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**SOCIAL ENTREPRENEURIAL SUPPORT AND ITS IMPACT ON  
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EMPOWERMENT OF HOUSEHOLDS**

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## SOCIAL ENTREPRENEURIAL SUPPORT AND ITS IMPACT ON SOCIAL ECONOMIC EMPOWERMENT OF HOUSEHOLDS

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### Abstract

**Purpose:** The study aimed to establish the impact of social entrepreneurial support on socioeconomic empowerment of households and a case study of Riziki Kenya was taken.

**Methodology:** The study used a descriptive survey design and the target population for this study was Riziki managers and staff as the key informants, the 230 supported entrepreneurs (households) and 22 supported micro-enterprises groups in Kibra Sub-County. The study employed multi-stage sampling which included purposive and simple random sampling. The study collected primary data using questionnaires. Key Informants included six Riziki Kenya managers and staff members. The use of interviews guides enabled the researcher to solicit the required information from supported entrepreneurs, key informants and group micro-enterprises. Statistical package for the social sciences (SPSS) was used to analyze quantitative data from questionnaires and the results presented in tables, graphs, charts and narratives to answer the research questions. Qualitative data was organized into themes and patterns categorized through content analysis to capture emerging thoughts.

**Results:** Riziki Kenya has empowered households to improve their standards of living. Even with their small businesses, they could feed their families and pay bills. Empirically, the study has shown that social entrepreneurial support positively impacts the business of households which in turn improves the living conditions of families that own such enterprises. Access to credit facilities by small businesses helps such enterprises to grow and by extension, this improves the households' finances and ability to get nutritious food, a good shelter, better education and better health care.

**Contribution to theory, policy and practice:** The paper suggests that the appropriate model and theoretical approach for social entrepreneurial impacts would be to direct resources to household owned business which would grow and

in turn affect the prosperity of the households. In practice, social entrepreneurs and their staff should increase the support to households partnering with other NGOs to train on the basic entrepreneurial and business management skills to improve their enterprises, increasing access to funds and any other intervention strategies. Policymakers should enact laws that encourage the growth of social entrepreneurship since doing so increases the likelihood of successful small enterprises and this finally impacts positively on the socioeconomic empowerment of households.

**Keywords:** *supported enterprise, entrepreneurship, empowerment, households*

## INTRODUCTION

Social enterprises have been particularly of great importance in social-economic empowerment among Kenyan households. At its best, social enterprise strategies utilize three key entrepreneurial strategies. The first one is resource mobilization and community organizing. It involves mobilizing people to combat common problems and increase their voice in institutions and decisions that affect their lives and communities. The community organizers build power to create change. They recruit, train and mobilize a large base of members directly affected by the organization's issue. The power base ultimately shifts to the members (Minieri & Getsos, 2007). The second one is community development which involves neighbourhood-based efforts to improve households' physical and economic infrastructure.

These mainly comprise of financing, construction or rehabilitation of housing, businesses, parks, common amenities and other communal resources. The social enterprises will engage the 'households' in activities such as training them to acquire skills for property development and business management. Empowerment is gradually fostered by building community participation (Valencia, 2007).

The third strategy is community service provision. This involves neighbourhood-level efforts to deliver social services and meet immediate direct needs. The approach here is to provide goods such as food, clothing or services such as job training, health care or counselling, parenting skills, immunization and literacy that will improve households' lives and opportunities. The constituents here are usually referred to as clients or consumers (Minieri & Getsos, 2012).

According to the Oxford dictionary, a household is defined as a number of people who dwell under the same roof that compose a family. Additionally, this could be extended to include a social unit composed of those living together in the same dwellings. It could be looked at from a community perspective. Gusfield (1975), describes the community in two ways. First, it is the territorial and geographical notion of community- neighbourhood or living together. The second is relational, which ascribes to the quality of how human relationships are without reference to the location, occupation, affiliation and so forth. Empowerment is the process in which people gain control over the decisions and factors that shape their lives. It is the process by which they increase their assets and attributes, build capacities to gain access, networks and or a voice to gain control (Misheck, 2011).

Household empowerment refers to the act or process of enabling households to increase control over their lives. It is more than the involvement, participation or engagement of households. It implies community ownership and action that explicitly aims at social and political change. It is a process of re-negotiating power to gain more control. It recognizes that if some families are going

to be empowered, then others are sharing their existing power and giving some of it up (Baum, 2008).

According to Otero (1999), social-economic empowerment involves strategic interventions such as financial services, education and training among others. Micro-finance is "the provision of financial services to low-income earners and very poor self-employed people." Schreiner and Colombet (2001) define microfinance as "the attempt to improve access to small deposits and small loans for less privileged households neglected by banks." A general agreement in the economic field is that micro-financing causes economic development. The money or funds that are provided by microfinance institutions in terms of credit and microloans enable those who once lacked to invest in productive activities that are bound to earn them income helping them boost their economic level and improve livelihoods in the entire economy.

Social enterprise institutions are an opportunity for sustainable development. They make opportunities available to generate income and the ability of households to respond to the available opportunities that are to a large extent determined by the ability to access affordable financial services. Initially, social enterprises aimed at providing donor finances and financing experimental projects. This had developed financial institutions that provided a wide range of services and several routes to opportunities that are significant for economic development and expansion (Khan, 2005).

### **Problem Statement**

The decline in social-economic empowerment has had negative implications on the members of the households which is evidenced in Kibra slums. Households practice hand to mouth kind of living. This may bring other social issues such as increased crime rates. Additionally, the decline in social-economic empowerment may have a negative implication on the government. This includes reduced tax income, increased wealth disparities and overburden of few people who could pay taxes for security and health issues in the country.

Studies focusing on the role of social enterprise on the social economic empowerment of households/beneficiaries include a study by Auma (2017) on the effect of women enterprises on social economic empowerment of women in Rongai location; Kajiado County concluded that there is low credit access from women empowerment funds (WEF). Respondents were not fully benefiting from the credit being offered. It was not clear if the findings could apply to the households benefitting from Riziki Kenya since Riziki operates under a different economic and social environment such as low-income settlement in Kibra. There is no study done on the performance of the social enterprise and social economic empowerment in Kibra sub-county. This study sought to fill that knowledge gap.

### **An overview of Riziki Kenya Enterprise**

Riziki Kenya is a welfare and community development organization formed in the year 2000. It was registered on the 10<sup>th</sup> May 2001 under the name "Window Development Fund" (WDF) under Section 10 of the Non-Governmental Organizations Co-ordination Act, Laws of Kenya. It focused its interventions on providing a window for development for the marginalized groups in Kenya



living under difficult conditions in the slums. In the year 2007, it changed its orientation away from just providing a window for development, to one of enhancing the capacity of its target population to transform their lives holistically.

It was founded after the conceptualization of the vision and the inspiration to start a Christian organization as a forum to transform lives, through engaging and empowering the socially and economically vulnerable members of the society. Over the years, the organization has evolved and incorporated many other projects. It has also re-branded to reflect its pursuit of transformed lives as demonstrated in its passionate service to the community, hence the adoption of the new name Riziki Kenya since June 2008. Riziki is a Kiswahili word which means “provision”.

