

## I.S.I.P. COMPETITION PROGRAM PROPOSAL

Program Profile	
Institute/Organization/Office Name	Institute of Hospitality and Tourism Management
Institute Dean/Immediate Supervisor/Organization Adviser	Jennyfer N. Merza
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Program Name / Title	Growing Together, Thriving Together: A Community-Based Livelihood Initiative of Mabalacat City College Institute of Hospitality and Tourism Management in and International Skills Training Academy and Assessment Center, Inc. (ISTA)
Category (Please mark (x) just one)	<input type="checkbox"/> 1. Industrial Application <input checked="" type="checkbox"/> 2. Entrepreneurial Spirit <input type="checkbox"/> 3. Ethical Value <input type="checkbox"/> 4. Student Mobility and Openness <input type="checkbox"/> 5. Crisis Management <input type="checkbox"/> 6. Progress in the Fourth Industrial Revolution
Abstract of Program	
<p>"Growing Together, Thriving Together" is a community-based livelihood initiative that aims to empower vulnerable individuals and communities in Mabalacat City College's adopted community through sustainable livelihood programs. The program is designed to teach households various techniques for starting their own businesses, including baking, cooking, and food preservation. Additionally, it provides access to resources and education, and fosters a sense of community ownership and participation.</p> <p>The initiative is centered on the principles of social and economic sustainability, recognizing the interconnectedness between communities and economies. By working together, the program seeks to build resilience and create economic opportunities that benefit all members of the community.</p> <p>Through a combination of capacity building, knowledge sharing, and community engagement, Growing Together, Thriving Together aims to enhance the wellbeing of participating communities and contribute to the broader goal of achieving sustainable development.</p> <p>To further improve this initiative, the following can be implemented:</p> <ul style="list-style-type: none"> <li>• Needs Assessment: Conduct a needs assessment to better understand the specific needs and challenges faced by the community. This will enable the program to be tailored to the unique circumstances of the community, ensuring that the initiative is effective and sustainable.</li> <li>• Market Research: Conduct market research to identify viable business opportunities that align with the community's resources and skillset. This will help to ensure that the businesses established through the program have a higher chance of success.</li> <li>• Business Development: Provide ongoing training and support for participants to ensure that they have the necessary skills and knowledge to operate and manage their businesses effectively. This includes areas such as financial management, marketing, and customer service.</li> <li>• Partnerships: Collaborate with local businesses, government agencies, and non-profit organizations to provide additional resources and support for the initiative. This can include access to capital, mentorship programs, and marketing support.</li> </ul>	

- **Monitoring and Evaluation:** Implement a robust monitoring and evaluation framework to track the progress and impact of the program. This will enable the program to be continuously improved and adapted to changing needs and circumstances.

By implementing these, "Growing Together, Thriving Together" can become a more impactful and sustainable community-based livelihood initiative that empowers vulnerable individuals and communities to achieve economic stability and self-sufficiency.

**Planning**

Background

International Skills Training Academy and Assessment Center, Inc. is an institution accredited by TESDA that offers Technical and Vocational Education and Training Courses (TVET) under the Technical Education and Skills Development Authority (TESDA) and the Commission on Higher Education (CHED) that provides TESDA NC certification to the BSHM students of IHTM. NC II/III certification for Cookery, Food and Beverage, Front Office Services, and Bartending.



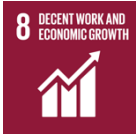

As part of its commitment to Corporate Social Responsibility (CSR), ISTA recognizes the importance of contributing to the betterment of communities in which it operates. To ensure the effective implementation of its CSR initiatives, ISTA has chosen to partner with the Institute Hospitality and Tourism Management (IHTM) to identify and conduct community projects.

Through this partnership, ISTA and IHTM can leverage their respective strengths to create meaningful and sustainable projects that address the needs of local communities. IHTM, with its expertise in tourism and hospitality management, can provide valuable insights into the unique challenges faced by the local community in these industries. This knowledge can help ISTA identify and design CSR initiatives that are relevant, impactful, and aligned with its core values.

ISTA's commitment to CSR extends beyond financial support to active participation in community projects. This approach allows the organization to build strong relationships with local communities, promoting a shared sense of responsibility and ownership for the initiatives.

By working closely with IHTM, ISTA can ensure that its CSR initiatives are well-managed, monitored, and evaluated for their effectiveness. This partnership also provides opportunities for ISTA to engage with young talents and provide them with meaningful work experience, building a pipeline of skilled professionals for the industry.

