

# *Amasu amasha emabhizinisini amancane aseSweetwaters*

*Ukufunda ocwaningweni  
lokusekela osomabhizinisi abangabhalisiwe*



**science & innovation**

Department:  
Science and Innovation  
REPUBLIC OF SOUTH AFRICA



**HSRC**  
Human Sciences  
Research Council

**CeSTII**

Centre for Science, Technology  
& Innovation Indicators

## Isayensi yezenhlalo eyenza umehluko

I-Human Sciences Research Council (i-HSRC) yaseNingizimu Afrika iyisikhungo esikhulu kwezocwango lwezesayensi yezenhlalo nakubantu e-Afrika. Yenza ucwango lomphakathi ezindaweni ezinomthelela entuthukweni kugxilwe ekuhluphekeni, ekungalinganini nasekumbandanweni kwabanye.

Le ncwajana ikhuluma ngemiphumela yamasu amasha ohlelweni lokucwanga loMkhakha Ongakahleleki olwenziwe eSweetwaters, KwaZulu-Natali yi-HSRC's Centre for Science, Technology and Innovation Indicators (CeSTII) futhi igunyazwe nguMnyango Kazwelonke Wezesayensi Namasu Amasha.



UCwango Lwesikhungo Se-HSRC Olugxile Emphakathini, oluzinze eSweetwaters, lwasiza ekwenzeni ucwango lwale ncwadi.

## Ababambe iqhaza

Leli bhukwana lahlanganiswa futhi yabhalwa nguKatharine McKenzie ngokusekelwe emiphumeleni eyatholwa yi-HSRC's Innovation kwiPhrojekthi Yomkhakha Ongahleliwe WaseNingizimu Afrika eSweetwaters, KwaZulu-Natal, 2017-2018. Ithimba lephrojekthi ye-HSRC-CeSTII lalibandakanya uDkt Glenda Kruss, uDkt Nazeem Mustapha, uDkt Ii-haam Petersen, uDkt Oluseye Jegede, uDkt Isabel Bortagaray, uNicole van Rheede, uJuliet Mokoee, uXolisa Magawana kanye noNozibele Gcora. Sibonga uTracey Watson ngokuhlela nokulenza libukeke kahle kanye no-Antonio Erasmus ngokuthwebula izithombe.

## Mayelana NeSweetwaters

ISweetwaters iyingxenye kaMasipala waseMsunduzi, okuyindawo efaka idolobha okuyigama lakhona lendabuko.

# Abanikazi bamabhizinisi angabhalisiwe banamasu amasha eSweetwaters

**Amabhizinisi amancane angabhalisiwe adlala indima ebalulekile eNingizimu Afrika. Ahlinzeka ngemiholo nemisebenzi kubantu abaningi futhi asiza amakhasimende ngezimpahla nezinsizakalo. Kepha kubaninibhizinisi abaningi angabhalisiwe abanamathilomu, izipaza, amabhizinisi okuthunga nokunye okunjalo, kusewumshikashika wansuku zonke ukuphila.**

IHuman Sciences Research Council (HSRC) icwanninga 'ngamasu amasha' eNingizimu Afrika. Amasu amasha enzeka lapho kusetshenziswa noma kuzanywa izimpahla noma izinto ezintsha noma ezithuthukisiwe. Amabhizinisi azama 'anamasu amasha' noma azama imikhiqizo nezinqubo ezintsha ngokuvamile ayaphumelela. Amasu amasha angasiza wonke amabhizinisi – asemthethweni noma angabhalisiwe – ukuba akhule futhi achume.

I-HSRC icwanninga udaba lwamasu amasha ikuze iqonde iNingizimu Afrika ingakwandisa kanjani ukukhula komnotho, ivule emathuba emisebenzi emisha futhi ilwe nokungalingani. Njengengxenywe yocwanningo lwayo, i-HSRC ihlole cishe osomabhizinisi abangabhalisiwe abacishe babe yi-1 000 kuWadi 1 namaphethelo eSweetwaters (Mpumzuza) ukuze ithole kabanzi ngamabhizinisi abo.

