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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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## **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. Nyeri Town Constituency Youth Enterprise Scheme (C-YES) was used as a case study with a view to drawing generalizations on the effectiveness or otherwise of disbursement of funds to the youth from the National Youth Enterprise Development Fund kitty.

**Methodology:** 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 there are different preferred channels of communication for the youth's groups and the community development assistants. 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. Findings indicated that the various communication gaps existed in youth groups as well as in CDA offices. Findings indicate that access and disbursement of youth enterprise development fund has not been successful. This might have been caused by poor communication channels used to deliver information about the availability of the funds.

**Policy recommendation:** 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

**Keywords:** *communication channels, feedback mechanisms communication gaps, sustainable disbursement*

## 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.

### **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 timed, or badly worded communications. In addition, some gaps result from misunderstanding, misinterpretations, and miscommunications.

### **1.1.4 Role of communication**

Information empowers both individuals and groups to see the opportunities available to them with a view to improving their socio-economic lives. Such information can only be effectively disseminated through structured means to target individuals or groups. In this specific study, the researcher examined the role communication plays in the disbursement of Youth Enterprise Development Fund to youth groups in Nyeri town constituency.

### **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](http://www.yedf.go.ke)).

According to the Ministry of Youth Affairs report during the Fund's 5<sup>th</sup> 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 many instances in the history of mankind. 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 Babe 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:

1. To determine the preferred communication channels for CDAs and Youth Groups
2. To establish the effectiveness of feedback mechanisms in CDAs offices and Youth Groups
3. To investigate whether communication gaps exist in CDA offices and Youth Groups
4. 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 Review**

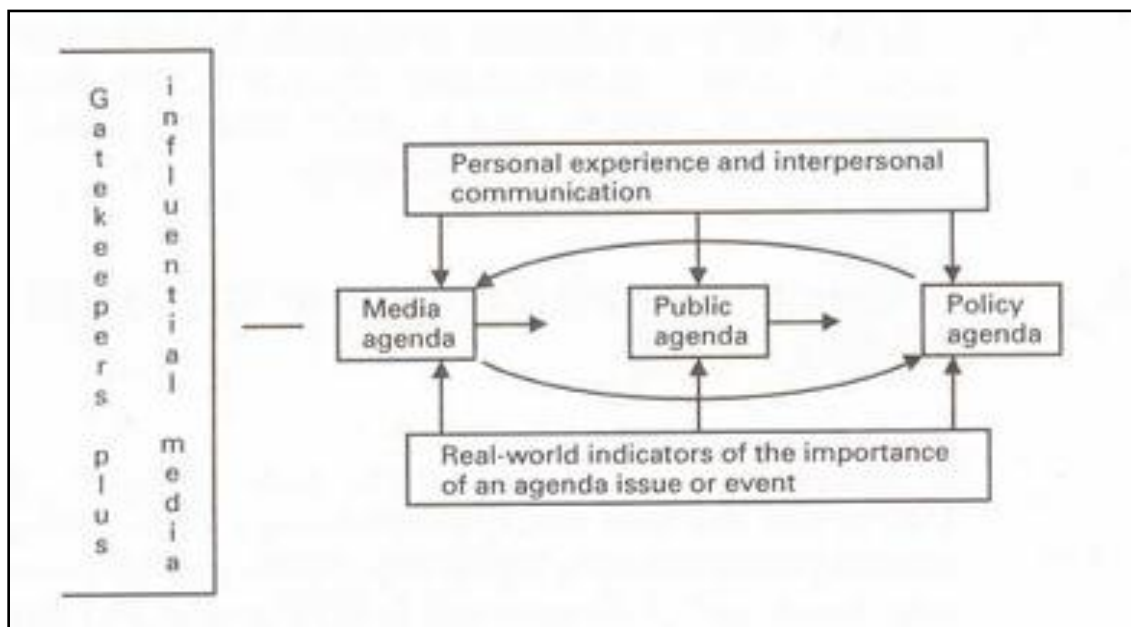
#### **2.1.1 Persuasion Theory**

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 & 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).



**Figure 1: Conceptual Model**

**Agenda-setting; Source: McQuail and Windahl (1993)**

## **2.2 Empirical Review.**

### **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

### **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 formulation of specific policies and programmes that view youth as an important resource for Kenya's development creates a favourable environment for youth to access basic goods and services in order to realize their potential and contribute to public affairs in a more effective way. A supportive policy framework creates common goals and collective action and serves as a basis for equitable and concerted distribution of resources to meet the needs of youth (UNESCO, 2004). However, it is instructive to note that, the policies have been developed at a time when most youth are facing major challenges, which have greatly scarred and irreversibly changed the trajectories of their lives. Related, most youth occupy multiple and diverse positions in the society, thus making them difficult to grasp and pin down analytically (Boeck and Honwana, 2005). They often occupy more than one position at the same time (Ibid). In addition, while the new policies acknowledge the need for youth to participate in decision making processes, youth are practically valued for what they will become in future. Wyn and White (2008) refer to this as "futurity" and argue that there is an underlying tension about the extent to which young people can be regarded as citizens in any sense or whether they are citizens in training.

### **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).

### 3.0 METHODOLOGY

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.

