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PUBLIC PARTICIPATION IN UWEZO YOUTH DEVELOPMENT FUND PROGRAM IN NAROBİ CITY COUNTY, KENYA

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<p>Chief Editor Web: www.ijscd.org Email: info@ijscd.org</p> <p>Editing Oversight Impericals Consultants International Limited</p>	<p>Abstract: <i>This study was carried out to assess the role of public participation in Uwezo Youth Development Fund Program in Nairobi City County, Kenya. Specifically, the study sought to establish the role of communication media on youth participation in YDF, the role of YDF program policies in youth participation, literacy skills influence on youth participation in YDF, role of marketing strategies on youth participation in YDF, finally, the performance of youth development funds. This study was guided by McClelland theory of acquired needs developed by McClelland in 1961 and Agenda-setting theory by McCombs et al., (1972). The study utilized descriptive study design and mixed method approaches. The study targeted 544,074 individuals and Yamane (1967) formula was used to arrive at 100 as the sample size. Information was also be collected from the all the 10 field officers who manage the Uwezo Fund. Purposive sampling was used was used to identify the respondents. Questionnaires were used to collect data from the both the Youth Uwezo Funds Officers and beneficiaries. Analysis of study variables to answer the research questions were conducted using descriptive statistics of frequency tables, charts, graphs and percentages. Quantitative data was analyzed using Statistical Packages for Social Sciences (SPSS). Findings of the study established that media has played a great role in creating awareness to the public about Uwezo Funds.YDF policies influences youth participation in that the policies defines duties and obligations of the Uwezo Fund Beneficiaries and officers. Literacy skills directly and indirectly influences youth participation in YDF program in that all the beneficiaries are trained before receiving the Uwezo Fund loan as well as entrepreneurship training. On market facilitation, it was concluded that marketing strategies influences youth participation in YDF whereby the youths are to some extent facilitated with marketing facilities for their products. Finally, the study concluded that the there was increased performance of YDF which was characterized by enterprises owned by Uwezo Youth Fund beneficiaries. The study hence recommended that the media should do more in order to create enough public awareness on YDF, tough policies to be put in place to punish the staff members who participate in mismanagement of YDF in anyway, policy makers to fairly involve all the stakeholders during YDF decision making process, enough training to the beneficiaries on how to utilize the Market Linkages online in order to expand/create market for their outputs. Finally, political leaders need to minimize their involvement in disbursement of YDF to beneficiaries since they influence the process.</i></p> <p>Key terms: <i>Public participation, Youth, development, Uwezo funds</i></p>
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1.1 Study background

In the developed world like the USA youth empowerment occurs in various ways through various forms like at home, at schools, government policy making and community organizing campaigns. The United Kingdom's Department for International Development (DFID) (2006) likewise states that creation and dissemination of knowledge are key factors in the development process and that the media can be instrumental as a means of storing and sharing knowledge with the masses. The prince's Trust is one of the oldest, most high profile and best -resourced youth venture creation and development programs in the UK. The Prince's Trust was initially set up by Prince Charles in 1976 to provide charitable grants to improve the leisure activities available to the young people, but subsequently saw a role following the urban riots of the early 1980's for a dedicated youth enterprise support program. This was called the Prince's Youth Business Trust (PYBT). Since its inception, it has remained consistent in its delivery (Kitavi, 2015).

Unemployment is one of the most daunting economic challenges facing Kenya. The government has consistently placed job creation at the top of policy agenda. Youth account for 61% of the unemployed. It is in recognition of the above facts the government started institutional financing as a way of addressing unemployment which is essentially a youth problem. The concept is based on the premise that micro and small enterprise development initiatives are likely to have the greatest impact on job creation (YEDF, 2011). YEDF was established in the year 2006 with the sole purpose of reducing unemployment among the youth. The target of the Fund is young people within age brackets of 18 years to 35 years who number 13 million. The Fund was gazetted on 8th Dec. 2006 and then transformed into a state corporation on 11th May 2007. The fund's strategic focus is on enterprise development as a key strategy that will increase economic opportunities for, and participation by Kenyan youth in nation building (YEDF, 2011). In the year 2005, the Fund developed a three year strategic plan to address varied needs and aspirations of the youth, and to address challenges it has faced in the past. The Fund is currently working on a 5 year strategic plan with the Medium Term Plan (MTP) of vision 2030. The Fund's objectives is to provide on-lending to the youth enterprises, attract and facilitate investment in micro, small and medium oriented commercial infrastructure that will be beneficial to youth enterprises, support youth oriented micro, small and medium enterprises to develop linkages with large enterprises and facilitate marketing of products and services of youth enterprises both in domestic and international markets. The Fund also provides business development services to youth enterprises (YEDF, 2011). The Fund comes with free entrepreneurship training, charges no interest at the start up stages and does not require any collateral. The Fund also guarantees convenient appraisal and repayment terms. The Fund has financed over 144,000 youth enterprises to the tune of Kshs.5.2 billion. It has also helped thousands of the youth build their enterprises through market support and enterprise training. The Fund has trained over 200,000 young entrepreneurs (YEDF, 2011).

