THE INFLUENCE OF PARTICIPATORY COMMUNICATION IN PROMOTING ACCOUNTABILITY AND TRANSPARENCY OF CONSTITUENCY DEVELOPMENT FUND IN EMURUA DIKIRR CONSTITUENCY

BY

MOSONIK JACKLINE CHEPNGETICH

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DECLARATION

I, the undersigned, declare that this research project is a product of my own work and has never been submitted for examination in any other learning institution .

Signature:…………………………Date:………………………………………

MOSONIK JACKLINE CHEPNGETICH   **K50/81566/2015**

This research project has been submitted for examination with my approval as the university supervisor.

Signature:…………………………….Date:…………………………………

DR. ELIAS MOKUA

DEDICATION

This project is dedicated to my father, Mr. Joseph Mosonik.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my supervisor Dr. Elias Mokua for providing his invaluable guidance, comments and suggestions throughout the project.His advice, insightful criticisms and encouragement supported the writing of this project.

ABSTRACT

This study sought to assess the influence of participatory communication in promoting accountability and transparency of Constituency Development Fund in Emurua Dikirr Constituency. The study adopted mixed research approach. The target population of the study was 94,105 residents of Emurua Dikirr Constituency who benefited from Constituency Development Fund. Key informants like the members of the board and the local administrators were also involved in the study. Data was collected from a sample of 100 community members and five key informants. This study was based on primary data collected through questionnaires and interviews. Descriptive statistics was used to analyse quantitative data while qualitative data was presented using narrative method. The study concludes that participatory communication contributes to transparency and accountability of Emurua Dikirr Constituency Development Fund. The study recommends that civic education should be done by leaders to enhance participation in Constituency Development Fund projects. It also recommends that the leadership of Emurua Dikirr should organize forums for different stakeholders to articulate their needs and make collaborative decisions.

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ACRONYMS AND ABBREVIATIONS

AIDS   Acquired Immunodeficiency Syndrome

CDF   Constituency Development Fund

CDFC   CDF Committee

CFSC   Certified Functional Strength Coach

CSIS   Center for Strategic and International Studies

DFID   Department for International Development

DFRD   District Focus for Rural Development

FPE   Free Primary Education

HIV   Human Immunodeficiency Virus

HR   Human Resource

HRM   Human Resource Management

LASDAP   The Local Authority Service Delivery Action Plan

LATF   Local Authorities To Receive Funding

MDG   Millennium Development Goal

MP   Member of Parliament

PFMA   Public Finance Management Act

TI   Transparency International

TISA   The Institute for Social Accountability

UNESCO   United Nations Educational, Scientific and Cultural Organisation

USAID   United States Agency for International Development

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter consists of the background, statement of the problem, the objectives of the study, research questions derived from the research objectives, justification of the study, significance of the study, and the scope of the study.

1.1 Background of the study

Participatory communication has been developed as a theory and concept that uses communication to involve people in decision making and especially for development purposes. This is meant to return meaning and purpose to the people and to emphasize the importance of the community in decision making. It was developed as a strategy of ensuring that the people are involved in development that has a direct or indirect impact on their lives. It has evolved over time from monologue approach to a dialogic approach.

Participatory communication refers to an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders.Participatory communicationfacilitates empowerment, especially for those who are most vulnerable and marginalized (Tufte & Mefalopulos, 2009). In other words, participatory communication describes the active engagement of the local communities in the processes of development.

Traditionally communication was only taken into account after projects had commenced. This was largely done as a way of passing information to the people on the existence of the project and to have buy in for a project that has already commenced. The people were used to (Park & Peterson, 2006; Wringe, 2006; Arjoon, 2005). Criminal incidences in schools, such as shooting incidents in US institutions, for instance, have led to an accrued sense of urgency among authorities about the need to deal with the rubberstamp what had already been agreed on by others. Participatory communication requires that the communicator is committed to ensuring that the people gain knowledge on a subject and at the end of it all, have useful

engagement and contribution towards a subject of development interest. Communication if ignored in development can be a recipe for failure, if people do not understand a project and its benefits to them then their involvement and buy in for the project is not guaranteed.

One of the best example and greatest successes of participatory communication in Africa is the implementation of the Millennium Development Goals (MDGs). The MDGs were developed consultatively through consultation with all the UN countries and this ensured that the targets set by the goals responded largely to community needs. Africa being a developing continent, the goals responded to the development needs of the people and thus the implementation process was smooth largely because of the buy in. In projects like the free primary education, Rwanda and Kenya have stood out in the success of the FPE and this has partly been attributed to the strong foundations of participatory communication that was applied in the implementation of the FPE program (Grade, 2013).

Participation of the people is not new in Kenya as it has been given grounding by the constitution as one of the principles of governance. Over the years the Government, Non-state Actors and development Partners have developed many strategies for public participation. Some good practices have emerged in effective citizen participation. Some of the strategies have emerged out of International and regional agreements that form part of the Laws of Kenya. Notable experiences in effective public participation in the implementation of national public sector programmes include the family planning campaign in the 1970s and the anti-HIV/AIDS campaign in the 1990s/2000s.

The government with support from the United States Agency for International Development (USAID) implemented one of the most successful public engagements in family planning which greatly contributed to reducing the fertility rate in Kenya by engaging the Community based Contributors. Under this project, the people were involved from the inception of the project to its implementation which led to the success of the project through ensuring there was open and participatory communication.

 This helped to reduce the fertility rate from about 8 children in 1960s to about 5 in 1990s according to the 2014 Kenyan Demographic and Health Survey (CSIS, 2015). The success of this programme was primarily due to the involvement of the community members as health

workers. This helped develop ownership of the initiative by the members of the society. The public were directly and indirectly involved in the implementation of the project.

Public participation is now mandatory in Kenya for policy and legislative development according to the Constitution. Participatory communication is one of the many ways of enhancing public participation and thus this has to be one of the strategies that the local and national government put into consideration in the development agenda. Under Article 1 of the Constitution of Kenya states that sovereignty is vested in the people and thus what the people say in governance and development is not only important but now mandatory.

Generally, public participation is one of the key principles of devolution under Article 11. One of the main objectives of adopting the devolved system of governance is creating a society that is people-centred. It is about people, their concerns and needs and thus the importance of participatory communication and ensuring that the people at every stage understand their role, the details of development projects and are actively involved throughout the project cycle in a development project. At the same time, to be effective, devolution should encourage public participation and require citizens to take on the responsibilities of participating in charting their development agenda (The Constitution of Kenya, 2010).

Devolution does not allow leaders to do what they like, when they like, to whom they like and if they like, rather, it requires a balance between meeting the needs, desires and aspirations of citizens by making good use of the available resources. On the other hand, citizens are required to take on the responsibility of interaction with their fellow citizens with respect and consideration. Public participation requires appropriate structures and institutions to enable citizens to voice their concerns, raise issues, identify needs and reach agreeable solutions to meet these needs and concerns (Akindeke & Oluwadare, 2012). Article 1 in the Constitution underscores that participation is an aspect of the sovereignty of the people. It is a means of bringing people's preferences and aspirations onto the agenda of the state and it is seen as relevant to accountability (The Constitution of Kenya, 2010).

One of the important aspects of participation, therefore, that makes public participation effective and of value in development is participative communication. Genuine participatory communication is rare and the main aim of it should be to empower the marginalized groups

in an initiative to have a wider political and social effect. Effective participatory communication involves all the stakeholders in the decision making at all levels and stages of an initiatives and this ensures that the parties involved all have a similar chance of influencing the outcome of the initiative (Thomas & Mefalopulos,2009).

The Local Authority Service Delivery Action Plan (LASDAP) was introduced through a ministerial circular in July 2001 with a view of empowering the local communities to develop capital investment plans to meet local needs and priorities through the adoption of bottom up approaches to planning. For the local authorities to receive funding (LATF) they were required to demonstrate effective public participation through the clearly stipulated guidelines of LASDAP. LASDAP adopted clear strategies of public participation which involved a three-stage process- consultation meetings, consensus building and monitoring and evaluations of the implementation of the identified/selected projects. The three-stage process that ensured that public participation took place and resources were tied to the process of public participation (Lakin, 2013).

The Constituency Development Fund (CDF) was established in 2003 under the Constituency Development Fund Act 2003 and the amendment in the CDF Amendment Act 2007 (TISA, 2011). It primary objective was to address poverty at grassroots level by dedicating at least 2.5 per cent of the government's ordinary revenue to grassroots development. In 2013, following the adoption of a new constitution (in 2010), the Act was modified again with the aim of allowing the people at the constituency level to have an opportunity to participate in the development especially at the local level (Mwenzwa, 2007).

The Public Finance Management Act (PFMA) requires openness and accountability as well as public participation in the utilization of public funds. This will ensure that the people are involved in the development projects from the beginning thus ensuring that the development projects that are taken up respond to the needs of the people and are understood by the people. A report by the Anti-Corruption commission in 2013 on the assessment of the CDF Fund revealed among other things that the fund was failing to achieve its functions due to the low levels of participation by the people, nepotism, tribalism, lack of transparency and accountability which all revealed that there were corruption/ integrity issues that were undermining the success of CDF.

Emurua Dikirr Constituency is one of the constituencies in Narok County and is a newly created constituency, created in 2013. The constituency has been receiving CDF funds since then 2013/2014 Ksh 72,458,169, 2014/2015 Ksh 103,749,737, 2015/2016 Ksh 109,913,055,2017/2018 Ksh 81,896,551.72. Being a new constituency the researcher is interested to find out the extent of the participation of the people in CDF in the identification, implementation and the monitoring of the projects under the fund.

All the efforts to decentralize are aimed at improving service delivery by improving the level of participation of the people in development which in turn ensures that the development agenda responds to the needs of the people (Ndii,2010). This study aimed at assessing participatory communication as one of the pillars of public participation which is an important aspect of devolution. The aim was to assess how participatory communication was applied in development projects and how useful it was in different aspects at Emurua Dikirr Constituency.

1.2 Statement of the Problem

Community development depends on the effectiveness of communication as it helps in sharing of ideas and opinions. Effective communication therefore enhances participation of community members towards the achievement of the goals of community development. It's with that reason that the intention of the researcher is to assess the situation of the level of participation in the management of CDF in Emurua Dikirr Constituency. Specifically, the research aims at assessing the level of participatory communication in the funds and how this is affecting transparency and accountability of the funds.

In 2016, the auditor general's office reported that at least 270 out of 290 Members of Parliaments stole or wasted billions of public funds disbursed to their constituencies in their first full year in office. The report indicated that the Members of Parliament squandered Sh3.85 billion under the Constituency Development Fund. The methodology of sharing of the funds amongst the constituencies to ensure equality has actually been questioned.

It has also been indicated that the full process of identification, implementation and monitoring of the projects has not been fully participatory under the various committees at the constituency level to ensure that the fund is fully controlled by the people (Kerote,2007).

The management of CDF has been said to face an array of problems that include the structure of managing the fund, the process of identifying the projects and the overall involvement of the communities that are supposed to benefit from the fund has been questioned (Owuor, 2013). In his study, he indicates that not involving the people in identification and all the processes in developing the project creates resistance. This study created a case for participatory communication which was evidently lacking in the implementation of CDF.

1.3 Objectives of the Study

1.3.1 General Objective

To establish the influence of participatory communication in promoting accountability and transparency of constituency development fund.

1.3.2 Specific Objectives

i.   To find out factors that contributes to accountability and transparency of CDF at Emurua Dikirr Constituency.
ii. To investigate the importance placed on participatory communication as a way of promoting accountability and transparency by project initiators and beneficiaries of Emurua Dikirr Constituency.
iii. To investigate the extent to which Participatory communication is applied in project cycle (Project initiation, Project implementation, Monitoring & Evaluation) in Emurua Dikirr Constituency CDF.

1.4 Research Questions

i. What are the factors that contribute to accountability and transparency of CDF funds at Emurua Dikirr Constituency?

ii. What is the importance placed on participatory communication as a way of promoting accountability and transparency by project initiators and beneficiaries of Emurua Dikirr Constituency?

iii. How is participatory communication applied in project circle (project initiation, project implementation, Monitoring & Evaluation) in Emurua Dikirr Constituency CDF?

1.5 Significance of the Study

The findings of this study will be crucial in informing policy decisions at the National and the Constituency level on CDF. The findings will inform the policy makers on the situation of participatory communication in the fund and this will be fundamental in improving the management of the fund.

The study will also be important to inform the public on the importance of participatory communication and this will be an information document to inform them on their level of participation in the CDF and other CDF related projects.Finally, the study will be used as a point of reference by different scholars for other studies or identification of gaps to commission other studies.

1.6 Justification of the Study

Emurua Dikirr Constituency being a newly created constituency the researcher is interested to find out whether there has been a change of the narrative. It has been reported in the past that lack of participation by the people in the CDF funded projects has compromised on the accountability and transparency in the administration of the fund. The researcher wanted to assess public participation as a requirement by the Kenyan laws and see what extent this is being implemented in CDF projects in the constituency. This was in line with participatory communication to specifically assess how this influences transparency and accountability in CDF funded projects.

1.7 Scope and Limitations

The study focused on Emurua Dikirr Constituency focusing on 100 Community members and 5 key informants.Among the key groups involved were Emurua Dikirr Constituency Development Commitee, CDF patron, local administrators, project initiators and specific beneficiaries within that area.

The study on the influence of participatory communication in promoting accountability and transparency of constituency development fund will only be limited to Emurua Dikirr Constituency and not any other constituency.Another limitation involved, getting participants to willingly participate in the study as it is perceived that some participants mightask for money in exchange for information. However, this was neutralized by the fact that the researcher is a former employee of Emurua Dikirr Constituency hence easy access to the participants.

Further communication might be a barrier, especially for illiterate participants. This entailed getting someone totranslate the necessary information from English to mother tongue.

1.8 Operational Terms

Constituency Development Fund-a constitutional body mandated to manage funds disbursed to Constituencies.

Department for International Development-an international body which tackles global development challenges.

District Focus for Rural Development-an organisation which aims to decentralize parts of Government's decision processes and plan control to the district level.

The Local Authority Service Delivery Action Plan-a participatory approach to development used by local authorities in Kenya while budgeting for the Local Authority Transfer Funds.

Public Finance Management Act-law which regulates financial management in Kenya

Transparency International-global civil society organisation leading the fight against corruption..

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter discusses theories upon which the study is grounded and the literature review surrounding the topic of discussion.

2.2 The Concept of Participatory Communication

2.2.1 Participation

According to Mansuri and Rao (2013), concept of participation existed in different cultures and civilizations dating back to human history. Participation had an important place in ancient Athens democracy in which policy decisions were performed by the participation of male citizens. The existence of participation as an important component of public life has long been traced to about fifth century B.C, among Hindu and Buddhist followers in South Asia. In Islam, participation has had significant place in the community life since the Quran requires the decision of community affairs with mutual consultation 'shura' of the community. In pre-European slavery and colonization of Africa, the idea of participation was acknowledged in the Zulu community of South Africa and Akan people in West Africa; the power of the chief was restricted by the council's decisions that represent the community (Mansuri & Rao, 2013).

