

Growth of Individually Owned Youth Enterprises through Youth Enterprise Development Fund Services in Tigania East Sub-County

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Abstract: Youth unemployment is one of the biggest development challenges and the problem is rapidly growing in almost every region of the world including Kenya. Youth enterprises are essential components of Kenyan Economy. Such enterprises are vital for creation of job opportunities. It was on this basis that the government of Kenya introduced the Youth Enterprise Development Fund (YEDF) in 2006 to foster positive youth development. It is however unclear whether YEDF services such as loans, entrepreneurial training and market and linkages support contribute to growth of individually owned enterprises. The purpose of this study is to investigate growth of individually owned youth enterprises through youth enterprise development fund services in Tigania East Sub-County. The study objectives are to determine the relationship between YEDF lending services and growth; the relationship between entrepreneurship training services offered by YEDF and growth; and the relationship between marketing and linkages support services provided by YEDF and growth on individually owned youth enterprises in Tigania East sub-County. The study was guided by trait theory, Knowledge Spillover Theory and transactional cost theory. A descriptive survey design and correlational research design was adopted in this study. The research was carried out in Tigania East Sub-County Meru County, Kenya. The Target population in this study consisted of all 412 youths who belong to the 23 youth groups in Tigania East sub-County. The study was use a sample size of 199 respondents who were sampled proportionately and randomly from the 23 groups with individually funded members. Primary data was collected using a questionnaire constructed by the researcher. Prior to the actual data collection process, a pilot study was conducted in Tigania West Sub-county. Split half technique using Spearman Brown prophesy formula was employed to compute the reliability coefficient. The questionnaire was considered reliable if the coefficient of 0.7 and above was obtained. Assistance was sought from supervisors and other experts from Meru University concerning content validity of the questionnaires. Data was analyzed with the aid of SPSS version 22 as a tool of analysis. The study established that YEDF loans enhance growth of individually owned youth enterprises through increase of sales volumes, profitability, product diversification, customer base growth and conferring competitive edge to recipients over their competitors. It was also established that entrepreneurship training services offered by YEDF enhance record keeping skills, customer care skills, increasing sales volumes, understanding of their business, conferring business running skills, increasing profitability and general growth of individually owned youth enterprises. It was further found that marketing and linkages support services provided by YEDF enhance sales, product marketing, customer base growth, product diversification and discovery of new markets for individually owned youth enterprises. The finding could be used by the Ministry of Public Service, Youth and Gender to develop and implement appropriate Youth policies to address Youth unemployment based on the degree of influence that each service was reveal on the growth of Youth enterprises.

Introduction

1.1 Background to the study

In many economies, youth unemployment is one of the biggest development challenges and the problem is rapidly growing in almost every region of the world. In the absence of opportunities in the formal

labour market, many young people are engaged in the informal sector which is largely unregulated and are subjected to hazardous conditions for low earnings and long working hours, without any formal contract (Okoth, Okelo, Aila, Awiti, Onyango, Ogutu & Odera, 2013).

According to Omondi (2013) there have been challenges related to youth unemployment, reinforcing policy debate on various issues affecting youth development. The economic challenges facing the youth differ from those of the rest of the population in a number of ways. Apart from unemployment, which forms the basis for enhancing youth livelihoods, the youth also encounter more profound challenges when it comes to access to finance and entrepreneurial skills (Omondi, 2013). There has been concerted effort all over the world to stem wide unemployment that was worsened by the global financial crisis of 2008 (Irungu, 2015).

The United Kingdom (UK) government has developed policies to support start-ups and small and medium enterprises (SMEs) so that they can continue to grow and make contribution to the economy and so that they get access to finance and support that had been unavailable previously (UK government, 2013). The government works closely with businesses, financial institutions and other government departments to help make sure that the environment is right for UK businesses to start-up, grow and succeed. The government contends that existing SMEs can be put off growing because of lack of access to finance and not being able to recruit people and lacking the right skills in new and existing staff. In trying to make UK an easier place to do business, the government has undertaken to: providing funding and programmes to make loans available to more small businesses, provide funding and programmes to encourage private sector investment in small businesses including investing in SMEs with government and private sector money through the Start-Up Loan Scheme, The Business Finance Partnership and Business Angel Co- I investment Fund. The government also funds and manages initiatives to encourage youth and give them skills to set up their own businesses and also providing support and advice to SMEs (UK government, 2013).

In Britain, according to Prince's Scottish Youth Business Trust Annual Report (2004), the Prince Trust Business program is an all-round promoter of business startups in the United Kingdom and was founded in 1986 by the Prince of Wales to help the young people fulfill their potential. Since then the Trust has become the UK leading youth charity offering a range of opportunities including training, personal development, business startup support, mentoring and advice. It targets persons aged between 18 and 30 who are unemployed or underemployed and have been denied banking finance allowing them to set up their own business under the guidance of a volunteer business mentor.

In spite of the economic crisis witnessed in 1997 in the world, small businesses have remained resilient in the U.S. economy (Scarborough & Zimmerer, 2003). This has been attributed to the ability of these firms to use the first three stages of the seven stages of the firms' growth indicators described by Flamholtz (1990) which are of particular importance and interest to small firms (Howard, 2001). The first stage is that markets and products are defined and developed in the initial stage when the business is set up. The second stage is expansion which focuses on increased sales, revenues, market share, and ultimately the number of employees (Flamholtz, 1990). The third stage is professionalization, and focuses on formalizing the goals, processes and functions of the organization, and is considered to be closely related to expansion (Howard, 2001). Stage four is consolidation, and focuses on issues faced by organizations once they have made the transition to professionally managed organizations with working systems in place, focusing more on managing its corporate culture (Flamholtz, 1990). Diversification is the fifth phase, focusing on developing new products for the markets to which the organization is already providing goods and services (Flamholtz, 1990). The sixth stage is integration, focusing on developing an infrastructure to support multiple business units (Flamholtz, 1990). The final stage is that of decline and revitalization, and focuses on rebuilding the organization at all levels, to ensure continued survival (Flamholtz, 1990). Stages four through seven of firm growth are of concern for older and larger organizations, and are not pertinent issues for small business. Thus, this study was mainly be guided by the first three stages of the firms' growth indicators to determine the relationship between YEDF services and growth of individually owned youth enterprises in Tigania East. Therefore, in order to better understand the conditions that indicate when a small business is growing or ready to grow, not only do indicators of growth need to be developed but also need to be examined.

According to the International Labor Organization (2002), the Youth Enterprise Development Fund in Malawi was conceived by the President Ngwazi as a vehicle to address challenges facing youth in Malawi by providing them with knowledge, essential skills competencies and opportunities to engage in micro-small and medium enterprises as a self-employment mechanism. Funding is required for lending to the youth, for their

working capital needs, procurement of tools and equipment, training of youths in artisans and business management skills and re-equipment of training institutions.

The Business leaders forum report (2012) points out that Uganda has one of the highest youth unemployment figures in the world with job creation lagging significantly below the 300,000 who join the labor force, so the government of Uganda through the Ministry of finance, planning and economic development did launch a youth venture capital fund on 1st February 2012. The fund was meant to target startup businesses and small to medium size enterprises. It was meant to expand the existence of business ventures owned by youths who were defined as persons aged between 18 and 35 years.

According to Omondi (2013) much of the literature has been devoted to identifying and describing entrepreneurial motivators and why individuals plan to become entrepreneurs. For the person who actually starts his/her own business, the experience is filled with enthusiasm, frustration, anxiety, and hard work (Hirsch, 2005). There is a high failure rate due to such things as poor sales, intense competition, lack of capital, or lack of marketing and managerial ability. The financial and emotional risk can also be very high. From an economics perspective, it is argued that an individual chooses to become self-employed if the expected life-time utility from self-employment is greater than the life-time utility from dependent employment (Hirsch, 2005). Therefore, an entrepreneur sees the Fund as an opportunity to actualize his or her goal.

The Youth Enterprise Development Fund which is one of the flag ship projects of vision 2030 was conceived in June 2006 by the government of Kenya and later transformed into State Corporation in May 2007 as a strategic move towards arresting unemployment which is virtually a youth problem (GoK, 2012). The main mission of the fund is to increase economic opportunities for, participation by, Kenyan youth in nation building through enterprise development and strategic partnerships. The fund targets all forms of youth owned enterprises whether owned individually, as a company, in groups projects or individual group's members project, in cooperatives or any other legal forms of business ownership. The government set aside Kenya shillings one billion (Ksh. 1 billion) in the 2006/07 budget to fast-track this noble and timely initiative (GoK, 2008). The entrepreneurship training and provision of appropriate Business Development Services are key to the Fund's achievement of its mandate (GoK, 2012). Besides ensuring that the youth have adequate skills, it also assists them in identifying and tapping into business opportunities, while embracing modern business management techniques. The fund has made tremendous progress in these areas, as outlined below: The Fund has started a mandatory pre-financing training programme to enhance sustainability of youth enterprises. To date the Fund has provided entrepreneurship training to over 300,000 youth. The Fund has partnered with the Ministry of Cooperatives Development to assist youth form savings and credit societies (SACCOs) in Kenya (GoK, 2012). So far the Fund has facilitated the formation of 24 youth SACCOs. Besides being marketing channels for youth enterprises these SACCOs were also used as financial intermediaries through whom the Fund can reach members with credit facilities. The Fund has trained 5,000 youth in 15 counties on how to successfully participate in the public procurement process (GoK, 2012). The Fund has supported two business plan competitions in which over 10,000 youth entrepreneurs have been trained and winners awarded. Some of the participants of the competitions have started very viable enterprises. The Fund has partnered with the Amiran Kenya and Hatchery Incubator supply Company to assist youth put up Greenhouse and incubator to boost poultry farming respectively (Mbugua, 2015). The fund has disbursed over 10 billion through FIs and Sub-County based program including group loan (C-YES) for start-up, expansion or other income generating activities and individual loan (E-YES) for individuals belonging to a group to start or expand individually owned enterprises.

According to YEDF (2017) status report, the fund disbursed 336 million to 11,825 youth through financial intermediaries in Meru County since 2006. Further, a secondary report 2014 shows that the Fund has disbursed Kshs 627 Million to Meru County and with Kshs 180 million being disbursed directly without intermediaries with Tigania East disbursing Kshs 13 Million (YEDF monthly news bullet - Aug 2014). YEDF (2017) status report also indicated that Tigania East Sub-County of Meru County has so far received a total of 27 million shillings of both E-YES and C-YES and 9 million shillings of E-YES loan. This was disbursed to 487 youth groups and 412 individual group members belonging to 23 groups in Tigania East Sub-County respectively. However, despite the YEDF so far achievement the status of the programme in Tigania East Sub-County in terms of the impact of lending services, entrepreneurship training and market and linkages services accessed by individually owned enterprises of members belonging to a group has not been investigated. The growth of individually owned youth enterprises through youth enterprise development fund services in Tigania

East Sub-County is therefore not known, yet it is the empowerment of the youths that should form the basis for sustained funding of YEDF.

