

Higher Education, Community Engagement and Entrepreneurship in Southern Africa

Higher Education, Community Engagement and Entrepreneurship in Southern Africa

Edited by

I. G. Govender

**Cambridge
Scholars
Publishing**



Higher Education, Community Engagement and Entrepreneurship
in Southern Africa

Edited by I. G. Govender

This book first published 2021

Cambridge Scholars Publishing

Lady Stephenson Library, Newcastle upon Tyne, NE6 2PA, UK

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

Copyright © 2021 by I. G. Govender and contributors

All rights for this book reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner.

ISBN (10): 1-5275-6493-2

ISBN (13): 978-1-5275-6493-0

**I dedicate this book to my wife Devi Govender and daughters
Prevesha Govender, Derusha Govender and Karuna Govender.**

“For to be free is not merely to cast off one's chains, but to live in a way
that respects and enhances the freedom of others.”

—Nelson Mandela

TABLE OF CONTENTS

List of Tables.....	x
List of Figures.....	xi
Foreword	xii
Acknowledgments	xiv
Introductory Note	xv
List of Abbreviations	xxv

Theme One: Policy Issues

Chapter 1	2
E-Governance Systems as a Panacea to Improving the State and Status of Emerging Rural Entrepreneurs: A Critical Analysis of the ECTA Adv. Tshehledi Isaac Mokgopo	
Chapter 2	29
Catapulting Entrepreneurship and Innovation Education for Growth and Development Oliver Mtapuri	
Chapter 3	49
Facilitating Innovation in Communities through Purposefully Designed Capacity Building Programmes to Develop Sustainable Practices Priscilla Daniels and Tracey-Ann Adonis	
Chapter 4	65
Economic Survival: Towards Balancing the Financial and Intellectual Act? Ndwakhulu Tshishonga	

Theme Two: Community Engagement – Entrepreneurship

Chapter 5	92
A Virtual Cooperative Model to Strengthen and Mobilise Township Community-Driven Entrepreneurship Florah Sewela Modiba, Boitumelo Nkaelang and Jabu Mtsweni	
Chapter 6	113
Developing a Context-Specific Response for the Development of Sustainable SMMEs in South Africa Mbekezeli Comfort Mkhize	
Chapter 7	135
Youth Entrepreneurship as a Response Strategy to Youth Unemployment - The Magic Bullet or the Unsafe Net: Policy Frameworks and Challenges in South Africa Cheryl N. Mohamed Sayeed	
Chapter 8	151
Contemporary Intrapreneurship: A Literature Review Zyven Rambakus, Cecile N. Gerwel Proches and Muhammad Hoque	

Theme Three: Community Engagement – Case Studies

Chapter 9	182
Enhancement of Entrepreneurship through Village Bank, Group Credit, Savings Mobilization and Community Engagement Yonas T. Bahta	
Chapter 10	204
Exploring the Role of the Business Environment in Promoting Mineral Beneficiation Enterprises in South Africa Byelongo E. Isheloke and Ivan G. Govender	
Chapter 11	233
Leadership Challenges in University Community Engagement: Case of Midlands State University, Zimbabwe Loveness Museva and Julia Preece	

Chapter 12	252
Artistic Citizens: A Model for Creative Entrepreneurship at Artist Proof Studio	
Kim Berman	
Chapter 13	282
Aggregate Small-Scale Mining as an Entrepreneurial Opportunity in Rural Communities in Vhembe District, South Africa: A Case Study of Mukula Stone Crushers	
N. Rembuluwani	
Chapter 14	295
Fashion Entrepreneurship: Perceived Best Practices for Small, Medium and Micro Clothing and Fashion Enterprises	
S Penciliah and Raveena Naidu	
Theme Four: Monitoring And Evaluation	
Chapter 15	312
Monitoring and Evaluation of SMME and Entrepreneurship Programmes	
Noluthando Matsiliza	
Chapter 16	334
Towards a Performance Monitoring and Evaluation Framework for Community Engagement	
Ivan G. Govender	
Chapter 17	353
Entrepreneurship and Innovation Development through Education and Community Engagement	
I. Nzamakwe and V. Naidoo	
Bibliography	370
Contributors	428
Index	437

