

**ASSESSMENT OF THE LEVEL OF COMMUNITY
PARTICIPATION IN MARKETING OF NJAA MARUFUKU
KENYA PRODUCTS AND SUSTAINABILITY OF THEIR
FOOD SECURITY PROJECTS IN KISUMU WEST COUNTY,
KENYA**

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ABSTRACT

The Government of Kenya initiated Njaa Marufuku Kenya(NMK) Programme, a multi-sectoral programme under the Ministry of Agriculture, which invested in community food security projects as a way of helping local people improve their own lives and livelihoods. The members are given grants and technical support, with the intention of helping them combat food insecurity and reduce poverty. Community participation has for long been ignored in the development of these interventions leading to failures and non-sustainable Projects; as beneficiaries were not involved from the beginning and therefore they did not own them. To address this shortcoming donors and respective governments have employed a new strategy of partnership building and participation of the community members who are the beneficiaries. This paper explores the assessment of the level of community participation in marketing of Njaa Marufuku Kenya the products and sustainability of their food security projects in Kisumu West County, Kenya. The study established that the coefficient of determination was found to be 0.682 meaning that Community Participation in marketing of NMK products influenced sustainability of NMK food security projects to up to 6.82%.

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INTRODUCTION

Development assistance is often offered on a temporary basis and it's typical for projects to have definite time frames. Yet, the impacts of the assistance and projects are intended to be lasting. As a result, a challenge for international development is to achieve long term sustainability of projects. Historically, many projects have failed to achieve their intended goals (Bishop, 2001). Multiple factors contribute to this phenomenon. One key factor is the manner in which projects are planned and executed. It is critical to the success of a project that various elements of sustainability be considered throughout each stage of the project process. This is particularly true where outside involvement is discontinued after project closure, as is the case for much international development work (Salles, 2002). Kenya is one of the countries in sub-Saharan Africa that is not able to feed its population sufficiently and it, therefore, relies on outside assistance. Many food security projects have been funded by both the Kenyan government and other development partners in an effort to mitigate against food insecurity. Unfortunately, as revealed by assessment reports, such projects leave little impact after the end of funding (Wabwoba, 2012).

STATEMENT OF THE PROBLEM

However there is a Research gap on the influence of Community Participation on sustainability of NMK funded food security projects in Kisumu West sub County. This Research has concentrated on finding out if the community participation influences sustainability of the NMK funded food security projects. The NMK Projects have lasted approximately nine years and this being the case; the researcher used it as an ideal case to establish the influence of Community participation on the Projects sustainability, in terms of food production, access (availability) and utilization at community level. The study tried to find out if Community participation in Financing and Marketing of Products really influences sustainability of the NMK food security projects in Kisumu West, Kisumu County, Kenya.

