Established 2022 · Celebrating Five Years

Company Profile 2026

KwaZulu-Natal Centre for Rural Development

Catalysing Rural Transformation

Agriculture ◆ Enterprise ◆ Leadership ◆ Social Development

171 Problem Mkhize Road, Morningside, Durban, 4001

2022 – 2026 · Five years of rural development



2022	R5m	500	6
Year established	AgriSETA partnership grant	Smallholder farmers trained	Communities reached in southern KZN

Non-profit company (NPC) · CIPC 2020/184094/07 · Level 1 B-BBEE contributor

AgriSETA-accredited skills development provider · AGRI/c prov/2371/23

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01 Who We Are

The KwaZulu-Natal Centre for Rural Development (KZN CRD) is a catalyst for inclusive rural development. Established in 2022, the Centre exists to close the gap between the potential of rural communities and the opportunities available to them in agriculture, enterprise, leadership and social development.

KZN CRD works as a convener and coordinator. It brings together government, traditional leaders, business and communities, aligning their efforts so that resources, expertise and investment reach rural areas in a coordinated and lasting way. The Centre acts as the connective tissue between those who hold resources and the communities who stand to benefit from them.

> *KZN CRD coordinates government, traditional leaders, business and communities to unlock agriculture, enterprise, leadership and social development opportunities.*

In 2026 KZN CRD marks five years of catalysing rural transformation, inaugurates its new leadership and convenes partners at its Five-Year Mini-Summit in Durban.

02 Vision, Mission and Mandate

Vision

Thriving, resilient and self-sustaining rural economies.

Mission

To accelerate inclusive rural development by coordinating stakeholders, incubating rural enterprises, strengthening food security and mobilising investment, so that rural communities become engines of growth, innovation and prosperity.

Mandate

- **Accelerate inclusive rural development.** Drive development that includes women, youth, emerging farmers and rural households.
- **Coordinate stakeholders.** Align government, traditional authorities, business and communities around shared priorities.
- **Incubate enterprises.** Nurture emerging farmers, cooperatives and SMMEs into sustainable businesses.
- **Promote food security.** Build productive local food systems that sustain households and markets.
- **Mobilise investment.** Attract and channel public, private and international investment into rural areas.

Guiding Principles

- **Inclusivity.** Development must reach and benefit all members of rural communities.
- **Collaboration.** Lasting change comes from partnership across government, traditional leadership, business and communities.
- **Self-reliance and sustainability.** Interventions should build local capacity that outlives any single programme.
- **Accountability.** Sound governance, reporting and monitoring underpin every initiative we administer.

03 Strategic Pillars

Agriculture & Farming

Build productive farming systems

Improved production, food security, value-chain participation and market-ready produce.

Social Development

Strengthen communities and human capital

Skills development, community resilience and improved household livelihoods.

Enterprise

Incubate SMMEs and create jobs

Viable rural businesses, cooperatives and employment opportunities.

Leadership

Promote governance and partnerships

Capable local leadership, strong institutions and durable partnerships.

04 Core Objectives

Objective	Intended outcome
Economic Inclusion	Rural communities participate meaningfully in the mainstream economy.
SMME Development	Emerging enterprises grow into sustainable, job-creating businesses.
Food Security	Households and communities have reliable access to locally produced food.
Skills Development	Rural people gain the technical, business and leadership skills to succeed.
Investment Attraction	Public, private and international capital flows into rural economies.
Sustainable Livelihoods	Income sources are diversified, resilient and long-term.
Collaboration across Sectors	Government, traditional leaders, business and communities work in alignment.

Our work is organised around four pillars that together address the economic, human and institutional foundations of rural development.

4	5	2	3
Strategic pillars	Core programme areas	Complementary roles	Tripartite alliance partners

05 Our Programmes

KZN CRD delivers its mandate through five core programme areas, supported by a calendar of short events that raise awareness, mobilise communities and bring stakeholders together.

Core Programmes

Programme	Focus
Agriculture	Supporting smallholder and emerging farmers through skills development, food security initiatives and access to agricultural value chains.
Education	Learning and skills programmes that open pathways for rural learners, youth and communities.
Sports, Arts and Culture	Programmes that develop local talent, celebrate cultural heritage and strengthen community cohesion.
Enterprise Development	Incubation, mentorship and business support that help SMMEs and cooperatives grow into sustainable businesses.
Leadership Development	Building the capacity of community, traditional and youth leaders to drive development in their areas.

