

# **KASI IS NXA**

**THIS IS A VEHICLE THAT WILL BE USED  
TO IMPLEMENT THE ECONOMIC  
STRATEGY OF MASILONYANA  
MUNICIPALITY THUS DEVELOPING  
THE SECOND ECONOMY  
AND CREATING JOBS**

## Index

Introduction.....	3
Objective of KASI IS NXA.....	3
Core Economical Sectors .....	4
In-depth look on the sector's role with in the collective.....	6
The benefits of KASI IS NXA .....	12
Abstract.....	13
Description of Cooperative.....	14
Special Committees and departments.....	15
Background .....	17
Research done on the subject.....	19
Success measurement.....	26
Scope of work.....	31
MLM Business Forum structure.....	34
Estimates of Job creation.....	35
Implementation process.....	41
Roll out plan.....	42

## 1.0 Introduction

Development of the second economy is the solution to the high rate of unemployment with emphasis on an integrated approach of maximizing and complimenting grants and initiatives of the different spheres of government, and cooperation of the private sector through cooperatives and business forums. KASI is Nxa is a job creation strategy that is aimed at creating jobs in KASI and it serves as a vehicle to implement Masilonyana Local Municipalities Economic Strategy. **KASI is a local term that refers to the township. KASI is Nxa means that jobs must be created in KASI by KASI people in order to redress the economic challenges of the past.** This also means that production of goods where possible must be done in rural areas and a market must be created in KASI for these products. This will also come up with a rural retention strategy. KASI has certain cultural and practices and the work of this document is to enhance those practices and ensure that KASI money remains in the hands of KASI people. This program has the ability to produce lots of jobs. One also wants to acknowledge that different sphere of government are having different Local Economic development programs in different town, which can have a greater impact when managed integrately. It is also important to acknowledge and integrate the roles that must be played by mines i.e the mining charter. It is the objective of this document to integrate all LED projects and let them have a greater impact in the lives of the community.

### Objective of KASI IS NXA

- To provide jobs to people of **KASI** utilizing the potential that is in the second economy of our country.
- To use the concept of cooperative to convert second economy businesses in Masilonyana region into the first economy businesses.
- To integrate LED programmes of the different spheres of government and maximize the impact of it.
- To ensure greater rural retention strategy by ensuring agro-processing, exportation of products and ensuring that we use the Egowa Agreement of exporting duty free products to the USA and using other international opportunities.
- To take buying power to KASI and there restoring the dignity of KASI.
- To show case the economical potential of KASI.
- To also attract both national and international investors to KASI
- Coordinate and mobilize a business structure that will be sustainable.
- Reform and redefine business practices in “KASI”.
- Eliminate poverty by means of an integrated job creation strategy.
- Educate and redirect “KASI” entrepreneurs to be professional entrepreneurs.
- To create an organization that will give rise to efficient business men and women in “KASI’
- To establish an organization with the capacity of national expansion.

- Redirect the economy towards the "HDC"s.
- To maximize the impact of integrated implementation of the LED projects of the different spheres of government.
- To ensure that financial injection of the private sector ensure good returns for entrepreneurs.
- To fully utilize trade agreements in international investment.
- Ensure that HDI entrepreneurs enjoys the benefits of the fact that Free State is the food basket of South Africa and Africa

## **2.0 Core Economical sectors that will be focused on in KASI**

2.1 Financial Sector

2.2 Retail Business Sector

2.3 Building Maintenance and Manufacturing Sector

2.4 General Cleaning Services Sector

2.5 Safety and Security

2.6 The Mining Sector

### **2.1 Financial Sector**

2.1.1 The Money

2.1.2 Finance Society

### **2.2 Retail Business Sector**

2.2.1 The Food Society People of KASI

2.2.2 Tuck Shops

2.2.3 Mobile and Street Corner Hawkers

2.2.4 Agricultural (Feedlots for Intensive Animal Production And Crop Production)

### **2.3. Building Maintenance and Manufacturing Sector**

2.3.1 Building and Maintenance. (Builders; Painters; Plumbers and Electricians)

2.3.2 Steel-works. (General Welding and Steel Works)

2.3.3 Brick and Paving Manufacturers

2.3.4 Contractors

### **2.4. General Cleaning Services Sector**

2.4.1 Gardening.

2.4.2 General Household Cleaning.

2.4.3 Car-wash ( @ Location and Mobile).

2.4.4 Corporate Cleaning Services. (Public And Private Sectors).

### **2.5. Safety and Security**

2.5.1 Corporate Security Services. (Public and Private Sectors).

2.5.2 Domestic Security Services

2.5.3 Asset and Personal Security Services

### **2.6 The Mining Sector**

## **IN-DEPTH LOOK ON THE SECTOR'S ROLES WITH IN THE COLLECTIVE**

### **2.2.1 The Food Society**

It is a common practice that KASI people come together once a month and contribute a specific amount of money per month. They fund raise to increase their contributions. At the end of the year they use this money to buy in bulk groceries and this money is equally shared among people of the food society. This means throughout the year they have surplus amount of money that could have being invested in a one of the other sectors. These fund can be used in the tuck-shop cooperative and will increase the dividends of the Food Society cooperative but it will also ensure that groceries in the tuck-shops become affordable.

### **2.2.2 Tuck Shops**

Tuck-shops were once the corner-stones of economical activities in KASI. This concept inspired the first economy to move away from chain stores, and rather concentrated on smaller shops like Spar, Friendly store etc. This concept of tuck-shops also inspired foreign entrepreneurs to take over tuck-shops. The main reason why tuck-shops are not successful is because our people are using individual buying power. This causes them to face the hardship of these sectors challengers as individuals. The new approach should be that the ownership of the tuck-shops should rest with the owner but its management should be centralized. This will assist this sector in removing the middle- man, improving the management, improving the technology, etc. The empty warehouses on the N8 will be used as warehouses and this will boost job creation.

### **2.2.3 Mobile and Street Corner Hawkers**

It was shocking to lean that 60% of South Africa`s potatoes are actually sold by Hawkers. This is a market with incredible potential. There are 2 different type of hawkers i.e. Mobile Hawkers and Street hawkers.

It is also important to acknowledge that there are different types of hawking in Masilonyana Local Municipality i.e.

