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Author(s)	Fementira, Graciana B.
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DISCUSSION PAPER No. 20

Case Study of Applied LIP Approach/ Activities in the Philippines The Training Services Enhancement Project for Rural Life Improvement (TSEP-RLI) Experience

GRACIANA B. FEMENTIRA *

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Abstract

TSEP-RLI was a technical cooperation project jointly conducted by GOP thru DA-Agricultural Training Institute (ATI) and GOJ thru JICA aimed at institutionalizing the training program for Rural Life Improvement (RLI) at the (ATI). As expected, farmers, fisherfolk, women, youth and extension agents were provided with efficient and effective training services from ATI leading to the improvement of quality of life in the rural areas through efforts of human resource development.

The ATI- Bohol was chosen as the model center where participatory trials and various activities of the project were undertaken for five years. These activities were participatory surveys and data collection of on-farm and off-farm productive activities; planning workshop for RLI; feedbacking of survey results and action plans to the community and the Local Government Units (LGUs), and signing of Memorandum of Agreement between the Project and participating LGUs. The above activities were done to facilitate the

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* Senior Agriculturist, Agricultural Training Institute (ATI) -VII - Central Visayas Beside City Park, Cabawan District, Tagbilaran City, Bohol, Philippines 6300enior

planning and development of most effective and necessary rural life improvement activities, to confirm the willingness of the people to support and participate and to formalize the partnership between the Project and the LGUs.

Since the concept of rural life covers a vast range of activities, a consensus had been reached that the total aspects of rural life be grasped in three spheres, namely, Production & Livelihood (P/L), Rural Living Condition (RLC) and Community Environment (C/E). The RLI for Ubi (Yam) Growers was one of the pilot activities undertaken in two pilot barangays and the target beneficiaries were members of the Rural Improvement Club (RIC- a group of organized women) with the LGU of the Municipality of Corella as the implementing partner.

During the planning workshop, the barangay residents articulated their desire to promote production and processing of ubi (sphere on P/L - as the entry point), lack of nutritious food was one of the identified problem (sphere on RLC- expansion point) and environmental degradation such as deforestation, and soil erosion was another problem articulated by the community people (sphere on C/E- expansion point). Major activities that were undertaken namely, Ubi cooking contest, cooking/processing seminar, training courses on entrepreneurial development, ubi production and storage technology, packaging and product design, human resource development and simplified bookkeeping motivated the beneficiaries as well as developed and enhanced their skills & capabilities while strengthening their associations. Their participation to the 5 ubi festivals and other related activities had brought some impacts on their economic and rural life improvement activities.

The seven principles of TSEP-RLI include the participatory process, holistic approach, dialogical approach, bottom -up training needs assessment, demand-driven approach, cost sharing approach and collaborative implementation with other agencies including LGUs and the community.

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INSTITUTE OF DEVELOPING ECONOMIES (IDE), JETRO
3-2-2, WAKABA, MIHAMA-KU, CHIBA-SHI
CHIBA 261-8545, JAPAN

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Case Study of Applied LIP Approach/Activities in the Philippines
The Training Services Enhancement Project for Rural Life Improvement
(TSEP-RLI) Experience 1/

Graciana B. Fementira
Senior Agriculturist
Agricultural Training Institute (ATI) -VII - Central Visayas
Beside City Park, Cabawan District
Tagbilaran City, Bohol, Philippines 6300

Introduction:

The Philippines is a country of eighty two million people. Reality indicates that two thirds of the country's population live in the rural areas and are either directly or indirectly dependent on agriculture for livelihood (Manero, 2000:4) as cited by Daquio 2001). Therefore , the government is dedicated to lifting up the lives of the poorest Filipinos and fighting poverty where poverty is. It has to focus on rural life improvement activities which raise rural incomes, produce high - value crops, generate on-farm and off-farm jobs and preserve the organic balance between people and their environment- as the key strategy. Creating the conditions for agricultural and rural development is central to an effective strategy for achieving food security and reducing mass poverty while also promoting sustainable economic growth (Daquio, 2001).

Just like other developing countries, the Philippines has been in the bondage of poverty. One factor that may have hindered rural development maybe in the lack of continuity and sustainability in the collaborative efforts and implementation of rural development programs by government and its stakeholders.

According to Gotardo, 2000, the attainment of the vision of sustainable rural development hinges on a well- structured and meaningful approach in order to improve the rural life condition of the majority of the population of the country.

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Moreover, if a certain project in a community is to succeed and be sustained, the people themselves must become familiar with its goals and objectives. Community participation and involvement is a plus factor in community development . The overriding goal of community participation is to help people develop the outlook, the competence, the self-confidence and the commitment which will ensure a sustained and responsible community effort in the project and beyond. Gotardo , 2000).

