



**MSUNDUZI MUNICIPALITY'S  
STRATEGY REVIEW FOR THE  
ECONOMIC EMPOWERMENT OF THE  
YOUTH 2024 (DRAFT)**

## Table of Contents

<b>1.</b>	<b>INTRODUCTION .....</b>	<b>3</b>
1.1	PURPOSE OF STRATEGY.....	3
1.2	BACKGROUND TO THE STRATEGY .....	3
1.3	CONFIRMING THE TARGET GROUP.....	4
1.4	PROJECT METHODOLOGY .....	4
1.5	OVERVIEW OF STRATEGY DOCUMENT .....	5
<b>2.</b>	<b>SOCIO ECONOMIC OVERVIEW OF THE MSUNUZI YOUTH .....</b>	<b>6</b>
2.1	DEMOGRAPHICS .....	6
2.2	ECONOMIC OVERVIEW.....	8
2.3	OVERVIEW OF 2015 LED STRATEGY.....	9
2.3.1	THE STARTING POINT.....	9
2.3.2	RE-THINKING MSUNDUZI'S POTENTIAL .....	9
2.3.3	THE LED OBJECTIVES.....	10
2.3.4	THE LED VISION .....	10
2.3.5	THE LED ROLE / MISSION AND STRATEGY .....	10
<b>3.</b>	<b>THE POLICY AND STRATEGY ENVIRONMENT .....</b>	<b>11</b>
3.1	2012 NATIONAL DEVELOPMENT PLAN .....	11
3.2	NATIONAL LOCAL ECONOMIC DEVELOPMENT FRAMEWORK 2018-2028 .....	12
3.3	INTEGRATED YOUTH DEVELOPMENT STRATEGY 2022 .....	15
3.3.1.	SOUTH AFRICAN ECONOMIC RECONSTRUCTION AND RECOVERY PLAN .....	15
3.3.2.	Targeted Outcomes .....	16
3.4	PROVINCIAL INTEGRATED YOUTH DEVELOPMENT STRATEGY 2021 – 2026.....	16
3.4.1.	Youth Development Practices.....	16
3.5	2021 KZN ECONOMIC COUNCIL SUMMIT .....	21
3.6	2024 State of the Province Address .....	22
3.7	KZN PROVINCIAL GROWTH AND DEVELOPMENT STRATEGY REVIEW 2021 .....	24
3.8	MSUNDUZI INTEGRATED DEVELOPMENT AND DEVELOPMENT PLAN 2022 – 2027 .....	24
<b>4.</b>	<b>CURRENT YOUTH EMPOWERMENT FOCUS.....</b>	<b>26</b>
4.1	INTRODUCTION .....	26
4.2	PUBLIC SECTOR ECONOMIC EMPOWERMENT PROGRAMMES .....	26
4.3	YOUTH EMPOWERMENT IN THE MUNICIPALITY .....	30
4.4	STAKEHOLDERS IN YOUTH EMPOWERMENT .....	30
•	PUBLIC SECTOR.....	31
•	EDUCATION.....	31
•	PRIVATE SECTOR.....	31
4.4.1	NON-PROFIT AND COMMUNITY ORGANISATIONS .....	32
<b>5.</b>	<b>ISSUE IDENTIFICATION (CHALLENGES).....</b>	<b>36</b>
5.1	INTRODUCTION .....	36
5.2	PERCEPTIONS .....	37
5.3	EDUCATION AND TRAINING.....	37
5.4	ACCESS TO FINANCE .....	38
5.5	ACCESS TO BUSINESS SUPPORT .....	39
5.6	ACCESS TO MEANS OF PRODUCTION.....	40
•	INSTRUMENTS OF LABOR (TOOLS, FACTORIES, INFRASTRUCTURE, ETC.).....	40
•	SUBJECTS OF LABOR (NATURAL RESOURCES AND RAW MATERIALS).....	41
5.7	LEGISLATION .....	41
5.8	SUPPLY CHAIN MANAGEMENT .....	42

5.9	LEADERSHIP AND ORGANISATION .....	43
<b>6.</b>	<b>OPPORTUNITIES FOR YOUTH ECONOMIC EMPOWERMENT.....</b>	<b>43</b>
6.1	INTRODUCTION .....	43
6.2	MUNICIPAL SECTOR .....	43
6.3	PUBLIC SECTOR.....	44
6.4	SPECIFIC ECONOMIC SECTORS.....	45
6.5	PRIVATE (FORMAL) SECTOR.....	46
6.6	INFORMAL SECTOR .....	46
<b>7.</b>	<b>STAKEHOLDER VIEWS ON YOUTH ECONOMIC EMPOWERMENT.....</b>	<b>50</b>
7.1	INTRODUCTION .....	50
7.2	CHALLENGES: YOUTH ECONOMIC EMPOWERMENT .....	51
7.3	OPPORTUNITIES: YOUTH ECONOMIC EMPOWERMENT .....	52
7.4	TOWARDS A STRATEGY: YOUTH ECONOMIC EMPOWERMENT .....	56
<b>8.</b>	<b>STRATEGY FOR YOUTH ECONOMIC EMPOWERMENT .....</b>	<b>57</b>
8.1	INTRODUCTION .....	57
8.2	VISION FOR YOUTH ECONOMIC EMPOWERMENT .....	57
8.3	KEY OBJECTIVES FOR YOUTH ECONOMIC EMPOWERMENT .....	58
8.4	STRATEGIES, PROGRAMMES AND PROJECTS.....	58
<b>9.</b>	<b>IMPLEMENTATION PLAN.....</b>	<b>61</b>
9.1	INTRODUCTION .....	61
9.2	INSTITUTIONAL STRUCTURING FOR IMPLEMENTATION .....	61
9.3	RESOURCES FOR IMPLEMENTATION .....	62
9.3.1.	ORGANISATIONAL RESOURCES.....	62
9.3.2.	HUMAN RESOURCES .....	63
9.3.3.	FINANCIAL RESOURCES.....	63
9.4.	PROGRAMME FOR IMPLEMENTATION .....	63
9.5.	DATABASE OF PROGRAMMES / PROJECTS.....	64
9.6.	INTEGRATION WITH THE LED PLAN .....	65

## 1. INTRODUCTION

### 1.1 PURPOSE OF STRATEGY

- a) To align the Strategy with the current legislations;
- b) To identify and develop programmes for youth employment opportunities;
- c) To promote skills development and training for the unemployed secondary school leavers and matriculates;
- d) To provide youth with work experience opportunities;
- e) To promote access to capital;
- f) To develop viable and sustainable youth enterprises;

### 1.2 BACKGROUND TO THE STRATEGY

The Terms of Reference for the Strategy describes the objective of the initiative as being to “... *compile and complete a Strategy for the Economic Empowerment of the Youth that will highlight areas that the Municipality need to concentrate on to ensure that it creates an enabling environment for young people within Msunduzi Local Municipality to thrive*”. It is further noted that the Strategy must provide guidance for the future strategic economic development planning processes in the Municipality, with specific reference to the LED and SMME strategies under preparation. A feasible implementation plan is required.

The scope of the assignment includes the preparation of a strategy for the economic empowerment of the Youth, and to develop feasible implementation plans. It is noted that the “... *the preparation of the strategies will focus on the economic development needs of young people and identify opportunities within the economy of the municipality, looking both internally at procurement and employment processes, as well as externally in the economy at large.*”

The project team is then required to undertake the following tasks:

- Review the socio-economic data relating to youth, with particular reference to population growth, economic growth in the city and region, and unemployment. These should preferably unpack the statistics in relation to age groups and gender, educational level, and make provision for identifying those still in education.
- Review the key economic sectors in the municipality and analyse the potential opportunities in each sector and the most recent trends.
- Analyse the latest Provincial Growth and Development Plan, the Municipal IDP, and the LED strategy together with the various plans of other national and provincial government departments in respect of promotion of opportunities for the youth, to identify opportunities and developmental imperatives.

- Undertake structured consultations with relevant stakeholder groups in respect of the youth, in order to identify current obstacles to participation, possible solutions, opportunities and desired outcomes.
- Make recommendations on the creation of an enabling environment for young people which is conducive to promoting economic empowerment.
- Review and prioritise the key projects and programmes which the municipality should implement over the short to medium term.
- Develop a plan that will transform the projects identified and unpacked in the strategy into programmes that can be implemented within prescribed timeframes and budgets, in order to achieve the targets and objectives set out in the strategy, as well as the realization of the economic vision. More specifically, the consultant is required to:
  - a) Indicate the responsibilities and timeframes for the plan, as well as the resources and budget that would be required.
  - b) Identify priority projects from the plan for short to medium term implementation.
  - c) Evaluate the potential funding sources which will enable efficient and effective facilitation of the implementation of projects.

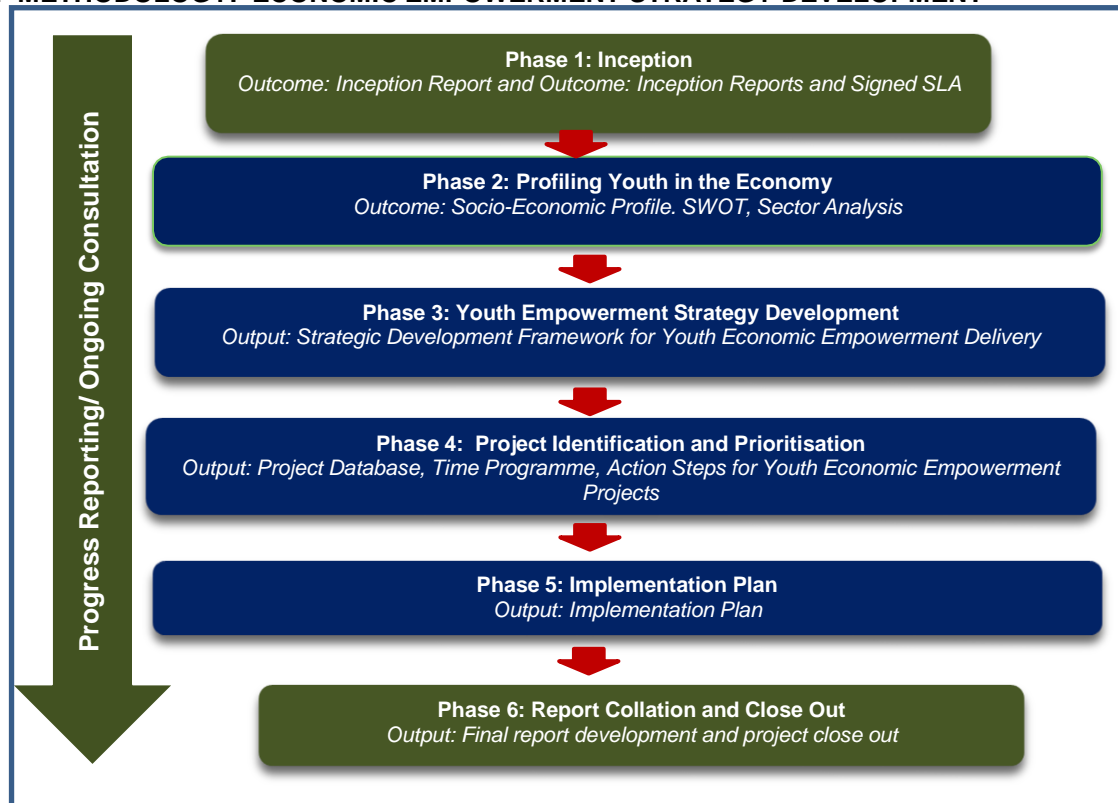
### **1.3 CONFIRMING THE TARGET GROUP**

The Youth as the Target Group is generally all people aged between 15 (fifteen) and 35 (thirty-five) years of age. This is also the target group accepted for this Strategy. It is noted that the South Africa's National Youth Commission Act, 1996, defines the youth as those from ages 14 to 35 years.

### **1.4 PROJECT METHODOLOGY**

The overall methodology for the project is reflected in the Diagram below.

**DIAGRAM 1.1: METHODOLOGY: ECONOMIC EMPOWERMENT STRATEGY DEVELOPMENT**



The detailed actions steps and the approach to participation are reflected in the Inception Report.

### 1.5 OVERVIEW OF STRATEGY DOCUMENT

This strategy document includes ten sections. The sections are:

Section 1:	Introduction
Section 2:	Socio Economic Overview of Msunduzi Youth
Section 3:	The Msunduzi Economic Context
Section 4:	The Policy and Strategy Environment
Section 5:	Current Youth Empowerment Focus
Section 6:	Issue Identification (Challenges)

Section 7:	Opportunities for Youth Economic Empowerment
Section 8:	Stakeholder Views on Youth Economic Empowerment
Section 9:	Strategy for Youth Economic Empowerment
Section 10:	Implementation Plan

## 2. SOCIO ECONOMIC OVERVIEW OF THE MSUNUZI YOUTH

### 2.1 DEMOGRAPHICS

This section presents a demographic overview of the Msunduzi Local Municipality with the latest accounting for the year 2022, there is no recent data post 2022. In 2022 the Msunduzi Local Municipality had a population of 753 812, and the population growth set at 1,3%.

**Table 1: Population growth**

	KwaZulu-Natal	uMgungundlovu	Msunduzi
<b>Population</b>			
2007	10 161 237	974 754	595 705
2012	10 669 100	1 051 415	651 950
2017	11 298 372	1 122 717	702 490
2022	11 973 891	1 199 593	753 812
<b>Population Growth rate (%)</b>			
2007	0,8%	1,4%	1,7%
2012	1,1%	1,2%	1,5%
2017	1,2%	1,4%	1,5%
2022	1,1%	1,3%	1,3%

Source: South Africa Regional eXplorer 2423 (2.6w).

The table 4 below shows that in 2022 the Msunduzi municipality had an unemployment rate of 35,2% and the employment rate is 55,5%. The Labour force participation rate for 2016 was 54,6% which indicate an increase in employment opportunities between 2016 and 2022. In 2022, the number of people employed in the formal sector (non-agriculture) is 136 862, while, the number of people employed in the informal sector (non-agriculture) is 29 388. The number of people with matric only is 196 981 and the number of people that had higher education is 81 867. This shows that a large population experience challenges that prevented them from enrolling or completing higher education which include limited financial capacity and limited access to funding and bursaries. A detailed view of education demographics in shown on the table 5 below.

