

GENDER MAINSTREAMING IN PROJECT LIFECYCLE AND PERFORMANCE OF KENYA YOUTH EMPLOYMENT AND OPPORTUNITIES PROJECT IN KENYA. A CASE OF YOUTH GROUPS IN NAIROBI COUNTY

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ABSTRACT

The research examined gender mainstreaming in Project Lifecycle and performance of Kenya Youth Employment and Opportunities Project in Kenya, A Case of Youth group in Nairobi County. Overall objective was to determine the influence of Gender Mainstreaming in project planning, Implementation, Monitoring and evaluation and Project design on Performance of Kenya Youth Employment and Opportunities Project in Kenya. The study aims to contribute significantly to the formulation of policies and addressing the existing gaps. The study was anchored on Empowerment theory and Gender and Development theory. Descriptive design was employed targeting population of 368 drawn from various staff of Ministry of gender and Youth affairs and youth groups and sample size of 191 derived from the Yamane (1967) formula using a stratified sampling. The study used questionnaire guides for collecting data. The instrument was subjected to a validity and reliability test. Quantitative technique was adopted applying both descriptive and inferential statistics. Pearson moment correlation, regression model and ANOVA model were applied the study findings established that all variables gender mainstreaming in Planning, Implementation, Monitoring and Evaluation and in Design were strongly positive correlated with the Performance of Kenya Youth Employment and Opportunities. The study concluded that gender mainstreaming in planning has contribution to performance of Kenya Youth Employment and Opportunities Projects. Understanding of gender roles and integration Gender equality during planning are key fundamental elements that enhances project performance. Gender

mainstreaming in implementation influence performance of Kenya Youth Employment and Opportunities Project. Equal participation in project activities, equal representation in decision making are key issues ought to be highly considered. Gender mainstreaming in Monitoring and Evaluation influence performance of Kenya Youth Employment and Opportunities Project. Equal participation in M&E activities and access of information to all project members are key issues that contribute to project performance. Gender mainstreaming in design influence performance of Kenya Youth Employment and Opportunities Project. Gender training and awareness are critical components that ought to be considered during design phase. The study made the following recommendations Gender Mainstreaming in Planning has great influence on the project performance hence there is need to adopt policy and laws that promotes gender equality and equity in all the interventions. Gender mainstreaming in Implementation greatly influence the performance of the projects. There is need to encourage more representation and participation of female in all the decision-making process. The performance of project can be improved when the Monitoring and Evaluation exercise when there is equal participation by all parties. Therefore, there is need to promote policy that foster integration of all parties and equal access to information. Gender mainstreaming in project design is a fundamental process that ought to be well taken into consideration. There is need to bring on board all parties during design phase and decision-making process.

Key words: Gender mainstreaming, Project lifecycle, Project performance,

Project planning, Monitoring and evaluation, Project design

INTRODUCTION

Project performance is viewed to be a key determinant to the project success. The project performance is measured against the fundamental parameters of cost, time, scope and quality. It is observed that youth economic empowerment projects are not implemented as per the agreed project objectives and plans thus influencing the outcome of the project. Simon (2017) findings on the performance of youth group projects established that member's cohesiveness, gender issues and entrepreneurial trainings as key contributor to the performance of youth empowerment projects.

There has been ongoing debate on gender mainstreaming in the various sectors of the development arena. Gender mainstreaming is described as the integration of policies and laws that addresses the issues of inequalities and disparities at all levels of development. It's a plan of action that women and men both benefit from and are free from inequality in all areas of political, economic, and social life by including women's and men's perspectives in policymaking at every stage (UN Women report, 2014). The effectiveness on the adoption of gender mainstreaming in project development call for commitment, adequate resources, and capacities. Gender perspectives and the pursuit of gender equality must be at the forefront of all efforts to achieve true "mainstreaming." This includes but is not limited to the formulation of policies, the conduct of research, the promotion and advancement of dialogue, the introduction and passage of legislation, the distribution of resources, and the design, implementation, and evaluation (Gunawan, 2017). The incorporation of a focus on gender equality within the development initiative is seen as crucial to the success and longevity of the endeavor. The major goal of mainstreaming's incorporation into the project is to guarantee everyone's fair share of the project's benefits. Equitable participation in making project decisions and distribution of project benefits. To us, "women's empowerment" means giving women the tools they need to make decisions about their lives. Awareness raising, confidence building, expanded choice, increased access to resources, and more agencies are all steps that may be taken to improve the structures and organizations that sustain and perpetuate gender discrimination and inequality (UNDP report, 2013).