LIST OF TABLES

Table 6.1: Broad Definitions of SMMEs in the South African National Business Act	116
Table 6.2: Environmental challenges affecting SMMEs	121
Table 6.3: Accessibility of Public Funding Institutions.....	123
Table 6.4: Sources of Funding for Businesses.....	124
Table 6.5: The Five Capitals Model	126
Table 8.1: Contrast between entrepreneurs and intrapreneurs	154
Table 8.2: Comparing Intrapreneurship and entrepreneurship	155
Table 8.3: Dimensions of entrepreneurial orientation	159
Table 8.4: Additional dimensions of Entrepreneurial orientation.....	160
Table 8.5: Dominant traits and the resulting “archetypal” intrapreneur .	166
Table 8.6: Top 10 barriers to intrapreneurship in Indian firms.....	174
Table 10.1. Synopsis of International co-operation theories	219
Table 13.1 Production at Mukula Stone Crushers (2014 and 2018)	290
Table 15.1 Examples of indicators of business metrics that can be used in the M&E of SMMEs	325
Table 15.2. What should m&e measure in the result chain?.....	327
Table. 15.3. Developing a performance indicator from business objectives	329

LIST OF FIGURES

Figure 3.1: The Silo model of community engagement (Bender, 2008) ..	57
Figure 3.2 The Infusion model:	57
Figure 3.3: The Infusion (cross-cutting) model of community engagement	58
Figure 4.1: Forms of Entrepreneurship in higher education	72
Figure 4.2: University Core Functions	85
Figure 5.1: Local vs. foreign owned spaza shop.....	104
Figure 5.2: Virtual cooperative model.....	106
Figure 6.1: Entrepreneurial Skills Development Programme	128
Figure 6.2: Institutional implementation model of entrepreneurship in the Ukraine.....	129
Figure 6.3.: A Context-Specific Response (CSR) to Promoting SMME Growth, Development and Sustainability in the South African Context.....	131
Figure 8.1: Forms of entrepreneurship and associated activities	153
Source: Adapted from Tan (2007).....	153
Figure 8.2: Reinforcing the relationship between climate, entrepreneurial orientation and culture	162
Figure 8.4: Framework for strategy, entrepreneurship and intrapreneurship	177
Figure 8.5: An Intrapreneurship Conceptual framework.....	179
Figures 12.1a and b:	267
Figures 12.2 a and b.....	269
Figure 13.1: Number of permits issues between 2004 and 2010 (Adapted from Ledwaba, 2017).....	283
Figure 13.2. Small-scale mine operations value chain (Adapted from Mutemeri et al., 2010).....	285
Figure 14.1: Best practices for clothing and fashion entrepreneurship...	305
Figure 14.2: Best practices for fashion retail.....	307
Figure 14.3: Strategies in clothing and fashion entrepreneurship.....	308
Fig.15.1. Results-based M&E.....	325
Figure 16.1: Community engagement monitoring and evaluation in universities.....	341
Figure 16.2: Systemic Performance Analysis Model (SPAM).....	349

FOREWORD

South Africa became a democratic state more than twenty-five years ago and the governance framework and parameters, although clearly delineated, are still evolving. A series of legislative and policy enactments was introduced to transform the South African governmental system and society in general. An integral part of this transformatory agenda was the creation of a democratic state which is fiscally, economically and institutionally sustainable so that it can deliver on its constitutional and developmental mandate of enhancing the quality of life of the citizenry. Government alone cannot address all the developmental challenges inherited from the apartheid era or that have surfaced post 1994. In this context, Government has to work in close collaboration with the private and non – governmental sector as well as local communities in responding to these developmental challenges. A key component of this close collaboration and partnership is the attitudes, behaviour and responses of the citizenry in totality as well as the different role-players and stakeholders in terms of taking the country forward in promoting creativity and innovation and encouraging and nurturing growth and development. The tertiary education sector in South Africa has a pivotal role to play in terms of acting as a catalyst for encouraging and promoting this modernisation and innovation. The whole notion of greater equity and redistribution in South Africa can only be achieved if there is an entrepreneurial spirit and culture that is encouraged and fostered at all levels of government and society to sustain it. The government has acknowledged that tertiary institutions are pivotal to the process of driving innovation and promoting entrepreneurship which will in the final analysis inspire growth, advancement, development and progress as part of the broader vision of promoting job creation.