Participation is the involvement of ordinary people in a social change process. It ensures that stakeholders have a chance to share knowledge, exchange ideas and knowledge, define their problems, identify the desired course of action, plan and implement lasting solutions to those problems (Hancock, 2006). Participation is an effective way of achieving predetermined goals defined by either the members of a community or by stakeholders external to the community involved. It is a process that ensures that people are empowered to identify the challenges they face, come up with action plans for resolution, think of a desired way forward, implement and own the solutions to those problems (Crawford & Langston, 2013).

The World Bank learning group conceptualized participation as a process through which stakeholders influence and share control over development initiatives and the decisions and resources which affect them (World Bank, 1996). Therefore, participation can be summarized as a social change process that involves people in identifying problems, designing plans and implementing decisions and evaluating results that affect their lives and determine their destiny. It is a development activity involving marginalized groups, once blamed for their low status, in development.

According to (Mansuri & Rao, 2013) participation was conceived as citizens' involvement to make decisions in a mutually dependent and deliberative ways. It was considered as a method of decision making and process of developing compassion for others' outlook and learning accountability for public interest. Thus, participation has a vital educative role both at the individual and community levels. At the individual level, participation enables individuals to become public citizens and at the community level, it helps members develop a sense of belongingness.

In the Kenyan context, like in many other countries, participatory development began with and was for a long time confined to community development projects (Wakwabubi & Shiverenje, 2003). Kenya attempted to institutionalize decentralized planning and implementation of its programmes as early as the 1960s through Sessional Papers. The most elaborate was the District Focus for Rural Development (DFRD) Strategy which became operational in 1983. However, the strategy emphasized involvement of central government field workers in planning and implementation of programmes. This, as Chitere and Ireri (2004) note is contrary to the conception of the participatory approach.

A landmark event in the evolution of participatory development and law in Kenya was the enactment of the Physical Planning Act in 1996. The statute does provide for community participation in the preparation and implementation of physical and development plans. However, its major shortfall is the lack of the critical element of community sensitization on their roles. Physical planning is also centralized in major towns and thus communities residing in remote areas remained marginalized in participatory planning (Okello et al, 2008). The Local Authority Service Delivery Action Plan (LASDAP) and Constituencies Development Fund (CDF) have been the main vehicles of community participation at the

local level. The LASDAP was introduced in 2001 through a ministerial circular whilst the CDF was established in 2003 through the CDF Act of Parliament. The LASDAP are three year rolling plans that are required to have a poverty focus with priority areas in Health, Education and infrastructure (Kibua & Oyugi, 2006). The CDF Committee (CDFC) members are selected by the local MP, although a framework detailing the categories of representation is legally provided for. The typology of participation by Pretty (1995) focuses on the following levels and characteristics as shown in table 2.1:

Table 2.1: Typology of Participation

Level	Characteristics of each type
Passive Participation	People are only informed about the intervention by the implementer, without their views being sought about it.
Participation in Information Giving	People answer questions posed by experts but findings are neither shared with them nor checked for accuracy
Participation by Consultation	Problems and solutions are defined by experts, but may modify them after the people are consulted. Experts are not obliged to take on board the people's views.
Participation for Material Incentives	People provide resources, e.g. labour, in return for food, cash or other material incentives but have no stake in prolonging the activities at the end.
Functional Participation	People form groups to meet predetermined project objectives. The groups tend to depend on external initiators and facilitators, but may become self-dependent.
Interactive Participation	People participate in dialogue leading to action plans and the formation of new groups or strengthening of existing ones. Groups take local decisions and contribute to maintaining structures.
Self-Mobilization	People take initiatives independently to change systems and develop contacts with external institutions for resources and technical advice, but retain control

Level 1, 2, 3 and 4 in the above typology represents participation as a means to an end while the next three levels portray participation as an end in itself. Participation on the first four levels does not yield sustainable development and is merely a means for the development agencies to purport inclusion and participation. The next 3 levels indicate participation and how it is applied to ensure all the players in the projects are involved in projects at all levels and that there is no group that feels left out in the communication process.

2.2.2 Communication

Communication in development is a process of creating and stimulating understanding as the basis for development rather than information transmission. Communication is the articulation of social relations among people. No matter how beneficial any practices are, people should not be forced into adopting them, instead encourage the people to participate rather than adopt new practices (Sacky, 2014). The purpose of communication should be to make something common, or to share meanings, perceptions, worldviews or knowledge. In this context, sharing implies an equitable division of what is being shared, which is why communication should almost be naturally associated with a balanced, two-way flow of information.

The success of communication is based on an integrated and multi-sectoral approach to communication especially in development. Rural communication or what is referred to as communication to the vulnerable in the society is defined by communication based on a research on the audience. This means that there has to be a clear understanding of the people that one is dealing with and consideration of what mode of communication works for them. There is also need to train the development workers to appreciate the need and the benefit of participatory communication. Decentralization of the communication system is also fundamental in the success of participatory communication as this will enable the community to develop a sense of ownership in the projects being initiated.

In a paper by (DFID, 2010), it was indicated that communication is fundamental for the success of aid funding. Aid to developing countries is important but its effectiveness depends on how it is received by the beneficiaries. This means that for any organization that is offering aid, communication and precisely participatory communication must be an agenda they look into consciously.

2.2.3 Participatory Communication

Among different conceptions about participation and participatory communication, two approaches are widely accepted by development practitioners and scholars. These are Freire's dialogical pedagogy and the UNESCO's ideas of access, participation, and self-management. A development project calling itself participatory, accepts these core principles

of democratic communication process in development endeavours (Servaes & Malikhao, 2008).

Freire's concept of dialogue is central to the notion of participatory communication, empowerment and development / social change. The oppressed people must be engaged in dialogue to free themselves from subjugation, discrimination, alienation and disempowerment or dehumanization (Freire, 2005). Freire (2005) argues that with dialogue the poor could critically aware of their situation in the community and reflect on their status that in turn inspire them to liberate from cultural, social, economic and political injustices. Dialogue is the central feature of participatory communication necessary for true participation. Freire's insistence on dialogue as the heart of social change for a group based communication underplays the role of mass media and information communication technology in facilitating dialogical communication.

According to Chowdhury (1996), participatory communication refers to theory practices of communication used to involve people in the decision-making of the development process. The concepts of community development and community participation took shape in the 1950s. From the situation in the 1950s, when community development was perceived to be synonymous with community participation, the situation has now changed to one in which it appears to be no clear understanding of the relationship between the two (Abbott, 1995).

Bessette (2004) notes that participatory communication is viewed as: a process and a dialogue. Most importantly, this definition focuses the role of media i.e. both mass and community for dialogue similar to interpersonal communication. This is different from the Fliert (2005) perspective of participatory dialogue in which the role of media is downplayed. In such perspective emphasis was given for interpersonal communication only. According to Tufte & Mefalopulos (2009) participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment, especially for those who are most vulnerable and marginalized.

According to the Citizen's Handbook (2012), Citizen Participation in Kenya finds its early roots in development projects that benefited local communities. The Kenyan Constitution (2010) provides a strong legal framework for citizen participation. Citizen participation is a

core part of the Constitution. It starts with Article 1, which states that all sovereign power is vested to the people of Kenya. The exercise of this power occurs at the national and county levels either directly through citizen participation or indirectly through democratically elected representatives. The Constitution makes citizen participation a central part of Kenya's governance. Article 10(2)(a) states that "participation of the people" is one of our country's values and principles of governance. Article 232(1) (d), meanwhile, instructs public servants to include citizens "in the process of policy making." (The Kenya Constitution,2010).

According to Yoon (2004) participatory communication has various elements that include one focus on power inequalities. This means that all groups in the initiative have to be equal players and this has to be a priority of the leaders to ensure that all the players feel involved in the initiative. Another aspect is building collective action in communication. This means that while people communicate on a project or initiative that they are undertaking together they have consensus when they communicate or send out any information that they need to. The other important aspect is building short term campaigns with long term goals strategy. This means having a communication plan that feeds into the future plans or strategy of the initiative. It should also have very clear aspects of flexibility where communication plans and strategy are able to change under various circumstances in time.

According to Fliert (2006) participatory approaches have undergone several waves of interest within development community since the 1970s. The practice of participatory research and extension under a variety of models, all underpinned by the principles of participatory communication, has been accompanied by debates on what is "genuine participation" and how different types of participation suit different development objectives. Participatory approaches gained momentum in the 1980s and1990s and have evolved into a rich field standing in stark contrast to models and theories of the first development decades. Despite its widespread use, however, the concept of participatory communication is subject to loose interpretation that appears at best to be variable and contested and at worst misused and distorted (Servaes, 1999).

It is very fundamental as there is need to have the buy in and the support of the beneficiaries and specially to ensure that the aid responds to the needs of the people. It has been argued that participatory communication is fundamental for ownership, accountability and also

ensuring a right based approach to development. Similarly, the importance of ownership of CDF funded projects by the citizens is that it addresses the issues of inequality; it promotes people's rights to government services as well as giving them a chance to participate in decision making processes in regards to the projects. DFID has attributed the success of their development aid to involvement of the people in decision making throughout their projects they have indicated that they aim at responding to the needs of the people rather than implementing projects just based on their priorities (DFID, 2010).

2.3 Constituency Development Fund

The Constituency Development Fund (CDF) was established in 2003 under the Constituency Development Fund Act 2003 and the amendment in the CDF Amendment Act 2007 (TISA, 2011). Itsprimary objective was to address poverty at grassroots level by dedicating at least 2.5 per cent of the government's ordinary revenue to grassroots development. In 2013, following the adoption of a new constitution (in 2010), the Act was modified again with the aim of allowing the people at the constituency level to have an opportunity to participate in the development especially at the local level (Mwenzwa, 2007).

2.4 The Concept of Participatory Communication, Transparency and Accountability

2.4.1 Understanding Transparency

In a research carried out by Professor Guy Seidman in Journals and Law Review databases primarily of United States and Canadian publications, the term transparency is said to have "mushroomed" in recent years in the regular vocabulary of jurists. He found that the term appeared in these legal writings 87 times in 1990, increasing in ten years to 1,023 in 2000 and more than tripled to 3,431 in 2010 (Seidman, 2011).

The Asian Development Bank (1995) defines the term as "the availability of information to the general public and clarity about government rules, regulations and decisions." This definition is similar to that preferred by Transparency International (TI) (the Berlin based anti-corruption organization founded in 1993). According to TI, transparency means "a principle that allows those affected by administrative decisions, business transactions or charitable work to know not only the basic facts and figures but also the mechanisms and

processes."123 They view transparency as a duty of civil servants, managers and trustees to act "visibly, predictably and understandably.

According to Fenster (2010), the concept of transparency has two intertwined meanings as an administrative norm. First, it can refer to those constitutional and legislative tools that require governments to disclose information in order to inform the public and create a more accountable, responsive state. Secondly, the term can be used metaphorically to recognise and decry the distance between the public and the state, and to call for efforts to make the state thoroughly and constantly visible to the public.

Generally, transparency implies openness, communication and accountability (Chapman, 2000).It is a metaphorical extension of the meaning a transparent object is one that can be seen through. With regard to the public services, it means that holders of public office should be as open as possible about all the decisions and actions they take. They should give reasons for their decisions and restrict information only when the wider public interest demands it (Chapman, 2000). Radical transparency in management demands that all decision making should be carried out publicly. All draft documents, all arguments for and against a proposal, the decision about the decision making process itself, and all final decisions, are made publicly and remain publicly archived. For instance, Article 12 of the Charter for the Public Service in Africa demands that:"Administrative decisions shall always be taken in accordance with transparent, simple and understandable procedures, while ensuring accountability".

2.4.2 Understanding Accountability

Accountability is said to be one of those golden concepts that no one can be against (Bovens, 2008). People usually accept the idea that public authorities should account publicly for the way they exercise their mandate and use public money. Although accountability is widely believed to be a good thing, the concept is highly abstract and it is often used in a very general way (Hulme& Sanderatne, 2008). In a broad sense, accountability is often considered as an inherent part of good governance or even sometime used interchangeably with good governance. Thus, from a good governance perspective the absence of accountability of government results in bad administrations and poor provision of services (Fox Meyer, 1995).

A typical definition is that accountability concerns the processes by which those who exercise power whether as governments, as elected representatives or as appointed officials, must be able to show that they have exercised their powers and discharged their duties properly. Fox Meyer (1995) defines accountability as the "responsibility of government and its agents towards the public to achieve previously set objectives and to account for them in public" It is also regarded as a commitment required from public officials individually and collectively to accept public responsibility for their own action and inaction. In this case, the burden of accountability rests on each public functionary to act in the public interest and according to his/her conscience, with solutions for every matter based on professionalism and participation.

From this definition is a myriad of legal, oral and ethical obligations that come with the occupancy of any public office (Sarji, 1995). In short, it is the obligation to carry out assigned activities in a responsible and responsive manner, and being held answerable for success or failure. Accountability in the public service brings about the question of bureaucratic responsibility. Internal accountability means that at each level in the hierarchical organization, public officials are accountable to those who supervise and control their work. On the other hand, external accountability means answerability for action carried out and performance achieved to other relevant and concerned authorities outside his/her department or organization. Accountability is therefore an ethical virtue, since ethics concern principles and rules that govern the moral value of people's behaviour. Improving ethics is crucial to enhancing accountability and vice-versa (Sarji, 1995).

2.4.3 Participatory Communication, Transparency and Accountability

Transparency is generally defined as the open flow of information between parties.Accountability is a radial concept that has two essential aspects: responsibility and sanction that is linked with non-compliance. The notion of accountability includes the obligation of public officials to report on their decisions and to justify them in public and, on the other, the ability to sanction politicians and officials (Holzner & Holzner, 2006; Piotrowski, 2007). Participation on the other hand refers to the quantity, quality and diversity of input of stakeholders in different areas such as public resources. Transparency provides stakeholders with knowledge about the processes, structures and products of the government.

In our case, it would focus on the funds. Greater transparency and participation are often considered to operate side by side (Welch, 2012).

Transparency is linked with accountability, as it allows people to monitor the quality of public services and encourages public employees to satisfy citizens. Transparency is one of the fundamental moral claims in democratic societies, with the people's right to have access to government resources (Pasquier & Villeneuve, 2007). Second, transparency is one of the practical measures taken to curtail corruption, acting as a deterrent against corrupt behaviour by promoting citizens' vigilance, thus deterring public officials from misusing public resources to attain private gain (Florini, 2007). O'Neill (2006) observes that it can thus serve as a strategy to deter corruption and correct poor performance and this will be possible by involving all the relevant parties.

2.5 Participatory Communication in Transparency and Accountability

Transparency is linked with accountability, as it allows people to monitor the quality of public services and encourages public employees to satisfy citizens. Participatory communication can be called a preset of community participation. What participatory communication does is to add value to the participation of communities. It is through communication that communities participate in decision making in issues that affect them. The first step in participatory communication is to define what the means is in the context of the community that one is dealing with. It is also important to develop what will be the rules of engagement and what the structures for the communication processes will be until the specified mission is accomplished. From the beginning of the process of participatory communication it is fundamental to have genuine partnership that allow for seamless communication. Communication processes should act as an avenue to aid transparency, development of strategy, assessment, capacity building, measuring progress, initiating evaluation and making changes (Allen,2002).