1.2 Statement of the problem

The key determinant to level of access to enterprise funds is level of awareness of existing opportunities, level of organization among target beneficiaries, level of participation of youth in programs, undergoing targeted training and gender balance in youth groups (Juma, 2014). Without meaningful empowerment and participation, development programs for special target groups like youth are bound to fail. Youth lack knowledge, experience, and capacity to develop

worthwhile ideas, to address critical community issues, or to handle major decision-making responsibility (Lekies, 2008). As a result, their involvement in meaningful forms of participation in community life is restricted, and expectations of what they can contribute are low (Messias and Jennings 2008). The Government of Kenya has over the past four decades improved efforts aimed at increasing employment opportunities for young people in the country. Nonetheless, a significant proportion of them still remain unaware, un-involved or unenthusiastic about some of the government-sponsored job creation initiatives such as the *Kazi Kwa Vijana* programme, Youth Enterprise Development Fund (YEDF) and currently the Uwezo Fund (Odero et al., 2013). The youth enterprise development fund was designed to tackle youth unemployment, which has not been an effective solution because of a myriad of challenges. Nairobi City County for example has recorded among the lowest utilization rates of both the constituency based and financial intermediary based loans. The research question addressed in this study is why public participation levels for the youth enterprise scheme have been low in Nairobi City County.

1.3 Research Objectives

The general objective was to assess the role of Public Participation in Uwezo-Youth Development Fund Program In Nairobi City County.

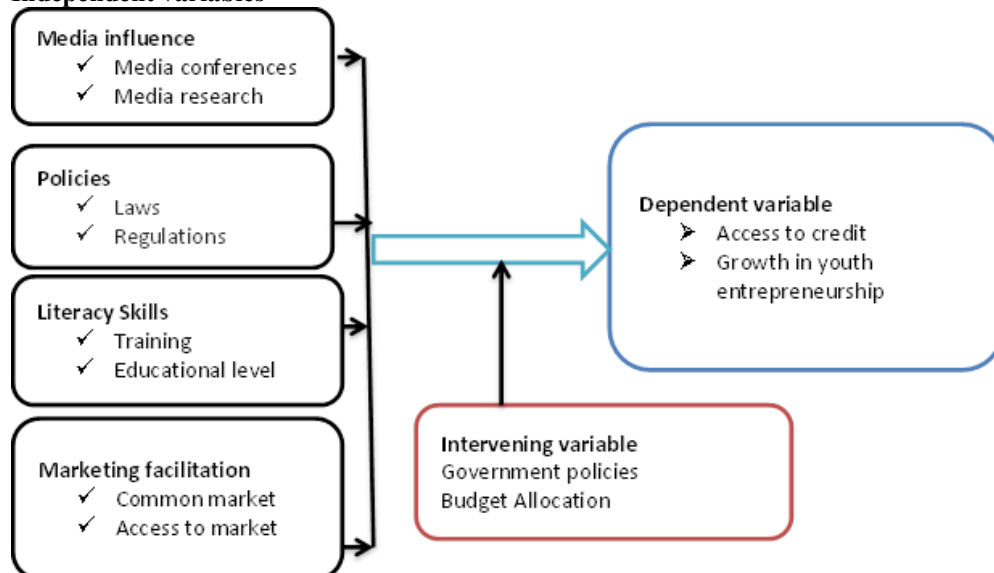
Specific Objectives

In order to achieve the above stated broad objective, this study was guided by the following specific research objectives:

- i) To establish the role of communication media on youth participation in Uwezo development Fund Program in Nairobi City County.
- ii) To investigate the role of Uwezo youth development funds program policies on youth participation in Nairobi City County.
- iii) To determine how literacy skills influence youth participation in Uwezo youth development fund program in Nairobi City County.
- iv) To determine the role of marketing strategies on youth participation in Uwezo Youth Development Fund Program in Nairobi City County.

1.4 Conceptual framework

Independent variables



Source: Own conceptualization, 2018

1.5 Theoretical and literature review

McClelland theory: The theory of Learned Needs looks at how training and entrepreneurial learning help people to acquire knowledge and enact new behaviors in the process of recognizing and acting on opportunities and organization of managing ventures (McClelland, 1961). McClelland theory of acquired needs advocates that increasing level of need achievement in a society through modeling and learning such behavior stimulates entrepreneurship and economic growth. This need is inculcated through child rearing practices, which stresses standards of excellence, material warmth, self-reliance, training and low father dominance (Saleemi, 2009). Entrepreneurial education based on solid learning theory can thus explain the need to develop entrepreneurs by increasing business knowledge and promoting characteristics associated with entrepreneurs (Leintz, 2012). This theory is relevant in that it is through training that people are able to acquire new business knowledge which will help them to promote the performance of the business.

