

## Welcome by the HOD Prof Chris Schachtebeck



Welcome to the Department of Business Management's latest newsletter, which has a specific focus on Community Engagement activities of both staff and students of the department. While the departmental newsletter, *Indaba*, has in the past primarily focused on student and staff achievements, a number of stakeholders of the department have contributed to society over the past years. This service to society has not gone unnoticed, and this newsletter therefore serves to highlight some of these initiatives. Community engagement is an integral part of academia, with universities playing an important role in contributing to society. The department has several registered community engagement projects, such as our Business Clinic, established in 2021, as well as Izindaba Zokudla, led by Dr Naude Malan. These projects, as well as many others in the department, aim to foster entrepreneurship and transfer business skills. The skills and expertise within the department also drive our social responsibility agenda, thereby aligning "what we are good at" as much as "what we are good for".



DEPARTMENT OF  
BUSINESS MANAGEMENT



International Nelson Mandela Day  
Food Collection Drive



In preparation for the 2022 Nelson Mandela Day, the Department of Business Management is starting a Food Collection Drive. Staff, students and stakeholders are invited to donate non-perishable food items. All collections will be distributed to charities in Johannesburg and surrounds.

Drop-off details at UJ:  
Mandela Park (University Campus):  
Cir Kingsway and University Road,  
D Ring 521 (Yellow Block)  
Mandela Park (Soweto) Campus:  
Bunting Road, A Green 16  
Chris Hani Road (Old Potch Road)  
Ukhamba Building, ADD 331

SCHOOL OF MANAGEMENT  
The Future Reimagined



## Departmental Community Engagement Projects

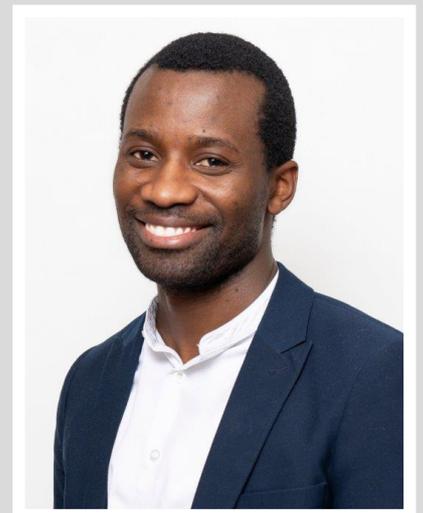


## Business Clinic

By Mr Semanga Mabuza & Mr Lawrance Seseni



In South Africa, 98.5% of businesses fall within the category of SMEs (Small and Medium-sized Enterprises). Within this category,



many of these SMEs fall within the category of micro-enterprises. Moreover, many people are employed by these SMEs. Therefore, it is

## Enactus University of Johannesburg

By Mr Semanga  
Mabuza &  
Mr Lawrance Seseni

Enactus is a student-led organisation guided by academics and business leaders. Our mission is to solve community problems using an entrepreneurial approach. Enactus UJ previously known as SIFE UJ is part of Enactus South Africa, which is established at other universities in South Africa and globally. There are many projects that our team is engaged in that encourage and promote entrepreneurship among students and also assist disadvantaged communities. South Africa's National Development Plan 2030 and Sustainable Development Goals (SDGs) inform our projects. In the previous year (2021), our initiatives saved a total of R136 500, thanks to the efforts of 343 students who contributed 27 708 hours. This year, we have registered a social enterprise that students own, and we are finalizing the development of the online store that will be co-owned by Enactus UJ.

