

Barangay Maglambing: An Extension Program of the College of Business and Management of SDSSU Tagbina Campus

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Abstract: *The purpose of this research endeavor is to determine what kind of extension program that suits the needs of the identified community. Findings unveiled that most of the respondents in Barangay Maglambing are under elementary level and are engaged in micro businesses. Although findings further revealed that while some of these respondents are employed, their income levels are minimal as well as those who engage in micro enterprises. Some of the needs of the respondents as revealed in the study are entrepreneurship, climate change awareness, literacy and numeracy, capability building, values formation and livelihood training needs. The findings of the study characterize the building blocks how the extension activities of the BSBA and the BSHM programs are geared towards the needs of the unprivileged and the depressed community. These activities to be undertaken; however, are believed to be in line with the development plans of the region and the national as well as achieving two of the university's thrusts: attain food security and alleviate poverty.*

Keywords: extension services, food security, needs, poverty alleviation, Philippines

1. Introduction

Poverty in its simplest form is defined by the Sustainable Development Solutions Network (2015) as the insufficient amount of household income. This refers to the lack of capacity or capability to meet man's basic needs such as food, water, shelter, clothing as well as healthcare and education. The World Data Lab cited by Kharas, Hamel and Hofer (2018) reveals that just in the New Year's Day in 2019, it is estimated that 600 million people worldwide will live in tremendous poverty. In the sub-regions of Southeast Asia, efforts in reducing inequalities have not been fully addressed base from the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) as cited by Ismail (2018). Not surprisingly, both poverty and inequality in the Philippines remain to be problematic issues in the past 4 decades (Asian Development Bank, 2009). Poverty in the country in 2006 was reported 26.6 percent and slowed down to 21.6 percent in 2015 due to remittances, job expansions and government transfers on the so called Pantawid Pamilyang Pilipino Program; however, more than one-fifth of the population or around 22 million Filipinos in the same year still live below the national poverty line and the poorest households are those relying on agriculture as the main source of their income such as the laborers or small holder producers while others are self-employed (The World Bank, 2018). This is attested by Sta. Romana (2017) where those having small earnings like the rural and informal workers are much exposed to poverty. These people in the countryside should be the focal point in creating strategies for economic progress (Pereda, Pereda, & Acierto, 2012).

Although the preceding literature shows a gradual progress in poverty reduction, this multi-dimensional issue is still prevalent in some parts of the region. One of the top 5

poorest regions in the Philippines as reported by the Family Income and Expenditure Survey (FIES) and released by the Philippine Statistics Authority (PSA) in 2015 was the Caraga Region (Gavilan, 2017). In the same year, PSA released such report of about 30.8 percent poverty incidence in Caraga Region (Abao, 2018) and a 32 percent poverty incidence accounted to Surigao del Sur, one of the provinces in the region. As a rule of law, government-run Higher Education Institutions (HEIs) are mandated to carry out extension as a philosophical view of helping communities and interested constituents who are in dire need of help uplifting their standards of living. The conduct of needs assessment unveils the prevailing issues and problems as a common ground where the need to conduct the extension services arises. The extension services are a means of transferring technology and innovation (Quezada, 2014) to the prospective communities or to the clientele with the primary aim of simply improving their lives. Private and public institutions have to harmonize with each other to continue to hit sentry posts in providing services that prepare the communities for better living. In order to fill this gap, capability building for the communities is necessary; hence, the conduct of needs analysis is undertaken.

1.1 Objective of the Study

This research paper investigated in determining the various training and other needs in the residents of Barangay Maglambing, Surigao del Sur as basis for the extension program of the College of Business and Management of Surigao del Sur State University Tagbina Campus. More specifically, it sought to:

- a. identify the demographic profile of the respondents in terms of their age, educational background, religious

- affiliation, nature of job, monthly income, source of income, years of residency in Barangay Maglambing;
- b. uncover the non skill-based training needs of the respondents;
- c. determine the skill-based or the livelihood training and other needs of the respondents; and
- d. ascertain problems in relation to family and community as perceived by the respondents

2. Literature Review

The Philippine Statistics Authority (PSA) cited by Rivas (2019) reported that in the first half of 2018, the number of poor Filipino people declined. In the first semester of 2018, the country's poverty incidence was estimated at 21% lower than it was in the same period in 2015 which was reported of about 27.6% poverty incidence rate. Further, the PSA also noted that a family of 5 should be able to have PhP 7,337.00 every month to meet basic food needs and an average of PhP 10,481.00 to meet both food and non-food needs. Such amount is the poverty threshold. In Caraga alone, a total of 1,062,313 residents (Fiestada, de la Rosa, & Mangahas, 2018) are still living below poverty threshold. These marginalized groups are susceptible since they are incapable to have their own food reserves and having fewer amounts of assets to draw during tough times as opined by White and Killick cited in the study of Mwavu, Ndolo and Anampiu (2017).