The re-branding of WDF to Riziki Kenya was mainly to reflect both this attribute and Christian mandate to transform the lives of orphaned, vulnerable children and low-income people in the slums by providing opportunities for them to become self-reliant. Besides, the word Riziki helps people conceptualize opportunities provided by the organization. It also helps them to understand, appreciate, support and identify themselves with its programmes. Currently, its main mandate is to transform lives through community development programmes that make positive impact among the households in Nairobi County, Kibra Sub-county. Riziki supported entrepreneurs have been catering for basic needs of the Kibra residents. Its main objective was to make education accessible to the children of Kibra.

Through donors, Riziki sponsors children to access education both at primary and tertiary levels. Through enabling children's education, Riziki supported entrepreneurs have been able to venture into other community development activities such as provision of an enabling environment for child development and empower the community for self-reliance. These initiatives are underpinned by the development of Riziki's financial services such as credit, savings and financial education which are strategic interventions to facilitate community development and empower households.

## **LITERATURE REVIEW The Performance of Social Enterprises**

Social enterprises have been of great importance in social economic empowerment among Kenyan households. Over the last couple of years, there has been an upsurge of social enterprises. Their roles are manifested in their initiatives according to the Social Enterprise Society of Kenya (SESOK). SESOK is a registered society which was founded in January 2017. It is Kenya's umbrella body for social enterprises in all sectors of the economy.

It aims to expand membership and influence throughout the East African region and possibly beyond. Its main objective is to bring social enterprises in the limelight and relevant in the presentday economy. Traditional businesses exist and make profits however, they have neglected to pay attention to the social and environmental impacts of their activities. A good benchmark or guide to use while running a social enterprise is to consider the set of sustainable development goals (SDGs). These are critical and should be linked with the daily activities of social enterprises. Social enterprises integrate holistic approach in social economic development of the community. Economic development does not only entail the production of goods and services but also the reproductive sphere of cultural, social and environmental activities. In this perspective, social

enterprises approach community development activities as a cyclic process of production and reproduction. It takes care of the environmental, cultural and social resources that make up the community. Social enterprises ensure that the local resources are exploited but with adequate reinvestment (Wallace, 1999).

Additionally, social enterprises identify and serve unmet needs. Needs of communities or people of a low level of purchasing power which had been neglected by the society and the state are served as basic. These include housing and food, environmental preservation, protection and repair among others. This is done in conjunction with empowerment by showing the vulnerable communities that they could be independent even without money. Social enterprises eliminate the dependency attitudes of vulnerable communities (Portes, 2000).

Another important function of social enterprise is building and improving social capital. Most vulnerable localities and communities are usually characterized by a lack of financial and physical capital. In such cases, the most important and available resources are the local people, their knowledge and abilities. In these vulnerable communities, there are capacities of local people who are often underemployed and even neglected. The social enterprises recognize that these communities are underutilized and could produce and depend on themselves. Education and training is the most important objective of social enterprises to social economically empower these communities. In intervening through training and other programmes, social enterprises unlock the capacity to utilize the social capital through the formation of new commercial enterprises (Ansari, 2012).

Social enterprises are independent of donations to achieve their social mission which enables value creation and generate revenue while serving the unmet social needs (McLean, 2006). One good characteristic of social entrepreneurship is the application of business principles to maximize revenue generation without neglecting the social mission. The entrepreneurs exploit the opportunities to create social value while pursuing economic wealth creation. The market-based approach involves a certain level of risks that the social entrepreneurs have to inevitably deal with in conjunction with finding more innovative ways to use the resources.

The performance of a social enterprise generally considers three management-reference fields namely (Bagnoli & Megali, 2011):

- (i) Institutional legitimacy
- (ii) Social effectiveness
- (iii) The economic and financial field.

It has been widely understood that on the long term well-performing organizations survive whereas poorly performing ones disappear (Williamson, 1991). Although profits serve the social mission in a social enterprise, positive profits could be seen as the criterion of natural selection. Nevertheless, the impact of financial performance on an organization's survival changes is uncertain on the short term. Some organizations survive while others with equal financial performance do not (Gimeno, Folta, Cooper & Woo, 1997). This is due to the organization's threshold of performance, the level of performance below which the organization will act to dissolve the organization.

One key finding is that social enterprises that are more economic oriented are financially performing better in the sense of added value and turnover (Bagnoli & Megali, 2011). Concerning profits, there is no significant relation with the attention allocation due to high variability in our data. Economic oriented social enterprises are also more efficient than hybrid organizations and social-oriented SEs. The financial stress which was quantified using three different ratios of the logit model three years before failure of Ooghe-Joos-Devos (1991), is similar for all social organizations regardless of the goal orientation. The longitudinal analysis shows small increases for the values of the financial performance indicators over time, mostly for the economic oriented organizations. Financial stress does not show any significant changes over time, except for one indicator caused by increased investments. Lastly, it is also shown that economic oriented social enterprises significantly employ more people who have economic and social implications (Bagnoli & Megali, 2011).

### **Social Economic Empowerment**

Socioeconomic empowerment of individuals and disadvantaged groups leads to well-being and progress in all spheres (Mucheke, 2015). It influences all aspects of human existences within the community. The main focus of social economic development is the education system which has led to the proliferation of education institutions where disadvantaged groups are provided with education free of charge. Acquisition of education and development of literacy skills would help individuals obtain employment opportunities which will help them generate income and sustain their living conditions. While Gross Domestic Product (GDP) is a major indication of social economic development, it does not take into account most aspects such as freedom, social justice, environmental quality or gender equality. This is a reason why so many governments have not been able to approach social economic development properly hence creating gaps for social enterprises to exploit (Mucheke, 2015).

The main purpose of empowerment of disadvantaged groups is to reduce the regional disparities and uplift the status of these communities. Several commitments have been made by the Constitution of Kenya to improve the progression of equality and social economic empowerment of youths and women (Kamau, 2012). Economic empowerment, social empowerment and social justice have been adopted to eliminate disparities, exploitation and to make provision for the protection of the disadvantaged groups. Education is mostly regarded as the main driver of social empowerment.

Through education, individuals are able to generate awareness relating to various aspects, acquiring knowledge and providing solutions to problems or challenges. Economic empowerment extensively focuses on raising employment prospects and income generating programs. These include assisting the vulnerable or disadvantaged groups to set up businesses, educate them about their businesses and offer them financial support to assist them to scale up their businesses. In some sense, the government could provide incentives or programs to facilitate enterprises. Social justice guarantees protection from injustice against all forms of exploitation (Kamau, 2012).