Enactus UJ participated in both regional and national competitions in 2022. In April 2022, Enactus UJ participated in the Enactus regional competitions in which Enactus UJ made it through to the semi-finals and qualified for the Enactus South Africa National competitions. The Enactus SA national competitions took place at the Sandton Convention Centre on 14 July 2022. In both competitions, Enactus UJ presented the same project, the Umdlalo Virtual Gaming Centre Enterprise. This is a social enterprise that intends to work with children and teenagers between the ages of 6 and 14. This enterprise's goal is to broaden and advance the gaming sector in the country. The targeted individuals will be taught coding and development of African-inspired games in which the main goal of the enterprise will be accomplished. These skills will further place young people in an even stronger position to be superbly equipped for the Fourth

evident that SMEs play a crucial role in driving the South African economy. With South Africa experiencing the highest unemployment rate in history, people have been advised to create their own employment by participating in entrepreneurial activities. However, starting a business requires skills and guidance. It is believed that 8 out of 10 newly registered businesses fail in the first year of operations. Some of the reasons for business failure include lack of business skills, lack of capital, poor marketing, and lack of funding. Furthermore, there is a high number of small businesses that have failed in 2020 and 2021 because of COVID-19 and the July unrests in South Africa. We believe that the establishment of the Business Clinic will help address the above-mentioned challenges. In the Business Clinic, students will be trained to act as Business Advisors to struggling businesses and potential entrepreneurs. They will operate under the guidance of academics and industry leaders to enhance the quality of the services rendered within the clinic.

### Objectives

- To ensure economic growth, innovation, and development in South Africa.
- To reduce the high number of failing businesses in South Africa and other parts of Africa.
- To minimise the alarming rate of youth unemployment.
- To mitigate the economic effects of COVID-19.

- To increase youth participation in the field of Business Advising.
- To increase the number of competent Business Advisors in South Africa.
- To collaborate with industry leaders to improve the students' experience in their academic journey.

### Vision

To be a leading Business Clinic of choice that provides world-class solutions influenced by the Fourth Industrial Revolution to struggling SMEs in disadvantaged communities of South Africa.

### Mission

To provide premium business advisory services with integrity and compassion through our highly esteemed team members who are equipped with world-class education, to solve business challenges faced by SMEs in disadvantaged communities.

We have already started with our first client. Students have been working around the clock to ensure that the client receives the best consulting services. The client is in the hospitality industry. We will be opening our doors very soon to assist more enterprises.

We are currently working on formalising a relationship with the City of Johannesburg so that our student consultants can also serve at the city opportunity centres across the municipality to learn more from experienced Business Advisors.





Industrial Revolution. This enterprise will further enable the participants to participate in e-sporting games that they will create.

## Project 2: Mkhaya Virtual Store

The goal of the project is to provide SMEs with access to the online marketplace. We plan to launch a virtual store soon for Enactus University of Johannesburg and this store will be owned and operated by Enactus members as a social enterprise. The project has achieved:

- Branding for the project.
- Developed an online platform.
- Presented to several stakeholders who expressed interest in selling on the platform.
- Was presented last year (2021) and received first place award in the development league.

## Project 3: Mkhaya Agro-processing

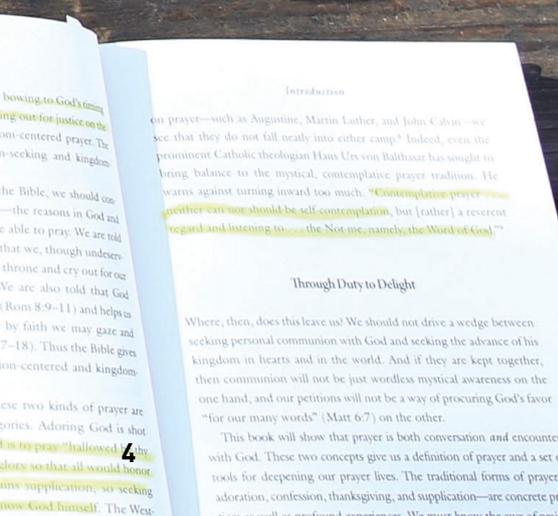
The project targeted 16 Limpopo-based agro-processing businesses that buy from small-scale farmers and process into final foods such as yogurt, snack chips, chakalaka, jam, and wine. Students from Logistics and Entrepreneurship were given this project to solve underlying challenges faced by the agro-processors. The virtual store, as mentioned, will also assist in solving issues around market accessibility and credibility. We have partnered with the Department

of Transport and Supply Chain Management, working closely with Ms Sebonkile Thaba. The project achieved the following: 16 Business plans, 16 Marketing plans, 16 new product lines, 16 risk management plans and 16 logistics processes.

