When **YOU** cast **YOUR VOTE** For **AL JAMA-AH**, you are:

1. Ensuring full employment with decent jobs for all.
2. Recognising Every Right for Every Child! – **Al Jama-ah** will fight for the Right of Every Child to be nurtured, their talents to be invested in, their emotional, physical, psychological and mental health and well-being to be realised, protected and secured.
3. Ensuring Everyone’s personal safety.
4. Realising the Right to clean, drinkable water.
5. Ensuring universal health care.
6. Protecting the Right to be free from mass surveillance.
7. Fighting for the Right not to be tortured.
8. Ensuring effective civilian oversight of our intelligence sector.
9. Regarding the life and property of every person as a sacred trust, which must be protected.
10. Vehemently opposing ALL forms of racial superiority!

**AL JAMA-AH PROMOTES AN INCLUSIVE HUMAN RIGHTS-CENTRED SOCIETY**

The Party and its members are ready, capable and willing to serve all of humanity, being conscious of their obligation to the Divine.
AL JAMA-AH HAS MADE AN INDELIBLE MARK

In its 17 years of existence, the Party has marked the political landscape with a growing presence in all three spheres of government. It is the first party to have been represented in the Gauteng Provincial Legislature (GPL), the national parliament (NPC), as well as the Western Cape Provincial Legislature (WCP). The Party is also represented in the four provincial legislatures of the Eastern Cape (ECPL), KwaZulu-Natal (KZNL), Northern Cape (NCPL), and the Free State (FSPL). The Party has succeeded in carving out an outstanding political place within the South African political domain. It possesses the necessary capacity to drive projects and deliver on its agreed-upon mandate. It has, as such, earned the respect from both the ruling party and opposition parties. Al Jama-ah has, and continues to demonstrate an improved and strengthened political status, achieved through hard work, dedication, and commitment.

The Party pursues values-based policies with its underpinnings centered upon its commitment to ethical approaches to everything it does. The Party has galvanized its position as a competent and trusted presence within the South African political landscape. It possesses the necessary capacity to drive projects and deliver on its agreed-upon mandate. It has, as such, earned the respect from both the ruling party and opposition parties. Al Jama-ah has, and continues to demonstrate an improved and strengthened political status, achieved through hard work, dedication, and commitment.

It has succeeded in carving out an outstanding political presence within the current political landscape. It has become a phenomenon in various constituencies, such asial theatre and the democratic discourse that has become pervasive. Al Jama-ah will continue to fight to disrupt the status quo that has brought us to this point.

The Party has, and will continue to fight boldly against all forms of oppression and injustice - both within and outside of our borders, being the first party to show its support for a free palestine since the inception 17 years ago.

At the same time, the Party has gained the confidence of rural communities, because of its demonstrated ability to carry out innovative and inclusive development projects and to fight for quality services for all, not just a privileged few.

We will oppose, and fight to dismantle all cultural, systemic, institutional, and structural barriers to the growth and development of our children and youth. We have noted how our young people are demoralized and oppressed within public institutions, and we say – NO MORE! At the same time, and in this way, we will foster the development of responsible, and socially conscious youth within a society that sees, understands, and provides for all their developmental needs.

Over the past five years (2019-2023), the Party has demonstrated that it is worthy of the confidence and adoption of the public through the hard work and dedication of its Members of Parliament, Members of the Provincial Legislature, and its councillors, who operate at the coalface to ensure service delivery to YOU.

AL JAMA-AH HAS A GROWING NATIONAL FOOTPRINT

The Party has demonstrated notable successes in Gauteng’s City of Johannesburg (CoJ), where an Al Jama-ah party member, Councillor Moosa was appointed to chair the Environmental and Infrastructure Services (EISD).

In the City of Cape Town, Al Jama-ah Councillor Gwamanda holds the reigns for the Economic Development Committee. At the same time, the Party has benefited from the establishment of an agricultural unit that plans to train emerging farmers and to provide them with key management skills in areas such as Information Technology. In KZN’s Umdoni and Western Cape’s Mitchell’s Plain, our Councillors have partnered with communities to establish and manage income generation projects such as sewing machines for local clothing manufacturing.

