

# Challenges Faced by the Provincial Administration in Implementation of Vision 2030 Strategy in Magarini District, Kilifi County

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## ***Abstract:***

The research focuses on the challenges faced by the Provincial Administration in the implementation of Vision 2030 in Magarini District. The study aimed at investigating the functions of Provincial Administration in the implementation of vision 2030. The study also investigated the challenges encountered in implementing the vision, and finally, the study suggests effective intervention strategies necessary for successful implementation of vision 2030 at Magarini District. On the subject of challenges faced by the Provincial Administration in the implementation of vision 2030 in Magarini District of specific concern was the communities reactions towards accommodation of the tenets of vision 2030 specifically in relation to economic empowerment and challenges in different sectors ranging from agriculture, education, health, gender youth empowerment (to mention a few). Primary data was collected by the use of questionnaires dispatched to District Officers, Chiefs, Districts Agricultural Officers, Education Officers and Women Group Members.

The questionnaires had two sections, where section one provided demographic information, while section two had questions on the objectives of the study. Data was analyzed using descriptive statistics which includes frequencies, percentages, and mean scores. The study results indicate that the structure of the organization directly affects the implementation strategy of vision 2030. Resource insufficiency has a negative relationship, same as human resource and communication. For the vision 2030 strategy to be well implemented then enough resources need to 'be provided, human resource should improve in their strategies since Their intriguing findings indicate that strategy implementation success depends crucially on the human or people side of project management, and less on organization and systems related factors.

Communication should process should clearly explain what new responsibilities, tasks, and duties need to be performed by the affected employees. It should also include the reason why behind changed job activities, and more fundamentally the reasons why the new strategic decision was made firstly. In implementation of 2030 strategy the provincial administration should ensure there is an upward and downwards flow of communication. Information flow should be promoted. A communication directorate should provide an effective communication strategy.