as ICT (End User Computing, Graphic design, Web Design & System Development), Security electronic Installation, Construction, Nail and Beauty Technology and New Venture creation presented with an amenable opportunity to run their own businesses.

The centre of excellence will also endorse the incubation of this young people's businesses and cooperatives for a certain period and provide them with mentorship until they are able to stand on their own.

Addressing young aspiring entrepreneurs, Chief Director: Sustainable Livelihood and Youth Development, Solly Ndweni highlighted the importance of perseverance and passion in the business environment. He told young people that they will never be successful business owner if they do not have a drive to succeed.

"With all this start-up equipment the department is saying go out there and fly high and flourish as you endeavor to grow your businesses. I want to tell you the truth that in every business environment there are challenges and you must work hard against those

challenges. You must never be demoralized by failure because it is part of the game”, he said. Ndweni added that entrepreneurs are not giving up easily and they are not scared of a failure.

Ndweni encouraged young people to be more innovative at all times if they want to remain relevant in a constantly evolving business environment. He said entrepreneurs are those who prepared to fall and rise.

“If you are not prepared to rise again if you fail then you must go and look for employment because you not an entrepreneur. You must always think out of the box and find ways to out-smart your competitors in your business space so that your business can grow. We want you to become employers of other young people”

The Chairperson of IYDP, Constance Benech said the business hub is aimed at tackling issues of youth development, poverty alleviation, inequality, and to combat youth unemployment.

Benech further indicated that the entrepreneurship programme aims to contribute to poverty reduction through entrepreneurship development programmes with focus on incubating and mentoring income generating projects emanating from skills training programme or special income generation linked to development centres.

“We want to provide support and mentor young people who are eager to change their lives through technical skills development that we are offering such as construction, tiling, roofing, pest control, ICT and all the skills programmes are accredited to SEDA”, she said.

Ikusasaletu Youth Development was approved for funding towards skills development in the 4th quarter of 2019/20 for a four months project.

In 2020/2021, the NPO was appointed to train four hundred young people (200 in ICT NQF 4 and Construction NQF 4). Despite the COVID-19 challenges, Ikusasaletu impressively ensured that the participants continue with the programmes within strict measures.

It is envisaged that in 2022/2023, Ikusasaletu will continue to render accredited skills development programmes and four hundred and Fifty (450) young people will benefit in this financial year with a greater potential for these young people to become entrepreneurs or employed.

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**Issued by the Gauteng Department of Social Development, Agriculture and Rural Development. For more information, please contact Nkosana Mtolo, Spokesperson for the MEC, on 076 764 8442 or email [Nkosana.Mtolo@gauteng.gov.za](mailto:Nkosana.Mtolo@gauteng.gov.za) or Communication Director Motsamai Motlhaolwa at 079 897 2240 or email [Motsamai.Motlhaolwa@gauteng.gov.za](mailto:Motsamai.Motlhaolwa@gauteng.gov.za)**