Entrepreneurial studies is a relatively new educational field of study in South Africa and is rapidly growing as an academic discipline. This book seeks to support and incorporate the strategic matters impacting higher education public engagement, robust entrepreneurship and innovation in South Africa. The authors of this book have creatively done this by responding to the divergent policy matters that have arisen over the years, highlighting higher education entrepreneurship activities and detailing relevant corporate and entrepreneurship case studies and the need for

ongoing monitoring and evaluation, all of which have contributed in its entirety to a comprehensive publication on entrepreneurial studies. This book will certainly contribute to the knowledge base on entrepreneurial studies in South Africa, and will be a valuable source of reference for students, researchers, academics and practitioners in the field.

Purshottama Sivanarain Reddy
Senior Professor
School of MIG – Discipline of Public Governance
University of Kwa Zulu-Natal
Vice-President: Programmes: IASIA: Brussels
Chairperson: PRAC: IIAS: Brussels

ACKNOWLEDGMENTS

I extend my gratitude to the National Research Fund (NRF) for the Community Engagement grant and making it possible to successfully complete this project. I would like to acknowledge the Durban University of Technology for their ongoing support during the project. A special thank you to Mapula Baloyi for working tirelessly to ensure that this book is ready for publishing. To all contributors and reviewers, thank you for your time and effort.

INTRODUCTORY NOTE

Southern Africa, and South Africa in particular, is currently challenged by low economic growth, high levels of poverty, unemployment and income inequality. In addition, the public sector is over-staffed and the private sector does not have the potential to create the number of new jobs required to significantly reduce the unemployment levels. This situation has been aggravated by the COVID-19 pandemic where economic activities have been stalled, resulting in increased unemployment and poverty levels. The government has recognized that the development and support of entrepreneurship and innovation by universities is critical to stimulate economic growth by providing an alternate avenue to job creation. While higher education as a whole, and universities in particular, has transformed since the new democratic government came into being in 1994, many challenges and tensions remain. In particular, universities need to address their roles and relevance to the majority of previously disadvantaged communities; the quality of education; the employability of graduates; financial sustainability; violence on campuses; and developing entrepreneurship and innovation.

This book aims to align and integrate the critical issues affecting higher education community engagement and entrepreneurship and innovation by attempting to address the various policy issues, higher education entrepreneurship engagements, business and entrepreneurship case studies, as well as monitoring and evaluation.

This volume explores the pressing issues of entrepreneurship education and development in Southern Africa. It discusses the various roles of higher education institutions in enhancing entrepreneurship in localised communities, and provides a systematic solution for improving the economy by realising the importance of empowering the youth with entrepreneurial skills. In addition, successful development requires effective policies and contemporary approaches to both community engagement and entrepreneurship management. The book uses different Southern African case studies to discuss the various issues and innovations in entrepreneurship in the country

Theme One: Policy Issues

The first theme addresses policy issues and covers government policies and initiatives based on South African legislation. It looks at the new policy developments being implemented to develop South Africa's innovation and entrepreneurship endeavors, highlighting the progress, shortcomings and possible solutions thereof. The role of government in developing SMMEs; the use of technology and electronic governance; and the growth of Information Communication Technology (ICT) are discussed in the respective chapters.