**Table 2: Msunduzi's Employment growth rate**

	2022	2016	2010
<b>Working Age Population</b>	520 289	503 635	479 895
<b>Labour Force</b>	288 834	275 230	272 871
<b>Employment (at place of residence)</b>	187 225	194 900	204 744
<b>Employment (at place of work)</b>	189 214	196 624	206 065
<b>Employment - Formal sector non-agriculture</b>	136 862	140 930	148 558
<b>Employment - Informal sector non-agriculture</b>	29 388	31 313	31 107
<b>Unemployment - official definition</b>	101 608	80 330	68 128
<b>Not Economically Active - official definition</b>	231 456	228 405	207 024
<b>Not Economically Active - expanded definition</b>	159 548	173 544	160 216
<b>Discouraged work seekers</b>	71 908	54 862	46 808
<b>Unemployment Rate - official definition</b>	35,2%	29,2%	25,0%
<b>Unemployment Rate - expanded definition</b>	48,1%	41,0%	36,0%
<b>Labour absorption rate</b>	36,0%	38,7%	42,7%
<b>Labour force participation rate</b>	55,5%	54,6%	56,9%

Source: South Africa Regional eXplorer 2423 (2.6w).

**Table 3: Msunduzi's Education Attainment**

	2022	2017
<b>No schooling</b>	11 096	18 173
<b>Grade 0-2</b>	4 890	8 018
<b>Grade 3-6</b>	27 291	34 678
<b>Grade 7-9</b>	58 290	64 382
<b>Grade 10-11</b>	124 123	110 057
<b>Certificate / diploma without matric</b>	906	1 867

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<b>Matric only</b>	196 981	158 401
<b>Matric &amp; certificate / diploma</b>	34 018	28 155
<b>Matric &amp; Bachelors degree</b>	30 892	28 241
<b>Matric &amp; Postgrad degree</b>	16 957	12 507

Source: South Africa Regional eXplorer 2423 (2.6w).

## 2.2 ECONOMIC OVERVIEW

This section presents an economic overview of Msunduzi Local Municipality using Gross Value Add (GVA) by industry at constant by comparing data from 2017, 2021 and the projected figures for the year 2024.

According to table 6 below, the municipality's least growing sector is mining which contributed R179 271 in 2021 and is expected to contribute R194 783 in 2024. Most of the municipality's GVA is attributed from the Community services sector, which was R16 441 795 in 2021 and is projected to be R17 011 473 in 2024. Construction, mining, transport, trade, electricity, manufacturing sectors experienced a decline in GVA, however these sectors are projected to grow in 2024. The decrease in GVA between 2017 and 2021 is result of natural events of COVID pandemic which stagnated the economy.

Table 4: **Msunduzi's GVA by sector**

	2017	2021	2024 (Projected)
<b>Agriculture</b>	R1 767 132	R2 126 565	R2 082 430
<b>Mining</b>	R277 560	R179 271	R194 783
<b>Manufacturing</b>	R6 242 042	R6 102 845	R6 561 311
<b>Electricity</b>	R1 792 040	R1 732 189	R1 796 064
<b>Construction</b>	R1 983 974	R1 517 888	R1 687 641
<b>Trade</b>	R6 304 517	R6 060 715	R6 574 453
<b>Transport</b>	R5 202 743	R4 931 096	R5 274 154
<b>Finance</b>	R9 609 653	R10 240 266	R10 918 904
<b>Community services</b>	R15 187 356	R16 441 795	R17 011 473
<b>Total</b>	R52 903 877	R53 920 567	R56 984 790

Source: South Africa Regional eXplorer 2423 (2.6w).

## **2.3 OVERVIEW OF 2015 LED STRATEGY**

### **2.3.1 THE STARTING POINT**

From an economic development and specifically a spatial economic perspective it is evident that since its establishment right until the 1990s Msunduzi presented a strong location for attracting investment. The City has, however, developed a strong colonial / apartheid city structure causing a number of spatial economic inefficiencies. These inefficiencies must be addressed by ensuring that future economic and social investment is guided in such a way as to transform the City structure.

The development of the Msunduzi economy is currently impacted on by the fact that serviced land for new development / investment in key economic sectors such as manufacturing, logistics, government and commerce is generally not available. For this reason, Msunduzi cannot currently or in the short term future benefit from its location on a corridor of national significance. There are then also no clear strategic spatial planning guiding investors to the land development opportunities required to revive the economy and maintain reasonable growth rates.

It is suggested that apart from the obvious focus on supporting the development of the small business sector it is then the responsibility of the economic cluster leaders to ensure that land for future economic investment and development is available.

### **2.3.2 RE-THINKING MSUNDUZI'S POTENTIAL**

Perhaps the most important issue in the planning of future economic investment is that economic cluster leaders in Msunduzi must plan and act on the basis that Msunduzi is:

- The capital of a province with 1/5th of the national population, this implying that a public sector serving a fifth of the South African population should potentially be based in Msunduzi (despite this there has been very limited investment in government facilities in Msunduzi over the past two decades);
- One of three major economic hubs in a province that has a high, if not the highest in the country, economic potential;
- The regional service node for at least four of the KwaZulu-Natal Districts, generally serving all inland areas, but also providing some service functions for eThekweni and coastal areas;
- Located on the most significant development corridor in the country, a corridor acknowledged in national planning; and, against the above background

- Located in South Africa, potentially the powerhouse that will drive the African Renaissance over the next 50 years (if we choose to do so).

Following on from the above it is evident that, in order to grow the economy to sustain the local and regional population, that additional space for investment / development in Msunduzi is potentially immense. Whether this space will be needed in 40 years as proposed or 20, 90, or 140 years from now is open for debate, but it should be planned for now.

### 2.3.3 THE LED OBJECTIVES

Within the context of the above observations the LED strategy of Msunduzi Municipality has identified the following strategic objectives:

- To promote and attract both foreign direct investments and local investments in the city;
- To position Msunduzi Municipality as a Capital City with highest and reputable standards to attract investment, retain and expand business opportunities;
- **To Promote Township Development and supporting SMMEs in the city;**
- To promote Msunduzi Municipality as a low carbon city and encourage investment that will use renewable and energy efficient technologies;
- A policy-stable environment;
- Implementing area based interventions, including nodes, corridors, town planning schemes with an integrated approach to spatial development framework and local economic development opportunities.

### 2.3.4 THE LED VISION

Local Economic Development Strategy vision for Msunduzi Municipality:

***“The vision of Msunduzi Municipality is of a globally competitive metropolitan city of choice which capitalises on its strategic location, environment, cultural heritage and educational facilities in creating a choice quality of life for all, whilst actively creating an enabling environment for local economic development directed towards economic growth, prosperity, alleviation of poverty and job creation.”***

### 2.3.5 THE LED ROLE / MISSION AND STRATEGY

With the above in mind it then becomes important to clarify the role of Municipality in terms of future Economic Development and investment. For discussion purposes and then informing initial strategy proposals it is proposed that the role of the Municipality in Economic Development should be as:

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## **A FACILITATOR OF ECONOMIC DEVELOPMENT**

Considering the above role, the following strategies are then proposed:

- Strategy 1: To facilitate the development, growth and expansion of key economic sectors identified within the Msunduzi Local Municipality
- Strategy 2: To enhance the effectiveness of LED planning and implementation
- Strategy 3: To support the development of small-enterprises and the Informal Economy
- Strategy 4: To support business development, retention and expansion within the Msunduzi Local Municipality
- Strategy 5: To drive implementation of catalytic projects

The above vision then confirms the role of the Municipality as facilitator of economic development and, it is then assumed, the more specific role of facilitating access for youth to economic opportunities leading to economic empowerment.

Although the LED Strategy at the time did not have Youth Economic Empowerment focus it is then important that this focus be integrated in future revision of the LED strategy.

### **3. THE POLICY AND STRATEGY ENVIRONMENT**

#### **3.1 2012 NATIONAL DEVELOPMENT PLAN**

The youth focus of the National Development Plan (RSA 2012) is summarised in the NDP. The summary reads as follow:

*South Africa has an urbanising, youthful population. This presents an opportunity to boost economic growth, increase employment and reduce poverty. The Commission, recognising that young people bear the brunt of unemployment, adopted a “youth lens” in preparing its proposals, which include:*

- *A nutrition intervention for pregnant women and young children.*
- *Universal access to two years of early childhood development.*
- *Improve the school system, including increasing the number of students achieving above 50 percent in literacy and mathematics, increasing learner retention rates to 90 percent and bolstering teacher training.*

- *Strengthen youth service programmes and introduce new, community-based programmes to offer young people life-skills training, entrepreneurship training and opportunities to participate in community development programmes.*
- *Strengthen and expand the number of FET colleges to increase the participation rate to 25 percent.*
- *Increase the graduation rate of FET colleges to 75 percent.*
- *Provide full funding assistance covering tuition, books, accommodation and living allowance to students from poor families.*
- *Develop community safety centres to prevent crime and include youth in these initiatives.*
- *A tax incentive to employers to reduce the initial cost of hiring young labour-market entrants.*
- *A subsidy to the placement sector to identify, prepare and place matric graduates into work. The subsidy will be paid upon successful placement.*
- *Expand learnerships and make training vouchers directly available to job seekers.*
- *A formalised graduate recruitment scheme for the public service to attract highly skilled people.*
- *Expand the role of state-owned enterprises in training artisans and technical professionals.*

### **3.2 NATIONAL LOCAL ECONOMIC DEVELOPMENT FRAMEWORK 2018-2028**

The vision of this framework, which its aims to achieve is as follows:

*“LED will seek to create competitive, sustainable, diverse, innovation-driven and inclusive local economies that are vibrant places in which to live, invest, work, innovate, maximise local opportunities, address local needs, and contribute to South Africa’s national development objectives, including sustainable ways of utilising local resources and expand learning capabilities.”*

The implementation of this Framework is designed around six core policy pillars which are consistent with its vision. These pillars are the central themes for LED planning during the period 2018–2028. Municipalities are encouraged to incorporate these pillars into their IDP and LED Strategies/Economic Development Masterplans. By including these objectives, municipalities will align LED to national policy objectives and at the same time will set in motion processes to strengthen their local economies in line with the vision of this Framework. The table below shows Six Core Policy Pillars for local economic development, which are as follows:

**Table 5: Six Core Policy Pillars for Local Economies**

<b>LED CORE POLICY PILLARS</b>	
<b>Building Diverse and Innovation Economies</b>	<ul style="list-style-type: none"> <li>a) Local sector development</li> <li>b) Metro economic development</li> <li>c) programmes</li> <li>d) Link to regional economic cooperation</li> <li>e) Link to regional industrial</li> <li>f) development</li> <li>g) Advancing primary, secondary, tertiary and quinary sectors</li> <li>h) Exploiting STI to advance sustainability, competitiveness and productivity</li> <li>i) Linking LED to corridor development and sub-national cross boader programme</li> </ul>
<b>Developing Inclusive Local Economies</b>	<ul style="list-style-type: none"> <li>a) Development of informal economies</li> <li>b) Inner city economic revitalisation</li> <li>c) Urban and rural linkages</li> <li>d) Township economic development</li> <li>e) Inclusive and integrated rural economies</li> <li>f) Economic empowerment of women, youth and people living with disabilities</li> <li>g) Expanded public and community works programmes</li> <li>h) Small towns economic development programme</li> <li>i) Promote business growth through partnerships and joint ventures</li> </ul>
<b>Developing Learning and Skillful Economies</b>	<ul style="list-style-type: none"> <li>a) Enhancing innovation, skills and productive</li> <li>b) capacities</li> <li>c) Enterprise and entrepreneurship programmes</li> <li>d) Developing leadership and management skills</li> <li>e) Skills development</li> <li>f) Strengthening linkages between knowledge organisations and LED actors</li> </ul>

<b>Enterprise Development and Support</b>	<ul style="list-style-type: none"> <li>a) Support businesses of women, youth and people with disabilities</li> <li>b) SMME support</li> <li>c) Business development services and collaboration</li> <li>d) Techno entrepreneurship</li> <li>e) Cooperatives support</li> <li>f) Business incubation</li> <li>g) Business linkages</li> </ul>
<b>Economic Governance and Infrastructure</b>	<ul style="list-style-type: none"> <li>a) Improving LED planning capacity</li> <li>b) Improving economic and management capacity</li> <li>c) Enhance administrative economic development capacity</li> <li>d) Improve access to development funding/finance</li> <li>e) Strengthening LED agencies</li> <li>f) Improve the ease of doing business, i.e. red tape reduction</li> <li>g) Improve business attraction, retention and expansion</li> <li>h) Image enhancement, beautification and marketing of local spaces</li> <li>i) Support for economic infrastructure development</li> <li>j) Facilitate land use development</li> </ul>
<b>Strengthen Local Innovation Systems</b>	<ul style="list-style-type: none"> <li>a) Strengthen municipality-university and municipality-science council linkages</li> <li>b) Strengthen collaborations among various local actors and agents</li> <li>c) Strengthen capacities of relevant local actors and agents to undertake innovation mapping of local innovation systems</li> <li>d) Strengthen capacities of local actors and agents to promote innovation and techno-entrepreneurship</li> <li>e) Provide innovation infrastructure and innovation support programmes</li> <li>f) Enable municipalities to foster innovation driven LED</li> </ul>

### 3.3 INTEGRATED YOUTH DEVELOPMENT STRATEGY 2022

#### 3.3.1. SOUTH AFRICAN ECONOMIC RECONSTRUCTION AND RECOVERY PLAN

The priority of the economic recovery strategy is to encourage growth in the economy in order to create through entrepreneurship and employment opportunities. There is a need to increase public employment and measures to retain existing jobs to allow for the replacement of lost jobs replace the jobs as result of the current economic decline. There must be access to capital to start and grow businesses as well as loan instruments that ae not relying on the asset-based collateral requirements are needed to facilitate access to finance. It is important for both the public and private sectors to also provide other business-related support.

Education or vocational training is essential to provide the youth with the necessary skills for future jobs which could improve the quality of the workforce and enterprises. In the infrastructure-built programme, South African companies and building materials will be used, as well as labour intensive construction methods; placing emphasis on skills transfer as this has potential to empower the youth and Small, Medium and Micro Enterprises (SMMEs).

To effect Presidential's Youth Employment Intervention, five priority actions will be implemented over five years to catalyse long-term change:

- a) **Building a national Pathway Management Network** for young work-seekers to view and access available learning and work opportunities and receive a range of support services and work readiness training to help them navigate into employment and other economic opportunities. Young people will receive a basic support package in person, online and over the phone, complete online assessments and training and be matched to a wide range of opportunities.
- b) **Implementing agile, demand-led workforce development programmes** that allow young people to develop the capabilities required to pursue new opportunities in growth sectors such as global business services, digital and technology, tourism, agriculture and social services over five years, and support those sectors to expand. This will be achieved through short learning interventions matched to actual demand in the economy, in partnership with DHET, SETAs, the NSF, sector bodies and the Public-Private Growth Initiative.
- c) **Supporting the township and rural economy** by creating inclusive markets in opportunity areas such as the food economy, the green economy, health and education. To enable self-employment and enterprise, the focus will be



placed on systemic enablers such as connectivity, public infrastructure and market access – in addition to the direct enterprise support and financing provided by DSBD and its agencies.

