



# MY DISTRICT TODAY



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## OUTCOME 12: AN EFFICIENT, EFFECTIVE AND DEVELOPMENT ORIENTED PUBLIC SERVICE AND AN EMPOWERED, FAIR AND INCLUSIVE CITIZENSHIP

### Various stakeholders reach out to the public

*By Mlungisi Dlamini: DoC, KwaZulu-Natal*

The Department of Communications (DoC) and Kwasani Municipality incorporated stakeholders operating within Kwasani to market their services in line with government's nine-point plan. The event surfaced at Underberg taxi rank on 9 March. The DoC used the platform to highlight and distribute the nine-point plan information products announced by President Jacob Zuma in his State of the Nation Address (SoNA) in February.

The nine-point plan consists of some of the following: Resolving the energy challenge; revitalising agriculture and the agro-processing value chain; advancing beneficiation or adding value to the mineral wealth, and more effective implementation of a higher impact Industrial Policy Action Plan. This has been part of the post-SoNA activities aimed at educating the public about government's plans and services.

Various stakeholders used the opportunity to market their services and also informed community members about how they can access them. Zandile Ndlovu, who works for a non-profit organisation specialising in health-related issues called Turn Table Trust, educated people about free services offered by government which are aimed at reducing HIV and AIDS infections. "Some of the services that government offers for free is HIV counselling and testing," she said.

Khabokadi, which is also a non-profit organisation specialising in waste management, enlightened the community about how waste can generate employment if managed properly and with care. An outreach officer, Londeka Duma, encouraged people to collect waste in their respective areas as this would ensure cleanliness of the environment and will reduce illnesses caused by unsecured and dirty dumping areas.

Members of the community were also encouraged to participate in Human Rights Month activities, which will be taking place around the country.



#### Dombie Govender said:

"Government is doing the right thing by coming to us and give us information. We gain a lot from programmes of this nature. Today I have learned about government's nine-point plan that I was not aware of."



#### Khulekani Nyide said:

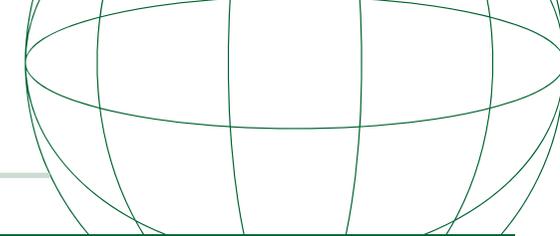
"I felt good about the programme and I would want government to continue giving us information by visiting our community halls and schools. I am happy that government officials can come to a taxi rank and educate us. I really did not expect this."



communications

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**OUTCOME 12: AN EFFICIENT, EFFECTIVE AND DEVELOPMENT ORIENTED PUBLIC SERVICE AND AN EMPOWERED, FAIR AND INCLUSIVE CITIZENSHIP**

**Outreach programme in Lwandle**

By Ntandokazi Kukuma: DoC, Western Cape



Residents of Lwandle accessing services and information from different service providers.

The Department of Communications and other stakeholders rendered their services on a three-day community outreach programme which took place from 24 to 26 February 2015 in Strand, in the Western Cape. The outreach programme targeted semi-rural communities such as Nomzamo, Lwandle, Sir Lawry's Pass and Macassar.

This initiative was organised by a unit responsible for Thusong Service Centre programmes in partnership with different national and provincial departments, City of Cape Town and different financial institutions. The programme was aimed at increasing access to government services for these communities because most of the services that were rendered are only available at places far away from them. Community member benefited from services that were rendered by the South African Social Security Agency, departments of home affairs, communications and social development, Independent Communications Authority of South Africa, First National Bank, Standard Bank, Nedbank, Legal Aid South Africa, Office of the Public Protector, etc.

The event was preceded by a series of community outreach activations such as the SoNA 2015 screen view in Lwandle Community Hall. All departments were given a platform to introduce themselves and inform the public about where their stalls were located, their main offices and also the kinds of services they offer.

Community members expressed their happiness after receiving information from different stalls. They said the information will assist them to know more about government services and programmes, and how they can access them.



**N Mxabanisi said:**

"This outreach programme is very useful to us as residents of Lwandle. I arrived here early today and I was assisted and I am very happy that I was finally given the clear lead on where to take my problem to. This is a beautiful event and I wish other key departments such as education can also get involved in these kinds of events."



