

EVALUATING THE ROLE OF PARTICIPATION IN THE REALISATION
OF SUSTAINABLE DEVELOPMENT IN KAKAMEGA COUNTY: THE
CASE OF ONE-ACRE FUND PROJECT IN IKOLOMANI SUB-COUNTY

BY

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DECLARATION

This project is original produced for the purpose of academic qualification of Master of Arts (Development Communication) at the University of Nairobi. It has not been submitted elsewhere for a similar purpose or otherwise. It was conducted in accordance with the regulations for Postgraduate Studies of the University of Nairobi, School of Journalism

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ACRONYMS AND ABBREVIATIONS

ABBREVIATION	DEFINITION
OAF	One-Acre Fund
OSF	Open Society Foundations
MLT	Multiplicity Theory
PSP	Project Sustainability Plan
IMF	International Monetary Fund
SPT	Social Penetration Theory
FAO	Food and Agricultural Organisation
CGK	County Government of Kakamega
WW2	World War 2

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DEDICATION

This work is dedicated to Samuel and Gerald, the future scholars. This dedication is dictated by the fatherly love I have for duo. I wish them a successful and enjoyable scholarly life.

DEFINITION OF OPERATIONAL TERMS

CONCEPT	DEFINITION
Beneficiary	Refers to the person targeted for social change initiatives and projects. Often, beneficiaries are marginalised persons in need of Social and Economic interventions to uplift their qualities of life. The Food and Agricultural Organisation Guidelines define a beneficiary as a target group in community development that exclusively comprise rural disadvantaged people
Communication	The process of exchange of information between a sender and a receiver to share meanings
Community Development	Community development refers to a concept in which the society is strengthened into sustainable social change by prioritising their actions and perspectives in social, economic and environmental policy. In community development, public agencies and the community members work together so that they can improve the quality of people and government.
Participatory Communication	It is a type of balanced communication that makes use of the two-way approaches of information flow whose concern is mainly 'Context' and 'Process' i.e. sharing of meanings

Sustainable Development

Sustainable development, in the context of this study, relies on the delineation of Lynn and Eda (2014) who defined it as the type of development that helps to meet the needs of people at the present without compromising the ability of these needs being met in the future. In this case, therefore, sustainability refers to a practice and process where project engineers and beneficiaries work hand in hand to maintain the processes of productivity indefinitely

ABSTRACT

Participation in community driven projects cannot be understood in isolation without considering the role of project innovators, the aggressiveness of the beneficiary community members, and above all, project sustainability plans. In this study, the puzzle was why it is difficult for beneficiaries of development projects to survive independently upon withdrawal of sponsorships. This study investigated the role of participatory communication in ensuring that there is sustainability in development projects. The model of multiplicity by Servaes (1985) and the Social Penetration theory by Irwin Altman and Dalmas were used to inform the study. A qualitative study design and case study method was used. Stratified sampling and purposive sampling techniques were used to select respondents. Questionnaires were used to collect data from farmers and interview schedules from employees of the One-Acre Fund project. Questionnaire data was analysed using the SPSS software. Descriptive and frequency analysis were computed and data presented in charts, tables and percentages. The qualitative data collected was analysed using content analysis and the interpretivist approach focussing on common themes. The study found a good attempt by One-Acre Fund to interact with its farmers using a participatory communication model where open discussions and occasional plenary were used to engage farmers. Nevertheless, a significant proportion of farmers felt that their contributions to One-Acre Fund were ignored. Hence, the available interaction opportunities did not entirely translate into an effective public participation platform in agricultural development. It was also found that OAF placed less emphasis on multidisciplinary participation approach, which limited the value of the decisions made towards social change. Ultimately, sustainable development for the program was not realised. In the perception of farmers, the greatest challenge towards realising a sustainable impact was incompatibility with traditional farming systems and methods, inappropriate communication and lack of alternative sources of farming inputs and resources. On its part, OAF noted the biggest challenge as ignorance intimating that farmers were not ready to follow the techniques they received from trainings for reasons such as “negative mind set,” “illiteracy” or “absenteeism.” As a result, there was a discrepancy between skills gained from training and the practice of farming partly because most of the farmers’ opinions did not count in decision-making. The study therefore recommended that it is important to use a variety of tools of communication to ensure that there is consensus in development projects and their outcomes, which then would bring about sustainability naturally.

CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter presents a background research on participation and sustainable development. The section also highlights data from One-Acre Fund, which is the case study of this research. Further, objectives have been highlighted and the problem of the study uncovered.

1.2 Background Information

In the past, participatory communication was widely linked to project success. Nevertheless, the effectiveness of participation has been found to be more significant than mere involvement of communities in development projects. To this end, Manyozo (2012) contends that development communication should find appropriate communication practices and theories in community development endeavours with the aim of involving the citizenry in the process of decision-making. In line to the sentiments, Gumucio-Dagron (2015) point out that a genuine and effective participatory approach puts communication at the centre stage. They further intimate that communication must occur among all the parties affected by a community project in a manner that everyone has the same and similar opportunity to influence the outcomes of an initiative. This means that communication is core from the beginning to the conclusion of a project.

According to Gumucio-Dagron (2015), participatory communication should be helpful in facilitating the involvement of ordinary people in making decisions that affect their lives implying that it should be implemented through a process that addresses the unique priorities and needs of people as well as helping in empowering their communities. In reality however, project initiators find it easy to ignore the contributions of community stakeholders (including intended stakeholders) and instead prefer to pass messages through one-way asymmetrical mechanisms on assumption that communities are less informed about the solutions to their own problems hence; they

can only be fed with information. In these cases, beneficiaries are treated as the targeted audiences and or consumers of projects taking the advertising approach.

In Kenya, the Open Society Foundations (2014) (OSF) reported that part of the problem with many projects implemented is that the focus on community participation where available is often passive. As passive participants, communities and the ordinary people lack enough authority to influence decision-making processes for development projects targeted to them. Passive participation according to Dyer (2014) assumes that communities are mere recipients of information and that they are just empty vessels.

Lennie & Tacchi (2013) maintain that sustainability begins from when beneficiary own a project from the start, which inherently is a motivation to them that their problems are amicably addressed which reduces the likelihood that the project outputs are rejected. This is derived from the general fundamental role of communication, which is to make ideas, perceptions, knowledge and worldviews common through sharing (Abelein & Paech, 2015). However, according to Lennie & Tacchi (2013), sharing is not enough if it is not equitable hence, there is need for a two-way flow of ideas and information particularly in community development projects to realise success and acceptance. In this study, the focus was on the role of participatory communication in making sure that projects initiated at the local level are not just accepted and owned by beneficiaries but also self-sustaining. In other words, the study assessed the extent to which participatory communication is consistent with a democratic vision necessary for sustainability of projects.

1.3 One-Acre Fund Overview

One-Acre Fund (OAF) is a non-governmental organisation operating in Western Kenya specifically in Bungoma, Kakamega, Vihiga and Homa Bay counties. The initiative was begun in 2006. Its aim was to empower communities through practical agricultural reforms. It also aimed at making communities self-reliant by alleviating poverty (Lazaro 2012). The programme involves high-level participation by the communities on how good poverty can be alleviated. OAF supplies subsidised agricultural inputs to the communities on a loan basis, which is expected to be repaid through instalments before harvest time. All farmers are trained on best practices in farming and are greatly involved at all stages of the farming processes. The problem, however is that instead of

increasing self-reliance, farmers perceive OAF as a saviour and are therefore imprisoned to the organisation such that when they do not provide farm inputs, majority of the farmers do not plant crops and therefore remain in abject poverty. In fact, repayment is sometimes difficult hence; the organisation must claim its dues by force by taking portions of the harvest. There has been little education and communication to inform beneficiaries that the project is aimed at empowering and letting the community self-reliant. After operating for more than a decade in the community, self-reliance is still far from being realised.

According to an evaluating study by Murphy (2013), exit rates from the program, despite its benefits such as increased harvest and flexible repayment, increased after 2012 when OAF announced that it would retract maize package offer. Maize farming is one of the important economic activities of the local communities in Kakamega and Bungoma for example, and such an announcement was a great ignorance of the voice of the beneficiaries. Even though the maize product was restored later, exit rates still increased and qualitative surveys indicated that the local people felt alienated from their farms (Murphy, 2013). Some community members noted that they had lost control over the farm and that the crops were no longer theirs until after they were harvested.

Traditionally, many peasant farmers in the region have been entirely dependent on their farms for lack of other economic activities by for example practicing intercropping and early consumption of crops such as beans foliage for stew and maize stalks for fodder and such an abrupt measure to wait until the 'prescribed' and 'unknown' harvest time would be expected to retaliate. The organisation also tried to impose millet farming in place of maize when almost nobody in the region consumed it and its market was even not available leading to outright rejection and pull out. These mainly occurred because of lack of proper approaches towards participatory communication. Lately, OAF has diminishing effectiveness in performance and presence especially in Kakamega County, Ikolomani sub-county.

It is assessed, from the program, that many people who were targeted for community participation were not the actual beneficiaries but popular groups such as primary school teachers and the working class who hardly required such an intervention in their own lives. The involvement of peasants and highly marginalised people targeted by the

project was little because such people were perceived to have nothing important to articulate. Indeed, if OAF was discontinued at the time of this study, people would continue living their lives as they had done more than 10 years before OAF was launched. This means the impact of OAF has been realised just negligibly.

1.4 Problem Statement

Participation in community driven projects cannot be understood in isolation without considering the role of project innovators, the aggressiveness of the beneficiary community members and above all, the Project's Sustainability Plan (PSP). Whereas the general engagement of people in community development processes is necessary, communication and other approaches of relaying information is even core. According to Servaes et al. (2012), communication ought to make use of various means of relaying messages and ideas to empower communities. This then could help the people to visualise problems in their communities and discover respective solutions. Servaes & Lie (2013) intimate that participatory communication is extended to provide directions on genuine ownership of projects by the "beneficiaries," the absence of which would, therefore, be a threat to project sustainability hence failure or lack of acceptance of important projects.

The issue however is that despite concerted efforts by development agent to start good initiatives for communities, their withdrawal has been difficult. In cases where such agents withdraw, projects die within the shortest period possible. The ideal situation could be that sponsors of a project implement an initiative and work with the community for a short while until the concept is internalised. Afterwards, the beneficiaries should have found strategies on how to continue without much assistance from the agents.

In the case of Kenya, this has seemed very difficult to realise. Like the case of One-Acre Fund, nearly a decade down the line, beneficiary farmers in Kakamega County are unable to practice farming independently yet they get bumper harvests every year. Instead, the initiative has caused what can be called a "dependency syndrome," that the withdrawal of these agents of development would lead the beneficiaries into the worst destitute people of the county.

The question remains why it is hard for project beneficiaries in Ikolomani to survive independently upon withdrawal of sponsorships. Could this be because the development agents intend to create a dependency syndrome for lacking proper sustainability plans? This study sought answers from OAF and its farmers in Ikolomani Subcounty, and investigated the role of participatory communication in ensuring sustainability of development projects at large.

1.5 Research Objectives

The main objective of this study is to evaluate the role of participation towards the realisation of sustainable development initiatives in Kenya with a focus on Ikolomani Sub-County, the case of One-Acre Fund project. The specific objectives of this study are shown below:

- I. To investigate the approaches that OAF project uses to interact with project beneficiaries in Ikolomani, Kakamega County.
- II. To find out the opportunities available for participation and communication in the OAF program in Ikolomani, Kakamega County
- III. To identify the challenges that faced OAF project faces in implementing sustainable development among its beneficiaries in Ikolomani, Kakamega County
- IV. To establish the role of participation of beneficiaries in ensuring that development initiatives are sustainable

1.6 Research Questions

To achieve objectives of the study, the following research questions were pursued.

- I. What are the approaches that OAF initiative uses to interact with project beneficiaries in Ikolomani, Kakamega County?
- II. What challenges does OAF face in the implementation of its interventions among its beneficiaries in Ikolomani, Kakamega?
- III. How do OAF and its beneficiaries in Ikolomani interact during implementation of its development initiatives?
- IV. What role does participation play in ensuring that development initiatives are as sustainable as possible?

1.7 Rationale of the Study

The rationale behind this study is that project implementation should have a functional sustainable plan preferably allowing beneficiaries to be self-reliant within the shortest period possible since this would be the onset of social change. While project implementation is adorable, the weight rests at its sustainability. This is by answering questions on what would happen in the future especially after development agents withdraw their support. Good projects should be able to continue helping the beneficiaries without making them slaves or dependents of aids. If it happens, this would convert them into mercy-seeking beneficiaries instead of emancipating them from their miseries.

By conducting this study, the challenges encountered with issues of project sustainability are analysed especially for rural communities where literature seems to suggest that sustainability is most difficult (Gilchrist & Taylor, 2016). The research believes that through participatory communication, development activities can be alleviated from obstacles that make them unsustainable. The contribution of beneficiaries towards difficulties in project sustainability was assessed to determine a framework that would enhance sustainability of development projects.

1.8 Significance of the Study

This research is of great significance to development communication stakeholders, principles, policy and theory. On stakeholders and policy, for a long time, there have been contemplations about when exactly project managers should exit without killing their projects. The study proposes a framework for development-communication project sustainability that could be adopted in practice to help civil society organisations seeking to implement projects that would liberate people from their miseries for many years to come. Theoretically, this study is of significance to communication scholars in terms of conceptualisation of communication techniques and strategies that would catalyse takeover of projects by targeted beneficiaries.

1.9 Scope and limitation

This study was interested in understanding the concept of sustainability in development projects in Kenya. The study focused on various aspects that affect sustainability in development projects by assessing project development agents and their beneficiaries. It was carried out in Kakamega County in the western parts of Kenya. To provide a proper analysis of the concept, OAF project in Kakamega County was selected. The research study only relied on the input of project agents and that of the beneficiaries from Ikolomani. It did not extend to managing or evaluating the case study project in its entirety. In other words, the study relied on first-hand information from respondents. One of the limitations of this study was that the targeted survey respondents were illiterate and would destabilise data collection process. The beneficiaries were also highly scattered within the study population leading to challenges of access. The delimitation of this was that the research worked with field officers of OAF to take advantage of meetings to reach out to farmers and staff at a central place to collect data.

CHAPTER TWO

LITERATURE REVIEW

2.1 Understanding the Concepts

2.1.1 Participatory Communication

Participatory communication, is a concept that is utilised to make people part of decision making in all social change and development matters and processes. It is about using the media (both traditional, mass media and social media) to offer interpersonal means of communication whose intend is to empower communities so that they can visualise their aspirations to discover solutions to their issues and problems related to development (Kalugendo & MacLeod, 2013). It is a type of communication that is naturally balanced and making use of the two-way approaches of information flow. In participatory communication, the concern is mainly context and process i.e. sharing of meanings. It lays emphasis of the significance of the process, for example, patterns of social relations as well as social institutions. In participatory communication, multiplicity is preferred. McQuail (1986) describes multiplicity as “another communication,” model favouring interchange of roles between the sender and the receiver, locality, smallness of scale, deinstitutionalisation and horizontal communication links within the society. Participatory communication focuses more on the receiver than on the sender (communicator) and further emphasises meaning ascribed and sought rather than the information that is transmitted.

Participatory communication plays key roles around sensitisation, involvement and organising various stakeholders to a project (Hickey and Mohan, 2004; Campbell and Vainio-Mattila, 2003; Bessette, 2004). For instance, Campbell and Vainio-Mattila (2003) intimate that participatory communication makes people more responsive to programs of development, sensitise them towards self-help and encourages local initiatives to targeted communities. It also means involving as much as possible, people in processes of decision making about their development, as well as organising group action to previously marginalised people in relation to access to services, control of resources and increasing their bargaining power (Bessette, 2004) .Participation also enhances the voice of the people in planning and implementation of development and

in sharing of benefits and finally, promote the involvement of significant number of people in acts that would lead to their well-being in terms of esteem, security and income (Hickey and Mohan, 2004).

2.1.2 Community Development and Sustainability

Community development is a concept in which the society is strengthened into sustainable social change by prioritising their actions and perspectives in social, economic and environmental policy. In community development, development agencies and the community members work together so that they can improve the quality of people and government. According to Clay and Jones (2009), community development involves members of the community coming together so that they can take a collective action that generates solutions to their common problems. The intent of community development is to improve the different aspects of communities and to build strong and resilient local communities. Community development should promote participative democracy, rights, sustainable development, equality, Social justice, and economic opportunities by organising, educating and empowering people within their communities, localities, identities or interests (Krishna, 2013; Yen and Van, 2008). Effective community development seeks to empower groups of people or individuals with necessary skills that are needed to effect change.

In community development, change agents work with people targeted for services called Beneficiaries. Beneficiaries refer to the people targeted for social change initiatives and projects. Often than not, beneficiaries are the marginalised persons in need of social and economic interventions to uplift their qualities of life. According to Food and Agricultural Organisation (FAO) Guidelines section 1 and 5.2 of 1988, a target group in community development should exclusively comprise rural disadvantaged people even though non-poor rural people such as opinion leaders and leaders as well as officials of government and non-governmental organisations should be involved actively in project actions with the aim of improving service delivery to the target groups and promote the aspect of learning from each other.

While working with communities in development projects, the impact should be sustainable. In economics, sustainable development focuses on the natural environment and resources. It is for instance widely defined as growth that is conducted in a manner

that it does not deplete natural resources (Finn, 2009). In development communication, sustainable development is the principle of meeting the goals of development initiatives while at the same time supporting natural systems on which the society depends (Blewitt, 2015). Sustainable development, in the context of this study, relies on the delineation of Lynn and Eda (2014) who defined it as the type of development that helps to meet the needs of people at the present without compromising the ability of these needs being met in the future. In any case, sustainability refers to a practice and process where project engineers and beneficiaries work hand in hand to maintain the processes of productivity indefinitely. The intended results in sustainable development in line with development communication is the state whereby resource use and societal living conditions (on part of development beneficiaries) continue to meet human needs. As the human needs continue to be provided, sustainable development naturally eliminates the possibility of such societal progress to undermine the stability and integrity of natural systems. This needs measures such as participatory communication and strong monitoring and evaluation.