We have also offered training on 4IR for SMEs to 70 agro-processors that are based in the City of Johannesburg. This was an invitation by the City of Johannesburg Municipality through the City Deep Opportunity Centre and Isiqalo Opportunity Centre (Roodepoort). These projects were presented at the University of Namibia for potential partnership. We are happy to report that after presenting them to the Department of Enterprise Development and Management, we were requested to present them to students who also expressed interest.

Upcoming projects are e-Gardens and Air-rentals. Going forward with Enactus UJ, we intend to officially launch two main enterprises to the public, notably, the Umdlalo Virtual Gaming Centre in order to diversify our indigenous games, and Mkhaya virtual store, which will focus on SMEs for their exposure and growth. We intend to reach as many SMEs in South Africa and Africa as a whole. The projects will further be presented on several platforms such as UJFM, SA FM for more exposure and potential steady growth for all of them.

We believe that we will contribute to the growth of Africa through our projects and collaborations with other African Universities.



## Digital Literacy By Ms Adelaide Sheik



The Department of Business Management at the University of Johannesburg (UJ) collaborated with Siyafunda CTC, a social enterprise, to offer a Digital Literacy (DL) skills workshops as part of a community engagement outreach initiative. The APK Library partnered with the outreach initiative, offering the venue for the training.

Siyafunda CTC's focus is on the use of digital technologies to support community, economic, educational, and social development. Their objective is to reduce isolation, bridge the digital divide, create economic opportunities, and reach out to youth, women and people with disabilities.

In the first workshop held in May 2022, a group of elderly individuals from the local community benefited from the Digital Literacy Workshop, mainly focusing on awareness creation, making the experience practical by using their cellphone devices. This was followed by the second workshop held in August 2022, with the UJ first-year student community exploring discussions on the evolution of DL and the practical application of digital tools assisting in the academic environment and the skills that can benefit each student in the world of work.

Offering the Digital Literacy workshops made UJ's Fourth Industrial Revolution (4IR) focus more relevant and practical as the Department of Business Management engaged the two different communities.

as a proof of concept in 2016 in a partnership between GCU and the University of Johannesburg in South Africa. Five other universities in South Africa joined the project, namely Nelson Mandela University, University of the Western Cape, Rhodes University, North-West University and University of the Free State.

This project was officially launched in 2019 where several stories were made and published. Owing to the pandemic, we had to put the project on hold. This year, we decided to resume with the work and we are happy to report that we have trained 38 students who are currently working on this project. Very soon students will be going out to communities to identify social innovators and help them tell their stories. We presented the project on UJFM to create awareness of the project at the University at large and also to invite the general community to participate in the project.

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## Digital Storytelling

By Mr Lawrance Seseni & Mr Semanga Mabuza

Common Good First was conceived as a digital network to identify, showcase and connect community-driven social impact projects to universities around

the world for research, learning and teaching, and student engagement.

The initiative will also support community change makers to develop e-skills and digital storytelling around the world – and the team also hopes the platform will attract potential funders, mentors and supporters for the projects whose stories it shares.

Common Good First grew out of an idea from Glasgow Caledonian University (GCU) and was trialed



## Izindabazokudla

By Dr Naude Malan



In 2013, Angus Campbell from Industrial Design at FADA and I conducted three workshops on the Soweto Campus of UJ with urban farmers, stakeholders and colleagues at UJ. These workshops that led to the creation of iZindaba Zokudla and set in motion a participatory technology development project with urban farmers, which resulted in three new technologies being developed. iZindaba Zokudla aims to create opportunities for emerging farmers and entrepreneurs in a sustainable food system and it does so by implementing multi-stakeholder engagement methodologies among actors and stakeholders in the food system.

“iZindaba Zokudla” is an isiZulu or Nguni phrase that refers to the court of the King where we discuss the food that we eat together. iZindaba Zokudla was created to be consistent with the idea of a “food policy council”. This idea of democratic control of the food system has grown to what we today call “Public Innovation Laboratories”, which formalise stakeholder engagement as a form of social dialogue.