In the setting up of Groutville’s first peanut butter factory. These ground-breaking achievements have earned the trust of local communities; these have witnessed its community-turned Party leader like Mrs. Vel Luthuli taking the reigns in achieving local ownership over the means of production.

Over the past few years, I have introduced a range of Private Members Bills (PMBs) to bring legal relief to most of our society’s vulnerable members, namely the women and children. One of the critical bills that I struggled to introduce and fought for was the Registration of Muslim Marriages. I wanted to be certain that it gets approved so that the Muslim community can enjoy important rights on equal footing with EVERYONE else! Another PMB, which attracted my attention and that occupied a fair amount of my time was the Maintenance Act. This Act needed to be amended so that all South African women have greater access to the Maintenance courts; and via it, they would be able to access the system to be compensated monetarily. Because of the dominance of patriarchy, these were previously ONLY enjoyed by the men.

I have dedicated significant energy to address local economic development. Through these efforts, we have seen the establishment of these projects; the one was the Eastern Cape’s Mpamare Fishing village and the other was the setting up of Groutville’s first peanut butter factory. These ground-breaking achievements have earned the trust of local communities; these have witnessed its community-turned Party leader like Mrs. Vel Luthuli taking the reigns in achieving local ownership over the means of production.

The third project was established in Palmietfontein’s Clarendon; here, in hand-in-hand with the local community, the Party made certain that through the establishment of an agricultural unit that plans to train emerging farmers and to provide them with key management skills in areas such as Information Technology. I am deeply concerned about the establishment of an agricultural unit that plans to train emerging farmers and to provide them with key management skills in areas such as Information Technology. I believe that this project has the potential to transform the lives of many young people in the community.

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Ah Youth League that is under the leadership of Maulana Tawfeeq Elly; each of these play a critical role in the Party, and each one should be viewed as a significant pillar. These are concrete ways that the Party has demonstrated its ability to mobilise your vote for the betterment of all our communities. Al Jama-ah’s candidates are reputable and dedicated civil servants. The Party has made significant contributions that resulted in a number of important social and economic shifts in both the urban and rural communities. Through a pledge of your vote to Al Jama-ah, you will ensure the expansion of the Party’s service delivery footprint in Parliament and across our Provinces. Al Jama-ah has proven itself as a policy driver and enabler. Al Jama-ah has been driven by the dire plight of all South Africans and especially the poor and the vulnerable. Its members have demonstrated a profound sense of commitment to our country, and they have been guided by the principles of ubuntu. We, as Al Jama-ah members, remain dedicated to addressing the nation’s needs by boldly confronting challenges arising from the our unique socio-historical contexts.

Al Jama-ah party’s focus shall therefore be to serve humanity, so that together, we will rise! Al Jama-ah believes in establishing an environment for thriving business with a conscience and with the demonstrated commitment to building the social capital of especially our vulnerable communities. At the same time, the Party continues to strive for the sustainable development and independence of such communities through proper investment in local and informal economies.

AL JAMA-AH: BUILDING A BETTER FUTURE - TOGETHER! Apartheid’s insidious effect continues to inflict enduring psychological and sociological wounds on individual, structural and systemic levels. These continue to be perpetuated through divisive structural, cultural, systemic, and geographic divides.

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President of Al Jama-ah Political Party

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In fostering a pro-development and pro-poor mandate and commitment, the Party intends to:

- Ensure the safety and security of all citizens in all environments throughout the country.
- Create decent work and job opportunities for every person, including people with disabilities, for a fully integrative and inclusive society.
- Build safe communities and quality homes for every family in both the urban and rural areas.
- Address the ‘Land Issue’ through a fair and equitable process for all the country’s citizens.
- Ensure the realisation of the right to free drinkable water by all communities, including through harnessing technologies such as desalination technology in strategic locations.
- Ensure that there is universal access to health for every South African citizen and resident.
- Promote access to technological resources that are useful at each stage of human development.
- Avail youth development and empowerment projects funded through company tax and training levies.
- Narrow the instructional and achievement gap in schools through universal access to and availability of quality education.
- Focus on development and intervention strategies to maximise contact time with children, through fewer administrative tasks for teachers, to foster their continuous development, upskilling and reskilling, and to improve institutional conditions to attract skilled and caring educators to our public sector.
VISION