The steps to an effective participatory communication that engages the community should be: development of a shared understanding of community participation, establish the current position, identify issues and needs to be addressed, agree on action plans and review progress (Danny et.al, 2004). What is clear is that community participation is a process. It may be different in various settings but has to have a defined process.

There is a greater desire to use the media and communication for development purposes and to ensure that communication has been deliberately structured to support development, especially with the changes in the political arena globally that have embraced a participatory leadership strategy. The main objective of development communication is to employ the strategies of communication so that they are part of improvement or change in development. This happens through involvement of the people with an aim of ensuring that the people understand the development agenda and what role or responsibility they play in the agenda (Lennie & Taschi,2013).

2.6 Participatory communication in promotion of transparency and accountability

According to Robert (2008) there is a huge communication gap between the modernized elite sector and the vast majority who live in peasant farming, the informal economy or on the verge of survival. If the modernized sector has a wealth of newspapers, magazines and better broadcasting, little of this 'wealth' of information reaches the grassroots. The agricultural extension services and health education services have offices in the regional and district towns, but little of this information is getting to people in local communities and even less is actually brought into the rhythm of their lives. The people live largely through their local, indigenous knowledge and forms of communication. How will the information of the technical sector become part of the knowledge of the people?

He has further established that nowhere is this gap more evident than in the realm of politics. The people at the grassroots generally know little of what their political leaders are doing and make few demands on them. Political leaders, for their part, generally see their election as an opportunity for personal enrichment or to help their clienteles following, through legal or illegal means. Few see their election as a mandate of accountability to their electors. How is this gap to be closed so that the people at the grassroots in Africa become truly 'citizens' influencing the decisions of their nations? There are no easy solutions. The basic structure of communication is still the top-down control system of the colonial period. The colonial masters certainly did not invite the people to tell them what to do and they did not encourage the people to communicate too much among themselves. The system of district and regional commissioners established in the colonial period is still the dominant structure for creating silence and 'non-communication' at the grassroots.

2.7 Application of Participatory Communication

In his study, Robert (2008) reviews some of the ways used to incorporate participatory communication in implementing projects. First is building on the knowledge of the locals. Communication process must begin with the search for information by the locals themselves. Outside advisors need to be attentive to the initiatives of the locals themselves who know their wants. A second dimension of the communication model is that the most important flow of information is the horizontal exchange of ideas among locals themselves. Usually there are ready community organizations and networks of informal information exchange. Third we have the trained professionals and leadership living in the communities. A fourth dimension of the communication process is a much more active use of radio and other media not as an extension of the lecture method but as an inter-communicator among local's groups. Radio has the advantage of being immediately present to listeners and of being inexpensive to broadcast and to receive. Radio broadcasts are very flexible to produce and with new mobile technologies can broadcast directly from the locals' groups.

The model of participatory communication argues that the point of departure must be the community (Servaes & Malikhao,2007).It is at the community level that the difficulties of living situations are discussed and exchanges with other communities are introduced. Within communities that are side-lined, there is marvellous potential that is not tapped to use communication for common good (CFSC, 2008). When the people who are most affected by social inequity have the confidence and abilities to access, manage and control the procedures, tools and content of communication, development efforts are more sustainable and effective (CFSC, 2008). It is also indicative of an urgent need to deal with the penalties of underdevelopment and to involve citizens in meaningful interactions with message makers and governments.

The most advanced form of participation is self-management. They contend that this principle infers the right to contribution in the planning and production of media content. However, they add that one of the vital interferences to the decision to adopt the participation strategy is the danger of existing hierarchies. Yet, participation must prevail in the sense that the viewpoint of the local people is considered before the resources for development projects are allocated and distributed and that their suggestions for changes in the policy are taken

into consideration (Servaes & Malikhao,2007). Participatory communication for development is based on the premise that development programs would be relevant, effective and sustainable, provided people are actively involved in the programs (Chitnis,2005). Freire insists that people who are dominated must be treated as fully human subjects in any political process. This implies involvement in dialogue communication and action.

It is important to have a process of dialogue between people's organizational networks and national governing elites and other major power holders. Allowing people's organizations to realize their goals is not a threat to their power rather; this dialogue argues that a pluralistic power structure which negotiates the mutual benefits on all issues is for the benefit of all.

2.8 Factors of Participatory Communication, Accountability and Transparency

Practices and behaviours contributing to participatory communication, accountability and transparency, are many but this paper emphasizes thefollowing: corruption, conflict of interest and human resource management malpractices.

According to Cipe (2008) corruption threatens the economic and political fortunes of developing countries the most. Bribery, conflict of interest, and illegal deals impose heavy costs on the economy while distorting development policies and undermining confidence in public institutions. He broadly defined corruption is the abuse of entrusted power for personal gain. Corruption is one of the most serious unethical practices that undermine trust and confidence of public officials. Public confidence can only be reclaimed by establishing a reputation of integrity. Corruption has multiple roots, but generally can be attributed to the poor design of institutions (Cipe, 2008). Some of the deepest roots include the following: Unclear, complex, and frequently changing laws and regulations, Lack of transparency and accountability, low public service salaries and Inadequate, inconsistent, and unfair enforcement of laws and regulations.

A conflict of interest situation arises when the personal interest of an employee is in conflict with his/her official position. This means that the private interest of the employee will lead him to discharge his duties in ways that may not be in the best interest of the organization. According to Williams (1985) conflict of interest denotes "a situation in which an employee has a private financial interest sufficient to influence, or appear to influence, the exercise of

his/her public duties and responsibilities". A primary reason for concern about conflicts of interest is that they reduce public trust and confidence in the integrity and impartiality of public functionaries. In this respect, the appearance of conflict of interest can be damaging as an actual conflict (Kernagham &Langford, 1990). Conflict of interest leads to divided loyalty and in its most serious forum could result in corruption.

Ashour (2004) states that, inappropriate human resource (HR) practices and policies in the public service can actively contribute to malpractices which threaten professionalism, ethical behaviours and transparency. The following are some of the institutional deficiencies in the HRM system that gives rise to malpractices (Ashour, 2004): Failing to state and enforce basic ethical/integrity principles in the overall HRM strategy and policies leaves HRM void of ethical/integrity direction. Failing to outline and enforce limits on political and personal influences, thus safeguarding transparency, allows such influences to penetrate into the HRM decisions. The absence of clearly stated and enforced policies to promote professionalism in HRM allows the whole system to be vulnerable to malpractices and corruption; and a lack of a code of ethics, guiding and enforcing the standards of HRM units and employees can lead to a lack of accountability.

2.9 Theoretical Framework

2.9.1The Participatory Communication Theory

Participatory communication theory provides a communication framework based on dialogue and empowerment. Influenced by Habermas's (2006) notion of communicative action, the theory proposes that dialogue can be used to facilitate the balanced sharing of knowledge leading to the creation of new knowledge and the discovery of the best option for change (Mefalopulos, 2008). The facilitator must ensure that dialogue is used to enable the collective discovery of solutions that can respond to a development problem in a manner that fits the aspirations and abilities of the marginalized (Servaes, 2003).

Influenced by the Freirean concept of empowerment the theory also states that the empowerment of poor people can be achieved through the use of dialogue to build the capacity of the poor to engage in knowledge exchange, and decision making processes (Freire, 1997). Proponents of the theory concur that the prioritization of hitherto marginalized

voices and selection of media and schedule that fit their needs is capable of reversing power imbalances by addressing a key dimension of poverty, social exclusion (Mefalopulos, 2008).

Mefalopulos (2008) states that, the participatory paradigm which claims development as a participatory process of social change has become an option development perspective. Based on the participatory paradigm, development has been perceived as not something that can be imported from western tradition but it is something that can be emerged out of the indigenous culture. According to the theory, participatory process needs genuine participation of the local community and the contextualisation of development works into local cultures and settings (Searveas, 2008).

2.9.2 The theory of Social Exchange

The theory of social exchangeby Thibaut and Kelley (1959) is a social psychological and sociological perspective explaining social exchange between parties. The theory explains the relationships of people either individually or even in a group, the behavior and the interest of the people. The theory holds that social exchanges are defined by the costs and the benefits of the interactions. There is a cost benefit analysis to the interactions. The theory was further advanced by(Homans,1961) who in his argument emphasized on the individual behavior of people in the interactions with each other. Homans had three key concepts of social exchange that he looked into: the success proposition- when one is rewarded through the interaction process and their actions are of benefit they repeat the action; stimulus proposition- if a given stimulus has resulted to reward then response to the stimulus in future is instant. People are reward oriented; deprivation- if the reward becomes too frequent then the value for the reward diminishes and the drive towards the reward lowers. Mitchel (2005) argues that social exchange theory is about the reciprocity rule where it is payment in kind that matters. Positive actions are reciprocated with positive actions while negative actions are reciprocated with negative actions. In his argument, he states that in a social exchange people only consider what benefits them and no one is willing to lose.

According to Hothouse (2013), human beings engage on social exchanges only to maximize their outcomes. There has to be a weight between the costs and benefits in order to define the outcome of the social exchange. Social Exchange Theory which has three phases namely: the expectations level, comparison level and the comparison level of alternatives. In a social

exchange, there is a lot of consideration of options before the decisions of the dynamics of the social exchange are made.

The above theories are therefore a sign of the impact of participatory communication in any project life process. Despite the major theory being participatorycommunication theory these other theories also support the aspect of participatory communication, where not only people are informed they are involved from the initial stages to ensure success.

2.9.3 Review of the Study Theories and its Criticism

The study focused on two theories: the theory of social exchangeby Thibaut and Kelley (1959) and participatory communication theory influenced by Habermas's (2006). The researcher choose the two theories as they are directly involved. Therefore, this research mainly used participatory communication as a theoretical framework, because of the very nature of the research questions and the approaches of the study appears suitable for the theoretical foundation of participatory communication for development. That means the research seeks to study the perception and practice of participatory communication which is best appropriate for the participatory communication theory. The social exchange theory is involved in the study as it brings out the aspect of empowerment, action and reflection and achieving quality of life. However, there are several relationships between theory of social exchangeand participatory communication theory.

Thibaut and Kelley's (1959) theory of social exchangestipulates that individuals participate in mutually dependent relationships, whereby obligations are generated between the individuals or groups involved in an exchange (Blau, 1964). On the other hand, the participatory communication theory claims development as a participatory process of social change for the purpose of community development. Development in this context has been perceived as not something that can be imported from western tradition but it is something that can be emerged out of the indigenous culture (Searveas, 2008)

Based on social exchange theory, reciprocal interdependence occurs via a combination of efforts, opposed to just one individual effort (Blau, 1964). According to Molm (1994) interdependence is believed to foster cooperation among individuals within organizations. Reciprocal interdependence is an important aspect of this study because of the dependent and

transactional nature of social exchange. On the other hand, with regards to participatory communication, development has been understood as a participatory process of social change within a given society, where combined effort is key. This participatory process needs genuine participation of the local community and the contextualisation of development works into local cultures and settings (Mefalopulos, 2008).

The major criticism levelled against participatory communication theory is its idealistic approach to addressing power struggles found in society (Leeuwis, 2000). Leeuwis (2000) has criticized the theory for its reliance on dialogue and empowerment for the creation of a conducive environment for knowledge sharing. He argues that dialogue as a tool for empowerment is too simplistic to address socio-economic challenges faced by the poor in participatory contexts. He states that the poor lack, among other resources, expert scientific knowledge and access to socio-economic resources, which they can use to make and criticize certain validity claims concerning truth, normative rightness and authenticity, hence they often find it very difficult to influence knowledge production processes.

Secondly, Cooke and Kothari (2001) identify a group level tyranny. They accuse the participation paradigm of neglecting well-known social and psychological dynamics of group functioning. As a result, they argue that the neglect of group dynamics often results in the expression of a consensus that reinforces the interests of the already powerful members of the group at the expense of the marginalized. The authors conclude that this pitfall in participation discourse can result in participation providing opportunities to the more powerful.

Lastly, Cooke and Kothari (2001) view participatory methodology as tyrannical. They note that the overwhelming acceptance of the goals and values of participation has obscured consideration of other methods for cultivating development. They perceive the development participatory discourse as methodologically parochial because of its potential to alienate other development methods which have advantages that participation cannot provide (Christens & Speer, 2006.) Cooke and Kothari (2001) further argue that the notion of participatory methods as capable of causing empowerment of local communities is narrow because it does not address the important question of, empowerment for what.

Other advocates of development participatory communication theory have acknowledged the existence of power limitations within development participatory discourse and responded to criticism of the paradigm by proposing various improvements to the theory. In their book Hickey and Mohan (2004) respond to criticisms made by Cooke and Kothari (2001) by suggesting three themes that participation needs to consider in order to re-establish itself as a transformative approach to development. The themes are transformation, the temporal and the spatial, and representation. Responding to criticism of the theory's incapacity to address power dynamics influencing participatory decision-making processes, Hickey and Mohan (2004) postulate that the participatory paradigm can strengthen the bargaining position of poor people in decision making processes by embracing broader moves for political change resulting in transformation.

On the other hand, some scholars have argued the limitations and weaknesses of social exchange theory. For example, Coyle-Shapiro and Shore (2007) comment on the theoretical vagueness and empirical needs of the theory, while Cropanzano, Rupp, Mohler, and Schminke (2001) question the ability of social exchange theory to adequately inform the processes by which positive interactions and workplace relationships occur. However, Cropanzano and Mitchell (2005) suggest social exchange theory is among the most influential conceptual paradigms for understanding workplace behaviour. In their review of social exchange theory, Cropanzano and Mitchell (2005) encourage future research by combining old and new concepts of social exchange theory to workplace relationships. On these grounds, social exchange theory has been used to underpin the study.

