By 2030 eThekwini will be Africa’s most caring and liveable city
Unit Structure

Our unit comprises of different units whose primary function is to support and promote business growth for entrepreneurs within eThekwini Metro area of jurisdiction which are as follows:

- SMME Development
- Markets
- Durban Tourism
- Informal Economy
Informal Economy Facts

• Informal Sector has become one of the largest generator of economic growth in South Africa & abroad as well as job creation and therefore requires a coordinated strategy and approach to ensure that it is sustained.

• EThekwini realized that informal traders are an important component of city economy and should be well managed.

• Role players need to work together to establish alternate ways of improving the informal sector, hence EM is taking an innovative and multifaceted approach towards the Informal economy.
Monitoring and Control

- We have regulatory function mandated by By-laws
- Issue a informal trading permit within its jurisdiction.
- The purpose of the permit is to regulate and promote legal trading and discourage illegal trading activities.
- Well-regulated (formalizing informal trading)
- Traders part of urban design – it becomes their product
- Criteria for permit - Unemployed or have no other business elsewhere
- Have no other trading stall within eThekwini Municipality,
- South African ID book, If foreigner must have a legal work permit, indicate if person is physically challenged
- The successful applicants are required to obtain all necessary food and perishable goods licenses & permit is issued subject to certain rules and conditions signed before trading commences.
EM's informal economy is populated mostly by women survivalist, low income trade clustered around same geographic spot in City & Town centers. Informal sector activities are dominated by trade (48.5%) followed by services (11.9%).
Currently we have about 47,500 registered jobs in informal traders & workers on our computerized Information system who generate roughly R36,629,500 in monthly revenue. They collectively pay R2,759,120 in monthly rentals to municipality, payable in advance for trading Permits, they are active in the following activities:

- Street or curbsides traders
- Hairdressing and hair cut
- Restaurants /Food outlets
- Traditional wear, décor & beadwork
- Payphones
- Shoes and shoe repairs
- Taxi drivers
- Markets (flea & craft & special markets)
- Photographers
- Buy back centers
- Tuck-shop operators

- Car guides
- Home renovators
- Livestock traders
- Sewers
- Panel beaters
- Mobile traders
- Cardboard collectors
- Beach traders
- Carwash
The unit utilize electronic systems to register the trader and issue credit card type permits which authorizes trading activities on allocated trading sites.
Support Service: Training

The unit provides various types of training which are aimed at equipping the traders with information and skills to run and grow their businesses in a profitable manner as well as getting knowledge regarding regulations for Health, street trading by-laws, hygiene and other relevant information.

These training courses are provided both internally as well as through engagement with external stakeholders.

<table>
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<tr>
<th>INTERNAL</th>
<th>EXTERNAL</th>
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<tbody>
<tr>
<td>1. Display and exhibition</td>
<td>1. Financial literacy</td>
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<tr>
<td>2. Food handling and hygiene</td>
<td>2. Business Plans</td>
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<tr>
<td>3. Waste Management</td>
<td>3. Food Handling</td>
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<td>5. Co-operative development</td>
<td>5. Agricultural Development</td>
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Adoption of the Policy

- Approved and adopted in 2002
- Public Realm Implementation Working Group established for implementation of the policy

Sub Work Group
- Work group 1: Information Systems
- Work group 2: Institutional Restructuring
- Work group 3: Operations
- Work group 4: Relations with Trader Representative
- Work group 5: Support to Enterprises
Sub Policies

Developed a set of Sub policies and continuously assess alignment of the Policy to broader Provincial and National Development Frameworks and Policies

- Allocations
- Itinerant
- Container
- Rentals
- Street Trading Bylaws
- Retail Markets Policy
- Home based workers

- Flea Markets Study
- Census
- Review
- Impact Assessment
Challenges

There are many challenges which do not only affect the informal sector but which are facing the Council as a whole and which cause great loss to the informal sector. Some of the challenges are:

- Low levels of income & lack of opportunities for bulk purchases
- Provision of sufficient shelters, ablution facilities and storages, access to water & services
- Insufficient funds which is a serious economic challenge
- Theft and damage to infrastructure
- Illegal trading
- Trading on counterfeit products
- Non compliance to By-laws and regulations by traders
- Overcrowding of trading space
- Fronting by formal businesses

These challenges cause a huge burden in monitoring and promoting informal economic growth however the unit still aims at fulfilling its mandate.
The infrastructure range

The unit provides various types of trading facilities depending on the nature and the type of business to be conducted, geographical design as well as policies and regulations in that particular area.
Various types of trading facilities
Flea-markets
Curbside trader
Machinist program
Storage facility
THE END