

**Republic of the Philippines**  
**Province of Iloilo**  
**Municipality of Tubungan**

**BUSINESS-FRIENDLY AND COMPETITIVE LGU**

**I. TITLE**

Tubong-Tubong project: A Local Convergence Initiative in the Municipality of Tubungan, Iloilo

**II. SUMMARY**

The Municipality of Tubungan is a fourth-class municipality ranked 7th among the municipalities with the highest poverty incidence in the whole Province of Iloilo. It thrives on farming as the major means of livelihood and coconut being its major OTOP commodity. Despite the rich culture and resources, lay some challenges that need to be addressed such as lack of business and employment opportunities. One main factor why this scenario prevails is the existing insurgency in the area that hinders the entry of potential investments in the municipality.

Thus, in order to unlock its economic potentials, create jobs, and improve the locality's attractiveness to business in spite of being plagued with insurgency, the municipality adopted the "Tubong-Tubong" Project (which means chip in or contribution), a project which generally aims to bring together the various programs and services of DOLE, PCA, DTI, DAR, DSWD and other agencies in the municipality to improve the people's living condition.

Specifically, it is a convergence strategy in the business venture of coconut industry of LGU-Tubungan under the MEEO in cooperation with Tubungan Coconut Farmers Association. This project was implemented through strategic planning, business planning/feasibility study, community organizing and training, community employment and livelihood program and business agri-venture.

For almost 3 years of implementation, Tubong- Tubong Project has helped a number of communities in curbing poverty, resolving unemployment concerns and promoting economic empowerment. It also answered the prevalent predicament of coconut farmers on copra traders and middlemen for decades; increased the income of farmers from sale of whole nuts to more than sixty percent (60%); empowered the coconut farmers' organization in the municipality and improved the facilities, expanded the project site and volume production of coco coir.

**III. PROJECT DESCRIPTION**

The Coconut Industry Development Project (CIDP) was identified as a convergence strategy of the Tubong-Tubong Project. This project is a means which paved way in the coconut processing; coconut plantation and propagation; intercropping and livestock production and empowerment of coconut farmers' organization as CSO Partner.

The major challenge of the municipality why this project was conceptualized is the high unemployment and underemployment rate. Based on the data of the latest Tubungan CLUP, the population of fifteen (15) years old and above has a total of 15, 523 with 7,738 males and 7, 785 females. The total number of Tubunganons under the labor force is 10, 532 with 6, 308 males and 4, 224 females; 7,352 of which are employed (4, 750 are males and 2, 607 are females). However, there are 3, 175 are unemployed (1, 558 are males and 1, 617 are females).

Other challenges of the municipality are the following:

- Low income of coconut farmers, absence of livelihood support and lack of knowledge on intercropping;
- Lack of functional, active and competitive coconut farmers' organization in the municipality;
- Price control and monopoly by copra traders in the municipality;
- Low appreciation and participation from the barangay on the immense potential and value of coconut;
- Low percentage of skilled and innovative farmers in the field of coco coir processing;
- Limited facilities, rented project site and mediocre volume of processed coir.

Hence, this project has the following objectives:

- Provide direct employment to twenty (20) less privileged PWDs, men and women as well as indirect employment to forty-eight (48) coconut farmers;
- Increase the income of farmers from sale of whole nuts to more than sixty percent (60% plus) from Php1,500/month before the project implementation to Php 2,500 after the implementation and to increase sales of copra and other coconut by-products;
- Encourage farmers to go into intercropping to augment their income in the farm.
- Organize a functional, active and competitive coconut farmers' organization in the municipality with membership reaching a thousand;
- Increase copra price to 30% and encourage the coconut farmers' organization to actively engage in copra buying;
- Increase community appreciation and participation from the barangay on the immense potential and value of coconut;
- Provide various skills trainings on dehusking, twining, loom weaving and other business related skills training on simple business planning to forty-eight (48) coconut farmer presidents including the Project Manager Designate.
- Improve the facilities, expand the project site and volume production of coco coir

#### **IV. IMPLEMENTATION PROCEDURES**

June 5, 2012, the concept was introduced to Tubungan Municipal Mayor Vicente T. Gargaritano, Jr. through an advocacy meeting on which the concept of CONVERGENCE was introduced. Executive Order No. 2012- 23 was issued.

September 7, 2012 organizing the municipal task force for the Tubong- Tubong Project with Hon. Vicente T. Gargaritano, Jr. as the Chairman and Dir. Ponciano Ligutom of DOLE Region 6 and Gen. Arnold Quiapo of the Philippine Army as the Vice Chairmen.

A Strategic Planning was then held last September 26, 2012 wherein the coconut industry was identified as one major potential growing industry in the municipality.

