

INFLUENCE OF THE *BODA BODA* ENTERPRISE ON YOUTH

EMPOWERMENT IN KERICHO TOWN,

KERICHO COUNTY, KENYA

BY

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RESEARCH REPORT

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DECLARATION

This is my original work and has not been presented for any award of a degree in any other university.

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DEDICATION

This research report is dedicated to my dear wife Irene Too and my children Kennedy Bett, Gilbert Bett, Faith Cherono and Brian Kipkemoi.

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ABBREVIATION AND ACRONYMNS

BBE	<i>BodaBoda</i> enterprise
BBO	<i>BodaBoda</i> operators
KSH	Kenya shillings
MAAK	Motorcycle assemblers association of Kenya
MSYA	Ministry of state and youth affairs
SNE	Small Medium Enterprise.
SPSS	Statistical package for social science
UNCHS	United Nations commission of human settlement
UNEP	United Nations environmental program
WB	World Bank

ABSTRACT

Bodaboda enterprise has become a popular industry towards the provision of informal self-employment and income generating opportunities for many unemployed youth thus changing the face of rural-urban transport services in Kenya. The youth contribution to economic, social, cultural and environmental development of any country is immense. However youth who constitute the largest proportion of educated population, have always fallen victims of exploitation e.g. the famous “*kazikwavijana, pesakwawazee*” have felt short changed in the share of the national cake due to inadequate empowerment programs to meet their obligation in a sustainable way. Although the youth form the largest work force in Kericho town, there is little focus on their socio-economic empowerment a gap that this study intends to fill. *Bodaboda* enterprise have positively influenced the youth in their bargaining power and decision making. The purpose of the study was to investigate the influence of *bodaboda* enterprise on youth empowerment in Kericho town. The study was guided by the following objectives: To establish the extent to which the *bodaboda* enterprise influence economic empowerment of youth in Kericho town, to determine how the *bodaboda* enterprise socially influences the empowerment of youth in Kericho town, to examine how the *bodaboda* enterprise influence cultural empowerment of the youth in Kericho town and to assess how the *bodaboda* enterprise influence environmental empowerment of youth in Kericho town. In order to comprehensively address the objectives of the study, descriptive survey design was used. Both quantitative and qualitative approaches were used in data collection. The target population was 2100 individuals. Stratified random sampling was used to select 206 *Bodaboda* operators and purposive sampling was used to select 2 *bodaboda* youth group officials and 2 bank personnel. Questionnaire was used in the study for data collection. Peer reviews and expert judgement was used to establish the validity of the instrument while test re-test technique was used to establish the reliability of the research instruments, where Cronbach reliability index of 0.77375 was obtained. Data was obtained, verified and analyzed using statistical package for social science (SPSS) and content analysis. The study findings revealed that the purchasing power of the youth has greatly improved by 67.7% as a result of operating *BodaBoda* hence improved living standards. The findings indicated that BBE has helped them to discuss matters that empower them socially. The study established that BBE has enabled the youth to have self -esteem and aspiration for a better future at 92.8%. Further findings revealed that BBE have a positive relationship with cultural empowerment of the youth and 89% agreed to have been empowered culturally. The findings also showed that the youth interacted with people from different cultures and this has helped them embrace cultural diversities. Further the findings revealed that involvement of the youth in *BodaBoda* Enterprise has led to the improved environmental conservation at 53%. This was seen in terms of significant changes to the environment and reduction of noise by 54%, reduction in solid wastes was 45% and less congestion in the zones of operation by the *BodaBoda* operators at 64%. The study also established that 22 % of youth empowerment can be explained by the existence of *bodaboda* enterprise. Some of the conclusion drawn from the findings were that most *bodaboda* entrepreneurs lacked entrepreneurial and saving skills which affects their performance .The study recommends that the financial institutions should work closely with the *bodaboda* operators to give them capacity building on entrepreneurial skill and savings tips. This may boost the purchasing power and investment performance.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The bicycle and motorcycle based technologies occupies a very important position in the transport sector, particularly being a technology leap in movement of people and goods by walking, head loading and use of animals (Pankaj, 1991). This mode of transport is common and has been given local names in specific countries where they are in operation. The business of motorcycle taxis in London began in early 1990. The bikes used as a public means of transport are licensed by Transport for London and the Public Carriage Office. The firms who are currently offering motorcycle taxi services are: Limobike, Passenger bike and Taxi bikes. They offer city transport service including picking and dropping passengers at Heathrow airport as well as transport to the nearing cities like Surrey.

Motorcycle taxis offer cheaper and convenient transport service compared to other modes of transport. In London for example, they offer faster transport because they can easily get through traffic congestions (Anon, 2014). Some Local authorities like Mole valley district council have also approved taxi bikes but due to vulnerability of taxi bikes to accidents and incidents, stringent measures have been taken. All licensing authorities have therefore have passed and implemented regulations requiring protective clothing to be worn by all riders and passengers, riders to pass advanced riding tests and all bikes to carry tested and approved first aid boxes and fire extinguishers (Harkness, 2015).

In Thailand, particularly in Bangolere, where over 100,000 fleet are in operation, this means of transport is also popular (Acharaya and Maricho, 2007). In Rwanda these motorcycles are known as “*moto*” and are majorly operated by the youth aged between 18-35 years (Summers, 2012). While in Nigeria motorcycle taxis are called “*Okada*” and are used to ferry passengers in most cities. Uganda is a home of motorcycle taxis commonly known as “*bodaboda*” and is believed to have originated in Busia county of Tororo district, Eastern Uganda in the mid-1960. This sector is a high employer of school leavers who are found in most cities, according to (Malmberg, 1994).

The Kenyan *bodaboda* transport services are a Ugandan innovation which started in 1960’s as people crossing the border between Kenya and Uganda used bicycles to move goods. However in early 1990’s the bicycle based carriers were complemented by light motorcycles, thus making the movement fast and convenient in most Kenyan towns (Malthberg, 1994). According Kenya national bureau of statistics (2012), 80% of youth are *bodaboda* operators.

Kericho town is a town located at the southern part of the former Rift Valley province with an active population of 150,000 people (Kenya National Bureau of Statistics census, 2009). Due to its good infrastructure and active population it has attracted many *bodaboda* operators who have ventured in *bodaboda* taxi. *Bodaboda* taxis services started in Kericho in 2007 but at a low key. Earlier in the 1960s bicycle and motorbikes were used by tea estate managers in their operations and also by the Kenya power meter readers. These bikes were Yamaha, Honda and Suzuki and were very expensive at that time. With the coming of India and China models which are relatively cheap, this sector is now flooded with an estimate of 2,000 motorbikes operators and 80% are youths.

Empowerment of youth in any nation is key. This is a program which provides the knowledge, skills and tools for youths to become effective community advocates. In the republic of Ireland, youth empowerment occurs in local authorities under youth council to enable the youth to participate in all walks of life and tackle issues affecting them (National youth council of Ireland, 2014).

Some African countries such as Ghana and Nigeria, obligatory national service schemes for young people exist in various forms to expose youth to public and work experiences (Mo Ibrahim). Likewise in Kenya, youth empowerment is a big challenge due to unemployment. The provision of both academic talent based training and empowerment clubs is a way of strengthening youth empowerment programs in the country to facilitate youth to run their own enterprises (Susan, 2012). In taking into considerations the above scenario, there is need to establish the influence of the *bodaboda* and related businesses on the empowerment of youth in Kericho town so as to provide adequate information and skills to the youth to deal with issues affecting them.

1.2 Statement of the problem

The new constitution was promulgated in 2010 and chapter IV section 55 of the constitution stresses affirmative action programs to ensure the youth access relevant advocacy and training. It also emphasizes youth to participate in economic, social and political spheres and access employment. This new dispensation created a favorable condition for microfinance institutions and the government to roll out credit facilities towards youth empowerment through the ministry in the country. Moreover, the government in this spirit, zero- rated taxes on the motorcycles hence boosting the *bodaboda* enterprise.

With the acute shortage of formal employment and the lure of quick monetary gains, youths in Kericho town have embraced *bodaboda* enterprise with a lot of enthusiasm as a source of income solutions as well as an employment opportunity. They have gone into the business without due training in terms of entrepreneurial skills and elaborate saving schemes, thus losing the opportunity to use economic of scales to better their livelihoods.

According to Motorcycles Assemblers Association of Kenya, (MAAK),(2015), *bodaboda* enterprise pumps 200 million into the economy daily, thus points to a proper economic activity that has the opportunity of bettering the livelihoods of the youths in Kericho town. However, there is limited information regarding the influence of the *bodaboda* enterprise on youth empowerment, a gap this study seeks to fill. Basing on the above scenario, there is a need to assess how the *bodaboda* enterprise influences, economic, social, cultural and environmental empowerment of youth in Kericho town.

1.3 Purpose of the Study

The purpose of the study was to establish the influence of *bodaboda* enterprise on the empowerment of youth in Kericho town, Kenya.

1.4 Objectives of the study

The study was guided by the following objectives.

