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MiX Telematics: Caring for the carers

The vehicle tracking and fleet management specialist supports the Heartbeat NGO, as well as the Clover Mama Afrika project, which supports women who help their communities.

Creating capacity and sustainability is at the heart of the CSI initiatives supported by MiX Telematics Enterprise, a company that believes in the mutual benefits that flow from investing in the communities it forms part of.

"It's a business imperative and the right thing to do, as the people in the surrounding areas are our future customers and employees," says Gert Pretorius, the Managing Director of fleet management and vehicle tracking specialists MiX Telematics Enterprise.

This year the company continued its partnership and investment in the Heartbeat NGO, which supports orphans and the vulnerable in the Tembisa and Mohlakeng communities. The focus has been on four main youth development areas:

- The Youth Ambassador Programme;
- Youth Camps;
- Workshops; and the
- Provision of equipment such as computers, books and playground equipment.

MiX Telematics is now also focusing on the Clover Mama Afrika initiative, which supports women who are making a difference in their communities. "Some of these individuals, or Mamas, literally care for hundreds of others with very little resources," Pretorius explains.

The approach of caring for the caregivers not only improves the lives of the Mamas, but also affects those who need to be looked after and helps to bring valuable skills into a community. "When Clover Mamas are empowered, they are able to broaden their support and deliver more," says Pretorius.

> "We want to support the individuals who give of their time and effort to help communities; the unsung heroes who operate soup kitchens, look after disabled orphans and the vulnerable."

The investment from MiX Telematics provided impetus to three of the various Clover Mama Afrika initiatives: an advanced cake baking and decorating course attended by 10 Mamas from various rural areas of the country; a quilt project in Upington; and Mama Emily Duda's bakery.

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