Chapter 1

Chapter 1 explores the role of E-governance systems in enhancing entrepreneurship. The author outlines the role of technological advancements and how it has transformed the government and the business sector. The main argument posits that rural entrepreneurs must be empowered and equipped with the necessary skills on how to run and market their products and businesses online. The challenges of implementing the Electronic Communications and Transactions Act 25 of 2002 (ECTA) in South Africa include confidentiality; a lack of access to information and the management of ICTs; trustworthiness on the part of both the consumer and supplier in transacting online; middleware; human-computer interaction; security; software technology; large-scale systems; organisational and social issues. Therefore, systems should be put in place to protect SMEs when conducting online business that ensure consumers' privacy and that they are protected when buying goods online. The main findings are that the lack of access to e-commerce services is due to a lack of electronic communication networks in some parts of the country, especially in rural areas.

Chapter 2

Chapter 2 emphasizes the role of entrepreneurship in alleviating poverty, arguing that entrepreneurship is a panacea to several social ills that continue to haunt the world, which together constitute poverty. It contributes towards poverty reduction through advocating job creation through the start-up of new business ventures, as well as enhancing the potential of existing ones to expand. In addition, this chapter touches on the linkage between entrepreneurship and local economic development and implied reduced emigration and loss of human capital through the brain drain when skilled personnel move to the diaspora in search of greener pastures. The flaws and

gaps, such as inequality and high unemployment levels, have necessitated the introduction of curricula that promote skills development and innovation as part of training in both lower level and higher education, paving the way for entrepreneurial development in the aftermath of school/training.

Chapter 3

The third chapter focuses on the role of the education system's capacity to adequately prepare learners to function within a global 21st-century society and economy in achieving the objectives of the National Development Plan 2030. The main argument is that universities and communities require innovative strategies in order to achieve the goals of active citizenship and social responsibility. Community workers who were participants in this teaching and learning experience have cemented their relationships with the participating universities and implemented innovation within their respective communities. Higher education needs to respond deliberately in order to facilitate innovation, societal development, economic growth and competitiveness.

Chapter 4

The notion of an entrepreneurial university is presented and the author posits that the existence of universities as social institutions implicate them to transcend their traditional role from teaching and learning, research and community engagement to using knowledge as a socio-economic tool to transform society. This chapter expands on how entrepreneurship can be used/ is used for generating funds for the university institution. It also outlines the various funding methods that higher education institutions use and explains the importance of higher education entrepreneurship to the institution in enabling it to be independent of the state and private sector donors, therefore avoiding managerialism. The model of entrepreneurial universities is also crucial to the students and the community due to social responsibilities as future leaders. Additionally, the author argues that universities should play the role of creating jobs rather than just creating job-seekers. This can be achieved by ensuring that graduates are equipped with the necessary knowledge and skills, beyond producing academic work. In conclusion, an analysis of an emerging entrepreneurial university and the struggle of balancing financial and intellectual imperatives amongst South African universities is presented.

Theme Two: Community Engagement-entrepreneurship

This theme focuses on how community engagement influences entrepreneurial development by looking at the relationship between community entrepreneurship and higher education institutions. Theme Two expands on the role of higher education in Community Engagement, emphasizing how higher education involvement in Community Engagement initiatives could have an impact on local government and even the development of SMMEs. Additionally, it outlines various ways in which entrepreneurship and innovation can be enhanced so that they can be used to achieve government policy goals, as well as to fulfill the Sustainable Developmental Goals and the National Development Plan 2030 goals in South Africa.

Chapter 5

An overview of the status quo of entrepreneurship in South African townships is presented by exploring the various ways in which entrepreneurship can be re-invented through the use of Information and Communication Technology (ICT). Entrepreneurship through ICTs, where both community and entrepreneur engagements were critical, were identified as core to fostering sustainability and digital literacy. The author in this chapter introduces a conceptual model to support community-driven enterprises through the adoption of innovative ICTs, including collaborations and partnerships with different stakeholders. The main argument in this chapter is the importance of stakeholders, education and the integration of ICTs as a means of supporting community-driven entrepreneurship and expanding the township economy. The authors illustrate that township entrepreneurs are currently using smartphones and social media and are aware of the power of technology. Therefore, it is recommended that solutions for their businesses should be implemented through mobile technologies that will ease the adoption of such solutions.

