



South Africa Siyasebenza

OVER A DECADE OF INNOVATION AND PARTNERSHIP



Ushintsho Olugqokazile

Jobs Fund Webinar

Showcasing Youth Led Businesses in the Jobs Fund Portfolio

01 October 2024

The event will start at 14h00



national treasury

Department:
National Treasury
REPUBLIC OF SOUTH AFRICA

GTAC Analyse
Activate
Assess
Strategic & Technical Advisory

National Treasury
REPUBLIC OF SOUTH AFRICA

Opening Address

Lionel Kunene
Senior Technical Advisor
(The Jobs Fund)

Background to the Jobs Fund

Facilitator: **Lionel Kunene** (Jobs Fund)



- The **Jobs Fund** is a R9 billion challenge fund seeking to:
 - **Support sustainable job creation** in the short to medium term, and
 - **Identify scalable, replicable and sustainable job creation models** that lay the foundations for longer term employment.
- The Fund works with implementing partners (intermediaries), sharing risk and leveraging their networks, funding and technical expertise to access and provide support to the targeted market segment.
- It plays a complementary role in the social protection and employment landscape.
- The Jobs Fund was established with knowledge sharing as one of its foundational pillars and has a rigorous monitoring, evaluation, reporting, and learning framework.
- To this end, the Jobs Fund regularly hosts and participates in knowledge exchange sessions, together with its partners and the public.

Showcasing Youth Led Businesses in the Jobs Fund Portfolio

Jobs Fund Youth Webinar

Informal Economy Support Programme (IESP)

in eThekweni (2013-2024)

01 October 2024



INFORMAL ECONOMY SUPPORT PROGRAMME IN ETHEKWINI



IESP PURPOSE AND HISTORY



IESP PURPOSE, ESTABLISHMENT AND PRIOR PHASES

- IESP is a specialised business support initiative and is the first of its kind in South Africa – currently in its 3rd phase.
- Established by PPT in 2013 in collaboration with eThekweni Municipality, the Jobs Fund and other partners.
- Identifies and supports high potential micro and informal enterprises (MIEs).
- Unlocks enterprise growth and job creation mainly through customized, non-financial business support supplemented by small micro-grants.
- Although the informal economy is recognized as key in addressing joblessness and economic growth, MIEs lack support. The IESP addresses this need.
- Since 2013, 289 enterprises have been supported and 1,698 new jobs have been created by 250 MIEs.



CRITERIA FOR IESP SELECTION

Job creation potential

**The enterprise must
be able to create 6 +
jobs through business
development &
expansion**

Entrepreneur commitment & ability

**The entrepreneur
must be committed
and have a proven
track record in
business.**

Business viability

**There must be market
demand, a viable
product or service and
capacity to produce
and deliver.**

Ownership & location

**The enterprise must
be black-owned and
located in eThekweni
Municipality**

“Strong, growing businesses are in a better position to create sustainable jobs. Not only are sound business and financial skills pre-requisites for business growth, but improving entrepreneurs’ skills boost MIE resilience - critical in times of economic stress.” IESP Phase 2 Independent Evaluation Report, 2021

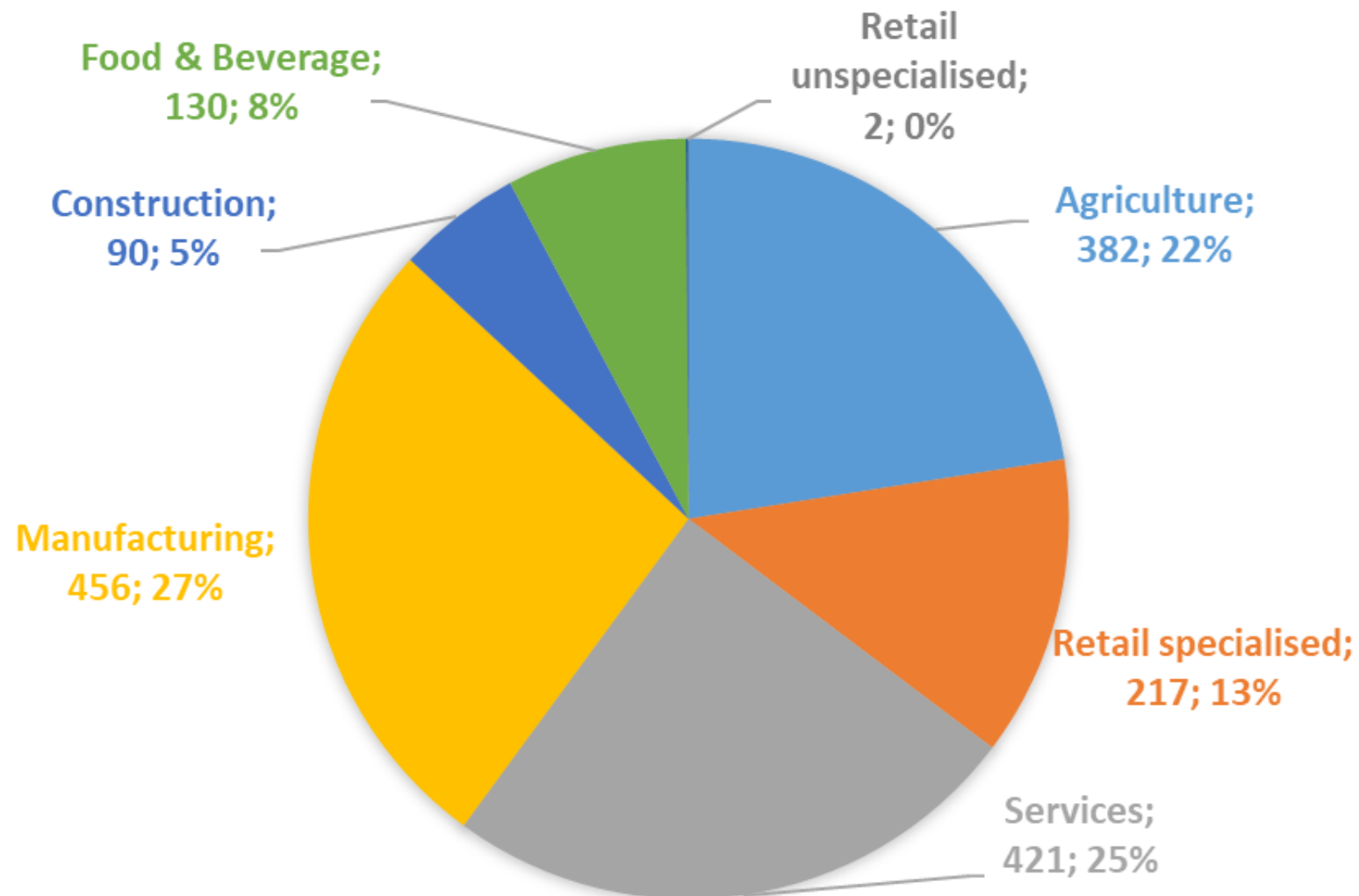
IESP MODEL AND DESIGN – KEY FEATURES

- **Effective MIE selection** based on job creation potential and other criteria
- **Demand not supply driven** – responding to what existing MIEs with potential need regardless of sector
- **Customised, structured non-financial support package** based on actual business needs and opportunities and as per an agreed and signed BDP e.g. marketing, branding, product development, market linkages, training, business planning, improved business management and systems etc. Non-standardised and not capital funding-focussed.
- **Value of support calibrated on job creation target** (initially R12k per job)
- **Budget limiter** which caps expenditure if insufficient ‘earned value’ w.r.t. job creation – BDP is put on hold until successful mitigation
- **Committed and experienced project team** (including 3 x in-house MIE specialists and a panel of 18 external specialists and service providers)
- **Strong systems and tools** refined over three phases e.g. w.r.t. evidence collection, data management, cost control, reporting, risk management, M&E etc.

IESP PHASE 3 KEY LEARNING

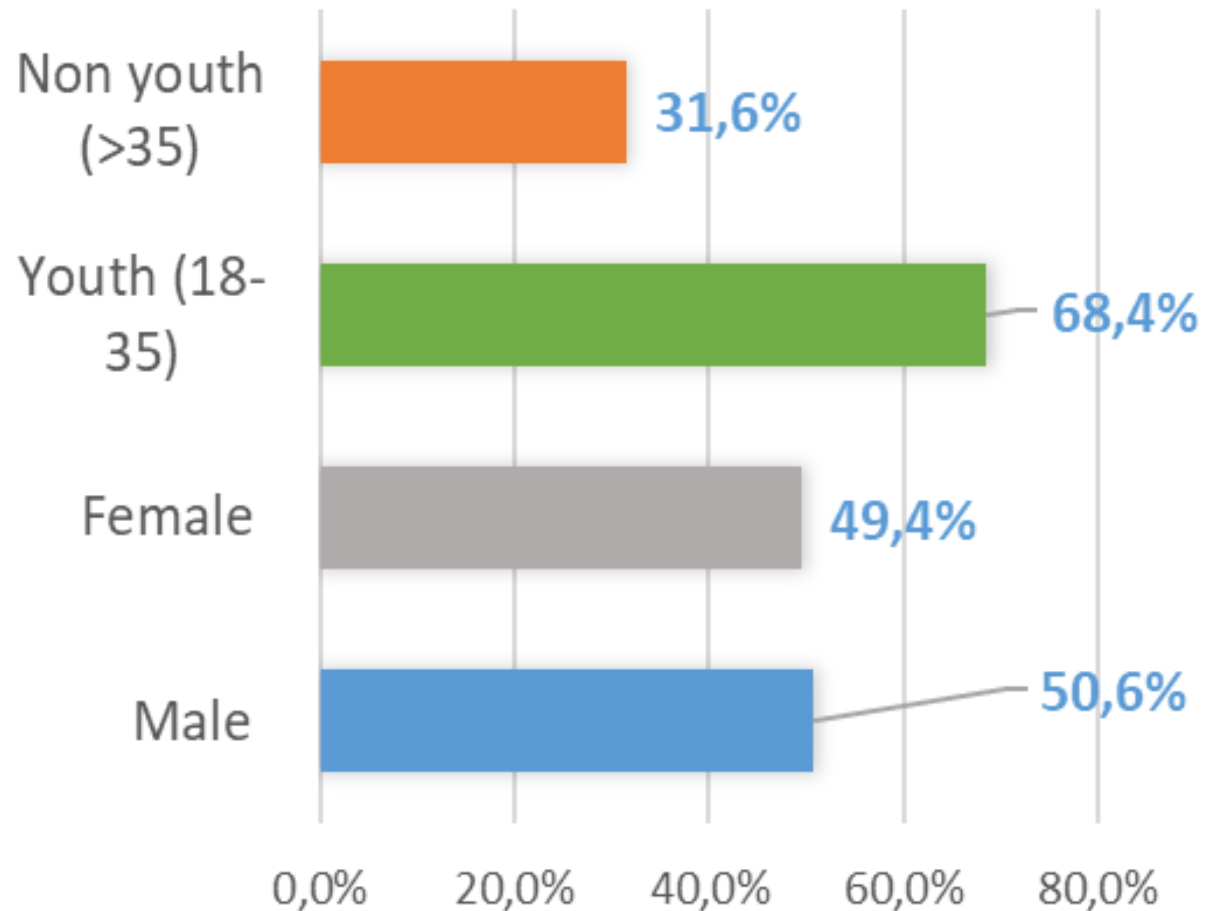


TOTAL JOBS CREATED IN DIFFERENT SECTORS ACROSS THREE PHASES OF THE IESP 2013-2024 - 1,698 JOBS BY 250 MIES



Agriculture	382
Retail specialised	217
Services	421
Manufacturing	456
Construction	90
Food & Beverage	130
Retail unspecialised	2
	1698

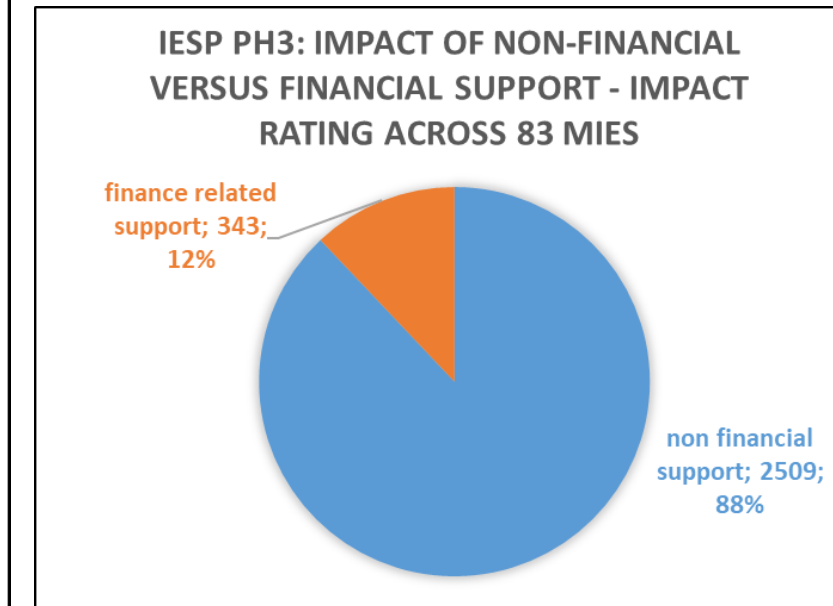
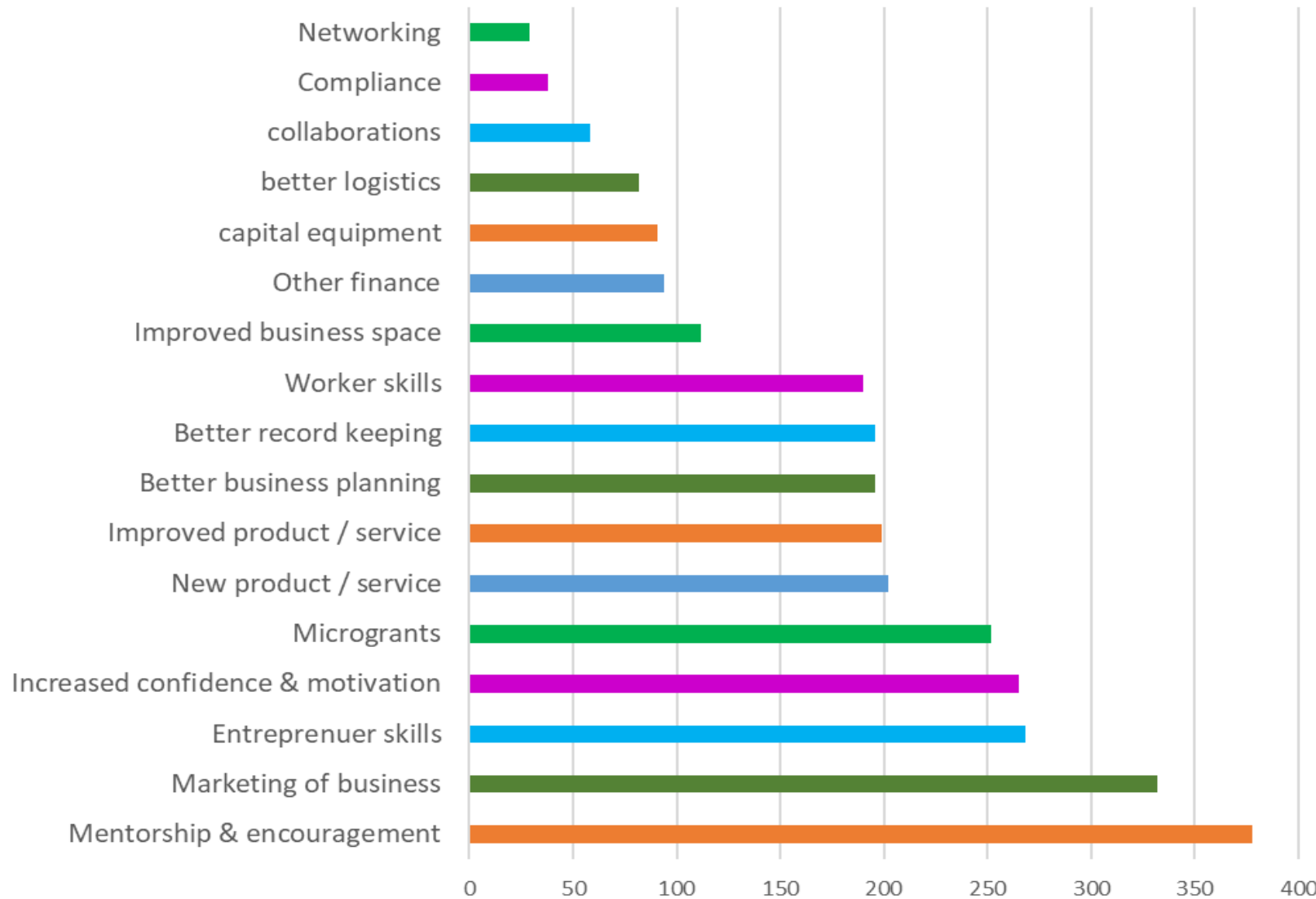
IESP PHASE 3: GENDER & AGE OF NEW WORKERS (JOBS) - 700 NEW JOBS CREATED



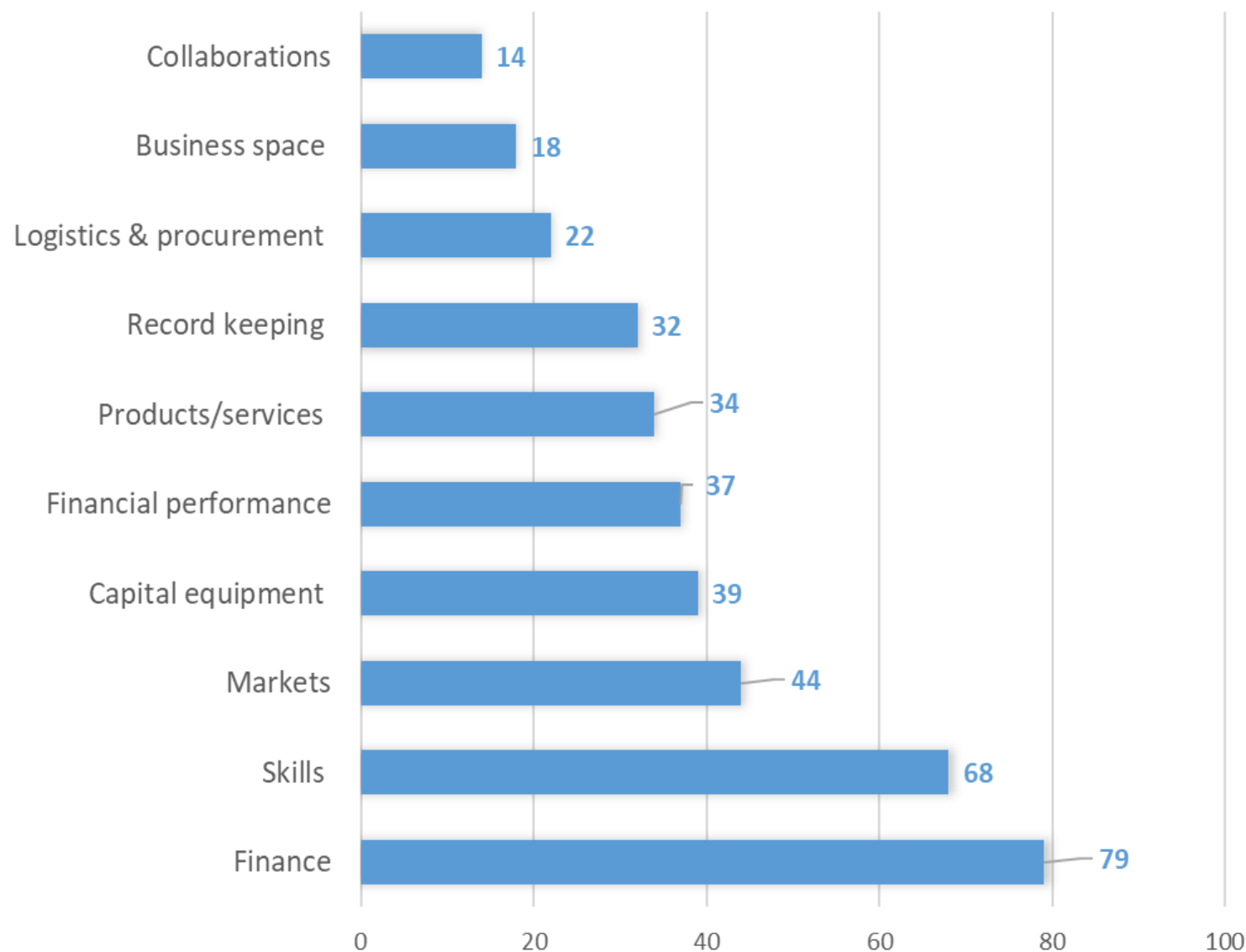
IESP Ph3: Gender & Age of New Jobs (Workers)

