



Indigenization of Knowledge through Research as a Synergy to the Business World; An orientation of the Vision 2030

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Abstract

The purpose of the study was to analyze the role of indigenous knowledge through research as a synergy to the business world an orientation of the vision 2030. The objectives included; to assess the business environment in Baringo County: to determine the role of indigenous knowledge in enhancing monitoring and evaluation in the business world and to determine the possible way forward in promoting entrepreneurship in Baringo County, Kenya. The study utilized an eclectic approach with a focus on descriptive survey design. The sample comprised of three sub-counties in Baringo county Kenya. The study participants comprised of six public administrators, nine business men and 300 local customers. The study findings revealed that it is important to incorporate research for a sustainable business world. The study participants observed that this can be best achieved through Action research. The public administrator observed that indigenous knowledge (IK) is a significant resource which could contribute to the increased efficiency, effectiveness and a better business world for sustainable development process, while the customers observed that IK is the basis for community-level decision making in areas pertaining to food security, human and animal health, education, natural resource management and other vital economic and social activities. The study stipulated the role of the Indigenous Knowledge for entrepreneurial Development Programs, described the objectives, and some of the achievements and the challenges ahead, with an orientation to the Kenya vision 2030. In conclusion, the study argued that the harnessing of IK empowers local communities and could help improve/aid effectiveness in poverty reduction. This can be championed by the Higher Education Institutions through action research in science and Technology, Innovation and Development.

Keywords: *Indigenous Knowledge, Action research, vision 2030, Better business world, Research, Monitoring and evaluation*