- Vegetable hawking
- Jewelry hawking
- Food Hawking
- Cloths hawking
- Car oil, Glue etc hawking
- 

All these different hawking have enormous job creation potential if it is properly coordinated. This will be unpacked later in the document

#### **2.2.4 Agricultural (Feedlots for Intensive Animal Production And Crop Production)**

This is one of the most under-utilized sectors that governments award the greatest amount of financial assistance and it is least monitored. This document will attempt later to show the incredible potential that is in this sector. The key subsections in Agriculture are:-

- Animal production
- Crop production
- Cut flowers
- Alternative crop production.
- Agro-processing
- Feedlots
- Pounds
- Training
- Exports
- Marketing
- Agric-BEE

### **2.3 Building Maintenance and Manufacturing Sector**

This sector will adhere to strict levels of professionalism through provision and production of good quality material,

There will be various qualified professionals in all areas of construction and building maintenance; this professionals will be on call consulting specialists ready to provide services as required by the client.

This sector deals with all aspects of technical services and production of building and upgrading material such as paving bricks and wood-work / carpentry as well as fitting and turning, steel-works / welding, this services will be on call.

#### **2.3.1 Building And Maintenance. (Builders; Painters; Plumbers and Electricians)**

In every street in KASI there are more than 3 houses that are renovated or build. There is a lot of economical activity around this sector. The challenge in this sector is always to find a phone number that you can call to get a good Builders; Painters; Plumbers and Electricians. The second challenge is also that these entrepreneurs had no medium in which they could advertise and market their services. Through the Business center that Masilonyana Local Municipality will be implementing, will make it possible to bring the community and these entrepreneurs together



### **2.3.2 Steel-works. (General Welding And Steel Works)**

Same as 3.1

### **2.3.3 Brick and Paving Manufacturers**

Same as 3.1

This also has a brick manufacturing component that must be formalized, and properly located and marketed in MLM region. The University of Free State is willing to assist these entrepreneurs' bricks to become SABS approved

## **2.4 General Cleaning Services Sector**

This sector is based on all cleaning services, in which both public and private sectors will be provided with cleaning services as required by the deserving client.

Services includes among others, Offices Cleaning (Corporate Services), Domestic Cleaning Services (House-hold cleaning), Gardening Services both for home owners and Businesses and the public sector.

Most of all this services will be on call services, in which clients will be linked and provided with the cleaning specialist's for that specific service needed.

Car-wash business or industry will be at the center of development and formalization in this sector.

### **2. 4.1 Gardening.**

Throughout KASI there is a need for gardening service in a more KASI way. Each ward must have certain no of people that are carrying wheelbarrows and rendering a service. These workers will be contacted through Business center and will be dispatched to where their services are needed. This Gardening service will also be used by MLM in the cleaning of cemeteries, streets etc.

### **2.4.2 General Household Cleaning.**

Throughout KASI there is a need for General household cleaning service in a more KASI way. Each ward must have certain number of people that are carrying detergent and rendering a service. These walkers will be contacted through Business center a team will then be dispatched to where their services are needed.

### **2.4.3 Car-wash at Location And Mobile car wash**

There is a continued demand for car washes. More and more people are buying cars in KASI. There is a need for government to compliment initiatives of the communities. Car wash area has the potential to become the economical hot spots if there is proper infrastructure. The formation of this sector will give this sector buying power and the removal of the middle man in the buying of cleaning detergents.

**Mobile car wash;** Many people would love to see their cars washed without the efforts of going to the car wash. A unit will be dispatched per ward to go and wash the car in the privacy of the car owner's house for a little extra rands. The Business center could also play an important role in this coordination.

### **Deep cleaning services**

This will be a special car wash place that will clean engines, upholstery and the interior of cars.

### **2.4.4 Corporate Cleaning Services. (Public And Private Sectors).**

This is sector that will clean government and private sector building

### **2.5 Safety And Security**

This sector is based on all safety and security services, in which both public and private sectors will be provided with those services as required by the deserving client.

Services includes among others, Offices (Corporate Security Services), Domestic Security and Safety Services (Child-care services, provision of "Nanny's) and House-hold protection, Personal Security and Safety Services both for home owners and Businesses and the public sector.

Most of all this services will be on call services, in which clients will be linked and provided with the cleaning specialist's for that specific service needed.

This sector will also be the guardians of this cooperative, they will oversee all aspects of safety and usage of all products and services provided by the cooperative.

### **2.5.1 Corporate Security Services. (Public And Private Sectors).**

KASI security needs a KASI security solution in order to deal with the issue of crime. On daily basis there are capable men and women r

In these regular consultations, there will be information and logistics exchange and this process will be characterized by, integrated support and advice based strategy development.

#### **4.0 The benefits**

“KASI PEOPLE” will be the sole beneficiary of this program, and the benefits thereof are endless, we are looking at belonging to a structure that is extremely sustainable and has a collateral power to exist.

First of all employment is guaranteed for local unemployed people, in which they will be able to lead a normal life of self sustenance.

As for the existing local entrepreneurs, they will have better facilities and accessories with regard to car- wash business, hawking etc.

Local groceries store will be well stocked and never be out of stock, and provision support of chain management, through a system of a well coordinated software that is connected to the mainframe computer at the co-operative control office.

Training in areas of business management and finances as well as administration will be provided to members of the project.

This strategy/vehicle will further enhance the trading links between all Business Forum in the region.

Basic benefits will be offered to Business Forum members of this sector and that will be the prerogative of the Business Forum, in consultation with the towns' Business Forum

This program will also provide market control and create a niche since this program offers services and products that are “KASI” orientated and launched in areas where there is already existing business.

At last the business in townships will have the same tone of voice and exist as a unit, and this will give KASI businesses buying power, since they will be in a position to buy in bulk and be in position to negotiate purchase discounts. The market will be saturated by this process and this closes the market in our favor, since now it is common knowledge that most car sales are made by people living in “KASI”.

## **5.0 Abstract**

'KASI IS NXA is a vehicle designed to implement the Economic strategy and is a job creation program that deliberates to alleviate poverty and transform local economic development programs.

