

### CANADA FUND PROJECT BRIEF

1. Project Title : Development and Expansion of Seagrass-Based Products in Libon, Albay
2. Location : Albay
3. Project Sector : Industrial policy and administrative  
Cottage industries and handicraft
4. CIDA Contribution : Php 903,000.00
5. Implementing Organization : Del Rosario Handicraft Producers Association  
Mr. Rey Seda  
President  
Del Rosario, Libon, Albay  
Cellphone Number: (0919) 879-9703
6. Duration : February 15, 2005 - September 15, 2006
7. Project Description :

This is an 18-month project that generally aims to increase the productivity of the DELROHAPA in the production of seagrass-based handicrafts. Canada Fund will specifically support this initiative by augmenting the association's working capital as well as subsidizing efforts towards product development, market promotion and organizational strengthening. The Department of Trade and Industry of the province of Albay (DTI-Albay) will play an active role in the project by rendering technical assistance in systems development, product development and market promotion.

8. Beneficiaries : 253 seagrass gatherers, weavers, metal framers

9. Expected Results :
- Increase in monthly per capita income from handicraft- making from Php 2,000 to Php4,000
  - DELROHAPA able to deliver purchase orders on time and at low cost of production
  - Lower cost of raw materials (ability to stock seagrass before the rainy season)
  - Reduced dependence on Bulusan for metal frame requirements
  - % of production passing quality control
  - Volume of raw material wastes
  - Production volume per unit of time
  - Unit cost of production
  - Additional income from production of metal frames
  - More diversified and updated product designs to meet fast-changing market demand
  - Number of regular buyers increased
  - DELROHAPA able to transact with direct buyers
  - DELROHAPA is able to respond to purchase orders in a timely manner
  - Systems for business planning, assessment, product development, market promotion and financial recording/reporting installed