



PRESS RELEASE

For Immediate Release

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Unisa Enterprise Joins Forces with NYDA and FASSET to Empower SMMEs.

Unisa Enterprise, a wholly owned subsidiary of the University of South Africa (UNISA), has partnered with the National Youth Development Agency (NYDA) and the Finance and Accounting Services Sector Education and Training Authority (FASSET) to deliver a groundbreaking Business Essentials and Mentorship Training Programme. The two-week initiative aims to drive economic growth by equipping small, medium and micro enterprises (SMMEs) and cooperatives with critical business skills and mentorship support.

Launched in August 2025, the programme targets 800 entrepreneurs across four provinces - North West, KwaZulu-Natal, Mpumalanga, and the Eastern Cape. To date, 680 beneficiaries have successfully completed training in three provinces, with the Eastern Cape cohort of 120 participants set to conclude the programme before the end of the year.

Funded by FASSET and facilitated by Unisa Enterprise, the training covers key areas of entrepreneurial and business development, including:

- Financial Planning and Analysis
- Business Budgeting and Growth Strategies
- Digital Marketing for Entrepreneurs
- Risk and Contingency Planning
- Customer Retention and Satisfaction
- Debt and Cashflow Management
- Entrepreneurial Mindset and Leadership

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Unisa Enterprise CEO, Mr. Lesetsa Matshekga, expressed his enthusiasm for the impact of the programme; “The Business Essentials and Mentorship Training is now well underway, and it is truly inspiring to see so many aspiring entrepreneurs gather to gain knowledge and mentorship. Partnerships such as this are essential if we are to confront South Africa’s unemployment challenge.”

He added that by aligning the skills developed within our education system with the needs of the marketplace, we empower young entrepreneurs to navigate their paths with confidence and contribute meaningfully to the growth of our economy. Small businesses account for over 90% of enterprises worldwide and contribute up to 70% of total employment.”

FASSET CEO, Ms. Ayanda Mafuleka, emphasized the importance of sound financial management in driving sustainable entrepreneurship, saying; “Financial literacy is the backbone of every successful business. Through this programme, we are empowering SMMEs to make informed decisions, manage their resources effectively, and build financially sustainable enterprises that contribute meaningfully to South Africa’s economy. Through this initiative, we are cultivating resilient businesses that strengthen local economies, uplift communities, and create opportunities for generations to come.”

NYDA CEO, Mr. Ndumiso Kubheka, echoed this sentiment; “The aim of the partnership between NYDA, Unisa Enterprise and FASSET is to strengthen South Africa’s entrepreneurial ecosystem, enabling small businesses to thrive, scale, and contribute meaningfully to inclusive and sustainable economic development. South Africa’s youth are the engine of our economy. This initiative ensures that they not only gain access to training but also receive the mentorship support needed to succeed. We are proud to partner with Unisa Enterprise and FASSET in shaping the future of entrepreneurship in our country.”

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