While small businesses continue to flourish in the private sector, there still continue to be small businesses that either do not experience the success that the owners desire or that ultimately fail (Flamholtz, 1990). In order to better understand the conditions that indicate when a small business is growing or ready to grow, not only do indicators of growth need to be developed, but also to be investigated to justify what influences the growth. Thus, this study was investigate the relationship between Youth Enterprise Development Fund services and the growth of individually owned enterprises for youth aged between 18-35 years in Tigania East Sub-County. Independent variables include; lending services, training services and marketing and linkages services and the dependent variable was the growth of individually owned enterprises.

1.2 Statement of the problem

Youth Enterprise Development Fund (YEDF) is a youth-serving state agency established in 2006 to help in curbing the challenge of youth unemployment in the country. The lack of adequate entrepreneurship and financial information as well as the exclusion of the youth from accessing financial services and opportunities for economic empowerment poses a real problem which, if well addressed, could contribute immensely in turning the tide of youth unemployment in Kenya. The main mission of YEDF was to increase economic opportunities for participation by Kenyan youth in nation building through enterprise development and strategic partnerships. This was based on a high failure rate of youth owned enterprises due to poor sales, intense competition, lack of capital, or lack of marketing and managerial ability. YEDF was thus expected to provide lending services, entrepreneurial training services and marketing and linkages services to help youths overcome these challenges and hence help in creating job opportunities and reducing unemployment rates as a result of growth of their enterprises. Even though YEDF has disbursed large sums of money to youths in Tigania East Sub-county, there are limited insights on the relationship between the services provided by YEDF and growth of these enterprises. Thus, there is need to investigate the relationship between Youth Enterprise Development Fund services and the growth of individually owned enterprises in Tigania East Sub-County.

1.3 Purpose of the study

The purpose of this study is to examine the relationship between YEDF services and the growth of individually owned Youth enterprises in Tigania East Sub-County.

1.4 Specific Objectives

- i. To determine the relationship between YEDF lending and growth of individually owned youth enterprises funded in Tigania East sub-County.
- ii. To determine the relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises funded in Tigania East sub-County.
- iii. To determine the relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises funded in Tigania East sub-County.

1.5 Research Hypotheses

H₀₁: There is no statistically significant relationship between YEDF lending and growth of individually owned youth enterprises funded in Tigania East sub-County.

H₀₂: There is no statistically significant relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises funded in Tigania East sub-County.

H₀₃: There is no statistically significant relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises funded in Tigania East sub-County.

1.6 Significance of the study

The study could be beneficial to policy makers in the Ministry of Public Service, Youth and Gender and other scholars. The findings of the study may provide the the Ministry of Public Service, Youth and Gender with the necessary information on the implementation of youth policies to ensure that youth enterprises that are individually owned grow. This study may inspire youths to utilize YEDF services such as loans, entrepreneurial training and marketing and linkages in order to stimulate growth of their enterprises. The findings may form the basis for further investigations by other researchers in this field of study.

1.7 Limitations of the study

The following limitations might be encountered in this study:

- i. It might be hard to establish information about unsuccessful individual projects because some of these youths might have ceased to be members of the groups which sponsored them to access YEDF services. The researcher was try to obtain information on all individual youth projects in a group directly funded by YEDF in the Sub-County and try to analyze the trend from the first service offered by the Fund.
- ii. Some of the group's members who have defaulted repayment of the loan might be unwilling to give information about their individual project due to fear of their whereabouts being traced. The researcher was inform the respondents that data collected would only be used for academic purposes, remained anonymous and were kept confidential.

1.8 Delimitation of the study

The research was delimited to the youths in the age bracket of 18-35 years in Tigania East Sub-County, Meru County, Kenya. The study was also delimited to youths whose individually owned enterprises have benefited from YEDF services.

1.9 Assumption of the study

The study was based on the assumption that some youths of a registered group in the Sub-County have directly accessed the YEDF services while others have not been able to access the services.

Literature Review

2.1 Introduction

This chapter provides literature review related to the study objectives. It also contains the theoretical and conceptual frameworks. The reviewed variables are loan, entrepreneurial training, marketing and linkages (independent) and growth of individually owned Youth enterprises in Tigania East Sub-County Meru County, Kenya.

2.2 Theoretical Framework

Today entrepreneurship has evolved beyond the classic start up notion to include companies and organizations of all types in all stages. Thus entrepreneurship can occur or fail to occur in firms that are new and old; small and large; fast and slow growing; in the private, not for profit and public sector; in all geographical points; and in all styles of a developing nation regardless of politics dynamics.

2.2.1 Theories/Theoretical Models

A theory represents the coherent set of hypothetical, conceptual and pragmatic principles forming the general frame for reference for the field of enquiry. There are several theories that have been advanced for entrepreneurship. They are discussed as below

2.2.2 Trait Theory:

The theory was pioneered by Gordon Allport in 1936. Allport found that a single English language dictionary alone contained more than 4000 words which describe the human personality traits (Allport & Odbert, 1936). These traits are categorized into three levels of traits. The first level constitutes the cardinal traits. These are traits that rule or control an individual's whole life, often to the point that the person becomes known specifically for these traits such greed or altruism (Allport & Odbert, 1936).. They stand at the top of the hierarchy and are collectively known as the individual's master control. The second level contains the central traits which are the general characteristics found in varying degrees and form the basic foundations of personality in every person. The last level is the secondary traits which are traits that are sometimes related to attitudes or preferences and often appear only in certain situations or under specific circumstances.

This study is appropriate for this study because individuals starting their own enterprises (entrepreneurs) are inherently go getters. This trait can be said to be a cardinal to these individuals and can drive them to seek YEDF loans that can either spar growth of their enterprises when utilized properly or can result in stagnation if the entrepreneur is overwhelmed with the repayment of the loan. The theory is also appropriate for this study because individuals have varying abilities to manage finances and this can be enhanced through

training. Thus, entrepreneurs undergoing YEDF training may be better positioned to manage their finances well and hence spur the growth of their enterprises. The theory is further important to this study because it can help explain why marketing and linkage support provided by YEDF may be taken up by youths or not. Youths who harbor negative attitude towards such linkages may not take advantage of them to help their enterprises to grow.

2.2.3 Knowledge Spill Over Theory

This theory stems from Arrow (1962) insight that knowledge differs from the traditional factors of production – physical capital and (unskilled) labor – in that it is non-excludable and non-exhaustive. This is a theory of entrepreneurship in which the creation of new knowledge expands the technological opportunity set. The entrepreneurial activity does not involve simply the arbitrage of opportunities, but the exploitation of knowledge spillovers not appropriated by incumbent firms. The Knowledge Spillover Theory of Entrepreneurship shifts the fundamental decision making unit of analysis in the model of economic growth away from exogenously assumed firms to individual agents with endowments of new economic knowledge. Agents with new knowledge endogenously pursue the exploitation of knowledge suggesting that the stock of knowledge yields knowledge spillovers and that there is a strong relationship between such spillovers and entrepreneurial activity. If incumbent firms appropriated all the results of research and development, there would be no knowledge spillover (Chen, 1985)

The researcher chose this theory because it clearly show the the role of entrepreneurship knowledge in relation to enterprise growth. It is anticipated that youthful entrepreneurs was be able to come up with enterprises which can be funded by YEDF, be able to acquire knowledge through training and access markets through market and linkage services provided by YEDF.

2.2.4 Transaction Cost Theory (TCT)

The concept transaction cost theory was initiated by the Coase, (1937) question, which simply was: Why do firms exist? TCT is based on several assumptions. The most important are bounded rationality and opportunism. Bounded rationality is the assumption that decision makers have constraints on their capabilities and limitations of their cognitive rationality. Although decision makers often intend to act rationally, this intention may be limited by their limited ability to acquire, process, interpret and communicate information. The term opportunism, we mean that an actor, if she/he has the opportunity – may act to serve their own interests at the expense of the exchange partner. “Opportunism describes a condition of ‘self-interest seeking with guile’ that includes propensities to disseminate, distort, fail to disclose, and otherwise act in an untrustworthy and even fraudulent manner for purposes of the translator’s own gain” (Wang, 2002).

This theory is appropriate for this study because an entrepreneur in this case a youth who owns an enterprise was be bound rationally by his/her capabilities and limitations to make decisions. The capability of the individual may be improved through the training provided by YEDF and also the market and linkages support offered by YEDF. This may enhance the growth of their individually own enterprises since they was be able to make well informed decisions that may increase their return on investments.

2.3 Empirical literature

The empirical literature is guided by the study objectives. Thus, empirical literature is reviewed under the following sub-topics: access to funding opportunities and growth of individually owned youth enterprises; entrepreneurship training and growth of individually owned youth enterprises; and linkages and market support and growth of individually owned youth enterprises.

2.3.1 Relationship between Lending and Growth of Enterprises

Njeru and Gichimu (2015) reviewed literature on the influence of access to land and finances on youth participation in agriculture. It was established that access to finance is just as important as access to land since in some regions youth have access to land but lack the finance to invest in the land. Njeru and Gichimu (2015) argued that access to agricultural credit may enhance growth in productivity and promote standards of living by reducing poverty for the youth. The review also indicated that that in Kenya, the lack of capital and access to affordable credit is cited by youth as the main factor behind the low productivity in agriculture. This is an indication that credit services are essential for expansion of enterprises especially in the agricultural sector. Njeru and Gichimu (2015) reported that young women face additional barriers to access credit even though it is proven that they are more reliable clients than men. The review indicated that on average, young women have

lower literacy levels than men; often lack collateral like land and in some communities, their mobility is restricted. Njeru and Gichimu (2015) further indicated that credit accessibility challenges notwithstanding, young people especially groups in rural areas are often hesitant of taking loans because they are afraid they may not be able to manage the reimbursement. Since youths targeted by YEDF are also likely to participate in agricultural ventures, it is likely that some youths face similar challenges related to accessibility to credit to enhance their enterprise growth as reported by Njeru and Gichim. However, Njeru and Gichim review was not restricted to YEDF but rather all kinds of credit from different financial institutions and also did not focus on the effect of the facility accessed on the growth of project. Thus, there is need to investigate the effect YEDF loans services on expansion of individually owned youth enterprises.

MaryStella and Kithae (2015) carried out a study on the effects of lending conditions on accessibility of funds for youth entrepreneurs in Matungu constituency, Kakamega County, Kenya. The findings of the study indicated that lending conditions posed a challenge to young entrepreneurs since they did not fully meet the criteria. The study established that financial institutions (FI) do not have youth friendly products and services making it difficult for youth group to access loans easily. Moreover, it was established that the youths could not get a loan from the institution unless they opened an account with the FI. Study further established that lack of collateral, lack of access to institutional capital and higher interest rates hinder youths from accessing the funds (MaryStella&Kithae, 2015). However, this study restricted itself to lending institutions and did not focus on the influence of YEDF loan services and product on the growth of individually owned youth enterprises which the current study seeks to accomplish.

Thuo (2014) sought to determine the influence of the accessibility of credit facilities on the growth of micro enterprises in Nakuru Municipality. The study established that high interest rates affect growth of micro enterprises, use of collateral lowers access to credit, business skills influences on the growth of micro enterprise and the nature of business influences on access to credit. Since most youths have no or little collateral, it is possible that access to funding might be limited by such factors. However, the study concentrated on micro enterprises whose owners may be of any age group. Moreover, the dynamics of YEDF might be different from other financial institutions. Thus, there is need to investigate the influence of YEDF credit facilities on expansion of individually owned youth enterprises.

