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TOWARDS THE CREATION OF COMMUNITY-BASED INDUSTRIAL ORGANIZATION MODEL: THE CASE OF THE MINIATURE BOAT-MAKERS OF BARANGAY RIZAL, BUENAVISTA, GUIMARAS

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Abstract:

The paper "Towards the Creation of Community-Based Industrial Organization Model: the Case of the Miniature Boat-Makers of Barangay Rizal, Buenavista, Guimaras" aims to provide a model for community-based industrial organizations. A review of international and Philippine experiences of these organizations shows that rural based economic activities possess the potential to lead the rural economy towards sustained economic growth.

The proposed model features external and internal factors. External factors include supportive policy environment, market, and credit support. Internal factors include highly specialized indigenous skills, conscious and continuous skills upgrading, sufficient raw materials, idle family labor, and well-knit organization.

Applying the model to Barangay Rizal, Buenavista, Guimaras it was found that all of the key components of a successful community-based industrial organization are present in the said barangay. The components with a high degree of presence include: highly specialized indigenous skills; idle family labor; and potential market. Meanwhile the components with a lower degree of presence include: sufficient raw materials; conscious and continuous skills upgrading, and a supportive policy environment. This shows that the miniature boat making craft in Barangay Rizal has the potential to spur economic growth in the rural economy.

To ensure the success of miniature boat making enterprise, several measures have been identified. These include provision of local incentives to encourage investments in miniature boat making; reforestation to replenish the trees that serve as raw materials; training and value formation; market development; formation of the artisans into a cooperative; credit assistance; and capital buildup of the cooperative.

The micro-level experience of the miniature boat-makers of Barangay Rizal, Buenavista, Guimaras can be replicated in other communities in the other regions of the Philippines. The development process proposed in this study can be applied to other micro- and even small and medium-scale industries. All that is required is the harnessing of indigenous skills and crafts through community-based production organization process and linking these organized production communities to the regional, national, and even global market.

The organization process requires a certain degree of sensitivity to local traditions and ways of life, and at the same time effectively bringing in the local people into the quality-oriented and disciplined production structure required by an increasingly competitive world product market.