



MEDIA RELEASE

June 27th, 2022

FOR IMMEDIATE RELEASE

Priority: HIGH

Small Business owners showcase their products at NEDCO'S Business Accelerator Programme Pop-Up Shop

The Ministry of Social Development and Family Services partnered with the National Entrepreneurial Development Company – NEDCO for their Business Accelerator Programme Pop-Up Shop on June 25 to showcase several small, medium, and micro-enterprise business owners. The event, held at Gulf City Mall, comes days before the commemoration of the United Nations Micro-, Small and Medium-sized Enterprises Day celebrated globally on June 27th.

Several clients of the Ministry's Sowing Empowerment through Entrepreneurial Development (SEED) Programme joined the list of showcased businesses to promote their products and services.

L.W.M Stitches and Sprinkles were one of several vendors showcasing their products at the event. The company sells household items and creates custom handcrafted, bonnets, handbags, and purses. Owner, Latoya Williams-Mohammed who accessed SEED funding in May 2022 indicated that this was her very first time promoting her business externally and hence she was grateful for the opportunity since the Covid-19 took a devastating toll on her business.

Ishyta Andrews owner of Shimkizi's Touch also in attendance said her business was born out of the need for cost-effective options to treat her children's allergies and eczema. Shimkizi's Touch which sells skin and hair products, shampoo and conditioner, candles, body oils, and scrubs made from natural ingredients, accessed the SEED grant in September 2021 and also indicated her gratefulness for the event.

Portia Clark of Tey's Ice Cream and Bakery Treats also used the opportunity to showcase her croissants, cakes, rolls, and baked goods. The Linen Bin also joined other SEED grant recipients in showcasing their linens which included pillows, draperies, cushions, clothing, and sheet sets. Owner Sandra indicated that a foot injury left her with a disability. She said she then decided to utilize her skills and passion for sewing, accessed the SEED grant, and now runs The Linen Bin with her business partner Patsy.

Representatives from the Ministry's National Social Development Programme (NSDP) with responsibility for the Sowing Empowerment through Entrepreneurial Development Programme were also in attendance to provide information to patrons on the criteria to access the SEED Programme. The Ministry took the opportunity to showcase its Minor House Repair, Sanitary Plumbing, and House Wiring Assistance facilities, which are some of the core grants offered under

its NSDP in addition to information on how to access various grants and services inclusive of counselling and psychosocial support offered by the National Family Services Division.

The Ministry was pleased to participate in the event and extends congratulations to the NEDCO on a successful event and urges them to continue to create viable activities to promote the small business sector in Trinidad and Tobago that empower vulnerable individuals to create a better quality of life for themselves and their families.

The SEED grant provides financial assistance to persons in difficult social and economic circumstances to establish or expand a micro project or small business venture. Persons accessing this grant can receive up to \$15,000.00 to expand or start their small business. Persons wishing to access information on the SEED programme can contact the National Social Development Programme at 623-2608 ext. 1501, 1507, 1509, and 1512 or email nsdp @social.gov.tt



Ms. Patricia De Leon Henry, National Director of the National Social Development Programme tours the booth of The Linen Bed at NEDCO'S Business Accelerator Programme Pop-Up Shop.



L.W.M Stitches and Sprinkles displays their products at NEDCO'S Business Accelerator Programme Pop-Up Shop.



Ishyta Andrews owner of Shimkizi's Touch speak about the products available at her booth during NEDCO'S Business Accelerator Programme Pop-Up Shop



Persons receive information on the various grants and services available at the Ministry.