

REPUBLIKA NG PILIPINAS
(Republic of the Philippines)
MINISTRI NG EDUKASYON, KULTURA AT ESPORTE
(MINISTRY OF EDUCATION, CULTURE AND SPORTS)
Manila

August 15, 1983

MECS MEMORANDUM
No. 172, s. 1983

MECS-KKK IMPLEMENTING GUIDELINES

To: Bureau Directors
Regional Directors
Schools Superintendents
Vocational School Superintendents/Administrators

1. Inclosed is a copy of the MECS-KKK Implementing Guidelines in undertaking school projects in support of the Kilusang Kabuhayan at Kaulalaran (KKK). These implementing guidelines are the product of joint efforts of the members of the MECS-KKK National Secretariat and MECS-KKK Regional Project Coordinators during a workshop held on May 30-31, 1983, at the OMECS conference room.
2. It is expected that the issuance of the implementing guidelines will spur greater participation of all schools in the livelihood program. The involvement of schools in the MECS-KKK will contribute to the attainment of the goals of the country's five-year economic development program.
3. The cooperation of all concerned in making the MECS-KKK Program a success is desired.

(SGP.) ONOFRE D. CORPUZ
Minister

Incls.:

As stated

Reference:

K c n e

Attachment: 1-2-3--(D.O. 1-76)

To be indicated in the Perpetual Index
under the following subjects:

PROGRAM, SCHOOL	SCHOOLS
PROJECTS	STUDENTS
OFFICIALS	

MECS-KKK IMPLEMENTING GUIDELINES

INTRODUCTION

Pursuant to the philosophy and objectives of the Kilusang Kabuhayan at Kaunlaran (KKK) Program as mandated in Executive Order No. 715 dated September 29, 1981 and conformably with the provisions of MECS Order No. 1, s. 1983, the following rules and regulations for the effective implementation of MECS-KKK projects and other livelihood projects undertaken by schools supportive of the KKK movement, are hereby prescribed.

PHILOSOPHY AND OBJECTIVES

The Kilusang Kabuhayan at Kaunlaran (KKK) was conceived as a nationwide movement to mobilize local resources for the establishment of livelihood projects within the community, and thus make social justice a part of the day-to-day life. As stated in the aforesaid Executive Order, its aims are:

1. to promote attitudes in the communities, especially in the countryside, which are more conducive to local development through self-help and self-reliance;
2. to encourage people to use their local resources effectively for livelihood activities, so as to achieve just and fair returns on their efforts, and to increase individual and family incomes in the community;
3. more specifically, to promote the establishment of viable local productive enterprises which are preferably private ventures of residents or groups of residents of the community, with the government providing such technical assistance and access to financing as may be required; and
4. to mobilize existing financial programs and to generate new sources of funding for livelihood ventures, for both equity and debt requirements if necessary.

The inception of the KKK movement in the school system is intended to reinforce the country's educational goal of developing an enlightened, self-reliant and economically productive citizenry. The movement provides more substance and meaning to work education,

practical arts and vocational and technical education programs through school livelihood projects. Management, production and marketing aspects are included to complete the cycle of small enterprises. The projects are income-generating, the pupils/students are given the opportunities to support their studies partially, if not wholly. This is expected to significantly reduce the number of drop-outs who lack the necessary skills and knowledge for gainful employment.

The movement seeks to deliver to participants such technologies, services and financial packages as may be necessary to pursue production activities in the various project prototypes with a good probability of success. The MECS-KKK program further seeks to provide teachers and students opportunities for additional sources of income and at the same time contribute to the productivity objectives of the government.

The MECS-KKK aims to organize, mobilize and direct the resources and capabilities of the educational system to support the national movement and in the process infuse into the educational process more effective strategies in value formation, skills development and training for small scale enterprise. More specifically the MECS-KKK aims to:

1. increase awareness and understanding of the KKK and to be able to relate and commit school officials, personnel and pupils/students to the movement;
2. organize associations/cooperatives for effective entrepreneurship;
3. integrate the KKK concepts (management, production and marketing) in the curriculum offerings of the school;
4. start and establish viable income-generating projects/enterprises to attain optimum production/profit, and
5. disseminate and transfer relevant technology to school personnel, students and other people in the community.

