

## BIG business

**NAME:**  
**Pumla Hopa**  
**COMPANY:**  
**Endemol, execu-**  
**tive producer**  
**for *Isidingo***  
**SINCE: 1998**



“Don’t be afraid to start at the bottom, so that when you start reaping the rewards of your hard work, the success will be so much sweeter,” says Pumla Hopa, 45.

Responsible for the strategic creative direction of popular local soapie *Isidingo*, on SABC 3, Pumla has her work cut out for her. “I’m in charge of creating and maintaining quality production for the channel. I ensure that viewers are entertained on this journey of escapism that we offer them every day.”

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*It’s rewarding to watch the ideas we put together being translated on TV*  
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Pumla has faced a lot of adversity in her life to get where she is today. “Growing up in the ’70s and ’80s, at the height of the apartheid era, my life was riddled with struggles. But my parents didn’t allow me to dwell on my challenges, so failure was

never an option for me.”

Today, as a working mother, she believes she’s found the balance between motherhood and her career. “My job requires 70% of my time and my children have learnt to live with the 30% that I have left to offer,” she says. “Weekends are sacred to me because that’s when I spend quality time with my children,” she enthuses.

Early in her career, Pumla was a sales assistant at the clothing store, Sales House, before going on to work as a production manager at production company Urban Legend. As for working on *Isidingo*, Pumla says: “Making decisions that have a direct impact on people’s lives can be daunting, but it’s rewarding to watch some of the ideas that we put together being translated on television every day.”

For her, the proudest moments in her career are seeing young people trained on the show finding their own voices in the industry and fulfilling their dreams.

## SMALL business

**NAME: Anisa Kale**  
**COMPANY:**  
**Founder of Keys**  
**Communications,**  
**township media**  
**specialists**  
**SINCE: 2009**



“It’s tough to start a business when you’ve had the comfort of a full-time job. Getting out of that comfort zone isn’t easy, but it’s worth the trouble,” says Anisa Kale, 36.

After Anisa obtained a diploma in marketing, she started her career as a saleswoman at Foschini, then went into client services and later worked as a group account director. But when she realised the need to build brands and increase spending to empower communities in the township, she established her own business, which specialises in township media.

“Keys Communications provides township media strategies and planning. This includes selling township outdoor media and advertising brands or products,” says Anisa.

Her work can often be seen in painted wall media for popular brands such as Coca-Cola SA, Nedbank, Eskom, Wimpy, Supersport Nike and Top TV.

“Starting a business was like giving birth; there were complications in the beginning, and a

great deal of nurturing is required along the way.” For example, behind every wall there are homes and home owners who benefit, mostly financially, by offering their walls as advertising space. But not every month is rewarding. “I’m passionate about community building, so it saddens me to tell a gogo in the township that I won’t be putting anything on her wall for a while.”

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*Starting a business was like giving birth*  
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It took Anisa and her team two years of hard work to start seeing results, but that never dampened her desire to succeed. “I could never be content with a guaranteed pay cheque every month. I’ve always wanted to make things happen for myself, my family and my community.”