2.2 Approaches of participation in development initiatives

A variety of participatory development communication approaches and models have been devised from history to show how innovators can use communication to engage communities so that project ends are trusted, accepted and adopted by targeted communities. The premise of many of the approaches and models is that participatory community development and communication are active processes that make use of high-level engagement mechanisms to make sure that community development addresses the priority problems of the citizens, which is often quoted as the reason for failure of community-targeted projects. Essentially, active participatory development-communication is implemented using varying perspectives based on stakeholder interests. Key approaches in the models include collaboration, consultation and empowerment. When carefully used, the best approaches would promote project sustainability.

2.2.1 Collaboration Participatory Strategy

According to Lennie & Tacchi (2013), collaboration is one approach to participation taken up by development agents to seek the input of the ordinary people – communities

- before implementation of projects that target them. In collaboration approaches, project innovators (often-private firms and non-governmental organisations in Kenya) use groups of primary stakeholders who participate in discussions of community problems and offer probable solutions. The collaboration model is generally a horizontal communication and invests in capacity building of stakeholders.

2.2.2 Consultation Participatory Approach

Consultation participatory communication approach is where experts can pose questions to stakeholders even though the input of the ordinary people is vested in the power of external professionals who choose whether to use it or not. Consultation approach is not considered an effective form of participatory communication because the engagement of the community does not play a major role in which case, the suggestions of ordinary people may not find their path towards implementation depending on the perceptions of project managers and inventors on the validity, meaningfulness and practicability of the views. According to Huesca (2008), in many cases this form of participation is just a waste of time because project managers already have a plan of development agenda, which may not be flexible to change irrespective of community sentiments and input.

2.2.3 The Empowerment Community Development Approach

In empowerment community-development-approach, the primary stakeholders i.e. the receivers of development initiatives are involved in the process of project planning and are part of the decisions made. Servaes & Lie (2013) argue that although outsiders can be partners in the project, and of course allowed to participate, the primary stakeholders (community) formulate final decisions, control, and own the entire process rather than experts or change agents playing these roles.

Empowerment can occur at the individual, organisational or community levels. With individual empowerment, the focus is on personal efficacy and competence and considers one's sense of understanding as well as control over a situation. Organisational empowerment however emphasises processes that enable individuals to increase control within a formalised structure, and the organisation itself to influence policies and decisions in the larger community. Practically, it also provides

opportunities for individual growth and access to decision-making processes. When it comes to community empowerment, the focus shifts towards collective action and control. This is often based on participation of both individuals and organisations within a specific social context. Some of its benefits, on a group level, are greater economic independence and social recognition.

When handling community empowerment, it is very important to understand and recognise that communities are made of organisations and people who interact in different social networks. This interdependence means that whenever there is a change in one aspect of the social system, rippling effects are realised on the other parts of the system. For this reason, scholarly works have strongly recommended that if development initiatives are to facilitate project ownership and therefore sustainability by the community, there must be the exercise of commitment and competence towards empowerment at both individual, organisational and community levels at large (Tufte 2017).

2.3 Challenges in Implementing Sustainable Development Projects

Many challenges in project sustainability are derived from the works of Francis Nyamnjoh (2000) in the article, “Communication research and sustainable development in Africa: The need for a domesticated perspective”. In the article, many aspects of the modernisation theory are discussed. The author argues that development sustainability should be a product of the concerted efforts of project engineers working with expected beneficiaries. Nyamnjoh (2000) therefore evaluates the modernisation and development models derived from the Western societies and concludes that westernisation is the prescription for difficulties in development in Africa.

One major challenge in sustainable development derived from the works of Nyamnjoh (2000) is imposition of ideas and programs to beneficiaries without offering them an opportunity to scrutinise and prioritise. This challenge is born from the postulations and ideas of the old modernisation theory and social change. From the modernisation concept as argued by Ebigbagha (2016), sustainable development in Africa emerged after World War II, which created great disparities between the rich and poor, as well as developed industrial nations and third world countries. At the time of WW2, social change meant transfer or diffusion of social, political and economic developments in

Europe and North America to other parts of the world. This process was converted into a science of rationality that promised universal, rational and best ways of doing anything.

Scholarly works have identified major misconceptions about development in Africa. For instance, is the perception that development must be replicated from a place where it worked. Modernisation, for example, imposed itself on civilisations founded on other systems of thought, and was described as pre-logical, pre-scientific or irrational (Schech, 2018). Modernisation was thus initially determined to compress or crush all other civilisations to reduce them into the model of the industrialised western civilisations hereby referred to as convergence of civilisations. Modernisation is also mis-conceptualised as the process of social of change and innovation in which what is new is perceived as progress. Modern society is that which is forward-looking and not backward looking

When it comes to sustainable development, however, Nyamnjoh (2000) argues that the development theory and research is a camouflage of modernisation precincts, which stresses on long term effects i.e. how to go with things to guarantee success and accountability, but fails to address why all these happen. Similar sentiments are shared by Tufte (2017) who argues that sustainable development is a modernisation theory hence a camouflage because ideas are from external experts denying targeted populations the opportunity to scrutinise and prioritise them.

The modernisation theory postulates that modern or forward-looking people act in a rational and informed way (rationalist approach) and that success comes from careful planning (positivist approach). However, according to Nyamnjoh (2000), rationalist and positivist approaches where everything can be measured and uncertainty eliminated is not a true reflection of the real world.

Modernisation and sustainable development are endorsed by Intergovernmental Ministry Fund (IMF) and World Bank policies. World Bank often assumes that failure of sustainable development arises from of the inability of the backward-looking people to free themselves from constricting customs and false beliefs to embrace a rational culture, which is the best ways of managing social change. World Bank and IMF supporters have additionally argued that Nations shape their own destinies. They also

affirmed that poor domestic policies, more than unfavourable external environment, are usually to blame for development failure. Sustainable development scholars have however disagreed with these notions arguing that there is a possibility for measuring wrong results just as it is in the modernisation theory. This is because in modernisation theory, the participating community is Utopia (just an observer); the societies of the west (or the most modern ones) serve as models and pacesetters for emerging nations (Ebigbagha, 2016). Furthermore, many proponents of modernisation assume that there is a single valid path to development often implying that political instability, cultural pluralism and social-economic underdevelopment in Africa can only be solved through the infusion of rationalist and positivist Western approaches, values and institutions (Rodríguez, Ferron and Shamas, 2014).

However, from sustainable development point of view, it is quite unlikely that that Africa can only develop if it became like the West. Zeleza (2006) reinforces this stating that it is unlikely that the poor can be emancipated if only they became like what the project initiators want them to become. Beneficiaries have unique needs and ways of sustaining themselves, which needs to be infused into the development plans targeting them hence there is need to address the needs and challenges as communicated by users themselves probably through awareness campaigns and sensitisation on benefits of use (Mulwa & Ndati, 2014). In fact, taking political, and social economic cues from the west, argue Ndinda and Ndhlovu (2016), denies Africa its political autonomy, cultural identity and economic independence, which are important preconditions for genuine sustainable development.

To solve the greatest challenges of sustainable development, it is recommended that Social engineering approach (predicament-free) should be substituted or Reconciled with the predicament-oriented approach, which seeks first a local understanding of the nature of the given predicaments in their everyday life, and then an understanding of the broader historical, structural and ecological causes generating such a predicament.

2.4 Techniques of Participatory Communication

The modes of participation vary with situations and contexts to realise sustainable development. There are three categories of techniques of participatory communication in development projects.

2.4.1 Induced Participatory Communication

Development agents may wish to involve beneficiaries in development by communicating with them in an induced manner. In this technique and strategy, a project work plan or design is made from a predetermined manner where the targeted beneficiaries are encouraged to take part in planning and execution processes. One of the qualifications to benefit in the project is active participation hence beneficiaries strive to obtain the benefits by following up and understanding the premise of the development intents. The general manner of participation using this technique is through invitation of beneficiaries to submit their contributions in the form of labour and other resources. In the end, the project initiators and beneficiaries probably share the costs.

2.4.2 Transitory Mobilisation

Using the technique of transitory mobilisation in community development, targeted populations only participate in temporary and specific tasks to help develop their communities. This technique is not the best because it would not often lead to sustainable development for lacking an institutional base and structure hence participation is also not sustained.

2.4.3 Group Formation

In group formation technique, a sustainable project is based on a single and specific objective which according to Tufte (2017) is generally to help to create new, or strengthen an existing group or organisation that would help the poor and vulnerable people access resources, services, inputs and to participate in projects actively. This active participation helps to empower poor communities in development objectives through their groups and organisations not only in terms of accessibility to resources but also in terms of decision making as well as bargaining power which form the basis for sustainable development. Project managers could also structure new or existing groups for the purpose of communication. Existing groups for instance include farming associations, cooperatives, women groups, village youth groups or trade unions depending with the level of development intended. Later, groups may merge to form a basis for sustained participation as a receiving system where the poor can be able to

mobilise their own resources that can then be reached easily by development agencies and partners. The essence of group formation, argues Gilchrist & Taylor (2016) is to eliminate the fallacy that the recipients of development (poor) can only get a share of the cake or simply participate in the economic systems of the development agencies. Rather, the essence of group formation is that the poor gradually practice self-development through participation and may contribute in the modification of the systems in existence among the development agencies that originally left them out of development.

2.5 Theoretical Framework

In the field of development communication, models and theories have been coined to support the fact that participation is a key element in community and sustainable development. This study combines the strengths of the multiplicity theory and the social penetration theory to understand the relationships amongst processes, formations and sustenance of relations in line with sustainable development.

2.5.1 The Multiplicity Theory (MLT)

The model of multiplicity was coined by Servaes (1985) with revisions in 1986, and in 1989. It postulates that there should be strong participation in development at the level of grass roots. It recommends that the application of participation should emphasise on pluralism and diversity to help enhance communication for sustainable community development. It emphasises that communities should cultivate their own responsive approaches to self-determined development goals that emerge out of participatory processes. The reluctance to advocate for universal approaches rather than pluralism and diversity in the application of multiplicity stems from the observation that even within “fairly” homogeneous cultures, competing political, social, cultural interests and groups will be found (Servaes & Malikhao, 2005).

The model presents a notion that rigid and general strategies for participation are neither possible nor desirable because community development is a process that unfolds in each unique situation (Servaes, 2008). By avoiding ‘general participation strategies,’ then leaning towards ‘context specific ones,’ the inference is that multiplicity theory has a

relativistic framework, lacks trust in the power of communication as a negotiation tool that can loosen social, economic and political differences.

Multiplicity derives its teachings from the right to communicate in development communication. Studies on the multiplicity framework insist that cultural processes must take a primary position in practicing and studying development communication (Kalugendo and MacLeod, 2013). The reason is that participatory communication is a source of social transformation. Participation, therefore, can reveal how power could function to subordinate specific groups of people (Tufté and Mefalopulos, 2009). Significantly still, the model implies that participation cultivates generative power such that individuals and groups can develop capacity for decision-making and action, which are harnessed to transform subordination conditions. Therefore, the framework of multiplicity can be used to dislocate asymmetry in societal power towards transformation by using participatory communication.

Critics of the framework have however pointed out that participatory communication is necessary but not enough to engage or alter power relationships. For instance, Scott (2014) argues that less guided participatory communication towards a priori structural goal, say for example deconstructing dominating discourses or in building progressive institutions, are likely to run into the risk of dissolving into a self-indulgent exercise as well as being co-opted by an established and elitist organisation. This destroys the value and spirit of participatory communication in community development.

Scholars who critic multiplicity model have also maintained that participatory communication by itself can reproduce undemocratic power structures as concerns the gender relations among other characteristics (Green & Haines, 2015). There is therefore the feeling that there is either a problematic or a non-transparent relationship between dominant power structures and participatory communication, which may be inseparable in nature. Studies have however been enhanced to understand how participatory communication can bridge the agency structure divide and popular movements within the community. Tufté and Mefalopulos (2009), for example have indicated that popular movements in the community are linked to participatory communication initiatives because liberation is a self-evident quality of participation. This is argued in

line that participatory openness creates awareness of differences hence revealing inequalities, which lead to formation of movements that can address such flaws.

Related to multiplicity criticism is the contention that participation emerges from popular movements (rather than community stakeholders) engaging in structural reforms. It therefore relies on continual regeneration through broad social participation (Green & Haines, 2015). Popular movements in communities therefore form the laboratories that break the artificial boundaries obscuring the aspect of participation in reproducing and transforming dominant relations. From this perspective of thinking, multiplicity is proposed to be effective only if it actively aligns itself with popular movements to yield insights that contribute directly to participatory and social change projects since this can be used to negotiate the problematic issues of power.

The multiplicity theory is relevant for this study especially in devouring objectives one and four. Using the theory, this study analysed the approaches that development initiatives use to interact with project beneficiaries to ascertain whether the approaches are generic or contextualised to solve the problems of the poor. It was important in examining the kind of relationships among development agencies (One-Acre Fund) and beneficiaries. This included an assessment of the presence or absence of groups and their composition, which would help to determine the impact of multiplicity on sustainability of the development initiative.

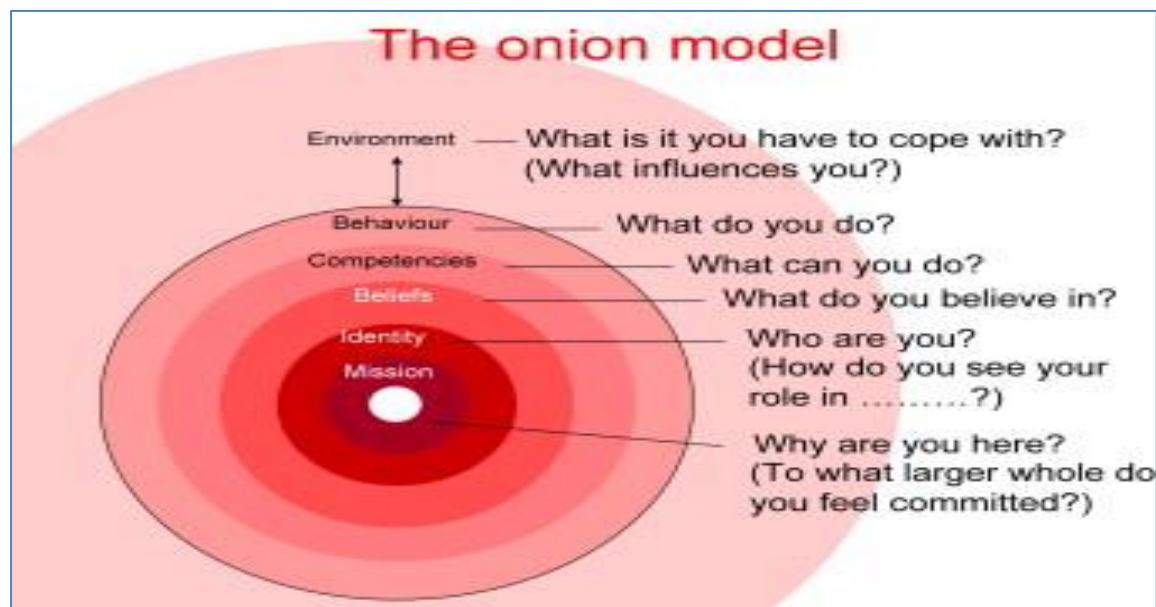
2.5.2 Social Penetration Theory (SPT)

This study also worked within the prospects of the Social Penetration Theory to understand how participatory communication can be used to ensure that project run by development agencies are not only successful but also sustainable in that upon withdrawal of their aids, beneficiaries can effectively continue for a sustained period of time. This is through assessing the degree of self-disclosure during participation among various parties in development projects.

SPT is attributed to Irwin Altman and Dalmis Taylor. It explains how relational closeness develops. Social penetration is a process of developing deeper intimacy through mutual disclosure (Altman & Taylor, 1973). In the theory, it is argued that self-disclosure corresponds to an exposure of a person's personality in the form of onion

layers for example beliefs and feelings about oneself, others and the world. It states that people are more careful with the deeper layers during their interaction because these layers are more vulnerable, protected, and much central to the self-image. Therefore, they are always hesitant to disclose their inner selves in their relationships with others at the onset of interaction. Moreover, the theory suggests that the nonverbal paths leading to openness include proper eye contact, mock roughhousing and smiling; but the main route to deep social penetration is through verbal self-disclosure. From this front, Carpenter and Greene (2016) intimate that on the surface, only biographical information exchange can take place easily even during the first meeting. However, the same people find it hard and are hesitant to self-disclose their inner beliefs. The result is an onion model as illustrated below:

Figure 2.1: The Onion model in the SPT



Source: Carpenter and Greene (2016)

According to the theory, when the “inner” feelings and beliefs are disclosed, people open-up for heavy-handed emotional blackmail (Ayres, 1979). Further, once inner values are disclosed, it becomes very easy to disclose oneself further and further with time and without resistance. In this theory therefore, a permanent guard to the inner values of a person limits the closeness that can be achieved from two people interacting. This leads to the outline of four observations about the process that influences the depth of self-disclosure i.e. the degree of disclosure in a specific area of an individual’s life.

The first observation is that peripheral items are exchanged more frequently and sooner than private information to mean that the relationship is still at a relatively impersonal level. Secondly, the theory observes that self-disclosure is reciprocal, more so in the early stages of interactions (Taylor & Altman, 1975). This means that new acquaintances often reach roughly equal levels of openness. In the third place, the theory argues that Penetration is rapid at the start but slows down quickly as the tightly wrapped inner layers are reached.

