

Criteria **5. CRITERIA FOR QUALIFICATION**

An upfront financial commitment contribution of R300 will be charged on all participants. Other requirements include the following:

- A female with a valid South African Identification Document,
- Owning an enterprise formally registered with CIPRO,
- Have any kind of a sewing machine,
- Currently producing relevant product,

NB: Application Form will be handed out at the SAWEN seminars and also available on the dti and SAWEN website as well as SAWEN offices.

bank details **BANK DETAILS**

Standard Bank
Branch: Northcliff (6305)
Account No.: 201706393
Account Name: SAWEN

CONTACT INFORMATION

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SKILLS DEVELOPMENT INITIATIVE

Promoting South African Cultural Products

B'UMILE
an initiative of the dti



1. BACKGROUND

South African women are gifted and talented in both designing and crafting fashionable products for both the local and the international markets, mainly promoting South African Culture and Heritage. However, one of their greatest challenges is to produce quality products that can easily occupy the shelves of many local and international retail shops, boutiques thus catching the eye of the buyer.

Responding to the above and further implementing the objectives of interventions proposed by two strategies being the "Engendering the ASGI-SA" and the "draft Strategic Framework on Gender and Women's Economic Empowerment", "Bavumile" is being introduced. the dti GWE Unit in partnership with Uhambo Creations (through SAWEN), "B'vumile" will ensure the quality production of cultural products that are commercially viable produced by women. By imparting relevant skills and expertise, various products will be identified, prototypes are developed, with the manufacturing processes placed in the most efficient order, product developed thus made ready to different retail shops for consumption.

2. INTRODUCTION

A new women empowerment initiative of the dti, "B'vumile!" meaning (they have agreed) is aimed at unleashing the ultimate production and or manufacturing potential of women through skills and capacity building.

B'vumile is recruiting qualifying women who possess special talent, expertise and skill in embroidery, netting, sewing and beading. Applicants should be able to apply these crafts to various materials like cotton, linen, silk, and xhosa sheeting, amongst others. Qualifying women should ultimately desire to own home-based enterprises or co-operatives, thereby generating income for themselves.

Mission

To facilitate the production of Quality and Commercially Viable locally produced products for both the local and the international markets.

Vision

To upgrade the basic skills of women thus produce quality and commercially viable locally produced cultural products, with the major focus being in the Creative and Clothing and Textile Industries.

Objectives

- Identifying and recruit special talent, skills and expertise amongst women in the relevant sectors,
- Provide training to upgrade and perfect the above;
- Provide training on packaging and customer servicing;
- Provide training on basic book keeping, and;
- Provide basic training on establishing and or registering a home-based enterprise and or a cooperative.

3. TARGET GROUP

This project is intended to initially benefit the following target market:

- Members of SAWEN who are currently involved in the **creative** and **clothing** and **textile** industries;
- Women entrepreneurs currently producing and or manufacturing products in the above mentioned sectors;
- Initially, beneficiaries will be in Gauteng, Mpumalanga, Eastern Cape and Kwa-Zulu Natal. This is because this project will be piloted in these provinces first before it can be rolled out nationally.

These are women who basically possess skills and expertise that include but are not limited to; **Sewing; Embroidery; Beading; Weaving; Textile development and Crafting.**

4. TRAINING

Training is conducted for groups of 10 trainees at a time, who are fully accommodated in comfortable surroundings. The training duration is 7 days, focusing on product development, product design, tie and dye and block printing amongst others. Issues like basic costing and pricing, customer care, and market access are also dealt with. The training is conducted on a "train the trainer" basis, through group facilitation; trainees are trained through oral presentation supported by practical hand and machine application. Both the workbooks and work kits allow trainees to learn to produce the product as designed and guided.