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PROJECT COMMUNICATION ON IMPLEMENTATION OF NATIONAL GOVERNMENT CONSTITUENCY DEVELOPMENT FUNDS PROJECTS IN BORABU, NYAMIRA COUNTY; KENYA

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Abstract: *Although project implementation process is complex, usually requiring simultaneous attention to a wide variety of variables, it is the primary goal of successful completion of a project. In conjunction with the CDF Act, the fund is basically a mechanism for the decentralization process by government funding which trickles down to the common mwananchi as stipulated in the constitution of Kenya, which is set to ensure that the projects are effectively implemented. Despite National Government continued financial support, NG CDF continue to face many challenges which include stalled projects, delay in completion according to the project schedule, poor quality, don't meet stakeholders needs as well as regional unbalance on allocation of resources due political interference. The main objective of this study was project communication on implementation of National government constituency development funds projects in Borabu, Nyamira County; Kenya. Specifically, this study examined interactive, push, pull and bottom up communication on the implementation of NG-CDF projects in Borabu constituency. The target population of the study was from 93 projects, a sample size of 74 members was computed from the target population using percentage from the targeted 186 members who included CDF staff & Board members, public and project managers 'using simple random sampling which was 40% of the sample frame. From the finding it was established that a positive significant correlation between interactive communications and project implementation with a correlation of 0.504. The study concludes that all variables examined have significant positive influence on the success of NG-CDF projects in Borabu constituency. The results of the study will benefit the government, policy makers, donors, researchers, and stakeholders in addition to adding knowledge on project management. The study recommends training of CDF staff on project communication and use of external consultants' expertise for ensure proper project implementation. It also recommended that the NG-CDF board should invest heavily on IT so that public can benefit without the need of going to the offices, Periodic update of NG-CDF website is also critical to improve service delivery.*

Keywords:*Interactive communication, Project communication, National Government Constituency Development Fund*

INTRODUCTION

Project Communication in Project Management

Project communication is described as the processes that are required to ensure timely and appropriate generation, collection, dissemination, storage, and ultimate disposition of project information. It consists of communications planning, information distribution, performance reporting, and administrative closure (Pmbok, 2000).Globally, firms in various sectors strive to achieve success for instance Google, Facebook,

Twitter, Amazon and Yahoo are examples of firms headquartered in United States that operate in information dissemination (Chepkole & Deya, 2019).

Kenya, is the only country in the East African region where functional county governments exist and hence the study theorized that ICT in government agencies enabled improved revenue collection in national government agencies, a similar result would be achieved if the same systems were applied in the county governments. (Pmbok, 2013) Project management success in an organization is highly dependent on an effective organizational communication style. Organizational communications capabilities have great influence on how projects are implemented.

Project implementation also referred as project execution, is a phase in which the project vision and project plans are put into action therefore promoting to allocation of finance (Mahianyu & Njeru, 2016). Project management is the way of managing change by describing activities that meet specific objectives by involving stakeholders and teamwork to achieve successful implementation (Wanyoike, 2016).Project implementation process involves successful development of project mission and introduction of basic procedures that helps in better execution of projects in any organization (Mburu & Kamaara, 2019).

Another study by Wachira (2015) revealed that during project implementation, it is essential that actual performance be compared with planned performance in all of these areas and action taken to remedy any indicated deficiencies. According to Marren (2016) described project execution using four factors, She noted that NG-CDF project which are implemented successfully are those that are completed within set schedule, within financial constraints, and can achieve the goals and the objectives of the project, and as well as per the wish of all stakeholders within the project.

Study by Wanyonyi (2017) revealed that ,In many places, NG-CDF funded projects have been the first infrastructure improvement seen in years among the locals. It is thus expected that in every constituency the local inhabitants will actively participate in implementation of the approved projects with technical input from technical officers to ensure attainment of their objectives and timely utilization of allocated resources (Njihia, 2016).Project management success in an organization can effect greatly on how projects are carried out because of the organizational communication structure (Birgisson, 2014).

Successful Project Implementation on NG-CDF

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NG-CDF Projects in Kenya

According to Felton (2015), Nearly 1 billion people living in extreme poverty want an equal opportunity for a better life. NG-CDF are a form of decentralization, whereby funds from the central government is allocated to constituencies for development based as per the requirements of the citizens. MP plays a critical role on the implementation NG-CDF funded projects, decision making, lobbying. NG-CDF projects has its root in Asia particularly India. By the year 2010 the idea of CDF had spread out to a number of countries in Africa as well as in Asia notably South Sudan, Philippines, Honduras, Pakistan, Nepal, Tanzania, and Malawi among others.

