



KABALIKAT SA KABUHAYAN PROGRAM: MANDATE, IMPLEMENTATION, AND OUTCOMES

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ABSTRACT

The descriptive-evaluative research was conducted to determine the mandate, implementation, and outcomes of Kabalikat sa Kabuhayan program, a joint project of SM Foundation and Local Government Unit (LGU) of Jordan, Guimaras. Fifty-six (56) respondents were given sets of a researcher-made questionnaire to collect the data. The data were examined qualitatively also quantitatively. Quantitative analysis utilized frequency count and percentage. Thematic analysis was used to analyze the qualitative data. The result of the study revealed that the program's mandate was anchored on Corporate Social Responsibility of SM Group of Companies. Findings also revealed that the beneficiaries actively participated in the program. In terms of outcomes, the program was able to enhance the beneficiaries' sense of well-being, as the result revealed their overall satisfaction of the program. There were problems and challenges identified, during the implementation. Proposed recommendations for policy development were formulated to improve and sustain the Kabalikat sa Kabuhayan program.

Keywords: *Kabalikat sa Kabuhayan Program, Mandate, Implementation, Outcomes, Public-Private Partnerships*

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INTRODUCTION

The Public-Private Partnership was a collaboration with confidentiality. It was an enduring arrangement between a private and government companies to supply goods and services to the public. The delivery of goods and services as well as projects was only the main purpose of private company which traditionally provided by the public sector.

These collaborations help citizens for the production but also economically growth and personality development, attract more businesses, and create more jobs. PPPs are advantageous to the government because the establishment can remain as the owner of the assets that depends on the structure of the deal that the private sector who controls of the assets of the establishment. It is important because it can generate better return of investment in a number of ways.

It is governed by Republic Act No. 11966, also known as the PPP Code of the Philippines, which was signed into law on December 5, 2023, and came into effect on December 23, 2023. The PPP Governing Board, acting as the PPP Code IRR Committee, was mandated to promulgate the IRR within 90 days from the effectivity of the law, or by March 23, 2024.

Under the doctrine of corporate social responsibility (CSR), businesses in the country have engaged in initiatives that have become increasingly important to contribute to sustainable development and address socio- economic issues in the communities where they

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operate. The SM Group of Companies, the biggest empire in the Philippines, has implemented various CSR programs through its social development arm, the SM Foundation.

One such initiative of the shoe mart starting point which is the only Kabalikat sa Kabuhayan (KSK) Program, which aims to provide livelihood opportunities and skills training to marginalized communities. The program focuses on farmers' its focus areas of Farmers' Training Program and Household Mentors Training Program for Women.

The Kabalikat sa Kabuhayan (KSK) Program's vision is to uplift the lives of underprivileged Filipinos by equipping them with practical skills and knowledge in sustainable agriculture and entrepreneurship. Its mission is to empower beneficiaries through capacity-building initiatives, enabling them to establish and manage successful micro-enterprises or pursue employment opportunities.

The Municipality of Jordan in Guimaras Province has engaged the SM Foundation. Launching of the Kabalikat sa Kabuhayan program in 2019 with 200 farmers as initial beneficiaries. Through the years of implementation not much has been heard about benefits and outcomes of the program.

The researcher, who was previously connected with the SM Group of Companies and who is a student of public administration, felt the need to conduct a comprehensive assessment of the program with the end view of adding more knowledge on the exciting concept of public-private partnership.

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MATERIALS AND METHODS

Research Methodology

This chapter discusses the research design, the respondents of the study, the sampling design, research instrument, data gathering procedure, and data analysis, and statistical tools.

Research Method

The researcher applied the survey method with the use of a questionnaire designed to generate both quantitative and qualitative data through close-ended and open-ended questions respectively.

Documentary analysis was likewise employed to generate secondary data.

Research Design

A descriptive research design that combined quantitative and qualitative analysis of data was used in the study to identify, describe, and analyze a given state of affairs. Descriptive research is designed to describe the characteristics of a population or phenomenon being studied (Prime 2024).

Descriptive research is ideally suited for the study, which aims to examine the mandate, implementation, and outcomes of the Kabalikat sa Kabuhayan Training Program in Jordan, Guimaras. This research design allows for a systematic and detailed description of the program's objectives, delivery processes, and outcomes on participants. By employing methods such as surveys, interviews, and observations, the study was able to provide comprehensive insights into how the program operated and impacted the community. This approach ensured a thorough understanding of the program's effectiveness and identified

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areas for potential improvement, aligning well with the goals of descriptive research.

Participants of the Study

Fifty-six (56) farmer beneficiaries were purposively selected as respondents of the study. They were classified based on several criteria including their age, sex, educational attainment, and monthly income. As to sex, they were categorized as male and female. In terms of age, they were classified as young and old. The educational attainment was classified as elementary, high school, vocational, college, or post graduate. As to socio-economic status, the categories were low monthly income, middle monthly income, and high monthly income.

Sampling Design

The sampling design used in the study was purposive sampling design. The fifty-six (56) respondents were selected from 14 barangays in the municipality of Jordan, Guimaras. According to Ardales (2008), in purposive sampling, the investigator uses his good judgement and an appropriate strategy in selecting the subjects who will comprise the sample and who will meet best the purpose of the study.

In this study, the researcher selected only those farmers who had been actively involved in the program from its inception up to the time of the survey.

Research Instrument

The researcher gathered the data with the use of a researcher-made questionnaire. The questionnaire served as the research instrument for the purpose of collecting data from the farmers who participated in the study.