Lolu cwanningo lusiza uhulumeni nabanye ababambiqhaza ukuba baqonde ukuthi bangawasekela kanjani kangcono amabhizinisi angabhalisiwe. Ucwanningo lwamasu amasha luphinde lwaveza nokuthi lapho amabhizinisi amancane esebenza ngokubambisana angakwazi ukulekelelana futhi afundisane izinto.

Ocwanningweni i-HSRC:

- Yaxoxisana nabaninibhizinisi angabhalisiwe abangama-996 eSweetwaters
- Yabamba i-workshop yaxoxisana nosomabhizinisi bendawo ngokusebenzisa ubuxhakaxhaka
- Yabhala izifundo ezimayelana nemikhakha yomnotho ongabhalisiwe waseSweetwaters

Le ncwadi ifingqa lokho esikufunde kosomabhizinisi nakubadayisi abangabhalisiwe baseSweetwaters.



Bacishe babe yi-1000 osomabhizinisi okwenziwa kubo ucwanningo yi-HSRC ngendlela abeza ngayo namasu amasha.





Kunezinhlombonhlobo zamabhezini angabhalisiwe ahweba eSweetwaters.

## Umnotho ongabhalisiwe waseSweetwaters / Mpumuza

I-HSRC yahlonza amabhezini ayi-1 289 angabhalisiwe eSweetwaters futhi yenza ucwango kwangama-996 kuwo. Amabhezini angabhalisiwe eSweetwaters ahlinzeka ngezimpahla nemisebenzi ehlukahlukene okubandakanya:

- Ezokudla
- Ezokwakha
- Ezezinwele nezimonyo
- Ezezingubo nezinto zasendlini
- Ezokulungiswa kwezimoto
- Ezezindawo zokuhlala
- Ezemisebenzi yensimbi
- Ezezinto zokuhamba
- Ezobuciko nokuzijabulisa
- Ezabelaphi bendabuko
- Ezezinkulisa
- Ezokulungisa izinto zikagesi
- Ezokusekela amabhezini





Izinto amabhizinisi azebenzela emakhaya amaningi eSweetwaters.

## Amaqiniso nezibalo mayelana namabhizinisi aseSweetwaters

### Amabhizinisi avame kakhulu eSweetwaters

Amabhizinisi avame kakhulu asemkhakheni wezokudla (27%), umkhakha wezokwakha (17%) kanye nomkhakha wokunakekelwa kwezindlebe nezimonyo (15%). Ukulungiswa kwezinto zikagesi, usizo lokusekela amabhizinisi kuba umkhakha omncane kakhulu webhizinisi (ngaphansi kuka-1%).

### Ubudala bamabhizinisi

Amabhizinisi amaningi angabhalisiwe eSweetwaters okungenani aneminyaka emithathu ubudala kanti amabhizinisi amadala aneminyaka engaphezu kweyi-10 enza 26%.

### Indlela amabhizinisi axhumana ngayo namakhasimende

Iningi lamabhizinisi angabhalisiwe lisebenzisa umakhalekhukhwini owenza (88%). I-WhatsApp iyithuluzi lezokuxhumana elisetshenziswa kakhulu ngamabhizinisi angabhalisiwe, bangu-32% osomabhizinisi abasebenzisa leli thuluzi ukuxhumana namakhasimende, ilandelwe yi-Facebook, esetshenziswa ngamabhizinisi angama-23%.

### Izinselelo ezinkulu zamabhizinisi

Inselelo enkulu ebikwe ngabanini bamabhizinisi baseSweetwaters eyokuthi mancane kakhulu amakhasimende, noma ukuncintisana okukhulu.