To explain the theory in the context of this research study, beneficiaries need to be at ease with project implementers and development agencies to be able to participate in development effectively. This could be through opening and developing closeness between project leaders and communities targeted for development. This implies that it would be important when development leaders create an environment where people are at ease and free to exercise their full disclosure in terms of their priorities in development and willingness to support so that projects can be sustainable in the end. This closeness and mutualism should be sustained to realise a rapport to support full disclosure during interaction with project leaders.

In this case, participatory communication tools should be formulated in such a way that beneficiaries create a positive perception of projects and their objectives especially after their full self-disclosure. Since it takes time before people disclose their inner values that could affect their uptake of community initiatives or disclosure towards their implementation, opinion leaders could be used to reduce obstacles in self-disclosure hence free will towards participation and ultimate acceptance of project outcomes leading to sustainability. The social penetration theory was significant in pursuing objectives two and three to determine if the communication strategies adopted by OAF enabled or disabled full disclosure and participation from beneficiaries to realise sustainable development.

2.5.3 Theory of technology mediated Communication

Technology Mediated Communication theory (TMC) was coined by Crowley and Mitchell (1994). It states that some instances dictate for arbitrated interaction to allow freer expression and relay of appropriate information (Davis, 2000). As a result, the interaction of face-face is being overtaken by mediated communication (Olick,

Vinitzky-Seroussi and Levy, 2011). According to the theory, mediated media works to serve five key purposes namely relationship development, information gathering, coordination, conflict resolution and knowledge sharing (Watson-Manheim, and Bélanger, 2007).

The theory states that there are three forms of mediated communication i.e. mediated interpersonal communication, interactive communication, and mass communication (Lundby, 2009). Thompson (1995), however, argued that mass communication is not part of mediated communication, but a balance between face-to-face and mediated communication.

TMC is a more private form of communication. Parties interact through a medium such as letters, books or technology (electronic means) rather than face-to-face interaction. Mediated communication however faces a challenge in exchange of meanings because it only engages only a few senses and generally transmits fewer symbolic cues although some computerised media allow for transmission of oral and nonverbal symbols for example in instant messaging. Further, the parties to the interacting parties need technical expertise to operate technologies involved.

In many cases, the type of mediating technology in use influences interpretation and meaning in communication satisfying the Marshall McLuhan's saying that "the medium is the message" (Grosswiler, 2010). In mediated communication, the different types of media are used based on individual's motivations, purpose of communication, situational factors (for example task characteristics, urgency and message content) and institutional factors (Watson-Manheim, and Bélanger, 2007). Park, Chung and Seungyoon (2012) argued that people become inclined to a medium because of the network effect i.e. because other people are associated with it.

TMC is highly applicable in this study. It works to serve as a bridge between the multiplicity model and the social penetration theory. Using mediation, as a result, can be used to bridge the gaps in information flow. To discover all the underlying issues and challenges, development agencies can incorporate mediated communication to collect accurate data that could help enhance sustainability in projects. In this case, when "social penetration" could be hard to achieve using ordinary techniques, mediated

forms such as Short Message Service (SMS) can be used to break the barrier hence self-disclosure that could aid in building sustainable development in projects.

2.6 Conceptual Model

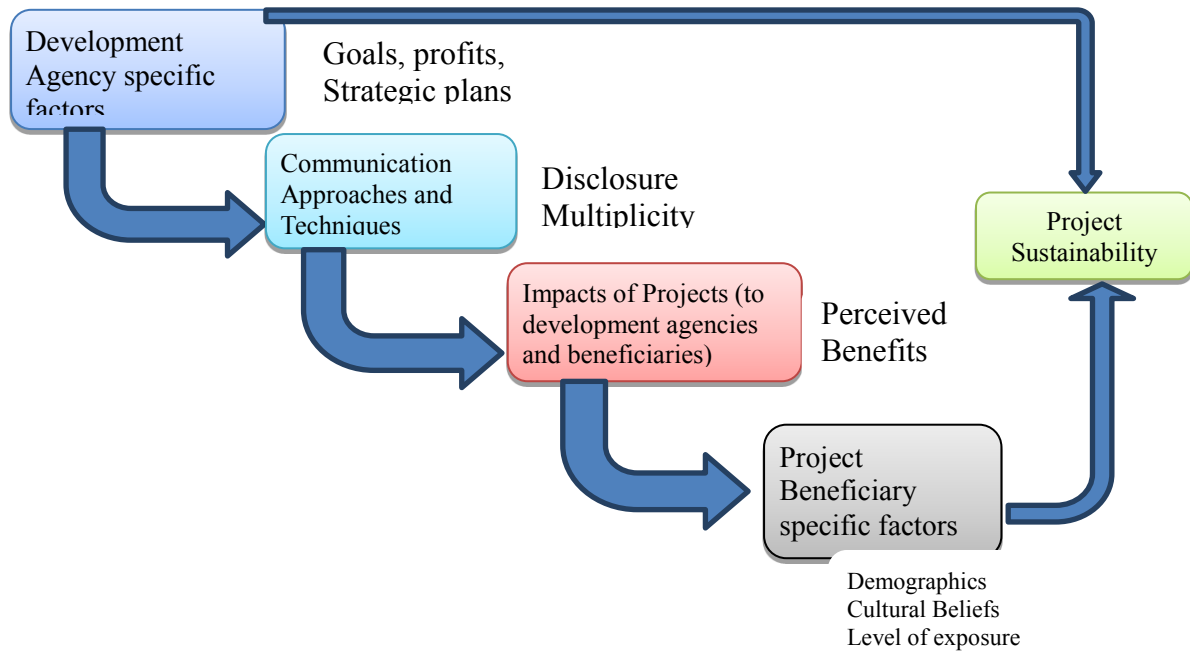


Figure 2.2: The Conceptual Framework (Khalwale, 2018)

This study premises on the fact that project sustainability is a result of choice of appropriate stakeholder engagement approaches (preferably through multiplicity), the degree of disclosure for both development agencies and beneficiaries as well the perceived long-term benefits of development project among the poor. This process could be affected by development agency and beneficiary specific factors such as culture or business interests.

CHAPTER THREE

RESEARCH METHODOLOGY

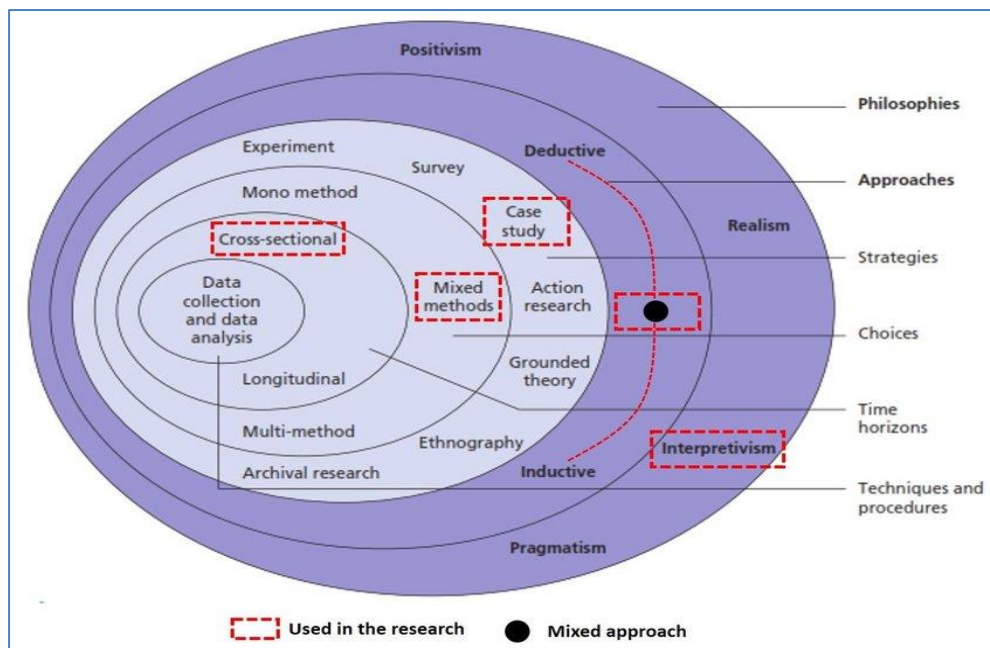
3.1 Overview

This chapter presents the systematic process that was followed to collect and analyse data for the study to meet the set objectives. In this chapter, the research design, approach, strategy, data instruments, targeted population, sampling, ethics, reliability, validity and data analysis techniques were analysed.

3.2 Research design

A research design as coined by Bryman and Bell (2011) refers to a framework employed during data collection and analysis, which mirrors the choices of the researcher about the priority given to a bundle of elements of the research process. A good design enables a researcher to be procedural and obtain data that is relevant for research objectives (Fisher and Stenner, 2011). Saunders, Lewis and Thornhill (2008) proposed an ideal research design that draws a significant link between the collected data, objectives and conclusions using a research onion shown below that should be examined layer by layer to guide research.

Figure 3.1: Research design Onion-Model



(Source: Saunders, Lewis and Thornhill, 2008)

This study adopted the cross-sectional research design. A cross sectional study assesses a section of the population at a given period (Creswell, 2009; Denzin, and Lincoln, 2003). The design then allows the study to draw conclusions across a wide population. As a cross-sectional, the focus of this study was to pursue “what” i.e. factors and issues surrounding sustainable development and to explain “how” participation influences the status quo in development. This was conducted by exploring the underlying issues around participation of beneficiaries and the ability for these beneficiaries to be independent afterwards.

3.3 Research approach

An approach in research is a choice between being subjective (qualitative) or objective (quantitative) based on the design of a study. This study chose a subjective, qualitative and inductive approach incorporating the researcher’s voice was in the interpretation of collected data to understand sustainable development communication among beneficiaries of OAF in Kakamega County. Researchers with a subjective view represent an interpretivist constructivist view seeing reality as a projection of individuals’ consciousness (Robert, 1995; Fisher and Stenner, 2011). They make use of qualitative approaches relying on raw opinion to understand abstract information that is of significance to a research (Sauders et al. 2009; (Creswell, 2009). A qualitative approach was ideal in this study because of the need for exploration of detail and description of study variables rather than understanding relationships between them. The quantitative technique focussed on objective evaluation of the status quo among farmers within the study population and used statistical analysis to draw valid conclusions about the research issues identified.

3.4 Research Site

This study was in Kakamega County and specifically in Ikolomani sub-county. Ikolomani sub-county area covers 143.6 square Kilometres. It is the third least populated sub-county in Kakamega with a population of 104,669 based on 2009 census but second largest in terms of population density of 729 people per sq. Kilometre. There is therefore a lot of pressure on land. This pressure on land is expected to rise to 1009 people per square kilometre by 2022 when the population is projected to be 144,865. The sub-county comprises four key areas i.e. Idakho North, Idakho South, Idakho

Central and Idakho East wards. At the time of the study, the sub-county had 26 community areas.

The sub-county, just like the entire Kakamega County, receives ample rainfall (annual rainfall) ranging from 1800.1mm to 2214.1 mm per year. It is evenly distributed with March, and July receiving heaviest rains while December and February receiving light rains. The temperatures range from 18⁰C to 29⁰C. According to the Kakamega Multiple Indicator Cluster Survey report of 2013/14, 79.2% of the county population rely on wood as the main source of energy, 1.1% use LPG, 0.6% use biogas, 13.8 % use charcoal and 1.2% use grass/shrub for cooking. The Kakamega Statistical Abstract (2015) indicates that just 5.6% of the county's population use electricity for cooking compared to the country's (Kenya's) 22.7% while 92.4% use paraffin for lighting compared to the Country's 69.5%. In overall, 95.8% of the household population in the county use solid fuels for cooking against a national figure of 82.5%. About 18 percent of the households have electricity (29% urban and 6% rural areas). This indicates that people generally live a life of poverty compared to national averages even though there is ample rainfall throughout the year.

3.5 Research Method

Research methods can be in the form of experiments, action research, surveys, ethnography, archival methods, grounded theory and case study. This research used the case study method. A case study is a tool employed to study a selected social phenomenon. It has been frequently used in explanatory and exploratory research (Saunders, Lewis and Thornhill, 2009). Case studies can collect data using single methods or mixed methods (Eriksson, and Kovalainen, 2008). The aim of this research was to have data that would explain the concept of sustainability in community driven projects as well as data that would reveal the underlying issues around the inability of beneficiaries to continue on their own after development agents are withdrawn.

3.6 Sampling and Sampling Method

The study population in Ikolomani Sub-county comprises 221 current farmers being served by about 54 members of staff. This is according to the 2018 data collected from

One-Acre Fund records. Since its inception in 2006, One-Acre Fund has worked with more than 880 farmers at different times in Ikolomani Sub-county.

To collect data in a social research, Creswell (2009) argues that a sample of 10% is enough to represent the entire population. The scholar adds that with a 10% sample, research findings can be sufficiently generalised to the entire population if the right sampling methods are used. This study therefore used a sample size of 80 farmers (10% sample) and 10 employees of One-Acre Fund.

For sampling purposes, this study relied on Stratified sampling based on administrative wards in Ikolomani sub-county, which formed the strata in selecting farmers. The study targeted 20 farmers and three OAF staff from each of the four wards. Purposive sampling was used to select OAF staff. Selection considered accessibility and respondent's availability to ensure that there was a balance in the distribution of the respondents within the four wards where data.

3.7 Data Collection tools and Equipment

This research used mixed methods to collect data that would capture all the objectives appropriately. The data collection tools were questionnaires and structured interviews. The respondents were OAF current and past farmers to assist in collection of data on status quo. They were administered with a questionnaire. Employees of OAF were administered with structured interviews to assess underlying issues in participation and sustainable development.

3.7.1 Questionnaires

Farmers were reached using a structured questionnaire, see *appendix 1*. To collect data, the questionnaire was self-administered. It comprised 28 open and closed ended questions that captured the first, second and third objectives of this study. These included the approaches used by OAF to interact with project beneficiaries, the techniques of participation and communication amongst OAF agents and project beneficiaries, and the challenges faced by One-Acre Fund project in implementing sustainable development among its beneficiaries in Ikolomani, Kakamega County. It was also used to collect demographic data about respondents. The questionnaire was

designed with various sections, one dedicated to demographic information while the others designed for collecting data through a series of related questions to achieve set objectives. Because of the literacy levels of the farmers, the questionnaire was translated into Kiswahili and Luhya dialects on need basis during administration.

3.7.2 Interviews

The study scheduled structured interviews with field officers of OAF to devour aspects of the project that required administrative attention. The interview comprised 11 model questions and a series of unstructured follow-up questions. The interview tool targeted objectives three and four i.e. challenges in implementing sustainable development projects and the role of participatory communication in the process of such implementation. The interview was self-administered. To collect and record data, note-taking techniques were utilised. An interview was designed to last less than 30 minutes with every respondent.

3.8 Data analysis and Reporting

Data was analysed quantitatively and qualitatively. The qualitative data sought descriptive statistics using the SPSS software. Descriptive and frequency analysis was conducted and data presented in charts, tables and percentages. The qualitative data collected was analysed using content analysis and the interpretivist approach.

In terms of data presentation, the qualitative data collected was presented in terms of chunks of related data and grouped for deeper analysis. During analysis, this data was occasionally presented in verbatim to support the arguments raised from the raw data. Quantitative data was presented in graphs, tables, pie charts and percentages to make it easier to understand. Some data was presented in terms of frequency and descriptive statistics.

3.9 Validity and Reliability

Denzin and Lincoln (2003) define reliability as the ability of the instruments of research to record data accurately. When a research is reliable, it means that a researcher can still obtain the same results and make the same conclusions by replicating the methodology to another population or at a future date if all other factors are held

constant. To ensure reliability of this research, the research instruments (interview and questionnaire) were standardised in such a way that they could elicit the same type of interpretation by various respondents. Further, they were checked to eliminate ambiguity. In addition, the strata and other sampling and selection techniques were clearly demarcated to ensure there was even distribution of respondents.

Validity is the ability for a research to provide findings that can be generalised accurately (Fisher, 2010). A valid research leads to accurate conclusions about the research findings such that the data collected from the sample represents accurate judgement of the entire population. In this research, a crosscheck criterion was utilised to check for validity. Using this criterion, the collected data was compared to that available in the literature. In any case, the sampling was conducted in a manner that would eliminate all forms of bias i.e. stratified sampling to ensure that there were respondents from every corner of the population to increase data diversity, which subsequently boosted data validity.

3.10 Research Ethics

This study was conducted using professional and ethical considerations. First, the study looked for informed consent of all participants and respondents before allowing them to take part. Secondly, the study encouraged voluntary participation whereby respondents could exit at any time as they so wished. Data collected was handled carefully, with confidentiality and later destroyed soon data had been analysed. The study emphasised on anonymity of all the participants and respondents. Additionally, a Certificate of Fieldwork (*Appendix 3*) was obtained before data was collected. After the study being presented to a panel of scholars, a Certificate of Corrections (*Appendix 4*), and the Certificate of Originality (*Appendix 5*) were obtained.

CHAPTER FOUR

FINDINGS AND ANALYSIS

4.1 Overview

This section presents the data collected from the field. The first part contains data collected using questionnaires while the second part presents interview data. In the first part, 100 questionnaires were distributed and a response rate of 77% was obtained as the response rate.

4.2 Demographic data

The demographic data collected included gender, education, income, marital status and age. From the study, there were 25 male respondents and 52 female ones. A third of the respondents were male while two thirds were female. In terms of their marital status, three quarters were married, 12% were single, 6.5% were widowed and 6.5% were separated from their spouses. The data about education of the respondents is shown in Table 4.1 below.

Table 4.1: The highest level of education attained by Respondents

	Frequency	Valid Percent	Cumulative Percent
Some Primary School	7	9.6	9.6
Completed Primary school	7	9.6	19.2
Some secondary School	14	19.2	38.4
Completed Secondary School	18	24.7	63.0
Polytechnic training	9	12.3	75.3
College certificate	2	2.7	78.1
Middle level College Diploma	7	9.6	87.7
Undergraduate Degree	9	12.3	100.0
Total	77		

From the tabulated data, one in every four farmers had completed secondary school while nearly a fifth had some secondary school education. Another 12.3% of the farmers had undergraduate degrees and a similar proportion had attained polytechnic training. Less than a tenth of the respondents respectively had middle-level college diplomas and had completed primary school or had some primary school education.