As further stated by Gotardo, 2000, the participatory approach-often known as learner-centered strategy has evolved over a decade as a means of helping learners face greater control over their lives and their environment by developing their skills in problem solving and resource management. It is also worthwhile to note that the responsibility to produce a quality participation rests in large measure, in the hands of the project management team/project implementers and the trainers of a participatory training activity. This implies promoting participation not only directly at the community level, but also amongst others who affect the community.

In the case of TSEP-RLI, the project team believed that in order to be effective and efficient in addressing the challenges associated with rural life improvement, it is better to link jointly and always in consultation and close coordination with stakeholders and other implementing partners like the Local Government Units (LGUs) from pre , during and post project implementation.

This paper tries to share the background, different activities, the experiences, outcomes and impact, lessons learned and other insights of the Training Services Enhancement Project for Rural Life Improvement (TSEP-RLI) at the model center with emphasis on one of the pilot activities. I believe that these experiences have the concepts of improvement, participation, and synergy between the Local Government and Peoples Organizations.

Background of the TSEP-RLI

The project was known as Training Services Enhancement Project for Rural Life Improvement or TSEP-RLI. It was a technical cooperation project between the Philippine government through the Department of Agriculture- Agricultural Training Institute (DA-ATI) and the Japanese government through the Japan International Cooperation Agency (JICA). TSEP-RLI dealt with the development of training programs for rural life improvement (rli). The overall goal of the project was to provide farmers, fisherfolk, women, youth and extension agents with efficient and effective training services through the Agricultural Training Institute (ATI) that will lead to the improvement of the quality of life in the rural areas through efforts of human resources development.

The objective of the project was to formulate a Model Training Program on Rural Life Improvement (RLI) and to establish institutional model to conduct continuous effective and efficient training courses. The result in the model Training Center will be expanded in the ATI network of Training Centers.

The Agricultural Training Institute- Provincial Training Center (ATI-PTC) in Bohol, Philippines was chosen as the model center where participatory trials and various activities of the project were undertaken for five years. The model center has been playing a major role in the pilot project. *(Please see Annex A for the Schematic Diagram of the Concept of TSEP-RLI).*

Flow of TSEP-RLI Implementation:

I. Participatory Trials of the Rural Life Improvement (RLI) Activities the Selected Pilot Areas by the Model Center.

A. Participatory survey and data collection on on-farm and off-farm productive activities and home and community life activities in the rural areas.

A. 1 Selection of the Pilot Areas

The project team identified the selection criteria through brainstorming and discussion. Data gathering was done so that we can obtain the general information of the different municipalities which was needed in selecting the pilot municipalities.

After a thorough discussion of the team, the four pilot municipalities were selected using a criteria matrix of the municipalities. (Please see annex B). The same criteria were also used when we identified the pilot barangays.

The selection criteria include: accessibility

- 1.) LGU's support
- 2.) Accessibility
- 3.) active Rural Based Organization
- 4.) no other foreign-assisted projects

After identifying the pilot areas, a feed backing was done to the municipality to validate the data and to mobilize commitment from LGUs for full support to the project.

The next activity was the Workshop on TSEP. This was conducted to brief and orient to the pilot municipalities on TSEP-RLI. This workshop was attended by the project team, partner-implementers from the Local Government Unit (LGU) both municipal and barangay level and representative from the provincial level. It is on this workshop that the roles of stakeholders were identified and clarified, resources of the municipality and barangay were also identified. It was important also to note that in this workshop, the leveling off of the expectation of TSEP-RLI was done so that they would not expect too much from the project considering that it is a technical cooperation and not on infrastructure like huge buildings, roads and bridges or irrigation projects.

A.2 . Baseline Surveys

Basically, the purpose of the baseline surveys in Rural Life Improvement is to understand the actual living condition of the people at a selected pilot barangay so as to facilitate the planning and development of the most effective and necessary rural life improvement activities among people.

A.2.1 Community survey. This was the first survey that was conducted to understand social economic status and the system of surrounding and social environment of the people at the selected pilot barangays. It involved secondary data collection and information gathering from the offices.

A.2.2 Household survey. This was done to obtain the general information on the over all living condition of the people of the pilot barangays. A structured questionnaire was used to generate data on family information in details, rural life living condition, economic status, trainings and seminars attended and other social- related activities of the household. This activity was quite lengthy especially that the questionnaire was a 10- page and it was done to the total households in the barangay. So in the case at the model center, an independent group was hired to conduct the survey, but this was already modified in the expansion sites.

A.2.3 Individual Sampling Survey (ISS). This was conducted to obtain and understand further about the actual living conditions and status of the barangay people which cannot be fully obtained from the household survey.

A.3. Issue- oriented survey

One of the issue-oriented surveys was the survey on People's Organization/Rural Based Organizations. This was conducted to obtain information of People's Organizations (POs) and Rural Based Organizations (RBOs) in the pilot areas in relation to the rural life improvement activities and to analyze the membership of the existing organizations in the pilot areas to identify possible target group for the pilot

RLI activities. A questionnaire was formulated to facilitate the interview of the representatives of the existing organizations in the pilot barangays.

