

TO ALL MEDIA/ NEWS EDITORS

JOHANNESBURG, GAUTENG

WEDNESDAY, 12 NOVEMBER 2025

NYDA STANDS IN SUPPORT OF THE WOMEN FOR CHANGE PURPLE CAMPAIGN

The National Youth Development Agency (NYDA) stands in full solidarity with the Women for Change Purple Campaign, a powerful movement calling for an end to gender-based violence and femicide (GBVF) in South Africa.

As an agency mandated to advance youth development and social transformation, the NYDA reaffirms its commitment to confronting the structural injustices that continue to render young women vulnerable to violence, exclusion, and economic dependency.

The agency identifies gender-based violence as one of the most urgent moral and developmental crises of the time. It asserts that the violence undermines not only individual safety but also national progress. The NYDA stands with South African women in affirming that justice, equality, and social reproduction cannot exist without gender equity.

The NYDA Executive Chairperson, Dr Sunshine Myende, emphasises the sustained effort required for this cause. “The fight against gender-based violence is not episodic. It is a generational mission. As young people, we must dismantle the systems that silence women and girls, and ensure we don’t forget those in rural areas, where access to protection, education, and empowerment remains limited.”

The NYDA, therefore, reaffirms its pledge to integrate the principles of the Purple Campaign into all our programmes. We stand shoulder-to-shoulder with Women for Change, committed to building a South Africa where every young woman can live, learn, and lead without fear. Together, we will forge a future defined not by violence, but by safety, equity, and justice for all.

END

Media Enquiries:

Ms. Feziwe Ndwayana Office of the Executive Chairperson: Media Liaison Officer <u>Feziwe.Ndwayana@nyda.gov.za</u>	Ms. Buhle Geleba Specialist: Media and Public Relations <u>Buhle.Geleba@nyda.gov.za</u>
<ul style="list-style-type: none">- X (Twitter): <u>@NYDARSA</u>- Facebook: <u>National Youth Development Agency</u>	
<ul style="list-style-type: none">- Instagram: <u>nyda_insta</u>	