LITERATURE REVIEW

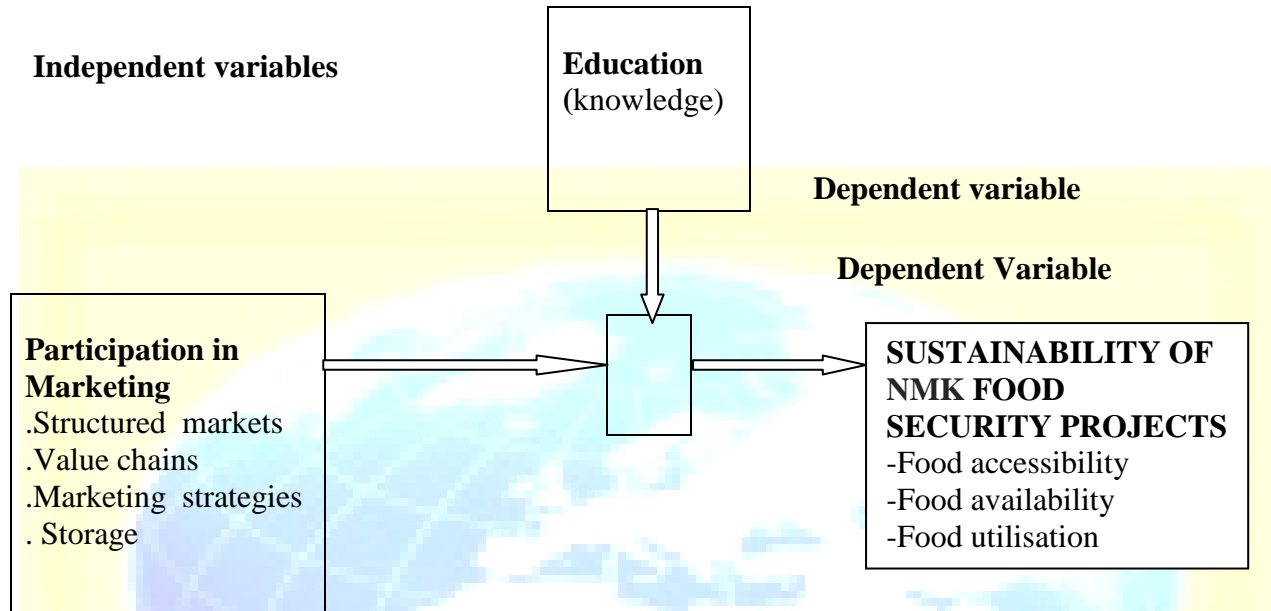
Njaa Marufuku Kenya Programme is a multi-sectoral programme under the Ministry of Agriculture, Livestock and Fisheries with support from Community Based Organizations; Training institutions; and Public-Private Partnerships. The intervention was started in 2005 by

Agriculture Sector Ministries with support from FAO and the MDG centre, to provide a framework for a 10-year action plan (2005-2015) for hunger eradication in Kenya. According to the Ministry of Agriculture (2013), the programme has benefited 4,200 community groups since June 2005. The project has worked with 110 private sector organizations. 74 % of the direct beneficiaries have started various group/individual based projects and are able to contribute regularly for their revolving fund to enhance sustainability. It was developed for implementing and fulfilling the MDG-1 whose target is to half the number of poor and hungry people in Kenya by the year 2015. The goal of the programme is to contribute to the reduction of poverty, hunger and food insecurity among poor and vulnerable communities in Kenya. NMK supports community-driven agricultural development Projects that increase productivity, enhance the generation of rural incomes and address health and nutritional improvement (Nduta, 2012).

CONCEPTUAL FRAMEWORK

The conceptual framework provides a structural description of the relationship between the variables forming the concepts of the study on the sustainability of food security projects. The independent variables are grouped together on the left side but not in any order of importance. The dependent variable is placed on the right hand connected with an arrow as a sign of direct relationship. The Moderating variable in this study is Education (knowledge) because it has a strong contingent effect on the nature of the relationship between the dependent and the independent variable. It modifies the nature of the relationship positively or negatively, for example if the Community Members have knowledge on marketing strategies then they are likely to know where to sell and at what time and this would contribute to sustainability of the NMK projects. This study was guided by the following conceptual framework.

Figure: 1 Conceptual framework moderating
Variable



RESULTS AND DISCUSSIONS

The study tested four Null hypotheses for the purpose of testing the influence of community participation in sustainability of selected Njaa Marufuku Kenya food security projects Kisumu West. The hypothesis were: there is no significant relationship between Community Participation in marketing of NMK products and sustainability of NMK food security projects in Kisumu West; there is no significant relationship between Community Participation in Financing of NMK projects and sustainability of NMK food security project in Kisumu West.

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

This section presents the demographic characteristics of the group members who were involved in the study. The study chose to explore three demographic characteristics that could help explain group dynamics, ability to give reliable information in the study and ability to participate in group activities. These demographic characteristics included Age of Respondents, Distribution of Respondents by Gender and Level of Education of Respondents. The results were analysed, discussed and conclusions made on how they influence sustainability of NMK food security Projects.

