

The ArcelorMittal Foundation launches women empowerment programme

The ArcelorMittal South Africa Foundation, in partnership with Lusa Community Chest, has launched the Abigail Training Programme for 25 women entrepreneurs from the Emfuleni/Vaal region.

“We acknowledge that despite the societal inequalities they face, especially barriers to economic participation, women are strong agents of change in our communities, and this is just one reason we are embarking on this programme,” said Prudence Masike, Manager of the ArcelorMittal South Africa Foundation.

The training programme targets women between the ages of 18 and 40 years who already own small businesses but require additional support to ensure the sustainability of their enterprises.

The objective of the programme is to develop and empower women to develop their personal and entrepreneurial skills so that they can run successful and profitable businesses to support and provide for their families, their communities and ultimately motivate more women to start their own small businesses.

The training will be conducted over four months (one week per month) and includes personal mastery, psychometric testing, leadership, personal image branding, business and product branding, financial management, business management, marketing, mentoring as well as relevant life skills.

“This programme is not just about enabling financially independent women but, through their economic participation and ownership of productive assets, there is a much broader knock-on effect in their families and communities by facilitating development, overcoming poverty, reducing inequalities and improving children’s nutrition, health, and school attendance,” she adds.

This programme is closely aligned to the broader strategic objective of the ArcelorMittal Foundation’s socio-economic development plan, which is to strengthen and broaden the economic capability of the Sedibeng/Emfuleni Municipality by investing in the development and growth of black-owned small, medium and micro enterprises (SMMEs).

