

INFLUENCE OF RESOURCE MOBILIZATION IN COVID-19 ERA ON YOUTH'S EMPOWERMENT PROJECTS IN BUSIA COUNTY, KENYA

BARASA Dennis Silas¹

¹Department of Open Distance, University of Nairobi, Kenya silasdennis@students.uonbi.ac.ke

ABSTRACT: Resource Mobilization is a global phenomenon in the Covid-19 era with Empowerment Projects as a solution kit for Youth's unemployment through development of a robust ICT Technology centres and Innovation hubs to mentor Youth's into economic value chain in the society. Ideally, study seeks to demonstrate how Resource Mobilization in Covid-19 era influences Youth's Empowerment Projects in Busia County, Kenya. The study was double-helix of Motivation and Human need theories. Descriptively, Composite Mean was 1.90 with a standard deviation of 1.080 implied the performance of Youths' Empowerment Projects in Busia County, Kenya had improved for the last one and a half years. The adjusted $R^2 = .251$ for Social Responsibility, $R^2 = 0.214$ for Business Mentorship projects and $R^2 = .208$ for Innovation hubs with predictive power of about 25.1%, 21.4% and 20.8% variations in the projects. The F-values for Social Responsibility, 15.017 with $0.05 < p > 0.496$, the F-calculated for Business Mentorship, 15.219 with $0.05 < p > 0.161$ and finally the F-calculated for Innovation hubs was 16.470 with $0.05 < p > 0$, indicated a statistical significant relationship between Social Responsibility, Business Mentorship and Innovation hubs in Covid-19 era and Youths' Empowerment Projects. The variable was significant since $p > 0.05$; hence, alternative hypothesis presumed statistical significant influence between Resource Mobilization in Covid-19 era and Youth's empowerment projects, was accepted. The study recommends adoption of social responsibility, Business mentorship and innovation hubs as a platform for resource mobilization in Busia County, Kenya.

KEY WORDS: Youth's Empowerment Projects, Social Responsibility, Business Mentorship, Resource Mobilization and Innovation hubs.

1. INTRODUCTION

In the comprehensive society resource mobilization has hugely emerged with a paradigm budge to economic development, ethical growth, legal instrumentation, empowerment projects and unrestricted business behaviour that improve and shape sustainable livelihood of youths in the wider community as it's applicable to Busia County, Kenya. Resource mobilization, according to Barasa and Kikwatha (2020) and Kikwatha (2017), is a new prototype nudge in the society attributed to globalization, population pressure and multi-stakeholders needs to ensure that organizations' culture have a positive impact on the environment and community of operation. On the same vein, Khan, Halabi and Samy (2013), agrees that community development entails improving the cultural, social, environmental and economic welfare of the society while Afande and Maina (2015) argues that mobilized resources accounts for activities such as employment opportunities, environmental conservation, cultural upkeep, provision of healthcare services, cautious recycling of industrial waste, and peace building initiatives amid others. Therefore, elites are the diplomatic engine in resource mobilization in the phase of Covid-19 before the companies and organization operating in their jurisdiction and invest in empowerment projects.

Globally, García-Sánchez, I.M. and García-Sánchez, A. (2020) observed trivial impacts of Covid-19 on health sector, social and economic risks due to restricted mobility and slower economic activity aimed to curb the spread resulting in more than 32.5 million case load and more than 989,000 deaths as the end of September 2020. The World Bank & ILO. COVID-19(2020) adds voice on economic and social standpoints impacted by the pandemic with an estimate of a refuse in the GDP amid 2% to 3% per month of confinement. The International Monetary Fund predicted a shrink in the global GDP with a 3% in 2020, the worst economic experience a

decade after the great Depression (IMF, 2020). Shaik and Lussier (2020) argues that during corona virus pandemic businesses and organizations retort to approaches that support in fighting the economic challenges through corporate social responsibility as resource mobilization tool that entails manufacturing potentials, providing products and logistic support, community services and funding volunteering projects. Thus initiation of empowerment projects with mobilized resource is imperative to alleviate youths for such economic stalemate.

In another discourse, García-Sánchez, I.M. and García-Sánchez, A. (2020) posits that the global community has exposure to Covid-19 scenario where entities need to recast their resource mobilization platforms to enhance youth's empowerment projects, develop business commitment to society and improve livelihood of the defenseless groups. Afande & Maina (2015) clarifies those benefactors are those contiguous to them, environment that makes a home to them as allied to the country of origin. The increase in resource mobilization portfolio is a pathway to safeguarding the economy from impacts of Covid-19 pandemic by initiating empowerment programs with diverse job opportunities among youths, improve their financial liberty, equip them with sustainable skills.

