


# 2<sup>nd</sup> National Summit on Gender and Development (GAD) in Co-ops

Crown Legacy Hotel, Baguio City

29-31 March 2016

## GENDERIZING COOPERATIVE OPERATION AMIDA A CHALLENGING ENVIRONMENT: THE MWIMPC EXPERIENCE

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**NATIONAL SUMMIT ON  
GENDER & DEVELOPMENT (GAD)  
IN CO-OPERATIVES**

"Transformative, Sustainable Growth  
for Women and Men, and Co-operatives"

March 29 -31, 2016  
*Crown Legacy Hotel*  
Kisad Road, Baguio City

## BACKGROUND





## MARANDING WOMEN INVESTORS MPC



- Founded in 1996 by 17 women who happened to be victims of loan sharks.
- Registered with the Cooperative Development Authority (CDA) on February 22, 1996, the application for registration has been approved bearing CDA Registration No. KEO 2275 granting them a province-wide business operation.



Mariflou E. Banding  
Hazel C. Tormis  
Letecia B. Jerusalem  
Erlinda Rosaline C. Carrillo  
Rosemarie C. Datuin  
Novelita C. Te  
Lourdes M. Berondo  
María W. Yap  
Luzviminda D. Villame  
Leody F. Bagaloyos  
Marivic D. Maata  
Maria Cleofe A. Baldevieso  
Ruby L. Campilan  
Adorle S. Gozo  
Luzviminda J. Gonzalez  
Lanie R. Acompañado  
Juvy C. Buñisan

*The Warm Founding Bodies*

MARANDING WOMEN INVESTORS MULTIPURPOSE COOPERATIVE  
Maranding, Lala, Lanao del Norte





## MWIMPC OFFICERS



## PROGRAMS AND SERVICES



## MWIMPC Projects



ARB's Women Beekeeping Livelihood Project



integrated Primary & Maternity Health Care Services

Operation of Lanao del Norte Women & Children Development Center





### *MWIMPC Savings and Credit Centers*

**BRANCH 1: MARANDING, LALA, LANA DEL NORTE**

**BRANCH 2: KAPATAGAN, LANA DEL NORTE**

**BRANCH 3: MAIGO, LANA DEL NORTE**

**BRANCH 4: MAHAYAHAY, ILIGAN CITY**



## GENDER CHALLENGES



- REVERSE GENDER ADVOCACY
- PREDETERMINED GENDER ROLES BY CULTURE, RELIGION AND TRADITION
- COMMUNITY STEREOTYPES AND EXISTING ECONOMIC ROLES OF WOMEN

## GENDER STRATEGIES AND APPROACHES



### **Social Acceptance and Culturally Sensitive Gender Advocacy**

- Religious and tribal leaders are afforded orientation and seminars on concepts, principles and ideals of gender equality and the role of women in development
- Mainstreaming gender roles in the household economics analysis
- Reiterating women economic participation in community development



### **Membership and Recruitment**

- It is a cooperative policy that all Pre-Membership Education Seminar should have at least 50% male recruits
- Gender Sensitivity and Awareness is integrated in all PMES
- All Savings and Credit Branches should have at least 30% male staff recruited



**Operation of the Lanao del Norte Women and Children Development Center**

- At least 30% of the operations staff are men
- Community education on RA 9262 targeting fathers and husbands

**Operation of the Lanao del Norte Cooperative Training Center for Women**

- In-house gender related trainings
- All training activities conducted are required to have gender-balanced participants and facilitators both in-house and outside training activities



**The Livelihood Project for Women Agrarian Reform Beneficiaries**

- Gender-balanced participants with women trainers taking lead roles in practicum and knowledge transfer activities
- Women livelihood coordinators assigned in every branch and areas of operations

**Primary and Maternal Healthcare for Rural Poor Women through the Well-Family Midwife Clinic**

- All member clients are required to bring at least once their husbands/partners to the clinic in one of their prenatal sessions for the conduct of maternal healthcare seminar reiterating the role of men in responsible parenthood and maternal and child healthcare



**The Lanao del Norte Saving and Credit Center**

- Priority access to women entrepreneur-led economic projects with maximum men participation in the project planning, implementation, monitoring and evaluation processes
- At least 30% of total portfolio afforded access to capital among men members
- Success stories of men and women entrepreneurs are showcased to cooperative members

**Cooperative Housing Project**

- At least 30% of the proposed 300 housing units are offered to men cooperative members

**LESSONS LEARNED**



- Advocate within the structure of the organizations.
- Practice what you preach.
- Turn theory into practice.
- Commitments should be turned into policies and policies should be measured by tangible deliverables.
- Principles and ideals should be converted into a cooperative way of life.

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- Advocacy for women empowerment and gender equality should adhere to the principle of being community-based and people-centered.
- It should be anchored on the community dynamics amidst existing religion, culture, and traditions of gender roles.
- By working around these circumstances, advocacies not just gender equality but of all sorts will gain more acceptance and less resistance.