To respond the call of reducing poverty alleviation, the state universities of the country have exerted limitless efforts in providing aid to the depressed communities. The preceding literature provides an illustration that the issue on poverty is still a social problem in Surigao del Sur. It is in this area that Surigao del Sur State University (SDSSU) with its main campus located in Tandag City responds the challenges in answering the call for poverty alleviation. As the sole state university in the province of Surigao del Sur, SDSSU has been responsive in improving the lives of the neighboring communities. Through the implementation of extension activities around the province, quite a number of beneficiaries of these services have already improved their lives. The university has also spread its educational mandate around the province namely the SDSSU Cantilan Campus, SDSSU Cagwait Campus, SDSSU San Miguel Campus, SDSSU Lianga Campus, SDSSU Bislig Campus, and the SDSSU Tagbina Campus.

Anchored from the 2015 Medium Term Development Plan of the University, every satellite campus of SDSSU envisions its extension program with the aim of providing various services extending to the community in response to their needs and priority concerns, to wit:

Goal: Empower the rural poor to improve their lives through transfer of technologies and knowledge

Strategic Objectives:

- ✓ Train beneficiaries in technical, vocational and entrepreneurial skills for livelihood and income augmentation purposes;

- ✓ Capacitate beneficiaries through knowledge and literacy skills;
- ✓ Transfer technology in agriculture and fishery projects in the adopted barangays; and
- ✓ Engage in environmental conservation activities

Strategic Outputs

- I. Poverty Alleviation Program
 - a. Sustainable Livelihood Project
 - b. Numeracy / Literacy Skills Training Project
- II. Food Security Program
 - a. Agricultural Project
 - b. Fishery Project
 - c. Agri-Fishery Eco Tourism Project
- III. Environmental Conservation Program
 - a. Tree Planting Project
 - b. Coastal Clean-up
 - c. Mangrove Reforestation
 - d. Disaster Risks Management Advisory Services

All these programs with a number of projects identified empower the recipients improve their lives through transfer of technologies, knowledge, attitudes and skills. These are supported by relevant long-term activities which are implemented by the faculty members. The creation of Barangay in Action for Social and Economic Progress (BASEP) of SDSSU Tagbina Campus manifests a harmonious relationship between the university and the community it serves. Through BASEP, these projects and activities are carried out accordingly to cater the needs of the clientele. BACEP encompasses five disciplines which the stakeholders, the rural poor and the marginalized in society can opt to choose from to address their needs and priorities. BACEP Program enfolds Agriculture, Education, Computer Technology, Business and Hospitality Management. Aided with projects and activities, these components of BASEP Program do train and capacitate the recipients in technical, educational, and entrepreneurial skills empowering them with competence, competitiveness and values formation.

Barangay Maglambing is one of the barangays located in the Municipality of Tagbina, Province of Surigao del Sur in the island of Mindanao which accounts 3.83% in the total population of the municipality according to the 2015 census. In the same year, its population grew from 875 in 1990 to 1,489 respectively (PhilAtlas, n d).

2.1 Theoretical Framework

This study is anchored from the principle of empowerment theory developed by Paulo Freire in 1973. Bandura cited by Mwavu, Ndolo and Anampiu (2017) illustrates empowerment theory as the utilization of mechanisms where community organizations congregate such internal power from various processes like formation of teams and group dynamics as well as forming capability building. Attending and participating to community organizations are some of the processes in empowering individuals (Perkins & Zimmerman, 1995) just as a number of

community development practitioners have adopted the significance of empowerment (Christens, 2012). Maton cited by Christens (2012) describes empowerment as a collective effort of individuals combined with cooperative and participatory mechanisms where these unprivileged or less fortunate individuals or groups have the power over their lives and to the environment, obtain valuable resources and fundamental rights, fulfill essential goals in life, and decreased societal marginalization. Empowerment of every individual (Mbae, Mukulu & Kihoro, 2016) fosters themselves to create a collaborative effort as a group in solving social issues surrounding them in order to effect change in their organizations or to their communities. Ledwith cited in the blog of Lmanthey (2010, September 18) argued that being empowered is more than just providing resources to help others alleviate poverty and such empowerment provides the essential elements of forming one's being and realizations. In the absence of empowerment, poverty continues to persist in the long run and people feel such deprivation in the political economy and privileged circumstances (Nurmayani, 2013, February 8).