After the participatory surveys, the data and information were consolidated and analyzed. The analyzed data was validated and feedback to the barangay people through the general assembly meeting. This was also a venue to present the barangay situationer to the community. It was on this gathering that a briefing about the project was conducted to the barangay people to provide an overview of what the TSEP-RLI was all about. Again, it was emphasized to the barangay people that the project was a technical cooperation and not for huge infrastructures.

During this general assembly meeting, confirmation on the willingness of the barangay people to support and participate in the project was done through the question and answer activity. It is very important to get their commitment for the smooth implementation of the rli activities. Another purpose of the general assembly meeting was to inform them about the planning workshop and for the barangay people to select their representatives who would attend and participate in the planning workshop. The criteria that were considered in selecting workshop participants were the following: sex distribution must at least be equal, different age groups must be represented, each *purok* (note: almost all the barangay in Bohol is divided into 7 - 8 puroks) must be represented, existing organizations in the barangay must be represented, and representative should be able to speak for the community. The number of participants in the planning workshop was 30.

Another task of the barangay people in this meeting was to list down their resources available in the barangay, their needs, issues and challenges for their representatives to bring during the workshop so that their opinions could be integrated especially those who cannot attend.

B. Participatory activities of rural life improvement at the selected pilot areas.

B.1.Planning and preparation of the rural life improvement activities

After the participatory surveys, the project team had to brainstorm and discussed on the analyzed data, shared each others observation so that we could identify the problem areas for possible project intervention, but this step was only an initial brainstorming because the participatory planning was yet to be conducted.

B.2. Youth visioning workshop. Before the participatory planning workshop was conducted to the pilot barangays, there was a Youth Visioning Workshop that was conducted in one of the pilot barangays. This was done to enhance the knowledge, skills and attitude of the youth towards formulation and application of appropriate action program for the better life and opportunity of the people in the barangay. And for the part of the project, it is to develop and formulate possible procedures to be followed in conducting the planning workshop for rural life improvement.

B.3. Planning Workshop for Rural Life Improvement. The planning workshop was a two-day activity participated by the representatives of the barangay selected by the barangay people during the general assembly meeting. This planning workshop was intended to formulate the Action Plan for Rural Life Improvement by the community. The entire process was meant to assess the way of life, and to tackle the issues and problems in the community and they planned together for better future. The result of the workshop was recognized as the plan to be embodied by the community people themselves. The methodology incorporated the **BITAW** approach or the Basic Integrated Theater Arts Workshop developed by the Philippine Educational Theater Association (PETA) in order to integrate mobilization and awareness raising processes in the planning. Since the workshop proper was lengthy and exhaustive, releasing games were introduced from time to time. Good facilitating skills was likewise required in the participatory planning workshop to enable the participants bring out their ideas.

The planning workshop is an essential step to ensure sustainable Rural Life Improvement by employing the participatory approach, promoting people's participation in the activities that would lead to the improvement of their quality of life. This is directed to provide opportunity to the people to re-examine their ways of life and plan together for better

future by sharing ideas among themselves. The action plan formulated by the participants would reflect their real voices and would provide the project planners a good reference for the planning of rural life improvement activities. The workshop is also an effective measure to strengthen the sense of ownership among the people on the plans formulated as their own. That's why it was important that in the entire process, the emphasis should repeatedly be made on the point that the plan they're formulating was theirs, not of the project.

B.4. Feedback of the Action Plans to the Local Government Units(LGUs). This was done to provide opportunities for the municipal officers to be familiarized with the Action Plan made by the barangay representatives, to provide opportunities for the villagers to be informed with the existing plans, programs and the future directions of the relevant municipal offices, and to enable them to match their concerns with those plans and programs. This feedbacking would facilitate the project to identify possible areas for joint collaboration with the LGUs for implementation of the pilot activities. The content of this activity included presentation of the action plans by the representatives of workshop, presentation of plans, programs and future directions of the relevant municipal offices and open forum for discussion and exchange of ideas.

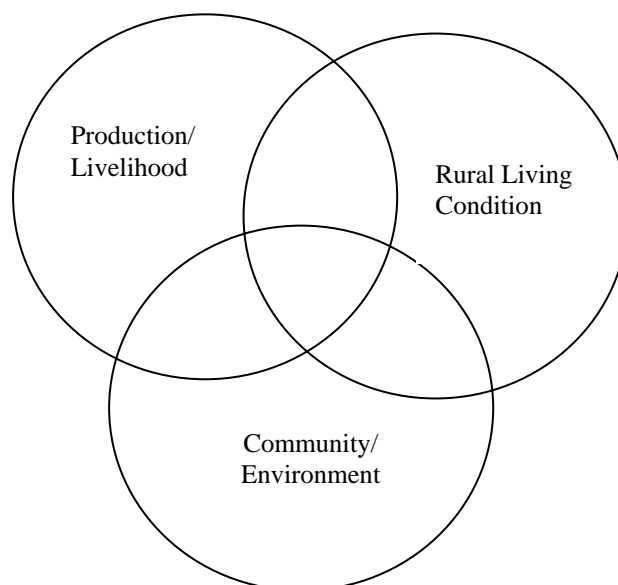
B.5. Identification of Pilot Activities . The findings and observations obtained through survey and workshops were summarized and analyzed to identify what pilot RLI activities the project will intervene.