According to Wamugu & Ogollah (2017) In Kenya, (CDF) was introduced by an Act of parliament in 2003,it was later published in the Kenya Gazette Supplement No. 107 (Act No. 11) of 9th January 2004 (Government of Kenya, 2013),it was further amended by (National Council for Law, 2015) (NG-CDF) Act 2015 it was later on February 2016 from (CDF) Act 2013. At the National level it is managed by (NG-CDF Board) which is in charge of the management of the funds. However, the National Government Constituency Development Fund Committees (NG-CDFC) are charged with the responsibility for allowing participation, need identification; planning and design, as well as monitoring and evaluation of the projects.

Statement of the Problem

There has been a growing concern over the implementation of endorsed and set up projects as well as the efficient utilization of the NG-CDF in the country since the enactment of the CDF Act. Although the project implementation process is complex, usually requiring simultaneous attention to a wide variety of variables such as communication, it is the primary goal of successful completion of a project. In conjunction with the CDF Act, the fund is basically a mechanism for the decentralization process by government funding which trickles down to the common Mwananchi as stipulated in the constitution of Kenya, which is set to ensure that the projects are effectively implemented (Mburu & Kamaara, 2019).

Despite the gains NG CDF continue to face challenges for instance, According to a report by Transparency International (2019), doubts have been raised as to whether the constituency development fund has met its stated objectives. Another study by Mohamed & Bett, (2018) advocated that there is reported lack of transparency in allocation of funds for development projects; it is not clear how decisions are arrived at on what development projects to be implemented and the formation of the Constituency development committees that are the center of decision making are characterized by political patronage.

A report by the Kenya Tax Payers Association for 2013/14 indicated that 40% of the CDF could not be accounted for, 20% of the projects had not been successfully completed and only 5% had been completed successfully(Mohamed & Bett, 2018).According to Mburu & Kamaara, (2019) most projects devalued in their incomplete conditions and were hence not tending to the requirements of the recipients. A few undertakings were noted to begin without including the recipients in their distinguishing proof and prioritization which in this manner neglected to request their help.

Another study by Samwel, Emmanuel, & Sylvester,(2015) in Borabu constituency revealed that unequal CDF distribution criterion (15.4%) was cited as a challenge facing CDF in the Constituency. Respondents argued that distribution of funds to initiate community development projects never took into consideration regional

balance. Some regions perceived to have greatly contributed to victory of the Member of Parliament tend to get larger share development which leads to development imbalance in the Constituency.

Borabu constituency NG-CDF allocation was kshs 137,367,724.14 during the 2018-2019 financial year (NGCDF Allocation- Report, 2021).However despite the funding the constituency continue to face social economic challenges,26 projects out 150 projects funded where completed even though they were fully funded in the year 2016,while others were reported completed yet they are to start, duplication of projects as well as overestimated (Auditor General Report, 2018).Therefore the study will address project communication on implementation of development projects in Nyamira County, Kenya: a survey of Borabu NG-CDF projects. In order to erase the allegations that projects implemented under NG-CDF have in most cases benefited the selected few that are close to the MP.

