

The Weekly

LEJWELEPUTSWA TO GET CALL CENTRE

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Executive mayor of the Lejweleputswa District Municipality, Mathabo Leeto, has wooed the Malaysian Investment Promotion Authority (MIDA) to start a call centre and business incubators in the district.

Due to the decline of mining in the area, the executive mayor has been looking for alternative ways to boost the economy in the region. Some of these alternatives that Leeto has been promoting include focusing on tourism, agriculture, and Small Medium and Micro Enterprises (SMME) development.

“The Goldfields was once a huge attraction in the province and country. With the results of Census 2011, research has found that the population of the Lejweleputswa District Municipality has decreased drastically from 1996 mainly because of the decline in mining industry activities,” said Leeto.

She said investments such as the one proposed by MIDA, will contribute to turning around the economy of the district.

Harmony Gold Mining company has also stepped in to be a part of the initiative by donating an old mining site valued of approximately R8-million for the construction of the centre. “We are proud to be involved in such a great initiative and it is always a pleasure to be a part of the development of the area,” said Harmony Gold’s corporate affairs manager, Lebohang Shabe.

He said the old mining site they are donating has already been rehabilitated so there will not be any problems with starting construction.

According to economic counsellor of Malaysia, Masri Idris, developments will start within the next six months.

“We are very excited about this project and believe that it will equally benefit both counties. Our offices is quite new in South Africa and this will be the first big project we will be undertaking with the country but we would like to enhance the relationship with South Africa and build stronger foundations with the country,” said Idris.

MIDA already has well established call centres in Malaysia which will be linked with the one that is to be established in the Lejweleputswa District Municipality.

The call centre will be run 24 hours and seven days a week. According to Leeto, more than 2 000 people will be employed at the call centre and employment at the incubation hubs will vary. Unemployed residents of the Lejweleputswa District Municipality will enjoy first preference for positions at the centre.

“Our priority is to better the lives of the people in the region and to tackle the issue of unemployment; we simultaneously are dealing with the issue of poverty,” said Leeto.

She said residents in the region will be kept up to date regarding both the call centre and business incubators and will also be provided with training and the necessary skills prior to the official openings of both initiatives

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