Agenda-setting theory: McCombs et al., (1972) famously introduced their notion of media agenda-setting. They quoted that press might not be successful much of the time in telling people what to think, but its stunning successful much of the time in telling people what to think about. Agenda-setting theory has thus been defined as the idea that the news media, by their display of news, come to determine the issues the public think and talk about. The core proposition of the agenda-setting theory is the transfer of salience from media agenda to the public agenda (McCombs, 2004). McCombs et al., (1972) alludes that issues that have always received much attention may be perceived to be the most important, all being equal thus when a new item is covered frequently and prominently, the audience will regard the issue as more important. Agenda setting is therefore the process by which audience exposure to news about an issue raises its accessibility and thus when people consider the issues that face their country, they may recall issues that have received attention in the news.

Review of empirical literature

Participation and Media influence

Modern information technology has given rise to a constantly increasing supply of media products through many new channels; the perceptions of time and space, of the bounds between private and public, central and peripheral, has changed. The public have access to an abundance of information, entertainment and games via television, films, radio, books, periodicals, the internet and mobile telephones. According to Deuze (2011), the unconscious use of media is growing in media saturated societies and the implication of this is not yet fully understood. Young people are among the primary users and consumers of media texts. They also contribute heavily in generating content in many different media forms on the internet platforms. These among other circumstances speak to the growing importance of media, information and communication literacy, not least among young people. In engaging with the media, young people explore and learn about themselves and the world around them. Christensen (2011), states that socio-political engagement is increasingly becoming technology-driven thus making the media become a vital tool for engaging the society.

According to Okande (2013) who researched on the influence of media in creating awareness of

job opportunities for the youth in Kenya: a case study of the Uwezo fund initiative, Uwezo Fund functions as an avenue for incubating enterprises, catalyzing innovation, promoting industry, creating employment, and growing the economy. Nearly half of respondents indicated that they had not been influenced by the media to participate in the Uwezo Fund initiative. This gave an indication that the influence of media on youth participation in job creation could be somewhat overrated. The study revealed that a significant proportion of respondents were influenced by the media to participate in the Uwezo fund initiative. There was strong preference for information broadcasted through radio as a platform despite frequent use of television. This was attributed to the characteristic preference by the youth for particular media, especially radio, which was discordant with government focus on advertisement through TV and newspapers. This finding pointed to the need for the interests and preferences of the youth on particular media platforms to converge with the choice of platforms preference by government for meaningful progress to be made in creating awareness on job opportunities.

Youth Development Funds Policies

Policies and programmes designed specifically for promotion of performance of youth business enterprises greatly affects innovation and competitiveness for wealth creation. The youth however remain largely unemployed and entangled with many obstacles to effectively participate in performance of youth business enterprises in many African countries. The low productivity and income in the agricultural sector have increased migration of youths to cities and urban areas to seek employment opportunities. Most of the youths remains unemployed and have joined the ranks of the urban poor (Backes and Werner, 2007). Ongera, Nyakundi and Nyangau, (2016) researched on factors influencing access to Uwezo fund by citizens in Kenya: a case of Nyamira County and concluded that government policies have a positive influence on access to UWEZO funds. Rules and regulations manning the fund, application formalities and procedures, repayment rules and conditions and duration given for repayment all make it easy or hard to access UWEZO funds. The requirements for accessing UWEZO funds are difficult to most respondents.

According to Nduta, Ayuma, langat, and Yego (2015) a lot of funds allocated for the youth through Uwezo funds and Youth Enterprise Development funds (YEDF) finds its way back to the treasury at the end of every financial year. The government should reduce the cost of borrowing funds, make the funds more attractive by removing excessive bureaucratic requirement such as loan security and the length of time the business should be operational before being considered for funds award. Currently, a business should have been operational for not less than six months for award of YEDF. This leaves out start up enterprises. Besides financial assistance, the government should act as a venture Capital and nature small business owned by youth to reduce the risk of loan default and business mismanagement. The government should learn from the business model of equity bank that was the first to give unsecured loans consequently taking on a big risk that eventually paid in bounty.