- d) **Providing opportunities for workplace experience** through the Youth Employment Service and ensuring that every student enrolled in TVET colleges can access work integrated learning to complete their qualifications and enter the workplace.
  
- e) **Revitalising the National Youth Service** to create opportunities for young people to meaningfully contribute to their communities, develop critical skills required to participate effectively in the economy, build confidence and expand their networks and social capital. A Presidential Youth Service programme will channel young people’s energy into advancing social cohesion, nation-building and development.

### 3.3.2. Targeted Outcomes

During the first five years of the programme, the following key outcomes will be achieved:

- a) Three million young youth job seekers will have engaged in a National Pathway Management Network and accessed services improve their employability and identify and pursue work opportunities,
  
- b) Approximately 1.5 million temporary, employment opportunities will have be created (including one million work-based placements, 250,000 work-integrated learning opportunities and 250,000 service opportunities), and
  
- c) Workforce development programmes will yield sustainable work opportunities, where approximately 500,000 young people will be engaged in.

## 3.4 PROVINCIAL INTEGRATED YOUTH DEVELOPMENT STRATEGY 2021 – 2026

### 3.4.1. Youth Development Practices

The Strategy proposes strategic interventions earmarked for the development of the youth. The performance of people, programmes and institutions who work with youth development will be measured against evidence of the following items:

- a) **Providing Opportunities:** Chances for young people to learn how to act in the world around them, to explore, express, earn, belong and influence. Opportunities give young people the chance to test ideas and behaviours and to experiment with different roles. It is important to stress that young people, just like adults, learn best

through active participation and that learning occurs in all types of settings and situations. Therefore, the youth should be granted equal opportunities in order to play a role in the labour market.

- b) **Providing Support:** Motivational, emotional and strategic support to succeed in life. The support can take many different forms, but they must be affirming, respectful and ongoing.
- c) **Delivering Quality services:** Services in such areas as education, health, employment, and juvenile justice which exhibit:
- (i) Relevant instruction and information,
  - (ii) Challenging opportunities to express oneself, to contribute, to take on new roles, and be part of a group, and
  - (iii) Supportive adults and peers who provide respect, high standards and expectations,
  - (iv) guidance and affirmation to young people.
  - (v) Youth development is about people, programmes, institutions and systems that provide all youth, troubled or not, with the support and opportunities they need to empower themselves.

**Table 6: Summary of challenges faced by youth from Microsoft Forms Survey**

Pillars	Challenges
<p><b>Quality education, skills and second chances programmes implemented</b></p>	<ul style="list-style-type: none"> <li>• Awareness of Matric second chances</li> <li>• People are skilled in wrong areas of the economy</li> <li>• Poor access to skills development programmes</li> <li>• The education system progresses learners to the next grade who are not yet competent</li> <li>• Skills development is not effective</li> <li>• School drop out</li> </ul>
<p><b>Economic transportation, entrepreneurship &amp; job creation implemented</b></p>	<ul style="list-style-type: none"> <li>• Unemployment</li> <li>• Access to business training and access to market</li> <li>• Lack of business opportunities, more information for young people in business</li> <li>• Lack of mentorship programme</li> <li>• Young people are regarded as a high risk client by commercial banks</li> <li>• District must have industrial business hubs focusing on businesses owned by young people</li> </ul>

	<ul style="list-style-type: none"> <li>• There are no financial resources dedicated to youth programmes</li> <li>• Teenage Pregnancy</li> </ul>
<b>Physical and mental health promotion including other pandemics implemented</b>	<ul style="list-style-type: none"> <li>• Access to various health care services</li> <li>• Health care awareness campaign in rural areas</li> <li>• Clinic must be youth friendly</li> <li>• Inclusion of young people in clinic committees</li> <li>• Shortage and/ or inefficient staff in health facilities</li> <li>• Focus n mental health issues</li> <li>• Few mobile clinics</li> <li>• Lack of infrastructure and resources</li> <li>• Hire more community care givers (CCGs)</li> </ul>
<b>Social cohesion and nation building implemented</b>	<ul style="list-style-type: none"> <li>• Shortage of sporting facilities</li> <li>• Inefficient policing forums</li> <li>• Poor infrastructure for sports and recreational facilities</li> <li>• Provision of additional training for SAPS</li> <li>• High crime rate</li> <li>• Drug and substance abuse</li> <li>• Drug dealers are more armed than Community Policing Forums</li> <li>• Support groups for abused women and children</li> <li>• LGBTIQA, community experience hate crime and killing as a result of stigma and discrimination.</li> <li>• No patriotism</li> <li>• Poverty</li> <li>• Streetlights do not work and scarcity of water</li> <li>• Gender based violence</li> <li>• High social ills</li> </ul>
<b>Effective and responsive youth development machinery</b>	<ul style="list-style-type: none"> <li>• No youth centres</li> <li>• Youth forums lack of capacity</li> <li>• Poor coordination of youth programmes</li> <li>• Poor financial management by public sector</li> <li>• No youth units in municipalities and departments</li> </ul>

**Summary of interventions raised by Stakeholders:**

Stakeholders includes the following:

- Chief of Staff
- Youth Formations
- Youth Development Practitioners
- National, Provincial and Local Government
- Government Structures
- National Youth Development Agency
- South African Youth Councils' District level
- Provincial South African Youth Council
- Private and Business Sectors
- Civil Society

**Table 7: Summary of challenges raised by Stakeholders**

Interventions	
<b><i>Economic Participation and Transformation</i></b>	<ul style="list-style-type: none"> <li>• Young entrepreneurs should be supported with training and support in growing their business.</li> <li>• Experience for young entrepreneurs to be removed as it hinders their success 40% set aside on procurement spending for young people.</li> <li>• South Africa doesn't have enough maize to import as the tax incentive is high and there is no land to farm on from the land commission.</li> <li>• In the manufacturing sector retail outlets are not buying from the youth and locally but from the Chinese so government should limit import from China and use local manufactures.</li> <li>• Funding for young people on entrepreneurship and opportunities should be stretched.</li> <li>• Lack of capital resources for young people is a challenge.</li> </ul>
Education, Skills and Second Chances	<ul style="list-style-type: none"> <li>• More schools must be built across South Africa.</li> <li>• Skills programmes should not be a weeks' time-based</li> </ul>

	<p>programme.</p> <ul style="list-style-type: none"> <li>• Registration fees must be scrapped at TVET colleges and Universities for those that can't afford.</li> <li>• Life orientation should be part of extra mural activity not a compulsory subject.</li> <li>• Entrepreneurship to be introduced as compulsory subject from Primary level to High schools.</li> </ul>
<p>Health Care and combating substance abuse</p>	<ul style="list-style-type: none"> <li>• Establishment of support groups by young people to deal with substance abuse.</li> <li>• Recruitment of co-workers for the establishment of their own NPO's to assist governmental health issues.</li> <li>• Substance abuse for young people is prevalent in the townships and support is required</li> <li>• Educate children on health risk e.g. diseases such as HIV/AIDS and cancer</li> <li>• Introduce programmes in the townships to deal with the dangers of substance abuse.</li> <li>• Youth have a challenge and can't speak to parents about being sexually active, so the Thuthuzela centres in the townships should be re-opened.</li> <li>• Love Life programs be re-introduced to educate young people on health-related matters</li> <li>• Department of Health to initiate a programme to deliver medication to young people at their homes for privacy sake.</li> <li>• Services offered by the Department of Health are not youth friendly</li> <li>• Health practitioners to be retrained on customer care</li> </ul>
<p>Social Cohesion and Nation Building</p>	<ul style="list-style-type: none"> <li>• Racism should not be encouraged at our schools</li> <li>• Our government should ensure that there are adequate and well-maintained facilities for sports.</li> <li>• Acting should be introduced in our schools as part of arts and culture.</li> </ul>

<p>Effective and Responsive Youth Development Machinery</p>	<ul style="list-style-type: none"> <li>• A well-coordinated platforms and structures should be established</li> <li>• All Government Departments should have a youth focal point that is functional with support staff</li> <li>• Youth work is duplicated everywhere, and municipalities lacks well-coordinated structures</li> <li>• A Youth Ministry must be established to represent young people across South Africa</li> <li>• Youth Policy to be entrenched in all Office of the Premier Departments</li> </ul>

### 3.5 2021 KZN ECONOMIC COUNCIL SUMMIT

Global economic prospects deteriorated dramatically in 2020 as a result of COVID-19. In 2020, the South African economy declined by 7%. Global economy began to rebound following the reopening of economic activities in most economies, particularly in May and June.

However, the recovery path remained uncertain as COVID-19 continued in other countries thus forcing them to reinstate lockdowns. Therefore the global growth is estimated to have contracted by 3.5% in 2020. The global economic growth was expected to bounce back significantly by 5.5% in 2021 before moderating to 4.2% in 2022.

The country's overall annual economic performance, real gross domestic product, increased at rate of 6.3% in the fourth quarter of 2020 as a result of alleviating restrictions in the country.

On a year-on-year basis, the economy contracted by -4.2% in the fourth quarter of 2020 - this was the fifth consecutive decline since fourth quarter of 2019. This indicates that economic activity has been weak prior to the Covid-19 induced slump, thus requiring more than the counter-cyclical measures put in place to reboot the economy amid the pandemic in order to rectify the state of economic activity.

KwaZulu-Natal is South Africa's second largest economy that contributes approximately 16% to the country's GDP. In 2020, the provinc's economy contracted by -6.9%, the construction sector decline by 18%. The Manufacturing sector which is one of the province's prime sectors in terms of job creation and contribution to GDP, is the contracted by -11.9% in 2020.

In 2020, unemployment also rose during the fourth quarter of 2020, thus recording South Africa unemployment rate at 32.5% and KwaZulu-Natal at 29.6%. In 2020 the total employment decreased by 1.4 million compared to 2019 and the number of unemployed persons increased by 7.5% (507,000) during 2020.

As the economy continues to recover, it is vital for our policies to focus on inclusive economic growth that promotes both public and private sector investment in productive infrastructure, fruitful expenditures and social relief.

### **3.6 2024 State of the Province Address**

The state of the Province Address identifies the following priority goals which they are implementing:

#### **Priority 1: A capable, ethical and development state**

Schools are being converted to skills development centers with digital labs in each district. A total of 3 875 youth were trained in 4 district activities 18 young people opened their Information, Communication and Technology (ICT) businesses and some of them have contracts with Broadband Infraco (BBI) for SA Connect KZN, and each of them is expected to employ 25 people. Moreover, 16 of 76 Special Schools were provided with ICT equipment for e-learning. A total of 233 schools are being taught about robotics and coding in Grade 7. All Provincial libraries, hospitals and clinics have been equipped with Wi-Fi connectivity.

#### **Priority 2: Economic transformation and job creation**

The government ran the Business retention and aftercare programme, focusing on resuscitating companies using replacement and localization interventions where companies are encouraged to buy local products. Companies were also assisted to acquire government relief funding after they had suffered the effects of COVID-19. Business permits and license registration approvals were accelerated for priority catalytic projects.

A one stop shop has been established at Trade and Investment KwaZulu-Natal to address the challenges of red tape. Satellite offices of the One Stop have been established in Mgunundlovu, Harry Gwala, Ilembe and Ugu.

Targeted business expansion and retention support activities amounted to over R23 billion resulting in 37 201 jobs created. Over the last two decades, Trade and Investment KwaZulu Natal attracted over R60 billion creating over 95 000 jobs.

Underdevelopment in Townships and rural areas remains a challenge. This has resulted to the government to priorities programmes such as broad band, shared production infrastructure, spaza shops, informal trading

infrastructure, promoting investment in retail malls and industries to revive and stimulate townships and rural areas. The government has launched a R22 million Zimele traders fund, designed uplift community and spaza shops by helping businesses evolve into viable shopping outlets through offering infrastructure grants for shop refurbishment, capital loan funding and payment automation facilities.

Since 2019, the Department of Agriculture and Rural Development (DARD) supported 17 266 smallholder producers and through the multi-planting season programme, 150 hectares were planted for food production across the province to support food production.

### **Priority 3: Education, skills and Health**

In 1996, 52% of children accessed Grade R, over the years this number has increased to 95%. Prior to 2004 Non-fee schools did not exist, however, this has changes over 2.1 million learners benefit from no fee schools today. In 1997, the matric pass rate was 47%, while it was 71% in 2004. This number has since increased as there was a pass rate of 86% on the 2023 academic year, which shows growth in education for our youth.

### **Priority 4: Consolidating the social wage through basic services**

Approximately 3 million people from KwaZulu-Natal benefit from the Child Grants programme, thus making KZN to have the highest number of beneficiaries South Africa. This provides for the poor and vulnerable as many people do not go to sleep hungry.

### **Priority 5: Spatial integration, human settlements and local government**

The government has provided 690 000 housing units, which accommodates 2,8 million KZN citizens. A total of 52 974 fully subsidized houses were built for qualifying families and 36 400 of these housing units were replacing mud houses. A total of 16 973 serviced sites were made available to people who could afford to build their own top structures.

### **Priority 6: Social cohesion and safe communities**

Crime has the potential to damage the prospects of investment and economic growth. According to the statistics from the SAPS, there has been a great improvement has been recorded for crime, which we dependent on police f detection with increase of 9,6% or 2419 cases.

### **Priority 7: A better Africa and a better world**

The government is positioning KwaZulu Natal at the epicenter of Africa's Sustainable Economic Growth and Development. The province forms parts of members of a Multipolar world in which our country works with all the powerful Nations of the world such as the USA, UK, China, India, and Russia with equal zeal.



### 3.7 KZN PROVINCIAL GROWTH AND DEVELOPMENT STRATEGY REVIEW 2021

In terms of the KZN Provincial Growth and Development Strategy (KZN PGDS), its vision is to develop the KwaZulu-Natal to be a prosperous Province with a healthy, secure and skilled population, living in dignity and harmony, acting as a gateway to Africa and the World. The KZN Provincial Growth and Development Strategy sets the strategic priorities for the province. The table below reflects provincial strategic priorities as established in the 2021 review of the Growth and Development Strategy.

