

GREAT Women Project



Convergence for Women Calamaderas

Developing A Traditional Enterprise in Jagna, Bohol



Philippine
Commission
on Women

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Summary The case report presents the convergence efforts in the Municipality of Jagna to further develop the women-led *calamay*-making industry. This convergence model drove the local government to create the Jagna Sustainable Microenterprise Development (JASMED) Unit which is aimed to support not only the *calamay*-making industry, but enterprise development, in general.

The Municipality of Jagna, Bohol

Jagna is a third class municipality in the southeastern part of Bohol. It is the only coastal town of the municipality with a commercial port facility along a major Visayas-Mindanao sea lane. It sits along the nautical tourism highway as an important gateway to Mindanao. It is composed of 33 barangays covering a total land area of 12,063 hectares. While Jagna is considered a coastal town, only a few are into small-scale commercial fishing. Farming serves as the main occupation in 17 of its upland barangays, growing coconut, vegetables, spices, rice, corn, rootcrops and bananas.

The municipality has a total population of 32,034, 49.9% of which are male and 50.1% are female, based on 2007 national census data.

Calamay-making in Jagna

Calamay is a ricecake made from glutinous rice and *calamay*-making is one of the oldest women-led cottage industries in Jagna. In the 1980s, the Jagna *Calamay* Makers and Vendors Association (JACAMAVEA) was established. *Calamay*-making remained a home-based business for most Jagna-anon women to enable them to attend to their domestic responsibilities. It is seen as a way of life and not as a viable enterprise sector to be developed. Hence, when initial attempts were made by the local government to improve *calamay*-making, these were not readily welcomed among producers and vendors.

Jagna used to have about 200 *calamay* producers, commonly known as *calamaderas*, from barangays of Can-upao, Looc, Pagina, Bunga Ilaya and Canjulao. In recent years, *calamay* producers, however, diminished in number, with only close to a hundred remaining. Vendors are usually stationed at the port area, to sell to arriving passengers from Visayas and Mindanao.

In 2001, the Jagna LGU issued a policy stating that all vendors must be registered with a cooperative, as a prerequisite for the issuance of permits to operate. Another cooperative, the Jagna *Calamay* Makers Cooperative (JACAMACO), was formed as a result of the said policy.

The GREAT Women Project's Support To Calamay-Making in Jagna

In 2009, PCW and forged partnership with the Provincial Government of Bohol to implement the GREAT Women Project, with the municipalities of Balilihan, Buenavista and Jagna as its pilot municipalities.

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Initial activities revolved around the mapping of women-led microenterprises, which can be supported by the project to grow and develop as viable and sustainable enterprises for women's economic empowerment. With this, *calamay*-making showed potential to be a viable enterprise in Jagna, with several gender and enterprise issues to be addressed for growth.

The Women's Local Council and the Municipal Working Group for the project approached the JACAMACO to organize its members to support the improvement of the *calamay* enterprise. Sixty *calamaderas* were consulted but only 43 committed to support project initiatives, after social marketing was used. This set of *calamaderas* served as the pilot sampling of project initiatives in Jagna; their capacity development and technical assistance needs were determined at the onset of project implementation.

The *calamaderas* attended a Pre-Orientation and Entrepreneurship Training, followed by training workshops on Organization and Entrepreneurship conducted by Department of Labor and Employment (DOLE) and Provincial Agricultural Office (PAO). Moreover, they attended seminars on Basic Food Safety and Hygiene and Good Manufacturing Practices conducted by the Bohol Food Safety Team, as well as Training *Cum* Production with the collaboration of other agencies such as PAO, Department of Trade and Industry (DTI), Bohol Chamber of Commerce and Industry-Integrated Technology and Support Amenities for Food Enterprises (BCCI-ITS SAFE) Center and LGU-Jagna. They likewise received financial assistance from DOLE.

In April 2009, a dialogue was initiated by the project's municipal technical working group with JACAMACO members and representatives of DOLE, DTI, DOST, BCCI-ITS SAFE Center, PAO, municipal government officials, CIDA and PCW. The dialogue sought to surface and address gender and enterprise issues of JACAMACO and other individual women *calamaderas*. As a result, two major strategies were agreed for *calamay*-making:

- Creation of a convergence partnership that would bolster the local government's technical and financial capacities to support the centuries-old *calamay* enterprise
- Creation of a common service facility for *calamay* production.

The convergence was participated by ten partners namely: JACAMACO, Department of Labor and Employment, Department of Trade and Industry, Department of Science and Technology, APC-Department of Agriculture, Bohol Chamber of Commerce and Industry, Small and Medium Enterprise Development Council, LGU-Jagna, Governor



Convergence for Calamay Enterprise and Creation of the JASMED Unit

About The Project

The Gender Responsive Economic Actions for the Transformation of Women (GREAT Women) Project is a governance and capacity development project that aims to promote and support a gender-responsive enabling environment for women's economic empowerment, particularly those in microenterprises.

The Philippine Commission on Women (PCW), the national machinery for the advancement of women in the Philippines, is the lead executing agency for the Project.

The Commission forged partnership with key national government agencies involved in micro-, small- and medium-scale enterprise (MSME) development and select local government units to create a gender-responsive enabling environment for women's economic empowerment. This project receives technical and financial support from the Canadian International Development Agency (CIDA).

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