Socio-economic development and empowerment of the individuals lead to progress and wellbeing in all spheres (Wangui, 2016). It influences all aspects of human existence within the country. The main area that needs to be improved is the educational system. Educational institutions should be

established where disadvantaged groups are provided with education, free of charge (Wangui, 2016; Mucheke, 2015). Development of literacy skills and acquisition of education would help the individuals obtain employment opportunities. Employment opportunities would help them generate a source of income and sustain their living conditions. GDP is a major indicator of socioeconomic development. It does not take into account important aspects such as leisure time, environmental quality, freedom, social justice or gender equality. Another indicator, per capita income, does not indicate the level of income equality among individuals. This is the reason that the concept of human development is made use of. It is focused upon the overall quality of lives of the individuals, opportunities and rights that they have. Socio-economic development and empowerment of the individuals leads to progress and well being in all spheres. It influences all aspects of human existence within the country (Wangui, 2016).

Mucheke (2015) carried out a research study on the influence of microfinance institutions services on women livelihood. The research was a case study of Joyful Women Organization (JOWYO) Trans-Nzoia County. It employed a descriptive research design. The study objectives were to establish whether loans acquisition influence women livelihoods. The findings revealed that microfinance institutions influence women livelihood at a greater extent. They should be advocated at any County to improve the livelihood of women. It further recommended that loaning should be done more to poor women than those with the salaries to uplift their living standards. The study was limited in terms of scope. It focused on the impact of microfinance institutions on women in Trans-Nzoia County. Although women make an important segment of the economy, households are more relevant in establishing the impact of microfinance institutions on social economic empowerment of the society.

Gorgi (2012) study examined strategies in social entrepreneurship: depicting entrepreneurial elements and business principles in Social Entrepreneurial Organizations (SEOs) from Germany and Bangladesh. The study employed a quantitative research design. The study showed that in both countries innovative models of product or service provision, usually developed by economic entrepreneurs and business concepts such as 'customer and competitor orientation' or 'unique selling propositions' are as likely to be found in SEOs as a 'vanguard role' in developing social innovation and the striving for societal change of 'non-economic entrepreneurs'. This study deviates from empirical studies reviewed in several ways. Whilst it tried to focus on the relationship between social enterprise and social economic empowerment, it failed to establish the role of social enterprise on social economic empowerment of households. The studies failed to give an in-depth analysis of single social impact enterprises and the relation of social enterprises to social empowerment.

### **Empowerment theory**

This study is anchored in on empowerment theory which was advanced by Rappaport (1987). According to him, empowerment refers to the process of gaining influence over events and outcomes of importance. This process may unfold at multiple and interconnected levels, including the individual, group or organization and community. Ledwith (2005) describes community



empowerment as the process of gaining influence over conditions that matter to people who share neighbourhoods, workplaces, experiences or concerns.

He indicates that empowerment is more than providing the resources for one to help them out of poverty. It is the act of providing the necessary tools to shape the whole person and promote a critical way of thinking and consciousness. Empowerment could be attained by working together and forming a collective state of consciousness that promotes and encourages change (Zimmerman, 1995). Empowerment assumes a beneficiary-focus as opposed to organization focus. It seeks to enhance local capacities for influencing conditions that facilitate business and development, giving and receiving support, contributing to the capacity of community partnerships while learning from them. Where the community is effectively enhanced, empowerment is increasingly a greater reality (Zimmerman, 1995).

It has been noted that rural communities draw upon traditional rural strengths – strong mutual knowledge, sense of community and social cohesion (Shucksmith et al., 2000). Social networks are denser in rural areas as compared to urban settings. The resulting outcomes of high levels of trust and active civic participation are key components of the social capital associated with social enterprise development (Dale, 2005). The existence of codependence, reciprocity and collective activity would also imply rural areas appear to represent a perfect nurturing ground for successful social enterprises (Granovetter, 2005; Shucksmith et al., 1996).

In community partnerships, individual leaders and the group as a whole may differ with respect to their experience and competence. The empowerment theory has identified effective leadership as a facilitator of coalition action and sustainability (Butterfoss et al., 1996). Leadership consists of one or both of the following: the member organizations of a 13 coalition and the individual leaders within a coalition. Research suggests that the convening or “lead” agency must have organizational capacity, commitment and vision among other characteristics to build an effective coalition.

This theory supports this study in so many reliable ways. It is important for households to feel empowered. This improves their confidence, spirit and commitment. The theory suggests that by giving the households necessary tools to shape them in terms of critical ways of thinking and consciousness, SEs are empowering them and pushing them to develop. From a vantage point of view, SEs instil change in the way households operate. They empower them economically and socially.

## METHODOLOGY

This study used a descriptive survey design which was qualitative. In this type of research, respondents describe their feelings, characteristics and how it affects their performance. The study collected primary data because the data represented the whole population. The use of interviews enabled the researcher to solicit the required information from supported entrepreneurs, key informants and group micro-enterprises. The target population for this study was Riziki managers and staff as the key informants, the 230 supported entrepreneurs (households) and 22 supported micro-enterprises groups in Kibra Sub-County. The purposively selected informants were well informed; exhibited deep knowledge and a clear understanding of the study area.

The study employed multi-stage sampling which included purposive and simple random sampling. Riziki Kenya has 22 supported groups with a total population of 264 household heads. On average each group consist of 10 to 13 members. The groups were formed to enhance social capital forms that make social relations useful. The groups serve as information channels. They are used to manage obligations and expectations. In that regard, members can receive funds and other forms of support such as training through groups. The groups also ensure that the loan payment is done on time and that the loan funds are used appropriately concerning business and purpose of borrowing. Purposive sampling was used to select 6 best performing and 6 worst-performing groups out of the 22 supported groups. According to Mugenda and Mugenda (2003), 50% is an adequate representative of the population therefore, 12 groups were considered adequate representative of the total groups. The criteria used was based on a desk review of group file records kept by the group leaders and Riziki Kenya.

Groups are formed by entrepreneurs who own businesses. These members access Riziki Kenya support through groups. However, they have their unique attributes in terms of what kind of business they run and how they manage their business. Out of the 12 purposively selected groups, each group had 10 to 13 members which totalled to 150 members. Simple random sampling was done to select 7 members from each selected groups. According to Mugenda and Mugenda (2003), a sample size of 50% is an adequate representative of the population under study, therefore the researcher considered 7 members to be adequate to represent the group. A total of 84 members were selected out of 150 members. Simple random sampling was used because it gives every member of the selected groups an equal chance of being selected.

The key informants are people within the community which Riziki Kenya uses to mobilize and reach the groups. They include Riziki Kenya managers and staffs who know the supported households. There were 10 Riziki Kenya staff members. Purposive sampling was used to select six key informants. This was done on the criteria of their years of experience and knowledge of their operations.

