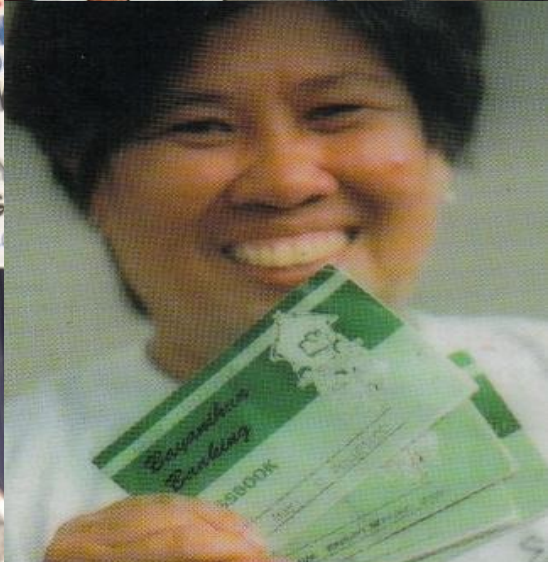




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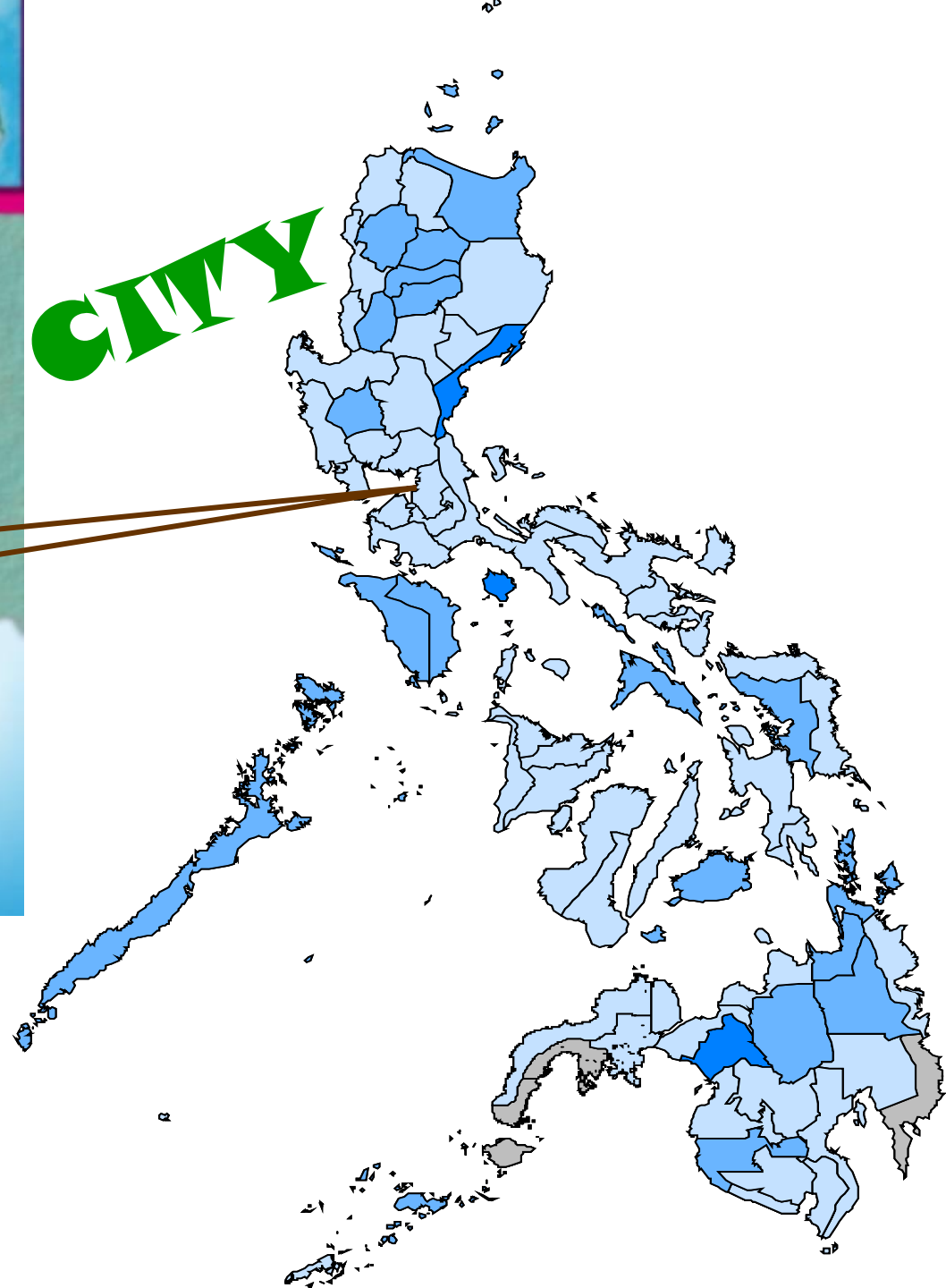
JUN 21 2005



