

Eversharp, equipping 100,000 learners with the basic essentials

By Tella de Smith, issued by Expo Africa

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Education is the most powerful tool one can give someone, but without the necessary support it can be very difficult. Helping a learner on their educational journey can be as simple as providing them with a pen and a ruler. That is exactly what **Eversharp**, a regional stationery manufacturer and a company that is part of the Art Group in Zimbabwe, did when Covid-19 and 'lockdown' took hold of our time, work and livelihood and many learners were left stranded and without the tools they require.



Eversharp noted that there was a lack of appropriate stationery within the poorer communities in Gauteng and wanted to help the learners. **Eversharp** took the initiative, becoming an essential provider of something we often take for granted. The team at **Eversharp** provided 100,000 pens and 20,000 rulers that were distributed in the rural areas in and around Johannesburg. The key focus being on learners in need.

The **Eversharp** team of noble brand ambassadors from Expo Africa Marketing Promotions were received with gratitude and excitement as they distributed the stationery items. The appreciation from the communities was felt. To ensure the

safety of both the community and the brand ambassadors the team were equipped with the necessary PPE and conformed at all times to the recommendations of the South African government regarding social distancing and wearing of masks when in public.

One of the Expo Africa Marketing Promotions team members said: "Seeing the hardship and working in these communities, one has no choice but to reflect on your own life. To think that a pen and ruler can make such a difference is, at times, unimaginable."

According to a survey the team conducted, it was clear there is a severe shortage of several educational tools in these communities. Some of the key tools required, over and above the pens and rulers distributed by **Eversharp**, are home schooling aids, workbooks, notebooks, calculators and reading material and for the younger learners, basics like crayons and workbooks.

In our opinion, education is not only important, but a right that every child and young adult is entitled to. Enabling children and young adults to be educated ensures a future of strong leaders, not only in business, but also in our communities and families, which is important in a developing country such as ours.

In conclusion, I leave you with this thought:

"Never doubt...that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." - Margaret Mead

Look out for more of these unique initiatives from **Eversharp** as it continues to help where it is needed most.

ABOUT THE AUTHOR

Tella de Smith is an Expo Africa blogger.

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