

Clover Mama Afrika wins PMR Diamond Arrow Award

Clover Mama Afrika, Clover's corporate social investment (CSI) project, has been awarded the Diamond Arrow Award by the Performance Management Review (PMR).



Professor Elain Vlok, Clover manager for Clover Mama Afrika Trust, accepting the PMR Award. | Source: Supplied.

The PMR Awards, which companies and institutions cannot enter, are assessed through a national survey to determine how they are perceived to enhance economic development, growth and stability through their corporate social responsibility programmes and initiatives in South Africa.

As Clover's CSI arm, Clover Mama Afrika supports and upskills female community leaders nationwide. Since its inception in 2004, the CSI initiative has appointed 48 Mama Afrikas and has since hosted more than 426 training sessions with over 2,261 beneficiaries.



#BehindtheBrandManager: Professor Elain Vlok of the Clover Mama Afrika Trust

Sindy Peters 16 Apr 2021



According to Clover, winning the Diamond Arrow Award gives Clover Mama Afrika the platform to not only to showcase their remarkable contribution to solving the unbalanced socio-economic state of South Africa but it also encourages the Mamas to continue paying it forward to those that live in their community.

Professor Elain Vlok, Clover manager, Clover Mama Afrika Trust, commented: “We are so excited to have been selected to win this award again this year! It is a reminder that the work we do is impactful and that we are making a difference, no matter how big or small that may be. We are honoured to have received this award and hope that Clover Mama Afrika will continue to make a difference to many lives in the communities we work in.”

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