The idea behind the Farmers’ Lab is not only to provide a forum for entrepreneurs to network and engage with stakeholders, but also to mobilise stakeholders who have an interest in a sustainable food system and link them to farmers so we can build sustainable enterprises together. In this regard, I was mindful that established businesses

would most probably “socialise” emerging entrepreneurs to serve the establishment, and this would not only be inappropriate for the township context, but it would most probably reproduce unsustainable business, and in the field of agriculture, this omission would be glaring. I needed to avoid this set-up and the only way to do so would be to intervene “methodologically” in the sense that I had to re-arrange the way in which emerging entrepreneurs would gain access to the economy. I followed the idea that economic development can best be accomplished among groups of likeminded stakeholders and actors, and the synergies that we can build among such entrepreneurs and stakeholders would enable the creation of innovative and sustainable businesses. Critical observations of innovation support this idea and I thus set out to construct alternative groups, imaginaries and activities that could lead to sustainable enterprises.

In the first year, we organised our students in Development Studies and Industrial Design into groups and they in turn engaged with three urban farms in Soweto and for each we developed technology – a seedling growing system, a wind pump and a food cooler. We used classical Action Research methods and Participatory Technology Development ideas to engage with these groups of farmers, but the methodological invention of iZindaba Zokudla was to embed and situate these activities and designs in a broader forum where public engagement was possible. I also wanted these technologies, or anything anyone can create in this context, to be made visible in public so that we can organise stakeholders around them so that we can build groups of stakeholders and actors and thus better enterprises around these technologies or innovations. The Farmers’ Lab is the first meeting in the normal Action Research cycle held in public, so others who may not be part of the design process can also benefit. In a sense, we accomplished some of this with the Beegin Beehives (see <https://www.beegin.co.za/>), which is now a beehive manufacturing enterprise.

The opportunities for innovation that a forum of likeminded people create are akin to renewing the social

contract. Many entrepreneurs stack stakeholders from these labs around their enterprises, and I am convinced this is a new way not only to build enterprises, but also to manage the greater process of economic development. Engagement in a “public innovation lab” with peers creates new ways of managing the economy and public challenges, and participation in these labs afford people an opportunity to significantly adapt their ways of doing things, and coordinate this with how others adapt. Hence, we have a chance of creating sustainable enterprises and sectors in the economy in this way, mainly by making the right information available in the labs, and also in promoting the right narratives of change that enable entrepreneurs to see what they can do to innovate in their enterprises. Because agriculture is so highly regulated and structured by vested interests, there is ample opportunity for innovation.

## Mandela Day

By Ms Nadine Mitchley



During the months of June and July, the Department of Business Management hosted a food collection drive for Nelson Mandela Day (18 July). We set up drop-off points on APK, ABP, and SWC where staff and students donated such items as non-perishable foods, clothing, and toiletries.

The collected items were donated to the **Frida Hartley Shelter (FHS)** in Yeoville, Johannesburg,

on 25 July 2022. The FHS is a non-profit organisation that aims to empower women through providing accommodation, psycho-social support, employment, and training. The residence of FHS are women and children who have endured neglect, abuse, trauma, and homelessness. By empowering these women, through job-skills training, counselling and life skills training, the FHS enables mothers to regain their dignity as well as adequately support themselves and their children independently of the shelter. For more information on the FHS, visit <https://www.fridahartley.org/> or contact Cheryl@fridahartley.org.

## Alumna

By Ms Kagiso Mahlangu

BCom Hons: Strategic Management graduate



My desire for helping the homeless began when I studied at UJ. During recess breaks and holidays, I travelled between Pretoria and Johannesburg CBD, and I was exposed to many homeless men and women. Eventually, I carried extra food with me when travelling, because I knew I would engage with a few of them. On one particular day, I met a young man with a master's degree.

In conversation with Mr Masakhale in 2017 (my final year), he asked me what I was passionate about. I told him about helping people, but I also mentioned that I wanted to work in

the corporate world. His response was: "Kagiso start what you want to do now before you start working, you can start helping people right here around campus". Then within a few months, I had registered Patch-Up South Africa.