Chapter 6

In this chapter, Mbelekazi and Mkhize highlight the contribution of Small, Medium and Micro Enterprises (SMMEs) to South Africa's Gross Domestic Product (GDP) and Gross National Product (GNP), which remains well documented in extant literature. The chapter attests that South Africa lags behind other developing economies in terms of promoting the growth and sustainability of small businesses, and is presently categorized amongst those countries with the highest failure rate of startups. The findings reveal

that despite various interventions, the failure rate amongst most start-ups remains alarmingly high. Most policy and legislative interventions showed a high level of determination and commitment from the government and all other relevant stakeholders who have devoted much of their time to crafting the best models for assisting SMMEs. Therefore, the authors propose that there should be substantial resources invested in developing SMMEs and expanding the capacity of entrepreneurs in South Africa. The chapter thus concludes that the successful development and management of SMMEs depends to a large extent on the availability of funding, skills and capacity development.

Chapter 7

In Chapter 7, the author emphasizes the notion of youth entrepreneurship, zooming into the challenges and opportunities while examining the shortfalls and opportunities of policies around developing youth entrepreneurship. The main argument is the challenge of responding to the rising rate of youth unemployment, which requires a multifaceted approach through state intervention in the creation of jobs, whilst providing support for emerging entrepreneurs. Investment in youth entrepreneurship alone, the evidence has suggested, is not enough to respond to the increasing rate of youth unemployment.

Theme Three: Community engagement-case studies

Case studies on the role of village banks, the use of artistic talent, fashion entrepreneurship, small-scale mines in rural communities, mineral beneficiation and the challenges faced by higher education institutions' leadership in community engagement are described in this chapter. These case studies highlight the challenges and opportunities for Community Engagement in enhancing entrepreneurship. This theme emphasizes how the community needs to be involved in each program to ensure its success. This theme covers chapters 10-15 by honing into Community Engagement at the grassroots level.

Chapter 8

The authors in Chapter 8 conceptualize intrapreneurship and go in-depth in contrasting it from entrepreneurship, providing an overview of the evolution of the concepts. This chapter provides an overview of what entrepreneurship is versus intrapreneurship, as well as how it is used in South Africa. The

authors argue for the importance of both intrapreneurship and entrepreneurship in innovation and as a national growth strategy, advocating that it can improve organizational performance. The authors outline case studies of companies that have adopted organizational intrapreneurship. The findings reveal that intrapreneurship is essential in organizations and businesses and that in organizations where all the members of staff are involved in it, it improves performance and the business becomes more innovative. The chapter proposes that intrapreneurship and entrepreneurship initiatives be supported extensively in organizations by emphasizing the importance of incorporating innovative ideas from the staff in organizational planning to increase the productivity of the organization.

Chapter 9

The central proposition in this research is that reaching the poor through Village Banks (VBs) and group credit programs are self-sustainable means, enhancing entrepreneurship with Community Engagement from the inception of the program to achieve the desired results. This chapter looks at the issue of a lack of access to financial systems for the poor and looks into how VBs allow the poor to enhance entrepreneurship through access to working capital and transforms investments in sectors such as agriculture. The main argument is that the community must be involved from the inception of a microfinance policy/program to ensure that the programs are transformative and offer the maximum financial services that the community needs. Chapter Nine then concludes and recommends that to bring positive social and economic impacts to rural/urban development, there will be a need to design efficient saving and credit policies such as integrated development schemes; multi-purpose institutional arrangements; establish special risk funds and insurance schemes; and develop a proper regulatory intervention.

Chapter 10

The tenth chapter examines mineral beneficiation in South Africa in the context of BRICS and seeks to expound on the role of higher education institutions, community engagement and entrepreneurship development. This chapter aims to establish the role of the business environment in promoting mineral beneficiation enterprises in South Africa. Mineral beneficiation could stimulate sustainable development and be a contributing factor to socio-economic development by reducing poverty, inequality and joblessness in South Africa. The chapter discusses the influence of micro-

business environments in promoting mineral beneficiation using the PESTEL framework aspects of the business environment. It links the need to promote mineral beneficiation and the necessity to undertake entrepreneurial activities for the socio-economic development of communities. In so doing, the role of education and training is elucidated, as is the fourth industrial revolution (4IR) which is said to bring change not only to systems, products and services, but also to the people involved. This chapter recommends that academic institutions should know and exercise their role in beneficiation, recycling and corporate social responsibility think-tanks and knowledge hubs as they train mine engineers, electricians, chemists and other academics or technicians who can assist entrepreneurs in bringing the project to fruition. The use of theories such as monopolistic capitalism, international co-operation, social democracy and others, if coupled with the will to take action, could make it possible for scoring more successes.