B.6. Signing of MOA with participating LGUs . To formalize the partnership between the Project and participating LGUs in implementation of pilot RLI activities, the signing of MOA was an important activity. This involved the Mayors, SB Chairmen on Agriculture (Municipal Councilors), Municipal Agricultural Officers of pilot municipalities , Barangay Captains of pilot barangays and Representatives from provincial government and Office of the Provincial Agriculturist.

The Three Spheres

The concept of Rural Life covers a vast range of activities. Actual living of people depends on many factors lying on the physical and social environment; their home, family, work, livelihood, and various resources existing in their surroundings.

In the course of the Model Center (ATI-Bohol) activities, through the various surveys and workshops conducted, a consensus has been reached that the total aspects of Rural Life shall be grasped in three spheres, namely: Rural Living Condition, Livelihood & Production, and Community Environment. The rural communities consist of these three spheres, each of which is mutually correlated with one another. Thus, RLI in the project means any activity or action to be taken in any of the three spheres which aims to bring about the changes towards the better life of the people in the rural areas. Consideration should also be given to the interrelatedness and mutual effects among the three in order to attain a well-balanced and sustainable Rural Life Improvement (RLI). Therefore, one could not say that a certain rural community is already improved if only one aspect/sphere is better off thus the three spheres are correlated with one another.



As defined in the project, each of the spheres is defined as follows:

PRODUCTION/LIVELIHOOD

This sphere under RLI is categorized as activities, problems, and issues pertaining to the economic endeavors related to agricultural, fishery and forestry production and livelihood.

RURAL LIVING CONDITION

This sphere of RLI describes the people's way of living and how they live in a certain village/community, their abode/dwelling, health and sanitation, food and nutrition, financial management, education/literacy level, and working conditions, which includes the facilities they have both in their individual households and the community as a whole.

COMMUNITY ENVIRONMENT

This sphere describes the community and its total environmental condition. This includes natural and human resources as well as the state of its community environment in terms of how rich/abundant or poor/depleted its resources are. The social participation of the community is also considered an aspect of this sphere.

RURAL LIFE IMPROVEMENT FOR UBI (YAM) GROWERS

One of the pilot activities that was identified by the project was the Rural Life Improvement for Ubi Growers. The pilot sites were Barangays Canapnapan and Canangca-an of the municipality of Corella and the target group was the Rural Improvement Club (RIC) members. The implementing partner was the Local Government Unit (LGU) of Corella. In this pilot activity, the entry point was the sphere on production and livelihood and the expansion points were the spheres on rural living condition and community environment.

The Needs:

<p>Production/Livelihood (Entry point of the sphere)</p>	<p>Ubi kinampay is widely known as one of the unique products of the Province of Bohol. However, the decreasing demands and unfavorable price to the growers have hindered its present production level. As a result, only 34% and 31% of the households in Canangcaan and Canapnapan grew ubi, respectively, and a few households had sold them in 1995. The residents of the barangays articulated their desire to promote production and processing of this unique local produce. And the Local Government Unit of Corella had already included the enhancement of ubi production and processing as one of the components in the municipal agricultural development plan.</p>
<p>Rural Living Condition (Expansion point of the sphere)</p>	<p>The lack of nutritious food was articulated in the Planning Workshop as one of the problems. In this program, ubi consumption as well as production is promoted by reexamining the nutritious local recipes mainly using ubi kinampay.</p>
<p>Community Environment (Expansion point of the sphere)</p>	<p>Environmental degradation such as deforestation, erosion, etc. is a problem articulated by the community people. Their community environment in which the unique product of the province is produced should be appreciated in order to sustain ubi production. Application of chemical, such as inorganic fertilizer, insecticide and herbicide, should be minimized to avoid the ruin of the community environment.</p>

The program components/elements of RLI for Ubi Growers were:

1. Social Preparation

- ☺ Planning workshop for TSEP-RLI in each of the two pilot barangays (Canangcaan and Canapnapan)