- Al Jama-ah Party’s vision extends globally in order to champion social justice projects impacting on oppressed people.
- The Party prioritizes transformational policies that targets the transformation and empowerment of all who reside in South Africa.
- We will continue to strive for sustainable progress across all facets of society, through unleashing the inherent power of all South Africa’s ethnic, linguistic, religious, and cultural communities.
- We will continue strive for sustainable progress across all facets of society, through unleashing South Africa’s ethnic, linguistic, religious, and cultural communities.
- The Party advocates for environments that are free from discriminatory policies; ones that include crass materialism, racism, Zionism (its negative psycho-socio impacts), and Imperialism’s dominance.
- It rejects polarising and balkanising movements that threaten national unity such as Capexit in the Western Cape.
- It is resolute in fighting corruption, upholding the rule of law, and presenting a values-based government led by ethical, honest, well-qualified, and competent officials in all spheres of governance.

USING CO-OPERATIVE GOVERNANCE AS A TOOL FOR EFFECTIVE SERVICE DELIVERY

Al Jama-ah will lead, as a trusted political platform for all communities, while embracing co-operative governance with the Party’s critical co-presence. It will be united in its niggling pursuit of achieving social justice, equality, quality service delivery, accountability, real time oversight, consequence management, and ultimately creating an enabling environment with a prosperous future for all South Africans.

At the core of its political manifesto lies a 17 Point Plan; this is guided by the principle of “Acts of Community Service in the employ of the Divine.” Rooted in deep and abiding universal spiritual, moral, and ethical values, each policy pointer—following herein under—emphasizes justice, compassion, equality, responsibility, activism, service delivery, and sustainable stewardship.

The Party’s leadership encourages its members and all communities to join it and its members in embodying, advancing, and promoting these values, and in fostering positive human transformation within and beyond our communities and the surrounding areas.

Al Jama-ah Party’s deliverables include the following:
1. WE ARE A TRUSTED POLITICAL PARTY BY

- Accepting it as ‘a political platform for all’ regardless of an individual’s ethno-racial background or religio-cultural beliefs.
- Placing unwavering trust - given the Party’s servant leadership’s awareness and resultant responsibility - in its ability to bring about meaningful change in our society’s economic, and socio-political landscape.
- Demanding transparent and accountable leadership from our elected officials who will be duty-bound to adhere to the highest ethical standards.
- Insisting on the appointment - on merit - of only the most qualified, honest, and competent individuals to positions of power within all levels of government. (We should not expect for anything less than excellence from our public servants).
- Expecting our leaders to be the most wise, most competent, and most service oriented.

AL JAMA-AH is:

"Your Trusted Associate for Change asserting Ethical Leadership with service delivery Guaranteed!"

2. WE TREAT ALL CITIZENS IN A DIGNIFIED MANNER BY

- Embracing the ubuntu principles that stress the interconnectedness of humanity and treat all of Africa’s sons and daughters with respect and dignity for their intrinsic human worth.
- Fostering mutual respect, responsibility, and accountability among all the members of society.
- Showing respect to all South Africa’s citizens and its naturalized citizens, as well as those who enter South Africa as tourists or doing business.
AL JAMA-AH believes in
“Dignity for All: Embracing Ubuntu, Fostering Respect, Building Unity!”

3. WE AIMING TO ERADICATE FACTORS WHICH CREATE VULNERABILITIES. PROMOTING UNIVERAL ACCESS, AND INCLUSIVITY FOR OUR ELDRERS, WOMEN, YOUTH, AND PERSONS WITH DISABILITIES

- Fostering social appreciation and respect for the dignity and purpose of our elders, and promoting better services for their dignified life.
- Empowering women in all sectors.
- Taking a tough stand against Gender Based Violence.
- Investing in the sustainable growth and development of children and the youth, as meaningful and important contributors to the nation in all spheres and all levels.
- Fighting for universal, mainstream access to all opportunities for persons with disabilities, in all sectors.