**BAYANIHAN BANKING PROGRAM: THE PASAY CITY EXPERIENCE IN ADDRESSING ITS POVERTY SITUATION AMONG THE URBAN POOR**



**PASAY CITY**



**Pasay City is one of the 17 cities and municipalities that comprise the Metro Manila in the Philippines**



# PASAY CITY

Total Population: 408,000

Pasay has: 201 villages

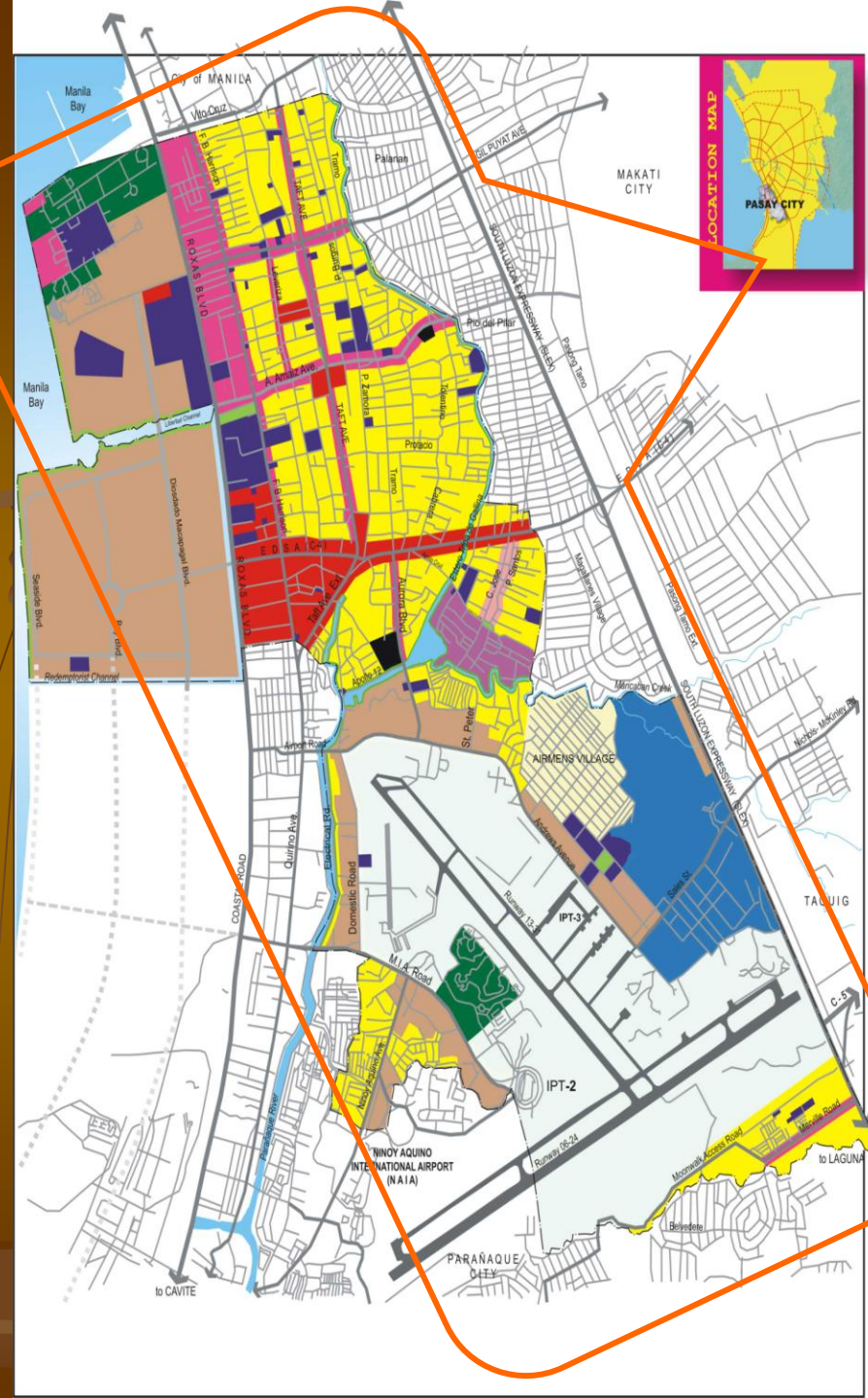
Area: 18.5 sq kms

International and domestic  
airports: 9.5 sq

Residential and commercial:  
kms 5.5 sq kms

Population Density:  
15,949 persons per sq km.

Pasay is a home to 33,207  
poor Hhs.



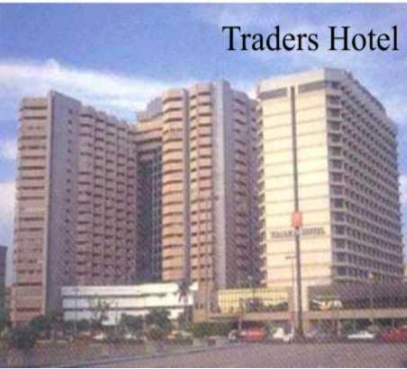




G.S.I.S. Bldg.



Philippine Village Hotel



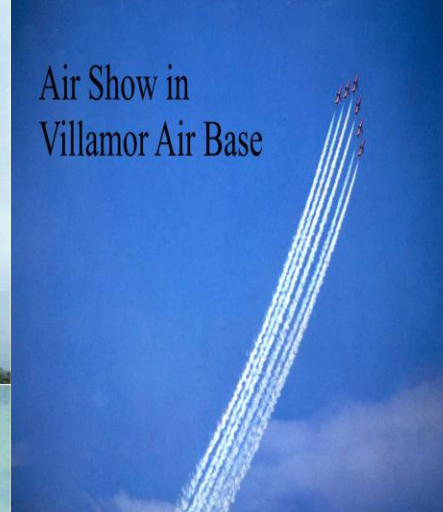
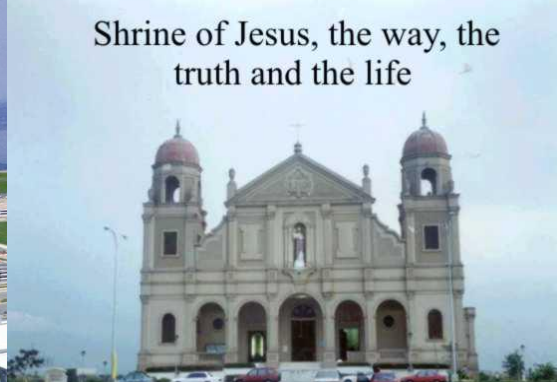
Traders Hotel