3. Methods

The study is fundamentally descriptive in nature. As the name suggests, it could possibly be a phenomenon, a condition of the present situation or possibly the characteristics of a group of organization or people with the aim of simply describing things (Kumar, Talib & Ramayah, 2017). The primary respondents of the study were the local residents of Barangay Maglambing, Tagbina, Surigao del Sur. Using the non random sampling, 310 respondents participated in the survey. Non-random sampling was employed where selecting the samples was done in a deliberate manner with little or no attention to randomization (Sirug, 2015). A researcher-made questionnaire in local dialect was used duly validated from the Office of the Extension Head. The survey questionnaire is composed of three parts where some of the questions may be answered in multiple responses. The first part seeks answers on the demographic profile of the respondents. The second part deals with the various training options needed as perceived by the respondents. The third part seeks respondents' answers on the problems they encounter both in the family and in the community. Mean and frequency counts are the primary statistical tools employed in the data analysis. Chi-square test was used to determine if there was a significant relationship or association between the respondents' monthly incomes and the problems encountered in the family and community as observed by the respondents.

3.1 Ethical Consideration

To maximize the participation of the internal stakeholders, a group of students supervised by the faculty members underwent survey in all the households of Barangay Maglambing, Municipality of Tagbina, Surigao del Sur. Prior to the administration of the survey, a letter of intent citing the purpose of the survey was forwarded for approval to the Office of the Campus Director duly recommended by the Assistant Campus Director and

notified by the Head of the Student Affairs and Services. The survey was conducted in the first quarter of 2019 with the first year students taking up Bachelor of Science in Business Administration (BSBA) and Bachelor of Science Hospitality Management (BSHM) as the frontline under the supervision of the selected faculty members as a case study requirement in their Civic Welfare Training Service course. A researcher-made questionnaire in local dialect was used duly validated from the Office of the Extension Head. The students were not able to reach the residents from the from-flung areas of the said barangay considering their safety and security from any untoward incidents. Considering the exclusion criteria, 310 households were identified as the participants in the study. Certain measures were observed during the administration of this study. The researcher sought consent from the Office of the Barangay Captain explaining the purpose and relevance of the study. The students explained to the respondents the rationale of the study. Only one member per household was identified to participate, that is, a member whose status is employed, self-employed or is engaged in any form of legitimate businesses regardless of its type with age ranging between 20 to 59. Member's participation was voluntary and consent was sought from them prior to the survey.

4. Results and Discussions

4.1 Educational Background

The educational background is presented in Figure 1. Residents who attended primary education up to elementary level obtained twenty-three percent or 70 from the total number of respondents. This is seconded by those who graduated in high school of about fifty-eight or nineteen percent. A difference of one percent was revealed between the elementary graduates (17%) and the high school level (16%). College level respondents reveal 15 percent while respondents who are college graduates obtain nine percent. The least number are residents who finished vocational courses comprising four or 1 percent from the total number of respondents. The figure shows that a lot of Filipinos are still deprived of basic education. However, in the present administration under the leadership of His Excellency President Rodrigo R. Duterte, education remains to be one of his top priorities where every Filipino citizen enjoys access to education from elementary to tertiary level.

We are committed to make quality education and training accessible to all Filipinos. Education and training will equip our people with relevant skills and knowledge that will empower them to not only attain their personal goals, but also contribute to national development. (The President's Report to the People, 2018, p. 103).

Some of his policies during his term (2016-2022) to make education accessible to all are the sustained implementation of the K to 12 Basic Education Program, the Department of Education's Alternative Learning System intended for the youth sectors, and the free quality higher education for those who would like to pursue their higher education to the state-run academic institutions by

