THE ROLE OF MEN IN POVERTY REDUCTION IN KENYA: A CASE STUDY OF LUANDA DIVISION, EMUHAYA DISTRICT VIHIGA COUNTY

BY

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ABSTRUCT

The main objective of the study was to examine the role of men in social and economic activities in Kenya taking Luanda Division as a case study. Poverty eradication is one of the most urgent millennium development goals in the world. To reduce poverty, in Kenya, there is need for both genda to participate fully in both economic and social activities without bending on one side. The notable agent of poverty esscalation in Luanda Division is involvement of men more in social activites and comromizing economic activities. To study this, The study adopted exploratory approach using descriptive survey disign to comprihensively explore and examine the role of men in social and economic activities and how this reduced or added poverty in society in Luanda Division.

The study found out that though there were a few economic activities men involved in to reduce poverty in the society, the role of men in social activites in Luanda Division was retrogressive. The involvement of men in social activites was coused by a number of factors like attitudes, cultures, lack of employment points like factories, industries and lack of dedication to bussiness and adequate use of natural resources.

These problems could be solved by facilitating men empowerment, construction of resort centers for cultural performance. If this is done, social activities will be meaningful. They will not only carry forward community heritage but will also be economy boosters; hence reduction of poverty in the society.

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