AL JAMA-AH will
“Empower every voice of Vulnerable Groups: Elder Care, Women’s Safety, Youth Opportunities, Disability Inclusion!”

4. WE MAKE PROVISION OF SECURE BASIC RESOURCES FOR A DIGNIFIED LIFE BY

- Ensuring that safe drinkable water, which is a basic right for all, is accessible to all, without discriminating against anyone.
- Safeguarding household food security across the country in both the urban and rural areas.
- Removing VAT on all essential household items.
- Providing free stationary and textbooks at basic, higher, and tertiary education levels.
- Guaranteeing that every individual has equitable access to vital resources in order to live a dignified life; since this is non-negotiable, the Party’s calls for “people over profits.”
- Striving to harness the benefits of technological and scientific advancements for the country’s youth in order to ensure that they can successfully compete in the global market.
AL JAMA-AH works with everyone in
Building A Better Future Together

5. WE BRING ABOUT ECONOMIC TRANSFORMATION BY

• Alleviating the plight of consumers in an increasing harsh global economic climate.
• Being in touch with the lived experience of South African people - Party members will NOT live in ivory towers.
• Enhancing access to economic opportunities for every citizen.
• Working to achieve zero VAT on bread, milk, eggs, and other basic food items to relieve the dire conditions faced by people below the poverty line.
• Promoting household food security.
• Lowering the costs of the required basket of goods necessary for a dignified and healthy life for all.
• Redressing deficiencies in social grants to promote subsidisation of essential food and personal hygiene items for lower income communities.
• Legislating for equitable land reforms.
• Promoting enabling legislation to support, mentor, and coach young entrepreneurs in small, medium, middle agricultural, and manufacturing sectors.

AL JAMA-AH stresses
“Economic Empowerment, Social Equity: Reforms for Prosperity, Security, and Fairness! Zero VAT for Basics, Subsidies for food security: Empowering the Marginalized, Building a Sustainable Future!”

6. WE INSIST ON EQUITY AND ACCESS TO ENERGIZE THE SOCIO-ECONOMIC AND POLITICAL SYSTEMS BY

• Making sure that every citizen has equal access to socio-economic opportunities.
• Ensuring that everyone - in both the rural and urban areas - has access to the country’s political structures.
• Transforming the country’s socio-economic and political systems into vibrant institutions.
• Reshaping and constructing a healthy economy for all.
• Using the country’s abundant natural resources to foster economic growth that benefits everyone.
• Transforming the country’s state, socio-economic and political structures into vibrant, democratic and people-centred institutions.
• Reshaping and constructing an inclusive economy for all.
• Harnessing the country’s abundant natural resources to foster economic growth that benefits everyone, especially local communities who have a heritage right therein.
7. WE CREATE DECENT JOB AND EMPLOYMENT OPPORTUNITIES BY

• Implementing non-discriminatory and sustainable socio-economic policies that unlock dignified, decent jobs for everyone, as we strive towards full employment opportunities.

• Empowering rural communities through cooperative initiatives and entrepreneurship, to create a prosperous and sustainable future across the whole of South Africa.

• Working towards the integration and economic strengthening of rural economies.

• Promoting the ownership of the productive and economic resources and capacities by local communities to dismantle structural inequalities.

• Overcoming the rural-urban economic divide through creative spatial and technological solutions.

AL JAMA-AH strives towards
"Creating Sustainable Jobs: Dignity, Equality, Prosperity for All!"

8. WE ENCOURAGE COMMUNITY SAFETY AND SECURITY BY

• Striving for the personal safety for each and every citizen and visitor/tourist through the employment of effective violence and crime prevention strategies, and appropriate legislation.

• Offering better training opportunities for our police officers to instil accountability, ethical services and a sense of patriotism.