To curb the rate of unemployment and rampant crimes in the country many NGOs in collaboration with the Government and private sector have launched various youth empowerment programs. Empowerment programs are designed to address the issue of inclusion, access to resources and self-reliance issue through running entrepreneurship program. Youth engagement in policymaking at all levels—national, regional, and district or local—requires empowerment. (Isioma, 2018) (KYEOP) is a game-changing initiative with the goal of improving the lives of young people in Kenya by providing them with access to meaningful employment, meaningful internships, and meaningful grants for their businesses.

KYEOP's goal is to help young people in certain regions of Kenya find work and better their financial situations.

In Bangladesh, Anselme (2021) findings on gender mainstreaming in youth empowerment project revealed training, inclusion, donor polices as key factors contributing to the performance of youth projects. According to Aini et al. (2020), ineffective interventions and lack of support programs are to blame for gender disparities in the youth empowerment initiative. In addition, it is suggested that a new strategic framework be created to foster the growth and long-term success of women entrepreneurs at the grassroots level.

In Nigeria, Ngozi (2015) findings established that decision making that promotes equal participation, training, and lack of legal framework and gender disparities as key factors that affect the performance of economic empowerment projects. Entrepreneurial women have greater economic disadvantages because of patriarchal biases (Yeseibo, 2019). Government policies and gender-neutral programs as critical factors that influence the youth empowerment programs (Adusei, 2015).

In Kenya, Ruheni (2018) on impact of gender mainstreaming on the success of youth economic empowerment projects identified capacity building, social cultural issues, access to technology as determinants of project success. Based on these findings, suggest that non-governmental organizations and community-based organizations (NGOs and CBOs) focus their efforts on educating the community as a means of addressing the underlying causes of underperformance. In addition, women should take use of the many forums, including the news media, the internet, trade shows, and public events that provide opportunity to expand their skillsets. Kabugua (2014) findings showed that gender roles, financial facilities and stakeholder participation influence the performance of youth empowerment projects. The study recommended that there is need for society to reduce gender discriminatory norms and practices, increase on the gender awareness, and increase in project funds. Kaber (2016) the findings indicated that only 48.7% of the projects had a gender mainstreaming document. Cultural Practices and gender mainstreaming awareness were found to be significant determinants of performance youth economic empowerment projects.

Statement of the Problem

Unemployment remains to be a one of the critical challenges that the government is grappling with. The unemployment rate in Kenya is on the rise owing to the flooded job market which is attributed to Channing of young graduates every year with limited job opportunities in the market. According to the Kenya National Bureau of Statistics (2021), the unemployment rate in Kenya rose to 6.6% in the first quarter of 2021 from 5.4% a year earlier, with most of the population between the ages of 15 and 64 being jobless. This problem has become a menace that has resulted in depression among youths, increase of crimes, insecurity, and other social evils.

Kenya's government has developed several youth programs—in conjunction with her key partners and international organizations like the World Bank—to combat the country's high

unemployment rate. These programs include Kenya Youth Employment opportunities projects, Kenya Youth Empowerment projects, Youth Enterprise Development Fund (YEDF) Youth Employment for Sustainable Development in Kenya and Kazi Kwa Vijana.

