

**SPEAKING NOTES BY BOARD MEMBER BUSISIWE NXUMALO ON BEHALF OF THE EXECUTIVE
CHAIRPERSON OF THE NYDA DR. SUNSHINE MYENDE ON THE OCCASION OF THE OFFICIAL
LAUNCH OF THE ENTREPRENUERSHIP PROGRAM IN TVET'S AND AWARD CEREMONY**

06 September 2025

Programme Director

Hon. Deputy Minister of Dr. Nomusa- Dube

Hon. MEC for Department of Education

Deputy Director General

Deputy Director General

HOD

College Principals

Esteemed Guests

And most importantly, the graduates and award winners

All protocol observed

This evening, I am here on behalf of the NYDA Chairperson Dr. Sunshine Myende. And I must state Deputy Minister, and I speak on behalf of the entire board when I say, it is a privilege and a pleasure to stand here today to celebrate this remarkable milestone in youth development.

On behalf of the NYDA, I extend my warmest congratulations to all graduates and young people receiving awards this evening. Your hard work, discipline, and determination have brought you here – today, you are not just graduates; you are agents of change in your communities.

Deputy Minister while preparing to attend this ceremony, and while we're in the South African context, one was reminded of Tanzanian President Julius Nyerere when he correctly stated that "*the education provided by the colonial government was not for the purpose of producing citizens for Tanzania, but servants for the colonial state,*" and that, "*education must be for liberation, not subjugation.*"

Nyerere's concept of Education for Self-Reliance emphasized practical, rural, and community-based learning rooted in Tanzanian realities. Today, we are gathered here to celebrate young people that have gained practical skills that are responsive to the current market demands and to the lived realities in South Africa, skills that will ensure that as young people you can lead sustainable livelihoods.

Indeed, as Nyerere pointed out, previously the black majority was only skilled in so far as they would be cheap labour for the apartheid state. Today, however, our government continues to respond to the current demands in local markets and globally with skills that will empower young people so that they may not only make money for themselves but also become employers and as true agents of change contribute in the strides against non-racialism, non-sexism and equality.

We have noted that the TVETpreneurs programme is more than a skills programme – it is a lifeline for young people in rural areas, townships and informal settlements, equipping them with critical, market-relevant artisan skills that can be more impactful when coupled with entrepreneurship. This programme is a shining example of what collaboration and partnership can achieve.

To the artisans, graduates and awardees tonight, and as we consider the type of skills offered Tvet Colleges and Community Colleges, I would like you to nibble on this; when considering the entire agricultural value chain—including agro-processing—the agricultural sector represents over 14% of GDP, with primary agriculture at roughly 3%. In the agricultural sector South Africa boasts of higher exports than imports. In 2023 alone the agricultural sector achieved a record R251 billion in agricultural exports, against R133 billion in imports.

On the other hand, hospitality and tourism together contributed R372 billion to South Africa's GDP in 2023 which is about 6.8% of the total economy. This industry continues to be one of the leading employers for young people and in fact over 1.5 million people work in the broader tourism and hospitality space.

Furthermore, the beauty industry is currently booming, diverse, and full of opportunities for young people—whether you're into skincare, hair, nails, makeup, or wellness. It's one of the few sectors where young people can start small and grow fast, even from home or on social

media. As of 2023, the beauty industry was recorded to be worth over R33 billion and growing steadily.

Natural and African beauty products are in high demand—locally and globally. The rise of influencer culture and TikTok beauty trends has made the market youth driven. Women under 35 are the biggest spenders and earners in this space and the market is shifting toward local brands, eco-friendly, and black-owned businesses.

By highlighting these facts, my intention is to encourage our graduates and award winners this evening, so that they may realise they haven't only been given a skill but a weapon to fight against exclusion, poverty and unemployment. If used right, the skills and knowledge you've gained will change your lives and the lives of members in your communities.

Karl Polanyi a sought-after Economic Sociologist, argues in his most famous work titled *The Great Transformation*, economies that are detached from social life (like relying only on job markets) become destructive. Polanyi emphasized that people should embed economic activity in their own skills, communities, and needs. He stated, "*the human economy is embedded and enmeshed in institutions, economic and noneconomic. The inclusion of the noneconomic is vital.*" In other words, in times of job scarcity, society must rely on creative production, community economies, and hands-on skills—not just formal employment.

As NYDA, we firmly believe that young people in rural areas, townships and informal settlements are central to South Africa's development goals, because that is where we may locate untapped potential. As such we want more programmes like this, that give young people skills and entrepreneurial knowledge, to help bridge the gap between potential and opportunity – ensuring that young people can not only access skills, but also build livelihoods, create employment, and drive innovation in their communities.

This initiative embodies our commitment to the Presidential Youth Employment Intervention and the broader National Youth Policy.

Closing Remarks

As I close programme director it was when we were in the Eastern Cape in the opening of the Aliwal North Tvet College where as the NYDA we pledged to hand over our grant for youth owned start ups to ten young *Tvetpreneurs* to support them in their endeavours as they

become skilled business men and women coupled with the skills they have received in their training. As young people we can no longer rely on jobs to put food on the table, but also for the survival of our economy we must support the development of more SMMEs. As young people of this generation we don't only want a seat at the table Deputy Minister, but we also want to dictate the table manners because we are not only the future we are also the present!

As I conclude, on behalf of the board I would like to state to the graduates: your journey does not end here. Let this be a launchpad to greater things. Whatever your skill is, whether it is culinary, to lead tours, or to run a guesthouse – do it with excellence and pride. Your communities need you. Your country needs you. Be entrepreneurs. Be leaders. Be solution-makers.

A heartfelt thank you to the Department of Higher Education and Training ,the South African Public Colleges Organisations and Allan Grey Philanthropies South Africa for driving this important work. To our training institutions – thank you for your role in shaping the next generation of professionals. These partnerships are the kind of collaborations that align perfectly with the NYDA's mission of fostering integrated youth development.

Congratulations once again, and may you go forward with confidence, purpose, and pride.

Thank you.