The Role of Communication in the Disbursement of Youth Enterprise Development Fund: A Case Study of Nyeri Town Constituency Youth Enterprise Scheme (C-Yes).

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The Role of Communication in the Disbursement of Youth Enterprise Development Fund: A Case Study of Nyeri Town Constituency Youth Enterprise Scheme (C-Yes).

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Abstract

Purpose: The study was an assessment of the role of communication in effective disbursement of Youth Enterprise Development Fund. The study also sought to establish the effectiveness of feedback mechanisms in CDAs offices and Youth Groups. The study further attempted to investigate whether communication gaps exist in CDA offices and Youth Groups. Finally, the study examined the effect of communication on the sustainable disbursement of Youth funds and performance of Youth Groups.

Materials and methods: A descriptive survey research design was used. A questionnaire was used to collect data. A majority of the questions were closed ended and a few were open-ended. A population of 260 respondents was chosen, consisting of 200 youth groups and 60 CDAs. A sample size of 50% was chosen. The sample was 130 individuals divided into 100 youth groups and 30 CDAs. The data was analyzed using descriptive statistics. The tool for analysis was S.P.S.S; a Windows based statistical Package for social science. Presentation of the findings was done in tabulated and graphical formats.

Results: Findings indicate that that there are different preferred channels of communication for the youths groups and the community development assistants. The preferred channels for both groups are use of telephone and sms, and may also use emails because these favour all the groups. The preferred channels for CDAs are face to face, and letters. The preferred channels of communication for the youth group leaders also included use of social media (Facebook and media). Findings also indicate that the feedback mechanisms between youth groups and CDAs are not effective and this may have a bearing on the successful disbursement of youth funds.

Recommendations: The stakeholders are recommended to ensure that they use other channels other than face to face when communicating with youth leaders, the CDAs should also be encouraged to use social media as this may match the preferred channels of communication by youth group leaders. The stake holders are also recommended to use the channels of communication that suit both groups.

Keywords: *communication, disbursement, youth enterprise development fund*

1.0 INTRODUCTION

1.1 Background

Scholars in the communication field have defined communication differently. The term Communication has been derived from the Latin word "Communis", meaning to share. Rao(1966:6) defines it as " a social process-the flow of information, the circulation of knowledge and ideas in human society, the propagation and internalization of thoughts".

Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication. Thus communication can occur across vast distances in time and space. Feedback is critical to effective communication between parties.

To put this into the perspective of the topic of this research undertaking, i.e. the role of communication in the disbursement of Youth Enterprise Development Fund: A case study of Nyeri town constituency Youth Enterprise Scheme (C-Yes), there must be interaction between the CDAs and youth groups, both exchanging progressive ideas on how best to utilize the fund. In other words the communication channels used by CDAs must reflect Nyeri town constituency youth communication perspective and provide for feedback from the youth.

1.1.1 Communication Channels

Mange and Contractor (2002) reported that there are patterns of formal and informal contacts established between communicators that are created by sending and exchanging messages through time and space in organizations. There are three methods of communication networks in organizations. According to Aggarwal (1992), these include: the formal channels, the informal channels and the grapevine. These networks are lines through which messages travel in organizations. Communication networks in organizations are a sign that communication is supposed to be channelled through a specific route.

1.1.2 Feedback mechanisms

Feedback is a process in which information about the past or the present influences the same phenomenon in the present or future. As part of a chain of cause-and-effect that forms a circuit or loop, the event is said to "feedback" into itself. Ramaprasad (1983) defines feedback generally as "information about the gap between the actual level and the reference level of a system parameter which is used to alter the gap in some way", emphasizing that the information by itself is not feedback unless translated into action. Feedback mechanism - the action or means used to subsequently modify the gap, feedback loop - the complete causal path that leads from the initial detection of the gap to the subsequent modification of the gap.

Feedback mechanisms provide organizations with data and perceptions from primary stakeholders about the quality and effectiveness of their efforts. An ideal feedback process involves the gathering of feedback and the communication of a response, which forms a 'feedback loop.' However, the language and terminology used to describe feedback systems in international assistance organizations varies, and few organizational reports and websites explicitly refer to feedback mechanisms or feedback loops.

1.1.3 Communication gaps

Karten (2002) defines a communications gap as a situation in which miscommunication, or the complete lack of communication adversely affects the work as well as the relationships among the people carrying out the work.

Gaps are frequently caused by misdirected, one-way, poorly time, or badly worded communications. In addition, some gaps result from misunderstanding, misinterpretations, and miscommunications.

Communication is how we share ideas, get information, request help and assign tasks. Gaps form when the message sent isn't received, or differs from the message received. Understanding and applying the concepts in Communication Gaps will help us determine how the gap happened, what we can do about the gap, and how we might prevent the gap in the future.

1.1.4 Role of communication

The older or traditional school of mass communication and national development is represented by Schramm, Lerner, and Pye (Tan. 1984: 382). These scholars in their early writings attributed a central and causal role to the mass media in national development. In recent years, new models of mass communication and development have been proposed. A good example is the definition proposed by Rogers. He says development is a widely participatory process of social change in a society intended to bring about both social and material advancement, including greater equality, freedom, and other valued qualities, for the majority of the people through their gaining greater control over their environment.

The role played by communication as a key component of drivers of economic empowerment of the youth was of major concern to the researcher in this project. The media are supposed to be used to relay information that could help members of the community increase production and attain goals that they set for themselves (Tan. 1984:383).

1.1.5 Youth Enterprise Development Fund

The Youth Enterprise Development Fund (YEDF) was started by the Government of Kenya in June 2006 as one of the various strategies to address unemployment among the youth. The official launch of the fund was done in February 2007. The Fund was then transformed into a state corporation in May, 2007. It was greeted with optimism by the youth, especially the jobless and those struggling with small enterprises. The Youth Enterprise Development Fund was conceived as a strategic move towards arresting unemployment which is virtually a youth problem. The Fund targets all forms of youth owned enterprises, whether owned individually, as a company, in groups, in cooperatives or any other legal forms of business ownership; Seventy five percent (75%) of those unemployed are the youth. The Government of Kenya set aside one billion shillings to roll out this initiative (www.yedf.go.ke).

