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# COMPANY PROFILE

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Our integrated development approach offers people active, innovative and sustainable development through evidence- and best practices-based models across Africa and other areas of the world. Bensaha Benasha (Pvt) LTD is an integrated development group, with particular focus on health & wellness services, consultancy services, research, communication, capacity-building through training and empowerment education. Benasha is based in South Africa but extends its services across Africa and the global south. We provide services that will empower people to take control over economic and social aspects of their lives and thereby, improve their living conditions. operates through four subsidiary entities via; Health Consortium, Education, Training and Skills development, Creative Media and General Enterprising.

Our Health Consortium promotes the health and well-being of communities at individual, groups and institutional levels through facilitating, establishment and strengthening of capacity of systems and structures responding to diseases and other public health and social challenges. We create an enabling environment to ensure a comprehensive and effective response. Our scope of work and quality management is international. The consortium provides health promotion and disease prevention consultancy and research services that help people and organisations in their effort to promote health and development. We conduct research and investigative studies that will strengthen society's ability to resist and ultimately overcome public health conditions as identified from time to time. We collaborate/partner with Universities and Research Institutions in Africa and across the globe. Our Consortium Partners include: University of Limpopo DIMAMO in South Africa, Dynamic Public Health in Zimbabwe, U-Rise in the US, the School of Psychotherapy and Health Sciences in Nigeria and the International Union for Health Promotion and Education (IUHPE, Canada).

Our Education, Training and Skills Development Group focus on capacity-building **and** works with educational institutions, the South Africa National, Provincial and Local Governments; the Health and Welfare SETA (HWSETA); the Local Government (LG) SETA; Public Services SETA (PSETA); Transport Education and Training Authority (TETA); Services SETA; Construction Education and Training Authority (CETA); Agricultural (AGRI) SETA; Institute of Certified Bookkeepers (ICB) and Institute of Business Advisors (IBA) in addressing the human resource gaps, alleviating poverty and improving functional literacy in South Africa.

Our creative media division equips people fully in the digital art of directing, obtaining the business acumen of producer and gain the technical skills of editor. The endless technical possibilities and flexibility of digital technology make the digital format the preferred choice of some of the top film makers in the world today. We conceptualize, script, direct and edit films in the digital format.

Benasha is a hundred percent "Black" owned enterprise. One of Benasha's main goal is to ensure that individuals and communities in Africa live above poverty. Our General Enterprising subsidiary group ventures in any other business that can lead to attaining this goal.

We are built on the philosophy of long term sustainability, solid principles of management and clear strategic goals. We positioned ourselves at a more competitive edge in the skills revolution by pledging to transfer skill, train, and coach and mentor clients at their workplace and beyond.

## **2. Our Vision and Mission Statements**

## **Vision**

A leader in the empowerment of Africa through education, training and research necessary for quality health and development.

## **Mission**

To shape a better future by creating a better life for many people in Africa. We do that through ensuring the provision of appropriate knowledge, skills and competencies as well as creating supportive environments.

## **3. Our Values**

### **Service**

We strive for excellence, continuous improvement and value for clients

### **Quality statement**

We function with respect, compassion, integrity, courage and honours the individuality. We maintain confidentiality of our clients, employees, community. We are progressive in anticipating and providing future services in skills upgrading and acquisition of knowledge.

### **Beliefs**

Our ethical and performance standard requires us to expend every effort to achieve best possible results by enshrining/espousing the following values and beliefs:

### **Integrity**

We cultivate an environment of honesty, sincerity, and uphold the ethical standards.

### **Recognition**

We appreciate and acknowledge effort and we celebrate success

### **Ownership**

We believe that all of our staff, learners and associate should enjoy a sense of belonging through teamwork, participation and involvement.

### **Innovation**

We create and maintain a dynamic business climate in which a bold enterprising spirit prevails and change always seen as an opportunity.

### **Satisfaction**

We take pride in our work and we have fun together

### **Continuous improvement**

We exploit effective system of quality assurance.

