



**MINISTRY OF SMALL BUSINESS
DEVELOPMENT
ABASHA PHAMBILI PRESENTATION**



**small business
development**

Department:
Small Business Development
REPUBLIC OF SOUTH AFRICA

OVERVIEW



As part of the current partnership with MixCorp and Discovery Insure's non-motor salvage supply chain, there is an opportunity for skills development to ultimately build entrepreneurs; build the economy at a grassroots level.

This includes training local artisans to repair:

- Cellphones
- Laptops
- Refrigerators
- Large home appliances & electronics
- Tablets
- Smart watches and other
- Etc.

In South Africa, small- to medium-sized businesses are the biggest drivers of economic growth and employment.

Unfortunately, these were also the businesses that were most impacted the most by the COVID-19 pandemic, Many businesses closed down during this time, which increased SA's already alarming unemployment numbers exponentially.

Unemployment is a critical issue that has its most devastating and long-term effects on the youth of South Africa. Without a solid foundation through education and empowerment, there is little hope for the overall economic recovery of our country.

By partnering with the Department of Small Business Development, Mixcorp and Discovery Insure aim to address the desperate need for a more skilled labour force nationally to power South Africa's economy and drive sustainable growth at a grassroots level.

The intent of this programme is to elevate and accelerate the Department of Small Business Development's existing efforts to promote and develop sustainable entrepreneurship in South Africa.

DESPERATELY NEEDED SKILLS



Mixcorp has formed a strategic partnership with Discovery Insure, and through our engagement with the communities in which we operate, we have identified a huge gap in artisanal and technical skills.

This is coupled with the issue that the skills resources that are available are dominated by foreign-owned enterprises and individuals means even less opportunities and jobs for South Africans

CLOSING THE SKILLS GAP



Small, informal businesses and traders in townships and suburban areas are a key economic driver that contributes to SA's GDP.

Our aspiration is to accelerate the success of youth development and build South Africa's future leaders by giving them the skills to succeed. This will be undertaken by coordinating, integrating and mobilising our combined efforts and resources towards the creation of an enabling environment for the growth and sustainability of small businesses and co-operatives.

This also has an immediate impact on the economy through championing small business development and youth employment.

**GRASSROOTS
UPLIFTMENT**

**ENTREPRE-
NEURSHIP**

**ARTISANAL
SKILLS
DEVELOPMENT**

**TECHNICAL
TRAINING**

**LONG-TERM
GROWTH
OPPORTUNITIES**

**IN ORDER TO MAKE A MEANINGFUL
CHANGE WE PROPOSE A
PARTNERSHIP WITH THE
DEPARTMENT OF SMALL BUSINESS
DEVELOPMENT AND DISCOVERY
INSURE AND MIXCORP TO EQUIP
THE YOUTH WITH THE SKILLS
NEEDED FOR SUCCESS**

HOW DO WE BRING THIS TO LIFE?



ABASHA PHAMBILI

Youth at the forefront

Education | Empowerment | Economic Growth | Sustained Impact | Skills Development



YOUTH AT THE FOREFRONT

EDUCATION
INTERNSHIP
ECONOMIC GROWTH
SUSTAINED
COMMUNITY IMPACT
CAREER-MAPPING



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Abasha PHAMBILI

YOUTH AT THE FOREFRONT

EDUCATION
INTERNSHIP
ECONOMIC GROWTH
SUSTAINED
COMMUNITY IMPACT
CAREER-MAPPING

KICKSTARTING SME DEVELOPMENT AND EMPLOYMENT



Our aspiration is to create ecosystems for South African youths based in township and rural-based areas to develop new skills in alignment with the Department of Small Business Development's Township and Rural Entrepreneurship Programme.

The Abasha Phambili programme takes an integrated approach to effectively create opportunities for small business development and youth employment and participation in the formal economy starting from a grassroots level.