This is a regional community involvement program, whose objectives are to create employment in all sectors of business within the "Masilonyana Local municipality",

Community and public sector participation through "MLM's KASI IS NXA Program" and "service providers" assistance in this life and economical altering program will create thousands of jobs for Masilonyana people.

This vehicle is based on all aspects of "KASI" businesses; we are referring to tuck shops; car washes; hawkers / mobile fruit and vegetables sales people.

The list is endless for this "KASI" orientated businesses, our objective is to take all this business sectors, join them together under one body, the "Business Forum" as the body of collective management that oversee all aspects of each activity of the structure.

The "MLM" role will be that of facilitating funding and growth of the Business Forum and other private investors and the role of "Service provider" will be that of structuring; planning; implementation and monitoring progress of the Business Forum.

## **6.0 Initiative / what will be done**

Implementation and mobilization of a well coordinated structure that will oversee all management of this Business Forum, the structure will have different levels of authority; obligations; responsibilities and accountability, and management thereof will be a line management system.

Below we have outlined a brief overview of this structure, and we will also highlight the importance of this particular structure, and exactly how will this structure function as a collective.

### **6.1 There will be mobilization of the following structures:**

- < Ward Sector Committee
- < Ward Business Forum
- < Town Business Forum
- < Regional Business Forum

## **7.0 STRUCTURES OF KASI IS NXA**

7.1 **Sectors** are the point of departure for the whole operation. They are ward based. This is a business classification strategy that groups businesses of the same industry or of the market in one integrity or entity referred to herein as a “**Sector**”.

7.1.2 **Composition of sectors** in this regard is in relation to businesses that are currently existing in “KASI”, such as tuck shops, car-washes, food and money societies, hawkers business, gardening, general maintenance, manufacturing and general cleaning services. These sectors will elect a fully representative body that will be the “Ward Business Forum”.

### **7.2 Ward Sector Forum**

These special level cooperatives are imperative to the growth and development of the whole structure, since it forms the foundation for the structural component of the business Forum. They are formed by bringing together a number of sectors in a specific ward in Masilonyana L.M.  
E.g Car washes, Brick layers etc.

### **7.3 Ward Business Forums**

Each ward will have sectors. These sectors come together in a specific ward to form ward a ward sector. Different ward sectors come together to form a Ward Business Forum

### **7.4 TOWN Business Forum**

This structure will be the second highest. The different Ward Business Forums comes together to form a Town Business Forum. Each of the towns of Masilonyana Local Municipality will have a town Business Forums. Town Business Forum will be formed out of members of the “ward Business Forums” and administration, this management structure will oversee all aspects of strategy development in / at town’s levels.

### **7.5 Masilonyana Regional Business Forum**

This is the epitome of this organization, a centralized station of executive decision making, Strategic and visionaries are structural components of this institution, since this will be regional structure capable of giving direction to the development of this structure, and also provide accurate comparative developments in all towns within the region.

## **8.0 Special Committees and Departments**

To enhance and strengthen decisions taken by the “Regional Business Forum”, there will also be the “Senior Admin Officer” providing executive advice in relation to all aspects of business administration.

This individual will be an extra pair of hands to the Business Forum at all levels, since there will be an Admin Officer from the cluster’s levels throughout all levels of the Business Forum.

The Senior Admin Officer will be the head of the Administrative department. This individual will also form part of the Board of Directors on the Regional level.

Mobilization of this Business Forum and its constituency will be done over public consultations, and other relevant institutions and departments.

This session’s will be interactive and each community will have the opportunity to gather in anticipation of this life altering experience, in which we will introduce the concept of “KASI IS NXA” to interested parties, and share visions about the future of this magnificent organization.

The reason behind this project is simple, we are reclaiming and relocating what is the public and business right of all KASI people, the process includes economic independence and viability for all KASI people.

This project will give employment to over thousands of people in the region and this means that there will be enhanced economic interaction of the people with the “HDI” status.

Fully and interactive economic activities of our “HDI’s”, will result in formalization of black owned businesses within the context of “KASI”, and this will mean that we can easily be interactive members of the existing economy rather than creating a dual economy.

Controlled development is always the safest form of development since any aspect of collapse can be picked up in the early stages of the project and be dealt with in time.

This project offers control and collective management of projects, and allows for participation of all stakeholders in this project in a manner that is comprehensive and outlined strategically.

Coordination of this project is done prior implementation, and implementation is also managed strategically, by people who will be in the position to deal with such aspects of strategic management.

Members of this Business Forum will be capacitated in areas of training programs that are relevant to the needs of the Business Forum. We will also structure portfolios in / with regard to those specific needs of the organization and the individual members within each structure (sector; ward sector; ward Business Forum, town Business Forum and regional Business Forum)

### **Program Description**

“Kasi is nxa”, Is an economic redistribution program that deals with issues of business as community organizations, with the objective of redefining the way people do business in the context of township based businesses.

In this project we incorporate various project development and practical business approach in “Kasi”.

There are “Business Sectors”, in this project as they are arranged in such a way that they all form a structural part of the whole cooperative, we are referring to business of various sectors as explained herein.

Business Sectors includes services and manufacturing businesses as well as retail businesses, we have the following sectors in this project as key sectors that form the basis for this project.



## 9.0 Program Background

“**Kasi is nxa**”, is a program that is rooted in the same fiber of community program as all previous community programs, this program emerges out of all but different reasons and approach.

This is a community initiative program, by this we mean that the approach towards this program will be inclusive of the all the Masilonyana communities, this will engage the communities in strategic development of this initiative.

This approach will determine the way this Business Forum will be run, this way time taken to develop an efficient strategy to run and enhance delivery through this Business Forum.

This will be administered as a community organization and managed as a business organization, whose objective will be to develop a business that has the potential to grow.

The Business Forum will engage all existing and new emergent “Kasi business” in a strategic and interactive campaign to redefine the way of doing business in our townships.

Formalization of these targeted businesses will further enhance the local economy, and this will result in profitable returns over a specific period, hence this Business Forum addresses issues of redirecting the local economy back in the hands of “Kasi People”.

This Business Forum emanates also from the current trend that sees the local economy towards a transition stage that favors the foreign entrepreneurs to rip the benefits of “Kasi” economy and this situation cannot be allowed to prevail.

“**Kasi is nxa**” is a job creation strategy, with an objective of achieving the best possible results, as a result more entrepreneurs will be produced and our local economy will be improved.