Sebopetji and Belete (2009) applied probit analysis to factors affecting small-scale farmers' decision to take credit. The results revealed that farming experience, gender and marital status have positive significant effect on farmers' decision to use credit. It is likely that such factors may influence youths to take up credit. However, this needs to be ascertained through a systematic study like the one being proposed. In contrast, Sebopetji and Belete (2009) established that farmers' age, education level and membership to farmers' association had negative significant effect. It is possible that similar factors such as age, educational level and membership to a specific group may deter some youths from accessing credit. Nonetheless, this assertion does not lead to project growth therefore the link between accessing of credit and project growth needs to be backed with empirical data.

Moraa (2012) investigated the institutional factors influencing access to credit by youth-owned enterprises in Embakasi South Constituency, with a particular focus on the YEDF. The study found that, youth who stayed for longer as a group was more likely to apply and get YEDF loans than those who formed groups to apply for the loan. However, the study indicated that education level among group members was not a factor that influenced access to YEDF. This is contrary to Sebopetji and Belete (2009) study which indicated that educational level negatively influence. These conflicting results call for further studies in the area of loan services accessed by individual members belonging to a group. Moraa (2012) also established that youth group leadership influenced access to YEDF. The study also indicated gender discrimination during group formation was also a factor that influenced access to YEDF. The YEDF loan conditions and regulatory procedures, such as, long time to respond and disburse funds, developing business plans, and bureaucracy also posed a challenge to youth applicants. Although the study pointed out some of the factors that may hinder access to YEDF services, the study focused on group projects and did not clearly demonstrate how YEDF loan services influence growth of individually owned youth enterprises of directly funded members belonging to a group or on group projects using the indicators of growth.

2.3.2 Relationship between Entrepreneurship Training and Growth of Enterprises

Awogbenle and Iwuamadi (2010) examined the constraints that impede young people in search of non-existing jobs and the urgent need to orient people of these affected economies particularly Nigerians on

imbibing self-employment and entrepreneurship through vocational and entrepreneurial training programs as a short-term intervention mechanism. Awogbenle and Iwuamadi (2010) argued that within the framework of potential efforts and strategies to boost employment and job creation for young people, entrepreneurship as a subject is increasingly accepted as an important means and a valuable additional strategy to create jobs and improve livelihoods and economic independence of young people. For any enterprise to create job opening, it ought to be profitable. This implies that entrepreneurial training may indirectly contribute to the growth of an enterprise. However, this ought to be established through empirical study like the one being proposed herein. Awogbenle and Iwuamadi (2010) pointed out that problems of unemployment as experienced by the educated youths and even the uneducated but skilled youths have become more pathetic in many developing economies, despite the neo-liberal strategies in addressing the issue of enhancing human capital. Awogbenle and Iwuamadi (2010) indicated that enterprise education is hinged around three critical areas of development: enterprise education, experiential programs and enterprise development. According to Awogbenle and Iwuamadi (2010) enterprise education involves the creation of programs, seminars and trainings that provide the values and basics of starting and running a business while experiential programs involves the development of a youth-run business that young people participating in the program work in and manage. On the other hand, enterprise development entails the supports and services that incubate and help develop their own businesses. Although these kinds of trainings are essential, it is unclear whether they are offered by YEDF prior to offering the loans to youths and if they significantly influence the growth of such enterprises.

Kanyari and Namusonge (2013) sought to determine the various interventions that influence the youth entrepreneurs towards the Youth Enterprise Development Fund and their role in attracting the youth towards the Youth Enterprise Development Fund. The study focused on youth who have benefitted from the fund either to enhance their existing businesses or to start new businesses. Kanyari and Namusonge (2013) established that provision of entrepreneurship training to sensitize and inculcate entrepreneurial culture among the young people is crucial to identifying emerging business talents. The study also indicated that the provision of continuous and relevant business development services to youth entrepreneurs is key to the success of enterprise development initiatives in creating long term employment. Kanyari and Namusonge (2013) pointed out that most the beneficiaries of these trainings have managed to access financing through the financial intermediaries and the constituency component. Thus, training may be instrumental to the growth of projects funded by YEDF. Although, Kanyari and Namusonge (2013) established the importance of training, their study did not provide significant level of the influence of training on growth of projects funded by YEDF and also did not focus on individually owned enterprises by groups members. The current study however sought to provide evidence as to whether training exerts significant influence on growth of individually owned enterprises funded by YEDF by employing inferential statistics.

Alzúa, Cruces and Erazo (2013) documented the effects of a training program for low income youths, which comprised vocational training, life skills and work experience. Results showed that large gains in employment, with effects that remain more than two years after the intervention. The program also resulted in substantial effects on access to credit. Program participants exhibited a higher probability of having requested formal consumer credit, and a higher probability of having bank debts in good standing. This study points out that credit facilities extended to youths can only be effective if they are preceded by appropriate training. It is however, unclear whether YEDF funds granted to youths belonging to a group are preceded by training and if so whether they influence growth of the funded individually owned enterprises.

2.3.3 Relationship between Market and Linkages Support services and Growth of Enterprises

Siwadi (2010) defines linkages as any upstream or downstream, formal or informal relationship that takes place between organizations and its local partners. He argues further that these linkages can be on local or international scale. Linkages between local and international firms and local SMEs are particularly important to the economies of developing countries because they provide a means of bringing much needed capital and diffusing knowledge to the linked firms. Siwadi (2010) adds that linkages provide tremendous opportunities for SMEs to improve their technology and thus products. He continues to say that linkages can bring with it marketing assistance in the form of new markets and marketing capabilities for SMEs. They build the capacity of local SMEs by making them more competitive and ready for future challenges. Badal (2013) also argues that when small companies interact with large corporations, these SMEs make changes that improve their organizational structures, management practices and operations. These changes lead to SMEs to upgrade their technologies, increase their efficiency and most importantly, become financially stable. Having large

corporations as a customer also opens door to easier credit and other business opportunities. The biggest upside is the spillover of new knowledge, innovation and business models. When a few small businesses improve their systems or business models, other small businesses learn from that and raise their game to stay competitive, boosting the quality of the entire SME sector. Siwadi (2012) established that the concept of business linkages is not yet fully utilized. Sievers & Vandenberg (2007) also in their research established that little has been done to conceptualize linkages and develop good practice models.

Maina (2013) conducted a study on the role of youth enterprise development fund on growth of micro and small enterprises in Kenya. The study established that majority of the youth enterprises had not been linked to large enterprises by YEDF. However, the little number of SMEs which had already been linked reported to have improved on their profitability. The study also established YEDF rarely helps youth enterprises to market their products and services. The study also pointed out that YEDF rarely facilitates or organizes market fair to enable youths to market their products. Nonetheless, the study indicated that youths who had been able to exhibit their products and services during such market fairs responded to have profitability of their enterprises improved. This implies that exposing the enterprises to potential customers is not only vital for their success, but also for growth.

Omondi (2013) conducted a study on Inhibiting Factors and Opportunities of Youth Enterprise, which was commissioned by the Youth Enterprise Fund in Kenya. The primary aim of the research was to establish the challenges faced by young entrepreneurs in accessing markets for their products in different sectors of the economy; and to identify opportunities for the development of strategic marketing and market linkage arrangements for young entrepreneurs in Kenya. The study established that YEDF can help youths formalize their enterprise through training and hence allow them to relate and engage with markets and society in manner that may promote growth of their enterprises. However, the review of literature fails to directly connect how market and linkage support helps individually owned youth enterprises to grow in terms of sales.

2.3.4 Summary of Knowledge Gaps

The literature review indicated that access to credit services is essential business expansion. However, the review was not restricted to YEDF but rather all kinds of credit from different financial institutions. In addition, most of the studies reviewed concentrated on lending institutions whose lending rates and accessibilities are beyond most youths, accessibility of YEDF credit facilities and management of group projects and did not focus on the relationship between YEDF lending and growth of individually owned youth enterprises. Thus, there is need to investigate the effect YEDF loan on growth of individually owned youth enterprises of the group members who have been directly funded by the Youth Fund.

The studies reviewed in literature pointed out that entrepreneurial training is an important means and a valuable additional strategy to create jobs and improve livelihoods and economic independence of young people. However, for any enterprise to create job opening, it ought to grow. This implies that entrepreneurial training may indirectly contribute to the growth of an enterprise through formalizing the goals, processes and functions of the enterprises. Although these kinds of trainings are essential, it is unclear whether they are offered by YEDF prior to offering the loans to youths and if they significantly affect the professionalism of individually owned youth enterprises.

The review also indicated that exposing the enterprises to potential customers is not only vital for their success, but also for growth and hence job creation. However, little information was found on the effect of market linkage and support provided by YEDF on growth of individually owned youth enterprises. Thus, the current study seeks to provide empirical data on the effect of market and linkages support provided by YEDF on growth of individually owned youth enterprises. Therefore, the study seeks to address this gap by investigating whether the YEDF services have influence on the growth of individually owned youth enterprises.

2.4 Conceptual Framework

The conceptual framework explains the relationship between the independent variables and the dependent variables. The following framework illustrates the Influence of Youth Enterprise Development Fund services on the growth of Youth enterprise;