Literacy Skills

Entrepreneurship has long been recognized as a performing central role in the process of development. Economic development is not only a matter of physical resources and capital or

even of technically trained personnel. Education and training are essential for young people to enter the labour market successfully as they increase their potential, productivity, and employability (ILO, 2012). Without an educated and trained workforce, a national economy is not likely to meet the demands of national development made on it. Education helps to equip citizens with understanding and knowledge that enables them to make informed choices about their lives and those facing the society (Republic of Kenya, 2010). Financial knowledge opens up new opportunities to work, build assets, and save. Financial education should be aimed at preparing young people for their financial responsibilities in life by providing them with knowledge and skills to ensure a successful transition from economic dependency to independence (ILO, 2011). Training is crucial in assisting young people to develop entrepreneurial skills, attributes and behaviors as well as to develop enterprise awareness, to understand and to realize entrepreneurship as a career option.

Ashiku (2014) researched on the determinants of effectiveness of youth enterprise development fund in Gilgil Sub-county, Nakuru County, Kenya. The study's objectives were to determine the influence of monitoring, entrepreneur skills, and education determines effectiveness of YEDF in Gilgil Sub-county Nakuru County. The amount of loans issued by YEDF is very small compared to the number of people in each group who expect to benefit from it hence the trickle-down effect becomes difficult to realize. With proper monitoring, groups can be motivated to repay their loans in order to qualify for successive loans. Regular monitoring should also be implemented to ensure that groups actually engage in what they promise they want to do when asking for the loans. Proper monitoring would also help curb double registration which facilitates loan defaulting since the youth are able to join other groups and acquire new loans. This can help save a lot of money for government and ensure that only deserving youth are given loans. Thus the fund is yet to empower the youth as it should, many young people are still unemployed.

The mere numbers of this group in the country has called for special attention from the leaders. According to KNBS Approximately 80% of the population in Kenya is youth most of them are unemployed. The few who own businesses lack resources and startup capital and thus operate small and micro enterprises (SMEs). These enterprises tend to be located in urban and peri-urban centres and are usually registered (Capital markets of Kenya, 2014). However a bigger number of these businesses are not registered especially those in rural Kenya (Nduta et al., 2015). According to Nyaguthii et al., (2013) there is low community members' participation in identification, implementation, evaluation and monitoring of CDF projects, and there is need to improve on the same. Only 14.2% of the respondents were okay with how CDF was managed, while the others were not fully satisfied. Mostly, CDF committee and the Members of Parliament were left to identify projects and manage funds, leading to misappropriations. Many did not know how to launch complains about CDF projects and management.

Marketing Facilitation

Marketing is one of the biggest problems youth face in their business operations. Without a market no business would exist. Markets in the developing countries are characterized to a large extent by the very limited purchasing power of the average consumer. A wide range of consumer goods vie for the buyer's money and preference, which is more often oriented to the cheapest. Marketing is recognized as one of the most important activities and essential elements to survival

and growth of enterprises (Pandya, 2012). Entrepreneurial marketing is the marketing process common among entrepreneurs and small business owners that encompasses innovation, identification of a common market, interactive marketing methods and informal information gathering. The study by Khaoya (2016) concluded that the loan which majority of youth groups have accessed is less than ksh 50000 is very minimal compared to the number of people in each group who expect to benefit from it hence the trickle-down effect becomes difficult to realize.

A study was done on factors affecting the success of Youth Enterprise Development Funded Projects in Kenya; a survey of Kigumo District Muranga County. The study established that the Youth Enterprise Development Fund has noble call strategy of increasing economic opportunities for youth as a way of enabling them to participate in nation building. YEDF put more emphasis on multiple areas, namely to provide capital to young entrepreneurs, avail business development services, facilitate linkages in supply chain and create market opportunities for goods and services produced by youth services such as training and mentorship, business plan competition and developing partnership with public and private institutions. Kigumo District like many other districts in Kenya has also been in the fore front of this noble cause. The study revealed significant progress has been made in the road to success of these youth empowerment projects (Kimando, 2012).

1.6 Methodology

Kothari (2004) states that a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive research design was used in this study. The descriptive research design was appropriate for the study because it explores and describes the relationship between variables in their natural setting without manipulating them. The study area for the research was Nairobi City County. Nairobi City County is one of Kenya's 47 counties and hosts the country's political, commercial and industrial capital. It borders Kiambu County to the North and West, Kajiado to the South and Machakos to the East and lies at an altitude of 1,798 metres above sea level. The county has a total area of 696.1 Km² out of which 299.6km² is arable. About 12,855 ha of the county's 20,963ha (299.6km²) arable land is cultivated. The population of the study is defined as a complete set of individuals, cases or objects with some common observable characteristics (Mugenda and Mugenda, 2003). According to the Nairobi County strategic plan (2014), there is a projection that the population in Nairobi County as at 2017 is 1,713,437.

Lavrakas (2008) defines a sample size as the number of units from which data is gathered by a researcher. The sample was 30% as it is considered representative and adequate enough to generate the needed data according to Borg and Gall (2003). Five constituencies represent 30% of the constituencies in Nairobi County. The sample size was determined using Yamane (1967) formula. This formula was used to obtain a representative sample from a large population. The respondents were the youth who have had access to Uwezo Fund.