### 4.0 RESULTS FINDINGS

#### 4.1 Response rate

Table 1 reveals that a total of 60 (60%) of questionnaires from the youth group leader category were returned while 40 (40%) questionnaires from the same category were not returned. Meanwhile, a total of 20 (67%) of questionnaires from the community development assistant category were returned while 10 (33%) questionnaires from the same category were not returned. An overall response rate from the two categories was 62%. According to Mugenda and Mugenda (2003), a response rate of more than 50% is adequate for analysis. Babbie (2004) also asserted that return rates of 50% are acceptable to analyze and publish, 60% is good and 70% is very good. The achieved response rate was almost 62% which implies that the response rate was good.

**Table 1: 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

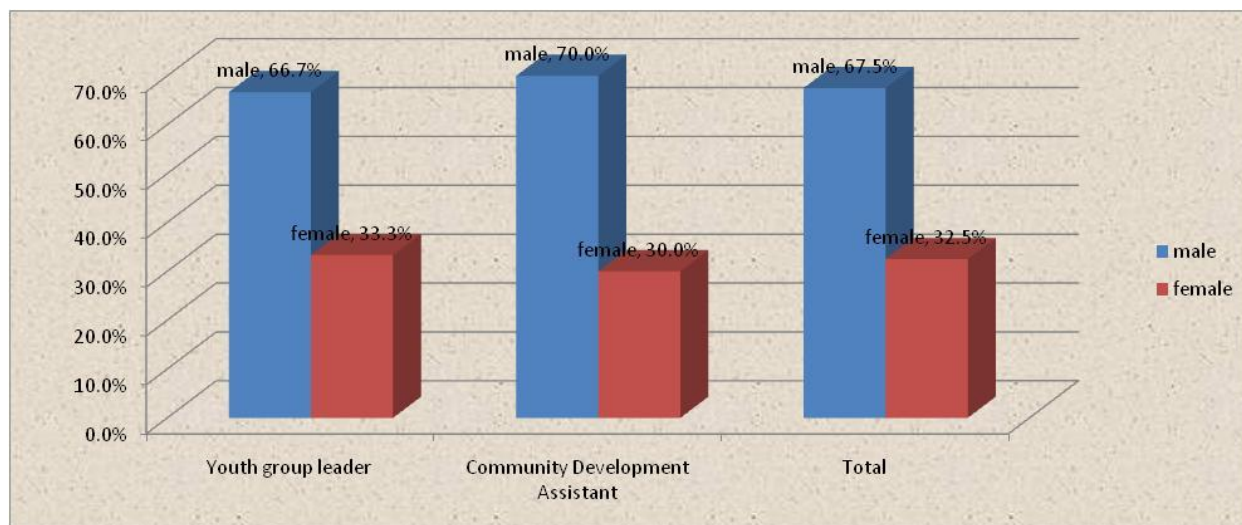
#### 4.2 Demographic Characteristics of Respondents

##### 4.2.1. Gender of Respondents

The study sought to establish the gender of the respondents. Figure 2 indicates that the majority (67.7%) of respondents from the youth group leaders' category were male while a further (33.3%) were female. Furthermore, the majority (70%) of respondents from the community development assistant were male, while (30%) were female. Overall, the majority (67.5%) of respondents were male while 32.5% were female. 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.



**Figure 2: Gender of Respondents**

#### 4.2.2 Age of Respondent

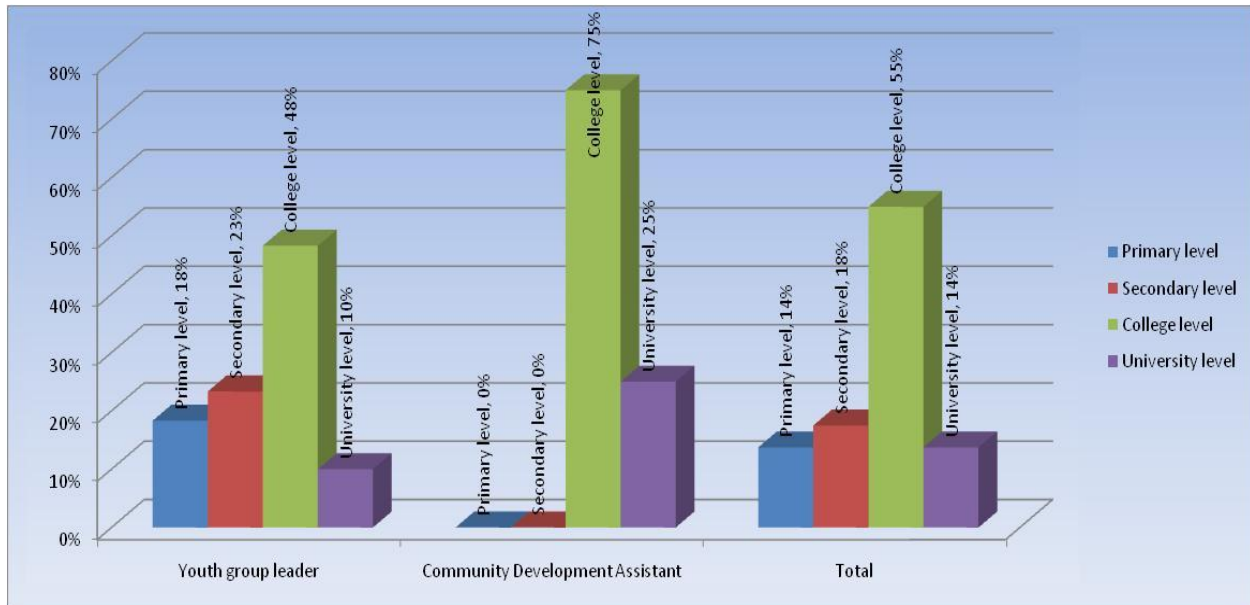
The study sought to establish the age of respondents. Cross tabulation results in table 4.2 reveal that the majority (67%) of youth group leaders were 18 to 30 years of age. In addition, (33%) of youth group leaders were aged 31 to 35 years. Meanwhile, the majority (65%) of respondents in the community development assistant category were above 35 years of age, while a further (35%) of community development assistants were of 31 to 35 years of age. Overall, the majority (50%) of respondents from both categories were 18 to 30 years of age. Meanwhile (34%) were 31 to 35 years of age and a further (16%) were above 35 years of age. 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 2: 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
<b>Total</b>	40-50%	27-34%	13-16%	80

