

FOLLOW ME ON

MY GEAP JOURNEY



WITH SHASHIKA JAGGERNATH

Director - Top Rotis (Pty) Ltd

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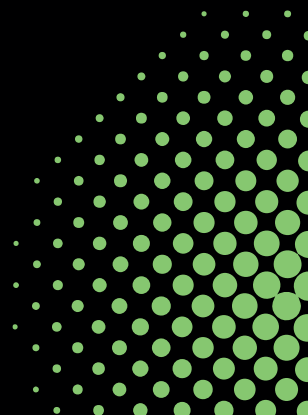
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First International Exhibition

Dubai Free From Exhibition 20-
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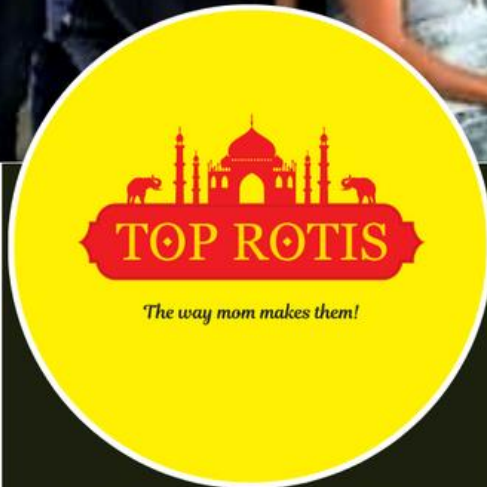
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Newsletter

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GLOBAL EXPORT ACCELERATOR PROGRAM



**THANK YOU FOR THE
OPPORTUNITY**

**PARTNERING
ECONOMIC GROWTH
DEVELOPMENT
SKILLS TRANSFER**

The opportunity to be a part of the Global Export Accelerator Project was too huge an opportunity not to be missed. Industries in South Africa have the potential to be equal players in the global economy. Hence our excitement when the opportunity presented itself to be a part of this dynamic project. What are we hoping to gain from this @Top Rotis? Skills transfer. Partnerships. Brand awareness. Market access.

Diversifying and Globalising the South African Flat Bread Industry

We acknowledge our Key Partnership Sponsors
WE THANK YOU FOR THE OPPORTUNITY

THANK YOU FROM MYSELF & THE TOP ROTIS TEAM

Dear GIZ , PMCB, SASDC

I wanted to take a moment to express my heartfelt gratitude for the incredible opportunity to be a part of the Global Export Accelerator Program. It has been an inspiring journey filled with growth and learning.

From the very beginning, I was welcomed into a community of passionate and driven individuals, all eager to make a mark on the global stage. Throughout this program, I've had the privilege of expanding my horizons, gaining valuable insights into international trade, and connecting with mentors and peers who have been instrumental in my journey.

The support, guidance, and resources provided by the program have been invaluable. They have not only accelerated my understanding of global markets but also empowered me to take confident steps toward expanding my export endeavors.

The support, guidance, and resources provided by the program have been invaluable.

I am truly excited about the road ahead and the opportunities that lie beyond the program. Your belief in my potential and the chance to be a part of this initiative mean the world to me. I'm committed to applying everything I've learned and striving for excellence in my export endeavors.

Once again, thank you for this remarkable experience. I look forward to staying connected and contributing to the success of the program in any way I can.

WARM REGARDS

Shashika Jaggernath

DIRECTOR

TOP ROTIS PTY LTD



BRAND EXPOSURE

THANK YOU GEAP FOR BUILDING
ENTREPRENEURS

Interview by KZN INVEST
MAGAZINE

FOR BUILDING MY CONFIDENCE

#ZERORATEFLATBREADS
#FOODSECURITY
#ROTISISNOTALUXURY
#ROTISISSTAPLEFOOD

COMMUNITY

FOOD & WINE

Roti Ready for Lift Off

By KZN Invest Magazine — 16/08/2022

🕒 5 Mins Read

PMB businesswoman's bid VAT on rotis

Urban Erade and Shereen Dsouza

A local entrepreneur in the flatbread industry has embarked on a mission to get the South African government to drop Value Added Tax (VAT) on flatbreads.