2.10 Conceptual Framework

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┌─────────────────────────────┐                      ┌──────────────────────────────────┐
│  ParticipatoryCommunication │ ──────────┬────────▶ │  Community Development Funds     │
└─────────────────────────────┘           │          └──────────────────────────────────┘
                                          │
**Independent Variable**                  │          **Dependent Variable**
                                          │
                          ┌───────────────┴──────────────────┐
                          │  Accountability and Transparency  │
                          └───────────────────────────────────┘
                                   **Intervening Variable**
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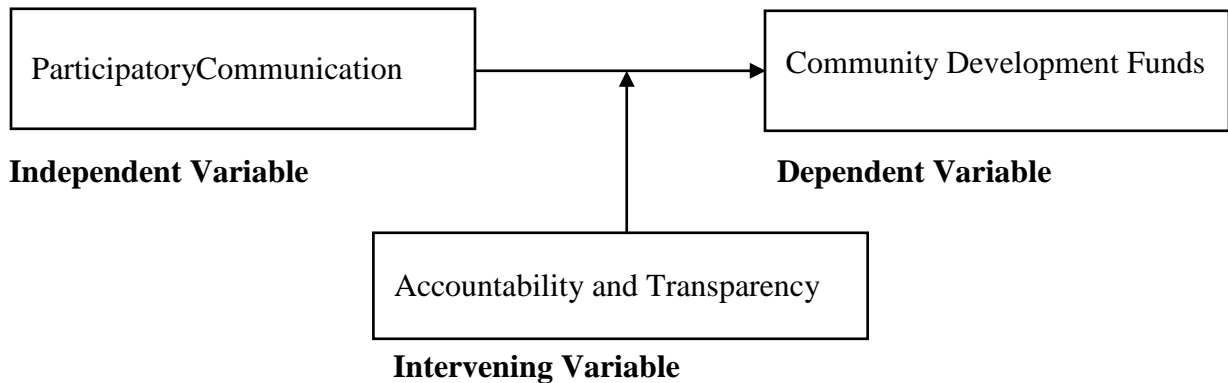
Figure 2.1: Conceptual Framework

2.11 Summary of Literature

From the reviewed literature, participatory communication is an approach capable of facilitating people's involvement in decision-making about issues impacting their lives. It's a process capable of addressing specific needs and priorities relevant to people and at the same time assisting in their empowerment. In fact, participatory communication is a necessary component, consistent with a democratic vision of international development, needed to increase projects sustainability and ensure genuine ownership by the so-called 'beneficiaries'. Promoting the sustainable and systematic use of communication in the development process helps to ensure people's participation at all levels, as part of an effort to identify and implement appropriate technologies and policies for the prevention of poverty.

According to Coetzee (2001) assessment of the reasons for failure of development projects has been traced to the lack of involvement of the people. It is indicated that when people are not involved in development projects then they end up being obstacles to the success of the projects due to the lack of understanding of what the benefit they have in the project is. The level of accountability in development projects is also compromised when there is no participation. Involvement of the people allows room for accountability since they are able to know the details of the project and raise questions whenever there are issues that are not consistent with the project objects.

People centred outcomes are achieved when they understand what projects are on and when they are involved in this project. To enable people centred outcomes there has to be

structures in participation designed to respond to the needs of the people and also to the specific conditions of the people. The positive outcomes of projects are dependent on how well they are involved. When the impact assessment of projects is undertaken beyond the direct economic benefit that the projects have (Bessette, 2004).

From the literature reviewed from the past studies one thing that stands out is the importance of participatory communication in development projects. The researcher by undertaking this study among other things aims at filling this gap by undertaking a critical analysis of participatory communication under the Constituency Development Fund (CDF). Important to note is that in Kenya involvement of the people is a constitutional right and thus by exercising this then it is part of constitutional compliance in development projects.

2.12 Research Gap

Several studies have been conducted in relation to participatory communication touching on the area of constituency development funds. Some of the studies sought to look at the interpretation of the participants on what participatory communication is about (Bagaka,2008). Other studies such as Owuor (2013) focused on the impact lack of participation has on people stating that it brings forth resistance. The findings of a similar study done in Baringo showed that educating people will help address the lack of participatory communication in development projects(Kiptoo, 2011).

The different studies have brought forth different revelations; however, there is no single study that has focused on a new constituency. It is expected and hoped that a new constituency and especially one created in a totally different type of governance where issues of accountability are key, will conduct its issues differently. It is expected that such a constituency will not be managed by the issues of the past corrupt practices which had been encouraged by lack of accountability. The study sought to know if this had played any role in this constituency.

The area of participatory communication and especially at the grass root level has also been least studied. This could be due to the notion that the people at that level have no value to bring on board and projects should be imposed on them. This is another area of concern.Another area that has not been addressed by other studies is other ways in which

beneficiaries can be involved beyond educating them. They should be empowered to the point of suggesting their   projects of preference based on their understanding and interaction with their constituency officials.

Another gap that the researcher identified was the lack of proper breakdown and relationship between accountability and participatory communication. Finally, the study looked at the impact of lack of participatory communication beyond the resistance by locals which has been the conclusion by one of the researchers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

This chapter discusses the research methodology that guided this study. This included the research design, population and sampling, data collection, reliability and validity of the instrument, data analysis and presentation, and ethical considerations.

3.2 Research Approach

This study adopted use of mixed research design to collect quantitative and qualitative data that was also analysed to produce both quantitative and qualitative results. Mixed method involves both quantitative and qualitative instruments. According to Leech and Onwuegbuzie (2008), mixed methods involves collecting, analyzing, and interpreting quantitativeand qualitative data. The design was relevant as the study collected data using both qualitative (interview guide) and quantitative (questionnaire) data collection instruments .

3.3 Population and Sampling

The population of the study was 94105 community members of Emurua Dikirr Constituency. The study focused on 4 wards; Ilkerin, Mogondo, Kapsasian and Ololmasani. All the 4 wards at the constituency were involved in the study.The members of the CDF committee, local administrators, CDF managers and MP were also targeted by the study.

The researcher used Yamane (1967) statistical formula in the selection of community members who were involved in the study. This formula is used to get a representative sample from a population of more than 1000. The selection formula is:

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

Where n= the required sample size

N   = Total population

e   = accuracy level required Standard error = 10%

n   =   94,105

$$1+94{,}105(0.1)^2$$

$$=\frac{94{,}105}{1+941.05}$$

$$=\quad \frac{94{,}105}{942.05}$$

$$=\quad 99.894$$

$$=\quad 100$$

Therefore, a sample of 100 respondents, proportionately distributed across the four wards was used for the study. To get these respondents the researcher visited households. The sample is presented in the table below:

Table 3.2: Sample population

Ward	Population	Proportion	Sample
Ilkerin	35628	0.379	38
Mogondo	19672	0.209	21
Kapsasian	23180	0.246	24
Ololmasani	15625	0.166	17
Total	94105		100

A stratified random sampling wasused to draw the 100 local community members who benefited from the CDF. Purposive sampling was used to select 5 key informants who comprised of 3 committee members, CDF manager and patron.

3.4 Data Collection

The study was based on primary data. The data was collected using a questionnaire (Appendix 1) for the community members and interview guide (Appendix 2) for the key informants. A semi structured questionnaire which contains both open-ended and closed ended questions was used. This ensured that the respondents had not been limited in their provision of information.The questionnaire was organized into different sections focusing on the respondents' background information and other questions in line with the research questions. The interview schedule helped capture information mostly from key informants.

The data collection procedure for this study started with a permit letter from the University research committee allowing the researcher to collect data. The questionnaire was

administered using the drop-and-pick method. The researcher did interviews at a place and date convinient for the informants.The interviews were conducted by the researcher. The proceedings of the interviews were audio-taped and transcribed verbatim. To protect the participants' privacy, the researcher assigned pseudonyms for each participant during the interview transcription.

The researcher contacted the participants, through a one on one talk. A data request letter, duly approved by the University, was attached to the questionnaire and interview schedule, as a way of introducing the researcher, explaining the objectives of the study and guaranteeing confidentiality to the respondents. A pilot study was undertaken to test whether the questionnaire was clear, understandable and easy for respondents to interpret. Data from the interviews were recorded on the schedules by the researcher.

3.5 Reliability and Validity of the Instrument

Validity and reliability of the instrument wasdone using a pilot study. Reliability was done using test retest method where the questionnaire was administered and readministered after a week. The questionnaires were also subjected to a review by the supervisorwho gave changes and recommendations on the instrument to ensure their validity.

3.6 Data Analysis and presentation

Quantitative data was analyzed using descriptive statistics. This involved frequencies, percentages, mean and standard deviation. The data collected was edited and coded. The analysed data was then presented by use of tables, graphs and charts. SPSS was used in generating the descriptive statistics. For qualitative data, content analysis was used. This involved grouping data into themes based on the variables of the study. The findings were presented in prose form.

3.7 Ethical Considerations

In conducting this research, the rights of the respondents involved in this study gotdue attention and respect. All these ethical issues were carefully considered in the course of this study. After successfully defending the project proposal, the researcher was issued with a Certificate of Field Work (Appendix 3). The project was tested for palgiarism and the researcher was awarded a Certificate of Originality (Appendix 4). Upon presentation of the

findings to the University examination panel, the researcher was issued with a Certificate of Corrections (Appendix 5). Interviews were made confidential during the reporting of the research results.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Overview

This chapter presents analysis of data and interpretation of the findings. The data analysis and the interpretations were done as per the objectives of the study. This chapter therefore flows from the study objectives; factors that contributes to accountability and transparency of CDF at Emurua Dikirr Constituency, to investigate the importance placed on participatory communication as a way of promoting accountability and transparency by project initiators and beneficiaries of Emurua Dikirr Constituency, and to find out the extent to which Participatory communication is applied in project cycle in Emurua Dikirr Constituency CDF.

The researcher used both qualitative and quantitative methods of analysis.Under qualitative analysis, the researcher dealt with non-empirical data which only relied on theory and hence did not involve any observation or experimentation, while on quantitative analysis, it involved empirical analysis of data that had been observed and experimented. The collected data was summarized via the descriptions of a graph, tables, pie charts, mean and standard deviation.

4.2 Response Rate

From the sample of 100 respondents, 78 questionnaires were filled and returned giving a response rate of 78%. According to Mugenda and Mugenda (2003) ,a response rate of above 70% and over is excellent hence the response rate is excellent.

Table 4.3: Response Rate

Response	No	Percentage
Filled and returned	78	78.0
Not returned	22	22.0
Total	100	100.0

4.3 Background Information

The study sought to find out the demographic information of the respondents which includes, gender, age of the respondent, occupation and level of education.

4.3.1 Gender of the Respondent

The respondents were asked to indicate their gender. Gender issues are generally very significant in the choice of occupation given that male and females are socially oriented differently predisposing them to differ greatly on gender roles. The results were as shown by figure 4.2.
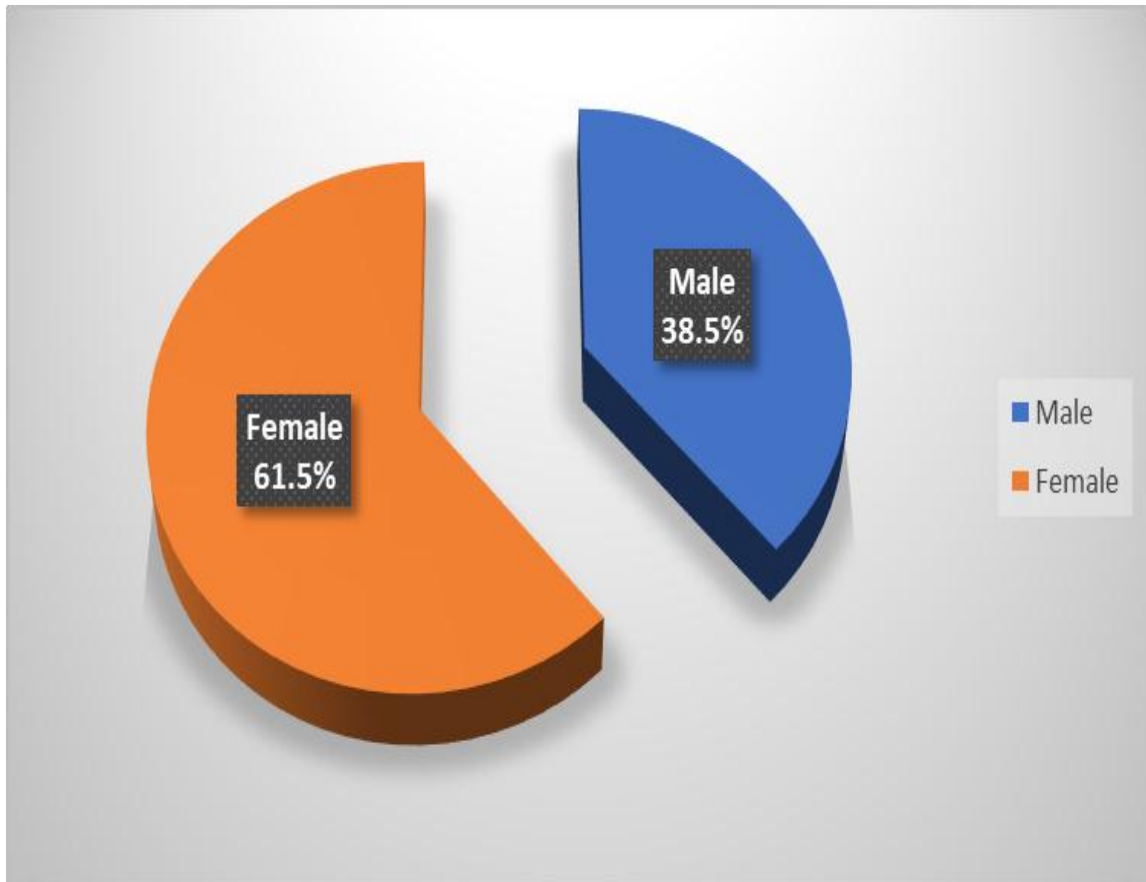
Figure 4.2: Gender of the Respondent

Figure 4.2 indicates that 38.5% of the respondents were male and 61.5% of the respondents were female. This depicts that majority of the community members in Emurua Dikirr Constituency are female. Given that the constituency is a rural one, women are expected to be more than men given that men leave their wives and families in the villages for greener pastures in the urban areas. The Key informants were found to be mainly male given that male dominate leadership in CDF which is highly political.

4.3.2 Age of the Respondents

The respondents were requested to indicate their age. The results were as shown by figure 4.3.
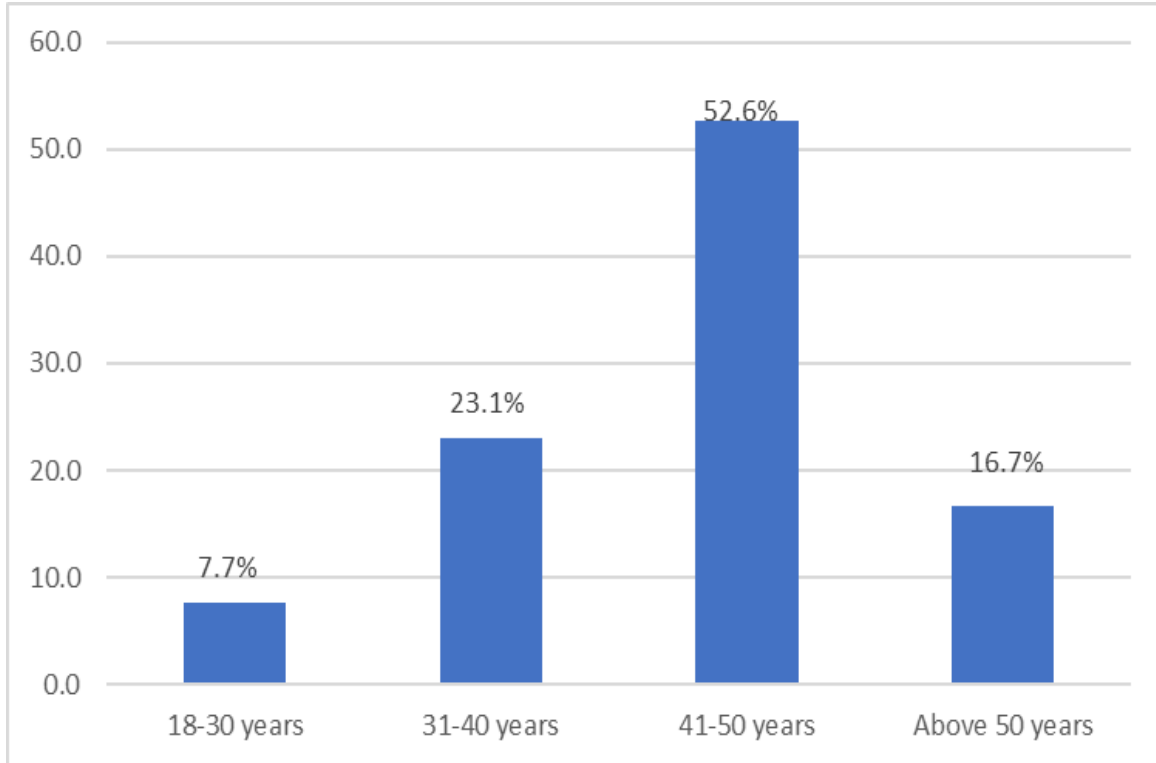
Figure 4.3: Age of the Respondents

Figure 4.3 shows that 52.6% of the respondents were aged between 41 and 50 years. 23.1% were aged between 31 and 40 years, 16.7% were aged above 50 years while 7.7% were aged between 18 and 30 years. This depicts that most of the respondents who participated in this study were aged more than 40 years. Majority of the people in rural areas are aged above 40 years given that at the age people have tried to earn a living in the urban areas and when things get tough they go back home where they settle. The young people (below 30 years) mainly go the the urban areas for search of education and jobs hence the smallest group. Majority of the key informants were aged 31 years and above. This is a group of experienced people who may have tried working elsewhere and gained some working experience, hence selected to participate in local projects implementation.