Gender of New Workers (Jobs)		
Male	354	50,6%
Female	346	49,4%
	700	100,0%
Age of new workers (jobs)		
Youth (18-35)	479	68,4%
Non youth (>35)	221	31,6%
	700	100,0%

IESP Ph 3: Factors which drove new job creation - impact rating on job creation and business growth (0-5 rating) - 83 MIEs, 700 new jobs (June 2024)



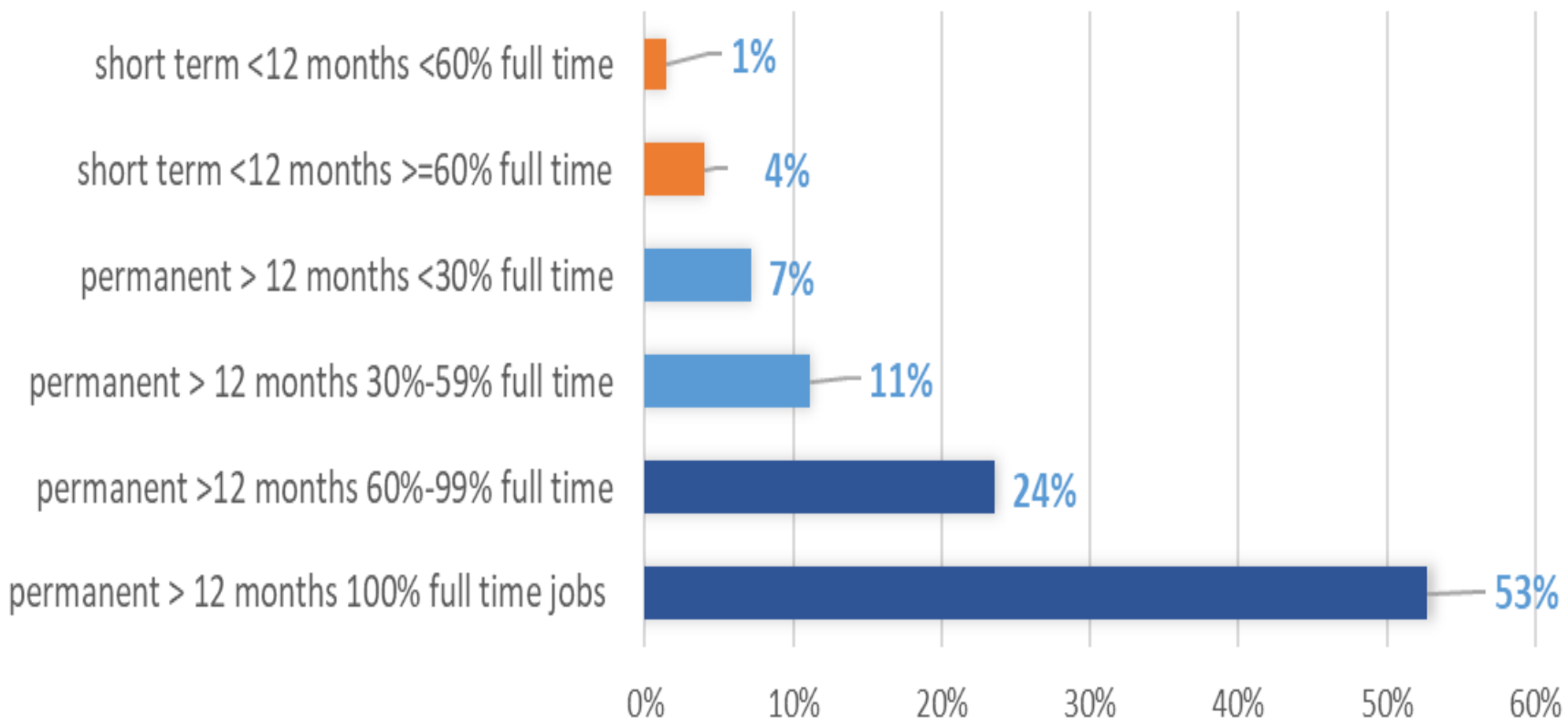
IESP PHASE 3: KEY AREAS OF BUSINESS GROWTH BY NUMBER OF MIES WHERE PROGRESS WAS ACHIEVED (JUNE 2024)



Enterprise development markers	MIEs	% of MIEs
Finance	79	14,7%
Skills	68	19,4%
Markets	44	13,2%
Capital equipment	39	10,3%
Financial performance	37	10,3%
Products/services	34	9,5%
Record keeping	32	8,4%
Logistics & procurement	22	5,9%
Business space	18	4,8%
Collaborations	14	3,7%
	387	100,0%

***Note:** As per the approved PIMP, the IESP makes use of 10 markers as a project-level indicator to monitor areas of business growth that have been achieved by MIEs during the period of IESP support, noting that job creation (tracked via a separate programme-level indicator) is not the only measure of MIE development.*

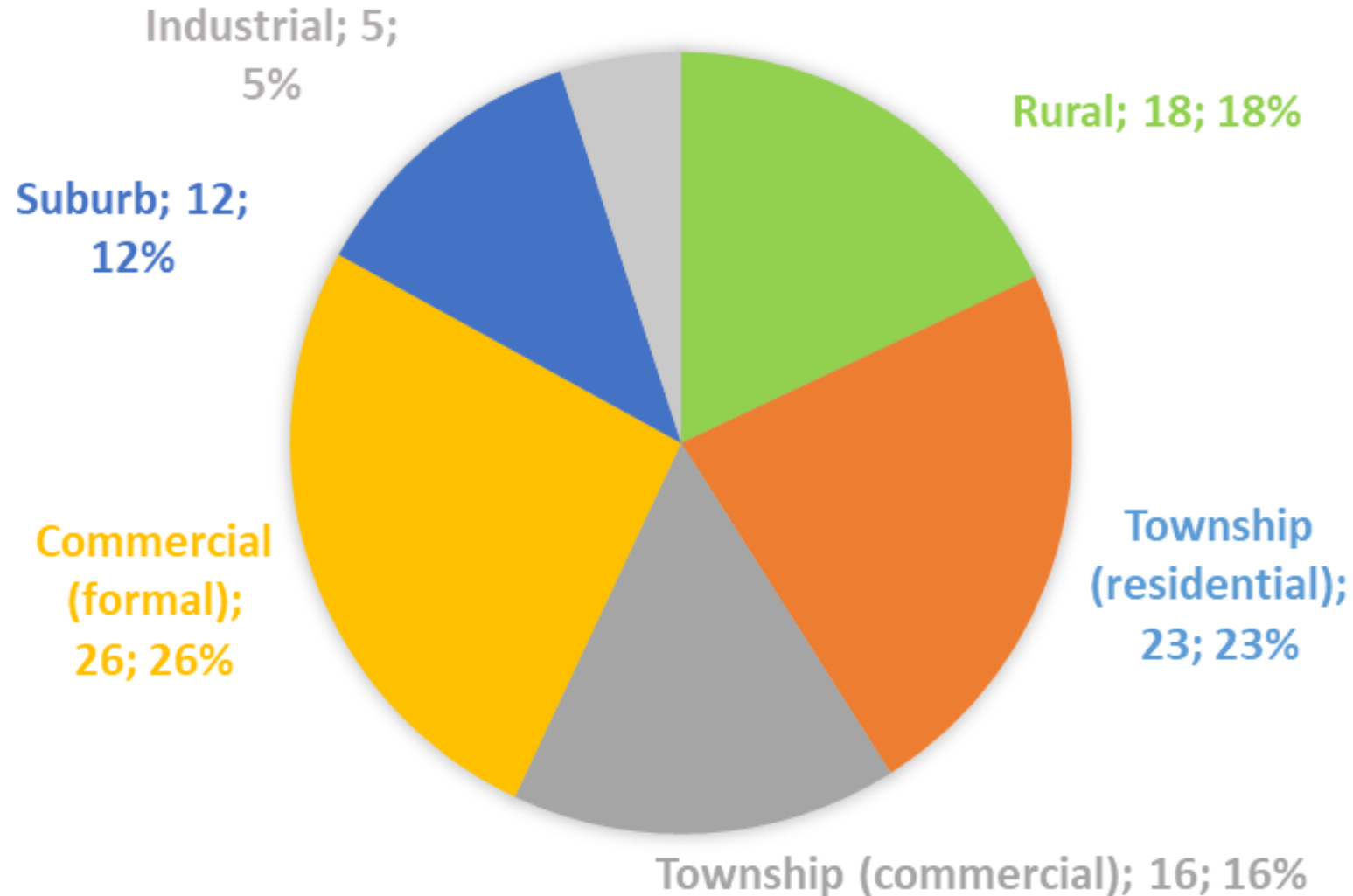
IESP PHASE 3: BREAKDOWN OF INFORMAL JOBS CREATED BY % OF FULL TIME WORKED (700 NEW JOBS)



IESP PH3: Breakdown of new jobs created by % full time		
Category	new jobs created	% full time
permanent > 12 months 100% full time jobs	369	53%
permanent >12 months 60%-99% full time	165	24%
permanent > 12 months 30%-59% full time	78	11%
permanent > 12 months <30% full time	50	7%
short term <12 months >=60% full time	28	4%
short term <12 months <60% full time	10	1%
	700	100%

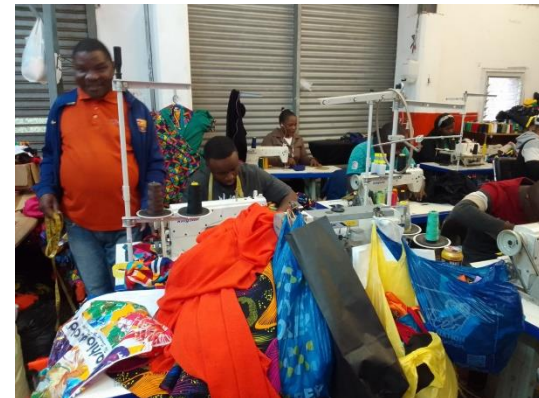
Category	new jobs created	%
Permanent	662	95%
Short term	38	5%
	700	100%

IESP PH3: DISTRIBUTION OF 100 ENTERPRISES CURRENTLY UNDER SUPPORT BY TYPE OF AREA



KEY LEARNING TO DATE OVER THREE PHASES

- The IESP has proven effective and efficient in respect of supporting MIEs and creating jobs.
- The IESP's success is due to principally to:
 - i. its sound methodology and design (which selects, supports and incentivizes high-potential MIEs and avoids dependency)
 - ii. its well-developed systems and tools (which have been developed and refined over three phases)
 - iii. its strong, committed and highly skilled project team.
- There is massive untapped potential within MIEs and the informal economy provided the right kind of support is provided.
- Non-financial support is critical in unlocking this value (e.g. product and service development, marketing, skills development, business planning and management, record keeping, mentorship and encouragement). Financial support on its own is not enough.



KEY LEARNING TO DATE – SOME CHALLENGES

- Despite a general recognition of the importance of MIEs and the informal economy in creating more inclusive economic growth and job creation, this sector remains poorly understood and lacks adequate support.
- There is a tendency to conflate the informal economy with street trading, whereas this represents only a very small part of the informal economy.
- The greatest potential for enterprise growth and job creation is in such sectors as micro-manufacturing, services, agriculture, specialized retail, food and beverage, and construction.
- There is insufficient funding for initiatives such as the IESP. It has been very challenging to secure funding in time for the commencement of each new phase.
- The IESP faces closure early in 2025 if phase 4 funding cannot be rapidly secured.



ISU Brands – Vita Pro Energy Cereal - Enterprise Profile

- Name of entrepreneur / owner: Ayethaba Dlamini
- Location: eThekweni CBD - Kings Park Business Centre
- Sector and products: Manufacturing and supply of high nutrient cereal (created by ISU, comes in three flavors)
- Pre-existing jobs: 4
- New jobs: 11
- Date joined IESP: 17/11/2023
- Name of lead MIE specialist: Brian Dlamini
- Micro-grants: Two microgrants totaling R60 952



Ayethanda and Brian with marketing tools

Business Development Achievements

Marketing of the business / product:

- The IESP has assisted with marketing tools such as promotional stands, gazebo, banners, stickers, business cards, and pamphlets.
- This has assisted with promoting the business and creating visibility especially within stores where the product is sold.
- Support provided included design and supply of marketing materials/tools by a marketing specialist appointed via the IESP.
- As a result of these efforts, the business has accessed new markets in Richards Bay, Pietermaritzburg and Mzimkhulu.
- There is stronger product representation in various shops such as: Focus, Cosmix, Spar Group, Bargain Basket, Crown Supermarket, Quality's, Just On, SaveRite, Style Wise, and Mackson's in Escort. ISU Brands current supplies product in eThekweni, Richard's Bay, Pietermaritzburg and UMzimkhulu.



Business Development Achievements

- **Product development:** Through IESP support product diversification was encouraged and undertaken resulting in three instead of one flavour being offered (original, banana, strawberry). This has significantly strengthened market positioning and competitive advantage and supported expanded market access.
- **Business planning:** Business planning is integral to IESP support, starting with the initial business development plan (BDP) when the MIE is signed up. As a result of IESP efforts, the entrepreneur is now able to plan more effectively in terms of which clients (stores) to approach to introduce the product. As a result, more stores have been accepted to put the VitaPro product in their shelves.



Business Development Achievements

- **Business space:** The IESP assisted the entrepreneur to secure new improved office space at the Kingspark Business Park in the Durban CBD. This space is more convenient for clients since it's more central and easily accessible. The prior business space was not optimal. PPT suggested the new option and facilitated the access.
- **Compliance:** Via IESP support the enterprise has been assisted with protective clothing for factory workers (PPE) as well as aprons for brand promoters. This has also assisted in respect of promoting the product and creating brand awareness including brand promoters appearing more professional to clients.



Business Development Achievements

- **Mentorship and business confidence:** Ongoing mentorship and encouragement adds significant value to the entrepreneur. The IESP Specialist's guidance has added value in many areas (as outlined previously e.g. product diversification, business space access, marketing etc.).
- **Record keeping:** The IESP has helped the entrepreneur to improve in terms of record keeping. The enterprise was initially not taking records of inventory of stocks, which are necessary in terms of keeping track of next orders and avoiding running out of inputs such as feeds, vaccinations etc.
- **Micro-grant:** The enterprise has received two IESP micro-grants totalling R60,952 which have been used to procure raw material (vitamins and flavorants) which has enabled the enterprise to diversify product and scale up production.



Promotional material in action via IESP



Showcasing the brand abroad - Mozambique and China



Social media platforms marketing strategy



What's next?

- Online shop – to reach wider market
- More promotional materials – roadshow to get the product to more outlets (e.g. recent trip to China)
- Business Plan – to access capital funding (e.g. SEFA loan in the pipeline – under due diligence for R250k)
- Establish manufacturing plant (ISU currently leases a portion of a plant - manufacturing floor space and equipment)
- Developing on-the-go high-energy products such as smoothies.





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IMPACT™**
earth. wildlife. humankind.



eBEYOND

Collaboration Partner

IMPACT DASHBOARD

Hustle Economy

AUGUST 2024



Our overall vision is a future where the communities we partner with are actively advocating for, and supporting, the restoration and conservation of the wild landscapes and seascapes we're working in; and derive meaningful socio-economic and entrepreneurial benefit from these areas.

HOW WE DO IT

Theory of Change

Supporting the conservation of wild landscapes and seascapes, and the sustainable development of the communities that live in around these areas.



Programmes

FLOURISHING ECOSYSTEMS

Oceans Without Borders
Landscape Conservation
Community Carbon

FUTURE FOUNDATIONS

Primary Health Care
Early Childhood Development
Primary and Secondary Education

TOMORROW'S LEADERS

Community Leaders Education Fund
ECHO Environmental Awareness
Impact Research

THRIVING COMMUNITIES

YouthworX
Climate Resilient Communities
Hustle-Economy



HUSTLE ECONOMY PROGRAMME

Impact rationale



Our Hustle-Economy focus is a direct response to the consistent request from our community partners for enterprise development support. The Programme recognizes that 70% of Southern and East Africa's school leavers will work within the informal economy, with the majority juggling *ad hoc* work opportunities with multiple personal and family micro-enterprises.

This is also explicitly recognized in the United Nations Sustainable Development Goals framework, specifically:

- SDG 1 – No Poverty
- SDG 8 - Decent work and economic growth

Our focus is currently on working with emerging micro-entrepreneurs in the Maputaland and Greater Kruger landscapes, with emphasis on improving their business skills, capacity and profitability. Wild Impact and &Beyond are working towards expanding the programme across all landscapes and seascapes.



