

MEDIA STATEMENT

DATE: 27 MARCH 2023

For immediate release

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Mayor Lethoko boosted three recycling SMMEs with cleaning products

LICHTENBURG:

On Thursday, 23 March 2023, the Mayor of Ditsobotla Local Municipality, Councillor Elizabeth Lethoko and Mr Romeo Mabe Project Coordinator from Muraba Consultants handed out cleaning products to three SMMEs in the municipality in order to boost their operations. The SMMEs operating in the recycling industry were the first to be given priority on these cleaning products from V-Cam Company.

Mayor Lethoko has expressed her gratitude to the sponsors because the cleaning products would assist the three beneficiaries in accumulating cash which will allow their businesses to grow.

She has urged the SMMEs during the handover of the cleaning products not to remain forever smaller, but to migrate and grow bigger and become a force to be reckoned with in the economy of Ditsobotla. The beneficiaries were also encouraged to ensure that their businesses are contributing to the economic growth of Ditsobotla municipality.

The youth who are participating in the MISA's Presidential employment stimulus programme were also encouraged by Mayor Lethoko to venture into business given the high unemployment rate in the municipality.

In conclusion, she highlighted that the municipality is busy resuscitating the erstwhile Ditsobotla Diamond Festival, a platform for SMMEs to showcase their business products. Meanwhile, the three beneficiaries were urged to secure stalls and showcase their business products during the festival. The three companies selected were from Itsoseng, Blydeville and Coligny areas.

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Issued by Communications Unit, Ditsobotla Local Municipality

Enquiries: Mr Pius Batsile

Cell: 082 526 3613

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