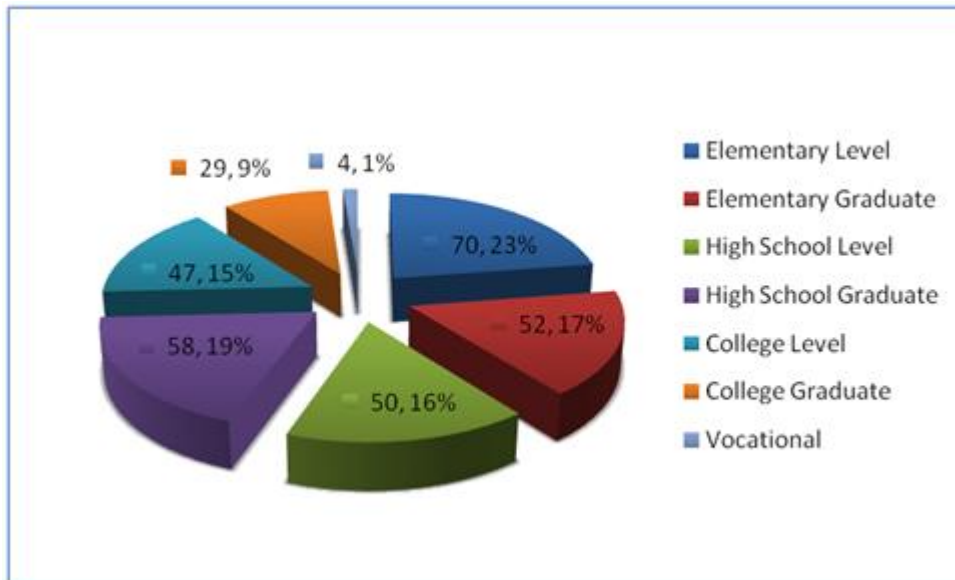


Figure 1: The Educational Background of the respondents

4.2 Religious Affiliation

As shown in Figure 2, members in the Roman Catholic dominate the entire religious affiliation accounting to 57 percent or 177 of them embraced the said doctrine. This is followed by the Straight Salvatoris group of about 51 or 17

percent. Born Again Christians accounted to thirty-seven or 12 percent. This is followed by the believers in the Seventh Day Adventist comprising twenty-three or seven percent. Iglesia ni Cristo comprises 3 percent (8) while 2 percent for Jehova’s Witnesses and another 2 percent to the other religious affiliations not specified in this study.

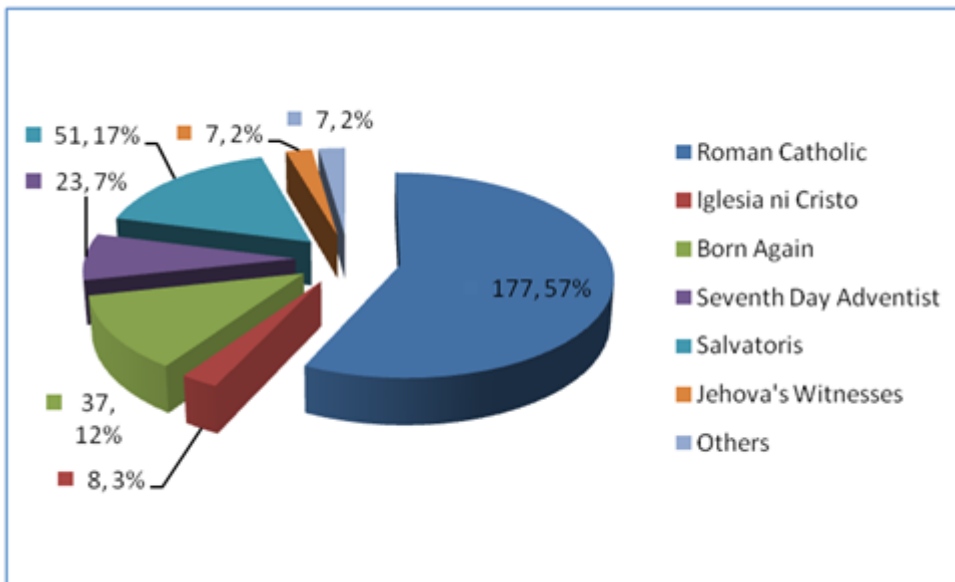


Figure 2: The Religious Affiliation of the respondents

4.3 Nature of Job

Illustrated in Figure 3 are the various jobs of the respondents. Among the respondents, ninety-two or 30 percent of them engaged in micro businesses respectively. This is seconded by farmers constituting 25 percent or seventy-eight. Other jobs comprise 13 percent or forty. These include jobs related to private and public sectors. Next on the row are the tricycle/pedicab drivers amounting to thirty-five or 11 percent. Laundry attendants comprise 9 percent or twenty-seven of them among the jobs identified. This is followed by laborers (10), teachers (9), and

fishermen (9) comprising 3 percent each while 2 percent for the carpenters (6) and 1 percent (4) from the manicurists, the least. The findings are congruent with the report of his Excellency President Rodrigo R. Duterte that Micro Small and Medium Enterprises (MSMEs) account 99.57 percent of all the established businesses in the country and these MSMEs promote entrepreneurship, access to markets, expansion of operations, and providing job opportunities thereby helping improve the lives of the Filipino people (The President’s Report to the People, 2018).