The implementation phase actually kicked off on January of 2013 and went through 2014. Advocacy and community organizing were conducted by the Project Management Team and the Technical Working Group to promote the vision of the Tubong-Tubong Project to the 48 barangays of the municipality.

In order to solicit direct and active participation from the farmers, the Tubungan Coconut Farmers Association was organized in 2014. The members were given orientation about the Coconut Industry Development Project (CIDP) including technical training on coconut plantation establishment, correct agricultural practices and organizational strengthening in

order to cement their commitment because the success of the project depends so much on the raw materials that will be delivered by these farmers. They were also provided trainings as well as seminars, lakbay aral, benchmarking and workshops to increase the level of awareness of the community to sustain the supply of raw materials for the CIDP.

The TCFA also hold regular meetings every first Friday of the month to keep themselves abreast with the current trends, issues and concerns involving the coconut industry.

As a major partner of the project, the Philippine Coconut Authority (PCA) extended financial assistance for the establishment of the coconut seedling nursery, massive planting of coconut seedlings on vacant areas around Tubungan, and intercropping their coconut plantation with banana, cacao, coffee or any other crop the farmer prefers to plant.

The PCA, through the KANIB Enterprise Development Project also introduced livestock integration like carabao, hog and cattle fattening projects. The Modified Participatory Coconut Planting Project (PCPP) helped a lot to encourage more coconut farmers to increase their plantation and harvest.

Date	Activities/Processes	Individuals/Stakeholders Involved	Resources/Budgetary Requirements	Funding Agency
October 3, 2013	Commitment Review and Pledging Session	Attended by 15 NGAs, 2 academe, 4 Provincial Government offices and 2 NGOs	30,000.00	LGU-Tubungan
October 16 to 17, 2013	Training on Rehabilitation of Old and Senile Coconut Trees	Attended by 30 coconut farmers initiated by WVSU Extension Office, PCA and LGU-Tubungan	40,000.00	WVSU - Main Campus
October 23, 2013	Re-organization Activity of Coconut Farmers Association and Election of Officers	Conducted re-organizational activity of coconut farmers. Invited partner agencies to discuss entrepreneurial skills delivered by DTI and new programs and services by DAR, PCA and DOLE	3,000.00	DTI
			7,500.00	PCA
			5,000.00	DAR
December 17 to 18, 2013	Organizational and Enterprise Development Capability Building Activities	Conducted two-day seminar on agri-inputs and leadership skills among coconut farmers conducted by PCA under KANIB Program.	15,000.00	PCA
January 29, 2014	Project Management Team Meeting	Updated the pledges and commitment of various agencies	30,000.00	LGU-Tubungan
March 7, 2014	Project Management Team Meeting and Site Validation	Updated the pledges and commitment of various agencies	30,000.00	LGU-Tubungan, PCA RO6
March, 2014	Purchase of 2.6 hectares	Purchase of 2.6 hectares	2,600,000.00	LGU-Tubungan
April 01 to May 30, 2014	Implementation of CIDP Site Development	Develop the site and expanded enough space with 2.6 hectares lot for the CIDP	997,612.00	DOLE RO 6

Date	Activities/Processes	Individuals/Stakeholders Involved	Resources/Budgetary Requirements	Funding Agency
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April 03-04, 2014	Stakeholder orientation, consultation and site visit on Tubungan Coconut Agro-Industrial Hub” Project	Recommended and evaluated the need facilities and technology for the relaization of coconut industry with PCA as the elading agency	10,000.00	PCA
May 2, 2014	DAR ARCESS Assessment	DAR hired a consulting institution that will assess the needs of the Tubungan Coconut Farmers Association	100,000.00	DAR
May 6, 2014	DTI Shared Service Facilities presentation	Presented the SSF as pledged by the DTI		DTI-Iloilo
May 12, 2014	Tubungan Coconut Farmers Association Quarterly Meeting	Updated issues and concerns of the coconut farmers and recommended action plans to respective agencies		TCFA
May 28-30, 2014	Coconut Industry Business Plan Workshop	Conducted business plan for the CIDP at Westown Hotel attended by the CIDP Technical Working Group	90,000.00	DTI
July 24-27, 2014	Local Study Mission in South Cotabato and General Santos	Benchmarked at coconut industries that will be replicated in the municipality	100,000.00	DTI
July 31, 2014	Project Management Team Meeting	Updated the status of the project and follow-up pledges of other agencies	30,000.00	PMT
August 8, 2014	Project Management Team Meeting	Presented progress report to partner agencies	30,000.00	PMT
August 8, 2014	DOLE Regional Directors in different regions and functionaries Program Visit on Tubong-Tubong Project	Showcased the Best Practice of Tubong-Tubong project to the DOLE National Directors and Functionaries		LGU-Tubungan
August 8, 2014	Turning over of financial assistance for the buying of raw materials worth 1.3 Million Pesos and labor support under the BUB-DOLE program in the development of project site	Received financial assistance for the buying of raw materials worth 1.3 Million Pesos and labor support under the BUB-DOLE program in the development of project site 501,963	1,801,963.00	DOLE
December 26-28, 2014	Skills Training on Twining and Loom Weaving	Attended by 38 coconut farmers and CIDP laborers	60,000.00	DTI
May 07 to 08, 2015	Workshop on Coconut Based Enterprise	Attended by 48 coconut farmer presidents		
August 17, 2015	Turning over of financial assistance for the Coconut Planting Project	Received financial assistance for the Coconut Planting Project from DOLE with 499,950 and DSWD thru their Cash for Work Program amounting to 430,000.00	929,950.00	DOLE and DSWD
<b>Date</b>	<b>Activities/Processes</b>	<b>Individuals/Stakeholders Involved</b>	<b>Resources/ Budgetary Requirements</b>	<b>Funding Agency</b>