HUSTLE ECONOMY PROGRAMME



Impact rationale

SDG 1 recognizes the need to “End poverty in all its forms everywhere”. The specific SDG 1 targets relevant to Africa Foundation’s Impact strategy are:

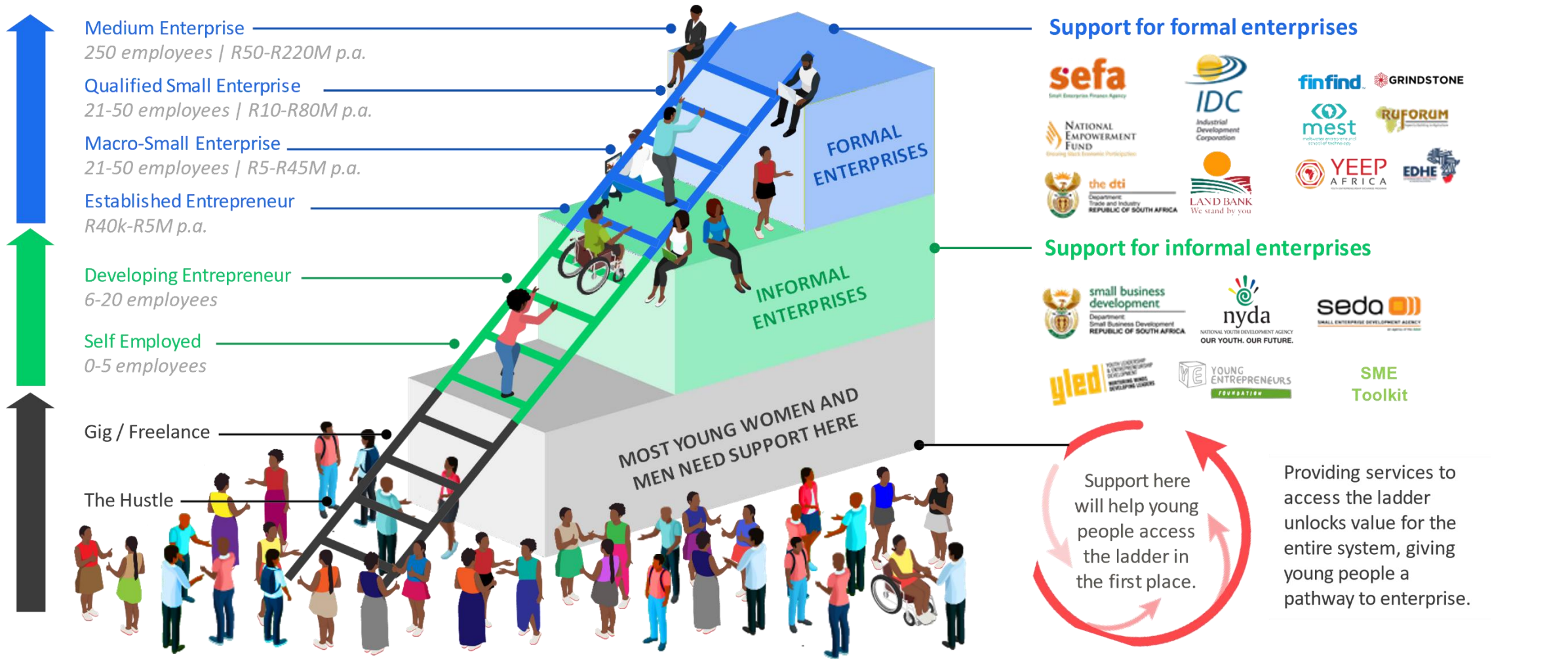
- 1.1 By 2030, reduce extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day
- 1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.
- 1.3 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

SDG 8 recognizes the need to “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”. The specific SDG 8 target that is relevant to Africa Foundation’s Impact strategy, is:

- 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro-, small--- and medium-sized enterprises, including through access to financial services.
- 8.6 By 2030, substantially reduce the proportion of youth not in employment, education, or training.

HUSTLE ECONOMY PROGRAMME

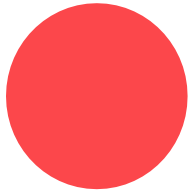
Entrepreneurial ladder – South Africa



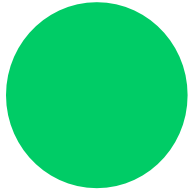
HUSTLE ECONOMY PROGRAMME



Why support micro - Enterprises



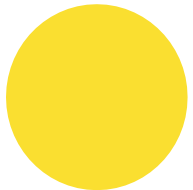
Of the 1 million young South Africans entering the labour market annually, $\frac{2}{3}$ are not in education, employment or training (NEETs) within a year.



A low-growth economy, fueled by poor quality of education, results in few job opportunities for youth.



Unlike in other African countries, South Africa's formal economy makes up 85% of employment and well over 90% of economic activity. But over the next 5 years, formal economy can only absorb 20% of new entrants.



The informal economy is unusually small and extremely fragmented and does not target excluded youth.

HUSTLE ECONOMY PROGRAMME

Framework

- A 9-month Phase 2 process where hustle-preneurs receive direct facilitator-based mentorship and support.
- They also meet monthly with the other hustle-preneurs in their group, for peer-to-peer review and support. Attached to this, hustle-preneurs receive a participation investment.
- Mid-phase 2, of the programme each hustle-preneur receives a growth investment grant of R3 000.
- The hustle-preneurs can earn a second R3 000 performance investment grant if they increase their baseline (3-month) profit for three consecutive months. The expectation is that the hustle-preneurs stay engaged for the full phase 2 process.

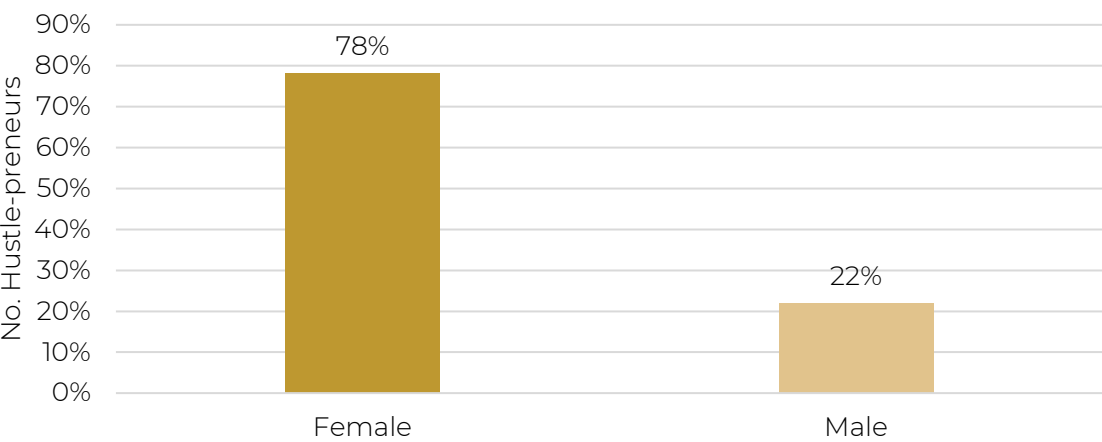


HUSTLE ECONOMY PROGRAMME

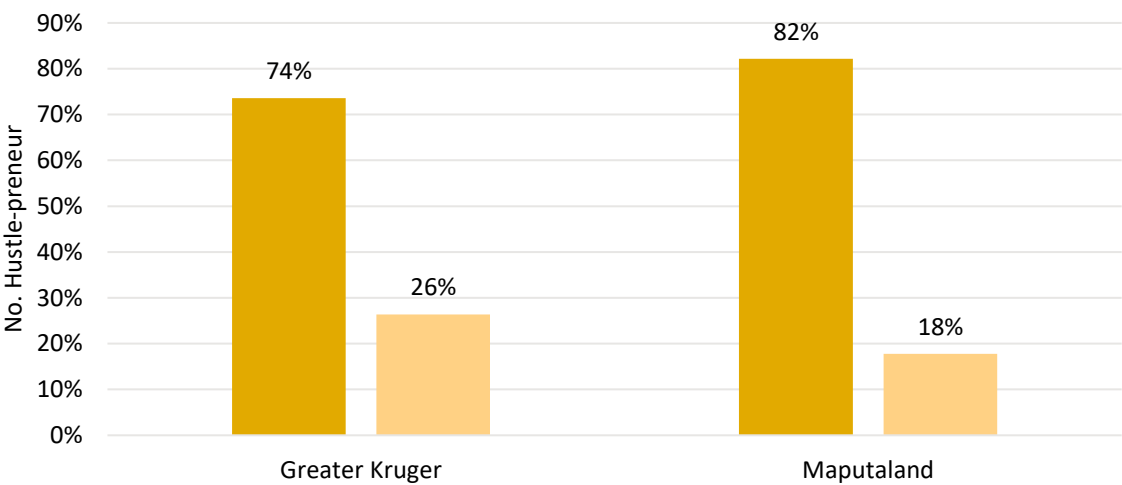


Hustle Economy: All Cohorts

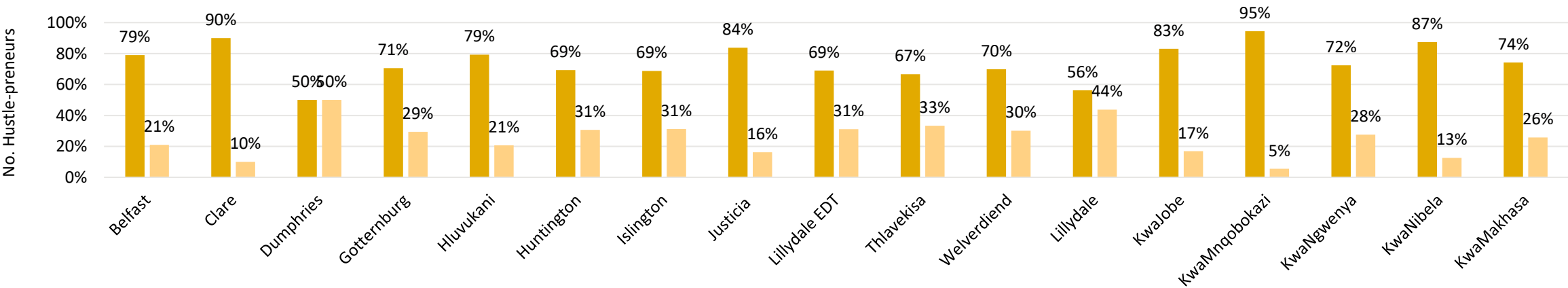
Pilot and Cohort 1, 2, 3, 4, 5 and 6 - Gender split (1 617 Hustle-preneurs)



Pilot and Cohort 1, 2, 3, 4, 5 and 6 - Gender split by landscape (1 617 Hustle-preneurs)



Gender split by community

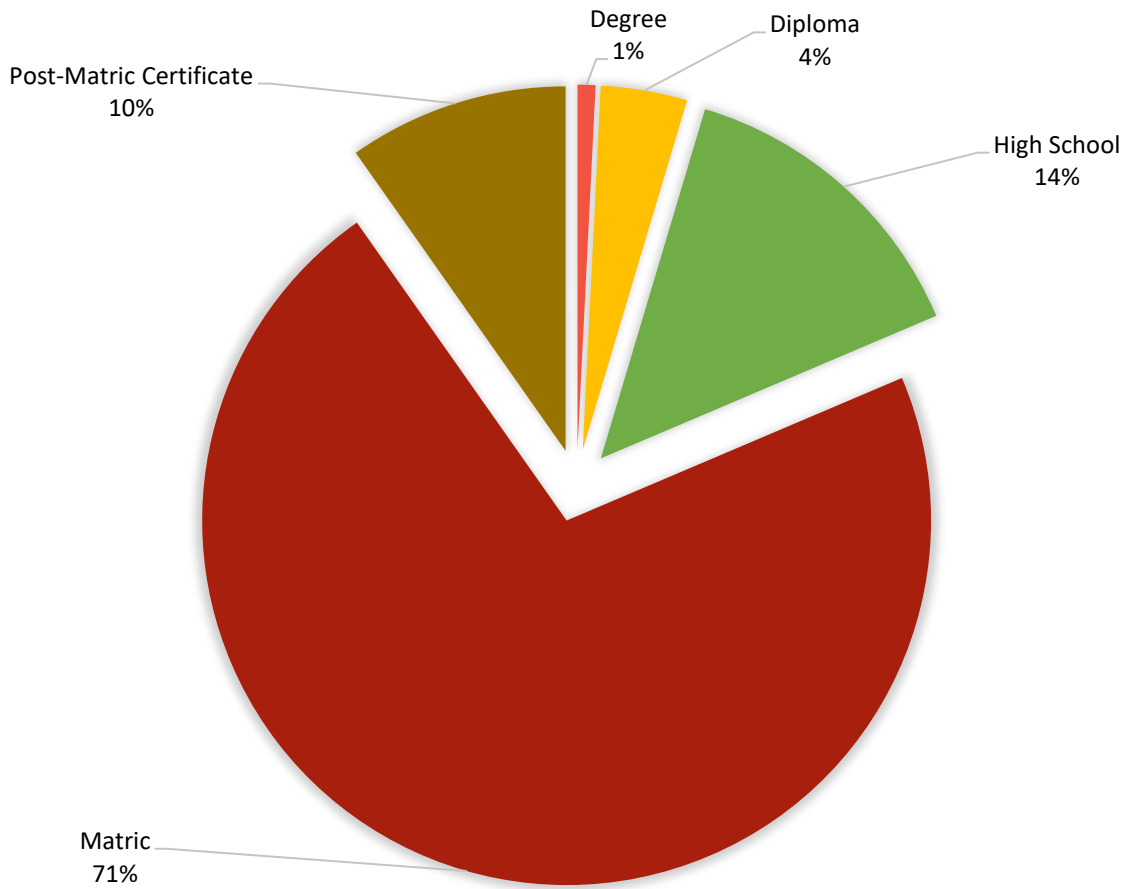


HUSTLE ECONOMY PROGRAMME

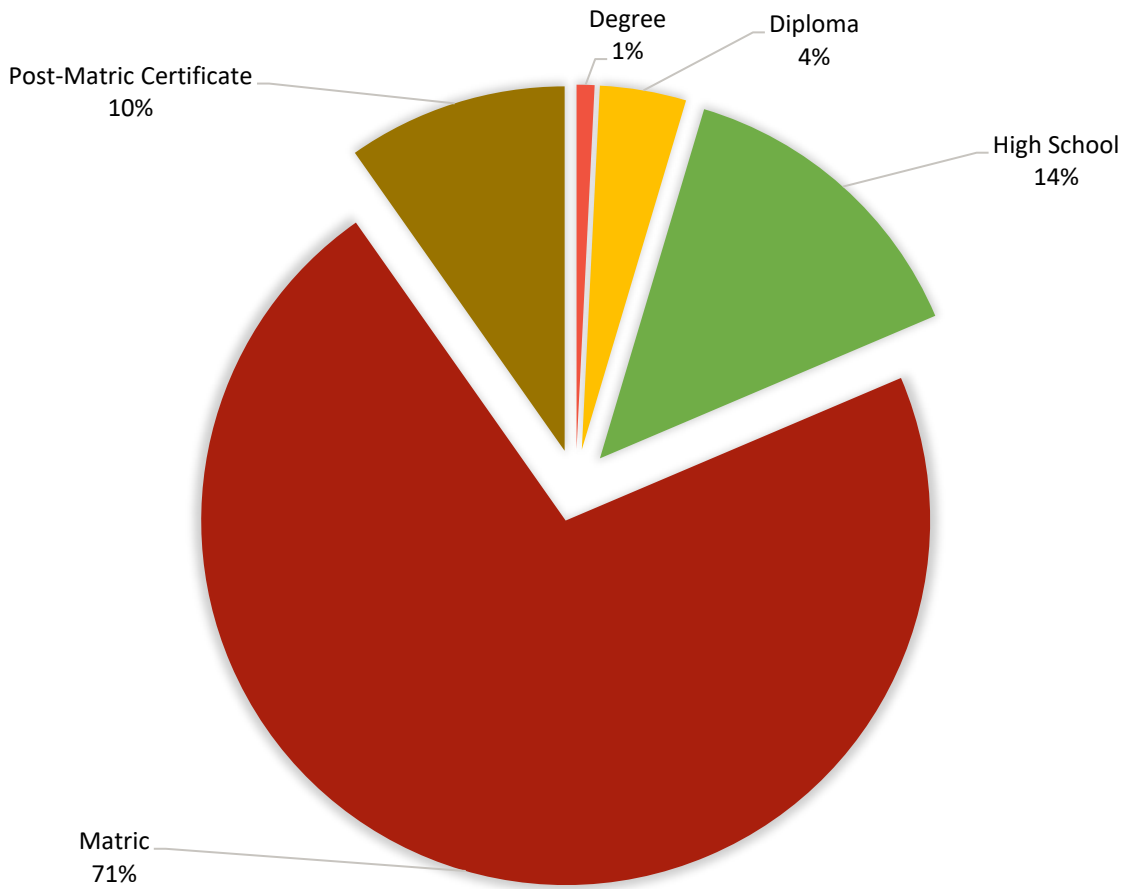


Hustle Economy: All Cohorts

Pilot and Cohorts 1, 2, 3, 4, 5 and 6 - Greater Kruger Cluster - Education levels

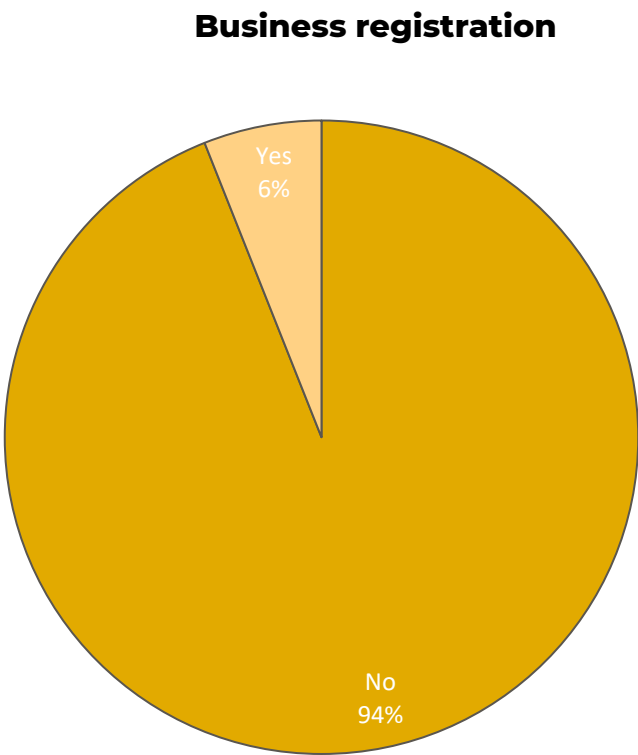
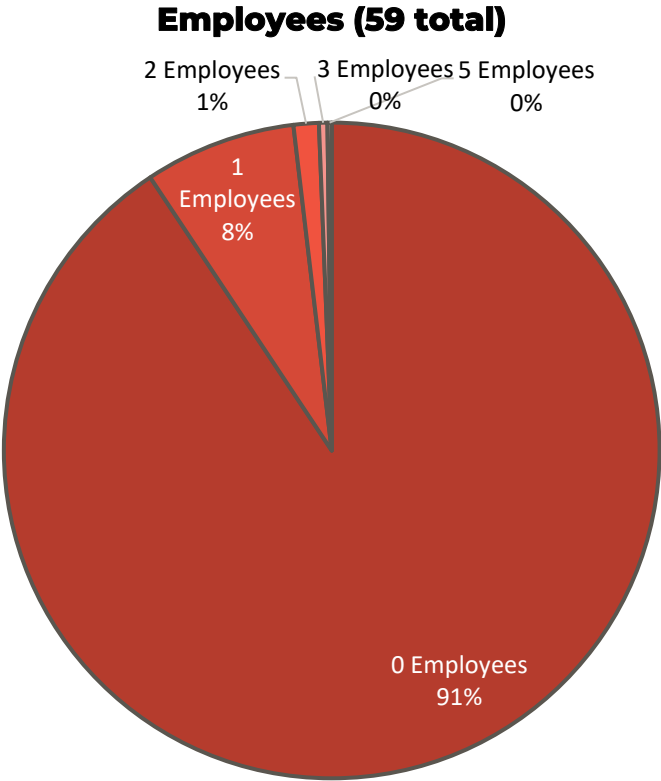
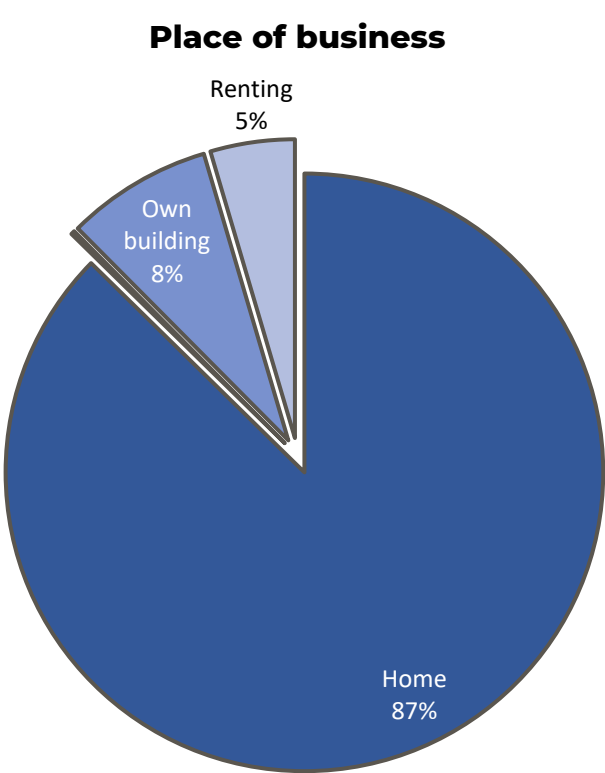