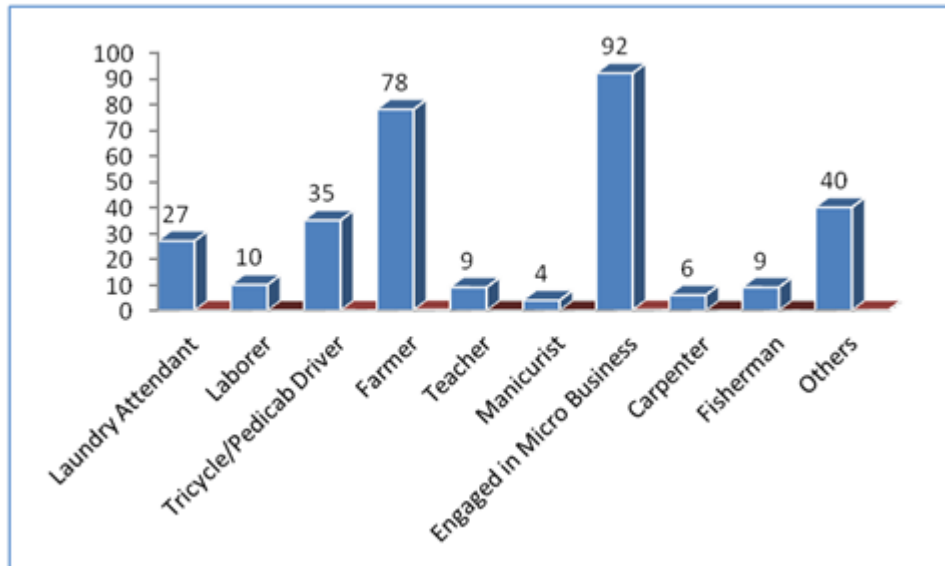


Figure 3: The Nature of Job of the respondents

4.4 Age

In terms of age as presented in Figure 4, respondents with age between 50-59 years old obtain the highest percentage of about 31 percent or close to 97. This is followed by the respondents with age ranging between 40-49 years of age

having achieved a 30 percent age group or ninety-three. Third in the row are the respondents with the age bracket between 30-39 years old which accounts to 20 percent or sixty-two. The least are those between 20-29 years old with nineteen percent age group of fifty-eight.

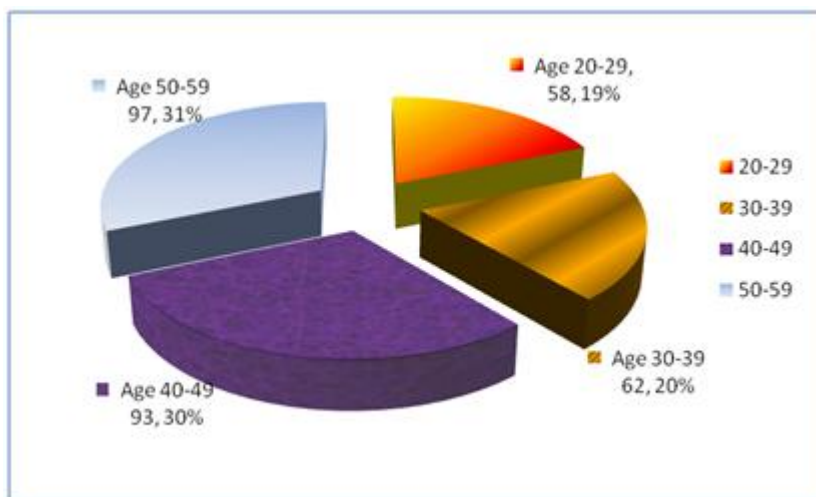


Figure 4: The Age Group of the respondents

4.5 Monthly Income

As depicted in Figure 5, a monthly income of PhP 3,000.00 and below obtained the highest percentage of about 47 percent or one hundred forty-six. This is followed by respondents who have monthly incomes ranging between PhP 6,001.00 – PhP 9,000.00 having 24 percent composition or equal to seventy-three. A monthly income

of PhP 3,001.00 – PhP 6,000.00 obtained 20 percent or equal to sixty-two of them. A one percent difference is unveiled between the respondents’ monthly income ranging between PhP 9,001.00 – PhP 12,000.00 comprising of about 5 percent and a 4 percent income group starting from PhP 12,001.00 and above.