The data exhibits that most farmers have low education achievements which implies that communication channels must be adapted to a format appropriate to audiences of low education, channels that can enhance peer support such as learning from each other. The table below shows data about the age ranges of the respondents reached by this study.

Table 4.2: Estimated Age of respondents

Age of respondents	Frequency	Percent
21-30 years	33	42.9
31-40 years	21	27.3
41-50 years	13	16.9
51-60 years	2	2.6
Above 60 years	4	5.2
Total	73	94.8
Missing System	4	5.2
Total	77	100.0

The data demonstrates that slightly less than half of the farmers were aged 21-30 years while about 30% were aged 31-40 years. 17.8% of the farmers were aged 41-50 years while those above 60 years were 5.5% of the sample size. Less than 3% of the respondents were aged 51-60 years.

This data reveals that OAF majorly targets younger farmers which also carries the implication that appropriate tools of communication be devised to fit the youthful beneficiaries for example social media and other highly interactive channels. The estimate of the monthly expenditure is shown in Table 4.3 using descriptive statistics.

Table 4.3: Descriptive Statistics for monthly expenditure

	N	Min	Max	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
What is your approximate monthly expenditure?	62	558	34583	11861.76	1200.287	9451.068
Valid N (listwise)	62					

From the data, the lowest earning peasant farmer had an estimated monthly expenditure of Ksh.558 while the highest had a monthly expenditure of Ksh.34583. On average, the monthly expenditure of the farmers in the study was Ksh.11,861.76 with a standard

error of Ksh.1200.287 and a standard deviation of Ksh.9451.068. The average monthly expenditure denotes that many of the farmers under OAF have a daily expenditure of Ksh.392 (\$3.5) which is slightly above the global poverty line of \$1 per day but locally, it represents a group of people with low incomes in the County of Kakamega.

4.3 Evaluation of One-Acre Fund and its Beneficiaries

Respondents were asked to state the duration for which they had been beneficiaries of OAF as at the time of the survey. Table 4.4 presents the findings on this aspect.

Table 4.4: Duration for which farmers had been OAF Members

Duration of OAF Membership	Frequency	Percent
Less than one year	23	29.9
1-3 years	28	36.4
4-6 years	17	22.1
7-9 years	3	3.9
10 or more years	2	2.6
Total	73	94.8
Total	77	100.0

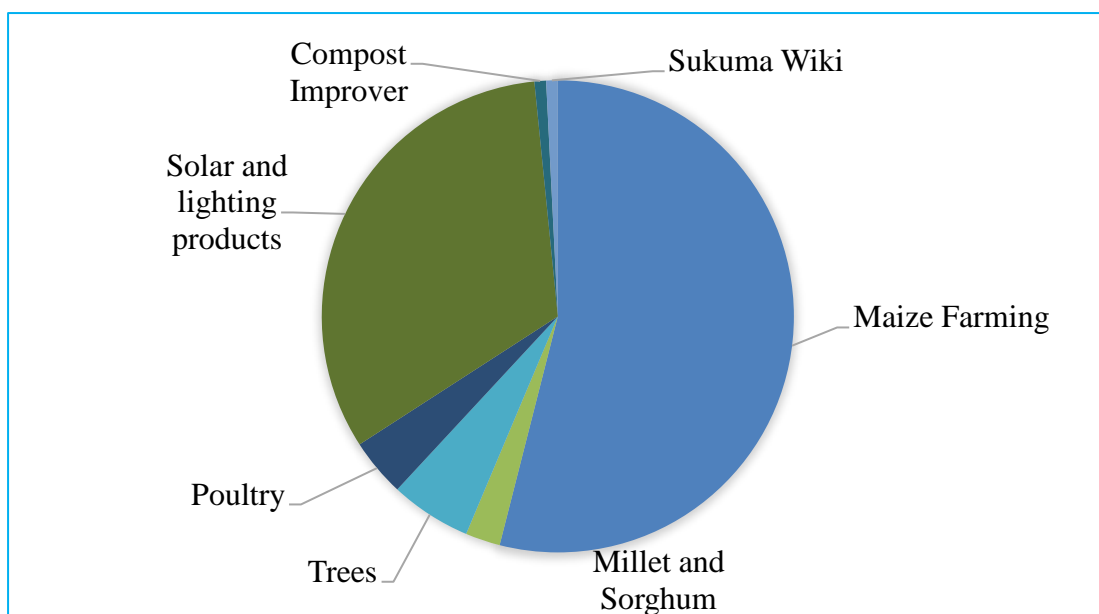
Majority of the farmers under OAF had been beneficiaries for about 1-3 years i.e. 36.4%. About 30% of the farmers had been beneficiaries under OAF for the first time (less than one year) while slightly more than a fifth of the farmers had been beneficiaries for 4-6 years consecutively. About 4% had benefited from One-Acre products for 7-9 years and less than 3% had been members for more than 10 years. Generally, there is a high turnover of farmers in the OAF project on yearly basis. The research also sought to find out the products that farmers frequently subscribed to in One-Acre Fund. Table 5 is a summary of the findings on this aspect.

Table 4.5: The products farmers frequently used in One-Acre Fund

	Maize Farming	Millet and Sorghum	Trees	Poultry	Solar and lighting products	Compost Improver	Sukuma Wiki
No. of subscribed farmers	68	3	7	5	41	1	1
Percent (%)	88.3	3.9	9.1	6.5	53.2	1.3	1.3
Total	77	100.0	100.0				

In Table 4.5 above, it was found out that majority of the farmers, 88.3% were subscribed to maize products while more than half of the farmers (53.2%) were subscribed to Solar and lighting products from One-Acre Fund project. There were few farmers subscribed to millet and sorghum, trees, poultry, kales and compost products from One-Acre Fund. Generally, the staple food in Kakamega County at large includes maize and its products hence its high uptake among farmers. The pie chart below presents the uptake of various One-Acre Fund project products among farmers in Ikolomani, Kakamega County.

Figure 4.1: The products farmers frequently used in One-Acre Fund



Many farmers not only subscribed to maize but also bought or used the solar and lighting products. Other than maize, all other products were generally auxiliary or simply a second item. Its high uptake was because during the launch of One-Acre Fund project, extremely very few farmers had access to electricity. Solar came in as relieve to the use of kerosene for lighting alongside its cheap maintenance cost. Even when some farmers acquired electricity through the governments' initiatives, the solar products remained very common because of the unreliable supply of electricity. Data was also collected to find out the duration for which the farmers reached had been using One-Acre Fund products. This is summarised in Table 4.6.

Table 4.6: Duration for which farmers had been using OAF products

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than one year	17	22.1	22.1	22.1
1-3 years	27	35.1	35.1	57.1
4-6 years	19	24.7	24.7	81.8
7-9 years	7	9.1	9.1	90.9
10 or more years	7	9.1	9.1	100.0
Total	77	100.0	100.0	

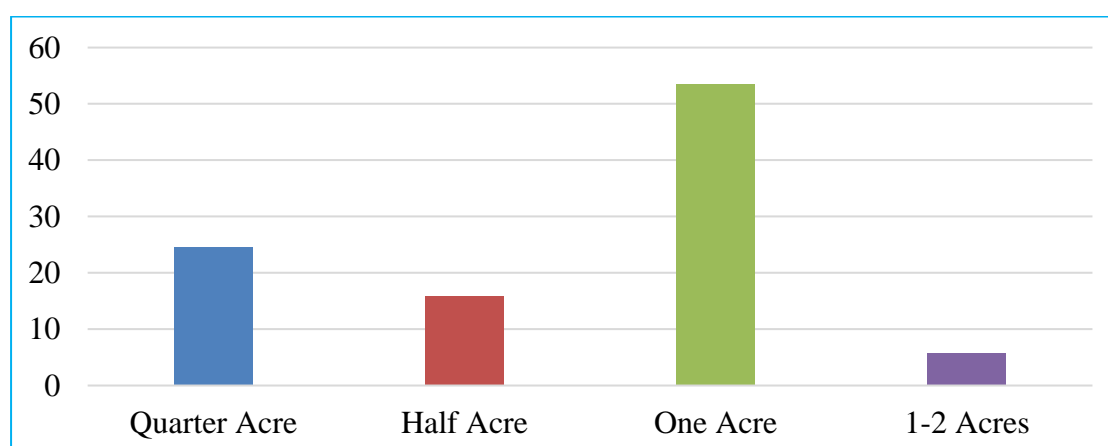
From the data, 35% of the farmers had subscribed to their current products for 1-3 years, 24.7% for 4-6 years and 22.1% for less than one year. Nearly a tenth of the farmers had subscribed for 7-9 years while close to 10% others had benefited from OAF products for a period exceeding 10 years. Using descriptive statistics, the average duration for which farmers subscribe to OAF products was computed as 5.31 years. This leads to questions as to whether such a duration of loyal subscription is ideal for a program meant to empower people, or otherwise. To understand the issues better, the research sought to find out how much land farmers dedicated to OAF and its products. This data is shown in Table 4.7 below.

Table 4.7: Size of land farmers dedicated to One-Acre-Fund and its products

	Frequency	Percent
Quarter Acre	17	22.1
Half Acre	11	14.3
One-Acre	37	48.1
1-2 Acres	4	5.2
Total	69	89.6
Missing System	8	10.4
Total	77	100.0

More than half of the farmers, 53.6%, dedicated an acre of land towards the activities of the organisation. Nearly a quarter of the farmers (24.6%) said they used a quarter acre of land on OAF projects whereas close to 16% dedicated half an acre. The rest of the farmers in Ikolomani, 5.8%, spared about 1-2 acres of land for One-Acre Fund projects. This data is summarised in Figure 4.2 shown below:

Figure 4.2 Size of land farmers dedicated to One-Acre-Fund and its products



The general impression from the study is that many farmers set aside just an acre of food on which OAF products especially maize are managed. This is consistent with the OAF policy that requires farmers to spare an acre of land for improved agricultural production. However, because of land scarcity, some farmers with smaller pieces of land are incorporated to enjoy the benefits of improved agricultural production.

4.4 Participatory and Communication approaches, Types, and Strategies

This study was interested in exploring the place of communication in the activities of OAF project to establish whether communication played a role in the skills acquisition within the project hence the initiative's sustainability. The study first enquired whether there were scheduled meetings between the organisation and farmers to exchange ideas on a one-one basis. The findings of this survey question are shown in the table below.

Table 4.8: Presence of scheduled meetings between OAF staff and farmers

	Frequency	Percent
Yes, meetings are regularly scheduled	61	79.2
Yes, but their occurrence is not predictable	8	10.4
No meetings scheduled	8	10.4
Total	77	100.0

Majority of the farmers who participated in this study, about 4 in every 5, acknowledged that there were indeed regularly scheduled meetings between them and the organisation. About a tenth of the farmers said that there were meetings although their occurrence was not predictable while another tenth said that they were not aware of any meetings

scheduled between farmers and the OAF. The results imply that there are lapses in the communication structures and channels used in the organisation. Although there was evidence that OAF and farmers met regularly, there was little evidence to show that all farmers got the same information in the same way and at the same time the reason for which some farmers had never attended scheduled meeting.

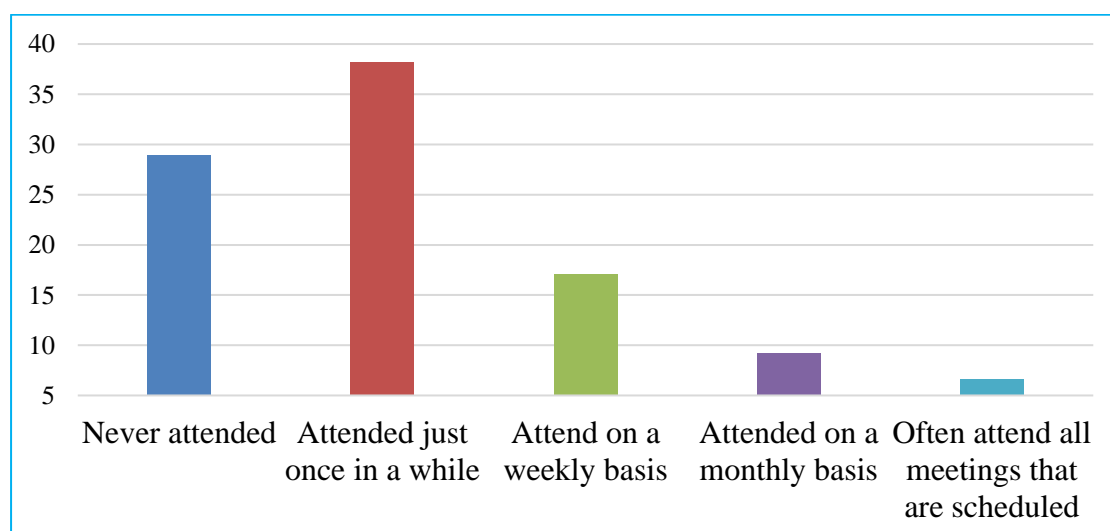
Given that many farmers acknowledged having meetings with OAF. It was therefore important to find out the frequency of these meetings and the role of all the stakeholders involved. The results shown in Table 4.9 below elaborate on the foregoing concerns.

Table 4.9: Frequency of attendance in meetings

Farmers' attendance in OAF meetings	Frequency	Percent
Never attended	22	28.6
Attended just occasionally	29	37.7
Attend on a weekly basis	13	16.9
Attended monthly	7	9.1
Often attend all meetings that are scheduled	5	6.5
Total	76	98.7
Missing System	1	1.3
Total	77	100.0

The results are also summarised in Figure 4.3

Figure 4.3 Attendance in meetings between farmers and senior officers



Majority of the farmers, nearly two fifths as shown in the table, had just attended the meetings scheduled with OAF officers just occasionally. Close to one in three farmers said that they never attended scheduled meetings with officers from OAF while 17% of

them said they attended the meetings on a weekly basis loyally. About a tenth of them said they attended the meetings a couple of times in a month while only 6.5% of the farmers attended all meetings as scheduled.

The results denoted that attendance to meetings was not adequate. Subsequently, the trend revealed was that the level of awareness was not in tandem with the exhibited behaviour i.e. knowledge about scheduling and actual attendance to meetings. This possibly means that there was little sensitisation on the need to attend all meetings as scheduled so that farmers and OAF staff can share views on important mutual matters. Where there was adequate sensitisation, then facilitation was not accompanied making poor farmers unable to attend. The trend could also imply that there was little trust in the type of engagement and proceedings of the meetings hence poor attendance. This led the study into research on the strategies and methodologies of meetings as one of the tools of communication and participation as shown below.

Table 4.10: Methods of conducting participatory activities

Participatory Method	Frequency	Percent
Open discussions	38	49.4
Lectures – the officials provide all the information as I listen	1	1.3
Questions and answers	18	23.4
Trainings – organised meetings with invited facilitators on specific topics	10	13.0
Simulation, demonstrations and practices	8	10.4
Total	77	100.0

It was noted that in nearly half of the meetings that farmers attended, the mode used in conducting them was open discussions. Nearly a quarter of the respondents also noted that meetings adopted a model of Questions and Answers while 13% of the respondents said the model used was generally a training format with invited facilitators on specific topics. A tenth of the respondents said that OAF mainly used Simulations, demonstrations and practical sessions in conducting meetings while a few of the respondents, less than 2%, said meetings were conducted through lecturers where farmers were receivers.

From the results, OAF favours open discussions and other open models of interaction with farmers most of the time. These models, if well utilised should help both parties to open and share their sentiments. OAF seems also to have invested more on participatory approaches while holding their meetings with farmers. This is seen through the great emphasis on open discussions, question and answers (plenary sessions) and training.

However, the fact that there are few instances when simulations, demonstrations and practical sessions are used raises queries on how effective skills are acquired by farmers given that many products offered by OAF needs direct exposure by farmers through observation and imitation from trainers. Allowing farmers to pilot their skills on a dummy would go a long way in assisting them sharpen their knowledge on how to conduct farming activities.

4.5 Effectiveness of communication in line with Sustainable Development

To find the effectiveness of the participatory approach adopted by OAF and its farmers, the study sought to examine how the organisation consumed the input of farmers in their entire decision matrix. The data in relation to this is shown below.