**Table 8: strategic priorities as established in terms of the KZN PGDS**

Priority No.	Strategic Priorities	Relevance to cooperative development
1	Building a capable, ethical and developmental state	Low
2	Economic transformation and job creation	High
3	Education, Skills and Health	High
4	Consolidating the social wage through reliable and quality basic services.	Low
5	Spatial integration, human settlements and local government	Low
6	Social cohesion and safe communities	Medium
7	Better Africa and World	High

Source: KZN Provincial Growth and Development Strategy Review 2021

### 3.8 MSUNDUZI INTEGRATED DEVELOPMENT AND DEVELOPMENT PLAN 2022 – 2027

The Msunduzi IDP 2022 - 2027 presents the following Strategic Development Framework for Msunduzi Municipality.

#### **Vision**

“By 2040 Msunduzi will be a safe, vibrant, sustainable and smart metropolis.”

In order to realise the Vision, the Municipality has proposed six strategic priority areas and their associated goals, as follows:

**Table 9: strategic priorities as established in terms of the KZN PGDS**

Priority No.	Strategic Priorities	Relevance to cooperative development
1	<p><b>Well serviced city</b></p> <p>Goal: By 2030, Msunduzi is a city serviced with quality water and sanitation reticulation, uninterrupted, adequate energy supply, and regular waste removal – for ALL neighbourhoods, communities, and centres of business.</p>	Medium
2	<p><b>An accessible and connected city</b></p> <p>GOAL: By 2030, Msunduzi is a city with sufficient and well-maintained road, rail, and other physical infrastructure serving all residents, whether they use public or private transport modes. It has layers of diverse transport networks interconnecting at centres and internal urban hubs. Human settlement initiatives reduce housing backlogs and eliminate spatial separation by racial categories. Telecommunications and information technology is universally accessible and reliable. Social infrastructure, focussed on educational, health and recreational facilities meets all communities' needs.</p>	Medium
3	<p><b>A clean, green city</b></p> <p>GOAL: By 2030, Msunduzi is a city protecting our natural environment, our native plants and animal habitats, limiting pollution, greening the city, and using our natural resources, such as water, wisely. The clean, green city harnesses our renewable energy supply, public open space creation project, and urban renewal and greening programme to these ends. Msunduzi conserves its natural assets while still meeting the demand for more housing, more roads and more services to accommodate</p>	Low

	our increasing population.	
4	<p><b>A friendly, safe city</b></p> <p>GOAL: By 2030, Msunduzi is a city with strong, welcoming, caring, and diverse communities, living in a variety of friendly, safe neighbourhoods</p>	Low
5	<p><b>An economically prosperous city</b></p> <p>GOAL: By 2030, Msunduzi is a city with a flourishing business environment, with people exercising their entrepreneurship across the full spectrum of commercial, public, scientific, educational, and charitable enterprises.</p>	High
6	<p><b>A financially viable and well-governed city</b></p> <p>GOAL: By 2030, the Msunduzi Municipality is a financially sound and well-governed institution, delivering on its legislative mandates and offering residents of the Municipality value for their rates payments.</p>	Medium

**Source: Msunduzi Integrated Development and Development Plan 2022 - 2027**

#### **4. CURRENT YOUTH EMPOWERMENT FOCUS**

##### **4.1 INTRODUCTION**

The Youth Economic Empowerment has been high on the policy agenda for an extended period of time. For this reason a number of programmes and activities specifically addressing the Youth Economic Empowerment has been initiated by various government departments and institutions. Although often not the primary objective of some initiatives there is then also programmes aimed at other groups that can potentially contribute to the Youth Economic Empowerment.

This section highlights programmes, both current and historic, that supports the objective of achieving the Youth Economic Empowerment.

##### **4.2 PUBLIC SECTOR ECONOMIC EMPOWERMENT PROGRAMMES**

Government departments and agencies offer a range of support options for enterprise development. The table below highlights some of these programmes and agencies and provide a short description of the focus of the specific programme or agency.

**Table 10: Government enterprise support agencies / programmes**

Programme /Agency Name	Department	Focus Of Programme / Agency
Comprehensive Agriculture Support Programme (CASP)	Department of Agriculture	To provide intervention in Information and technology management; Technical and advisory assistance; marketing and business development; training and capacity building; financial support; farm infrastructure.
Investing in Culture Programme	Department of Arts and Culture	The programme offers funding for the following: raw materials (e.g. beads); skills training; starting or sustaining small. medium and micro enterprises (SMMEs).
Media Development and Diversity Agency(MDDA)	Department of Arts and Culture	The MDDA promotes media diversity and development by providing financial and other support to community and small commercial media projects. Beneficiaries are offered mentorship, monitoring and evaluation, and are given in-depth knowledge to help them manage and improve their programmes
Micro-Agricultural Financial Institution of South Africa (mafisa)	Department of Agriculture	Mafisa was developed as a micro and retail agricultural financial scheme for economically active poor people. Mafisa will allow access to financial services through selected financial institutions on an affordable and sustainable basis.
National Arts Council	Department of Arts and Culture	The National Arts Council funds individuals, community organisations, institutions and companies in various disciplines: craft, dance and choreography, literature, music, theatre and visual arts.

National Development Agency	Department of Social Development	<p>The National Development Agency's primary mandate is to eradicate poverty by granting funds to civil society organizations that implement developmental projects of poor communities.</p> <p>The NDA seeks to strengthen human development capacity of civil society organisations involved in direct service provision to poor communities through the following programmes: Early Childhood Development; Food security; Income generation; Capacity building Programmes; Supporting Vulnerable Groups</p>
National Youth Development Agency		It provides grant finance combined with business development support. Enterprise Finance is aimed at promoting entrepreneurship among young people, so it provides funding to youth aged 18-35 years old to help them start a new business or grow an existing one. Finance is provided directly and through partners.
SEDA	Department of Trade and Industry (the dti)	<p>SEDA's mission is to develop, support and promote small enterprises throughout the country, ensuring their growth and sustainability in co-ordination and partnership with various role players, including global partners, who make international best practices available to local entrepreneurs.</p> <p>It is mandated to implement government's small business strategy; design and implement a standard and common national delivery network for small enterprise development; and integrate government-funded small enterprise support agencies across all tiers of government.</p>
Women Economic Empowerment	Ministry of Women, Children and	Isivande Women's Fund (IWF) is an exclusive fund that aims to accelerate women's economic empowerment by providing more affordable, usable

	People with Disabilities	and responsive finance than is currently available. The IWF targets formally registered, 60% women-owned and/or managed enterprises that have been in existence and operating for two or more years with a loan range of R30 000 to R2 million.
Youth Economic Participation	Department of Public Enterprises	The Youth Economic Participation (YEP) programme aims to coordinate the efforts of State Owned Companies (SOC) under the DPE, such as Eskom, Transnet, South African Airways, Broadband Infraco, Alexkor, South African Express, the South African Forestry Company and Denel, towards maximising their inputs towards youth economic empowerment: Job- creation; Skills development; Entrepreneurship development; Corporate Social Investment (CSI) and related initiatives.

Over and above these programmes region specific agencies such as Ithala Bank in KwaZulu-Natal offers access to loan finance for the establishment of small enterprises.

From direct engagements with SEDA, NYDA and Ithala offices, as part of earlier studies, the following initial conclusions are drawn:

- Existing linkages between key agencies: There appears to be linkages between the key agencies / programmes responsible for the provision of enterprise development support. For example, SEDA generally does not make grant or loan funding available, but will refer clients to NYDA, NDA or a financial institution (such as Ithala) for financial support. On the other hand NYDA and Ithala refer clients to SEDA for business planning support.
- Accessing enterprise development support: Generally the agencies do not operate on the grass roots level. It appears as if offices are only located in main centres and prospective clients must visit these offices to access services. Officials are generally accessed through the setting up of appointments (in the case of NYDA it was confirmed that the official engaged with can only schedule appointments in two to three weeks). It is expected that this will limit the extent to which the poorest of the poor access the services offered.
- Availability of enterprise development support: From the engagement with the three agencies it appears as if there is currently a reliance on SEDA to assist entrepreneurs with the development of competent business proposals or business plans.

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**MSUNDUZI MUNICIPALITY**

- Availability of enterprise development training: SEDA appears to be the main provider of enterprise development services and training, however, NYDA also offers what is referred as an Enterprise Development Programme which includes either a one day or a four day course to be attended.
- Legibility for support from agencies: NYDA is specific in terms of the enterprises it supports. The enterprises must be 100% South African owned, 100% black owned and 100% owned by individuals aged between 18 and 35.

### 4.3 YOUTH EMPOWERMENT IN THE MUNICIPALITY

The Msunduzi Municipality is engaged in a number of programmes with special groups (youth, women, the aged and the disabled) reported on in the 2022-2027 IDP. The projects relating specifically to the youth include:

- Sports programmes: Local games are organised for the youth to compete for representation in the District games, from which a team is selected to participate in the SALGA Games which are held annually. This programme has been running since 2002.
- The Junior City Council (JCC): This is a Youth Council for young people from the Msunduzi Municipality, which meets on a monthly basis. A number of programmes are associated with this, including: A back to school campaign involving visits to 5 schools - one in each zone where stakeholders are invited to address the youth according to social ills identified in schools; Child Protection Campaigns dealing with issues like child abductions; School exchange programmes between four urban and four rural schools; Taking a child to work, where learners are identified from schools and placed in different business units in the Municipality; The JCC Sports Festival involving soccer and netball events; and Leadership Training to capacitate members of JCC, together with 37 ward youth representatives.
- Vocational guidance: One week programme at central locations in each zone, exposing the youth to career opportunities.
- School Uniforms: The purchase of school uniforms for needy children in ten identified schools.
- Reed Dance: Provision of busses to assist girls attending the annual reed dance at KwaNongoma.
- Driver's licences: Assisting orphans and previously disadvantaged youth in acquiring driver's licences.
- Youth Centre and Career Guidance Councillor: This office is funded by the Municipality and is located opposite the City Hall.

### 4.4 STAKEHOLDERS IN YOUTH EMPOWERMENT

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MSUNDUZI MUNICIPALITY

There are currently a number of stakeholders with a role to fulfil in terms of the Youth Economic Empowerment in Msunduzi.

- **PUBLIC SECTOR**

Potential public sector stakeholders in Youth Economic Empowerment includes:

- Msunduzi Municipality
- uMgungundlovu District
- Dept of Economic Development, Tourism and Environmental Affairs
- KZN Provincial Treasury
- Sector Departments

- **EDUCATION**

Potential education stakeholders with a role to fulfil in the Youth Economic Empowerment includes:

- University of KwaZulu-Natal
- Durban University of Technology
- Technical and Vocational Education and Training Colleges
- Community Education and Training Colleges
- Private Tertiary Education Institutions
- Secondary Schools

- **PRIVATE SECTOR**

Potential private sector stakeholders with a role to fulfil in the Youth Economic Empowerment includes:

- Pietermaritzburg Chamber of Business (PCB)
- Various Sector Education Training Authorities (SETAs)
- Major corporates active in Msunduzi
- Smaller business organisations (formal and informal)
- Individual businesses.



#### 4.4.1 NON-PROFIT AND COMMUNITY ORGANISATIONS

A number of organisations potentially fulfilling a role in the Youth Economic Empowerment has been identified through the research undertaken for this strategic planning initiative. This database should be maintained and updated on an ongoing basis.

**Table 11: Organisations For Youth Economic Empowerment Workshop**

<p>African Christian Democratic Party - Council - uMsunduzi / Pietermaritzburg</p> <p>Rienus Niemand 076 289 0982  <a href="mailto:rienus.niemand@gmail.com">rienus.niemand@gmail.com</a></p>	<p>African Enterprise            1 NON SUCH ROAD,            MONTROSE,            PIETERMARITZBURG            3202            Lerato            033 347 1911  <a href="mailto:aesa@ae.org.za">aesa@ae.org.za</a></p>
<p>African Enterprise            1 NON SUCH ROAD, MONTROSE,            PIETERMARITZBURG 3202            Lerato            033 347 1911  <a href="mailto:aesa@ae.org.za">aesa@ae.org.za</a></p>	<p>ANCWL</p> <p>Nomabhelu Duze -            Chairperson of Region            Ntombizonke Phoswa - Co-ordinator            072 285 5992            071 414 0370  <a href="mailto:ntombizonkephoswa@gmail.com">ntombizonkephoswa@gmail.com</a></p>
<p>ANCWL</p> <p>Nomabhelu Duze - Chairperson of Region            Ntombizonke Phoswa - Co-ordinator            072 285 5992 / 071 414 0370  <a href="mailto:ntombizonkephoswa@gmail.com">ntombizonkephoswa@gmail.com</a></p>	<p>ANCYL -            Administrator            072 461 0755            Lwazi            031 368 3499</p>
<p>ANCYL - Secretary Gerila</p> <p><a href="mailto:Zondi_zondi1906@gmail.com">Zondi zondi1906@gmail.com</a></p>	<p>Black Management            Forum (UKZN)50            Dewaal Street,            Pietermaritzburg</p> <p>Zintle Base            078 099 3418  <a href="mailto:zintle.base@yahoo.com">zintle.base@yahoo.com</a></p>
<p>Coloured Roses</p> <p>Phumelele Kunene 073 450 9429  <a href="mailto:kunenephumelele07@gmail.com">kunephumelele07@gmail.com</a></p>	<p>Congress of the People - COPE</p> <p>Alias Khotso            Mofokeng            073 699 7633  <a href="mailto:khotsocope@gmail.com">khotsocope@gmail.com</a></p>
<p>Create            14 Hyslop Road, Midlands, Pietermaritsburg, 3201            Forward Mlotshwa            033 345 5088  <a href="mailto:create3@telkomsa.net">create3@telkomsa.net</a></p>	<p>DA</p> <p>Yusuf Cassim - Federal Youth            Chairperson 086 122 5532  <a href="mailto:dayouthchair@gmail.com">dayouthchair@gmail.com</a></p>

<p>DA Youth</p> <p>Mzamo 061 456 1253 <a href="mailto:aoc@dakzn.org.za">aoc@dakzn.org.za</a></p>	<p>Disabled People South Africa - Kwazulu Natal 3 Church Lane, Pinetown 3610</p> <p>Thami 031 701 2951 / 072 627 9734 <a href="mailto:kzn@dapsa.org.za">kzn@dapsa.org.za</a></p>
<p>Dlalanathi Organisation</p> <p>033 345 3729 <a href="mailto:admin@dlalanathi.org.za">admin@dlalanathi.org.za</a></p>	<p>EFF Student Command - CoOrdinator of the Region</p> <p>Fortune Bhengu 082 502 4723 061 456 1253 <a href="mailto:fortunebhengu72@gmail.com">fortunebhengu72@gmail.com</a></p>
<p>Eskom Youth Programmes</p> <p>Gcinimuzi Mafrika 083 800 2123 <a href="mailto:gcinimuzi.mafrika@gmail.com">gcinimuzi.mafrika@gmail.com</a></p>	<p>Esther House</p> <p>Nokuthula Zwane 033 345 5843 <a href="mailto:ijesterjouse@futurenet.co.za">ijesterjouse@futurenet.co.za</a></p>

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**MSUNDUZI MUNICIPALITY**

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Source: Stratplan Database 2017

## 5. ISSUE IDENTIFICATION (CHALLENGES)

### 5.1 INTRODUCTION

The Youth faces a diverse range of challenges or obstacles in accessing economic opportunities in both the formal and informal sectors. Often when a group or individual overcomes one or a couple of challenges it will only be found that further obstacles in accessing opportunities emerge. In developing a strategy for the Youth Economic Empowerment it becomes essential to understand the various challenges youth encounter in accessing economic opportunities. This section attempts to, based on basic desktop research and engagements in a workshop, categorise and identify the various challenges.