4.3.3 Participant's Occupation

The results were as shown by figure 4.4.
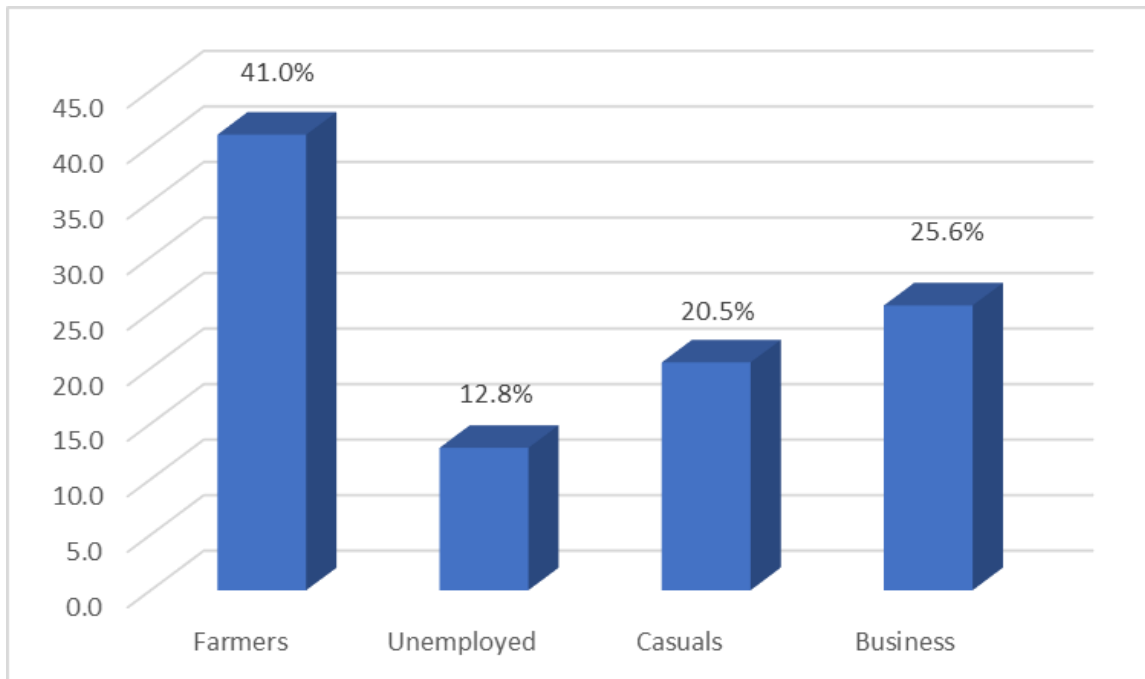
Figure 4.4: Occupation

Figure 4.4 indicates that 41% of the respondents were farmers. 25.6% were in business, 20.5% were casual labourers while 12.8% were unemployed. This showed that majority of the community members are farmers which is the main economic activity in the riftvalley.

4.3.4 Level of Education

In addition, the respondents were asked to indicate their highest level of education. The results were as shown by figure 4.5.
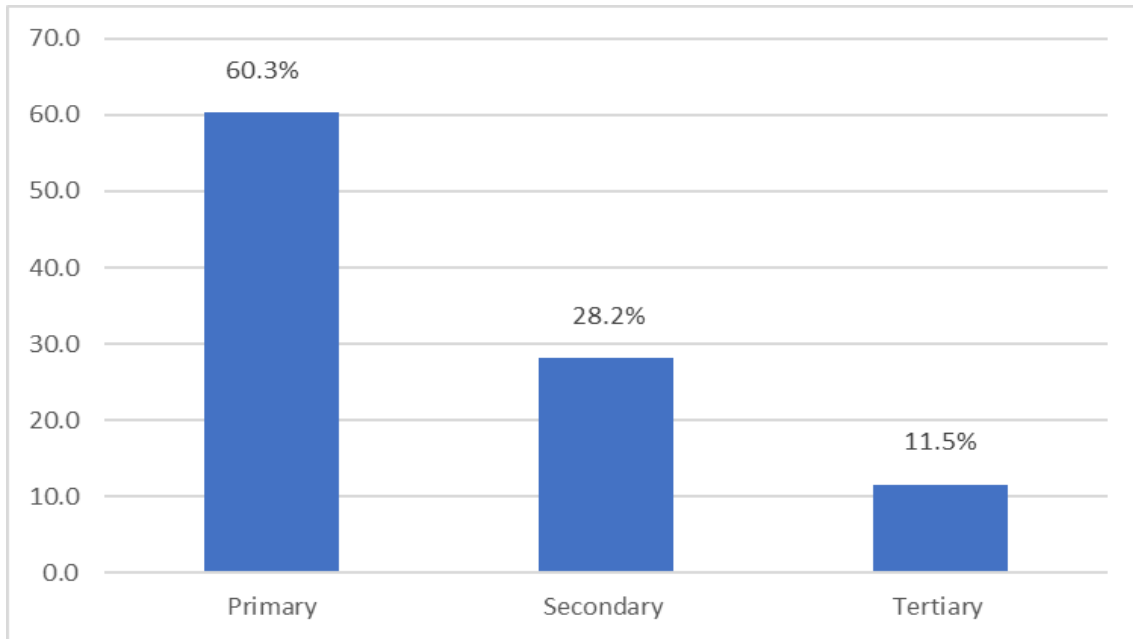
Figure 4.5: Level of Education

Figure 4.5 shows that 60.3% of the respondent had attained secondary education, 28.2% had attained primary education and 11.5% of the respondents had reached tertiary level. This depicts that majority of the community members in Emurua Dikirr had not gone beyond primary school.Findings from the interviews showed that the Key informants had at least secondary education. This is because the educated can take up leadership positions in the community given the low level of education in Emurua Dikirr constituency.

4.4 Factors contributing to accountability and transparency

The first objective of the study was to find out factors contributing to accountability and transparency at Emurua Dikirr CDF.

4.4.1 Accountability and Transparency

The respondents were requested to indicate their level of agreement on statements relating accountability and transparency. The findings are tabulated in Table 4.4.

Table 4.4: Accountability And Transparency

Statement		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Std. Deviation
The Emurua Dikirr CDF committee can be relied on to keep its promises	Frequency	3	5	7	41	22	3.9487	0.7897
	%	3.8	6.4	9.0	52.6	28.2		
Sound principles guide the behaviour of the Emurua Dikirr Constituency CDF committee	Frequency	5	8	10	38	17	3.6923	0.7385
	%	6.4	10.3	12.8	48.7	21.8		
The Emurua Dikirr CDF committee wants to understand how its decisions affect the people.	Frequency	1	5	3	45	24	4.1026	0.8205
	%	1.3	6.4	3.8	57.7	30.8		
The Emurua Dikirr CDF committee provides information that is useful to the people before making decisions.	Frequency	2	4	9	30	33	4.1282	0.8256
	%	2.6	5.1	11.5	38.5	42.3		
The Emurua Dikirr CDF commitee is accountable and transparent for its actions.	Frequency	13	49	5	7	4	2.2308	0.4462
	%	16.7	62.8	6.4	9.0	5.1		
The Emurua Dikirr CDF committee provides accessible information on what it is doing and why it is doing it.	Frequency	26	37	11	3	1	1.9231	0.3846
	%	33.3	47.4	14.1	3.8	1.3		
The Emurua Dikirr CDF committee is open to criticisms.	Frequency	36	20	10	9	3	2.0128	0.4026
	%	46.2	25.6	12.8	11.5	3.8		
The Emurua Dikirr CDF committee freely admits when it has made mistakes.	Frequency	19	37	12	7	3	2.2051	0.4410
	%	24.4	47.4	15.4	9.0	3.8		

Table 4.4 shows that 52.6% of the respondents agreed that the Emurua Dikirr CDF committee can be relied on to keep its promises supported by a mean of 3.9487. However 62.8% of the respondents disagreed that sound principles guide the behavior of the Emurua Dikirr constituency CDF committee, represented by a mean of 2.2308. 57.7% of the respondents further agreed that the Emurua Dikirr CDF committee wanted to understand how

it's decisions affected the people with a mean of 4.1026. 42.3% strongly agreed that The Emurua Dikirr CDF committee provides information that is useful to the people before making decisions. 62.8% disagreed that the Emurua Dikirr CDF commitee was accountable and transparent for its actions with a mean of 2.2308. 47.4% disagreed that the Emurua Dikirr CDF committee provides accessible information on what it was doing and why it was doing it with a mean of 1.9231. 46.2% strongly disagreed the Emurua Dikirr CDF committee was open to criticisms with a mean of 2.0128. 47.4% disagreed that the Emurua Dikirr CDF committee freely admitted when it had made mistakes with a mean of 2.2051.

The results from the interviews showed that the committee is a development army in the sense that they are fighting any issues related to transparency and accountability against CDF committee and how the funds are spent. The community leaders consider themselves as living in a war zone as far as accountability and transparency is concerned. Development communication is a dissemination of development related information to the public.It is an important factor that contributes to accountability and transparency of CDF at Emurua Dikirr Constituency and indicates that information should be disseminated at the right time and when needed. Another important factor that contributes to accountability and transparency of the CDF committee is to inform and motivate the stakeholders about the development plans.

The interviews further showed that community leaders admitted that the major problem is that they do not practice communication scientifically as there are times that they work without communicating with the local community. The professionals do not work on awareness creation after the project design is approved for the local community and these gaps have led to failure of some of some projects. This concured with the community leaders who indicated that communication in their context is giving orientation about the relevance, dimension, procedure and duration of the projects and it is used to convince the local community to participate in the project.

Key informants interviewed indicated that at times they practiced participatory communication which is achieved through gathering the stakeholders and engaging in discussions about the project types, their roles and responsibilities and the process of the project life span. This helps in orienting the beneficiaries of development projects about the relevance of the projects and informing them about their potential contribution and

responsibility. In addition, community leaders noted that some of the ways to make communication effective is by calling barazas meeting and organising road shows within the community. This implies that the system put in place in the constituency encourages proper use of the CDF funds. However, the management of the fund in this jurisdiction should work towards perfecting the service delivery.

4.4.2 Reliability of Accountability and Transparency Components

The respondents were asked to indicate whether the components of accountability and transparency were reliable. The results were as shown by the figure 4.6.
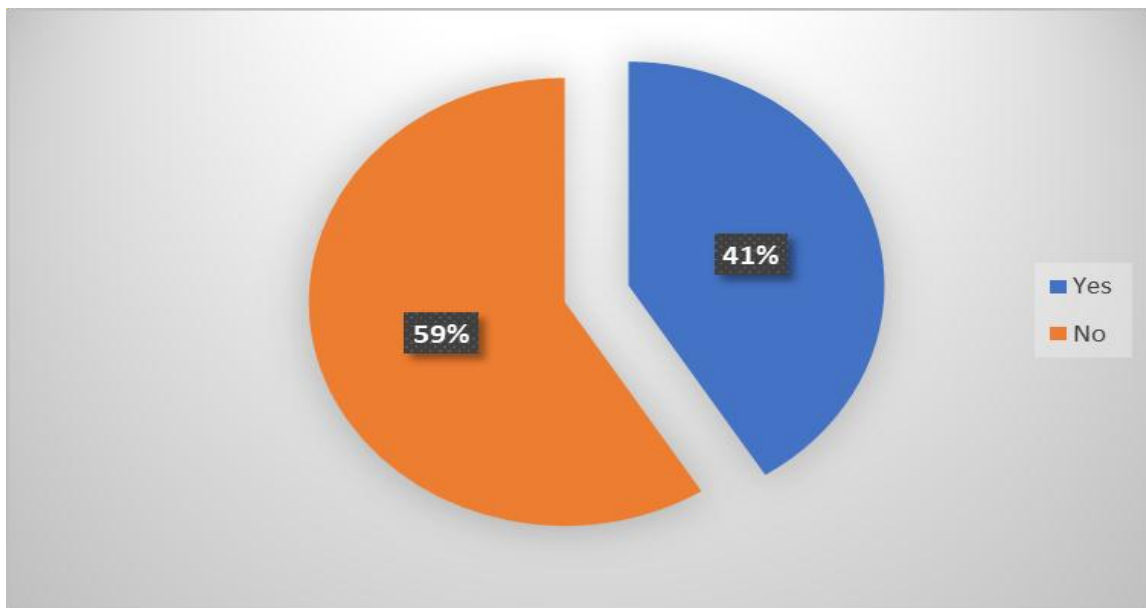
Figure 4.6: Reliability of Accountability and Transparency Components

Figure 4.6 shows that 41% of the respondents agreed that components of accountability and transparency were reliable but 59% indicated otherwise. This means that from the community's perspective the accountability systems were unreliable. This differed with key informants who indicated that transparency levels had increased because the local people were aware of the projects being done and the amount of money allocated for the projects. Participatory communication gives the local people democratic process of deciding which projects should be implemented in their constituency.

From the findings, CDF has improved economic and social growth in Emurua Dikirr Constituency through bursary funding to students who are incapable of paying school fees, digging bore holes to provide the community with water and building classrooms among

others.This portrayed that most of aspects on transparency and accountability were reliable. This contradicted with residents who argued that transparency has diminished because CDF committee are not open and approachable hence hindering people from asking CDF related questions. For instance, the residents gave an example that there was a time the people in a village wanted water, but instead a classroom was built for them against their wishes. This scenario infers that as much as the people are aware of the projects being undertaken, there's minimal or no involvement at all when it comes to implementation of the projects.