DISTRIBUTION OF RESPONDENTS BY GENDER ON SUSTAINABILITY OF NMK FOOD SECURITY PROJECTS

The study started by exploring the Distribution of Respondents by Gender and establishing its influence on sustainability of NMK food security Projects. The researcher asked the respondents to indicate their Gender and presented the findings in table 4.1

Table 4.1:

Distribution of Respondents by Gender

Gender	Frequency	Percentage
Male	79	56.43
Female	61	43.57
Total	140	100

As presented in table 4.1, from the sample of 140 a total of 79(56.43%) were male and 61(43.57%) were female. Despite the study implicating that more male participated in the NMK Project activities than female, the number of female indicates their readiness to participate and that there is more awareness than before on the part of female gender to be involved in community development (Osaghae, 2012).

These findings also show that the study involved the views of both male and female group members meaning that the findings of the study were representatives and unbiased based on gender which agrees with observations made by Cornwell (2000) who noted that there is need to emphasize on equal participation between men and women in decision making processes, implementation, operation and maintenance and monitoring and evaluation of food security projects. It is widely recognized that women play a critical role in agriculture, yet they continue to face Social and economic constraints that hinder their full engagement, advancement and equality in the sector. Research has revealed that when women are provided with equal resources, they can produce yields equal to those of men, if not greater. The 2011 State of Food and Agriculture report stated that closing the gender gap and providing women with the same resources as men could increase individual yields by 20-30 per cent and ensure sustainability of food security (Akinwumi ,Adesina, & Djato,1997).

AGE OF RESPONDENTS AND SUSTAINABILITY OF PROJECTS

The study examined the age distribution of the group members and how it influences sustainability of food security projects and presented the findings in table 4.2

Table 4.2:

Age distribution of the group members

Age	Frequency	Percentage
18-30	26	18.57
31-40	54	38.57
41-50	41	29.29
51-60	19	13.57
Total	140	100

From table 4.2, a total of 26, (18.57%) respondents were aged between 18 and 30 years. A total of 54 (38.57%) were between 31 and 40 years old. Another 41(29.29%) were aged between 41 and 50 years of age and lastly 19(13.57%) were between 51 years and 60 years old. These findings clearly show that majority of the group members, in fact over 50% of the group members, were below 40 years of age and were thus able to engage actively in the physically involving agricultural activities. This is a pointer that they were the most involved group members in the group activities. According to a study by Jammie (2005) in Zimbabwe; age distribution has a key role in determining labour distribution. The study findings also concur with the conclusion made by Kabue (2011) that young people may be receptive to new ideas and innovations in agriculture and they are more likely to try out new initiatives.

LEVEL OF EDUCATION AND SUSTAINABILITY OF PROJECTS

The study also explored the level of education of the group members and how it influences sustainability of NMK food security project. The study asked the respondents to indicate their age brackets, results were analysed and the findings presented in table 4.3.

Table 4.3:

Distribution of the Respondents by Level of education

Level of education	Frequency	Percentage
Never attended school	6	4.29
Primary School	53	37.86
Form four level	81	57.86
Total	140	100

From table 4.3, 6(4.29%) group members had never attended school, 53(37.86%) attained primary education and 81(57.86%) group members had form four level of education. From these findings, 134(95.72%) group members had some formal education and were therefore able to read and understand the tools of data collection and give reliable findings. The other respondents who had challenges were assisted by the researcher.

CONCLUSION

The study established that the community members were agreeing that joining the Value chains helps to improve the market value of the products and participation in marketing is relevant towards sustainability of the Project. The study also established that the community members strongly agreed that they should participate in marketing of project products, the government should assist the groups to access the structured markets and training on marketing strategies helps members sell products at the right time and involvement of the community in training has been useful to the sustainability of the project. The study established that the coefficient of determination was found to be 0.682 meaning that Community Participation in marketing of NMK products influenced sustainability of NMK food security projects to up to 6.82%.

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