**Khulekani Nyide said:**

"I am very happy because I have always been struggling to go to the Department of Home Affairs to get myself an ID after I lost it a year ago. We came here in numbers because we were informed about this type of event and that it is important to us. I stay in Nomzamo and I am very thankful to our government when they do not forget about delivering services to those of us who live far from Cape Town or areas such as Khayelitsha and Gugulethu."



## OUTCOME 4: DECENT EMPLOYMENT THROUGH INCLUSIVE ECONOMIC GROWTH

### Small businesses get a boost

By Tshiamo Maruping: DoC, Northern Cape

On 24 February 2015, the Small Enterprise Development Agency (SEDA) in the Northern Cape created a platform for small entrepreneurs to showcase their goods and services. The event was held under the theme: "Access to markets" and took place at Barkly Road Shoprite Centre, Kimberley.

SEDA Provincial Manager, Kedisaletse Williams, said, "The purpose of this event is to create platforms for small entrepreneurs to network and expose their businesses to the public. Possibly the public could end up buying some of their products or place orders."

Most of the entrepreneurs were women who specialise in events management, arts and crafts and manufacturing of goods.

Entrepreneurs were also granted an opportunity to narrate how their businesses started and how SEDA funds helped them achieve their goals. The event was concluded with a gala dinner where entrepreneurs were rewarded with awards, in recognition of their hard work.



#### Amanda de Bruin said:

"I am from Upington. I started my business in 2009 by taking pictures with my camera but I now have three cameras. SEDA assisted me in 2010 when I was about to give up because my business was not doing well. SEDA assisted me with E-marketing and with developing my business website."



#### Abueng July said:

"I deal with chilly bites but now I have diversified into droe-wors and biltong. I purchase beef, cut and spice it and then let it dry. I would like to thank SEDA for their assistance, had it not been for them I would not be where I am today. A friend of mine referred me to SEDA and the officials were very friendly and helpful. They assisted me with branding, marketing, development of a business plan and referred me to different funders. Every time I encounter difficulties, I go back to SEDA to seek assistance."



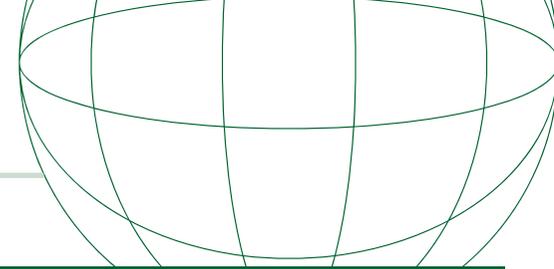
Various entrepreneurs exhibiting their products.



A businesswoman showcasing her events-management company.



Various small businesses at the event.



**Welmina Masemola said:**

“My trip to Cape Town felt like a dream. First of all, it was my first time in a plane I and I enjoyed delicious meals in a 5-star hotel. I am still fantasising about the five days of royal treatment and mingling with international guests and ambassadors. On the other hand, I was disappointed by some of the parliamentarians’ behaviour. I grew up in a respectable family and it was a disgrace to see the youth behaving in that manner.”

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**Praise singer makes her mark**

*By Doctor Marebane: DoC, Limpopo*

She is the first woman in South Africa to do praise singing for the President in Parliament. It was in November 2014 when Welmina Kgato Masemola (74) of Ga-Marishane in Sekhukhune District in Limpopo, received a call from The Presidency, requesting her to prepare a praise song for President Jacob Zuma during the 6th State of the Nation Address (SoNA) in Cape Town.

“I was busy with my daily chores in my garden when the call came,” she said.

Masemola indicated that the President delivered an excellent and promising speech for the country, focusing on improving the lives of ordinary people, more especially women and previously disadvantaged communities. She said the speech motivated her to start her own business in praise singing and poetry and she proudly declares that she is not going to look back. “The SoNA gave me a chance to prove myself and I grabbed it with both hands,” she said.

She has done praise singing for leaders such as Mandla Mandela and some senior politicians, and also at weddings and funerals, but never did she dream of doing it for the President, let alone shake his hand.

Masemola is the fifth child of the late Thaule and Mmalehlakane Masemola, married to Khulong January Mohajane and were blessed with eight children. Her love for poetry started when she was still at primary school. She said being a praise singer is a God-given talent. Apart from being a praise poet, Masemola sews traditional attires and seams beads and sell them to locals. Her clients include mayors, traditional leaders and business people.

Masemola’s talent was also praised by the local-school educators who said she has been inspirational to their learners during heritage events.



**The praise poet at her home.**