This will be the new approach towards projects in our region and this will revolutionize the way of community projects, and will be the first of its kind.

### **Previous Projects along the Same Lines**

Taxi industry is one of the industries that under-goes the similar but, particular in objectives and strategy. “Kasi is nxa” is a Business Forum that has the same principle as the recapitalisation project, but totally different approach.

“**KASI IS NXA**” is a broad based Business Forum, in which all reputable township businesses will be formalized and benefits the public in general, both directly and indirectly, by means of participation of all stakeholders.

This project also addresses issues of job creation by establishing more and more businesses within the context of Kasi and not just necessarily only for those well established businesses or emergent ones.

Through this Business Forum more entrepreneurs will emerge as result of intensive training programs within this project.

### **9.1 Current Issues, Trends, and Problems This Business Forum Addresses**

There have been a number of projects developed simply for the purpose of empowering our communities, in the context of “Historically Disadvantaged Communities”, sadly more and more of these initiatives have collapsed due to a number of issues.

This state of affairs starts with agricultural projects and extends to social development projects, and the resultant thereof is still the sad one of evident mismanagement and poor planning as well as implementation.

Issues relating to the collapse of projects, extends to social dynamics of which this is the only convicted culprit, when as a matter of fact this is not just about the said dynamics, but there are also issues of logistics, capacity building, proper and sufficient support structures.

In relation to this issues, one needs to be aware of the sad reality of all regional and provincial departments as well as local government of the fact of this institutions short-comings especially in the context of integral participation of all the stake holders, especially the communities who are the targeted beneficiaries.

This situation renders facilitators of development as incompetent and inefficient in the eyes of the local communities. Communities involved in projects, are susceptible to conflicting situations and most of this projects members are not capacitated to deal with issues of conflict resolution within the organization scope and as well as in the working environment context.

Most of project members are not equipped with the relevant skills and knowledge to handle the stressful business environment, these problems emanates from the root of planning, implementation and control in an environment that is not friendly for those that interacts in it.

In a nutshell programs are initiated with the right and measurable objectives, and this initiative is met with a lot of challenges and obstacles, than opportunities, and this does not favor development since it forces the projects members to concentrate on solving personal problems than developing strategies that will see these projects to a sustainable future.

## **10. Research Done On the Subject.**

We have conducted research on various levels of social development projects, and much was revealed in all aspects role players in this life changing experiences and activities.

For the purpose of this project, we wish to concentrate on the impact of the environment on these projects; there are aspects of “**internal and external environment**” on the project and the project and the impact of the project on the same environment.

We have sufficient data to help us orientate the proposed project in the right direction and place within that particular environment, we also have the strategy to tailor make the objectives of this projects to help the project use the environment to the best of the projects beneficial ability.

The ability to assess the environment accurately will be one of the important capacity building programs in this Business Forum, this will help us and the project to coordinate and structure this project within the scope of project development, and we have also identified performance measurement strategies / system as one of the issues underlying the collapse of this project.

We intend using the research information in planning, strategy development, implementation and control for this project.

### **First Need**

#### **# Fact**

Local Economic Development, within the context of community capacity building programs, this will be as a result of formalization of “Kasi is nxa” businesses.

This program will merge all the informal businesses in the townships and this will bring them at sector levels as different industries.

#### **# Example**

Sector’s referred to be in actual fact, businesses related to one particular industry as “MANUFACTURING AND BUILDING SECTOR”.

These sectors will form a ward Business Forum within that particular town / region.

## Second Need

### # Fact

Job creation for more than thousands of people within the region of “Masilonyana Region”, this will be done at “Town’s Levels” in consultation with all five towns.

# This initiation will be a sustainable activity, since it deals with all aspects of community development, and this is guaranteed by the fact that this project is based on current and sustainable businesses in “Kasi”. **Example:**

Each sector will have employees belonging to that specific sector.

<b>SECTOR</b>	<b>NUMBER OF EMPLOYEES</b>
<b>RETAIL SECTOR</b>	
<b>GENERAL CLEANING SERVICES SECTOR</b>	
<b>BUILDING MAINTENANCE AND MANUFACTURING</b>	

These projections are an example of few sectors we have in the cooperative, to have the full information on the whole composition of all sectors in the cooperative, see “The Scope” herein.

## Third Need

There is an undeniable need to develop an interactive project that redefine, the economic place / position of “HDI’s” in the current local economy.

Subsequent to this there needs to be a system that not only redirects the economy of “Kasi” to all “Kasi People”, but also there has to be that particular system that offers support to this aspirant people.

### # Example

Local economy in the context of township is gradually shifting towards the foreign entrepreneur and sadly there was nothing that could have been done, until today.

This sad reality was due to the fact that most people in Kasi who were in business did not have the right support structures if not at all, and this led to the collapse of Kasi economy, in the hands of the very same people who built it.

## # Information

Information with regard to this program was gathered from our research.

### 11.0 Benefits

This program will be the answer to the most critical question “**of job creation**”, since it will offer more than thousands guaranteed jobs.

In addition to that, there will be thriving communities due to a healthy sustainable economy.

The issue of the lack of capacity building in areas of training programs, will be a thing of the past. Since this project offers training to members of the Business Forum.

There will be an entry level and exit level for willing individual who are confident enough to try it on their own, but strategy will be decided along other major decisions, this way capable entrepreneurs are produced.

There are a number of factors of development that are directly and indirectly connected to joblessness / unemployment, this are issues of concern like, POVERTY and Related Sickness, “HIV and AIDS”, Increasing Levels Of Crime as well as ECONOMIC DEPENDENCY.

“**A service Agent**”, that is a developmental consulting agency will be engaged in company / institutional commissioned research that deals or focuses on core issues underlying real issues the actual cause of collapse of development projects.

.

## # First Benefit

Project Investment Returns

### Explanation

Returns over public investment by Masilonyana Local Municipality and other interested funder’s of local development projects, since this wont just be a replication of other previously implemented projects that have collapsed.

This way funds allocated to that specific project, won` t be wasted and this allows for maximum benefits, since these funds will be in circulation, helping others with the same project.