2. Processing of Ubi Products

Activity	Objectives
a) Trial processing of ubi powder	- to try out the possible processing method for ubi kinampay
b) Ubi Kinampay Cooking/ Processing Contest	- to generate interests among the ubi growers to promote the local utilization of ubi kinampay
c) Ubi Kinampay Cooking/Processing Seminar	- to disseminate the awarded recipes of the contest - to improve the skills of ubi processing by introduction of ubi powder - to provide the participants with adequate knowledge on balanced diet
d) Survey on ubi products	- to clarify the actual status of processed ubi products in the commercial setting
e) Entrepreneurial Development Training on Ubi Kinampay Processing	- to enhance the entrepreneurial skills and knowledge on agribusiness among the ubi growers
f) Kitchen testing of ubi products	- to try to develop processed ubi products
g) Trial on ubi product development	- to develop more possible ubi products for local market outlet
h) Refinement of the selected ubi processed products based on the result of consumer testing	- to improve the acceptability of the ubi products in terms of its sensory qualities as per feedback from consumer testing
i) Seeking of market linkage	- to link their products to the buyers and this was done during the ubi festival
j) Training on packaging and product design	- to provide the participants with technical knowledge on packaging and labeling, to explore local raw materials for potential product packaging and to enhance the creativity among the beneficiaries
3. Ubi Production Techniques	
a) Training on Ubi Production and Storage Technology	- to refresh the growers on the proper and applicable practices in the production of ubi kinampay - to update the knowledge on pest/disease control and techniques on the storage

b) Experiment on the storage technology	- to demonstrate and validate the recommended storage techniques in comparison with ordinary practices of ubi growers in the pilot barangays
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**4. Organization of Ubi growers/Rural Improvement Club (RIC)
This include the following:**

- a.) Group action plan as an out put of Entrepreneurial Development Training
- b) Monitoring on the status of ubi production and revolving of planting materials
- c) Human resource development training- this was conducted to strengthen the RIC and to be more cohesive especially in their group productive activities
- d) Training on Simplified Bookkeeping- this was conducted to ensure the smooth implementation in the management of their income generating activities as well as to have a clear and proper accounting system.

Please find Annex C for the Concept of RLI for Ubi Growers

Ubi Production and Processing

PROJECT OBJECTIVES:

General: To increase family income through ubi production and processing.

Specifically, the project aims to:

- 1) improve the production of ubi through the application of appropriate technology
- 2) expand the shelf life of the commodity
- 3) provide a whole-year round stable market for fresh and processed ubi;
- 4) process ubi into value adding products
- 5) establish linkage with private industry processors especially for marketing of products

HISTORICAL BACKGROUND:

Ubi has been considered a unique crop of Boholano most especially the aromatic ubi kinampay. Traditionally, it is considered a sacred commodity by the old folks and great grand parents, that is why this is served during special occasions like Christmas, New Year, and

Fiesta celebrations. This ubi is a source of immediate cash and had greatly helped parents in sending their children to school. For example selling of one or two tubers of ubi kinampay to their "*suki*" buyers can provide allowance and fare for their children.

Ubi production was considered among the projects of the RIC in the early 90's along with their communal garden and poultry project with RIC funds. However, they were constrained with the following:

- a) Ubi is a seasonal crop
- b) Marketing peak was only during Christmas and special festivities and celebrations
- c) Fast deterioration since they don't have the processing technologies except their small scale home made recipes
- d) Marketing of raw tubers was pegged at very low price at P10-15/kilo as the highest for the kinampay ubi
- e) Though they were organized as RIC the marketing of their produce was done individually.

INTERVENTIONS AND NEW DIRECTIONS:

The joint project of the Department of Agriculture-Agricultural Training Institute and Japan International Cooperation Agency (JICA), Training Services Enhancement Project for Rural Life Improvement (TSEP-RLI) initiated activities to prepare socially the beneficiaries as mentioned in the preceding pages of this paper. To reiterate, these activities were the Planning Workshop in 1997 attended by the selected barangay representatives to identify further the needs and courses of actions. Another activity sponsored by TSEP-RLI was the Ubi Kinampay Cooking/Processing Contest conducted on February 24, 1998. It has given the women the opportunity to develop further their initiatives of preparing different recipes out of ubi for viands, snack items and other delicacies and this challenged and inspired many cooking enthusiasts on ubi-based products in the municipality of Corella. Several trainings were implemented such as:

- 1) Ubi Kinampay Cooking and Processing seminar
- 2) Ubi Production and Storage Technology
- 3) Entrepreneurial Development Training on Ubi Kinampay Processing
- 4) Human Resource Development Training on Value Formation, Leadership and Team Building
- 5) Seminar-Workshop on Packaging and Labeling Design
- 6) Training-Workshop on Simplified Bookkeeping

A livelihood and processing center for the RIC members was established by TSEP-RLI and LGU to be used by the women for processing and training purposes.

COMMUNITY MOBILIZATION AND SOCIAL PARTICIPATION

The RIC served as the focal contact organization for various intervention serving as the active partner of TSEP-RLI in various activities. They become more active as members of RIC . Aware of the economic prospects of ubi, the members started with food processing out of ubi for delicacies, viands and the famous **ubi powder** . Processing and marketing of products were carried out by the RIC members.

