

TO ALL MEDIA/ NEWS EDITORS
JOHANNESBURG, GAUTENG
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EXECUTIVE CHAIRPERSON DR. SUNSHINE MYENDE VISITS KING NDAMASE OF AMAMPONDO ASE NYANDENI

The National Youth Development Agency (NYDA) Executive Chairperson, Dr. Sunshine Myende, undertook an official visit to His Majesty King Ndamase of AmaMpondo aseNyandeni. The visit aimed to strengthen the Agency's relationship with traditional leadership and to identify collaborative pathways for implementing youth development programmes in rural communities.

The NYDA acknowledges traditional leaders as essential governance partners, with whom the Agency seeks to engage, recognising their instrumental role in implementing and expanding its programmes. Establishing and sustaining strong relations with traditional authorities is therefore fundamental to the Agency's mandate.

The NYDA recognises the integral role of traditional authorities and other key governance structures, including local municipalities, in advancing inclusive development. These kinds of collaborations ensure that young people within the jurisdiction of traditional leadership are meaningfully included in critical processes such as Integrated Development Plans (IDPs), Intergovernmental Relations, and provincial strategies that shape the broader communities.

Through these partnerships, the NYDA aims to continuously enhance programme design and develop youth-centred initiatives that directly address the needs of young people at the local level. These initiatives will prioritise key areas such as skills development, youth empowerment, and the creation of opportunities in sectors including agriculture and entrepreneurship.

To ensure these efforts are effective, the NYDA emphasises the importance of direct consultation with youth in these communities. The Agency is committed to conducting research and investing in knowledge development within these communities. Such research will inform development processes in traditional areas, help identify existing gaps, and uncover socio-economic and cultural assets that can be leveraged to support economic development and increased youth participation.

Ultimately, these engagements are designed to strengthen cooperative governance, uphold constitutional mandates, and accelerate youth development in rural areas. The NYDA remains dedicated to improving the lives of young people and ensuring its services are accessible to all, with the valued input of amakhosi and traditional leadership in achieving these shared goals.

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