

Towards the Development of Community-based Enterprise: The Case of a Women Cooperative in Quezon Province

Virgilio T. Villancio

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OUTLINE

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- Insights

About CBE

The development of community-based enterprise (CBE) is recognized as a potential strategy for the promotion of entrepreneurship and enterprise development in the countryside.

About CBE

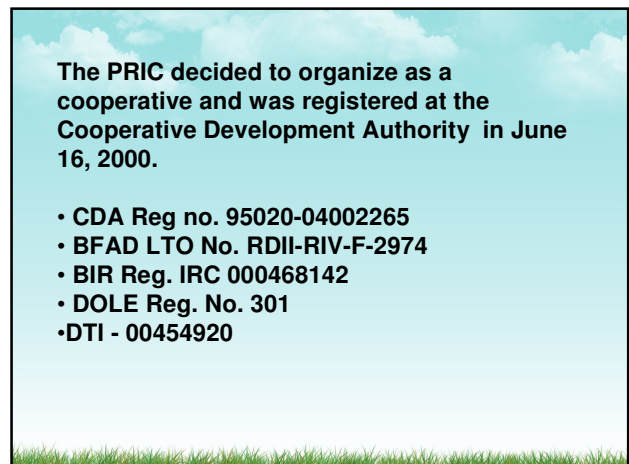
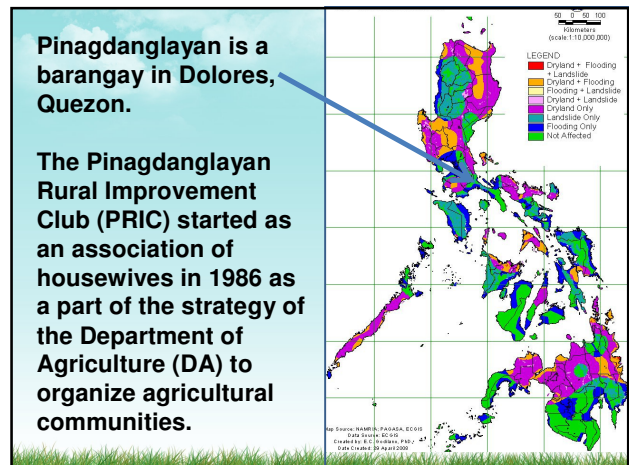
The CBE refers to an enterprise that is conceptualized, operated and managed by the community as entrepreneurs with its members working together as owners, managers, employees, suppliers, and clients towards a common goal of providing goods and services as well as supporting their livelihood.

About CBE

- CBE develops as the community responds to various opportunities provided for by new technology, products, processes, resources and markets.
- Members with existing enterprises are mobilized either as supplier of raw materials, service providers, or consumers, thus in one way or another contributed and benefited from the CBE.

About CBE

- A cooperative enterprise could not be considered as a CBE if the members are not involved in the business other than patronage of the services of the cooperative and participation in the meetings and assemblies.
- The transformation of a women association and cooperative into a community-based enterprise is the subject of this case study.



2004 – DOLE provided PhP 52,288.75 as grant for operating capital particularly for the procurement of raw materials



2008 – the Local Government of Dolores, Quezon provided a soft loan of PhP500,000 for the purchase of Juicer, grinder and other equipments



- The Department of Agriculture also provided a soft loan of PhP 300,000 for testing and analysis of products in connection with the application for FDA registration



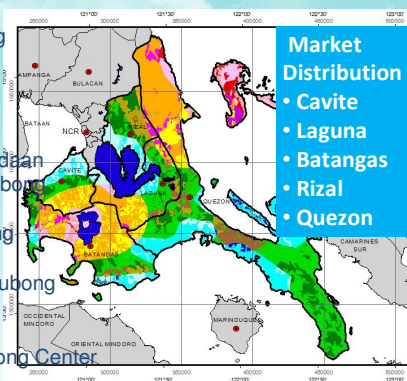
- 2011- DOLE provided PHP 506,100 soft loan to support the contract growing scheme. Currently, there are 17 members involved. The PRIC MPCI provide the seed pieces and organic fertilizers while the grower provide the land and labor. Harvest are to be shared 50:50.
- 2012- Ongpin Foundation provided a grant for the design and production of packaging and labels.

The cooperative has an existing contract with Prominex Ventures to supply 500kg (100 packs of 5 kg) of finished products per month.

The partner enterprise then used their brand and market them to various outlets such as Mecury Drug and Seven Eleven



- Coletts Pasalubong
- Forest woods
- Villa Escudero
- DTI Lucena
- Kamay ni Hesus
- Kamayan sa Palaisdaan
- Sariling Atin Pasalubong
- Mortilla
- Divina's Pasalubong
- Elvie's buko pie
- Rhea-Nicole Pasalubong
- Coleslaw-Isdaan
- JML's Dilicacies
- San Juan Pasalubong Center



Aside from Ginger Tea processing, PRIC MPCI also provide savings and loan, consumer products, food catering and rental services to its members.



THE ORGANIZATION

The PRIC MPCJ has 119 members and expanded to other barangays of Dolores, Quezon.