There has been a problem with gender inequality in all of the programs that have been started, and that very few women are participating in these programs due to lack of education, skills, and cultural obstacles. Women in Kenya have less of a chance to further their education and career prospects than males do (World Bank report, 2016). Disparities between the sexes in the labor force may be broken down by variables such as age, location, degree of education, and unforeseen events (Vuluku, 2013).

Despite huge financial resources committed to these youth employment interventions. The projects are not completed on stipulated timelines, set budget, and agreed scope. It is observed that the Performance of projects is constrained by Gender Inequalities and disparity issue which are viewed to be major impediment to the success of the projects. It is very evident that gender imbalance is common in many interventions thus men have more opportunities than their women or female counterparts in phase of the project's activities. To address these gender gaps that undermine the performance of the projects, there is need to critically integrate gender mainstreaming in all the youth empowerment programs. In that response this study would examine the gender mainstreaming in Project Lifecycle and performance of youth empowerment programs in Kenya. A Case of Kenya Youth Employment and Opportunities Project in Nairobi County.

Research Objectives

The research objectives guided the following study.

- i. To establish the influence of Gender Mainstreaming in project planning on performance of Kenya youth employment and opportunities project in Kenya.
- ii. To establish the extent to which Gender Mainstreaming in project implementation influence on the performance of Kenya youth employment and opportunities project in Kenya.
- iii. To determine how Gender Mainstreaming in monitoring and evaluation influences the performance of Kenya youth employment and opportunities project in Kenya.
- iv. To assess the extent to which Gender Mainstreaming in project design influences the performance of Kenya youth employment and opportunities project in Kenya.

Theoretical Review

The research was based on the theoretical frameworks of Gender and Development and Empowerment.

Empowerment theory

Empowerment theory was propounded by Julian Rappaport in 1981. This theory focuses on empowerment in different contexts of social, economic, and political. Rappaport's definition of empowerment. It considers the process and results and makes suggestions for empowering behaviors, routines, or organizational structures. The emphasis of empowerment theory is on the role that oppression plays in this experience. The program's primary goal is to help low-income people, organizations, and communities gain the political, social, and personal power they need to improve their circumstances. It views empowerment process for individuals as the participation in the community organizations, at the organization empowering process looks at the collection decision making process and shared leadership whereas at the community level entails access to government resources. Empowerment outcome for individual include the control over resources and mobilization of resources. Its strengths include its compatibility with social work goals and ethics and its congruence with the person-in-environment perspective; its political and clinical scalability in tackling injustice, discrimination, and marginalization; and its adaptability to different contexts. Limitations of this theory might include the fact that there are so many talents included within it that it is difficult to determine the real success rate of treatments based on the empowerment idea. This theory, which only applies to social work, is based on the premise that it seeks to counter the powerlessness that results from categorizing the weak and oppressed. Empowerment is also frequently used to refer to gender empowerment, which is accomplished through a strategy that draws inspiration from feminism and human rights. This hypothesis is pertinent to the study because it would help researchers better grasp the problem of empowerment at the community and individual levels.

Gender and Development Theory

The idea of Gender and Development is often used to analyze issues relating to women and girls. During the year 1990, Rathgeber proposed this hypothesis. Feminism served as the theory's public face. A look back at 1980 through the lens of socialist feminism and grassroots organizing. The theory investigates women and development and highlight the interrelationship of gender, race and class and view how women suffer due to oppression in various dimension of social, political, and economic. GAD acknowledges a pervasive patriarchal power structure that keeps women in the background of society. GAD examines how gender is constructed socially and how it shapes expectations for how men and women should behave and what they should accomplish. This GAD method, despite its broader applicability, is especially challenging for non-governmental organizations (NGOs) to apply since it attempts to attack the core causes of gender inequality rather than make short-term augmentations to the current system. It is crucial to the success of any gender mainstreaming effort that you have a firm grasp of this notion. To reach the project aim there is need to create project that incorporate gender concerns in terms of implementing the GAD method, the projects are intended to attempt to address practical demands as well as promote strategic goals. The goal is to alter the balance of power in society by instituting gender equality and other major structural changes in social, economic, and political systems. Regarding the research,

this theory would offer further insight on the gender mainstreaming context in project management.