August 24, 2015	Launching of SSF for Coco Coir Production	Equipment and machines provided: One (1) Unit Decorticator One (1) Unit Carding machine Twenty-Five (25) Units (13) Twining Machine Five (5) Units Loom Weaving machine One (1) Unit Coco Fiber Dryer Ten (10) Units De-husker Two (2) Units Copra Dryer	995,000.00	DTI
March 26 to 27, 2015	Coconut Production Technology	Attended by 48 coconut farmer presidents of 48 barangays	10,000.00	DAR
March 27 to 28, 2015	Practical Soil Quality Assessment and Corrective Measures	Attended by 48 coconut farmer presidents of 48 barangays	10,000.00	DAR
June 24, 2015	Organic Poultry and Swine Production Training	Attended by 48 coconut farmer presidents of 48 barangays	10,000.00	DAR
June 25, 2015	Improved Corn Production Technology Training	Attended by 48 coconut farmer presidents of 48 barangays	10,000.00	DAR
July 9, 2015	Ginger and Turmeric Production	Attended by 48 coconut farmer presidents of 48 barangays	10,000.00	DAR
March 3, 2016 (on-going)	Integrated Coconut Production Training	Attended by 48 coconut farmer presidents of 48 barangays	10,000.00	DAR
	Coconut Seedling Dispersal			PCA
	Participatory Coconut Planting Project			PCA
	Cacao Production			PCA
	Cattle Breeding			

## V. PROJECT RESULT/IMPACT

After three years of implementation, this project proves to be the best practice of the municipality because it addressed the identified challenges and eventually became a recipient of various awards such as the Region Best DOLE Assisted Livelihood Project, National Nominee of DOLE Kabuhayan Award, Champion in Two (2) Consecutive Years as Best Practice on Social and Environmental Governance of DILG RO VI EXCEL Awards; and recently this was nominated to be an entry for the 2016 CSC Presidential Lingkod Bayan Awards (National Level).

This project is the major instrument as contributors in the realization of the following:

- Coconut processing of coconut by-products such as geo-textile net, copra, rope, bio-log, fiber and the likes which created job generation to both men and women especially Persons with Disabilities;
- Business engagement into copra buying and selling with TCFA as the leading trader in the market which resulted to high impact of copra price and eventually benefited many coconut farmers;
- Coconut plantation and propagation which increased the plantation of coconut trees and additional incentives to coconut farmers thru PCPP (Participatory Coconut Planting Program);

- Intercropping and livestock production which gave livelihood and additional income of coconut farmers in the production of cacao, banana and corn also raising swine and cattle breeding; and
- Establishment of coconut farmers' organization through community organizing and training of coconut farmers which resulted to their empowerment and participation as one of the most active and functional CSO in the municipality.

As measured, the following are the effectivity of this project:

- Since its reorganization in 2015, the TCFA has a total membership of 1,900 coconut farmers and still increasing. From zero funds, it now has a revolving fund of Php 424, 154.05 because they are now engaged in copra buying thereby breaking the monopoly of the price by copra buyers.
- From 500 hectares, now 1,664.96 hectares of the municipal land area is planted with coconuts. As the project grows, farmers are more motivated to expand their plantation because they are seeing direct benefits from it.
- 20 workers directly benefited from the manufacture of Geo-net.
- As of the end of second quarter of 2017, the CIDP now has a net income of Php781, 991.80.
- Farmers who sell their whole nuts to the CIDP earn an average of Php3, 500.00 for an average of 500 nuts at an average price of P7.00 per nut.
- As pledged by other partner agencies, roads were improved; facilities and equipment such as coco coir fiber dryer, copra dryer and other machineries for coconut processing were deployed.
- The CIDP facility now stands on a 2.6 hectare lot purchased by the LGU and can accommodate hundreds of thousands of coconuts supplied by the coconut farmers.