

The KZNPI is thrilled to share the story of **Ntobeko Mafu**, a 21-year-old author and poultry farmer based in Nhlazatshe, Edendale, Pietermaritzburg. Ntobeko dreamed of starting a business but it was difficult due to lack of resources, however, she pitched her business to the DUT Innobiz Incubation program, and as a result, they sent her on a 5-day training course on Poultry Production and provided funding to start her business.



Successful completion of her course

Ntobeko found the training so useful. She says “the week at the KZN Poultry institute not only taught me how to take care of chickens from day old to 6 weeks but the Institute also taught me how to identify a bad chick prior to purchase, how to place the chicks appropriately, how to ensure health within the chicken house, how to clean the house, how to control temperature, how to vaccinate them, all the way down to how to extract blood from chickens for testing”.

She feels that the training equipped her to run her business effectively. She was able to design and build her house and the funding allowed her to become fully established. “I utilised all the skills I’d learnt during training to grow my business and I used most of my funding to buy the necessary equipment”.



Ntobeko progressed from starting with 5 chickens and has built her way up to a recent order for 600 chicks! She has won numerous awards including a National Entrepreneurship Competition where her business came third out of 791 participants. She feels that the training helped her to grow so quickly and attributes that to a second round of funding she received from DUT Innobiz.

She has become very active in promoting her business through attending exhibitions, as well as being a guest speaker for multiple events, including the Msunduzi Museum and high schools. She has built partnerships with Shisanyama owners, and established a solid customer base with customers travelling all the way from Umhlanga and Durban to buy her chickens!



Ntobeka, proud of her house design!

Her relationship with the KZNPI has not ended with the course. Ntobeka says “I’m most grateful for the fact that the relationship between myself and the institute did not end there. The instructor, Errol, also made himself available to us for general communication and questions after the training via whatsapp and phone calls. One of the other trainers, Rod, has a newsletter that he sends to us who subscribed monthly that has all the updates regarding the industry and potential threats. KZNPI is one of my homes!”

We are excited to see how Ntobeka grows her business and hope that she inspires you to follow in her footsteps!

