

Innovating Agri Business Sector for Employment Creations In Busia County

Romano Okwi Elingit

Kisii University, School of Business and Economics

elingitokwi@yahoo.com, +254729338340

Beatrice Kemunto Obaga

Tangaza University, School of Arts and Social Sciences

bkbaga@yahoo.com, +254750578762

ABSTRACT

Agriculture is still the backbone of the country's economy. The aim of Agribusiness is to shape agriculture to be income generating for creation of jobs for both formal and informal sector. To reap big in agricultural SME enterprise development, investment is key. The study assessed the sector investment in Busia County. The study collected information on key areas which covered availability of tractors, hatcheries for both fish and poultry, personnel skilled in specific agricultural areas, value addition plants to save costs and spur export and county partnership with financial institutions to support farmers who mostly produce for own consumption. The target population was 50 field officers and farmers. Survey design was used as it aimed at generalizing the findings of the study. After careful moderation through validation and reliability, questionnaires were distributed to all the target population. The study found out that the county does not have enough tractors, hatcheries, AI clinic, extension officers, and value addition plants, not partnered with banks to offer loans to small scale farmers. The study recommended more tractors to be bought, fish hatcheries, poultry hatcheries, open more AI centres, train more extension officers, introduce value addition plants, avail cheap farm inputs and give funds to form Agricultural co-operations.

Keywords: Innovating Agri Business, Employment creation

Contact person: Romano Okwi Elingit elingitokwi@yahoo.com, +254729338340