- (i) To establish the extent to which the *bodaboda* enterprise influences economic empowerment of youth in Kericho town.
- (ii) To determine how the *bodaboda* enterprise influence social empowerment of youth in Kericho town.

- (iii) To examine how the *bodaboda* enterprise influence cultural empowerment of the youth in Kericho town.
- (iv) To assess how the *bodaboda* enterprise influence environmental empowerment of youth in Kericho town

1.5 Research Question.

The study sought to answer the following research questions.

- i. To what extent does the *bodaboda* enterprise influence economic empowerment of youth in Kericho town?
- ii. How does *bodaboda* enterprise influence social empowerment of youth in Kericho town?
- iii. How does the *bodaboda* enterprise influence cultural empowerment of youth in Kericho town?
- iv. What are the ways through which *bodaboda* enterprise influence environmental empowerment of youth in Kericho town?

1.6 Significance of the study.

The findings of the study are hoped to have assisted Kericho town administration to put in place strategies which can lead to improvement of *bodaboda* services in Kericho town. The study is expected to benefit the financial institutions including *bodaboda* Sacco's in providing efficient and client centered services particularly the *bodaboda* based businesses. The study is expected to have contributed to the body of knowledge in providing forms of reference and material for policy makers, ministry of youth and social services and NGO's dealing with empowerment of youth. The study is anticipated to help the motorcycle owners / entrepreneurs on the need to upscale their Saccos, so as to have financial mobility into shuttle transport sustains like in the

matatu industry. In addition, the researcher hopes that the findings help micro financing institution to put in place training programs to enhance the economic, social and cultural transformation of the youth.

1.7 Basic assumption of the study.

This study assumed that all respondents were co-operative and provided reliable responses. The researcher was aware that several factors which were not going to be investigated would influence the *bodaboda* enterprise and empowerment of youth in Kericho town either positively or negatively. Such factors included legal issues, political and globalization only to mention but a few would affect *bodaboda* business and empowerment of youth in the same way, hence were not studied.

1.8 Limitation of the study

The following were the limitations of the study; the unavailability of most current information on *bodaboda* business in Kericho town, and the *bodaboda* operators may not co-operate fully by giving accurate information. To minimize this limitation the most current information was obtained from the internet, *bodaboda* Sacco and the county government offices. The researcher informed the respondents that the information given was to be treated with utmost confidentiality.

1.9 Delimitation of the study

The study was delimited to *bodaboda* operators within the town, *bodaboda* Sacco officials and bank officials within Kericho town. This is due to the fact that no such study has been carried out previously on the influence of *bodaboda* enterprise on the empowerment of youth in Kericho

town. The respondents to the questions were the youth who were *Bodaboda* operators and Sacco officials and bank officials within Kericho town.

1.10 Definition of significant terms as used in the study

Attitudes of youth	Refers to perception of youth towards <i>bodaboda</i> business which can be either be positive or negative.
Enterprise	Refers to income generating activity that the youth engage in.
<i>Bodaboda</i>	Refers to a bicycle or motorcycle taxi which originally in East Africa started in Busia in the Kenya /Uganda border.
Empowerment of youth	Refers to the outcome by which Youth as change agents gain the skills to impact their own lives and the lives of other individuals, organizations and the community at large.
Youths	Refers to residents in Kenya of the age between 18-35 years.

1.11 Organization of the study

The study shall be organized in two parts, the preliminary and the body. The preliminary shall consist of: title page, declaration, dedication, acknowledgement, abstract, table of content, list of tables, and list of figures, abbreviations and acronyms. The body of this study shall consist of five chapters: Introduction which has background of the study, statement of the problem, purpose of the study, research objectives, research questions, significance of the study, basic assumptions of the study, limitations of the study, delimitation of the study and definitions of operational terms, literature review, methodology which has research design, target population, sampling procedures, research instruments, data and collection procedures, data analysis techniques and

ethical considerations, data analysis , presentations, interpretation and discussion, summary of the findings, conclusion and recommendations and also has references and appendices.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature related to the study. It covers the following themes; concept of *bodaboda* enterprise, youth involvement in the industry. It discusses the influence of *the BodaBoda* Enterprise as a means of Small Medium Enterprise in bringing about economic, social, cultural and environmental empowerment of the youth, theoretical framework, conceptual framework and summary of the literature review.

2.2 Concept of *bodaboda* enterprise and youth empowerment

In East Africa, *Bodaboda* transport service is a Ugandan innovation that has grown from small beginnings in the late 1960s at Busia in the Kenya-Uganda border (Malmberg, 1994). The term itself is a corruption of the English 'border border'. *Bodaboda* mainly provide a passenger taxi service, although they can sometimes be hired to move goods. The original services were provided on a man's bicycle, equipped with a padded cushion fitted over the rear carrier. Starting in the early 1990s, the bicycle-based carriers have been complemented by and compete with light motorcycles that have greatly extended the range and load carriage of services. *Bodaboda* transport is known to provide short-distance, low-capacity service that is able to serve low density demands or those where access is restricted by the width or quality of the route. Kenya is a country endowed with unquantifiable natural and human resources and has relatively advanced agricultural and industrial sectors and substantial foreign exchange earnings from agricultural exports and tourism. Yet it is a low-income country and the World Bank estimates that Kenya's poverty level stands at 44 to 46 per cent, which is almost the same level it has remained for six

years (World Bank's Global Monitoring Report, 2012). The quest for survival economically and socially has driven many Kenyans into various jobs including riding of commercial motorcycle popularly known as 'Bodaboda' business. Thus, hundreds of *bodaboda* riders barely trained and untrained usually flock the roads of major cities and townships as well as rural areas carrying luggage and conveying people to their destinations. *Bodaboda* business has contributed to easy movement of people not only in the rural areas where there is poor network of roads but also in the cities where there are traffic hold-ups at low cost with its attendant consequences. These include accidents, increasing incidences of the use of *bodaboda* for despicable activities like robbery and the likes. Much has been said and written on these vices but little attention has been paid to the effect of the increased investment in *bodaboda* business on economic empowerment.

The United Nations Human Settlements Program (UN-Habitat, 2008) defines youth empowerment as "the circumstances and factors which enhance the development of citizenship and productiveness among young people as they move into adulthood. It is concerned with the adaptation of government structures and institutions to protect and deliver children's, youths' and human rights, including the right to participation. Youth empowerment "is based on the belief that young people are the best resource for promoting development and they are agents of change in meeting their own challenges and solving their own problems (MSYA, 2007). For young people to be empowered, certain processes and mechanisms have to be instituted. According to Narayan (2002), since youths' lack of power, voice, and subsequent marginalization and exclusion underlies their status, the best strategy in their empowerment process demands a removal of both formal and informal institutional obstacles that void their attempts to solve their everyday challenges. MSYA acknowledges that empowering young

people requires “an economic and social base; political will; adequate resources and a supportive legal and administrative framework; a stable environment of equality, peace and democracy; access to knowledge, information and skills and a positive value system”. For Ministry of State And Youth Affairs, “youth are empowered when they acknowledge that they can make free choices in life, take action based on their decisions and accept responsibility for their action”.

2.3 Influence of *BodaBoda* Enterprise in economic empowerment of the youth

Like many economic activities that are intensive in infrastructure, the transport sector is an important component of the economy impacting on development and the welfare of populations. When transport systems are efficient, they provide economic and social opportunities and benefits that result in positive multiplier effects such as better accessibility to markets, employment and additional investments. Transport also carries an important social and environmental load, which cannot be neglected (Minh *et al*, 2006). Thus, from a general standpoint the economic impacts of transportation can be direct and indirect.

Evidence suggests that transport and connectivity are highly instrumental in the delivery of social welfare outcomes by increasing individual access to facilities and supporting income generation. There are studies linking connectivity with measurable poverty reduction. Transport directly benefits many poor people through employment in the sector. Connectivity also provides indirect benefits. It can improve agricultural profitability and facilitate income diversification. Reliable and affordable transport services also facilitate access to markets and basic services. Research shows that it is not merely the lack of road infrastructure which limits mobility.

It is important to note the employment opportunities that work operating motor-cycle-taxis has brought to hitherto unemployed young men (youth). A growing pattern in rural areas is for

motorcycle taxis to act as feeder services, linking off-road villages to other motor transport at the paved road (Porter, 2013).

Motorcycle taxis in London contribute to economic growth through various fees charged by transport for London (TFL). Motorcycles taxis must park in the designated paving bays as they wait parking tickets if could parked elsewhere in the city. In addition parking fees, motorcycle taxis must register with TFL and pay alliance fee (Anon, 2015)

In Kigali Rwanda motorcycle taxis or '*Motos*' employ and support a very large number of people, an estimates of 47,187 this consists of 4.5% of the city population. Majority of their motorcyclists are youth, between 18 and 35 years. According to Rwanda utilities regulatory Agency, 2011, Kigalis youth previously face severe poverty reduction from 58.9% in 2001 to 44.9% in 2011 (RURA, 2011).

According to Porter (2013), transport services have certainly impacted on poverty alleviation and growth among rural populations in diverse ways. The widespread development of motorcycle taxis system in southern Uganda is changing the mobility habits of the rural populations. The need for a reliable and effective transportation system is increasingly met by an organization of young men called *bodaboda* (Gian, 2014).

