

# Dynamic DNA launches entrepreneurship programme

Dynamic DNA, an ICT training academy, has launched a programme aimed at creating employment and promoting entrepreneurship opportunities in South Africa.



Prudence Mabitsela, managing director and co-founder of Dynamic DNA, is aiming to promote entrepreneurship and skills development as a way of driving the youth to find practical solutions that will lead to job creation in the ICT sector.

The Dynamic DNA Entrepreneurship Programme leverages partnerships with the private sector and government to drive the 4IR digital economy, by motivating young ICT specialists to solve existing societal issues and to create employment, especially in the township economy.

“South Africa is facing an unemployment crisis and practical solutions are critical if we are to combat the unemployment rate, crime and many societal ills. South Africa is packed with possibilities and entrepreneurs, business and government partnerships are the keys to unlocking these possibilities,” says Mabitsela.

“Through this programme, we aim to fast track job creation by encouraging proactive innovation in the ICT space, and provide a platform for business and government to connect with young, skilled ICT professionals who are able to contribute to the growth of the sector.”

4IR refers to new technologies that are shaping our lives and the world we live in, such as AI, IoT, automated vehicles, cloud computing, data analytics, robots and cybersecurity.

As these technologies develop, new opportunities can be identified and developed to support the digital economy.

“Change is inevitable. Young entrepreneurs and business alike need to be ready to embrace such changes with new ideas that will drive South Africa forward,” says Mabitsela.

## Solving social problems

The programme invites Dynamic DNA graduates with an entrepreneurial mindset to submit their ideas about how they would solve social problems in the community. Through Dynamic DNA’s extensive network and partnerships with corporates and government, SMEs can showcase their abilities and capabilities to potential clients and/or business partners.

Sustainability and transformation are the key focus areas for Dynamic DNA. The business is structured into different specialities that talk directly to the career needs of youth in the ICT sector, particularly in the context of the Fourth Industrial Revolution.

Dynamic DNA provides NQF specialised training, with a mentorship programme that partners newly qualified interns with tech companies, where they can gain practical, hands-on learning. Learners are also equipped with the soft skills necessary to function in a corporate or business environment,” says Mabitsela. “It is imperative that any ICT training programme takes the fundamental shift brought by 4IR into consideration in order for its skills development to remain relevant.”

There are various ways that business can contribute to emerging entrepreneurs, including mentorship, business support and being part of enterprise development within an established entity. Prudence Mabitsela is calling on business to participate in building and promoting these young entrepreneurs.

“By combining these skills with a strategy to drive entrepreneurship, we believe we can change the narrative and despair of unemployment to a positive story,” concludes Mabitsela.

For more, go to [www.dynamicdna.co.za](http://www.dynamicdna.co.za)

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