### 4.2.3 Education Level of Respondents

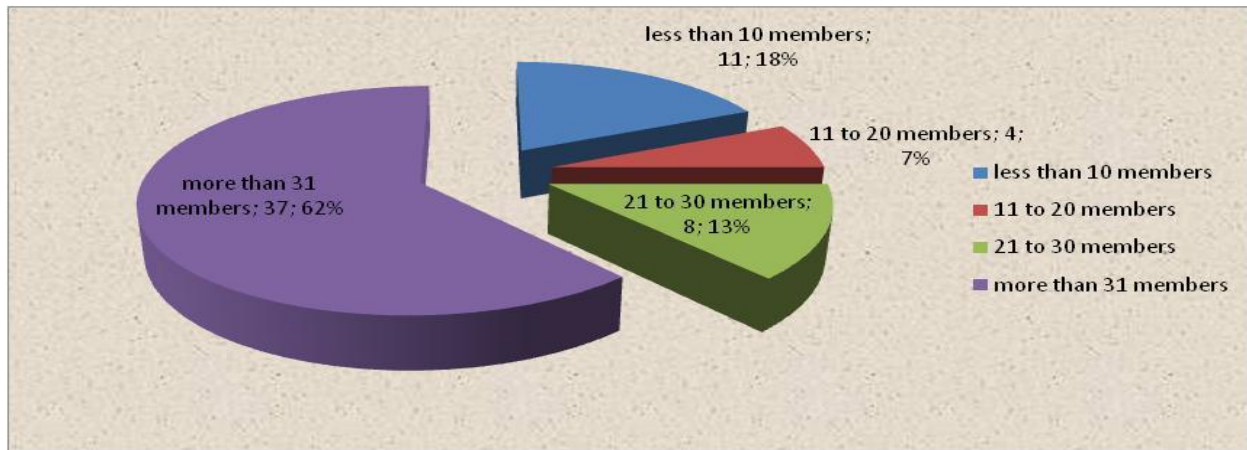
The study sought to establish the education level of respondents. Results in figure 4.2 show that (48%) of respondents in the youth group leaders category had college level of education. Meanwhile, 10% of youth group leaders had university level of education bringing to a total (58%) of youth group leaders with college and university education. Meanwhile, (75%) of community development assistants had college level of education while a further 25% had university level of education, bringing to a total (100%) of CDA with college and university education. Overall, the majority (55%) of respondents in both categories had college level of education, (14%) had university level of education, (18%) had secondary level of education while a further 14% had primary level of education. 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 3: Education Level of Respondents**

### 4.2.4 Group Size

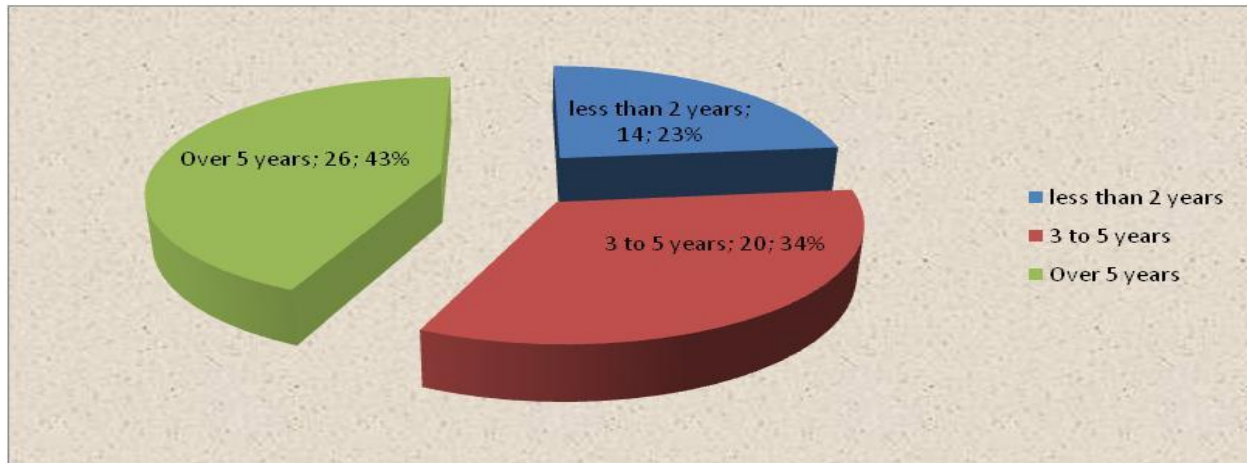
The study sought to establish the group size. Findings in figure 3 indicate that a majority (62%) of youth group leaders indicated that their groups had more than 31 members. Meanwhile, (18%) indicated that their groups had less than 10 members, (13%) had 21 to 30 members and (7%) had 11 to 20 members. 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.



