



# MYDISTRICTTODAY



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## PRIORITY 2: ECONOMIC RECOVERY AND RECONSTRUCTION.

### Ploughing for success

By Noluvuyo Mangweni: GCIS Eastern Cape

The Threepence Farm is among the many positive stories to tell when we speak of 30 Years of Freedom in South Africa. This flourishing agricultural project is nestled in the beautiful town of Hankey in the Sarah Baartman District.

To heighten communication on the strides that the government has made to improve the lives of South Africans, the Government Communication and Information System (GCIS) in the Sarah Baartman District provided a platform for Khaya Katoo to tell the story of how his family acquired Threepence Farm through the Land Restitution Programme.

Threepence Farm is funded through the Department of Agriculture, Land Reform and Rural Development. It was previously approved for funding in 2012 under the Recapitalisation and Development Programme. In addition, it was identified that the funding provided previously was insufficient to bring the farm closer to the door of being commercial. This necessitated an

application for additional funding to be submitted and as such, the farm was approved for funding under the Land Development Support Programme in 2020.

Threepence Farm produces citrus and is currently exporting to European countries such as the United Kingdom and Germany, and in Arab countries such as Saudi Arabia and Dubai, and in Asia to countries such as China and Hong Kong. During the 2021 harvest season, the farm managed to export 21 943 cartons.

The farm currently employs eight permanent workers and seasonally, it employs 60 workers during the harvesting and picking seasons.

Katoo said that his vision is to see the entire land planted and the farm employing more people from the community.



Noluvuyo Mangweni, Katoo of Threepence Farm, Xolisile Nomdatya and Bernedette Swartz during a radio interview coordinated by the GCIS.



government  
communications

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## PRIORITY 6: SOCIAL COHESION AND SAFER COMMUNITIES.

### Fun walk tackling human trafficking and drug abuse

*By Mpho More: GCIS, Northern Cape*

On 1 March 2024, the Directorate for Priority Crime Investigation (The Hawks) collaborated with the Government Communication and Information System, Department of Community Safety, Transport and Liaison, National Prosecuting Authority and Metropolitan to conduct a three-kilometre fun walk on Green Street, Kimberley. The walk incorporated the distribution of leaflets containing awareness on human trafficking, to motorists and the community as part of elevating awareness and messaging on human trafficking and drugs abuse with the purpose of giving light on human trafficking tactics, how it comes about, the signs and its danger to the society.

The event continued at Kevin Nkoane Primary School where members of Serious Organised Crime Unit rendered a dialogue on human trafficking, alcohol and drug abuse to the Grade 6 and 7 learners. They were taught about different types of drugs, to report those using or dealing in drugs and to always be vigilant when walking on the street.

The Hawks Head of Serious Organised Crime, Brigadier Shimi Mojela, warned the learners of people who will want to take advantage of them. He said, "As young as you are, there are those who will want to introduce you to drugs, please report those people immediately before it is too late. Play where your parents can see you and to always report suspicious criminal activities in your neighbourhood."

The learners were given an opportunity to engage with stakeholders, where they asked questions about drugs and how to protect themselves against people who are abducting young children. Among other things, learners were informed to always walk in groups and to always stay alert their parents of their whereabouts.



Brigadier Mojela addressing the learners.



Learners of Kevin Nkoane Primary School.



Information leaflets and posters displaced and distributed during the fun walk.



#### Marata Komana said:

"I work as an Employee Assistant Practitioner, I believe that there is still more work to be done regarding GBVF in the workplace. We need more workshops like these, advocacy in the benefit of employees to make them aware of social challenges that employees are facing and how to empower them to not allow GBVF to take place around them. I enjoyed the defence master classes on how to protect ourselves, the mediation helped in creating a self-mirror and help me face issues I am faced with."

## PRIORITY 6: SOCIAL COHESION AND SAFER COMMUNITIES.

### Tackling violence and femicide in the workplace

By Lilly Mohlosana: GCIS, Limpopo

On 31 January 2024, the Government Communication and Information System (GCIS) in partnership with the Department of Health, Department of Correctional Services, Department of Social Development, Thuthuzela, Capricorn Higher Health, Polokwane Municipality, Apact Fitness, Oyama School of Karate and Employee Assistant Professionals held an employee wellness day at Polokwane Game Reserve, Dries Abrahamse Lapa focusing on gender-based violence in the workplace, to help men and women unlearn behaviours that can lead to or trigger domestic violence.

The day started with a four-kilometre hike to the Dries Abrahamse Lapa from Polokwane game reserve entrance where the first 100 employees were awarded medals of completion, thereafter, employees were taken through a three part programme, which included a wellness treat, body movement and bin bag talks. The purpose of the wellness treat was to give back to caregivers of employees and to introduce new habits to employees, which will cultivate a new way of wellness and to create a self-mirror wherein one looks within and learns to tackle internal issues. It included stretching affirmations and mediation.