Short Events

Event	Purpose
Edutainment	Events that combine education and entertainment to engage youth and communities on key development themes.
Maritime and Oceanology Awareness	Raising awareness of careers, skills and economic opportunities in the ocean economy.
Heritage Symposium	A platform to celebrate, preserve and promote cultural heritage and indigenous knowledge.
Economic Development Summits	Gatherings that bring government, business, traditional leaders and communities together to identify investment and development opportunities.

06 Our Roles

KZN CRD plays two complementary roles: it administers development programmes, and it incubates the enterprises those programmes support.

Programme Administrator

KZN CRD acts as the programme management office (PMO) for rural development initiatives:

- **Planning:** structuring initiatives, work plans, budgets and timelines.
- **Governance:** oversight structures, compliance and accountability.
- **Reporting:** regular, accurate progress and financial reports for funders.
- **Monitoring:** tracking outputs, outcomes and impact against agreed indicators.
- **Stakeholder engagement:** productive relationships with government, traditional authorities, business and communities.
- **Implementation:** coordinating delivery of strategic initiatives on the ground.

Enterprise Incubator

Service	Description
Mentorship	Ongoing guidance from experienced practitioners in farming and business.
Business Support	Business planning, compliance, record-keeping and operations.
Market Access	Linkages to local, national and international buyers and value chains.
Finance Readiness	Preparing enterprises to access grants, loans and investment.
Innovation	New technologies, practices and business models.

07 How We Work

KZN CRD's operating model rests on coordination. Each stakeholder group brings something distinct, and the Centre aligns these contributions around community-driven priorities.

Government
Enabler
Policy, funding programmes, infrastructure and public services.

Traditional Leaders
Custodian
Custodianship of land, community mobilisation and local legitimacy.

Business
Investor
Markets, investment, technical expertise and employment.

Communities
Owner
Local knowledge, labour, enterprise and ownership of development outcomes.

08 Partnerships

KZN CRD operates within a tripartite alliance with the National African Federated Chamber of Commerce and Industry (NAFCOC) and the US-Africa Trade Commission. Together these partners link rural enterprise with national advocacy and international markets.

The Tripartite Alliance

Partner	Primary role	Areas of contribution
KZN Centre for Rural Development	Administration and incubation	Agriculture and farming; social development; enterprise and SMME incubation; leadership development; stakeholder management
NAFCOC	Advocacy, SMME mobilisation and empowerment	Advocacy; SMME development; economic empowerment and transformation; resource mobilisation
US-Africa Trade Commission	Trade, investment and international market access	Trade and investment mobilisation; international market access; technical support; partnership development

An enterprise can move along a continuous pathway: from incubation at KZN CRD, through mobilisation and empowerment via NAFCOC, to trade and investment linkages through the US-Africa Trade Commission.

Strategic Partners

Partner	Sector
Greater Kokstad Local Municipality	Local government
AgriSETA	Skills development and training funding
Ndelu Traditional Authority	Traditional leadership
KZN Provincial House of Traditional and Khoi-San Leaders	Traditional and Khoi-San leadership
Emashobeni Royal Palace Foundation	Traditional leadership: Emashobeni Centre for Rural Development
Asikhulesonga FSP	Financial services
US-Africa Trade Commission	International trade and investment

09 National Centre for Rural Development

Building on its work in KwaZulu-Natal, KZN CRD supports the establishment of a proposed National Centre for Rural Development: a national platform for rural innovation, enterprise incubation, research, investment facilitation and coordinated implementation. KZN CRD will serve as a key administrative and incubation partner.

10 Track Record and Current Initiatives

2023 AgriSETA Partnership Grant: 500 Smallholder Farmers

In 2023 KZN CRD was awarded a R5 million partnership grant by AgriSETA to train 500 smallholder farmers in southern KwaZulu-Natal, across KwaNdelu, Mzumbe, Ezingolweni, Port Shepstone, KwaMadlala and Mthwalume, in communities under the custodianship of traditional leaders.

