



Republic of the Philippines  
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT  
**REGION III - PROVINCE OF TARLAC**

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**FLORIDA M. DIJAN, CESO III**

Regional Director  
DMGC, Maimpis  
CSF, Pampanga

**Dear RD DIJAN,**

A Blissful Day!

Attached is the potential best practice of the Municipality of Pura regarding their Corn Husk Project that was envisioned to contribute to the sustainable livelihood and well-being of its people.

For your reference and perusal.

Thank You.

Respectfully yours,

  
**BELINA T. HERMAN, CESE**  
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## ***Title: Pura – Corn-Husk Project***



The Municipality of Pura is a fourth-class municipality found at the northeastern side of Tarlac Province. As its name implies, everything in here is pure and natural. It is a growing community located in the mid-northern part of Central Luzon's extensive central plains.

It is within the cross road of three major thoroughfares, the Tarlac-Pangasinan-La Union Expressway, the Gerona-Guimba Road and the East-West Coast Road (Dingalan-Lingayen Highway) which brings a great deal for economic growth. Along with this, PURA is envisioned to be a sustainable community characterized by a mix of land uses that combines utility and aesthetics that gives an ambience that soothes the spirit, invites high productivity, and encourages healthy living.

Farming is the primary means of livelihood of the residents of Pura with rice as the foremost crop. Corn is the second most important crop of this municipality and the town's OTOP or One Town, One Product. A problem that has emerged because of the abundance of corn in the area is the waste that it produces. Usually, only the corn kernels are harvested and used for commercial purpose while farmers throw away the corn's husk, cob, stalk and leaves.

The idea of recycling corn husk was conceived by the then Municipal Vice-Mayor Concepcion A. Zarate as a means to get rid of the tons of agricultural waste created by corn yield especially the corn's husk. She spearheaded a program wherein the typically unusable husk of the corn may be fashioned into flowers and other things instead of seeing said indigenous material as a waste. It has since converted the lowly corn husk to a sustainable livelihood for the men and women of this town.

And so the corn-husk making program was started in 2008. The LGU of Pura searched for competent and able trainers to impart their knowledge to the citizens of Pura and demonstrate how to create flowers from corn husk and other indigenous materials. A training was conducted which lasted for five days and were attended by participants from various barangays of Pura.

On *February 2009*, they again hired another trainer, this time coming from the City of General Santos who meticulously and articulately trained thirty (30) Rural Improvement Club (RIC) members. According to the trainer, among all those he trained, he considers corn-husk roses made in Pura to be the most beautiful and life-like. From then on, Pura has been known to produce beautiful corn husk crafts not only in the Province of Tarlac but also in Region 3.

The corn-husk craft producers did not only produce flowers, they have expanded their new found craft to other objects, such as home and kitchen decors, flower arrangements for special occasions, Christmas décor, lei and corsage, souvenir items and give-aways, and wedding decorations, among others. The creative hands of Puranians were also used in the creation of entries for the Municipality in the annual "Belenismo" contest.

The corn-husk project created not only business opportunities but also employment for the citizens of Pura thereby ensuring additional income for persons who have patiently studied the craft. It has presented itself as an example of a livelihood that is sustainable, with materials which came from things that are generally regarded as trash. Subsequent skill trainings were conducted to enhance the knowledge of the crafters on *June and September 2014*. The trainings were sponsored by the Department of the Agriculture – Region 3 and the LGU of Pura. The training was focused on how to make corn-husk crafts that will be competitive not only in the local market but also in the ASEAN market. To support said endeavour, another seminar was conducted last *August 18-20, 2015*.

Today, there are three (3) entrepreneurs who actively participate in Agri-trade fairs and exhibits in malls. They display their corn-husk products in trade fairs conducted by the Department of the Trade and Industry like "LIKHA" and the like. These three, continued the craft and has since received numerous accolades for their work. One is Mrs. Elizabeth Tresvalles, who have produced different crafts including gowns made out of corn husk. Another is Mr. Florencio Bala, who created elegant and creative corn husk gowns which were worn by models during the 11<sup>th</sup> National Corn Congress 2015. Last, but not the least, is Mr. Christopher Asanion, which aside from decorating churches with arranged corn husk flowers, and is the unbeaten and grand slam winner of the float parade category during Tarlac Province Day celebration.

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PHOTOS:





