Survey method was used to collect desired information in an organized and methodical manner about characteristics of interest from units of the population using well-defined concepts, methods and procedures. The researcher used the questionnaire to collect data in the survey. Additionally, Key informant interviews were conducted to well informed and key resourceful individuals from Riziki Kenya who had valuable insights and resourceful specialized knowledge on the topic of study. For this study, the researcher was concerned with the role of SEs in households' empowerment. The key informant interviews fill in the information gaps that a researcher may have in the course of the research within the community. Interviews were conducted by the researcher using a key informant interview guide to get information from the key informants on the demographic information, the conceptualization of the study topic and on obtaining solutions to the problem study. The key informants were a good source of first-hand knowledge from the identified study community. They provided honest information, sensitive and confidential issues which cannot be discussed in focus groups. In this study, Key Informants included Riziki Kenya managers and staff members. The researcher interviewed six key informants.

Statistical package for the social sciences (SPSS) was used to analyze quantitative data from questionnaires and the results presented in tables, graphs, charts and narratives to answer the research questions. In coding, the researcher used descriptive statistics which involves frequencies and percentages. This entails classifying information and organization of data according to research questions from which conclusions were drawn. Qualitative data was organized into themes and patterns categorized through content analysis to capture emerging thoughts.

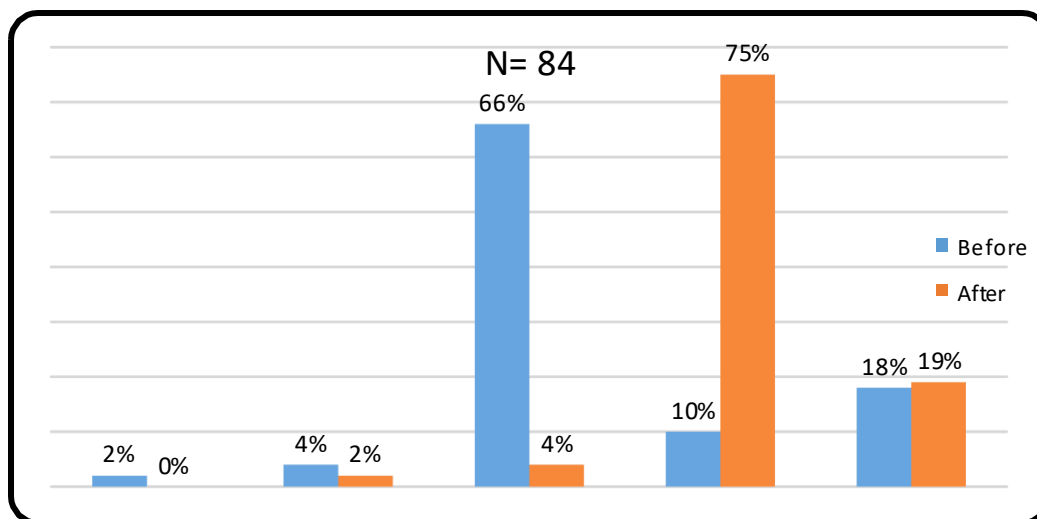
### FINDINGS Performance of Enterprises

The study sought to determine the performance of the enterprises before and after the intervention. The indicators of the performance were: level of stocks and clients; the amount of savings before and after intervention; the number of employees before and after intervention, business products before and after intervention, business service lines before and after intervention, volume of sales before and after intervention and profit generated before and after intervention.

#### Level of stocks

The study sought the respondents to estimate the level of stocks before and after the intervention. The findings are shown in Figure 1.

**Figure 1 Level of stocks**



From the findings, the study revealed that before the intervention, 66% of the respondents had business with stock worth between Kshs. 5,000 to Kshs.10,000. After the intervention, the majority, (75%) of the respondents had a stock worth between Kshs.10,000 to Kshs. 20,000. The respondents whose stock was worth over Kshs. 20,000 increased by 1% after intervention from 18% of the respondents to 19% of the respondents.

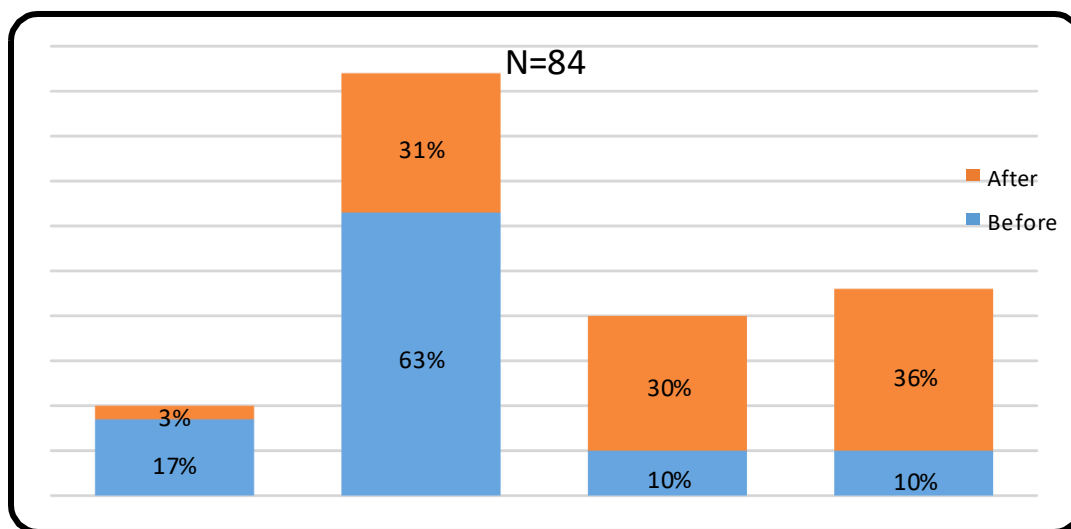
Additionally, the proportion of the respondents whose stock was worth between Kshs.1,000 to Kshs.5000 reduced from 4% of the respondents to 2% of the respondents. This showed the impact

of the Riziki Kenya interventions even though not big. It was also clear that the respondents whose stock was worth less than Kshs.1,000 before intervention completely improved after the intervention.

### Level of saving before and after Riziki Kenya intervention

The respondents were asked about their level of savings before and after the intervention. The findings are shown in Figure 2.

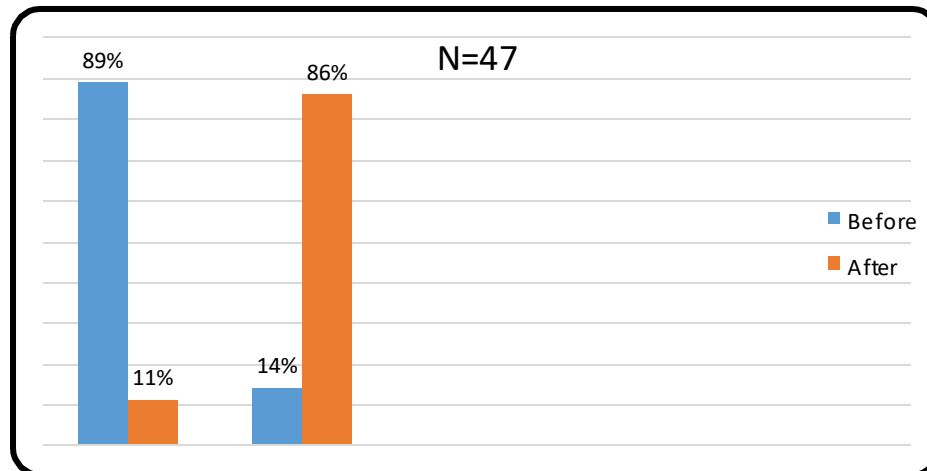
**Figure 2 Level of savings before and after Riziki Kenya intervention**



The study established that 63% of the respondents said that they saved between Kshs.5,000 to Kshs.10,000 on average per month before intervention; 36 indicated that they save more than Ksh15,000 on average per month after the intervention. This is a clear indication of improved savings culture and performance of household enterprises. The results revealed that before the intervention, 17% of the respondents saved below Kshs. 5000 while after the intervention the percentage dropped to just 3%. The results also revealed that the percentage of the respondents who saved between Kshs.10, 000 to Kshs.15,000 improved from 10% before intervention to 30% after the intervention. The figures show major financial improvement after intervention.

