

NDULI



MEDIA

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ABOUT NDULI MEDIA

Nduli Media Pty Ltd is a pioneering force in the media industry, offering a wide range of services including broadcasting, journalism, public relations, media relations, media monitoring, copywriting, and media training.

As a 100% black female-owned business and working with a group of talented professionals with over 25 years of combined experience in the media and marketing industry, our mission is to empower voices and amplify stories that are often overlooked, with a commitment to authenticity and impact.

With a focus on integrity and excellence, we strive to create a media landscape that reflects the richness of society.

MEET THE FOUNDER



Nokuthula Khwela is a Media graduate from the University of KwaZulu-Natal (UKZN) with over five years of experience in the media industry. Beginning as a content producer at VOW FM, she swiftly transitioned into the role of a corporate social investment journalist and a TV presenter, honing her skills and expertise along the way.

Her journey culminated in the establishment of Nduli Media, an integrated communications agency that specializes in media relations, broadcasting and copywriting.

The keen eye for media dynamics and a passion for storytelling has led Nokuthula to the birth of Timeless Trends, an online magazine with a sole purpose to inspire and educate readers on travel and lifestyle.

As a young black woman, Nokuthula continues to push boundaries and inspire through her creative pursuits.

MISSION AND VISION

Our aim is to empower individuals and brands through genuine storytelling, high-quality services, and inclusive representation while maintaining integrity and adaptability in the media and public relations sector, with a vision to create a dynamic media landscape where diverse voices flourish, innovative approaches thrive, and impactful storytelling sparks positive change, fostering connections and understanding within society.

VALUES

Our brand is dedicated to authenticity, excellence, diversity and inclusion, innovation, integrity, empowerment, and resilience, embodying a commitment to genuine storytelling, top-tier services, inclusivity, creativity, ethical conduct, empowerment, and adaptability in the media and public relations industry.

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Empowering marginalised entrepreneurs: A vision for inclusive economic growth

By Nduli Media



Society



Empowering women farmers, accelerating sustainable development

BY VALENTINE WUKO

African women are not only the ones who are destined to carry and backbreaking heavy chores and are accountable to look after their children and the entire families. They are also the ones who bear the responsibility of taking care of the economy of their family.

Women's role in supporting the economy of their family goes beyond fetching water, cooking food, or undertaking any other household chores. They also directly engage in farming activities and contribute significantly to food production and the agricultural sector's growth. However, despite this effort, they are not seen benefiting from the fruits of their lands.

In most cases, women in agriculture, compared to their counterparts, are vulnerable to poverty. They have limited access to resources and opportunities. To this end, empowering them through training and improving access to market and financial services are regarded by experts to help lift them out of poverty and create sustainable livelihoods for themselves and their families.

Recently, the 10th Session of the African Regional Forum on Sustainable Development was conducted here in Addis Ababa from April 23 to 25, 2024, under the theme "Reaffirming the 20th Anniversary of Sustainable Development and Agenda 2030: Realizing poverty in times of multiple crises."

At the session, several issues were raised and discussed among participant countries' and sustainable agricultural development was one of the issues. As it was stated at the meeting, the challenges of climate change and its adverse effects are highly impacting the economy of African countries and affecting women in agriculture negatively, because they are always seen depending on the harvest without getting significant benefits.

In an exclusive interview with The Ethiopian Herald, Prof. Hailu Alemayehu

Risk Management (PARK) Capacity Development Specialist, Francesco Rognes said that several factors are deterring African women from being direct beneficiaries of the system.

According to him, absence of proper quantitative data, limitation in value chain interventions, poor support and other related problems are some of the drawbacks that restrict women from benefiting from the sector. This gap needs a deep analysis and collection of appropriate resources.

Analysing various technological innovations, designing and strengthening value chain support programs have key roles not only in supporting African women in agriculture, but also in shaping the sector and meeting of frequent hunger, she added.