The Fund was gazette on 8th December 2006 to provide the necessary legal framework to govern its use and operations. The Fund facilitates youth employment through enterprise development and structured labour export. The 11-member Advisory Board of the Fund was gazette on 31st January 2007 and is 60 percent private sector dominated.

The Youth Enterprise Fund was officially launched on 1st February 2007 by President Mwai Kibaki. This launch marked the beginning of the Fund disbursement process to the Youth enterprises through financial intermediaries and the Constituency Enterprise Scheme (www.yedf.go.ke).

The Fund's vision is to have a sustainable and growing fund, economically empowering Kenyan Youth while its mission is to increase economic opportunities for, and participation by Kenyan Youth, through enterprise development and strategic partnerships.

The YEDF is mandated to perform the following functions: Provide funding and business development services to youth owned or youth focused enterprises; Provide incentives to commercial banks through appropriate risk mitigation instruments to enable them increase leading and financial services to youth enterprises; Provide loans to existing micro-finance institutions, registered non-governmental organizations involved in micro financing, and savings and credit co-operative organizations for on-lending to youth enterprises; Attract and facilitate investment in micro, small and medium enterprises to develop linkages with large enterprises; Facilitate marketing of products and services of youth owned enterprises in both domestic and international markets; Facilitate employment of youth in the international labour market; and Carry out any other activities relevant to its principal mandate. Source: (www.yedf.go.ke) According to the Ministry of Youth Affairs report during the Fund's 5th anniversary in 2012, to date, the Fund has advanced loans worth 5.96 billion shillings to 157,538 youth enterprises. Out of the amount, 614.8 million shillings has been advanced to 13,341 group projects while 66.1 million shillings. Without casting aspersions on the Government, there is always a tendency to exaggerate the effectiveness of state achievements on monetary expenditure and hence the motivation to carry out this research undertaking to establish the actual state on the ground.

1.2 Statement of the problem

The important role of communication has been demonstrated in may instances in the history of man kind. The mythical story of the tower of Babel is used in many different contexts. It is a story that demonstrates human folly as far as communication is concerned. In the biblical story, the builders of the Tower of Babel failed in their mission of building the tower because of poor communication. Therefore, stating that communication plays a pivotal role in sensitizing people on opportunities or threats within their social, political, economic and cultural environment is belaboring the point.

The problem is that the youth enterprise fund seems to have missed the wisdom of good communication as indicated by the various challenges the youth groups are facing in accessing the youth funds. The Youth Development Fund Status Report (2009) has highlighted that the absorption and uptake rate of youth funds especially in areas with poor financial infrastructure. Maro (2011) asserts that a cross section of youths in Mombasa cited unemployment and inability to access social and economic programs such as the Youth Enterprise Development Fund as some of the issues that continue to frustrate them. The youths cited bureaucracy in the process of applying for loans and stringent conditions which were making it difficult for the youths to access the loans from the fund. Gudda and Ngoze (2011) assert that North Eastern, have recorded relatively low uptake of loans through financial intermediaries. The main reason has been lack of adequate coverage by small Enterprise Oriented Financial institutions and lack of awareness of the products that are available. Njoroge (2011) argues that some regions such as North Eastern, parts of Rift Valley and Coast Province where loan uptake is still low.

However, the reviewed studies by Njoroge (2011), Gudda and Ngoze (2011) , The Youth Development Fund Status Report (2009), Maro (2011) failed to address the role of communication in the disbursement of the youth funds and also whether it played a role in the low uptake of youth funds. The failure to address the role of communication forms the research gap of this study. This study hypothetically argues that the low uptake of youth funds is due to poor communication. It is with this in mind that the study attempts to assess the role of communication on the sustainable disbursement of Youth funds.

1.3 Objectives of the study

The overall objective of this research undertaking was to examine and assess C-YES management of the flow of communication with a view to:

i. To determine the preferred communication channels for CDAs and Youth Groups
ii. To establish the effectiveness of feedback mechanisms in CDAs offices and Youth Groups
iii. To investigate whether communication gaps exist in CDA offices and Youth Groups
iv. To examine the effect of communication on the sustainable disbursement of Youth funds and performance of Youth Groups

2.0 LITERATURE REVIEW

2.1 Theoretical framework

2.1.1 Uses and Gratification Theory

The first theory that the study was based on is "Uses and Gratification Theory" which is associated with two communication scholars, namely: Blumler and Katz. This is because the target group beneficiaries of the youth enterprise development Fund, the youth, should be pricked by their needs or wants to seek information on how to improve their economic standing.

The theory takes a more psychological approach to looking at media use. Blumler and Katz believe that there is not merely one way that the populace uses media. Instead, they believe there are as many reasons for using the media, as there are media users.

Uses and Gratification theory attempts to explain why people use the mass media. The theory further attempts to explain the uses and functions of the media for individuals, groups, and society in general. At the core of Uses and Gratification Theory lies the assumption that audience members (in this case the youth), actively seek out the mass media to satisfy individual needs.

2.1.2 Two step-flow theory

The other communication theory that applied to this research project was the two step-flow theory. This theory was first introduced by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice,* a 1944 study focused on the process of decision-making during a Presidential election campaign.

These researchers expected to find empirical support for the direct influence of media messages on voting intentions. They were surprised to discover, however, that informal, personal contacts were mentioned far more frequently than exposure to radio or newspaper as sources of influence on voting behavior. Armed with this data, Katz and Lazarsfeld developed the two-step flow theory of mass communication.

This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages. Opinion leaders pass on their own interpretations in addition to the actual media content. The term 'personal influence' was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to that message.

Opinion leaders are quite influential in getting people to change their attitudes and behaviors and are quite similar to those they influence. The two-step flow theory has improved our understanding of how the mass media influence decision making. The theory refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behavior.

To put this theory into the context of this research undertaking, the researcher sought to assess the various media campaigns mounted by the Youth Enterprise Development Fund. Specifically the researcher focused on the Nyeri town C-YES as a case study and assessed whether it has succeeded in mobilizing the youth to have access to loans to start businesses, boost existing ones or engage in other income generating activities. The result became apparent after analysis of data collected in this case study with regard to communication media used to sensitize the youth on the fund.