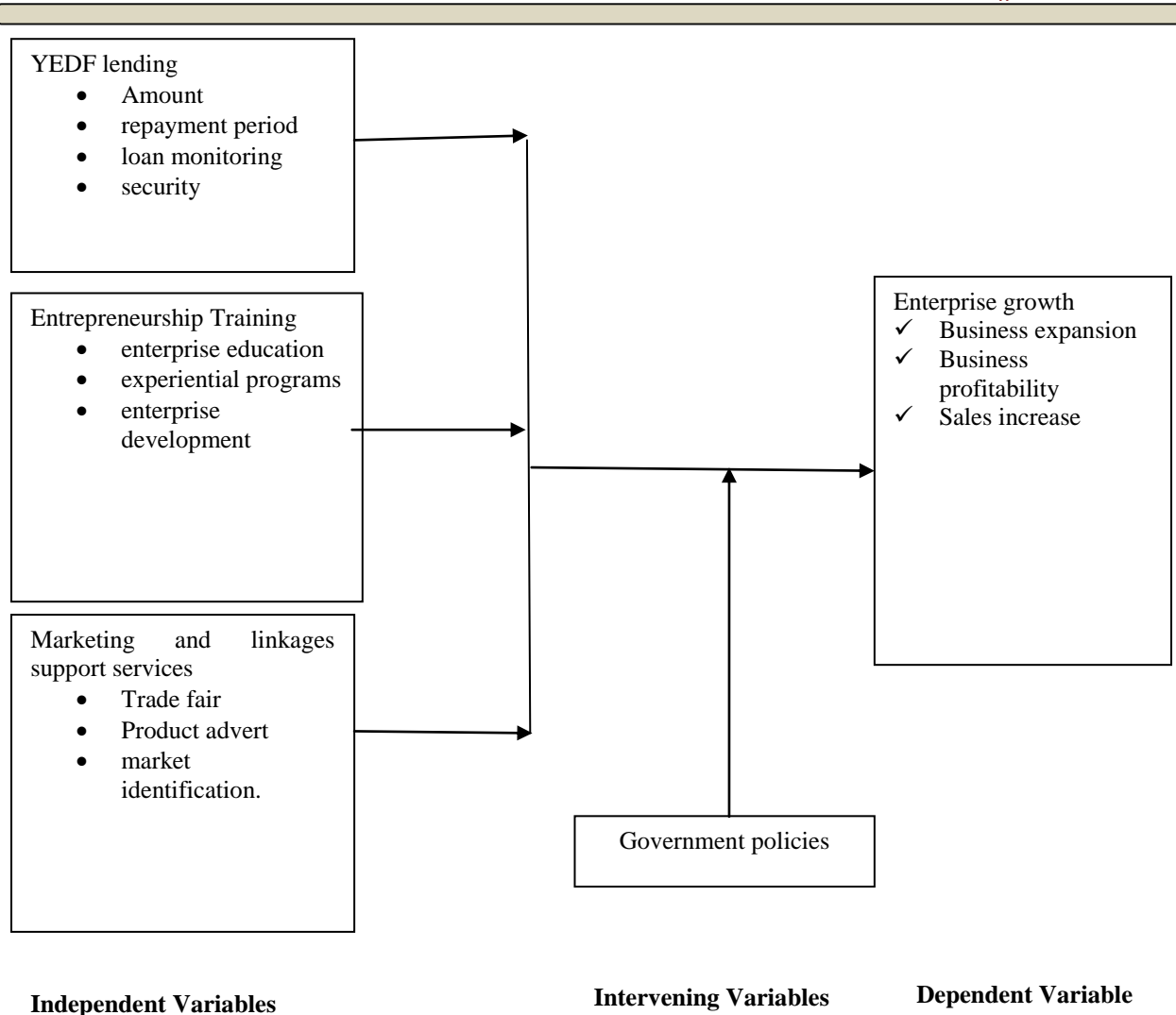


Figure 2.1: Conceptual Framework

In this study, YEDF loan, entrepreneurship training and market linkages and support are conceptualized as independent variables. These are conceptualized to influence the growth of individually owned youth enterprise in terms of expansion, business profitability and sales increase. Thus, individually owned youth enterprise is conceptualized as the dependent variable. The study also conceptualized government policies as intervening variable. Thus, policies such as business licensing and taxation may impact on the individually owned youth enterprises either negatively or positively even in the presence of YEDF services.

Research Methodology

3.1 Introduction

This chapter presents research design, population, sample and sampling procedures, research instruments, data collection and analysis.

3.2 Research design

A descriptive survey design was adopted in this study. According to Donald and Pamela (1998), a descriptive study is concerned with finding out the ‘what’ and ‘where’ of a phenomenon and is used to develop a snap shot of a particular phenomenon of interest since they usually involve large samples. The purpose of descriptive survey is basically to observe, describe and document aspects of situations as it naturally occurs. The

fact that it is not concerned with characteristics of individuals but provides information about population made the preferred research design (Kothari, 2009). A descriptive study was chosen since it involves collection of data from the members of the population in order to determine the current status of the subject under study with respect to one or more variables to establish a relationship between variables.

3.3 Location of the Study

The research was carried out in Tigania East Sub-County Meru County, Kenya. The choice of Tigania East Sub-County as the location of the study is based on the fact that the sub-county has youths belonging to a group who have benefited from YEDF services and who have set up their own individual enterprises. Thus, there is need to establish the influence of YEDF services on individually owned youth enterprises in this sub-county.

3.4 Target Population

The target population in this study consisted of all 412 youths who belong to the 23 youth groups in Tigania East sub-County. The 412 youths comprises of 231 youths whose individual enterprises have been directly funded in the period between 2010 and 2017 and 181 youths whose enterprises have not been directly funded by YEDF in the period between 2010 and 2017. Table 3.1 provides a list of YEDF loan individual beneficiaries and individual non-beneficiaries in Tigania East sub-County.

Table 3.1: Target population

Group Name	Number Of Members	Number of Funded Individuals	Number of Non-Funded Individuals
JOY BRINGERS Y.G	15	10	5
ATHWANA PAMOJA Y.G	14	7	7
KONJU Y.G	15	5	10
ANKAMIA TREE PLANTERS	25	13	12
NGAGE TRADERS Y.G	22	13	9
ANTUABAITA Y.G	26	14	12
KIIRWA Y.G	18	12	6
WINNERS MIKINDURI Y.G	10	5	5
KAMONYO Y.G	16	10	6
CRESCENT MWEMA Y.G	15	10	5
MUUGU ACTIVE Y.G	15	9	6
MURIIRI FINANCIAL Y.G	20	10	10
MUUTINE CHAMPION Y.G	16	9	7
MIIRA Y.G	19	10	9
DISCOVERY Y.G	20	11	9
IMANI Y.G	12	5	7
MICHIMIKURU ASS Y.G	16	7	9
MICHIMIKURU UMOJA Y.G	22	13	9
MUTUMA Y.G	15	9	6

METAMETA UNION ANTUAMBUI GITHU Y.G	20	13	7
JIINUE GIKONGOLO	27	14	13
NGUTU VISIONERS Y.G	19	14	5
	15	8	7
TOTAL	412	231	181

Source: YEDF Tigania East Sub-County June report (2017)

3.5 Sampling Procedure and Sample Size

This study used stratified random sampling procedure to sample the respondents. The stratum in this case was the twenty three (23) youth groups in Tigania East Sub-County. The study used the Creative Research Systems (2012) sample size calculator to determine sample size. The study used a confidence level of 95% and confidence interval of 5. Computation from the calculator indicated that the study was to sample 199 respondents (Creative Research Systems, 2012). The calculator is based on the following formula.

$$ss = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where:

Ss = sample size

Z = Z value (1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal (0.5 used for sample size needed)

c = acceptable margin of error for proportion being estimated = 0.05

Therefore,

$$n_0 = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384$$

Therefore, for a population of 412, the required sample size is 384.

However, since this sample size exceeds 5% of the population ($412 * 0.05 = 21$), Cochran's (1977) correction formula was used to calculate the final sample size. These calculations are as follows:

$$n_1 = \frac{n_0}{(1 + n_0 / \text{Population})}$$

$$n_1 = \frac{(384)}{(1 + 384/412)} = 199$$

The sample was distributed proportionately in terms of those who are beneficiaries and non-funded individuals and also in terms of group members. Thus, 112 respondents were sampled from beneficiaries and 87 from non-beneficiaries as shown in Table 3.2.

Table 3. 2: Sample size

Group Name	Number of Funded Individuals		Number of Non-Funded Individuals	
	Target population	Sample size	Target population	Sample size
JOY BRINGERS Y.G	10	5	5	2
ATHWANA PAMOJA Y.G	7	3	7	4
KONJU Y.G	5	3	10	5
ANKAMIA TREE PLANTERS	13	6	12	6

NGAGE TRADERS Y.G	13	6	9	4
ANTUABAITA Y.G	14	7	12	6
KIIRWA Y.G	12	6	6	3
WINNERS MIKINDURI Y.G	5	3	5	2
KAMONYO Y.G	10	5	6	3
CRESCENT MWEMA Y.G	10	5	5	2
MUUGU ACTIVE Y.G	9	4	6	3
MURIIRI FINANCIAL Y.G	10	5	10	5
MUUTINE CHAMPION Y.G	9	4	7	4
MIIRA Y.G	10	5	9	4
DISCOVERY Y.G	11	5	9	4
IMANI Y.G	5	3	7	4
MICHIMIKURU ASS Y.G	7	3	9	4
MICHIMIKURU UMOJA Y.G	13	6	9	4
MUTUMA Y.G	9	4	6	3
METAMETA UNION	13	6	7	4
ANTUAMBUI GITHU Y.G	14	7	13	6
JINUE GIKONGOLO	14	7	5	2
NGUTU VISIONERS Y.G	8	4	7	3
TOTAL	231	112	181	87

The sample size was determined from the population of 412 youth group members of which 231 are YEDF loan beneficiaries while 181 are non YEDF loan beneficiaries in Tigania East Sub-County. These were retrieved from the Ministry of Public service, Youth and Gender` YEDF office Tigania East Sub-County records.

3.6 Data collection instruments

Primary data was collected using a questionnaire constructed by the researcher. A questionnaire enabled the researcher to get firsthand information about the problem. It also provided an opportunity for anonymity to promote high response rate (Mugenda&Mugenda, 2003).

3.7 Piloting

Prior to the actual data collection process, a pilot study was conducted in Tigania West Sub-county. The pilot study enabled the researcher to familiarize himself with administration of the instruments and to assess the clarity of the questionnaire items.

3.7.1 Reliability of Measurement Instruments

Mugenda and Mugenda (2003) define reliability as a measure of the degree to which a research instrument yields consistent results or data after repeated trial. The data obtained in the pilot study was subjected to reliability testing. Split half technique using Spearman Brown prophesy formula was employed to compute the reliability coefficient. According to Kasomo (2006) a minimum correlation coefficient of at least 0.7 is recommended as indicating that an instrument is reliable. The correlation coefficient obtained 0.76 and hence the instruments were deemed reliable.

3.7.2 Validity of Measuring Instruments

Validity is defined as the accuracy and meaningfulness of inferences, which are based on the research (Mugenda&Mugenda, 2003). The piloted questionnaire was scrutinized to identify items that seem unclear or ambiguous to the respondents and change them effectively thus improving face validity. Face validity refers to

the likelihood that a question was misunderstood or misinterpreted. Content validity refers to whether an instrument provides adequate coverage of a topic. Expert opinions help establish content validity (Wilkinson, 1991). According to Gall, Gall, and Borg (2003), content validity of an instrument is improved through expert judgement. As such, assistance was sought from supervisors and other experts from Meru University on data collection instrument design in order to help improve content validity of the instruments.

3.8 Data Collection Procedure

After approval of the research proposal, the researcher obtained an introduction letter from Meru University. This was used to apply for research permit and authorization from the National Commission of Science, Technology and Innovation (NACOSTI). The researcher then visited various youth groups within Tigiania East Sub-county to establish rapport with the targeted respondents before the actual data collection. The respondents were assured of confidentiality and asked not to write their names on the questionnaires. The researcher personally administered the questionnaires to the sampled respondents.

3.9 Data Analysis and Presentation

Data was analyzed with the aid of SPSS version 22 as a tool of analysis. A multiple regression model was used to determine the degree to which each YEDF services such as lending services, entrepreneurial training services and marketing and linkages services contributes to growth of individually owned youth enterprise. The model that was used to determine the relationship between YEDF services and growth of individually owned youth enterprises is as follows;

A multiple regression equation can be expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$
 Where;

Y	=	Growth of individually owned youth enterprises
β_0	=	Intercept/constant
β_1	=	Coefficient of lending services
β_2	=	Coefficient of Entrepreneurial Training
β_3	=	Coefficient of Marketing and Linkages
X_1	=	Lending
X_2	=	Entrepreneurship Training
X_3	=	Marketing and Linkages

Thematic analysis was employed in the analysis of qualitative data. The results of this analysis was then reported through narratives.