Youth empowerment is a global standard swing with diverse projects empowering the young population from across the world under the flagship of various agencies and organizations such as Commonwealth, the European Union, the World Bank, the United Nations and the Commonwealth, Food & Agricultural Organization, World Food Programs among others (UNDP, 2020). The global projects provide resources to youths and create employment opportunities to vulnerable communities in the face of Covid-19, improve their business acumen, revamp the economy and also increase the social integration among Youths.

Based on Richardson, Welker and Hutchinson (2003) entities and individual businesses have a solemn task of resource mobilization as a corporate social responsibility to improve the standard of living of their staff, families and the larger community where the business operates to allow cordial correlation. Shaike and Lusssier (2020) assert that in Covid-19 era, communities expect companies doing business within them to improve their livelihood create social integration platforms and provide business mentorship programs to its population more so youths. Furthermore, Aguinis, Villamor and Gabriel (2020) supports that such generosity can form a highway to jumpstart the economy wrecked by Covid-19. The youth's empowerment projects encompasses establishment of innovation centers ranging from Agriculture, ICT Businesses, Carpentry & Joinery, Welding, Masonry, Plumbing, Painting, Driving, Mechanics, and Innovation technology transfer in Busia County, Kenya.

In Africa, economic growth is estimated to drop by 1.4% from 3.2% to 1.8 % as a result of the Corona virus pandemic (UN Economic Commission, 2020). The situation negatively impacts the society more so youths across African Continent with serious social and economic problems such as acute liquidity, low growth for SMEs, low investment capacity and scarce job opportunities. Nevertheless, Aguinis, Villamor & Gabriel (2020) claims pandemic has attracted both local, National and international organizations to earn a good will in the society by recasting their resource mobilization policy framework to empowerment projects. The most significant activities in the programs under study for youth's empowerment in Busia County, Kenya can entail areas of Agriculture, manufacturing, community health, innovation, music production, economic investments, ICT development, and social integration needs of the society.

In Kenya, the COVID-19 pandemic is expected to worsen National poverty index, especially among Youth who comprise of 30.2% of the Kenya poor populace with the unemployed youths aged between 20 to 24 years at 14.2% (KNBS, 2020). Furthermore, the Kenyan labor force is on rise with a paltry 2.9% yet the formal sector opportunities are generated at 20% for employment which explains the spike in the unemployment rate (KNBS, 2020). Critically, the statistics is vital for planning and design of programs by those in authority to support youths towards improved livelihood, economic wellbeing and improve on social integration more so in Busia County, Kenya.

The Kenyan economy has been wrecked by impacts of Covid-19 with subsequent distraction on production and supply chains at the domestic levels while, the Central Bank of Kenya forecasted a drop of about 3.4% in 2020 from a high of about 6.2% with unending intensive negative impacts of the pandemic across the country (KNBS,2020). This facts are essential for devolved governments to establish strong ties with companies on Resource Mobilization with aim to initiate programs that can revive the economy, empower youths, create employment and improve quality of life to citizen by lifting the GDP of the Kenyan economy.

In Busia County, there are flagship projects both by private and public sector which includes, Youth Social and Economic empowerment project Kenya, The Kenya Youth Empowerment and Employment Initiative, Kazi Kwa Vijana, Youth Fund, Yes Youth Can and Uwezo fund among others (Agufana, 2015). The Kenya Youth Empowerment Project (KYEP) was launched in 2010 by the government of Kenya in partnership with the World Bank with solid aim to empower youths in the

hinterlands and urban areas of Kisumu, Nairobi, Mombasa and other counties (Education innovations, 2020). The key pillars in the programs include capacity building & policy development and private sector internships & training. The programs are replicable in Covid-19 era with development of projects that can sustainably meet the needs of Youths in Busia County, Kenya with solemn objective of lifting their social-economic wellbeing.

Consequently, Afande and Maina (2015) argues that corporate philanthropy is associated with durable Resource Mobilization on entities rather than a temporary civic relation with a range of activities such as cash aid, capacity building, civic education and technology transfer geared towards empowerment of the public. This will be paramount in design of tailor made projects specific to a given geographical landscape to address the really needs of youths in the society and also an avenue for firm's to interact with the vulnerable populations when Mobilizing Resources for instance Busia County, Kenya under study. Therefore, it implies that such philanthropic contribution from many entities can accumulatively support a project envisioned to empower youths in the society in Busia County, Kenya.

1.1. Statement of the Problem

In Developing Countries, with Kenya in context, Resource Mobilization has gained momentum to address challenges in the society such as acts of nature, financial crisis, political instability, climate change, high poverty rate, and communal conflict with financial shortages as most studied topics (Cheriyot & Tarus, 2016). Critically, the current study is seeking to demonstrate how Resource Mobilization in Covid-19 era influences Youth's empowerment projects as a way to fix Youth's unemployment challenges in Busia County, Kenya with a view to create innovation centers, employment opportunities, enhance social integrations and improved quality of life for all.