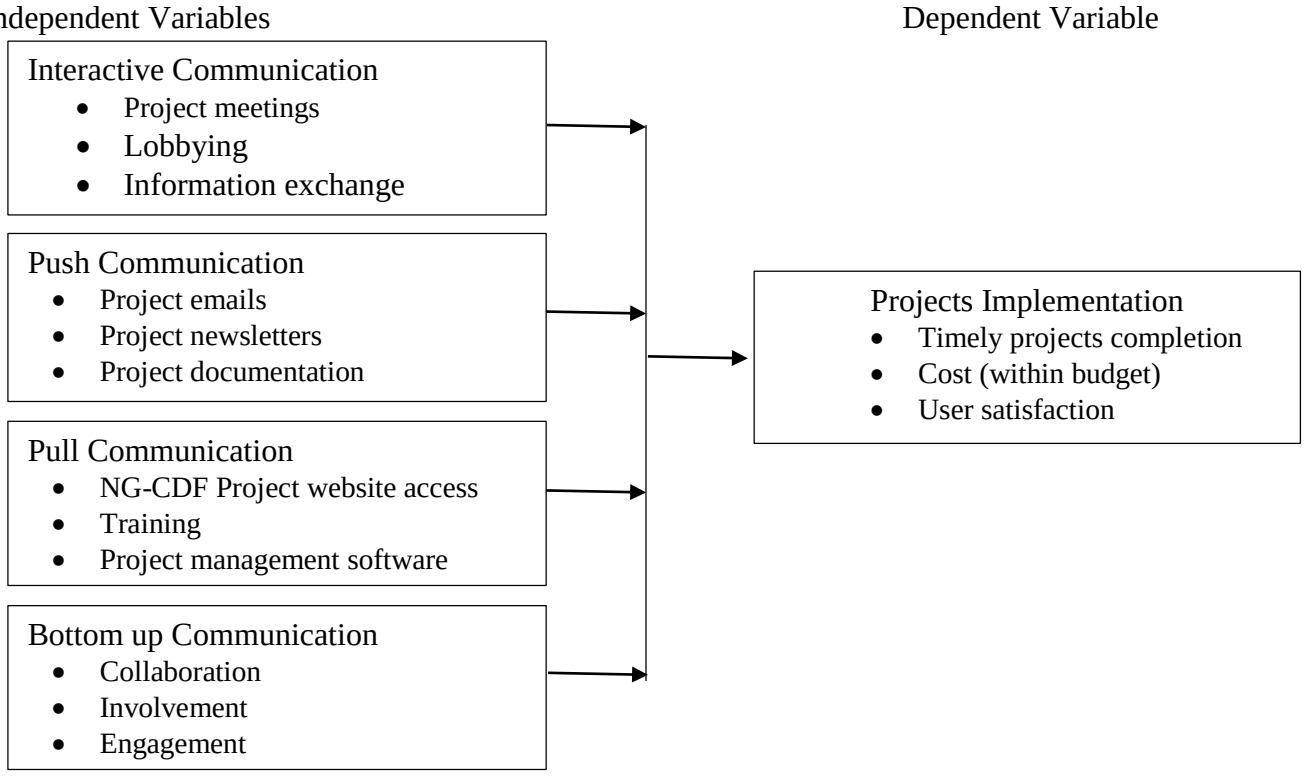
Study Objectives

The purpose of the study was to establish project communication on implementation of national government constituency development funds projects in Borabu, Nyamira County; Kenya. This study examined interactive, push, pull and bottom up communication on the implementation of NG-CDF projects in Borabu constituency.

Conceptual Framework

A conceptual framework is a tool researchers use to guide their inquiry; it is a set of ideas used to structure the research, a sort of a map (Kothari, 2004b). It is the researcher's own position on the problem and gives direction to the study. The researcher can be able to show the relationships of the different constructs that he wants to investigate. Fig 1 demonstrates how interactive communication trigger the implementation of development.

Figure 1: Conceptual Framework.



Research Methodology

The researcher used descriptive survey design to establish project communication on implementation of development projects in Nyamira County, Kenya: a survey of Borabu NG-CDF projects. The target population of the study was from 93 projects, a sample size of 74 members was computed from the target population using percentage from the targeted 186 members who included CDF staff & Board members, public and project managers 'using simple random sampling which was 40% of the sample frame.

RESEARCH FINDINGS AND DISCUSSION

Descriptive Statistics

This section presents the descriptive results on statements on both dependent and independent variables. Descriptive analysis consists of frequency tables, diagrams, figures, measure of central tendency (arithmetic mean and standard deviation) and measure of dispersion (Hussain, 2012). Descriptive analysis was used to examine the relationships between variables by describing the direction and the association between them. Descriptive statistics were obtained through running the statements of each objective using descriptive custom table and presenting in percentages. The mean and the standard deviations were obtained through running the descriptive statistics.

Interactive Communication on Implementation of NG CDF Projects

The respondents were presented with statements to rate on a likert 5 point scale seeking to establish effects of interactive communication on implementation of NG CDF projects. Majority of the respondents agreed that project meetings were held to ensure all project areas were covered during implementation at (mean=3.75, SD=0.822). The respondents also agreed at great extent that Video conferencing have the capability of sharing real time audio and documents (M=3.90, SD=0.759), subsequently respondents at very great extent agreed that Lobbying by the MP helps in strengthening of NG CDF policies (M=4.25, SD=0.632). There is clear flow of information to all stakeholders on NG CDF projects implementation with a majority agreeing (M=4.17, SD=0.950).