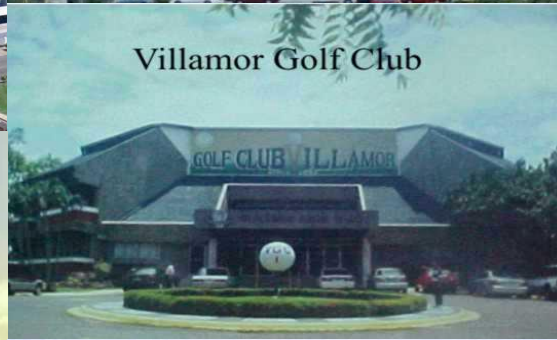
NINYO AQUINO INTERNATIONAL AIRPORT 3



Shrine of Jesus, the way, the truth and the life



Air Show in Villamor Air Base



Villamor Golf Club



Westin Philippine Plaza



SENATE BLDG.

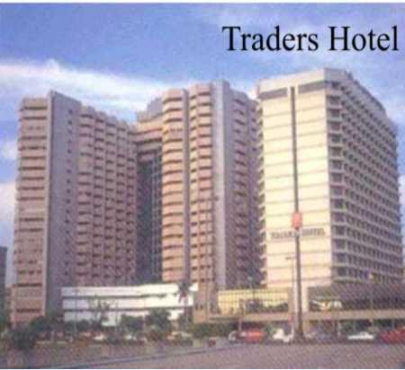




G.S.I.S. Bldg.



Philippine Village Hotel



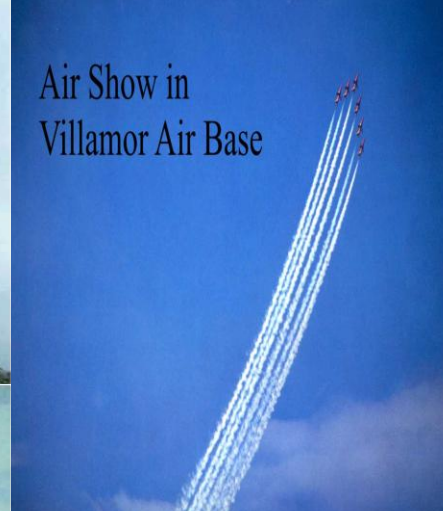
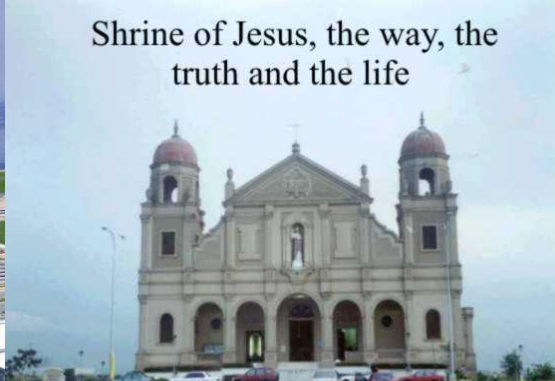
Traders Hotel



