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## PROMOTING RURAL INDUSTRIES AND MARKET ENHANCEMENT (PRIME) PROGRAM

<b>Project No.</b>	:	32505
<b>Project Cost</b>	:	Cdn\$4.950M
<b>Duration</b>	:	5 Years (July 2005 - December 2010)
<b>Location</b>	:	CAR (Abra); Region III (Nueva Exija); Region IV-A (Batangas); Region VI (Antique, Negros Occidental); Region X (Misamis Oriental, Bukidnon); Region XI (Davao del Sur, Davao del Norte); Region XII (North Cotabato, South Cotabato, Sultan Kudarat) ARMM (Maguindanao, Tawi-Tawi)
<b>Implementing Agency</b>	:	Philippine Development Assistance Program, Inc. (PDAP)

### **PROJECT DESCRIPTION:**

The project will support the establishment of 50 microenterprises and strengthen three commodity-specific industries. The project will also help institutionalize PDAP so it can continue to assist rural microenterprises and industries after CIDA support ends. The project has four expected outcomes:

- 1) **Microenterprise development.**  
Participating rural poor communities have established viable rural microenterprises aimed at food security, increased household income and jobs creation;
- 2) **Enhanced participation in the market.**  
Microenterprises with industry potential are scaled up and connected with the market through appropriate market-participation mechanisms;
- 3) **Program and policy analyses in support to rural microenterprises/industries.**  
Industry-specific policy reform initiatives developed and directed towards relevant government agencies (national and local) that regulate and assist rural enterprises/ industries.

- 4) **Strengthened institutional capacity of PDAP:** Enhanced PDAP organizational capacity leading towards long-term institutional sustainability.

### **PROJECT GOAL:**

To facilitate participation of the rural poor in enterprises that enhance food security, increase household income as well as generate jobs and employment

### **PROJECT PURPOSES:**

To establish viable rural microenterprises.

To scale up viable microenterprises and connect them with the market.

To foster policy reform initiatives to assist rural enterprises/industries.

To enhance the PDAP institutional capacity for the long-term sustainability of rural microenterprises and agri-based industries.

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**CONTACTS:**

**Local Project Management Office**

**Mr. Jerry Pacturan**

*Executive Director*

#78-B Dr. Lazcano St.

Barangay Laging Handa

Quezon City, Philippines

Telefax Nos.: (02) 373-0556

374-8214

374-8216

Email : [jingpacs@yahoo.com](mailto:jingpacs@yahoo.com)

**Canadian Embassy**

**Ms. Myrna Jarillas**

*Senior Program Officer*

Level 7, Tower 2, RCBC Plaza

6829 Ayala Avenue

Makati City, Philippines

Tel. No. : (02) 857-9139

Fax No. : (02) 843-1083 / 857-9175

Email : [Myrna.Jarillas@international.gc.ca](mailto:Myrna.Jarillas@international.gc.ca)

**Canadian International Development Agency**

**Mr. Frank Gillis**

*Program Manager*

Indonesia, Philippines, and Southeast Asia

Regional Division

Asia Branch

200 Promenade du Portage

Gatineau, Quebec, Canada KIA 0G4

Tel No. : (819) 997-4768

Fax No. : (819) 953-3350

Email : [Frank\\_Gillis@acdi-cida.gc.ca](mailto:Frank_Gillis@acdi-cida.gc.ca)

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