Chapter 11

This chapter reports on a study that assesses the leadership challenges and poverty reduction outcomes of a university Community Engagement relationship in Zimbabwe where the university sought to nurture self-reliance and income generation skills in a rural community, drawing on Asset-based Community Development theory. This chapter provides a case study on leadership structures and their linkages with the community and higher education institutions. The findings reveal that there was frustration from the community towards university leadership. There were also indications that although the university enabled positive economic benefits across the community, it could have done more to enable small income generation projects to develop entrepreneurially.

Chapter 12

Chapter 12 contributes to an understanding of innovative leadership from the perspective and experience of an arts organization, Artist Proof Studio (APS), based in Newtown, Johannesburg. APS strives to build active citizenship amongst senior students, while giving them the tools for their livelihood alongside an awareness of their potential as leaders. One of APS's missions is to provide students with excellent training to later support themselves and APS from the sale of their work. The author also outlines the economic challenges in South Africa, as well as the history, depicting how it affects the students at Artist Proof Studio.

Chapter 13

Chapter 13 assesses factors that make aggregate small-scale mines sustainable for Mukula Stone Crushers' enterprise. This chapter presents a case study focused on the Mukula Stone Crushers small-scale mining operation in the Vhembe District in the north-eastern region of South Africa. A number of factors were identified which are hampering this small-scale aggregate mine, namely: a lack of required business and technical skills, the lack of marketing and the use of inappropriate equipment. Based on this study, the problems faced by small scale mining entrepreneurs cannot be solved by one person only. There is a need to integrate all stakeholders to resolve all the identified issues. The stakeholders who need to come together to ensure the sustainability of SSMEs include government departments, non-government organizations, academics institutions and the miners.

Chapter 14

Chapter 14 assesses the best practices of SMMEs in the clothing and fashion sector. A survey was conducted amongst clothing and fashion SMMEs listed with the eThekwin Municipality's (Durban-South Africa) Business Support, Tourism and Markets Unit. Just as in Chapter 13, the authors identified the importance of marketing micro-scale businesses. The findings indicate that networking is a vital platform to gain support and share knowledge. Moreover, clothing and fashion entrepreneurs need to retain loyal customers and identify the strengths, weaknesses, opportunities and threats of business as part of their strategic practices. The results indicate that being 'passionate about fashion' and being 'innovative' were vital for the success of a clothing and fashion entrepreneur.

Theme Four: Monitoring and Evaluation (M&E)

The fourth theme of the book is covered in the final two chapters. The purpose of this theme is to review the mechanisms for the monitoring and evaluation of SMMEs, entrepreneurship and higher education Community Engagement. It also reviews the integration of M&E into government SMME development programs in South Africa. The two final chapters of the book cover the role of M&E in developing SMMEs.

Chapter 15

In Chapter 15, Matsiliza provides a rational overview of how monitoring and evaluation (M&E) can be applied to SMME processes and programs in South Africa. Entrepreneurs and small business organizations need to start a process of monitoring and evaluation (M&E) for them to identify gaps associated with their performance and the interventions associated with bettering their businesses. Additionally, the author emphasizes that Monitoring and Evaluation can provide new insights and early warnings regarding errors by assessing the application of key performance indicators in small business units. Hence, there is a need for government to provide support to small business M&E insofar as policy guidelines and capacity building is concerned.