Table 1: **Interactive communication on implementation of NG-CDF Projects**

Statements	5(VGE)	4(GE)	3(ME)	2(LE)	1(VLE)	Mean	STD
Frequent consultative Meetings to deliberate on Project progress.	25(43%)	10(17%)	18(30%)	4(6%)	2(4%)	3.75	0.822
Video conferencing have the capability of sharing real time audio and documents.	22(38%)	28(47%)	5(9%)	4(6%)	-	3.90	0.759
Lobbying by the MP helps in strengthening of NG CDF policies.	22(38%)	14(23%)	11(19%)	9(15%)	3(5%)	4.25	0.632
There is clear flow of information to all stakeholders on NG CDF projects implementation.	22(38%)	15(26%)	10(17%)	10(17%)	2(3%)	4.17	0.950
Aggregate						4.02	0.791

n = 59 (VLE = Very low extent; LE = Low extent; M = Moderate; GE = Great Extent; VGE = Very Great Extent) *Mean = (Very low extent = 0 – 1.8; Low extent = 1.8 – 2.6; Moderate = 2.6 – 3.4; Great Extent = 3.4 - 4.2; Very Great Extent = 4.2 – 5.0

Push Communication on Implementation of NG CDF Projects

From the findings, majority of the respondents agreed to a great extent with the statements that Emails are considered as official communication channels and majority agreed that Newsletters are used to create awareness of NG-CDF projects with mean scores and standard deviation of 4.14 (0.988) and 4.24 (0.916) respectively. While respondents with a mean and standard deviation of 4.20 (0.943) at very great extent agreed with the statement that work breakdown structure was documented to guide the project works and 4.10 (1.045) at great extent agreed with the statements that documentation helps to trace quality, history and traceability, such documents include Project charter, design documents, work plan/estimates as indicated.

Table 2: Push Communication

Statements	VGE(5)	GE(4)	M(3)	LE(2)	VLE(1)	MEAN	STD
Emails are considered as official communication channels.	25(47%)	16(30%)	7(13%)	5(9%)	-	4.14	0.973
Newsletters are used to create awareness of NG-CDF projects.	18(34%)	17(32%)	15(28%)	3(6%)	-	4.24	0.916
Work breakdown structure to guide the project works.	17(32%)	14(25%)	15(28%)	7(13%)	1(2%)	4.20	0.943
Documentation helps to trace quality, history and traceability.	16(30%)	17(32%)	9(17%)	9(17%)	2(4%)	4.10	1.045
Aggregate						4.17	0.969

n = 59 (VLE = Very low extent; LE = Low extent; M = Moderate; GE = Great Extent; VGE = Very Great Extent) *Mean = (Very low extent = 0 – 1.8; Low extent = 1.8 – 2.6; Moderate = 2.6 – 3.4; Great Extent = 3.4 - 4.2; Very Great Extent = 4.2 – 5.0

Pull Communication on Implementation of NG CDF Projects

The respondents were asked to state the extent to which the following statements determine project implementation on NG-CDF in Borabu constituency. From the findings, majority of the respondents agreed to a great extent with the statement that there was ease access to NG-CDF website getting Project proposals/tenders/budget with a mean score of 3.76 and standard deviation of 0.953. Furthermore, majority of the respondents greatly extent agreed with the statements that Knowledge management leads to reduced costs and increased revenues. With a mean of 3.85 and standard deviation of 0.761, and role of training on implementation of NG –CDF projects with mean scores of 4.22 and standard deviation of 0.645 very greatly agreed respectively. However, majority of the respondents slightly agreed at great extent that project management software's plays a role on effective implementation of NG-CDF projects very greatly extent, with mean scores of 4.24 and Standard deviation of 0.878 respectively. The findings therefore show that majority

of respondents greatly agreed that pull communication plays a key role on implementation of NG-CDF project in Borabu constituency.

