NYDA’s STRATEGIC FOCUS AND PLAN ON RURAL DEVELOPMENT AND WORKING WITH RURAL YOUTH

Presentation By Mr. Steven Ngubeni:
CEO of the NYDA

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OUR YOUTH. OUR FUTURE

Previously operating as the National Youth Commission and Umsobomvu Youth Fund
1. INTRODUCTION AND BACKGROUND

–The portfolio committee on rural development and land reform, following initial discussions with NYDA during the People’s Assembly held in Mangaung requested a meeting to discuss the NYDA’s contribution to youth development in rural areas;
–The portfolio committee is engaging NYDA on a discussion on these issues because they view NYDA’s role as both strategic and critical in the implementation of the Department of Rural Development and Land Reform’s (DRDLR) Comprehensive Rural Development Programme;
–NYDA welcomes the invitation by the portfolio committee and looks forward to a fruitful partnership with DRDLR during implementation phase of the Comprehensive Rural Development Programme.
2. PURPOSE OF THE PRESENTATION

– To outline the mandate and purpose of existence of NYDA;
– To present the policies and strategies of the NYDA in rural development;
– To highlight activities and projects of the NYDA in rural development;
– To present plans to implement the Comprehensive Rural Development Programme with specific focus on rural youth;
3. NYDA MANDATE

3.1 Background to the establishment of the NYDA

- NYDA came into existence as a result of the merger of Umsobomvu Youth Fund (UYF) and National Youth Commission (NYC)
- NYDA was established through an Act of parliament, act no 54 of 2008.
- NYDA was formally launched by the President of the Republic on the 16th June 2009
- NYDA was established to mainstream youth development across all spheres of government and all sectors of society
3.2 NYDA OBJECTIVES (SECTION 3.1 of NYDA Act)

• Develop an Integrated Youth Development Plan and Strategy for South Africa;
• Develop guidelines for the implementation of an integrated national youth development policy and make recommendations to the President;
• Initiate, design, co-ordinate, evaluate and monitor all programmes aimed at integrating the youth into the economy and society in general;
• Guide efforts and facilitate economic participation and empowerment and achievement of education and training;
• Partner and assist organs of state, the private sector and non-governmental organisations and community based organisations on initiatives directed at attainment of employment and skills development;
• Initiate programmes directed at poverty alleviation, urban and rural development and the combating of crime, substance abuse and social decay amongst youth;
• Promote a uniform approach to youth development by all stakeholders.
3.3 VISION, MISSION, AND KPA’S

VISION

To mainstream and integrate youth development in all organs of state, private sector and civil society for sustainable livelihoods.

MISSION

To initiate, facilitate, implement, coordinate and monitor youth development interventions aimed at reducing youth unemployment and promoting social Cohesion.
KEY PERFORMANCE AREAS

1. **ECONOMIC PARTICIPATION** - Aimed at enhancing the participation of youth in the economy through targeted and integrated programmes. The NYDA will support both profit-making businesses as well as social enterprises that promote job placement, self-employment and income-generating activities.

2. **EDUCATION AND SKILLS DEVELOPMENT** - Aimed at promoting access to quality education and skills to both in-school and out-of-School youth through second-chance interventions for school dropouts and school-to-work programmes.

3. **EFFECTIVE AND EFFICIENT MANAGEMENT OF RESOURCES** - The NYDA aims to set efficient and effective management processes that will ensure that resources are managed optimally. This will be done through effective financial management processes, risk management, legal processes, improved business processes and the development of controls.

4. **INFORMATION AND COMMUNICATION** - Aimed at providing youth with information about various opportunities aimed at improving their living conditions. Through this area of work, the NYDA provide information and career guidance services to the youth.
KEY PERFORMANCE AREAS (CONT.)

5. POLICY, LOBBY AND ADVOCACY - Aimed at creating platforms and other social dialogue forums to engage the state, civil society and other social partners for the purpose of mainstreaming youth development.

6. RESEARCH, MONITORING AND EVALUATION - Aimed at generating a body of research, knowledge and best practice in the youth development sector. It will inform various ways through which government, business and other sectors of society can contribute towards youth development.

7. SOCIAL COHESION - Aimed at engaging youth in activities that build their social capital, networks and strengthen the relationships that bind people and communities together. These activities will propel youth to reach their personal goals and develop their full capacity. Furthermore, youth will be aware of themselves and their rights and responsibilities.

8. NATIONAL YOUTH SERVICES - facilitate access of unemployed youth to economic opportunities in the sectors of economy that have the potential to absorb labour and or create self-employment opportunities.
NYDA BROADER MANDATE

1. Broad Mandate informed by the ACT and Youth Expectations

Merger due diligence budget recommendation: R600m

2. NYDA Requested Funding: R930m

2. Actual Investment= R370

3. Annual Results Greater Achievements due to partnerships solicited

NYDA strategy and reduced targets due to limited resources

NYDA Proactive
3.4 TARGET GROUP

- Youth Beneficiary criteria
  - The NYDA is targeted at youth aged between 14 and 35 years;
  - South African youth irrespective of race, gender, colour, creed or political affiliations

- We are bias towards
  - young persons with disabilities;
  - Young woman, and
  - poor youth.