Chapter 16

Chapter 16 proposes a holistic approach to CE which uses the systems approach, theory of change, participatory monitoring and evaluation to enhance the sustainability of the universities' CE interventions. The findings of this chapter show that currently, universities face several challenges on various fronts that resulted in Community Engagement efforts not providing the desired outputs, outcomes and impacts. Proposing a systemic monitoring and evaluation performance appraisal system that could enhance the quantity and quality of CE interventions allows for adaptation to changing circumstances and encourages co-learning.

Chapter 17

Entrepreneurship is the lifeblood that can sustain a community in this day and age when poverty, unemployment and limited resources prevail. Government initiatives in developing and sustaining the South African economy is pivotal in the entrepreneurship sector. Local people need proper trading and skills development to harness their entrepreneurial talent. However, this is easier said than done. The goal is to start from school, adult education and tertiary level to develop education programs that can focus on entrepreneurial and innovation development. This chapter will explore the South African government stance on entrepreneurship; discussion on entrepreneurship development globally; present linkages in communities and entrepreneurship development in South Africa; government's stance on improving local community engagement and entrepreneurship SPAM-Systemic Performance Acommunities to enhance entrepreneurship development.

These themes are brought together by addressing the challenges of higher education Community Engagement and the challenges experienced in monitoring and evaluating the impacts of higher education engagement with entrepreneurship and innovation in businesses and communities. In preparing for the volatile and uncertain future, the book focusses on Information Communication Technology; entrepreneurship and innovation education; and the financial sustainability of higher education institutions. Youth development through intrapreneurship and entrepreneurship development is critical for the future political and economic stability of the country. These themes are aligned within the role of higher education institutions to fully engage the communities they serve in order to improve their quality of life.

LIST OF ABBREVIATIONS

ACV- Aggregate Crushing Value
ADB- African Development Bank
APS- Artist Proof Studio
BRICS- Brazil, Russia, India, China, South Africa
CE- Community Engagement
CEU- Community Engagement Unit
DHET- Department of Higher Education and Training
DoC- Department of Communication
DUT- Durban University of Technology
ECTA- Electronic Communications and Transactions Act
EE- Entrepreneurial Education
EET- Entrepreneurial Education and Training
EU- European Union
GDS- Growth and Development Strategies
GDP- Gross Domestic Product
GNP- Gross National Product
HECE- Higher Education Community Engagement
ICT- Information and Communication Technologies
IDP- Integrated Development Plan
M&E- Monitoring and Evaluation
NDP- National Development Plan
NYDA- National Youth Development Agency
SDG- Sustainable Development Goal
SMMEs- Small Medium and Micro Enterprises
SPAM- Systemic Performance Analysis Model
SSM- Small Scale Mining
SSME- Small Scale Mining Entrepreneurs
TIA- Technology Innovation Agency
UKZN- University of KwaZulu-Natal
VB- Village Banks
VCM- Virtual Cooperative Model
WIL- Work Integrated Learning

THEME ONE:
POLICY ISSUES

CHAPTER 1

E-GOVERNANCE SYSTEMS AS A PANACEA TO IMPROVING THE STATE AND STATUS OF EMERGING RURAL ENTREPRENEURS: A CRITICAL ANALYSIS OF THE ECTA

ADV. TSHEHLEDI ISAAC MOKGOPO

Introduction

The expeditious introduction of internet technology over the past two decades has re-fashioned the way business is carried out worldwide. This introduction saw the sale of services and goods across the world moving from bricks and mortar shops to online (the internet) shops in order to enable retailers to reach outside markets that are no longer defined by physical geography, through the implementation of e-services and e-commerce and Information and Communication Technology. According to Makhosi (2017), through this migration and ICT invention, there have been some improvements in the delivery and necessary efforts made to ensure that goods purchased online are delivered on time and intact (securely) to the purchaser anywhere in the world.

The introduction of electronic transactions required government and enterprises to ensure that e-commerce in the country is appropriately regulated and that it contributes in a transparent manner to how electronic transactions are to be carried out. However, the undertaking to implement e-commerce in rural communities has been very slow and rural entrepreneurs (SMEs) have faced a number of challenges in trying to carry out electronic transactions for their businesses. This somehow affected emerging rural entrepreneurs; companies and SMEs in realising the benefits of e-commerce as they continue selling their goods to offline markets (Ncube, 2012:2).