4.4.3 Initiatives that factor in accountability and Transparency

In relation to initiatives that factor in accountability and transparency, the participants indicated that transparency is an indispensable aspect of accountability: effective accountability requires a statement of goals, transparent decision-making and relationships as well as honest reporting of resource utilization and achievements. This will emphasize the honesty and efficiency with which resources are used or the impact and effectiveness of the work. Further, they indicated that access to relevant and timely information about activities facilitated by CDF is crucial to ensure that internal and external stakeholders can hold the organization to account.

In addition, the respondents indicated that the concerns over confidentiality and privacy are legitimate, but a wealth of information can still be made available to stakeholders and the wider public. This concurs with Piotrowski (2007) who indicates that the notion of accountability includes the obligation of public officials to report on their decisions and to justify them in public while giving the citizens the ability to sanction politicians and officials. In addition, Pasquier and Villeneuve (2007) notes that transparency is one of the fundamental moral claims in democratic societies, with the people's right to have access to government resources.

Persuading the stakeholders by giving orientation about the relevance, dimension, procedure and duration of the projects is another initiative that enhances accountability and transparency. It is used to convince the local community to participate in the project. The administrators further indicated that at times they gather the stakeholders and engage them in discussion about the project types, their roles and responsibilities in the process of the project life span. This helps in orienting the beneficiaries of development projects as well as about

the relevance of the projects thus informing their potential contribution and responsibility. This concurs with Chowdhury (1996) who argues that participatory communication refers to theory practices of communication used to involve people in the decision-making of the development process.

The respondents claimed that communication is not taken as a critical component of the development work in Emurua Dikirr CDF projects. For example, the respondents interviewed indicated that at times they work without communicating with the local community and that they conduct baseline study without communicating with the local community. In addition, they indicated that they do not work on awareness creation after project design is approved for the local community which at times leads to project failure. This conquers with professional's sentiments that coordinating information flow between the constituents and the CDF management enhances transparency and builds trust with local people and this gives them the courage to ask the CDF management on the progress on various projects.

The residents noted that in case they are given an opportunity to increase the level of transparency in Emurua Dikirr Constituency, they would suggest CDF management to come up with clear long-term goals and how they will achieve them. They also indicated that CDF management should also take advantage of social media where they can interact with the local people easily and quickly, hold public forums or town hall meetings to bridge the gap and enlighten the local people on various projects and update their website so that the local people can review the information they want anytime and anywhere.

The community members argued that funds should not be connected to a political office and that way, it's free from patronage from the members of parliament. The professionals also noted that educating people on their rights, obligations and that of the CDF management would increase the level of transparency.The researcher believed that training of the CDF management was crucial in steering various dimensions of any project undertaking. Given that training equips individuals with requisite competencies that are fundamental in execution of tasks in a project.

4.5 Participatory communication in accountability and transparency

Participatory communication has various elements that include focus on power inequalities. Hence, the researcher believes that participatory communication as a way of promoting accountability and transparency by project initiators and beneficiaries of Emurua Dikirr Constituency.

4.5.1 Participatory Communication verses accountability and responsibility

The level of participation in a project intervention is determined by the key activities performed in the project initiative. This would ensure ownership of the intervention, since participation in such activities creates a feeling of group pride. The respondents were asked to respond to a number of statements regarding participatory communication. The findings are summarized in Table 4.5.

Table 4.5: Participatory Communication In Accountability And Transparency

		Strongly Disgree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
I'm willing to let the Emurua Dikirr CDF committee make any decisions for people like me	Frequency	3	8	13	37	17	3.7308	0.7462
	%	3.8	10.3	16.7	47.4	21.8		
Whenever the Emurua Dikirr CDF committee makes a decision it considers all the parties involved.	Frequency	2	3	9	43	21	4.0000	0.8000
	%	2.6	3.8	11.5	55.1	26.9		
Feedbacks from all parties involved in Emurua Dikirr CDF committee are taken seriously.	Frequency	1	10	13	36	18	3.7692	0.7538
	%	1.3	12.8	16.7	46.2	23.1		
Emurua Dikirr CDF committee involves everyone to help identify the information needed.	Frequency	5	8	6	47	12	3.6795	0.7359
	%	6.4	10.3	7.7	60.3	15.4		
Emurua Dikirr CDF committee makes it easy and provides detailed information when needed.	Frequency	24	38	12	3	1	1.9615	0.3923
	%	30.8	48.7	15.4	3.8	1.3		
Emurua Dikirr CDF committee asks the opinions of people like me before making decisions.	Frequency	16	46	6	7	3	2.1667	0.4333
	%	20.5	59.0	7.7	9.0	3.8		
Emurua Dikirr CDF committee provides information that can be compared to previous performance.	Frequency	41	28	5	3	1	1.6538	0.3308
	%	52.6	35.9	6.4	3.8	1.3		
Emurua Dikirr CDF committee provides information that is easy to understand	Frequency	1	1	3	42	31	4.2949	0.8590
	%	1.3	1.3	3.8	53.8	39.7		

Table 4.5 shows that 47.4% of the respondents were willing to let the Emurua Dikirr CDF committee make decisions for people with a mean of 3.7308. 55.1% agreed that whenever the Emurua Dikirr CDF committee made a decision it considered all the parties involved shown by mean of 4.0000, 46.2% agreed that feedback from all parties involved in Emurua Dikirr CDF committee were taken seriously with a mean of 3.7692, while 60.3% agreed that Emurua Dikirr CDF committee involved everyone to help identify the information needed with mean of 3.6795. However, 48.7% disagreed that Emurua Dikirr CDF committee made it

easy and provided detailed information when needed with a mean of 1.9615, 59% disagreed that Emurua Dikirr CDF committee asked the opinions of people before making decisions with mean of 2.1667 while 52.6% strongly agreed that Emurua Dikirr CDF committee provided information that could be compared to previous performance with mean of 1.6538. 53.8% agreed that Emurua Dikirr CDF committee provided information that was easy to understand with mean of 4.2949.

The findings concured with the main Lennie and Taschi (2013) who reasons that the main objective of development of communication is to employ the strategies of communication which happens through involvement of the people with an aim of ensuring that the people understand the development agenda and what role or responsibility they play in the agenda. They also concured with Yoon (2004) who argues that participatory communication has various elements that include one focus on power inequalities where all feel involved in the initiative. However, key informants indicated that this kind of communication practice is typically done for specific development projects such as clean water supply, road construction, and environmental protection.

Effective involvement would have been attained if members were involved in integrated activities thereby developing project ownership for realizing effective implementation of CDF Funded development projects.The findings also concurred with Bessette (2004) who notes that participatory communication is viewed as: a process and a dialogue. Further, Allen (2002) notes that the process of participatory communication is fundamental to have genuine partnership that allow for seamless communication.

4.5.2 Mechanisms put in place to ensure Participatory Communication is achieved

The study sought to examine the mechanisms that have been put in place to ensure participatory communication in Emurua Dikirr CDF is achieved. The respondents indicated that the development experts gather the local community and orient them on the use, the benefit and duration of the project. They further persuade them to participate in the implementation and administration stage of the development projects.

This is consistent with Sacky (2014) who mantains that no matter how beneficial practices are, people should not be forced into adopting them, instead encourage the people to take part

rather than adopt new practices. Further, the respondents stressed that the communication practice is typically done for few development projects such as clean water supply, road construction, and environmental protection.

4.5.3 Opportunities in Participatory Communication

The respondents were asked to indicate whether all the stakeholders had equal opportunities in participatory communication in Emurua Dikirr CDF. The results were as shown by figure 4.7.
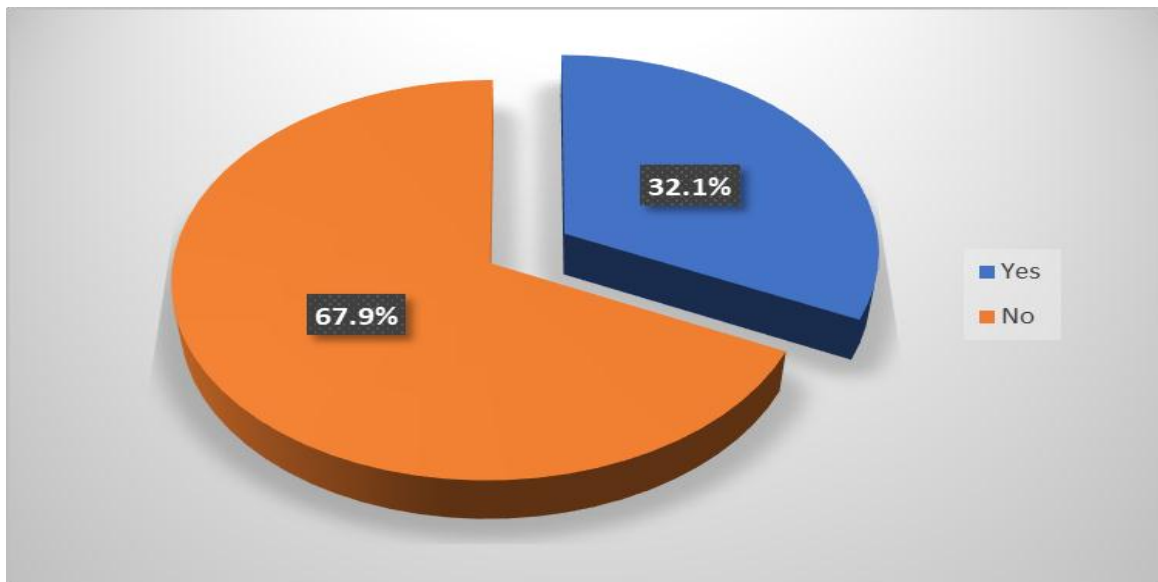
Figure 4.7: Opportunities in Participatory Communication

32.1% of the respondents agreed that they had equal opportunities but 67.9% of the respondents indicated otherwise. In addition, the key informants indicated that they had regular community meetings as beneficiaries of the Emurua Dikirr CDF. Further, they indicated that the meetings are usually appropriately organized in a logical way and that they are usually enlightened on the CDF expenses and plans.

The respondents also noted that in the meetings, everyone is listened to when asking a question and that the questions are usually answered satisfactorily, especially on how the funds were utilised. This concurs withTufte and Mefalopulos (2009) who concludes that participatory communication allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment, especially for

those who are most vulnerable and marginalized. This was supported by community leaders who indicated that they have regular meetings and that beneficiaries are part of that meeting. It is noted that in the meeting, the participators are usually enlightened on the CDF expenses and workplans.

4.6 Application of participatory communication in project cycle

The third objective of the study was to establish the extent to which participatory communication is applied in project circle (initiation, implementation, monitoring and evaluation) in Emurua Dikirr Constituency CDF.

4.6.1 Participation in planning

The respondents were asked to indicate whether they had participated in any planning meetings of any development project in their community. The results were as shown by figure 4.8.
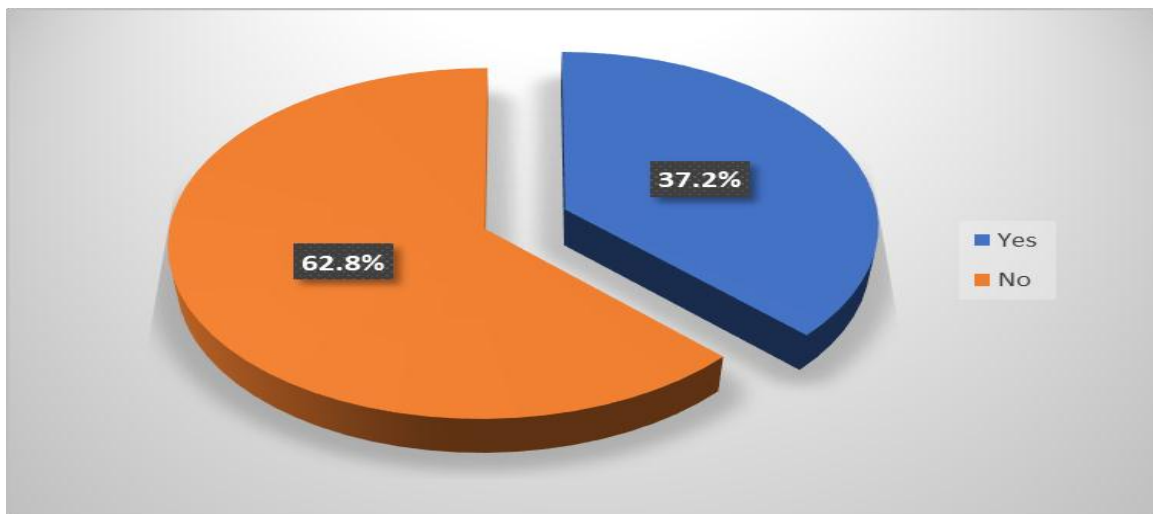
Figure 4.8: Participation in planning

Figure 4.8 shows that 37.2% of the respondents indicated that they had participated in planning while 62.8% of the respondents indicated otherwise. This depicts that majority of the beneficiaries are not involved in planning of community projects funded by CDF. The residents indicated that the CDF Committee hardly involved the local community in identification of development needs and drafting of proposals to request for funds. Further,

professionals noted that decision-making process in this phase of the project is not consultative.

Key informants noted that during planning phase, the local community is involved and at times information is gathered using key informants and then the participation is reinforced from the expression of one of the development experts. This contradicted what theresidents said. This is suggestive of the existence of just few projects in which members were fairly involved.

4.6.2 Participation in the Implementation

The study sought to determine whether the respondents participated in the implementation of any development projects funded via CDF in their locality. The results were as shown by figure 4.9.
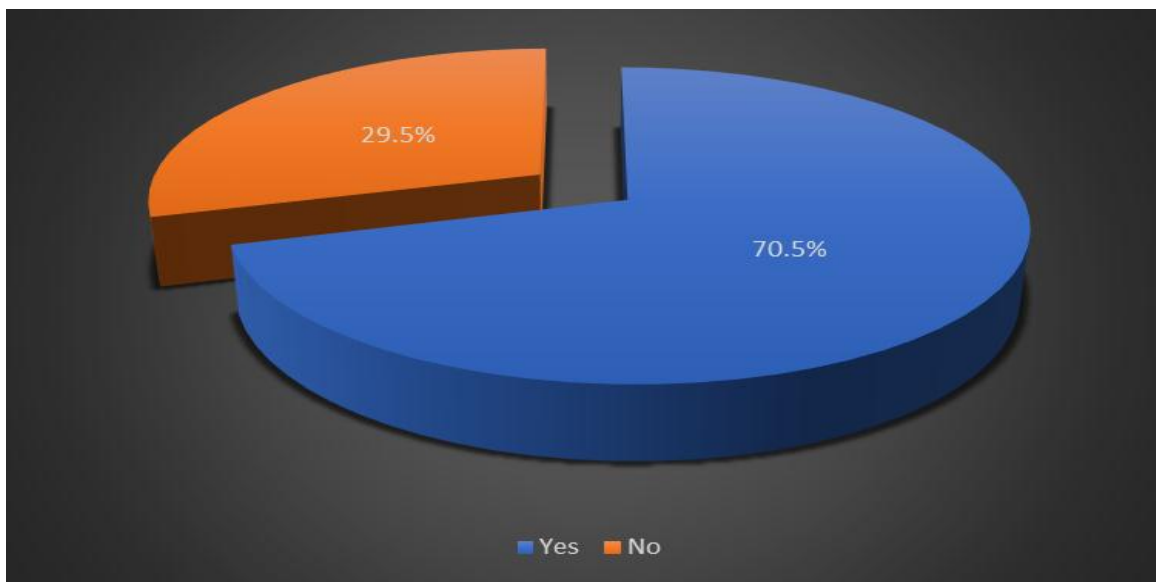
Figure 4.9: Participation in implementation

From figure 4.9, 70.5% of the respondents indicated that they had participated in implementation project while 29.5% indicated otherwise. This depicts that despite the fact that most beneficiaries do not participate in planning, they are involved in implementation. Findings from interviewsshowed that at the implementation phase of any given project some of the beneficiaries are involved. They further noted that the phase constitutes the core of the whole project and evolves through putting into place what had been discussed earlier. The informants noted that in this phase, they give the stakeholders and project managers an

opportunity to analyse the opinions put forth by the residents. This allowedthe dialogue needed to build a consensus to devise strategies addressing those issues.

