

● @work

Novel plan to clean up cities

Durban businessman wins small business award with design for free bins that carry ads on street poles



FIGHTING LITTER: Adesh Naidoo thought of the bins because as he grew older he became more concerned about the environment
Picture: THEMBINKOSI DWAYISA

SANTHAM PILLAY

AFTER spending half a decade in another country, a Durban businessman returned home with a plan to revolutionise trash. Adesh Naidoo's idea recently won him the Small Enterprise Development Agency's (Seda) Small Business Stars national business plan competition.

Naidoo's idea, called Clean Street, involves mounting bins on street poles for free, providing advertising revenue for the city. The plan won over the Seda judges with its intention to make the bins a compulsory accessory in every city. The Queensburgh-based businessman was selected out of 5 500 entries.

He presented his business plan to 18 provincial judging panels and was selected alongside 10 other national finalists. Naidoo said winning the prize, which includes a laptop, software, R50 000 in cash plus R600 000 worth of business support from Seda, was a vindication and proof that the plan he believed in would work. "This really helps. Now I know

that I have this backing, it gives me much more confidence." The bins are fashioned to hold the waste that is common on busy streets, such as cigarette butts and chewing gum. The sides can accommodate advertising. "The bins will be put up on poles and maintained by myself and my staff for free. "The only way we will be making

any income is from the advertising that goes on the sides of the bins," he said.

Naidoo lived in London for six years before finally returning home about two years ago. Since then, he has been working on the concept of Clean Streets.

The former finance and IT specialist said this experience gave him the freedom to consider his approach differently.

"In London, they are much more developed in some ways and there are a lot of creative people to work with. That really helped me in this process."

Naidoo, 32, said he was never really all that passionate about the environment, but found as he was growing older that he became more concerned about his carbon



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footprint.

"I changed my mind and I started thinking if I could make one small difference and leave a better place for our children. Then it would be worth it."

Naidoo not only wants to take on South African streets, but he wants to tackle an international audience soon and he is starting with a country just across our borders.

"We are looking at getting the bins across to Maputo in Mozambique. It's very exciting and surreal that this project is already getting exposure from across the border before it even takes off here," he said.

COMMENT ON THIS 
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VACANCY

AL FALAAH COLLEGE is an independent school with an Islamic ethos for boys and girls from Gr 00 to Gr 12 in Springfield, Durban. Owing to the retirement of the present incumbent after 25 years of service, the Board of Governors invites applications for the post of:

PRINCIPAL - PRIMARY SCHOOL (GR 00 TO GR 7)

The successful applicant will have:

- A suitable professional qualification and the appropriate educational and leadership experience.
- At least 5 years of experience in a middle management position.
- The ability and commitment to uphold and promote the Islamic ethos of the College.
- A high level of organizational, managerial and administrative skills.
- Excellent inter-personal and communication skills.
- The enthusiasm and motivation to play a full part in the academic, spiritual, co-curricular and social life of the College.
- A willingness to support all areas of the broader life of the College.
- Proof of registration with SACE.

A letter of application together with a full CV and names of 2 contactable referees should be submitted to:

The Chairman
Board of Governors, PO Box 70895,
Overport, 4093 or yacoob@iafrica.com

Applications close on Wednesday
20/06/2012.

Commencement date maybe negotiated depending on the needs of both the suitable candidate and the school.

Indian government orders austerity drive

INDIA ordered an austerity drive this week, banning government meetings in five-star hotels, curbing foreign travel and halting the creation of new posts to help rein in a bulging deficit. There will also be a ban on buying new vehicles, the finance ministry said after figures showed that India had posted its worst economic growth in nine years. A range of measures on "fiscal prudence and economy" have come into force, the ministry said, but analysts cautioned that more effort was needed to improve India's finances. Economic growth slowed to 6.5% in the 2011/12 financial year, according to the data, which pushed India's currency to a new lifetime low of 56.50 rupees to \$1. The Congress-led government earlier announced tentative measures to check the fiscal deficit, which it aims to bring down to 5.1% of gross domestic product in the current fiscal year from 5.76% a year ago. The government ascribes many of India's economic woes to the eurozone crisis, but it has come under attack for its economic management, with business confidence hit by the sluggish growth, controversial tax rulings, reform paralysis and worries over rising welfare subsidies. — Sapa-AFP