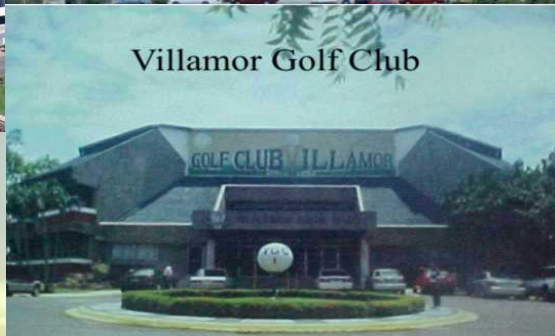
NINYO AQUINO INTERNATIONAL AIRPORT 3



Shrine of Jesus, the way, the truth and the life



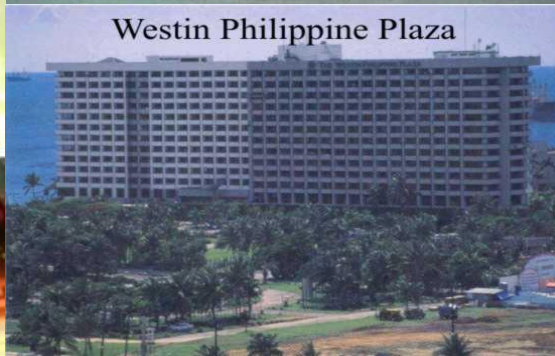
Air Show in Villamor Air Base



Villamor Golf Club

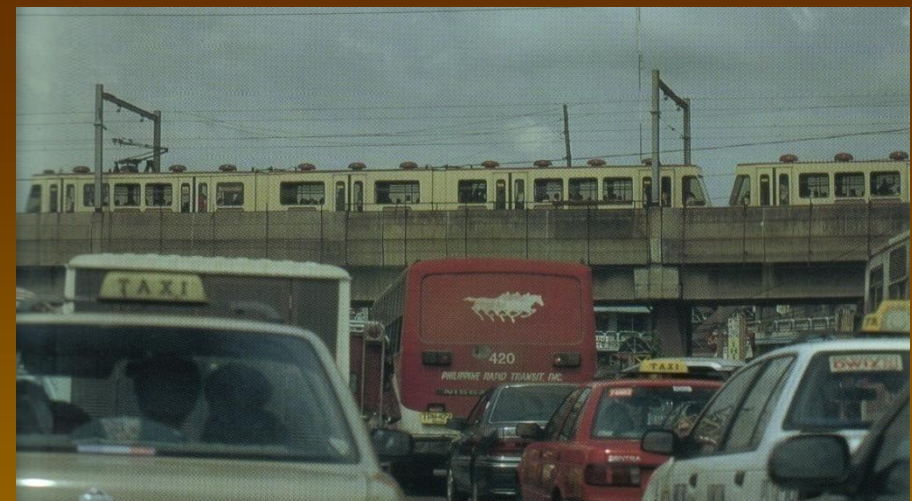


Westin Philippine Plaza

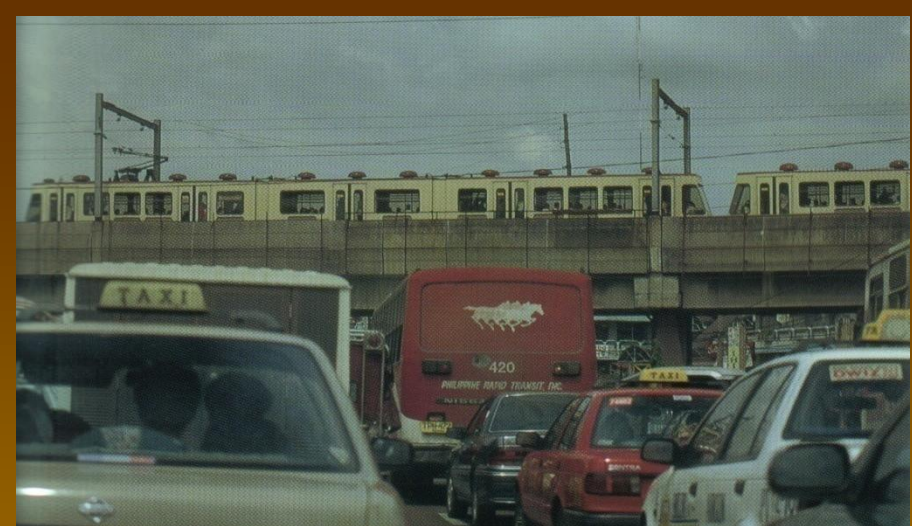


SENATE BLDG.





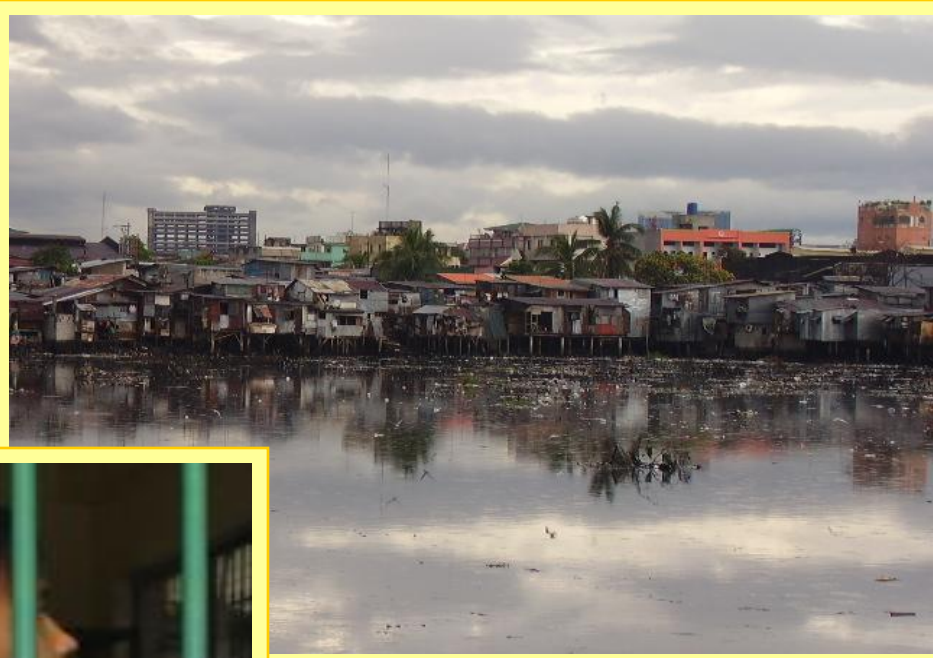














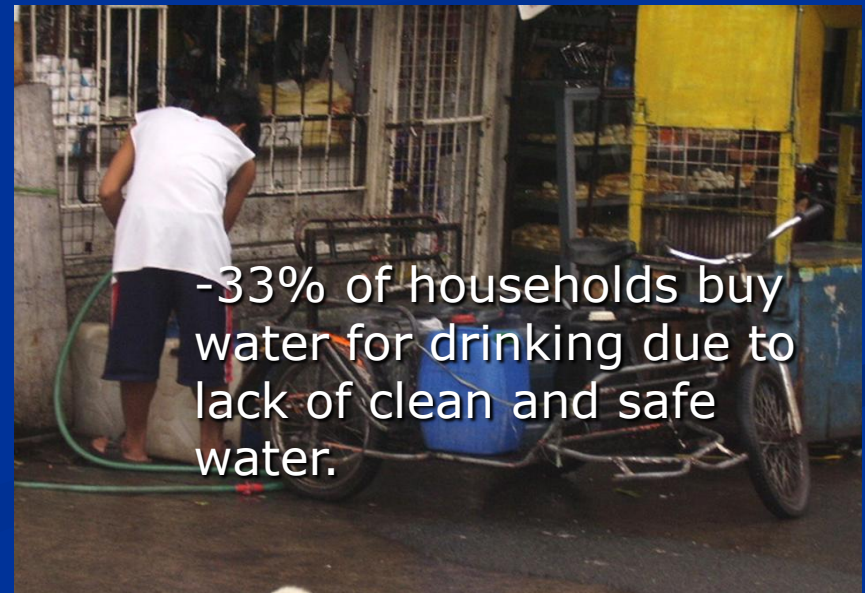
## Household Characteristics



More than half of the dwelling units are one-room buildings while 31 % have 2-3 rooms.