Sample Population

Constituency	Sample Population	Percentage
Embakasi West	20	20.46
Makadara	19	19.09
Kamkunji	20	20.17
Starehe	20	20.7
Roysambu	20	19.58
Total	99	100

Source: Own formulation, 2018

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size, N is the population size, e is the level of precision. In this study will be equal to 10%. The sample size will therefore determined as follows: 544,074

$$n = \frac{544074}{1 + 544074 (0.1)^2}$$

$$n = 99.97$$

The sample size will be therefore 99 respondents from five constituencies. The sample size will save cost on the researcher; in addition it will save of the data collection and analysis. The other questionnaire will be issued to the field officers who control and manage the Uwezo funds. The target will be the 10 officers located in the five constituencies. Questionnaires were used to collect data from the respondents.

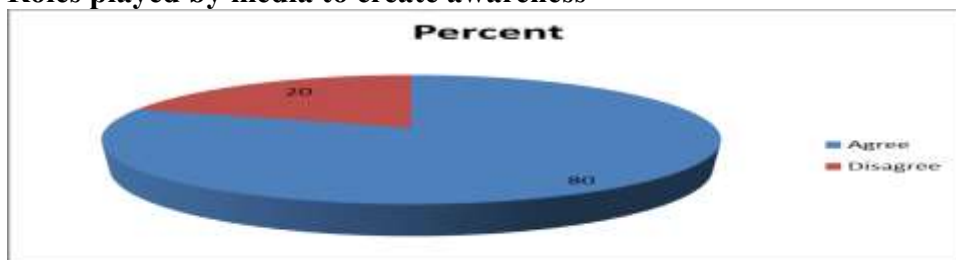
1.7 Findings and discussions

Response rate: The researcher issued 10 questionnaires to the Uwezo Funds officer and 100 questionnaires to the Uwezo Funds beneficiaries. All the questionnaires for the officers were returned translating to 100% while 98 questionnaires for the beneficiaries were successful hence 98% response rate. According to Mugenda and Mugenda (2012) the percentage of respondents to questionnaires is adequate if it is 50% or more. Therefore, response rate was considered high enough to adequately represent the population targeted by the researcher. Table 4.1 captures the response rate.

Media participation

The first objective of the study was to establish the role of communication media on youth participation in Uwezo development Fund Program in Nairobi City County. The researcher sought to establish whether the media has played a great role in creating awareness to the public about Uwezo Youth Funds, the gathered data was hereby analyzed and presented in the figure below.

Roles played by media to create awareness



Source: Field data, 2018

Findings in figure above show that 8(80%) of the officers agreed that the media has played a great role in creating awareness to the public about Uwezo Youth Funds while 2(20%) disagreed. This implies that media has contributed to a great extent in creating awareness about Uwezo Funds program. Amongst others this involves television advertisement and programs, Radio and also through internet.

Respondents were asked to indicate their level of agreement or disagreement to the statement that media has created space for discussion about Youth Development Fund and gathered data in this regard was analyzed and summarized in the table below

Media creation of space for discussions about the YDF

Level of agreement	Beneficiaries		Officers	
	Frequency	Percent	Frequency	Percent
Strongly agree	12	12.2	1	10.0
Agree	54	55.1	5	50.0
Neutral	8	8.2		
Disagree	24	24.5	4	40.0
Strongly disagree				
Total	98	100.0	10	100.0

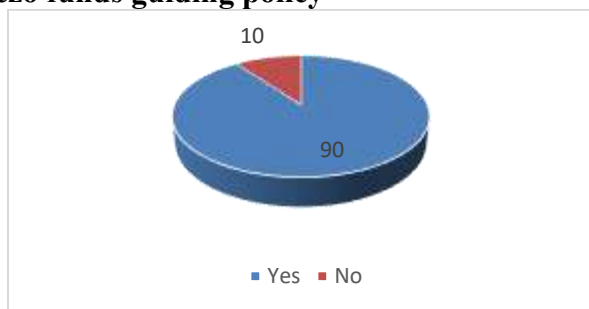
Source: Field data, 2018

As revealed in the table above, most of the beneficiaries 54(55.1%) agreed that that media has created space for discussion about Youth Development Fund while 24(24.5%) disagreed. Further, 5(50%) of the officers agreed while 4(40%) disagreed. This shows that most of beneficiaries and Uwezo Fund officers were in agreement that that media has created space for discussion about Youth Development Fund. This implies that media has created space for discussion about Youth Development Funds. Therefore, this finding concurs with Christensen (2011), s that socio-political engagement is increasingly becoming technology-driven thus making the media become a vital tool for engaging the society.

