The Fourth Industrial revolution, Rural Industrialisation and Development: Successes for Youth in the Creative Economy of South Africa
We stand at the brink of a technological revolution that will fundamentally alter the way we live, work and relate to one another. In its scale, scope and complexity, the transformation will be unlike anything humankind has experienced before. We do not yet know how it will unfold, but one thing is clear, the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society. (Part of the WEC Annual Meeting in 2016).

- Klaus Schwab
IFA LETHU FOUNDATION OF SOUTH AFRICA
THE 5 PILLARS OF OPERATION

Creative Entrepreneurship
Repatriation
Advocacy
Indigenous Knowledge
Education
## CASE STUDIES

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WELCOME TO LIMPOPO
## Problem Statements

### South Africa

- **2016**: Young people constitute 37% of the country’s population.
- **2016**: In SA | million youth exit the school system annually, 65% leave without having acquired Grade 12.
- **4.3%**: Of youth between the ages of 18-29, are enrolled at any higher education institution in the country.
- **60%**: Of unemployed youth aged below 35 years have never worked.

### Africa

- **Over the next 35 years, 2 billion babies will be born in Africa.**
- **By 2050, 40% of the World’s Youth will live in Africa.**
- **2017**: 100 million youngsters out of school, out of a global population of 263 million.
- **2017**: 70% of recruitment agencies agree that the continent is suffering a lack of skills.
RURAL INDUSTRIALISATION

• Development challenges – rural poverty (low productivity, no off-farm employment opportunities, unemployment, rural urban migration, inaccessibility and lack of productive assets.)
SOLUTIONS

• Rural, non agricultural activities such as creative industries

• Provides productive jobs, prevents out migration and rural unemployment

WHY???

• Sustainable, Starts out small, uses local resources, indigenous knowledge

• Potential for mass commercialisation
ALTERNATIVE DEVELOPMENTS

• Use of evidence ➔ conventional methods not effective

• Adoption of alternative approach of development

Acted as an enabling vehicle for:

Access to Resources ➔ Use of Services and Info ➔ Innovation ➔ New Conditions ➔ New Resources

Social Entrepreneurship
Income Generation
Poverty Alleviation
PREPARATION FOR THE 4TH INDUSTRIAL REVOLUTION

• The use of technology for poverty alleviation

Current Tech Challenges

- Minimal knowledge of ICT
- Different Problems and Priorities
- Lack of Commercialisation
IMPLEMENTATION OF ICT FOR THE RURAL CREATIVE ECONOMY

- Mobile Applications
- Fulfilment of Needs
- Training

Access
Information
Resources
Innovation
Other benefits include infrastructure development, access to finance, project manager

A total value process
Ifa Lethu Foundation achievements

Youth Employment: 2800

Young Businesses: 800

Ambassadors: 60

Building the brand in South Africa and abroad
Business Incubators and Infrastructure development
Distribution model Nationally and Internationally
• Meeting the challenges of the 4th industrial revolution

• Building on the new revolution

• New educational models and skills development

• Emphasis on youth

• Technological preparation of youth

• Lack of digitally skilled youth
MICHAEL SELEKANE – YOUTH AMBASSADOR AND BENEFICIARY

• Discovered at Mabopane Workshop

• Africa’s Picasso

• Needs assessment determined that he needed extra English and grammar lessons

• Exhibitions – National and global

• Mentoring and training youth

• Address to FTSE 100
• Dr Narissa Ramdhani
• nramdhani@ifalethu.org.za
• Tel: +27 12 346 2985
• www.ifalethu.org.za