Table 4: Pull Communication on Implementation of NG-CDF

Statements	VGE(5)	GE(4)	ME(3)	LE(2)	VLE(1)	Mean	Std
Ease access to NG-CDF Project website.	25(42%)	15(28%)	5(9%)	8(15%)	3(6%)	3.76	0.953
Knowledge management leads to reduced costs, increased revenues.	16(30%)	17(32%)	10(19%)	9(17%)	1(2%)	3.85	0.761
Improved skills through training on Policies, project proposals and tenders.	17(32%)	20(38%)	8(15%)	6(11%)	2(4%)	4.22	0.645
Project management software's provides coordination across teams	13(25%)	17(32%)	12(23%)	9(17%)	2(4%)	4.24	0.878
Aggregate						4.02	0.809

n = 59 (VLE = Very low extent; LE = Low extent; M = Moderate; GE = Great Extent; VGE = Very Great Extent) *Mean = (Very low extent = 0 – 1.8; Low extent = 1.8 – 2.6; Moderate = 2.6 – 3.4; Great Extent = 3.4 - 4.2; Very Great Extent = 4.2 – 5.0).

Bottom up Communication on Implementation of NG CDF Projects

From the findings the researcher found out bottom up communication is a key factor of project implementation. The respondents agreed at great extent that collaboration and participation on projects implementation is critical with a mean of 4.03 and standard deviation of 0.850, Stakeholders' ownership and acceptance of NG CDF through projects involvement had a mean of 4.05 and standard deviation 0.797. Lastly at very great extent, improved stakeholders engagement in selection of NG CDF projects had a mean of 4.36 and standard deviation of 1.280. Generally revealing that bottom up communication is predictor towards implementation of NG-CDF projects within Borabu constituency.

Table 5: Bottom up Communication on Implementation of NG CDF

STATEMENTS	VGE(5)	GE(4)	ME(3)	LE(2)	VLW(1)	MEAN	STD
There is stakeholders' collaboration and participation on projects implementation.	21(40%)	13(32%)	4(8%)	7(13%)	4(8%)	4.03	0.850
Stakeholders' ownership and acceptance of NG CDF through projects involvement.	13(25%)	17(32%)	11(21%)	9(17%)	3(6%)	4.05	0.797

Improved negotiation in selection of NG CDF projects.	17(32%)	18(34%)	8(15%)	5(9%)	5(9%)	4.36	0.637
Aggregate						4.14	1.22

n = 59 (VLE = Very low extent; LE = Low extent; M = Moderate; GE = Great Extent; VGE = Very Great Extent) *Mean = (Very low extent = 0 – 1.8; Low extent = 1.8 – 2.6; Moderate = 2.6 – 3.4; Great Extent = 3.4 - 4.2; Very Great Extent = 4.2 – 5.0

Successful NG CDF Projects Implementation in Borabu Constituency

In trying to determine role of communication on NG-CDF project implementation, respondents in this study were asked to indicate their level of agreement with specific statements in the questionnaire related to project implementation. The questionnaire response coding was in a 5 point Likert scale from 1-5 with 5 representing strong agreement and 1 representing strong disagreement with the statements under project implementation dependent variable.

The respondents were asked to give scores to project completion ahead of schedule with majority agreeing with a mean 4.00 and standard deviation of 1.034. Projects completed within budget had a mean of 3.81 and standard deviation of 0.900. Majority strongly agreed that project were implemented according to the original design had mean of 4.31 and standard deviation of 0.701. On if Projects met stakeholders' expectations majority agreed with a mean of 3.75 and standard deviation of 1.076 as indicated.

Table 6: NG CDF Projects Implementation

Statements	SA(5)	A(4)	N(3)	D(2)	SD(1)	Mean	Std
Project implemented on or ahead of schedule.	16(30%)	18(34%)	9(17%)	7(13%)	3(6%)	4.00	1.034
Project implemented within budget.	19(36%)	17(32%)	6(11%)	8(15%)	3(6%)	3.81	0.900
Project implemented according to the original design.	21(40%)	14(26%)	9(17%)	7(13%)	2(4%)	4.31	0.701
Projects implemented to the satisfaction of the project beneficiaries.	18(34%)	18(34%)	7(13%)	8(13%)	2(4%)	3.75	1.076
Aggregate						3.97	0.926

n = 59 (SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree) *Mean = (Strongly Disagree = 0 – 1.8; Disagree = 1.8 – 2.6; Neutral = 2.6 – 3.4; Agree = 3.4 - 4.2; Strongly Agree = 4.2 – 5.0).