The categorization and listing of challenges youth face is viewed as a starting point for strategy development and should not be viewed as a comprehensive or complete list. It is also fairly generic and overlaps substantially with challenges experienced in terms of the Youth Economic Empowerment. The categories of challenges identified include:

- Perceptions
- Education and training;
- Access to finance;
- Access to business support;
- Access to means of production (both instruments and subjects of labour);
- Legislation; and
- Leadership and Organisation.

Each of the above categories of challenges are further expanded on in the discussions that follow. In relation to the **SWOT analysis** the challenges listed here reflect both 'weaknesses' and 'threats'.

## 5.2 PERCEPTIONS

Often perceptions of the abilities of young people and their lack of experience makes it difficult for young people to secure employment or other forms of support for entrepreneurial opportunities they pursue.

## 5.3 EDUCATION AND TRAINING

Access to quality education and training remains a major challenge for youth wanting to access economic opportunities. The "Fees Must Fall" campaign of 2016 placed this firmly on the development agenda. The still relatively low education levels of youth in the workforce has been confirmed in the analysis of the 2022 Census statistics (although it appears as if there has been some improvement in this regard). The low education level is a basic challenge for youth wanting to access economic opportunities, and can unfortunately not be addressed adequately in the short term. Government is pursuing various policies aimed at improving levels of education, but it is anticipated that this will have limited impact on the current workforce.

Challenges for youth in accessing further education includes:

- Sub-standard primary and secondary education;
- Financial burden of accessing education and training;
- Lack of time and other resources to access education;
- Inappropriateness of education and training offered;
- And others.

## 5.4 ACCESS TO FINANCE

Various forms of funding can be accessed with a view to establish enterprises in the formal or informal sector.

Types of funding available broadly includes:

- Grants: These are funds disbursed by one party, often a Government Department, Corporation, Foundation or Trust, to a recipient, often a nonprofit entity, educational institution, business or an individual". Grants are probably at present the most common form of finance for the enterprise development with various government department and institutions making grants available to the sector.
- Subsidies: Subsidies are referred to as "a form of financial assistance paid to a business" by the government to producers or distributors in an industry to prevent the decline of that industry or an increase in the prices of its products or simply to encourage it to hire more labor. Subsidies can be used to encourage the sale of exports, expansion of farm production etc.
- Loans: When a loan is accessed, the borrower or person making the loan, initially "receives or borrows an amount of money, called the principal, from the lender, and is obligated to payback or repay an equal amount of money to the lender at a later time. Typically, the money is paid back in regular instalments, or partial repayments; in an annuity, each instalment is the same amount.
- Equity: Share equity or equity is often referred to in development projects. Nicholson (2008) indicates that "the difference between a loan (or debt) and equity capital is that loan finance is repaid with interest, whereas an equity investment is made in exchange for a share in the ownership of the venture".

The following sources of funding for enterprise development could be considered:

- Public Sector
- Private Sector
- Funding Agencies
- Donors
- NPO sector

For individuals and community groups funding for development projects and enterprise development is, however, often difficult to access for a number of reasons. These reasons are well-documented and will not be elaborated on, but includes:

- Lack of information available regarding funding sources and approaches to accessing the funding;

- Existing 'funding confusion, where potential beneficiaries are often not clear on what the most appropriate funding source for a specific project / initiative will be;
- Specific focus of government programmes that may often not align with the needs of beneficiary communities;
- Complex application processes and unrealistic requirements in terms of information required to process applications;
- Lack of capacity in grant finance institutions to effectively disburse and manage funds allocated.

## 5.5 ACCESS TO BUSINESS SUPPORT

The major change in government support for small enterprise development over the past decade was the consolidation of a number of uncoordinated business support initiatives under the umbrella of the Small Business Development Agency (SEDA) in 2005, as described in the Small Enterprise Development Strategy mentioned above. The Strategy indicates that the then newly established SEDA incorporates previous programmes such as Ntsika, Namac, CPPP and some other existing agencies. The intention was not for SEDA to replace existing interventions by any stakeholders, "...but seeks to ensure that new and existing public-sector programmes are co-ordinated around a clear long-term vision for the SMME sector". It was also intended to ensure that financial and non- financial services offered to small business are integrated (dti 2005). At the time the primary functions for SEDA were stated to include co-ordination, monitoring and evaluation, ensuring consistency of service-delivery quality across the implementing agencies, programme design and adjustment, and information management.

Rogerson (2004 as in Marais 2008), in a review of business support to microenterprises, indicates that it has been "... argued that current national support programmes offer little in the way of support to survivalist enterprises, women entrepreneurs and rural SMMEs." Marais (2008), in his review of business support in 2008, concludes that:

- *Official business support services in South Africa are of poor quality, with a lack of focus, and with little differentiation in respect of either the economic sector or the level of the enterprise.*
- *Business support services are hampered by the lack of skills in the business support environment.*
- *There is very little evidence that business support services are integrated across different government programmes.*
- *Business support programmes did not reach microenterprises effectively.*
- *There still seem to be major regulatory problems at both the business management level as well as the urban environment, and these inhibit business development.*
- *In terms of the institutional setup, the establishment of SEDA is a step in the right direction. Yet, the jury is probably still out on whether the institutional change in respect of business support has culminated in an improved service. Anecdotal evidence in this respect suggests this not to be the case although there are*

**MSUNDUZI MUNICIPALITY**



*some exceptions.*

There is at present no evidence to suggest that there have been major changes and improvements in the government business support programme since 2008.

Marais (2008) highlights the following implications of the above for enterprises in the 'second economy':

- Although opportunities for job creation through micro-enterprise development are limited it is "... not totally out of the question".
- Generic business support programmes will in all likelihood not work. It is suggested that business advice and training for the smaller informal enterprises should be more demand driven.
- An emphasis on market access for small enterprises may be appropriate. Where market expansion is not realistic, as is generally the case in the small retail sector, sectoral differentiation will be important. Where market access is appropriate "the focus should be on linking these enterprises with larger industries" rather than competing with these larger industries.

**Appendix 4** provides an overview of different approaches to enterprise development that can potentially be considered in Msunduzi in future.

## **5.6 ACCESS TO MEANS OF PRODUCTION**

### **• INSTRUMENTS OF LABOR (TOOLS, FACTORIES, INFRASTRUCTURE, ETC.)**

The spatial structure of the apartheid city and the challenges it poses for economic development is well documented. This will impact on the ability of all previously disadvantaged groups to access the 'instruments of labour'.

Historic settlement policies resulted in a set of spatial economic development challenges that will have to be dealt with in parallel with any attempt to link grant beneficiaries and the unemployed with economic opportunities. The key challenges include:

- Nearly complete absence of economic development investment at scale in previously marginalised areas;
- Long distances people must travel for access to job and economic opportunities;
- Absence of land specifically zoned for economic development in previously marginalised areas;
- Limited facilities that can accommodate economic activities in both urban and rural settlement areas;
- Established transport systems and routes generally favouring trading and other economic activities in well-established urban nodes (not necessarily located in proximity to where people live); and

- Established retail trends favouring established urban areas and nodes.

- **SUBJECTS OF LABOR (NATURAL RESOURCES AND RAW MATERIALS)**

Historically sections of South African society have not had access, or had limited access to, natural resources and raw materials required as a basic input to production processes. Although, in theory at least, everyone should have equal access to the 'subjects of labour', this is generally not the case. Large corporates and companies continue to increase their domination of the production and distribution networks often making entry for small businesses increasingly difficult (probably the best current example of this dominance restricting opportunities can be found in the retail and retail / shopping centre environment). Furthermore, environmental and other development related legislation, often limits the access of the poor to land and natural resources that historically was freely available. This impacts on livelihoods.

## 5.7 LEGISLATION

Various pieces of legislation may potentially impact on employment and enterprise development relating to the Youth Economic Empowerment. Providing a full assessment of the legislation is beyond the scope of this assignment. Key focus areas of legislation that may impact on economic empowerment could include:

- Labour legislation: Labour legislation and regulation of wages are viewed by some, generally the workers, as not protecting the rights of workers adequately. Business on the other hand view the legislation as restrictive and suggest that it impacts negatively on employment. Minimum wages are sector dependent and again views on the effectiveness and impact of minimum wage levels.
- Black Economic Empowerment Legislation: The fundamental objective of this legislation is to "... advance economic transformation and enhance the economic participation of black people in the South African economy". The effectiveness of the legislation and the implementation thereof is often questioned.
- Municipal By-laws: Municipal By-laws often have a role to fulfil in guiding where activities in general, but also economic activities specifically, can be conducted. Municipal By-laws is generally viewed as restrictive and not developmentally orientated, e.g. restricting informal trade in certain locations and limiting activities that can be conducted from specifically residential properties. However, Municipal By-laws together with Land Use Management Systems remain an important tool for ensuring orderly and managed urban development.

## 5.8 SUPPLY CHAIN MANAGEMENT

Through various Acts legislation establishes procurement systems to be followed by public sector institutions in procuring goods and services. Such procurement systems often impact negatively on the ability of the public sector to be developmentally orientated.

A preliminary assessment of the 2014 Supply Chain Management policy of the Msunduzi Municipality suggested that there are no specific guidelines for procurement from the Youth. Part 5 of the Policy, however, addresses preferential procurement and establishes mechanism for managing preferential procurement.

A number of specific allowances in the current Supply Chain Management policy that will benefit procurement from youth and micro and small businesses include:

- Paragraph 21(g): *The Msunduzi Municipality may give preference to local suppliers and/or service providers*
- Paragraph 53: *Where there is no designated sector, bids may include, as a specific condition of bidding, that only locally produced goods, services or construction works, or locally manufactured goods with a stipulated minimum threshold for local production and content, will be considered, on condition that such prescript and threshold(s) are in accordance with the specific directives issued for this purpose by the National Treasury in consultation with the Department of Trade and Industry.*
- Paragraph 54: *In order to encourage increased participation and the sustainable growth of the small business sector, the unbundling of larger projects into smaller, more manageable, contracts is encouraged.*
- Paragraph 55: *One of the City's key socio-economic objectives is to facilitate the creation of employment for the people of Pietermaritzburg.*
- Paragraph 56: *The targeting of labour and/or enterprises from specific areas within the boundaries of the Msunduzi Municipal area may be achieved, where appropriate, by specifying in the bid documents, a minimum level of participation (a contract participation goal) that must be achieved in respect of targeted labour and/or targeted enterprises in the performance of the contract.*

Future revision of the Msunduzi Supply Chain Management Policy should, however, include specific guidelines, in line with national and provincial policies, addressing the youth economic empowerment. Other public and private sector partners of the Municipality should be encouraged to develop similar guidelines.

## 5.9 LEADERSHIP AND ORGANISATION

Leadership and organization, or the lack thereof, is often mentioned in literature as a key challenge to ensuring that the Youth Economic Empowerment is adequately supported. It was noted in the research for this assignment that various organizations promoting and implementing The Youth Economic Empowerment programmes exist, but that the activities appears to be fragmented and uncoordinated.

The extent of leadership and organization relating to the Youth Economic Empowerment in Msunduzi requires further consideration.

## 6. OPPORTUNITIES FOR YOUTH ECONOMIC EMPOWERMENT

### 6.1 INTRODUCTION

The Youth Economic Empowerment should be pursued in all sectors of the economy. However, considering the challenges identified, and the slow progress that has been made in terms of the Youth Economic Empowerment to date, focusing on specific sectors and opportunities, with a view to making a greater impact, may be considered.

This section attempts to highlight some of the sectors and opportunities that could potentially support the empowerment focus. The opportunities potentially relate to the following sectors:

- Municipal Sector
- Public Sector
- Specific Economic Sectors
- Private (Formal) Sector
- Informal Sector

Each of the above categories of opportunities are further expanded on in the discussions that follow. In relation to the **SWOT analysis** the opportunities listed here reflect both 'strengths' and 'opportunities'.

### 6.2 MUNICIPAL SECTOR

The opportunities in the Municipal Sector is key to this assignment as this is where the Municipality and local stakeholders are most likely to influence how the Youth Economic Empowerment is supported.

Within the Municipal Sector the following opportunities for the Youth Economic Empowerment has been identified:

- **Municipal Procurement:** The municipality procures goods and services daily. Ensuring that clear guidelines are established, specifically for the inclusion of youth in tenders, the municipality can directly impact on the Youth Economic Empowerment.
- **Public Works Programmes:** The Municipality participate and/or initiate a range of public works programmes. Adequate representation of Youth in these programmes will be important.
- **Municipal Employment / Internships:** The Municipality is a major employer in Msunduzi and through progressive employment policies must ensure opportunities for the Youth and then also specifically young women.
- **Infrastructure and Related Maintenance:** The Municipality manage and maintain substantial infrastructure networks. Through municipal procurement and public work programmes substantial resources are devoted to maintenance of infrastructure. Training approaches and procurement policies must be in place to support local enterprise development and youth employment.

### 6.3 PUBLIC SECTOR

Although the Municipality does not have control over procurement and employment processes in the wider Public Sector it does, through various mechanisms, including its Integrated Development Plan, have the ability to influence these processes in key departments. As for the Municipal Sector the following opportunities for supporting the Youth Economic Empowerment exists in the Public Sector:

- **Public Sector Procurement:** The municipality procures goods and services daily. Ensuring that clear guidelines are established, specifically for the inclusion of youth in tenders, the public sector departments can directly impact on the Youth Economic Empowerment.
- **Public Works Programmes:** The Public Sector is responsible for a range of public works programmes. Adequate representation of Youth in these programmes will be important.
- **Public Sector Employment / Internships:** The Public Sector is a major employer in Msunduzi, specifically considering the vast number of provincial and national departments in the Province anchored in the Capital. Through progressive employment policies opportunities for Youth Economic Empowerment must be ensured.