Patch-Up South Africa is a non-profit organisation that is passionate about ending homelessness. We use the term homeless to describe a people who are broken, unsafe and disadvantaged. Our goal is to move our beneficiaries from a life of dependency to a life of self-sustainability. We serve the homeless communities of Mamelodi West and Eersterust. We use a three-phased approach to realise our vision.

Our first phase is a feeding and documentation programme. Here our aim is to feed this community with nutritious meals to revitalise their bodies and eliminate the pain of hunger. We also document the individuals to help us understand their needs and connect them with the right assistance. Our second phase is the wellness programme, which we recently started. We are building a holistic wellness programme that addresses the spiritual (soul and spirit), mental (therapy/psychology, family intervention) and physical (rehabilitation, hospital) needs of the individuals. Our third phase supports successfully rehabilitated individuals through entrepreneurship, education and employment.

### What I studied and the projects I participated in

My journey with the University of Johannesburg started in 2014 in the Faculty of Business Management. I studied BCom General and participated in two community engagement initiatives within the institution, Enactus UJ and IOHA. Enactus UJ really prepared me for the working world, and I was privileged to represent UJ and win the 2016 national championships. In 2017, I advanced my studies at UJ and graduated with BCom Honours in Strategic Management.

### My advice to students with regard to community engagement:

A post I made on Facebook last year: "Let me tell you about volunteering for a bit. It makes no sense to work without compensation. What good could come out of working for free?"



I volunteered for two years in two different organisations. I was very active, on some days I got home quite late. My efforts were noticed but I was never offered employment until the time came for me to leave the organisations.

Little did I know that the one organisation had referred me to a recruiter, and the other organisation had equipped me with so much experience that I killed the interview. I was hired!

My story may be different to yours. Find your purpose and avail yourself to it. We were not placed on this earth to be in lack. Go out there, expose yourself! Expect nothing from people but expect everything from God. This is the foundational truth."

## Student profile:

### By Ms Ropafadzo Mpofu

**BCom: Business Management – third-year student**



My name is Ropafadzo Mpofu. I hail from Bulawayo, Zimbabwe. I study a Bachelor of Commerce in Business Management and I am currently doing my third year. Modest, passionate, devoted, hardworking – those are the words that define me. With my qualification my ideal experience would be to gain exposure to a broad range of skills that will help me become an enterprise business owner. In addition, I strive to be in highly collaborative environments that will help me grow as a professional and a person.

I started Community Engagement (CE) in August 2022. The first project I am involved in is the Boys and Girls Club. Here we help primary and high school learners with their homework and academics. The essence of this club is to try and sharpen the minds of the students and help strengthen their comprehension, boost confidence and help students gain an understanding of their personal learning styles and how to capitalise their strengths. Secondly, I am involved in the Campus Clean-up project. This is to help produce a conducive and pollution free

environment by maintaining a clean environment that boosts mental health and keeps the mind fresh and working. Lastly, Academic Development and Innovation helps students to combat their academic challenges through Student-Peer Mentoring, Reading in the Discipline, Mastering of Academic and Professional Skills, and Integrated Students Success Intervention. It has taught me that it is normal to find yourself between a rock and hard place and to allow yourself to ask for help.

I wish to be part of the Boys and Girls SA Digital literacy project, where we get to teach young children basic computer skills. In a globally competitive corporate world where we are shifting to the Fourth Industrial Revolution, it is important to instil these digital skills as technology is the new norm. CE helps overcome the personal challenges of leaving your comfort zone and doing something with people you may not know. Also, one may find their purpose through volunteering and becoming part of something greater than yourself.

## Editors' Link

As the editorial team, we would like to thank everyone who contributed their stories. This made it possible for this edition to be published. The next publication will be the Indaba Newsletter: Research Edition. Send an abstract(s) of your 2022 research published work to the editor if you want it featured in the newsletter. The deadline for submitting abstracts is 15 October 2022. Email your abstract to Lawrance Seseni using this email address: lawrences@uj.ac.za. It is expected that the next edition will be published mid-November 2022.

Thank you!

### Editors:

**Mr Lawrance Seseni**  
**Mr Semanga Mabuza**