# **Second Benefit**

Public / Communal Beneficiation

**Explanation**

This is the most important member in benefication through this Business Forum, since this will allow for readily available funds in a controlled environment by all executive members of the Business Forum, properly capacitated to deal with such aspects of developments.

This will do away with the need to apply for loans from financial institutions i.e Small cash Loans, in other words this structure will be in a position to run and monitor their own funds as professionally as possible.

# **Third Benefit**

(Development of Business Center)

**Explanation**

This Business center will be the turning point of the appointed of the Business center, by means of service delivery and efficiency, in addition to that,

## 12.0 Support

Due to extreme challenges that our communities meet daily, they have been waiting endlessly for a Business Forum that gives meaning to their lives, and this Business Forum/Business is in full support of the community members, since it addresses core issues of unemployment and poverty.

These projects will be home to more than thousands of people, in terms of employment opportunity and training and development.

Relevant sector's identified; existing and non-existing business people are eagerly awaiting the launching of this Business Forum, since they see it as answer to prevailing and ongoing problems.

This support is from the very same people who are the targeted beneficiaries of this extensive project.

Consultation with most of the existing sector business / industries proved this project a success, and this comes at wake of the local market that is nearing saturation.

On the part of those who are currently unemployed this project, is a dream come true, and they are waiting impatiently the introduction of the magnificent Business Forum.

After much thought and deliberation with most of the stake holders "Communities", it has come to our attention that this project is generally receiving a warm welcome already, and we know that this will be exceeded by far at the time of the launch.

**This Business Forum is receiving this form of support because of the potential of realistic objectives achievable within considerably reasonable time after final consultations with all stakeholders.**

**Structuring and Coordination of this project will be an interactive campaign that engages all the targeted role players, in specific roles as determined by the interim structure / temporary Coordinated by a "Business Forum/Business Center".**

## **13. Objectives**

### **First Objectives**

- # Coordinate and mobilize a business structure that will be sustainable and to create an organization that will give rise to efficient business man and woman in “KASI’

### **Approach / Strategy**

Coordination of this structure will be done by means of public interactions, run through public gathering spaces at the beginning and later on move to different locations as per development.

Community radio stations will be used to introduce this brilliant project to the masses, since this will be an open invitation to the public for conclusive participation.

Mobilization of the masses will be completed in four weeks right after implementation, and then followed by coordinating a structure that will take all the decisions under guidance of the project coordinator “Business Forum”.

After coordination of this powerful structure, there will be tailor made training program, designed to propel this group of energetic team towards a direction of leading this organization of change.



This group will then structure and develop a strategy that serves to drive this organization towards meeting its objectives, they will also set out policies running this organization and all logistical preparation of the Business Forum.

This organizational executive team will have three levels, from top to bottom. There will be the:

- **Regional Business Forum**
- **Town Business Forum**
- **Ward Business Forum**

These structures will also have the external administrator, this administrator is an element of stability at all levels of the cooperative and there will also be the council of administration officers that reports directly to the regional / senior administration officer.

Decisions of this body will always have the input's of this task team as a compulsory and binding strategy that strengthens all decisions taken.

#### # **Second objective**

Reform and redefine business practices in "KASI". educate and redirect "KASI" entrepreneurs to be professional entrepreneurs and redirect the economy towards the "HDCs.

### **Approach / Strategy**

Currently business in “Kasi” is undertaken through a system that is non-conventional and therefore the people in Kasi are not getting exactly what they deserve in business, this is due to the lack of knowledge of managing businesses.

This Business Forum undertakes to educate local entrepreneurs as well as emergent entrepreneurs in areas of business management and financial management.

Capacity building programs will be designed in such a way that they cater for people with the lowest education or even with no education at all.

### **Third objective**

- # Eliminate poverty by means of an integrated job creation strategy and to establish an organization with the capacity of national expansion.

### **Approach / Strategy**

This project deals with issues of socio-economic development, and that offers this Business Forum the opportunity to grow as much as it can by means of extensive and consultative networking.

Provincial expansion of this project is inevitable, and while on the other hand the potential to grow even further to the national levels depends entirely on the successes of this project.

National expansion of these programs depends also on the effective and good leadership qualities of the executive board of directors as well as mobilization of membership in those specific areas of development.

Coordination of this program gather’s people within poverty stricken areas and those that are not, in one environment designed to eliminate poverty by means of job creation strategy, skills development is also paramount to this.

### **14.0 Success Measurements**

### **First criterion**

Project Impact Indicators

**# Explanation**

This Business Forum is developed for / in proposition to the Local Municipality, and we have used the information gathered to make informed projections on the impact of this project on the local economic arena.

This tool will be used to assess the general integral progress of this project at the “MLM Business Forum” level, and this will give indication to the project assessors about the degree of progress and developments.

These assessments will be based on comparative assessment of the towns Business Forum against each other and against the set objectives for the “MLM Business Forum as a collective.

### **Second criterion**

Performance Measurement Strategy

**# Explanation**

This strategy is extensive and encompasses the project as a whole at the sector level by means of; sector development; Ward Business Forum performance as a unit of all sectors in that particular ward.

In addition to that, there will also be business assessment strategy, this way each step of that particular business will be monitored even at the regional level.

This vehicle takes the element of speculation away from this business, also to this there will be portfolio assessment in which, that specific person responsible for that particular division / department meet the deliverables.

This vehicle will point the exact point of weakness and this will give the Masilonyana Executive Committee a clear indication if they need to develop and modify their strategy, as a way of responding to crisis.

### **Third criterion**

External and Internal Management Systems.

**#**

**#**

#                   **Explanation**

There will be external participation of the appointed business center, and the role thereof will be to monitor, give advice and control implementation of complex business tasks requiring such expertise.

This structure will always have external as well as internal progress audits verifiable by sufficient tangible deliverables, as those deliverables will be based on the strategic objectives set for development of this project.

This is extremely critical to the healthy development environment free from any internal obstacles and cover-ups.

The “Internet Management System” will be used as a performance management system via a network of computers connected to the mainframe computer at the regional office.

This system will be made possible by installation of a computer software program that will send any activity of the each and every business in the Business Forum to the mainframe computer of the business center. This way executive leadership the Business Forum and the management of the Business center will be in a position to monitor progress of each and every particular business within each and every sector in the region; towns and wards.