• Ensuring a dignified and effective people-centred police service.

• Enhancing community policing partnerships in order to achieve enduring safety and security within all communal environments.

• Empowering communal structures that are championed by and for the communities.

• Aligning the country’s justice system to meet the legal and moral needs of the nation in combating and rooting out criminal activities.

• Striving toward decent working conditions, reasonable employment benefits, and increased administrative and psycho-social support services at police stations.
9. WE OFFER QUALITY EDUCATION TO ALL BY

• Ensuring that the best interests of children are paramount in the Education sector.
• Striving towards creating an equitable education system and environment that enables every child to grow and thrive holistically.
• Guaranteeing that every child has access to well-resourced public educational institutions.
• Building a future where every child has the opportunity to reach his/her full potential and contribute to the country’s collective success.
• Leveling the digital divide and dismantling the remnants of Apartheid’s spatial-educational segregation.
• Fostering meaningful collaboration with all post-school institutions.
• Making sure that our general workforce is equipped with the requisite skills along with “habits of mind” and “ways of seeing” as they face the 4th Industrial Revolution.
• Promoting robustly Adult Basic Education that will enable complete national literacy.

So, AL JAMA-AH advances
“Quality Education for All: Empowering Every learner, Building a learned and lifelong learning nation! Closing the instructional Gaps, Fostering Innovation, Equipping for the 4th Industrial Revolution Future!”

10. WE ENSURE THE RIGHT TO HEALTH BY

• Working towards the increased investment in our health sector.
• Granting everyone the right to dignified and quality health care.
• Supporting the NHI initiative.
• Setting up (mobile) clinics and (roving) para-medical structures in urban and rural areas.
• Ensuring quality control, management and performance of all hospitals and primary health centres with real time oversight to avoid corruption and sloppy service delivery.
AL JAMA-AH promotes
“Healthcare for All, driven by Quality services, Dignity to all, Equality and access! We will Ensure Prioritizing citizens’ well-being by Empowering Lives with a preventative focus and not merely a curative provision!”

11. WE COUNTER INJUSTICE AND DISCRIMINATION BY
- Exercising vigilance and opposing extremist and bigotry.
- Striving for the equitable ownership and distribution of the tools of production.
- Increasing mining taxes bring about equal standards that are comparable to internationally benchmarked rates.

AND FOR THIS REASON, THE PARTY SAYS:
“People Over Profits!
A fair deal for all!”

12. WE OBSERVE THE RULE OF LAW BY
- Applying the rule of law without prejudice.
- Adopting an unwavering commitment to fairness, equality, and justice in all spheres and sectors.
- Ensuring that law enforcement agencies operate with integrity, transparency, and accountability.
- Implementing appropriate and reasonable measures when responding to socio-legal matters in their respective contexts.
13. WE INITIATE JUDICIARY AND OTHER REFORMS BY

- Advocating and safeguarding ethical principles within our judicial and justice systems.
- Observing moral behaviour and upholding Constitution principles in all spheres of human activities.
- Bringing about important and necessary legal reforms to ensure the realisation of socio-economic rights, particularly of those most vulnerable in our society.
- Addressing the underfunding to local government as the primary service delivery mechanism to local communities.
- Tightening legislation to deal with the different criminal categories appropriately and effectively.
- Promoting restorative and preventive approaches for enduring peace and the sustained reduction of crime.
- Introducing legal and other measures to address the harms of the consumption of alcohol that continuously have a negative and damaging impact on our communities.
- Addressing the root causes of all forms of sexual and gender violence and sexual exploitation of vulnerable groups.
- Promoting the recognition and practice of Muslim Personal Law (MPL) for adherents thereof.

AL JAMA- AH HOLDS ONTO PROMOTING
“Rule of Law: Fairness, Integrity, Accountability! Ensuring Justice, Upholding Equality, Building Trust!”