- Spatially we are bias towards youth in:
  - rural areas;
  - semi-rural, and
  - peri-urban.
4. RURAL YOUTH DEVELOPMENT

4.1 Policy Framework for Rural Youth Development

• National Youth Policy (2009 -2014) emphasises on Rural Youth Development
• Furthermore directs Government to invest in skilling the Rural youth and creating mechanisms of attracting and retaining them in those areas
• It also calls upon the Government to invest on infrastructure development in Rural Areas to make above possible
• The National Youth Policy also calls upon Government Departments to establish Youth Directorates and to come up with Youth Development Strategies (departmental) in consultation with the NYDA
4.2 Strategies for Rural Youth Development

- The NYDA is in the process of getting the IYDS approved by the cabinet. The IYDS addresses amongst others issues of rural youth development, e.g. Agro-processing, Cooperatives, Green Economy Projects e.t.c.
- The Department of Rural Development and Land Reform (DRDLR) is in a process of developing the Rural Youth Development Strategy
- This strategy is yet to be discussed with the NYDA for a mainstreamed youth development approach.
- Comprehensive Rural Development programme as developed by the DRDLR will form the strong basis for the rural youth strategy.
4.3 NYDA’s approach to Rural Youth Development

The NYDA’s approach to rural development has the following focus areas:

1. **Community Development Facilitation (CDF)** - CDF is a process of facilitating the identification of opportunities within communities with a bias towards rural communities. The main purpose of this process is to empower the communities to take full advantage of potential opportunities; through the provision of capacity building interventions and/or access to financial and non-financial support to enhance their livelihoods.

2. **Cooperatives Development** - Number of youth owned agricultural cooperatives have received direct funding from the NYDA to setup their enterprises as well as for training and skills development in order to ensure sustainability and success. A recent initiative was the *International Co-operatives Day (2 July 2011)* hosted by the NYDA, DTI, Eastern Cape Provincial Government and the South African National Apex Cooperative which aimed to raise awareness about the cooperative model as an alternative form of enterprise model for youth under the theme “*Youth, the future of Co-operative Enterprises*”.
4.3 NYDA’s approach to Rural Youth Development (Cont.)
The NYDA focuses on the following economic activities, aimed at benefiting the rural youth and protecting the environment:

1. **Agriculture** – Farming (stock and crops) providing skills development, Funding and non-financial business support
2. **Integrated Agribusiness Development** - Agro processing and Aquaculture. Provide Skills development, Funding and non-financial business support
3. **Waste Management** – Waste sorting and recycling, waste composting, creation of nursery, greening, beautification and landscaping, waste to energy and artistic products development and products
4. **Water and Waste Management** – Upgrading, maintenance and construction of wastewater treatment plants, water demand management, water quality monitoring, water conservation on, bucket system Eradication, sludge use, sewer network upgrading, monitoring and maintenance and river and wetland rehabilitation.
5. **Renewable energy and Energy Efficiency** – solar water heating, installation and maintenance, retrofitting of lights with compact fluorescent and LED lights, waste water to energy conversion through biogas technology
5. OTHER NYDA INITIATIVES

5.1 Ithubalentshaya Micro Enterprise Programme (IMEP)

- Re-engineered micro enterprise programme
- It is to Focus on loans up to R100,000
- It will address trades and business areas such as plumbing services, hair salons, music production, photography, mobile merchants, etc
- It is premised on five (5) pillars to address the question longer sustainability and growth of these enterprises:
  - Entrepreneurship Education,
  - Technical or Trade Training,
  - Mentorship,
  - Financing,
  - Market linkages,
- This programme will also cater for the youth in the Rural Areas
5.2 GREEN ECONOMY

• This strategy is mainly aimed at skilling, creating employment and economic opportunities for the youth of South Africa mainly from the Rural Areas
• The strategy encourages responsible environmental management and the use of natural resources
• It covers the areas of agriculture, agro processing, water and waste management, Renewable energy and Energy Efficiency
• Estimated number of jobs to be created over Five (5) years is 322,825 with the capital investment of approximately R5,8 bn
• Estimated number of SME established sums to 2,714
6. CHALLENGES FACED BY the NYDA TO DATE

• Poor capitalisation of the merger
• Limited budget allocations/investments in youth development (benchmark)
• Poor coordination and cooperation with Government Departments
• Securing private sector partnerships and support for youth development in Rural Areas
• Government investments in Rural development (National Youth policy)
• Poor understanding of the NYDA mandate
7. CONCLUSION

• Rural development is one of the key strategic focus areas of NYDA;
• Our strategy will only be successful if we develop and maintain strong partnerships with the line department and key stakeholders in private and NGO sector;
• We therefore welcome the invitation to discuss issues pertaining to NYDA’s involvement in implementing a Comprehensive Rural Development Programme;
• We look forward to a rewarding partnership with DRDLR, a relationship which will benefit our youth and contribute to a better future for South Africa;
THANK YOU