The pragmatic literature by Matoke & Oteki (2019) on effect of youth enterprise development fund programme only focused on Youth Economic aspects in Matayos, Busia County, Kenya and void of resource mobilization in apandemic on youth's empowerment projects. In another discourse, Otiende, Mose & Juma (2020) only considered influence of Jobs to the Youth and not development of innovative hubs for sustainable training of Youths in ICT skills as per the current study. Also, Oloo (2014) on Government Structural Change only focused on economic welfare of communities in Butula, Busia County, Kenya and did not consider Youth's Empowerment Projects through Resource Mobilization initiatives in a pandemic era whereas, Mugo & Nyaegah (2018) only emphasized on Role of Information Technology Skills On Youth Empowerment Projects: A Case Of Nakuru Town, Kenya and did not clarify on accessibility and cost of ICT infrastructures to youths in their business operations in pandemics for instance Covid-19 era.

These studies did not focus on Resource Mobilization in Covid-19 era variables such as Social Responsibility, Business Mentorship projects and Innovation hubs on how they influence Youth's Empowerment Projects. Therefore, the current study fills the gap by demonstrating how Resource Mobilization indicators in Covid-19 era such as Social Responsibility, Business Mentorship programs and Innovation hubs influences Youth's Empowerment Projects in Busia County, Kenya.

1.2. Objective of the study

The study sought to demonstrate how Resource Mobilization in Covid-19 era influences Youth's empowerment projects in Busia County, Kenya.

1.3. Hypothesis Testing

H₀: There is no statistical significant influence between Resource Mobilization in Covid-19 era and Youth's empowerment projects in Busia County, Kenya.

2. LITERATURE REVIEW

The global outburst of the Corona virus resulted into socioeconomic distraction such as shutdown of companies, industries and businesses, uncertain transportation, deferral of events, travel limitations, social distancing, isolation and lockdown (Shaike & Lusssier, 2020). This implies that Youths are critically constrained with a cute unemployment, sudden layoffs and lack of capital to sustain their innovations and business. Globally, Organizations and businesses are combating impacts of the pandemic in many ways such as manufacturing abilities, provision of products, supply chain, community services, funding, volunteering projects, leave pay and tax relief (Shaike & Lusssier, 2020). These measures are essential in reviving the economy to create opportunities for Youths to fight the pandemic, sustainably generate income, advance livelihood and improve quality of life of the society.

Social responsibility (SR) is a ladder through which entities meet the social needs of individuals in the society where they operate by mobilizing funds for improved social-economic livelihood of the community (Carroll & Shabana, 2010). The findings are supported by Hamidu, Haron and Amran (2015) who argue on the monetary nature of Corporate Social Responsibility (CSR) initiatives that provide financial benefits to individuals which are best measured over a long time perspective. Mitra and Schmidpeter (2017) critic that majority of the Social Responsibility plan collapse due to poor management that does not differentiate Resource Mobilization and Corporate Social Responsibility from philanthropic venture. Also, Cheruiyot and Tarus (2016) recognized that companies are motivated to practice Social Responsibility as a way to meet legitimacy and shareholders demand in the society. This implies that resources in the Covid-19 era can be mobilized to sustainably meet the social needs of the present and future generations.

Strategically, Resource Mobilization is a comparatively new notion that is incorporated into nucleus of business and allied with the company strategy to promote social livelihood of people (Porter, 2016). According to Wanja (2014) for youths to initiate and uphold their businesses, they require knowledge, skills and technology in addition to funding. However, UEFPA (2013) reports that Kenyan youth remain the prevalent unemployed population, with majority void of indispensable skills, Technology, Knowledge and resources to remain competitive in the national development, uplift livelihood of the society, create employments and also empower other youthful population. In another study, Elaine, Holosko and Lo (2008) agree that capacity development is meant to strengthen institution towards effective implementation of Youths development projects, build up capacity of principal stakeholders and also improve economic ability of Youths. According to Oloo (2014), the Kenyan government has developed youth empowerment projects for equipping the youths with the necessary skills and resources to become self-

sufficient and contribute to the growth of the community. Therefore, Youths require mentorship programs in entrepreneurship such as bookkeeping, funds management, budgeting, business design, report writing, customer service, marketing and advertising among others.