-41% of the households classified as poor



-33% of households buy water for drinking due to lack of clean and safe water.





Close to 20% of Manila's slum dwellers reside in this city

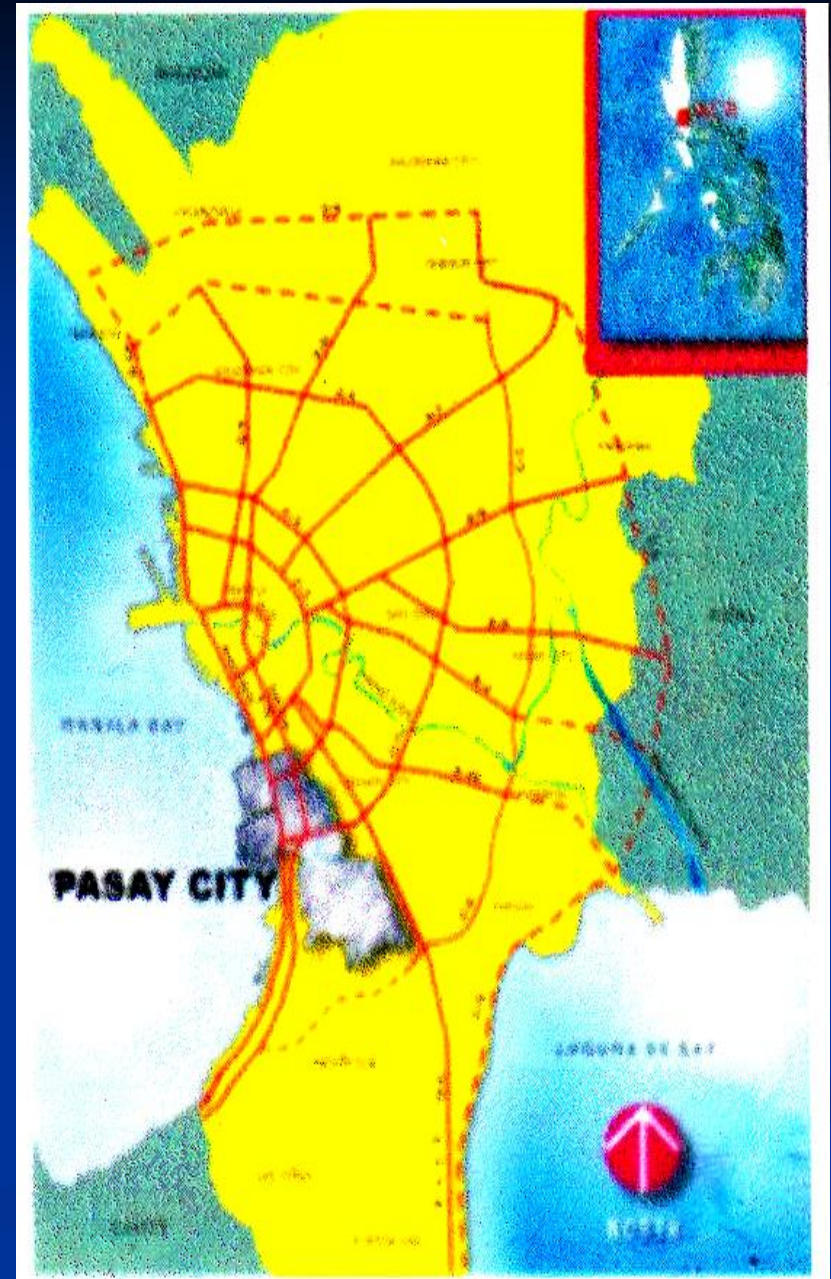
Residents live mostly in crowded areas and in either separate dwellings (38%), shared housing units (19.4%).





# PASAY CITY VISION

“ A scenic premier city,  
thriving with business  
and economic  
opportunities, guided by  
dynamic and efficient  
local leadership and a  
home to **self-reliant,  
healthy and morally  
upright people**”





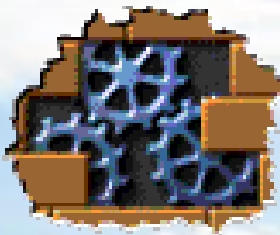


»» jhun\_jrectangpuz™ ««

# Pasay

# Bayanihan Banking Program





# GOOD LOCAL GOVERNANCE IN A CHANGING CITY/COMMUNITY ENVIRONMENT

## DEVELOPING / MAINTAINING VIABLE FIT



**CHANGING CITY/COMMUNITY ENVIRONMENT**

2005 7 26



# Forging Partnership with Relevant Stakeholders: a strategic response to achieve the MDGs







**For Effective Efficient  
Delivery of Services**

**Faith Based  
Organizations, Civil  
Society Organizations,  
NGOs, business sector**







- *In November 2002, Pasay won a Gawad Galing Pook award, a national search for a good local governance. The BBP was included in the top 10 best local government program competing among 149 national entries.*