### Ukuqashwa namakhono emnothweni ongabhalisiwe waseSweetwaters

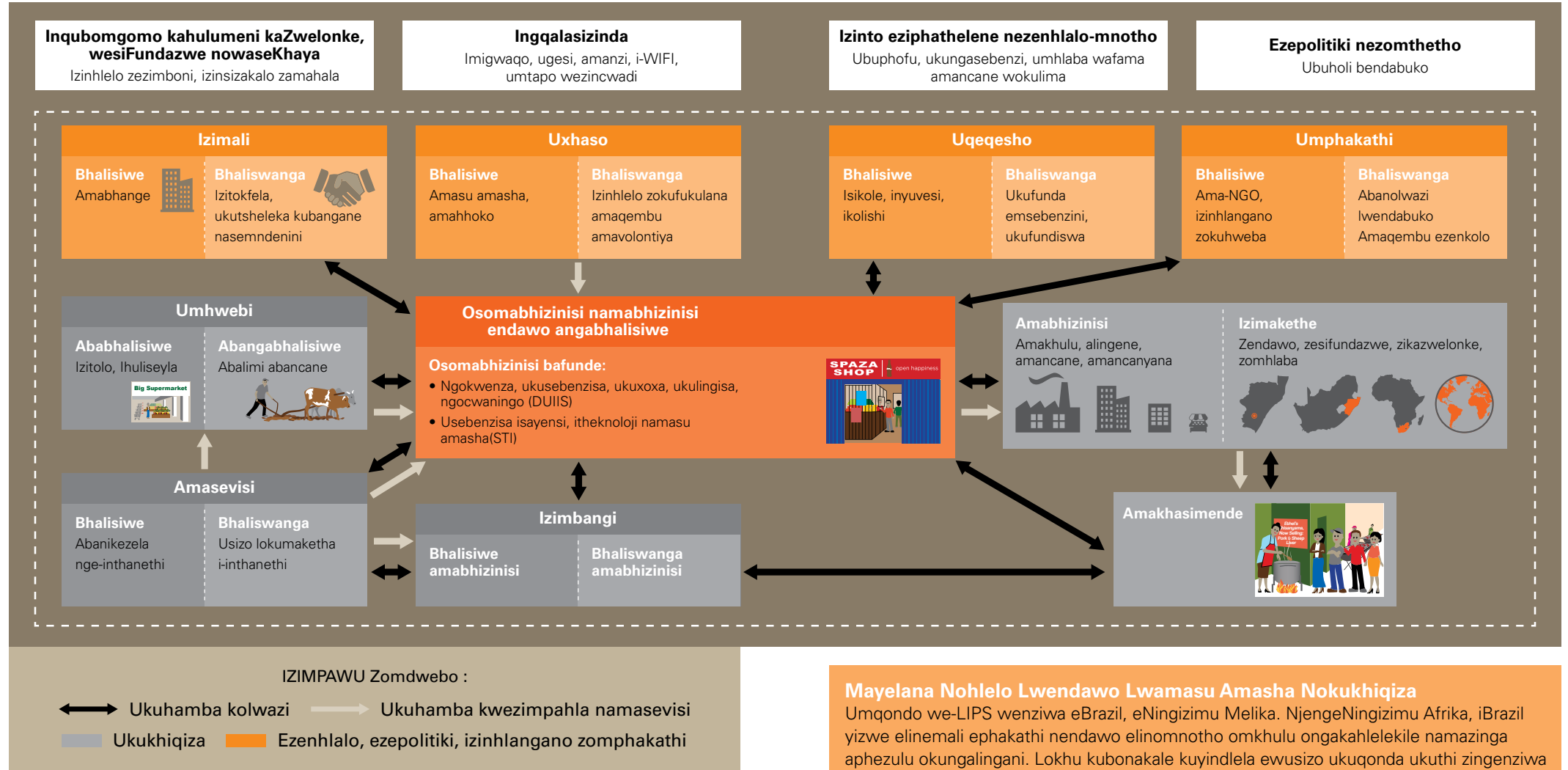
Isilinganiso sebhizinisi elingabhalisiwe laliqashe abantu abangaphezu nje kwababili ngo-2018. Cishe ingxenye eyodwa kwezinhlanu (20%) yabasebenzi babenamakhono ababewafunde emkhakheni osemthethweni. Ucwango lubonise ukuthi abasebenzi abasemkhakheni ongabhalisiwe waseSweetwaters bafunda amakhono amasha ngalezi zindlela:

- ngokusebenzisa imishini emisha noma izinto zokusebenza ezingakenziwa lutho (52%)
- kozakwabo emsebenzini (31%)
- kubaqashi abagugquzela abasebenzi ukuba baxazulule izinkinga (29%)
- ngokukopisha kumabhizinisi amakhulu futhi asemthethweni (41%)



Uhlelo lwendawo lamasu amasha nokukhiqiza (olubizwa nge-LIPS ngamafuphi) luyindlela yokuqonda ukuthi umnotho wendawo usebenza kanjani. Njengomnikazi webhizinisi, cabanga ngenqwaba yabantu, amabhizinisi, ingqalasizinda namasiko oyingxenywe yawo. Zonke lezi zinto zithinta ibhizinisi lakho, nawe. Wonke amabhizinisi athembele kunethiwekhi ukuhweba, ukufunda nokuza namasu amasha.

Inethiwekhi enhle ingasiza wonke amabhizinisi ukuba achume. Okubalulekile okutholakele ocwaningweni lwe-HSRC ukuthi ukuxhumana phakathi kwamabhizinisi nabanye ababambiqhaza ohlelweni lwamasu amasha nokukhiqiza eSweetwaters akuqinile. Ukukuqinisa kuzosiza ekwakheni umnotho wendawo waseSweetwaters.



**Mayelana Nohlelo Lwendawo Lwamasu Amasha Nokukhiqiza**  
Umqondo we-LIPS wenziwa eBrazil, eNingizimu Melika. NjengeNingizimu Afrika, iBrazil yizwe elinemali ephakathi nendawo elinomnotho omkhulu ongakahlelekile namazinga aphezulu okungalingani. Lokhu kubonakale kuyindlela ewusizo ukuqonda ukuthi zingenziwa kanjani izimo zokwenza amasu amasha okusiza ekwakheni umnotho wendawo.

Umthombo: Abalobi (isekelwe kwi-Cassiolato et al, 2017 ne-de Beer and Wunsch-Vincent, 2013)

# Ucwaningo lwathola ukuthi amabhizinisi aseSweetwaters angakhula kakhudlwana

Imiphumela yocwaningo ikhombisa ukuthi iSweetwaters/Mpumzu inomnotho omkhulu futhi onempilo ongakahleleki ohlinzeka ngezimpahla nezinsizakalo ezahlu kahlu kumakhasimende, yize kunezinselelo eziningi. Abanikazi bamabhizinisi basungula izinto ezintsha futhi baqhubeka ngokuzama imikhiqizo emisha nezindlela ezintsha zokwenza izinto.

## Amasu amasha naphezu kwezinsalelo

Okutholakele kukhombisa ukuthi amabhizinisi angabhalisiwe eSweetwaters ayakwazi ukusungula, yize enezinsiza zokusebenza ezincane, futhi lokhu kuyabasiza ukuthi bancintisane futhi bagcine amabhizinisi abo iminyaka eminingana.

## Amasu amasha abangela ukukhula

Ngesikhathi esifanayo, uhlobo lwamasu amasha, kanye nokuntuleka kokubambisana kanye nokungafundi ukusebenzisana kuvimbela ukukhula kwamabhizinisi athile. Enye indlela yokuthi amabhizinisi angabhalisiwe ancintisane futhi akhule ukusebenzisa ulwazi lwawo lwasendaweni kanye namanethiwekhi ukuze akhule ngokusebenzisana nabanye ukuthola imibono nokusekelwa okusha. Lokhu kungaholela ezimpahleni nasezinsizeni ezingcono nezindlela ezithuthukisiwe zokuphatha, ukukhulisa amabhizinisi ukuze akwazi ukuqasheka nokusimama okukhulu.