R5m	500	6	100%
Partnership grant	Smallholder farmers	Communities	Received business starter support

Programme item	Details
Year	2023
Funder	AgriSETA
Grant value	R5 million partnership grant
Beneficiaries	500 smallholder farmers
Communities reached	KwaNdelu, Mzumbe, Ezingolweni, Port Shepstone, KwaMadlala and Mthwalume
Support to all beneficiaries	Company registration, supply chain support, market access and an AgriSETA-accredited qualification

Current Initiative: Emashobeni Centre for Rural Development

In partnership with the Emashobeni Royal Palace Foundation, KZN CRD is developing a Centre for Rural Development to serve the Emashobeni Royal Palace Community in uPhongolo Local Municipality, Zululand District. The initiative is designed to reach about 300 beneficiaries through accredited skills programmes in Animal Health, Poultry Processing, and Pest and Weed Control, with mentorship for all participants.

2026: Five Years and New Partnerships

Initiative	Status
KZN CRD Five-Year Mini-Summit and New Leadership Inauguration	30 October 2026, Moses Kotane Research Institute, Durban
Three-year partnership with the Moses Kotane Research Institute (MKRI)	Proposed: rural digital skills, agri-enterprise, grassroots innovation and green economy; MoU signing planned for 30 October 2026
Banking for Cooperatives with Old Mutual	Proposed: banking, savings, insurance and finance pathways for KZN CRD cooperative members
Proposed National Centre for Rural Development	KZN CRD as administrative and incubation partner

Partnership with traditional leadership, skills linked to productive agriculture, and mentorship that turns training into livelihoods.

11 Who We Serve

- Emerging and smallholder farmers
- Agricultural cooperatives
- Rural SMMEs and aspiring entrepreneurs
- Women and youth in rural areas
- Traditional councils and rural communities

12 Why Partner with KZN CRD

- **Established networks.** We convene government, traditional leaders, business and communities, with partners including Greater Kokstad Local Municipality, AgriSETA, the Ndelu Traditional Authority and the KZN Provincial House of Traditional and Khoi-San Leaders.
- **Proven track record.** In 2023 we delivered a R5 million AgriSETA partnership grant to train 500 smallholder farmers, taking every beneficiary from accredited qualification through company registration to market access.
- **Accredited provider.** KZN CRD is an AgriSETA-accredited skills development provider (AGRI/c prov/2371/23).
- **Accountable delivery.** Our PMO function provides planning, governance, reporting and monitoring that funders can rely on.
- **End-to-end support.** Training, mentorship, finance readiness and market access in one pathway.
- **Global reach.** Through the tripartite alliance, rural enterprises can reach national and international markets.
- **Community legitimacy.** Our work is rooted in community priorities and traditional leadership partnerships.

13 Company Information

Item	Details
Registered name	KwaZulu-Natal Centre for Rural Development
Trading name	KZN CRD
Year established	2022
Province of operation	KwaZulu-Natal, South Africa
CIPC registration number	2020/184094/07
Legal entity type	Non-profit company (NPC)
Tax number	9362066202
AgriSETA accreditation number	AGRI/c prov/2371/23
B-BBEE status	Level 1 B-BBEE contributor
Physical address	171 Problem Mkhize Road, Morningside, Durban, 4001
Website	Under construction

14 Leadership

KZN CRD is led by a team that combines academic, executive, legal and community development expertise. Documents of the Centre are signed jointly by the President and the Chief Executive Officer.



Prof. Gostina Malope
President



Ms. Nokuthula Magudulela
Chief Executive Officer



Ms. Gugu Mkhwanazi
Managing Director



Mr. Khehla Mtshali
Chief Operating Officer



Miss Moyahabo Phosa
Manager: Youth Development



Miss Lerato Mkhwanazi
Manager: Local Economic Development (LED)



Adv. Hlengiwe Mkhasibe
Manager: Legal

15 Call to Action

> *Our invitation is to build partnerships that transform rural communities into engines of growth, innovation and prosperity. Together, we can bridge local potential with global opportunity.*

KZN CRD welcomes engagement from government departments, development finance institutions, SETAs, private-sector investors, traditional authorities and international partners who share this vision.

Contact Us

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