The role of opinion leaders in this particular study was associated with officers from the Ministry of Youth Affairs, officers from YEDF which is a state corporation within the ministry, CDAs, youth groups' leaders and political leaders.

2.1.3 Persuasion Theory

This theory deals with how both groups and individual audiences receive messages. Group membership and group conformity plays a major role in how messages are received. Group norms affect reception of messages of persuasion because groups tend to make people resistant to change. They influence members' reception and response to messages.

The more highly a member values his membership in a group, the more closely his attitudes and opinions conform to the consensus within the group (Lowery and DeFleur, 1972). Group norms and the extent to which the members are loyal can cause members to accept messages that are in line with the norms of the group and they will reject messages not aligned to the norms and attitudes of the group. Reception of the message depends on the personality characteristics of the individual.

This theory was relevant to this study since the focus was on youth groups targeted by the C-YES in Nyeri town constituency with a view to sensitizing or persuading them on the need to take the opportunity availed by the YEDF to improve their socio-economic standing. It's a complex undertaking since not all group members will agree on diverse issues regarding securing loans from C-YES like the amount to be sought, uses the money is to be put to and other obligations pertaining to repayment. Hovland, Janis and Kelly regard a persuasive communication as a stimulus that raises a question and suggests an answer (Tan, 1995).

2.1.4 Agenda Setting Theory

Agenda Setting Theory asserts that the creation of what the public thinks is important. Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. As far back as 1922, the newspaper columnist Walter Lippman was concerned that the media had the power to present images to the public. McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media messages used during the campaign. McCombs and Shaw concluded that the mass media exerted a significant influence on what voters considered to be the major issues of the campaign.

Table 1:Conceptual Model
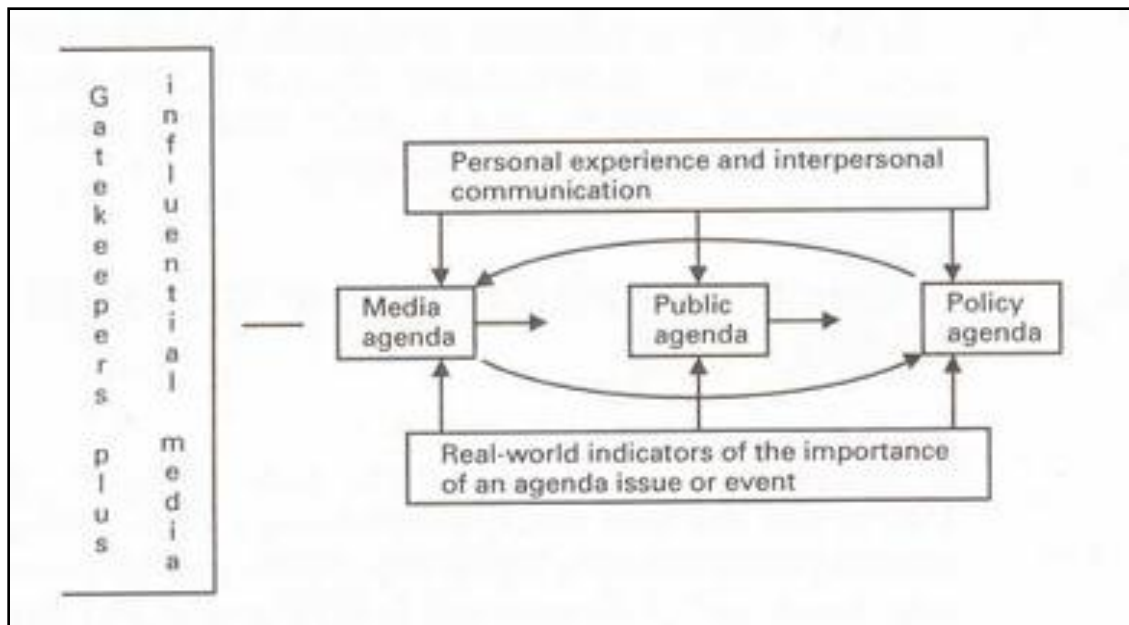
Agenda-setting; Source: McQuail and Windahl (1993)

2.2 Empirical Literature

2.2.1 Preferred communication channels

Geser (2007) conducted a study on Patterns of multi-channel communication among older teens and asserted that highly complementary relationships are found between the usage of various technical communication media as well as between media usage and face-to-face interactions. Specifically, males seem particularly prone to use all media channels in a complementary fashion. Among both genders, there is a particularly strong complementarity between the fixed and the mobile phone. When partners meet rarely, they communicate more by written than by oral media, particularly by SMS. By comparing older acquaintances with more recently created

interpersonal relationships, it is found that the mix of media channels doesn't change significantly over time, except that the exchange of Short Text Messages declines. While the closeness of a relationship seems to be positively affected by the frequency of meetings and fixed phone calls, mobile contacts and Emails don't seem to make any consistent contribution.

Mesch, and Talmud (2006) conducted a study on Social Context and Adolescents' Choice of communication Channels and concluded that face-to-face communication was preferred for local communication of personal content among close friends who knew each other from school or the neighborhood. Phone communication was preferred among non-close friends for non-personal communication. Online communication was preferred for communication with not close friends and with contacts met online. These findings suggest that in a multi-channel interpersonal communication environment, actors make differential communication choices that reflect existing relational strength, relationship origin, and content of the communication. In particular, it is noteworthy that among this population of adolescent internet users face-to-face remains the choice for personal communication.