## Ukusebenzisa izazi zendabuko

Inzuzo yamabhizinisi angabhalisiwe, ikakhulukazi emikhakheni efana namabhizinisi ezingubo kwaMpumzu, ukuthi aseduze nezazi zezendabuko zendawo ezidingekayo ukwakha ama-‘niche market’ ezingubo ngokususelwa ekugqokeni ngokolwazi lwendabuko nolwazi lwase-Afrika. Leli yithuba lokuhlenganisa ‘ulwazi’ olukhona ukwenza ezingubo zendabuko nokusebenzisa ubuchwepheshe namakhono amasha ukungena emabhizinisini asemthethweni.

**Iyini i-‘niche market’**  
I-niche market iyimakethe ekhethekile yezimpahla noma amasevisi akhethekile.

“Lapho kubuzwa ngezinsalelo zokuza namasu amasha, iningi labaphenduli babike ukuthi akukho zithiyo emizameni yabo yokuqamba amasu amasha. Lokhu kukhombisa umoya wabaninibhizinisi abangabhalisiwe abazimisele njalo ukuzivumelanisa nezimo ezishintshayo nethuba, imvamisa okuyinto edingekayo.”

## Ukuqinisa amanethiwekhi amabhizinisi angabhalisiwe

Ucwaningo lukhombisile ukuthi amanye amabhizinisi angabalingani besibili ababaluleke kakhulu ekuzeni namasu amasha. Kepha, imvamisa, ukuxhumana bekulingekukhulu kanye noma kabili kuphela ngonyaka. Lokhu kubandakanya ukuxhumana namasaplaya, izimbangi kanye namaqoqo ebhizinisi.

Amabhizinisi angaphezu kukahhafu athenga izimpahla zawo ngaphakathi kwamakhelwane. Abaningi bathenga izimpahla zabo kubathengisi abasemthethweni eMgungundlovu kunakwamanye amabhizinisi angabhalisiwe angomakhelwane.

Amabhizinisi angabhalisiwe akuvamile ukuthi abelane ngolwazi, bambalwa ababandakanyekayo kumaqoqo, futhi ukuxhumana kuwo wonke umkhakha wokuthenga nokusekelana akuqinile nhlobo

### Ukuqonda i-'value chain'

I-'value chain' iwuchungechunge lwendlela imisebenzi yebhizinisi eyenza ngayo libaluleke kumakhasimende. Kubandakanya ukwenza okuthile, ukumaketha nokunikeza insizakalo ngemva kokuthenga.

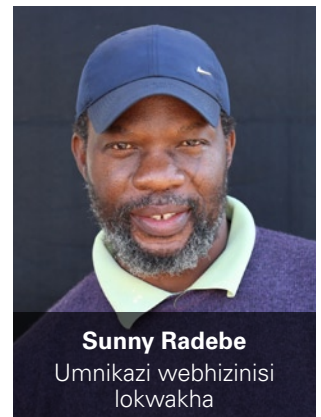
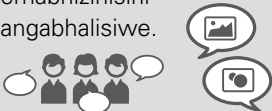
## Izinga eliphezulu lamasu amasha eSweetwaters

**82,5%:** Izinga lezinto ezintsha eSweetwaters elinganisa umkhqizo ophumelelayo noma amasu amasha.

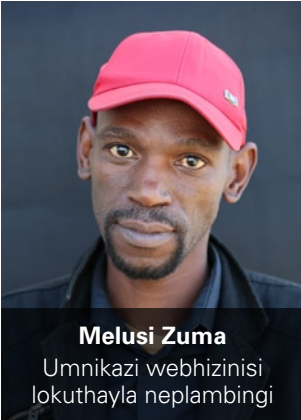
**62,4%:** Izinga lemikhqizo emisha eSweetwaters. Lokhu kusho ukwethulwa kwezimpahla ezintsha noma ezithuthukisiwe emakethe.

**78,9%:** Izinga lamasu amasha eSweetwaters. Lokhu kusho izinqubo zebhizinisi ezintsha noma ezithuthukisiwe, njengokusebenzisa ikhompyutha ukuphatha imali.

I-**HSRC** kanye ne-**Sustainable Livelihoods Foundation** babamba umhlangano wokuxoxa ngezindaba zalabo somabhizinisi ukuhlola ukuthi amasu amasha ezenzeka kanjani emabhizinisini angabhalisiwe.