Proper storage technology for ubi was implemented especially in a demonstration area of ubi storage managed by an RIC member/ubi grower. A strong partnership was forged between the husbands and wives as they were involved in the production and processing down to marketing. These activities radiated to other barangays in the municipality.

The RIC are active participants to the Annual Ubifest

1 st Ubifest - Year 2000	<ul style="list-style-type: none"> -Displaying and marketing of fresh tubers and processed ubi products -Catered the snacks for the guests and participants throughout the duration using ubi-based products like puto, cookies, suman and others
2 nd Ubifest - Year 2001	<ul style="list-style-type: none"> - Displaying and marketing of fresh tubers and processed ubi products/snack items and ubi powder - Demonstration on how to process ubi powder and ubi chippy
3 rd Ubifest - Year 2002	<ul style="list-style-type: none"> - Increased volume of the displayed and marketed ubi products as well as processed products - Garnered 4 winning entries for the 4 categories in the ubi product development contest
4 th Ubifest - Year 2003	<ul style="list-style-type: none"> - Dispalying and marketing of fresh tubers and processed product, ubi powder - Two RIC members won in the Heaviest Ubi category and Best Ubi Processed Product- Ubi Chippy with P3,000 cash prize each.
5 th Ubifest - Year 2004	<ul style="list-style-type: none"> - Dispalying and marketing of fresh tubers and processed product, ubi powder and generated sales from the displayed products

Dispersal of Ubi Kinampay

To answer the problem on availability of planting materials, JICA extended to two barangays seed dispersal of ubi kinampay totaling to 273.5 kilos in 1999 cropping availed by 16 farmers at varied volume. This dispersal has been turned over to the RIC and LGU for monitoring .

GREATER FOOD SUFFICIENCY AND STABLE PRICE

Realizing the income out of ubi from fresh tubers and processed products and with our linkages for marketing support it has motivated more farmers to produce ubi. The Bohol Ubi Center Foundation Inc. (BUCFI) through the Annual Ubi Festival starting in 2000 facilitated the marketing of their products, giving them a very stable market price. They have extended partnership with processors like the Hotel & Resort Operators of Bohol and other bakeshops with more ubi-based Boholano delicacies.

The demand is continuously increasing with stable price of P35.00/kilo for fresh ubi kinampay and P300.00/kilo for ubi powder.

INCREASED INCOME AND EMPLOYMENT GENERATION

The RIC are now aware that ubi production and processing has many potentials and opportunities. With the stable prices being offered, ubi production is giving them an increase of income and their co-farmers/housewives have also opportunities for employment.

The RIC members had the earnings for the sale of fresh tubers and on the processed ubi powder.

Other farmers processed their tubers and sold it by themselves.


Year-round supply is now assured because of the ubi powder processing, especially the aromatic ubi kinampay, best for our *pasalubong* not only locally but GLOBAL.


OTHER IMPACTS


📁 The project activities served as model radiating to other barangays of Corella and other municipalities of Bohol. There are 20 municipalities who joined the Annual Ubifest in 2004 which started with only 7 municipalities during the 1st ubifest in year 2000.


The ubi festival is now institutionalized by the Provincial Government of Bohol


📁 The activity strengthened the partnership between farmers, housewives, LGU officials at different levels, Bohol Ubi Center Foundation Incorporated, Department of Agriculture, ATI, JICA and private processors and buyers.


-  The RIC of Corella was given by DA one unit of mechanical dryer, pulverizer and shredder to support the ubi powder and other ubi product processing to boost OUTPUT. The equipment was already installed and ready for use.

-  This resulted to a stronger and more harmonious partnership of women and husbands on farm and non-farm activities.

-  Joint efforts will be continued to increase the volume of ubi to answer the demands.

-  Trainings conducted by ATI and the regular Monitoring and Evaluation and Consultation had kept their organization as viable partner for Agriculture and Rural Development.

-  Ubi profile in the municipality of Corella was updated

-  Their organization (RIC) participates and displays the ubi products in the yearly Agro-Fair held during the Sandugo celebration every July.

A GLIMPSE of RLI for UBI GROWERS AFTER THE TURN -OVER in FEBRUARY 2002

Production

- Area : From 14-24 has
- No of Growers : From 80 - 130
- Volume of Production : From 26 - 65 tons
- Dispersal on Ubi Planting Material
- Volume Dispersed : from 273.5 kilos - 606.8 kilos

Income

- Generated approximately P13,125 sales of ubi per grower w/ 500 hills
- Generated approximately P18,700 sales of the ubi powder for 2002 (using the household level of production) Note: this is from an individual grower , who was a beneficiary of TSEP-RLI and an active officer of the RIC

Aside from the individual ubi processing activity which they did it at home , the RIC beneficiaries had also a group activity on ubi powder processing still using the manual and solar drying because the mechanical dryer was not ready for use at that time . During the January 2004 ubi festival their sales on ubi powder processing alone was P13, 350.00.