- *The national search was partly initiated by the Local Government Academy of DILG, and Sec. Jose Lina took notice of the program.*





*• In December 2002, Sec Lina issued a memorandum to replicate the program nationwide as tool to help alleviate poverty in the country. At the same month, a city ordinance was passed by Sangguniang Panglungsod of Pasay, institutionalizing the BBP program.*

*• In February 2003, a national launching of the program was held to witness the signing of Memorandum of Agreement between VEDCOR and DILG for the Bayanihang Savings Replication Program.*



- *In May 2003, the program also granted the Urban Governance Initiative Award, initiated by TUGI-UNDP.*

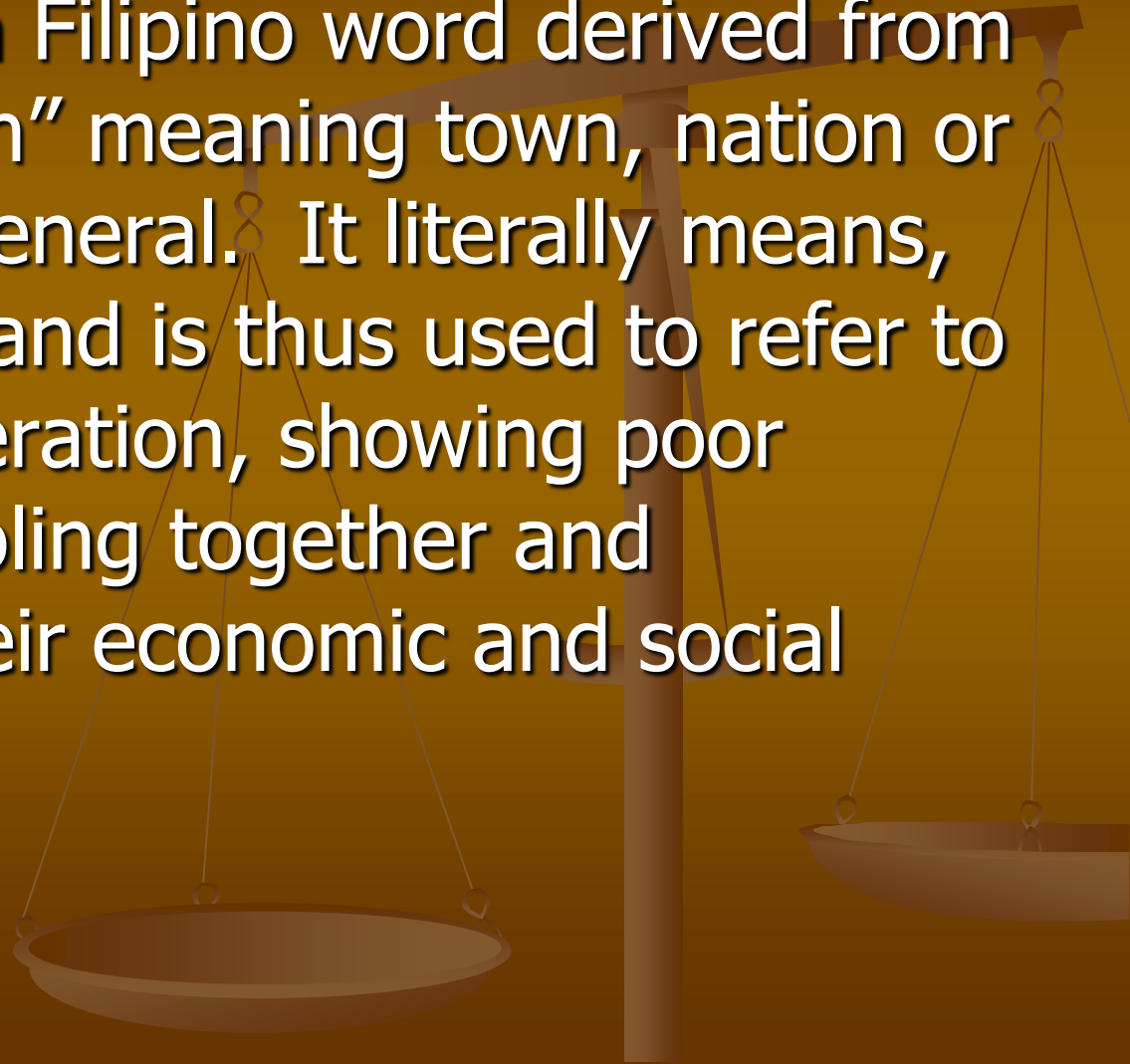


- *In August 2003, the late former President Corazon Aquino through her foundation, People Power People, recognized BBP in its commitment to the higher goal of empowerment and love for the country.*



# Bayanihan Banking Program

- “Bayanihan” – a Filipino word derived from the word “bayan” meaning town, nation or community in general. It literally means, “being bayan”, and is thus used to refer to a spirit of cooperation, showing poor residents of pooling together and coordinating their economic and social infrastructure.