RESEARCH METHODOLOGY

Research Design

The researcher has a specific plan in mind called a "research design" that will lead them to the answers to their research questions. The research strategy for this study was a descriptive survey. To better characterize the phenomena being studied, researchers often use descriptive survey design. It explains the "how," "what," and "when." This study's design is well suited to the phenomena being investigated since it will provide rich data for analysis. Based on this study the researcher adopted this design because it is deemed to be appropriate in collecting more data especially to this area of study. This design gives the opportunity to study participants to describe on how gender issues influence the project performance. According to Ruheni (2018), the descriptive method is appropriate here since it gives a high-level summary of the factors that need further in-depth quantitative examination.

Study Target population

All items with the same or comparable features are considered part of the target population. According to Mugenda and Mugenda (1999), a researcher's target population is the people to whom they want to apply their study's findings. This study employed a target population of 368 drawn from the youth Beneficiaries groups and staff of the Ministry of Gender and Youth Affairs within Nairobi County. The study focused on the ongoing youth empowerment projects.

Table 1: Target population

Youth Groups	Frequency
Shades systems Youth Group	80
Soko Youth Group	34
Kronok Youth Group	21
Sky Drop Youth Group	56
Ecopost Youth Group	40
<i>Tria Youth Group</i>	<i>64</i>
Staff of the Ministry of Gender and Youth Affairs	73
Total	368

Source: Ministry of Gender Youth and Sports

Sample Size and Sampling technique

Sample refers to the part of the representation that is extracted from the population. The sample size is the number of sampling units that represent the entire population in the study. Sampling technique is the process of selecting the sample units. According to Taherdoost (2017), sample size is a crucial aspect of any empirical investigation when extrapolations about the whole population are the point. This study adopted stratified technique in obtaining the sample units. Stratified sampling is described as the technique that considers the sample with homogenous

features. This researcher used a stratified random sampling method, which ensured a representative sample of the population at large (Saunders, 2008). The researcher targeted youths who are in the program cycle. The study employed a sample size of 191. This sample size is derived from the following Yamane formulae.

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

Where: N = Total population

n = Sample population

e = Sampling error which is 5%

Since N=368

Sample size (n) =191

Research Instruments

Questionnaires were utilized as a means of data collection in this research. This instrument would help the respondents to share more details about the phenomenon being investigated. Questionnaires are a set of structured questions that designed according to the research objectives with the purpose of obtaining answers. There are many areas inside the questionnaire. Section 1 discusses respondent demographics, whereas Section 2 details the research factors at play. The researcher will also use an interview guide administered to special respondents that are able to share critical information. The researcher will schedule an interview with the respondents.

Study Pilot

The pilot of the study is described as the pre-trial survey conducted before the actual study with the purpose of establishing the gaps or errors for the instruments to be used. This study adopted 19 as the respondents for the pilot exercise. According to Bailey & Burch (2017) assert that 10% is the acceptable threshold adopted for obtaining the sample size. This exercise took place in Busara Youth Group who have implemented similar youth economic empowerment projects.

Validity of the instruments

It measures the degree of accuracy, meaningfulness, and usefulness of the instruments. Kihuha (2017) defined validity as the applicability to the findings of the research that are realistic. In validity comprises of construct, content, and criterion. The primary aim of this validity is to spot the anomalies in the instruments so that it can be improved. The study would check on the Content validity to ensure that whether the right format and study objectives have been adopted. Construct validity would be operationalized to check appropriate use of variables. The researcher ensured that criterion validity was adopted to check whether study is sufficient and comprehensive. To ascertain this process, the researcher asked for advice from their supervisor and colleagues.

