

Challenges Faced by Strategic Partners in Driving Extension Programme: Lessons Learnt From Madzivhandila Agricultural College of Limpopo Province, South Africa

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ABSTRACT The section on strategic partners and extension and partnerships at Madzivhandila College of Agriculture aims to identify key areas that require college intervention and to offer appropriate joint intervention strategies by strategic partners and extension and partnerships in the college. The purpose of the study is to clarify the roles of strategic partners and the extension and partnerships section at Madzivhandila College of agriculture. In this study, the authors have adopted a textual analysis to establish the roles of strategic partnerships. It is out of these roles that a broader recommendation, which could be followed by further research to determine their authenticity could be conducted. The authors discussed how stakeholder analysis was conducted, stakeholder selection, relevant partners, terms of references, and challenges faced by strategic partnerships. The findings in this study revealed that there are more than five strategic partners Madzivhandila Agricultural College entered into with: Westfalia, South African Avocado Growers Association (SAAGA), UNIVEG KATOPE, Citrus Growers Association (CGA), Citrus Research International (CRI), Pioneer Hi-Bred RSA (Pty) Ltd, Department of Correctional Services, Perishable Products Export Control Board (PPECB). PANNAR seed, Makhado Specialised oil Extract enterprise, Ross Breeders Association, Hygro-tech, and SAGA. The study concludes by suggesting a workable solution as a recommendation between the strategic partners and the college.