

ABOUT THE SPEAKERS

Presenter for Philippines' Convergence Strategy

Corazon Juliano-Soliman is the Secretary of the Department of Social Welfare and Development in the Philippines. She is a leader in the civil society community and a practitioner in community organizing and people empowerment working with rural communities for over 30 years. As Secretary, she spearheads projects for poverty reduction and social protection, such as Community Driven Development and the Conditional Cash Transfer. She is a graduate of the University of the Philippines with a degree in Bachelor of Science in Social Work, and completed her Masters in Public Administration at the Kennedy School of Government, Harvard University.

Presenter for Sustainable Women Enterprises and Social Enterprise Development

Pacita Juan is the President of the Women's Business Council of the Philippines (WBCP), a policy advocacy group from the private sector founded in 1997 and supported by the Department of Trade and Industry. WBCP is also the private sector partner of the GREAT Women Project. Ms. Juan is a social entrepreneur who has founded medium and small businesses with a social cause. She sits as Director in the following NGOs: Peace and Equity Foundation, Philippine Coffee Board Inc. and Nayong Pilipino Foundation. She has spoken in international conferences such as APEC Women Leaders Network and Global Summit of Women.

THE REACTORS & MODERATOR

Reactors

- **Josephine Castillo**, Leader and Community Organizer of **Damayan ng Maralitang Pilipinong Api** (DAMPA/GROOTS Philippines-Huairou Commission is a coalition of rural and urban grassroots communities.)
- **Filipina Grace America**, Mayor of Infanta, Quezon

Side Event Moderator

- **Alicia R. Bala**, Undersecretary of the Department of Social Welfare and Development

Side Event Organizers



Department
of Social Welfare
and Development

www.dswd.gov.ph



Philippine
Commission
on Women

www.pcw.gov.ph



Canadian International
Development Agency

Agence canadienne de
développement international



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CONDITIONAL CASH TRANSFER AND SUSTAINABLE SOCIAL ENTERPRISES: A KEY TO RURAL WOMEN'S EMPOWERMENT?

A Side Event Hosted by the Philippine Delegation
at the 56th Session of the United Nations
Commission on the Status of Women
10 AM-12 NN * 29 February 2012



Venue: The Beekman Hotel
3 Mitchell Place
At 1st Avenue and East 49th Street
New York City, NY 10017, USA

CONDITIONAL CASH TRANSFER (CCT)

The Philippine government distinguishes its support to rural women by venturing substantial real investment (through conditional cash transfers) into social enterprises and sustainable livelihood for rural women, as a key twin-strategy in women's economic empowerment.

Its main programs on conditional cash transfer and sustainable livelihood are the "TATSULO" (Tatlong Sulo sa Pagpuksa ng Kahirapan), a convergence strategy harmonizing the core poverty reduction programs, and the Gender-Responsive Economic Actions for the Transformation of Women Project (GREAT Women Project). TATSULO actually translates to mean a 'three-point agenda to eradicate poverty.'

Poverty Reduction Programs

The **Conditional Cash Transfer Program**, called the Pantawid Pamilya, distributes conditional cash grants to poor households with children 0-14 years of age and with pregnant or lactating mothers. This will ensure that families build human capital through investments in health and education.

- Covers about 45 percent (2.3 million families) of the Philippines' poor households (5.2 million).
- Cash grants ranging from P500 (US\$11) to P1,400 (US\$33) per household on a monthly basis.
- To qualify for the grant, children must attend school 85% of the time, and must visit the health center.
- As of December 2011, 2.36 million families have been registered in the program.

The **Community Driven Development Program**, called the Kapit-Bisig Laban sa Kahirapan-Comprehensive Integrated Delivery of Social Services, complements the CCT by allowing communities and local governments to choose, design and implement sub-projects to address the needs of the community.

- 490 community sub-projects were completed, benefiting 133,439 households by mid-2011.
- Implemented in 10 regions, 25 provinces, 78 municipalities and 1,759 barangays.
- Sub-projects include the construction of health and day care centers, pre- and post-harvest facilities, roads, and bridges.

The **Sustainable Livelihood Program** has two tracks of assistance: Self-Employment Assistance-Kaunlaran (SEA-K) and Guaranteed Employment.

- SEA-K provides non-collateral and interest-free loans to enable beneficiaries to establish and manage their own micro-enterprises.
- The Guaranteed Employment scheme gives beneficiaries access to locally available jobs through a job network system.

The **Guaranteed Employment Scheme** gives access to beneficiaries with locally available jobs through a job network system.

- Provided funds to 46,807 families, including Pantawid Pamilya members.
- Guaranteed employment through the Department of Public Works and Highways, provided employment opportunities to 2,029 beneficiaries.

SUSTAINABLE LIVELIHOOD

The Gender Responsive Economic Actions for the Transformation of Women Project (GWP) is a governance and capacity development project that aims to promote and support a gender-responsive enabling environment for women's economic empowerment (WEE), particularly those in microenterprises.

The Philippine Commission on Women is the lead implementing agency, steering the convergence of 12 national government agencies, and 42 local government units. GWP receives technical and financial support from the Canadian International Development Agency (CIDA).

Results & Outcomes for Women Microentrepreneurs

Increased Awareness and Understanding of Women's Economic Empowerment. GREAT Women Project develops national and local government capacities to formulate, implement, monitor and evaluate gender-responsive policies, plans, programs and services for women microentrepreneurs (WMEs).

Operational WEE Programs/Projects or Services Resulting in Transformative Change Among Local Government Units (LGUs) and Women Microentrepreneurs. GREAT Women Project LGUs have developed better and fresh approaches in programs with focus on WEE. These LGUs mainstreamed WEE in skills building on product development, packaging and marketing, social protection, access to credit, partnership building/linkaging in support of WMEs and strengthening of WMEs and strengthening of support mechanisms in support of WEE. In 2011, LGUs assisted 52 WME Groups, with a combined membership of 7,069, under the GREAT Women Project.

Programs with focus on WEE have enabled women microentrepreneurs to:

- benefit from streamlined business permitting systems
- avail of socialized fees for business registration and taxes
- get subsidies on social protection programs
- increase participation in local governance processes
- improve their access to technology support, market assistance, skills upgrading & information
- increase awareness on environmental sustainability
- access common service facilities through local government programs
- acquire assistance in occupational safety and health



Venue Map



UN CSW Philippine-Hosted Side Event Venue: The Beekman Hotel

3 Mitchell Place

At 1st Avenue and East 49th Street

New York City, NY 10017, USA

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