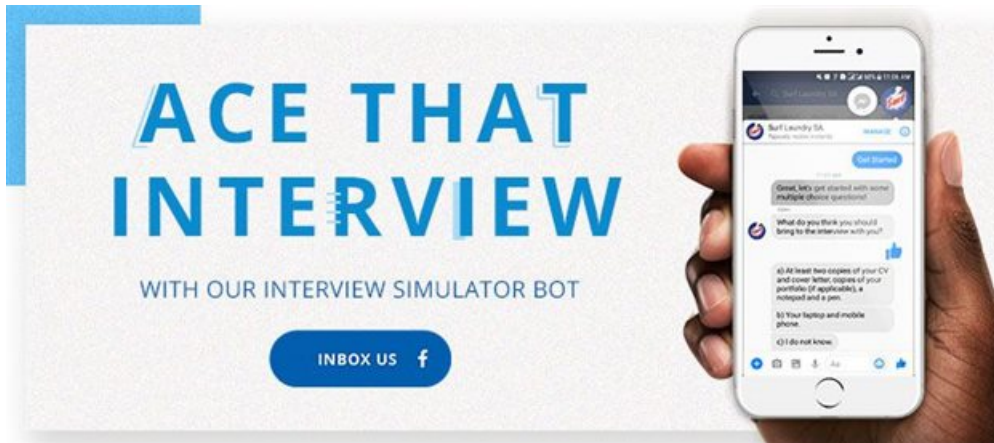


Surf School of Shine e-learning platform launched

As part of its efforts to help alleviate youth unemployment in South Africa, Surf Washing Powder has launched a free online e-learning platform, [The Surf School of Shine](#), that offers free courses ranging from career planning, finding the right job, interview tips, financial education to budgeting. These courses are designed to equip unemployed individuals with work-readiness soft skills that are a barrier of entry to many youth seeking employment.



The initiative has been launched in collaboration with actress and influencer Candice Modiselle, motivational speaker and businessman Vuki Dlamini and career coach and brand strategist Lungisa Sonqishe.

“South Africa’s unemployment rate has risen tremendously, and whilst part of it is due to the shortage of available jobs, another is that most job seekers do not understand the significance of investing a good amount of time and effort in their job search activities and preparation,” says Sonqishe.

Purpose and practicality

For his part in the Surf School of Shine mission, Dlamini said that purpose and practicality have always been at the core of his work and all his messages. “The Surf School of Shine was especially appealing to me because of the practicality of the project and its platform. Information that people can learn and put into practice to help give themselves a better shot at life is exactly what is needed. Not everyone is built to be an entrepreneur and the pressures of social media and society suggest being an employee is not enough. I want to help people realise that you can be successful as an employee. We cannot neglect the fact that 29% of South Africans are currently unemployed. We cannot abandon our job seekers in their quest for employment and we have to inspire them and equip them with the correct tools to thrive in the workplace,” said Dlamini.



Foundation for the Smart Nation creates backpack to empower rural learners

10 Oct 2019



Since graduating from Wits University in 2017, Modiselle has engaged with numerous aspirational young professionals through several organisations and could not help noticing the lack of skills that schools have neglected to equip students with. This is where she has purposefully stepped in to share advice as well alert our youth to Surf and its School of Shine platform to share what it has to offer and better support future employment and progress in the working world.

Surf kicked off The Surf School of Shine TVET college and mall roadshows in September at the TVET College in Ekurhuleni, Germiston, and will continue until 1 December 2019.

For more, visit: <https://www.bizcommunity.com>