2.2.2 Effectiveness of feedback mechanisms and youth development

CDA (2011) conducted study on feedback mechanisms in international assistance organizations and concluded that Feedback mechanisms provide organizations with data and perceptions from primary stakeholders about the quality and effectiveness of their efforts. An ideal feedback process involves the gathering of feedback and the communication of a response, which forms a 'feedback loop.' However, the language and terminology used to describe feedback systems in international assistance organizations varies, and few organizational reports and websites explicitly refer to feedback mechanisms or feedback loops. Likewise, in e-mail correspondence and phone conversations, many staff of aid organizations did not necessarily use this term. Instead, most reported on and described various processes and mechanisms that they utilize to solicit opinions and feedback from recipients of aid about their work, including: participatory methods and processes for assessments, program design, monitoring and evaluation; real-time evaluations; accountability frameworks and mechanisms; complaints and response mechanisms; listening exercises; perceptions studies; social audits; social performance management systems; community score cards; citizen report cards; constituency feedback, story-telling, and others.

2.2.3 Communication gaps in youth development

The youth development programmes which the government has been implementing target persons aged 15 to 35 years. Lack of consistency in the definition of Kenyan youth reflects the difficulty that most African societies have in specifying the age bracket of youth. In African societies, responsibilities such as marriage are more important in defining the category where one belongs - adult or youth. Biological age has been used to define policies and laws of inclusion and exclusion, in contest such as obligatory schooling, right to vote, obtain identity cards and driving license and drink alcohol (Hansen, Karen, 2008). The exclusionary tendencies of policies targeting youth have denied youth opportunities to contribute in development and also exposed them to tight regulations whose interpretation and implementation is left to the law enforcing authorities. Rather than promote young people"s well-being and development, certain policies have been used to constrain and deny them rights which are integral to their transition process. Essential, youth transition is presented as a linear, psychosocial development process starting in late childhood, which progresses in a piecemeal fashion towards the conventional

goals of adulthood (Barry, Monica (2005). According to them, the four main transitional stages include: Leaving the parental home and establishing new living arrangements; completing full time education; Forming close stable personal relationships outside the family; and testing the labour market, finding work and possibly settling into a career, and achieving a more or less stable livelihood. These transitions are interconnected. For instance, leaving parental home and setting up a personal home require an independent source of income, and to reach this stage, a young person generally has to have acquired qualifications and to have qualifications and to have succeeded in demonstrating his or her skills in the labour market or some equivalent subsection of the society (United Nations, 2007).

2.2.4 Role of communication in youth development

Development communication is a process for facilitating exchanges, which targets a category of users and a specific development problem with a view to producing social change (Okigbo et al 1995). The crucial importance of communication in development cannot be over emphasized. Within this perspective of development communication, two occurrences developed successively. One is the approach that favoured large scale actions and relied on mass media and the other is an approach that promoted community communication, thus promoting small scale projects. These heavily relied on the light media like slide presentation, posters, videos, etc.

A staggering 400 million young people around the world are unable to find decent work. At the same time, employers cite lack of skills as a major impediment to hiring youth for those jobs that do exist (International Youth Foundation-IYF, 2006).

With hardly any expected growth in jobs in private and public sectors, it is essential to look towards entrepreneurship as a means to productive work. And with the world having made a commitment to the Millennium Development Goals (MDGs), it is important for us to bring about an entrepreneurial culture to promote poverty eradication and the fulfillment of the MDGs.

3.0 RESEARCH METHODOLOGY

The population of interest in this study was all the youth groups who have benefited or hope to benefit from the Youth Enterprise Development Fund in Nyeri Town Constituency. The CDAs were also part of the population. The respondents were both male and female adults residing within the Constituency. Thus all respondents fit the above description as part of the target population. The population of the study was 200 youth Groups and 60 CDAs. This made a total of 260. 260 was the population of the study. Simple random sampling was used to select an appropriate sample.

This study took a sample size of 50%. This gave a sample size of 130.

Table 2: Sample size

Category	Population	Percentage	Sample
Youth Groups	200	50%	100
CDAs	60	50%	30
Total	**260**	**50%**	**130**

Descriptive statistics such as means, frequencies and counts were used. Descriptive statistics were used to compare the mean responses of CDAs and youth groups.

Coded data was tabulated in Statistical Package for Social Science version 17. The results of responses were presented in tables and Pie charts for the purpose of data visualization.

4.0 DATA ANALYSIS AND PRESENTATION

4.1.1Response rate

Table 3: Response Rate

|	Successful	Unsuccessful	Total
Youth group leader	60-60%	40-40%	100
Community Development Assistant	20-67%	10-33%	30
Total	80-62%	50-38%	130

4.2 Demographic Characteristics of Respondents

The study also sought to find out the demographic characteristics of the youth group leaders and the community development assistants.

4.2.1. Gender of Respondents

The finding reveals that although the constitutional gender balance of 1/3 is being observed, females are less likely to join youth groups. In addition, the results imply that females are less likely to be employed as community development assistants compared to males.

Figure1: Gender of Respondents
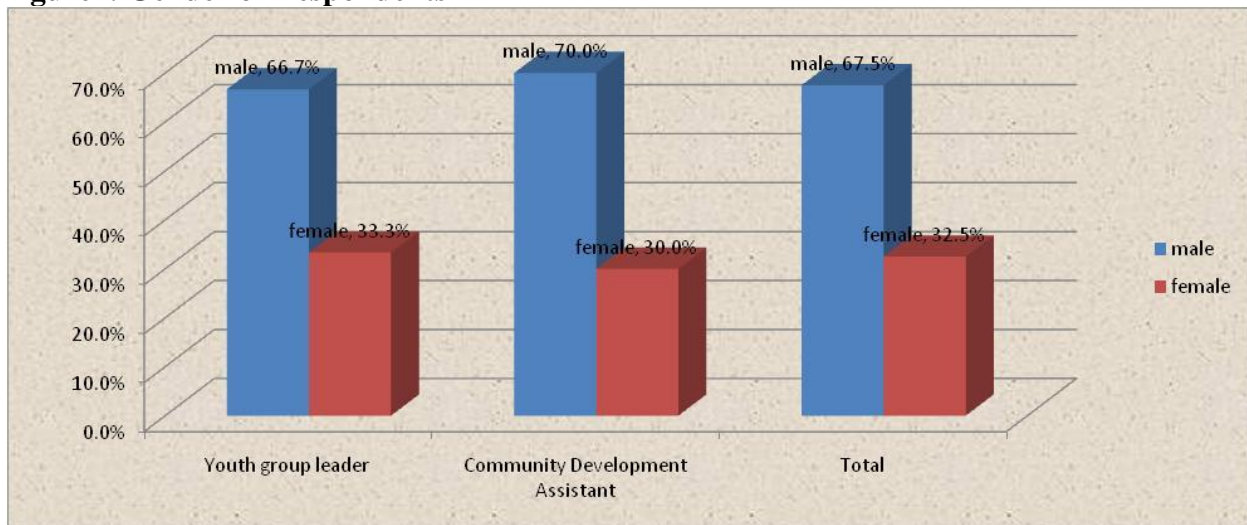
4.2.2 Age of Respondent

The findings indicate that the community development assistants (CDAs) are not youths and this may have an influence on the communication effectiveness between CDAs and youth group leaders.

