**NEWS ARTICLE**

Shumani Industrial Equipment Celebrates Youth Month

**12 June 2023:** [Youth Month](https://www.gov.za/YouthMonth2023) in June is an important opportunity to celebrate the future leaders of our country, says **Lavanya Singh**, Short-Term Rental Administrator at [Shumani Industrial Equipment](http://www.shumani-industrial.co.za). “It is a month where the youth of South Africa should be constantly reminded that they are the architects of our beautiful country’s future. We live in an era where youth empowerment is absolutely critical to ensure the sustainability of the world and its people.”

Newly appointed in her role, Lavanya has worked for Shumani since 2022. “I feel privileged to be surrounded by a hard-working, motivating, and experienced team of individuals who share their knowledge in the industry and also afford me the opportunity to impart my experience to them in turn. Being a woman in a male-dominated industry is difficult, but at Shumani it is a level playing field and I really admire the company for that.”

Lavanya has been involved in the rental industry for the past nine years, commencing her career at Super Group, after which she felt strongly impassioned to enter the mobile machine industry. She subsequently served three years at Jungheinrich, where she gained international level experience.

“My journey at Shumani has seen me enhance my knowledge and experience in mobile machines every day,” says Lavanya, who has a Bachelor’s Degree in Commerce and is currently pursuing an Honours Degree in Business Administration and Management.

Going forward, Lavanya says she would like to empower herself as a young woman with the necessary skills and qualifications to take on senior roles in specialisation and management within the mobile machines industry.

Her advice to young women contemplating a similar career path is to have a vision. “Close your eyes and envision yourself in ten years and where you would like to be, both personally and professionally. Define personal milestones you would like to achieve within this period that would help you achieve your goal.

“Speak to seasoned professionals within the industry to learn and gain insight from them about how to carve out a career path. Keep up to date with the industry to ensure you remain relevant. Most importantly, work hard!” concludes Lavanya.

***Ends***

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**About Shumani**

Shumani Industrial Equipment is an official dealer representing a broad range of quality industrial and construction equipment, including the Goscor Group of Companies products.  Shumani, which means “Let’s make it work” in Venda, is a proudly South African black-owned company, managed within the industrial and construction market sectors. The company is responsible for the supply of the Group’s entire range of industrial and construction equipment to the local mining, construction, industrial, warehousing, and manufacturing market sectors.  The full support of the Goscor Group of Companies, and access to the Group’s massive pool of expertise and competencies, position Shumani as a trusted Level 1 B-BBEE industrial equipment provider committed to exceeding customer expectations.

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