### **Teamwork**

We will create a unique atmosphere of collaboration, mutual support and genuine interest in each other's success through effective communication and co-operation.

### **Respectfulness**

Compassionate, honouring individuality and confidentiality

## **4. Our overall Strategy**

Our core business focus is to provide value-added services that meet the “basic need” of the population through building capacity and mobilizing resources in health, economic and social services in South Africa and across Africa.

### **4.1. Our learning strategy**

Benasha is a break-through leading edge organisation that assists other organisations and individuals to become outstanding. We offer innovative, fresh and awesome management solutions that are results driven and value-adding.

Our learning programmes are interactive and participative in nature to ensure maximum learning and behavioral change. Materials and programmes are workplace customized. An in-depth analysis is done to identify the constraints, bottlenecks and needs within our clients and/or their organizations.

### **Benefits:**

- Behavioral Change
- Improved Work Ethic
- Mobilized Resources to address organizational Performances
- Experienced hand-on facilitators and Associates to develop continuous performance management systems.

### **Team Building/Strategic Interventions**

Our approach to team building in our learning programmes is based on learning principles and experiential learning activities. The participants experience work situations and people in a variety of situations as part of a learning process. The participants are encouraged to shared vision through informal outdoor and indoor activities.

### **Benefits:**

- Delegates break away into commission & brain storming sessions
- Delegates acquire knowledge, skills and values from direct adventure- related experience.
- Action plans are drawn up and each participant gives comments.
- Transformed individual performance to team performance.

## **Human Resources and IR**

Benasha takes cognizance that human capital is the biggest asset that an organization has. without this asset the company will not achieve its mandate and achieve the triple bottom lines. The supports address the organization from vacancy profiling, recruitment & selection, interviews and appointments, induction, coaching and mentoring. We also do a complete performance system and labour relation matters.

### **Benefits:**

- Correctly recruited staff
- Focused and motivated staff
- Quality management system
- Motivated and high performance staff
- Clear career path and succession planning
- Intervention strategies through support, quality control and assurance.
- Productivity, profitability and sustainability.

## **Occupational OHS and EWP**

We provide training in life skills for organizations that assist in building proper working environment and employee wellness. Clients with alcohol abuse, aggression, disturbed or shaken personal due to HIV and AIDS, discrimination and stigmatization and dysfunctional relationships. Our Support services range from wellness policies, peer education, counseling and motivational talks.

### **Benefits:**

- Workplace audit
- Diagnose and intervention on social deviations and related problems
- Guarded and enhanced performance management
- Minimized and controlled functionality hampering problems

Our highly qualified and experienced team consists of different associates that are specialist in various fields to ensure that the client needs are satisfied. Through a network of local associations we remain abreast of the latest developments. Our operational teams are structured to suit different cultural and language needs.

## **5. Our Activities/What we do.**

### **5.1. Education, Training and Skills Development Group**

We offer certificates and National certificates as well as Further Education and Training (TVET) College NATED Qualifications in partnership with relevant institutions.

#### **5.1.2. Certificates and National Certificates**

- ❖ Public Finance Management and Administration
- ❖ Public Administration
- ❖ Municipal Integrated Development planning
- ❖ Municipal Governance
- ❖ Leadership Development
- ❖ Local Economic Development
- ❖ Local Government Support
- ❖ Local government
- ❖ Municipal financial management
- ❖ Generic management
- ❖ Public finance
- ❖ Early Child Development
- ❖ Occupational Directed Education and Training Practices
- ❖ Youth Development
- ❖ Mixed farming
- ❖ Poultry Farming
- ❖ Animal Production

#### **Finance**

- ❖ Bookkeeping
- ❖ Technical Financial Accounting
- ❖ Municipal Financial Management
- ❖ Office administration
- ❖ Public finance management and administration
- ❖ Small Business financial Management
- ❖ New Venture Creation