Bodaboda business is now an economic pillar, in Kenya with earnings going to Kshs 400 million daily. Motorcycle assemblers association of Kenya (MAAK) notes that in 2014, the sector contributed close to Kshs 2.2 billion to the exchequer of the close to 500,000 motorbikes an Kenyan roads , over 99% are *bodaboda* operated by young people everyday. The industry earns an average of 400 million in a day and 146 billion annually.

Transport, whether informally provided, can still play a big role in the creation of wealth in rural areas or slums. It can be argued that this form of livelihood is socially productive. It is the market place which decides so that if enough customers are willing to pay enough for self-employed operators, such as the *bodaboda* operators, then society as a whole gets much better than before. It just needs proper organization like in Uganda to make it an economic source of livelihood.

2.5 Influence of *BodaBoda* Enterprise in social empowerment of the youth

Social empowerment is understood as the process of developing a sense of autonomy and self-confidence, and acting individually and collectively to change social relationships and the institutions and discourses that exclude poor people and keep them in poverty. Poor people's empowerment, and their ability to hold others to account, is strongly influenced by their individual assets (such as land, housing, livestock, savings) and capabilities of all types: human (such as good health and education), social (such as social belonging, a sense of identity, leadership relations) and psychological (self-esteem, self-confidence, the ability to imagine and aspire to a better future). Also important are people's collective assets and capabilities, such as voice, organization, representation and identity.

Transport is one of the most important factors of socio-economic development of any society and few competing on the global market. Thus making transport an alternative pre-condition for every individual household for water and firewood collection; marketing of agricultural and non agricultural products, formal and informal business (Heyen, 2006).

Transport sector is an important component of economic impact in development and welfare of population. When transport systems are efficient they provide socio-economic opportunities and the benefit that results in positive multipliers as availability market and employment.

The transportation system is, generally only a tool for enhancing the already established socio economic activities. It must be noticed, however, that during the years the development of the *bodaboda* transportation systems allowed rural and remote population to get in contact with a broader social and economic network and, more importantly, it is reasonable to assume that in the future it will allow those populations to have access to a larger amount of information. The service is utilized as a fundamental tool for improving social interaction which is a key element of the welfare shared in the area (Gian, 2014).

Socio-economic or social economics is an umbrella term with different usages. 'Social economics' may refer broadly to the "use of economics in the study of society. According to Leyland (1999), transport is considered as one of the basic requirements to steer economic growth of any country. In Cameroon, the structural adjustment programme of the 1990s coupled with the liberalization of the Cameroonian economy led to the laying off of many civil servants to reduce government expenditure (Howe, 2003). The rate of unemployment grew all over Cameroon as the private sector did not prove to be strong enough to soak these unemployed citizens. Many then turned to the informal sector to sustain their livelihoods. This situation also affected the Tombel population as well (Naddumba, 2004). Among the growing population of youths (scholars and non-scholars) who are unable to find jobs in the cities, some turned back to their home towns (urban-rural migration) considered a more favorable environment to sustain a living. They lived up idling around. These youths between the ages of 15 to 35 provided a labour force quickly absorbed by the activity of motorbike taxi, thus offering self-employment (Walker, 2006).

In Ghana, thousands of jobless youths have resorted to motor-taxi employment. One of the factors that contributed to high unemployment rate in Ghana is the closing of the cocoa and

coffee marketing board and this move liberalized the cash crop sector in Ghana as noted by (Adams, 2002). With no protective price barrier, many farming activities are left in the hands of a few farmers and middlemen who offer little attention to farming. This has therefore led to the reconversion into tertiary activities such as the activity of motorbike taxi rider.

It is observed that Kenya's rural and semi-urban towns where provision of essential services such as health, education, water, fuel and markets are inadequate; the use of bicycles to move people and goods is growing at a fast rate. Presently, a number of bicycles are being used for passenger hire service. Popularly referred to as '*bodaboda*', which is a corruption of the English 'border border', it provides a relatively low-cost low capacity means of transport. In areas where they have been introduced, *bodaboda* is one of the most significant means of transporting people and goods as well as a source of employment and income for bicycle operators and owners.

Bodaboda enterprise has enhanced mobility which fosters the rural – urban economy resulting in economic growth.

2.6 Influence of *BodaBoda* Enterprise on cultural empowerment of the youth

It is important to acknowledge the fact that youths working in this sector come from different walks of life and hence from different cultures. According to Kelly (2003) whose focus was on the psychological aspect of empowerment, theorized that adolescents' burden, frustration and alienation, drug use and delinquency, indicates the absence of well-being, self-esteem and other qualities of positive youth development.

In United Kingdom there are various government initiatives and organizational programmes aimed at empowering youth socially in the UK. These programmes have special sessions called social hours and social action group hours during which the youth are engaged in activities which develop their skills such as communication, problem solving, and creativity and also to

nurture core social values like respect, honesty and social responsibility for the local community. Furthermore, there are sessions for debating workshops, teambuilding activities, career advice, sports and crafts, fun activities like treasure hunt which are effective in developing key skills like problem solving, teamwork, map reading and volunteering (Audrey, 2013).

The remarkable vibrancy of the informal sector in Africa in the midst of generalized economic crises and difficulties of most modern sector enterprises illustrates the limits of the linear conception and affirms other systems of development which are developing alongside.

Against the background of a hostile environment and lack of government support, the success of most microenterprises is best explained by their ability to reconcile African social and cultural values and traditions with the need for economic efficiency. Their management is largely a family affair, relying heavily on informal business relationships.

Kericho Town has attracted people from all over Kenya and other countries in search of employment and other opportunities. This has made Kericho Town, religiously, racially and ethnically a heterogeneous town with residents representing all of Kenya (Kenya National Bureau of statistics, 2009). This Scenario has created proper conditions for the youth to empower themselves, identify ways of empowering themselves and to promote a culture of voluntarism among the youth (Helmore & Singh, 2001)

Kericho town is operating in a similar scenario, particularly with the introduction of *bodaboda* taxis in the public transport system which attracts multi-cultural players. Not much has been submitted for publication in this line of study, particularly how the enterprise brings about cultural empowerment of the youth which this study sought to give more insight.

2.7 Influence of *BodaBoda* Enterprise on environmental empowerment of the youth

Creating environmentally active citizens is crucial for the future environmental development through the slogan “Science education for action ‘Jenkins (1994) addresses (among other subjects) the environmental protection issues and calls for integration of knowledge with action.” Environmental empowerment is prerequisite to action. Successful environmental actions require environmental empowerment i.e. empowering young people to deal responsibly with environmental issues. Empowerment may be described as encouragement for action and belief in one’s possibility and ability to influence ones surroundings.

The German philosopher Wolfgang (2001) sees the mission of education as inseparable from the challenges facing a society, and he characterizes the environmental issue as one of four key problems facing our time. According to Camilla and Pal (2005), for one, to be empowered to meet the environmental challenges, a person must have hope and visions for the future, a general feeling that she or he can influence the future of the world and be motivated for action towards environmental issues, think that environmental protection is important for society, be interested , engaged in the issue and have sufficient knowledge about science of the environment and adequate actions in terms of personal lifestyle, technical solutions , political measures and about possible channels of influence through politics and organizations.

It is widely understood that transport technology and urban form are extricably intertwined. The design of cities and transport networks paid a little or no attention to the impact of human development on the underlying health of the Natural environment. It was tactfully assumed that the capacity of the earth to absorb our waste and provide us with resource is essentially boundless as human population has sky rocketed. We have recognized this fallacy and must now

plan development in a more sustainable manner, being mindful of the impacts that human activity can have on the ecosystem.

Motorcycles pose interesting challenges in developing countries that are not faced by the rest of the world. Motorcycles comprise 95% of the Nations private vehicles fleet in Vietnam, 86% in Asia, 76% in Cambodia, 28% in Italy and 49% in United States (World Bank, 2008).

In UK the motorbike taxi enterprise is greener; any motorcycle entering the congestion charging zone must pay a daily congestion which is about £25. Due to this government's that environment anti –corruption policy any taxi which does not meet the emission level standards set by the government will be forced to pay a population fee upto£ 20 per day (BEARD, 2014). In addition, there are various youth led projects which involve activities like building steps at conservation parks, litter picking and tree topping activities and street clearing (Anon, 2015)

In Kenya, the industries have embraced a new technology which is environmental friendly. The introduction of solar powered rechargeable motorcycle. This technology ensures low operating cost as well as environmental benefits. According to a report by Thomson Reuters (2014), illness and deaths linked to air pollution cause economic losses of \$ 15 million a year, access 37% of our pollution is caused by motor traffic.

Half a million motorcycles ride along our roads every day. 400 thousand of these bikes are *bodabodas* that ferry over fourteen million Kenyans daily. In doing so, they fetch at least Ksh 400 million daily, making *bodaboda* a multi-billion industry.

