



THE  
INSTITUTE  
OF  
CULTURAL  
AFFAIRS  
MANILA  
INC.

# 1986 program report



April, 1987

*Dear Friends of the Institute,*

*The Philippines is in a great time of nation building. Our history is in the making from day to day. The ICA is aiding this process by continuing to help communities and organizations develop themselves. In 1986, the keys to our service were COLLABORATION, NETWORKING and TRAINING in PARTICIPATORY METHODS.*

*In Basilan, the ICA, with the sponsorship of Sime Darby International Tire Co., has worked with the Provincial Planning and Development Office and fifteen departmental, provincial, and municipal line agencies, as well as two pilot communities, to build an environment within which locally initiated efforts can have genuine impact. Important changes within these communities have taken place. As a prototype for expansion and replication across the province, collaboration was key.*

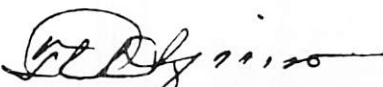
*To build upon the network that was formed during the Philippine Exposition of Rural Development (PERD), an ad hoc committee of many organizations formally registered as the Association of Rural Development Practitioners in 1986 in order to continue to "Share Approaches That Work."*

*In organizations today, many managers are asking questions such as these: How do we build consensus? How is it implemented? How is "ownership" of organizational policy created? Many of us have heard the principles, but how does it work? "Managing By Consensus" and other seminars are about meeting, planning, and group decision-making, but they are also about motivation and sparking a passion for excellence.*

*We continued to directly serve rural communities in Tiwi, Albay and Mahayag, Zamboanga del Sur, helping to organize small businesses and building networks among other local service providers. Also, we began training other community development staff who work with the Marsman Estate Plantation in Sto. Tomas, Davao del Norte.*

*In 1987 and beyond, we look forward to continuing to serve the Philippines in its nation-building efforts by helping people in local communities take charge of their own development. Our sincerest thanks go to our supporters who have made our work possible. And once more we invite you to join us in our task.*

*Faithfully,*

  
ATTY. TOMAS M. AQUINO  
Chairman, Board of Trustees

# COMMUNITY DEVELOPMENT HIGHLIGHTS

## TIWI, ALBAY

The ICA has been working with 5 barangays in the municipality of Tiwi, Albay since 1984. During 1986, an emphasis was placed on organizing a handicraft industry. Some individuals had already been doing some weaving. The ICA was able to build on this interest and skill by organizing training in several types of product lines, and by securing a market outlet with an exporter in nearby Daraga. In addition, the ICA advised the workers on ways of organizing their business. Thirty-five women are now making placemats and bag and shoe linings with their own machines, working in their homes and the Carayan barangay hall.



Six pre-schools in the 5 barangays are now operating, each with 25 children enrolled. Children have been very interested in going to school. The Department of Social Welfare and Development provides some nutritious snacks and mothers are responsible for preparing the snacks for the children. The ICA and DSWD worked together to train the teachers. The parents of the students help support the teachers by paying five pesos a month for each child enrolled.

In the Agricultural arena, three demonstration farms have operated for over two years, solely with the volunteer labor of families in the vicinity, to try new ideas on crop varieties and farming methods. Another highlight was a Golden Kuhol Cooking Demonstration in July. Seven different delicious menus were shown to people from the municipal staff, various line agencies, and the barangays. Now, more than 70 families are producing golden kuhol in their own backyard for local consumption.

The last 12 months also witnessed a great deal of activity in health programs, particularly resulting in the construction of more than 200 water sealed toilets throughout the 5 barangays. The Legaspi Rotary assisted the sanitation campaign by donating 2 jetmatic pumps, which help provide potable water in 2 barangays.



# COMMUNITY DEVELOPMENT HIGHLIGHTS

## MAHAYAG, ZAMBOANGA DEL SUR

The Institute of Cultural Affairs has been working for over four years in the vicinity of Mahayag, Zamboanga del Sur. An integrated set of programs has involved people from three barangays. These programs have included a sewing industry, building a community center, intercropping and animal husbandry projects, establishing preschools, and others. An expanded information and training program has involved twenty other barangays in the area.

