

Broad-Based Livelihoods

**Socio
Tech**

No barriers to entry

no boundaries to growth



www.sociotech.co.za



What is the BBL?

The BBL programme is fundamentally about self-determination, encouraging and enabling people to believe in their God-given ability and talents to implement their own dreams through own effort.

The BBL

Mobilising each other to
be economically active,
where we are,
with what we have, in:

**= 8
PROVINCES**

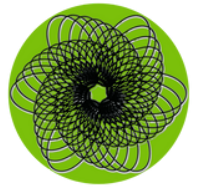
**> 300
COMMUNITIES**

**> 100 000
LIVELIHOODS TOUCHED**



The Broad-Based Livelihoods programme (BBL) has empowered many rural communities with sustainable socio-economic development options. The BBL has no barriers to entry, no boundaries to growth, and multiplies productive livelihood opportunities for more and more people.

Our Stories



BBL Livelihoods

In This Issue

Welcome to the first issue of our newsletter. We will share the incredible stories of our countrywide BBL family.

SocioTech's approach focuses on developing persons, rather than things: we believe in developing a person's ability to establish and manage their livelihood activities and businesses, rather than develop an entity, or large piece of infrastructure that too often fail to empower people.

The Bible teaches us that there is an all-powerful God who cares for each one of us. The Bible has many stories that show how God takes a personal interest in each one of us, no matter who we are. Did you know: You are born with a purpose that the world cannot do without. We find joy and purpose in our lives when we start to do what God has called us to do.

Graduates



Graduation day in Ulana,
Germiston.
Congratulations!

Get to know us

Find out more about the incredible people in the BBL family, their journeys and stories

BBL MyFuture

The "MyFuture"- Course is about learning how to plan for a better future and to work out the action steps we need to take to reach our goals.

Sometimes we get caught up in the struggles of life and we forget our purpose and lose our way. Life is difficult at times – there are many seasons in life. Sometimes things go well for us, and other times things are hard. But life is a journey, and we need to keep going.

BBL Livelihoods

Meet Sibusiso Mbatha

By participating in SocioTech's Broad-Based Livelihoods strategies (BBL MyFood, BBL MyBusiness and BBL MyFuture) to stimulate personal economic activity, Sibusiso Mbatha and his family have learnt the skills to create, maintain and grow their urban farming business, and are diversifying into general retail.

Sibusiso was so inspired by the BBL programme, that he began to train his neighbours using the SocioTech philosophy and methods. At first this was an informal process, but he has now become an official SocioTech Facilitator. He says...



"There is an amazing freedom that comes with not being afraid of the future"



"Once you start thinking the SocioTech way you begin to see potential side hustles all over the place."

Meet Mandisa Kukulela

The service that SocioTech provides is so valuable and I am very proud to be a part of it. Our facilitators go into communities and train people to have hope and insight into available opportunities. Before I got this job, I was unemployed for a whole year and I know what it feels like to sit at home becoming increasingly hopeless. When you are struggling to put bread on the table you don't have money to go to town and look for work. You sit at home and your world gets smaller and smaller. You don't have a reason to go out so you don't see when there are opportunities that could bring in money. Hustling requires seeing those little gaps where there is a service that can be provided.

BBL Livelihoods

Meet Zenobia Isaacs - Barbie

I did the BBL training in 2020 and I think it has really helped with that sense of stress. I learnt a really vital lesson about getting on with life in real, practical ways. It has been 6 years since I finished matric, but it was through BBL MyFuture that I understood that if you want something to happen, you must make it happen for yourself. Not wait and hope. I don't mean rush into bad ideas. I also learnt that patience and planning are important. Get it right. I think it's about having the confidence and commitment to do things properly.



"For the first time in a long time, I have a plan, and I can see a way forward."

Meet Julia Nzabe Matlala

I also like helping in my community. Whenever SocioTech do training sessions here I am always happy to help. I go door to door advising and supporting when people dig those planting trenches. I make sure that they are done properly. I think of it as part of my community duty.

They call it Phinda-Phinda and it means that if you learnt new skills from SocioTech you need to pass them on. I know that my garden has been greatly improved by what I learnt so I am always happy to help so long as I can see that people are willing to work hard. I don't tolerate laziness in myself or in other people. I believe that we should all sleep early and wake early. I like to start the day with a fresh mind and a fresh cup of coffee - that way I am ready for anything and everything.



"They call it Phinda-Phinda and it means that if you learnt new skills from SocioTech you need to pass them on."

BBL Livelihoods - Phinda Phinda

Insights from BBL Phinda-Phinda community champions

Through the Broad-Based Livelihoods Programme's unique peer-to-peer approach, what begins as the training of individuals, is **transformed into an additive, empowering public education initiative: Phinda-Phinda !!** Let's hear what Phinda-Phinda champions from some of the BBL communities across the country have to say about it...

What is Phinda-Phinda?

SocioTech's teaching methods are designed to create a learning culture that promotes the transfer of knowledge and skills to friends, family and neighbours. Through the organisation's unique peer-to-peer approach, what begins as the training of individuals is transformed into an additive, empowering public education initiative.