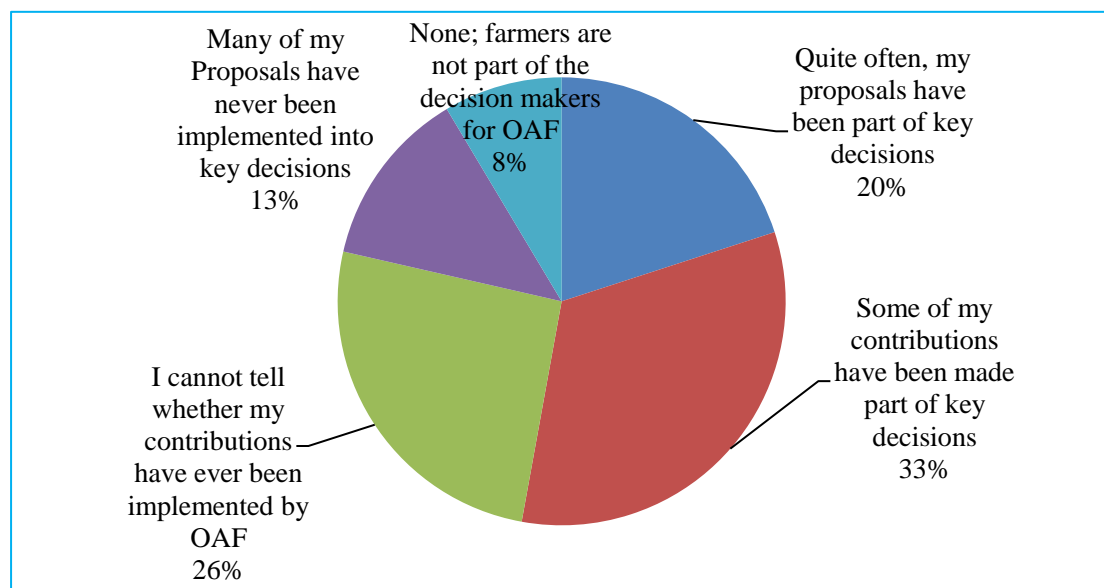
Table 4.11: Rate of infusion of farmers' proposals in Decision Making

Rate of infusion of farmers' proposals	Frequency	Percent
Quite often, my proposals have been part of key decisions	14	18.2
Some of my contributions have been made part of key decisions	23	29.9
I cannot tell whether my contributions have ever been implemented by OAF	18	23.4
Many of my Proposals have never been implemented into key decisions	9	11.7
None; farmers are not part of the decision makers	6	7.8
Total	70	90.9
Missing System	7	9.1
Total	77	100.0

The results show that the implementation rate of farmers' proposals is at 18% based in the findings that among the farmers who issue managerial proposals, 18.2% of them get their way. However, nearly 30% of the farmers said that only some of their

contributions have been made part of key decisions while nearly one in every four farmers could not tell whether their contributions had ever been implemented by OAF. Close to 12% of the farmers stated that their proposals had never been implemented into key decisions while 7.8% of the farmers said that none of their proposals is ever implemented because farmers were not part of the decision makers for OAF. This data is also presented in the pie charts below.

Figure 4.4 Rate of infusion of farmers' proposals in Decision Making



Given that farmers are just part of the stakeholders in the value chain, their rate of involvement, and ultimate implementation status of their proposals is satisfactory. It is evident that One-Acre Fund engages farmers in Ikolomani in its preliminary activities, takes managerial proposals from them and implements some of the proposals suggested during plenary meetings with farmers in the study location.

Nevertheless, a big proportion of farmers feel that their contributions to One-Acre Fund are ignored. For instance, more than 50% of the farmers hinted to it that they were not aware whether any of their contributions had ever been used in decision-making, or alluded to the negligibility of the uptake of their contributions in decision-making as lack of interest in the value of real participation.

Generally, being the users and the actual project beneficiaries, participation of farmers alone was not enough until what the farmers felt as good practice for them was

considered into key decisions during program implementation. This is because beneficiaries of all development programs usually have 90% of the answers needed to solve their problems, which often would be ignored by project developers (Gilchrist and Taylor, 2016). Therefore, as much as there is some participation in the communication structure of the project in Ikolomani, OAF could triple the implementation rate of contributions from the real farmers if the organisation has to liberate the society from poverty as well as reduce their level of dependence on aid to work on their farms.

4.6 Opportunities for participation and communication in OAF

The study collected descriptive data about opportunities for participation and communication in OAF as elaborated in the analysis that follow. Respondents were required to rate their level agreement on a 1-5 scale where ‘5’ being the most affirmative response while ‘1’ the least affirmative response.

Table 4.12: Adequacy of communication opportunities between farmers and OAF

Adequacy of communication opportunities	Frequency	Valid Percent
Strongly Disagree	3	3.9
Disagree	12	15.8
Neither agree nor Disagree	5	6.6
Agree	21	27.6
Strongly Agree	35	46.1
Total	76	100.0

When asked whether there were enough communication opportunities between farmers and OAF officers, the mean coefficient rating on a scale of 1-5 was 3.96 where 46% of the farmers strongly agreed while 27.3% agreed that indeed, there were enough communication opportunities for participation between the parties. Only 15.8% of the respondents disagreed and nearly 4% strongly disagreed. Further, 6.5% of the respondents said that they neither agreed nor disagreed to the idea that there were enough communication opportunities between farmers and OAF officers.

This study affirms earlier findings that there is a good attempt by One-Acre Fund to interact with its farmers through scheduled forums that aid participation and other forms of information sharing. The study also wanted to find out whether in the perception of

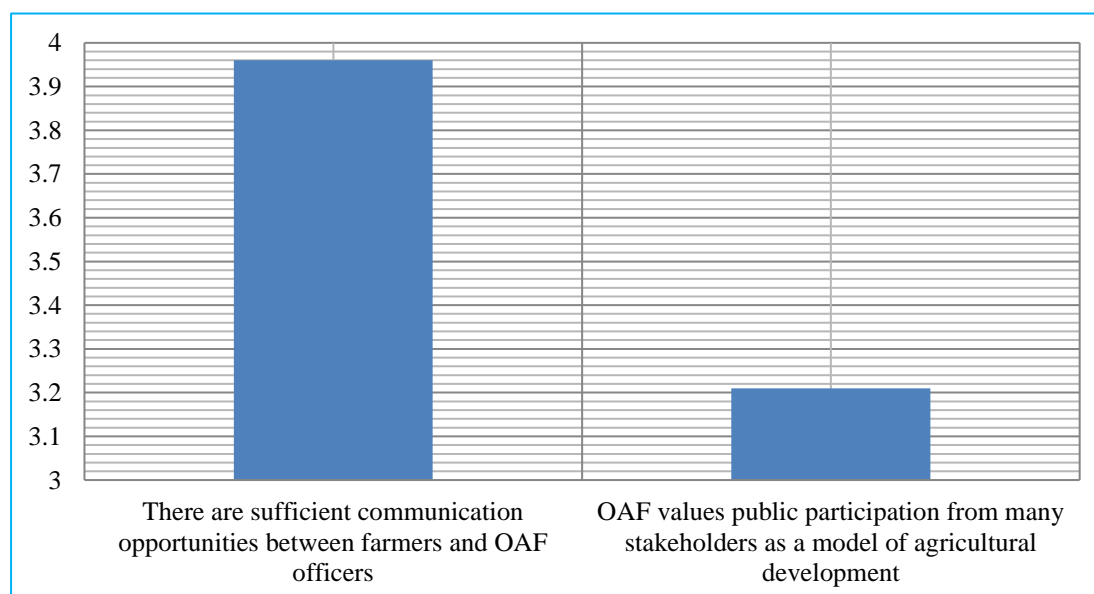
the farmers, OAF valued public participation from many stakeholders as a model of agricultural development in their areas of authority. The is as tabulated below.

Table 4.13: Whether Participation involves multiple stakeholders

Multiplicity of stakeholders	Frequency	Percent
Strongly Disagree	15	19.7
Disagree	5	6.6
Neither agree nor disagree	9	11.8
Agree	43	56.6
Strongly Agree	4	5.3
Total	76	100.0

The average coefficient rating for this variable was 3.21 insinuating lack of clarity on public participation, which also implies that farmers are not quite convinced that OAF valued public participation from many stakeholders as a model of agricultural development. As shown above, majority of the respondents (55.8%) however agreed that OAF valued public participation from multiple stakeholders as a model of agricultural development. However, a significant number of respondents, a fifth, strongly disagreed while 6.5% of the respondents also refuted the claim that OAF valued public participation from many stakeholders as a model of agricultural development. The two variables are compared in the descriptive statistics chart below:

Figure 4.5: Opportunities for participation and communication in OAF



From the descriptive Statistics, although there are enough opportunities for interaction between farmers and OAF officers, the opportunities do not adequately translate into an effective public participation platform for sustainable Agricultural Development. In the perception of the farmers, the organisation places less emphasis on multidisciplinary participation approach, which could limit the value of the decisions made towards sustainable social change through agriculture.

4.7 The ‘Group’ as a participatory tool in sustainable development

The study also sought the impact of groups as a form of participation and its ultimate impact on the ability of the farmers to till their lands with little or no intervention for an extended period. The data is highlighted in the table below.

Table 4.14: Association to any group under the OAF umbrella

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	76.6	76.6
	No	15	19.5	96.1
	Missing	3	3.9	100.0
	Total	77	100.0	100.0

The responses were affirmative as indicated in the table suggesting that in every four farmers, three were in a group and one was not. This means that OAF considered groups to work well for its farmers especially in mobilisation, reinforcement and management. However, it was important to find out whether groups as a form of participation assisted farmers in gaining independence in their farming practices.

Table 4.15: The importance and relevance of groups to a farmer

The importance and relevance of groups	Frequency	Percent	Cumulative Percent
There are no organised groupings in OAF	6	8.0	8.0
Increase pressure to join subsequent seasons	8	10.7	18.7
Bridging farmers and top management e.g. in collection of loans, supply of materials etc.	9	12.0	30.7
Provides a sphere for open and free expression of grievances and useful ideas	11	14.7	45.3
Provides room for reinforcement, encouragement and uplifting to other members	41	54.7	100.0
Total	75	100.0	

More than half of the farmers reached in this study, 53.2% said that there was room for reinforcement, encouragement and uplifting of other members through groups. In this case, farmers would learn from their counterparts and train themselves on crucial aspects of farming while experts were away. They also noted that groups helped in reinforcing their effort to continue farming, offsetting some expenses such as labour and generally providing the energy to contribute towards doing the right things all the time. 14.3% of the farmers indicated that groups were important and relevant in that they provided a sphere of open and free expression of grievances and useful ideas for the achievement of their objectives. About 12% of the farmers said that groups were useful in bridging farmers and top management for example during collection of loans and during supply of farming inputs etc. Nevertheless, about 10% of the farmers said that groups, although good in other aspects, were mainly used by OAF to generate pressure towards repayment of loans on farming inputs as well as persuade the lagging or the potential farmers to join OAF initiative.

Typically, One-Acre Fund was designed into groups of farmers based on their location and numbers. For instance, there were more than 10 groups in every ward. Each group had a leader who was often motivated by OAF to deliver on organisational mandates and occasionally earned gifts such as *jembes* (hoes), axes, t-shirts or certificates when the group they led cleared all payments on time or by registering many farmers during an active season.

Some respondents indicated other reasons apart from those provided through multiple choices on the questionnaire. About five respondents, based on content analysis, were aggrieved that the model of the group in OAF was not entirely based on offering participation that would improve the operations of the organisation in relation to sustainable farming. The respondents argued that the group was a model for fulfilling commercial interests of OAF such as increasing the number of recruits and collection of all dues incurred on farming inputs from farmers. For that reason, probably, farmers who performed well in terms of farming outputs were not recognised nor rewarded. Instead, group leaders who ensured loans were paid in time and in full irrespective of the means followed would be recognised and rewarded. In extreme cases, a respondent inferred, groups were used to forcefully extract loan dues from farmers unable (or unwilling) to pay according to set deadlines. This according to the respondent

sometimes involved auctioning of other property such as livestock at very low prices hence demoralisation of the visions and missions for which the One Acre Fund project was started.

4.8 Status of OAF among farmers in Ikolomani

For sustainability issues, this study was interested to find out how farmers paid for the services and products they accessed from One-Acre Fund. Table 8 reveals the findings from the survey question.

Table 4.16: How farmers pay for services and products offered by One-Acre Fund

How farmers pay for services	Frequency	Percent
One-off Lump sum at the start of the year	2	2.6
Equal regular instalments on a weekly/monthly basis	19	25.0
Any amount as soon as available	54	71.1
Payments only made from harvests	1	1.3
Total	76	100.0

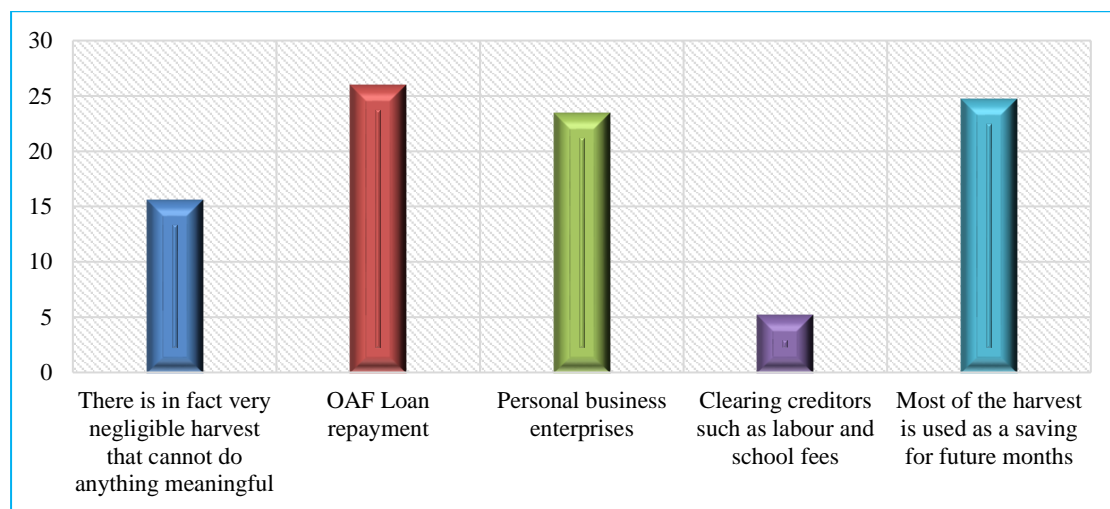
Most of the farmers, 70% said that they paid for OAF products and service by giving out any amount of money as soon as they had access to such funds. A quarter of the farmers, 25% said they paid for the services and products offered by OAF in equal and regular instalments on a weekly or monthly basis while only 2.6% and 1.3% of the farmers said that they paid for the OAF products and services by one-off Lump sum at the start of the year and payments from harvests respectively. Certainly, OAF fund had a policy in which farmers were encouraged to pay their loans in smaller instalments and as regularly as possible to ensure that bad debts were not reported. The study also found out how farmers used most of their harvests (benefits) that they accrued from OAF products. The results are shown in the table below.

Table 4.17: How farmers spent their harvest from One-Acre Fund products

How farmers spent their harvest	Frequency	Percent
▪ Do not know	4	5.2
▪ There is in fact very negligible harvest that cannot do anything meaningful	12	15.6
▪ OAF Loan repayment	20	26.0
▪ Personal business enterprises	18	23.4
▪ Clearing creditors such as labour and school fees	4	5.2
▪ Most of the harvest is used as a saving for future months	19	24.7
Total	77	100.0

From the findings, slightly more than a quarter of the farmers, 26%, the majority, reported that they used most of their harvests in repaying their OAF loans. 24.7 % of the respondents reported that they used most of the harvest for savings for future while 23.4% of the farmers indicated that most the harvest they gained from OAF was used for personal business enterprises. About 16% of the farmers however noted that there was in fact very negligible harvest that could do anything meaningful while one in 20 farmers said that the harvest realised from OAF projects was used in clearing creditors such as labour and school fees. The figure below is a summary of the findings.

Figure 4.6: Figure 0.7 How farmers spent their harvest from One-Acre Fund products



From the findings, it is not very clear whether the harvest from One-Acre Fund project was helpful and useful to the farmers. Many farmers tended to imply that OAF harvests were in fact used to repay loans and other labour related costs hence negligible harvests. From bivariate relationship statistics, the farmers who indicated that they saved most of their harvests or used it for business were not sure about the source of their funds and, they tended to own larger pieces of land.

The study also sought to find out whether, given the chance, farmers would you still register to be part of One-Acre Fund in the subsequent seasons. The results suggested that 56 of the 73 farmers reached (76.7%) would still register during subsequent years while only 22.1% would not voluntary register for reasons well known to them. This data is represented in the table below.

Table 4.18: Whether farmers would still register in OAF in subsequent seasons

	Frequency	Percent
Yes	56	76.7
No	17	23.3
Total	73	100.0

Findings of the study indicate that the farmers were very much attached to OAF and that they would not easily abandon the organisation's services. It was therefore important to find out the reasons for which farmers were still willing (or unwilling) to be part of OAF in subsequent years even though the program is intended to serve farmers for the shortest period possible so that they can be self-sufficient and reliant in agricultural activities.