Shantika Jagannath, the owner and director of Top Roti, a company based in Ashburton, is spearheading a campaign to abolish VAT on rotis and other flatbreads so that it can be more affordable to consumers.

Flatbreads come in a variety of forms and shapes and are known as roti, pita, naan, paratha, chapati, uttilla, wraps and focaccia, among others, in different parts of the world.

They have for generations been part of the staple diet of diverse

cultures around the world, as well as in South Africa.

Many households in South Africa consider flatbreads to be a basic food item. Unfortunately, however, our government currently does not.

The rising cost of producing bread and bread products has seen the purchase and consumption of flatbreads increasing among many communities.

However, when it comes to tax, while bread is zero-rated, flatbreads are not. This pushes up the price that consumers have to pay for them.

Expounding her reasons for her campaign, Jagannath said flatbreads, especially rotis, are more environmentally friendly as it does

not take as much time to make as it does to bake bread.

"It is an energy efficient process with zero waste. The carbon footprint benefit is that it takes far less energy to make flatbread," she said.

"My motivation behind the zero-rating of rotis is that it is extremely versatile and is a zero waste product. For centuries, roti has been a staple food. It therefore needs to be considered for zero rating so that it can be made affordable to consumers.

"Food security is a major challenge especially in South Africa. We have to implement critical interventions for food sustainability and to curb poverty and food insecurity and affordability. Food is

not a luxury, it is a fundamental human right," Jagannath said.

She added that globally, the bread industry is a major contributor to the economy and that flatbreads are much more nutritious than ordinary bread.

In her determination to ensure that flatbreads become zero-rated, Jagannath has consulted with Taryn Hunkin and Chirlean de Rey, attorneys who have expertise in the field of VAT to take campaign further.

According to the legal expert, the process to apply for a product to be zero-rated is a lengthy and expensive one which would necessitate a submission be made to treasury, compiled with the assistance of industry experts, economists



Community members react to roti tax

Mohammed Saeed sees flatbreads as an important food staple that should not be taxed.

"Flatbread traditionally known as roti is my favourite. When entering the home, especially during the cold winter evenings and getting the lovely smell of roti being prepared, just increases the appetite. For supper, curry and

roti makes a meal complete. In addition, to end the meal, a blob of butter and jam. That is my remembrance of my mum and young days of my life.

Flatbreads, like roti, ought to be regarded as a "staple" and "basic food" and should not be taxed," Saeed said.

Shallaine Naidoo said that the increase in the cost of roti

is affecting non-governmental organisations.

"I don't know whether they are increasing according to our inflation or just rising everything up because others are. We are being crippled. The poor are becoming poorer. Non-governmental organisations are being affected due to the taxes on staples like flatbread," said Naidoo.

Interesting flatbreads

Traditionally, flatbreads are unleavened bread made without yeast. Flour, water and salt are the ingredients.

Records indicate that in H.C. Persian soldiers baked bread on their shields which they then covered with cheese and dates. The Egyptians have also been known to make flatbreads.

Indians baked mass in hot clay ovens and the ancient Greeks had a flatbread called plakintos.

With regard to rotis specifically, a plain roti is an excellent source of soluble fibre, which helps lower blood cholesterol levels and helps keep the digestive system healthy. It is loaded with complex carbohydrates that give you sustained energy and can keep you satisfied for hours.

The low down of flatbreads, from a nutritionist's mouth

Public Eye spoke to local nutritionists and Ethnomedicine practitioner Nonthuko Mashimane about the health benefits and nutritional value of incorporating flatbreads into your diet.

What are the benefits of incorporating flatbreads into your diet?

Flatbreads are a healthier choice that is part of a healthy, balanced diet. Homemade flatbread in particular is a great option so that you can control everything that goes into your flatbread, and use whole grains, gluten-free flour and good fat

options.

You can also add ingredients like flax and chia seeds to give added nutrition as well. Bring lower is calories, reduces the risk of high cholesterol and diabetes. It also helps in better functioning of brain and nerves.

Why is it healthier than bought bread?

