

❤️ #DoingSomethingGreat

Empowering Society's Main Change Agents.



THIS MONTH'S NEWS AND UPDATES:

**Building successful
brands by
delivering great
integrated
customer
experiences**

DSG
DIGITAL SOLUTIONS GROUP

Our Youth, Our Future: Empowering Society's Main Change Agents

The month of June plays a significant role in South Africa in reminding us about our future - our youth.



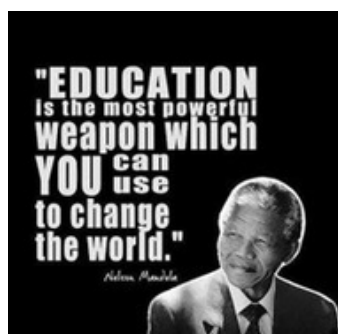
Youth Day pays tribute to the courage and sacrifice of the estimated 20,000 students that formed part of the Soweto Uprising. Honoring the lives lost while celebrating the bravery and hope borne out of tragedy.

Giving the youth hope today goes further than sending them motivational quotes; it's about [hashtag#DoingSomethingGreat](#) in their lives and uplifting them, giving them a platform to learn, grow from, and succeed.

As Nelson Mandela said the Youth are our future and therefore "Education is the most powerful weapon you can use to change the world "

According to StatsSA - In the last quarter of 2021, the country saw the highest unemployment rate on record at 35.3%. This implies that almost one in every two young people in the labor force did not have a job in the first quarter of 2021.

Although there was a slight decline in the number of unemployed youth in quarter one of 2022, it is still absolutely devastating that the youth of our country remain vulnerable.



The Maharishi Institute is a non-profit organisation established in June 2007 in order to develop a new generation of young leaders for South Africa.

The Maharishi Institute provides financial access to the qualifications of its education partners, which students can tap into through distance education while gaining work experience.

The Maharishi Institute enriches the distance education learning experience and completes it by providing comprehensive support services, including work experience, infrastructure access, bridging programs, and self-development programs.

The Maharishi Institute is a deep human transformation institute. They support students' intellectual, emotional, and physical growth.

It offers a loving, supportive, and nurturing environment where every student naturally rises to develop their full innate potential.

The Maharishi Institute is rooted in asking crucial questions such as "which industries have jobs?".

[DSG partnered with Maharishi Institute](#) to focus on solutions to this challenge and set up a contact center facility on campus on the 5th floor so the students do not have to leave the University based in downtown Johannesburg to gain work experience, earn and 'pay it forward '.



We are hardwired to think linearly, but our technologies [DSG](#) offers an integrated Customer Experience, which seeks to drive consistent, unique, and differentiated customer experiences across all channels.

We have a proven track record and industry recognised approach to managing customer experience in the past 23 years and we won numerous awards for exceptional customer experience solutions for different customers including recently the Best Outsourced Partnership with Nando's in Europe Middle East and Africa.

This unique approach to managing people, processes, and technologies ensures that we remain effective while offering flexible operating models, including a per occupied hour, on-demand customer experience management approach.

DSG works with the Maharishi Institute to offer students the opportunity to earn an income by working part-time in the contact center, but with a possibility of full-time employment after graduation and a career path to grow in the organisation.

One of the many things that are inspiring about the Maharishi Institute is that it is not your normal learning institute. For example, the students start their day with yoga, and meditation helping them to get in touch with their "authentic" selves and allowing them to relax and be more centered.

A network effect occurs when a product or service becomes so popular that it becomes an incredible way to holistically focus on the youth because as much as getting the youth educated and employed, it's critical to also invest in their overall wellbeing and mental health.

The founder and CEO of Maharishi Institute, Dr Taddy Blecher described the opportunity to solve this challenge "The only way we can really end poverty in South Africa is by developing the most under-developed resource in this country - human assets. Every student is a genius waiting to happen"

The Maharishi Institute is focused on the growth of its students and their employability. It's about hearts and minds, purpose, and knowledge. It's about giving our future leaders the skills and opportunities they need to succeed.

To watch the video about our involvement with the Maharishi Institute click on the link below for a case study created by [Nando's](#) to share with their global Nandocas (Nandos' family) on how we are [hashtag#DoingSomethingGreat](#) together in South Africa.

[comes more valuable as more people use it.](#)

[hashtag#SouthAfricanYouth](#)
[hashtag#DoingSomethingGreat](#) [hashtag#YouthDay](#).