In 1986, several new projects were undertaken. A copra processing plant was set up, employing ten people in manufacturing bar soap. This has been sold in nearby barangays and municipalities. A rice threshing machine has provided a community service as well as helped the ICA staff support themselves. A demonstration garden has been planted with onion, petchay, and chili. And a project raising broiler chickens, ducks, and kuhol was begun.



An important example of the training being provided was a workshop that was held in October on the "Effective Role of Women in Agriculture," at the Mahayag Community Center. Thirty-three women from six barangays participated, and the seminar was jointly facilitated by the ICA and the Departments of Social Welfare & Development and Agriculture & Food.

# COMMUNITY DEVELOPMENT HIGHLIGHTS

## MALO-ONG SAN JOSE, BASILAN

In 1986, the ICA made important strides forward in its work in the province of Basilan. The ICA began work in Basilan in 1985 at the invitation and with the sponsorship of Sime Darby International Tire Co. A far-reaching image was adopted at the start: to mobilize local and provincial resources to accelerate the use of self-help values in the overall development of the province. This would involve coordinating activities of representatives of the public. This would involve coordinating activities of representatives of the public, private and voluntary sectors. To begin, on-the-ground projects would be organized in one barangay, utilizing the initiative of local people trying to improve the quality of life in their community. After a Multi-Sectoral Provincial Dialogue in September, 1985, which consulted with over 70 municipal and provincial leaders, the barangay of Malo-ong San Jose, Lamitan was selected as the first provincial pilot: the Malo-ong Human Development Project. A 3-week training session oriented barangay and provincial representatives, and then a week-long community consultation out-



lined a detailed plan of activities in Malo-ong in 1986.

These activities were launched with a great deal of enthusiasm. Regular community workdays made improvements on barangay roads and constructed preschools from nipa and bamboo. Research was done to determine the feasibility of various industries that would use locally-available materials. Training programs offered more people technical and leadership skills. Presentations were made about financing programs for agricultural improvements. Various social and health programs helped improve the nutrition and sanitation standards.

What was key to all these efforts was the involvement of many agencies, and many people from Malo-ong, in the design and the implementation of the community activities. In particular, the Provincial Planning and Development Office (PPDO) has become a close partner, providing important liaison services. Also, fifteen line agencies of provincial offices or national departments have become actively involved in the evolution and implementation of the Malo-ong project. In February, monthly "tie-up meetings" began; these have permitted close coordination and monitoring of the activities of all involved in the project, and good communication among everyone about issues that Malo-ong residents or agency representatives might have.

Just as important, Sime Darby has provided close and supportive monitoring of the project's progress, offering advice and guidance when needed, but always allowing the project to proceed in its own way.

## COMMUNITY DEVELOPMENT IN MALO

So, what has happened as a result of this emerging partnership? A few examples may provide a picture:

– **THE MALO-ONG SAN JOSE FOOD PRESERVATION ASSOCIATION** was formed to provide local employment opportunities and produce finished food products from locally available raw materials. Sixteen members hold shares, while several barangay leaders act as advisors. The Association is producing banana chips, ginger powder, and coconut candy, and hopes to expand its products to include peanut butter and turmeric powder. Funding was provided through the Department of Social Welfare and Development's (DSWD) Self-Employment Assistance (SEA) program and a revolving capital fund from Sime Darby. In addition, Sime Darby has agreed to provide funding for a small food processing plant, now scheduled for completion in early 1987. Training assistance was provided by DSWD, the Bureau of Domestic Trade, the National Cottage Industry Development Association (NACIDA), and the Provincial Agriculturist's office. Products are being marketed to local outlets such as school canteens, offices



and sari-sari stores. The Association is beginning to look beyond Basilan, however – the products are good!

– **TWO MANUAL DEEP WELLS:** one complete and one under construction. Obtaining access to potable water is a priority throughout the province. The PPDO, the ICA, the Department of Public Works and Highways (DPWH), and the Malo-ong barangay leaders worked alongside each other to determine what kind of system would best serve Malo-ong, and to implement the ideas. The DPWH secured funding for one well, which was completed by the end of July with the community supplying manual labor as a counterpart.