Highlighting the key role that the coordinated efforts of several stakeholders, she said, "In order to addressing the problem, she said, "in collaboration with different countries, PARK is doing its level best to address the challenge. Identifying various mechanisms and tools is one step towards addressing the problem to allow farmers to be more productive and resilient. Thus, they will be able not only to produce for their consumption, but they can possibly sell extra produce, generate income and get out of poverty."

PARK is supporting Ethiopia's efforts in areas of agricultural production and productivity. The implementation of PARK process which was started in Ethiopia in 2014, has paved the way to provide technical and non-financial support to facilitate the integration of Agricultural Risk Management (ARM) into Ethiopia's National Agriculture and Food Security Investment Plan and related development programs.

Regional Director WFP Southern Africa countries, Margareth Hallin, on his part told The Ethiopian Herald that African women as agriculture needs further support. They are the ones who carry all the burden of the family. They also serve as a backbone to the agricultural sector. Helping women engaged in farming supports the economy

Empowering African women in agriculture not only enhances food security but also contributes significantly to economic development and poverty alleviation

of the nation. In this regard, the agricultural sector needs to be transformed by allocating all the necessary resources and applying proper technology. What is more, local, regional and international organizations should work hand in glove to uplift African women farmers from their current position.

When asked what climate change is affecting Africa's economic performance, he said that various natural and man-made problems are causing economic challenges to realizing continental food security.

"Africa has a potential not only to feed itself, but also other continents. However, sufficient finance is still not allocated to the sector and farmers are not supported to equip themselves with technology and skills. This is why most African countries still suffer from hunger. Whenever there is a natural disaster, there is drought and hunger. Every country is seeking support from outside. But this is not the solution for Africa. If the continent needs to ensure sustainable development, it must capitalize on its resources. It should give priority to farmers. African farmers need to acquire technologies with technologies to increase production and productivity. What is more, facilitating the financial resources to farmers should be given priority."

David Abubakar is a Regional Climate Justice Advocacy and Campaigns Advisor for Oxfam in Africa. Asked by this reporter to what extent African countries are affected by climate change and how it affects the agricultural sector, the society and the whole economy, Abubakar said that climate change is not only affecting the African continent. It is a global threat. Both human and natural disasters are causing serious damage to the planet, Earth. The recent flood in India and other countries is a good indication how the planet Earth is severely affected by climate change.

Migrating such a catastrophe needs a coordinated effort and the voices of African countries must be heard in the international arena. African countries have little contribution to environmental pollution. But they are the ones paying the highest price ranging from flood to hunger and drought.

Indeed, there is no area that is not affected by climate change. Whenever there is climate change, it affects the smooth functioning of the economy. The economic sector is one area that is severely affected and most African countries are suffering because of it. As the mercy of climate change. In this regard, coordinated effort is needed to curb the challenge.

Overall, agriculture is a vital sector in Africa, and women play a significant role in this area. Empowering African women in agriculture not only enhances food security but also contributes significantly to economic development and poverty alleviation.

Promoting gender equality in the agricultural sector by addressing gender disparities such as promoting access to land, markets, inputs and financial services is essential for economic development. African women can participate and benefit from agricultural value chains, increase their incomes, improve their livelihoods and boost economic growth at both the household and national levels.

Makhmisa Foods triumphs with best kota in Jozi

Makhmisa Foods, a black-owned culinary powerhouse, prepared Jozi's best kota, reshaping traditions with their unique condiments and creative expertise

by **Staff Reporter** — 6th October 2023

Reading Time: 2 mins read

AA



The Aubrey Masango Show

Profile Interview with Kgothatso Moloto,



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WEEKDAYS 8PM - 12AM

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Profile Interview with
Kgothatso Moloto, Chartered
Accountant and founder of
Niche Parfums

timeless trends



Unwinding in the Heart of the Wild: Shilovu Bar at Kruger Gate.

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