This programme provides opportunities for the previously excluded to gain access to training, resources and entrepreneurial development in order to diversify new sources of economic growth within communities across the country.

THE GOAL

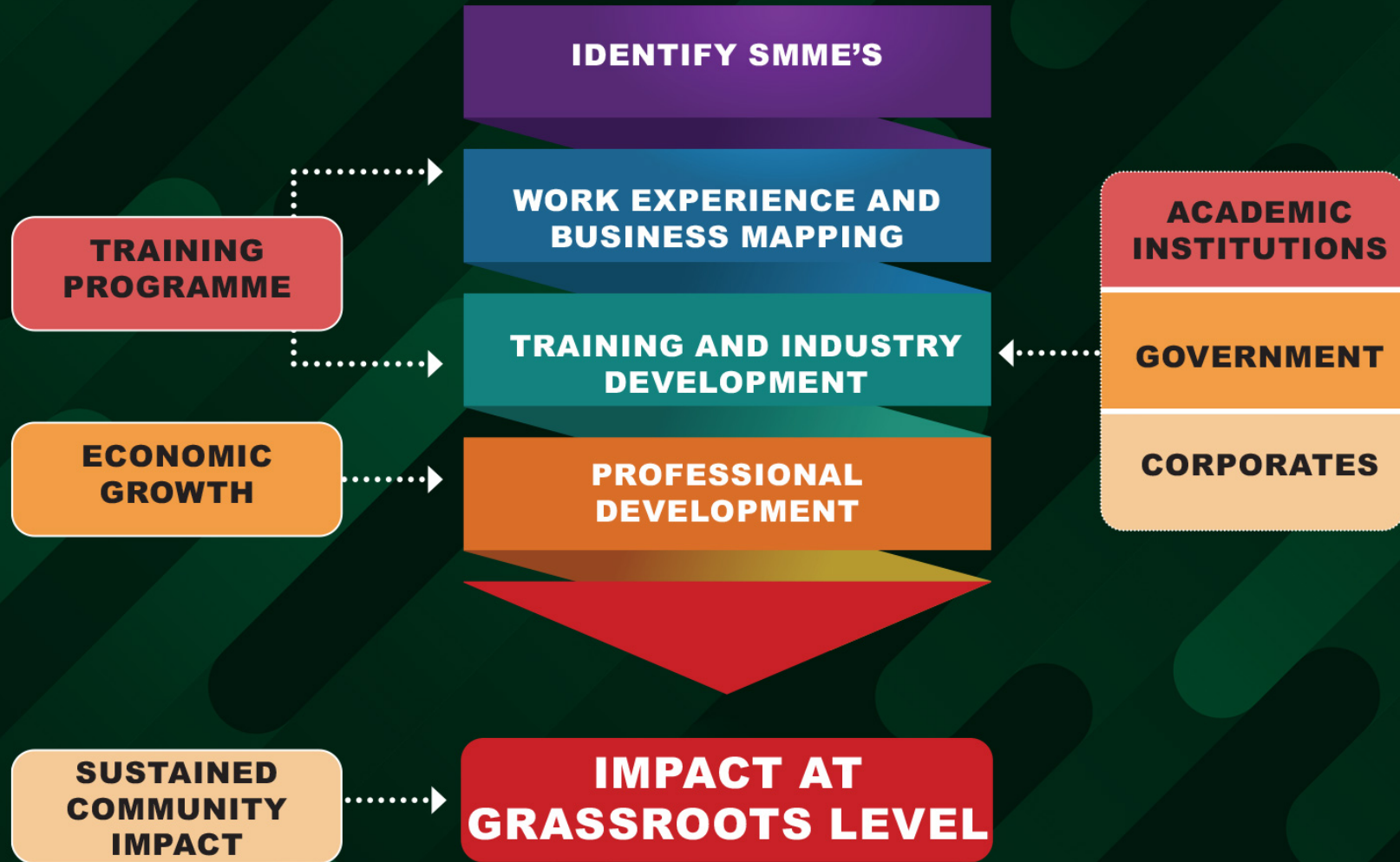


- Transform and integrate micro-entrepreneurs into active contributors to the broader economic context
- Partner up with corporates in a creative way to upscale and mobilise other role-players in the ecosystem
- Build a national programme that will be implemented in townships and rural communities
- Creation of jobs and productive business ventures
- Upskilling and uplifting SA youth

HOW DO WE ROLL THIS OUT?