## 6.4 SPECIFIC ECONOMIC SECTORS

Youth are able to participate effectively in any sector of the economy and it is therefore not wise to just focus on the Youth Economic Empowerment in a selected number of sectors. However, when considering the Msunduzi economy and the key sectors within the economy a number of sector specific opportunities should be noted. The sectors, in which opportunities could specifically be pursued, include:

- **Retail / Trade:** Msunduzi as a regional centre is strong retail / trade centre offering a range of opportunities from informal to formal sector trade.
- **Textiles, clothing and footwear:** Manufacturing of textiles, clothing and footwear has always been a strong focus in the Msunduzi economy. Although the contribution of this sector to the economy has declined over the past two decades substantial skills in the sector remain. Availability of these skills present an opportunity for enterprise development and employment in these sectors.
- **Manufacturing / Production:** The Msunduzi economy has always accommodated a strong manufacturing / production sector. Some of the production opportunities that can be further pursued in the Youth Economic Empowerment strategies include food and medicine related, soaps and washing powders, building materials, arts and crafts, etc.
- **Agriculture / Agri-processing:** Few young people nowadays seem to want to engage in the agricultural sector. However, Msunduzi has a strong agriculture and agri-processing section presenting a range of opportunities. This includes opportunities in both primary production and processing of agricultural products. Considering the strong agricultural and agri-processing base of the Msunduzi economy it may be well worth to specifically consider opportunities in this sector.
- **ICT / Electronics:** The ICT and electronics sector is a new sector and from this perspective presents opportunities. Younger people generally understand and engage better in this sector and various opportunities in this must be further investigated.

- **Tourism:** Msunduzi and the KZN Midlands have strong competitive advantages in terms of the tourism sector. These are reflected on elsewhere. The nature of the opportunities in the tourism industry makes this a sector offering a range of opportunities for youth and women empowerment.

Specific economic sectors to be targeted for the Youth Economic Empowerment should be further investigated.

## 6.5 PRIVATE (FORMAL) SECTOR

The private sector, or formal economy, offers a wide range of opportunities for the Youth Economic Empowerment either in terms of sub-contracting arrangements or direct employment.

- **Sub-contracting:** In terms of sub-contracting there is a wide range of services that small entrepreneurs can offer larger businesses including security, cleaning, maintenance, transport, production etc. In order for emerging entrepreneurs to access such opportunities the flow of information regarding the opportunities and requirements will have to be substantially improved.
- **Employment:** Employment remains an important component of the Youth Economic Empowerment. Challenges to growing private sector employment of youth often includes (1) lack of experience or the perception thereof, (2) inadequate qualification, training and education, and others.

## 6.6 INFORMAL SECTOR

The informal sector is often viewed as an entry point into the economy. The informal sector offers a range of opportunities and the narrow current focus on the informal trade as representing the informal sector remains a major challenge.

Broadly speaking informal enterprises in KwaZulu-Natal and South Africa can be divided into three groups, viz.

- The retail / services related enterprises;
- The production related enterprises; and
- Agricultural enterprises.

The retail and service related informal businesses includes a wide range of enterprises such as general dealers, spaza shops, tuck shops and services such as hair dressers, electronic repairs, car repairs etc. (shebeens and taverns are specifically excluded from this category as these businesses are required to be registered in terms of the law and fall under different regulations to informal enterprises). The number of these within a specific community will to a large extent relate to the urban structure and whether established activity nodes exist within the area.

Production related informal businesses include welders, wood workers, seamstresses, spray painters, artists, caterers, bakers and others. In each of the areas engaged with over the past three years between 30 to 40 production related enterprises have been identified without having to conduct detailed house to house surveys.

Agricultural groups or producers are also generally present, even in urban locations.

The smaller retail, service and production related businesses engaged with in the past have generally been found to be marginal (survivalist in nature with limited income generated), having limited access to formal trading space, and with limited prospects for graduation out of the informal sector. Business skills are limited, there is substantial duplication in terms of products traded in and often the informal traders are merely re-selling items purchased from nearby formal traders.

The production-based enterprises identified offer an interesting mix of business types and products. In some cases it was found that the production focus in an area relates to the (historic) focus of formal industries in the area, e.g. a strong sewing groups were identified in the Geordedale area of Mpumalanga in eThekweni which relates to the textile industry in the Hammarsdale Industrial area). Specific challenges for these businesses are access to space to operate from and connection to water and electricity. However, business skills, financial resources and access to markets present challenges.

The table below present a preliminary categorisation of informal sector businesses in KwaZulu-Natal.



**Table 12: Categories and Types Of Informal Businesses**

Category	Type	Products/Services
Retail/Trade	Home based shops (Tuck shops / Spaza shops)	Snacks and sweets
		Groceries
		Fruits and vegetables
		Bread and milk
		Cold drinks
		Sugar, spices and salt
		Flour, rice and meliemeal
	Street traders	Fruits and vegetables
		Cooked food
		Airtime
		Traditional muthi
		Vetkoek
		Newspapers
		Cigarettes
	Markets (Permanent / Periodic)	Traditional clothing
		Blankets
		Spices
		Cooked food
Muthi		
Clothing		
		Beadwork

Category	Type	Products/Services	
	Livestock traders	Poultry	
		Goats	
		Sheep	
		Cattle	
	Mobile traders	Fruit and vegetables	
		Meat	
		Other manufactured products	
	Manufacturing	Home based activities	Dress making
			Welding
			Carpentry
Upholstery			
Food / catering			
Various arts, crafts, consumables, food stuffs etc.			
Hive industries (Incubation centre)	As per home based activities		
Personal Services	Home based services	Salons	
		Photography	
		Manicure and pedicure	
		Nursery Schools	
		Traditional healers (Sangoma)	
	On street services	Salons	
		Photography	
		Manicure and pedicure	
		Car guards	
Business Services	Home based services	Public phone services	
		Admin services	
		Mashonisa (Loan sharks - illegal)	
	On street services	Public phone services	
		Admin services	
		Mashonisa (Loan sharks – illegal)	
Services	Home based services	Car mechanics	
		Panel beaters	
		Plumbers	
		Electricians	
	On street services	Car mechanics	
		Panel beaters	
		Auto electricians	
		Car wash	
		Exhaust specialists	
	Home based services	Gardening services	

Category	Type	Products/Services
Domestic employment		Home helpers/care
		Child minders
Agriculture	Subsistence producers	Vegetables and fruit
		Livestock
		Poultry
	Small scale commercial	Vegetables and fruit
		Livestock
		Poultry
		Sugar cane
		Plantations
	Co-operatives	Vegetables and fruit
		Livestock
		Poultry
		Sugar cane
		Plantations
	Recycling	Waste collectors
Cans		
Paper and cardboard		
Glass		
Metal		

Source: Strat Plan 2014 (Prepared as part of the KZN Informal Strategy initiative)

## 7. STAKEHOLDER VIEWS ON YOUTH ECONOMIC EMPOWERMENT

### 7.1 INTRODUCTION

Since South Africa is a youthful nation, and Msunduzi a youthful municipality, it is expected that both social and economic issues that face the youth will be just as many. The youth economic empowerment workshop indeed uncovered these challenges as they ranged from skills development, lack of job opportunities to perception and corruption.

The sections following reflects challenges and opportunities for the youth economic empowerment raised in the stakeholder's engagement held on 22 and 28 March 2024. in the Pietermaritzburg Library Auditorium 1 and Auditorium 2. Issues to be included in a future youth empowerment strategy are also listed. See overleaf and **Appendix 2** for the attendance register for the event.

## 7.2 CHALLENGES: YOUTH ECONOMIC EMPOWERMENT

### ***Lack of Economic Opportunities***

- Lack of economic opportunities for the youth as it is hard for the youth to enter either the job market or to start their own businesses. Some employers are reluctant to hire young people while investors are not keen to invest in youth businesses.

### ***Lack of Skills Development***

- Lack of technical skills development;
- Skills training costs a lot of money which most youths don't have;
- Our education system does not teach business studies from primary schools to high schools.

### ***Social Issues***

- Teenage pregnancy and its potential to negatively affect the education of young women;
- Drug abuse which leads to criminal activity and demotivates youth to further their education and skills development;
- There is a decrease of male youth participants in the economy.

### ***Lack of Business Support***

- Lack of business support i.e. access to markets, funding, business loans and writing business plans;
- Lack of innovative ideas to grow their small businesses;
- Startups are not really supported by either the municipality or the private sector;
- Prices in the agriculture market are determined by the privileged minority who are financially well to do which is extremely frustrating for small businesses;
- Lack of growth for SMMEs owing to lack of support or funding;
- Some business ideas are not protected and gets stolen when shared with the wrong people;
- Inability of the youth to develop innovative ideas to start meaningful enterprise;
- Advertising business in either community papers or community radios is very expensive and this negatively affect sales and business growth.

### ***Perception***

- Negative perceptions about the youths.

### ***Lack of Job Opportunities***

- The youth experience a high rate of unemployment in society;
- Some youth although are well trained or educated, they are hardly hired permanently which means they languish at home with certificates;
- There is an oversupply of people in certain careers, which reduces employment opportunities;
- Many Graduates resort to doing jobs that are not linked to their degrees due to scarce opportunities.

### ***Corruption and Bureaucracy***

- Government corruption and bureaucracy especially when applying for tenders;
- Attitudes of departmental officials are despicable which renders departmental offices unfriendly to approach for services (Batho Pele Principles – People First).

### ***Lack of Funding***

- Lack of access to funding, especially for rural people as they stay far from the main cities where such services are offered
- Lack of capital to undertake big projects
- Lack of support for Pietermaritzburg Chamber of Business (PCB) to continue running a 14-week business support and mentoring programme for small business
- Inaccessible business loans as a lot of paperwork, that most SMMEs do not readily have in their possession, are required by financial credit providers
- There are no statistics for unfunded youth owned businesses

As a result of these challenges, some of which are persistent, some youth have become demotivated while others have resorted to the life of crime. However, the common sentiment at the workshop was that such socio-economic challenges could easily be addressed by the public-private partnership of willing participants.

## **7.3 OPPORTUNITIES: YOUTH ECONOMIC EMPOWERMENT**

As the socio-economic challenges are many, equally so are social and economic opportunities with potential to revive local economies and plant new hope in the lives of local youths. These socio-economic opportunities include business chamber representation, taking advantage of development agencies such as SEDA and the NYDA among other means. Herewith follows a list of opportunities for the empowerment of the youth.

### ***Industrial Potential***

- Manufacturing (welding, bricks, clothes) and agriculture food processing are big opportunities for the youth to apply their trade in.

### ***Business Chamber Potential***

- Youth representation in Pietermaritzburg Chamber of Business (PCB) will ensure youth has a strong voice and that issues pertaining to youth business development are addressed
- Pietermaritzburg Chamber of Commerce (PCB) should influence policy to develop youth businesses and SMMEs

### ***Business Development Agencies Potential and Municipal Support***

- The National Youth Development Agency (NYDA) should be more accessible to people in rural areas to effect its mandate of funding youth businesses
- Municipalities should come to the aid of deserving youth quickly so as not to hamper their business development
- Municipality should pay companies they are doing business with on time and without unnecessary delays
- NYDA should only give grants to deserving youths who show genuine potential to grow

### ***Local Activities Potential***

- Youth businesses should benefit from local events such as the annual Comrades Marathon and the three day Duzi Canoe Marathons
- The strategy must address the use of drug and vagrants;

### ***Economic Markets Expansion***

- Hospitals and prisons should serve as markets for agricultural producers and clothes manufacturers

### ***Skills Development Potential***

- Youths that are deemed 'un-educable' should at least be trained in trades that they excel in so that they can be economically active
- Trade tests should be made accessible so that youths that are skillful in particular trades can have the opportunity to generate certificates and get accreditation that attest to their skills
- There should be programmes that link unemployed graduates to various SETAs to gain work experience and avoid being idle
- Skills development should happen while youth is still at school so that such trades are ingrained in them to

render them economic active

- There should be a differentiation between education and training. Although the two should go together, for those youths who are not educable for whatever reason, they should be trained still so that they are empowered to make a living for themselves
- Youth should be trained in skills such as bookkeeping, paying taxes and running businesses in a professional manner
- Youth should participate in land redistribution beneficiation as land or space is a crucial aspect in starting or growing businesses
- The municipality must conduct School business incubation programmes;

### ***Mentorship Potential***

- Local areas should be visited by colleges, universities and business mentors to inspire the youth to remain motivated
- Doing road shows to share ideas with various youths in different areas is necessary
- Youths must have passion for business and not get involved for the sake of receiving stipends or grants
- Community dialogue camps organised by the Department of Social Development provides opportunities for skills development and mentorship

### ***Public Private Partnership Potential***

- Public private partnership should be encouraged as the two entities have the potential to substantially develop communities together
- Big companies in Pietermaritzburg such as Hulamin, an aluminium products manufacturer, should get involved in social responsibility programmes and thus develop small businesses and capacitate local people to be more employable
- Global Fund, a grassroots grant maker working to promote and support institutions of community philanthropy around the world, appoints local NGOs to administer their community initiatives through building institutional capacity and promoting collaboration and networks to advance community foundations
- Private companies such as Cornerstone subcontracts local youths thus giving them means to build a living for themselves

### ***Business Development***

- Policy that encourages localizing and domestication of procurement should be implemented and monitored
- There should be incubators for small businesses i.e. skills development, mentoring and funding
- There should be adequate protection of local businesses and natural resources
- Government tenders and set asides should benefit the youth accordingly
- Co-ops are supported more by the provincial government which entail that more and more youths should get into that sector
- Youths should learn to consider partnerships with other business people rather than over relying on municipalities as this might hamper their growth and development
- Youth businesses shouldn't just be subcontractors, but they should be main contractors. The youth can achieve this by attaining accreditations and enough capital to undertake massive projects
- Lawn cutting businesses is easy and is a booming business that some youths can get into
- Some local co-ops have been subcontracted by government to supply toiletries clinics, desk and chairs for schools and other machinery for hospitals. Such contracts provide decent living for local businesses and should happen more often
- Youth should get involved in recycling trades i.e. paper, plastic, metal and bottle. These are easy to collect and only require enough space for storage

### ***Exchange Programmes***

- To consider exchange programmes with people from Johannesburg so that local people can be exposed to other areas and learn accordingly

### ***Agriculture Potential***

- Permaculture as it is a traditional agricultural practice most farmers know and understand, that uses natural resources such as wind, water, and the sun to provide commercial and subsistence food as well as shelter for livestock, without depleting agricultural land

### ***Job Opportunities***

- More youth should be involved with Expanded Public Works Programmes (EPWP) so that they remain employed and get more skills albeit for a fixed period

### ***Selling and Renting of Property***

- Selling and renting properties as it does not cost lots of money to do this



### ***Political Buy-In or Political Intervention***

- Msunduzi Municipality distances itself from the people and makes it difficult for the youth to approach for assistance
- Only big conglomerates continue to grow while SMMEs struggle and plummet

These opportunities, if taken advantage of, will ensure that Msunduzi has a thriving youth that is happy, skilled, educated and motivated to take on the world.

