

GENDER ANALYSIS IN MANGO PRODUCTION AND MARKETING IN KILIFI

COUNTY, KENYA

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(Bsc. AGRIBUSINESS MANAGEMENT)

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**A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE AWARD OF MASTER OF SCIENCE IN
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Declaration:

This proposal is my original work and has not been presented for any degree in any other university.

Nyagaya Billy Ochieng

Signature: 

Date: 23/05/2014

Supervisors Approval:

This proposal has been submitted with our approval as the university supervisors:

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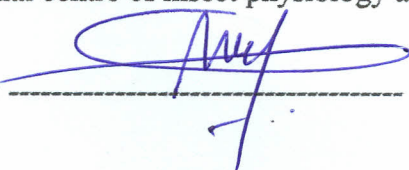
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ABSTRACT

The production of mango and marketing in Kenya is hampered by several challenges: inadequate gender involvement in production and marketing, pest and diseases attack, high cost of inputs, poor market infrastructure, and e.t.c leading to lower productivity, decreased profitability and reduction in household income. The objective of this study is to analyze the gender roles in mango production, mango fruit fly control, and marketing in Kilifi County and also to identify constraints affecting men and women involved in mango production, mango fruit fly control and marketing. The study will further assess intra house hold resource allocation and its impact in mango production, mango fruit fly control, marketing and general household well being. Mango productivity in the dominant coastal varieties such as apple, ngowe, boribo, batawi, dodo and the local varieties will be assessed

Concern for gender equality in development is now sufficiently well recognized as a prerequisite for poverty reduction, food security and sustainable development .It's against this background that analysis of gender in mango production and marketing needs to be looked at. The study will use purposive sampling method and structured questionnaires will be administered to 500 randomly selected mango growing farmers in Kilifi County. Data will be analyzed using descriptive statistics, regression and correlation analysis .Gender analysis tools such as Harvard analytical framework, Moser gender planning framework and cooperative and non cooperative household models will also be employed. From the problems identified and conclusions made, recommendations for appropriate policies and interventions will be made on best way to involve gender in mango productivity, mango fruit fly control and marketing in Kilifi County and Kenya in general.