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AfriSam – Creating Women Entrepreneurs

Construction materials producer, AfriSam, has gone beyond its business norm to assist in the economic growth of women in the Roodepoort, Johannesburg region. As part of its corporate social responsibility programme, AfriSam provides support for the Kutlwanong Home Craft Training Centre which aims to train people to use a set of skills to generate income, thus enabling them to start their own businesses.

The Kutlwanong Home Craft Training Centre has been a saving grace for many women who have taken the opportunity to translate their passions into well-functioning businesses. The programme, which provides sewing and catering training, has also been a tool that has assisted in job creation within the areas where these women operate.

Lilly Diale is a product of the Kutlwanong programme. She earned herself a certificate in sewing in 2006 and has since accumulated enough money to further her studies.

“The Kutlwanong sewing course has helped a lot in assisting me to redirect my plans for a future income. Through sewing and selling curtains I have been able to register at a university to better myself academically.”

Joyce Majwafe also attended the Kutlwanong centre and through the sales of her garments she has been able to open a second business selling popcorn, sweets and cold drinks. “The Kutlwanong sewing programme assisted me in developing my sewing skills which have enabled me to open up a spaza shop.”

Owner of the Kings and Queens Catering Corporation, Elizabeth Mokhele, is another beneficiary of this programme. “I did a catering course with Kutlwanong and now specialise in weddings and party decor.” The programme has aided Elizabeth to become self-sufficient and create employment for people within her community. “I have employed mostly young people to help develop their skills and interest in the business of catering,” concludes Mokhele.

The programme has not only been a platform for these women to develop their skills but also a source of encouragement and support for one another in their different business ventures. "I still keep in contact with some of the ladies I attended the course with. We encourage each other and motivate one another to invest further into our businesses," explains Diale.

The Kutlwanong programme has undoubtedly been a starting point for these women to live out their dreams and inspire others to live their own. It has empowered them to make a significant contribution to their communities.

ENDS ... AUGUST 2012

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