Information Communication Technology improvement is the cornerstone for country's advancement towards technological latent to drive economic development. The findings by Mugo and Nyaegah (2018) observed that stronger technological standards by technophiles is directly proportional to elevated youth empowerment in the society while Barasa and Kikwatha (2020) agrees that empowered people breed technological progression and innovative discoveries in society. The innovation hubs in Busia County, Kenya is paramount in advancing technology to youths, improve on quality of ICT services, create smart technology businesses, divert to virtual sources of income, and also improve on quality of electronic-education. In another study, Abdelnour-Nocera (2013) notes that social-technical systems (STs) are composed of computer networks, people, software, law, procedures and policies among other factors. These aspects improve business productivity, improve quality of work force and also reduce cost of productions in the Youth's projects.

2.1. Theoretical Framework

In this study the Theory of Motivation and Theory of Human Needs were used. The theory of motivation was postulated by Abraham Maslow in 1970 with an argument that human needs must be prioritized in the hierarchy of needs before others are addressed (Maslow, 1970). Critically, Motivation is an innate element in human beings that dictates their thoughts and action. In Maslow's theory, an individual can only shift from one level to another when the bottom line needs in the hierarchy of need's pyramids is fully met that is access to food, clothing and shelter. However, USIP (2010) clarifies that youth's Empowerment include giving young people opportunity to make decision, be responsible for their actions and allow them to incur the consequences of their decisions at various scope of life such as social, economic, Religious and political among others in African society.

Based on Human Needs Theorized by McClelland (1978) three key needs are paramount in an individual's lives which include affiliation, achievement and power. The business mentorship projects will help to address the achievement needs of youths in Busia County, Kenya through capacity building with skills and technology for business propensity. In another discourse, Curtis (2008) observed that socially empowered and motivated youths actively participate in policy design and implementation at community levels. The need for affiliation is achieved through resource mobilization in a Social Responsibility initiative in the community by creating social integration amid stakeholders, foster common goal of financial aid, improve on livelihood of the society and also provide financial liberty to youths (Oloo, 2014). This implies that secondary needs of youths such as Technology, innovations, business mentorship, resources and community development initiatives are considered last in the theories and empowerment projects as it applies to the study in Busia County, Kenya. Therefore, In order to trigger the youths in Busia County, Kenya to achieve their higher potential means all primary needs have to be fully met.

2.2. Conceptual Framework

This study focused on influence of Resource Mobilization in Covid-19 era to Youth's empowerment projects in Busia County, Kenya.

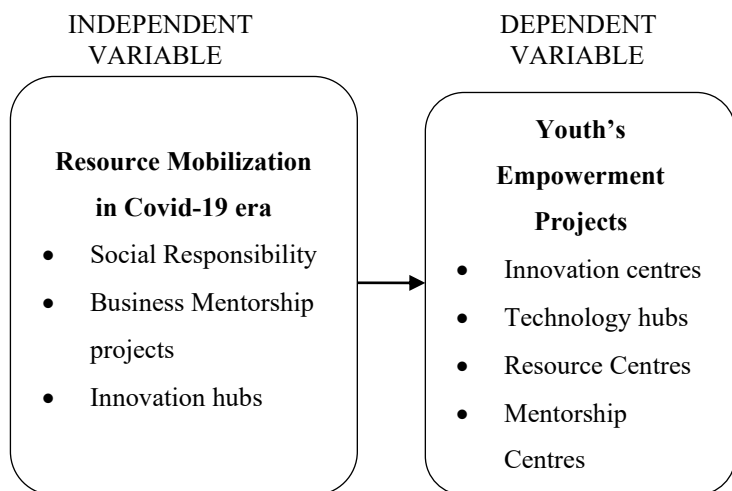


Figure 1. Conceptual framework.

3. METHODOLOGY

The study embraced the pragmatism paradigm approach with the mixed philosophical methods of positivism and participatory underpinnings of worldview. Descriptive survey design was adopted based on cross-sectional and correlational survey design. This is because the researcher is able to collect data from a wide range of cases for a certain period of time (Kothari, 2004). This design was appropriate in data collection from the sample on influence of Resource Mobilization in Covid-19 era to Youths Empowerment Projects in Busia County, Kenya. The total population of 200 was randomly sampled into a sample size of 84 under stratified method and questionnaires as a research instrument was administered to respondents for primary data collection under a five point Likert scale of equidistance of 0.5 ranging from Strongly Disagree (SD) $1 < SD < 1.5$; Disagree (D) $1.5 < D < 2.5$; Neutral (N) $2.5 < N < 3.5$; Agree (A) $3.5 < A < 4.5$; and Strongly Agree (SA) $4.5 < SA < 5.0$. expert opinions enhanced the study validity and also a pilot study improved the content validity with test score contrast on questionnaires and the objectives. The test-retest method was adopted to affirm reliability of the study within two weeks where a Cronbach α (Alpha) reliability coefficient for the study was $\alpha > 0.7$, the research instrument was considered. The study utilized the descriptive and inferential statistics whereas conceptual content analysis method was used on qualitatively open-ended questions for analysis. The scores distribution was descriptively analyzed with central tendency, dispersion, frequency distributions and percentages, whereas inferential statistics were used to test the hypotheses. The simple linear regressions established the influence amid variables. The results across the area of study on major gaps were analyzed objectively using statistical packages SPSS version 25. The data was tabulated for presentation.