Table 4: Age of Respondent

Category of respondent	18 to 30 yrs	31 to 35yrs	Above 35yrs	Total
Youth group leaders	40-67%	20-33%	0-0%	60
Community Development Assistant	0-0%	7-35%	13-65%	20
Total	40-50%	27-34%	13-16%	80

4.2.3 Education Level of Respondents

The findings imply that both youth group leaders and CDAs are well educated and this may have an influence on the effectiveness of communication, however, one cannot tell whether the youth group members are also as educated as their leaders.
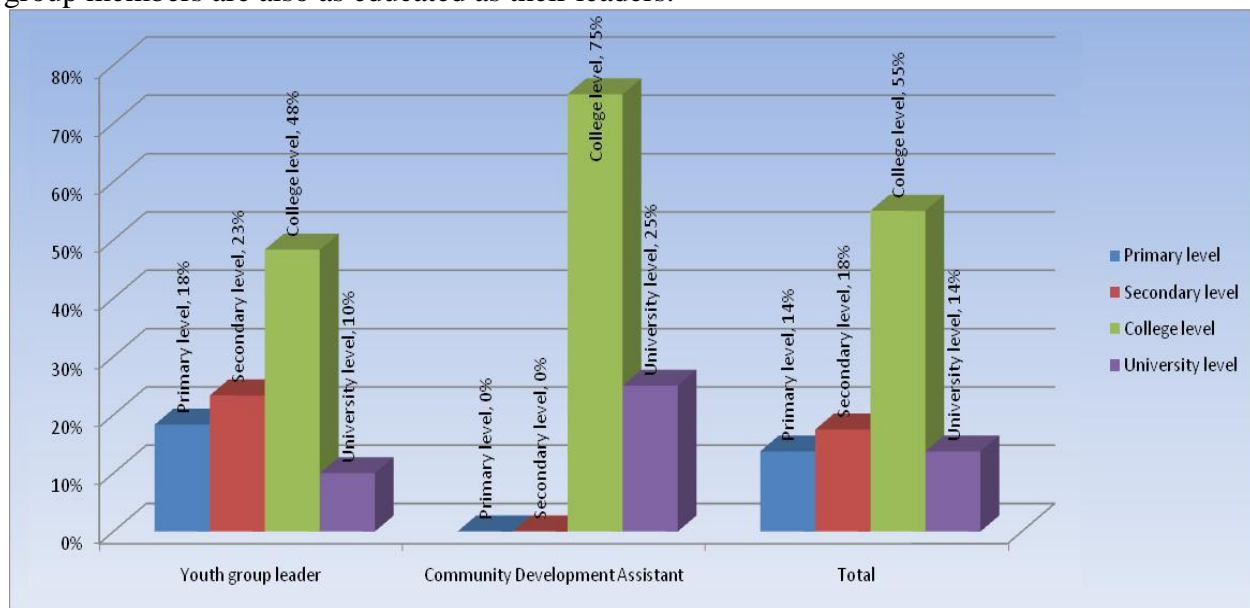

Figure 2: Education Level of Respondents

4.2.4 Group Size

The size of the group may have a bearing on the effectiveness of communication and it is expected that smaller groups experience more effective communication compared to larger groups.
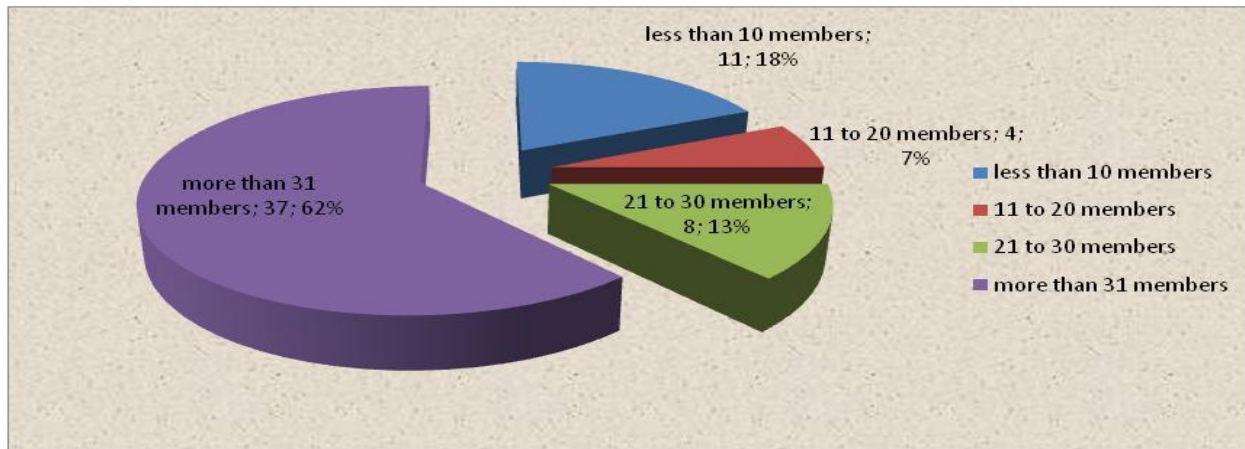
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Figure 3: Group Size

