

Name of Project: Promocion del Tejido Social y Productivo para el Desarrollo Integral de Comunidades Rurales en Caraga (Na. Reg.: 06-PRI-229)

Description (Methodology. Techniques and Strategies used):

The project is being implemented by PhilDHERRA-Mindanao in collaboration with three (3) Caraga Region (Mindanao)-based member-NGOs, namely, Associates for Integral Development (AID), the Rural Enterprise and Community Assistance (REACH), and the Surigao Sur Organization for Human Development (SSOFDHEV).

The project sites include 12 barangays, namely: Bangayan, Songkoy and Poblacion (Municipality of Kitcharao); Mabini (Placer); Alipao (Alegria); Dugsangon (Bacuag); Cayale (Tago); San Jose and Mabuhay (Tandag City); and, Pamaypayan, Colet and San Antonio (Bislig City). It is implemented in collaboration with Intercambio y Solidaridad (InteRed) and funded by Agencia Española Cooperacion Internacional para el Desarrollo (AECID). The project commenced in April 2007 and will terminate in March 2009.

The project adopts Sustainable Integrated Area Development (SIAD) as the over-arching strategy in project implementation.

PhilDHERRA designed and maintains a Project Management Information System that runs on Microsoft Access. The system generates updated data and information that aids in tracking household and individual income, social participation and access to basic social services as well as the record of participation of every individual engaged or involved in the project, from the project to the community and local government units. To attain this, the project uses the Client Segmentation approach to sharpen the formation and establishment of local mechanisms.

Implementation Mechanics:

1. Apply the Client Segmentation approach in developing the capacities or enhancing the participation of the communities and other stakeholders. Develop channels for professional knowledge and technical skills transfer.
2. Organize the community/capacitate the People's Organization. Involve the Municipal and Barangay Local Government Units. Incorporate Environment & Ecology and Gender & Development;
3. Address poverty immediately. Support household level, income-generating, poverty-enhancing, PO-managed projects. Promoted community-managed social services which are subsidized by the People's Organizations.
4. Inform the partners. Maintain a database of all participating individuals and agencies. Analyze and process the data into information for management decisions, community action and crafting of household or client-specific interventions.
5. Expand-Consolidate-Expand. Consolidate the gains and overcome hurdles by building a development spiral of ideas, methodologies and techniques.

What is innovative about this project?

The combined application of Client Segmentation approach and computerized Management Information System in tracking household poverty, individual social involvement, individual access to basic social services and participation in governance. Client segmentation innovates from market segmentation, which is a proven technique in business marketing.

Evidence of Results and Impact

1. **Evolution of the People's Organizations into social entrepreneurs.** Starting out as a social organization, the People's Organizations organized/revitalized by the project have evolved into social entrepreneurs. The People's Organizations have learned the trade in conducting social debates and deliberations looking for innovative solutions to address the social issues of their communities. They are already participating in community development planning activities and project planning activities looking for sustainable solutions to improve the economic condition and the quality of life in their communities.
2. **Emergence of the People's Organizations as business entrepreneurs.** The People's Organizations have also evolved into business entrepreneurs. The POs are engaged in livelihood and business enterprises that improve the access of the community to basic food supply and commodities and at the same time re-channel some of the household expenses into dividends, patronage refund or additional share capital in the organization.
3. **Expanded the services and reach of social service delivery mechanisms.** The People's Organizations have established their respective *botika* or pharmacies from the medicines donated by the project, effectively enhancing the access and availability of cheap medicines to the community members. The partner-Municipal/City Health Offices of the project have trained new and additional Community Health Workers (CHW) to complement the existing CHWs in the barangays, increasing the capacity of the Barangay Health Centers to reach out to more clients. The project also provided medical equipment and supplies to the Barangay Health Centers as well as nearly completed the construction of 2 Barangay Health Centers.
4. **Formation of PO-managed financial capital and credit.** The project is implementing an agricultural production assistance program and a livelihood/enterprise assistance program in collaboration with the People's Organizations. The project has been providing support to the People's Organization – delivered directly to the recipient-beneficiaries - in the form of production inputs or livelihood materials. The material support is regarded as donated capital to the People's Organization yet the People's Organizations treat them as loan of the recipient-beneficiary from the People's Organization. The reflow from the assistance has since been converted into a credit fund/revolving fund of the People's Organization.
5. **Formation of PO-managed Social Services Fund.** The People's Organizations are building up their scholarship and health insurance funds. The People's Organizations charge a uniform interest rate of 5% per month on the capital loaned from the credit fund. The People's Organizations use a portion of the monthly interest to start up a scholarship fund and a health insurance fund. 20% of the 5% monthly interest paid by the recipient-beneficiaries goes to the scholarship fund; and another 20% goes to the health insurance fund. The remaining 60% is plowed back to the PO general fund and credit fund.
6. **Emergence of mass base of sustainable agriculture and nature farming advocates and adopters.** Initially a passive observer the People's Organizations have evolved into advocates – while the members have become adopters – of sustainable agriculture and nature farming

methods as a result of the intensified education and information campaign and farmer-level demonstration and extension work conducted by the project. The People's Organizations have made it a policy that only agricultural loan applications that use at least 50% organic-based materials (for inputs and insect, pest and disease control) would be granted. While the member-adopters produce their own organic-based fertilizers and concoct their own bio-spray as well as educate and inform other farmers about the benefits derived from the use of sustainable agriculture methods and nature farming systems.

Contact Details:

PHILDHARRA Mindanao
mindanao@phildhrra.net
c/o Mr. Rolando Abando
Regional Coordinator
727 F. Torres Street
8000 Davao City
Telefax: (+63-082) 221 3789

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