The following regression models guided the data analysis with the variables and the indicators denoted as follows:

Youth's empowerment projects in Busia County, Kenya = f (Resource Mobilization)

$$Y = f(X_1, X_2, X_3, \epsilon) \quad (1)$$

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \quad (2)$$

Where:

Y= Youth's Empowerment Projects in Busia County, Kenya.

β_0 =constant

$\beta_1, \beta_2,$ and β_3 = Regression coefficients

X_1 = Social Responsibility

X_2 = Business Mentorship

X_3 = Innovation Hubs

ϵ =Error Term

4. FINDINGS AND DISCUSSIONS

The demographic profiles in terms of gender, age group, highest level of education, and years involved in Youths Empowerment projects in Busia County, Kenya were collected and results tabulated.

Table 1. Table of Return Rate.

	No. of Respondents	Return Rate
Response	72	85.71
Non-response	12	14.28
Total	84	100.0

The questionnaires that the researcher administered were 84 out of which only 72 were fully filled and returned. This was an 85.71 % return rate that was within a minimum rate of 50%. The no-response of 12 participants was attributed to failure by respondents to submit the online questionnaire form and thus a non-return rate of 14.28%.

Table 2. Respondent's Gender.

	Gender			
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	46	63.9	63.9
	Female	26	36.1	100.0
	Total	72	100.0	100.0

The findings prove that 63.9% of the respondents were Male whereas 36.1% were Females. This depicts that a larger percentage of Males participated in the study in relationship to a relatively smaller number of Females. In spite of this slight discrepancy, there was no form of gender bias throughout data collection process.

Table 3. Respondent's Age.

	Age			
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	12	16.7	16.7
	20 to 25 years	24	33.3	50.0
	26 to 35 years	26	36.1	86.1
	Above 35 years	10	13.9	100.0
	Total	72	100.0	100.0

The result depicts, most of the respondents 36.1% were between 26 to 35 years, 33.3% of them were between 20 to 25 years, and 16.7 % were below 20 years whereas only 13.9% of them were above 35 years. The respondents were not normally

distributed; they were of reasonable age to provide relevant information.

Table 4. Levels of Education.

		Level of Education			
		Freq.	Percent	Valid Percent	Cumulat. Percent
Valid	Postgraduate	8	11.1	11.1	11.1
	Undergraduate	23	31.9	31.9	43.1
	Diploma	21	29.2	29.2	72.2
	Certificate	14	19.4	19.4	91.7
	Any other	6	8.3	8.3	100.0
	Total	72	100.0	100.0	

The findings divulge that 31.9% of the respondents had attained undergraduate studies, 29.2% indicated that they had attained diploma level of education, 19.4% had indicated they had reached the Certificate level, 11.1% had reached a post graduate level while 8.3% had attained other form of education. This implied that all of them were educated even though at different levels. From this information, it was concluded that they understood the language that was utilized to collect the data thereby they provided reliable information on subject under study.

Table 5. Years of Youth's Empowerment projects.

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 1 year	23	31.9	31.9	31.9
1-2 years	31	43.1	43.1	75.0
2-3 years	12	16.7	16.7	91.7
Above 3 years	6	8.3	8.3	100.0
Total	72	100.0	100.0	

The findings disclosed that 43.1% of them were involved in Youths' Empowerment Projects in Busia County, Kenya for a period of 1-2 years, 31.9% indicated for less than 1 year, 16.7% indicated for a period of 2-3 years while 8.3% indicated for above 3 years. This implied that most of them had been involved with Youths' Empowerment Projects in Busia County, Kenya for a long period; hence were able to provide information that could be relied upon in the study.

Table 6. Descriptive statistics of Youth's Empowerment projects.