Reliability of the instruments

The degree to which different instruments given to the same respondents at different times provide scores that are consistent with one another is measured using these. Cooper & Schindler (2014) reliability is described as the extent to which the instrument is not constrained by any random errors thus providing consistent results. The study will adopt test and retest technique. According to Larson (2015) assert that the co-efficient of more than 0.7 is effective and appropriate. Reliability is used to establish whether the instrument has achieved the study objectives. To ensure the instrument is reliable, the researcher employed test and test by administering the same instruments to the similar respondents after a period of working with threshold of more than coefficient score of 0.73 was obtained using the Cronchbar formulae.

Data Collection procedure

These are viewed to be sequential steps that guide the researcher while embarking on the data collection process. Upon completion of the premiere defense, the researcher sought an authoritative study letter from the University, and then applied for NACOSTI study license or permits. After all the administrative process was complete the researcher hired the researcher assistants for data collection

Data Analysis technique

It is the process of organizing, cleansing, coding, analyzing, and interpreting information gathered from various sources. All the gathered information was checked for accuracy before being used. A quantitative methodology was used in the investigation. Data analysis using quantitative methods involved the use of both descriptive and inferential statistics. Mean and standard deviation were used in descriptive statistics, whereas correlation, regression, and hypothesis testing were used in inferential statistics. Pearson moment correlation, multiple regression and ANOVA models were also adopted in the analysis.

RESEARCH FINDINGS AND IINTERPRETATION

Correlation Analysis

As part of the inferential statistics the study employed Karl Pearson Moment Product correlation. The main purpose was to establish the association between the independent and dependent variables. Gender Mainstreaming in planning, design, implementation, and M&E had a positive correlation with performance of Kenya youth employment and opportunities project in Kenya.

Table 2: Correlation Analysis

Performance of Kenya Youth Employment and Opportunities Project		Gender Mainstreaming in Planning	Gender Mainstreaming in Implementation	Gender Mainstreaming in M&E	Gender Mainstreaming in Design
Performance of Kenya Youth Employment and Opportunities Project	1				
Gender Mainstreaming in Planning	0.762*				
Gender Mainstreaming in Implementation	0.725*	0.691*	1		
Gender Mainstreaming in M&E	0.839*	0.734*	0.718*	1	
Gender Mainstreaming in Design	0.684*	0.615*	0.716*	0.693*	1

*Correlation is significant at 0.05 level (2 tailed)

According to findings shows that Performance of Kenya Youth Employment and Opportunities Project had a positive correlation with Gender Mainstreaming in Planning as evidence by 0.762 this shows that change in gender mainstreaming in planning leads in performance of Kenya Youth Employment and Opportunities Projects, This was also seen with gender Mainstreaming in Implementation with a correlation coefficient of 0.725 and P-value less than 0.05 implying that a unit change in gender mainstreaming in Implementation increases performance of Kenya Youth Employment and Opportunities Project. With respect to gender mainstreaming in Monitoring and Evaluation had a correlation coefficient of 0.839 and p-value less than 0.05 signifying that a unit change in gender mainstreaming in M&E increases performance of Kenya Youth Employment and Opportunities Project and finally on gender mainstreaming in Design showed a correlation coefficient of 0.684 and p-value less than 0.05 implying that a unit change yields 0.684 increases performance of Kenya Youth Employment and Opportunities Projects

Multiple Regression Analysis

This was adopted to understand the relationship between the variables. This model tested on the Gender mainstreaming in Planning, Gender Mainstreaming in Implementation, Gender Mainstreaming in M&E and Gender Mainstreaming in Design. The analysis applied the following multiple regression equation as

$$Y_i = B_0 + B_1X_{i1} + B_2X_{i2} + B_3X_{i3} + B_{i4} + e_i$$

Table 3: Summary of Regression Model

Model	R	R-Square	Adjusted R-Square	Std Error of Estimate
1	0.783 ^a	0.613	0.678	0.1749

a. Predictor: (Constant)), gender mainstreaming in Planning, Implementation, M&E and Design