"Normal" bread is made from highly processed flour and additives added to the bread can make it unhealthy. Consuming too much of this bread can contribute to obesity, heart disease, and diabetes.

Preservatives may help bread

stay fresh, but they are not good for your health. The ingredients also include too much sugar and you eat more slices because it has very little nutritional value, due to it being so refined.

How much flatbread should you consume in a day?

Moderation is key. It also depends on each individual and their current health situation. A diabetic person has to eat a lot less compared to a "normal" healthy person with no health ailments. I suggest two servings a day is enough and earlier in the day rather than before bed.

The humble, hand-made South African roti, infused with sub-continent culture and tradition, may soon be making its way to dinner tables around the world if a determined Pietermaritzburg entrepreneur has her way, writes Jonathan Erasmus.

IT'S ALL ABOUT THE THINKING -
SHAN CADE

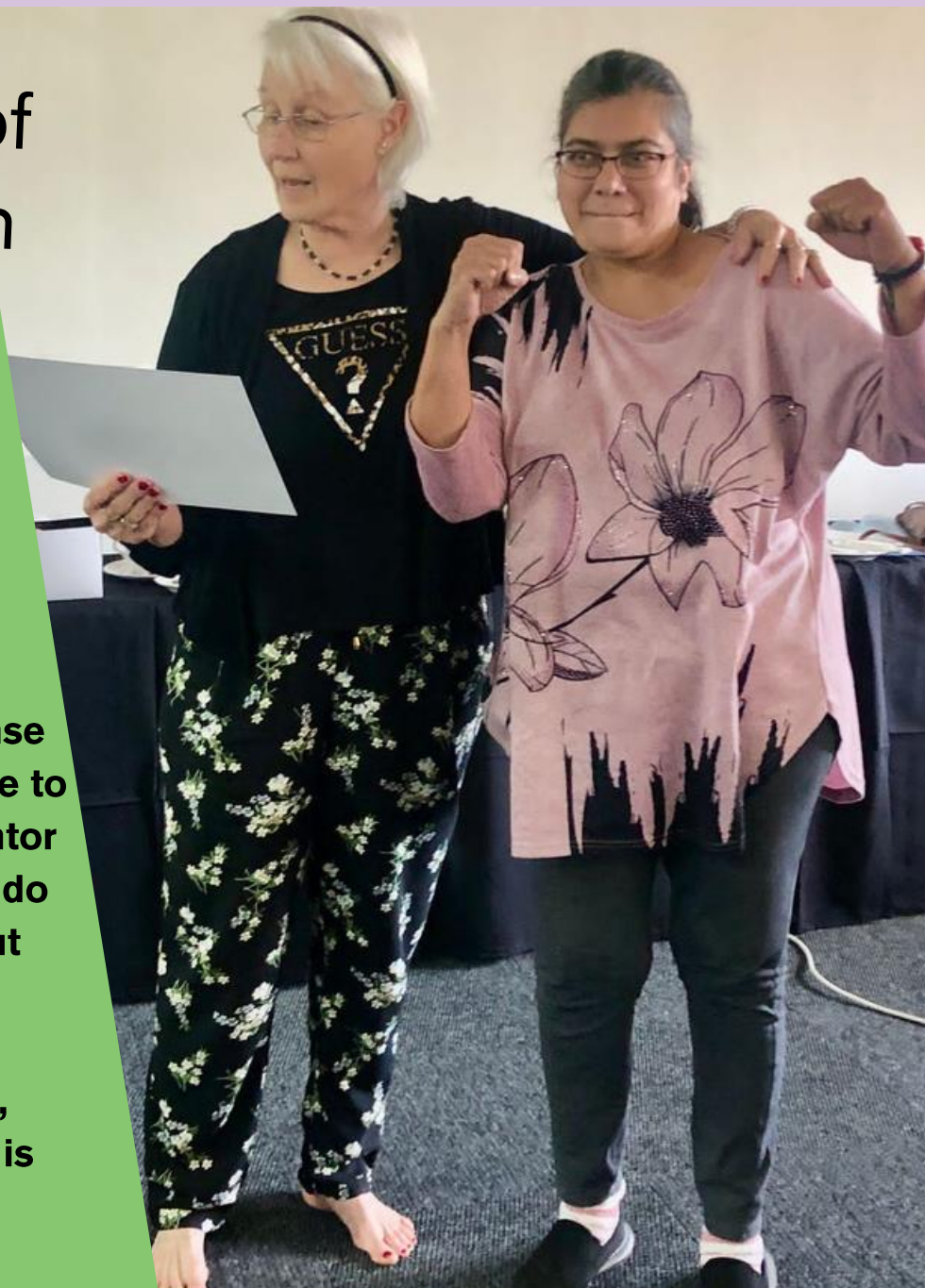
ENCOURAGEMENT PERSEVERANCE

Certificate of
participation



Receiving recognition for participation, boosted my confidence, and it gave me a sense of belonging and encouraged me to persevere. When you have a mentor like Shan Cade you can only but do your best, because she brings out the best in everyone.

Her leadership skills, experience, wisdom and industry knowledge is humbling.





**MY FIRST LOCAL
EXHIBITION -GEAP**



**BRILLIANT ENGAGEMENT.
SUPPORT WAS PHENOMENAL**



GEAPERS CREAPERS!!! I MADE IT!!!

GEAP GRADUATION



By Shashika Jaggernath
Follow me on my GEAP Journey
Series

Proud moments ... Goals

ASPIRANT EXPORTERS MEET UP WITH BUSINESS MENTORS

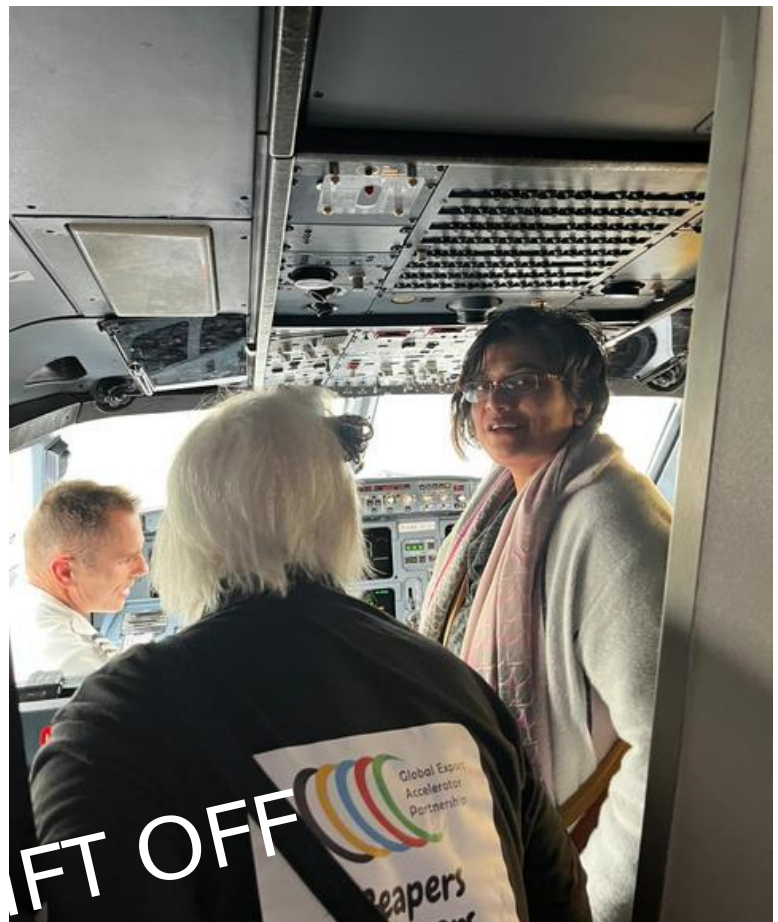
(ltr) Aspirant exporters Phindile Mkhize (Zan Zan Decor) and Shashika Sewall (Top Rotis) with GEAP Project Manager Shan Cade and their mentor Asheka Silvath.



