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Dunlop Wheel and Alignment Project Brings Economic Opportunities to JB Marks Local Municipality

The MEC for Economic Development, Environment, Conservation and Tourism, MEC Bitsa Lenkopane, has rolled out a high-impact initiative in the JB Marks Local Municipality as part of the Thuntsha Lerole Accelerated Service Delivery Programme.

The event, held in Potchefstroom, was attended by the Premier of the North West Province, Honourable Lazarus Mokgosi, and the Member of the Mayoral Committee (MMC) for Local Economic Development, Ms Malverine Davis. Together, they officiated the sod-turning ceremony for the Dunlop Wheel and Alignment Project, a milestone that signals a new wave of transformation in township enterprise infrastructure and local job creation.

The project which started as a commitment from the previous financial year, is now taking shape as a catalyst for revitalising local economic activity. Once completed, the site will be transformed into a vibrant market hub for and the informal traders and business owners, providing a formalised and safe trading environment that fosters entrepreneurship, strengthens MSME participation, and supports sustainable livelihoods.

Premier Mokgosi commended DEDECT for its proactive approach to driving inclusive economic growth. "The Thuntsha Lerole Programme demonstrates government's commitment to improving the lives of our people through tangible, on-the-ground initiatives. By supporting Micro, Small and Medium Enterprises (MSMEs) and empowering communities, we are building a sustainable and self-reliant provincial economy," said Premier Mokgosi.

To strengthen support to local enterprise development, the department in partnership with Absa Bank, recently trained 58 informal traders in business and financial management. The group includes operators in sectors such as salons, shoe-making, tuckshops, laundry, motor spares, car wash, shisanyama, and catering.

This initiative forms part of the department's broader mission to fight unemployment and poverty through entrepreneurship and skills development. Graduates of the programme will receive start-up resources and ongoing support to help them establish and grow viable, competitive businesses.

MEC Lenkopane reaffirmed the department's unwavering commitment to creating opportunities for ordinary citizens, especially youth and women.

"Our goal is to ensure that every initiative we launch translates into real impact — empowering families, stimulating local economies, and restoring dignity through meaningful work. The Dunlop project, our business training, and our environmental programmes are all steps towards that vision," said MEC Lenkopane.

To ensure sustainability, the department will continue supporting the Dunlop project through its various programmes. Through the Business Regulations Unit, the department will assist participants with business permit registration to ensure compliance and formalisation. Additional support will include business development assistance, market linkages, and aftercare services to strengthen operational capacity.

Furthermore, the Business Licensing Unit will guide informal traders in applying for business licences and facilitate the adjudication process through the relevant authorities. Formalisation will enable these enterprises to be integrated into the departmental enterprise database, improving their access to other government support programmes, including the Tuckshop Programme led by the National Department of Small Business Development.

As part of the departmental Matlakala ke Zaka campaign promoting environmental sustainability, MEC Lenkopane announced plans to assist out-of-school Youth

Environmental Clubs to register a cooperative that will conduct regular cleaning campaigns in and around the project site.

“The environmental club will have a great opportunity to collect and recycle waste generated by informal traders within the Dunlop Project area, turning waste into wealth while promoting a circular economy,” MEC Lenkopane added.

These integrated initiatives, aims to transform local enterprise infrastructure, empower MSMEs, and create real job opportunities, advancing inclusive growth and sustainable economic development across the North West Province.

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