STRATEGIC APPROACH



WHAT DOES THIS LOOK LIKE?





Abasha PHAMBILI

YOUTH AT THE FOREFRONT

WE REPAIR YOUR ELECTRONICS

- CELLPHONES
- WASHING MACHINES
- FRIDGES
- SPEAKERS
- AND SO MUCH MORE





HOW DO WE COMMUNICATE THIS



PR

Focus: Demonstrate the ministry's efforts in alleviating unemployment

Tactics:

- Position Stella as a champion of youth development
- Sharing good news stories through daily and weekly news outlets
- Encouraging programme participation through community-based publications

Abasha Phambili Builds Future Entrepreneurs

02 September 2022 - 19:39



1 July looter sentenced to eight years in jail

2 EFF and Dudula members exchange blows at Kalafong hospital

3 Phalatse next target as Joburg speaker falls

4 De Ruyter: 'Corruption didn't end when Gupta's departed from Lanseria'



News

SOUTH AFRICA

WORLD

AFRICA

OPINION

LOTTO



NEWS

Department of Small Business Development Tackles Youth Unemployment

2 HOURS AGO



NEWS

Civil society pushes for overhaul of the electoral system

2 HOURS AGO

COLUMNS

Wallabies rematch: Time for the Springboks to 'ruk reg!'

3 HOURS AGO

Social Media

Focus: Creating awareness and talkability around the Abasha Phambili programme

Tactics:

- Programme information hub
- Sharing of programme progress and highlights
- Entrepreneur video diaries
- Infographics on programme success stories



Department of Small Business Development

12h · 🌐



We have partnered with Discovery Insure to give the youth the tools to build their own futures. Our aspiration is to accelerate the success of South African small businesses, and give youths the skills to succeed, whilst having an immediate effect on the economy through championing small business development.



👍❤️ 30

1 share



Like



Comment



Share



Department of Small Business Development

12h · 🌐



We are excited to share our first intake of students into the Abasha Phambili programme. Over the next six weeks, these students will learn the fundamental and practical skills they need to become entrepreneurs.



👍❤️ 30

1 share



Like



Comment



Share



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Insure



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THE BIGGER PICTURE



WHAT ARE THE BENEFITS?



- Addressing the lack of employment in South Africa
- The right to equal access to opportunities and resources
- The ability to influence the direction of social change to create a more just social and economic order, nationally and internationally.
- Societal improvement at a grassroots level through economic development and opportunity creation
- Creating a platform for SMMEs to become an integral part of the economy's development

The overarching benefit is to not only create jobs, but to establish networks of local shops and support centres that service the community for required refurbishments and repairs, thereby stimulating the local economy and reinvesting in these businesses.

OUR PARTNERSHIP



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Small Business Development
REPUBLIC OF SOUTH AFRICA

With the help of the Department of Small Business Development, we are in a position to unlock the bigger opportunity and potential for SA's SMME development:

1. Rejuvenate the SMME sector
2. Create sustainable economic development and inclusive growth for SMMEs
3. Create expanded access to financial and non-financial support and implemented responsive programmes to new and existing SMMEs and Cooperatives
4. Combat the growing unemployment rate
5. Increase the artisanal skills in SA's labour force
6. Narrow the wealth gap in the world's most unequal society
7. Create a better life for all

WHAT DO WE NEED FROM THE MINISTRY OF SMALL BUSINESS DEVELOPMENT?



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Thank You



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