The youths represented at the youth empowerment workshop resolved that the enlisted socio- economic opportunities should be prioritised as follows:

- Skills development
- Access to funding
- Access to markets

These priorities are all business related and with them the youth emphasized the need for economic freedom for themselves as well as others by creating employment and making things happen for themselves as waiting for the municipality or any other entity to do things for them, may take forever.

## **7.4 TOWARDS A STRATEGY: YOUTH ECONOMIC EMPOWERMENT**

The workshops identified the following components / issues to be reflected in a Youth Economic Empowerment Strategy for Msunduzi:

- Strengthening associations i.e. chamber, youth empowerment structures;
- Supporting local manufacturing i.e. block making, welding, carpentry, tailoring, working space;
- Skills development i.e. manufacturing, running a business, marketing, accreditation, certificates, trade tests, uneducable youths, SETA, exchange programmes
- Taking advantage of development agencies i.e. NYDA, SEDA, writing business plans, explaining business models;
- Taking advantage of local periodic events i.e. Duzi Canoeing Marathon, Annual Comrade Marathon;
- Accessible markets i.e. hospitals, prisons, schools;
- Youth mentorship i.e. road shows, college reach out, SEDA reach out, NYDA reach out, private industries reach out, dispelling negative perception;
- Public private partnership i.e. Industries, government departments, civic organisations, labour organisations;
- Procurement benefits i.e. youth owned businesses, set asides, prioritise local business;

- Business development and incubation i.e. brick manufacturing, welding, food processing, rural tourism, recycling, agriculture, second hand clothing, youth business database, co-ops, renting and selling property, innovation, start-ups, funding, capital;
- Political buy-in, i.e. extending invitations to the Premier's office when dissecting youth issues, research, bottom up approach, political freedom;
- Creating employment i.e. hiring more youth, training more youth, provide assistance in the filling of placement forms, mentorship;
- Curbing bureaucracy i.e. government tenders, red tape, unreasonable requirements, friendly and understanding officials;
- The municipality must have red tape reduction strategy;
- Surveys must be updated to capture correct stats on unfunded businesses;
- The municipality must conduct School business incubation programmes;
- The municipality must apply for funding to be used to support youth owned businesses.

## 8. STRATEGY FOR YOUTH ECONOMIC EMPOWERMENT

### 8.1 INTRODUCTION

The Strategy presented has been compiled within the policy framework, based on the current reality and with inputs from stakeholders engaged through interviews and a series of workshops.

The overall strategy includes:

- A vision;
- Key objectives; and
- Strategies, programmes and projects.

### 8.2 VISION FOR YOUTH ECONOMIC EMPOWERMENT

Youth Economic Empowerment is obviously the ultimate vision that this strategy is aiming to achieve. The more specific vision for Youth Economic Empowerment Strategy in terms of the role of the Msunduzi Municipality should potentially be:

***To ensure that Youth Economic Empowerment is promoted and actively supported by all stakeholders in the Msunduzi Municipality. Youth Economic Empowerment must be an integrated part of economic and developmental initiatives within the Municipality.***

Youth Economic Empowerment is aimed at achieving (Radical) Economic Transformation. Economic Transformation will only be achieved once all South Africans have equal access to economic opportunities.

### 8.3 KEY OBJECTIVES FOR YOUTH ECONOMIC EMPOWERMENT

In order to achieve the above vision three key objectives to be pursued have been identified:

- Objective 1: Establishing Structure for the Youth Economic Empowerment;
- Objective 2: Disseminate Information for the Youth Economic Empowerment; and
- Objective 3: Implement Programmes for the Youth Economic Empowerment.

The three key objectives are further unpacked below in terms of related strategies, programmes and projects.

### 8.4 STRATEGIES, PROGRAMMES AND PROJECTS

The potential contribution of each development initiative / project in Msunduzi Municipality should be considered in initial project planning. Over and above this it is, however, essential that specific objectives and programmes be pursued in order to establish a foundation for successful youth economic empowerment in Msunduzi.

The strategies and programmes / projects aimed at achieving the identified objectives is reflected in the Table below.

**Table 13: Table: Youth Economic Empowerment Strategies, Programmes and Projects**

Strategies	Programs / Projects	Focus Areas
Objective 1: Structures For Youth Economic Empowerment		
<b>Strategy: Strengthen Youth Economic Leadership</b>	Municipal Youth Business Forum	<ul style="list-style-type: none"> <li>•Strengthening Key Organisations</li> <li>•Other Youth Organisations</li> </ul>
<b>Strategy: Youth Focused Training and Capacity Building</b>	Youth Training and Capacity Building Programme	Including training and capacity building ito: <ul style="list-style-type: none"> <li>•Tendering</li> <li>•Business Skills</li> <li>•Employment Readiness</li> <li>•Adult Basic Education (Through Community Education and Training Centres (CETC) – PGDP)</li> <li>•Formal Education</li> </ul>

<b>Strategy: Youth Specific Municipal Procurement Guidelines</b>	Develop Youth Specific Municipal Procurement Guidelines	In line with National and Provincial policy develop youth specific procurement guidelines (see Section 6.8 for assessment of current SCM policy).
<b>Strategy: Youth Based Monitoring and Evaluation</b>	Youth Based Monitoring and Evaluation Programme	Including a focus on: <ul style="list-style-type: none"> <li>• Youth Budget Analysis</li> <li>• Meeting Quotas (Monitor Implementation of Procurement Guidelines)</li> <li>• Programme Implementation</li> </ul>
<b>Objective 2: Information For Youth Economic Empowerment</b>		
<b>Strategy: Collect Information</b>	<b>Youth Economic Opportunities Database</b>	Establish and maintain a comprehensive opportunities database covering: <ul style="list-style-type: none"> <li>• Tenders</li> <li>• Job Opportunities</li> <li>• Internships</li> <li>• Public Works Programmes</li> <li>• Entrepreneurship Opportunities</li> <li>• Business Support</li> <li>• Education / Training</li> <li>• Finance</li> </ul>

Strategies	Programs / Projects	Focus Areas
<b>Strategy: Disseminate Information</b>	Youth Desk	Creating dedicated capacity for the collection and dissemination of information for the Youth of Msunduzi
	Information Sessions	Monthly information sessions to share current information, as well as provide basic training. This could be in the format of workshops, exhibitions, informal discussions etc.
<b>Strategy: Youth Issue Awareness</b>	Business Youth Awareness	Ongoing programme through established business organisations to create greater awareness of youth empowerment issues (specifically liaison with the Pietermaritzburg Chamber of Business)
	Government Youth Awareness	Ongoing programme through government stakeholders to create greater awareness of youth empowerment issues
<b>Objective 3: Programmes For Youth Economic Empowerment</b>		
<b>Special programmes to be established</b>	Youth Economic Literacy Programme	Identify, promote and coordinate programmes aimed at developing economic literacy, specifically for the youth.
	Youth Mentorship Programme	Identify and coordinate with business, government and non-profits opportunities for mentorship.
	Youth Economic Infrastructure Programme	Plan and develop economic infrastructure, specifically in previously disadvantaged areas, that will provide youth with access to space and infrastructure from which to launch and build a range of business ventures.
	Special Projects Programme	Identify, monitor and support special projects with a focus on achieving Youth Economic Empowerment.

The above is further unpacked in the Implementation Plan section following.

## **9. IMPLEMENTATION PLAN**

### **9.1 INTRODUCTION**

An Implementation Plan is intended to guide all stakeholders on the types of projects and activities that are to be implemented in order to contribute to the Youth Economic Empowerment. This Implementation Plan will guide stakeholders in terms:

- Projects and activities to be implemented and how these relate to the strategies;
- The roles and responsibilities related to the implementation of projects and programmes;
- The priorities and, related thereto, the timeframes for the implementation of the projects and programmes; and
- The resources required to implement programmes, projects and activities.

In order to achieve the above the Implementation Plan addresses:

- Institutional Structuring for Implementation;
- Resources for Implementation;
- Programme for Implementation;
- Database of Programmes and Projects; and
- Integration with the LED and SMME Plans.

### **9.2 INSTITUTIONAL STRUCTURING FOR IMPLEMENTATION**

A large number of stakeholders currently engage with the economic planning and development in the Municipality and, should the Strategy be implemented, there will be further contributors that will join in processes to support the economic development in the Municipality. It then becomes essential that roles and responsibilities are clarified in order to ensure:

- All efforts to support economic development and radical economic transformation are coordinated;
- The duplication of effort is minimised; and
- The stakeholders are enabled to make focused contributions.

### 9.3 RESOURCES FOR IMPLEMENTATION

The availability of resources, or the potential to access resources, for implementation is critical in ensuring successful implementation of the strategy. In this regard reference is not only made to financial resources, but also to organisational and human resources. The resources available for implementation are discussed in more detail below.

#### 9.3.1. ORGANISATIONAL RESOURCES

A number of stakeholders have an active role to fulfill in the implementation of the Youth Economic Empowerment Strategy. The key organisations / groups in this regard includes the Msunduzi Municipality, various Government Departments, government and other funding agencies, Non-Profit Organisations, local formal and informal business organisations, and others.

The ongoing involvement and commitment of the Municipality in the implementation of the Youth Economic Empowerment Strategy is essential. However, the Municipality has limited resources at its disposal to support this process. The identification of dedicated resources for project implementation will have to be considered.

Important organisational resources within the Municipality to be aligned for the implementation of the plan include:

- **Political leadership:** The Council have a prominent role to fulfill in ensuring an active interest in the Youth Economic Empowerment and obtaining a commitment with the political leadership to support and, where possible, drive implementation.
- **Treasury:** Through the Supply Chain Management system Treasury will maintain and implement guidelines for Municipal procurement to support the Youth Economic Empowerment.
- **Other departments:** All line departments and units will have a specific role to fulfill in supporting Youth Economic Empowerment. It must be ensured that the Strategy is integrated with the activities of the various departments.

Local business organisations and groupings, as well as major corporates, also have a key role to fulfil in implementing the Strategy. It has been noted that the Pietermaritzburg Chamber of Business, with its membership base is keen to contribute to economic empowerment initiatives. As it is difficult to work with businesses individually the establishment and strengthening of links to such business organisations, where they do exist, are essential.

### 9.3.2. HUMAN RESOURCES

Council human resources will have to be allocated to drive implementation of the Strategy. The Special Programmes Unit of the Municipality is already making a contribution, but require the necessary resources to make an impact. For implementation to be successful key positions focusing on the Youth Economic Empowerment will have to be established.

### 9.3.3. FINANCIAL RESOURCES

Various potential sources of funding for projects addressing the Youth Economic Empowerment exists. However, with regard to financial resources, challenges in terms of accessing funding include:

- Competing priorities within the Municipality and the province of KwaZulu-Natal as a whole, these include major investment priorities;
- Accessing funding in the short term due to multi-year budgets already in place; and
- Accessing private sector funding as an incentive for public sector funding (and vice versa).

Over and above municipal funding various potential funding sources exists.

In terms of each of the projects identified in this implementation plan recommendations are made as to the appropriate funding source for the project. More detailed discussion will have to be engaged in with potential funders to secure funding for projects.

**Appendix 1** provides an indication of a range of resources potentially available for the Youth Economic Empowerment.

### 9.4. PROGRAMME FOR IMPLEMENTATION

The implementation of a comprehensive Youth Economic Empowerment Strategy is a new endeavor for the Municipality and will require a phased approach if it is to be successfully implemented. The basic phases in the process will include:

- Phase 1: Council and Stakeholder Support;
- Phase 2: Setting Up and Resource Allocation;
- Phase 3: Establishing Institutional Structure and Systems;
- Phase 4: Implementing Key Projects and Programmes;
- Phase 5: Monitor and Review Strategy.



## 9.5. DATABASE OF PROGRAMMES / PROJECTS

The database of programmes / projects below highlights the priority interventions to be made by the Municipality in order to achieve Youth Economic Empowerment.

The following Administrative Units of the Municipality will be key to implementing the various programmes / projects (with all other units also having a role to fulfil):

Mayoral Special Projects (MSP) Financial Services

- Budget & Financial Services (BFS)
- Supply Chain Management (SCM)
- Economic Development Services (EDS)
- Infrastructure Planning and Survey (IPS)
- Economic Development and Growth (EDG)
- Town Planning and Environmental Management (TPEM)
- Entrepreneurial Development & Black Economic Empowerment (ED & BEE)

**Table 14: Youth Economic Empowerment Programmes and Projects**

NO	PROGRAMS / PROJECTS	RESPONSIBILITY	PRIORITY	BUDGET	STATUS
<b>OBJECTIVE 1: STRUCTURES FOR YOUTH ECONOMIC EMPOWERMENT</b>					
1	Municipal Youth Business Forum	MSP / EDS, PCB (Pietermaritzburg Chamber of Commerce)	High	R100 000 p.a.	Ongoing
2	Youth Training and Capacity Building Programme	ED&BEE / Agencies (NYDA, SETAs, SEDA)	High	TBC	Ongoing
3	Develop Youth Specific Municipal Procurement Guidelines	Supply Chain Management (SCM)	High	Internal	Ongoing
4	Youth Based Monitoring and Evaluation Programme	Financial Services (BFS)	Medium	Internal	Ongoing
5	Youth Job seekers database	LED/ Youth Desk	High	Internal	Proposed
6	Job preparation	LED/ Youth Desk	Medium	Internal	Proposed
7	Eradication of drug use	LED/ Youth Desk	High	TBC	Proposed
8	School Youth Business Development Programme	LED/ Youth Desk	High	TBC	Proposed

9	Decentralization of Local Economic Development Services	LED	Medium	Internal	Proposed
<b>OBJECTIVE 2: INFORMATION FOR YOUTH ECONOMIC EMPOWERMENT</b>					
1	Youth Economic Opportunities Database	ED&BEE	Medium	Internal	Ongoing
2	Youth Desk	MSP	High	R500 000 p.a.	Ongoing
3	Information Sessions	MSP, ED&BEE	Medium	Internal	Ongoing
4	Business Youth Awareness	EDG, ED&BEE, MSP	Medium	Internal	Ongoing
5	Government Youth Awareness	ED&BEE	Medium	Internal	Proposed
	Unfunded and funded business Audit	LED/ Youth Desk			Proposed
<b>OBJECTIVE 3: PROGRAMS FOR YOUTH ECONOMIC EMPOWERMENT</b>					
1	Youth Economic Literacy Programme	ED&BEE / Agencies (NYDA, SETAs, SEDA)	High	R5m p.a.	Ongoing
2	Youth Mentorship Programme	PCB	High	External	Ongoing
3	Youth Economic Infrastructure Programme	IPS, EDG, ED&BEE	High	Refer LED Strategy	Ongoing
4	Special Projects Programme	EDG and ED&BEE	High	Refer to LED, SMME, Cooperatives and Industrial Strategies	Ongoing
5	Red tape reduction for	LED	High		Proposed

## 9.6. INTEGRATION WITH THE LED PLAN

It is important that the Youth's Economic Empowerment Strategy is integrated with Local Economic Development currently (September 2017) being prepared. Below is preliminary database of projects, to be updated once the LED Strategy is approved by Council.