4.6.3 Consideration of opinions

Further, the respondents were asked to indicate whether their opinions were considered appropriately. The results were as shown by figure 4.10.
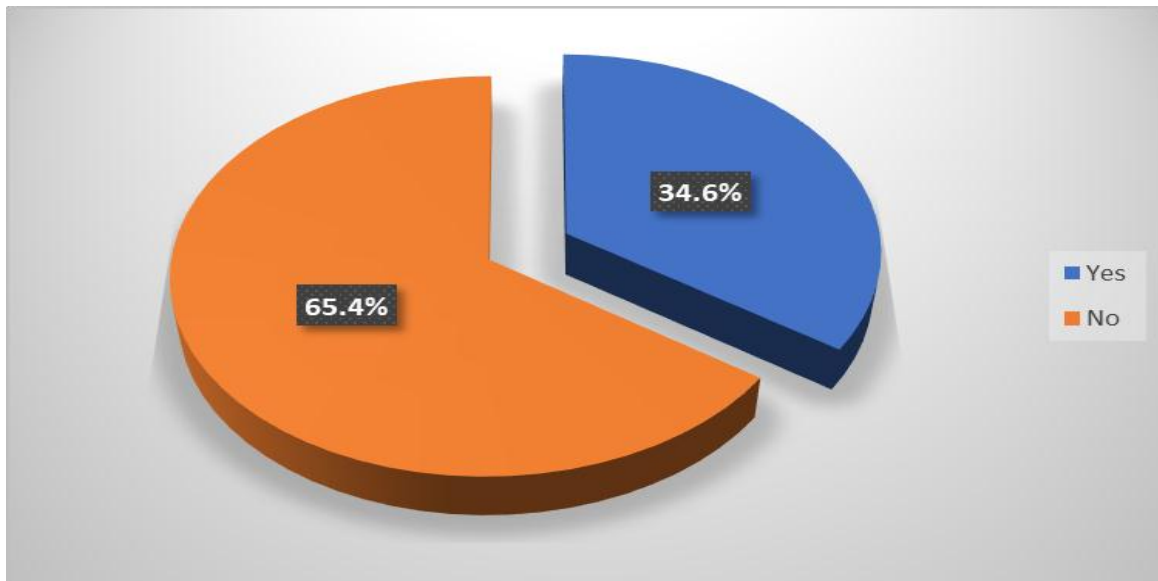
Figure 4.10: Opinion Consideration

 Figure 4.10 above indicates that, 34.6% of the respondents indicated that their opinionswere considered properly while 65.4% of the respondents indicated otherwise. This illustrates that in most cases, the ideas of the community are not considered in the project cycle and this is affects success rate of the projects.

4.6.4 Implementation of projects

The respondents were asked to indicate whether development projects undertaken in their locality had been implemented through participation of the community. The results were as shown by figure 4.11.
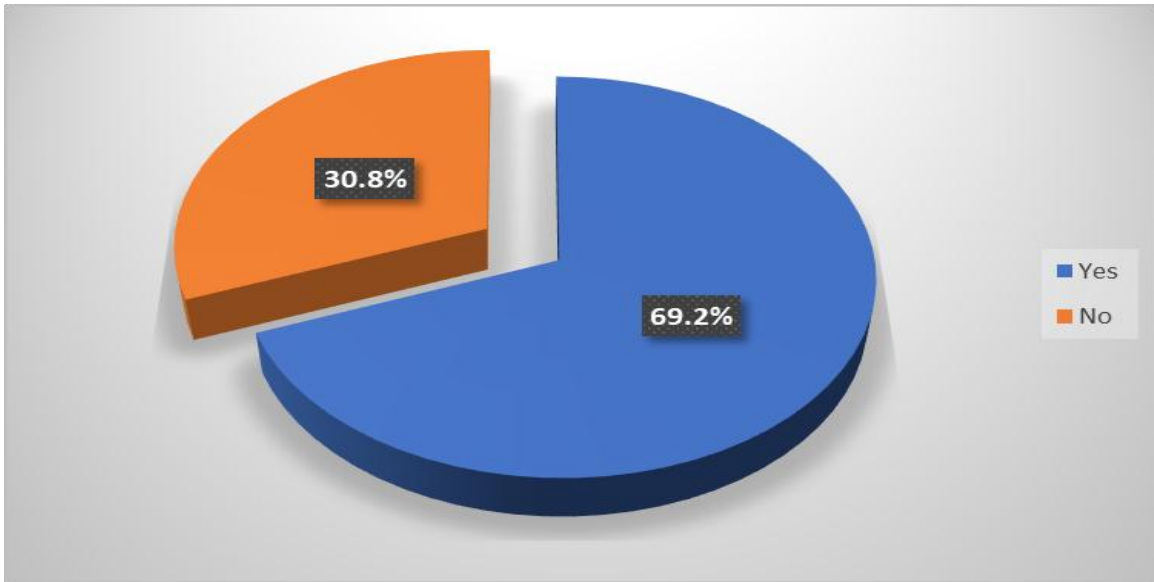
Figure 4.11: Implementation of projects

The findings indicated that 69.2% of the respondents confirmed that development projects undertaken in their locality had been implemented through participation of the community but 30.8% indicated otherwise. The key informants indicated that at implementation stage, they procured and completed the project. The interviewees indicated that the local people together with the CDF management went back to check if the project had been executed to the expected standards.This suggests that the community has been involved in the implementation of most of the projects at the constituency.

4.6.5 Level of Participation

The respondents were asked to rank the level of participation of community people at CDF development projects. The results were as shown by figure 4.12.
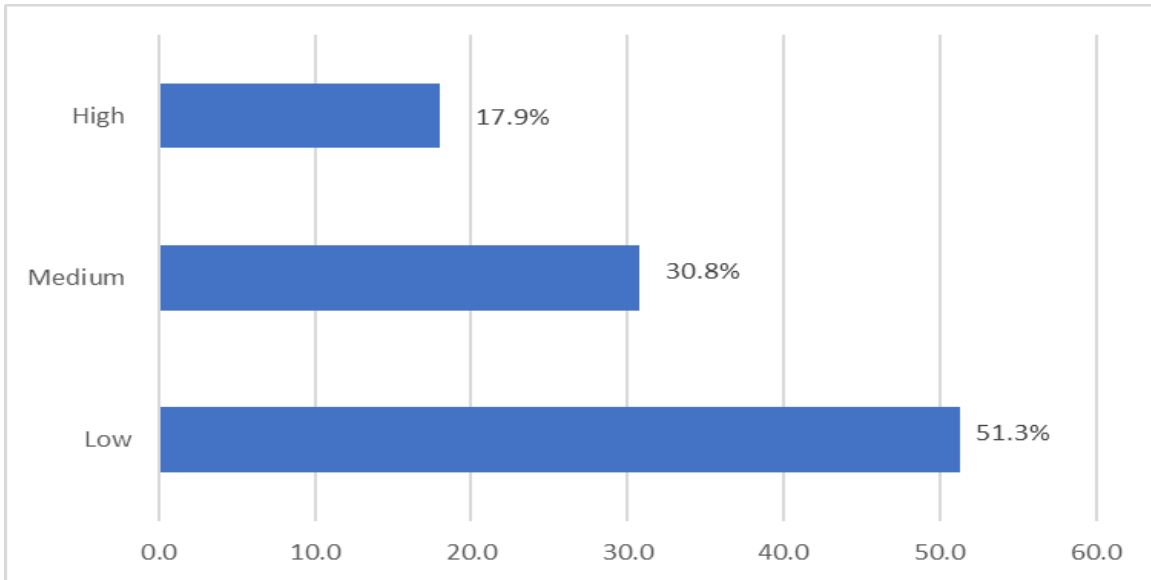
Figure 4.12: Level of Participation

Majority of the respondents as shown by 17.9% indicated the level of participation of community people at CDF development projects as high. 30.8% indicated their participation as medium while 51.3% indicated low. This depicts that in most cases, the community is not involved in project cycle. Residents noted that they did not feel part of the project as they were not involved at any stage of its implementation. Lack of ownership of CDF projects certainly affected the sustainability of the projects.

4.6.6 Participatory communication in project cycle

Accessibility to information was held as key in determining the level of community awareness and participatory. This would enhance continuous monitoring of the project environment for strengths and weakness on one hand and threats and opportunities on the other hand. The information obtained from extensive environment scanning would be significant in making decisions geared towards improving project status by factoring in new changes. In regards to the above, the respondents were asked to indicate their level of agreement on various statements related to application of participatory communication in project cycle.

Table 4.6: Participatory Communication In Project Cycle

		Strongly Disgree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Deviation
Whenever Emurua Dikirr CDF committee makes a decision it involves all the parties	Frequency	15	44	10	6	3	2.2051	0.4410
	%	19.2	56.4	12.8	7.7	3.8		
Emurua Dikirr CDF committee provides information that is not difficult to understand	Frequency	2	2	14	41	19	3.9359	0.7872
	%	2.6	2.6	17.9	52.6	24.4		
Emurua Dikirr CDF committee provides only part of the story people like to hear	Frequency	1	5	4	38	30	4.1667	0.8333
	%	1.3	6.4	5.1	48.7	38.5		
This Emurua Dikirr CDF committee has the ability to accomplish what it says it will do	Frequency	4	9	12	40	13	3.6282	0.7256
	%	5.1	11.5	15.4	51.3	16.7		
Everyone has a role to play in the project cycle plans	Frequency	0	2	3	53	20	4.1667	0.8333
	%	0	2.6	3.8	67.9	25.6		

Table 4.6 shows that, 56.4% of the respondents disagreed that whenever Emurua Dikirr CDF committee made decisions it involved all the parties as shown by mean of 2.2051. 52.6% agreed that Emurua Dikirr CDF committee provided information that was not difficult to understand as shown by mean of 3.9359, 48.7% agreed that Emurua Dikirr CDF committee provides only part of the story people like to hear with a mean of 4.1667. 51.3% agreed that Emurua Dikirr CDF committee had the ability to accomplish what it says it will do with a mean of 3.6282, 67.9% agreed that everyone has a role to play in the project cycle plans as shown by mean of 4.1667. This concured with Servaes and Malikhao (2007) who indicates that participation must prevail in the sense that the view point of the local people is considered before the resources for development projects are allocated and distributed and that their suggestions for changes in the policy are taken into consideration.

4.6.7 Point of Involving Stakeholders

The study sought to determine the point in the project cycle the organization involveD the stakeholders and how they are engaged. The respondents indicated that they are involved at project initiation stage. The decision making process that occurs in this phase of the project is a result of the interactions among a number of stakeholders. From the information collected, the team chats the way forward for the proposed project. The respondents also indicated that at times CDF committee gathers information from them through key informants.

The respondents indicated that at implementation stage, all the participants are involved. This phase constitutes the core of the whole project and evolves through the efforts that were involved from the beginning as well as the personnel in the field. The participants stressed that they participated as beneficiaries by ensuring that what they discussed earlier has been put into place. Other respondents indicated that they emphasized on participation at the implementation level while allowing project managers and other stakeholders to identify and analyse development and communication issues from a people's perspective.

In addition, the respondents indicated that they are involved in project monitoring and evaluation stage. They noted that from monitoring and evaluation, the stakeholders come up with action plans so as to improve and identify the gaps in the projects. The beneficiaries indicated that they like being part of the monitoring and evaluation processes as it helps them improve performance and determine the way issues will be handled in future. This agreed with Mansuri and Rao (2013) who indicates that participation enables individuals to become public citizens and at the community level, it helps members develop a sense of belonging.

4.6.8 Rules or standards with regards to participatory communication

The researcher wanted to examine whether there are any rules or standards with regards to participatory communication when it comes to project cycle. The respondents indicated that in participatory communication, the participants are expected to collect and exchange information among all those concerned in planning any development initiative with the aim of reaching a consensus on the development problems being faced and the options available to solve the problem.

This concured with the opinion of the key informants who confirmed that they have a responsibility to mobilize people for development action and to assist in solving problems and misunderstandings that may arise during development planning and implementation. They also agreed that there is need for enhancing consultative communication skills in development (at all levels) so as to bring about effective discussions with the audience.

4.6.9 Role of organization in overseeing Participatory Communication

Regarding the role of the organization in overseeing participatory communication throughout the project cycle, the respondents indicated that all leaders and decision-makers should ensure that a proper communication assessment is conducted and be ready to adapt the subsequent strategy to the local needs and cultural context. Making the proper budget allocation is also very important, including an estimate for the communication assessment, the design and implementation of the needed strategy, and its overall evaluation.

In addition, the respondents indicated that in order to facilitate stakeholder mobilization, commitment and control over communication activities, the organizations strategy and plan are always validated and fine-tuned through local consultations. Both professionals and residents noted that politics play a major role in the success or failure of the CDF projects.In most situations, politicians have control over the utilization of funds, hence they put all their efforts in locations where they stand to get political mileage.This mostly affects the participation of other stakeholders because they feel that most of the projects are pre-determined by the political class.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Overview

This chapter features a summary of the key findings of the study in addition to presenting conclusions on the basis of the study findings. Besides, it also outlines certain contributions made by the study to this field of knowledge as well as putting forth a number of recommendations to be considered in order to effectively establish the influence of participatory communication in promoting accountability and transparency of constituency development fund. The chapter finally offers suggestions for further research, for no one study in isolation can provide all answers to problems in a particular field.

5.2 Summary of the findings

The study found that the respondents strongly agreed that Emurua Dikirr CDF committee provides information that is useful to the people before making decisions. The respondents agreed that the Emurua Dikirr CDF committee can be relied on to keep its promises and that Emurua Dikirr CDF committee wanted to understand how its decisions affected the people.