Struggling business will be picked up immediately and will be dealt with by means of a reactive support necessary to rid that particular business out of that unfavorable environment.

This strategy is also applicable to the ward; towns and even the region as an entity, overall progress will be monitored and this way any struggling town or even sector will be given that particular attention it needs to survive and prosper.

Pressure on the part of the region will be reduced as management will be direct and hands on, this allows the Business Forum to focus on growth.

## **Prerequisites**

### **First prerequisite**

Funds / Operating Budget

#### **# Details**

This is a program of magnificent and huge proportions, therefore it needs to be well coordinated and implemented, this task requires time; effort; documentation; marketing and advertising; extensive consultations with all stakeholders, but most importantly it requires funds for all preparations.

Mobilization and coordination of targeted business sectors in the whole region is also a mammoth task that forms an integral part of the preliminary budget for effective implementation of this project.

### **Second prerequisite**

The “Masilonyana Local Municipality Representative”

#### **# Details**

We will also require an effective representative from the “Masilonyana Local Municipality”, this representative will work together with the Business Forum in mobilization and coordinating this program.

In addition to that this Business Forum will also mobilize ward councillors and make all necessary arrangements with such councillors at / on that specific level.

Business Forum / Business Center will conclude the approach; implementation and control with that specific representative, for the best results in starting this project with far greater chances of success.

### **Third prerequisite**

Current / Non Existing Projects Data Base

# **Details**

This is also crucial to the issue of implantation and implementation scheduling, since this will make our effort more direct to those specific industries / sectors and it will save us a lot of time in implementation.

This will also make the marketing and mobilization of sectors be more effective.

## 15. Scope of Work

This project has the capacity to engage more than thousands people in different sectors.

We have outlined this particular activities as sectors and businesses within this sectors, there are various activities that this project will undertake in an effort to create job opportunities and meet the objectives as set.

There will also be a number of opportunities open to consulting businesses within the framework of the Business Forum objectives; these opportunities will provide business opportunities such as marketing consultants.

These opportunities are not permanent activities and will be required by the Business Forum at specific intervals.

Implementation of this Business Forum will be based on specific demarcations with regard to municipal wards; this will be the most effective way of distribution of our places of business.

This way the entire population will be catered for by means of proper representation during implementation and coordinating of the organizational structure that will run this project.

Below is the summary of all projects that will be included in this project, as well as the total number of employment opportunities that will be created in this project, this will be done in the form of sectors.

<b>SECTORS</b>	<b>TOTAL PROJECTED EMPLOYMENT</b>
Financial Sector	
Retail Business Sector	760
Building Maintenance And Manufacturing Sector	600
General Cleaning Services Sector	430
Safety And Security Sector	50
<b>TOTAL NUMBER OF EMPLOYMENT POTENTIAL</b>	<b>1924</b>

These projects in a regional project, covering the Masilonyana Local Municipality, in five towns in the region, namely:

- **Theunissen**
- **Brandfort**
- **Windburg**
- **Verkeurde vlei**
- **Soutpan**

Distribution and Allocation of necessary funds and the businesses will be as follows, this is only the proposed not final Allocation And Distribution of this Business Forum, since it requires the in puts of the “MLM ”. Business Forum

<b>GEOGRAPHIC AREA</b>	<b>PERCENTAGE ALLOCATION</b>
<b>Theunissen</b>	<b>30%</b>
<b>Brandfort</b>	<b>25%</b>
<b>Windburg</b>	<b>25%</b>
<b>Verkeurde vlei</b>	<b>10%</b>
<b>Soutpan</b>	<b>10%</b>

This projection is recommended and it is subject to change, considering all other technical aspects that will have a direct contribution in terms of the economic potential of each particular sector within that particular town.

This projection has the best anticipated results, since it is not just simply based on demarcation and the geographic spread, but most importantly, on the economic potential of that particular town.

There are other factors that will have a direct contribution on allocation and distribution of this program and that is the community’s inputs by means of investments in this program, especially from the financial / money societies.

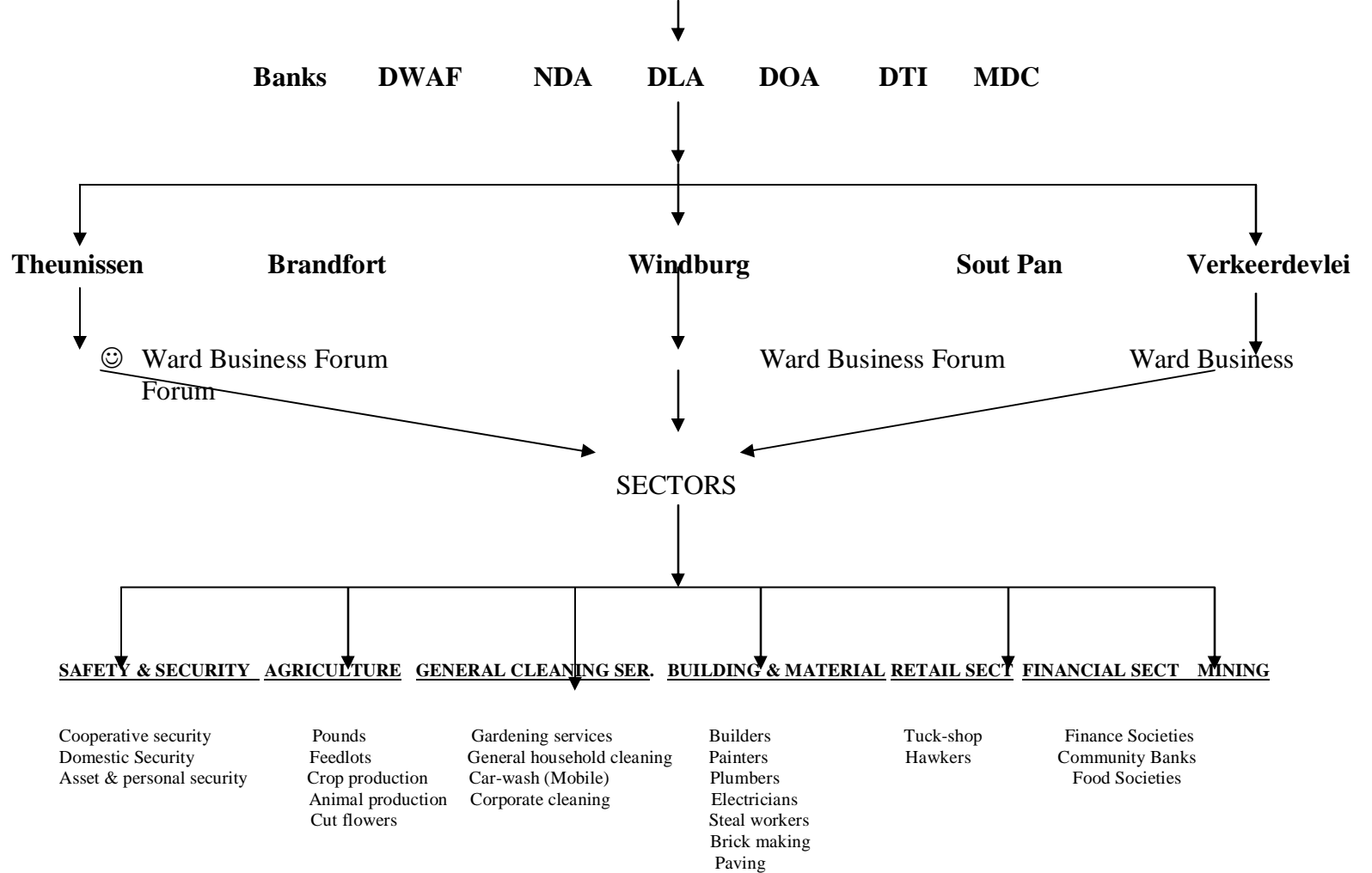
We have considered issues like, current and running projects / businesses in that particular sector, and the potential it has as well as the sustainability factor of that particular business.