Pilot and Cohorts 1, 2, 3, 4, 5 and 6 - Greater Kruger Cluster - Education levels



HUSTLE ECONOMY PROGRAMME

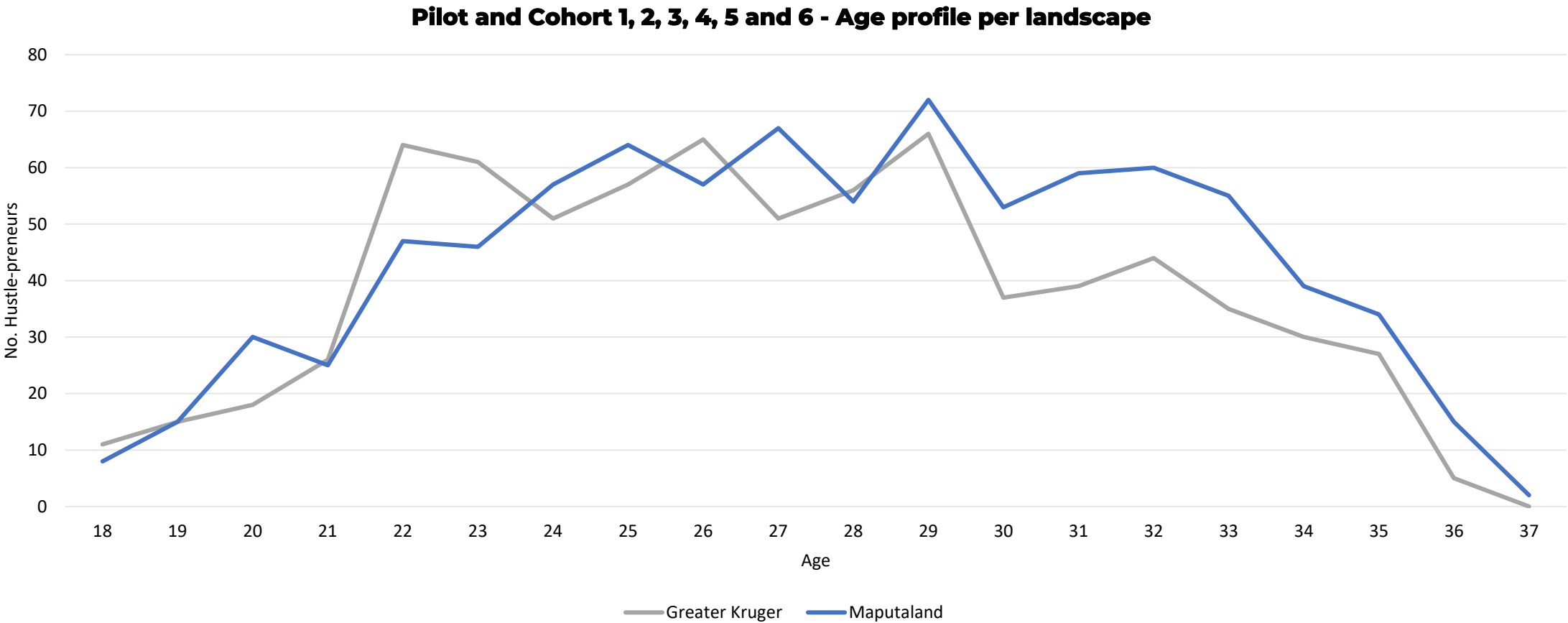
Hustle Economy: All Cohorts



HUSTLE ECONOMY PROGRAMME



Hustle Economy: All Cohorts

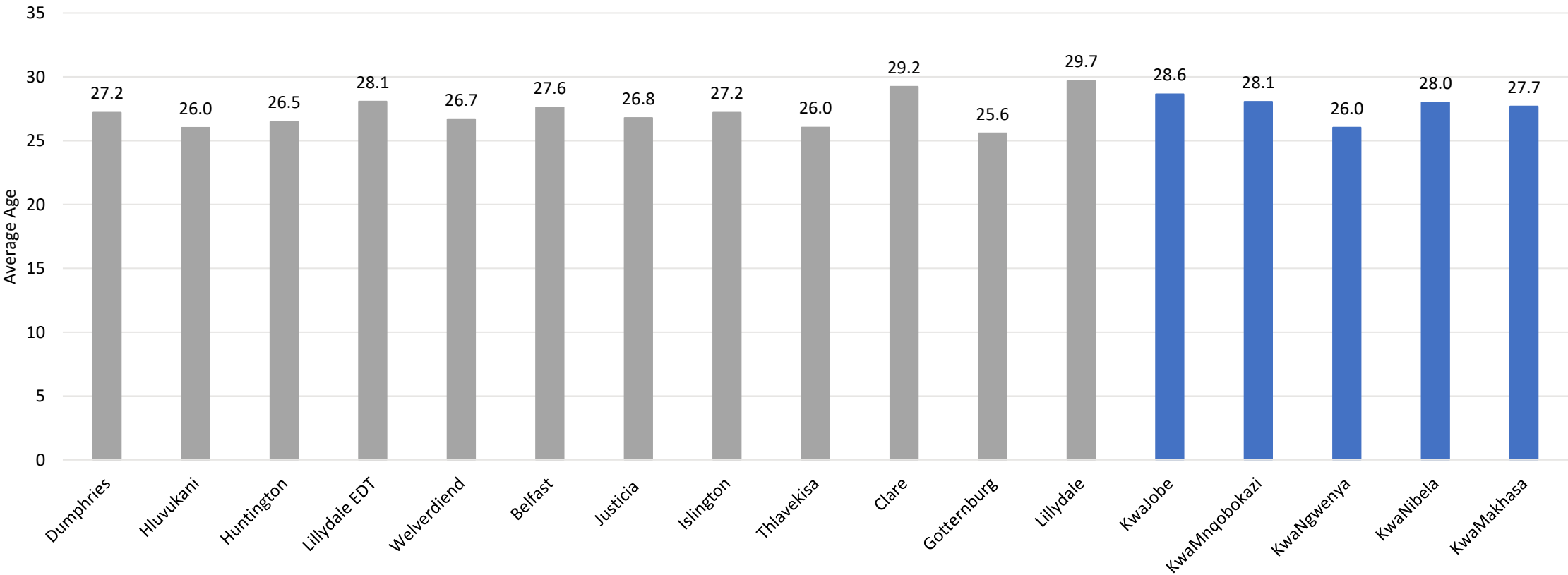


HUSTLE ECONOMY PROGRAMME



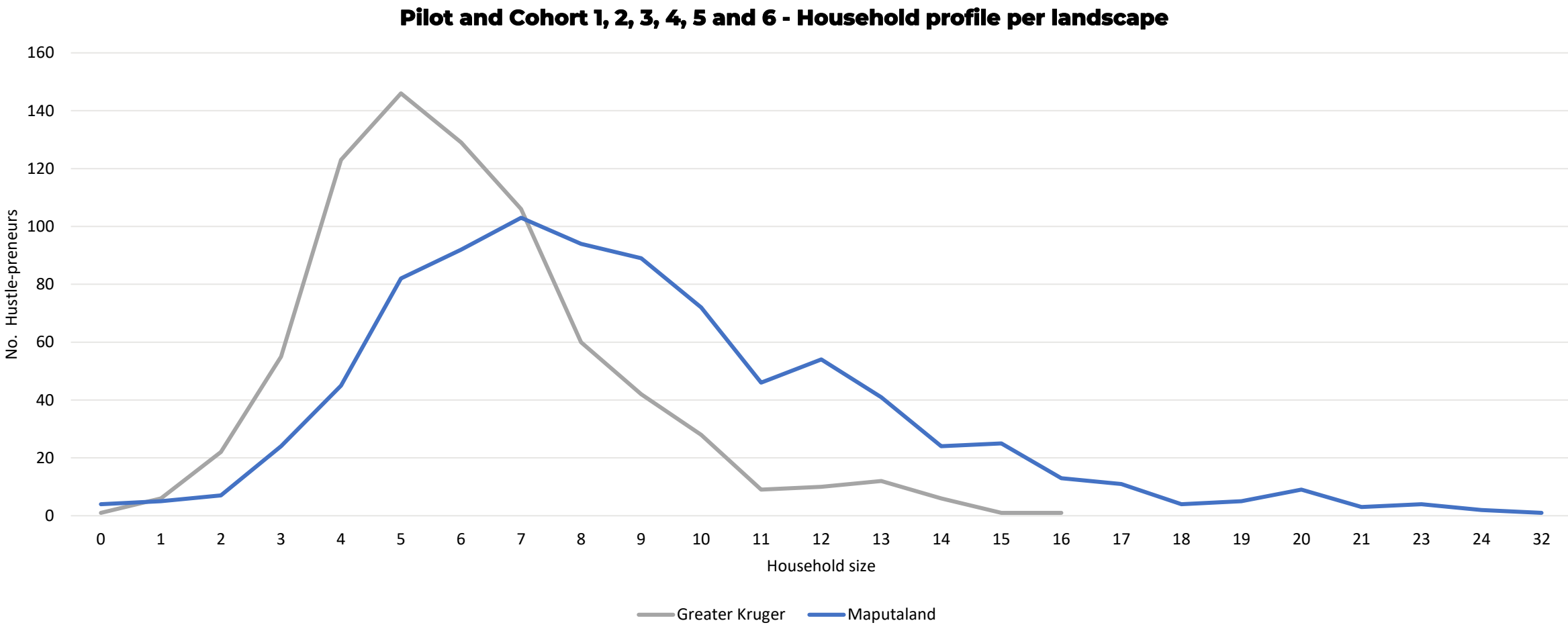
Hustle Economy: All Cohorts

Pilot and Cohort 1, 2, 3, 4, 5 and 6 - Age split by community





Hustle Economy: All Cohorts

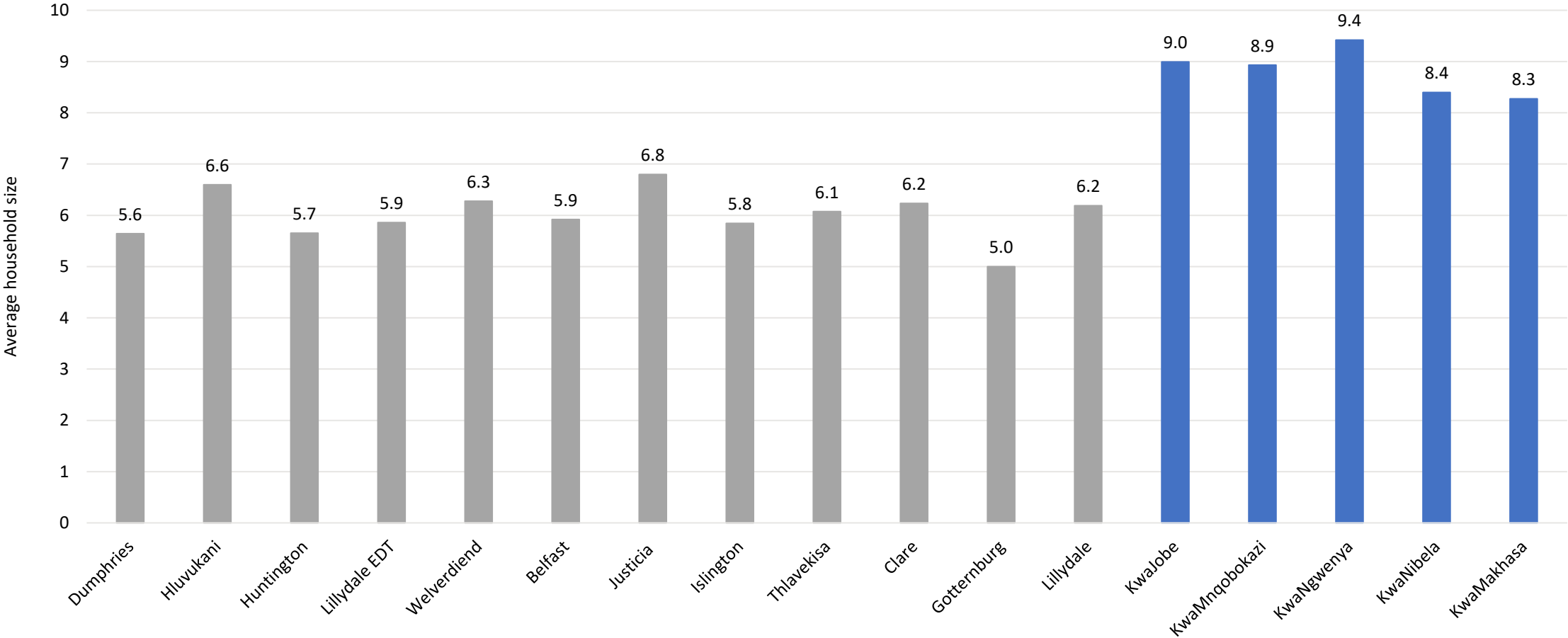


HUSTLE ECONOMY PROGRAMME



Hustle Economy: All Cohorts

Pilot and Cohort 1, 2, 3, 4, 5 and 6 - Household size by community



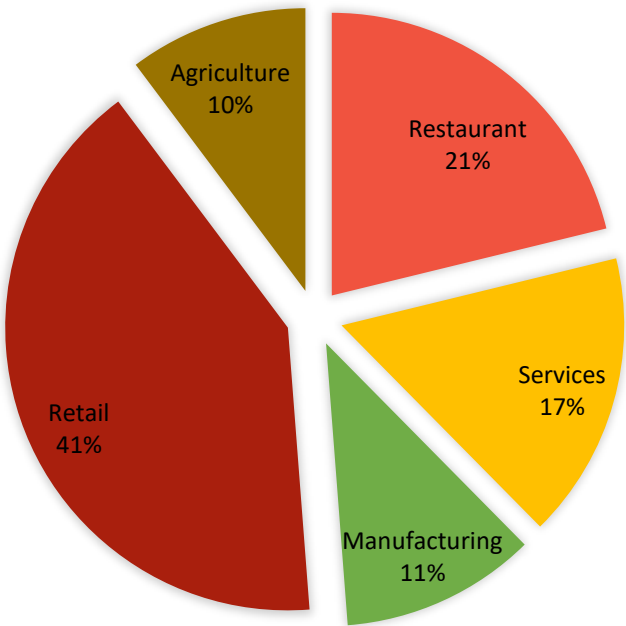
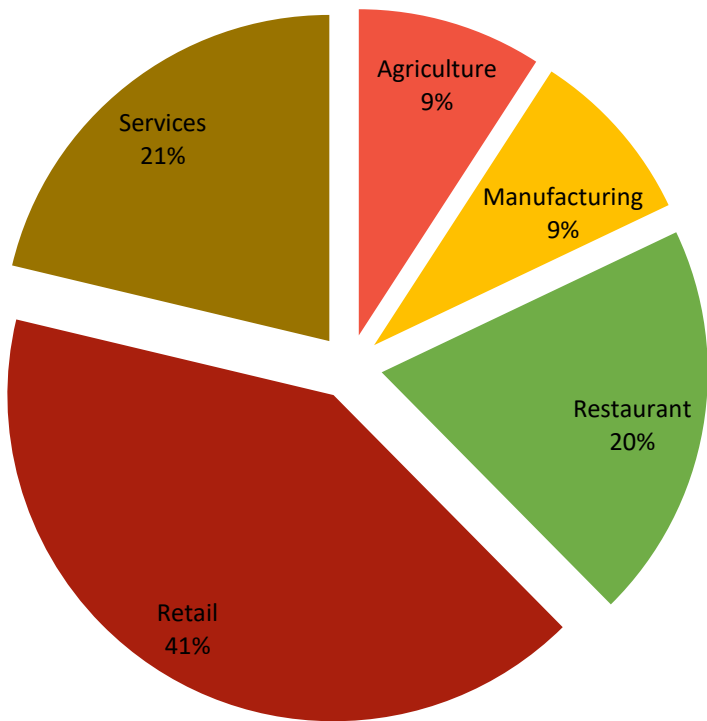
HUSTLE ECONOMY PROGRAMME

Hustle Economy: All Cohorts

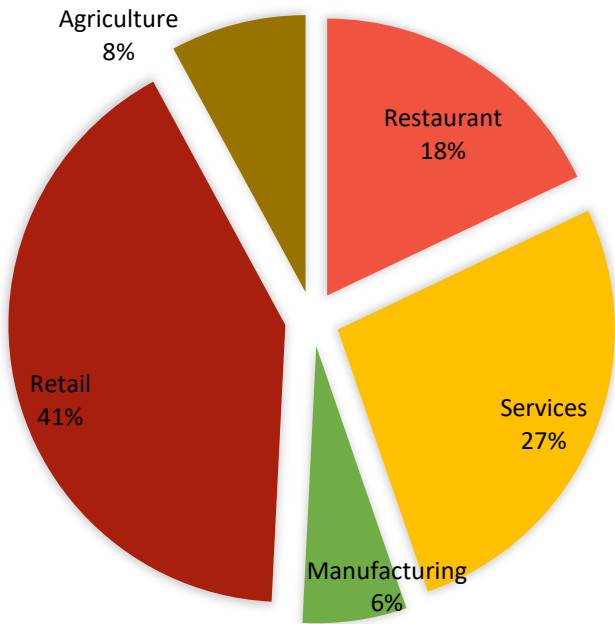
Maputaland Cluster - Enterprise Sectors



Pilot and Cohort 1, 2, 3, 4, 5 & 6 - Enterprise Sectors



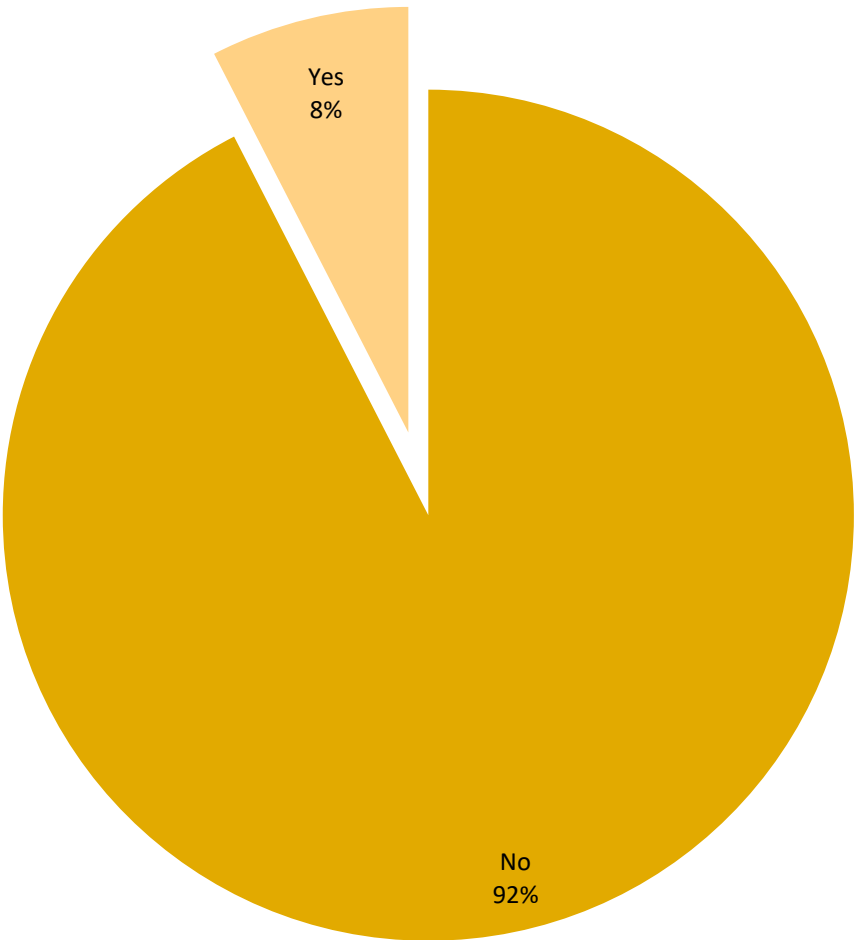
Greater Kruger Cluster - Enterprise Sectors