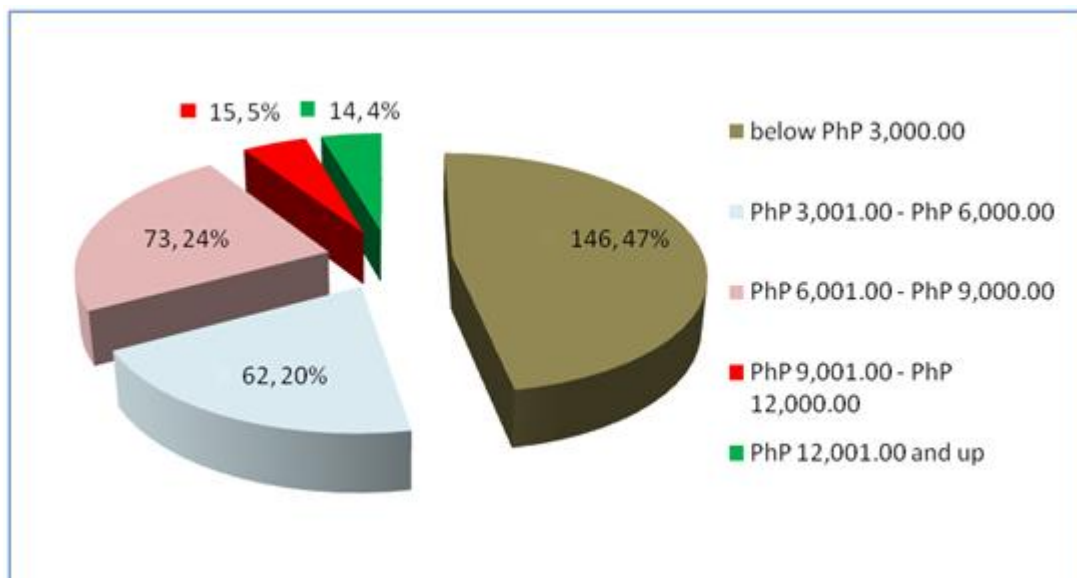


Figure 5: The Monthly Income of the respondents

4.6 Source of Income

Sources of income vary according to whether respondents are employed or not as illustrated in Figure 6. Evidently, respondents who are employed figured out to be the most comprising 70 percent (n=218) and the remaining ones

having 30 percent are those engaged in various businesses (n=92). These businesses include sari-sari stores both wholesale and retail, rice mill stations, ukay-ukay, and dress shops.

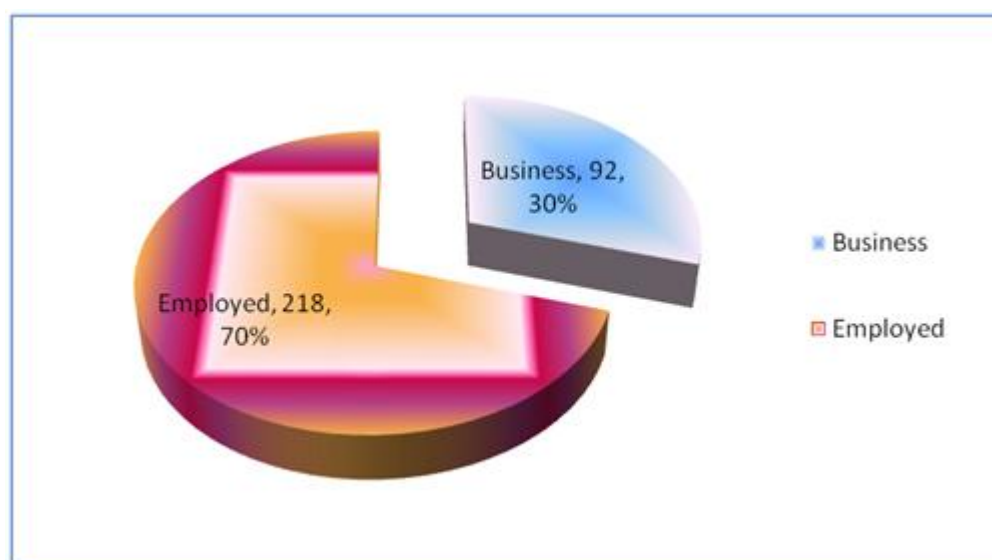


Figure 6: The Source of Income of the respondents

4.7 Years of Residency

Depicted in Figure 7 are the years of residency of the respondents. Residents residing 16 years and beyond obtained the highest number of about 144 or 47 percent. This is followed by those residents residing between 11 to 15 years and succeeding months of about sixty of them or

19 percent. Those who have resided 6 to 10 years and succeeding months generated 17 percent or 52. Moreover, there are 44 residents who have resided in Barangay Maglambing between 1 to 5 years and succeeding months or equal to 14 percent. Three percent or 10 of these residents have been residing one year and below.