### Number of employees before and after the intervention

The study sought to establish the change in a number of employees before and after the Riziki Kenya intervention. The respondent who had previously mentioned that they had employees were asked to indicate the number of employees before and after joining the groups. The findings are shown in Figure 3.

**Figure 3 Number of employees**

The study established that majority, (89%) of the respondents had employed less than two employees before the intervention. After Riziki interventions majority, (86%) of the respondents employed more than two employees. This shows a huge impact created by the Riziki Kenya interventions.

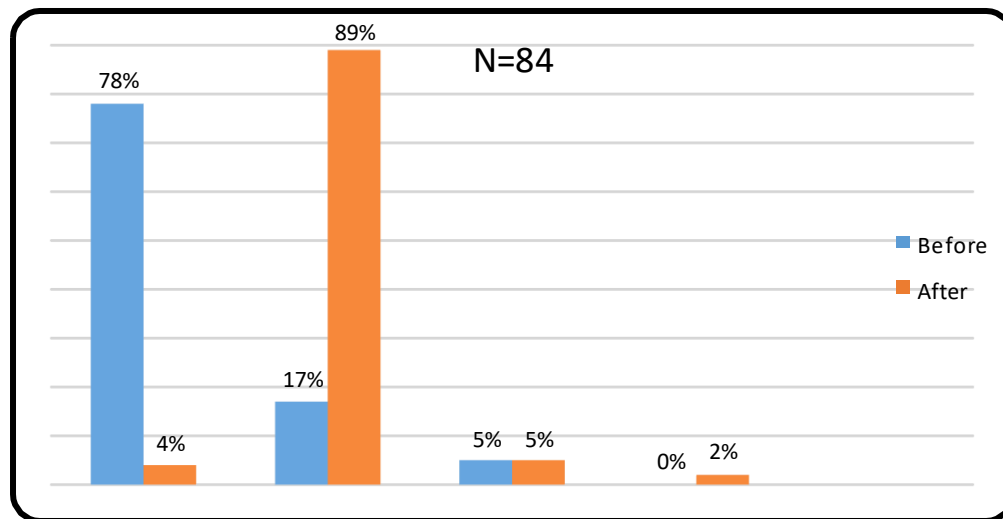
#### **Business products before and after Riziki Kenya intervention**

The respondents were asked to indicate the business products they had created before and after the intervention. Majority of the respondents agreed that they had regular products. After intervention what changed is the stock mostly because of the expansion of business and creation of new business to support the old business. This implies that despite interventions, there is still a long way to go to improve the businesses so that they could have the ability to scale and grow.

#### **How many business service lines emerged before and after Riziki Kenya intervention?**

The study sought to understand the expansion of businesses through the creation of business lines. The findings are shown in Figure 4.



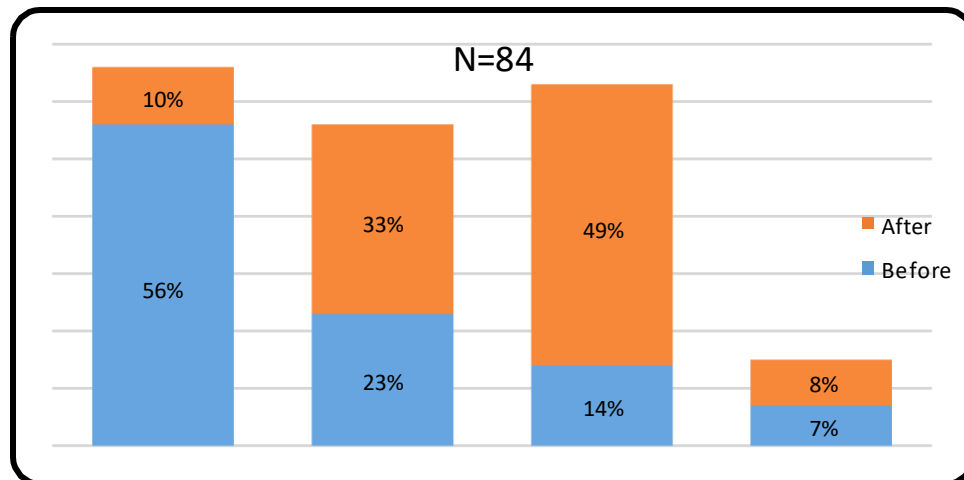
**Figure 4. Business service lines**

The findings revealed that the majority, (78%) of the respondents had no new business service lines before the intervention. The findings also revealed that the majority, (89%) of the respondents had developed between one and the new business service lines after the intervention. The percentage of the respondents who had developed between three to five new business lines remained the same while 2% of the respondents said that they developed over 5% business lines up from 0% of the respondents.

### **The volume of sales growth**

The study sought to establish the change in volume of sales growth before and after Riziki Kenya intervention. The findings are shown in Figure 5.

**Figure 5 Volume of sales growth**



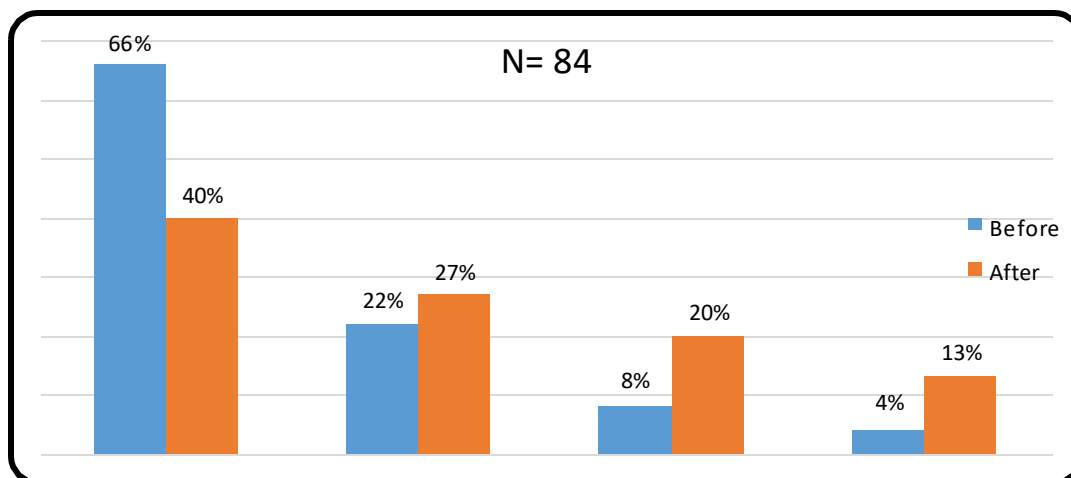
The findings revealed that 56% of the respondents said that their sales grew by less than 10% per month before intervention. The findings also revealed that 49% of the respondents said that their sales grew by between 30% and 50% on average after intervention. Further, the findings revealed that the percentage of respondents who said that their sales grew by between 10% and 30% on average increased from 23% to 33%. There was a small increase in those who doubled their sales volume from 7% of the respondents prior to intervention to 8% of the respondents after intervention.

