



## Together for Rural Development

SUSTAINABLE DEVELOPMENT IN RURAL COMMUNITIES

C A S I D R A P R O F I L E



## HISTORICAL BACKGROUND

### PREVIOUS EXPERIENCE

During the past 12 years **Casidra** has been actively involved in rural development in the Eastern, Western and Northern Cape Provinces. Lately activities have been consolidated to be active in the Western Cape Province due to the Provincial Legislature becoming responsible for the company's activities.

Numerous projects have been implemented and managed to independence by training and empowerment of the communities involved. Activities extend over the whole spectrum of rural development and include training, rural tourism, community

development, agriculture, small business agro-industries and housing.

Under the Land Reform Programme of the Department of Land Affairs, two projects, viz. Klipfontein and Digby Small Farmers, have been completed as facilitation and planning consultants and, therefore, **Casidra** is on par with the aims of the Land Reform Programme. As part of this project's social profile, surveys were conducted in the relevant communities using participatory techniques to involve the community.



## OUR PURPOSE

### VISION

The leading partner in facilitating sustainable integrated rural development with measurable impact on the reduction of poverty

### MISSION

Provision of services to raise the quality of life of rural communities

### VALUES

Our supporting values include:

- ▶ **Goal orientated:** realisation of the company's mission and achievement of set goals.
- ▶ **Focus on success & excellence:** positive thinking, creativity and innovation as part of our aspiration to succeed.
- ▶ **Businesslike approach:** shared responsibility and accountability for professional action-oriented enterprises that add value greater than the cost of activities.
- ▶ **Integrity:** ethical behaviour as a lifestyle, coupled with open and honest communication, reliability and credibility.
- ▶ **Diversity:** sensitivity and support for diversity in the workplace.
- ▶ **People-orientation:** respect for the individual, co-operation and empathy as part of daily work ethic.



TOGETHER FOR RURAL DEVELOPMENT



## APPROACH/PRINCIPAL BUSINESS ACTIVITIES

**Casidra's** approach to effective community development is through integrated rural development. This approach is based upon community-driven endeavours which facilitate economic empowerment and sustainability, and ultimately help to establish self-sufficient communities.

This integrated rural development is exemplified in various activities, amongst other things: community development, literacy actions, skills training, promoting rural tourism, basic business training, support for entrepreneurs (including financial support), establishing new farmers, life-skills training, mechanisation services, and projects aimed at youth and women.

The organisation is partly aided by the Provincial Administration: Western Cape, but recognises further that closer private sector involvement will benefit not only development in rural areas, but also the economic empowerment and tourism potential of the Western Cape as a whole.

As the official implementing agent for the Western Cape Provincial Administration, government development projects are planned and implemented by **Casidra**. Its proven ability and skills, ground level involvement in communities, proven track record and sound financial record-keeping, reporting and auditing make **Casidra** the preferred implementing agent.



### HOW WE WORK

**Casidra** typically works in rural communities of the Western Cape where poverty is rife. Assistance is given to communities committed to achieving sustainable development, but which lack the technical skills or resources necessary to implement policies and programs. In such communities, **Casidra's** program emphasises one or more of its strategic goals, depending upon specific needs and the activities of other role-players. The ability to achieve results is greatly affected by the willingness of role-players to co-operate in a productive partnership.

### PARTNERSHIPS

**Casidra** seeks to build partnerships that facilitate local resource mobilisation and action, that encourage local participation and advocacy for development efforts, and that foster co-operation among local role-players.

*There are three key components to Casidra's local partnering:*

- ▶ creating an enabling environment supportive of development by both individuals and communities;
- ▶ encouraging investments in human and institutional capacity at local level;
- ▶ building strategic partnerships among state, society and market role-players.







## LEGAL STATUS

*Casidra provides services to enhance the quality of life of rural communities, and is:*

- ▶ Registered as a (Pty) Ltd.
- ▶ Listed as a Schedule 3D Provincial Government, Business Enterprise of the Public Finance Management Act (PFMA).

### PUBLIC FINANCE MANAGEMENT ACT

Section 38 (1) (a) of the Public Finance Management Act 1999 requires accounting officers of government departments to ensure that entities receiving transfer funds implement effective, efficient and transparent financial management and internal control systems, and define audit requirements. **Casidra** complies with all legal requirements.

### RISK MANAGEMENT

**Casidra's** control framework is designed to provide reasonable assurance regarding the achievement of accounting objectives. Risks impacting on achieving these objectives are assessed and systems implemented to improve the ability to identify controls to mitigate the risks.

### INFORMATION AND COMMUNICATION

**Casidra** has a comprehensive process of reporting and budgets, being reported and reviewed continuously. In accordance with the legal requirement, **Casidra** has published its Public Access to Information document, which can be downloaded from its website.

### PREFERENTIAL PROCUREMENT POLICY

**Casidra** underwrites the Provincial and National development initiatives for preferential procurement. A Preferential Procurement Policy has been developed and is adhered to by **Casidra**. The policy is based on the "Preferential Procurement Policy Framework" (Act 5 of 2000) and related.





## PROJECTS/PROGRAMMES IMPLEMENTED BY CASIDRA

### PROGRAMME 1:

#### FARMER SUPPORT, DEVELOPMENT AND LAND REFORM

The aim of this programme is to assist government departments, municipalities, rural communities and other stakeholders with the implementation of the Land Reform programme, Comprehensive Agricultural Support programme (CASP) and Agricultural Rural Development Projects.

The programme consists of three sub-programmes, namely:

- ▶ Management of government farms on behalf of communities
- ▶ Empowerment of community farms
- ▶ Community-based agricultural initiatives and agro-industries.

### PROGRAMME 2:

#### RURAL INFRASTRUCTURE

The aim of the programme is to restore, enhance and develop the social fabric in rural communities by implementing various infrastructure projects.

The programme consists of two sub-programmes, namely:

- ▶ Rural Housing
- ▶ Community Development Initiatives.

### PROGRAMME 3:

#### LOCAL ECONOMIC DEVELOPMENT

The aim of this programme is to stimulate and develop rural economies by assisting government departments, municipalities, rural communities and other stakeholders with the implementation of sustainable community-based businesses.

The programme consists of four sub-programmes, namely:

- ▶ Community-based economic initiatives
- ▶ Ikapa Absa Entrepreneurial programme
- ▶ Red Door programme
- ▶ Community Tourism







## BOARD OF DIRECTORS

The **Casidra** Board of Directors consists of six members as follows:



Adv. Gary Oliver



Ms Veronica Lücks



Ms Elize Sprague



Dr Louis Kathan  
(Chairperson)



Dr Pieter van Rooyen



Prof. Julian Smith

## MANAGEMENT

The **Casidra** Management consists of eight members as follows:



Mr Tom de Wet  
Managing Director



Mr Gert Combrink  
General Manager



Mr Kobus Oosthuizen  
Chief Operating Officer



Mr Jackson Penxa  
Manager: Corporate Affairs



Ms Salwa Petersen  
Manager: Economic  
Development Sector



Mr Freek van Zyl  
Chief Financial Officer



Mr Experience Matshediso  
Public Relations  
Practitioner



Mr Johan Bronkhorst  
Regional Manager:  
George



# COMPANY DETAILS AND CONTACTS



**NAME :** Casidra (Pty) Limited

**COMPANY REGISTRATION NUMBER :** 1973/006186/07

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**FAX NUMBER :** (021) 863-1055

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**SHAREHOLDING :** Western Cape Provincial Government

**INCOME TAX NUMBER :** 9140075053P

**VAT REGISTRATION NUMBER :** 4580121129