Table 3. 3: Data Analysis

Objectives	Independent Variables	Dependent Variables	Analysis Methods
i. To determine the relationship between YEDF lending services and expansion of individually owned youth enterprises in Tigania East sub-County.	YEDF loan	Expansion	Descriptive statistics such as frequency counts and percentages and inferential statistics such as regression analysis
ii. To determine the relationship between entrepreneurial training services offered by YEDF and management of individually owned youth enterprises in Tigania East sub-County.	Entrepreneurial training	management	Descriptive statistics such as frequency counts and percentages and inferential statistics such as regression analysis
iii. To determine the relationship between marketing and linkage support services provided by YEDF and sales of individually owned youth enterprises in Tigania East sub-County.	Marketing and linkage support	Sales	Descriptive statistics such as frequency counts and percentages and inferential statistics such as regression analysis

3.10 Logistical and Ethical issues

According to Mugenda and Mugenda (2003), respondents should be protected by keeping the information given confidential. Also, the researcher should never undertake any research that may cause physical or psychological harm to the respondents. In addition the researcher must conform to the principle of voluntary consent where the respondents willingly participate in the research. Accordingly, in this current research, the respondents were assured of their privacy and anonymity was upheld where required. The researcher also made it clear that participation of the respondents is voluntary and that they are free to provide or decline to provide information requested. The researcher also explained to the respondents about purpose of the research which was basically for academic purposes only.

Results and Discussion

4.1 Introduction

This chapter discusses the findings obtained from the study instruments. It provides a discussion on the basis of study objectives. The study findings were presented in form of pie charts and frequency tables. The study deployed descriptive statistics and inferential statistics.

4.2 Response Rate

The study sampled 199 respondents comprising of 112 funded individuals and 87 non-funded individuals. A total of 165 respondents returned their questionnaires which corresponded to a response rate of 82.9%. Funded individuals who returned questionnaires were 110 corresponding to 98.2% while non-funded respondents who returned their questionnaires were 55 corresponding to 63.2%. Normally in scholarly research a response rate of minimal value of 50% is good and above is excellence (Mugenda & Mugenda, 2003).

4.3 Demographic Characteristics

The study gathered data on the gender of the respondents. The results are summarized in figure 4.1.

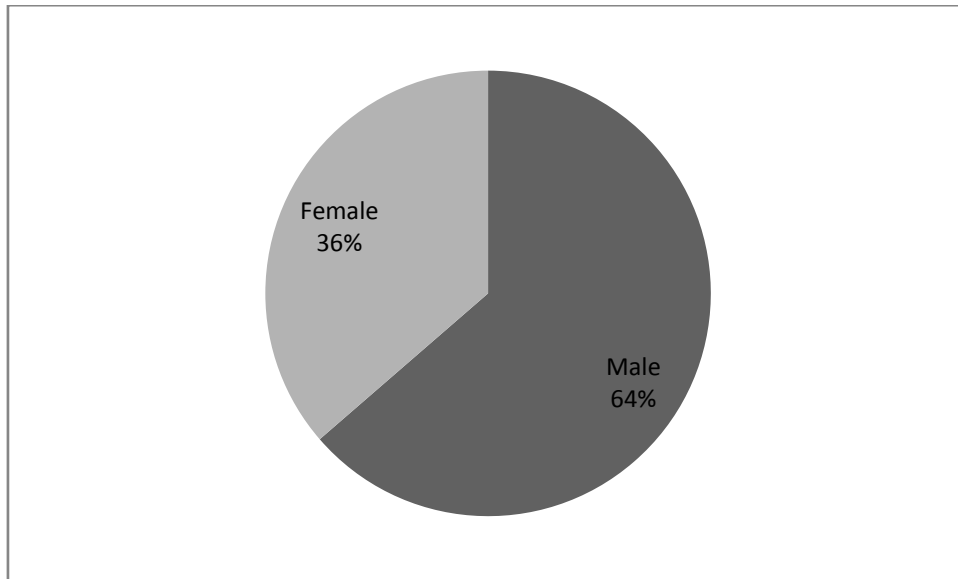


Figure 4.1 Gender of the respondents

The results indicated that 64% of the respondents sampled were males while 36% were female. Given that sampling was done using simple random technique it can be argued that majority youths who own enterprises are males. The study also collected data on ages of the respondents. The results are shown in Figure 4.2.

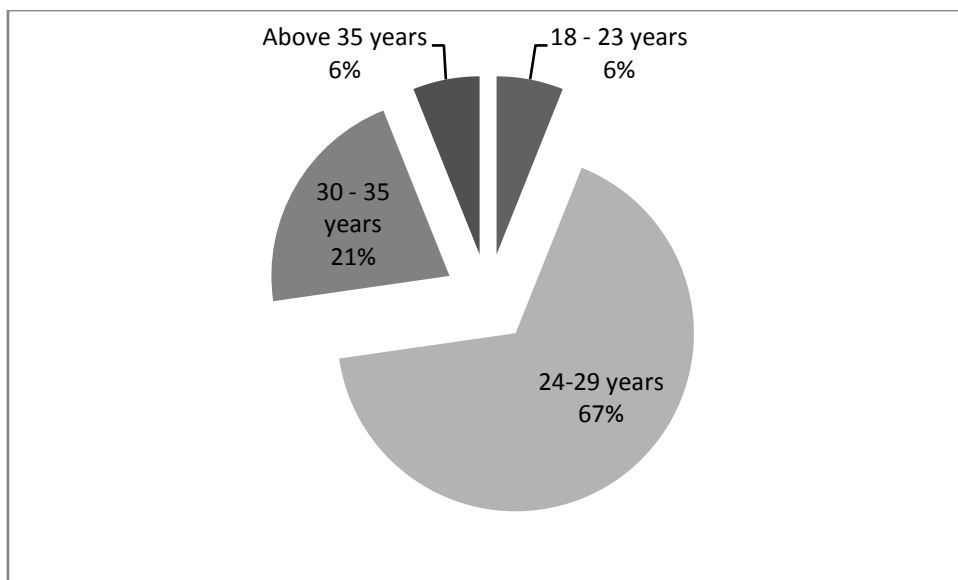


Figure 4.2 Age brackets of the respondents

The results indicated that majority of the youths sampled were aged 24 years to 29 years. This is the age group when most people complete their college studies and thus could be an indication that majority of them are unemployed and hence want to try out their own ventures to earn a living. The results also indicated that 21% of the youths sampled were aged 30 years to 35 years while 6% were aged 18 years to 23 years. The former could be an indication of the fewer individuals who remain after others are absorbed in formal employment and hence resort to self-employment. The later could be an indication of the few youths who do not join colleges

after A-level examinations and resort to starting their own business to earn a living. The study also gathered data on the highest educational levels of participants. The results are summarized in Figure 4.3

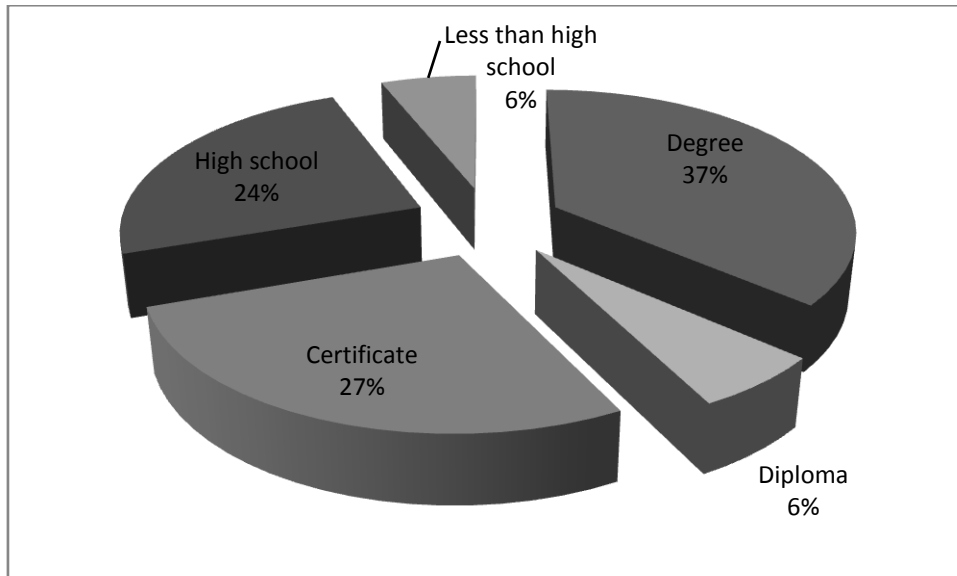


Figure 4.3 Highest educational levels

The results indicated that 37% of the youths sampled had a degree, 27% had certificate and 24% were high school graduates. Only 6% of participants had less than high school education. This implies that majority of the participants had basic education and could be able to understand how YEDF is acquired for funding individually owned enterprises. All the participants were drawn from Tigania constituency.

The study also gathered data on the marital status of the respondents. The results are summarized in Figure 4.4.

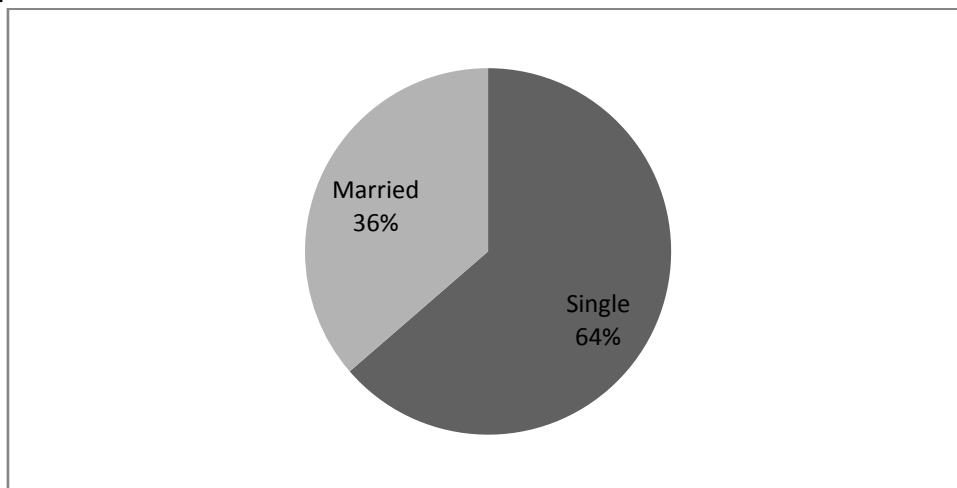


Figure 4.4 Marital status of the respondents

The results indicated that only 36% of the respondents were married while 64% of them were still single. This implies that majority of the youths want to be economically independent prior to committing their lives in marriage. The study further collected data on the position held in the group by the respondents. The results are summarized in Figure 4.5.