In order to insure the success of the program, the following structural organization of the MECS-KKK from the national to the school level is hereby adopted:

ORGANIZATIONAL STRUCTURE OF MECS-KKK

A. National Level - Management Committee and National Secretariat
as per MECS Order No. 1, s. 1955

The MECS National Executive KKK Committee shall be composed of:

Minister Onofre D. Corpuz	Chairman
Dep. Minister Hermenegildo C. Dulac	} Vice-Chairman
Dep. Minister Abraham I. Felipe	
Asst. Secretary Jesus T. Manipula	Member
Director Minda C. Sutaria	"
Director Andres R. Asistin	"
Director Antonio C. Dulac	"

The members of the Project Management Secretariat which shall assist the National KKK Committee are:

Dr. Pedro L. Esteban	Project Manager
Dr. Jesus M. Palafox	Deputy Project Manager for Operations
Mr. Florencio S. Caguica	Deputy Project Manager for Planning
Mr. Faustino S. Nazdo	Deputy Project Manager for Monitoring and Evaluation
Mrs. Lydia Austria	Deputy Project Manager for Finance
Mr. Abraham Manuel	Member
Ms. Irene Zalameda	"
Ms. Eufracia Exeno	"
Ms. Emma Dalec	"
Mr. Alberto Duno	"
Mr. Rodolfo Escartin	"
Mr. Luis P. Purisima	"
Mrs. Concepcion G. Alvarez	"
Dr. Edith Galing	"
Dr. Fructuosa Guaran	"
Ms. Greta Manuel	"
Ms. Natividad B. Cluterio	"
Ms. Evangelino A. Fernandez	"
Ms. Estela G. Abaca	"
Ms. Carolina T. Tenarife	"
Ms. Alpie M. Madala	"
Ms. Loretta V. Reyes	"
Ms. Lurdes G. Asajar	"
Mr. Alejandro V. Arellano	"

B. Regional Level -

MECS Regional Executive Committee*
Chairman and four (4) members

MECS Regional Project Management Secretariat
Chairman and four (4) members

C. School Division Level -

Provincial/City Schools Division Action Committee*
Chairman and four (4) members

D. District Level -

District Action Team*
Chairman and four (4) coordinators

E. School Level -

Chairman and four (4) coordinators

Functions

Functions of the National Management Committee and Secretariat are defined under MECS Order No. 1, s. 1983.

MECS Regional Executive Committee

1. Formulate regional policies and guidelines on the KKK and related programs/projects of the MECS.
2. Enter into agreement with agencies on the regional level.
3. Oversee the MECS-KKK programs and other related projects.

MECS Regional Project Management Committee

1. Formulate action plan to implement policies and guidelines set by the MECS National Executive KKK Committee and MECS Regional Executive KKK Committee.
2. Oversee and coordinate with other regional offices and agencies for an effective and efficient implementation of KKK programs and other related projects.

* Limited to those who have the appropriate educational qualification/training/background in the Livelihood Program, preferably the General Education Supervisors for Industrial Arts, Agricultural Arts (Vocational), Home Economics and Non-Formal Education.

3. Assist in conducting training programs in the regional/division/school level.
4. Monitor and evaluate MECS-KKK programs and related projects and activities.

Provincial/City Schools Division Action Committee

1. Formulate action plan for division level to implement policies and guidelines set by MECS RO Executive Committee.
2. Oversee and coordinate with other provincial/city offices and agencies for an effective and efficient implementation of KKK programs and other related projects.
3. Assist in conducting training programs relative to the KKK movement for school and community, at the division/district/school level.
4. Monitor and evaluate MECS-KKK programs and other related projects and activities.

School District Action Team

1. Formulate district action plan to implement policies and guidelines set by the Division Action Team.
2. Oversee the implementation of MECS-KKK programs and other related projects and activities of the district/school.
3. Initiate and assist in conducting KKK related training/programs at the district and school levels.
4. Monitor and evaluate MECS-KKK programs/projects and other related activities within the district.

School Action Committee

1. Conduct information dissemination about MECS-KKK programs in school and community.

2. Initiate MECS-KKK school projects.
3. Assist project proponents at all levels of project implementation.
4. Design and develop KKK projects using indigenous raw materials available in their respective communities.
5. Oversee and coordinate with local agencies/offices for effective and efficient KKK program/project implementation, and
6. Monitor and evaluate MECS-KKK program/projects in the school and community or out-of-school.