14. WE WORK TOWARDS ERADICATING CORRUPTION AND CRIME BY

- Recognising the expansiveness and pervasiveness of corrupt practices in all sectors of human life, and establishing appropriate measures to address them.
- Wiping out corruption and nepotism at all levels in order to restore public confidence in both the private and public spheres.
- Strengthening the relationships and cooperation between security stakeholders from private and public sectors.
- Committing to strengthening oversight structures and institutions.
- Eliminating opportunities for criminal activities within all public and private spaces.

AL JAMA- AH PROMOTES
the transformation of the Justice system to achieve Ethical Practices, Human Rights, and Equality & Fairness for All!
AL JAMA-AH focuses on “Combating Corruption, Securing Safety: Integrity, Accountability, Justice for All! Rooting out Corruption, Strengthening Institutions, Ensuring Public Good!”

15. WE EMPOWER AND DEVELOP YOUTH SKILLS BY

• Providing appropriate mentoring practices and coaching support to all work-seeking unemployed youth for their access to employment opportunities.
• Establishing employment facilitating centres in both the urban and rural areas.
• Ensuring social, political, and economic opportunities for our youth to grow as important contributors to our society at all levels.
• Promoting opportunities for the youth to become meaningful contributors and leaders in our communities.
• Fostering the youth’s sustainable growth and their participation in development projects in all sectors to give them the life skill of “systems thinking.”
• Setting up a ‘Youth Development’ entity to sustain youth development initiatives (such as different skills training projects) that are funded through a ‘compulsory SARS tax’ levy system.
• Facilitating access to developmental opportunities for the youth across local domestic and international economies.
• Enabling access and open opportunities for youth to be properly skilled to meet the demands of our dynamic and changing society.

16. WE COOPERATE WITH NATIONAL AND INTERNATIONAL STAKEHOLDERS TO

• Address and appropriately respond to Climate Change through effective and equitable local, provincial, national and global cooperation.
• Explore a reasonable and sustainable mix of energy solutions (such as renewable and nuclear energy) to benefit all our communities in both the urban and rural areas.
• Secure the appointment of suitably qualified individuals to revolve, manage and successfully maintain the country’s parastatal institutions to effectively serve communities.
• Ensure a continuous supply of safe drinking and usable water for all.
• Ensure the prioritisation of the continuous supply of electricity to all communities in both urban and rural areas.
• Secure investment in diverse agricultural projects (including large, medium and small scale farming), to ensure that agricultural lands are protected, and to promote thriving local cooperatives to enhance food security of communities.
17 WE HARNESS THE BENEFITS OF AND INVEST IN TECHNOLOGICAL ENHANCEMENT AND DEVELOPMENTS BY

- Retaining an appropriate data base for all the unemployed.
- Levelling the digital divide and dismantling the remnants of apartheid’s spatial segregation.
- Securing the necessary technological resources to bring about equity across all communities.

MEET YOUR COUNCILLORS
Political Platform for All Communities

- SHAMEENAH SALIE
  CITY OF CAPE TOWN
  City Manager

- FARIED ACHMAT
  CITY OF CAPE TOWN
  Mayor

- THAPELO AMAD
  CITY OF JOHANNESBURG
  Chairperson, Development Planning

- IMRAN MOOSA
  CITY OF JOHANNESBURG
  Chairperson, Economic Development

- MPUTUMI ‘TETE’ AHMED STULWENI
  CITY OF CAPE TOWN
  Chairperson, Economic Development

- KABELO GWMANDA
  CITY OF JOHANNESBURG
  Mayor

- MOULANA HOOSEN KHAN
  KZN PROVINCIAL
  Chairperson of Al Jama’ah

- ASGHAR KHAN
  KZN MUNICIPALITY
  Chairperson, Economic Development

- ACHMAT HENDRICKS
  CITY OF CAPE TOWN
  Chairperson, Economic Development

- IMRAN MOOSA
  CITY OF JOHANNESBURG
  Chairperson, Economic Development

- KABELO NTHEKISO
  MAREMBO NORTHWEST
  Chairperson, Economic Development

- GOODWILL MFAUNUKILE CELE
  LIMPOPO MUNICIPALITY
  Chairperson, Economic Development

- MBHOKWANE SITHELE
  NELSPRUIT
  Chairperson, Economic Development

- CHAP PETERS
  WITBANK
  Chairperson, Economic Development
Pledge YOUR VOTE for Al Jama-ah and ensure a society that benefits all, and leaves no-one behind!

