



Echoes of courage

Description

On 9 August, we celebrated South African National Women's Day, paying homage to the heroic actions of 20 000 women in the 1956 march to the Union Buildings in Pretoria, and celebrating how their courage still echoes in the lives of our countrywomen today.

The peaceful 1956 protest to oppose apartheid-era pass laws reminds us that the fight for gender equity is far from over, and that women are a pivotal force in societal progress.

Addressing persistent inequalities

In Africa, women play an integral role in driving the economy, participating in formal industries and informal markets alike. Many also shoulder the mantle of family breadwinners, contributing significantly to household welfare and community vitality. Despite these remarkable contributions, African women often face systemic challenges such as wage gaps and limited access to economic resources.

This year's Women's Day theme, "Building Resilient Economies for All", emphasises the untapped potential of inclusive growth, focusing on empowering women as key agents in creating sustainable economies. By integrating women more effectively into all sectors, as we do at AfroCentric, we can ensure better livelihoods for families and stronger societies.

Supporting Black women entrepreneurs



Tsepiso Malo Monamodi



Sister Nonina Diphoko

Women in South Africa face numerous challenges in entrepreneurship, influenced by historical disparities that still hinder Black, women-led ventures. Despite small businesses significantly contributing over 40% to South Africa's GDP, women entrepreneurs grapple with limited funding, inadequate infrastructure, and a lack of operational support, all of which restrict their growth and opportunities.

AfroCentric, through our enterprise development strategy, is addressing these issues by aiding three impactful enterprises:

Oratile Kids (Naledi Baby Brands): Founded by Tsepiso Malo Monamodi, this business specialises in soft baby shoes and skincare tailored for babies with sensitive skin. AfroCentric's assistance allowed the company to invest in new equipment, boost production, and reintroduce its skincare line, paving the way for both local and international expansion.

Eluthandweni Maternity Service: Initiated by Sister Nonina Diphoko, this vital service offers round-the-clock maternal care and community education. AfroCentric has enhanced their efforts with over R9.1 million in funding, facilitating clinic construction, acquiring ambulances, and fostering community healthcare projects.

Mommy Bear Women and Baby Clinic: Led by Sister Buhle Khumalo, this initiative provides comprehensive antenatal and postnatal care, breast-feeding guidance, and infant wellness to underserved communities. Our R1 million investment upgraded clinic facilities and expanded service delivery, enhancing lives in culturally informed ways.

These collaborations showcase our commitment to empowering women entrepreneurs, catalysing lasting economic and social impact.

To read more about the three initiatives we are supporting, [click here](#).

Category

1. Our Business