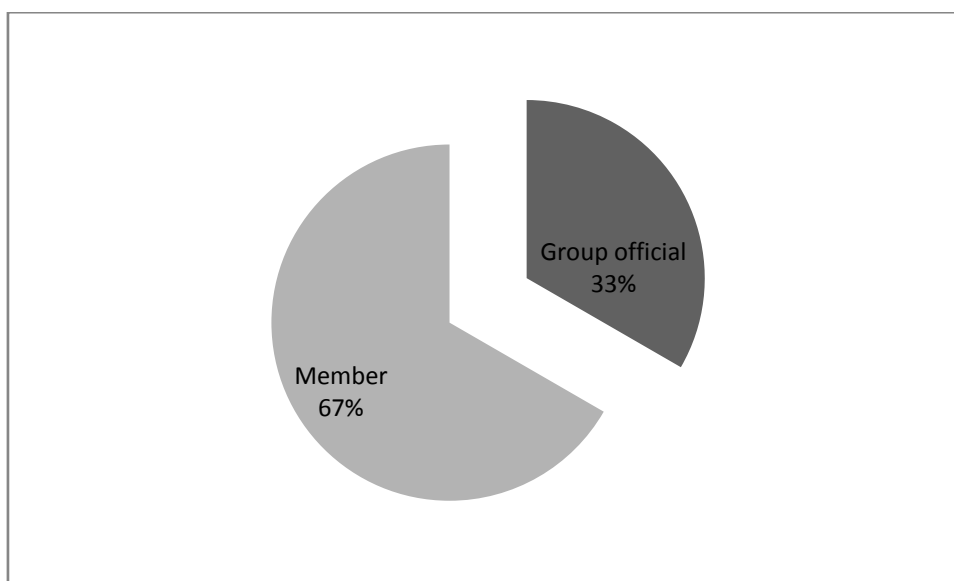


Figure 4.5 Position held in the group

The results indicated that 67% of the respondents were ordinary members in the groups which they were affiliated with while 33% of them were officials in these groups. This implies that both members and officials were well represented in the study and hence the data obtained could be relied upon. The study also gathered information on the nature of enterprise that the respondents were engaged in. The results are summarized in Table 4.1.

Table 4.1 Type of enterprise

Type of project/enterprise	F	%
Agricultural (crop farming; fish, bee, livestock keeping etc)	40	24.2
General Shop (Retail shop/ Wholesale shop)	90	54.5
Manufacturing	0	0
Transport (Bodaboda, Tax e.t.c)	35	21.2
Social enterprise (Musics, Acting e.t.c)	0	0
Other (Curio shop gallery)	5	3.0

The results indicated that 24.2% of the respondents were involved in agricultural enterprises. This implies that a significant number of youths engage in primary production through farming. The results also showed that 54.5% of the respondents were involved in selling general merchandise. This implies that majority of the youths engage in selling finished products. The study further established that none of the youths sampled engaged in manufacturing projects. This point to either lack of innovativeness or lack of sufficient funds to set up such enterprises as individuals. The study also indicated that 21.2% of the youths sampled engaged in transport sector. This could be attributed to 'bodaboda' business which requires less capital that some youths can afford. The study also found out that none of the youths sampled engaged in social enterprises such as music and acting. This further augments the argument that the youths sampled lacked innovativeness to start some businesses such as social related enterprises. The study further noted that 3% of the respondents had set up curio shops. This is a bit entrepreneurial in comparison to other ventures and hence is an indication that only a few youths were entrepreneurial in nature.

The respondents were also requested to indicate how long their businesses had been in operation. The results are summarized in Figure 4.6.

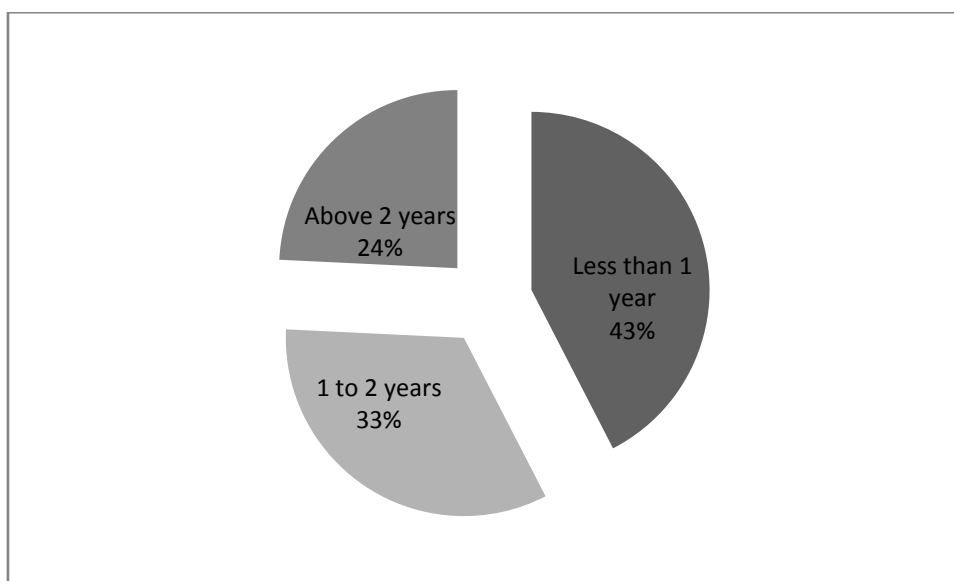


Figure 4.6 Business operation duration

The results indicated that majority (43%) of the businesses owned individually by the respondents had been in operation for less than one year. The study further indicated that 33% of the businesses had been in operation for one to two years while only 24% of the businesses had been in operation for more than two years. This implies that majority of the businesses cannot be ascertained whether they are stable enough to stand alone. The study also sought to find out the number of employees hired by the respondents in their respective businesses. The results are summarized in Table 4.2.

Table 4. 2Cross tabulation of Number of employees and Type of loan from YEDF

		Type of loan from YEDF		Total
		Individual	Group	
Number of employees	0	45	20	65
	1	20	5	25
	2	10	10	20
	3	5	5	10
	4	0	10	10
	5	10	0	10
	7	10	0	10
	8	0	5	5
	9	5	0	5
	10	5	0	5
Total		110	55	165

The results indicated that youths who had obtained individual loans were more likely to hire more employees in their individually owned enterprises than youths who had obtained group loans. For instance ten individually owned enterprises hired seven employees each in their business as opposed to zero enterprise among individually owned enterprises which had not accessed individual loans. Although five youths which had accessed group loans indicated that they had hired eight employees each, five youths who had accessed individual loans indicated that they had hired ten employees in their businesses. The study also sought to establish the loan level accessed by the youths. The results are summarized in Figure 4.7.

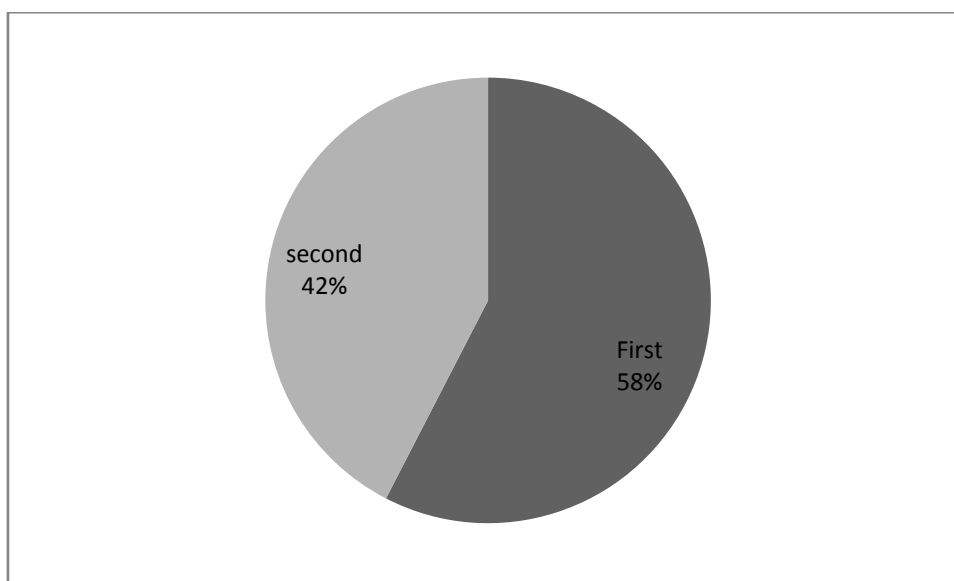


Figure 4.7 Loan level

The results indicated that majority (58%) of the youths had accessed YEDF loans only once while 42% of the youths had accessed YEDF loan twice. The study also sought to establish the year the loan had been accessed. The results are summarized in Table 4.3.

Table 4.3 Year borrowed

Year	Frequency	Percent
2013	5	3.0
2014	30	18.2
2015	40	24.2
2016	55	33.3
2017	25	15.2
2018	10	6.1
Total	165	100.0

The results indicated that majority (33.3%) of the youths had borrowed YEDF loans in the year 2016 while 24.2% of them had borrowed in the year 2015. The results also showed that 18.2% of the youths had borrowed YEDF in the year 2014, 15.2% borrowed in the year 2017, 6.1% in the year 2018 and 3% in the year 2013. This implies that many youths were able to access YEDF loan in the years 2016 and 2015.

4.4 The relationship between YEDF lending and growth of individually owned youth enterprises

The first objective of the study sought to establish the relationship between YEDF lending and growth of individually owned youth enterprises. The results are summarized in Table 4.4.

Table 4.4 the relationship between YEDF lending and growth of individually owned youth enterprises

Statement	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
The loan has enabled me to sell more goods/services	85	51.5	75	45.5	5	3.0	0	0	0	0
The loan has contributed to the increase in profit	65	39.4	90	54.5	10	6.1	0	0	0	0
The loan has enabled me to buy/offer more goods/services	85	51.5	80	48.5	0	0	0	0	0	0
The loan has contributed to the increase in	85	51.5	75	45.5	5	3.0	0	0	0	0

the number of customers										
The loan has enabled my business to perform better than my business competitors	60	36.4	95	57.6	10	6.1	0	0	0	0
Prefer YEDF as source of finance for my enterprise	80	48.5	65	39.4	20	12.1	0	0	0	0
More loan from YEDF will affect the enterprise size	40	24.2	105	63.6	15	9.1	5	3.0	0	0
More loan from YEDF will affect the number of people I will employ	45	27.3	105	63.6	15	9.1	0	0	0	0
More loan from YEDF will affect the cash flow	60	36.4	95	57.6	10	6.1	0	0	0	0
More loan from YEDF will affect my livelihood	65	39.4	100	60.6	0	0	0	0	0	0
More loan from YEDF will affect the government tax	55	33.3	55	66.7	0	0	0	0	0	0

The results indicated that 51.5% of the respondents strongly agreed and 45.5% of them agreed that YEDF loan had enabled them to sell more goods/services. This is an indication that YEDF loans are instrumental in growth of individually owned enterprises in terms of sales volumes. The results also indicated that 54.5% of the respondents agreed and 39.4% of them strongly agreed that YEDF loan had contributed to the increase in their enterprise profitability. This implies that YEDF loans are instrumental in growth of individually owned enterprises in terms of profitability. The study results further showed that 51.5% of the respondents strongly agreed and 48.5% of them agreed that YEDF loan had enabled them to buy/offer more goods/services.

This is an indication that YEDF loans are instrumental in growth of individually owned enterprises in terms of product diversification. The results also showed that 51.5% of the respondents strongly agreed and 45.5% of them agreed that YEDF loan had contributed to the increase in the number of customers for their enterprises. This shows that YEDF loan enables youths to serve more customers. The results also indicated that 57.6% of the youths agreed and 36.4% of them strongly agreed that YEDF loan had enabled their business to perform better than their competitor business. This implies that YEDF loan confers competitive edge to recipients over their competitors.