In table 3 shows the regression model indicating the correlation coefficient of (R) 0.783 that means it is strongly positive correlated and Coefficient of determination (R-square) at 0.613 thus equivalent to 61.3% implying that 61.3 of variation in performance of Kenya Youth

Employment and Opportunities Projects was explained by gender mainstreaming in Planning, Implementation, Monitoring and Evaluation and Design

Table 4: Analysis of Variance (ANOVA)

MODEL	Sum of Square	Df	Mean square	F	sig
Regression	8.195	4	6.29	23.34	0.000 ^b
residual	4.637	145	0.716		
Total	12.837	149			

a. Dependent. performance of Kenya Youth Employment and Opportunities Projects

b Predictors: (Constant) Gender Mainstreaming in Planning, Implementation, Monitoring and Evaluation and Design

According to the above results it shows that F-Statistics is 23.34 at the 0.05 significance level. P-value is less than 0.05 level of significance means that all the explanatory variables were significant in explaining the performance of Kenya Youth Employment and Opportunities Projects

Table 5: Regression model

Model	B	Std Error	Beta	t	Sig
Constant	1.418	0.121		8.418	0.000
Gender Mainstreaming in Planning	0.715	0.091	0.413	3.189	0.000
Gender Mainstreaming in Implementation	0.063	0.034	0.083	1.316	0.118
Gender Mainstreaming in Monitoring and Evaluation	0.518	0.061	0.389	2.084	0.000
Gender Mainstreaming in Design	0.174	0.038	0.174	1.629	0.008

Table 5 shows regression coefficient

$$Y = 1.418 + 0.715X_1 + 0.063X_2 + 0.518X_3 + 0.174X_4$$

According to the above regression model analysis it is indicated that holding all the variables constant performance of Kenya Youth Employment and Opportunities Projects yields 1.418, further when holding other variables constant a unit increase in gender mainstreaming in planning gives 0.715 increases performance of Kenya Youth Employment and Opportunities Projects, at ceteris paribus a unit increase in gender mainstreaming in Implementation yields 0.063 increases in performance of Kenya Youth Employment and Opportunities Projects.

Taking all variables at zero a unit increase in gender mainstreaming in Monitoring and Evaluation gives 0.518 thus increases performance of Kenya Youth Employment and Opportunities Projects and finally at ceteris paribus a unit increase in gender mainstreaming in design gives 0.174 leads to increase in performance of Kenya Youth Employment and Opportunities Projects. In addition, all the study variables were statistically significant with the exception of gender mainstreaming in Implementation and positively correlated.

Conclusion

The study concluded that gender mainstreaming in planning has contribution to performance of Kenya Youth Employment and Opportunities Projects. Understanding of gender roles and integration Gender equality during planning are key fundamental elements that enhance project performance.

It was concluded that gender mainstreaming in implementation influence performance of Kenya Youth Employment and Opportunities Project. Equal participation in project activities and equal representation in decision making are key issues ought to be highly considered.

The study concluded that gender mainstreaming in Monitoring and Evaluation influence performance of Kenya Youth Employment and Opportunities Project. Equal participation in M&E activities and access of information to all project members are key issues that contribute to project performance.

As per the findings the study concluded that gender mainstreaming in design influence performance of Kenya Youth Employment and Opportunities Project. Gender training and awareness are critical components that ought to be considered during design phase.

Recommendation

In view of the findings and conclusion generated it was recommended that

- i. Gender Mainstreaming in Planning has great influence on the project performance hence there is need to adopt policy and laws that promote gender equality and equity in all the interventions.
- ii. Gender mainstreaming in Implementation greatly influences the performance of the projects. There is need to encourage more representation and participation of female in all the decision-making process.
- iii. The performance of the project can be improved when the Monitoring and Evaluation exercise when there is equal participation by all parties. Therefore, there is need to promote policy that foster integration of all parties and equal access to information.
- iv. Gender mainstreaming in project design is a fundamental process that ought to be well taken into consideration. There is a need to bring on board all parties during design phase and decision-making process.

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