Barangay GROW Negosyo!
Growing Opportunities for Wealth

GAINING HEADWAY FOR BARANGAY MICRO-ENTERPRISE DEVELOPMENT IN NAGA CITY

Issues Addressed

- Harmonization of LGU livelihood programs and services
- Providing leverage to barangay MEs in competing with more established counterparts
  - Quality products through technology
- Development and promotion of barangay-based industries (OBOP concept)
  - Capability building, micro-financing, marketing support, and M&E mechanisms
- Create supply chains for raw materials and complementary industries
Phases of Development

- Product Identification & Differentiation
- Harmonization plan with program implementers
- ME Consultation, Orientation and Goal Setting
- Training Needs Assessment (TNA)
- Recommendation and Approval of Course of Action to the Local Chief Executive
- Presentation of Harmonized Plan to NGAs (PCW-GWP, DTI, DOST, DOLE, FAD, DA) and funding agencies
- Training Phase
- Marketing Assistance and Product Exhibitions
- Project Monitoring/Community Impact Assessment
- Replication

Project Timeline

<table>
<thead>
<tr>
<th>Phase</th>
<th>2010</th>
<th>2011-2012</th>
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<tbody>
<tr>
<td>Product Identification/Diff.</td>
<td>Aug</td>
<td>Jan-Jun</td>
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<tr>
<td>Harmonization</td>
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<td>Jul-Dec</td>
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<td>Orientation/Direction Setting</td>
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<td>Jan-Jun</td>
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<td>Training Needs Assessment</td>
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<td>Jul-Dec</td>
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<td>Recommendation &amp; Approval</td>
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<td>Jan-Jun</td>
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<td>Presentation to NGAs/Funders</td>
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<td>Jul-Dec</td>
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<td>Training Phase</td>
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<td>Jan-Jun</td>
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<td>Mktg./Product Launch</td>
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<td>Jul-Dec</td>
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<td>External Fund Sourcing</td>
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<td>Jan-Jun</td>
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<tr>
<td>Proj. Monitoring/CIA</td>
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<td>Jul-Dec</td>
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Product Identification/Differentiation

- **Product identification**
  - Identified flagship industries (18 projects)
    1. Pili Nut Processing - Lerma & Triangulo
    2. Smoked Fish/Tinapa Processing - Abella
    3. Misua Production - San Felipe & Calauag
    4. Soya Processing - Panicuason and Persons With Disabilities
    5. Water Hyacinth Green Charcoal Briquette production - Mabolo
    6. Water Hyacinth Handicraft Production - Tinago
    7. Coffin-making (For Rent) - Concepcion Pequena
    8. Metalcraft - Mabolo
    9. Softbroom Production - Persons With Disabilities
    10. Tailored Products - Sta.Cruz, Con. Grande & Sabang
    11. Goat Farming - San Felipe, Pacol, Carolina, San Isidro, Cararayan
    12. Pancit/Mikiron Production - Cararayan
    13. Rubber Craft - Cararayan
    14. Muscovado Sugar - Cararayan
    15. Fruitwine Processing - Triangulo
    16. Corn Husk Flower Making - Balatas/Lakas ng Kababaihan ng Lungsod ng Naga
    17. Vegetable Pickles/Pulvuron Making - Queborac Urban Poor Site
    18. Cocoshell Decors Making - Naga City Bureau of Jail Management and Penology
Program Harmonization

- Coordination with Barangay Chairpersons, Committee Chairpersons on Livelihood
- Coordination with City Government livelihood program implementers
  - Metro PESO- microfinancing, capability-building, marketing, monitoring
  - Naga City Council for Women- WME policy and advocacy
  - SP Committee on Livelihood- legislative agenda
  - City Agriculture Office- agricultural productivity/technology
  - City Social Welfare & Development Office- program for indigency
  - MNDC/Great Women Project- capability-building, fund-sourcing
  - NCCWDP- livelihood program for persons with disadvantages
  - OSCA- livelihood program for the elderly
  - BJMP- livelihood program for inmates
  - UPAO- livelihood program for Urban Poor Areas (under R.A. No. 7297 or the Urban Development and Housing Act and City Ordinance No. 98-033 or the Kaantabay sa Kauswagan Ordinance)

Training Components

- Pre-Entrepreneurship Training (PET) for Micro-Enterprises (Basic- 4 hrs.) by Metro PESO
- GET Ahead Training: Managing Your Own Business (Advanced- 3 days) by PCW-GWP and DTI
- Basic Gender Sensitivity Training (8 hrs.) by PCW-GWP
- Market and Trends Analysis by Metro PESO (16 hrs.)
- Food Additives and Food Fortification Seminar (16 hrs.) by DOST
- Occupational Safety and Reproductive Health (8 hrs.) by DOLE
### Training Components

- Work Values Training (16 hrs.) by PCW-GWP
- Training on Costing and Pricing (8 hrs.) by DTI
- Training on Packaging and Labeling (8 hrs.) by DTI
- Good Manufacturing Processes (16 hrs.) by DTI
- Skills Training/Upgrading (specific for food processors, handicraft, furniture makers, coffin producers)
- Product Design and Development (16 hours) by DTI
- Product Packaging Design Development (16 hours) by DTI
- Training on Pili Farming and Goat Farming (4 days each) by City Agriculture Office and Veterinary Office
- Water Hyacinth Handicraft Making - DTI (7 days)
- Green Charcoal Briquetting Seminar - DTI (2 days)

### Auxiliary Training Components

- Benchmarking, Industrial tours, On-site Training at successful industry sites (particularly for Water Hyacinth, coffin-making, furniture and bamboo craft industries)
- Process documentation (Development of Manual of Operations, Video Documentaries on Success Stories and Testimonials, Process Modules)
- *Barangay GROW Negosyo Awards*
- Technology transfer (to other barangay MEs following the Big Sister to Little Sister Approach)
Marketing Assistance

- City Hall procurement (take-off stage) for required supplies and materials
  - CSWDO, CPNO, GSD, City School Board, ACTO
- Participation to city, regional and national trade fairs
  - Bishop Gainza Trade Fair, Panagbenga, OK Bikol, Bicol Business Week and others
- Production of promotional materials
  - brochures, tarpaulin ads, and Naga ME website for online marketing
- Establishment of a Highway Pasalubong Village, a People’s Market Stall, and a City Hall Outlet
  - Strategic location areas to serve as OBOP showcase
  - Partnership with ACTO, tour agents and operators, bus and van companies
- Production of a market directory (yellow page) for possible tie-ups and linkaging

Community Impact

- Raise barangay level employment rate
- Improved household income levels
- Develop a proud barangay-owned product
- Emergence of model entrepreneurs
- Attainment of the City’s vision for economic empowerment
Key Strategies

- Capability-building of livelihood personnel complement and program implementers
  - Trainors’ Training GET Ahead: Managing Your own Business,
    Trainors’ Training on Occupational Safety & Health, Credit
    Analysis Training, Results-Based Management Training-Workshop
- Consultation/Business Counseling and constant project monitoring of beneficiaries
- Identification of barangay ME champions and role models
- Identification of industry business counselors (BCs) from among the livelihood program implementers

Key Strategies

- Creation of an Enterprise Development Center to effectively recommend policies and direction and implement PPAs
- Strengthening of the city’s IGPrograms (PESO micro-financing, CAGO services, CTO services) to assure stable fund source.
- Forging partnerships with the private sector, NGOs/POs, NGAs and Barangay Councils
  - MNCCI, DTI, DOST, DA, BFAD and PCW-GWP
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