Last year, motorcycle assemblers paid Ksh2.2B to the taxman, making them billion-shilling taxpayers in this industry that contributes over Ksh 60B to the economy. This is a substantial

contribution to Kenya's economy. In order to build on this success, Kenya's 22 assemblers have now teamed up with other stakeholders and formed the Motorcycle Assemblers Association of Kenya (MAAK).

The association is determined to work with all stakeholders to ensure that motorcycles keep riding into increased economic empowerment and environmental sustainability. This sector provides employment to over 400,000 Kenyans whose dependents are at least 2.4 million. Every day, these riders fuel an average of KSH 500 per motorcycle *bodaboda* enterprise, pumping KSH 200 Million into the economy on a daily basis. Thousands of these riders were previously earning livelihoods in environmentally and socially unfriendly ways. Considering that the *bodaboda* sector employs almost twice as many people as the Teacher Service Commission, which is the largest employer of public servants, they are a critical cog in Kenya's economic and social wheel. Sadly, their substantial contribution to the country is mostly overshadowed by safety and security concerns. But the new traffic regulations are a step in the right direction.

The future of motorcycles will be even greener and brighter if the country fully transitions into cleaner motorcycles that use four-stroke engines. Two stroke engines are banned in most countries because they consume more fuel and emit more carbon dioxide. In light of this, a UNEP, report on clean motorcycles has a clear recommendation, 'given that four-stroke engines are inherently cleaner, more modern in design and enable further emission reductions when clean technologies are installed, it is suggested that all new motorcycles produced and imported into developing countries should be of the four-stroke type.'

Africa should adopt and legislate this recommendation in a manner that will empower the industry. For now, more stakeholders should step on board to further revolutionize our

motorcycle industry. Banks and financial institutions should design customized credit products that will enable more youth to own motorcycles. Migori County has already walked down this path by purchasing hundreds of high quality motorcycles that youth will pay for within a given timeframe. On its part, the Motorcycle Assemblers Association of Kenya will go into overdrive to ensure quality, affordability and safety not just in assembling factories but also on the roads. The association is collaborating with the National Transport Safety Authority, The National Police, Africa Road Watch, public and private sector and most of all, the *bodaboda* riders and private bikers. Meanwhile if *bodaboda* riders chose to save only 10% of their daily income, this would translate to Ksh40 million daily, (MAAK, 2012)

2.8 Theoretical Framework

The study is based on Maslow's theory of hierarchy of needs which states that the most basic level of needs, which is food, water, clothing and shelter must be met first. The secondary or higher level need. This study finds the theory suitable as it means *bodaboda* entrepreneurs who are basically the youth to visualize the extent to which the enterprise has influenced their economic, social, cultural and environmental empowerment. They should also see the enterprise beyond the scope of provision of basic needs and strive for constant betterment in line with Maslow's hierarchy of needs.

2.9 Conceptual Framework.

The study was guided by the following framework

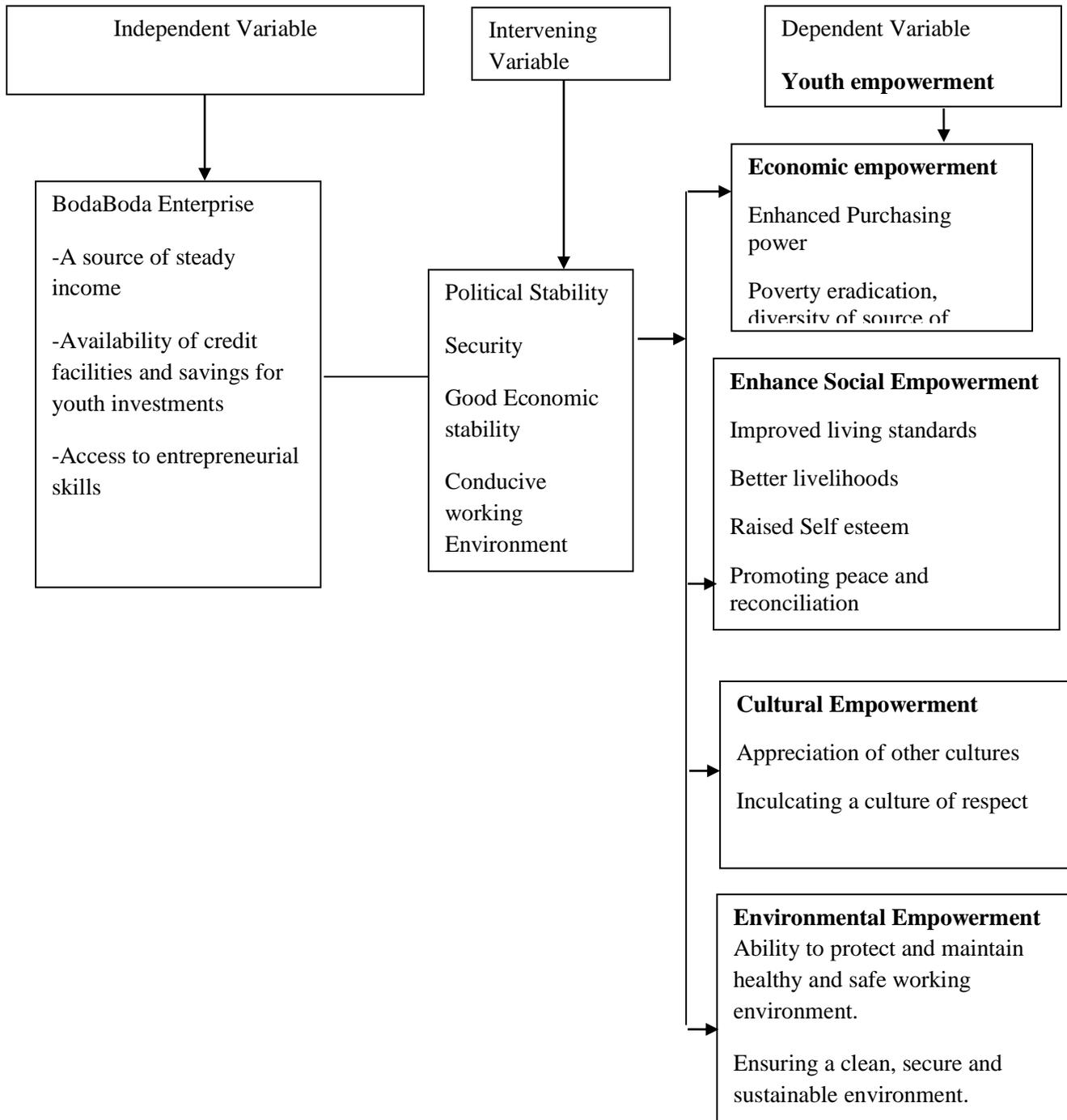


Figure 2.9.Conceptual framework for the relationship between *bodaboda* enterprise and

The independent variable was *bodaboda* enterprise in Kericho town while the dependent variable was youth empowerment. *BodaBoda* enterprise influences the youths' lifestyle. Thus the achievement or drawbacks of youth empowerment can be triggered by social, political environment prevailing at the time.

2.10 Summary of Literature Review gaps

The literature discussed in this chapter related to *BodaBoda* enterprise, youth empowerment, influences of *bodaboda* enterprises on the economic, social, cultural and environmental empowerment of the youth. The success and failure of the enterprise to transforming the lives of youth is pegged on socio-political environment in place at that time.

The *bodaboda* enterprise is common in many third world countries and is a vibrant business in the transport spectrum.

With the high rate of unemployment among the Kenyan youth, the industry has helped in engaging some youth in informal employment thus reducing radicalization dangers. When proper empowerment strategy is in play, the youth meet their basic needs with ease. This sector also explains why the study was based on Maslow's theory of the hierarchy of needs and the diagrammatic representation and conceptual framework displayed how independent variables interplays with dependent variables which can be triggered by intervening variables

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the procedure which has been followed in conducting the study. It begins with the research design, target population, sample size, sampling techniques and data collection instruments. It also stipulated how the data was collected, analyzed and ethical issues in the research.

3.2 Research Design

A research design is the conceptual structure within which research is conducted (Kothari, 2007). The study adopted descriptive research design. Descriptive design is a method of collecting information by interviewing or administering questionnaires to sample individuals. This design gives descriptive explanations, identifies and predicts the relationship between variables of the study (Mugenda and Mugenda 1999).

Descriptive design is suitable because it adopts both qualitative and quantitative approaches to data collection and hence the researcher analyzed data using the two research techniques. It also matched the objective of the study as the study sought to investigate the influence of *bodaboda* enterprise on youth empowerment in Kericho town.

3.3 Target Population

The target population is defined as that population to which a researcher wants to generalize the results of a study Mugenda and Mugenda (2003). The target population of the study consisted of various categories i.e. *bodaboda* operators, youth group officials and Sacco /bank personnel in Kericho town from which a sample was drawn.

According to statistics from Kericho town sub county revenue for June 2015, *bodaboda* operators were 2060, youth groups 25 and 15 Sacco or micro finance personnel within Kericho town. Those make a total of 2100.

3.4 Sample Size and sampling procedure

This section discussed sample and sampling procedures that was used in the study.