#### **Environment and Disaster**

- ❖ Environmental Practice
- ❖ Environmental Noise Practice
- ❖ Disaster and Risk Management
- ❖ Land Transport Planning
- ❖ Construction Road Works
- ❖ Fire fighting

#### **Skills Programmes**

- ❖ Diversity Management

- ❖ Change Management
- ❖ Knowledge Management
- ❖ Conflict Resolution
- ❖ Excellence in a Customer Service
- ❖ Supply Chain Management
- ❖ Finance Management for non-Financial Management
- ❖ Negotiation Skills
- ❖ Project Management
- ❖ Assessor Training
- ❖ Moderation Training
- ❖ Industrial Relation & Disciplinary hearing
- ❖ Management functions
- ❖ Leadership skills
- ❖ Customer care and excellent selling skills

### **Strategic Interventions**

- ❖ Facilitate Strategic Planning
- ❖ Team Building-Outdoor & Indoor Activities
- ❖ Coaching & Mentoring
- ❖ Business turn around strategies
- ❖ SMME's advice and mentor
- ❖ Emotional intelligence and Self Mastery

### **5.1.2. Our Further Education and Training (TVET) College NATED QUALIFICATIONS**

- ❖ Engineering Studies-Electrical, Mechanical & chemical
- ❖ Civil Engineering & Construction - Construction Planning, Quantity Survey & Building Admin
- ❖ Information Technology and computer sciences - A+, N+, System Support, Programming & MS Project
- ❖ Financial, Economic and Accounting
- ❖ Financial Management, Economics and Accounting

### **5.2. Our Health and Welfare Programme (Benasha Health Consortium)**

Benasha Consortium is a Network of institutions working together to strengthen community systems by building the capacity of organisations and people, promoting dialogue between sectors and channeling funding to deliver quality health and social services to key and vulnerable groups and individuals. We focus on those most affected by communicable and non-communicable diseases. We also address sexual and reproductive health and rights, issues affecting vulnerable children, young women and girls and gender-based violence. We also strive to find solutions to Africa's health and socio-economic problems through conducting quality scientific and operational research and investigations. The Consortium carry out intervention, research and community engagement through consultancy services. Specific issues include:

- ❖ Health promotion and education, including addressing health literacy and health inequities;
- ❖ Communicable and non-communicable diseases such as, HIV and AIDS/STIs/TB and Malaria, Obesity, diabetes, cardiovascular diseases, etc.



- ❖ Responding to epidemics and pandemics;
- ❖ Strengthening local and International health systems;
- ❖ Addressing community-based management of acute malnutrition
- ❖ Addressing water, energy and food systems
- ❖ Addressing gender-based violence

### **5.3. Our Creative Media Programme (Nikie Media)**

Digital technology is set to dominate the international world Filmmaking whether in South Africa, Hollywood, Hong Kong, India, Nigeria or other emerging world markets. Benasha, through NIKIE MEDIA focuses on:

- ❖ Developing writing skills for communicators
- ❖ TV production
- ❖ Photography
- ❖ Broadcast Media Production
- ❖ **Screen Production**
- ❖ **Web Technology**
- ❖ **Screen Production Technology**
- ❖ **Creative Screenwriting**
- ❖ **Speaking and Presentation Skills development**
- ❖ **Documentary Video Production**
- ❖ **Animation**
- ❖ **Entrepreneurship**
- ❖ **Events coverage**

### **5.4. General services**

**We build prosperity and self-sufficiency in South Africa and across Africa. We create ventures that serves the interest of stakeholders, communities and people concerned. We undertake impactful business services that are socially responsible to address people's needs and aimed at livelihood support and poverty alleviation.**

### **6. Our team of experts:**

- Public Health Specialists
- Medical Practitioners
- Scientific Researchers
- Legal Practitioners
- Human Resource Practitioners
- Skills Development Facilitators
- Fully registered Facilitators, Assessors and Moderators
- Accredited Business Advisor & Mentors
- Accounting Officers

- Union (Labour Movement) Organizers

## **7. Contact Us**

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