

Skills development boosted in Tembisa



Kraft Foods Southern Africa Managing director, Sean Murphy at the launch of the skills development pilot project at the Tembisa Child Welfare

Piet Sadiki

To mark the launch of its flagship Enterprise Development Project, Kraft Foods South Africa last Wednesday handed over a cheque for R2.3 million to Tembisa Child Welfare in the Ekurhuleni township of Tembisa. The funding, part of annual financial support to Africa from the Cadbury Foundation (now part of Kraft Foods Inc), will be used to teach income-generating skills to

unemployed community members. Managing director Kraft Foods Southern Africa, Sean Murphy said that the launch is a pilot project aimed at empowering communities to become self-sustainable through small and medium enterprise development. "As a global food company, our corporate social responsibility extends to three key areas - hunger and poverty alleviation, healthier lifestyles and sustainable agriculture. The enterprise development

project we envisage speaks to all three." Around 30 unemployed community members have been identified to participate in the enterprise development project, which comprises skills training in baking, sewing, nappy-making and vegetable gardening enterprises. The funding will be used to purchase infrastructure - including equipment and offices - as well as in the provision of technical and business skills training. Handing over the cheque to Wilhemina Bodibe, director Tembisa Child Welfare, at whose premises the enterprises will be based, Murphy said that the non-governmental, non-profit organisation was chosen for its established work in poverty alleviation through skills development projects. "Due to limited resources, our projects are small-scale. However, this substantial funding from Kraft Foods will enable us to expand the potential of the enterprises that are currently running," said Bodibe. Skills and business training (includ-

ing financial management and marketing) will be provided to the participants over a 12-month period, during which time they will undergo monitoring and evaluation to ensure the viability of each enterprise. Working in cooperatives, each participant has the potential to generate an income of about R2,000 a month by selling products and produce to the local community. It is anticipated that, once the training period is completed, the 30 participants will go on to train other individuals, thereby creating further employment opportunities in the community. Ekurhuleni Metropolitan Municipality Mayoral Committee member, Councillor. Bennett Nakani, said that the project would provide a welcome opportunity for individuals to learn a skill that will enable them to generate an income and, in so, doing become self-sufficient. "Given the high unemployment rate in South Africa, we commend Kraft Foods for an initiative that will uplift

unemployed Tembisa citizens and restore their self respect," he said. Murphy said partnerships were key to the success of the project. "Kraft Foods prides itself on building strong partnerships when engaging with communities in socio-economic interventions. We look forward to strengthening our relationship both with Tembisa Child Welfare and the Ekurhuleni Metropolitan Municipality to ensure that we produce long-term, self-sustaining livelihoods for the people of Tembisa." Depending on the success of the pilot project, Kraft Foods plans to replicate the concept at other sites in South Africa. A NGO has already been identified in the Nelson Mandela Metropolitan Municipality - site of Kraft Foods' Port Elizabeth chocolate manufacturing plant - with a view to rollout in 2012. The company hopes to eventually expand the programme to communities in other parts of Africa where the company has a manufacturing presence.

Msezane soars above Springs



Herbert Msezane enjoyed a ride of a lifetime in the Rooivalk.

It is not that easy for civilians to enjoy a ride in any of the SANDF's attack vehicles but Herbert Msezane managed just that recently. He rode in the army's Rooivlak AH-2A, a South-African designed attack helicopter as a prize from his employer Denel Aviation. His name was picked out from a hat at a celebratory event at the company. "I did not think that I would ever come close to the Rooivalk AH -2A in my lifetime," he said.

What made it really special for him was that he was able to fly over his home in Springs and

wave to family and friends. The Rooivalk AH-2A is a major source of pride for Denel and is deployed in peace-keeping operations throughout Africa. It was awarded a DEF STAN 00-970 certification - meeting the stringent and globally recognised United Kingdom defence standards for military-helicopters. Msezane, who is a driver in the supply chain business unit at Denel Aviation, said his colleagues all offered to buy his ticket from him after the draw: "That's when I realised how lucky I was," he said.

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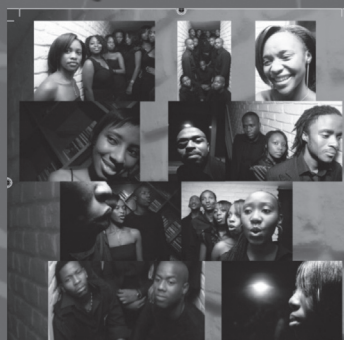
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