3.4.1 Sample size

According to (Gay, 2003) sampling is a process in which a number of individuals are selected for a study. The size of the sample should be neither too large nor too small (Kothari, 2007). A sample size was determined through Mugenda and Mugenda, (2003) which states that a good population sample to between 10% and 30% of the entire population.

3.4.2 Sampling procedure

Sampling is the selection of individuals intended to give some knowledge about a population's interest. It is important because we learn some information by studying a few of its members hence saving time and money.

Sampling is the process of selecting elements from a population in such way that the elements selected represents the entire population (Orodho, 2005) .It is important because we learn some information by studying a few of the members hence saving time and money. Through stratified sampling the target population was grouped into 3 strata, *bodaboda* operators, youth group officials and Sacco officials. The researcher used stratified sampling to select *bodaboda* operators from 25 operation zones, within Kericho town (see Appendix IV)

Purposive sampling was applied to select, 2 youth group officials and 2 Sacco officials within Kericho town see table 3.1

Table 3.1 Table of the sample size selection

Strata group	Target population	Sample size	%
<i>Bodaboda</i> operators	2060	206	10%
Youth group officials	25	2	10%
Sacco officials	15	2	10%
Total	2100	210	10%

The total sample was 210 which represented 10% of the entire population which is in line Mugenda and Mugenda(2003) that a good population sample is between 10% and 30%.

3.5 Data Collection Instruments

Research instruments according to Oso &Onen, 2009 are the tools used to collect data

The study used questionnaires as a tool for data collection. Questionnaires were administered to 206 youths engaging in the *bodaboda* business, 2 youth group officials and 2 Sacco personnel.

The Questionnaire was appropriate because it may facilitate high response to my research since it was distributed to respondents who filled on the spot and collected back by the researcher. It saved on time and eliminated biasness as they were given in a consistent way. The questionnaire comprised closed-ended questions and a few open-ended questions. Closed-ended question were used because it was easier to administer and to analyze while the open-ended was included because it allowed respondents to give more information.

The questionnaire was divided into sections A, B, C, D & E. Section A of questionnaire captured questions concerning personal data of the respondent; they provided detailed information on demographic characteristics of the respondent. Section B contained questions on influence of *bodaboda* enterprise on economic empowerment of youth Kericho

town. Section C investigated the influence of *bodaboda* enterprise on social empowerment of youth in Kericho town. Section D focused on cultural empowerment of youth and section E explored the influence of *bodaboda* enterprise on environmental empowerment of youth in Kericho town.

The use of questionnaires as an instrument of research gave respondents enough time to give well thought responses in their questionnaires and enabled large samples to be collected within a short period of time as noted by Kombo *et al* (2009).

3.5.1 Pilot testing

Pilot testing is very important in any study. It is a trial run of procedure and instrument that one plans to use Mugenda and Mugenda (1999).

Baker (1994) noted that a pilot study is often used to pre-test or try a research instrument. Baker found that a sample size of 10 -20% of a sample size for the actual study is a reasonable number of participants to consider involvement in a pilot. The researcher pre-tested the tool on 20 youth *bodaboda* operators who were randomly selected from different operational zones within Kericho town. This was 10% of the sample size.

The pilot test checked on some logical issues like comprehensiveness of the instruments, wordings and cleared any ambiguity. Reliability and validity of the instruments was also checked.

3.5.2 Validity of the Research Instruments

According to Nachmias and Nachmias (2005), validity is concerned with the question “any measuring what irrelevant to measure”

Validity is defined as the degree to which an instrument measures what is supposed to be measured (Mugenda and Mugenda, 2008).

Peer review of instrument and use of expert judgement was used to enhance content validity. The researcher engaged his fellow master's students for peer review to ascertain the content validity and research objectives. The instruments were presented to the supervisors in school of Continuing and Distance Education, Department of Extra Mural Studies at the University of Nairobi, Kericho Centre.

3.5.3 Reliability of Instruments

Reliability refers to the measure of degree to which research instrument yields consistent results or data after repeated trials. The test and pretest method was used to assess the reliability of the instruments. The same questionnaire was administered twice to the *bodaboda* operators in Kericho and their responses were collected. The reliability of the research instrument was established by the use of Cronbach Alpha. The overall index was 0.77375 which is an agreeable. (See appendix V).

3.6 Data collection Procedure

Before collecting data the researcher obtained an introductory letter from the university of Nairobi. The researcher also obtained permit from the National Council of Science and Technology before going to the field. The copies of the project were given to town administration for information sake.

The respondents were reached daily on their operation zones and the questionnaire was distributed by the researcher to *bodaboda* operators who completed as they wait for their customers. The bank and youth group officials were reached at their offices and questionnaires were completed and collected the same day this enhanced comprehensiveness and accuracy.

3.7 Data Analysis Techniques

When the data collection exercise was completed, the completed questionnaires were adequately checked and edited for competences and consistency. The researcher used quantitative techniques in analyzing the data. Descriptive analysis was employed, which included mean, frequencies and percentages. The organized data was interpreted on accounts of convenience to objectives using assistance of computer package especially statistical package for social science (SPSS) version 17 to communicate the research findings. The analyzed data was presented in frequency and percentages tables followed by data description and interpretation.

3.8 Ethical considerations

The researcher demonstrated expertise, diligence and integrity during the research period. This was done to protect the rights of human subjects. For the study to be ethical, the rights of self-determination, ambiguity, confidentiality was observed.

The researcher ensured all the necessary permits were obtained from relevant authorities to conduct the research.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATIONS, INTERPRETATION AND DISCUSSION

4.1 Introduction

This chapter presents the findings, interpretations and discussion according to the objectives of the study. It contains the description of the respondents' background, results from the study and discussion in relation to the reviewed literature.

4.2 General Demographic Information

This sub-section gives the return rate of the questionnaire and the general demographic information of the respondents.

4.2.1 Return Rate

The researcher administered questionnaires to the respondents in the areas sampled. The respondents were given time to respond to the questionnaire items and then collected after a week. The response rate is shown in Table 4.1.

Table 4.1: Return Rate

	Gender	Frequency	Percentage
<i>BodaBoda</i> riders	Male	203	98.06
	Female	2	0.97
	Total	205	99.03
<i>BodaBoda</i> officials	Male	2	100
SACCO officers	Male	2	100

The expected sample size was 206 *BodaBoda* riders, 2 *BodaBoda* officials and 2 SACCO officers but the actual sample size per the return rate was 205 (99.03 %) riders, 2(100%) *BodaBoda* officials and 2 (100%) SACCO officers.

4.2.2 Demographic Data on Gender, Age Bracket and Zone of Operation

The researcher cross tabulated respondents' gender with zone of operation and age and presented the results in Table 4.2.

Table 4.2: Zone of Operation, Age Bracket, and Gender Cross tabulation

Gender	Zone of Operation	Age bracket				Total	%	
		under 18	18-25	25-30	30-35			
		F	F	F	F	F		
Male	A	0	1	1	0	2	0.96	
	B	0	6	0	0	6	4.37	
	C	0	8	1	1	10	4.85	
	D	0	1	0	0	1	0.49	
	E	0	8	2	0	10	4.85	
	F	0	3	1	0	4	1.94	
	G	0	4	0	0	4	1.94	
	H	0	6	0	0	6	2.91	
	I	0	4	1	0	5	2.43	
	J	0	1	0	0	1	0.49	
	K	0	1	1	0	2	0.96	
	L	0	1	1	0	2	0.96	
	M	0	4	0	0	4	1.94	
	N	0	16	1	0	17	8.25	
	O	1	1	0	0	2	0.96	
	P	0	6	0	0	6	2.91	
	Q	0	5	0	0	5	2.43	
	R	1	7	1	0	9	4.37	
	S	0	29	21	0	50	24.27	
	T	0	6	0	0	6	2.91	
U	0	1	1	1	3	1.45		
V	0	3	0	0	3	1.45		
W	0	21	5	4	30	14.56		
X	0	1	4	0	5	2.43		
Y	0	8	2	0	10	4.8		
	Total	2	152	43	6	203	99.02	
Female	Zone of Operation		P	1	0		1	0.49
			W	0	1		1	0.49
	Total			1	1		2	0.98

Table 4.2 shows that majority of the respondents (99.02%) were males while less than 1% were females. The highest number of respondents (24.27%), were from Zone S followed by Zone W (14.56%). Most of the respondents were of the age between 18 and 25 years.

4.2.3 Demographic Data on Level of Education, Marital Status, and Gender

The researcher also sought to find out the level of education, marital status and the gender of the respondents. The results are presented in Table 4.3.

Table 4.3: Level of Education, Marital Status, and Gender

Gender			Marital Status				Total	
			single		Married			
			F	%	F	%	F	%
Male	Level of Education	None	1	0.49	2	0.98	3	1.47
		Primary	62	30.39	72	35.29	134	65.68
		Secondary	27	13.23	22	10.78	49	24.01
		College	3	1.47	9	3.92	12	5.39
		University	2	0.98	3	1.47	5	2.45
Total			95	46.57	108	52.45	203	99.02
Female	Level of Education	Primary	1	0.49			1	0.49
		Secondary	1	0.49			1	0.49
	Total			2	0.98			2

Table 4.3 shows that most of the male respondents were married (52.45%) and more than a half (65.68%) had primary education. Almost a quarter (24.01%) of the males had secondary education while less than 3% had university education. All the female respondents were single with 1 having primary education and one having secondary education.