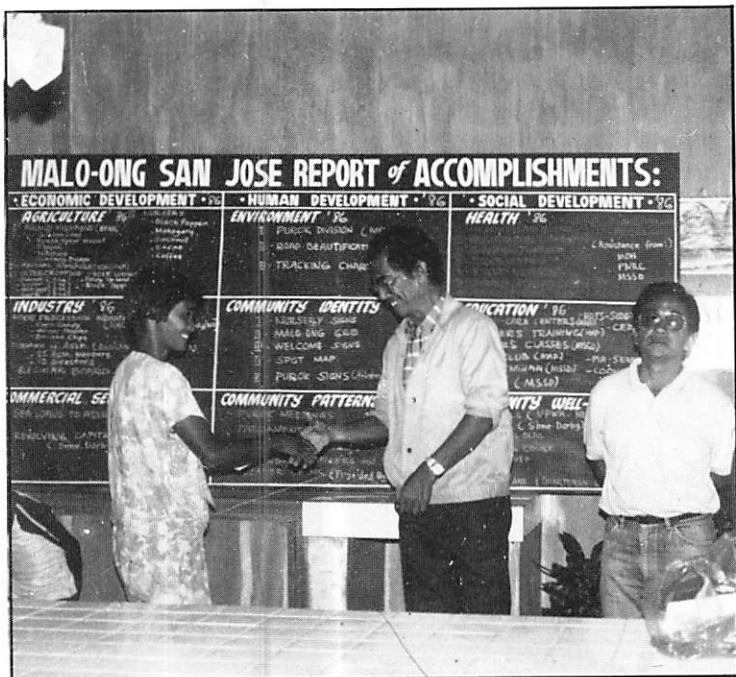
In response to a proposal written by the ICA, the Royal Netherlands Embassy in Manila approved funding for the materials for a second deep well. The DPWH agreed to provide drilling equipment and technical supervision, and the Malo-ong community again agreed to provide manual labor. Sime Darby administered the program, while the ICA coordinated its operation. The materials arrived late in the year, and the well's completion is expected in early 1987. About 500 people are/will be benefited by these wells, and more wells are planned.



## MALO-ONG SAN JOSE, LAMITAN, BASILAN

— AN INTERCROPPING DEMONSTRATION program was launched in cooperation with the Philippine Coconut Authority. Eight small landholders took advantage of this program, which provided information about up-to-date agricultural methods and capital, at less-than-bank rates to farmers who normally cannot get credit easily. Once again, Sime Darby assisted by plowing virgin soil for the demonstration.

— OTHER PROGRAMS have included health clinics; blood typing; supplementary feeding programs for children; preschool teacher training; building fish ponds for, as yet, local consumption of tilapia, mussels, and kuhol; a seedling nursery; and others.



— The entire Malo-ong HDP, and the “tie-up” of private business sponsorship and assistance, agency programs and interest, and community-based planning and initiative, have begun to establish an environment within which self-help, rather than dole-out, is the moving force. Having this ethic take firm hold is a long process, but the people in Malo-ong have started well. Two events in December provided evidence for further enthusiasm: First, Malo-ong celebrated the first anniversary of the HDP with a day-long ceremony that included races, games, awards, and reflections of the past year. Second, another provincial “Think Tank” dialogue invited a second barangay to become part of this provincial pilot program of self-development. The people of Tabiawan, Isabela are eager to become an active partner. We look forward to reporting about this expanded program in next year’s report.

# TRAINING AND SEMINARS

## STO. TOMAS, DAVAO DEL NORTE

The Marsman Estate Plantation, Inc. (MEPI) in Sto. Tomas, Davao del Norte has asked the ICA to assist MEPI's effort in extending their community development programs and services in the communities around the plantation.

The first phase of the program was launched in October. Six (6) of MEPI staff underwent training in the ICA's human development and facilitation skills. Also, a strategic planning session was conducted by the team and the management staff to create a 3-5 year strategy for MEPI's community service. Consultative input from government and non-government organizations at the regional, provincial, municipal, and barangay levels was also gathered by the team.

