

KZN MEC FOR FINANCE BELINDA SCOTT LAUNCHES SAVINGS MONTH IN UMLAZI

Resounding success as the MEC and HOD spread the message of saving far and wide in the KwaZulu-Natal's biggest township

KZN MEC for Finance, Belinda Scott, and the Head of Department, Simiso Magagula recently launched the Department's Savings Campaign at uMlazi Mega City on 3 July 2018.

With July dubbed the Savings Month, the department's message could not have come at a right time. During this month, all Treasuries in the country are supposed to encourage the development of a culture of saving money.

The event which drew large interest from the locals - young and old, men and women - became a resounding success after the KZN Treasury teamed up with Ukhozi FM and uMlazi Mega City.

The MEC, HOD and staff members from both the Ministry of Finance and KZN Treasury department roll their sleeves, donned their vests and hit the alleys and corners of the shopping centre and the taxi ranks interacting not only with the shoppers, but commuters, drivers and street vendors.

In line with the message of *"Spending your money wisely"* MEC Scott and HoD Magagula interact with shoppers and taxi commuters at uMlazi Megacity and Taxi Rank to encourage them to save money during these hard economic and financial times in the world and South Africa.

MEC Scott told Ukhozi FM listeners that saving money does not need one to have thousands of rand to start saving. She stressed that even the grant money received as child support grant could go a long way in address financial challenges when saved.

"In these hard times, we know that our people struggle to make ends meet, but it has been proven the world over that saving money is one of the most effective personal tools one can employ towards financial freedom. Obviously, we want this message to spread and for more people to understand that the economy can perform at its optimal level when savings are made," she said.

MEC Scott message was able to reach at least 4 million people who tuned in on Ukhozi FM during the live broadcast between 12pm and 3pm.

HOD Magagula said he was pleased the message was resonating with more and more people on the ground.

“The wider we spread the message the better we will be able to see change in economic patterns. Im glad that our message was accepted well and people are curious to find out how this can be done,” said Magagula.

The day also saw a number of businesses, especially those on financial services, coming on board, exhibiting and spreading the message of saving to the people of uMlazi.