4.2.5 Period of Operation

The findings imply that youth groups have been in operation for a considerable length of time and this may have influenced the effectiveness of communication.
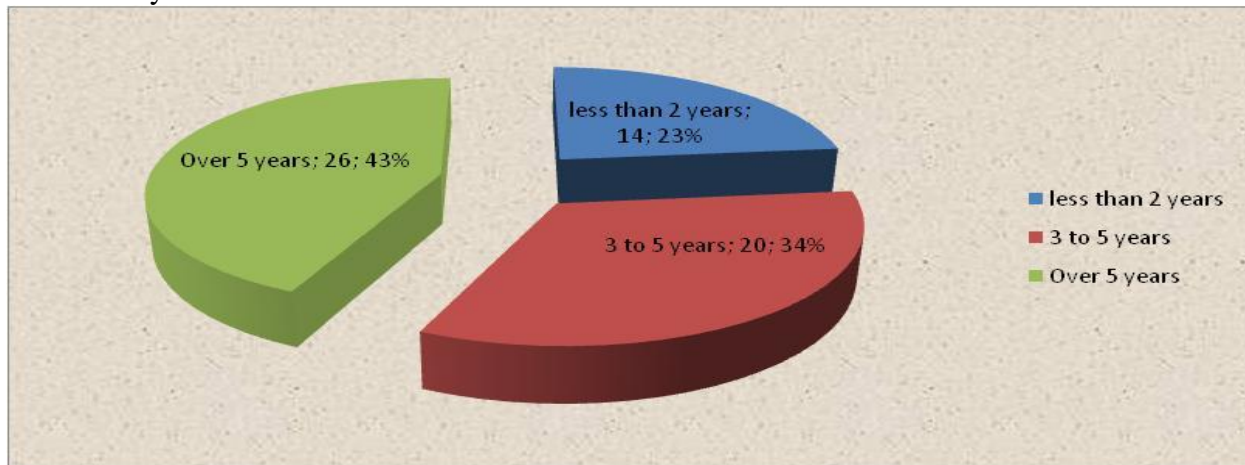

Figure 4: Period of Operation

4.2.6 Legal Status

The legal status may have a bearing on the effectiveness of communication with companies showing more effective communication compared to CBOs and partnerships.
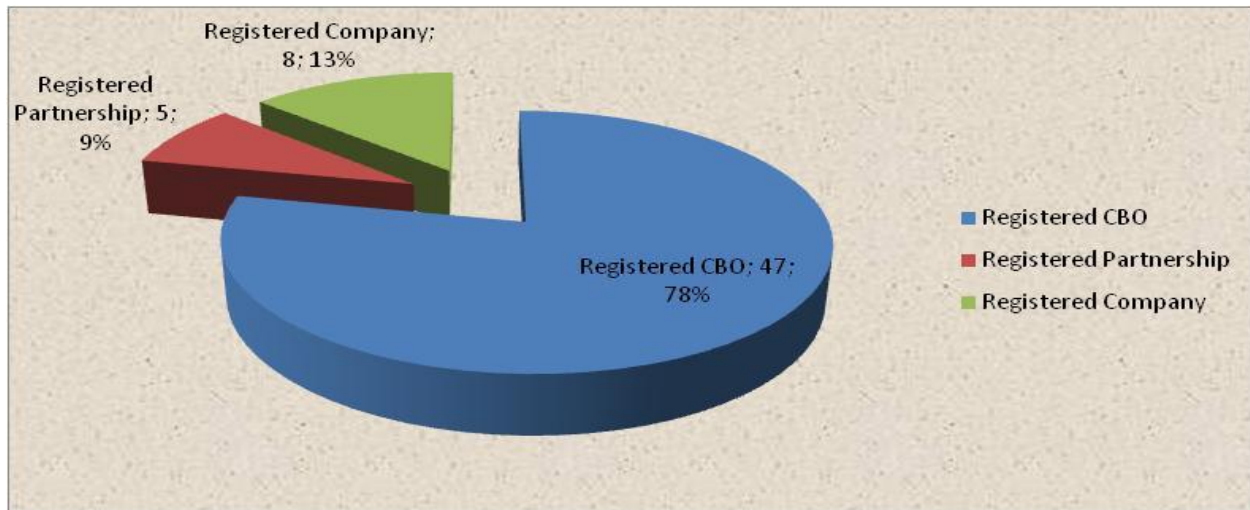
Figure 5: Legal Status

4.3. Preferred channels of communication

The study sought to find out the preferred channels of communication. The mean score for Youth group leaders on the statement that 'I prefer to pass and receive information face to face' was 2.42. Meanwhile, the mean score for the same statement by CDAs was 4.45. The findings imply that youth group leaders disagreed with the statement while the CDAs agreed with the statement. This further implies that for effective communication to take place, stakeholders should ensure that they use face to face channel of communication when communicating with CDAs as this is one of their preferred channel of communication.   In addition, the stakeholders should ensure that they use other channels other than face to face when communicating with youth leaders.

Table 5: Preferred channels of communication

	Respondent	N	Mean	Std. Deviation	Std. Error Mean
I prefer to pass and receive information face to face	Youth group leaders	60	2.42	1.197	.155
	Community Development Assistant	20	4.45	.510	.114
I prefer to pass and receive information through telephone calls and sms	Youth group leaders	60	4.15	.880	.114
	Community Development Assistant	20	4.05	.945	.211
I prefer to pass and receive information through facebook and twitter	Youth group leaders	60	4.53	.566	.073
	Community Development Assistant	20	2.25	.910	.204
I prefer to pass and recieve information through emails	Youth group leaders	60	4.22	1.027	.133
	Community Development Assistant	20	3.65	.988	.221
I prefer to pass and recieve information through letters	Youth group leaders	60	2.15	1.117	.144
	Community Development Assistant	20	4.00	1.414	.316

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4.4 Access to Government information