STRATEGIES OF IMPLEMENTATION

Major strategies of the MECS-KKK

To help achieve the objectives of the KKK, all schools are enjoined to undertake the following:

1. Information dissemination
2. Technical assistance and training.
3. Project evaluation and accreditation.
4. Project development (new projects)
5. Actual project participation
6. Establishment of linkages with other agencies concerned
7. School-Community fair activities to coincide with athletic meets (school, municipal, district, provincial, regional and national) and other important community, provincial, regional or national celebrations.

STRATEGIES FOR INFORMATION DISSEMINATION

1. Integration of KKK concepts in the school curriculum at all levels.
2. Orientation seminars and work-conferences for MECS personnel at different levels: national, regional, provincial (division), municipal and district, and also at the institutional level.

3. Other forms of information campaign that may be integrated with co-curricular activities.
4. Coordination with the KKK National, Regional, Local Secretariat on the MECS-KKK information dissemination program.

STRATEGIES FOR PROJECT DEVELOPMENT

A. For On-going Projects

1. Inventory and survey of all on-going livelihood projects undertaken by teachers, students and parents whether school-based or not, should be conducted.
2. Accreditation of programs/projects with the KKK shall be done after proper evaluation based on the following criteria:
 - Profitability (i.e. marketability, immediate cash turnover, etc.)
 - Beneficiaries
 - Number of beneficiaries
 - Resource capabilities (i.e. managerial)
 - Willingness and initiative to undertake the project including the adoption of approved scientific practices.
 - Willingness and interest to share his experience.
 - Labor absorption capacity
 - Potential creation of other livelihood projects
 - Use of available local materials
 - Peace and order situation in the proposed site of the project.
3. Once accredited, these programs/projects will be included in the over-all Kilusang Program
4. Accredited programs/projects may be converted into directly assisted KKK projects. Assistance whether in the form of technical services or loan shall be done through the MECS-KKK machinery, in accordance with the KKK provisions.

B. New or Proposed Projects

The proponents shall prepare a project study with or without the assistance of the extension worker of the particular lead support agency relevant to the projects.

System and procedures of the KKK will be adopted by the proponents in terms of loan processing and release. However, the MECS-KKK shall devise its own system and procedures as the situation warrants.

STRATEGIES FOR PROVIDING TECHNICAL ASSISTANCE

Consonant to and depending on the availability of MECS staff expertise and facilities, assistance may be availed of within MECS-KKK and/or the KKK in general. To insure that MECS-KKK can contribute more effectively its expertise, it shall:

1. compile a roster of its accredited personnel, by geographic location, based on identified fields of expertise, who may be called upon for consultation and related functions relevant to KKK project planning, implementation and/or evaluation (See MECS-KKK Form 2, included).
2. respond to requests for technical assistance channeled through the respective MECS-KKK action offices in the district, province or region, as the case may be.
3. develop a scheme of accreditation of personnel for technical assistance to insure that MECS-KKK contribute the best of its staff in the promotion of the KKK movement.
4. accredit facilities within MECS-KKK which may be used for purposes related to the promotion and development of the MECS-KKK.
5. endeavor to continuously upgrade technical expertise for better service.
6. evolve a system of evaluating the effectiveness of its technical services based on individual and/or collective performance.

SPECIFIC AREAS OF TECHNICAL ASSISTANCE THAT MAY BE GIVEN THROUGH THE MECS-KKK

Project Planning - MECS-KKK shall guide project proponents in the preparation of project feasibility studies and applications for project authorization and financing.

Production Technical Assistance - MECS must mobilize its manpower in the various technical, trade, agricultural, fishery, forestry and industrial-related schools, through formal and non-formal education schemes, to develop knowledge and skills for the implementation of livelihood projects. For this purpose technology service centers shall be designated from existing MECS resources and facilities or new ones may be developed.

Project Development - As much as possible MECS-KKK should utilize project development assistance from KKK like feasibility studies, project requirements for fund approval and the like. When these are not available, MECS-KKK will avail of its pool of technical manpower to help KKK beneficiaries.