Globally, the new information age has changed the manner in which previously disadvantaged communities, including local entrepreneurs, render services to their consumers (Njiro, Mazwai & Urban, and 2010:8). The Internet has been used as one of the methods of communicating, rendering services and conducting business. In fact, the use of ICT has become a measure for widening access to information and services all over the world, including developing countries like South Africa. These developments opened up opportunities for citizens to migrate to online shopping. However, the same developments only benefited e-commerce giants like Amazon.com, while rural entrepreneurs struggled to find ways of keeping their clients due to the competition that came with the introduction of e-commerce. This is due to their lack of skills and access to the internet and other technological devices or adequate ICT infrastructure.

The observations made in this chapter are that many rural entrepreneurs still struggle to put their products online. They also lack adequate skills in managing their online businesses, thereby making it difficult for them to grow their businesses. This shows that there is a need to educate rural communities on this recent development because a majority of them are illiterate. This will improve the level of education in rural entrepreneurs with the aim of not only boosting the economy, but also educating and empowering rural communities as far as ICT is concerned.

It is not surprising that rural entrepreneurs need to be empowered and equipped with the necessary knowledge on how to run and market their products and businesses online. Running an online business is demanding and it requires time and adequate knowledge. This means that systems should be put in place to protect SMEs when conducting online business and to ensure consumers' privacy and that they are protected when buying goods online. The reality is that online businesses are more vulnerable and also targeted by hackers. Therefore, in order to guard against online hackers, online security and privacy are key to both the supplier (rural entrepreneurs) and the consumer in order to avoid the invasion of the business by hackers where firewalls are weak.

It has been very strenuous to protect both consumers and entrepreneurs in most parts of the world against online attacks. Based on this scenario, the South African government has realized the importance of protecting online business, communications and transactions. This saw the South African parliament passing the Electronic Communications and Transactions Act 25 of 2002 (hereinafter referred to as ECTA) with the main objective of enabling and facilitating electronic communications and transactions in the

country in the public interest. Amongst other objectives, this Act was adopted to encourage the use of e-government services to provide for matters connected to the e-government strategies of South Africa. It is also aimed at facilitating universal access to electronic communications and transactions and the use of electronic transactions by SMMEs in the country. Chapter 4 of the Act outlines e-government services. It provides for public bodies to issue permits, accept the filing of documents and provide for methods of making and receiving payments in an electronic form (Section 27, ECTA).

The ECTA is a long awaited legislative attempt to deal with the use of the internet and its related computers, as well as electronic issues in the country since the 1990s (ECTA, 2002). This is because the internet has and still is impacting many people's lives on a day-to-day basis. The most important feature of the internet is that it provides and promotes communication between governments and citizens and between the suppliers of goods and services and consumers.

What makes such communication unique is that it is both soundless and paperless, thereby ensuring smooth transactions between businesses and consumers. Consequently, it was imperative that legislation of this nature be passed to meet the expectations and the transition that came with the internet. This led to the introduction of the ECTA, which became the key legislation in regulating online transactions and protecting both businesses and consumers. Barnard, Pretorius and Venter (2005:398-400) attest that the ECTA is one of great importance not only in South Africa, but also for the whole African continent in that it is one of the first and most critical (important) pieces of legislation to have been adopted. Due to its uniqueness and stringent measures of protecting businesses and consumers, the Act has been celebrated on the African continent. It has the prospect of being used as a model for the entire Sub-Saharan African region.

The promulgation of the ECTA 25 of 2002 brought a dramatic change in online transactions because now citizens can transact with government departments and their preferred businesses by buying goods online. This Act was adopted to provide for the facilitation and regulation of electronic communications and transactions and to provide for the development of a national e-strategy for the Republic. It is also aimed at promoting universal access to electronic communications and transactions and the use of electronic transactions by SMMEs. The ECTA also provided for human resource development in electronic transactions. Additionally, the Act is also