Youth Development Funds Policies

The second objective of the study was to investigate the role of Uwezo youth development funds program policies on youth participation in Nairobi City County. The researcher sought to understand whether Uwezo funds have guiding policy and gathered data in this regard gathered data was analysed and summarized in the figure below.

Uwezo funds guiding policy



Source: Field data, 2018

Findings from the figure above shows that majority 9(90%) of the respondents said that Uwezo funds have guiding policy 1(10%) disagreed. This shows that Uwezo Funds have principles of action which defines the duties and obligations of both the Uwezo Funds officers and the beneficiaries. The youths gets to know their duties and obligations through attending Uwezo Fund trainings. Therefore, the public is guiding policy in Uwezo Funds.

Moreover, the researcher sought to determine times respondents had received Uwezo Funds. Responses are summarized and presented in the table below

Times beneficiaries have received Uwezo funds

Responses	Frequency	Percent
1	44	44.9
2	40	40.8
3	14	14.3
Total	98	100.0

Source: Field data, 2018

Findings revealed in the above table show that 44(44.9%) of the respondents had received Uwezo youth funds once, 40(40.8%) had received twice while 14(14.3%) had received thrice. This shows that most of the respondents had received loans from Uwezo funds more than once. Further, most of the respondents had received youth funds once or twice. This implied Uwezo Funds is available to citizens for more than once. Therefore, youths meets the threshold required for one to get Uwezo Funds. In addition more than half of the respondents had participated in Uwezo youth funds for more than twice hence the respondents were trained enough to understand Uwezo Funds guiding policies.

The researcher sought to determine the extent of agreement to statement that the respondents were aware of the Youth Development Funds policies and gathered data in this regard analyzed and summarized in the table below.

Awareness of Youth Development Fund policies

Response	Frequency	Percent
Strongly agree	28	28.6
Agree	62	63.3
Disagree	6	6.1
Strongly disagree	2	2.0
Total	98	100.0

Source: Field data, 2018

From the findings, 28% (28.6) of beneficiaries strongly agreed that they were aware of the Development Funds policies while more than half 62(63.3%) agreed. Those who disagreed were 6(6.1%) while 2(2.0%) strongly disagreed. This implies that majority of the uwezo funds beneficiaries are aware of Youth Development Fund policies. This implies that almost all the Uwezo Fund Beneficiaries are trained about the program policies.

In addition, respondents were asked whether the management follows the guiding policies while disbursing funds to the youths. Responses were analyzed and summarized as shown below.

Management follows the guiding policies during funds disbursement

Level of agreement	Beneficiaries		Officers	
	Frequency	Percent	Frequency	Percent
Strongly agree	20	20.4	4	40.0
Agree	36	36.7	6	60.0
Neutral	26	26.5		
Disagree	12	12.2		
Strongly disagree	4	4.1		
Total	98	100.0	10	100.0

Source: Field data, 2018

From the above summarized results, 56 (57.1%) of the beneficiaries agreed that the management follows the guiding policies while disbursing funds to the youths, 26(26.5%) were neutral while 16(16.3%) disagreed. All the Youth Uwezo fund officers [10(100%)] agreed that the management follows the guiding policies while disbursing funds to the youths while none disagreed. This shows that both the Uwezo Fund officers and Uwezo Fund beneficiaries agreed that the management follows the guiding policies while disbursing fund to youths. Therefore, the implication of this is that both the officers and the youth beneficiaries were positive about management's role in following the guiding polies while disbursing funds to the youths. This concurs with a study done by Ongera, Nyakundi and Nyangau, (2016), in their case of Nyamira County which concluded that government policies have a positive influence on access to UWEZO funds.

Pearson's correlation-No. of times loan is received and total loan amount.

Correlation analysis was conducted to establish whether there is a relationship existed between the number of times loan is received and total loan amount received. Table 4.15 displays that total amount of loan received had very weak positive correlation with total amount of loan received with a correlation coefficient of 0. 008.This implies that any positive change in the

number of times loan received led to a very slight increase or no increase in the total amount of loan received. This might be because different groups with small number of members might receive a large sum of loan to divide amongst themselves while a group with a big number of members might receive a small sum of money to divide amongst themselves, moreover, due to corruption, some groups can unlawfully receive a very large sum of Money than others hence affecting the relationship between the amount of money received and a number of time loan is received, Further, it implies that beneficiaries majority of the beneficiaries gets small amount of money hence leading to very slight increase of their total amount of loan received in relation to number of times the beneficiary has received the loan.