This approach does not separate the aspirant entrepreneurs, who wish to engage in business, since they will also be given the prospect of entering this organization and belong to this powerful structure.





**16. KASI IS NXA!**



## 17. ESTIMATED JOB CREATION IN THE MLM KASI-2-KASI AREA

	<b>ACTIVITIES</b>	<b>SCENARIO</b>	<b>NO: JOBS</b>
<b>RETAIL SECTOR</b>	<b>RETAIL ACTIVITIES</b>	<b>SECTORS SCENARIO</b>	<b>SECTORS JOBS</b>
<b>Divisions Of The Sector:</b>			
TUCK-SHOPS	Identifies community food commodities.	05 Tuck-shops per Ward in three towns. (x 10 wards)	
	Bulk purchase of stock and chain price selling potential.	02 Staff People Per Tuck shop.	<b>50</b>
	Ward benefits from returns of this tuck shop. (Profits / salaries).		
Tuck shop Butchery	Specialized service center the sells Red and white meat	1 Tuck shop butchery per ward X 10ward	<b>10</b>
WAREHOUSE	Bulk purchase of stock and chain price selling potential. Ware house in Theunissen and Brandfort		<b>20</b>
<b>Total No:</b>			<b>80</b>
<b>HAWKERS Stationary</b>	Give meaning to hawkers business since they are all over kasi. Creation of proper stalls with the help private sector and the leasing or buying of these stalls	Number of people employed in the administration and making of these stalls in the jurisdiction of Masilonyana local municipality	<b>100</b>
	If only one ward had minimum 5 hawking stalls	05 Hawkers X 10 wards will be in all wards per town:	<b>50</b>
<b>HAWKERS Mobile</b>	There will be two business activities for this sector. .	5 Mobile Hawkers will be in all wards per town: x 10	<b>50</b>
<b>Total No:</b>			<b>200</b>
<b>AGRICULTURAL PRODUCE</b>			
<b>Crop Production</b>	Provide Beef producers with <b>Animal Feed</b> for their Animals. Open space in MLM will be used for crop production. This includes flood line.	01 labourer Per Hectare in Animal Feed production. 135hcts, for three towns	<b>50</b>
	This produce business can be located around water sewer spaces and towns flood-lines for growing Animal Feed.		

<b>Animal Production</b>	There will be a number of three Feedlots per Town and they will be mainly for meat production.	01 labourer Per Hectare in Animal Feed animal production. 135hcts, for three towns	<b>50</b>
	They will supply all the MLM Tuckshop butcheries with fresh meat for community consumption.		
	These sectors will be the life source for the retail sector since it will be at the base of production and supply.		
	This sector can also force procurement in the butchery industries due to massive production of meat.		
	Relationship with the local undertakers can be established this guarantees communal beneficiation in terms of the "HDI".		
Total: No			<b>100</b>
<b>Product Processing Plants</b>	This presents an opportunity by means of establishment of the product processing plants.	50 in all three towns.	<b>50</b>
	01. Dairy Processing Plant		
	02. Meat Processing Plant		
	03. Packaging Plant		
	04. Wool Processing Plant		
<b>Poultry</b>	<b>Broiler Production</b>	Chicken rearing: 40 Workers per town	<b>80</b>
	This will be the chicken producing Units located in plots / farms in all the respective towns of the Cooperative.	There will be units in 5 towns with a production of 500 broilers per unit. There will be 3 workers per unit. There will be 16 units	
	<b>Egg Production</b>	Egg production 150 per town	
	This will be the egg's producing Units located in plots / farms in all the respective towns of the Cooperative.	.	<b>80</b>
POULTRY ABBATOIR	Slaughtering of chicken	32 worker per town X 3 towns	<b>20</b>
	This initiative will supply chicken and chicken products to all Tuck shops.		
	Production will be Kasi orientated and the people in Kasi will have ownership of the market and benefit as they should in this flourishing industry / market.		

