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Gracious
Sengwayo



Here to be Resourceful

From a bucket and a stick to a growing manufacturing business: Gracious Sengwayo proves the power of starting small.

What began with savings from student funding, a bucket and a stick has grown into a South African detergent manufacturing business with ambitions to create opportunities far beyond its beginnings.

For Gracious Sengwayo, entrepreneurship did not begin with sophisticated machinery, significant capital or a fully-equipped factory. It began with what she had available and the belief that starting small should never prevent her from thinking big.

In 2022, Gracious used her savings to start Dirtyfree (Pty) Ltd. In those early days, she mixed cleaning products by hand. It was a humble

beginning, but one that would lay the foundation for a growing manufacturing business.

Today, Dirtyfree produces affordable everyday cleaning products, including dishwashing liquid, thick bleach, pine gel and all-purpose cleaner. Its customers range from households and schools to businesses and resellers, allowing Gracious to build a company around products that communities use and need every day.

The business is also taking important steps towards its next phase. Dirtyfree is working towards modernising production through specialised machinery, moving Gracious closer to her vision of building a stronger and more scalable manufacturing operation.

Along the way, her determination has attracted significant recognition. Dirtyfree's products have undergone SABS testing, while Gracious was named a Top 10 finalist in both the Mpumalanga Green Cluster and Absa Young Entrepreneur Initiative Awards. Nationally, Dirtyfree also reached the Top 30 in the Emerging Innovations Awards.

These achievements are significant, but they tell only part of the story. Gracious's journey is ultimately about what becomes possible when young entrepreneurs are given the opportunity to turn resourcefulness into enterprise.

As Dirtyfree grows, so too does its potential to contribute to the local economy, create employment and open doors for others. For Gracious, building a successful business is not only about where she can take the company, but about the opportunities that growth can create around her.

Her story is a powerful reminder that entrepreneurship does not require perfect circumstances before you begin.

Gracious, started with courage and a bucket and a stick. Today, her work is tuning into a manufacturing business built for greater ambitions.

**Your
story
matters**