The results show that Riziki Kenya intervention strategies had helped household entrepreneurs improve their business and market share hence increasing their sales volume.

### Profit Generation

The respondents were further asked to estimate the total profit they made per month after Riziki Kenya intervention and how much they made per month prior to Riziki Kenya intervention. The findings are shown in Figure 6.

**Figure 6. Profit generation before and after Riziki Kenya intervention**



The study found out that 66% of the respondents generated profit less than Kshs.10, 000 per month prior to intervention. After intervention, the percentage of respondents who generated profit below

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Kshs.10, 000 reduced to 40%. The percentage of respondents who generated profits between Kshs.11, 000 to 20,000 increased from 22% to 27%. Further, the findings revealed that the percentage of respondents who generated profits between Kshs. 20, 000 to 30,000 increased from 8% to 20%. Finally, it was revealed that the percentage of respondents who generated profits above Kshs. 30,000 increased from 4% to 13%. The results imply that the improvement of financial management and business management which translates to more profit generation.

### **Group leaders view on members' business performance**

To ascertain the responses from households' heads on performance of enterprises. The groups' leaders were asked if their members of the groups who are struggling. Data from KI (Group leader 3) indicated that:

*"A good number of members are still struggling and the main challenge had been other obligations, few sales as well as high cost of running the business. As a group we usually share the success stories and give ideas on how to approach businesses and handle other obligations according to their experiences. So far the approach is motivating members to work smart and hard".*

In that regard, the group members are their own motivators, through sharing of ideas and experiences which the leaders explained as the main function of the groups. Additionally, they said that the groups are where the members get trainings as well as access loans from Riziki Kenya which had improved performance of their social enterprises.

### **Empowerment of the Households**

The study sought to examine the effect of performance of Riziki Kenya supported enterprises on households' empowerment. To examine the households' empowerment levels, the study used the following indicators: level of income; number of children educated or enrolled to schools; health insurance and creation of new businesses.

### **Family level of income**

The study sought to investigate the levels of income for respondents. The findings are shown in Table 1. The study established that 45% of the respondents earned between Kshs. 11,000 to Kshs. 20,000; 30% earned between Kshs. 21,000 to Kshs. 30,000. The study further revealed that 17% of the respondents reported an income level of between Kshs. 31,000 to Kshs. 50,000 while those who received an income below Kshs. 110,000 were 6% of the respondents. Finally, just 2% of the respondents earned an income of over Kshs. 51,000. It could be deduced that household heads received good income from the businesses hence the Riziki interventions had been of great help.

**Table 1. Level of income**

Estimated income	Number	Percentage
Below Kshs. 10,000	5	6
Kshs. 11,000-20,000	38	45
Kshs. 21,000-30,000	25	30
Kshs. 31,000-50,000	14	17
Over 5,000	2	2
<b>Total</b>	<b>84</b>	<b>100</b>

The results were supported by qualitative data that Riziki is exceptionally doing well to help the community members.

Data from KI (Group leader 4) indicated that:

*“The members trained and mentored all throughout by Riziki Kenya staff on entrepreneurship and money management which had helped the group members organize themselves financially. Also, Riziki Kenya supports the group members through payment of school fees to the best performing students and selected students based on the needs. These needs include orphanage or other disability from the guardian. Also not forgetting, the groups had been allowed to save with Riziki Kenya as well as other benefits such as solar lamps which are paid in installments.”*

Taking these views into perspective, the Riziki Kenya benefits improved the business performances of the group members. It could also be said that members felt motivated to press on knowing that they had Riziki Kenya support.

### **Children education**

The sought to establish if respondents had been able to take their children to schools. This was to investigate whether their businesses had been able to empower them to take initiative as parents and guardians to educate their children. The study established that all the respondents said that they had been able to take their children to schools after RIZIKI Kenya interventions.

The study further revealed that respondents had been able to take all the children they are obligated to school. The household's head sentiments were validated by key informants' views. According to one of the key informants, there was an increase in the number of students enrolled to schools since they intervened.

Data from KI (Riziki Kenya member 3) reckoned that:

*“Regarding the impact, could say that there had been improvement since they intervened. The increase in school enrollments is a major impact with almost 100 per cent enrollment of the students for the supported households. Also training*

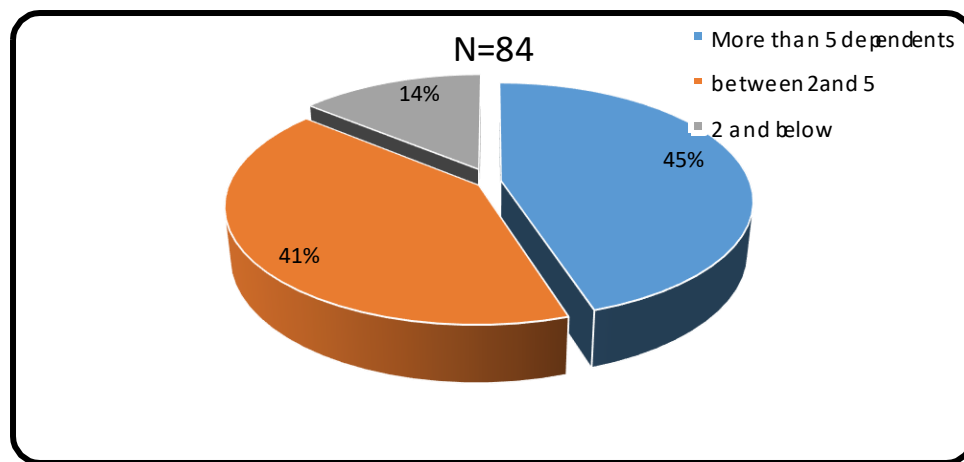
*programs had been particularly rewarding since all the group members own a business which could support their family needs”.*

These responses indicated the direct improvement delivered by RIZIKI Kenya. Responses from household heads and key informants proofed how handy the RIZIKI Kenya intervention strategies had been to the households.