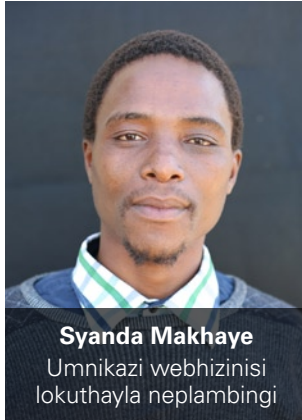






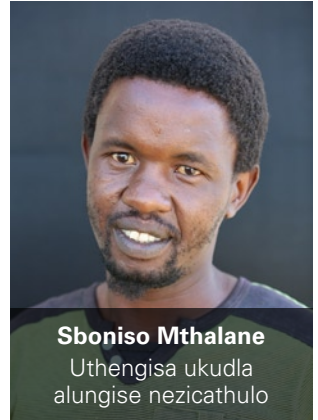
**Melusi Zuma**

Umnikazi webhizinisi lokuthayla neplambingi



**Syanda Makhaye**

Umnikazi webhizinisi lokuthayla neplambingi



**Sboniso Mthlane**

Uthengisa ukudla alungise nezicathulo

## Ucwaningo lwamabhizinisi angabhalisiwe eSweetwaters lusho ukuthini maqondana nenqubomgomo

Inqubomgomo kanye nezinye izinto ezenziwa nguhulumeni wasekhaya, wesiFundazwe nokaZwelonke kungasiza ukukhulisa amabhizinisi angabhalisiwe eSweetwaters. Lezi ngezinye zezinto uhulumeni angazenza ukusiza amabhizinisi angajwayelekile ukuthi akhule futhi achume:

### Ukwakha izindawo zokumaketha zokuhwebela

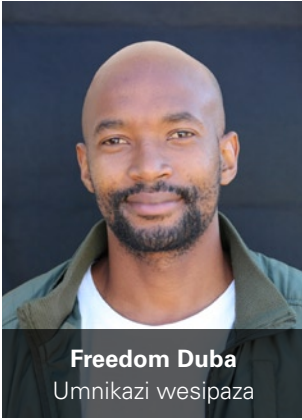
Uhulumeni wasekhaya angaxhasa amabhizinisi angabhalisiwe ngokunikeza izindawo eziphethwe kahle nezisendaweni lapho amabhizinisi angabhalisiwe angathengisa izimpahla nezinsizakalo, afinyelele kumakhasimende awo futhi axhumane namanye amabhizinisi nezinhlangano.

### Ukwandisa ukutholakala kwe-inthanethi

Izindleko zokungena kwi-Inthanethi ziyinselelo kumakhono okumaketha nawokuqamba amasu amasha amabhizinisi angahlelekile. Ukufinyelela ku-Inthanethi ngama-WIFI amahhala endaweni, njengomtapo wolwazi kubalulekile. Lokhu kuzokwenza ukuthi amabhizinisi akwazi ukuthola ulwazi olusha ukusekela imisebenzi yawo emisha nokuxhumana namakhasimende namasaplaya.

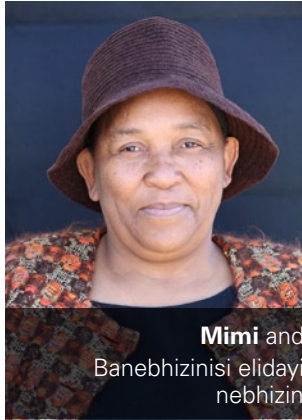
### Ukugqugquzela ukuhlanganisa imifelandawonye

Izindlela ezimbili ezibalulekile zokuqinisa ukuxhumana phakathi kwamabhizinisi angahlelekile ngukuhlanganisa kanye nemifelandawonye. Lokhu kungasiza osomabhizinisi abangahlelekile ukuba bathole amathuba okungenzeka ukuthi abakwazi ukuwenza ngokwabo. Iqoqo lamabhizinisi angahlelekile angakwazi ukufeza inkontileka yesikole yokwenza umfaniswano, isibonelo. Ibhizinisi elilodwa elingabhalisiwe kungenzeka alinakukwazi ukuzenzela lona.