The GEAP (Growth Export Accelerator Programme) under the auspices of the Pietermaritzburg & Midlands Chamber of Business is well and truly underway with a further session on Thursday, June 9 at the Fernleigh Conference Centre. While the key activity was pairing mentees with their mentors, proceedings kicked off with a presentation by Shan Cade on emotional intelligence, followed by what GEAP participants described as a "brilliant session" by an authority on decoding body language, Dave Allen. "These skills are desperately needed for negotiation and conflict management in business," said Project Manager Shan Cade.

The pairing of mentees and mentors represented an ideal coupling, said Cade. "Not one person, mentor or mentee, was not happy with the people they would be journeying with," she said. The pairings are: Ann Morrow (mentor) with Zillon Trading and Afritim; Asheka Silvath with Zan Zan Decor and Top Rotis; Baqedile Khumalo with D Chem Group and Sindisiwe Uzuni; Derek Alberts with Crosol Engineering and Qhawekazi Styles and Collections; Gule Billy with Sibocali Traders and Phumla Horizons; Jacquie Bhana with Bright Shadow and My Basket Shop; Jeff Jatta with Ntsu Africa Holdings and Obbes Brands; Lindo Makhaya with Vuna Seeds and Alude Arts; Mandisa Jostrey with Ella Academy of Design and Nonna's Foods; Mfazo Clifford Madondo with Artxxs Investments and Naidoo's Wholesalers; Mike Wolhutter with Diya Valves International and Man Steel Fabrications; Portia Dladu Siska with Monde Le Grand and Incasa Foods; Raj Seeparsad with Willowbrew Coffee Merchants and The Silk Route Trading Company; Sheetal Sewgolam with Mobile Medical Solutions and Cheapish Online; Sue Hadcroft with Hermosa Flor Cosmetics and Enormous Foam Tapes and PSA; and Zoh Mashabane with Zuri Skincare and Miracle Touch Products.

Programme administrator Michaela-Skye Collop observed that from a learning perspective, GEAP is more than an event or project. "It's a physical representation of growing businesses shedding any facades and taking up their true-identities, demanding that the export world must make room for them." Collop has appealed for more mentors and if interested, to mail her here.



FIRST INTERNATIONAL EXHIBITION - I AM A GEAPER



3

Learning from the best. Jackie Cameron is an expert in the food industry. Constructive engagement regarding a critical discussion around food compliancy and safety regulations



4

LEAN PROCESSING, INCREASED PRODUCTIVITY, COST EFFECTIVENESS, WASTE REDUCTION. These are principles are the foundation of the manufacturing sector



5

Was interesting to see the common practices in the cosmetic industry. Lean process is common practice. DATA CAPTURING - BATCH LOGGING





Team picture before we
leave for Cape Town GEAP

NETWORKING



COLLABORATIONS

TEAM WORK



OUR WATSAPP QR CODE



Try us we different!!!!

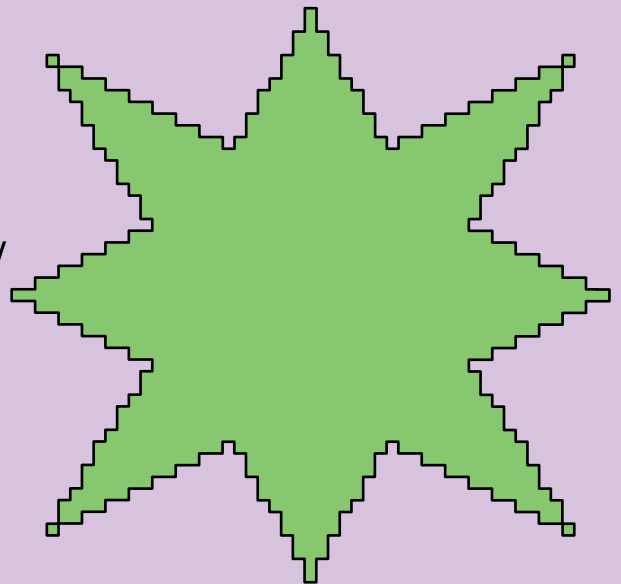
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our export
journey



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We not just any flat bread
company. We are an
authentic African experience



South Africa

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20-21 SEPTEMBER 2023



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