### Food Provision

The respondents were asked if they had been able to provide food to their dependents. The study sought to know whether the businesses impacted the lifestyles of the households. All the respondents said that they had been able to provide food for their families which included all the dependents. The study further wanted to know how many dependents were provided for to gauge the impact of the business. The findings are shown in Figure 7.

**Figure 7. Respondents number of dependents.**



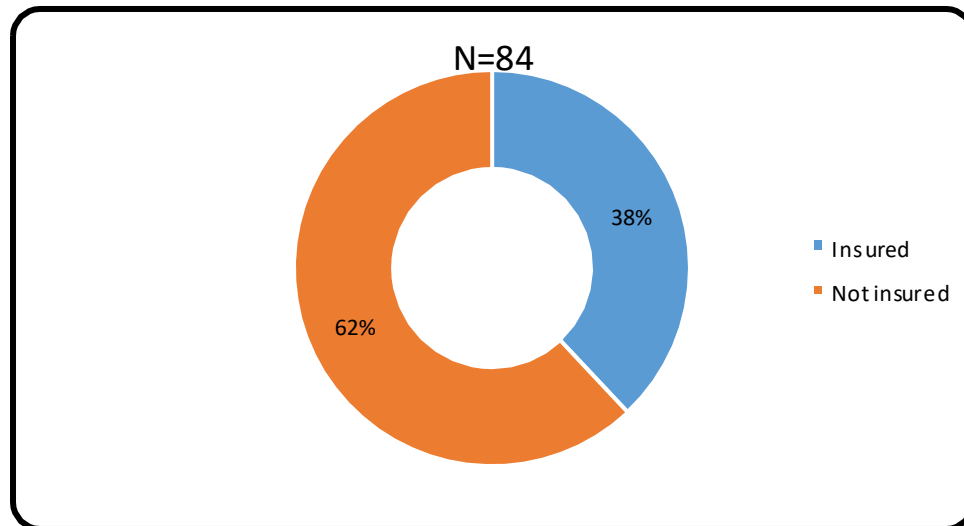
From the findings the study established that 45% of the respondents said they had more than five dependants in their families. This was closely followed by 41% of the respondents who said that they had between two and five dependents in their families. The findings further revealed that 14% of the respondents had two dependents and below.

This shows that majority of the respondent's income went back to serving their families at the expense of improving their businesses. Yet still, it was an indication of empowerment of family households.

### Health Insurance

The respondents were asked whether they had been able to insure their families. The study sought to know how many respondents had National Hospital Insurance Fund (NHIF) card as an indicator of health insurance. The findings are shown in Figure 8 below.



**Figure 8 Health Insurance**

From the findings, the study established that 62% of the respondents had not insured their families; 38% of the respondents had NHIF cards which shows that they had taken health of their family seriously. Looking at the results, the health insurance rate still remains low even after Riziki Kenya intervention. This is particularly attributed to the strategies adopted by RIZIKI Kenya which mainly focuses on businesses and entrepreneurship development. The study assumed that Riziki Kenya is phasing the strategies so as to give the supported households a platform to empower them on other social economic things such as community development, health and environment responsibilities. This reflected the response from one of the key informants when asked about health empowerment.

Data from KI (Riziki Kenya staff member 4) indicated that:

*“Health is important for the group members for proper functioning and community empowerment. We regularly do HIV/AIDS counselling and education programs which had helped many young people tame their behavior. But sometimes the reception on youth education had been difficult since majority of them are influenced by peer pressure.”*

Further qualitative data noted the efforts on educating young adults about the struggles and problems of early pregnancies.

Another KI (Riziki Kenya staff member 4) reckoned that:

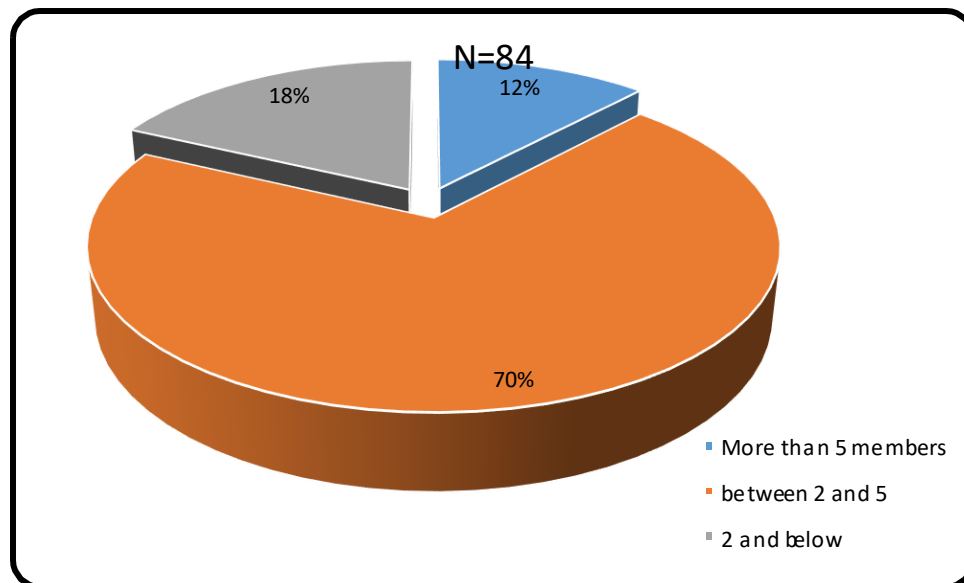
*“In the past, we had also engaged youths on early pregnancies with little success. We noted that the high pregnancy rates and rising crime rates in the region among the youths is caused by lack of employment. Their engagement in bad sexual habits and crime causing insecurities is attributed to lack of education and employment.”*

Following the response from key informants and the findings from figure 4.27 there is need for Riziki Kenya to aggressively educate and counsel the whole community at large regarding the dangers of HIV/AIDs, early pregnancies, STDs and other health improvement topics.

### Members of the family covered

The study sought to investigate how many members of the family were insured. This is an indicator of lifestyle change after Riziki Kenya intervention. The findings are shown in Figure 4.27 below.

**Figure 9 Number of Insured Members of the family**



The findings show that 70% of the respondents said that NHIF card covered between two and five members of the family; 18% of the respondents said that the NHIF card covered less than two members of the family while 12% of the respondents said that the NHIF card more than five members of the family. This showed that there was a significant lifestyle change among the supported households since a good number of households' family members were health insured. The data from qualitative noted that despite the challenges there were improvements in health and the living standards of the households.