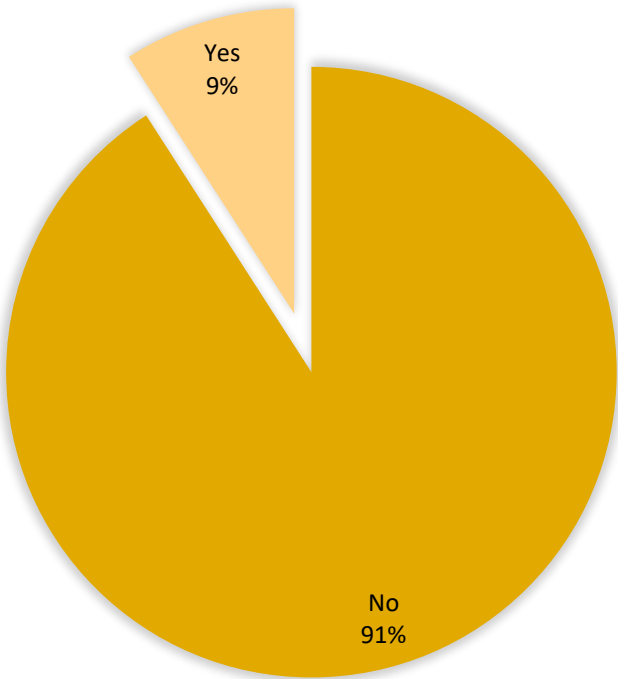
HUSTLE ECONOMY PROGRAMME

Hustle Economy: All Cohorts

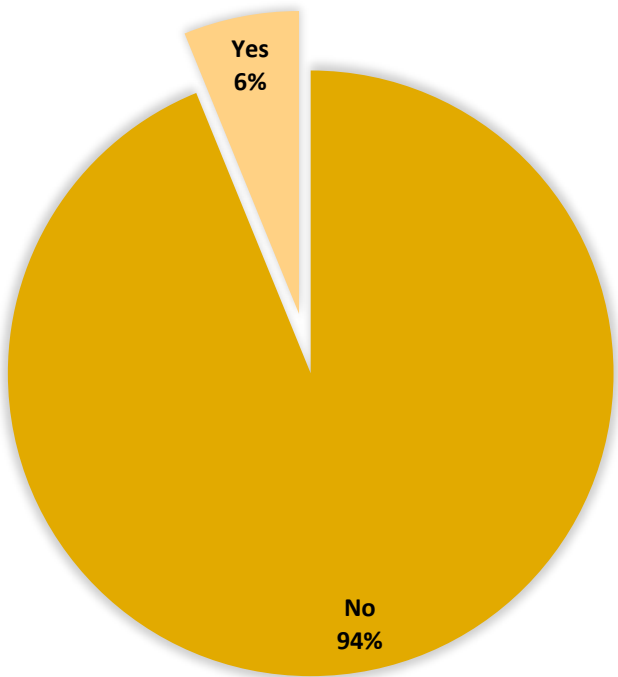
Pilot and Cohort 1, 2, 3, 4, 5 & 6- Business registration



Business registration – Greater Kruger



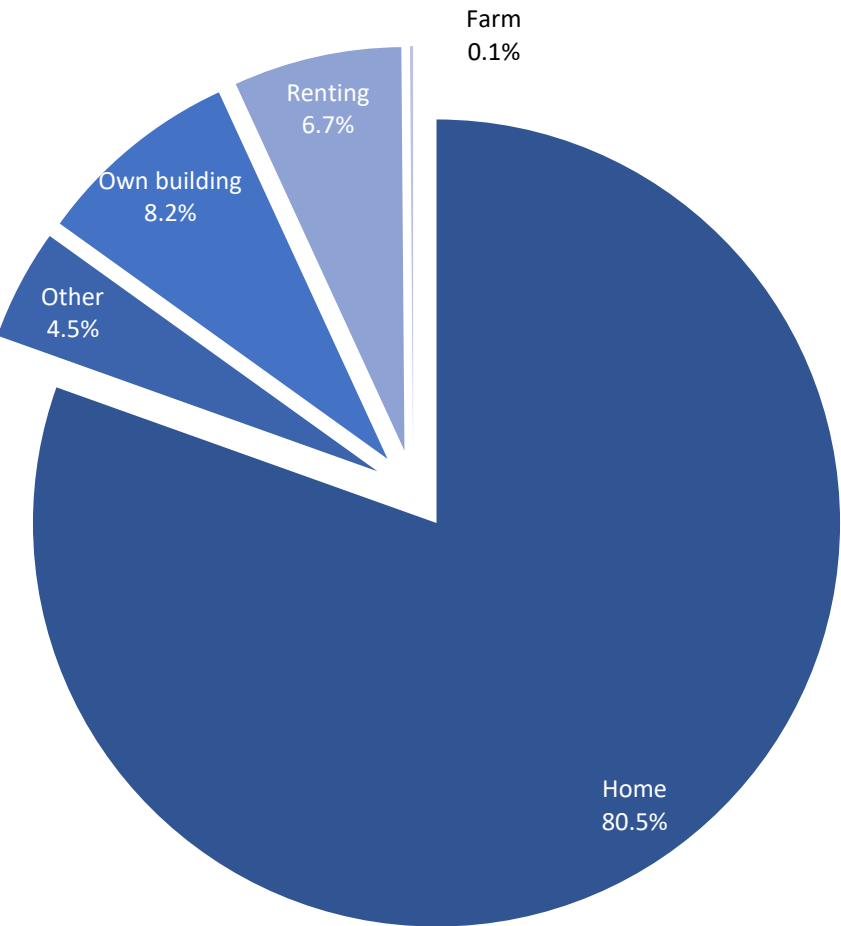
Business registration - Maputaland



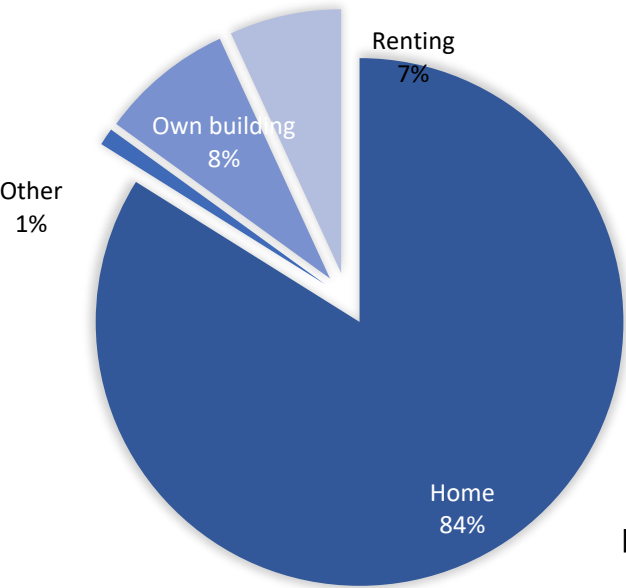
HUSTLE ECONOMY PROGRAMME

Hustle Economy: All Cohorts

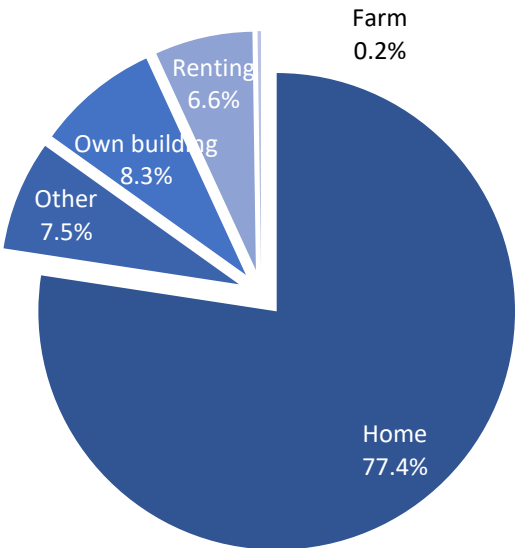
Hustle-preneur place of business



Hustle-preneur place of business - Greater Kruger



Hustle-preneur place of business - Maputaland

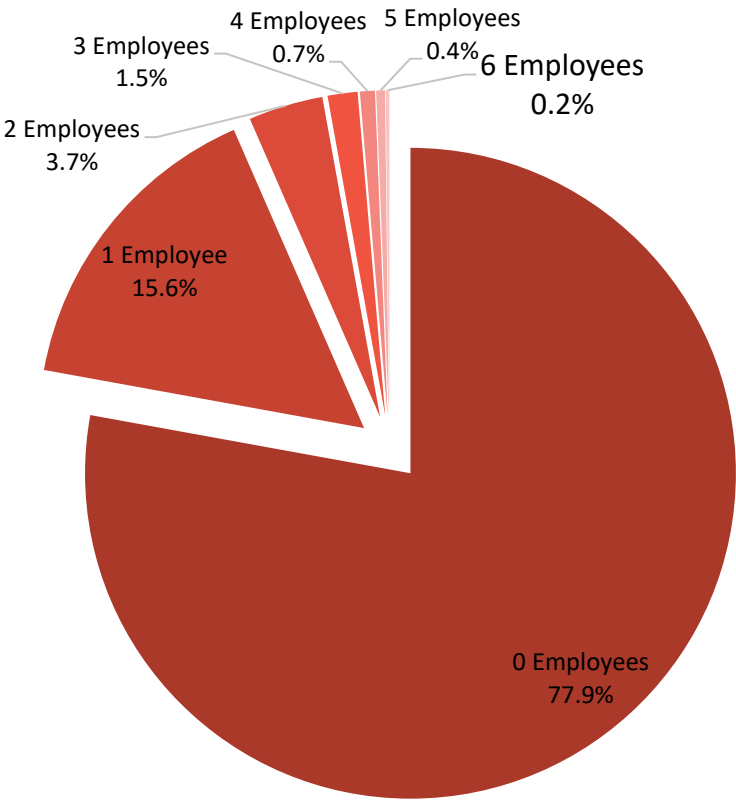


HUSTLE ECONOMY PROGRAMME

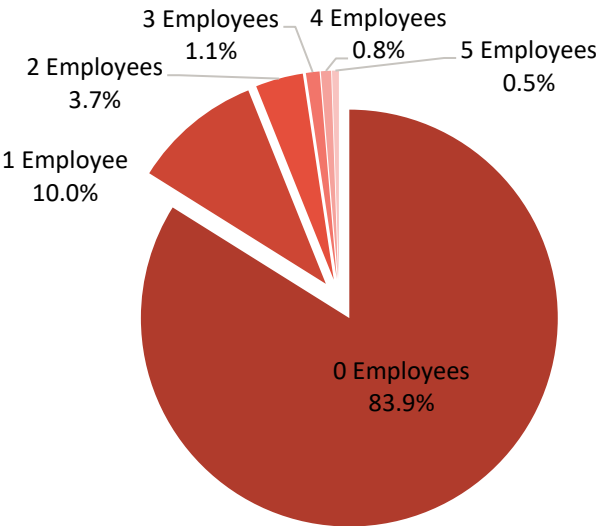
Hustle Economy: All Cohorts



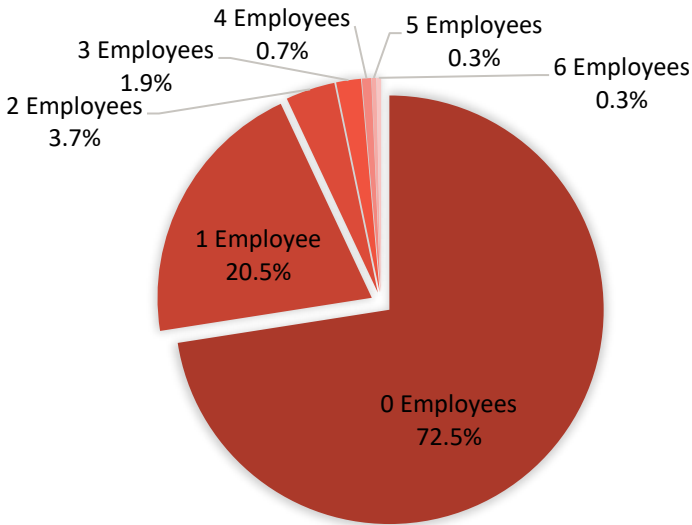
Hustle-preneur employees (545)



Hustle-preneur employees (200) – Greater Kruger



Hustle-preneur employees (345) - Maputaland



HUSTLE ECONOMY PROGRAMME



Hustle Economy: All Cohorts

Phase-1 process – 3 months

30 peer-to-peer learning sessions are facilitated for the Hustle-preneurs. The process is anchored by a core focus on maintaining and reviewing personal and business cashbooks. Midway through the 3-month engagement process, hustle-preneurs are rewarded with a participation grant

Workshop themes

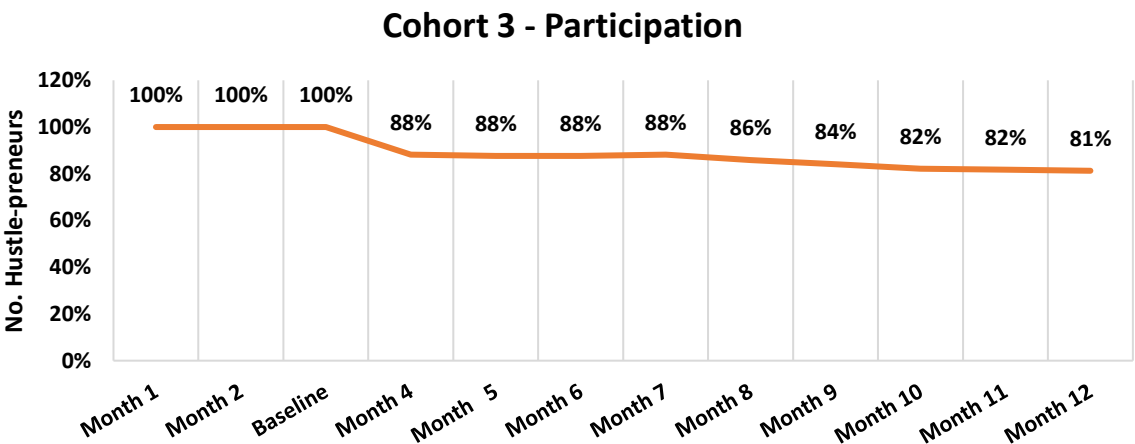
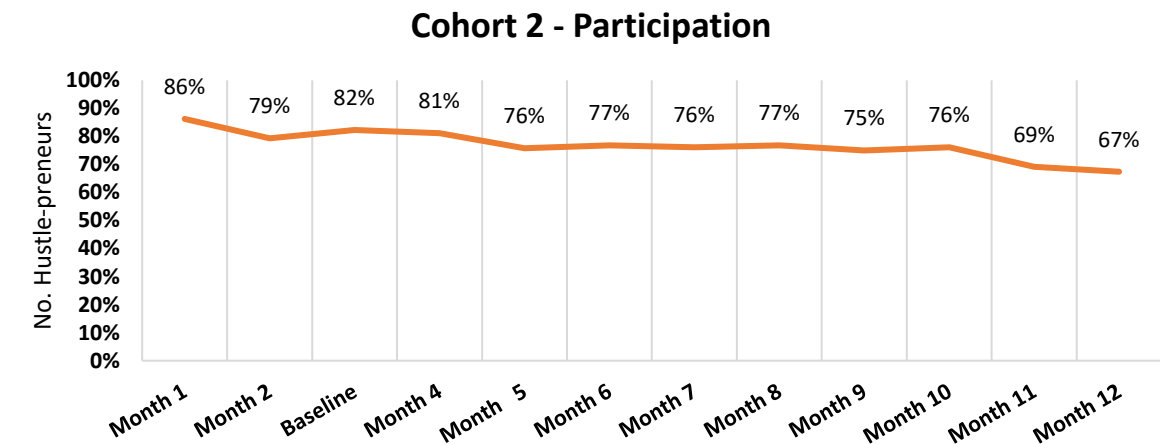
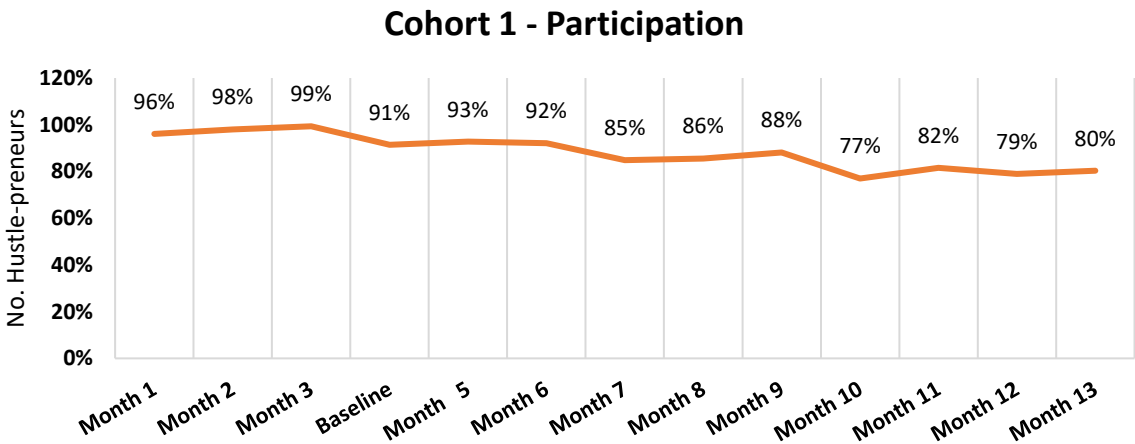
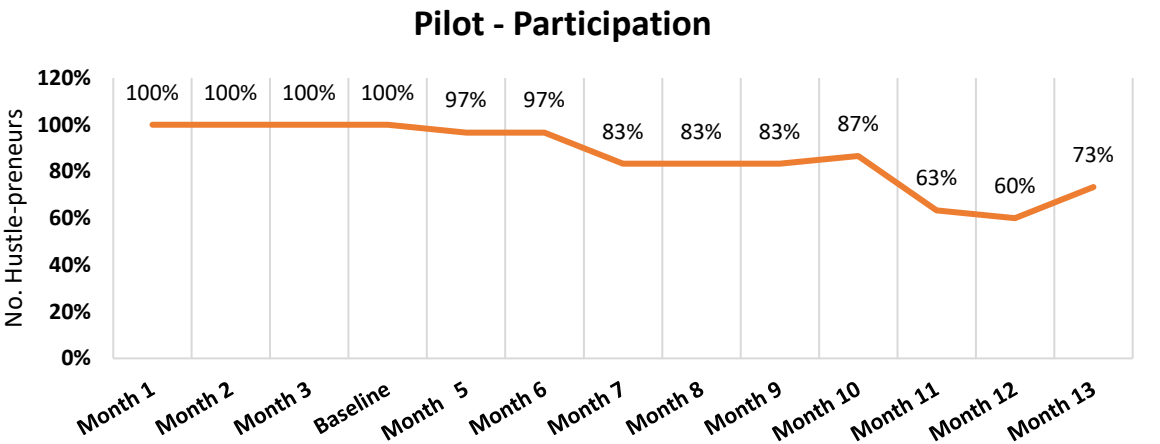
- Self-awareness & expectations;
- Community mapping;
- Environmental awareness;
- Advertising;
- Communication;
- Types of customers;
- Customer vs. Consumer;
- Personal financial diary;
- Budgeting;
- Business profiling;
- Types of businesses;
- Branding;
- Marketing
- Customer service;
- Customer care;
- Principles of financial record keeping;
- Business financial diary;
- Stokvel.