**Figure 4: Group Size**

#### 4.2.5 Period of Operation

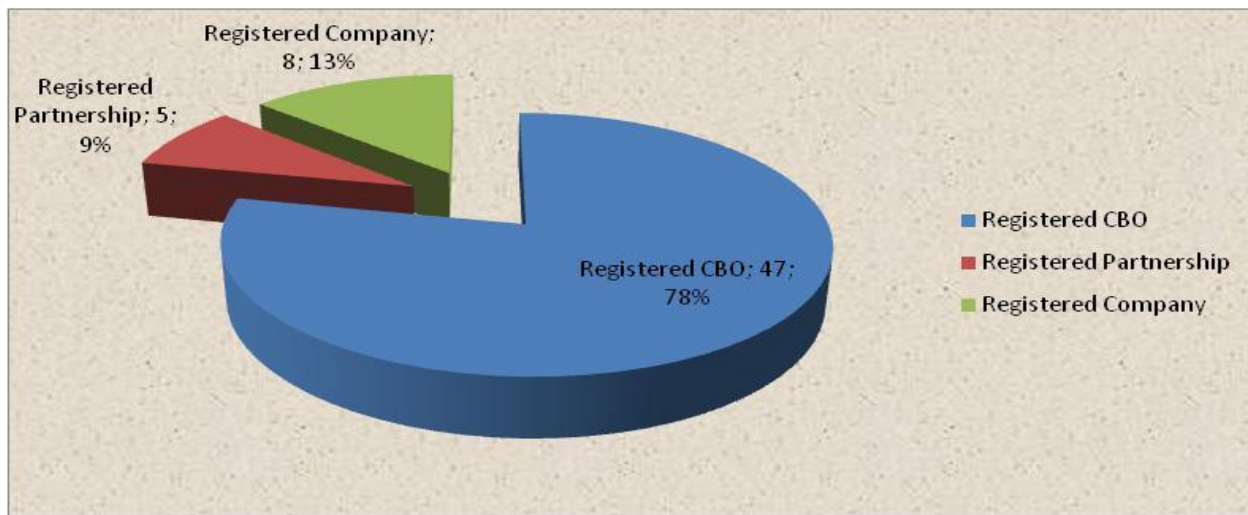
The study sought to establish the period of operation of the youth groups. Findings in figure 5 indicate that (43%) had been in operation for over 5 years. Meanwhile, 34% had been in operation for 3 to 5 years while 23% have been in operation for less than 2 years. The findings imply that youth groups have been in operation for a considerable length of time and this may have influenced the effectiveness of communication.



**Figure 5: Period of Operation**

#### 4.2.6 Legal Status

The study sought to establish the legal status of the groups. Findings in figure 4.5 indicate that a majority (78%) of youth groups are registered as community based organizations CBOs. Meanwhile, 13% are registered companies while a further 9% are registered partnerships. The legal status may have a bearing on the effectiveness of communication with companies showing more effective communication compared to CBOs and partnerships.



**Figure 6: 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.

The mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through telephone calls and sms’ was 4.15. Meanwhile, the mean score for the same statement by CDAs was 4.05. The finding implies that both youth group leaders and CDAs agreed with the statement. This further implies that for effective communication to take place stakeholders may use telephone and sms as this channel are preferred by both youth group leaders and CDAs.

The mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through Facebook and twitter’ was 4.53. Meanwhile, the mean score for the same statement by CDAs was 2.25. The findings imply that youth group leaders agreed with the statement while the CDAs disagreed with the statement. This further implies that for effective communication to take place, stakeholders should ensure that they use social media (Facebook and media) channel of communication when communication with youth groups as this is one of their preferred channel of communication. In addition, the stakeholders should ensure that they use other channels other thansocial media when communicating with CDAs. Alternatively, the CDAs should be encouraged to use social media as this may match the preferred channels of communication by youth group leaders.

The mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through emails’ was 4.22 .Meanwhile, the mean score for the same statement by CDAs was 3.65. The findings imply that both youth group leaders and CDAs agreed with the statement. This further implies that for effective communication to take place, stakeholders may use emails as this channel is preferred by both youth group leaders and CDAs.