However, they disagreed that sound principles guide the behavior of the Emurua Dikirr constituency CDF committee; Emurua Dikirr CDF commitee was accountable and transparent for its actions; the Emurua Dikirr CDF committee provides accessible information on what it was doing and why it was doing it; the Emurua Dikirr CDF committee was open to criticisms; and that Emurua Dikirr CDF committee freely admited when it had made mistakes.

The results from the interviews showed that the committee is a development army in the sense that they are fighting issues related to transparency and accountability. An important factor that contributes to accountability and transparency of the CDF committee is to inform and motivate the stakeholders about the development plans.The interviews further showed that the major problem they face originates from the fact that they do not practice communication scientifically as there are times that they work without communicating with the local community.

Key informants interviewed indicated that at times they practiced participatory communication which is achieved through gathering the stakeholders and engaging in discussions about the project types, their roles and responsibilities and the process of the project life span. Majority of the respondents indicated that the accountability systems were unreliable. This differed with the key informants perception towards accountability and transparency.The study established that it is important to co-ordinate information flow between the constituents and the CDF management for transparency purposes and building trust with the local people.

It was established that transparency had increased as the locals were aware of some projects that were on-going and the amount of money allocated for the projects. The locals were also given a chance to decide the projects that should be implemented through participatory communication. However, the study established that transparency was not fully achieved as some of CDF committee are not open and approachable hence hindering people from questioning issues.

The respondents strongly agreed that Emurua Dikirr CDF committee provided information that could be compared to previous performance. Most of the respondents agreed that they were willing to let the Emurua Dikirr CDF committee make any decisions for people; whenever the Emurua Dikirr CDF committee made a decision it considered all the parties involved, feedbacks from all parties involved in Emurua Dikirr CDF committee were taken seriously, and that Emurua Dikirr CDF committee involved everyone to help identify the information needed. They however disagreed that Emurua Dikirr CDF committee made it easy and provided detailed information when needed, Emurua Dikirr CDF committee asked the opinions of people before making decisions and that Emurua Dikirr CDF committee provided information that was easy to understand.

Majority of the respondents indicated that they had no equal opportunities. The key informants indicated that they had regular community meetings as beneficiaries of the Emurua Dikirr CDF. The respondents indicated that they had not participated in project planning but participated in implementation project..

The study established that the opinions of the majority were not considered. Respondents indicated that development projects undertaken in their locality had been implemented

through participation of the community.The key informants indicated that at implementation stage, they procured and completed the project. Majority of the respondents indicated that the level of participation of community people at CDF development projects was low.

The respondents indicated that they are involved at project initiation stage. The decision making process that occurs in this phase of the project is a result of the interactions among a number of stakeholders. They further indicated that at implementation stage, all the participants were involved. This phase constitutes the core of the whole project and evolves through the efforts that were involved from the beginning as well as the personnel in the field. In addition, the respondents indicated that they are involved in project monitoring and evaluation stage.

The study revealed that the community members who took part in the study expected participatory communication to involve collection and exchange information among all those concerned in planning any development initiatives with the aim of coming up with collaborative measures to solve the development issues.They expected all leaders and decision-makers to come up with concrete communication strategies which fit local needs and cultural context.

5.3 Conclusions

The study concludes that;

The behaviour of the Emurua Dikirr constituency CDF committee is not guided by sound principles. The accountability systems in Emurua Dikirr CDF are unreliable with the community members receiving scanty information.

The community members are involved at project initiation andimplementation stage of Emurua Dikirr CDF project. However,the community members are not involved in the planning, monitoring and evaluation stages. The model of community participation was generally poor. CDF office was not effective enough in distributing information towards creating awareness for community participation. The residents' do not understand their participatory roles as citizens in CDF funded projects.

There is participatory communication in Emurua Dikirr CDF which has created sustainability in CDF projects. However, the opinions of the community are assumed by the Emurua Dikirr

CDF committee which lowers community support for CDF projects. Community members do not have equal opportunities to benefit from the CDF. This is due to political manipulation of CDF projects. The level of participation of community members at Emurua Dikirr CDF development projects is low.

5.4 Recommendations

The study recommends that:

The Emurua Dikirr CDF committee should engage the local communities in the identification and processes of the CDF projects as this will lead to sustainability of the project. Civic education should also be conducted by the leaders of Emurua Dikirr as this will enhance active participation in CDF projects. Conclusions from public hearings should be respected. Beneficiaries should be present at all discussions related to the CDF projects. In addition, representatives of different departments and services should present planned activities in the constituency and specifically address citizens' needs in those wards.Further, the constituency leadership should make efforts to educate community members.

Government needs to embrace Information and Technology (IT) in its service delivery. Local governments should provide proposals and project plans and allow citizens to use an online system to schedule meetings with project patrons and other administrators in the constituency level. More information and government procedures should be put online. There should be a modern, multifunctional "one-stop shop" with modern IT. This will play a key role in bringing in the youth to this crucial role of civic participation.

The leaders in Emurua Dikirr Constituencyshould further offer training services to empower the communities on the handling of these projects so that they can be part of it directly or indirectly. As such, the face of the community will be reflected in the project and thus elicit further participation of the community.The leadership should also engage other partners in order to reduce conflicts thereby improving quality of social and organizational interactions.

Consideration should be given to the efficiency and effectiveness gains that may arise from decentralizing project money directly to the community at the ward level. Each ward would manage its own allocation of funds rather than centralizing the money at the constituency

head offices to ensure that all project money is directed towards funding community-prioritized projects.

For monitoring and evaluation process to deliver, the researcher recommends a culture that rewards openness about failure to be nurtured. It is also important that normsand procedures are put in place that supports transparency, accountability, and learning. The researcher recommends that Emurua Dikirr should organize forums that will allow different stakeholders to articulate their needs and make collaborative decisions and be more willing to question previously accepted norms and constraints. This will enable people understand the views and values they share, work through their differences with others and develop longer-term strategies.

5.5 Suggestion for further studies

A similar study should be carried out in other constituencies since their operations are different from those of Emurua Dikirr Constituency. The study recommends that further studies should focus on the community attitudes towards CDF projects. Further research should also focus on other factors that affect sustainability as this will shed light on other measures that need to be put in place to ensure the sustainability of this community projects. Finally, this research should be conducted in other parts of the country to enable generalization and authentication of the research findings across the country.

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APPENDICES

Appendix 1: Questionnaire

Dear Participants:

The purpose of this interview is to gather relevant data in order to understand the influence of participatory communication in promoting accountability and transparency of constituency development fund in Emurua Dikirr Constituency.I am requesting you to share your genuine experiences to enhance the success and validity of this research. Please note that your personal details will not be revealed and the responses you provide will only be used for academic purposes.

Section A: Demographic Information

1. Gender:

   Male   [ ]
   Female   [ ]

2. Age

   18-30   Years [ ]   31-40Years   [ ]
   41-50   Years [ ]   Above 50 years [ ]

3. Occupation

   Unemployed   [ ]
   Casual Labourer   [ ]
   Administrators   [ ]

4. Indicate the highest level of education. Kindly indicate one

Primary Education   [ ]

Secondary education   [ ]

Tertiary Level   [ ]

SECTION B: FACTORS THAT CONTRIBUTES TO ACCOUNTABILITY AND TRANSPARENCY OF CDF AT EMURUA DIKIRR CONSTITUENCY

1. Please do not take too much time with any one item. Try to give an immediate answer and not think too long about your answer or its implications.You may not answer this questionnaire if below the age of 18 years.Please note with regards to AGREEMENT in a scale of 1-5**, 1 means STRONGLY DISAGREE** and **5 means STRONGLY AGREE.**

Accountability and Transparency	1	2	3	4	5
The Emurua dikirr CDF committeecan be relied on to keep its promises					
Sound principles guide the behaviour of the Emurua Dikirr Constituency CDF.					
The Emurua dikirr CDF committeewants to understand how its decisions affect the people.					
The Emurua dikirr CDF committeeprovides information that is useful to the people before making decisions.					
The Emurua dikirr CDF committeeis accountable and transparent for its actions.					
The Emurua dikirr CDF committeeprovides accessible information on what it is doing and why it is doing it.					
The Emurua dikirr CDF committee is open to criticisms.					
The Emurua dikirr CDF committeefreely admits when it has made mistakes.					

2. Are the components of accountability and transparency reliable? Yes or No? Please support your answer

………………………………………............………………………………….............…....

……………………………………………………………………………………………………

……………………………………………………………………………………………….

3. What initiatives are in place that factor in accountability and transparency?

..……………………………………………………………………………………………

…………………………………………………………………………………………………

…………………………………………………………………………………………………

SECTION C: IMPORTANCE OF PARTICIPATORY COMMUNICATION AS A PROMOTER OF ACCOUNTABILITY AND TRANSPARENCY

1. What is your level of agreement?

Participatory Communication verses accountability and responsibility	1	2	3	4	5
I'm willing to let the Emurua dikirr CDF committeemake any decisions for people like me.					
Whenever the Emurua dikirr CDF committeemakes a decision, it considers all the parties involved.					
Feedbacks from all parties involved in Emurua dikirr CDF committee are taken seriously.					
Emurua dikirr CDF committeeinvolves everyone to help identify the information needed.					
Emurua dikirr CDF committee makes it easy and provides detailed information when needed.					
Emurua dikirr CDF committeeasks the opinions of people like me before making decisions.					
Emurua dikirr CDF committeeprovides information that can be compared to previous performance.					
Emurua dikirr CDF committeeprovides information that is easy to understand.					

2. What mechanisms have been put in place to ensure participatory communication in Emurua Dikirr CDF?

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....

....

3. All stakeholders have equal opportunities in participatory communication in Emurua Dikirr CDF. Yes or No? Why?

……………………………………………………………………………………………………

……………………………………………………………………………………………………

……………………………………………………………………………………………………

SECTION D: EXTENT OF PARTICIPATORY COMMUNICATIONIN PROJECT CYCLE

1. Have you ever participated in planning meetings of any development project in your community?

   Yes   [ ]   No   [ ]

2. Have you participated in the implementation of any development projects in your locality?

   Yes   [ ]   No   [ ]

3. If the answer is „Yes" in respect of the above questions, were your opinions considered properly?

   Yes   [ ]   No   [ ]

4. Do you think that the development projects undertaken in your locality have been implemented through participation of your community?

   Yes   [ ]   No   [ ]

5. How do you rank the level of participation of community people at CDF development projects?

   Lowest   [ ]

   Medium   [ ]

   Highest   [ ]

6. What is your agreement on the statements below?

	1	2	3	4	5
Whenever Emurua dikirr CDF committeemakes a decision it involves all the parties involved.					
Emurua dikirr CDF committee provides information that is not difficult to understand.					
Emurua dikirr CDF committee provides only part of the story people like to hear.					
This Emurua dikirr CDF committeehas the ability to accomplish what it says it will do.					
Everyone has a role to play in the project cycle plans.					

7. At what point in the project cycle does the organization involves the stake holders and how?

   ....

....

....

....

8. Are there any rules or standards with regards to participatory communication when it comes to project cycle?

....

....

....

9. What is the role of the organization in overseeing participatory communication throughout the project cycle?

....

....

....

Thank you

Appendix 2: Interview Guide for The Study

Dear Participants:

The purpose of this interview is to gather relevant data in order to understand the influence of participatory communication in promotingaccountability and transparency of constituency development fund in Emurua Dikirr Constituency. I am requesting you to share your genuine experiences to enhance the success and validity of this research. Please note that your personal details will not be revealed and the responses you provide will only be used for academic purposes.

Part I: Demographic Information

 ➢ Sex

 ➢ Age

 ➢ Educational background

Part II: Questions about the Constituency Development Fund

 ➢ What is your understanding of the CDF?

 ➢ Who are the people involved in the CDF?

 ➢ What are the major activities of CDF?

 ➢ What role has it played in Emurua Dikirr Constituency?

 ➢ With regards to the CDF, what are some of the needs of the community in Emurua Dikirr Constituency? How are the needs identified? How are the needs approached?

Part III: Perceptions towards participatory communication and accountability & transparency

 ➢ What does the following words to you?

Participation

Communication

Participatory communication

Accountability and transparency

 ➢ How important is participatory communication?

 ➢ What are the causes of lack of participatory communication in Emurua Dikirr Constituency?

 ➢ What are the effects of lack of participatory communication in Emurua Dikirr Constituency?

- ➢ What are the roles of participatory communication for accountability and transparency?

Part IV. Practice of participatory communication

- ➢ What does community of Emurua Dikirr Constituency participation involve in the CDF?
- ➢ What are the values/advantages of local people's participation in CDF related works in Emurua Dikirr Constituency?
- ➢ How are the local people involved in the project cycle process with regard to the CDF? Describe the specific procedures followed?
- ➢ Does the community have opportunities to influence program initiation, implementation and monitoring and evaluation for CDF related activities? How?
- ➢ How can the local community participatory communication be evaluated? What is your judgement/opinion about the levels of participation in CDF related activities?

Part V: Perception towards accountability & transparency

- ➢ Do you know the law of access to public information?
- ➢ How do you consider the accountability and transparency level of the CDF in Emurua Dikirr Constituency?
- ➢ From the time of CDF introduction, would you say accountability and transparency levels increased or diminished in Emurua Dikirr Constituency? Why? In what ways? Please give examples of things that happened?
- ➢ How does participatory communication promote CDF accountability and transparency?
- ➢ Given an opportunity, What would you do to increase the level of transparency in Emurua Dikirr Constituency

<center>Thanks for your time</center>

Appendix 3: Certificate of Field Work

UNIVERSITY OF NAIROBI
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SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: +254-204913208 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF FIELDWORK

This is to certify that all corrections proposed at the Board of Examiners meeting held on _26\5\2017_ · in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: _K50|81566|2015_

Name: _Jackline C. Masonik_

Title: _Influence of Participatory Communication in Promoting accountability and transparency of CDF in Emuhya Dikirr Cons_

Dr Elias Mokua	[signature]	30|10|2017
SUPERVISOR	SIGNATURE	DATE
Dr Samuel Siringi	[signature]	30|10|17
ASSOCIATE DIRECTOR	SIGNATURE	DATE
for Dr Samuel Siringi	[signature]	30|10|17
DIRECTOR	SIGNATURE/STAMP	DATE

Appendix 4-Certificate of Originality

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Appendix 5: Certificate of Corrections

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SCHOOL OF JOURNALISM & MASS COMMUNICATION

Telegram: Journalism Varsity Nairobi
Telephone: 254-02-3318262, Ext. 28080, 28061
Director's Office: +254-204913208 (Direct Line)
Telex: 22095 Fax: 254-02-245566
Email: director-soj@uonbi.ac.ke

P.O. Box 30197-00100
Nairobi, GPO
Kenya

REF: CERTIFICATE OF CORRECTIONS

This is to certify that all corrections proposed at the Board of Examiners meeting held on 5|12|2017 in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50|81566|2015

Name: Jackline Chepngetich Masonike

Title: The Influence of Participatory Communication in Promoting Accountability & transparency of CDF in Emurua Dikirr Constituency.

Dr. Elias Mokua   8|12|2017
SUPERVISOR   DATE

ASSOCIATE DIRECTOR   19.12.2017
                                                        DATE

DIRECTOR   19.12.2017
                                                        DATE

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