

# GREAT Women Project



## Molding the Pottery-Making Industry of Pavia

Gender Resonmrhud Value Chain Analysis  
of A Women-led Pottery Enterprise



Philippine  
Commission  
on Women

March 2013

# Molding the Pottery-Making Industry of Pavia

## Gender Responsive Value Chain Analysis of A Women-led Pottery Enterprise

**Abstract** This case study highlights the role of women and men in the pottery industry of Pavia, Iloilo as well as the challenges faced by the Pandac Pikpik Koron (PPPK), a women's pottery association in the locality. The GREAT Women Project supported the Municipality of Pavia to create a local enabling environment responsive to the PPPK and other pottery-makers.

**Background** Pavia is a 3rd class municipality in the province of Iloilo. It is located 9.6 kilometers north of Iloilo City. It is bounded in the north by the Municipality of Sta. Barbara, in the east by the Municipality of Leganes, on the south by the District of Jaro, and on the west by the Municipalities of Alimodian and San Miguel.

The Pavia landscape is flat, and its fertile soil makes the town ideal for planting rice, coconuts and fruit trees. It has a total land area of 3,502 hectares, mostly composed of prime agricultural land. It is the Agro-Industrial Center of Western Visayas.

As of the 2000 census, Pavia has a total population of 32,824 people and 6,553 households. Pavia consists of 18 barangays. Traditional women microentrepreneur products include "baya baya," a by-product of rice made from the newly-harvested palay and pottery from centuries-old pottery industry.

Pottery makers made pots (coron), firewood-fired stoves (sig-ang), drinking jars (banga) and water containers (tadyaw) using the open pit firing method. These pots are usually supplied to hotels in Boracay and Manila, but most especially, to the public markets of the City of Iloilo and many surrounding towns.

Actors in the pottery industry in Pavia include the suppliers of clay, sand, and coloring materials, pottery producers, wholesaler and retailers. One major player in pottery making industry is the Pandac PikPik Koron (PPPK), an association of local pottery producers in Pavia. The association started in 1987 with 19 members, all female, and it now has a current membership of 25. It was formed to enable members share their limited resources to produce the volume requirement of the local market for pottery products.

After two years of PPPK operation, their products became known in the market for its quality and durability. Products include flower pots, cooking pot, kalan (stove), vases, jars, and other decor.



*Pavia's  
Pottery Making  
Industry*

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In 1992, pottery was chosen as the One Town, One Product (OTOP) of the Municipality of Pavia. Within the same year, the association started serving the international market, specifically Germany and Italy, which was made possible through the assistance of the Italian government and the Department of Trade and Industry (DTI). Overseas conditions like the outbreak of the Iraq war, however, became difficult and costly for ceramic product exporters; PPPK then discontinued serving the international market.

Producers prefer to buy clay materials from the villages of Tigbauan as its clay is highly suitable for the production of durable pottery; other sources of clay are from the rural areas of Guimaras and Antique. Cost of clay is from PhP 3-5 per sack. Sand and coloring materials, on the other hand, are sold at PhP 10-15 and PhP 40 per *ganta*<sup>1</sup>, respectively, and can be purchased from nearby construction establishments. Procurement of raw materials takes one day and is done on a weekly basis.

Production of pottery products starts with *basi*, a process of soaking the clay in water for at least a day to get the desired firmness. The soaked clay is refined using a mixer (*badas*) for about two to three hours, then the refined clay is molded (*gihit*) to a desired shape using a manual molder.

Molded pots are cleaned (*hibo*) with brush and clean cloth before applying coloring materials for aesthetics. Cleaned and colored pots are directly placed under the sun for four to seven days for drying. Drying pots is still weather-dependent -- if there are changes in the weather, then product quality will be affected and production time and movement from production site to market will be lengthened.

Once dried, pots will be placed in an oven (*pugon*) for cooking or firing for four or more hours. Rice husks (*labhang*) and firewood are commonly used as materials for cooking pots, however, producers find it difficult to regulate heat with these materials given that there is a need for consistent temperature to get the pots' desired quality.

PPPK pottery makers depend on the association's oven for cooking molded pots. Individual members work out a schedule to use the oven and produce pottery for their respective orders. The oven, however, is in use most days in a month and is in a tight schedule. Thus, individual producers cannot serve bulk orders within a short period of time since they still have to queue for use of the oven.

### Pottery-Making Process



#### Footnote:

<sup>1</sup> *Ganta* refers to a Philippine dry measure at less than three quarts.

