



ZUKA YETHU

BUSINESS PROFILE

"For to be free is not merely to cast off one's chains, but to live in a manner that respects and enhances the life of others." Nelson Mandela

Sizwe Mnamatha is the founding director of Phumelela Solutions. Phumelela, meaning succeed in isiXhosa, is the vehicle that he uses to drive his vision of helping others realize success, by unlocking hidden and sometimes unvalued potential within and in material and resources that may be perceived as worthless to create wealth.

We employ a concept we call Zuka. Zuka, colloquial for the 5c coin, that on it's own is somewhat worthless, however a community of iZuka can constitute a substantial and formidable basis upon which to build wealth.

Vision

To create wealth in a manner that would make a difference in the world around us.

Mission

To inspire communities to dignity and prosperity by creating value with resources at their immediate disposal with a strong emphasis on communal entrepreneurship.

Philosophy

"The greatest good you can do for another is not just share your riches but reveal to them, their own."
Benjamin Disraeli

Background

Phumelela Solutions is a Social Enterprise borne out of the recognition that the right to dignity as espoused in the constitution can be unearthed from ostensibly worthless items and turned into value with the right entrepreneurial mindset. Sizwe Mnamatha, an avid opportunity seeker and social entrepreneur has since 2006 been pursuing opportunities of such nature ranging from the restoration of vandalized properties for rental. Sizwe is currently in a successful worm farming business that transforms garden waste, vegetable and fruit waste into organic liquid fertilizers, called Zuka Gud Grow.

Purpose

Identify readily available resources within a community's arm reach that seem to be of no value and transform these into meaningful, wealth generating and dignity restoration ventures.

Our vision and purpose are inspired by these United Nations Sustainable Development Goals.

End poverty in all it's forms everywhere

End hunger, achieve food security and adequate nutrition of all, and promote sustainable agriculture.

Attain healthy life for all at all ages

Promote actions at all levels to address climate change

Zuka mode

Our model is based on employing a biotechnology called vermi-composting. This is the artificial farming of Red Wiggler worms in containers. The worms are fed the waste we collect and then give off their urine and poo. We harvest and package both the worms urine and poo, package and sell them as Zuka fertilizers to nurseries, backyard vegetable growers and flower growers.

Methodology

Our approach to growing the business involves establishing Social Enterprises all across our country. This borrows from the franchise model. We are targeting unemployed youth and women organizations with a view to license our model to, in return for a minimum percentage of their annual turn over.

Value proposition

The value proposition for this business is listed below:

Job creation in the green economy

An alternative waste disposal technology for municipalities

Provision of cleaner alternative and more affordable fertilizers to stimulate subsistence food production to reduce food insecurity.

Eradication of illegal dumping

Elimination of environmental health risks

Elimination of pollution of underground water systems, air and environmental pollution.

Social Responsibility Program

We are involved in various programs to uplift communities. The include:

School Vegetable Garden Project - LEAP Science and Maths School

We have partnered with LEAP in Garankuwa, Pretoria to revitalize their school vegetable garden. The aim is to group unemployed parents into a Social Enterprise that will man the garden, also licensed to produce Zuka. This will create a value chain, where vegetable waste from the community is used to produce Zuka, to fertilize the garden, and the vegetables harvested go to the school feeding scheme and some get sold to the community.

Bread tags for wheel chairs - Project Playground

Project Playground is a school catering for physically challenged children in Langa, Cape Town.

We have partnered with TSiBA Education in the collection of bread tags. These tags are then sent to a recycling company to exchange them for much needed wheelchairs.

Seed bank

We are involved in the collection of fruit and vegetable seed for the creation of an organic seed bank. Many people in our communities are unaware that seed from pumpkin can be used to create a vegetable that can enable our people to eat and sell some of the produce.

Staff

Sizwe Mnamatha works closely with interns and other unemployed people. The business is under incubation at The Innovation Hub in Pretoria for 2015. This has given us access to mentors such as Dr Murunwa Makwarela and Mr Percy Gumbi.

We are also working with Dr Martin Mabhoko of the Agriculture Research Council.