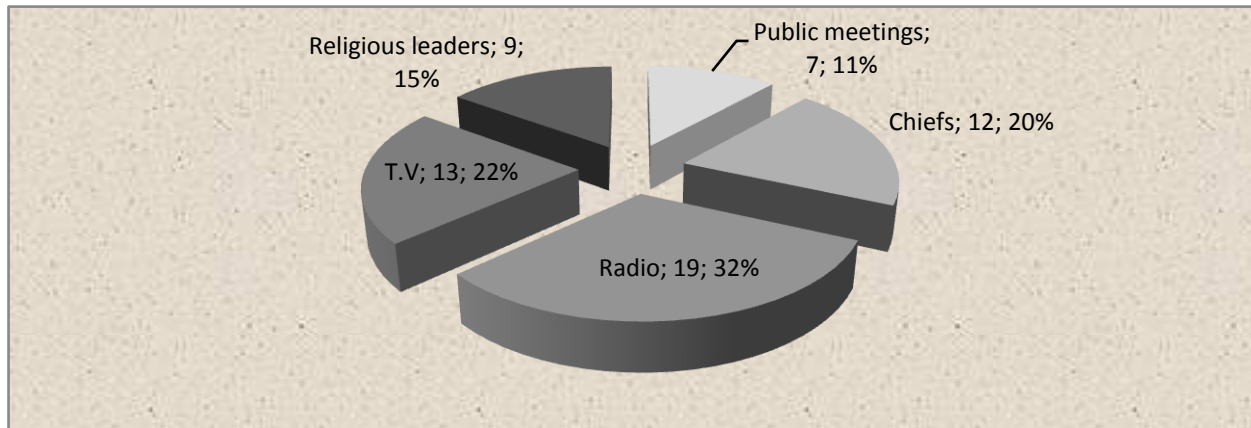
The mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through letters’ was 2.15.Meanwhile, the mean score for the same statement by CDAs was 4.0. The findings imply that youth group leaders disagreed with the statement while the CDAs agreed with the statement. This further implies that for effective communication to take place, stakeholders should ensure that they use letters as channels of communication when communication 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 letters when communicating with youth leaders.

**Table 3: Preferred channels of communication**

	<b>Respondent</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
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 receive 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 receive information through letters	Youth group leaders	60	2.15	1.117	.144
	Community Development Assistant	20	4.00	1.414	.316

### Access to Government information

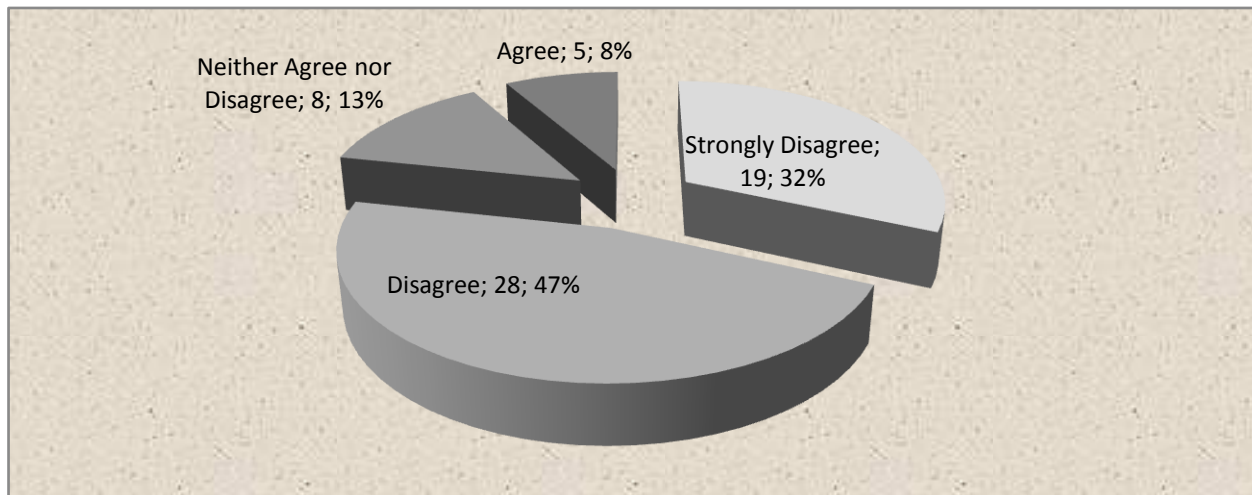
The study sought to find out how the youths access government information. Results in figure 7 revealed that majority 32% of the respondents indicated radio, while 22% indicated TVs and 20% indicated chiefs as the ways through which they access government information. However 15% of the respondents indicated religious leaders and 11% indicated public meetings as the ways through which they access the government information.



**Figure 7: Access to Government information**

### Would you say information from the Government about C-YES is adequate?

The study sought to find out if information from the government about C-YES is adequate. Results in figure 8 reveal that majority 47% disagreed, while another 32% strongly disagreed bringing to a total of 79% of those who disagreed with the statement that the information from the government about C-YES is adequate. Only 8% agreed and 13% neither agreed nor disagreed with the statement. The findings imply that most youths do not know about the youth enterprise development funds.



**Figure 8: Would you say information from the Government about C-YES is adequate?**

#### 4.4 Feedback Mechanisms

The study sought to find out the effectiveness of feedback mechanisms taking into consideration the youth group leaders and the community development assistant. Results in table 4 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 CDA 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 CDAs to youth groups and from youth group to CDAs is not effective.

Youth group leaders disagreed (mean score of 2.20) that CDAs reply to letters and emails while CDAs also disagreed (mean score of 2.10) with the statement that youth group leaders do reply to emails and 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 2.25) that CDAs return calls left on voice mail while CDAs also disagreed ( mean score of 2.15) with the statement that youth group leaders do return calls left on voice mail. 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 2.33) that CDAs confirm attendance or non attendance of meetings while CDAs also disagreed ( mean score of 2.45) with the statement that youth group leaders do confirm of attendance or non attendance of meetings. The finding implies that feedback from CDAs to youth groups and from youth groups to CDAs is not effective.

The overall implication is that feedback mechanisms between youths and CDAs are not effective and this may have a bearing on the successful disbursement of youth funds.