4.6 Descriptive Statistics for Youths' Empowerment Projects in Busia County, Kenya

	N	Sum	Mean	Std. Deviation
Youth's programs have increased	72	147	2.04	1.080
Innovation centre breed diverse talents	72	135	1.88	1.100
Innovations are accessed by public	72	125	1.74	1.048
Hub units have adequate infrastructure	72	118	1.64	.969
Trainers are experts in ICT	72	107	1.49	.712
Resource centre's have adequate capital	72	144	2.00	1.245
Youths have equity to resource centre's	72	142	1.97	1.087

Youth's are available for mentorship	72	147	2.04	1.119
Youth's are trained on leadership skills	72	164	2.28	1.355
Composite Mean	72	136.56	1.90	1.080

The respondents agreed that the Youth's are trained on leadership skills as illustrated by a mean score of 2.28, Youth's projects have increased at a mean score of 2.04 with equivalent value that Youth's are available for mentorship in projects, Resource centre's have adequate capital at a mean score of 2.00, Youths have equity to resource centre's was depicted by a mean score of 1.97, Innovation centre breed diverse talents as illustrated by a mean score of 1.88, Innovations are accessed by public at a mean score of 1.74, Hub units have adequate infrastructure as shown by a mean score of 1.64 and Trainers are experts in ICT had the least score illustrated by a mean of 1.49. The Composite Mean was 1.90 with a standard deviation of 1.080 implied that the respondents agreed the performance of Youths' Empowerment Projects in Busia County, Kenya had improved for the last three years.

Hypotheses Testing

This was done using regression analysis to determine whether there is a statistical significant influence between Resource Mobilization (Social Responsibility, Business Mentorship and Innovation hubs) as the independent variables and the dependent variable, as Youth's empowerment projects in Busia County, Kenya.

The simple regression model was used to test the hypothesis to gratify the objective.

H₀: There is no statistical significant influence between Resource Mobilization in Covid-19 era and Youth's empowerment projects in Busia County, Kenya.

Regression Model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (3)$$

Table 7. Regression Model on Resource Mobilization in Covid-19 era.

Resource Mobilization in Covid-19 era				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381 ^a	.149	.224	1.115

a. Predictors: (Constant), Resource Mobilization

These study results depict the manner in which the model fits the data into the equation. The adjusted R²= .224 provides the predictive power of the model and it implies that it can be utilized to provide about 22.4% variations in the Youths Empowerment Projects in Busia County, Kenya. This indicates that Resource Mobilization has a strong influence on Youths' Empowerment Projects in Busia County, Kenya.

Table 8. ANOVA on Resource Mobilization in Covid 19 era.

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regress.	10.675	9	1.420	15.569	.369 ^b
Residual	67.398	62	1.082		
Total	78.073	71			

a. Dependent Variable: Youth's Empowerment in Busia County, Kenya
b. Predictors: (Constant), Resource Mobilization

The F-calculated is 15.569 and it is greater than the F-critical (4.001) and $0.05 < p > 0.369$ indicated that there was a very statistical significant relationship between Resource Mobilization in Covid-19 era and Youths' Empowerment Projects in Busia County, Kenya, implying that the model is significant. In this case, we do not reject the null hypothesis and instead we accept the alternative hypothesis, there is statistical significant influence between Resource Mobilization in Covid-19 era and Youth's empowerment projects in Busia County, Kenya.

Table 9. Regression coefficients on Resource Mobilization in Covid- 19 era.

Model	Coefficients ^a		Standardized Coefficients	T	Sig.
	Unstandardized Coefficients	Std. Error			
1					
	(Constant)	1.717	.692	2.566	.024
	Resource Mobilization	.284	.166	.178	.329

a. Dependent Variable: Youth's Empowerment in Busia County, Kenya

The findings depicts that if all the independent variables would be held constant at zero, then the Youths' Empowerment Projects in Busia County, Kenya would be 0.178. Alternatively, a unit increase in Resource Mobilization in Covid-19 era would lead to 0.178 increase in Youths' Empowerment Projects in Busia County, Kenya. The variable was statistically significant since

$p=0.329$ is more than 0.05; hence, alternative hypothesis that there is statistical significant influence between Resource Mobilization in Covid-19 era and Youth's empowerment projects in Busia County, Kenya, was accepted.

5. FINDINGS

Youth's use technology to mobilize capital which significantly influenced the empowerment projects in Busia County, Kenya. Additionally, the findings shows that Youth's are trained on leadership skills, Youth's programs have increased in Busia County, Kenya, Youth's are available for mentorship in projects and Resource centre have adequate capital. Youths have equity to resource centre', Innovation centre breed diverse talents, Innovations are accessed by Youths' and Hub units have adequate infrastructure and Trainers are experts in ICT. This implies that we have to keenly invest in Youth's empowerment projects and create employment opportunities for the economic dividend in Busia County, Kenya. Therefore, Resource Mobilization is a keystone in establishment of financial platform for supporting Youth's empowerment projects in Busia County, Kenya.

6. CONCLUSION

The study concludes that Social Responsibility in Covid-19 era has affirmative influence that is statistically significant on Youth's Empowerment Projects in Busia County, Kenya. This is in spite of challenges such as lack of access to capital resources, poor financial literacy among Youths' and insufficient Corporate Social Responsibility Platforms. In this respect, Social Responsibility is a keystone in establishment of resource mobilization platform for supporting Youth's empowerment projects.