Community knowledge transfer is incentivized through the 'Phinda-Phinda' process, whereby once a person has implemented what they have learnt through SocioTech's MyFood programme, and also taught three further households to properly prepare and plant their own gardens, that person is eligible for a shadecloth covered vegetable tunnel.

While all tunnel recipients are required to train three households, many participants discover a talent and love for teaching and continue to do so well beyond their first three trainees. What follows is the testimony of some of SocioTech's most enthusiastic and successful Phinda-Phinda champions.



Why they continue to Phinda-Phinda even after they have filled their 3-person quota?

In Majakaneng, North West Province, Anna Kgaretswe says: "I love my work and thanks to the SocioTech training, my food gardening business is thriving, but I don't want to sound as if I am only interested in myself because that is not the case. I am part of a community and we can only truly succeed if we support each other. Through the Phinda-Phinda programme I have helped to train 16 people. It is satisfying to see their growth. Really, you know, it's all about Ubuntu because the message is how can I be truly successful if those around me are still struggling?" a time. That is the way forward



Youth "Phinda-Phinda'd" by Mrs Mnisi in Khutsong

BBL Livelihoods - Phinda-Phinda

In Diepkloof, Soweto, Zoliswa Malata agrees that: “It just makes sense. We learn, then once we know we must support and train each other. That way there can be a continual flourishing. These things are good. Too good to be kept private. We must share and support each other. Help each other to grow. They say ‘be the change you want to see’- Phinda-Phinda is a way of living that mindset. We can do this one garden and one gardener at a time. That is the way forward.”



Mr Hanisa in Tsakane loves to teach and mentor others

Making sense is a point that Wellington Hanise from Tsakane, Marikana Section, Ekurhuleni is also keen to emphasize. He says: “For me, Phinda-Phinda is the only logical and the only truly human way to go. I live in a very poor community with a lot of unemployment and a lot of hunger. When the people around me saw the beautiful crops that I had grown, some came to me to ask for food and I did give to them, but I felt that I needed to do more. Just giving people a few cabbages was not going to change their situation. And one man cannot feed everyone. I realized that passing on what I had been taught by SocioTech was something that I could do. My knowledge could not just end with me. That would not only be selfish, but also stupid. So, I started demonstrating and training. Now, I am a man on a mission and I have discovered that I love to teach and mentor others. Up until now I have trained about 300 people. Maybe more. It brings such joy to my heart.”

Phinda-Phinda aligns with the instruction Jesus gave to his disciples, to teach people to help and teach others, when He said:

Spreading empowering education and inspiration like wildfire

Mr Hanise is not the only one with joy in his heart. Martha Mnisi in Khutsong, Carletonville says: “I like to share knowledge. Doing so makes me happy. I think that if my early life had been different and If I had had more chances to get an education, I think that I might have become a teacher. I have lost count of how many new farmers I have helped through the Phinda-Phinda programme. Sharing and teaching what I know is important to me. I feel that it is part of the cycle of life.

Someone teaches you and you teach others. If we do it that way the knowledge and the ability to sustain lives and livelihoods can spread like wildfire.” Mrs. Mnisi’s ‘wildfire’ observation is precisely the point.

Through Phinda-Phinda, exponential community empowerment occurs. This empowerment goes way beyond the spreading out of gardens, through hearts and minds creating new ways of thinking.

Matthew 10:7-8 (Jesus said) “As you go, proclaim this message: ‘The kingdom of heaven has come near.’ Heal the sick, raise the dead, cleanse those who have leprosy, drive out demons. Freely you have received, freely give.”

BBL Livelihoods - Phinda Phinda

As Portia Themane in Marikana section says: "Phinda-Phinda provides knowledge and skills, but it also helps people to gain confidence by seeing the success of others who came before them. Once you see one person you know achieving success, you start to think 'maybe I can do that too'.

Each time I teach someone it makes me happy to see that optimism grow in them. I love teaching. I find it very satisfying to explain and show and then see the results. I love it when people who had nothing, can now grow and sell. I see their lives changed because of what I taught them - and then go on to do the same thing to the next person. The amazing thing is that the effect is the strongest in the people who start off saying that they don't like gardening. Once you teach them and they see it working they start to love it."

Simon Stanley Ndavula says: "Many people come here to Tsakane because they think it is close to town and to where there are jobs in Springs, Brakpan and so forth but most are disappointed. There are very few jobs and if people are going to have decent lives they need to be creating those with their own hands. I know this way can work because I have done it, but there are many people who do not know that. Sadly, I think for a lot of young people they don't know anyone who has made that happen, so they go on focusing on the idea of a job that will never come.



Portia Themane

My journey with SocioTech started in 2015 and my life has changed for the better in so many ways. I sold spinach and saved and bought a brick making machine. My idea was to make bricks to build my own home. I didn't want to be in a shack my whole life. So, there I was doing my own thing, making bricks and building my house and people saw and they said could I sell them some bricks, so what started as my own home became a business selling bricks. Just from spinach. The point I am trying to make is that you can make your own future. You don't need to wait for another person to give you a job. The young people I meet, they don't understand this at first, but I think through working with me and training with me they see how they can make their own business and not need a job from someone else. For me, Phinda-Phinda is important not only because it passes on knowledge and skills, but also because it exposes young people to the idea that they can be in charge of who they are and what will happen to them."



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