Variables		No. of times loan is received	Total loan amount
No. of times loan is received	Pearson Correlation	1	
	Sig. (2-tailed)		.008
Total loan amount	Pearson Correlation		1
	Sig. (2-tailed)	.008	

Source: Field data, 2018

Literacy training

The third objective of the study sought to determine how literacy skills influence youth participation in Uwezo youth development fund program in Nairobi City County. Respondents were asked whether trainings are conducted to the youths before giving them Uwezo funds. Gathered data was analyzed and summarized in the table below

Youth trainings before issuing Uwezo funds

Responses	Frequency	Percent
Yes	9	90.0
No	1	10.0
Total	10	100.0

Source: Field data, 2018

Findings displayed in above table show that 9(90%) of the Uwezo fund officers who participated in the study agreed that trainings are conducted to the youths before giving them Uwezo funds while 1(10%) of the respondents disagreed. This indicates that majority of the officers' conducts trainings to beneficiaries before giving them the Uwezo fund loan.

Youths have benefited from the training.

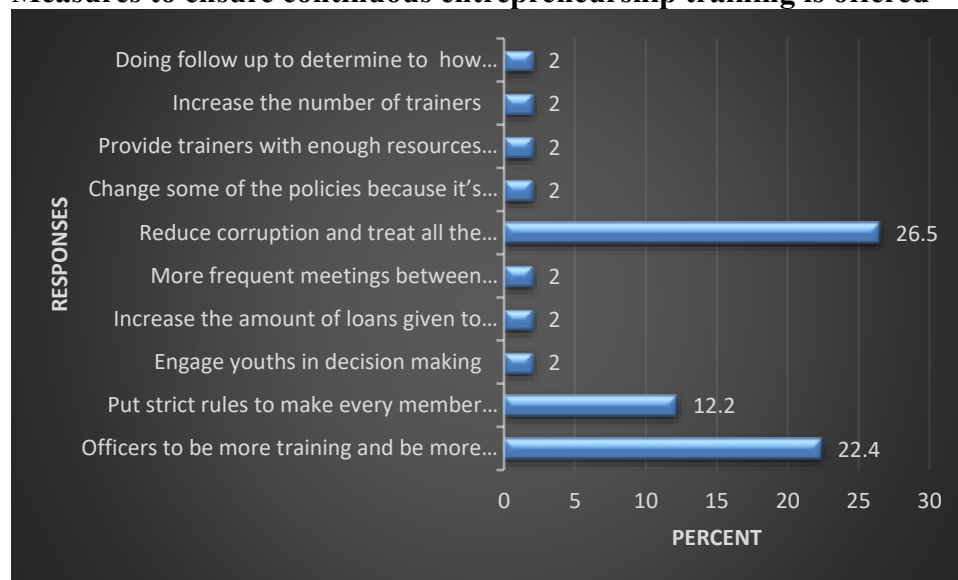
Responses	Frequency	Percent
Strongly agree	1	10.0
Agree	5	50.0
Strongly disagree	4	40.0
Total	10	100.0

Source: Field data, 2018

As revealed in the above table, 6(60%) of the Uwezo funds officers who participated in the study agreed that Youths benefits from training which is shown by the way they manage their business and how they repay the Uwezo funds while 4(40%) disagreed. This implies that majority of youths benefits from Uwezo funds. This is shown by ability of most of the applicant to repay their loans and ability to open new businesses or even expand their businesses. The small percentage which disagreed implies that some of the beneficiaries does not benefit from the training which is normally shown by inability to repay their loan hence leading to bad debts to the county government accounts, inability to start any income generating activity or closure of their businesses.

The researcher sought to examine possible measures which beneficiaries could propose in order to ensure entrepreneurship training is offered continuously and gathered data in this regard was analyzed and summarized in the figure shown below.

Measures to ensure continuous entrepreneurship training is offered



Source: Field data, 2018

The above findings indicates that 26(26.5%) of the respondents said that corruption should be reduced and all the groups be treated the same. This shows that corruption is one of the main factor affecting Youth Enterprise Development funds. Corruption is done through various means like favourism of some groups than others and processing of some group loans faster than others with promise of receiving some kickbacks once the deal is through. Investigation showed that some of the officers train some groups how to give force information in order to qualify getting the loan. 22 (22.4%) of the respondents stated that officers should get further training in order to be more informed on what they are teaching beneficiaries. This implies that some officers are not informed enough to give the beneficiaries some of the crucial information pertaining Uwezo Funds. Moreover, 12(12.2%) of the respondents felt that there should be strict rules to make beneficiaries attend trainngs. This is because some beneficiaries fails to attend trainings which later costs them and this is shown through business failure which makes it hard for them to payback their loan hence bad debts to the government. A small percentage of 2(2.0%) indicated that youths should be engaged in decision making. This implies that policies should not be

imposed on youths but they should take part in the decision making process pertaining Uwezo Youth Funds. Another small percentage 2(2.0%) stated that the management should increase the amount of loans given to them. This is because some felt that the amount of money they receives for the first time is not big enough to make them start any meaning income generating activity. Those who said meetings should be more frequent were 2(2.0%). More meetings will make beneficiaries have a chance to have more training hence more financial management skills. A small percentage 2 (2.0%) indicated that some policies should be changed because they are not easy meet while another 2(2.0%) said that the management should Increase the number of trainers in order to be able to do follow up to determine if the beneficiaries have income generating project and also officers to be enough such that they are able to serve beneficiaries maximum.

