

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

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and the Vice-Governor's Office-Bohol. It aims to "provide an integrated support mechanism that will ensure and sustain product quality and production efficiency to enhance product competitiveness resulting to better incomes and expanded capabilities and life opportunities for the women and men micro-entrepreneurs, farmers/growers and their families."



To support the partnership convergence, the Jagna Sustainable Micro-Enterprise Development (JaSMED) Unit was created by the municipal government. It is aimed to formulate programs and projects, development strategies, structures and processes to ensure local economic development and women's economic empowerment in line with the municipality's Comprehensive Development Plan. It will also serve as a Stop-Shop to promote and support entrepreneurial undertakings in the municipality, in line with the provisions of the municipality's Gender and Development Code. It seeks to ensure that the five strategic directions of enterprise development, under the partnership convergence's strategic plan, are achieved:

- (1) establishment, management and operation of a sustainable common service facility,
- (2) capacity development,
- (3) standardization of raw materials, production and processes,
- (4) conduct of continuous research and production innovation, and,
- (5) expansion of market research.

It is also tasked in providing support to partner agencies in fulfilling their convergence roles. JaSMED Unit caters to three (3) types of clients:

- Primary clients include groups and individuals currently engaged in businesses and are registered in the local government unit (either in the barangay or the municipal level).
- Secondary clients consist of groups and individuals currently engaged in business but are not registered in the local government unit.
- Lastly, tertiary clients are groups and individuals that are not yet in business but are in the process of or interested to establishing a new enterprise.

JaSMED Unit likewise provides two (2) types of services: Core Services and Demand-Driven Services. Core services includes "capacity building of primary clients which includes, among others, enterprise development trainings, skills trainings, good manufacturing practices, occupational health and safety, environmental sanitation, promotion and marketing of products through different marketing channels as trade fairs, market linkages, among others, profiling of micro-entrepreneurs for purposes of identifying their needs and recommending

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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