There are already 28 male members

Total Asset: Php2.5 million

**PANGMAGALAN RURAL IMPROVEMENT CLUB
MULTI-PURPOSE COOPERATIVE
ORGANIZATIONAL STRUCTURE**

GENERAL ASSEMBLY

AUDIT AND INVENTORY COMMITTEE
CHAIRPERSON: MARY ANN BONGORONG
SECRETARY: MONSIEUR BANGPATAC
MEMBER: APOLODINO BONGORONG

EDUCATION AND TRAINING COMMITTEE
CHAIRPERSON: JUDITH ALTADESA
SECRETARY: EMMANUEL PERCERO
MEMBER: MARCELINA MERCADO

MEDIATION AND CONCILIATION COMMITTEE
CHAIRPERSON: LEDIAN ELACAN
SECRETARY: EDUARDO ANAYALO
MEMBER: ALONTRASA ANAYALO

CREDIT COMMITTEE
LOAN OFFICER: JAVITA GAYETA

ETHNIC COMMITTEE
CHAIRPERSON: MARISOL MOLE
SECRETARY: VICTORIA ADAC
MEMBER: NENITA BONGALING

ELECTION COMMITTEE
CHAIRPERSON: LEDIAN BONGORONG
SECRETARY: ELSA GAYETA
MEMBER: MARIYIC GARCIA

CHAIRPERSON: MARILYN BANGSANG
V. CHAIRPERSON: RAQUEL BRICAL
MEMBER: EMMANUEL BUCAL
MEMBER: SALLY BAUTISTA
MEMBER: OLIVIA ELEGORA
SECRETARY: MARILYN LONTOR
TREASURER: ANNIE BELIO

**MR. MERLIE CORNELA
GENERAL MANAGER**

**JAVITA GAYETA
BOOKKEEPER**

**MANAGING OFFICER
GERARDO ANGEL SOLIS**

**STOREKEEPER
JASMIN DE CHAVEZ
MARJORIE MOLE**

**There are already
28 male members**

PANGDAN RYAN RURAL IMPROVEMENT CLUB
MULTI-PURPOSE COOPERATIVE
ORGANIZATIONAL STRUCTURE

GENERAL ASSEMBLY

<p>JOINT AND JOINTLY COMPOSED:</p> <p>CHAIRPERSON: RASAT RAY BOONGSUNG SECRETARY: PONGKONG DUMATYAC MEMBER: ANTONIO DUMANGALAN</p> <p>EDUCATION AND TRAINING COMMITTEE</p> <p>CHAIRPERSON: RASAT RAY BOONGSUNG SECRETARY: EUGENIO GERONIMO MEMBER: MARCELINO MERCADO</p> <p>MEDIATION AND CONCILIATION COMMITTEE</p> <p>CHAIRPERSON: RASAT RAY BOONGSUNG SECRETARY: EUGENIO GERONIMO MEMBER: ALONZANO MARINIL</p> <p>CREDIT COMMITTEE</p> <p>JOINT OFFICER: JOVITA GAYTA</p> <p>ETHICS COMMITTEE</p> <p>CHAIRPERSON: MARJORIE MOLE SECRETARY: VICTORIA ARAN MEMBER: NEVITA BOONGSUNG</p>	<p>BOD</p> <p>ELECTION COMMITTEE</p> <p>CHAIRPERSON: LEON DUMANGALAN SECRETARY: ELISA GAYTA MEMBER: MARCELINO GERONIMO</p> <p>CHAIRPERSON: MARCELINO GERONIMO</p> <p>V. CHAIRPERSON: MARCELINO GERONIMO</p> <p>MEMBER: INGENIERO GERONIMO</p> <p>MEMBER: JULY TAVININ</p> <p>MEMBER: MAROLINA ESCOBAR</p> <p>SECRETARY: ANABERTO LONDO</p> <p>TREASURER: MIMMY BELSIDO</p> <p>MR. MERLIE CORNETA GENERAL MANAGER</p>
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<p>JOVITA GAYTA BOOKKEEPER</p>	<p>ASSISTING OFFICER CREDITING OFFICER ANGEE SOLT</p>	<p>STOREKEEPER ASIMIN DE CHAVES ANDREY MOLE</p>
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RECOGNITIONS

- **2006 1ST Place- Regional Gawad Saka**
- **2007 Best OTOP Provincial level**
- **2007 Best OTOP Regional Level**
- **2007 FINAT International Label Competition**
- **2009 Most Promising OTOP SME Provincial level**
- **2010 DOLE Kabuhayan Awards (Regional Awardee)**

- # PLANS
- Develop peanut-based enterprises from the production of raw materials to processing and marketing
 - Participate in trade fairs and other expositions for product promotion
 - Explore the potential of Gabing San Fernando and sweet potato for food and feed products
 - Upgrade processing equipments and facilities
 - Enhance processing and marketing system

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- # INSIGHTS
- Cooperatives can have more impact if its business supports members enterprises
 - Start with what the community already have
 - Public-private and private-private partnership is necessary for the sustainability of community-based enterprise
 - Partnership with other private enterprise will broaden market base

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- POLORES' BEST**
PASALUBONG CENTER
- Jam peanut Brittle Salabat decorated Bags Atchara de Polores