	This sector also presents an opportunity for the production of fertilizers which can be used / sold by the cooperative.		
FERTILYZER	Packaging chicken dung for fertilizer	32 worker per town X 3 towns	<b>60</b>
Total			<b>290</b>
<b>Hair Salon</b>	More people in kasi are forced to go / visit salons in towns, and these salons are not owned by the same people of kasi,	There will be 4 staff members in all salons in all towns. (2per ward x 4 workers x 10 wards)	<b>80</b>
	This presents an opportunity to give rise to a new generation of kasi salons right in kasi where the people are.	There will be 2 salons per ward with a number of eight staff members.	
	There is then a need to employ marketers and product distributors	1X 10 workers	<b>10</b>
	This will a service next door to kasi people and this will give kasi / local salons an advantage over the city competitors.	There will be cleaners; Stylists; washers and beauty specialists.	
<b>Total No:</b>			<b>90</b>

<b>TOTAL NUMBER OF RETAIL SECTOR EMPLOYEMENT</b>	<b>760</b>
--	------------

<b>SECTORS</b>	<b>ACTIVITIES</b>	<b>SCENARIO</b>	<b>NO: JOBS</b>
----------------	-------------------	-----------------	-----------------

<b>NUMBER OF CONSTRUCTION &amp; MANUFACTURING SECTOR EMPLOYEMENT</b>	<b>600</b>
--	------------

SECTORS	ACTIVITIES	SCENARIO	NO: JOBS
<b>GENERAL CLEANING</b>	<b>CLEANING ACTIVITIES</b>	<b>SECTORS SCENARIO</b>	<b>SECTORS JOBS</b>
<b>Divisions Of The Sector:</b>			
<b>CLEANING</b>	There will be three cleaning services undertaken extensively in kasi. (Professional; Domestic and Car-wash)	13 professional cleaners per Ward in three towns. (x 10 wards)	<b>130</b>
	There will be on call cleaning service specialists in the sector's call center.	27 domestic cleaners per Ward in three towns. (x 10 wards)	<b>270</b>
	There will also be builders on call per ward and they will also be linked to the services center / SMME'S center.	3 Car-wash cleaners per Ward in three towns. (x 10 wards)	<b>30</b>
<b>Total No:</b>			<b>430</b>
<b>TOTAL NUMBER OF CLEANING SECTOR EMPLOYEMENT</b>			<b>430</b>

<b>SECTORS</b>	<b>ACTIVITIES</b>	<b>SCENARIO</b>	<b>NO: JOBS</b>
<b>SAFETY AND SECURITY</b>	<b>SECTOR ACTIVITIES</b>	<b>SECTORS SCENARIO</b>	<b>SECTORS JOBS</b>
<b>Divisions Of The Sector:</b>			
<b>DOMESTIC</b>	There will be House hold security services undertaken extensively in kasi. (House protection)	3 professional security guards per Ward in three towns. (x 10 wards)	<b>33</b>
	There will be on call childcare services in the sector's call center.		
<b>COMMERCIAL SERVICES</b>	Car-watch services in the sector as on services and location services. (Public parking spaces car-watch service)	2 commercial security guards per Ward in three towns. (x 10 wards)	<b>20</b>
	Business premises guard services. (Public buildings, event and corporate)		
			<b>:</b>
<b>Total No</b>			<b>53</b>
<b>TOTAL NUMBER OF SAFETY AND SECURITY SECTOR EMPLOYEMENT</b>			<b>53</b>

SECTORS	ACTIVITIES	SCENARIO	NO: JOBS
---------	------------	----------	----------

FINANCE SECTOR	SECTOR ACTIVITIES	SECTORS SCENARIO	SECTORS JOBS
<b>MONEY SOCIETY</b>	This will be the potential investor of the cooperative.	1 money lending specialist per Ward in five towns. (x 10 wards)	<b>10</b>
	There will be loan centers services in the sector's call center.		
	They will offer financial loans to the community and the cooperative at a specific interest rate		
<b>FOOD SOCIETY</b>	Car-watch services in the sector as on services and location services. (Public parking spaces car-watch service)	1 money-lending specialist per Ward in five towns. (x 10 wards)	<b>10</b>
	Business premises guard services. (Public buildings, event and corporate)		
<b>Total No:</b>			<b>20</b>
<b>TOTAL NUMBER OF FINANCE SECTOR EMPLOYEMENT</b>			<b>20</b>

Marketer's responsibility is to inform the Business Forum about the needs of the communities in turn sell the services and products of the Business Forum. Delivering of these products from the warehouses to the products retail sectors (tuck shops / butchery tuck shops)

**Marketers total number = 5 x Marketers per Ward x 10 = 50**

**Distributors total number = 3 per Ward x 10 = 30**

**Total Number of Marketers and Distributors = 64**

<b>TOTAL JOBS CREATED IN THIS PROJECT</b>	<b>1 924</b>
---	--------------



## **19. Implementation process**

The Strategic manager and Councillor who is the Portfolio chairperson of LED, will lead the process of implementation. This will be done to fast-track the implementation of this process. This will be done with the administrative support of the business center.

### **The role of these business Center will be:-**

- To assist the Business Forum with data collection and capturing.
- To help with the formation and administration of these Business Forum.
- Registering members of the Business Forum.
- Assist with communication with stakeholder.
- Play an important role in the identification of the needs of emerging business people and organizing training programs.
- They will do initiation, implementation and monitoring of the Business Forum.
- Capacity building of the Business Forum
- Becomes a one stop station for knowledge, training, coordination center for emerging entrepreneurs.

## 20. Roll out plan.

Date	Issue	Progress		
		Done	In-process	Pending
14&15-12- 06	Sensitization process of business people,	☺		
	Nomination of (IMBF).	☺		
	Training of	☺		
	Adoption of Kasi is nxa as a vehicle to implement Economic strategy by entrepreneurs	☺		
22&26- 01 - 07	Establishment of Ward business forums and Town Business Forums in all Towns of Masilonyana Municipalities		☺	
11&12- 01 - 07	Presenting a report to Councillors		☺	
16 – 01 - 07	Presenting a report to EXCO		☺	
23 – 01 – 07	Presenting a report to Council		☺	
31 – 01 - 07	dissolving Interim Municipal Business Forum and establishment of Masilonyana Business Forum		☺	
31 – 01 - 07	Adoption of Interim constitution.			☺
05 – 02- 07	Alignment of the Business Forum with the Business Center			☺
01 – 03 – 07	Appointment of Business Center Manager			☺
01 – 03 – 07	Construction of Business Center			☺
01 – 02 - 07	Reviewing of Business affecting policies in the Municipality			☺
	Engaging other spheres of government to obtain buy into kasi is nxa and private sector			☺
	Building capacity of National African Farmers Union in the region			☺
	Engaging finance institutions			☺

**End**