		Overall, the partnership between ISTA and IHTM for CSR initiatives is a strategic and responsible approach that reinforces ISTA's commitment to creating positive social and environmental impact in the communities it serves.
Subject (Names & titles)	Initiator(s)	International Skills Training Academy and Assessment Center, Inc. (ISTA) and Jennyfer Merza
	Leader(s)	Harold Van Aquino, Giezel Aquino
	Team members	Joven Ocampo, Darren Molano, Jae Ann Dela Cruz, Jan Michael Sanchez, Kathryn Valencia, Lovely Joy Gozum, Christian Narciso, Isaiah Thomas Santos
Environment	Nature/society/target community	Barangay Dolores, Mabalacat City, Pampanga
	Industry/market	Residents
	Government/others	Barangay Dolores Officials
Resources	Human requirements	IHTM Faculty Members
	Financial requirements	Sponsored by ISTA
	Technological/other requirements	C/o ISTA
Mechanism	Strategic options available	<p>Year 1:</p> <ul style="list-style-type: none"> <li>• Conduct a needs assessment and community consultation to identify target communities and their needs.</li> <li>• Develop partnerships with local organizations and businesses to support the initiative.</li> <li>• Hire a program coordinator and community outreach workers to engage with communities and establish trust.</li> <li>• Launch a pilot program in two communities, providing education and resources on agroecological farming practices and community-led decision-making.</li> </ul>
	Their relative importance	<p>Year 2:</p> <ul style="list-style-type: none"> <li>• Expand the program to additional communities based on the success of the pilot program.</li> <li>• Introduce capacity building workshops on business management, marketing, and financial literacy to help participants establish sustainable livelihoods.</li> <li>• Establish a market network to connect program participants with buyers and consumers.</li> <li>• Foster community ownership and participation through the formation of community-led committees to oversee program activities and decision-making.</li> </ul> <p>Year 3:</p> <ul style="list-style-type: none"> <li>• Introduce youth engagement and education initiatives to promote intergenerational learning and the transfer of knowledge.</li> </ul>

	<p>Their sequences for execution</p>	<ul style="list-style-type: none"> <li>• Develop partnerships with universities and research institutions to conduct impact assessments and inform program development.</li> <li>• Establish a revolving loan fund to provide financial support to participants for business development and expansion.</li> <li>• Monitor and evaluate program outcomes to assess the effectiveness of the initiative and inform future growth and development.</li> </ul> <p>Year 4:</p> <ul style="list-style-type: none"> <li>• Focus on sustainability and long-term impact by strengthening partnerships with local organizations and businesses.</li> <li>• Provide ongoing support to program participants to ensure their continued success and growth.</li> <li>• Expand program activities to include community-led initiatives on natural resource management, waste reduction, and climate change adaptation.</li> <li>• Celebrate program achievements and success stories, and recognize the contributions of program participants and community members.</li> </ul>
<p>Content</p>		<p>"Growing Together, Thriving Together" is a community-based livelihood initiative aimed at empowering vulnerable individuals and communities in Mabalacat City College's adopted community through sustainable livelihood programs. The program focuses on teaching households various techniques for starting their own businesses, including baking, cooking, and food preservation.</p> <p>Additionally, it provides access to resources and education, and fosters a sense of community ownership and participation.</p>
<p>Target SDGs</p>		<p>Target Sustainable Development Goals:</p> <p>1 - No poverty </p> <p>4-Quality education </p> <p>8- Decent work and Economic growth </p> <p>10- Reduced inequalities </p>

	<p>11-Sustainable cities and communities </p> <p>17- Partnership for the goals </p>
<p>Key points</p>	<p>The Livelihood training program aims to empower the community by providing them with the necessary skills and knowledge to start their own businesses. The program focuses on baking using charcoal, food preservation, and cooking using the available resources in the community. Participants will be trained in the art of baking bread, pastries, and other baked goods using charcoal as a cost-effective and sustainable source of fuel. They will also be trained in food preservation techniques to extend the shelf life of food products, reducing waste and increasing profitability.</p> <p>The cooking component of the program will focus on preparing delicious and nutritious meals using the available resources in the community. Participants will learn how to make the most of locally sourced ingredients and create flavorful and healthy dishes that can be sold in their own canteen or "carinderia." This will enable participants to start their own businesses, providing them with a sustainable source of income and helping to create economic opportunities in the community.</p> <p>Throughout the training program, participants will be encouraged to work together, sharing knowledge and resources to create a sense of community ownership and participation. The program will also provide access to resources such as microfinance loans, business development services, and market linkages to support participants in starting and growing their businesses.</p> <p>Overall, the Livelihood training program provides a holistic approach to community development, empowering participants with the skills, resources, and support necessary to start their own businesses and create a brighter future for themselves and their communities.</p>
<p>Differences from traditional approaches</p>	<p>The Livelihood training program focusing on baking using charcoal, food preservation, and cooking using available</p>

resources in the community is different from traditional approaches to livelihood training in several ways.

Firstly, traditional livelihood training programs often focus on modern technologies and techniques that may not be accessible or affordable for the target community. In contrast, this program utilizes simple and cost-effective techniques that are already available in the community, such as baking using charcoal as a source of fuel.

Secondly, the program focuses on sustainable livelihoods and encourages participants to create businesses that are both profitable and environmentally sustainable. By promoting food preservation techniques, the program reduces waste and helps participants to create products with a longer shelf life, reducing the need for frequent production and minimizing environmental impact.

Thirdly, the program fosters a sense of community ownership and participation by encouraging participants to work together and share resources. Traditional livelihood training programs may focus solely on individual skills and entrepreneurship, whereas this program recognizes the importance of community support and collaboration in creating sustainable businesses and a thriving local economy.

Finally, the program provides access to resources such as microfinance loans, business development services, and market linkages, which may not be available to individuals or small businesses in traditional livelihood training programs. These resources help participants to start and grow their businesses and increase their chances of success.

In summary, the Livelihood training program focusing on baking using charcoal, food preservation, and cooking using available resources in the community is a unique and innovative approach to livelihood training that prioritizes sustainable and community-centered development.

**November 16, 2022:** Initial meeting with the International Skills Training Academy and Assessment Center, Inc. (ISTA)

**March 24, 2023:** Second meeting was conducted via face-to-face