Project Proponent/Participant - Schools with ongoing income-generating and other livelihood projects are encouraged to accredit such projects with the KKK. Facilities offered by KKK like financial, marketing and technical assistance should be availed of.

Project Appraisal/Evaluation - MECS-KKK must develop a system for project appraisal and evaluation. For this purpose, the KKK system may be used. The primary function of MECS-KKK on project appraisal shall be to review proposals for prioritizing in terms of costs and returns as well as in terms of social benefits.

Evaluation shall be in terms of the attainment of the objectives. This shall be done through a continuing system of project monitoring in order to periodically determine where improvements may be made.

PROJECT DEVELOPMENT AND ACTUAL PARTICIPATION

Identification of Viable Projects

The problems that may affect the business of production should be carefully studied. Opportunities and other potentials that are open to the product should be located. The volume of sales, period of scarcity and profitability should be determined in terms of prevalent opportunities. Availability of raw materials in the community should likewise be considered.

In selecting livelihood projects to be established by a school, the following factors should be considered:

1. Project impact to community
2. The local business and industrial environment
3. Market supply and demand
4. Availability of local materials
5. Availability of technology required
6. Transportation and other overhead costs
7. Labor Cost

1

The educational objective of the project should be foremost in determining the projects to be developed in the schools. Therefore, projects that could contribute most to: (1) occupational skills; training; (2) technology transfer to the students and to the community; and (3) the over-all development of the community should be the primary bases of selection.

MARKET STUDIES

The objective of a market study is to determine the viability of the KAK project considering product outlets. Such a study should seek to establish the selling price of the product with a good margin of profit. The marketing studies should include the following:

1. Existing market and volume of products needed by the consumers.
2. Market potentials of the product/service.
3. The reasonableness of the price of the product/service based on the buying capacity of the target consumers.
4. Transportation costs.
5. Return on investment.

The Marketing Plan

The plan should be clear, simple and easily understood. Among others include the following:

1. Users (teachers, students, school administrators, others).
2. The market should be large enough to accommodate the products that are produced in the school.

Marketing study begins with the consideration of the quantity of the product and an analysis of consumer's demand over a specific period of time. One does not invest in a project unless it has a fair chance of success. One should have a good idea of the likely demands for one's product before any substantial sum of money is invested to get the project underway. The analysis of consumer demand should be as simple as the situation calls for and that the demand of the consumer over a period of time is of utmost importance.

Teamwork in marketing management includes top level management (school administrators) who is ultimately responsible for the direction

and coordination of the MECS-KKK project of the school, the project leaders and producers. Each should play a decisive role in the production and marketing process.

Profit Sharing

A sharing system that is sound and equitable to the school, the project, and the students responsible for bringing about success of the project should be determined and agreed upon by all concerned to minimize problems of project implementation.

Summary

Marketing begins with the product and with the analysis of market demand. It involves the coordination of all the various functions, such as time of harvesting, method of marketing the product, packaging, advertising and promotion selling and distribution, in order to achieve success. Sales and promotion are component factors in determining profit of any enterprise.

PROJECT FUNDING

Sources of Funds

1. General/National Appropriation

MECS-KKK Funds
MHS Funds
Central Bank - MECS Loan Fund

2. Local Funds

Provincial Funds
City Funds
Municipal Funds
Barangay Funds

3. Private

Cooperative Funds (Samahang Nayon)
KKK sa Paaralan
AYIP Funds
Different Educational Associations/Organizations

4. Operation and Maintenance 10% (from budgetary appropriations)

Regional
Division
Vocational Schools
Agricultural/Trade Schools
Funds authorized under various LOIs (LOIs 1026, 872, 556)

Project Design /Feasibility Study

I. Project Title

Brief description of the project

II. Project Location

III. Project Leader

- a. Head of Institution
- b. Head of Association with group

IV. Rationale or Justification

- a. Market
- b. Skills utilized
- c. Multiplier effects
- d. Raw material availability, price support
- e. Weather conditions
- f. Availability of tools and equipment and technology

V. Objectives

- a. Production/targets
- b. Sales targets
- c. Profit targets
- d. Target beneficiaries

VI. Work Plan

- a. Activity Chart
- b. Number of persons involved
- c. Cash flow
- d. Income Statement

Monitoring and Reporting

The success of a project, especially one that requires coordination of several agencies/offices, depends largely on the monitoring and reporting scheme from the grassroots to the highest level of the organization. This is quite true in the MECS-KKK movement which involves the school, division, regional and national levels of monitoring.