The study sought to find out how the youths access government information. Results in figure 6 revealed that majority 32% of the respondents indicated radio, while 22% indicated TVs and 20% indicated chiefs as the ways through which they access government information. However 15% of the respondents indicated religious leaders and 11% indicated public meetings as the ways through which they access the government information.
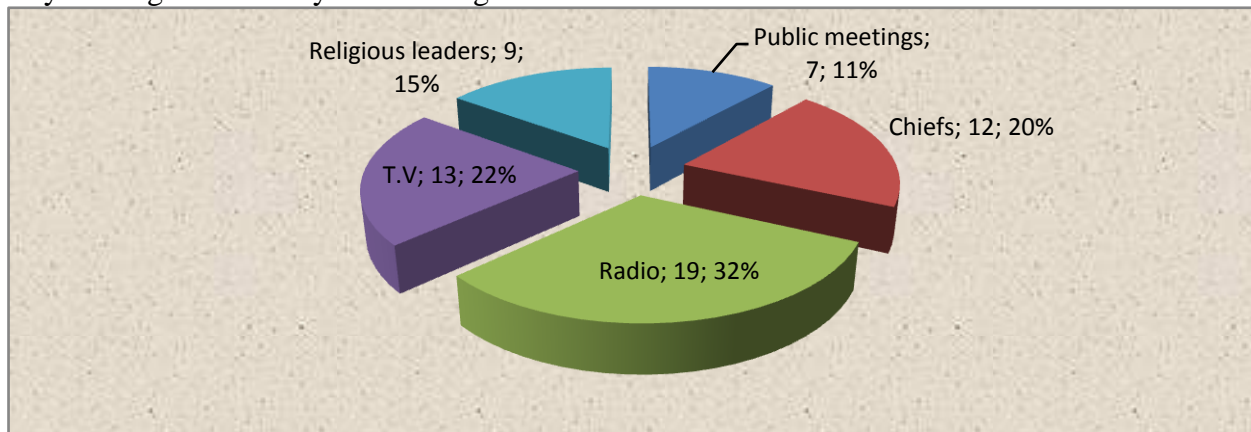

Figure 6: Access to Government information

4.5 Role of communication in disbursement and access to funds

The study sought to examine the role of communication on the disbursement of youth funds. Descriptive results in figure 7 below indicate that 48% of youth group leaders disagreed with the statement that their group has managed to access adequate funds from C-Yes. Meanwhile, 22% strongly disagreed bringing to total (70%) of respondents who generally disagreed with the statement. Results also indicate that 11% could not make up their mind while a further 19% agreed. The findings imply that access and disbursement of youth funds has not been successful.
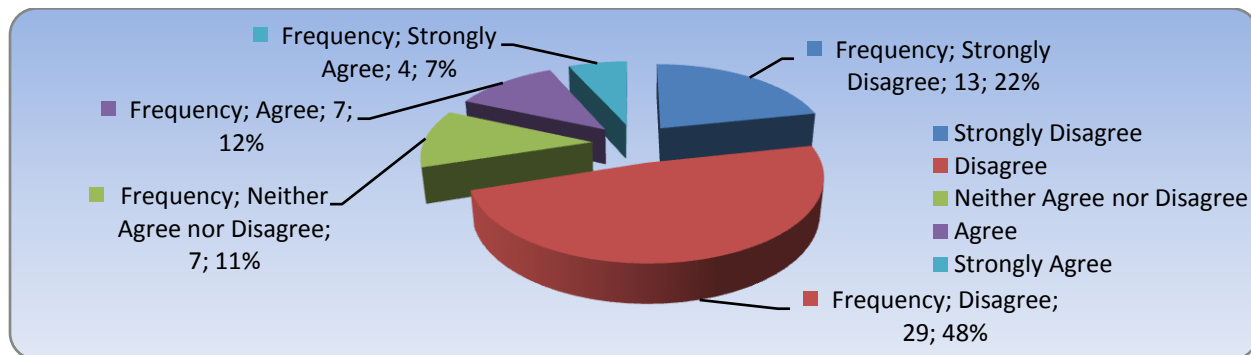

Figure 7: Role of communication in disbursement and access to funds

Correlations results in table 6 below indicated that there exists a strong positive and significant correlation between having a well-developed communication plan and access to adequate funds from C-YES. This was supported by a correlation coefficient of 0.866 (p value=0.000). This implies that here is a higher likelihood that those groups with a well-developed communication plan were also more likely to access adequate funds from the youth funds.

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Correlations results in table 6 indicated that there exists a strong positive and significant correlation between having a written down organization structure and access to adequate funds from CYES. This was supported by a correlation coefficient of 0.967(p value=0.000). This implies that here is a higher likelihood that those group with a written down organization structure were also more likely to access adequate funds from the youth funds.

Correlations results in table 6 indicated that there exists a strong positive and significant correlation between clarity of reporting responsibilities and reporting lines and access to adequate funds from C-YES. This was supported by a correlation coefficient of 0.928 (p value=0.000). This implies that here is a higher likelihood that those groups with clarity of reporting responsibilities and reporting lines were also more likely to access adequate funds from the youth funds.

Correlations results in table 6 indicated that there exists a strong positive and significant correlation between appointment of a communication champion and access to adequate funds from C-YES. This was supported by a correlation coefficient of 0.957 (p value=0.000). This implies that here is a higher likelihood that those groups with appointment of a communication champion were also more likely to access adequate funds from the youth funds.

Correlations results in table 6 indicated that there exists a strong positive and significant correlation between holding regular meetings and access to adequate funds from CYES. This was supported by a correlation coefficient of 0.926 (p value=0.000). This implies that here is a higher likelihood that those groups who hold regular meetings were also more likely to access adequate funds from the youth funds.