The second phase of the program, in 1987, will involve identifying appropriate income generating projects. The ICA and the MEPI, with other NGO & GO groups in the area, hope to initiate a pilot demonstration in Davao del Norte that would catalyze more effective community development through better networking of the services offered by each respective agency.





# TRAINING AND SEMINARS

## HUMAN DEVELOPMENT TRAINING AND FACILITATION SEMINAR

The Institute of Cultural Affairs organized and conducted a week-long seminar on Human Development and Facilitation Skills. There were 30 participants who attended the event held at ICA Manila Training Center. Participants represented 13 local development organizations from both the Philippines and Thailand. This seminar featured an interchange of "Sharing Approaches That Work". Other topics covered included local leadership, project management, group facilitation and team motivation. This seminar is designed for leaders and participants in local development projects and organizations that emphasize self-help and local initiative.

| Day I  | Day II                                      | Day III                  | Day IV   | Day V               |
|--|---|--------------------------|--|---------------------|
| "Sharing Approaches That Work"                         | Leadership Training Modules                 | PROJECT                  | Leadership Training Modules                              | Building Coalitions |
| Project & Organization Displays, Presentation Workshop | Maximizing Participation Effective Planning | SITE Laguna & MCS Manila | Leading Productive Discussions Implementing Actions Well | Seminar Evaluation  |

## MANAGING BY CONSENSUS

"Managing By Consensus" was one of a number of seminars that the ICA conducted in 1986. MBC presents practical ways of increasing employee participation, productivity and responsibility. It is available to organizations and businesses in various formats, most commonly as a one-day seminar with follow-up sessions to provide more in-depth understanding of the concepts and methods. At public offerings in Manila and Cebu, the topics covered were "Holding Meetings that Work," "Discussions that Get Somewhere," and "Leading Workshops that Build Consensus."

MBC is designed for people concerned in making the most of their human resources. Managers and supervisors who work with teams will find the methods of this seminar to be practical aids for insuring "ownership" of assigned tasks by each team member.

Benefits of the seminar include:

- Designing meetings for success and drama
- Leading discussions that promote resolve
- Involving people in making important decisions
- Listening to insights from others

## IMAGINAL EDUCATION LAB

Cebu classroom teachers participated in a 2-day Imaginal Education Laboratory at the ICA Training Center in Cebu on October 12-13, 1986. Teachers from the University of San Carlos, the Cebu International School, Pagdamay Arts Foundation, and the University of San Jose Recoletos, profited from the laboratory's hands-on approach to teaching methods.

Participating teachers examined the trends affecting education, the shifts in 20th century consciousness, building comprehensive curricula and the vocation of teaching. They also explored methods of charting discussions, lesson planning and developing scenarios of the future.

## SUPPORTERS

*The following is a list of companies, foundations, and volunteer groups who have contributed to the support of the ICA's programs over the past three years.*

|   |   |
|---|---|
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| Exxon Chemical Philippines                  | Sime Darby International Tire Co., Inc.           |
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### OUR GREATEST ASSET

“A community’s greatest resource in its own people.” The ICA brings to its work a deep commitment to the integrity of each community and the value of each individual in the development of his or her community. Also, we understand that people from many sectors outside each community also provide services that influence the way each community develops. We know that we cannot do our job alone. In large part, the ICA’s work involves bringing and weaving together the abilities of many individuals and groups. Our success depends on the time and skills that have been volunteered by hundreds of people in the community projects and training programs we have helped organize. Our success also depends on the participation of our financial contributors. To all these people, we say “Thank You!”

At the heart of our efforts is the commitment and spirit that each one of the ICA staff brings to his or her work. Each of us strives to do our best in order to bring out the best in those we work with. Together, we are constantly striving to pioneer new ways of catalyzing human development — new ways of defining what development is today, and ways of making those understandings available to people. This is a big job, and we want to also say “Thank You!” to each of the ICA staff.

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The Institute of Cultural Affairs is a global service organization whose purpose is to motivate cooperative action and social responsibility. The ICA operates in 60 locations, connected through an informal global network. Through a combination of research, demonstration, and training programs, the ICA is helping people help themselves and involving them in shaping their own future – the human factor in world development.



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