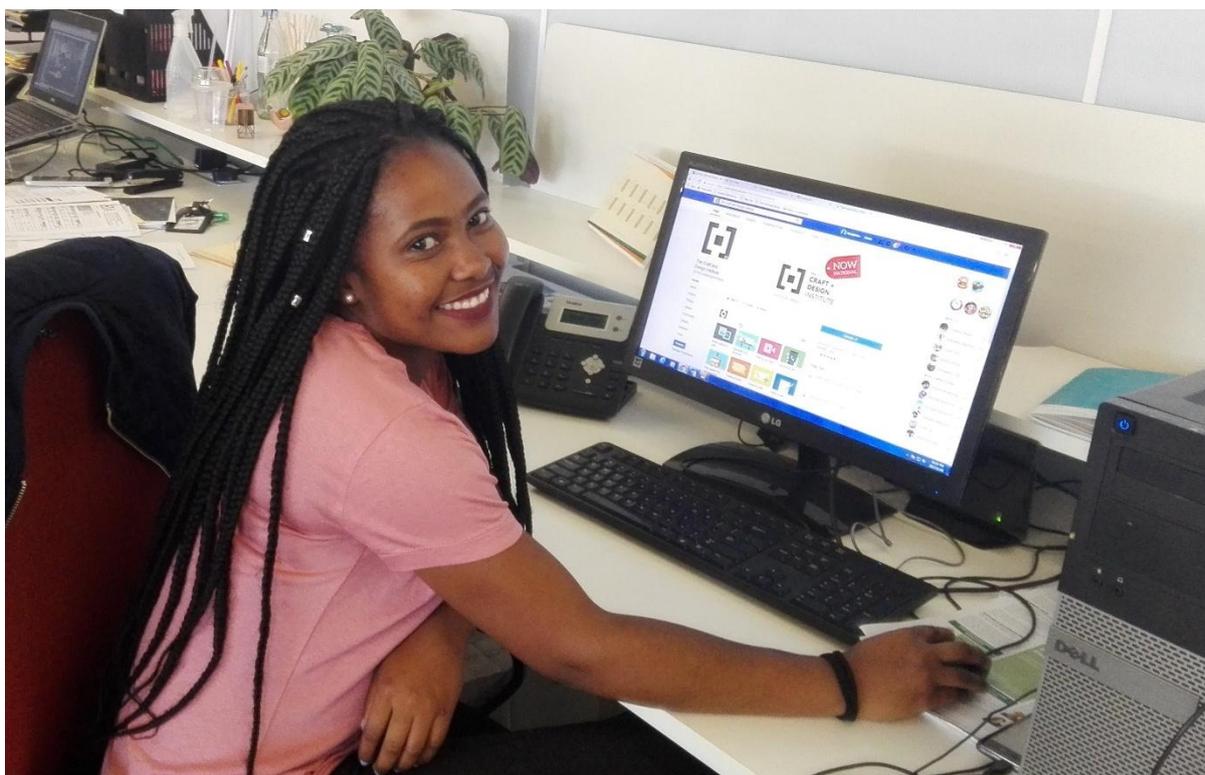


Craft and Design Institute opens doors for EPWP beneficiaries

The [Craft and Design Institute](#) (CDI) partnered with the [Department of Cultural Affairs and Sport](#) (DCAS) in Cape Town and provided great opportunities for youth to gain valuable experience through the [Expanded Public Works Programme](#) (EPWP). Some of these EPWP beneficiaries were fortunate enough to find permanent jobs in the corporate world.

Nosiphiwo Booi spent about ten months at the CDI as a EPWP beneficiary who was responsible for updating the Institutes' social media accounts including Facebook and Twitter. She attended Kayamandi High School and went on to study Public Relations Management at the Cape Peninsula University of Technology (CPUT). She graduated with a National Diploma in Public Relations Management. Nosiphiwo explained the following about working for the CDI: "What I enjoy about my work is that I get to learn about things that I didn't know and this makes me eager to learn more. I also enjoy learning about social networks and people are now asking me for advice on engaging with their audience on Facebook, how to boost their page to have more followers, and how to handle different accounts at the same time. The CDI is the best organisation that an intern could work for because the people are very welcoming and understanding, and when you are young like me, they are also very nurturing. In future, I would like to be a consultant, Communications Manager or work in marketing. I thank CDI for such an incredible opportunity."



Nosiphiwo Booi

The CDI also employed three interns: Nokhanyo Ndukwana, Amanda Jack and Khanyisa Poswa as sales assistants at the CDI shop at Cape Town's design hub at the Watershed, V&A Waterfront. Nokhanyo, attended school at Windermere High School and after matriculating went on to further her education in computer studies.

She said the following about her CDI experience: "This is my first time working within the craft and design sector. It's very interesting learning about it, and about working with your hands to create beautiful things. In my job you need to be knowledgeable about the local products and must be able to convince customers to buy them. I have been encouraged by making some big sales during my time here – for example, I sold an artwork for R20 000."

Cwayita Baliso joined the CDI Finance Department in 2016 as a EPWP beneficiary. She turned out to be a valuable resource in the Institute and was appointed as a Junior Accounts Clerk. Thanks to this opportunity, she was ready to move on to a permanent job in September 2017 in another organisation.



Cwayita Basilo

Erica Elk, Executive Director of the CDI, says the EPWP programme offers a win-win for its participants. "One of the barriers to employment for first time job-seekers is a lack of practical work experience; and one of the challenges for organisations such as ours is that we need the extra hands but don't always have the budget to pay for it. So the EPWP is a perfect fit. It helps us bring in young people who are enthusiastic, hardworking, and keen to learn more and grow. These interns in turn gain valuable work experience, insight into their own strengths and passions, and confidence to launch themselves in the job market. We are very proud of them as contributors in helping us achieve our mission in our sector."

DCAS gives people the opportunity to participate in the EPWP activities. Communities should encourage the youth to use these opportunities to reach their full potential. Let us nurture and develop the skills of our youth, BETTER TOGETHER.

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