4.3 Description of the Independent variable (I.V)

BodaBoda Enterprise (BBE) was conceptualized as a motorcycle business that enabled the youth to earn income. The outcome of BBE were studied in the light of economic, social, cultural and environmental impacts to the youth

4.4 Influence of *BodaBoda* Enterprise on Economic Empowerment of Youth

The first objective of this study was to establish the extent to which the *BodaBoda* enterprise influenced economic empowerment of youth in Kericho Town.

The economic empowerment of the youth was analyzed by looking at their ability to meet their basic needs (poverty reduction), enhanced purchasing power, and the ability to make savings.

The results are presented as follows:

4.4.1 *BodaBoda* Enterprise enhancing the ability to meet basic needs

The respondents were asked if *BodaBoda* enterprise has enabled them to meet their basic needs and the results are presented in Table 4.4.

Table 4.4: BBE increasing the ability to meet basic needs

	Frequency	Percent
Yes	193	94
No	12	6
Total	205	100

Table 4.4 shows that a majority of the respondents (94%) have had their ability to meet basic needs increasing after they engaged in the *BodaBoda* business. They reported that their financial ability was enhanced and hence able to cater for food, shelter, clothing, utility bills and school

fees. This finding is in agreement with the study by Porter (2013) that transport services impacted on poverty alleviation and growth. Only a few (6%) had not seen any difference in their ability to meet their basic needs after engaging in the business. This could be the individuals that have recently started the business and therefore their venture has not break even.

4.4.2 Influence of *BodaBoda* Enterprise on the ability to make savings

The researcher sought to find out whether the respondent’s ability to make savings had improved after engaging in *BodaBoda* Enterprise. The results are summarized in Table 4.5.

Table 4.5: Ability to make savings after meeting financial obligations

	Frequency	Percent
Yes	130	63
No	75	37
Total	205	100

Majority of the respondents (63%) were of the view that they were able to make savings after meeting their financial obligations although a number of them (37%) were not able make any savings. This could represent the individuals who had a lot of financial responsibilities and hence live from hand to mouth. Because of the large number of those who make savings, the researcher therefore sought to find out the institutions that are used by those who made savings. The results are shown in Table 4.6.

Table 4.6: Type of Institution where savings are made

Type of Institution	Frequency	Percent	Cumulative Percent
SACCO	71	54.6	54.6
Commercial banks	51	39.2	83.8
Other	8	6.2	100.0
Total	130	100.0	

Table 4.6 shows that majority of the youth (54.6%) made their savings in SACCOs while less than a half (39.2%) deposited their savings in commercial banks. Notably, a few of them (6.2%) made their savings in other forms which included table banking and merry-go round. SACCO officers reported that they gave advice to the youth in regard to regular savings, borrowing wisely and paying promptly. This was seen to have improved their living standards to a greater extent. This finding is in tandem with findings by Gian (2014) that *BodaBoda* transportation systems allow rural and remote population to get in contact with economic network.

4.4.3 Access to entrepreneurial skills and credit facilities

The respondents who were able to make savings were asked if their *bodaboda* enterprise has enabled them to access entrepreneurial skills and credit facilities. The results are summarized in Table 4.7.

Table 4.7: Access to entrepreneurial skills and credit facilities

	Frequency	Percent
Yes	90	44
No	115	56
Total	205	100

Majority of the respondents (56%) indicated that they have not received entrepreneurial skills or credit facilities from financial institutions. However, almost a half of them agreed that they received entrepreneurial skills and credit facilities from the financial institutions. This suggests that it is still difficult for some of the operators to access credit facilities from financial institutions and this may be as a result of the inconsistent saving patterns of some of the operators. Those who received entrepreneurial skills reported that their incomes had gone up which is in line with the finding by Susan (2012) that strengthening youth empowerment programs in the country facilitates youth to run their own enterprises. *Bodaboda* enterprise is one of the programmes that is seen to have strengthen the financial ability in Kericho town.

4.3.4 *BodaBoda* Enterprise enhancing the purchasing power

The researcher sought to find out the state of purchasing power of the respondents who were able to get entrepreneurial skills and credit from financial institutions as a result of the *bodaboda* enterprise. The results are indicated in Table 4.8.

Table 4.8: Extent of Purchasing Ability

Purchasing ability	Frequency	Percent	Cumulative Percent
To small extent	42	32.3	32.3
To great extent	88	67.7	100.0
Total	130	100.0	

The purchasing power of those who were able to get access to credit and entrepreneurial skill from financial institution significantly improved to a great extent (67.7%) while just above a quarter viewed their financial ability to have improved to a small extent. This indicates the vital role that financial institutions play in ensuring that the youth become productive in their

businesses. This is in line with the findings by RURA (2011) that found the reduction of poverty among the youth due to the introduction of motorcycle business hence increase in their purchasing power.

4.5 Influence of *BodaBoda* Enterprise on Social Empowerment of Youth

The second objective was to determine how *BodaBoda* Enterprise influenced social empowerment of youth in Kericho town. Social empowerment was determined by looking at the youth who were in groups and how their group activities empowered them socially.

4.5.1 *BodaBoda* Enterprise enabling the youth to join groups

The respondents indicated if *Bodaboda* enterprise has enabled them to join a group. The results are shown in Table 4.9

Table 4.9: Youth who have joined groups

	Frequency	Percent
Yes	158	77
No	47	23
Total	205	100

Majority of the respondents (77%) indicated that they were in groups while less than a quarter (23%) had not joined any group. This agrees with the findings by Gian (2014) that *BodaBoda* service is utilized as a fundamental tool for improving social interaction. The small number that did not belong to any group could be the new operators who were still learning their counterparts or those who might have left their former groups.

4.5.2 Groups' contribution to Social development

The researcher sought to find out the contribution that the group brought to the respondent. The results are summarized in Table 4.10.

Table 4.10: Groups' contribution to Social development

Statement	Percentage (n=205)	
	Yes	No
Brainstorm on self-autonomy in group's meetings	86	14
Brainstorm on accountability in group's meetings	75	25
Brainstorm on drug abuse in group's meetings	44	56
Brainstorm on transparency in group's meetings	82	18
Brainstorm on decision making in group's meetings	41	59
Brainstorm on savings and entrepreneurship skill in group's meetings	88	12

Table 4.10 shows that a majority of the youth (88%) brainstormed on savings and entrepreneurship skills in their group meetings. A large number of them also agreed that they discussed on self-autonomy (86%), transparency (82%), and accountability (75%). This agrees with the findings by Audrey (2013) that groups allow for sessions for debating workshops, teambuilding activities , career advice, sports and crafts, fun activities like treasure hunt which are effective in developing key skills like problem solving, teamwork , map reading and volunteering that empowers the youth socially.

On the other hand, more than a half of the youth (59%) did not brainstorm on decision making in their group meetings with only less than a half (44%) doing so. This could be due to their low educational levels (65%, Table 4.3) where most of them had attained primary education hence may not be equipped with decision making techniques. In addition, less than a half (39%) brainstormed on the subject of drug abuse while more than a half (56%) did not.

4.5.3 Influence of *BodaBoda* Enterprise group on respondents' self-esteem and aspiration for better future

The researcher also sought to find out the influence that *BodaBoda* Enterprise group meetings had on the respondents' self-esteem and aspiration for better future. This was measured on a four-point likert scale ranging from strongly disagree (0 points) to strongly agree (3 points). The mean score of 1.5 was considered average. The results are presented in Table 4.11.

Table 4.11: Respondent's self-esteem and aspiration for better future

	Strongly disagree	disagree	Agree	strongly agree	Total	Mean	Std. Deviation
Frequency	1	4	141	6	152	1.9900	.28267
Percent	0.7	2.6	92.8	3.9	100		

From Table 4.9, majority of the respondents (92.8%) agreed that their self-esteem and aspiration for better future had greatly improved while less than 1% strongly disagreed. The mean score in regard to this item was 1.9900 which is more than average mean of 1.5 in the four point likert scale while the standard deviation was 0.28267. These results are congruent with the findings by Gian (2014) that *BodaBoda* service is utilized as a fundamental tool for improving social interaction.

4.6 Influence of *BodaBoda* Enterprise on Cultural Empowerment of Youth

The third objective was to examine how *BodaBoda* Enterprise influenced cultural empowerment of the youth in Kericho Town. Cultural empowerment was assessed through both open and close-ended items. For closed-ended items, a yes had one (1) point while a no had zero (0) point. It was

assessed by looking at how *Bodaboda* enterprise has enhanced appreciation of other cultures and inculcating a culture of respect.

4.6.1 Contribution of *BodaBoda* Enterprise to enhancing appreciation of other cultures

The respondents were asked to give their view on how *bodaboda* enterprise had contributed to them appreciating other cultures. The results are shown in Table 4.12.