Our Party is a Party of Conscience and Care. It is a Voice of Activism for the benefit of all of Humanity.

Al Jama-ah is the only South African political party to have consistently delivered on its promises to its voters since its inception in 2007. Al Jama-ah is established upon Islamic principles of serving humanity; this thus resonates with all religious traditions. Al Jama-ah, therefore, carries a universal and inclusive appeal that is underpinned by a steadfast awareness of God's presence and the alignment of universal commitment to truth, justice, compassion, and love for all life.

In addition, Al Jama-ah advocates the idea of promoting and advancing the flourishing of moral values, protecting our ever-changing environment, and ensuring the development as well as the empowerment of all our people in both the urban and rural regions. Spiritual values are celebrated as a resource for humanity and not in any supremacist exclusive manner. People of all religious traditions, serving in Al Jama-ah, are mindful of their divine obligation to serve Humanity.

Not only has the Party held the ruling party and the major opposition political parties to account in the National Parliament, it has also done so in the Western Cape Legislature. It should, in fact, be viewed as a Party - despite its size - that is able to potentially model co-operative governance with other parties in the Western Cape.

At a national level, the Party intends to ensure that there is 'justice for all' - and it does so fearlessly. It emphasizes openness, accountability, transparency, oversight, and consequence management through the adoption and adherence to co-operative governance principles, rather than participating in adversarial theatrics.

It wishes to uphold all South Africans’ voices, and it intends to do so not only through its internal diversity, where certain parties clearly only stand for certain groups - but it is prepared to co-govern with any other party that is willing to struggle unwaveringly for the interests of ALL communities, and that have similar objectives without compromising the party’s fundamental principles nationally or globally.
Al Jama-ah promotes positive policies and these include adopting a pro-poor stance, a pro-development position, and a socially conscious entrepreneurship that works towards a workable socio-economic democracy.

Al Jama-ah supports Policy Advocacy by:
• Advocating policies that support small and medium-sized enterprises (SMEs), especially those owned by marginalized communities.
• Empowering and privileging job creators rather than mere job seekers.
• Legislating in order to provide incentives for businesses to adopt socially responsible practices that include offering fair wages, securing environmental sustainability, and initiating community engagement.

Al Jama-ah’s Call for Access to Funding by:
• Establishing interest free funds and grant programs specifically targeting entrepreneurs from disadvantaged backgrounds.
• Partnering with like-minded financial institutions to offer accessible interest-free loans and financial support to aspiring entrepreneurs including micro-finance initiatives.

Al Jama-ah’s focus on Capacity Building by:
• Developing training and mentorship programs aimed at building the skills and knowledge of aspiring entrepreneurs, particularly those who hail from marginalized communities.
• Soliciting funds through company tax levies. Calling for the provision of workshops and seminars on business management, financial literacy, and sustainable practices to equip entrepreneurs with the tools they need to succeed.

Al Jama-ah’s model of Incubation and Networking by:
• Creating incubator programs that offer resources, mentorship, and networking opportunities to start-ups and small businesses.
• Facilitating networking events and platforms where entrepreneurs can connect with potential investors, partners, and mentors to scale their ventures.

Al Jama-ah’s enables Market Access by:
• Facilitating access to markets for small-scale producers and artisans by organizing trade fairs, exhibitions, and online platforms where they can showcase their products.
• Forging partnerships with larger companies and retailers to create opportunities for SMEs to supply goods and services to bigger markets.

Al Jama-ah’s attention on Contextual Community Empowerment by:
• Engaging with local communities to identify their economic needs and priorities, and develop tailored programs to address them.
• Promoting cooperative models and community-owned enterprises that empower residents to take ownership of local economic development initiatives.

