
PROMOTING RURAL INDUSTRIES AND MARKET ENHANCEMENT (PRIME) PROGRAM

Project No.	:	32505
Project Cost	:	Cdn\$4.950M
Duration	:	5 Years (July 2005 – December 2010)
Location	:	Nationwide
Implementing Agency	:	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.