Table 4.12: *Appreciation of other cultures*

	Frequency	Percent
Yes	182	89
No	23	11
Total	205	100

Majority of the respondents (89%) agreed that *bodaboda* enterprise had enabled them to appreciate other cultures. This was indicated by most of them interacting and making friends from different cultures. More so, they considered representation in their groups from different cultures. This finding is in line with the finding by Helmore & Singh (2001), that an ethnically heterogeneous area provides a scenario where youth are empowered culturally. The feedback from the group officials indicated that there were no cases of discrimination because *bodaboda* business brought them together.

4.6.1 Contribution of *BodaBoda* Enterprise to enhancing peace

The respondents gave their views of how *bodaboda* enterprise has led to improved levels of respect among themselves and other people in their area of operation which resulted to enhanced peace. The results are summarized in Table 4.13.

Table 4.13: Contribution of *BodaBoda* Enterprise to enhancing peace

Statement	Percentage(n=205)	
	Yes	No
BBE has enhanced the promotion of peace in Kericho Town	84	16
BBE has greatly reduced crime rate, idling and drug abuse among the youth	78	22

Table 4.13 shows that more than three quarter (84%) of the respondents agreed that BBE enhanced the promotion of peace in Kericho Town and a large number of them (78%) also agreed that crime rate, idling and drug abuse had greatly reduced among the youth. This may have been occasioned by engagement of the youth in *bodaboda* business hence no time to carry out crime and also because their improved financial ability. This suggests that the peace that has prevailed in Kericho Town may have resulted from the youth getting involved in *BodaBoda* Enterprise. This is in line with the study by Helmore and Singh (2001) who observed that transport enterprises create a condition for the youth to empower themselves in areas such as volunteering and other social activities.

4.7 Influence of *BodaBoda* Enterprise on Environmental Empowerment of Youth

The fourth objective was to assess how *BodaBoda* Enterprise influenced environmental empowerment of the youth. The researcher sought to find out environmental knowledge of the respondents' and their involvement towards its protection.

4.7.1 Contribution of *BodaBoda* Enterprise group to Environmental protection

The respondents indicated how being in a *bodaboda* enterprise group has enabled them to protect environment. The results are shown in Table 4.14.

Table 4.14: Contribution of BodaBoda Enterprise group to Environmental protection

Statement	Percentage(n =205)	
	Yes	No
Since I embraced BBE group I have learnt that environmental protection is important in place of work	54	46
Do you engage yourself in environmental in environmental protection?	53	47
Do you discuss environmental issues in your youth group?	59	41

Table 4.14 shows that more than a half (54%) of the respondents learnt of the importance of environmental protection from *BodaBoda* Enterprise group while less than a half do not agree. A large number of them (53%) also engage themselves in environmental protection. Most youths (59%) discuss environmental issues in their groups while less than a half (41%) did not discuss such issues. A likely explanation to this is that when they meet in their groups, they share ideas on how they can make the areas of operation to be conducive hence improve members' knowledge on environmental issues. This view is supported by Camilla and Pal (2005), who noted that for one to be empowered to meet the environmental challenges, he/she must have sufficient knowledge about science of the environment.

4.7.2 Changes to environmental challenges

The researcher also sought to find out the changes to various environmental challenges faced by the respondents in their area of operation. A comparison of the earlier state and the current state is shown in Table 4.15.

Table 4.15: Earlier and Current State of Environmental challenges

Environmental challenge	Earlier state		Current state		Deviation
	Acute (%)	Less (%)	Acute (%)	Less (%)	
Noise	76	24	22	78	+54
Air	47	53	41	59	+6
Water	29	71	25	75	+4
Congestion	62	38	36	64	+26
Solid waste	67	33	22	78	+45
Vegetation cover	15	85	13	87	+2
Soil	17	83	14	86	+3

Table 4.15 shows that there was a great reduction of noise (54%) followed by solid waste (45%) and congestion (26%). However, air, water, soil and vegetation cover had an improvement of less than 10% (6%, 4%, 3% and 2% respectively)

The results suggest that involvement of the youth in *BodaBoda* Enterprise may have led to the improved environmental conservation. This can be seen in terms of significant changes to the environment such as reduction of noise, reduction in solid wastes and less congestion in the zones of operation by the *BodaBoda* operators. This finding is in agreement with the finding by the MYSA (2007) that young people are the best resource for promoting development and that they are agents of change in meeting their own challenges.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusion and recommendations from the findings of the study and it also gives the suggestions for further research.

5.2 Summary of the findings

The study sought to find out the influence of *bodaboda* enterprise on youth empowerment in Kericho Town. The study revealed that *bodaboda* business is a booming in Kericho Town evident by the high concentration of *bodaboda* riders in the central business district and the fringes of the town. Majority of the *bodaboda* operators operated near supermarkets that are zone S comprising of 24.27% and zone W with 14.56%. The study established that majority of *bodaboda* operators were male 99.02% while less than 1% were females. The study further established that majority of the operators were aged between 18-25 years comprising of 152 out of the total 203. Majority of the *bodaboda* operators had attained primary school level of education and most of them were married.

The first objective of the study was to establish the extent to which the *bodaboda* enterprise influenced economic empowerment the study indicated that majority of the youth 94% were able to meet their basic needs and a high number 88% of them had their financial ability enhanced. More than half 63% were able to make savings after meeting their needs, although a number of them 37% were not able to make savings. However, more than a half of the youth were of the view that *Bodaboda* enterprise has not enhanced their ability to access credit and entrepreneurial skills from financial institution. The purchasing power of those who were able to get access to

credit and entrepreneurial skills from financial institution significantly improved to a great extent 67.7%.

The second objective of the study was to examine the influence of *bodaboda* enterprise on social empowerment of youth in Kericho town. The study indicates that most of the youth have joined groups that are helpful to them where they were able to discuss matters that empowered them socially. The results suggest that *BodaBoda* Enterprise has enabled the youth to have self esteem and aspiration for a better future. These results were concurrent with the findings by Gian (2014) that a *bodaboda* service is utilized as a fundamental tool for improving social interaction.

The third objective of the study looked at the influence of *bodaboda* enterprise on cultural empowerment of youth. The study established that most groups 89% consider representation from other cultures and large number 73% were able to make friends from different cultures through *BodaBoda* Enterprise. The empirical results show that *BodaBoda* Enterprise has a positive relationship with cultural empowerment of the youth. *BodaBoda* Enterprise has enabled the youth to interact with other people from different cultures and be able to embrace their diversities.

The fourth objective of the study was to assess how *BodaBoda* Enterprise influenced environmental empowerment of the youth. The findings of the study shows that more than a half (54%) of the respondents learnt of the importance of environmental protection from *BodaBoda* Enterprise group while less than half do not agree. A large number of them (53%) also engage themselves in environmental protection. Further findings of the study revealed that involvement of the youth in *BodaBoda* Enterprise have improved environmental conservation. This can be seen in terms of significant changes to the environment such as reduction of noise, reduction in solid waste and less congestion in the zones of operation. This finding is in agreement with the

finding by the MYSA (2007) that young people are the best resources for promoting development and that they are agents of change in meeting their own challenges.

5.3 Conclusions

Based on the findings of the study as summarized above it can be concluded that *Bodaboda* enterprise have empowered the youth significantly. From the findings, it was also noted that *bodaboda* enterprise has enabled the youth to cater for food, shelter, clothing, utility bills and school fees. Some are able to make savings after meeting their expenses. The study also established that there is a positive relationship between *BodaBoda* Enterprise and economic empowerment.

The findings indicated that most of the youth had joined groups that were helpful to make them discuss matters that empowered them socially, this means that *BodaBoda* Enterprise has empowered youth socially.

The study also found that *BodaBoda* Enterprise have enhanced cultural empowerment of youth for it has enabled them to interact and make friends from other cultures. The existence of social Welfare kitty helped members when they were in need. Crime rates, idling and drug abuse among the youth have decreased because they are busy. Therefore *BodaBoda* Enterprise has enabled the youth to appreciate other cultures and develop a culture of hard work and togetherness.

BodaBoda Enterprise group meetings and interactions with other members and NEMA input have enabled the youth to have environmental knowledge and hence involve themselves in environmental protection. This shows that *BodaBoda* Enterprise has brought about environmental empowerment of youth in Kericho town.

5.4 Recommendations

Based on the findings of the study the researcher wishes to make the following recommendations.

1. There is need for county government of Kericho particularly town administration to formally register all the *bodaboda* operators per zone to enhance sanity in the sector. This will enable this industry to operate like *matatu* shuttle.
2. The financial institutions should work closely with the *bodaboda* operators, to give them entrepreneurial skills and tips on savings. They should also come up with products targeting to empower the operators financially by advancing credit facilities to save them from shy locks and brokers.
3. The county government in conjunction with NEMA should sensitize the *bodaboda* operators on environmental protection and come up with particular days when the operators will clean the town and this will create a conducive working environment.
4. The financial institution should work closely with Kenya Motorcycle Assemblers Association to enable the *bodaboda* operators' purchases 4 stroke *bodaboda* engines which is environmental friendly because of low emission.