Aggregation of Independent Variables

With independent variables having met the reliability test, items under each variable were aggregated and the average shown (mean and standard deviation). From the descriptive statistics, Push communication (X_2) had the highest rating and second highest variation in responses (M = 4.17, S.D = 0.969). Bottom up communication (X4) had the second highest rating and highest variation in responses (M = 4.14, S.D = 1.22).

Pull communication (X_3) had the third highest rating but third highest variation in responses (M = 4.02, S.D = 0.809). The variable which recorded the lowest rating was Interactive communication (X_1) but had the lowest variation in responses (M = 4.02, S.D = 0.791). From the given scores, Interactive communication became the worst predictor followed by pull communication. The second-best predictor was bottom up communication with the best predictor being push communication. The aggregation is shown in Table 7.

Table 7: Summary of Means and Standard Deviations

Variable	Mean	Std. Dev.	Min	Max
Interactive communication	4.02	0.791	1	5
Push Communication	4.17	0.969	1	5
Pull Communication	4.02	0.809	1	5
Bottom up Communication	4.14	1.22	1	5

Ranked on scale: (Strongly Disagree = 0 – 1.8; Disagree = 1.8 – 2.6; Neither Agree nor Disagree = 2.6 – 3.4; Agree = 3.4 – 4.2; Strongly Agree = 4.2 – 5.0).

Correlation Analysis for the Linear Relationship between the Study Variables

The researcher ran a correlation matrix to establish if there existed a relationship between the variables. Pearson Product Moment Correlation was used for the correlation analysis, with (r) being used to determine the linear relationship between the study variables. According to (Mugenda, & Mugenda, 2012), the correlation coefficient yields a statistic that ranges between -1.0 (perfect negative correlation) to 1.0 (perfect positive correlation) and it shows the magnitude of the relationship between two variables. How big the correlation coefficient value is points to a stronger association between two variables. A zero value of (r) shows that there is no association between two variables. The correlation coefficients were computed for each pair of the variables and the results shown in the correlation matrix (Table 7).

The findings showed that implementation of NG-CDF projects had a high correlation with interactive communication (r = 0.509, p-value < 0.001). That meant that a positive change in interactive communication resulted in effective implementation of NG-CDF projects. Also, the researcher focused on how push communication improved effectiveness in implementation of NG-CDF projects as indicated by a significant correlation value (r = .47, p-value < 0.001). The study findings showed that implementation of NG-CDF projects and pull communication had a very weak positive significant relationship (r = .087, p-value < 0.513).

Also bottom up communication showed a weak positive correlation with implementation of NG-CDF projects (r = .100, p-value = .451). The p-values for Pull communication and bottom up were above the criteria of $\alpha <$ 0.05 and therefore they were not statistically significant. Since all variables returned a positive correlation as shown in Table 7, they were therefore subjected to further regression analysis to determine their individual contributions.

Table 8: Correlation Analysis Results for Study Variables

		Project Implementation	Interactive	Push	Pull	Bottom up
Project Implementation	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	59				
Interactive	Pearson Correlation	.509**	1			
	Sig. (2-tailed)	.000				
	N	59	59			
Push	Pearson Correlation	.470**	.521**	1		
	Sig. (2-tailed)	.000	.000			
	N	59	59	59		
Pull	Pearson Correlation	.087	-.004	.071	1	
	Sig. (2-tailed)	.513	.975	.595		
	N	59	59	59	59	
Bottom Up	Pearson Correlation	.100	-.057	-.058	.056	1
	Sig. (2-tailed)	.451	.670	.663	.673	
	N	59	59	59	59	59

**. Correlation is significant at the 0.01 level (2-tailed).

Key: Y = Implementation of NG-CDF Projects; X1 = Interactive communication; X2 = push communication; X3 = Push communication; X4 = Bottom up communication

Regression Analysis Results

The researcher used multiple regression analysis to determine the linear statistical relationship between the independent, and dependent variables of the study. The regression coefficient was used to describe the results of regression analysis and outline the nature and intensity of the relationships between the study variables.