HUSTLE ECONOMY PROGRAMME



Hustle Economy: All Cohorts

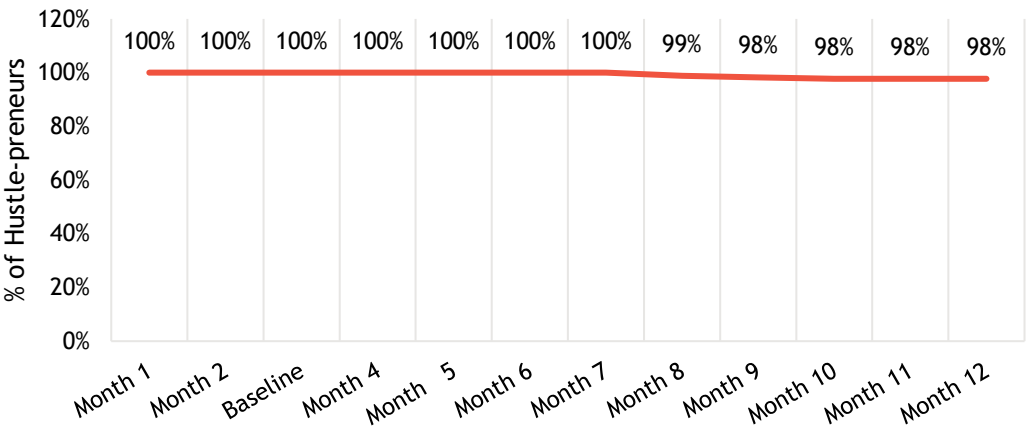


HUSTLE ECONOMY PROGRAMME

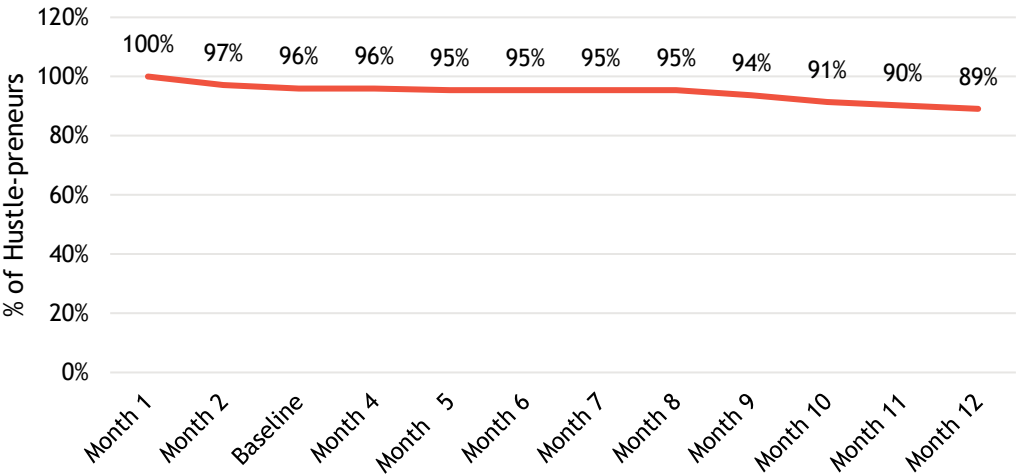


Hustle Economy: All Cohorts

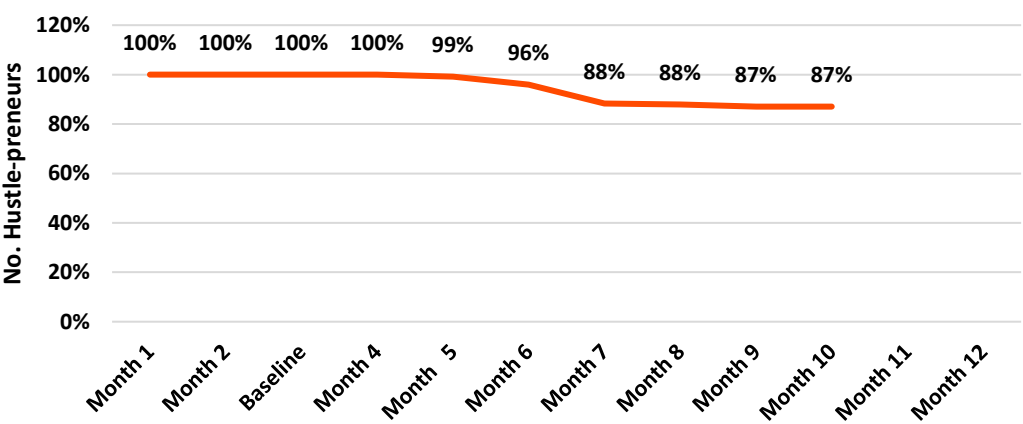
Cohort 4 - Participation



Cohort 5 - Participation



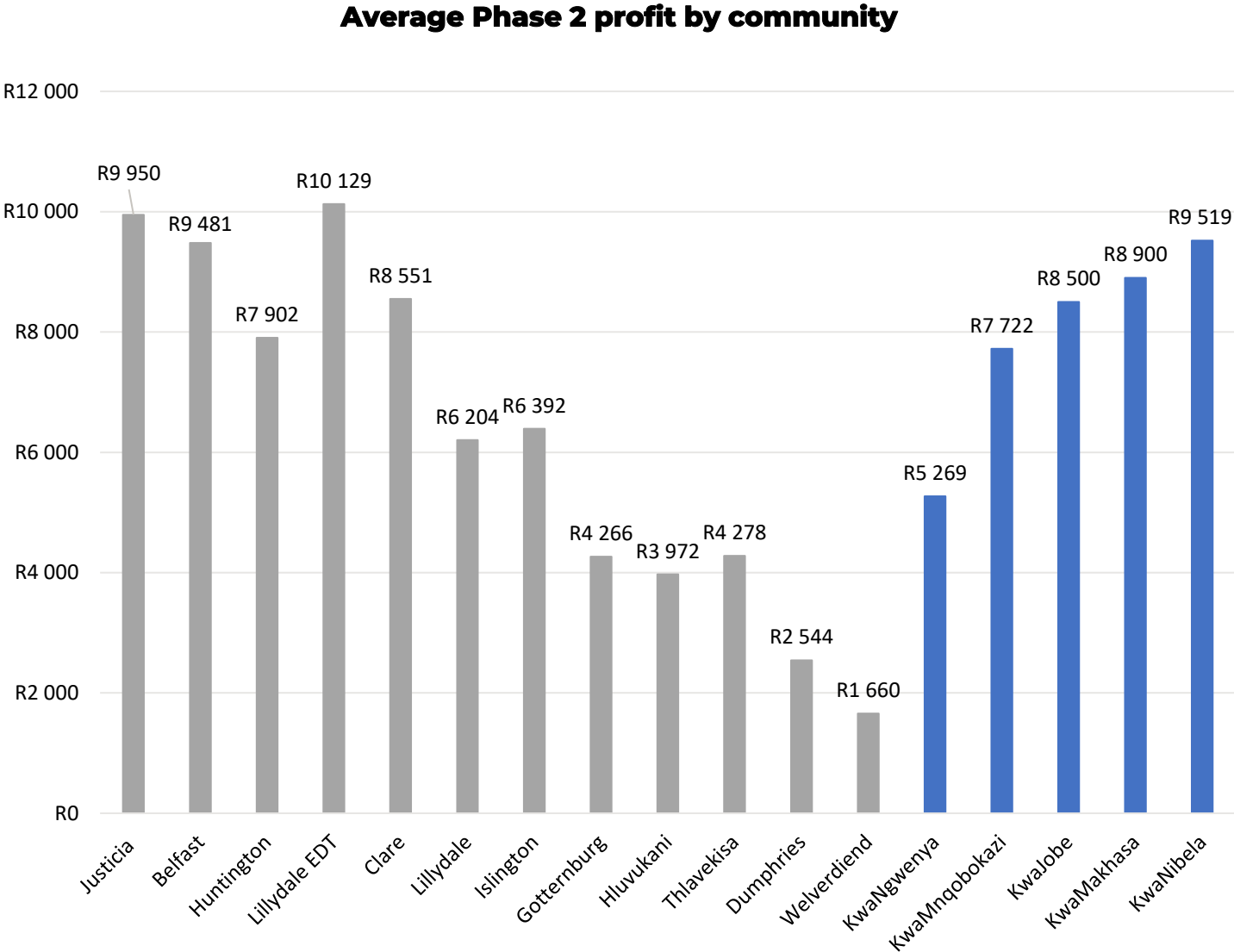
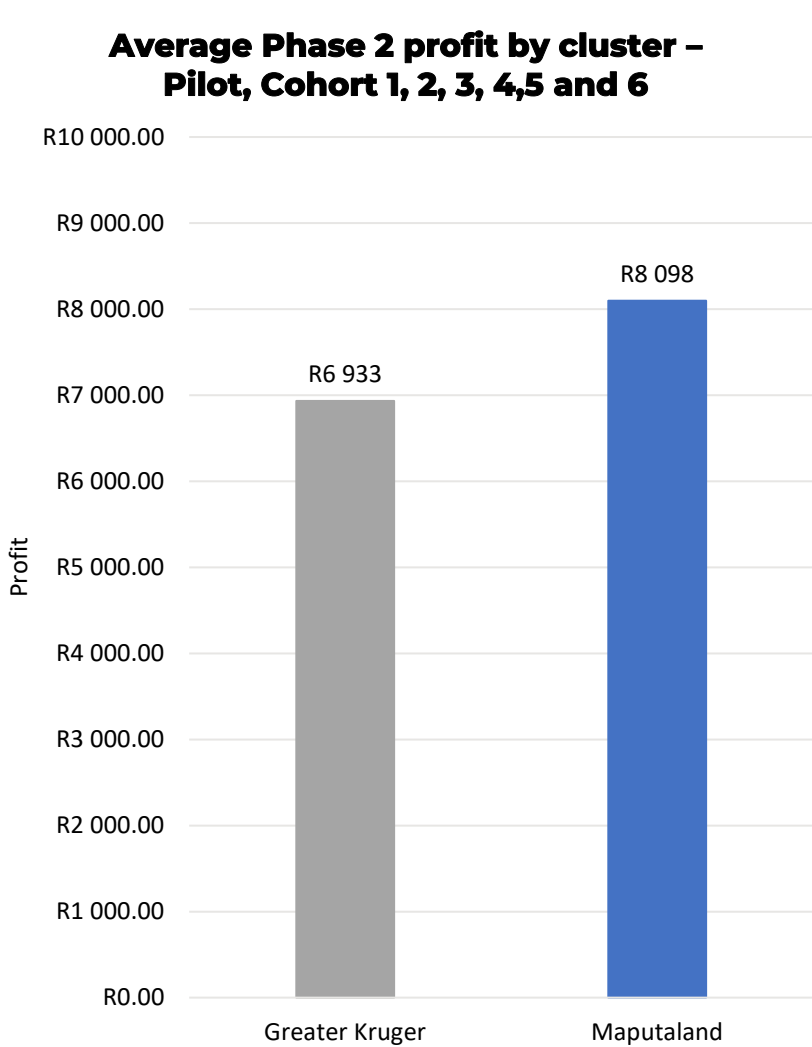
Cohort 6 - Participation



HUSTLE ECONOMY PROGRAMME



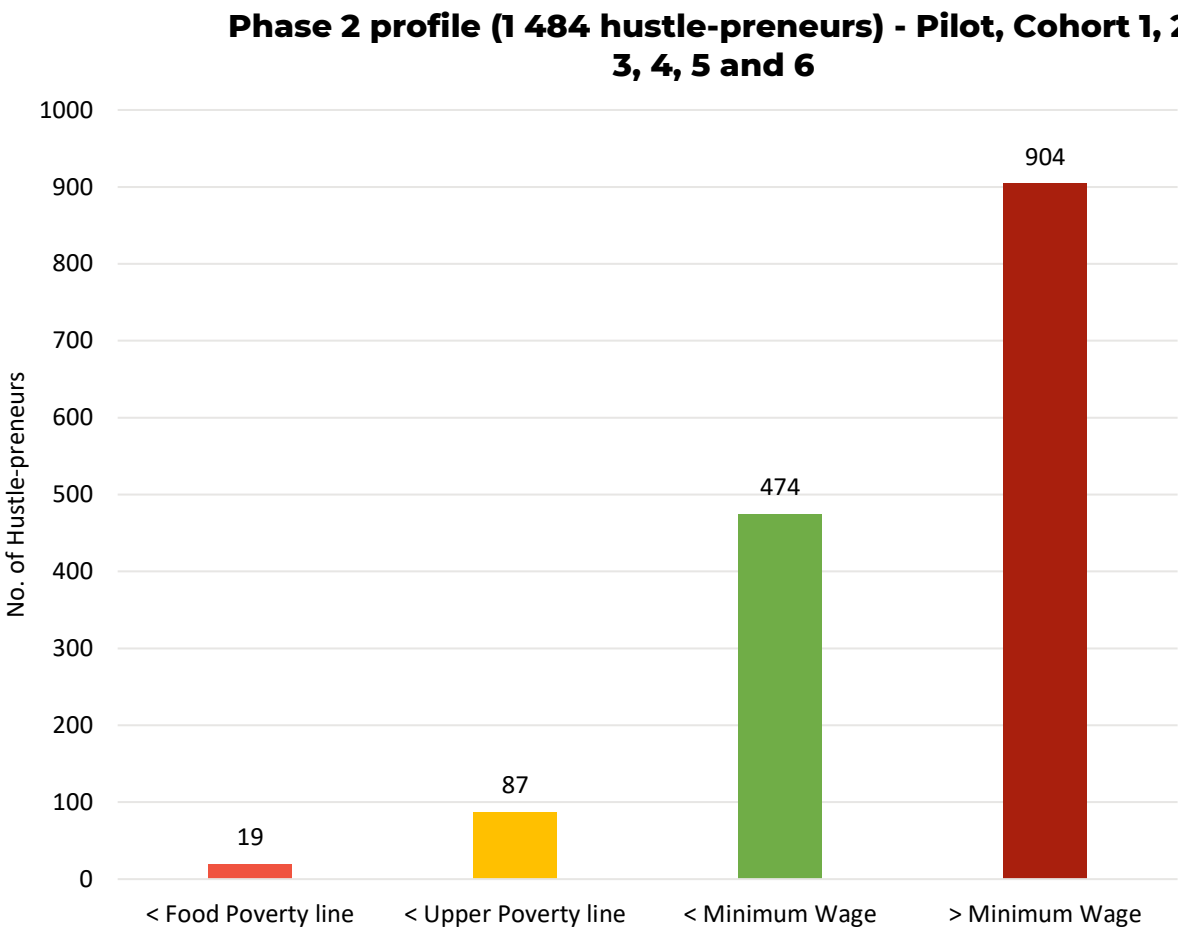
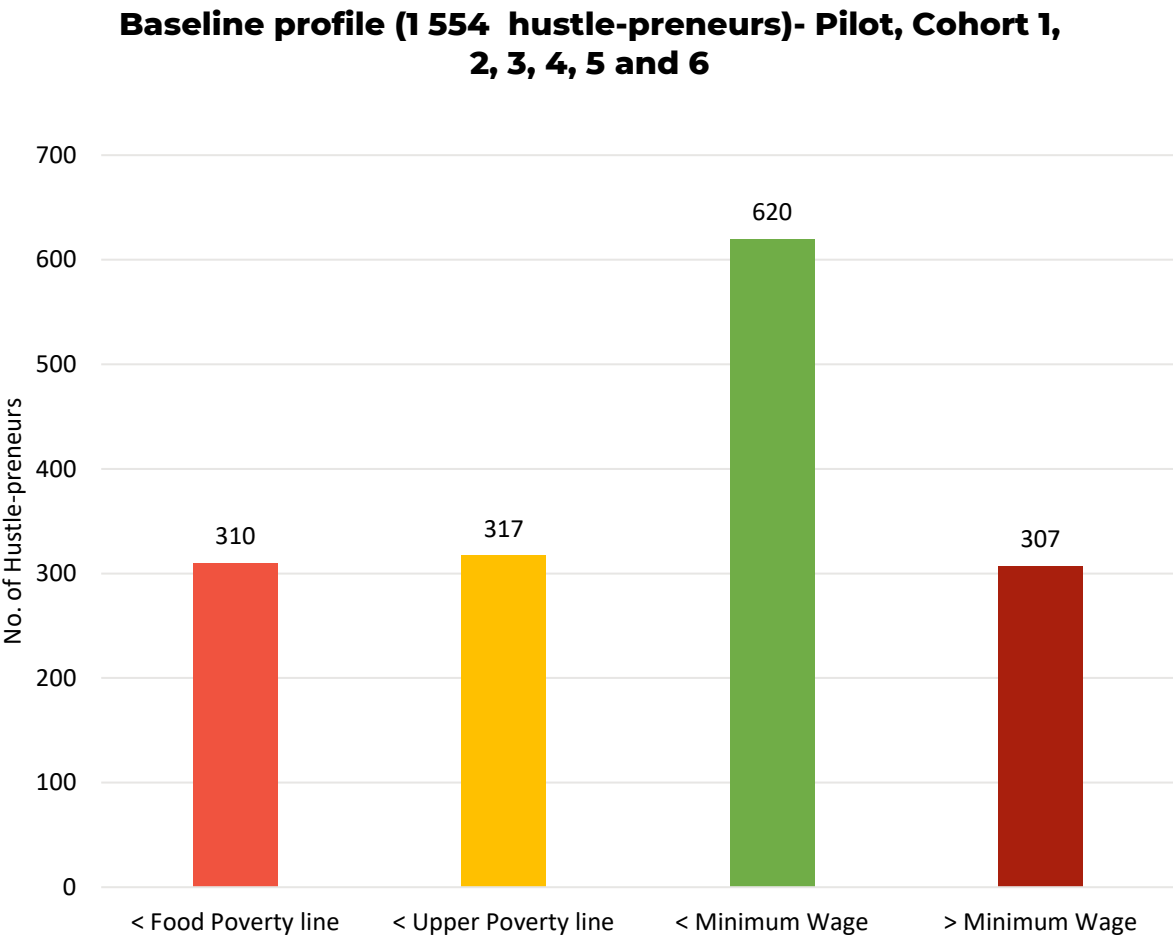
Hustle Economy: All Cohorts