**Table 4: Feedback Mechanisms**

	<b>Respondent</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
Acknowledging receipt of letters	Youth group leaders	60	2.35	1.351	.174
	Community Development Assistants	20	2.20	1.281	.287
Acknowledging receipt of emails	Youth group leaders	60	2.20	1.299	.168
	Community Development Assistants	20	2.10	1.410	.315
Replying to emails	Youth group leaders	60	2.30	1.280	.165
	Community Development Assistants	20	2.15	.988	.221
Returning calls left on voicemail	Youth group leaders	60	2.25	1.114	.144
	Community Development Assistants	20	2.15	.875	.196
Confirmation of attendance or non attendance of meetings	Youth group leaders	60	2.33	1.284	.166
	Community Development Assistants	20	2.25	.967	.216

#### 4.5 Communication Gaps

The study sought to find out whether communication gaps existed. Communication gaps were analyzed for youth group leaders and the community development assistants. Results in table 5 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 in table 5 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).

Results in table 5 indicated that youth group leaders disagreed with the statement that they have a clear reporting responsibilities and lines of communication. This was supported by a mean score of 2.33. Community development assistants (CDAs) disagreed with the statement that they have clear reporting responsibilities and lines of communication. This was supported by a mean score



of 2.30. The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs).

Results in table 5 indicated that youth group leaders disagreed with the statement that they have appointed one of themselves as a communication champion. This was supported by a mean score of 2.25. Community development assistants (CDAs) disagreed with the statement that they have appointed one of their own as a communication champion. This was supported by a mean score of 2.20. The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs).

Results in table 5 indicated that youth group leaders disagreed with the statement that they hold meeting regularly. This was supported by a mean score of 2.35. Community development assistants (CDAs) disagreed with the statement that they hold meetings regularly. This was supported by a mean score of 2.45. The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs).

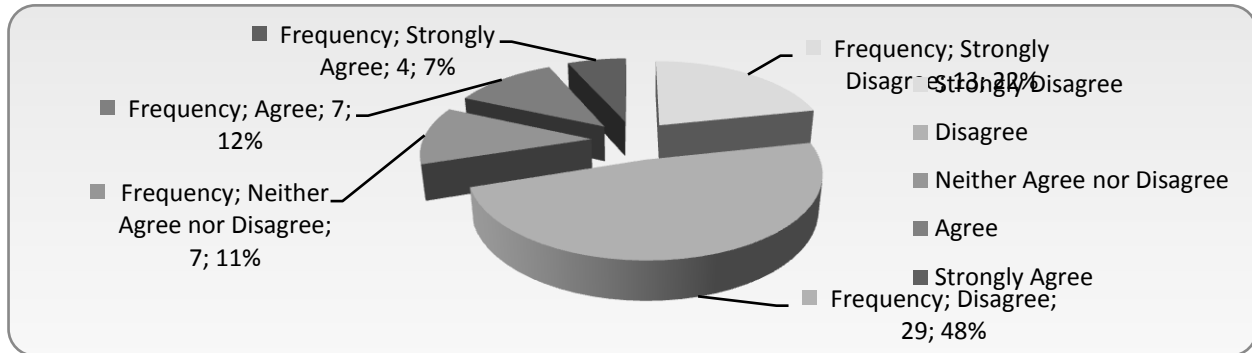
The overall implication is that various communication gaps exist in youth groups as well as in CDAs offices. This further implies that the existence of communication gaps may have had a negative effect on the awareness and disbursement of C-YES funds.

**Table 5: Communication Gaps**

	<b>Respondent</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
well developed communication plan	Youth group leaders	60	2.45	.872	.113
	Community Development Assistants	20	2.40	1.095	.245
written down organization structure	Youth group leaders	60	2.32	1.112	.144
	Community Development Assistants	20	2.25	1.446	.323
clarity of reporting responsibilities and lines of communication	Youth group leaders	60	2.33	.914	.118
	Community Development Assistants	20	2.30	1.658	.371
appointment of one of the officers as the communication champion	Youth group leaders	60	2.25	1.129	.146
	Community Development Assistants	20	2.20	1.196	.268
holdings meetings regularly	Youth group leaders	60	2.35	1.039	.134
	Community Development Assistants	20	2.45	1.317	.294

#### **4.6 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 9 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 9: My group has managed to access adequate funds from C-YES**

Correlations results in table 6 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.

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.6: 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
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

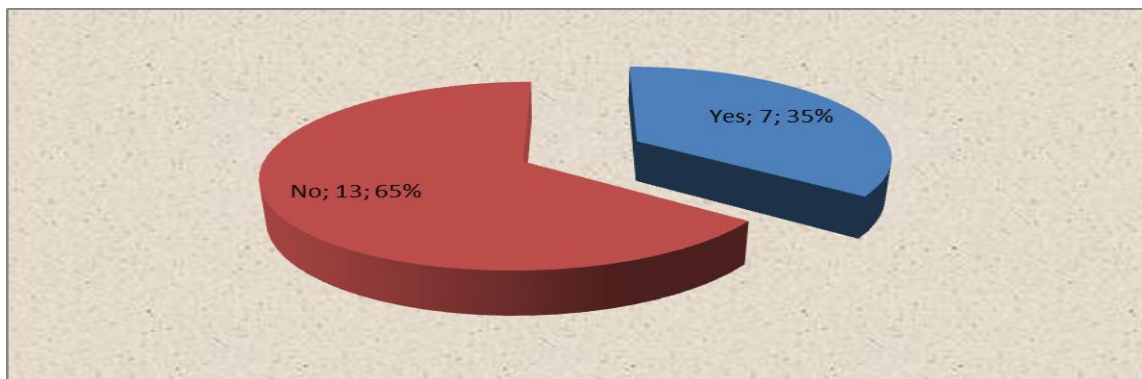
My group has managed to access adequate funds from Youth organizations	Pearson Correlation	.866**	.967**	.928**	.957**	.926**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

