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For immediate release

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THIRTEEN (13) TVET COLLEGES PARTICIPATED IN THE ENACTUS IMPACT@WORK PITCHING COMPETITION SPONSORED BY MTN

Johannesburg, South Africa

On 9th December 2020, 13 groups of TVET College participants joined the virtually hosted 2020 Enactus Impact@Work Pitching Final Award Ceremony. Sponsored by MTN, these TVET graduates and teams showcased their enterprises and how they honed and developed their business skills during the past year.

In 2019, with the financial assistance of MTN SA Foundation, Enactus South Africa implemented the inaugural pilot programme entitled Enactus Impact@Work. The aim of the programme is to empower TVET College alumni with entrepreneurship skills to assist them in establishing their own enterprises. Each participating business was invited to submit a pre-recorded video/multimedia presentation as well as a business plan of their business for adjudication purposes.

The programme was originally introduced to four TVET colleges, namely Flavius Mareka TVET College, Goldfields TVET College, Northern Cape Urban TVET College and Sedibeng TVET College. Graduates from these colleges were selected based on their ability to be entrepreneurs and enabled through the STEP curriculum to establish SMMEs during the past year. In addition, Enactus also introduced the Impact@Work Programme to Level 4 students at the South West Gauteng TVET Agricultural College in 2020.

Unfortunately, the latter group will only complete the curriculum in 2021 after the offering had to be halted due to the COVID-19 pandemic. Enactus' vision is to create a better, more sustainable world, and is passionate to advance the economic, social and environmental health of South Africa. In line with this the MTN SA Foundation supports the enabling of environments that allow entrepreneurs as well as SMMEs to thrive within the communities they operate.

With unemployment at an ultimate high, the partnership with MTN SA Foundation is aimed to capacitate and support TVET graduates that are unemployed to be able to start their own businesses. Through the Enactus Impact@Work Program, TVET students were trained over a period of 18 weeks to develop and implement income-generating

economically, socially and environmentally sustainable enterprises. It also created job opportunities for Enactus graduates that were trained as trainers.

The pitching competition was held via the LaunchPad6 Platform, and each participating individual or team was invited to submit their pre-recorded video/multimedia presentation for adjudication by an independent panel of judges.

The business that made it to the third place won R5 000, was **Playful Days Edu-care** from Flavius Mareka TVET College. In the second place, receiving R10 000, was **Welkom Poultry** from Goldfields TVET College. The winner of the 2020 Impact@Work Pitching Competition was **Pure Vaal Taste** from Flavius Mareka TVET College that won R15 000.

All of the other participating businesses won R3 000 each. They were:

- Abrasar Tube And Tyre – Goldfields TVET College
- Ekasi Gamers – Goldfields TVET College
- Elegant Beauty & Barber – Sedibeng TVET College
- Kimberlite Pure Water – Northern Cape Urban TVET College
- Lion Travel Agency – Goldfields TVET College
- Mini Bakery – Sedibeng TVET College
- The Lunch Box Company – Northern Cape Urban TVET College
- Veggies On The Go – Sedibeng TVET College
- Vermipost Kimberley – Northern Cape Urban TVET College
- Welkom Mobi Cleaners – Goldfields TVET College

Kusile Mtunzi-Hairwadzi, General Manager of the MTN SA Foundation said that “..in its pursuit to support entrepreneurial development of small, medium and micro enterprises (SMMEs), targeting school-going youth and university students, the MTN SA Foundation implements entrepreneurship programmes in partnership with different stakeholders to stimulate growth and sustainability and to foster economic growth and self-reliance in the next generation. For SMMES to make a meaningful difference in the country's unemployment rate, they need effective support specifically focusing on business skills development and capacity building”.

The Chief Executive Officer and Country Director for Enactus South Africa NPC, Letitia de Wet congratulated all the participants and said that Entrepreneurship is hard work, and that consistency and drive will be the key to success they will achieve. She also noted that there is no better source of hope and motivation amid these uncertain times than the participants who took up the opportunity that were afforded to them.

De Wet also said that there are tremendous opportunities ahead... *and that “we’re seeing them come to life already as we saw successful ventures taking off.”* She promised that Enactus is determined to tackle unemployment in the country and deliver and develop more entrepreneurs and small businesses enterprises to the economy. According to her, Enactus imagines a South Africa that sees the SME sector booming, that sees entrepreneurship as a viable, exciting and selected career, and not a desperate alternative to unemployment or wage-replacement. She noted that Enactus is committed to contribute to that.

The keynote speaker, Ms Angie Maloka, Senior Manager, Community Programmes for MTN SA Foundation, said: *“The Impact@Work Programme said that MTN had a grass-root approach and recruited and mobilised high potential entrepreneurial students which offered them personal and professional development, and helped them to identify social issues, and find income generating solutions while using a disrupting and frugal approach based on Human Centered Design and Design Thinking. She further noted that in addition to that, this Programme provided a platform to TVET College graduates to become business owners and to create sustainable businesses.”* She also announced that the Enactus Impact@Work Programme will be supported by MTN SA Foundation for the next three years.

- Ends

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