HUSTLE ECONOMY PROGRAMME



Hustle Economy: All Cohorts



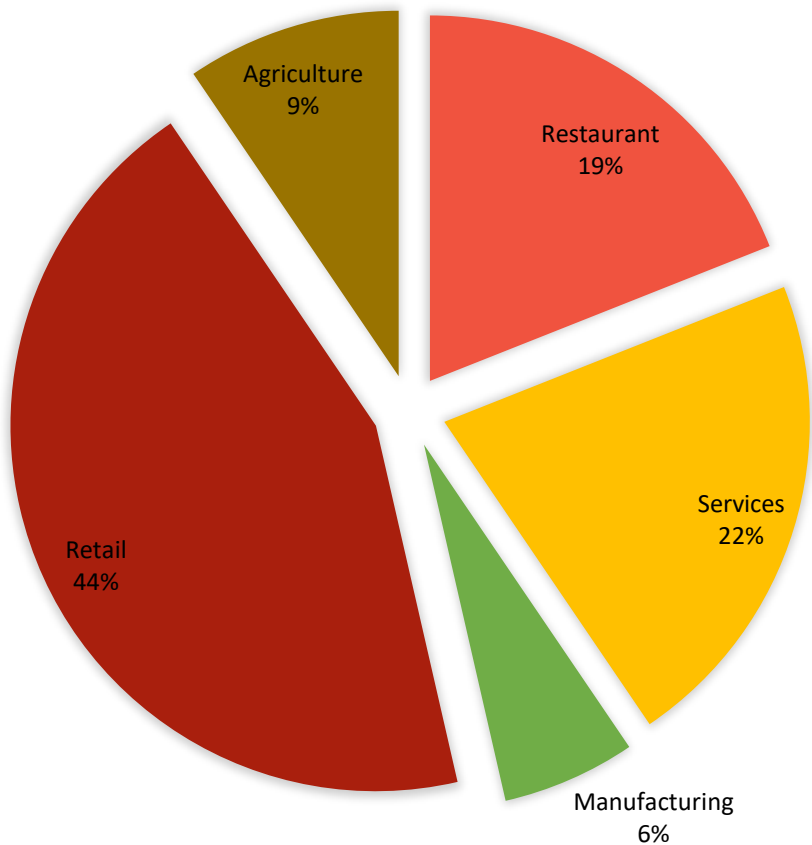
Effective impact of an ADDITIONAL R 7 281 383 profit per month (R 87 376 595 per annum)

HUSTLE ECONOMY PROGRAMME

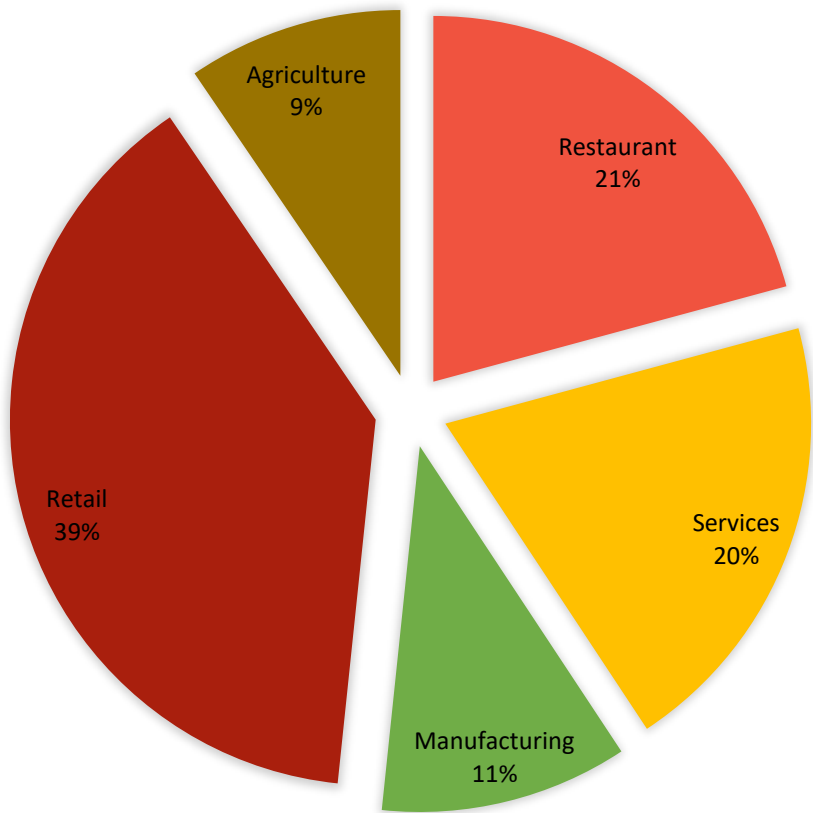


Hustle Economy: All Cohorts

Enterprise Sectors with the Hustle-preneurs exceeding the Upper-bound Poverty line

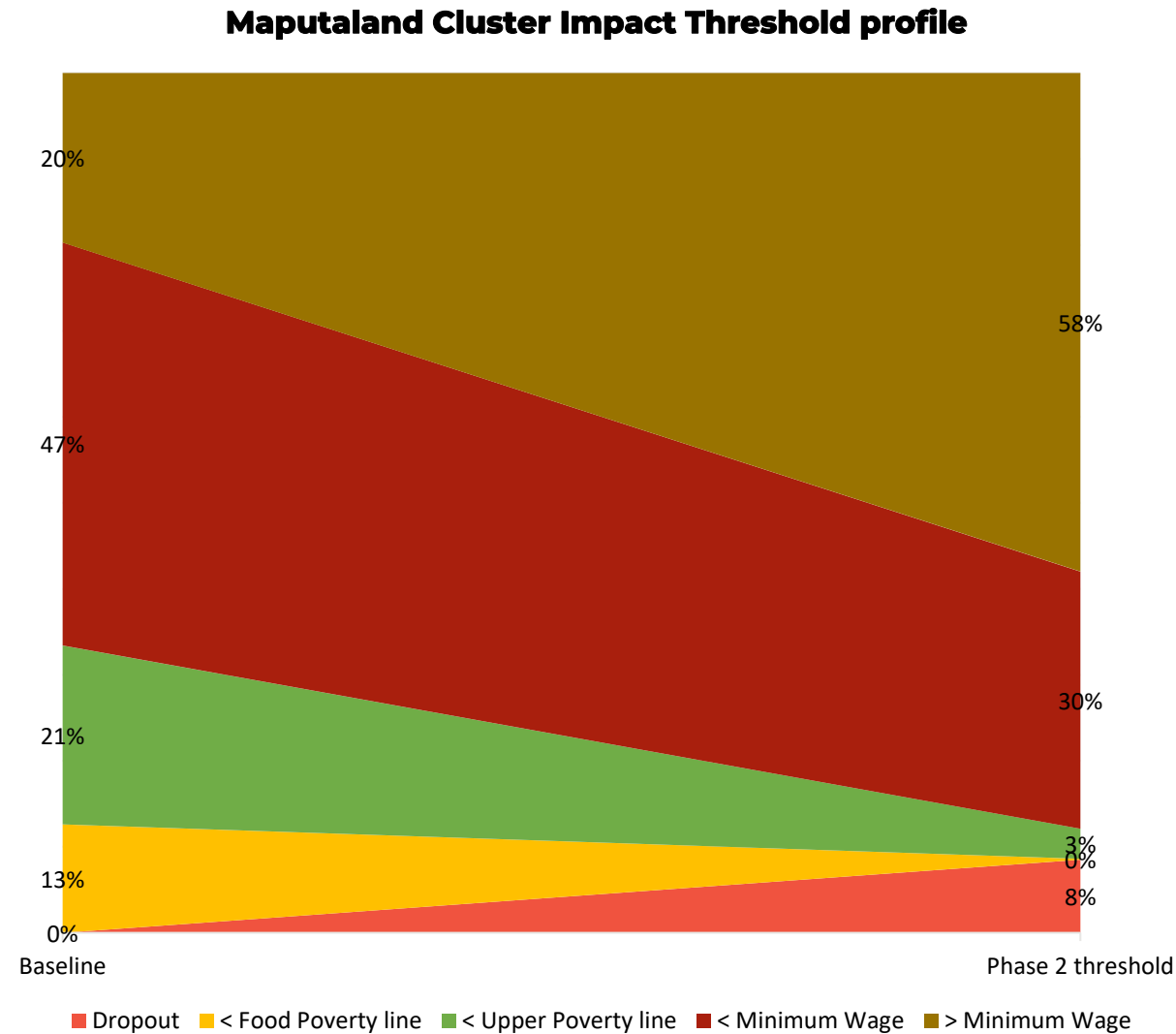
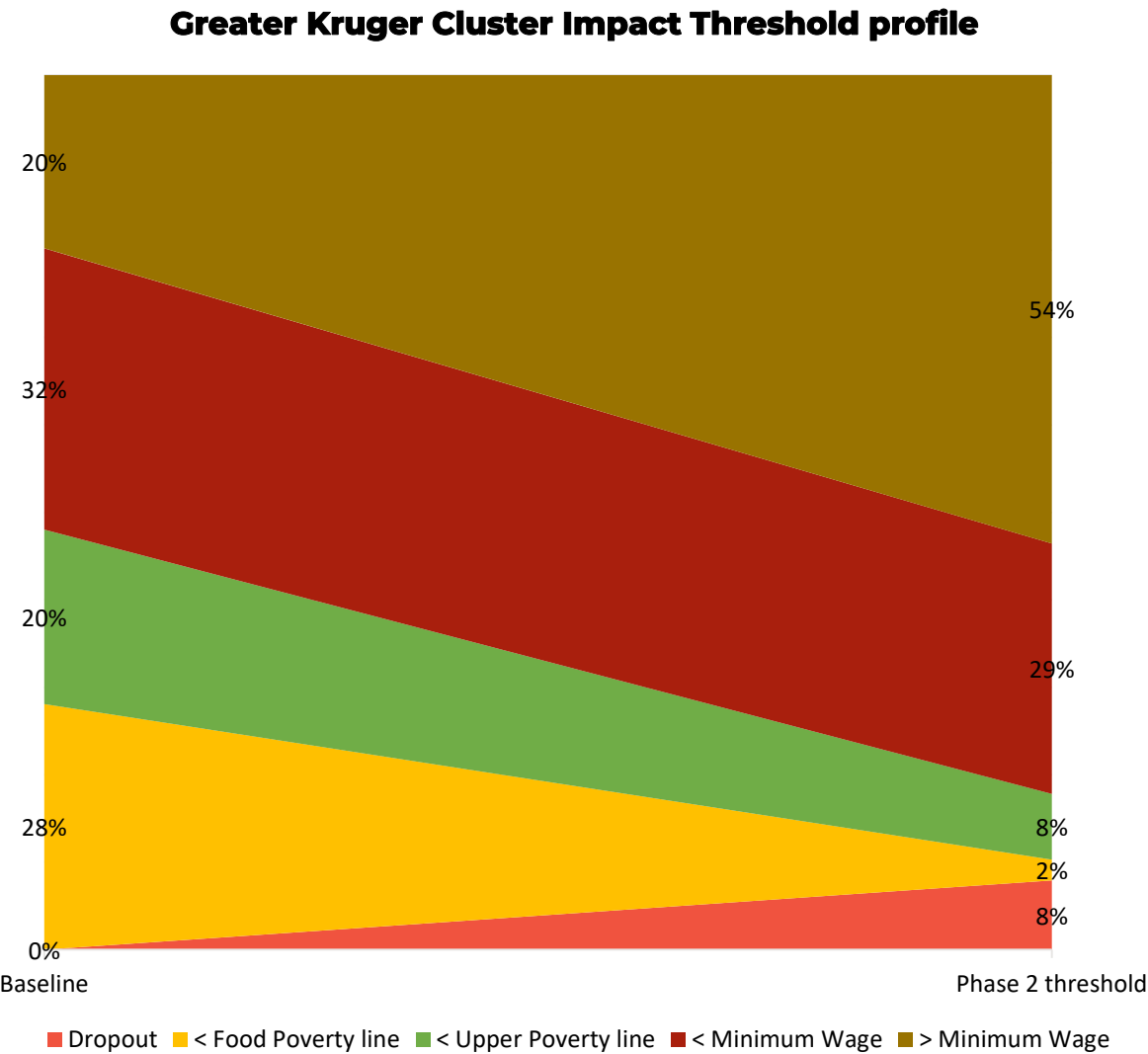


Enterprise Sectors associated with the Hustle-preneurs exceeding the Minimum Wage



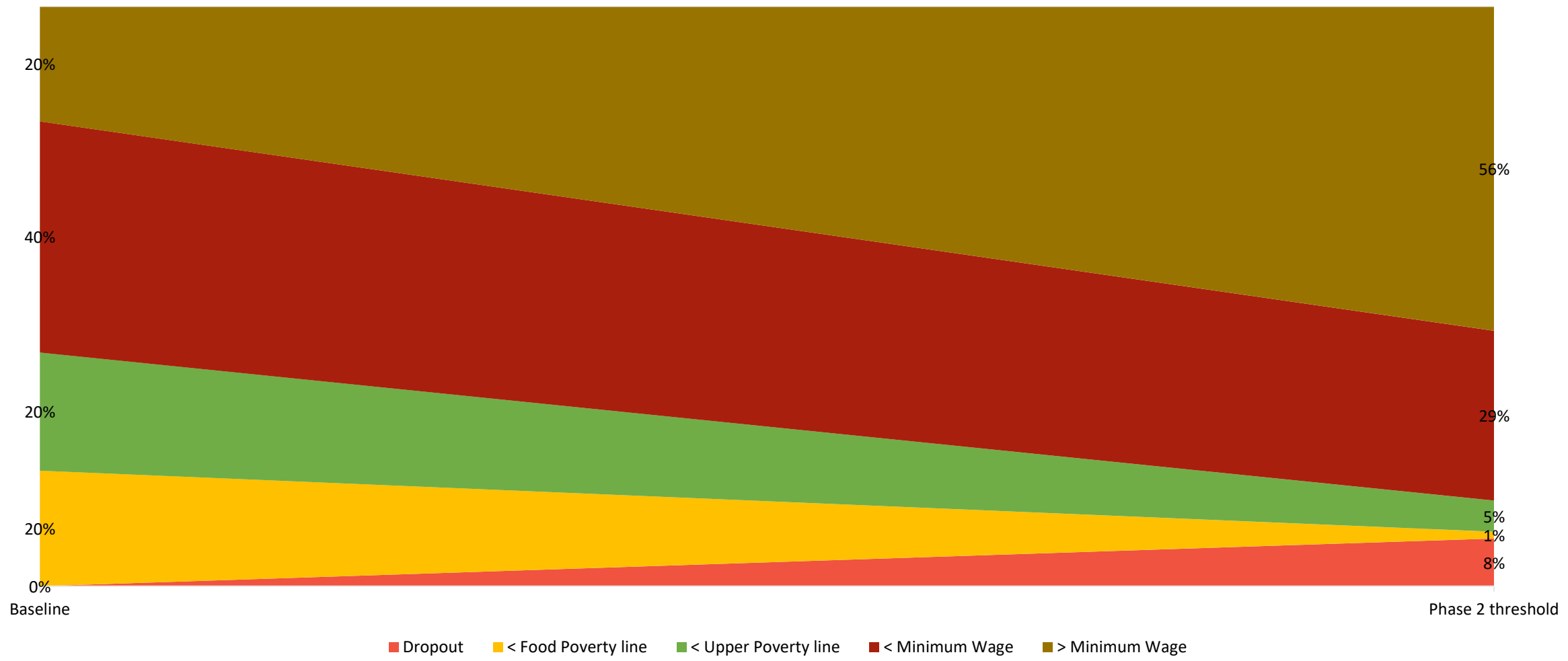
HUSTLE ECONOMY PROGRAMME

Hustle Economy: All Cohorts





Consolidated Impact Threshold profile

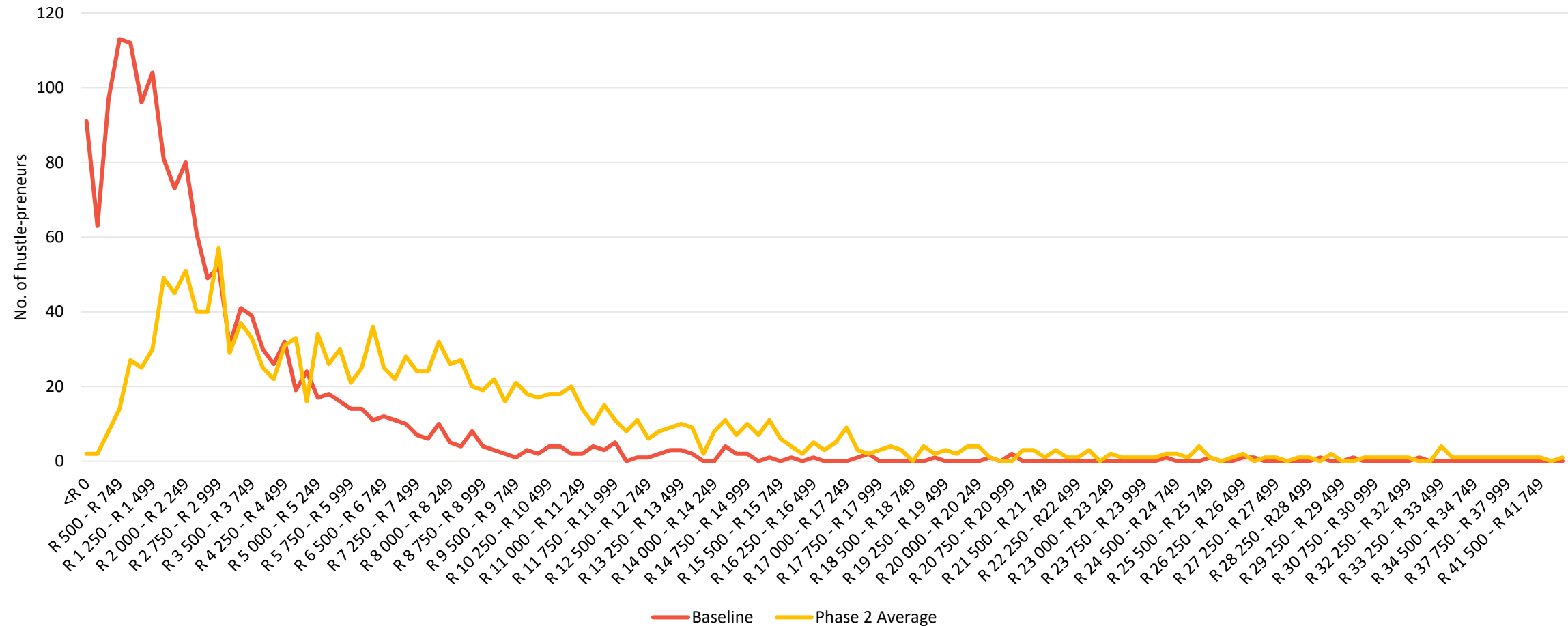


HUSTLE ECONOMY PROGRAMME

Hustle Economy: All Cohorts



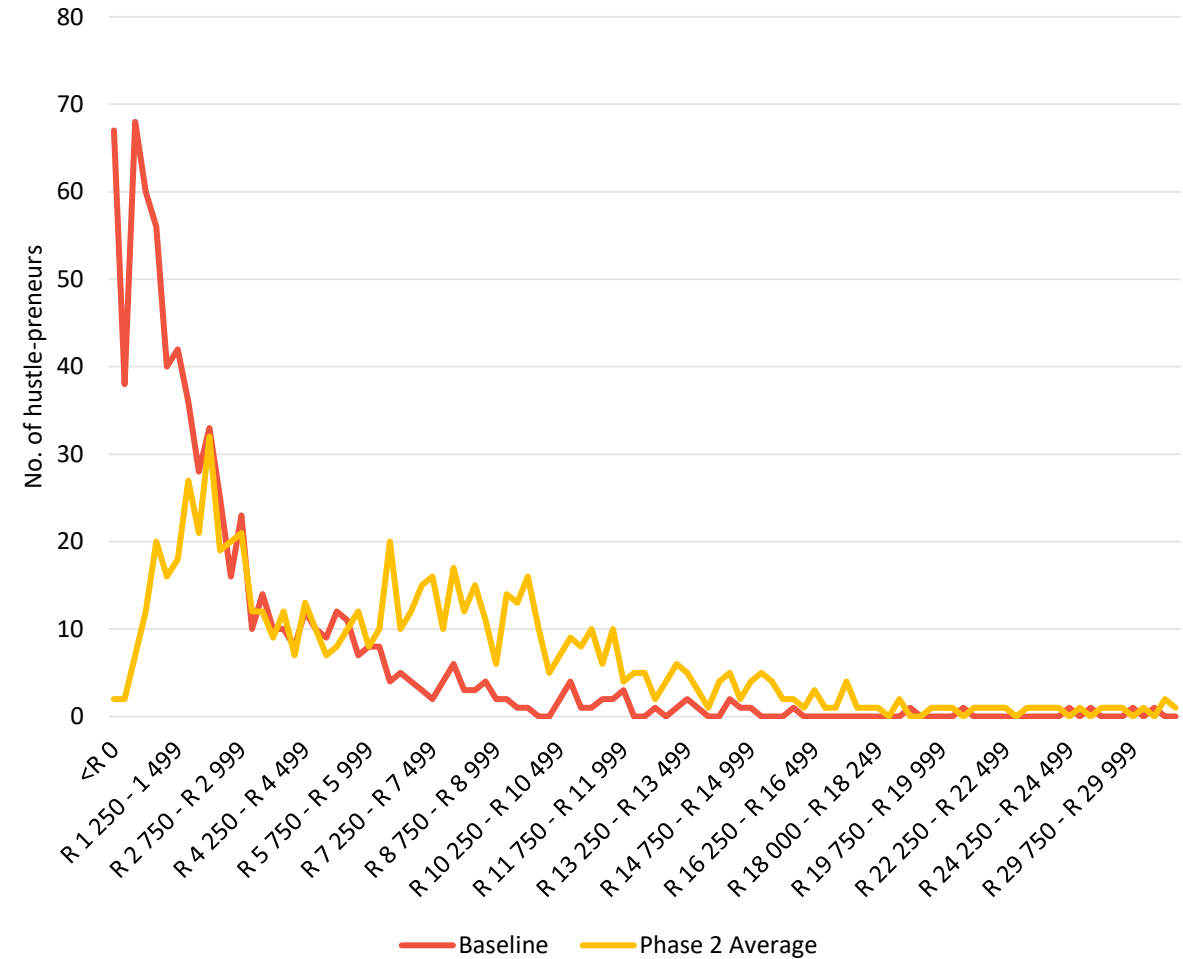
Baseline vs.Phase 2 average profit (1 484 hustle-preneurs)