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

a. Respondent = Youth group leader

### Have you put in place a specific communication strategy for C-YES?

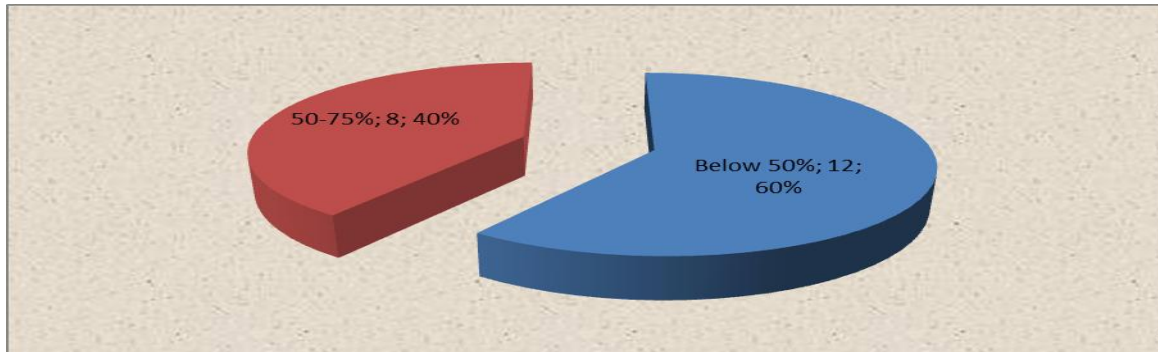
The study sought to find out if there is any specific communication strategy for C-YES has been put in place by community development assistants. Results in figure 10 reveals that majority 65% indicated that there are no strategies that have been put in place while 35% indicated there are specific communication strategies put into place. The findings imply that there is a negative effect on communication in disbursement of youth funds.



**Figure 10: specific communication strategy for C-Yes**

### In your assessment how do you rate youth groups' knowledge levels regarding C-YES

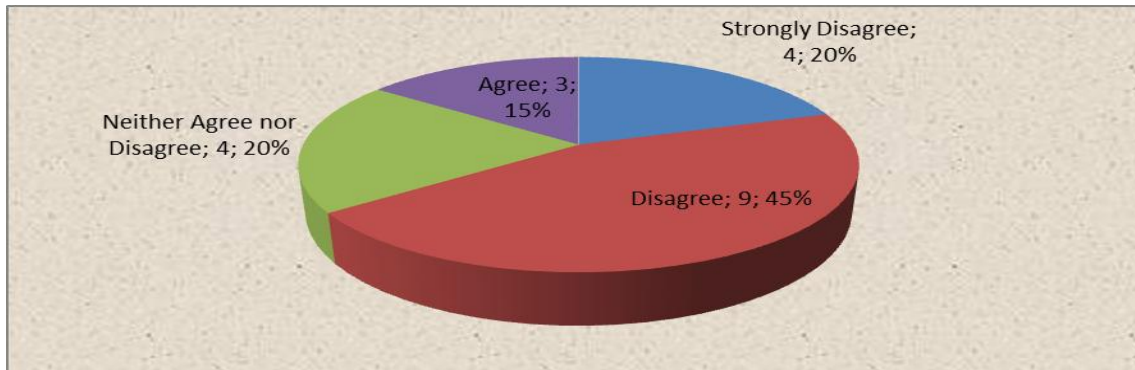
The study sought to assess how the community development assistants would rate youth group's knowledge levels regarding C-YES. Results in figure 11 reveal that majority 60% indicated below 50% while 40% indicated 50-75% as the knowledge levels. The findings imply that the youths do not have enough knowledge regarding C-YES.



**Figure 11: youth groups' knowledge levels regarding C-YES**

**Would you say the information given to youth groups regarding C-YES is adequate?**

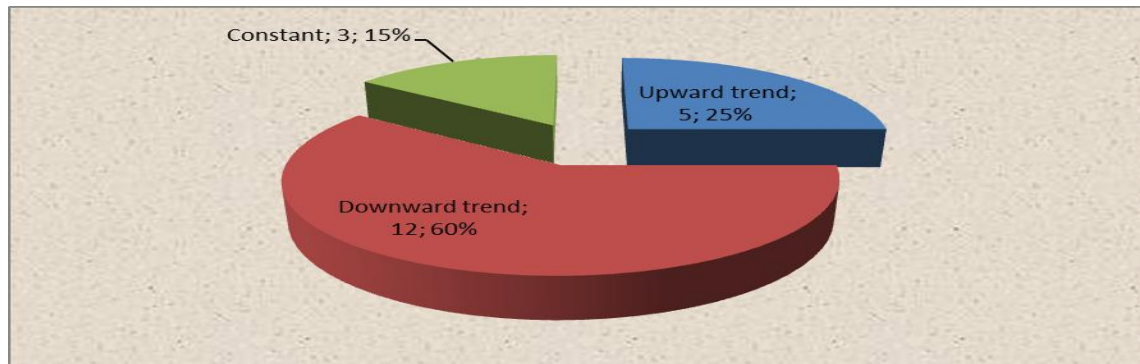
The study sought to determine if the information given to youth groups regarding C-YES is adequate. Results in figure 12 indicate that majority 45% disagreed, while 20% strongly disagreed bringing to a total of 65% of those who disagreed with the statement that the information given to youth groups regarding C-YES is adequate. Only 15% agreed and 20% neither agreed nor disagreed with the statement.