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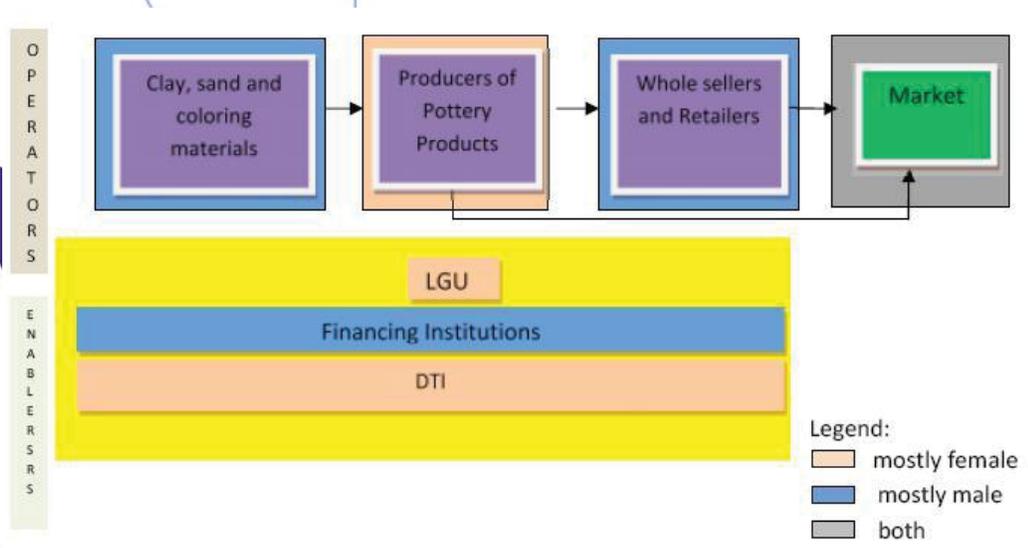
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The oven was purchased by the PPPK with support from the Italian government through the *TausPuso* Project in November 2009. PPPK is overseeing the use of the oven and maintains its operations using the rental fees collected from association members.

Cooked pots are placed in the display area for cooling. Made-to-order pots are sometimes painted with different colors and designs. It takes a week, at least, to finish one batch of production aside from the time needed to procure materials from other municipalities. Pottery labor is abundant in the locality especially that the production process does not require highly technical skills.

On-site selling is a common practice among association members. Each individual producer has a small shanty outside their own house, made of bamboo and nipa, serving as their showroom. Wholesalers, retailers, and direct users usually go to Pandac, Pavia to buy pottery products and, in some occasions, products are delivered to clients through jeepneys and delivery trucks. Customers are deemed responsible in ensuring proper handling and transportation of products, which explains why Pavia pottery producers prefer on-site marketing and selling.

**Pottery Gender Value Chain**



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With a sack sack of clay, about 15 regular-sized clay ( 8" width by 8" length) pots are produced or 10 big pots with width by 12" length. At factory prices, regular pots cost P12 each and big pots cost P 18 each. Wholesale price is at P12 per pot, while retail price is at P15 per pot. Wholesale and retail buyers are from neighboring towns, gardeners and landscapers, peddlers and walk-in buyers.

*Roadblocks  
Confronting  
the Pottery-Making  
Industry in Pavia*

Gross ratio (or the ratio of gross profit percentage to net sales) is estimated at 1:66, and net profit is estimated at 56 percent. The high gross profit ratio is attributed to the minimal cost of direct labor, materials and overhead costs. Women pottery microentrepreneurs said that their income help in fulfilling the daily needs of their family and education of their children, and in buying their own home and appliances.

Clay diggers, sand suppliers, mixers and cook, wholesalers, and retailers, enablers and financiers are usually males while clay molders, business managers, technical experts and enablers are usually female. Hence, in the supply and value chain, men are mostly involved in upstream or supply, and downstream or distribution activities, while women are mostly involved in the operation or production and management activities.

*Support of the  
GREAT Women  
Project to the  
Pottery-Making  
Industry  
in Pavia*

PPPK women say they almost simultaneously perform business-related and household chores. When producers have batch production, they devote more time in business. Producers and workers report at 8 in the morning and do production work until 12 noon, eat lunch at home between 12 to 1 in the afternoon and return to work at 1 until 5 or 6 in the afternoon. Some husbands and sons also work as production workers as mixers or cooks.

In terms of decision making, women pottery producers said they make household and business decisions, however, on financial decisions including loans and equipment purchases, decision-making is conjugal. Women are also more involved than men in community activities and often can make decisions without asking permission from their husbands.

PKKK is renting space on private lease. Relocation may be a possibility for the group

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however, this might cause high rent charges with the new location. Transferring to a new site may also cause stalling or slowing down of production operations, affecting the livelihood of its members.

Individual PKKK association members have not applied for business permit in the municipality which hampers them into entering formal business transactions and obtaining financial services from formal financing institutions offering better financial and business services.

The PPPK and its individual members likewise does not maintain business records, a major constraint in determining business capital and enterprise earnings.

Market competition is more stiff and other entrepreneurs are more aggressive in marketing and selling. PPPK would have to improve their marketing and selling strategies. It also has to cope with faster production and yield to product customization. It also needs to develop its own product standards especially in size and design to serve the increasing market demand and bulk orders.

In Pavia, the provision of services for women microentrepreneurs are anchored in the municipal GAD Code and Comprehensive Development Plan as well as the local Revenue Code and Investments Code, which were made gender-responsive through GREAT Women Project Partnership.

Also through GREAT Women, the Municipal Government of Pavia provided assistance in the form of materials to 12 female PPPK members to enable them to fabricate a clay mixer. Another pottery-making group, the Jibaoan Potters Association, received product development training from DTI and 10 units of clay mixers from the Italian

## 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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