Regression Analysis

Table 9: Model Summary for Joint Independent variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582[a]	.339	.290	.905

a. Predictors: (Constant) Interactive, Push, Pull and Bottom up Communication

The results in Table 9 present the fitness of model used in explaining the relationship between interactive, push, pull, and bottom up communication and the implementation of NG-CDF projects in Borabu constituency. The independent variables were found to be satisfactory variables in determining the implementation of NG-CDF projects in Borabu constituency.

This was supported by the coefficient of determination also known as the R-square of 0.339. This means that the independent variables (interactive, push, pull, and bottom up communication) explain 33.9% of the variations in the dependent variable which is the implementation of NG-CDF projects in Borabu constituency. This therefore means that other factors not studied in this research contribute 66.1% in the implementation of NG-CDF projects in Borabu constituency. These results further mean that the model applied to link the relationship of the variables was satisfactory.

Table 10: Analysis of Variance (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.657	4	5.664	6.921	.000[b]
	Residual	44.191	54	.818		
	Total	66.847	58			

a. Dependent Variable: project Implementation

b. Predictors: (Constant), Interactive, Push, Pull, Bottom up Communication

Table 10 the results imply that the interactive, push, pull, and bottom up communication, were good predictors of implementation of NG-CDF projects. This was also supported by the reported p=0.00 which was less than the probability of 0.05 significance level. The model was statistically significant in predicting the influence of interactive, push, pull, and bottom up communication in the implementation of NG-CDF projects in Nyamira County.

Table 11: Beta Coefficients

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.430	.818		.526	.601
	Interactive	.367	.129	.371	2.853	.006
	Push	.330	.153	.280	2.152	.036
	Pull	.057	.104	.061	.549	.585
	Bottom up	.136	.113	.134	1.205	.233

a. Dependent Variable: Project Implementation

From the regression model:

$Y = a0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$

Where:

Y= Project implementation

X_1 = Interactive communication

X_2 = Push communication

X_3 = Pull communication

X_4 = Bottom up communication

The regression equation is presented below.

$Y = 0.430 + 0.367X_1 + 0.330X_2 + 0.057X_3 + 0.136X_4$

The equation above concluded that project implementation was extremely swayed by interactive communication, push communication, pull communication and bottom up communication. Given all the predictor variables constant at zero (0), project implementation was 0.430.

The regression coefficient for interactive communication was 0.367. This shows that the relationship between interactive communication and project implementation was positive. This suggests that better and efficient interactive communication enhances effective project implementation positively and vice versa. The regression coefficient for Push communication was also positive at 0.330. This means that the relationship between push communication and project implementation was positive. This indicates that there was improvement on implementation of effective projects and vice versa.

There was also slight positive regression coefficient for pull communication having a coefficient of 0.057. This imply that pull communication plays a role hence effectiveness on project implementation and vice versa. Lastly the study found a fairly positive relationship between bottom up communication and project implementation having a regression coefficient of 0.136. This shows that stakeholder's participation through effective bottom up communication from the grassroots therefore influences project implementation positively and vice versa.

SUMMARY OF FINDINGS

The broad study's objective was to examine project communication on implementation of National Government Constituency Development fund projects in Borabu, Nyamira County; Kenya. To achieve the objective, a target population, consisting of project managers and constituents living in Borabu constituency, were identified and utilized throughout the study. Then four specific objectives were developed and addressed using four research questions each for each objective.

Questionnaire was utilized to collect the data was developed based on approach and utilized to collect both qualitative and quantitative data. The four questions developed were tested using multiple linear regression models. The simple model was utilized to determine the effect of individual independent variable namely; interactive push, pull and bottom up communication on project implementation, which was the dependent variable.

Interactive Communication on Implementation of NG-CDF Projects

The first objective sought to determine interactive communication on implementation of NG-CDF projects within Borabu constituency. The findings showed a positive significant correlation between interactive communications and project implementation with a correlation of 0.504. This indicated that frequent consultative meetings, lobbying as well as information exchange can significantly influence the effectiveness of project implementation. Face-to-face meetings is the richest medium because it has the capacity for direct experience, multiple information cues, immediate feedback, and personal focus and enables the assimilation of broad cues and deep, emotional understanding of the message (Muchunku, 2015). Most of the meetings conducted by e-conferencing can be recorded and presented to nonparticipants, or stored for future recovery, later podcasts, webcasts and training, or to comply with the requirement of the transparency legislation (Miriti, 2016). In his study Kirubi, (2018) argued that committees that meet regularly improve the transparency and openness of reported earnings and therefore improve earnings quality.