The orientation of all personnel involved in each of the four levels of organization is a part of the proper and effective coordination in the monitoring and reporting scheme from the grassroots to the highest level of the organization. This includes knowledge of the use of evaluation forms from the gathering to the collation and the analysis of data. For purposes of simple but systematic collection of desired data, attached are MECS-KKK forms to be used by the different levels of implementing arms of the movement.

The submission of duly accomplished and consolidated status reports shall be made twice a year - the first, for the period January to June and the second, for July to December due at the MECS-KKK Secretariat June 1, for the first report and December 1 for the second report.

1. National - The National Secretariat shall coordinate with the regional offices for the identification of personnel involved and of the projects being undertaken in the regional level. The National Secretariat shall at least make two visits a year to selected regional projects to validate the data submitted to the National Secretariat.

Based on the results of such evaluation, suggestions and recommendations shall be drawn and disseminated to the field for implementation in improving the strategies in the conduct of livelihood and other related projects under the movement.

The Secretariat shall prepare and consolidate year-end status report of all existing projects submitted by the Regional Secretariat. These year-end reports shall be made available to all Regional Secretariat which will serve as a guidepost for improving the MECS-KKK livelihood and related projects in the ensuing year.

2. Regional - The Regional Secretariat with its regional chairman of the Project Management Secretariat shall likewise oversee the proper implementation and monitoring of the program in the regional level. This includes the distribution of forms, supervision for proper implementation of identified projects submitted by the division and national vocational schools within the region at the beginning of the school year. These reports shall be consolidated by the regional

secretariat and submitted two times a year. The Secretariat shall endeavor to employ effective supervisory strategies to strengthen and sustain the projects in the divisions, districts and schools. Particular attention shall be focused on the honest-to-goodness information/data reflected in the monitoring forms.

3. Division - The Division Secretariat shall be held responsible for the effective supervision of projects identified and submitted by districts within the division. It shall be the concern of the Division Action Committee to see to it that every school district shall have at least one model project.

4. National Schools and Other Schools Directly Supervised by the Regional Office - National vocational schools independent from the division offices shall create their own School Secretariat to oversee the conduct of NCS-KKK livelihood and related projects in the school. The Secretariat shall supervise the implementation of all projects, and prepare the status report to be submitted to the Regional Secretariat at least 15 days before the due date at NCS National Secretariat.

5. District - The District Secretariat which is chairmanned by the District Supervisor shall likewise act as implementing arm of the movement in the district level. Its specific duties include supervision and collection and consolidation of reports to be submitted to the Division Secretariat at least 15 days before due date at the Regional Office.

6. The School Level - The implementing end of the scheme are the schools within the districts. With the implementing guidelines and close supervision by the District Secretariat, the school personnel involved shall undertake the proper management and recording of its activities as reflected in the implementing guidelines and monitoring forms and submit the duly accomplished forms to the District Secretariat. Reports shall be submitted 15 days before the due date at the Division Office.

Identified projects that are highly visible and with impact in the community should be properly documented. Such impact projects are very important examples for others to follow or base their proposals in identifying new and viable projects.

Every national and vocational technical school should have at least one impact project: for agricultural schools, a 2-3 hectare model farm as a show window is required; for a fishery school, 1-2 hectare fishpond is required; and for a trade school, a model shop layout for production purposes. Other national, provincial, municipal and barangay high schools may choose any special project they would like to pilot on.

Every school district should identify a particular project as pilot for the district and so with the division and regional MECS-KKK Secretariat.

Identification of a model KKK project for purposes of entering into a national contact is a must by all levels. The Regional Management Committee and Secretariat shall prepare the schedule of project evaluation to coincide with the annual evaluation of projects under the ALAY TANIM Program. Perhaps, all projects may be sub-sourced under the MECS-KKK for the purpose of consolidating production projects as envisioned in MECS Order No. 1, s. 1983.