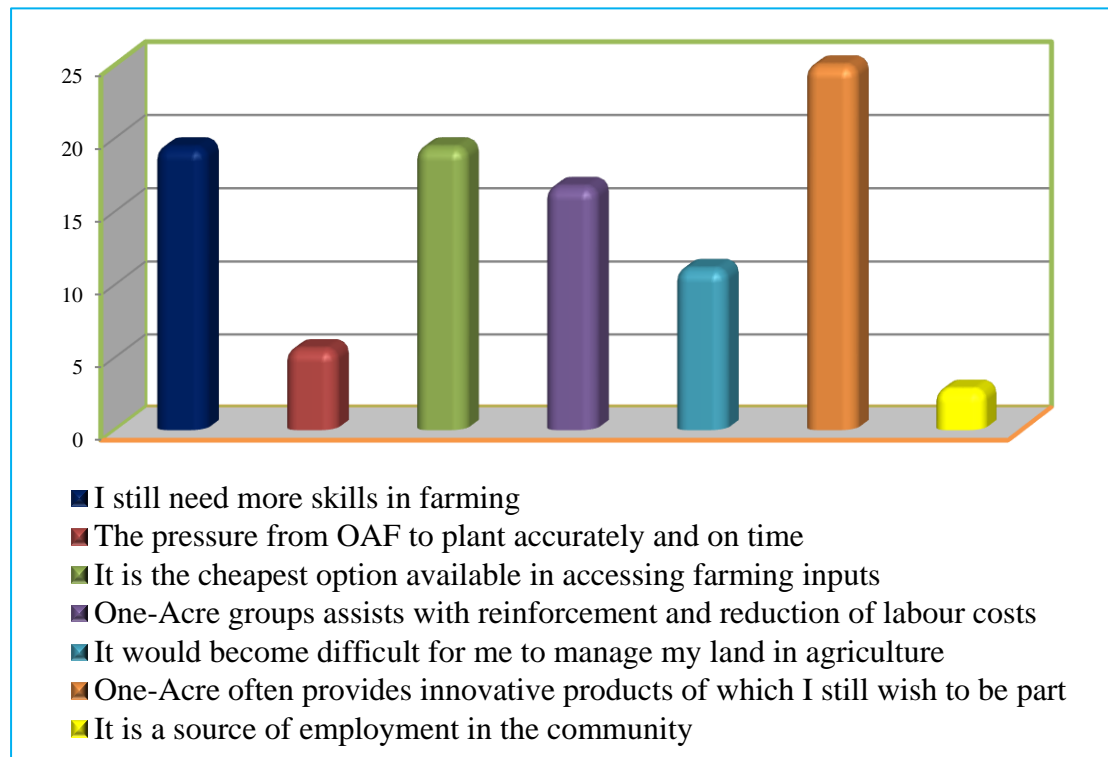
Table 4.19: The main reason farmers would still register in subsequent seasons

Reason farmers still register	Frequency	Percent
▪ still need more skills in farming	7	19.4
▪ The pressure from OAF to plant accurately and on time	2	5.6
▪ It is the cheapest option in accessing farming inputs	7	19.4
▪ OAF groups reinforce and reduce on labour costs	6	16.7
▪ It would become difficult to manage my land	4	11.1
▪ OAF provides innovative products I still wish to be part	9	25.0
▪ It is a source of employment in the community	1	2.8
Total	36	100.0

Majority of the farmers who pointed to the fact that they were willing to be registered in subsequent years in the OAF program cited a few reasons including OAF's innovativeness, cost efficiency and need for more skills. Typically, 25% of the farmers said that One-Acre Fund often provided innovative products of which they still wished to be part. Nearly a fifth of the farmers cited cost efficiency arguing that OAF was the cheapest option available in accessing farming inputs. About a fifth others intimated that they still needed more skills in farming which would only be possible if they remained part of One-Acre Project initiative. Another major reason cited was the strength of groups and teams in OAF. The farmers said that they would still be part of OAF because its groups assisted them with reinforcement in farming activities as well as helping in reduction of labour costs because in the groups, they would work together and in shifts for each other hence saving costs of labour. Just a few famers, about one in 10, attributed their intended stay in the project on the pressure from OAF to plant

accurately and on time. Besides, 5.6% of the farmers said that their intention to continue being associated with OAF was because it would become difficult to manage their land in terms of agriculture. The pressure from OAF to plant crops accurately and on time. This data is shown below.

Figure 4.8: The main reason farmers would still register in subsequent seasons



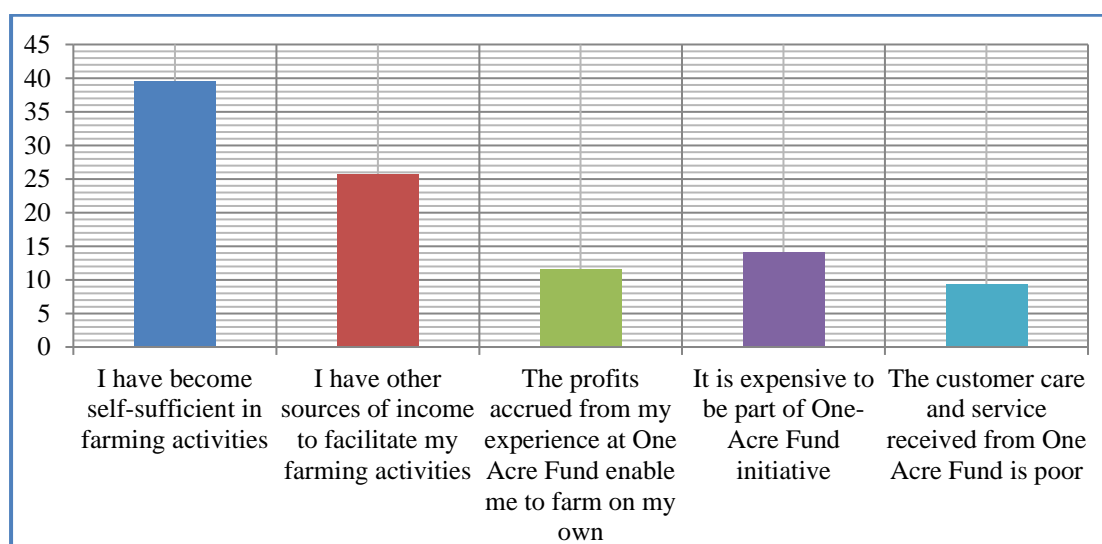
The data implies that the need to remain members of OAF revolve around issues of ease cost of production, cost sharing in relation to labour, group strength and need for extensive skills and training in agricultural production. Whereas these are important and justifiable facets in development, there is evidence to depict that farmers could as well remain with the organisation for life if it exists. This then raises eyebrows to whether there is any effort by the organisation to genuinely empower farmers. It would have been good if older farmers would choose to leave space for news on grounds such as having attained necessary skills and resources to practice modern farming on their own so that the intervention of OAF could be seen as fruitful. The data shown in the next table was collected to determine the reasons some farmers were unwilling to register in OAF during subsequent seasons.

Table 4.20: Why farmers would not register in subsequent Seasons

Why farmers would not register subsequently	Frequency	Percent
▪ Became self-sufficient in farming activities	17	22.1
▪ Had other sources of income to facilitate farming	11	14.3
▪ The profits accrued from my experience at One-Acre Fund enable me to farm on my own	5	6.5
▪ Expensive to be part of One-Acre Fund initiative	6	7.8
▪ The customer care and service received from One-Acre Fund is poor	4	5.2
Total	43	100.0

Majority of farmers who were unwilling to register in subsequent OAF seasons, about one in every five, attributed that to having become self-sufficient in farming activities a good indication that perhaps One-Acre Fund was preparing its farmers towards farming on their own while maintaining high quality production. In fact, 6.5% of the farmers who would potentially exit the initiative said that they had made enough profits accrued from the One-Acre Fund project, which would then enable them to farm on their own. Further, about 15% others said they were no longer in need of loans given by OAF arguing that they had other sources of income to facilitate their farming activities. The data is graphically presented as below:

Figure 4.9: Why farmers would not register in subsequent Seasons



Nevertheless, some farmers said they would quit because of negative reasons. First, close to 8% of the farmers attributed their planned exits to high costs of remaining in OAF projects. According to them, staying with One-Acre Fund amounted to more costs

of production that the benefits from products made in return. Secondly, 5.2% of the farmers would probably quit OAF because the organisation had poor customer care service. They said that the poor service was in terms of communication in relation to loan reclamation and payment for services and products.

4.9 Sustainability of One-Acre Fund

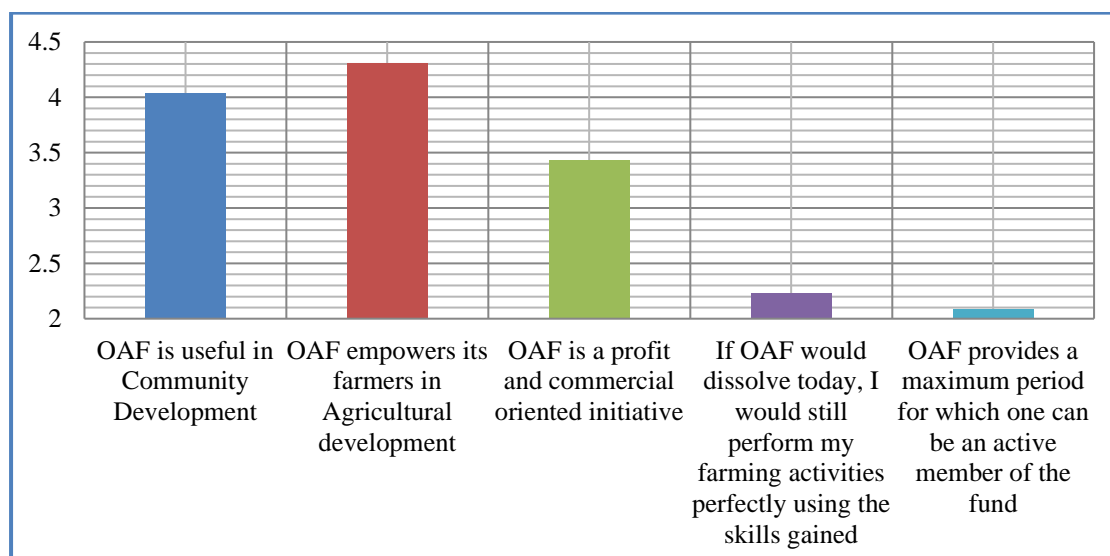
In this part of the analysis, focus is placed on the usefulness, impact and future of the purpose and essence of OAF project in general. Descriptive data were collected and mean rating computed based on a scale of 1-5 where '1' was the most negative score and '5' the most positive score as shown below.

Table 4.21: Sustainability and impact of OAF

Sustainability and impact of OAF	Mean	Std. Deviation
▪ OAF is useful in Community Development	4.04	1.069
▪ OAF empowers its farmers in Agricultural development	4.31	.815
▪ OAF is a profit and commercial oriented initiative	3.43	1.208
▪ If OAF would dissolve today, I would still perform my farming activities perfectly using the skills gained	2.23	.857
▪ OAF provides a maximum period for which one can be an active member of the fund	2.09	1.102
Valid N (listwise)		

This data is also presented in the table below.

Figure 4.10: Sustainability and impact of OAF



As shown in the figure and table above, there was consensus among the respondents that OAF empowers its farmers in Agricultural development rated highest with a mean coefficient of 4.31. There was also consensus among respondents that OAF is useful in Community Development having mean coefficient rating of 4.04. With a mean rating of 3.43 (slightly above average), there was a moderate feeling among respondents that OAF is a profit and commercial oriented initiative. On the other hand, negative ratings were recorded on the other variables. For instance, with an average coefficient rating of 2.23, respondents tended to refute the fact that if OAF would dissolve, they would still perform their farming activities perfectly using the skills gained. Additionally, with the lowest mean coefficient rating of 2.09, there was disagreement that OAF provides a maximum period for which one can be an active member of the fund.

It can be inferred from the findings that One-Acre Fund is an initiative whose mission and vision originally mean well to the beneficiaries. At the impact level, respondents are confident that the fund project has an empowering effect specifically in agriculture and is therefore in overall handy in driving social change through spurring community development. This impact would however been felt in a better way had OAF initiative addressed two key issues that cropped up in this section. These are reducing the rate at which beneficiaries should be dependent on the fund to practice modern agriculture on their farms. This comes from the fact that majority of the farmers were not sure whether they had gained enough skills to perform their farming activities perfectly had OAF withdrawn their intervention at the time of this survey.

In other words, farmers were highly attached to the fund and they would continue using it for as long as it exists. Probably this would have been solved through a strictly empowering program that is also time bound. The fund has been stuck to the farmers and there is little effort by OAF to monitor the farmers after a planting season to find out how they use their harvest with a mission to train them on how to save so that they can be used to provide interest-free capital in the subsequent planting seasons. Eventually, farmers misuse their harvest, using it to pay debts and OAF loans and saving very negligibly, because they know they would benefit from another loan in subsequent years. This is a gap that would be addressed through an effective communication and participatory approach meant for sustainable development.

4.10 Challenges faced in sustainable development

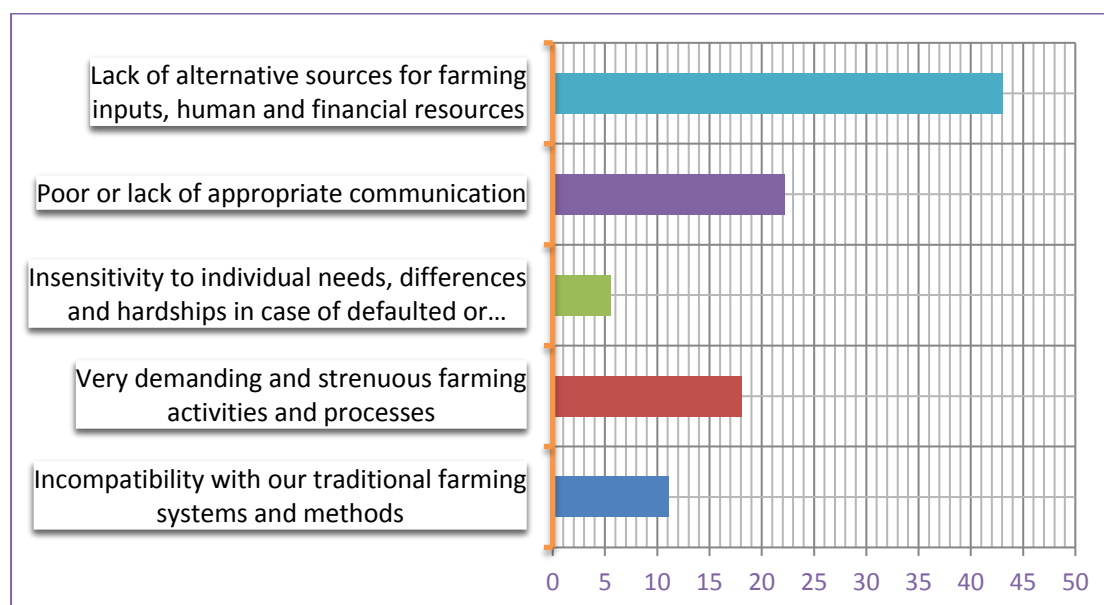
To make proper recommendations for practice and theory, this study investigated the challenges that face sustainable development. Respondents were asked to state the challenges they faced in attempt to become independent following their experiences with OAF. The data obtained is summarised in the table below.

Table 4.22: Challenges faced in attempt to become independent in OAF

	Frequency	Valid Percent	Cumulative Percent
Incompatibility with our traditional farming systems and methods	8	11.1	11.1
Very demanding and strenuous farming activities and processes	13	18.1	29.2
Insensitivity to individual needs, differences and hardships in case of defaulted or missed loan repayments	4	5.6	34.7
Poor or lack of appropriate communication	16	22.2	56.9
Lack of alternative sources for farming inputs, human and financial resources	31	43.1	100.0
Total	77		

From about 77 responses solicited for this survey question, 31 of them (43%) said the biggest challenge was a lack of alternative source of the products provided by OAF hence continued reliance on the organisation. This still implies that the withdrawal of One-Acre Fund in Ikolomani would be a big blow to the farmers who relied on the services of the organisation. In addition to this, about 18% of the respondents said that modern agriculture was a good practice but it was a challenge because of being very demanding and strenuous in terms of the farming activities and processes. Other findings are summarised in the figure shown below.

Figure 4.11: Challenges in attempt to become independent upon experiences with OAF



A significant number of respondents, more than one fifth said that a challenge faced in their attempt to become independent was poor or lack of appropriate communication. As earlier noted in this paper, challenges in communication included lack of timely relay of information, biased participation where most of the proposals of the farmers were received but not implemented as well as lack of multi-stakeholder engagement which denied the program the opportunity for multi-level input for proper decision making. Seemingly, participation was only between farmers and OAF leaving out major stakeholders such as village administrations, religion, cultural leaders, government among others.

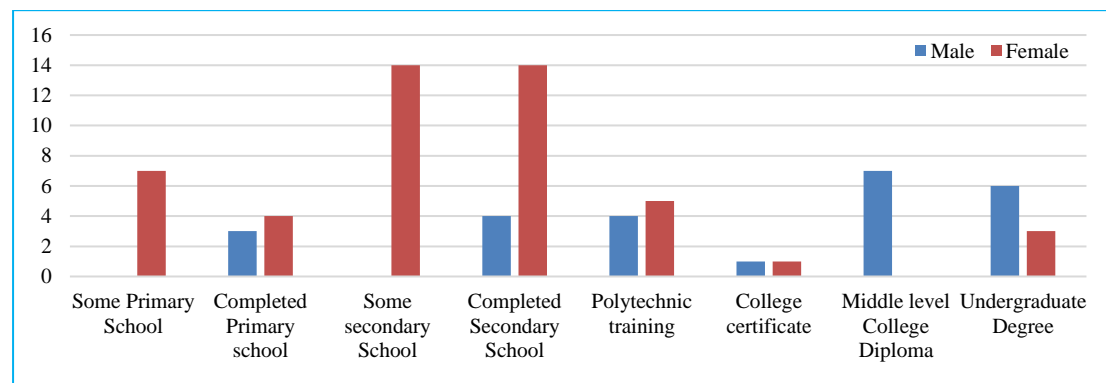
Such biased public participation could be the reason more than a tenth of the farmers believed that the program was quite incompatibility with their traditional farming systems and methods and about 5% of them feeling that OAF was insensitive to their individual needs, differences and hardships in case of defaulted or missed loan repayments. In such a cultural and tradition farming system and method, farmers felt ownership of their land through the entire season. They would plant, weed and harvest as they wished. For instance, after a few weeks, they would start harvesting beans to use of vegetable food before the flowering stage. They would also harvest green maize to protect their families from hunger. These and other practices were alienated from them without proper participation a reason many beneficiaries left to continue cultivating in their own manner.

4.11 Multivariate relationships

4.11.1 Farmer's Education and Gender

The education of farmers was compared across gender of farmers as shown below:

Figure 4.12: Farmer's Education and Gender



In the first instance, the study found that many peasant farmers with some significant level of education were male. For instance, out of about 32 farmers who had high school education and below, there were 4 males and 28 females. Besides, out of 20 farmers with polytechnic, certificate or degree education, majority, 55% were male while 45% were female. This result shows that mean female farmers have low educational achievements in OAF than male farmers.