Another study by (Mohamed & Bett, 2018) which established that frequent consultative meetings to deliberate on the progress of the project and are always involved in the implementation of CDF projects. (Anyango and Mbugua, 2016) explained that necessity of exchanging information with both clients and the rest of the organization concerning project goals, changes in policies and procedures and status reports. According Kavita & Guyo, (2019) revealed that Project staff should constantly communicate with each other on issues affecting them. Additionally, Project staff should make plans on how to solve the issues that arise and come up with alternative solutions. Further Premkumar and Roberts (2009) as cited by (Lango and Bwisa, 2018) concurs with the findings above that interactive communication is commonly used through telephone, e-mail and meetings with the stakeholders involved in implementation of NG-CDF projects.

Push Communication on Implementation of NG-CDF Projects

The objective sought to establish push communication on implementation of NG-CDF projects within Borabu constituency. The findings revealed a positive correlation between project implementation and push communication with a correlation of 0.554. This showed that project emails, newsletters and project documentation leads to project implementation. Email-based project management tools increase efficiency by allowing the user to work directly in their inbox without needing to switch between different apps to access different project management tools. This concur with a study by (Were and Mutwiri, 2021) which revealed that Emails should be considered as official communication channels with clear policy on reporting structure and status reviews be communicated to stakeholders.

Information on Communication plans, projects proposal as well as budget allocation on the noticeboards, newspaper, emails helps in project implementation therefore leading to transparency and accountability. Project newsletters are used to communicate information about all aspects of a project. This could be information related to design, schedules, upcoming work in the area, opportunities for engagement—anything that is relevant to interested individuals. Documentation must lay the foundation for quality, traceability, and history for both the individual document and for the complete project documentation. This is in agreement with a study by Kavita & Guyo, (2019) revealed that Project information should be largely shaped by preferences of the communities it serves and that Information concerning project activities should be widely availed to the public.

Pull Communication on Implementation of NG-CDF in Borabu Constituency

The objective sought to establish pull communication on implementation of NG-CDF projects within Borabu constituency. The findings also showed a weak positive significant correlation between pull communications and project implementation with a slight correlation of 0.081. This indicates that ease access to Project proposals/tenders/Budget from the NG-CDF website helps project implementation, Stakeholders give their opinions through suggestions, priorities through SMS, Facebook, Improved skills through training and frequent feedback contributes to project implementation.

This concurs with a study by (Mohamed & Bett, 2018) which revealed that project team training is carried out to ensure that the project is of the desired quality, therefore carrying out project team training reduces the risks that the project might encounter. Another study by Kavita & Guyo, (2019) revealed that feedback from stakeholders should be acted upon without hesitation. Furthermore, the media used when communicating with stakeholders should be those they like. In addition, project results should be communicated to stakeholders on time.

Bottom up Communication on Implementation of NG-CDF in Borabu Constituency

The fourth objective sought to find out bottom up communication on implementation of NG-CDF projects within Borabu constituency. The findings also showed a slight positive significant correlation between bottom up communications on project implementation with a correlation of 0.102. This shows that stakeholders' collaboration and participation plays a key role in bringing all the stakeholders together, Involvement of stakeholders leads to ownership and acceptance for instance cattle dips. The findings notes that communication gives the project beneficiaries a voice, or empowers them, so that they can participate effectively in discussions of projects or programmes that affect them.

CONCLUSION

The purpose of the study was to examine project communication on implementation of National Government Constituency Development fund projects in Borabu, Nyamira County; Kenya. The conclusion of the whole study was made through a comparison of the study objectives and the end results.

Interactive Communication

Based on the findings it was determined that the interactive communication played an effective role in implementation of NG-CDF projects. Thus the study found out that interactive communication was crucial in enhancing timely completion of projects. The study concluded that frequent project meetings, lobbying and information exchange played a positive role in enhancing the timely completion of the CDF financed projects.

Push Communication.

From the results, the study concluded that there was significant positive relationship between push communication and implementation of NG-CDF projects in Borabu constituency.

Pull Communication

There is sufficient evidence from the study to show that pull communication contribute on implementation of NG-CDF projects in Borabu constituency.

Bottom up Communication

From the results, the study concludes that there was significant positive relationship between bottom up communication and implementation of NG-CDF projects in Borabu constituency.

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