The results also indicated that 48.5% of the youths strongly agreed and 39.4% of them agreed that they preferred YEDF as source of finance for their enterprises. The study findings also indicated that 63.6% of the respondents and 24.2% of them strongly agreed that more loans from YEDF would affect the enterprise size. The study also showed that 63.6% of the respondents and 27.3% of them strongly agreed that more loans from YEDF would affect the number of employees in their enterprises. The study further found out that 57.6% of the respondents agreed and 36.4 strongly agreed that more loan from YEDF would affect cash flow. The results also indicated that 60.6% of the respondents agreed and 39.4% of them strongly agreed that more loans from YEDF would affect their livelihood. The study results also showed that 66.7% of the respondents strongly agreed and 33.3% of them agreed that more loans from YEDF would affect the government tax. This implies that increasing the amount of YEDF loans to the youths would help in growth of individually owned enterprises, number of employees in the enterprise, cash flow and government revenue. Overall an increase in the amount of YEDF loan would be instrumental in the growth of individually owned youth enterprise.

The respondents were also requested to provide recommendations that could help in the expansion of their enterprises in regard to the use of YEDF loan. The respondents indicated that increasing the amount of loan and grace period of for YEDF loan repayment would help in the expansion of their enterprises. The youths also indicated that reduction of interest rates charged on YEDF loan could help in the expansion of their enterprises using the loans received. The results also indicated that making individual loans readily available could enhance the growth of their enterprises. Training of the youths prior to YEDF loan disbursement was also established to be capable of enhancing youth enterprise expansion. The youths also indicated that reduction of loan processing period would enhance growth of their business enterprises.

4.5 The relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises

The second objective sought to establish the relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises. First, the study sought to establish whether the respondents were offered any training prior to receiving YEDF loan. The results are summarized in Figure 4.8.

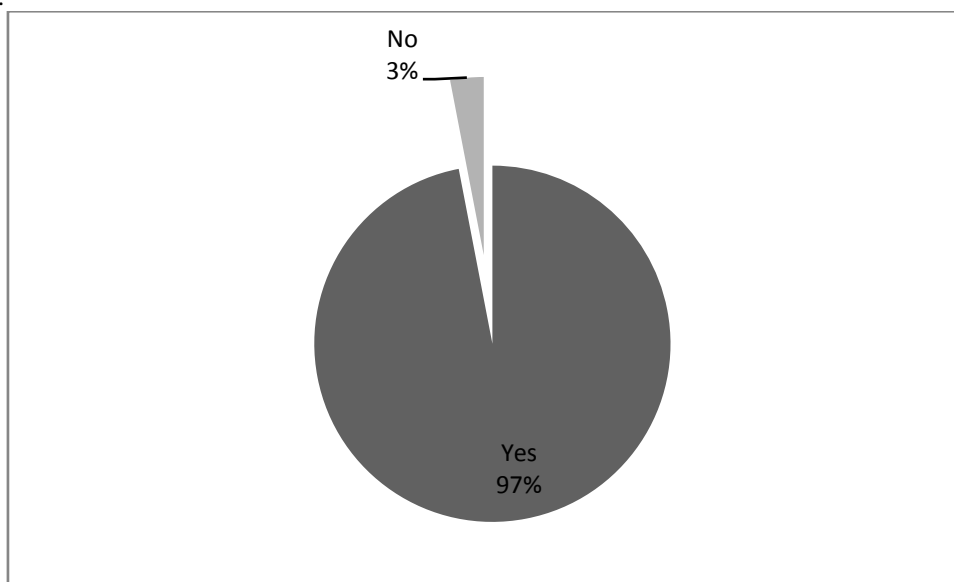


Figure 4.8 Underwent training prior to receiving YEDF loan

The results indicated that most (97%) of the respondents received training prior to receiving YEDF loans while only 3% of the respondents indicated that they had not received any training prior to receiving the loan. The respondents were required to state various areas covered during the training. The respondents indicated that training covered areas such as profitability and its utilization, business skills, customer care skills, risk management, entrepreneurship, book keeping, group formation and leadership. The respondents also indicated that training covered topics such as market competition, financial management, business performance evaluation, inventory, marketing and youth fund products.

The respondents were also requested to indicate their level of agreement to various statements on the relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises. The results are shown in Table 4.5.

Table 4.5 Relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises

Statement	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Training has enabled me improve my record keeping skills	60	36.4	95	57.6	10	6.1	0	0	0	0
Training has enabled me improve my customer care skills	70	42.4	70	42.4	25	15.2	0	0	0	0
Training has enabled me improve my sales	70	42.4	65	39.4	30	18.2	0	0	0	0
Training has enabled me improve my level of understanding of my business	55	33.3	95	57.6	15	9.1	0	0	0	0
The training helped you in running your enterprise/project	50	30.3	90	54.5	25	15.2	0	0	0	0
The training provided by YEDF has contributed to the increase in profitability of my enterprise	45	27.3	100	60.6	20	12.1	0	0	0	0

All topic covered are relevant in relation to your business	75	45.5	75	45.5	15	9.1	0	0	0	0
Duration of training offered was sufficient and convenient	60	36.4	85	51.5	20	12.1	0	0	0	0
Training and information offered contribute to the growth of your enterprise	45	27.3	95	57.6	25	15.2	0	0	0	0

The results indicated that 57.6% of the respondents agreed and 36.4% of them strongly agreed that YEDF training had enabled them improve record keeping skills. This is an indication that YEDF training is instrumental in improving record keeping skills of youths who have individually owned enterprises. The results also indicated that 42.4% of the respondents agreed and 42.4% of them strongly agreed that YEDF training had enabled them improve their customer care skills. This implies that YEDF training are instrumental in enhancing customer care skills youths. The study results further showed that 42.4% of the respondents strongly agreed and 39.4% of them agreed that YEDF training had enabled them improve their sales. This is an indication that YEDF trainings are instrumental in growth of sales of individually owned enterprises. The results also showed that 57.6% of the respondents agreed and 33.3% of them strongly agreed that YEDF training had enabled them improve their level of understanding of their business. This shows that YEDF training enables youths to understand the dynamics of their businesses. The results also indicated that 54.5% of the youths agreed and 30.3% of them strongly agreed that YEDF training had enabled them to run their business. This implies that YEDF training confers business running skills to the recipients.

The results also indicated that 60.6% of the youths agreed and 27.3% of them agreed that YEDF training had contributed to the increase in profitability of their enterprises. The study findings also indicated that 45.5% of the respondents agreed and 45.5% of them strongly agreed that all topics covered in YEDF training were relevant in relation to their business. The study also showed that 51.5% of the respondents agreed and 36.4% of them strongly agreed that duration of YEDF training offered was sufficient and convenient. The study further found out that 57.6% of the respondents agreed and 27.3% strongly agreed that YEDF training and information offered contributed to the growth of their enterprises.

The study also sought to establish other entrepreneurial skills that could lead to improvement in enterprise/project performance if trained on. The study results indicated that training on communication skills, connectivity with distant customers, customer care, market linkages and entrepreneurship skills would enhance performance of youth enterprises. The results also indicated that training in financial management, interpersonal connectivity, market identification and record keeping skills could enhance performance of youth enterprises.

The study also sought to find out how YEDF could improve entrepreneurship training services. The respondents stated that continuous connectivity and follow up with each beneficiary, hiring of trainers, facilitation of training and frequent training could improve entrepreneurship training. The respondents also indicated that improving on interpersonal linkages, involving highly experienced trainers and involving technocrats in training could also improve entrepreneurship training. The study also indicated that involving YEDF loan beneficiaries in business seminars and workshops could also enhance entrepreneurship training.

4.6 The relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises

The third objective sought to ascertain the relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises. First the respondents were required to indicate whether they had encountered difficulties in getting market for their products/services. The results are summarized in Figure 4.9.

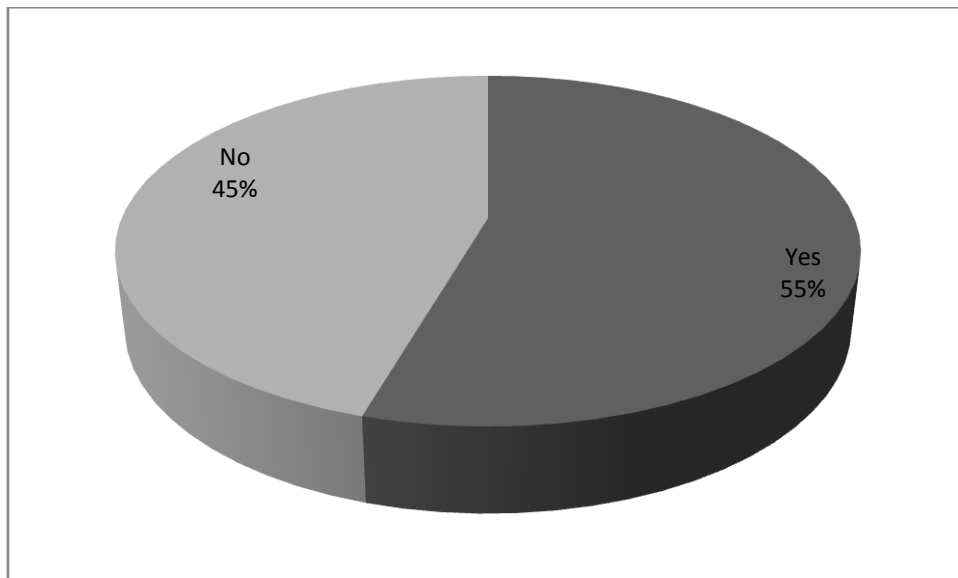


Figure 4.9 Encountered difficulties in getting market

The results showed that 55% of the youths encountered difficulties in getting market for their products while 45% of the youths did not encounter marketing problems. The respondents were also requested to indicate whether they had participated in YEDF marketing promotion activities like trade fairs. The results are summarized in Figure 4.10.

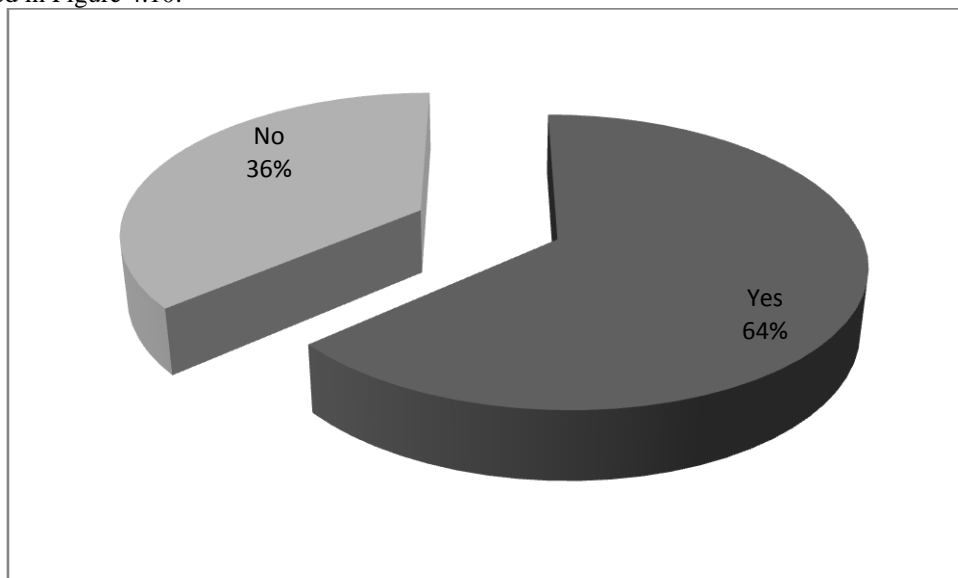


Figure 4.10 Participated in YEDF marketing promotion activities

The results indicated that 64% of the respondents had participated in YEDF marketing promotion activities like trade fairs while 36% of them had not participated in such activities. This implies that majority of youths had benefited from market and linkages services provided by YEDF. The respondents were also asked to indicate whether various factors affected markets for their products. The results are summarized in Table 4.6.

