

**destea**department of  
Economic, Small Business Development,  
Tourism and Environmental Affairs  
FREE STATE PROVINCE

## Media Advisory

6 October 2022

### MEC Mohale revives township economy

The Free State MEC for Economic, Small Business Development, Tourism and Environmental Affairs (**DESTEA**), Mr. Makalo Mohale will on Tuesday, 11 October 2022 embark on an interactive session with township businesses and unemployed graduates to tackle daunting challenges besetting young entrepreneurs of Dihlabeng Local Municipality.

This initiative seeks to revive and restore the township economy of small towns in the Free State. MEC Mohale will engage with inter alia the following business sector: salons, tuckshops, fashion designers, agro-processors, and logistics. This will go a long way in resuscitating township businesses.

Furthermore, MEC Mohale will engage unemployed graduates in the following fields of study: Economic and Management Sciences, Science and Technology as well as Engineering. He will also relaunch the program of placing graduates at different small businesses for practical experience and render much-needed services such as marketing, bookkeeping, and technical support to these small enterprises.

Said MEC Mohale: “the main objective of this intervention is not only to reboot enterprises but also in the face of triple challenges of poverty, inequality, and unemployment; to encourage them to start viable businesses and create jobs”.

MEC Mohale emphasized that his department is committed to assist SMMEs with necessary business skills, which include crafting business plans, and access to local and global markets. Dihlabeng Local Municipality is composed of five towns—Bethlehem, Paul Roux, Clarens, Rosendal, and Fouriesburg.

#### **The media is invited to attend. Details are as follows:**

**Date:** 11 October 2022

**Venue:** Bohlokong New Hall, Bethlehem.

**Time:** 09h00

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