Itani Sebola from Apact Fitness started the body movement with aerobics to help stretch the body after the hike. With the higher rate of rape cases in the country, the GCIS coordinated a self-defence class with sensei Bongani Mtsweni who holds a third Dan belt, focusing on the anti-grab and rape

technique. Mtsweni encouraged victims of domestic violence and related abuse not to scream when faced with danger as screaming depletes the energy to defend yourself. He gave tips on how to evade danger for both men and women.

During the wellness talk, Nthabiseng Mokubedi, an Employee Assistant Practitioner from the Department of Health encouraged employees and caregivers to seek help when they experience mental pressure, and further indicated that employee wellness programmes are designed to do referrals for better wellness of employees.

Khutjo Maleka from Standard Bank gave a talk on financial wellness, he gave a statistic review on how many South Africans are living beyond their means and how this affects employees level of production in the workplace and encouraged everyone to take care of their finances.

The Department of Correctional Services ex-offenders and gender-based violence and femicide (GBVF) ambassadors shared how they ended up in correctional centres after being convicted for murdering their partners who abused them and encouraged people to leave and start again if situations are not working. The ex-offenders encouraged men to treat women with the utmost respect. One of them is an anti-rape advocate, who also plans to write a book which he hopes will help men in unlearning behaviours of GBVF.



Sensei Mtsweni demonstrating an anti-rape and a-grabbing technique.



Sebola from Apact Fitness taking employees through an aerobics session.



Employee assistant practitioners at the event.



## PRIORITY 3: EDUCATION, SKILLS AND HEALTH.

### Media training programme in India

By Tshidi Mokoka: GCIS, Gauteng

South Africa and India have always enjoyed a cordial relationship, with both being part of Britain, Russia, India, China and South Africa countries seeking to establish deeper ties. It was then not surprising when the Ministry of External Affairs in India extended an invitation for government and media officials to attend a rigorous two-week training course from 26 February to 10 March on Journalism and Public Relations at the Dr Marri Channa Reddy Human Resource Development Institute of Telangana at Hyderabad, India.

The Director-General of the institute Shashank Goel welcomed the South African delegation of journalists and government communicators, and encouraged them to actively engage with the diverse perspectives and embrace the opportunity to network with fellow professionals.

The course covered subjects such as the latest trends in journalism with reference to digital media, community media, social change and development, challenges to print media and magazines, the role of artificial intelligence in reshaping the digital media landscape, latest trends in public relations management, etc.

The programme was delivered in a well-structured manner with educated course personnel such as Ajih Pathak, the chairperson at Public Society of India, who delivered a lesson on the latest trends in modern public relations management and crisis communication and public relations.

Pathak cautioned participants that Public Relations requires communicators to be effective writers, truthful, knowledgeable, be good communicators, social scientists and a media experts.

Some of the experts included Dr Vinod Pavarala, senior professor of communication and UNESCO Chairperson on community media, Professor Rahul Dass from the School of Media at Mahindra University in Hyderabad, Tony Chapman, a journalist and TV Producer from Australia, Sudhakar Reddy Udumula, an Editor at Times India and many others. The delegation also got to visit with members of the Government of Telangana, Chief Minister A Revanth Reddy and the Honourable Governor Dr Tamilisai Soundararajan.

Lessons were not only confined to the classroom, with the institute providing field trips to some tourist attractions in India that included visits to heritage sites recognised by UNESCO in Warangal, visit to Ramoji City and to the well-known Taj Mahal in Agra. One of the stand out trips was to the Deccan Development Society (DDS) in Sangham, Zaheerabad founded by Periyapatna Venkatasubbaih Sateeth, who is a development communication expert in India. The DDS is an Indian Agri-based non-governmental organisation used to improve the lives of women through farming. The women are also part of the community radio station, Sangham Radio, intended to give them a voice and address various issues that affect them.

The course further included a cultural programme with dancing by various Indian groups and ended with a valedictory ceremony attended by the Ministry of External Affairs in New Delhi, with participants receiving certificates of participation. As the chosen spokesperson of the South African delegation, Zama Sigwebela, Media Liaison Officer from the Free State Department of Community Safety, Roads and Transport, thanked the Ministry for the invitation to attend the course as it helped delegates to sharpen their skills and provide them with tools to conduct their work responsibilities even better.



The South African delegation posing with Chief Minister Revanth Reddy (white shirt seated) flanked by the Director-General, Dr Shashank Goel on his right and the Course Director, Dr Madhavi Ravulapati.



**Relebohile Ramabitsa said:**

"The programme was very informative. I learnt different techniques of journalism, which will help me improve my career."



**More Matshediso said:**

"I found the course to be very informative and educational. I loved how the lecturers fully engaged with us on the different challenges that we encounter in our various industries. The course also provided advice on how we can tackle those challenges."



**Esau Dlamini said:**

"My expectations were met because the programme was very informative and valuable. I have learnt a lot about different tools of communication, technology and effective journalism."



**Reolebogile Sikwane said:**

"Through this programme, I have learnt the importance of communication and media. It is also important that as journalists we do fact-checking before sharing information."