The questionnaire has two parts. The first part contains a secondary data on the

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program mandate in terms of its vision, mission, goals and objectives. The second part contains the questions necessary for the primary data on the corporate social responsibility of SM Foundation in terms of the Kabalikat sa Kabuhayan training program institutional requirements and procedures. The third part contains the issues and challenges encountered from the awareness, active participation, and appreciation of the farmers of the SM Foundation in terms of the corporate social responsibility training program. The fourth part contains the farmers experience of gratefulness and appreciation with the help offered by the SM Foundation that improves their livelihood. The last part contains the status of economic production that enhances and uplifts the life of every farmer in the community.

Validity of the Research Instrument

To make sure that the questionnaire is valid, the researcher sent to the jurors for validation. The draft of the questionnaire was first submitted to the research adviser for editing and suggestions. Subsequently, it was presented to a group of jurors who were experts in the field of research. The corrections, suggestions, and recommendations provided by the jurors for every item in the questionnaire were incorporated into then print the questionnaire for reliability test.

Data Gathering Procedure

Before the study was conducted, the researcher secured approval from the adviser for the research plan. Once approved, the researcher personally administered the researcher-made instrument to the target participants.

After completing the administration of all copies of the instrument, immediate retrieval of the

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same was conducted. Subsequently, the data were tabulated, analyzed, and interpreted using appropriate statistical tools, particularly frequency count and percentage.

Data Analysis

Descriptive analysis was considered appropriate for quantitative study as it summarized the essential features of the data. The analysis involved the use of descriptive statistics. Through this statistical tool, a large amount of data was reduced into a simple summary and categorized.

RESULTS AND DISCUSSIONS

The study was conducted to determine the mandates, implementation, and outcomes of the *Kabalikat sa Kabuhayan* Training. It examined and presented the mandate of SM Foundation *Kabalikat sa Kabuhayan* Program as shoe mart company's corporate social responsibility arm in terms of its vision, mission, and goals; how the program is implemented in terms of its institutional procedures, and services, and the participation of the beneficiaries, the outcomes in terms of farmers' sense of well-being and fulfillment; the difficulties encountered in the program; and the recommendations to improve the implementation of the program.

The primary data were gathered using the questionnaire. The personal profile of the farmers was determined with regards to age, sex, academic achievement, place of residence, and socio-economic status. The secondary data were gathered through the interview or

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questionnaire as the policy mandate in terms of social corporate responsibility.

As shoe mart company's corporate social responsibility arm, a policy mandate of Shoe Mart Foundation's Kabalikat sa Kabuhayan Program centers around its vision of creating a Philippines where all individuals can maximize their potential to contribute to a thriving society while preserving the nation's rich environmental heritage for future generations. Directly aligned with this vision, the program's mission is to empower underserved Filipino communities through targeted livelihood investments and training initiatives. Specifically, the Kabalikat sa Kabuhayan Program's goals are to uplift marginalized farming communities by equipping them with modern, sustainable agricultural knowledge and practices. This empowers participants to increase the quality, quantity, and ensure safety of their crops through organic farming methods, thereby bolstering their income and overall well-being.

The extent of respondents' participation during the different phases of the program was adequately presented both quantitatively and qualitatively. The extent of the program's contribution to the well-being of the beneficiaries were adequately highlighted. This included the personal, emotional, social and economic development of the beneficiaries.

When participants were request to rate the contribution of the program to their way of life in terms of social development, the majority reported a high or very high contribution. Specifically, a significant number of participants indicated a high contribution, suggesting that the program had a substantial positive impact on their social development. Moreover, some set of respondents reported a very high contribution, highlighting the program's exceptional influence on social growth for these individuals. Additionally, a considerable number of

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participants reported a moderate contribution of the program to their social development. However, only a very small minority of participants rated the program's contribution to their social development as low.

When it comes to the program's perceived contribution to economic development and its impact on participants' way of life, a portion of respondents rated the program's contribution as moderate larger group expressed a high perception of the program's positive influence on economic development and their overall way of life. Additionally, some respondents rated the program's contribution as "Very High" in this regard.

A number of challenges included financial and resource constraints, access and mobility, and the environmental and external factors.

Lastly, when respondents were asked about their overall satisfaction with the program some indicated a moderate level of satisfaction while the majority expressed high and very high satisfaction. Specifically, a significant recommendation relative to the policy development were proposed.

CONCLUSIONS

The mandate of the Kabalikat sa Kabuhayan program reflected the vision and mission of the SM Foundation in the pursuit of its corporate social responsibility.

Briefly, it was related to empowering the Filipino Communities and their way of life.

The program implementation included the institutional procedures and services which centered on training the beneficiaries on farming, gardening, values formation, and other related matters. The beneficiaries were also highly engaged in the planning, organizing,

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directing, and controlling phases of the program.

The program outcomes revealed remarkable impact on beneficiaries' overall sense of well-being, specifically, along the areas of personal, emotional, social and economic development. Overall, the beneficiaries were satisfied of the program. Problems encountered included financial and resource constraints, access and mobility challenges, and environmental and external factors.

Recommendations for policy development include the clear delineation of the respective roles of the partner agencies in the conceptualization of the program which should include the signing of the contract by way of Memorandum of Agreement or Memorandum of Understanding. Further, the LGU concerned should mobilize the Civil Society Organization under its jurisdiction to provide support to the program.

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