Employment

- Each 500 hills hires approximately 3 persons for 3 working days
- Production of 93 kilos ubi powder requires 10 persons for 4 working days

Empowerment

- RIC member as member of the Bohol Ubi Center Foundation Inc (BUCFI) and officer in the municipality federated RIC
- One RIC member won in the Best Ubi Chippy Category during the Ubifest 2003
- Two RIC members handled hands-on demo on food processing (ubi products)
- RIC member presented her testimony on ubi production and processing during the ATI 16th Anniversary in February 2003.

Linkage and Networking

- Federated RIC of Corella and LGU of Corella are members of the Technical Working Group (TWG) of the Ubi Convergence Group. This group is composed of Non-government organizations(NGOs), Peoples Organizations (POs), LGUs, and government agencies in a bid to strengthen the ubi industry in the Province of Bohol towards economic development..

Principles of TSEP-RLI

1.) Participatory Process

It is very vital that stakeholders should be involved in all phases of the project cycle i.e. from planning to implementation and to monitoring and evaluation so that there will be project sustainability as it provided them with a sense of project ownership. Counterpart contributions in the form of labor and/or materials make participation meaningful.

2). Holistic Approach

The three aspects of rural life improvement as shown in the 3 spheres should be well considered in any development project. This is so because one sphere will affect the other sphere in a sense that one will not progress if the situation of the other sphere remains to be stagnant. By improving family income, living condition and community will also improve.

3.) Dialogical Approach

This approach is essentially a two-way communication process between the trainers and the trainees, where everyone can address his/her knowledge, ideas and experiences during the conduct of the training. The trainers act as a facilitator or a mediator rather than a lecturer.

4.) Bottom-up Training Needs Assessment

Bottom-up Training Needs Assessment reflects the needs of the trainees, that is knowing their living condition as well as the issues and problems they encounter. Through this approach, the vision to address such concerns will be identified.

5.) Demand-driven Approach

It is important that there should be a good project preparation. Good project preparation helps ensure project success. RLI projects that are identified based on needs (demand-driven), planned with the beneficiaries and whose scale are within the management capability of the target group characterize well-prepared projects.

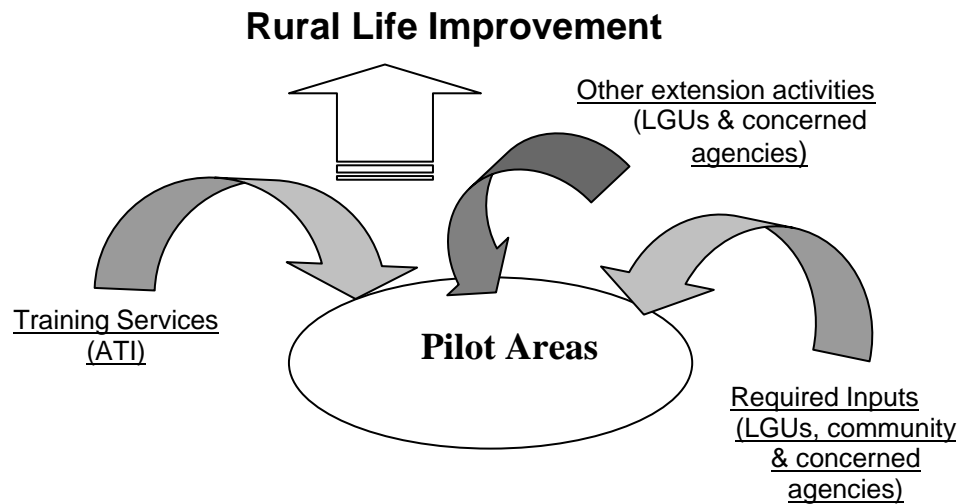
6.) Cost -sharing Approach

Cost sharing approach means sharing of the project cost among the stakeholders including the trainees/beneficiaries community, and the LGUs. If the project cost is shared, it is believed that the stakeholders will put more value and be more committed to the implementation to ensure greater participation and cost recovery.

7.) Collaborative Implementation with Other Agencies including LGUs and the Community.

The collaborative effort of different agencies including the local government units and the community contributed towards project success. One agency cannot do it alone. Different agencies can put in its shared resources to claim for a synergistic opportunity for improving rural life.

The collaborative implementation of TSEP-RLI as shown below:



It is also worth sharing what our project site manager Dr. Carolyn May O. Daquio said as she capsulized her learning insights:

The field where the action is . . .