# Bayanihan Banking Program



- **BBP is a grass-root or mass based banking system**

- **Owned and operated by the community and largely by the poor households**

- **Principal source of funds are through their savings deposits.**

- **Self-help not dole out**

- **Largely savings, used to leverage credit**

- **Savings record is credit record.**

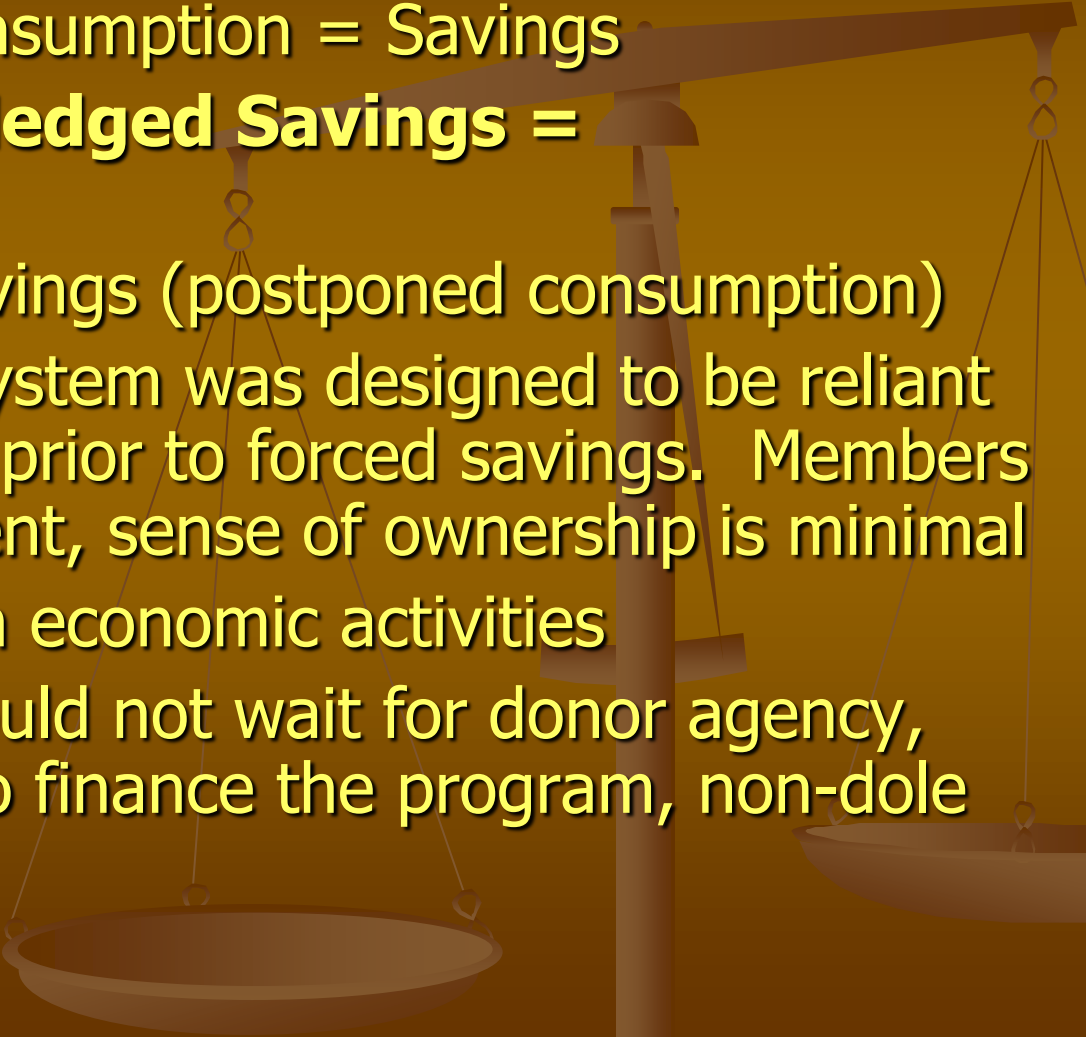
- **Values Formation**

- **Sustainable Savings Habit Formation**





# Program Overview

- Savings is imperative. No savings=no loan
  - Savings Formula: From  $I-C=S$  to  $I-pS=C$  to  $I=S$ 
    - 1)  $\text{Income} - \text{Consumption} = \text{Savings}$
    - 2)  $\text{Income} - \text{Pledged Savings} = \text{Consumption}$**
    - 3)  $\text{Income} = \text{Savings}$  (postponed consumption)
  - Most Microfinance system was designed to be reliant to credit. Loan first prior to forced savings. Members would always be client, sense of ownership is minimal
  - Target poor but with economic activities
  - In BBP members would not wait for donor agency, banks or politician to finance the program, non-dole out.
- 



# Bayanihan LIGHTS Center

- Learning place where knowledge, attitude, skills, hour/time are transferred and managed
- Intercession as prayer is practiced to prevent/mitigate the effects of external threats/disaster that might strike the families (“Family that prays together, stays together”). Intercession as mediation where needs and solutions are matched
- **Good governance:** governed by 5 officers who lead the group to achieve their ultimate goal of putting and maintaining smiles on the faces of their own children
- **Holistic Intervention** is facilitated thru Quick Response Mechanism using appropriate assessment tools
- Transformation of behavior/condition is measured, monitored and achieved
- **Savings mobilization** as proof of non-dole out mindset



# BBP IMPLEMENTATION

- Formation of Bayanihan LIGHTS Center
  - Composed of 20 - 30 community members from depressed villages.
  - Elect among themselves 5 officers (Chairman o coordinator, vice-chairman, secretary, treasurer and bookkeeper)
  - Saves together regularly and give the savings on the day the group agreed to meet (once a week).
  - Pass through a "testing period" to test the group's strength and weed out individual members that are "credit-oriented" . Principle: Who saves regularly, is one who pays loan regularly.
  - Members meet once-a-week to discuss matters in the financial center.
  - Usually guided by an Account Officer



# BBP IMPLEMENTATION

- **Account Officer** - The key of Bayanihan Banking Program is the Account Officer. He/she is tasked to promote the program, organize the community, and facilitate the weekly meeting. He/she can be a trainer and usually an individual volunteer from NGOs or church organization.





