



Empowering Employment Through Digital Connection

As the country continues to battle with the challenge of unemployment, digital platforms are playing an increasingly important role in connecting employers with skilled and work-ready individuals. One such platform making a meaningful impact is AgriSETA's Connect ME App, which now has a growing database of over 90 000 job seekers across various sectors and disciplines.

AgriSETA encourages employers within the agricultural sector and related industries to take advantage of this powerful recruitment platform to source talent, promote opportunities, and contribute to inclusive economic growth.

The Connect ME App serves as a bridge between opportunity and talent, providing employers with access to a diverse pool of candidates from graduates and artisans to experienced professionals and entry-level job seekers. The platform is designed to enable employers to search for candidates and connect directly with prospective employees in real time.

For employers in agriculture, agribusiness, food production, rural development, and related sectors, the app presents an opportunity to identify candidates with relevant qualifications, occupational skills and workplace readiness.

The availability of over 90 000 registered users on the platform reflects the growing demand for employment opportunities among South Africa's youth and workforce. By actively using the Connect ME App, employers can help close the gap between training and employment while supporting national priorities aimed at reducing unemployment and empowering communities.

"AgriSETA remains committed to supporting initiatives that seek to create employment and strengthen partnerships between education, training institutions, and industry. Employers are encouraged to explore the platform and utilise the database to identify suitable candidates for internships, learnerships, apprenticeships, and permanent employment opportunities" says Mr Fanny Phetla, AgriSETA's Acting CEO.

The Connect ME App as a digital solution is an essential tool for workforce development and economic participation. Employers who make use of it not only gain access to talent but also contribute to building a more inclusive and responsive employment ecosystem for South Africa.

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