



**GREETINGS BY**

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**MANAGING DIRECTOR-JSIF**

**AT THE**

**Salvation Army Territorial Women's Ministries Training Seminar &  
Workshop**

**WEDNESDAY, MAY 10, 2023**

## Salutations:

- Major Vester Oates
- Commissioner Verona Haughton,
- Captain Jacqueline Johnson,
- Captain Nancy Seymoson
- Lt. Col. Jennifer Lyons
- Captains Bradbury
- Major Margareta Ivarsson
- Distinguished Participants representing the various territories.

It is a great pleasure to be here today to address this important gathering of our nations' leaders. After 25 years of investing for community development, we at the JSIF are never daunted by the mission of enabling all members of our beneficiary communities, to develop skills and competencies to take greater control of their own lives. I want to express my deepest appreciation to the Salvation Army Women's Ministry Department for the invitation to speak to this group of Salvation Army Women Leaders.

Commissioner Haughton and her team's leadership are to be commended for convening such a monumental event, aimed at bringing attention to women leaders as they explore Income Generating options that will help to bring sustainability to their ministry and community.

We have all come through testing times recently. Given these challenges, we will need all the economic growth, dynamism and ingenuity we can get in the years ahead.

A forum such as this is very important in promoting sustained investment in and support to women's economic empowerment, as Women's economic empowerment and financial inclusion have been recognized as a key component to achieving the 2030 agenda for Sustainable Development.

If we are to achieve the Sustainable Development Goals, we must redouble our efforts for gender equality. We must not only seek to increase women's leadership, but also their economic empowerment which is key to creating sustainable and thriving economies.

At the JSIF, we have focused on promoting inclusive economic growth, improving the competitiveness and creativeness of micro-, small- and medium-sized enterprises, especially those owned and operated by women.

Jamaica's history shows clearly that great things can happen when women are given the chance to shine.

I am pleased to see this room filled with young women, who are brimming with talent and potential, just waiting for the chance to make your mark and turn your dreams into reality. The dreams you have today to become employers, businesswomen, leaders and entrepreneurs are of utmost importance to our economics and to the full development of our country.

I am hopeful that the ideas shared with you today will help to unlock your doors to success and unblock your avenues of opportunity.

Entrepreneurship and decent work are the bedrocks of economic empowerment. They support the economic empowerment of women and men, families, communities, and ultimately our country.

At the JSIF, we believe that if we are to engender a more sustainable, economically resilient, and inclusive society then, access to innovative financial resources and support to Micro, Small and Medium Enterprises (MSMEs) especially women-led businesses are imperative.

women's economic empowerment is key to sustainable and thriving economies, given that women's participation in the workforce and in income generation boosts economic growth and has a direct impact on our society. I am pleased that the Salvation Army Women's Ministries, through this Workshop is promoting and supporting women's participation in the economy as a means of achieving sustainable economic growth, reducing poverty, and enabling widespread prosperity for women, their families and entire communities.

My task today is to share with you some income generating ideas which you can undertake with your various groups to help women and families become sustainable. Let me tell you, deciding which type of business to venture into can be a very challenging feat. This choice can determine the outcome of your future business's success, and the right path will depend on multiple factors. My first advise to you is to start a business with an idea that you are passionate about, because it is that passion that will help to sustain you through challenging times.

You will need to research that idea. The gist is to determine if there is a demand for your potential product or service, as well as the type of competition you will be up against. Researching your business idea can help you to identify and counter any potential issues, thereby giving your business the best possible chance of success. Very importantly, you will need to reach out to the various agencies, such as the Small Business Association of Jamaica, the Jamaica Business Development Corporation, the Company's Office of Jamaica, the Rural Agricultural Development

Authority and/or other entities that can provide funding and very importantly, capacity development training that will help to enhance your entrepreneurial abilities and strengthen your capacity to operate successful enterprises.

As an Agency that has been active in Community development for over 26 years, the JSIF has engaged with Entrepreneurs who are engaged in animal husbandry, agriculture and fishing, wholesale and retail, beauty care, and even entertainment. Though programmes and projects that are funded by the Government of Jamaica and international donor partners, the JSIF has assisted Small-scale enterprises that are dedicated to the production of soaps, herbs, pastries, clothing, construction materials, cleaning products, confectionery, stationery, beauty and body products. We have also assisted small business owners who are dedicated to agro processing, poultry farming, multimedia production, beauty services, landscaping, haulage and transportation services.

As aspiring entrepreneurs, you must be aware that owning and operating a business require a high level of commitment, endurance, motivation and especially patience that goes into just keeping your businesses afloat, especially in these extremely challenging times. Your vision will not be achieved overnight, but it will be realized if you remain committed, determined and motivated.

It has been my honour and great pleasure today to have been given the opportunity to address such an exemplary group of leaders. Thank you for allowing me to be a part of your event today.