Business Mentorship in Covid-19 era is vital in the Youths Empowerment Projects in Busia County, Kenya because Youths are empowered to showcase their talents and skills through technology transfer in business ventures. The business mentorship project faces huddles such as inadequate Capacity Building, poor Market Linkages and low Financial Sustainability thus affecting Youth's empowerment in Busia County, Kenya. Therefore, Business Mentorship is bedrock in the establishment of Youth's Empowerment Projects by fostering trainings, partnerships and linkages among existing business brands and upcoming business owned by youths.

It further concludes that innovation hubs in covid-19 era have positive impact that is significant on Youth's empowerment projects in Busia County, Kenya. The innovation hubs have faced the challenges such as poor ICT Operational skills, inadequate Innovative Products & Services and high Cost of Technology in the county limits the youth's empowerment projects in Busia County, Kenya.

The study recommends adoption of corporate social responsibility as a platform for resource mobilization from individuals and corporate entities in Covid-19 era for enhancing Youth's empowerment projects in Busia County, Kenya. The study further recommends that Capital Resources Mobilized through Corporate Social Responsibility Platforms in Covid-19 era should be allocated to Youth's Empowerment Projects to enhance financial sustainability for improved livelihood and economic dividend.

The study recommends that Busia County government planners and executive leadership to establish robust Innovation hubs for breeding technology experts for future generations through ICT Operational skills development, advance Innovative Products & Services to Youth's and offer affordable ICT Technology projects in Covid-19 era and create jobs to the majority.

The study recommends that County Government of Busia to consider Business Mentorship projects in developing entrepreneurial pyramid for Youth's empowerment projects in Covid-19 era. The study also recommends that the County government of Busia to enhance Capacity Building and Market Linkages for sustainable Youth's empowerment projects in the County for value in Covid-19 era.

ACKNOWLEDGEMENTS

Firstly, acknowledge God's grace which was sufficient throughout the study. I am also grateful to Busia County Government Officers for the response to research instrument. My sincere gratitude are accorded to Agro-space Research Technology fraternity for support in data management. I further appreciate the overwhelming financial support from my dear wife Elizabeth Nyambura Wembu and moral encouragement from my two handsome sons Lavon Miles Barasa, Cephass Joesph Barasa and Finally my beautiful daughter Janelle Ludia Barasa who on many occasions positively disrupted my schedule to achieve this study. May God's blessings be upon you.

REFERENCES

1. Abdelnour-Nocera, J. (Ed.). (2013) *Knowledge and Technological Development Effects on Organizational and Social Structures*. IGI Global. <https://doi.org/10.4018/978-1-4666-2151-0>.

