

NEWS FROM:



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Township entrepreneurs to learn business skills at UCT

Masizikhulise Opening Event • 6 August • 17h30 for 18h00

University of Cape Town • Hoeriekwagga Building • Lecture Theatre Two

60 young adults will launch into the Masizikhulise Entrepreneurship and IT program on Friday, 6 August. The semester-long program is run in Nyanga and Khayelitsha by UCT student volunteers, who teach business skills, enterprise management, IT training, and career guidance. The project facilitates the spread of skills and knowledge amongst young adults from different walks of life and taps into the potential for entrepreneurship and exciting initiatives in the townships.

Highlights of the event include the guest speaker, Donald Qubeka, the owner of a Gugulethu guesthouse. Qubeka built a home for his family over a course of three years by chipping clean 36,000 bricks. The home has now been converted into a guesthouse known all around the world, visited by tourists and groups either for stays, for meals or local entertainment. Their guest house has joined 21 others in Cape Town's Gugulethu, Langa, Khayelitsha and Montana townships to form Dibanani Association. 30 previous participants will also be attending.

Masizikhulise has partnered with the Purple Heart Foundation to sell franchises to Masizikhulise graduates. Purple Heart offers Cadbury franchised stalls to young entrepreneurs to sell chocolate for a profit. So far, three Masizikhulise graduates are running these businesses. One of them, Siphon Mayekiso, is one of the best-performing salesmen under Purple Heart.

The Masizikhulise entrepreneurship project has had an exceptionally successful year in 2010. The project managed to initiate, support and develop ten young entrepreneurs over the year so far. Some of these inspirational stories include Nokuzola Mbona, who sells cosmetics products in Nyanga, Nonzuzo Manjati, who started a small business selling fresh vegetables in her community, and Nombasa Hallom who now sells vegetables and confectioneries.

Masizikhulise is one of the 13 projects run by SHAWCO Education, a UCT initiative. It aims to initiate, develop and support up-and-coming entrepreneurs and their

businesses. So far the project has exceeded expectations and is looking to support more than five businesses currently being run by the graduates of 2010s a remarkable feat for any project to have achieved in such a short time.

Masizikhulise has also formed partnerships with various organizations that will help the project achieve its goal of developing entrepreneurs. Organisations such as The Business Place, The Purple Heart Foundation, and Bid or Buy (Africa's largest online marketplace), have committed to working with Masizikhulise to empower individuals to create employment.

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