5.5 Contribution of the study to the body of knowledge.

Objectives

To establish the extent to which *bodaboda* Enterprise influence economic empowerment of Youth in Kericho town

Contributions to the body of knowledge

It was found out the *bodaboda* enterprise enabled the youth to meet their basic needs and enhanced their purchasing power.

To determine how the *bodaboda* enterprise
Influence social empowerment of youth in
Kericho town

It was established that BBE greatly
improved self-esteem and aspiration for the
better future of the youth in this way
empowering them socially.

To examine how the *bodaboda* influence
Cultural empowerment of the youth in
Kericho town

BBE have enhanced cultural empowerment
by facilitating intervention from people from
other culture and the existence of social
Welfare kitty unit the operators together and
Create a sense of brotherhood.

To assess how the *bodaboda* enterprise
Influence environmental empowerment
Of youth in Kericho

the study revealed that BBE brought
significant influence on environmental
empowerment issues in their groups
Meetings and engage themselves in
environmental protection.

5.6 Suggestions for further research.

The research suggests that:-

- (i) A study should be conducted on the influence of BBE on the economy of Kericho town residence.
- (ii) A study should be conducted on the influence of BBE on retention and transitional of primary school boys in Kericho town.

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APPENDICES

APPENDIX I: LETTER OF TRANSMITTAL

ZAKAYO KIBET TOO

TEL: 0722 696 103

Dear Respondent

RE: REQUEST FOR QUESTIONNAIRE ADMINISTRATION

My name is Too Zakayo, a student at the University of Nairobi. I am conducting a research on the influence of Bodaboda enterprise of youth empowerment in Kericho Town. Despite the recording of your responses, the information you will give will be kept strictly confidential and not be disclosed to anyone. You are under no obligation to answer any question that you are uncomfortable with.

Thank you

Yours faithfully

Zakayo Too

Student –UON

L50/73928/2014

Questionnaire 1b..... Date of interview:

APPENDIX II: EMPOWERMENT ASSESSMENT TOOL FOR THE INFORMANT

(I am Too Zakayo, a student from the University of Nairobi. I am conducting a research on influence of the bodaboda enterprise on youth empowerment in Kericho town. Despite the recording of the interview responses, the information you give will be kept confidential. You are under no obligation to answer any question that you feel uncomfortable to respond. Please provide accurate and honest answers as possible.)

1. How many *BodaBoda* entrepreneurs do you deal with in your bank?
2. How long have they banked with you?
3. What are some of the products which your bank offers to *bodaboda* operators?
4. What requirements do you ask from the BBO?
5. How are their repayment history?
6. Do you have any engagement with them?
7. If yes do you engage they them as a group or as an individual?
8. What are some of the areas you discuss with the *Bodaboda* based groups in your meetings?
9. How has *bodaboda* business empowered the youth in Kericho town in the following areas?
 - a. Economically
 - b. Socially
 - c. Culturally
 - d. Environmentally
10. What role do you play in ensuring that they cope with the challenges affecting their business and to make it sustainable?
11. Do you have any social corporate responsibility geared to the *Bodaboda* entrepreneurs?

APPENDIX III: QUESTIONNAIRE FOR *BODA BODA* ENTREPRENEURS

INFLUENCE OF *BODA BODA* ENTREPRENEUR ON YOUTH EMPOWERMENT IN
KERICHO TOWN KENYA

101. RESEARCH QUESTIONNAIRE

	QUESTIONS	RESPONSES	INSTRUCTIONS
1.0	Introduction		CIRCLE THE MOST APPROPRIATE ANSWER
1.1	Date of filling the questionnaire		DD MM YR
1.2	To what extent do you depend on <i>bodaboda</i> enterprise for your income?	Wholly 1 Partially 2 Not at all 3	
2.0 SECTION A: DEMOGRAPHIC INFORMATION			
2.1	What is your age bracket?	a. Under 18 b. 18 – 35 c. 25 – 30 d. 30 – 35 e. Over 35	
2.2	Gender	Male Female	
2.3	What is your marital status?	Single Married Separated Widowed	

		Any other specify	
2.4	What is your highest level of education	None Primary Secondary College University	
2.5	How many members compost your family?	Less than 3 3 – 6 6 – 9	
3.0. B INFLUENCE OF BODA BODA ENTERPRISE ON ECONOMIC EMPOWERMENT OF YOUTH.			
3.1	Has <i>bodaboda</i> enterprise enabled you to meet your basic needs? If yes in 1 above to what extent?	Yes No To some extent To a large extent To one extent.	
3.2	<i>Bodaboda</i> enterprise has enhanced my financial ability to meet the following:	Food, clothing, shelter, Yes/no yes/No yes/No utility bills, school fees yes/No Yes/No	
3.3	After meeting your financial obligation do you make any savings?	a. Yes b. No	
3.4	If yes where do you safe? Specify	a. Sacco	

		b. Commercial banks	
3.5	Has the <i>bodaboda</i> business enhanced your ability to access credit and entrepreneurial skill from financial institution?	a. Yes b. No	
3.6	If yes how significantly has your purchasing ability improved?	To a great extent To small extent	
4.0 INFLUENCE OF <i>BODA BODA</i> ENTERPRISE ON SOCIAL EMPOWERMENT OF YOUTH.			
4.1	Do you belong to a youth group?	Yes No	
4.2	If yes specify the group		
4.3	How many members are there in your group? Specify.	1 – 10 10 – 20 20 – 30 30 – 40 Above 40	
4.4	Are the memberships of the group only <i>bodaboda</i> operators?	Yes No	
4.5	How often do you meet?	Weekly Fortnight Monthly	
4.6	Through your meetings and interactions with the members, do you brainstorm the	Self-autonomy: Yes/No Accountability: Yes/No	

	following issues?	Drug abuse: Yes/No Transparency : Yes/No Decision making: Yes/No Saving & entrepreneurship skills : Yes/No	
4.7	My participation in BBE group meetings have enhance my self-esteem and aspiration for a better future.	I agree I strongly agree I disagree I strongly disagree	
5.0	5.0. INFLUENCE OF BBE AS CULTURAL EPOWERMENT OF YOUTH.		
5.1	Has BBE enabled you to interact and make friends from different cultures?	No Yes	
5.2	Explain your answer in 1		
5.3	In your BBE based youth group, do you consider representation from other cultures?	Yes No	
5.4	Do you have a social welfare kitty on your BBE group?	Yes No	
5.5	If yes specify the activities that kitty run.		
5.6	BBE has enhanced the promotion of peace in Kericho Town.	I agree I strongly agree	

		I disagree I strongly disagree	
5.7	BBE has greatly reduced crime rate, idling and drug abuse among the youth.	Yes No	
5.8	If yes specify		
6.0	6.0 INFLUENCE OF BBE AN ENVIRONMENTAL EMPOWERMENT OF YOUTH.		
6.1	Since I embrace <i>bodaboda</i> enterprise I have learnt that environmental protection is important in place of work.	Yes No	

6.2 Identify environmental challenges found in your area of operation and specify the intensity where applicable. Earlier and current state.

6.3	Environmental challenges/issues	Earlier state		Current state	
		Acute	Less	Acute	less
	a. Noise b. Air c. Water d. Congestion e. Solid waste				

	f. Vegetation cover g. Soil h. Drainage				
6.4	Do you engage yourself in environmental protection?	Yes No			
	If yes how?				
6.5	BBE has enhanced my knowledge on environmental protection	I agree I disagree			
6.6	Do you discuss environmental issues in your group meetings?	Yes No			
6.7	If yes what is your group cooperate social responsibility on environmental protection specify.				

APPENDIX IV: Distribution of table showing *bodaboda* operating zones

S/N	ZONE OF OPERATION	STAGE NAME	NUMBER OF BODA BODAS
1	W	Stage matt	400
2	C	Ghorofa	100
3	Q	Market	50
4	E	Uchumi	100
5	H	Tuskys	50
6	R	Ndege Chai	90
7	I	Jumbo	56
8	N	Kericho District Hospital	100
9	U	Imarisha Sacco	39
10	B	Central Hospital	50
11	S	Nyagacho	500
12	P	Kipchimchim	50
13	X	Siloam	50
14	T	Kisumu Road	80
15	M	Majengo	70
16	A	KCB	10
17	L	Kwa Michael	25
18	G	St. Leonards	40
19	V	Co-op Bank	20
20	O	Kericho Wholesalers	20
21	K	Hass	20
22	J	KCC	20
23	D	Stadium	30
24	F	Jua Kali	40
25	Y	Kambi Somali	50
		TOTAL	2060

APPENDIX V: RELIABILITY STATISTICS

1. Reliability Statistics: Economic Empowerment

Cronbach's Alpha	N of Items
.851	6

2. Reliability Statistics: Social Empowerment

Cronbach's Alpha	N of Items
.722	7

3. Reliability Statistics: Cultural Empowerment

Cronbach's Alpha	N of Items
.830	7

4. Reliability Statistics: Environmental Empowerment

Cronbach's Alpha	N of Items
.692	6

5. The overall Reliability index is 0.77375

APPENDIX VIII: RESEARCH AUTHORIZATION