**Figure 12: Information regarding C-YES is adequate**

**What is the loan application trend by youth groups in your location for the last one year?**

The study sought to determine the loan application trend by youth groups in your location for the last one year. Results in figure 13 reveal that majority 60% indicated downward trend while 25% indicated upward trend and 15% indicated constant. The findings imply that the youths are not applying for loans due to the long processes and many requirements needed in order for a person to qualify for a loan.



**Figure 13: Loan Application Trend**

## **5.0 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusions**

#### **5.1.1 Preferred Communication Channels for CDAs and Youth Groups**

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 mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through telephone calls and sms’ was 4.15. Meanwhile, the mean score for the same statement by CDAs was 4.05. The findings implies that both youth group leaders and CDAs agreed with the statement. This further implies that for effective communication to take place, stakeholders may use telephone and sms as these channels are preferred by both youth group leaders and CDAs.

The mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through Facebook and twitter’ was 4.53. Meanwhile; the mean score for the same statement by CDAs was 2.25. The findings imply that youth group leaders agreed with the statement while the CDAs disagreed with the statement. This further implies that for effective communication to take place, stakeholders should ensure that they use social media (Facebook and media) channels of communication when communication with youth groups as this is one of their preferred channels of communication. In addition, the stakeholders should ensure that they use other channels other than social media when communicating with CDAs. Alternatively, the CDAs should be encouraged to use social media as this may match the preferred channels of communication by youth group leaders. The mean score for Youth group leaders on the

statement that ‘I prefer to pass and receive information through emails’ was 4.22. Meanwhile, the mean score for the same statement by CDAs was 3.65. The findings imply that both youth group leaders and CDAs agreed with the statement. This further implies that for effective communication to take place, stakeholders may use Emails as this channel is preferred by both youth group leaders and CDAs. The mean score for Youth group leaders on the statement that ‘I prefer to pass and receive information through letters’ was 2.15. Meanwhile, the mean score for the same statement by CDAs was 4.0. 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 letters as channels 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 letters when communicating with youth leaders.

### **5.1.2 Feedback mechanisms in CDA offices and Youth Groups**

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

Youth group leaders disagreed (mean score of 2.25) that CDAs return calls left on voice mail while CDAs also disagreed (mean score of 2.15) with the statement that youth group leaders do return calls left on voice mail. The finding implies that feedback from CDAs to youth groups and from youth groups to CDAs is not effective. Youth group leaders disagreed (mean score of 2.33) that CDAs confirm attendance or nonattendance to meetings while CDAs also disagreed (mean score of 2.45) with the statement that youth group leaders do confirm attendance or nonattendance to meetings. The findings imply that feedback from CDAs to youth groups and from youth groups to CDAs are not effective. The overall implication is that feedback mechanisms between youths and CDAs are not effective and this may have a bearing on the successful disbursement of youth enterprise development funds.

### **5.1.3 Communication gaps in CDA offices and Youth Groups**

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).

Study findings indicated that youth group leaders disagreed with the statement that they have clear reporting responsibilities and lines of communication. This was supported by a mean score of 2.33. Community development assistants (CDAs) disagreed with the statement that they have clear reporting responsibilities and lines of communication. This was supported by a mean score of 2.30. The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs). Furthermore, the study findings indicated that youth group leaders disagreed with the statement that they have appointed one among themselves as a communication champion. This was supported by a mean score of 2.25. Community development assistants (CDAs) disagreed with the statement that they have appointed one of their own as a communication champion. This was supported by a mean score of 2.20. The findings implies that there exists a communication gap from both quarters (youth group leaders and CDAs). Finally the study findings indicated that youth group leaders disagreed with the statement that they hold meeting regularly. This was supported by a mean score of 2.35. Community development assistants (CDAs) disagreed with the statement that they hold meetings regularly. This was supported by a mean score of 2.45. The findings imply that there exists a communication gap from both quarters (youth group leaders and CDAs). The overall implication is that various communication gaps exist in youth groups as well as in CDAs offices. This further implies that the existence of communication gaps may have had a negative effect on the awareness and disbursement of C-YES Funds.

#### **5.1.4 Role of communication on the sustainable disbursement of Youth enterprise development fund and performance of Youth Groups**

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. Correlations results further 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 there 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 revealed that there exists a strong positive and significant correlation between appointment of a communication champion and access to adequate funds from CYES. This was supported by a correlation coefficient of 0.957(p value=0.000). This implies that there is a higher likelihood that those groups with that have appointed a communication champion are also more likely to access adequate funds from the youth funds.

Correlations results indicated that there exists a strong positive and significant correlation between holding regular meetings and access to adequate funds from C-YES. This was supported by a correlation coefficient of 0.926 (p value=0.000). This implies that there is a higher likelihood that those groups which hold regular meetings are also more likely to access adequate funds from the youth fund.

## **5.2 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.

## **5.3 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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