

## Doek Fridays- feminine power unleashed

**T** rue to its corporate character as a development oriented leader in service delivery, Sekhukhune District Municipality was among public organizations that acceded to the call made by the President of the Republic Mr Jacob Zuma for the styling women's month with a unifying trademark for femininity – “Doek”. The District joined the promotion of activation for Fridays during Women's Month: “Wear a Doek Fridays” in support of Women's Month.

Doek Friday off-shoot was on Friday 1 August 2014 a day after the 2014 Women's Month was launched by President Jacob Zuma at the Union Buildings on 31 July under the theme: “Celebrating 60<sup>th</sup> Anniversary of Women's Charter and 20 Years of Freedom: Together moving a non-racial, non-sexist South Africa forward”.



**S** haring insight on the significance of the “Doek Friday” gesture the newly appointed Chief Operations Officer Mme Manching Benedicta Monama said women of Sekhukhune are very fortunate to have strong connections with women emancipation struggles that sprout in the 1950s. She added that the “Doek” is a symbol of women solidarity and an opportunity to reflect on the Women's Month in August as a tribute to the more than 20 000 women who marched to the Union Buildings on 9 August 1956 in protest against the extension of Pass Laws to women.

“It is exciting that women of Sekhukhune from all walks of life own-up to Women's Month and what it represent then and now. The year 2014 is not only the 20 year milestone of our country's freedom and democracy but also a period that 60 years since the signing of the Women's Charter on 17 April 1954 in Johannesburg to call for the uniting of women in common action for the removal of all political, legal, economic and social disabilities” opined Monama. She urged women employees of Sekhukhune to give meaning and significance to women struggles by being

active citizens in their communities and help to make South Africa a better place by starting where they live. She ranted that a “Doek” alone is not a sure way to demonstrate a caring and development oriented organization that is in solidarity with women who are still subjected to abject poverty, limited economic and career opportunities, abuse and vulnerability in their daily lives.

“We need “Sheroes” (heroines) to emerge among the ranks of our employees to communicate hope and restore confidence in our municipal services and government-wide interventions to better the lives of the people of Sekhukhune. The starting point is not farfetched. You have to display a kind of warm and caring cadreship – instead of using your privileges to usurp queues in the bank, we need to see you calling on management to do something about long queues. It begins with a humble contribution to a truly befitting Batho Pele experience to everyone you come across – in our municipal buildings and everywhere.” concluded Monama