EVALUATION OF ECONOMIC EMPOWERMENT STRATEGIES ON GADAM SORGHUM PRODUCTION: A CASE OF SELF-HELP GROUP, KYUSO SUB-COUNTY - KENYA.

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ABSTRACT

The research will involve the study of gadam sorghum Agribusiness in Kyuso District, establishing people's awareness in this agribusiness, its potentiality, its viability in Kyuso, its demand, its markets, its productivity, the challenges faced in this agribusiness and the possible solutions that can be taken to give it a forward gear. For many years Kyuso people have been growing sorghum crop but have never been taken with any seriousness. Many types of sorghum that have been grown for long in Kyuso have been of low value and use to Kyuso people as their prices to the local market is very low and cannot be used as staple but could only be used in making traditional fermented porridge. This made Kyuso people neglect this agribusiness even although viable in the area, but with introduction of gadam sorghum which has ready market both locally and to Kenya breweries ,a staple food with many uses like making sorghum tea for sell, preventing diabetes and high blood pressure, people have turned to this agribusiness. Methodology of this research will be use of surveys and case study. The researcher will use simple sampling method to select the farmers to be interviewed. Information will be collected from one division to the other getting information from farmers, NGOS, women groups and ministry of agriculture using interviews, and direct visit to the farms. The researcher will collect information on markets accessibility, availability of information and training opportunities for the farmer, provision of improved quality gadam seeds and technology application in gadam sorghum farming. Information pertaining to increased farmers income, increased food security availability in the rural areas and intervening factors will be collected. Finally data analysis will be carried out by tabulation on the frequency tables and percent distribution, descriptive statistics, finding correlation and linear regression. Statstical package for social science (spss version 17) will be used to help analyze the data.