2. Afande F.O.; Maina M.P. (2015) Corporate Social Responsibility and Philanthropy (A case of Equity Bank Ltd). *Journal of Culture, Society and Development*, 6.
3. Agufana, A.A (2015) *Influence of youth empowerment programs on national development: a case of uwezo youth fund in vihiga county*, Kenya. Unpublished Master's Thesis submitted to University of Nairobi.
4. Aguinis, H.; Villamor, I.; Gabriel, K.P. (2020) Understanding employee responses to COVID-19: a behavioral corporate social responsibility perspective. *Management Research: Journal of the Iberoamerican Academy of Management*, 18, 421-438.
5. USIP (2010) *African Union Gender Policy*. Retrieved from www.usip.org/sites/default/files/Gender/African_Union_Gender_Policy_2009.pdf.
6. Barasa, S. D.; Kikwatha, R. W. (2020) Influence of Project Design Factors on Performance of Green Technology Market Projects in Meru County, Kenya. *European Journal of Business and Management Research*, 5(6). <https://doi.org/10.24018/ejbr.2020.5.6.582>.
7. Carroll, A.B.; Shabana, K.M. (2010) The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. *International Journal of Management Reviews* 12(1). 10.1111/j.1468-2370.2009.00275.x.
8. Cheruiyot, T. K.; Tarus, D. K. (2016) *Corporate social responsibility in Kenya: Reflections and implications*. In *Corporate social responsibility in Sub-Saharan Africa* (pp. 87-110). Nairobi: Springer, Cham.
9. Elaine, S.C.; Holosko, M.J.; Lo, T.W. (2008) *Youth empowerment and volunteerism: Principles, policies and practices*. City University of HK Press.
10. Hamidu, A.; Haron, H.; Amran, A. (2015) Corporate Social Responsibility: A Review on Definitions, Core Characteristics and Theoretical Perspectives. *Mediterranean Journal Of Social Sciences*, 6(4), 20-22. doi:10.5901/mjss.2015.v6n4p83.
11. International Labor Organization (2020) *COVID-19 and the World of Work*. Retrieved from <https://www.ilo.org/global/topics/coronavirus/lang--en/index.htm>.
12. IMF World Economic outlook (2020). Retrieved from <https://www.imf.org/es/Publications/WEO/Issues/2020/04/14/weo-april-2020>.
13. García-Sánchez, I.M.; García-Sánchez, A. (2020) Corporate Social Responsibility during COVID-19 Pandemic. *JOItmC*, MDPI, 6(4), 1-21.
14. Khan, H. U.; Halabi, A. K.; Samy, M. (2013) Corporate social responsibility (CSR) reporting: a study of selected banking companies in Bangladesh. *Social responsibility journal*, 5(3), 344-357.
15. Kikwatha, R.W. (2017) Project beneficiary process and sustainability of dairy goat projects in Kenya. *International Journal of Research & Innovation*, 6, 146-148.
16. Kenya National Bureau of statistics Report KNBS (2020) *Kenya Population and Housing Census. Vol. 1 Population by County and Sub-County*. Retrieved from <https://www.knbs.or.ke/?wpdmpro=2019-kenya-population-and-housing-census-volume-i-population-by-county-and-sub-county>.
17. Maslow, A. (1970) A Theory of Human Motivation. *Psychological Review*, 50 (4), 370-96.
18. Matoke, J.N.; Oteki, E.B. (2019) Effect of Youth Enterprise Development Fund Programme on Youths Economic Empowerment in Kenya, Matayos- Sub-County in Busia County. *International Journal of Recent Research in Commerce Economics and Management (IJRRCEM)*, 6(1).
19. McClelland, D.C. (1978) Managing motivation to expand human freedom. *American Psychologist*, 33(3).
20. UNDP (2020) *Kenya Human Development Index Report, Nairobi*. Retrieved from <http://hdr.undp.org/sites/default/files/Country-Profiles/KEN.pdf>.
21. Mitra, N.; Schmidpeter, R. (2017) *The why, what and how of the CSR mandate: the India story*. In *Corporate Social Responsibility in India* (pp. 1-8). New Dehli, In: Springer, Cham.
22. Mugo, E. W.; Nyaegah, J. O. (2018) Role of information technology skills on youth empowerment projects: A case of Nakuru Town, Kenya. *International Academic Journal of Information Sciences and Project Management*, 3(2), 345-363.
23. National Council for Population and Development (NCPD). (2017) *Kenya National Adolescents And Youth Survey (NAYS)*. Nairobi, Kenya: NCPD. Retrieved from <https://ncpd.go.ke/survey-reports/>.
24. OECD (2020) *Evaluating the Initial Impact of COVID-19 Containment Measures on Economic Activity*. Retrieved from <https://www.oecd.org/coronavirus/policy-responses/evaluating-the-initial-impact-of-covid-19-containment-measures-on-economic-activity/>.
25. Oloo, G.O. (2014) *Effectiveness of youth empowerment funds in Rachuonyo District of Homabay County* (Doctoral dissertation, University of Nairobi).
26. Otiende, O.P.M.; Mose, G.N.; Juma, R.O. (2020) An Assessment of how Youth Empowerment programmes have influenced availability of jobs to the Youth in Nairobi County-Kenya. *International Journal of Academics & research-IJAR*, 3(1). <http://hdl.handle.net/123456789/4443>.
27. Porter, M.E. (2016) Inner-city economic development: Learnings from 20 years of research and practice. *Economic Development Quarterly*, 30(2), 105-116.
28. Richardson, A.J.; Welker, M.; Hutchinson, I.R. (2003) Managing capital market reactions to corporate social responsibility. *International Journal of Management Research (IJMR)*. 17-43. Retrieved from <https://doi.org/10.1111/1468-2370.00003>.
29. Shaikhe, M.; Lussier, R.N. (2020) Corporate social Responsibility during the coronavirus pandemic: An interim overview. *Business and Economic Research*, Macrothink Institute, 10(2), 250-269.
30. UNFPA (2013) *Kenya Population Situation Analysis*. Retrieved from: www.unfpa.org/sites/default/files/admin-resource/FINALPSAREPORT_0.pdf.
31. United Nation Economic Commission report (2020). Retrieved from https://unece.org/sites/default/files/2021-04/UNECE%20Annual%20Report_2020_Web_V03_FINALE_0.pdf.
32. Wanja, N.E. (2014) *Influence of Youth Enterprise Development Fund on Youth Empowerment in Ruiru Constituency, Kiambu County, Kenya*. Unpublished Thesis UoN.