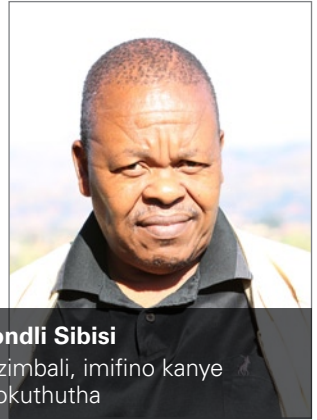
**Freedom Duba**

Umnikazi wesipaza



**Mimi and Mondli Sibisi**

Banebhizinisi elidayisa izimbali, imifino kanye nebhizinisi lokuthutha



### **Ukweseka umkhandlu wamabhizinisi angabhalisiwe**

Iqhaza lomkhandlu wamabhizinisi angabhalisiwe lingaqiniswa ukudala izindawo zemihlangano nokuxhumana phakathi kwamabhizinisi angabhalisiwe endaweni yangakini nangamabhizinisi asemthethweni. Lokhu kungasiza ekwakheni uchungechunge lokukhiqiza endaweni.

### **Ukweseka ukuxhumana ngezinhlangano zokufundisa nokuqeqesha**

Ukubambisana phakathi kwamabhizinisi angabhalisiwe namanyuvesi, amakolishi nezinhlangano zokuqeqesha bekungekho nhlobo. Amabhizinisi endaweni asebenzise ulwazi lwesayensi nolukhethekile ngezinga elincane. Ukuhlaziywa kokusebenzisana nezinhlangano zemfundo nokuqeqesha kukhombisa ukuthi, ngokujwayelekile, amabhizinisi awasebenzisi amakolishi okuqeqeshwa kwezobuchwepheshe atholakala eMgungundlovu, njengeSikole Semfashini.

### **Ukwakha amakhono ezindlela zokusebenza endaweni**

Uhulumeni anganikeza ukwesekwa ukwakha amakhono endawo kuwo wonke umsebenzi wamabhizinisi esebenzisa amakhono namabhizinisi akhona emabhizinisini. Lokhu kungaba nomthelela omkhulu lapho kwenziwa ngokubambisana namabhizinisi asemthethweni asungulwe kahle kanye nababambiqhaza abavela emphakathini.

### **Incazelo yamasu amasha**

Incazelo esemthethweni yokuza yamasu amasha esetshenziswe yi-HSRC kulolu cwaningo ivela ku-International Organisation for Economic Co-operation and Development. Ithi:

**...Amasu amasha ngumkhiqizo omusha noma othuthukisiwe noma inqubo (noma inhlanganisela yalokho) ehluke kakhulu kunemkhiqizo noma izinqubo zangaphambilini zento ethile futhi yenziwe yatholakala kulabo abangahle babe ngabasebenzisi bayo (umkhiqizo) noma esetshenziswe yiyunithi (inqubo).**

(OECD 2018)

# Thola kabanzi

Le ncwajana isekelwe kwiprojekthi yaMasu Amasha Emkhakheni Wamabhezini Angabhalisiwe eyenziwe yiCentre for Science, Technology and Innovation Indicators, sezobuchwepheshe ngaphakathi kwi-HSRC.

Umbiko ophela wocwaningo ungadawunilodwa kwi-(website) ye-HSRC-CeSTII (<http://www.hsrc.ac.za/en/departments/cestii>) naku-(website) ye-DSI ([www.dst.gov.za](http://www.dst.gov.za)).



Kuye kwaqinisekiswa ukuthi imininingwane yababambiqhaza ibe yimfihlo futhi nemininingwane ethulwe kule mibiko ayaziwa amagama.



Amalungu e-CeSTII ne-HSD emsebenzini noNonhlanhla Mkhize wakwa-DSI noMnuz Gwala (umbambiqhaza wocwaningo), eSweetwaters, KwaZulu-Natal.



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