

RESEARCH STUDY



Casile-Guinting Upland Marketing Cooperative: A Potential Tool for Livelihood Generation in Barangay Casile, City of Cabuayo, Laguna

Objectives

To determine the effectiveness of Casile-Guinting Upland Marketing Cooperative (CGUMC) as a tool for Livelihood Generation in the barangay.

Highlights

The findings showed that most of the members are married female, 41-48 years of age with less than 4 dependents engaged in Farming before and after joining the cooperative, having gross income of P11,000-13,999 and net income of P3,000-5,999. The non-members are mostly married female, 49-56 years of age with less than 4 dependents engaged in Farming before and after joining the cooperative, having the gross income of P14,000-16,999 and net income of P3,000-5,999.

There is slight increase on the number of non-members that is engaged in farming after the establishment of the cooperative. Most members secure their seedlings and organic fertilizer from the cooperative and acquire their own tools and machineries while most non-members acquire their own seedlings, tools and machineries, and secure organic fertilizer from the cooperative. The members and non-members of the cooperative exhibit significant and slight increase in the production volume in all varieties, respectively. Both members and non-members exhibit expansion in the distribution channel after joining/establishment of the cooperative. The members of the cooperative through training and skills enhancement; but satisfied with the benefit gained on having Knowledge on Establishing a business provided by the cooperative and self-development through training and skills enhancement.

As to the Level of Awareness of Non-members are Aware with regard to the membership procedures, economic benefits offered, and contribution they can make for the cooperative's productivity; but Somewhat Aware on having the Knowledge on Establishing a Business. Financial Problem is the main reason of non-members on why they are not joining the cooperative, next is the Bad experience from the other cooperative, third is the Temporary restriction of the cooperative to accept new members, followed by Time Constraints, fifth, is the Contentment on the benefits received and the least reason is Unwillingness.

As to the Degree of Satisfaction, the study reveals that there is a significant relationship between the level of satisfaction with the knowledge on establishing a business and self-development vis-a-vis the level of satisfaction on the standard of living after joining the cooperative while, there is no significant relationship between the level of satisfaction with intellectual gain.

Recommendation

The proponents recommend that the cooperative may encourage the youth to join and devote their free time and become a member if they are willing after the temporary restriction to accept new members. With this, they can still help their parents and family as to what benefit they might get in doing such.

The proponents challenged the cooperative's chairman, board of directors and officers to be more responsive on fulfilling their duties. They are the leaders who are expected to be more eager on seeking more grants to have more raw materials, tools and machineries to be given or lent to both members and non-members. They are expected to manage these resources well and stick to their ethical values and principles. They should think of the larger picture and set aside to nourish own sake and prioritize self-interest on making decisions. But for this to become a reality, the proponents would like to call the attention of the City Government to do more seminars and trainings for the management and to the members as well. As they would be able to pass on the knowledge they have learned and are able to be a tool having high potential to generate livelihood.

Since competition in the market is really inevitable, the proponents recommend to at least improve the packaging of the product, especially coffee. They can also improve or widen the range of their advertisements, even through "Word of Mouth", as long as they assure customer's satisfaction for them to gain customer loyalty. The members, with the initiative of the cooperative's president to expose them on different seminars where technologies and techniques with regard to farming are introduced. It is also recommended that all new knowledge and information that they will acquire on seminars must be supported with application through the support of the cooperative as well as the local government.



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