The extent to which is of the projects will contribute to the implementation of the Youth's Economic Empowerment is indicated.

**Table 15: Integrating The Preliminary 2017 Led Projects wWith The Youth’sEconomic Empowerment Strategy**

NO	PRELIMINARY PROJECT LISTING	TYPE	YOUTH BENEFIT
<b>CATALYTIC PROJECTS</b>			
1	Support the implementation of Central Business District Revitalisation project in conjunction with other relevant municipal subunits/structures involved in its development.	Catalytic Projects	LOW
2	Identify, secure and formalise spaces for informal trading within the Central Business District.	Catalytic Projects	HIGH
3	Support and facilitate the implementation of N3 Corridor Development.	Catalytic Projects	LOW
4	Support Cogta in setting up the Msunduzi Leather Hub	Catalytic Projects	MEDIUM
5	Support and facilitate the development of the Pietermaritzburg Airport Master Plan and Expansion	Catalytic Projects	LOW
6	Support and facilitate the implementation of the Airport Technology Hub	Catalytic Projects	HIGH
7	Facilitate the development of the Imbali Hub Development (NDPG), which includes the Imbali Education Precinct	Catalytic Projects	HIGH
8	Facilitate and support the development of the Municipal Forestry Strategy	Catalytic Projects	HIGH
<b>LAND DEVELOPMENT</b>			
1	Create and regularly update a database of all development and investment projects that are undertaken within municipality.	Land Development	MEDIUM
2	Sale / Release of Municipal Land for Development	Land Development	MEDIUM
3	Monitor implementation of Lease Management Strategy	Land Development	LOW
4	Disposal of land parcels earmarked for industrial purposes (Mkondeni/Pentrich)	Land Development	MEDIUM

<b>5</b>	Fast track land release for commercial and residential developments in Densification Zones in alignment with current municipal spatial plans.	Land Development	MEDIUM
<b>6</b>	Support and facilitate development of the Key IRPTN nodes	Land Development	HIGH
<b>7</b>	Support and facilitate the implementation of the Dorpspruit Precinct Plan in alignment with current municipal spatial plans.	Land Development	MEDIUM
<b>8</b>	Support and facilitate the densification/intensification of the Scottsville / Woodhouse Road Zone area in alignment with current municipal spatial plans.	Land Development	MEDIUM
<b>9</b>	Develop Informal Economy Spatial Plan	Land Development	HIGH
<b>10</b>	Identify parcels of land or premises for development of sector hubs/business hives.	Land Development	HIGH
<b>SMME SUPPORT</b>			
<b>1</b>	Facilitate the participation of other informal sector activities into the Informal Chamber to include tuck shop operators,	SMME Support	<b>HIGH</b>

NO	PRELIMINARY PROJECT LISTING	TYPE	YOUTH BENEFIT
1	mechanics, home industries, hair dressers, muthi traders, etc. (currently dominated by street traders)		
2	Build Msunduzi capacity to support Informal Economy through skills development and training.	SMME Support	HIGH
3	Build Msunduzi capacity to support Informal Economy through exchange/twinning programmes with other cities inside and outside the country (exposure to different ways in which the informal economy is supported).	SMME Support	HIGH
4	Build Msunduzi capacity to support Informal Economy through networking with other organisations, civil society, religious, sporting and other relevant government bodies.	SMME Support	HIGH
5	Develop a live database that records informal businesses and business/economic activities that happen within the Msunduzi Local Municipality with the use of GPS coordinate tracking devices that automatically sync and track changes on database. This can be done in conjunction with the Town Planning and Licencing Department officials that monitor activities within the municipality.	SMME Support	HIGH
6	Develop linkages between informal and formal businesses.	SMME Support	HIGH
7	Participation of officials and traders in provincial/national/international initiatives that are being held to develop the informal sector.	SMME Support	HIGH
8	Review and revise the Informal Economy Strategy to accommodate Radical Economic Transformation objectives.	SMME Support	HIGH
9	Develop and coordinate Business Support Programme for informal economy	SMME Support	HIGH
10	In partnership with the waste management services unit, revise and extend the Waste Management Small Business Development Programme beyond its 2017 deadline.	SMME Support	HIGH
11	Facilitate and attract more collectors to participate as small businesses in the Kerbside Recycling Programme.	SMME Support	HIGH
12	coordinate and undertake the Msunduzi SMME Fair.	SMME Support	HIGH
13	Undertake continuous SMME and cooperative training and workshops.	SMME Support	HIGH
14	Engage with the uMgungundlovu Agri-Park concept and identify initial list of opportunities and projects for local small scale producers that are located within Msunduzi Local Municipality.	Agriculture	HIGH
15	Protection of High Potential Agricultural Land	Agriculture	MEDIUM
16	Promote and support crop-rotation practices and intercropping farming methods for subsistence and small scale farmers.	Agriculture	MEDIUM

No	Preliminary Project Listing	Type	Youth Benefit
17	Promote and support awareness on sustainable use of natural resources (water, electricity - solar) amongst the community.	Agriculture	LOW
18	Ensure good agriculture land is reserved for agriculture production use (i.e. ensure that not for other land uses such as housing or other activities).	Agriculture	LOW
19	In partnership with the KZNDARD, identify areas where agricultural production can be intensified and identify opportunities for the intensification of agricultural production.	Agriculture	MEDIUM
20	Support Subsistence and Small Farmer Development	Agriculture	MEDIUM
21	In partnership with KZNDARD, identify and create a database of subsistence and small scale farmers found within the Msunduzi Local Municipality.	Agriculture	MEDIUM
22	Identify agri-processing opportunities for small scale farmers that can be linked into the uMgungundlovu Agri-park project.	Agriculture	LOW
23	Develop and implement the BPO Sector Strategy.	BPO Sector	HIGH
24	Identify and create a database of existing BPO related companies and BPO activities that are being undertaken within the Msunduzi Local Municipality.	BPO Sector	HIGH
25	Identify opportunities for youth, women and the disabled that can be linked to existing and potential BPO sector activities that are undertaken within the Local Municipality.	BPO Sector	HIGH
26	Develop a Marketing Strategy for BPO sector that is directed towards attracting both domestic and foreign investors.	BPO Sector	LOW
27	Identify skills development and training opportunities for the BPO sector.	BPO Sector	HIGH
28	Jointly develop, with private sector BPO firms, a value offering brochure for local services in Msunduzi to promote the local sector	BPO Sector	LOW
29	Identify possible municipal buildings for future BPO activities and develop a business support policy for BPOs established in the CBD	BPO Sector	LOW
30	Encourage private sector involvement in BPO sector	BPO Sector	MEDIUM
31	Support and encourage the involvement of youth, women and the disabled in the BPO sector.	BPO Sector	HIGH
32	Identify potential investment opportunities that can be linked to the N3 Corridor Development with focus on the key sectors (agriculture, manufacturing, government, tourism, BPO, the green economy, health services and Wholesale and retail trade)	Catalytic Projects	MEDIUM
33	Facilitate and support KZN Department of Treasury in establishing the Government Precinct within the Msunduzi Local Municipality.	Government	LOW

**MSUNDUZI MUNICIPALITY**

NO	PRELIMINARY PROJECT LISTING	TYPE	YOUTH BENEFIT
34	Undertake an economic impact assessment of the proposed Government Precinct in order to illustrate potential externalities associated.	Government	LOW
35	In partnership with the Department of Treasury, undertake an Intergovernmental Government Sector Assessment with key focus on a needs assessment of Government Sectors that are located within the Msunduzi Local Municipality.	Government	LOW
36	Based on the Intergovernmental Government Sector Assessment, identify space needs for establishment and expansion of space for government sector activities. (see above)	Government	MEDIUM
37	Partner with the Environmental Services Department and undertake the development of Green Economy Guidelines with key focus on: <ul style="list-style-type: none"> <li>• Green energy,</li> <li>• Green industry,</li> <li>• Green property,</li> <li>• Green landscape,</li> <li>• Green agriculture,</li> <li>• Green jobs and</li> <li>• Green skills development</li> </ul>	Green Economy	HIGH
38	Investigate opportunities for biogas green energy initiatives linked to agriculture practices undertaken within and outside the Msunduzi Local Municipality.	Green Economy	LOW
39	Develop an ICT Strategy that will focus on: <ul style="list-style-type: none"> <li>-ICT Skills development</li> <li>-Coordination of ICT research and development</li> <li>-Creating strategic partnership with other ICT role players and support economic development</li> <li>-To improve internet and technology access, penetration and reduce costs</li> </ul>	ICT	HIGH
40	Provide ICT Skills development and training for SMMEs and cooperatives.	ICT	HIGH
41	Encourage, support and expand the development of broadband connectivity throughout the Central Business District.	ICT	HIGH
42	Support the adoption and Implementation of the Msunduzi Municipality's Technology Hub Incentives Policy.	ICT	HIGH
43	Implement the Business Retention Programme	Investment Promotion	LOW
44	Develop and implement a Business Retention and Expansion Strategy that would be directed towards retaining existing businesses (established for more than 3 years) and supporting business expansion.	Investment Promotion	LOW
45	Develop a business aftercare programme for new and existing businesses that have been established for less than 3 years.	Investment Promotion	LOW

**MSUNDUZI MUNICIPALITY**

NO	PRELIMINARY PROJECT LISTING	TYPE	YOUTH BENEFIT
46	Support the adoption and Implementation of the Msunduzi Municipality's Investment Incentives Policy and the Technology Hub Incentives Policy	Investment Promotion	LOW
47	Host a bi-annual investment Conference and Business fair.	Investment Promotion	MEDIUM
48	Ensure that the manufacturing assessment/audit is applied to all manufacturing businesses within Msunduzi.	Manufacturing	LOW
49	Facilitate the development, adoption and implementation of the Industrial Development Strategy.	Manufacturing	MEDIUM
50	Provide up to date information on investment opportunities found within the Msunduzi Local Municipality investment Information sharing as well as alignment, coordination of investment promotion, business retention and expansion activities within the Development Services Unit.	Manufacturing	HIGH
51	Establish manufacturing hives for emerging and small-scale manufacturers within Msunduzi Local Municipality.	Manufacturing	HIGH
52	Identify and promote opportunities for SMMEs in existing manufacturing activities undertaken within the Msunduzi Local Municipality.	Manufacturing	HIGH
53	Identify 3 sites and develop feasibility assessments for local manufacturing hives in township areas.	Manufacturing	HIGH
54	Develop a linkage programme for emerging SMMEs to established businesses seeking new suppliers.	Manufacturing	HIGH
55	Develop an action list for Agri-Park.	Manufacturing	MEDIUM
56	Establish Tourism Advisory Board	Tourism	MEDIUM
57	In line with the Tourism Strategy, implement key projects identified in the Strategy.	Tourism	HIGH
58	Identify potential SMME opportunities in the tourism sector.	Tourism	HIGH
59	Develop a tourism branding and marketing strategy for the Msunduzi Local Municipality and align to Tourism KZN and South African Tourism brands.	Tourism	LOW
60	Establish a tourism forum.	Tourism	LOW
61	Facilitate and support recreational tourism events (arts and culture, music, sporting)	Tourism	HIGH
62	Develop a tourism events calendar in conjunction with TKZN to promote local sporting, cultural and other activities	Tourism	HIGH
63	Undertake a needs survey for wholesale and retail activities within underserved areas and identify and secure land for these activities. This can be undertaken in conjunction with Ithala.	Wholesale and retail	HIGH
64	Investigate and identify potential wholesale buying scheme for SMMEs involved in the wholesale and retail sector.	Wholesale and retail	HIGH



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**Appendix 1:**

**GOVERNMENT PROGRAMMES POTENTIALLY PROVIDING LINKAGES TO ECONOMIC OPPORTUNITIES**

## PRELIMINARY DATABASE

<b>EMPLOYMENT</b>	
Department of Public Enterprises: Internships Programme	Department of Public Enterprises
Expanded Public Works Programme	Department of Public Works
Food for Waste	Department of Public Works
Home / Community Based Care	Department of Social Development
Kha ri Gude Mass Literacy Campaign	Department of Education
Landcare Programme	Department of Agriculture
National Rural Youth Service Corps	Department of Rural Development and Land Reform
National Youth Arts, Culture and Heritage Campaign	Department of Arts and Culture
S'hamba Sonke	Department of Transport
The South African Decent Work Country Programme	Department of Labour / National and Labour Council (Nedlac)
Working for Water	Department of Water Affairs
Working for Wetlands	Department of Environmental Affairs; Water Affairs and Agriculture, Fisheries and Forestry
Working on Fire	
Zibambele Poverty Alleviation Programme	KZN Department of Transport (eThekweni Focus)
<b>ENTERPRISE SUPPORT + (AGRICULTURE)</b>	
Comprehensive Agriculture Support Programme (CASP)	Department of Agriculture
Investing in Culture Programme	Department of Arts and Culture
Media Development and Diversity Agency (MDDA)	Department of Arts and Culture
Micro-Agricultural Financial Institution of South Africa (mafisa)	Department of Agriculture
National Arts Council	Department of Arts and Culture
National Development Agency	Department of Social Development
National Youth Development Agency	
Seda	Department of Trade and Industry (the dti)
Women Economic Empowerment	Ministry of Women, Children and People with Disabilities
Youth Economic Participation	Department of Public Enterprises
Mosadi wa Konokono Campaign	Department of Arts and Culture
<b>POVERTY RELIEF</b>	
Integrated Food Security and Nutrition Programme	Department of Agriculture
<b>SKILLS DEVELOPMENT / TRAINING</b>	
Eskom Bursaries	Eskom
Eskom Integrated Demand Side (IDM) Interventions	Eskom
Eskom Learnerships	Eskom

**Appendix 2:**

**PARTICIPATION WORKSHOP ATTENDANCE**