4.11.2 Duration of membership and age of farmers

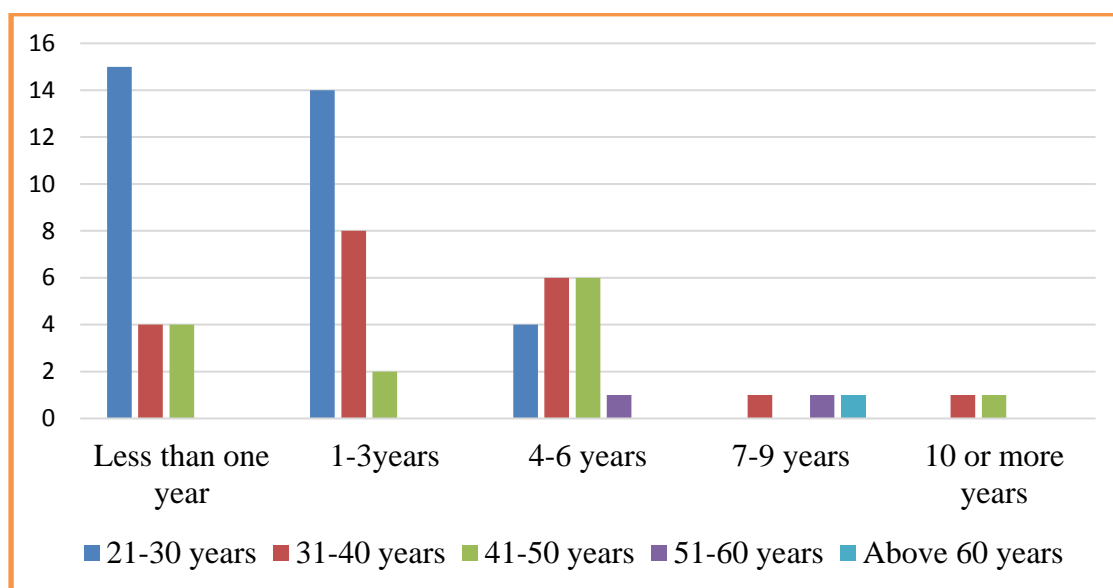
The study also looked at the relationship between age and the duration for which farmers had been members of OAF as illustrated below:

Table 4.23: Age and the duration for which farmers had been members of OAF

Duration of Membership at OAF	Age of farmers				
	21-30 years	31-40 years	41-50 years	51-60 years	Above 60 years
Less than one year	15	4	4	0	0
1-3 years	14	8	2	0	0
4-6 years	4	6	6	1	0
7-9 years	0	1	0	1	1
10 or more years	0	1	1	0	0

This data is summarised in the figure below

Figure 4.13: Age and the duration for which farmers had been members of OAF



From the data, membership at OAF increased by age. Many younger farmers had been members of OAF for shorter periods than their elderly counterparts. For instance, out of about 53 farmers aged below 40 years, 41 (77%) had been members of OAF for less than 3 years while only 12 (23%) had been members for a longer time. Comparatively, amongst farmers aged above 40 years, only six out of 16 (37%) had been members at OAF for less than 3 years while the rest, 63%, had been members for more than 3 years.

4.11.3 Gender variation in attendance to participatory sessions

Given the importance of communication in this study, it was necessary to find out the variations in the participation against gender. This is assessed as per the table data below.

Table 4.24: Frequency by Gender for which farmers attended participatory sessions

	Never attended	Attended just occasionally	Attend on a weekly basis	Attended monthly	Often attend all meetings that are scheduled
Male	7	8	4	3	3
Female	15	21	9	4	2
Total	22	29	13	7	5

It was noted that many male farmers attended participatory sessions organised by OAF with more commitment and loyalty compared to female farmers. For instance, among

the farmers who attended the sessions occasionally were 32% of male farmers against 42% of female farmers. Many female farmers attended participatory sessions only occasionally. This is confirmed from the fact that among the farmers who attended more male farmers attend daily meetings (12% vs. 4% for female farmers). Therefore, many male farmers find participatory sessions more useful, important and worth investing their time.

4.11.4 Farmer’s inputs and proposals in development projects across

The study also investigated the relationship between gender and ability for OAF to accept farmer inputs and proposals in development projects. The data is shown below.

Table 4.25: Action on Farmer’s inputs and proposals in development projects

Action on Farmer’s inputs and proposals	Male	Female	TOTAL
Quite often, proposals have been part of key decisions	6	8	14
Some of the contributions have been made part of key decisions	6	17	23
Cannot tell whether contributions have ever been implemented by OAF	10	8	18
Many of the Proposals have never been implemented into key decisions	2	7	9
None; farmers are not part of the decision makers for OAF	1	5	6
Total	25	45	70

From the computations, 24% of male farmers and 17% of female farmers had their proposals to OAF being implemented as part of the key decisions of the organisation. However, 11% of female farmers and 4% of male farmers had their proposals never implemented into key managerial decisions. This data implies that OAF considers male farmers slightly more resourceful in contributing towards the management of the program than female farmers. However, this could be informed by the great commitment of male farmers in participatory sessions.

4.11.5 The impact of communication on Sustainable development

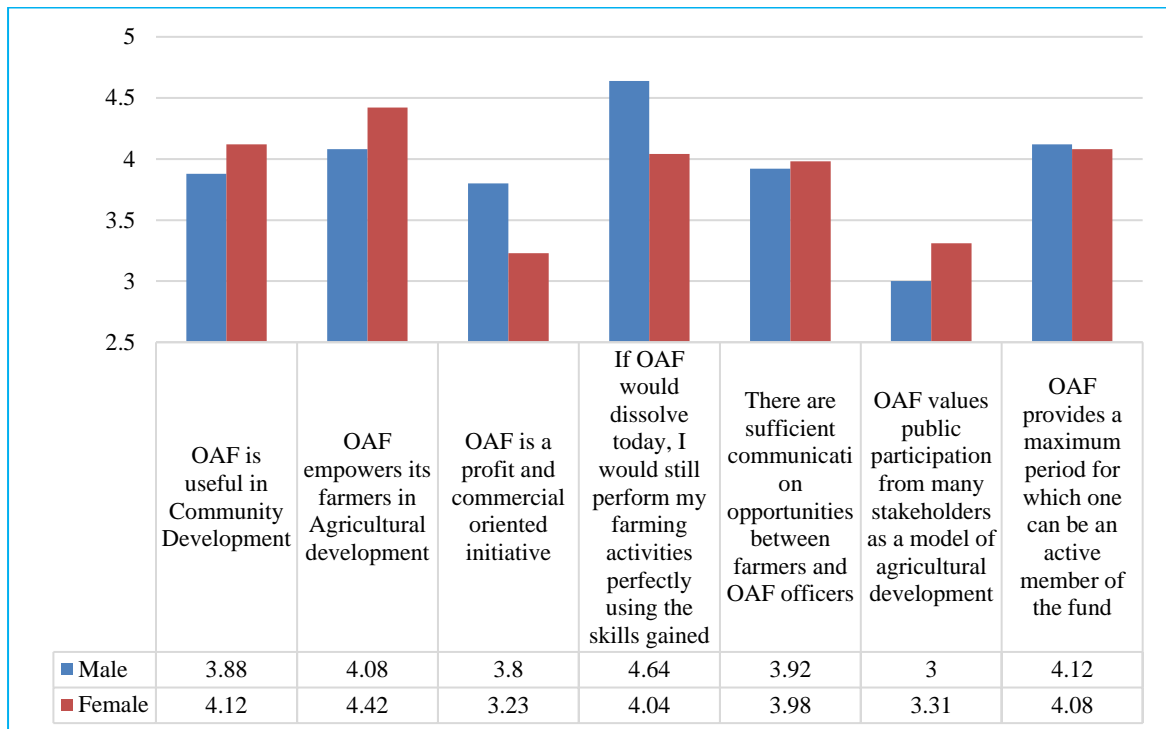
The study also computed a perception index of farmers towards communication's role on sustainability in relation to gender of farmers. The computation is summarised in Table 4.26 shown below.

Table 4.26: Public Participation Perception and sustainability preparedness by Gender

Gender	Male	Female
OAF is useful in Community Development	3.88	4.12
OAF empowers its farmers in Agricultural development	4.08	4.42
OAF is a profit and commercial oriented initiative	3.80	3.23
If OAF would dissolve today, I would still perform my farming activities perfectly using the skills gained	4.64	4.04
There are enough communication opportunities between farmers and OAF officers	3.92	3.98
OAF values public participation from many stakeholders as a model of agricultural development	3.00	3.31
OAF provides a maximum period for which one can be an active member of the fund	4.12	4.08
Valid N (listwise)	25	45

From the data, mean computations show that female farmers are affirmative in relation to OAF compared to their male farmers. For instance, they reported a higher perception index of approval for OAF as useful in community development and ability to empower farmers. They have a higher perception index of approval depicting that OAF offers enough communication opportunities besides emphasising public participation from many stakeholders as a model of agricultural development. This is shown as below:

Figure 4.14: Public Participation Perception and sustainability preparedness

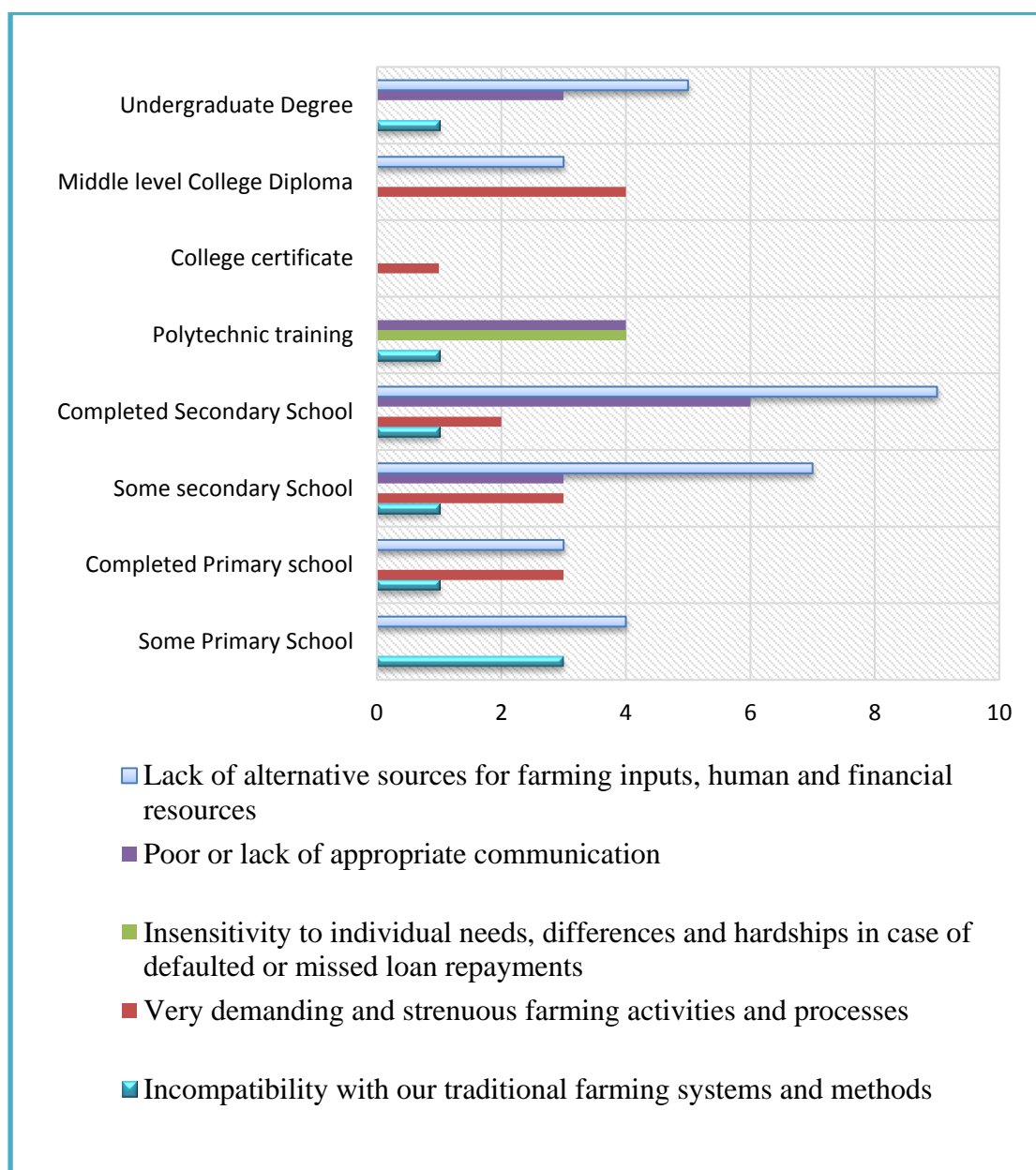


However, male farmers had a higher perception and approval index compared to female farmers suggesting that they were ready to continue best farming practices even if OAF disbanded (mean of 4.64 against 4.04). They (male farmers) also had a higher perception index approving of the fact that OAF provided a maximum period for which a farmer could be an active member of the fund. They therefore believed that belong to OAF was just transition into sustainable agricultural development. This data implies that sustainable development for OAF is highly realised among male farmers. It suggests that male farmers are more likely to become self-sufficient and independent in development programs with just a minimal period of intervention.

4.11.6 Challenges of sustainable development by Educational achievements

The education level attained was also checked to note any relationship with the challenges that farmers faced in the process of becoming sustainable. This is shown by Figure 4.15.

Figure 4.15: Education and Challenges in Project sustainability



Although most challenges cut across various levels of educational achievements, it was noted that incompatibility issues between new farming systems and traditional methods were common among farmers with lower educational achievements implying that the incompatibility could naturally be caused by resistance to change. Further, it was also observed that communication challenges were noted more among farmers with higher educational achievements. Farmers with higher education achievements therefore needed more accurate, timely, consistent and participatory communication from OAF compared to their counterparts with lower achievements in education.

4.12 Interview data

This study collected data from 11 participants through interview. Respondents were employees of OAF working in Kakamega South district (also called Ikolomani sub-county).

4.12.1 Empowerment of farmers

The study asked respondents whether a farmer could be a member of OAF for life. In general, in their responses, the respondents insinuated that there was no policy or law that blocked any person from being a lifetime member so long such a person was willing and ready to pay the loans on time. For instance, one of the participants said,

“Yes, by working with One-Acre Fund, a farmer who maintains a record of 100% loan repayment automatically qualifies to continue registering for other seasons. Farmers should work with us to have food on their tables.”

In support of this sentiment, a respondent argued that farmers, through enjoying the benefits from One-Acre Fund, which makes them satisfied, have no reason they should not be lifetime members. Other respondents with a similar position argued that although this was a silent policy of the organisation, it was not communicated to farmers. They added that farmers would voluntarily quit by simply refusing to register in a subsequent season. In line with this, a respondent said,

“A farmer can opt out of the programme at own volition. Otherwise, there is no restriction on how long a person can be a member. What I understand is that a farmer can choose to opt out or rest a few seasons then return thereafter.”

What this means is that it is upon a farmer to know when it is enough or enough to be independent before opting out. This was also echoed by a respondent who said,

“I cannot tell whether it is a Yes or No (if a farmer can be a life member). What I understand is that we enrol clients every other season for a period of one year. Therefore, if a farmer enrolls all the seasons of his/her life, it's upon them to choose.”

The responses generally suggest that farmers can choose to be beneficiaries of OAF for as long as they wish without restriction.

To find out whether OAF aims at empowering its farmers, the interviewees were asked about the policy and strategy used to that effect. Majority of the staff insisted that the only working and functional policy is training programme. Through this programme, they said, farmers were empowered and that it ensured there was sustainability at large. They noted that all farmers who attended all trainings were empowered and were not worried about the future of the organisation. A few respondents said the policy also included completion (i.e. clearing of loans) and group spirit (reinforcement including taking of collective responsibility as group should any member default. A respondent said,

“Group completion policy that states, if a member of a group defaults, the entire group is banned,” referring to the group policy. The respondent added, “Farmers are encouraged to attend training meetings so that they can farm on their own.” This was reinforced by another respondent who said, “To make sure that farmers are empowered and independent in the future, [our] policy is [to offer] effective training. We provide training about all the products that we offer.”

The following are responses recorded in verbatim.

- i. By ensuring that they understand the products and their [products’] use
- ii. Giving them [farmers] quality training and quality products
- iii. Group completion policy that states, if a member of a group defaults, the entire group is banned. Farmers are encouraged to attend training meetings so that they can farm on their own.
- iv. Group training and completion policy that encourages clients to complete their loan so that members of the group can avoid being banned on default on their member
- v. Our policy is Farmers First. We train farmers giving them modern techniques of farming
- vi. Provide good customer service; selling the benefits and needs of the customers
- vii. Regular trainings on using the products practically; testimonials from farmers
- viii. The policy is to ensure farmers get quality training on products we offer and follow the stipulated techniques in farmers.
- ix. To ensure farmers are empowered and independent in the future, our policy is effective training. We offer training about all the products that we offer.
- x. Training them about the techniques of farming and how to create capital for the future

xi. We always have effective trainings to empower farmers on best practices in agriculture
--

Generally, OAF relied on continuous training to make sure that farmers were empowered hence sustainability of the program.

4.12.2 Role of communication and participation in sustainability

The study also collected qualitative data in relation to communication and participation and their place in sustainable development. The study wanted to find out the frequency at which the organisation interacted with farmers to share core ideas about the essence of the programme.

From thematic and content analysis, it was noted that there were many opportunities for such interaction probably on a weekly basis. The participation was organised in groups and in zones (an area of operation with about five groups). A respondent said,

“Mondays [we hold] whole district meeting; Tuesdays we conduct group leaders meeting, while Wednesdays and Saturdays, we hold cluster and group meetings. All meetings are conducted weekly.”

Another respondent said that the meetings were meant for empowerment and sharing of ideas. He said,

“...During Group meetings, leaders are encouraged to empower someone in the sub-location to conduct the meetings...”

However, these meetings were generally internal involving few stakeholders as learnt from a respondent who said,

“We do not have meetings with other stakeholders unless when communicated especially when there is a new product to introduce.”