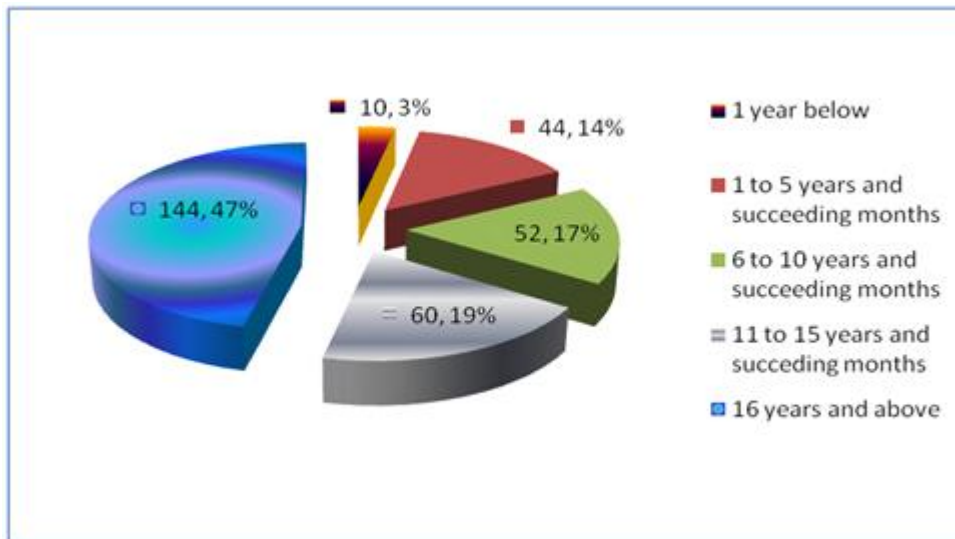


Figure 7: Years of Residency

4.8 Non Skill-based Training Needs

Presented in Figure 8 are the various non skill-based training needs identified by the respondents. During the survey, respondents were asked to choose in multiple responses the seminars that they believe to be essential in addressing poverty and other social issues. Findings

revealed that Entrepreneurship obtained the highest of about 68 percent or 212 followed by Climate Change Awareness by 42 percent or 129, Financial Literacy by 36 percent or 113, Capability Building by 35 percent or 109, Values Formation by 34 percent or 104, and Literacy/Numeracy by 15 percent or 47.

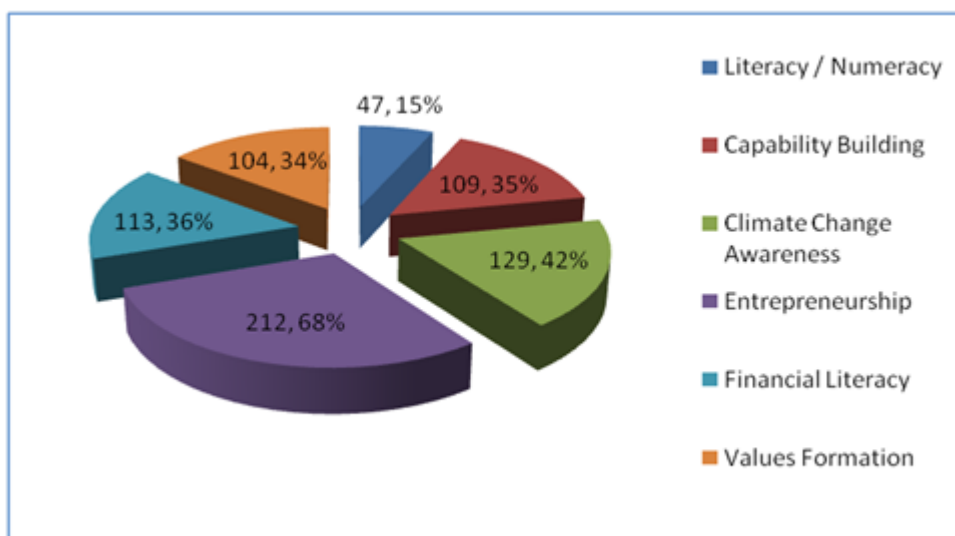


Figure 8: Non Skill-based Training Needs

4.9 Livelihood Training Needs (Skill-based Training Needs)

The livelihood training needs are exhibited in Table 1. The respondents were given the choices in multiple responses as to which of the following livelihood activities served them with great interest and intent. The researcher collected the first five most needed livelihood trainings as observed by the respondents. Findings revealed that coconut processing livelihood activity obtained the highest of about 58 percent or 177. This validates President Duterte’s statement where coconut farmers form a

significant role as one of the basic sectors in the society (State of the Nation Address, 2018). Organic farming obtained 56 percent or equal to 173. Food and meat processing livelihood activity generated a 49 percent training need or close to 151. This is followed by vegetable production by 43 percent (n=133) and fish ball making of about 34 percent or equal to 106. Other livelihood training activities identified by the respondents were cookery/catering services, vinegar making, peanut butter making, basket weaving, coffee processing, and floral arrangement.