Al Jama-ah implements Policy Evaluation and Feedback Mechanisms by:
• Establishing mechanisms for ongoing evaluation of economic policies.
• Ensuring effective responses to the needs of marginalized communities.
• Creating channels for feedback and participation from entrepreneurs and community members to inform policy decisions and program design.

Al Jama-ah can effectively promote pro-poor, pro-development, socially conscious entrepreneurship, and economic democracy with these practical strategies. When the Party employs these workable strategies, it, thereby, contributes to inclusive and sustainable economic growth.

It has already done so through various submissions orally and written. For this reason, the Party calls on voters to “pledge” their vote with the view that when they for the Party, then it delivers for them.
"Pledge your vote, Together We Rise!"

A Word for the Party’s leadership:
YOU, the People, have called for change, and the Party’s leadership is listening; and it is thus ready to serve, to represent, and to fight for YOUR interests. Along with YOU, it wishes to create a society where all citizens will enjoy all FOUR Generations of Human Rights, including:

First Generation Human Rights:
Also known as civil and political rights that the Party will robustly defend. These rights focus on individual freedoms such as the ‘right to life, liberty, and security’, ‘freedom of speech, religion, and assembly’, and the ‘right to a fair trial’.
Examples include: the ‘right to vote’, ‘freedom from torture’, and the ‘right to privacy’.

Second Generation Human Rights:
Also known as socio-economic rights or economic, social, and cultural rights that the Party will ensure are visibly promoted by the relevant Commissions that are tasked with the advancement of Human Rights, Cultural, Religious, Language, and Gender development. These rights pertain to social, economic, cultural equality, and well-being; this, for example, includes the ‘right to education, healthcare, adequate housing, and social security’.
Examples include: ‘right to work’, ‘right to education’, and ‘right to an adequate standard of living’.

Third Generation Human Rights:
Also known as solidarity rights or collective rights. The Party intends to strive building a culture of social cohesion and solidarity by decrying the practices of cultural and religious “othering”; and it, instead, promotes a mindset within the citizenry of having an “inside’ view of diverse cultures. This is to develop understanding not converting/proselytising.

These ‘rights’ emphasize the importance of group or collective interests such as the ‘right to self-determination’, ‘right to peace’, and ‘right to a healthy environment’.
Examples include: ‘rights of “first nation” peoples’, ‘right to development’, and ‘right to a clean and sustainable environment’.

Fourth Generation Human Rights:
Also known as ‘emerging rights’ or ‘new rights’. These rights encompass issues related to globalisation, technology, and the environment; and they have emerged in response to contemporary challenges.

The Party thus enables “a roots and wings” ethos – where own culture and language should be celebrated and promoted, albeit in a technological age of globalisation and “vanishing cultures”.
Examples include: ‘rights of “first nation” peoples’, ‘right to development’, and ‘right to protection from environmental degradation’.

Al Jama-ah is mindful that these ‘Four Generations of Human Rights’ represent the evolving nature of any human rights’ discourse and culture; and they reflect the changing societal values, needs, and challenges that usually take place over time.
If this is to hold true, then Al Jama-ah’s stand is clearly against imperialism, fascism, Zionism, and neo-liberalism as well as other predatory ideological systems; ones that unashamedly promote exceptionality and supremacy of racism, injustice, unfairness, and inequality.


Considering the listed points, this is thus a vital call by Al Jama-ah to all voters that the Party and its members are willing to serve humanity since they are indeed conscious of their obligation to the Divine.

We are reminded of Frantz Fanon’s visionary words: "Each generation must discover its mission, fulfil it or betray it, in relative opacity.”

Al Jama-ah’s Core Manifesto Message is “full employment with decent jobs for all” and a Set of Rights that includes, among others, “Every Right for Every Child.”

When YOU cast YOUR VOTE For Al JAMA-AH, and then YOU should remember the following RIGHTS:
The Right of Every Child to be protected, safe, and secure.
The Right to Everyone’s personal safety.
The Right to clean drinkable water.
The Right to universal health care.
The Right to decent jobs.
The Right to be free of mass surveillance.
The Right not to be tortured.
The Right to more civilian oversight in our intelligence sector.