Table 4. 6 Effects of various factors on markets

Statement	Yes		NO	
	F	%	F	%
High rate of rents for business premises make markets inaccessible	80	48.5	85	51.5
Inadequate knowledge on how to get to the market make markets inaccessible	50	30.3	115	69.7
Business permit/license charge make markets inaccessible	65	39.4	100	60.6
Restricted market venues make markets inaccessible	40	24.2	125	75.8
Lack of social amenities like water and electricity make markets inaccessible	30	18.2	135	81.8

The results showed that 51.5% of the respondents disagreed with the assertion that high rate of rents for business premises make markets inaccessible while 48.5% of them agreed with this assertion. The study also established that 69.7% of the youths disagreed inadequate knowledge on how to get to the market make markets inaccessible. The study further indicated that 60.6% of the respondents disagreed that business permit/license charge make markets inaccessible. It was also established that 75.8% of the respondents disagreed with the statement that restricted market venues make markets inaccessible. The study also indicated that 81.8% of the respondents disagreed with the assertion that lack of social amenities like water and electricity make markets inaccessible. This implies that rents for businesses, market knowledge, business permit fees, market venues and social amenities plays limited role in accessibility of markets for youth products.

The study also requested the respondents to highlight other limitations in accessing market venues. The results indicated that insecurities, poor market structure, poor sanitation and transport costs were the main limiting factors to market accessibility.

The respondents were also requested to indicate their level of agreement to various statements related to the relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises. The results are summarized in Table 4.7.

Table 4.7 Relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises

Statement	SA		A		N		D		SD	
	F	%	F	%	F	%	F	%	F	%
Participating in marketing promotion activities provided by YEDF has helped increase sales of my products	55	33.3	70	42.4	35	21.2	5	3.0		
Sub-contracting and franchising arrangement by YEDF has promoted marketing of my product	50	30.3	70	42.4	45	27.3				
I do not need marketing support for my products	10	6.1	40	24.2	40	24.2	5	3.0	70	42.4
My sales volumes have greatly increased as a consequence of market and linkages support provided by YEDF	25	15.2	95	57.6	45	27.3				
My customer numbers have greatly increased as a result of marketing and linkages support from YEDF	45	27.3	75	45.5	45	27.3				
Market and linkages provided by YEDF has helped me in product diversification	30	18.2	100	60.6	35	21.2				
Marketing and linkages support from YEDF has helped me in increasing the number of customers	45	27.3	70	42.4	50	30.3				
Marketing and linkages support from YEDF has exposed my business to new markets	25	15.2	90	54.5	50	30.3				

The results indicated that 42.4% of the respondents agreed and 33.3% of them strongly agreed that participating in marketing promotion activities provided by YEDF has helped increase sales of my products. This is an indication that promotion activities provided by YEDF enhance sales of individually owned enterprises. The results also indicated that 42.4% of the respondents agreed and 30.3% of them strongly agreed that sub-contracting and franchising arrangement by YEDF has promoted marketing of their product. This implies that sub-contracting and franchising arrangement by YEDF enhance marketing of youth products. The study results further showed that 42.4% of the respondents strongly disagreed with the assertion that they do not need marketing support for my products. This is an indication that YEDF marketing support is important for the growth of youth enterprises. The results also showed that 57.6% of the respondents agreed and 15.2% of them strongly agreed that their sales volumes had greatly increased as a consequence of market and linkages support provided by YEDF. This shows that market and linkages support provided by YEDF are instrumental for increasing sales of youth products. The results also indicated that 45.5% of the youths agreed and 27.3% of them strongly agreed that their customer numbers had greatly increased as a result of marketing and linkages support from YEDF. This implies that marketing and linkages support from YEDF enhance growth through increase of customer numbers.

The results also indicated that 60.6% of the youths agreed and 18.2% of them strongly agreed that market and linkages provided by YEDF had helped them in product diversification. The study findings also indicated that 42.4% of the respondents agreed and 27.3% of them strongly agreed that marketing and linkages support from YEDF had helped them in increasing the number of customers. The study also showed that 54.5% of the respondents agreed and 27.3% of them strongly agreed that marketing and linkages support from YEDF has exposed my business to new markets. This implies that market and linkages provided by YEDF enhance growth of individually owned youth enterprises through product diversification, customer number increase and discovery of new markets.

The youths were also requested to highlight ways through which YEDF could improve operations in empowering youth. The results indicated that YEDF operations could be improved through training youths on various business skills, reduce the minimum number of youths required to form a group, create more awareness among youths, educate youths on the suitability and marketability of business and improve on general infrastructure and security. It was also established that providing loans equivalent to what is requested, helping in youth product marketing and increasing market linkages could improve operations in empowering youth. The study also indicated that lowering interest rates, increasing individual loans, protecting small traders/beneficiaries from unhealthy competitors could enhance the growth of individually owned youth enterprises. Timely disbursement of YEDF loans and frequent training was also highlighted as a way that can help improve operations in empowering youth.

4.7 Regression analysis

A regression analysis was carried out to establish the contribution of each variable to the growth of individually owned enterprises. The model summary for regression analysis is shown in Table 4.8

Table 4. 8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.276	.262	.505

a. Predictors: (Constant), Marketing and linkages, Entrepreneurial training, lending services.

From R computed (0.525), there is a positive correlation between the independent variables (marketing and linkages, entrepreneurial training, lending services) and the dependent variable (growth of individually owned enterprises measured in terms of profitability). It should however be noted from the R square established (0.276) that the model can only account for 27.6% of the individually owned enterprises. This implies that there are other factors which could be contributing to the growth of individually owned enterprises other than marketing and linkages, entrepreneurial training, lending services provided by YEDF. To ascertain whether the relationship was significant ANOVA was computed. The results are summarized in Table 4.9.

Table 4. 9ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.618	3	5.206	20.419	.000 ^b
1 Residual	41.049	161	.255		
Total	56.667	164			

- a. Dependent Variable: The loan has contributed to the growth (increase in profit)
b. Predictors: (Constant), Marketing and linkages, Entrepreneurial training, lending services

The results indicate the model was significant. The F-test for the model was significant since it had p-value = 0.000 which was less than 0.05. Thus, the coefficients were computed and summarized in table 4.10.

Table 4.10 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.189	.571		7.342	.000
1 Lending services	2.318	.712	.256	3.257	.001
Entrepreneurial training	.263	.090	.204	2.914	.004
Marketing and linkages	1.340	.476	.213	2.813	.006

- a. Dependent Variable: The loan has contributed to the growth (increase in profit)

The results indicated YEDF lending is significantly ($\beta = 2.318$, $p = 0.001$) related to the growth of individually owned enterprises. Thus, the null hypothesis that “*There is no statistically significant relationship between YEDF lending and growth of individually owned youth enterprises funded in Tigania East sub-County*” was rejected. This finding supports Njeru and Gichimu (2015) who argued that access to credit enhances growth in productivity and promote standards of living by reducing poverty for the youth.

The results also indicated that entrepreneurship training services offered by YEDF was significantly ($\beta = 0.263$, $p = 0.004$) related to the growth of individually owned enterprises. Thus, the null hypothesis that “*There is no statistically significant relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises funded in Tigania East sub-County*” was rejected. This finding supports Awogbenle and Iwuamadi (2010) study which indicated that entrepreneurial training may indirectly contribute to the growth of an enterprise. The findings also indirectly support Kanyari and Namusonge (2013) who established that provision of entrepreneurship training to sensitize and inculcate entrepreneurial culture among the young people is crucial to identifying emerging business talents. The study findings also supports Alzúa, Cruces and Erazo (2013) who pointed out that credit facilities extended to youths can only be effective if they are preceded by appropriate training.

The results also indicated that there was a significant ($\beta = 1.340$, $p = 0.006$) positive relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises. Thus, the null hypothesis that “*There is no statistically significant relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises funded in Tigania East sub-County*” was rejected. The finding supports Maina (2013) study which indicated that youths who had been able to exhibit their products and services during market fairs organized by YEDF responded to have profitability of their enterprises improved

Summary, Conclusions and Recommendations

5.1 Introduction

This chapter presents the summary of the main findings, conclusions, recommendations from the study and ends with suggestions for further research. From the analysis the following summary, conclusion and recommendations were made.

5.2 Summary

The first objective of the study sought to establish the relationship between YEDF lending and growth of individually owned youth enterprises. The study established that YEDF loans are instrumental in growth of individually owned enterprises in terms of sales volumes, profitability, product diversification, customer base growth and conferring competitive edge to recipients over their competitors. The study also indicated that increasing the amount of YEDF loans to the youths would help in growth of individually owned enterprises, number of employees in the enterprise, cash flow and government revenue.

The second objective sought to establish the relationship between entrepreneurship training services offered by YEDF and growth of individually owned youth enterprises. The study established that YEDF training is instrumental in improving record keeping skills of youths who have individually owned enterprises. The training was also found to be vital in enhancing customer care skills, increasing sales volumes, understanding of their business, conferring business running skills, increasing profitability and general growth of individually owned youth enterprises.

The third objective sought to ascertain the relationship between marketing and linkages support services provided by YEDF and growth of individually owned youth enterprises. The study established that rents for businesses, market knowledge, business permit fees, market venues and social amenities play a limited role in accessibility of markets for youth products. The study findings also indicated that promotion activities provided by YEDF enhance sales, product marketing, customer base growth, product diversification and discovery of new markets for individually owned youth enterprises.

5.3 Conclusions

Based on the study findings the following conclusions were made:

- i. YEDF loans enhance growth of individually owned youth enterprises through increase of sales volumes, profitability, product diversification, customer base growth and conferring competitive edge to recipients over their competitors.
- ii. Entrepreneurship training services offered by YEDF enhance record keeping skills, customer care skills, increasing sales volumes, understanding of their business, conferring business running skills, increasing profitability and general growth of individually owned youth enterprises.
- iii. Marketing and linkages support services provided by YEDF enhance sales, product marketing, customer base growth, product diversification and discovery of new markets for individually owned youth enterprises.

5.4 Recommendations

Based on the findings the following recommendations were made:

- i. The amount of individual loans to youths who own individual loans should be increased and their disbursement should be done on a timely basis to increase the growth of these enterprises.
- ii. Entrepreneurship training services offered by YEDF should be more frequent to monitor the adoption of what is learned and hence enhance growth of these enterprises.
- iii. Marketing and linkages support services provided by YEDF should be enhanced to increase the markets for products offered by individually owned youth enterprises.

5.5 Suggestions for Further Studies

A study should be conducted on the relationship between the amounts of YEDF loans on growth of individually owned youth enterprises.

A study should be conducted on the relationship between frequencies of entrepreneurship training services offered by YEDF on growth of individually owned youth enterprises.

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