Table 1: Livelihood Training Needs

Livelihood Training Needs (multiple response)	(n = 310)		
	f	%	Rank
1. Coconut Processing	177	58	1
2. Organic Farming	173	56	2
3. Food and Meat Processing	151	49	3
4. Vegetable Production	133	43	4
5. Street Foods (Fish/Squid Ball, Kikyam, Fries, etc.)	106	34	5

4.10 Problems Encountered in relation to Family and Community

As presented in Table 2, 88 percent or 273 out of 310 of the respondents believed that insufficient family income is one of the common problems in the community. This is seconded by those interested in business but they do lack in working capital which tantamount to 68 percent or 210. For existing businesses in the locality, the lack of necessary skills to manage as perceived by the respondents believed to be a common problem for them comprising 59 percent or 183. A difference of one percent exists between the lack of business management skills and family-related issues. Family-related issues covering 58 percent include lack of understanding between the husband and wife, lack of discipline among the children, and poor family planning. Other social issues (n = 174; 56%) include poor relationships with neighbors, uncooperative members during meetings/gatherings, and lack of information about fire, earthquake and disaster preparedness.

Table 2: Problems Encountered in relation to Family and Community

Problems (multiple response)	BSBA FM (n=310)		
	f	%	Rank
1. Insufficient Family Income	273	88	1
2. Lack of Business Start-up Capital	210	68	2
3. Lack of Business Management Skills	183	59	3
4. Family-related Issues	180	58	4
5. Other Social Issues	174	56	5

5. Conclusion

Base on the findings, the following conclusions are drawn. First, majority of the respondents are elementary level in terms of their educational background. Roman Catholic dominates the religious affiliation among them. Most of the respondents do engage in micro businesses while others are employed and self-employed. Nearly all respondents of the study are between 50 to 59 years old and have resided for 16 years and up. Their sources of income come from being employed with monthly earnings of PhP 3,000.00 and below. Moreover, respondents identified entrepreneurship as a topmost priority in terms of non skill-based need if given the chance to willingly undergo further training or seminar. In terms of the livelihood training needs, all answers are related to agriculture. Among these relevant training needs are coconut processing, organic farming, food and meat processing, vegetable production and street foods making. These agricultural sectors serve as portals for various investment opportunities (Pereda et al., 2012). Other than that, these also direct the mandate of SDSSU Tagbina

Campus as the center of agri-business and commercial sciences. With all the findings unveiled, the principle of empowerment theory by Freire supports the framework of this study thereby fostering individuals to effect change in their lives.

6. Recommendation

To eradicate poverty people need to do something making their lives even better. From the foregoing results, quite a number of recommendations are formulated. As an institution of innovative learning, the extension philosophy of the university is attuned with the needs of the community. Therefore, with the support of the administration faculty members of the College of Business and Management on the basis of their academic ranks are required to initiate relevant extension activities which are aligned in the BSBA and BSHM programs. In order to do so, the results of this study will aid in the formulation of a suitable framework to plan for meaningful extension activities as the identified needs of the community are already addressed most especially that the experts are available. Capability programs may be undertaken to the community of the barangay that will be adopted by the university. Identification of group members is necessary to address their varying needs. These can be the recipients of the Pantawid Pamilyang Pilipino Program (4Ps) identified by the Department of Social Welfare and Development (DSWD) covering 101 individual members in Barangay Maglambing or those poor families who have not been covered by the said program. The researcher believes that entrepreneurship helps eradicate poverty and that our government has to do some innovative ways in order for those poor people to become entrepreneurs (Fajardo, 1994). With the establishment of micro businesses, small and medium enterprises all these business ventures provide employment up to 70 percent of the entire Philippine labor force (Banastao & Frias, 2008), enormous personal financial gain, income generation and increased economic growth (Saidali & Manalad, 2015).

7. Practical Implication

This research endeavor may be regarded as the foundation for more comprehensive preparations in relation to the extension program of the university more so in the College of Business and Management comprising of two programs: the Bachelor of Science in Business Administration (BSBA) and the Bachelor of Science in Hospitality Management (BSHM). The findings of the study are the building blocks how the extension activities of the BSBA and the BSHM are geared towards the needs of the unprivileged and the depressed community. These

activities to be undertaken; however, are believed to be in line with the development plans of the region and the national as well as achieving two of the university's thrusts: attain food security and alleviate poverty. As a mandate, the extension program of the College of Business and Management has to be sustainable; thus, expected outcomes are necessary to achieve individual and social empowerment thereby helping achieve poverty alleviation as President Duterte once said, "I envision making food available and affordable to every Filipino through the empowerment of our farmers and fisherfolk. I am also committed to upholding land tenure security for our farmers and ensuring food security for every Filipino" (The President's Report to the People, 2018, p. 118).

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