



University of Venda

Creating Future Leaders

A UNIVEN Entrepreneurship Journey

EDHE Lekgotla 19 July 2022

How might rural-based institutions optimally position themselves as entrepreneurial universities?

Contextualisation

- Turn our Rural context in competitive advantage
- Entrepreneurial University that works closely with key institutions for example Municipalities, Traditional Authorities and Business organizations
- Strengthening what's already working well
- Engaged Scholarship as key pillar to become entrepreneurial and promoting co-learning with stakeholders
- Make sure inclusivity in approach and bring on board unlikely participants
- Leadership support
- Started with reviewing Institutional Strategy: UNIVEN 2021- 2025 Strategy
- Four inter-linked Strategic Thrusts
 - ST1: Student Centredness & engaged scholarship
 - ST2: Entrepreneurial University
 - ST3: Governance & positioning for outstanding scholarship
 - ST4: Linkages, partnerships & internationalization

What has characterised our Journey?

- Created Communities of Practice (CoPs) on entrepreneurship to provide clarity of focus and supply energy to institutional entrepreneurial interventions (Academic; Students & External Ecosystem Partners e.g., grassroots communities)
- Established strategic alliances to provide broader exposure and opportunities to academics and students, e.g.:
 - University Impact (30 Students on Impact Investing Boot Camp);
 - USSAVI (50 students participating in Virtual Incubator);
 - STEP (UNESCO (Germany) funded since 2019 – provide opportunity for students to create businesses whilst on campus
 - Seminars, webinars, symposia and workshops (e.g., Africa Before Fourth Industrial Revolution (AB4IR) Digital Youth Festival; Technology Innovation Agency roadshow; Limpopo Chamber of Commerce & Industry.....)

What has characterised our Journey? Cont'd

- Demystifying Entrepreneurship workshops involving academic staff, students and ecosystem partners
- Appointed Entrepreneurship Ambassadors whose role is to liaise with students and energise the campus for vibrant and cutting edge entrepreneurship
- Strengthened ENACTUS to improve capacity to enhance Social Entrepreneurship engagements both on and off campus

What has characterised our Journey? Cont'd

Innovation Champions for Local Economic Development (LED) – A partnership with DSI

- National pilot project: Integration of innovation into the practice of LED, especially municipal core business
- 5 Innovation Champions, each placed within each Municipality with the following roles
 - Mapping innovations within the local system of innovation
 - Facilitating mobilization of assorted resources (human, financial, etc.) for business development
 - Need-based coaching, mentoring and training on entrepreneurship
 - Facilitating the coming on board of various key institutions and organizations to anchor entrepreneurial activities
 - Developing local innovation-driven economic development strategies for 21 nodal areas in the 4 Local Municipalities & Traditional Authorities

What has characterised our Journey? Cont'd

Citizen-driven Community Development in Traditional Authorities and Communal Property Associations

- Key institutions/areas with considerable land that can be used for socio-economic development
- MoUs signed with 6 Traditional Authorities
- Unemployed graduates, retired professionals, university students and staff as key foot soldiers of implementation
- Village-based participatory development planning, unlocking the perspectives of children, youth, adults and community leaders
- Need-based coaching, training and mentoring
- Provision of business and development support services to locals
- Packaging and promoting harnessing of scientific research-informed manufacturing opportunities

Thank you