



The South Africa Mobile Entrepreneurs Program

The South Africa Mobile Entrepreneurs Program offers training and networking to support the development of 400 South African small-scale entrepreneurs. One Global Economy offers participants free in-person educational workshops at community-based computer centers and text message-based communication to strengthen



participants' business, financial planning, digital literacy, and life skills. Through text messages and virtual, interactive and collaborative meetings following the in-person workshops, OGE addresses the information needs of entrepreneurs participating in the program. In addition to business planning, financial literacy, and entrepreneurship skills, the Mobile Entrepreneurs Program equips participants with core skills in leadership, professionalism, basic ICT services, career development and job readiness for maximum success in the market.

Participants share knowledge in person and online at One Global Economy's and Siyafunda CTC's computer centers in Durban and Johannesburg, and receive information wherever they are through text messages, advancing participants' financial knowledge and fostering entrepreneurship. The program also seeks to help participants incorporate the use of technology into growing and marketing their



businesses, and developing micro enterprises into more formal businesses. Since 2008, the OGE Community Computer Center in Austerville has served thousands of people, providing free access to the Internet and computer literacy courses. OGE operates a South Africa Beehive website

<http://southafrica.thebeehive.org>, featuring community development information. In 2012, OGE managed 15 focus groups to ascertain local financial literacy levels in South Africa and helped develop a [questionnaire](#) for a Financial Capability

Index that is accessible by mobile phone, which tests users' financial capability, linking them with appropriate financial education content.

Since 2011, OGE has trained more than 1000 entrepreneurs through this program. OGE offers the Mobile Entrepreneurs Program thanks to support from the Citi Foundation and in partnership with Siyafunda CTC. OGE seeks to scale the reach of the program to benefit more small-scale entrepreneurs and lead to the creation of more jobs in South Africa, and seeks additional partners to increase its reach.

Starting September 1st, individuals are encouraged to directly support the entrepreneurs we serve in South Africa with a donation to [Global Giving](#).