



LEADERSHIP IN BUSINESS THROUGH
EMPOWERMENT AND COLLABORATION

MINARA CHAMBER CONCERNS WITH RESPECT TO FORWARDING UNVERIFIED MESSAGES

Asalaam—u- Alaikum

We hope and pray that you are in the best of Health and high Islamic spirits.

The 2023 economic prognosis of the economy is very bleak and it is expected that there will be many more jobs lost, aggravated by the load shedding, lack of jobs, weak Rand, high cost of fuel, minimal foreign direct investment, poor leadership, sabotage, corruption, lack of qualified staff at all levels of government, lack of funding, poor infrastructure etc.

Many businesses will close up and a substantial number of jobs will be lost.

It is not easy running one's own business in today's climate with expenses escalating, human resources cost high including allowances for leave sick leave, public holidays, high cost of fuel and rentals, lower margins, higher than inflationary increases in cost of raw materials and purchases, impact of the Ukraine war etc.

Muslim businesses support the various charities and upliftment projects.

It is therefore imperative that we don't write or forward posts that may cause damage or harm to businesses especially when it is based on rumours or feedback from disgruntled employees.

Many a time photographs are forwarded which may not necessarily be related to a current situation and in many cases, one finds out later that these are not relevant to a certain case.

There have many instances recently where posts are "forwarded as received" or "unverified" etc.

This causes untold damage to a business and many will never recover resulting in loss of jobs and impact on investments.

It is becoming a norm in our community to forward unverified messages without thinking.

This not only relates to businesses but often a message is sent multiple times on various chats and one finds out that some messages resurface years later and is irrelevant to the current scenario.

We appeal to social media users" DO NOT FORWARD MESSAGES" that will do harm to a business.

Rather approach the owners of the business if you are concerned for information where it relates to your support of the business.

This will ensure that you are hear both sides of a story and in the case of the businesses, owners will be happy to have a experts audit the business where necessary.

The sensationalism that comes from reading and forwarding messages seem to give people some type of narcissistic enjoyment.

THINK BEFORE YOU "INK"

Minara Board of Directors

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