The study wanted to know the challenges noted by the staff and ways of improving on such challenges. The biggest challenge noted was ignorance among farmers. Respondents said that farmers were not ready to follow the techniques they received from trainings for reasons such as “negative mind set,” “illiteracy” or “absenteeism.” This therefore led to parity between skills gained from training and the practice of farmers in actual farming activities. For that reason, majority of the respondents

recommended that farmers' opinions should count in decision-making. This means allowing farmers a better opportunity towards participatory communication where they are not just informed what is good for them, but also take part in what is implemented towards salvaging their problems. Other respondents recommended that there is the need to monitor, rather than micro-manage farmers' progress. This means having proper structures for communication with farmers where there is a two-way symmetric exchange of information. Micromanaging could also mean that OAF works with the policy of supervision, which is often a reaction to communication failure, deficiency or breakdown.

From the interviews conducted, it can be inferred that many farmers were not ready to talk about how they were given voice and power during participation sessions. Generally, they said that farmers were given the chance to listen and take notes. They were also given the chance to practice what they were taught through simulations and demonstrations. None of the respondents confirmed that farmers were given chance to be part of the policy makers; they were "passive" receivers who asked questions about what the development partners had offered during trainings. The result was a discrepancy between the organisational mission and the attitudes, feelings, interests and perceptions of the farmers meant to be recipients of the project.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Overview

This study investigated the approaches that One-Acre Fund project uses to interact with project beneficiaries in Ikolomani, Kakamega County. It also assessed the techniques of participation and communication amongst One-Acre Fund agents and its project beneficiaries, in addition to identifying the challenges faced by One-Acre Fund project in implementing sustainable development among its beneficiaries in Ikolomani, Kakamega County. The study then evaluated the role of participation of beneficiaries in ensuring that development initiatives are sustainable. The findings are discussed in this section.

5.2 Summary

Upon completion of this study, it can be inferred that OAF acts more as a micro-finance organisation than a development partner. The organisation has no problem serving the same client for years if loans are repaid in time. Where loans are defaulted, all means are used until the beneficiary pays and when worst hits the worst, the organisation auctions property of the farmer or for instance harvesting and taking away the farms produce of the farmer. These are characteristics of a micro-finance. Ultimately, there will be very little room for the organisation to let farmers work independently hence difficulty in achieving sustainability because of conflict of interest (between social change and profit). Pursuance of profits occasionally made OAF shun away from multiple stakeholders as recommended in the Multiplicity model of communication hence, the level of disclosure between the organisation and its intended beneficiaries quite poor. However, the poor disclosure might also have emanated from the instruments of communication since seminars and trainings were the main forms of interacting. More discrete forms of interaction should have worked better for the company to find the attitudes, interests and perceptions of farmers in relation to modern agriculture. In other words, social change can therefore be fully achieved when development partners have little pursue for profits.

Other notable findings with demographic implications were also observed. First, many peasant farmers with higher level of education were male. Few female farmers had higher educational achievements. Second, it was observed that membership duration to OAF increased by age. Many farmers who had been members of OAF for shorter period were younger while their elderly counterparts had been members for longer periods. Third, attendance participatory sessions organised by OAF had a gender relationship where majority of male farmers attended and were more committed and loyal compared to female farmers. Third, it was observed that OAF considered male farmers to be slightly more resourceful in contributing towards the management of the program than female farmers. Finally, the study learned that sustainable development (for OAF) was highly realised [or likely to be realised] among male farmers. It suggested that male farmers were more likely to become self-sufficient and independent in development programs with just a minimal period of intervention. Among the challenges, incompatibility issues between new farming systems and traditional methods were found to be common among farmers with lower educational achievements while farmers with higher education achievements needed more accurate, timely, consistent and participatory communication from OAF compared to their counterparts with lower achievements in education.

5.3 Approaches and models of participatory communication in OAF

Among others, the study found that OAF relied much on training of farmers as a model of their empowerment. Farmers were trained on best practices in agriculture, and that was the main way of their participation in the entire program. The trainings occurred through scheduled meetings on a weekly basis where it was mandatory for group leaders to attend. Farmers would only attend them occasionally. The trainings incorporated various tools of information sharing including questions and answers as well as open discussions. This is what was described in the theoretical framework as consultative participatory strategy. In this technique, Huesca (2008) argued that beneficiaries do not have the power to influence decisions other than being passive participants, which is not good in sustainable development, a reason Servaes & Lie (2013) recommended the empowerment community development approach where the community design decisions and own a project in its entirety.

There was evidence of some lapses in the communication structures and channels used in the organisation. Despite regular meetings, there not all farmers got the same information in the same way and at the same time, the reason for which some farmers never attended any scheduled meeting. As a result, there was a possibility of inadequate sensitisation on the need to attend all meetings as scheduled so that farmers and OAF staff could share views on important mutual matters. Eventually, there tended to be little trust in the type of engagement and proceedings of the meetings hence poor attendance and ultimately missed targets in terms of farmer empowerment and or project sustainability.

The aspect of multiplicity as suggested in the theoretical framework was worth of analysis. In development communication, and by extend sustainable development, multiplicity is very important (Servaes, 2013). At OAF, participation through multiplicity is not evident. It was noted that although there were enough opportunities for interaction between farmers and OAF officers, the opportunities did not entirely translate into an effective public participation platform for agricultural development. It is worth concluding therefore that the organisation places less emphasis on multidisciplinary participation approach, which could limit the value of the decisions made towards social change through agriculture.

In OAF, participation was entirely between farmers and the organisation. Although farmers are just part of the stakeholders in the value chain, and that their involvement, and ultimate implementation status of their proposals is important, they are not the only stakeholders in the value chain. Other stakeholders that OAF could consult for effective sustainable development could have been village administrations, religious people, cultural leaders (council of elders) government officials among others. Missing on such multiplicity opportunities in communication of any development programme reduces the chances of its sustainability ultimately.

There were notable reasons why sustainability of the essence of OAF was at stake, with some farmers aiming to be “permanent partners.” One was the model of the group, which was not entirely based on offering participation that would improve the operations of the organisation in relation to farming. It was learnt that the group was a model for fulfilling commercial interests for instance increasing the number of recruits

and collection of all dues incurred on farming inputs from farmers. In this case, farmers who performed well in terms of farming outputs were neither recognised nor rewarded. Instead, group leaders who ensured loans were paid in time and in full irrespective of the means followed would be recognised and rewarded. Occasionally, the data suggested that groups were used to forcefully extract loan dues from farmers who did not meet set deadlines, sometimes involving the auctioning of farmer's property such as livestock.

5.4 Conclusion

In conclusion, One-Acre Fund is an initiative whose mission and vision originally meant well for its beneficiaries. At the impact level, the OAF has an empowering effect specifically in agriculture, and is therefore handy in driving social change through spurring community development.

Nevertheless, there are two key issues, which still need redress for OAF to be sustainable. First, there is need for reducing the rate at which beneficiaries remain dependent on the fund in pursuance of modern agriculture on their own farms. With this, farmers will not be worried whether the fund is withdrawn or not. It would also reduce the number of cartels cropping up to extract wealth from farmers. The intervention is key but not the ultimate. The fund will make sense when farmers can proudly work on their farms with limited assistance (unless advisory) especially financially. One-Acre of land could produce 30-40 bags of maize and 10 bags of beans in every season. This should be enough to allow farmers go through subsequent seasons without asking for loans from OAF but because of the commercial interests of OAF, the dependency syndrome is carefully cultivated. This means that in sustainable development, all partners need to be neutral to increase the rate at which sustainability is realised. Not for profit, organisations can therefore workout well in such interventions. These could be addressed when communication is perfected. Communication challenges included lack of timely relay of information, biased participation where most of the proposals of the farmers were received but not implemented as well as lack of multi-stakeholder engagement which denied the program the opportunity for multi-level input for proper decision making.

5.5 Recommendations

This study leads to the following recommendations in practice and policy.

- i) OAF should impress the model of multiplicity in their public participations. Through this, it would be easy for the organisation to notice all possible barriers that hinder communication and subsequently project sustainability.
- ii) There is dire need for separation of profit motive from interventions meant for social change so that sustainability plans can be executed. When the implementing agency has profit motives, this occurs by sabotaging the needs for sustainability. In other words, implementing agencies with profit motives tend to cultivate a dependency syndrome so that profits continue to flow.
- iii) Using a variety of tools of communication is key in ensuring that there is consensus in project management and outcomes, which then dictate sustainability plans.
- iv) There is need for affirmative action among farmer's empowerment for example advocacy, legal representation, communication needs, and education to achieve parity in sustainable farming amongst both female and male farmers. There were few female farmers with higher educational achievements.
- v) To realise its sustainability among beneficiaries, there is need for the OAF administration to consider adjusting its policy on membership so that there is a definite period for which one can be a member with a few exceptions so that there should be no permanent members because that could degenerate into dependency rather than sustainability.

5.6 Suggestions for future research

This research investigated the approaches that One-Acre Fund project uses to interact with project beneficiaries and assessed the techniques of participation and communication amongst One-Acre Fund agents and its project beneficiaries. There was

a limitation in assessing the contribution of other factors such as cultural dynamics to sustainable development because of the approach used. From the process and findings, it suggested that future scholars investigate the aspect of sustainable development from the lens of project management to clearly devour encroaching issues in sustainability and the ability to measure the impact of other factors. A quantitative study will therefore be effective for such a research.

APPENDICES

Appendix 1: Questionnaire

Hello. I am conducting a research on sustainability of development programs in Kenya. The research findings will be used for the purpose of academic qualifications in pursuance of Master of Arts Degree in Development Communication at the University of Nairobi. I have chosen to pursue the research on One-Acre Fund (OAF) program for which you are a stakeholder. You have been chosen as a useful respondent for this research. You are required to fill this questionnaire as honestly as possible. No need to write your name or contact anywhere on the paper. By agreeing to fill the questionnaire, you also provide an informed consent to participate in this research. Thank you.

James Lunalo Khalwale

PART A: DEMOGRAPHIC DATA

1. Your Gender?

- Male
 Female

2. What is the highest level of education you have attained?

- Some Primary School
 Completed Primary school
 Some secondary School
 Completed Secondary
 Polytechnic training
 College certificate
 Middle College Diploma
 Undergraduate Degree
 University Master's Degree
 Doctorate Degree

3. What is your marital status?

- Single
 Married
 Widowed
 Separated

4. Estimate your age

- Below 20 years
 21-30 years
 31-40 years
 41-50 years
 51-60 years
 Above 60 years

5. For how long have you been a member of One-Acre Fund project initiative?

- Less than one year
 1-3 years
 4-6 years
 7-9 years
 10 or more years

6. What is your approximate expenditure on the following items Per month?

ITEM	EXPENDITURE (Kshs)
a) Food and Clothes b) Shelter including beddings and related accessories c) School fees for self and siblings d) Cooking and Lighting e.g. paraffin, charcoal, wood etc. e) Bills for electricity, decoders, Airtime and water f) Other Expenses	
Total Estimated Expenditure per month	

7. What products do you frequently use in One Acre Fund?

- Maize farming
- Millet and Sorghum farming
- Tree products
- Poultry farming
- Solar and Lighting products
- Cooking jikos and accessories
- Other products (List them)

8. For how long have you been using the products mentioned above?

- Less than one year
- 1-3 years
- 4-6 years
- 7-9 years
- 10 or more years

9. How much land have you dedicated to one acre-fund and its products (*Answer if consistent with your products in Question 7*)?

- ¼ acres
- ½ acres
- ¾ acres
- 1 acre
- More than 1 acre

10. How do you pay for the services and products offered by One Acre Fund?

- One-off Lump sum at the start of the year
- Equal regular instalments on a weekly/monthly basis
- Any amount as soon as available

- One-off Lump sum at the end of the year
- Payments only made from harvests

11. How do you use the harvest (benefits) you get from one Acre fund products?

- Do not Know
- There is in fact very negligible harvest that can't do anything meaningful
- OAF Loan repayment
- Personal business enterprises
- Clearing creditors such as labour and school fees
- Most of the harvest is used as a saving for future months

PART B: PROJECT SUSTAINABILITY PLANS

12. If given the chance, would you still register to be part of One-Acre Fund in the next and subsequent seasons?

- Yes
- No (*Skip Question 13*)

13. What is the MAIN reason you would still register in next and subsequent seasons (*Select only ONE answer*)? (*Skip Question 14*)

- I still need more skills in farming
- The pressure from OAF to plant accurately and on time
- It is the cheapest option available in accessing farming inputs
- One Acre groups assists with reinforcement and reduction of labour costs
- It would become difficult for me to manage my land in agriculture
- One-Acre often provides innovative products of which I still wish to be part
- It is a source of employment in the community
- Other reasons (specify below)

14. Why would you not register in next and subsequent seasons (*You can only select one answer*)

- I have become self-sufficient in farming activities
- I have other sources of income to facilitate my farming activities
- The profits accrued from my experience at One Acre Fund enable me to farm on my own
- It is expensive to be part of One-Acre Fund initiative
- The customer care and service received from One Acre Fund is poor
- The OAF initiative is surrounded by the “wrong people” and poor leadership
- Other reasons (specify below)

PART C: PARTICIPATION AND UNDERLYING FACTORS

15. Are there scheduled meetings between OAF staff and farmers?

- Yes, meetings are regularly scheduled
- Yes, but their occurrence is not predictable
- No meetings scheduled

16. How often do you hold meetings with senior officers at One Acre Fund?

- Never attended
- Attended just occasionally
- Attend on a weekly basis
- Attended monthly
- Often attend all meetings that are scheduled

17. How are the meetings conducted if any (pick from the list below)?

- Open discussions
- Lectures – the officials provide all the information as I listen
- Questions and answers
- Trainings – organised meetings with invited facilitators on specific topics
- Simulation, demonstrations and practices
- Others (specify) _____

18. Have you ever proposed a decision that was later implemented in OAF?

- Quite often my proposals have been part of key decisions
- Some of my contributions have been made part of key decisions
- I cannot tell whether my contributions have ever been implemented by OAF
- Many of my Proposals have never been Implemented into key decisions
- None, farmers are not part of the decision makers for OAF.

19. Do you belong to any group or association of farmers under One Acre Fund?

- Yes
- No

20. How important and relevant is the group to you as a farmer?

- There are no organised groupings in OAF
- I do not see any relevance of groups and associations
- Bridging farmers and top management
- Provides a sphere for open and free expression of grievances and useful ideas
- Provides room for reinforcement, encouragement and uplifting to other members

Others (mention)

Rate your experience with one-acre fund on a scale of 1-5 by agreeing or disagreeing with the statements tabulated. **Cycle** the correct number where, 1 Strongly Disagree; 2 Disagree; 3 Neither agree nor disagree; 4 Agree; 5 Strongly Agree).

ITEM	Do you Agree?				
21. OAF is useful in Community Development	1	2	3	4	5
22. OAF empowers its farmers in Agricultural development	1	2	3	4	5
23. OAF is a profit and commercial oriented initiative	1	2	3	4	5
24. If OAF would dissolve today, I would still perform my farming activities perfectly using the skills gained	1	2	3	4	5
25. There are enough communication opportunities between farmers and OAF officers	1	2	3	4	5
26. OAF values public participation from many stakeholders as a model of agricultural development	1	2	3	4	5
27. OAF provides a maximum period for which one can be an active member of the fund	1	2	3	4	5

28. What are the challenges faced as you attempt to become independent following your experiences with OAF?

- Incompatibility with our traditional farming systems and methods
- Very demanding and strenuous farming activities and processes
- Insensitivity to individual needs, differences and hardships in case of defaulted or missed loan repayments
- Poor or lack of appropriate communication
- Lack of alternative sources for farming inputs, human and financial resources

Others (Specify)

Appendix 2: Interview Guide

1. Hello, I am James, a student researcher at the University of Nairobi. I would like to collect some information from you about OAF and sustainability of development endeavors. Would you please tell me about yourself?

2. If you don't mind, kindly share with me a brief history of OAF including its objectives and vision?

3. What are the products and services you offer to your registered farmers, and for how long have you been offering them?

4. Can a farmer be a member of OAF for life? Why and how?

5. What policy do you have in place to make sure that your farmers are empowered and self-dependent upon benefiting from your products?

6. How frequent do you hold meetings between senior officers at One Acre Fund and other stakeholders? How are these meetings conducted?

7. What are the challenges faced as you attempt to assist beneficiaries (farmers) to be independent in your development initiatives?

8. Is there a policy that allows the opinions of farmers and other stakeholders to be implemented in OAF? Please expound.

9. How do you balance your commercial and profit interests with those of farmers, their empowerment and cost-efficiency?

10. What would happen to farmers if OAF would dissolve today?

11. In your opinion, what do you think can be done to make sure that beneficiaries become independent as soon as possible once a project has been rolled to them? Thank you.

Appendix 3: Certificate of Fieldwork



**UNIVERSITY OF NAIROBI
COLLEGE OF HUMANITIES & SOCIAL SCIENCES
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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 10/08/2018 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: K50/87505/2016

Name: JAMES KHALWALE

Title: EVALUATING THE ROLE OF PARTICIPATION IN REALIZATION
OF SUSTAINABLE DEVELOPMENT IN KAKAMEGA COUNTY

Dr. MARTINA MUTHIU
SUPERVISOR

[Signature]
SIGNATURE

8/2/2019
DATE

Dr Samuel Siringi
ASSOCIATE DIRECTOR

[Signature]
SIGNATURE

8/2/2019
DATE

Dr. Njoki Njoki
DIRECTOR

[Signature]
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8-2-19
DATE



Appendix 4: Certificate of Corrections



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This is to certify that all corrections proposed at the Board of Examiners meeting held on 8.02.2019 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: K50/87505/2016.

Name: Khaluale James Lwalo

Title: Evaluating the role of participation in the realization of sustainable development in Kakamega County: The case of one acre fund project in Hedemani sub-county.

Dr. Mathias Mureku
SUPERVISOR

[Signature]
SIGNATURE

26.11.2019
DATE

Dr. Samuel Sirugi
PROGRAMME COORDINATOR

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02/12/2019
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Prof. Neethi Ndati
DIRECTOR

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Appendix 5: Certificate of Originality

Turnitin Originality Report

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