Marketing facilitation

The fourth objective of the study sought to establish the role of marketing strategies on youth participation in Uwezo Youth Development Fund Program in Nairobi City County. Respondents were asked to indicate the extent to which they agree to the statement that youths are facilitated with marketing facilities for their products. Gathered data was analyzed and presented in the table shown below

Marketing facilities for the youth's products

Responses	Frequency	Percent
Agree	5	50.0
Undecided	1	10.0
Disagree	4	40.0
Total	10	100.0

Source: Field data, 2018

The above table reveals that 5(50%) of the Uwezo fund officers agreed that the youth are facilitated with marketing facilities for their products while 4(40%) disagreed. This shows that Uwezo fund program facilitates youths with marketing facilities for their products. Therefore, youths are provided with platforms for youths to market their talents and products.

Annual business profit since receiving Uwezo Funds

Respondents were asked to indicate their annual business growth profit since they received the Uwezo Funds and in this regard gathered and analyzed data was presented in the table shown below.

Response	Frequency	Percent
Primary below ksh 10,000	8	8.2
Ksh.10,001- 50,000	74	75.5
Ksh. 50,001-100,000	10	10.2
Above Ksh 100,001	2	2.0
Total	94	95.9

Source: Field data, 2018

From the above table, 8(8.2%) of the respondents had got an annual profit Primary below ksh 10,000, majority 74(75.5%) had got profit Ksh.10,001- 50,000 while 12(12.2%) had got more than ksh. 50,000. This shows that majority of the beneficiaries had got an annual profit of more than ksh. 10,000. This implies that majority of the youths earns an income which is quite enough to afford daily basic needs hence development. Further, the study implies that the youths have utilized the program to create self-employment hence reduced unemployment.

1.8 Conclusion

After carrying out this research, it was concluded that public participation influences Uwezo youth development fund program in Nairobi city county, Kenya. Specifically, from the findings the following conclusions were drawn.

On the objective of the role of communication media on youth participation in Uwezo development Fund Program, the study concluded that media has played a great role in creating awareness to the public about Uwezo Youth Funds. The study further concluded that Uwezo youth development funds program policies influences youth participation in Nairobi City County. This is because majority of the respondents agreed that Uwezo funds have guiding policies which defines the duties and obligations of both the Uwezo Funds officers and the beneficiaries. On literacy skills, it was concluded that, literacy skills directly and indirectly influences youth participation in Uwezo youth development fund program. On market facilitation, it was concluded that marketing strategies influences youth participation in Uwezo Youth Development Fund. The study concluded that there was increased performance of Youth Development funds which was characterized by enterprises owned by Uwezo Youth Fund beneficiaries.

1.9 Recommendations

The following recommendations were drawn for both Uwezo Fund Management and the Beneficiaries:

To media – There is a need for the media to do more in order to create enough public awareness on Youth Development Funds. Media should disclose successful projects as a result of youth funds, the negative side of Youth Development Funds and research about the management of Youth Development Fund and reporting back to the public. Further, the media should investigate and report the trend of entrepreneurs who benefited from the Uwezo Funds.

To policy makers – From the favouritism in terms of age and gender, the study recommended that males beyond 35 years of age to be able to be included as beneficiaries of uwezo funds because they are also human beings which have needs like any other gender. Further, the study recommended tough policies to be put in place to punish the staff members who participate in mismanagement of YDF in anyway. For Example, There is a need to have strong control mechanisms in the County and National governments in order to improve the performance of YDF program in Nairobi City County. The study also recommends that policy makers to fairly involve all the stakeholders during YDF decision making process.

To YDF management – as a result of high corruption in the YDF management, the study recommends the management to come up with remedy for this. Such can be serious repercussions to anybody practicing corruption of all manners in YDF management. Moreover, the study recommends that the management should give enough training to the beneficiaries on how to utilize the Market Linkages online in order to expand/create market for their outputs. YDF officers ought to gain more skills, knowledge and understand the program strategic objectives. A

proper understanding of the design and strategy of making beneficiaries to be entrepreneurs. Lastly, political leaders need to minimize their involvement in disbursement of YDF to beneficiaries since they influence the process.

To the Uwezo Fund beneficiaries –There is a need to know and fulfill the current YDF policy requirements related application, utilization and repayment of Uwezo Funds.

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