



enactusTM

Nelson Mandela

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BACKGROUND

PURPOSE

- A global non-profit organisation that brings together student, academic and business leaders
- Enactus members are guided by academic advisors and business experts to implement and empower communities by implementing projects
- Lead to transformation of lives, students development and sense of social responsibility

FOCUS AREAS

- **Entrepreneurial:** to see an opportunity and create value from that opportunity
- **Environmental:** to encourage awareness and environmental preservation
- **Social:** to uplift impoverished communities and change lives

Initiated by:

Prof T Mayekiso

Established by academic advisors:

Prof Sandra Perks and Mrs Kim Elliot

Resides within the Department of Student Governance and Development

**ENGAGEMENT THROUGH COMMUNITY INTERACTION, SERVICE AND OUTREACH,
TEACHING AND LEARNING AND RESEARCH**

Aims of NMMU ENACTUS

Energise, inspire and motivate students to engage in community outreach projects

Create opportunities for beneficiaries to help change the world

Building socially conscious future leaders

Outcome = 13 community outreach projects in 2012-2013

Mandela's footsteps



Student involvement

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graph TD; A[Student involvement] --> B[Most Enactus members have completed the BtC programme based on principles of:]; B --> C[Identification of projects]; C --> D[Outcomes of projects]; B --- B1[Ubuntu]; B --- B2[Community outreach]; C --- C1[Newspaper articles]; C --- C2[Beneficiary request]; D --- D1[Developing socially conscious leaders]; D --- D2[Increasing practical learning experience];
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Most Enactus members have completed the BtC programme based on principles of:

Ubuntu

Community outreach

Identification of projects

Newspaper articles

Beneficiary request

Outcomes of projects

Developing socially conscious leaders

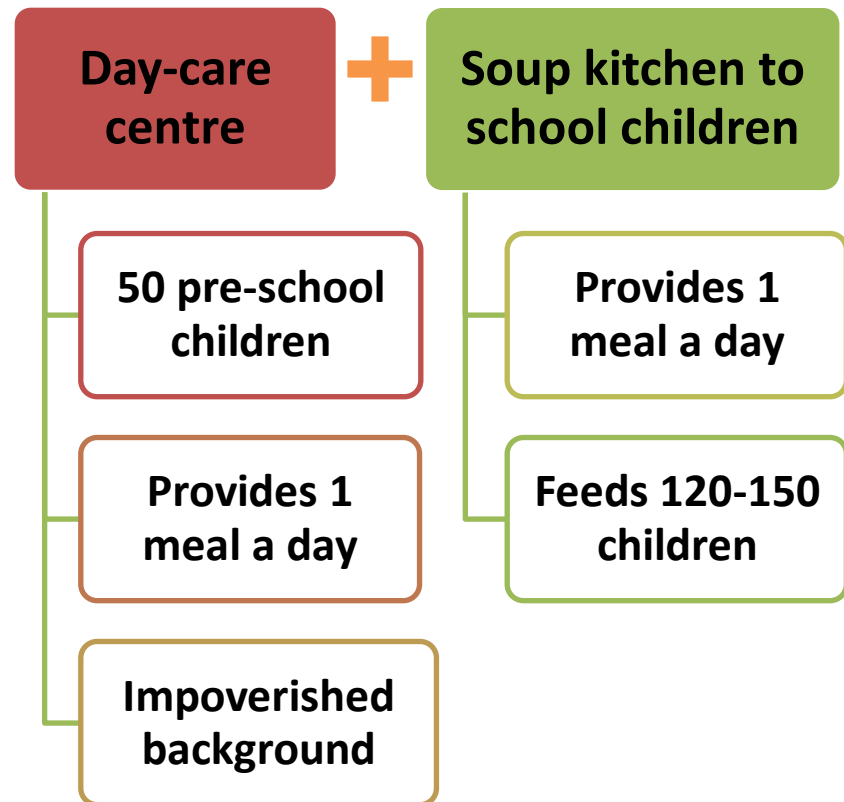
Increasing practical learning experience