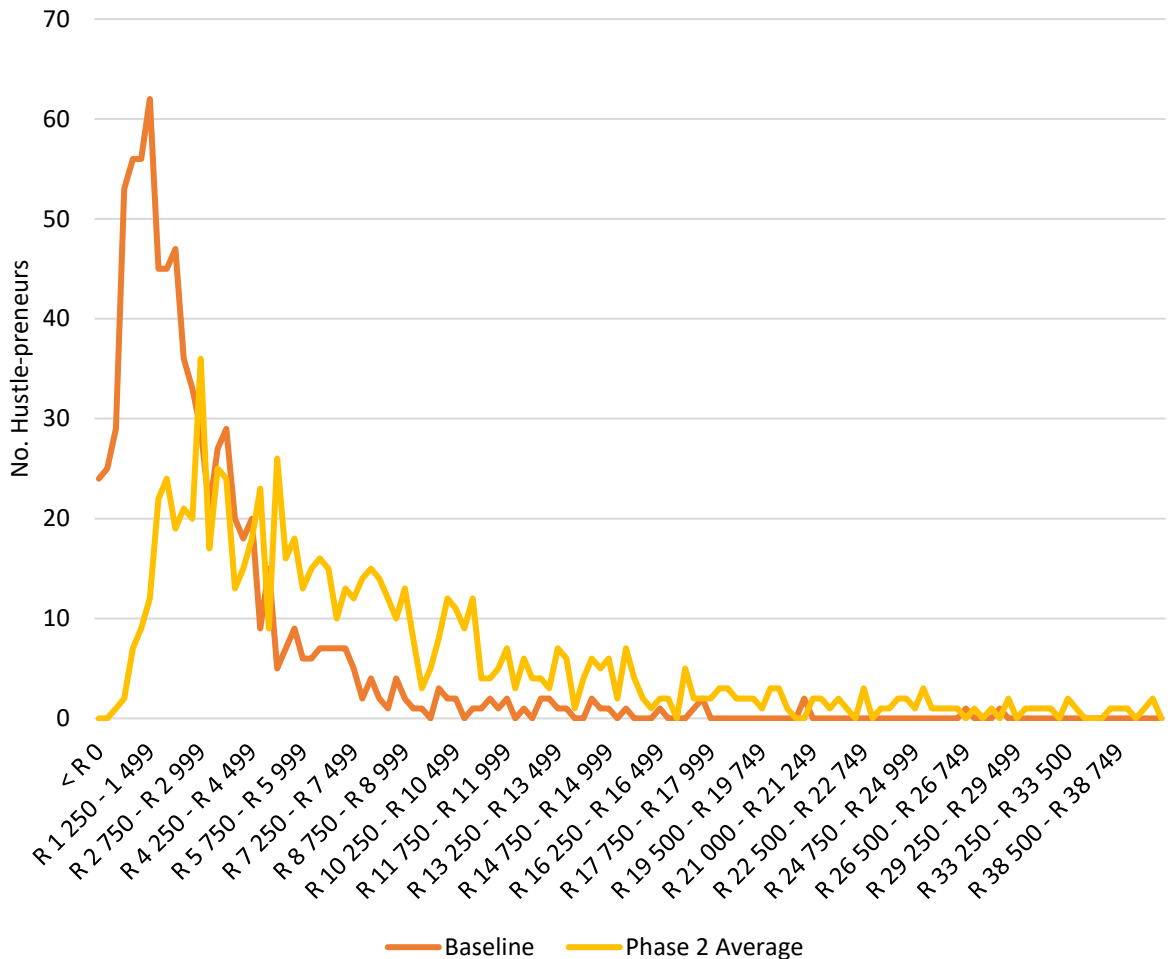
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Greater Kruger Cluster - Baseline vs. Phase 2 average Profit (698 hustle-preneurs)



Maputaland Cluster - Baseline vs. Phase 2 average Profit (786 hustle-preneurs)

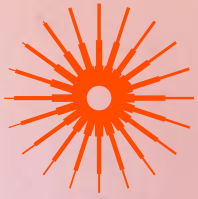




Thank you

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8BEYOND

Collaboration Partner

THRIVING COMMUNITIES

Hustle Economy

SUCCESS STORIES



Our overall vision is a future where the communities we partner with are actively advocating for, and supporting, the restoration and conservation of the wild landscapes and seascapes we're working in; and derive meaningful socio-economic and entrepreneurial benefit from these areas.

HOW WE DO IT

Theory of Change

Supporting the conservation of wild landscapes and seascapes, and the sustainable development of the communities that live in around these areas.



Programmes

FLOURISHING ECOSYSTEMS

Oceans Without Borders
Landscape Conservation
Community Carbon

FUTURE FOUNDATIONS

Primary Health Care
Early Childhood Development
Primary and Secondary Education

TOMORROW'S LEADERS

Community Leaders Education Fund
ECHO Environmental Awareness
Impact Research

THRIVING COMMUNITIES

YouthworX
Climate Resilient Communities
Hustle-Economy
Sustainable Tourism

HUSTLE ECONOMY PROGRAMME



Mission

- Name of a hustle: Nsovo Sherz.
- Type of a hustle: Nail Technician
- Mission: to provide a beauty facility to the rural community to empower and innovate the livelihoods of young people in the neighborhoods.



HUSTLE ECONOMY PROGRAMME



Journey

The idea for Nsovo Sherz dates to my childhood, fueled by Love and passion for beauty, confidence, and looking good.

First Service:

- Buff and shine service for sister-in-law, earned R100.00, named the business Nsovo Sherz.
- Initial Operations: Started on the veranda at home, 4 customers a week, 2 hours a day, increased demand.

Growth and Learning:

- Unexpected growth, lessons in discipline and perseverance, accountability for dropping out of tertiary education.

Overcoming Obstacles:

- Challenges Faced: Moments of doubt, pushing through and staying committed



HUSTLE ECONOMY PROGRAMME



Challenges

- **Customer Accessibility:** Moved to a central medical complex for better accessibility.
- **High Demand:** Hired an assistant to manage workload, planning to hire more.
- **Payment Issues:** Purchased a speed point machine to accommodate non-cash payments.
- **Space Constraints:** Expanded rooms and created a waiting area for clients



HUSTLE ECONOMY PROGRAMME



Achievements

Support Received:

- Successfully onboarded into the hustle economy programme in 2023.
- Received support in the form of financial aid, mentorship, and networking platforms.
- This has formalized my business, which now operates from 09:00 am to 17:00 pm.
- People set appointments a week in advance due to the influx of customers I get each time.
- The business now operates in a medical complex, which is central to Bushbuckridge communities



HUSTLE ECONOMY PROGRAMME

Major Successes & Lessons Learned

Major Success:

- Created 2 jobs
- Moved to a medical complex
- Formalized business with operational hours from 09:00am-17:00pm
- Well-branded business
- Accessible on Google for reviews and geolocation
- Added eyebrow installation services
- Received 1-week training in Johannesburg
- 70% increase in monthly revenue since moving from home
- Attracted international clients, including tourists from nearby game lodges
- Provided services to lodge staff members and tourists

Lessons learned

- Embracing Opportunities
- Investing in training opens new business avenues
- Leveraging Technology
- Being accessible on Google aids in branding and client attraction
- Serving international clients encourages thinking beyond local limits



HUSTLE ECONOMY PROGRAMME



Future vision/competitiveness

- Piloting a Training Course on Beauty and Wellness for the Youth
- Training young people locally will be convenient and bring opportunities to rural communities.

Operating in Lodges (Procurement)

- Lodges near our local communities are frequently visited by international tourists.
- Offering spa treatments or wellness programs in lodges will enhance our service offerings

Multiple Branches in Major Towns of Mpumalanga Province

- Establishing different branches to attract more customers and help the business stand out.



HUSTLE ECONOMY PROGRAMME



Potential for Growth and Expansion

High Potential for Growth

Unique Positioning

- Fewer competitors in the community
- Attracting clients from other areas
- High demand for specialized services.
- Strong Networks
- Relationships with local entrepreneurs
- Support from the hustle economy programme
- Collaboration opportunities

Open for Development and Expansion

- Connecting with sectors like NYDA and SEDA to bring business opportunities and linkage to the market



HUSTLE ECONOMY PROGRAMME



Prospects for Continued Existence and Sustainability

High Possibility for Consistent Operation

- Committed to running the business full-time and not seeking employment elsewhere.
- To create more jobs and bring opportunities to local communities through the business..
- To provide training services in the beauty industry and venture into franchise opportunities to ensure sustainability and continuity.



HUSTLE ECONOMY PROGRAMME



Conclusion/Hustle Lessons

Financial Literacy

- Understanding and managing finances effectively.

Community Mapping

- Identifying and engaging with key community stakeholders.

Business Branding

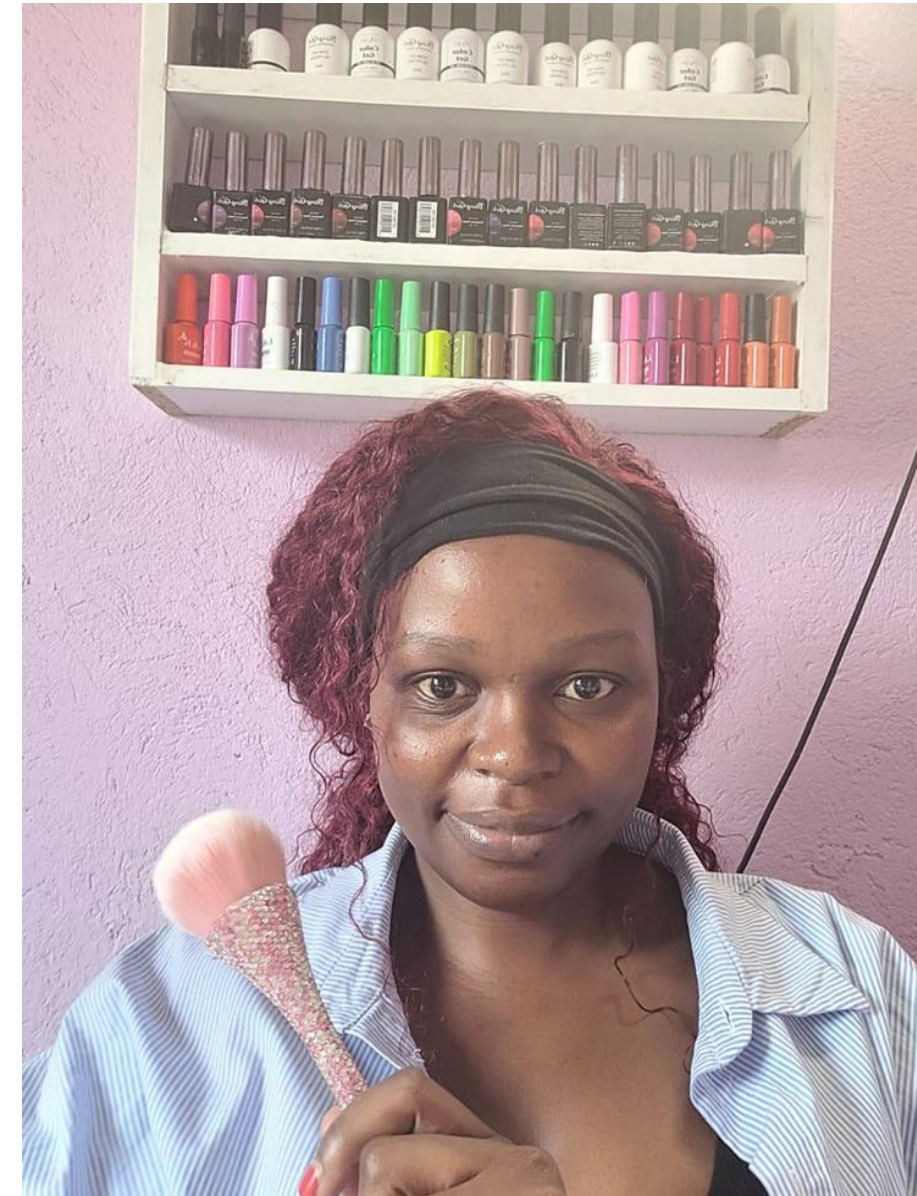
- Creating a strong and recognizable brand.

Customer Services

- Providing excellent service to retain and attract customers.

Perseverance and determination is key

- Giving up is not an option





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THRIVING COMMUNITIES

Hustle Economy

SUCCESS STORIES

HUSTLE ECONOMY PROGRAMME

Mission

- Name of a hustle: THOLUMVUZO PROJECTS PTY(LTD).
- Type of a hustle: farming (Crop & Vegetables) and Catering.
- Mission: to create employment and sustainable farming.



HUSTLE ECONOMY PROGRAMME



Journey

- Began farming post-graduation in 2018.
- Joined Hustle Economy programme in 2023 for networking and growth.
- Initial the hustle focused on buying and selling goats, but now expanded to own flock since September 2022.



HUSTLE ECONOMY PROGRAMME



Challenges

- **Underestimated Capital:** New ventures require more capital than anticipated.
- **Confined Farming Space:** Communal farming presents challenges like stock theft, no grazing pastures, and disease control. A possible solution is shifting from goats to chickens for optimal productivity and reducing the middleman challenge for pricing outsourced eggs.
- **Water Scarcity:** Vegetables need a lot of water, and boreholes aren't feasible in our area.
- **Lack of Infrastructure:** Lack of necessary infrastructure and tools.



HUSTLE ECONOMY PROGRAMME



Achievements

Support Received:

- Assisted with networking within the sector.
- Helped in building the business.
- Provided tools to propel the business.
- Enabled adding new income streams:
 - Outsourcing eggs from farms and selling them.
 - Growing and selling vegetables.
 - Catering business.
- **Networking:** Connections within the sector.
- **Business Growth:** Added new income streams (eggs, vegetables, catering).
- **Employment:** Business now employs two people.
- **Registration:** Successfully registered the business.



HUSTLE ECONOMY PROGRAMME



Major Successes & Lessons Learned

•Major Successes:

- Added other ventures in the business (selling eggs, growing vegetables & crops, catering).
- Business has been registered.
- Business now has 2 employees.

•Key Lessons Learned:

- Always find a solution when there's one problem, have two solutions.
- Always stay positive.
- SAVE! SAVE! SAVE!



HUSTLE ECONOMY PROGRAMME

Future vision/ Competitiveness

- **Local Brand** : Aim to supply nationwide and build a community legacy
- **Self-Sufficiency** : Shift from outsourcing to producing own goods
- **"Farm to Table"** : Control over production, packaging, and sales

A complete Shift from Outsourcing to Producing Our Own:

- Growing our own seedlings to selling the vegetables.
- Keeping our own egg layers.
- Complete change of our goat breed to a much more marketable breed



HUSTLE ECONOMY PROGRAMME



Potential for Growth and Expansion

The shift will bring a true definition of “FROM FARM TO TABLE” where we can keep, produce, grow, package, and sell:

- **Chickens:** Keep both layers and broilers – by doing so, we can produce eggs and sell the meat.
- **Seedlings:** We can sell the seedlings and also plant them and sell them as vegetables.
- **Goats:** We can sell both live goats and also meat.
- **Catering:** We can use our own freshly grown vegetables and our meat.
- **Nationwide Supply:** All the above-mentioned can be supplied nationwide whilst conserving nature and creating more job opportunities.



HUSTLE ECONOMY PROGRAMME



Prospects for Continued Existence and Sustainability

- **Self-Sufficiency** : Transitioning from outsourcing to producing our own goods ensures long-term sustainability.
- **Diversified Income Streams** : Multiple ventures (eggs, vegetables, goats, catering) provide financial stability.
- **Community Impact** : Creating job opportunities and supporting local economies.
- **Environmental Conservation** : Sustainable farming practices that conserve nature.
- **Scalability** : Potential to expand operations and supply nationwide



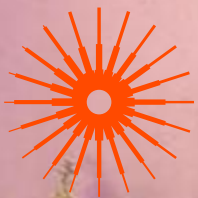
HUSTLE ECONOMY PROGRAMME



Conclusion

- **Be Patient** : Success doesn't happen overnight. Stay committed and give your efforts time to bear fruit.
- **Be Persistent** : Challenges are inevitable. Keep pushing forward, even when the going gets tough.
- **Be the Solution** : Don't just identify problems—find and implement solutions. Be proactive and innovative.
- **Network** : Build connections within your industry. Learn from others and share your experiences.
- **Stay Positive** : Maintain a positive mindset. Your attitude can make a significant difference in your journey.
- **Save** : Financial prudence is key. Save and reinvest in your business for sustainable growth.





Thank you

For supporting the Hustle
Economy





Pause for Questions

Closing Address

Xavier Edziwa
Project Director
(The Jobs Fund)



national treasury

Department:
National Treasury
REPUBLIC OF SOUTH AFRICA

Thank you



Jobs Fund:



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<http://www.jobsfund.org.za>



South Africa Siyasebenza



Ushintsho Olugqokazile

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