Surfacing and leveling of expectations is crucial at the start of project implementation. The project is THEIRS and not OURS. ATI is there to facilitate and catalyze the different participatory processes:

T- eam work among the stakeholders- RBOs, LGUs, NGAs & NGOs

S- ense of ownership if it is a shared responsibility, commitment and VISION to attain sustainability

E- mpowering the villagers to decide for themselves

P- eople are dynamic and sensitive. They are the rich source of knowledge given the right atmosphere. Formulated action plans that ...

R - effect their real voices and has a rippling effect on their lives

L - earning to give their counterpart/equity even if it hurts

I - nternalization that rural life improvement is the interplay and interrelatedness of the 3 spheres- Production & Livelihood, Rural Living Condition and Community Environment

W- illingness to innovate and be flexible

A - gent of change and community residents are participants and not mere observers

Y - OU and I have to play our role for the betterment of our clientele

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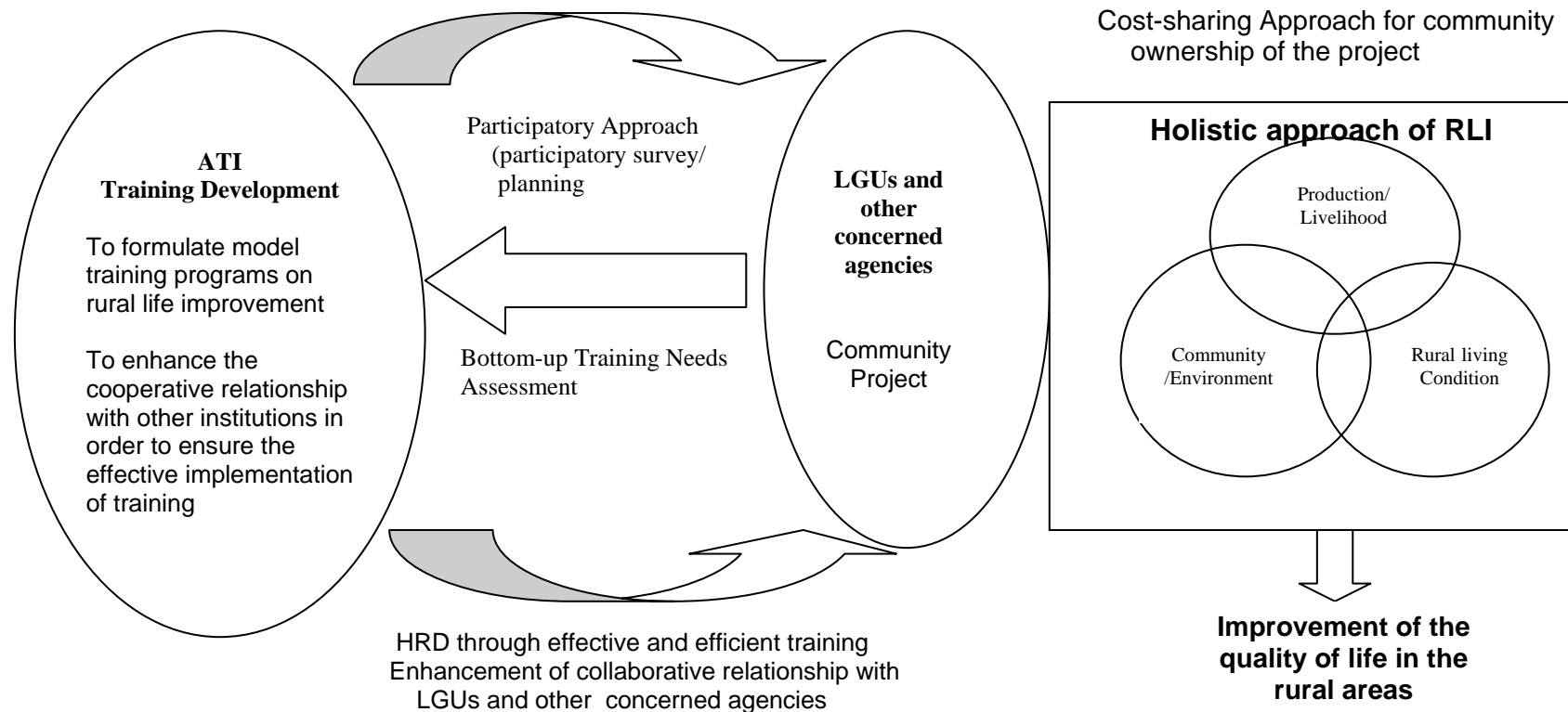
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Annex A. Schematic Diagram of the Concept of TSEP-RLI



Overall goal: farmers, fisherfolk, women, youths and extension agents will be provided with efficient and effective training services from ATI, which will lead to the improvement of the quality of life through efforts of human resource development, with special reference to women's participation.

Project Purpose: The training program for rural life improvement will be finalized and institutionalized in ATI

Annex C. Concept of Rural Life Improvement for Ubi Growers