Table 1: Role of communication in disbursement and access to funds

		well developed communication plan	written down organization structure	clarity of reporting responsibilities and lines of communication	appointment of one of the officers as the communication champion	holdings meetings regularly	My group has managed to access adequate funds from CYES
well developed communication plan	Pearson Correlation	1	.847**	.914**	.865**	.853**	.866**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	60	60	60	60	60	60
written down organization structure	Pearson Correlation	.847**	1	.911**	.948**	.929**	.967**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	60	60	60	60	60	60
clarity of reporting responsibilities and lines of communication	Pearson Correlation	.914**	.911**	1	.919**	.928**	.928**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	60	60	60	60	60	60

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appointment of one of the officers as the communication champion	Pearson Correlation	.865**	.948**	.919**	1	.921**	.957**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	60	60	60	60	60	60
holdings meetings regularly	Pearson Correlation	.853**	.929**	.928**	.921**	1	.926**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	60	60	60	60	60	60
My group has managed to access adequate funds from CYES and other Youth organizations	Pearson Correlation	.866**	.967**	.928**	.957**	.926**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

**. Correlation is significant at the 0.01 level (2-tailed).

a. Respondent = Youth group leader

5.0 SUMMARY AND CONCLUSIONS

5.1 Summary of findings

One of the objectives of the study was to determine the preferred communication channels for CDAs and youth groups.Results indicated that the mean score for Youth group leaders on the statement that ' I prefer to pass and receive information face to face' was 2.42 .Meanwhile, the mean score for the same statement by CDAs was 4.45. The finding implies that youth group leaders disagreed with the statement while the CDAs agreed with the statement. This further implies that for effective communication to take place, stakeholders should ensure that they use face to face channel of communication when communicating with CDAs as this is one of their preferred channels of communication.   In addition, the stakeholders should ensure that they use other channels other than face to face when communicating with youth group leaders.

The study sought to find out the effectiveness of feedback mechanisms taking into consideration the youth group leader and the community development assistant. Results indicate that Youth group leaders disagreed (mean score of 2.35) that CDAs acknowledged receipt of letters while CDAs also disagreed (mean score of 2.20) with the statement youth group leaders acknowledged receipt of letters. The finding implies that feedback from CDAs to youth group and from youth group to CDAs is not effective.

Youth group leaders disagreed (mean score of 2.20) that CDAs acknowledged receipt of emails while CDAs also disagreed (mean score of 2.10) with the statement that youth group leaders acknowledged receipt of emails. The finding implies that feedback from CDA to youth group and from youth group to CDAs is not effective.

The study sought to find out whether communication gaps existed. Communication gaps were analyzed for youth group leaders and the community development assistants. Results indicated that youth group leaders disagreed with the statement that they have a well-developed communication plan. This was supported by a mean score of 2.45. On the other hand,

community development assistants (CDAs) disagreed with the statement that they have a well-developed communication plan. This was supported by a mean score of 2.40. The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs).

Results further indicated that youth group leaders disagreed with the statement that they have a written down organization structure. This was supported by a mean score of 2.32. Community development assistants (CDAs) disagreed with the statement that they have a written down organization structure. This was supported by a mean score of 2.25.The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs).

The study sought to examine the role of communication on the disbursement of youth enterprise development fund. Descriptive results indicated that 48% of youth group leaders disagreed with the statement that their group has managed to access adequate funds from CYES. Meanwhile, 22% strongly disagreed bringing to total (70%) of respondents who generally disagreed with the statement. Results also indicate that 11% could not make up their minds while a further 19% agreed. These findings imply that access and disbursement of youth funds has not been successful.

Correlations results indicated that there exists a strong positive and significant correlation between having a well-developed communication plan and access to adequate funds from C-YES. This was supported by a correlation coefficient of 0.866(p value=0.000). This implies that there is a higher likelihood that those groups with a well-developed communication plan were also more likely to access adequate funds from the youth enterprise development fund.

Correlations results also revealed that there exists a strong positive and significant correlation between having a written down organization structure and access to adequate funds from C-YES. This was supported by a correlation coefficient of 0.967(p value=0.000). This implies that there is a higher likelihood that those group with a written down organization structure were also more likely to access adequate funds from the youth funds.

5.2 Conclusions

One of the objectives of the study was to determine the preferred communication channels for CDAs and youth groups. Following the study results, it was possible to conclude that there are different preferred channels of communication for the youths groups and the community development assistants. The preferred channels for both groups are use of telephone and sms, and may also use emails because these favour all the groups. The preferred channels for CDAs are face to face, and letters. The preferred channels of communication for the youth group leaders also included use of social media (Facebook and media).

The study sought to find out the effectiveness of feedback mechanisms taking into consideration the youth group leader and the community development assistant. Following the study results it was possible to conclude that the feedback mechanisms between youth groups and CDAs are not effective and this may have a bearing on the successful disbursement of youth funds. This conclusion was reached because both groups disagreed acknowledging the receipt of letters, emails, replying of emails, returning calls left on voice mail and confirmation of attendance or non-attendance to organized meetings.

The study sought to find out whether communication gaps existed. Communication gaps were analyzed for youth group leaders and the community development assistants. From the study findings it was possible to conclude that various communication gaps existed in youth groups as

well as in CDA offices. This is because the youth groups leaders and community development assistants disagreed that they have well laid communication plan, a written down organization structure, there is clarity of reporting responsibilities and lines of communication, the groups hold meetings regularly and the groups have appointed one of the members as the communication champion.

The other objective of the study was to examine the effectiveness of communication in the sustainable disbursement of Youth development fund and performance of Youth Groups. From the study findings it was possible to conclude that access and disbursement of youth enterprise development fund has not been successful. This is because the youth group leaders disagreed that they have managed to access funds from the youth fund kitty with ease. This might have been caused by poor communication channels used to deliver information about the availability of the funds.

5.3 Recommendations

The stakeholders are recommended to ensure that they use other channels other than face to face when communicating with youth leaders, the CDAs should also be encouraged to use social media as this may match the preferred channels of communication by youth group leaders. The stake holders are also recommended to use the channels of communication that suit both groups.

Following study results it is recommended that the stakeholders ensure that both groups to have feedback mechanisms that will ensure that there are effective communication channels. The groups should agree on the channels of communication to use for example if they prefer emails, telephone, sms and social media.

Following the study results it is recommended that the stakeholders ensure that all communication gaps that exist in CDAs and youth groups are filled. They should ensure that there are well laid communication plans, a well written down organization structure, clear reporting and lines of communication, and holding meetings regularly.

5.4 Suggested Areas for further research

The study recommends that future studies on this area should focus on the communication audit of the communication mechanisms that are being used by CDAs and the youth. In addition, further studies should consider the determinants of effective communication. Such as study would address the gap left out in this study of determining whether group characteristics such as size of youth group, legal status of youth group, gender and education level of youth leaders influence communication effectiveness.

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