BENEFICIARY



Soyama centre background

- ❑ Situated in the impoverished area of Motherwell, Port Elizabeth
- ❑ Approached by Pick n Pay who sell soup ingredients at discounted price



Soyama centre: Soup kitchen project



Needs

Aim

**Hydroponic
tunnel**

**Water
Tank**

**Increase
sustainability of
soup kitchen**

Donated by:  **NEDBANK**



Tunnel and tank erected by:

- 3 Enactus NMMU members
- 4 Nedbank staff
- 26 Community members

Outcomes:

- Increased sustainability of soup kitchen
- Gardening skills and maintenance of tunnel
- Water preservation

Soyama: SmartArt project



Needs

Aim

Employment

**Recycling/
Upcycling**

Income

Transport donated by:



Craft training:

- 9 Enactus NMMU members provide training
- 13 unemployed ladies involved
- 3 Workshops facilitated
- Research on articles made from waste

Outcomes:

- Environmental awareness
- Making marketable articles from waste
- Increased self-esteem
- Self-employment

Beneficiary: Ray Mhlaba Project



Ray Mhlaba Skills Training Centre

EP Children's Home engages in capacity building & skills development with a vision is to develop their children into well-adjusted productive citizens. Thus; a variety of skills development courses a provided in order to equip the EP children with employable skills.

We do this through the following programs:

The Ray Mhlaba Skills Training and Resource Centre is one such program.

Historically, youths left the children's home once they turned 18. Now on offer is the opportunity to complete vocational training and life skills training. This service to also extended to EP children's family and other previously disadvantaged youth.

Premier of the Eastern Cape Province and at the Centre, highly vulnerable youths, unemployed young adults and Aids orphans between the ages of 18 – 25 are trained in woodwork, business and hospitality.

The Ray Mhlaba Skills Training Centre was named after the first



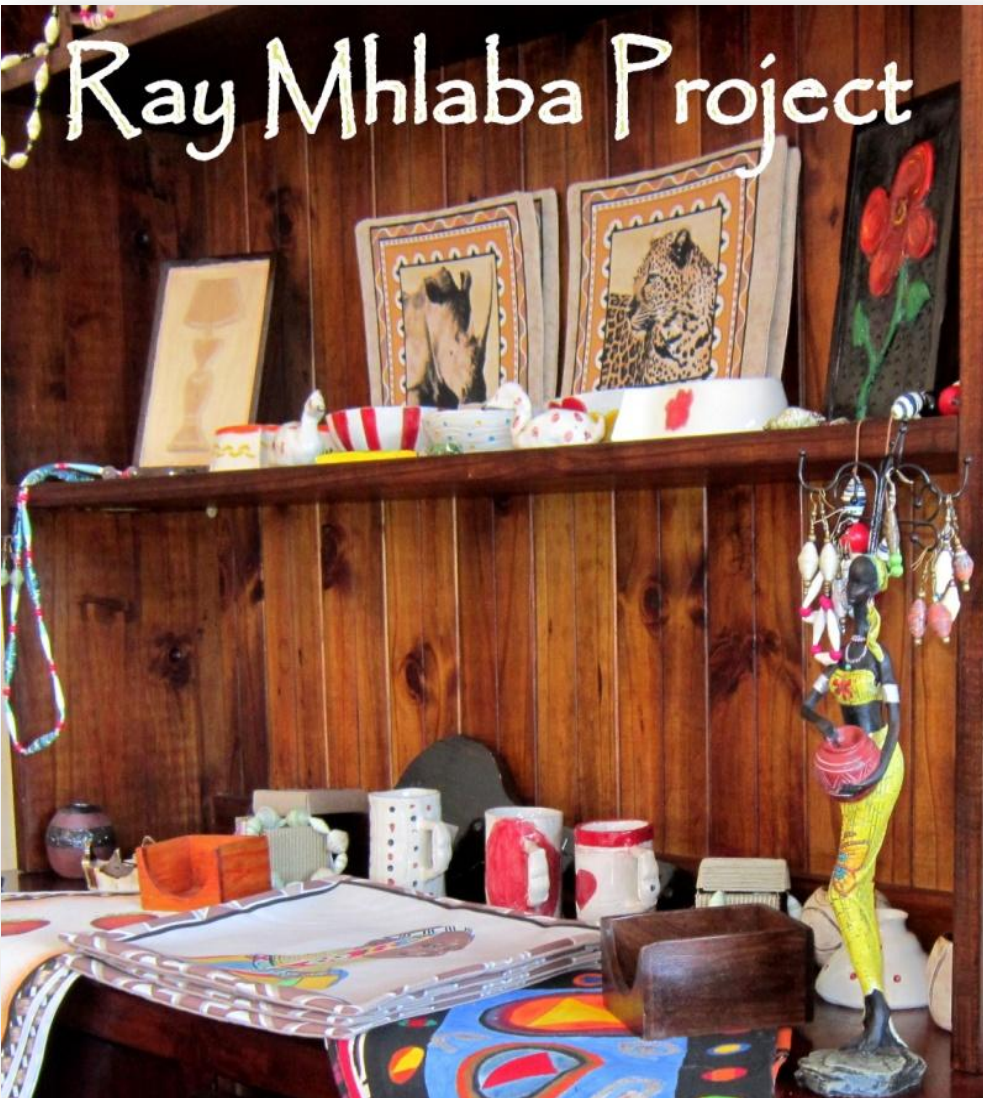
The skill centre trains our youth in:

hairdressing
hospitality
laundry skills
woodwork
sewing

74 Number of students that have participated in tutoring/mentoring programs within the last financial year.

All products sold have been produced by students at the skills centre.

Marketing of Ray Mhlaba centre



- Marketing of products in coffee shop

- Design and distribute flyers at robots on product offerings



- Redesign signage



Revamp of Conyngham coffee shop



- Buy cake display table



- Install water tank
- Grow veggie garden

- Paint walls in light colour
- Buy table decorations
- Cabinet with products for sale
- Redesign menus
- Blackboard to display specials



Gas donation by:



Start-up assistance to Beginnings Co-op



- 4 Enactus members involved
- 1 volunteer business consultant

Advice to:

- Establish board of directors
- Open bank accounts
- Have member roles
- Premise agreement at centre
- Increase computer skills

Outcomes:

- Management skills training
- Higher chance of co-op success
- Marketing of products to NMMU university shop
- Increased self-esteem

Ray Mhlaba project outcomes



15% increase in annual income



54% increase in conference centre income



Decrease in water and gas bill



Increase chance of cooperative success

Media coverage

Newspaper

- Herald article

Television

- BayTV interview

Websites

- Enactus NMMU
- Enactus Facebook
- Twitter

Event

- Tedx talks

Total NMMU Enactus membership = 366 in 2013



facebook.com/enactus.nmmu



[@enactus_nmmu](https://twitter.com/enactus_nmmu)

Enactus success factors



Team training by Mr G Austin:

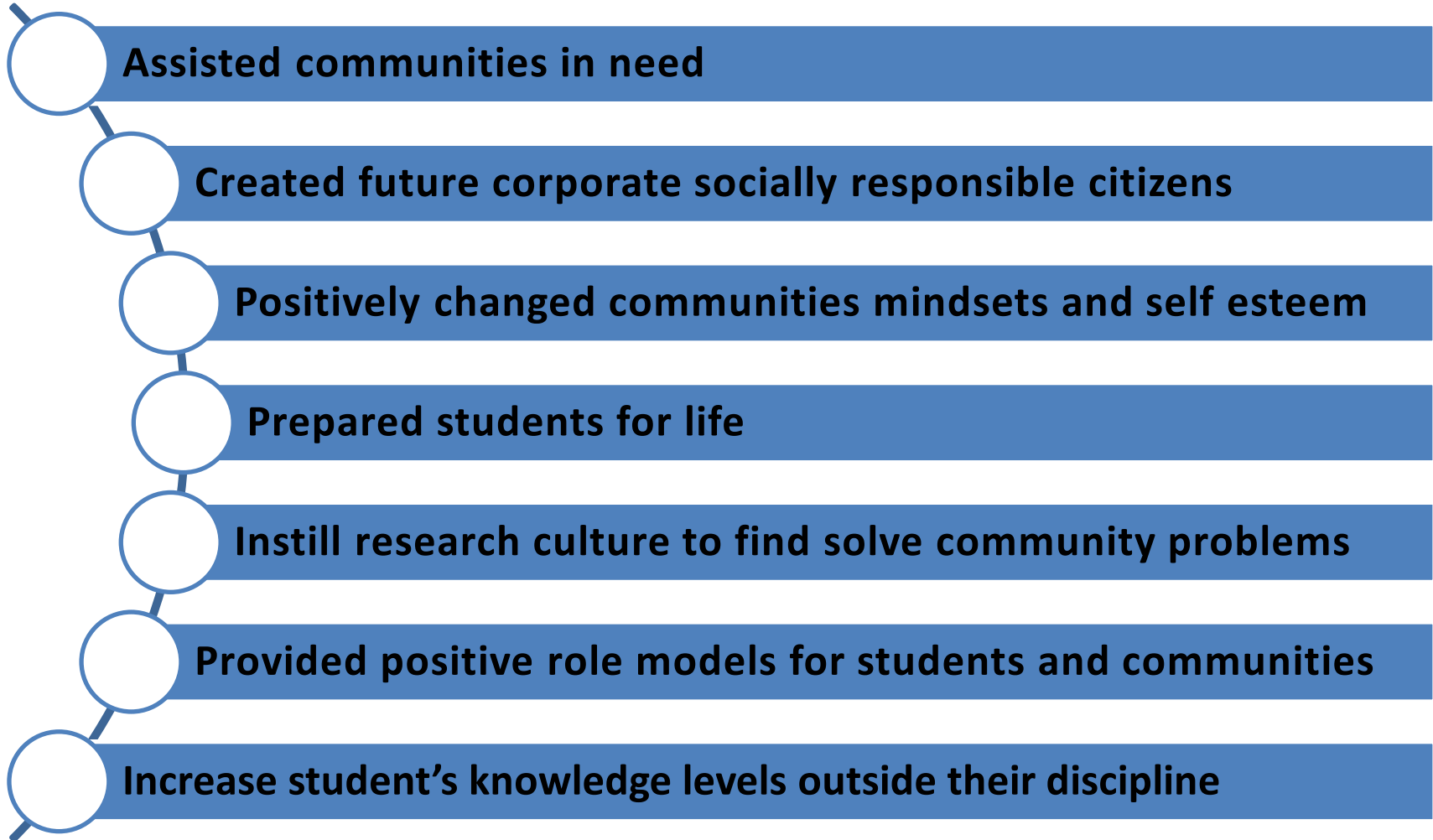


Sponsorship from NMMU to attend National competition in Johannesburg for executive team act as motivation for student commitment

Lessons learnt

- Engagement are integrated into research to solve community outreach projects
- Value are added to teaching and learning outside the classroom
- Students from all disciplines can be involved in community outreach projects
- Lack of start-up funding and student commitment are greatest challenges in implementing engagement as there is no guarantee of project success
- Engagement in Higher Education institutions depends on the dedication of staff members
- At institutional level there should be more seed funding available to start viable engagement projects

Benefits of engagement



ENACTUS faculty advisors 2014

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