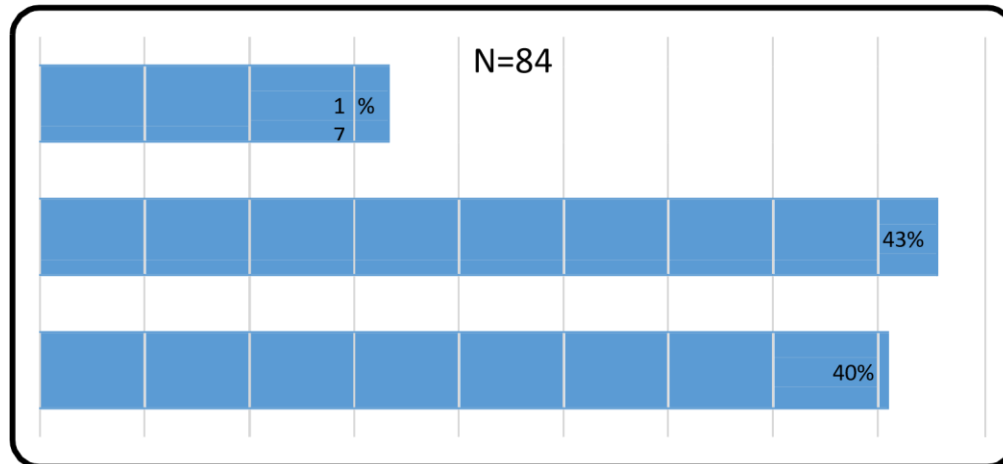
Data from KI (Riziki Kenya staff member 1) indicated that:

*“The health standards of the supported households had been improving with more and more households applying for NHIF cards. Despite the challenges we have made the right steps and our success could be attributed to education and vocation training among the youths. Crime s and pregnancy rates still remain a problem and had not changed positively mostly because youths are less receptive to their trainings. But our plan is to keep training and creating financial services opportunity to increase businesses and consequently jobs which will reduce the number of unemployed youths.”*

### Other new businesses

The respondents were asked whether they had been able to start new businesses since joining the groups. The findings are shown in Figure 4.28 below.

**Figure 10 Creation of new businesses**



The findings revealed that 43% of the respondents expanded their businesses after Riziki Kenya interventions. This was closely followed by those who did not create new or expand their businesses which was 40%. Those who created new businesses were 17% of the respondents. Overall, majority of the respondents created new or expanded their businesses which manifested entrepreneurship empowerment. Majority of the respondents said that they had not started new business but had expanded their businesses.

Qualitative data lauded that the creation of new businesses and scaling the existing ones. Data from KI (Riziki Kenya staff member 5) indicated that:

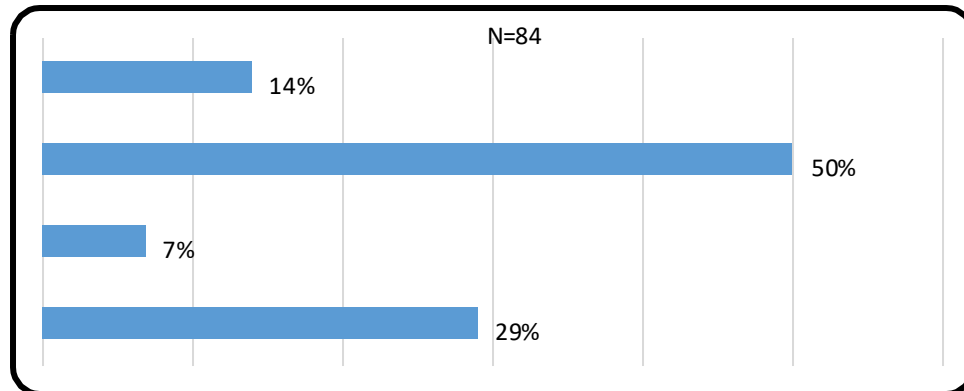
*“We are aware that the businesses may not be performing any better and this calls for expansion and creation of big business to even improve the potential of job creation. One of the main hindrances is capital and the mindset of the supported households who prefer micro-business which requires less hassle. We are looking to rectify this by partnering with other organizations or government to improve financial inclusion and financial access.”*

These sentiments imply that the Riziki Kenya organization lacked enough resources to meet that demand. On the mindset, further trainings and education regarding entrepreneurship could help alleviate the small scale mind set. Exposure and providence of resources would help address the problems.

### Type of new businesses created

Those who said they created new businesses were asked to name those businesses. The findings are shown in Figure 11.

**Figure 11 Type new businesses created**



The study established that 50% of the respondents had new businesses created; M-Pesa or agent banking businesses. This could be attributed to the rising demand of mobile banking and transactions which had been prominent in the country for the last few years. Additionally, 'kinyozi' and saloon type of business followed with 29% of the respondents who created new businesses pursued that path; 14% created restaurant which could be attributed to the fact that the most basic need is food; while only 7% created hardware business which reflected the rising demand of housing materials. Generally, the new businesses reflected the demands in the community. M-Pesa businesses were created majorly because they complement all other businesses. These finding revealed the entrepreneurship spirit had been fostered by Riziki Kenya interventions.

### CONCLUSIONS AND RECOMMENDATIONS Conclusions

From a business and entrepreneurship point of view, the study concludes that majority of the households entrepreneurs operated small business enterprises, which were less likely to grow owing to lack of branch network. It also implied that owing to their small size, their businesses were less profitable. Performance of majority of the households' entrepreneurs was average. Majority of the households entrepreneurs' businesses made little profits and hence their reduced rate of growth, profitability and sustainability. Additionally, majority of the households' entrepreneurs' operated their businesses on small-scale basis as is the common feature with majority of the sole proprietors. This further implied that majority of the households entrepreneurs' businesses were small in size, less likely to grow, less profitable and begun with less capital investment than those owned by men. Additionally, households' entrepreneurs operated businesses that did not require huge initial capital. These types of businesses were also highly susceptible to market changes influenced by factors such as labor and fashion.

However, the social entrepreneurship and entrepreneurship culture has raised the standards of living. Even with small businesses, entrepreneurs are able to feed their families and pay bills. Access to credit and saving facilities helps improve the households' finances with which to operate their businesses improving the growth of the households' enterprises. The gradual growth could be adjudged as a primary objective of social entrepreneurs. By setting the platform for development through financial services and offering education support, the researcher adjudges that entrepreneurs' performance will improve and consequently, socially and economically empower households.

### Recommendations

The study came up with several recommendations which if implemented will assist the households grow their businesses. The recommendations to practice include:

- a) Since majority of the households do not have good education to scale up their businesses, the study recommends Riziki Kenya to regularly conduct vocational education to improve how the households run their businesses. Additionally, it is essential for households to continue being trained by Riziki Kenya, who can also partner with other NGOs to train on the basic entrepreneurial and business management skills in order to improve their enterprises.
- b) The study recommends the groups' members and Riziki Kenya to keep improving the growth culture of social responsibility, change of norms and behavior through education, training and mentorship.
- c) Government should collaborate with Riziki Kenya so as to increase funds and loan amount since the current amounts are too low for them to venture into big income generating activities.
- d) Households need to be exposed to big ideas through educational programs to deconstruct their micro-business mindset. This would require Riziki Kenya to collaborate with international humanity supporters such as NGO in their training and educational programs.
- e) Government should support social entrepreneurs to operate at greater scale, through organizational growth where appropriate, clustering, networks and licensing.

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