# Smart Partnership (Multi-Sectoral)

Pasay Government, the Private Sector and the Households


Fiscal role  
Creates a conducive political and legal environment

**PASAY CITY GOVERNMENT**

**PASAY POOR HOUSEHOLDS/**

**PRIVATE SECTOR  
VEDCOR,  
NGOs,  
Churches,  
POs**

-Technical assistance, inculcate values, skills, knowledge, resources.  
-Generates jobs and incomes

- 
- Provide 4 productive resources (**purchasing power, manpower, savings, small and micro-enterprises**)
  - Facilitate political and social inter-action
  - Accept, own, implement program
  - In the frontline leadership of community development

# FUNCTIONAL STRUCTURE

Office of the Mayor

OM, CPDO, COOP, CHO, CEO, DSWD, Sanggunian

GUIDANCE AND DIRECTION

The PMG composed of representatives from CPDO, COOP, Primary Coops, NGOs, Pos, IS

PMG (7members)\*

POLICY DECISIONS AND APPROVAL  
(Provides guidance, training, regular coaching and monitoring)

Cooperatives/  
Service Delivery  
unit

Cooperatives/  
Service Delivery  
Unit

NGO / IS org'n  
Association,  
federation

COORDINATION AND IMPLEMENTATION

PMG trained Account Officers(AOs)\* are sent by the primary Coops, NGOs, POs

AO

AO

AO

AO

AO

AO

AO

AO

AO

FC

IS-FC

YF C

IS-FC

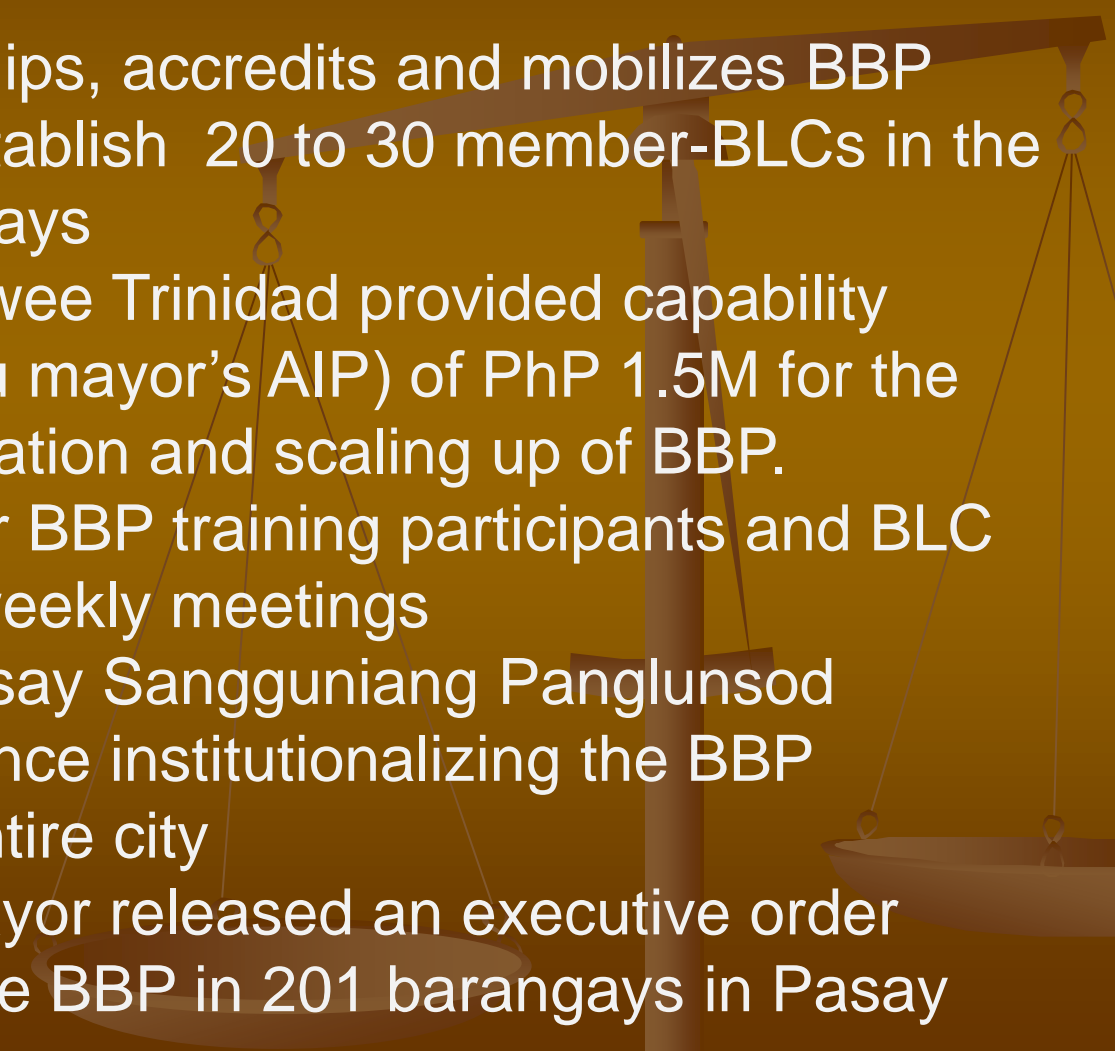
CF C

YF C

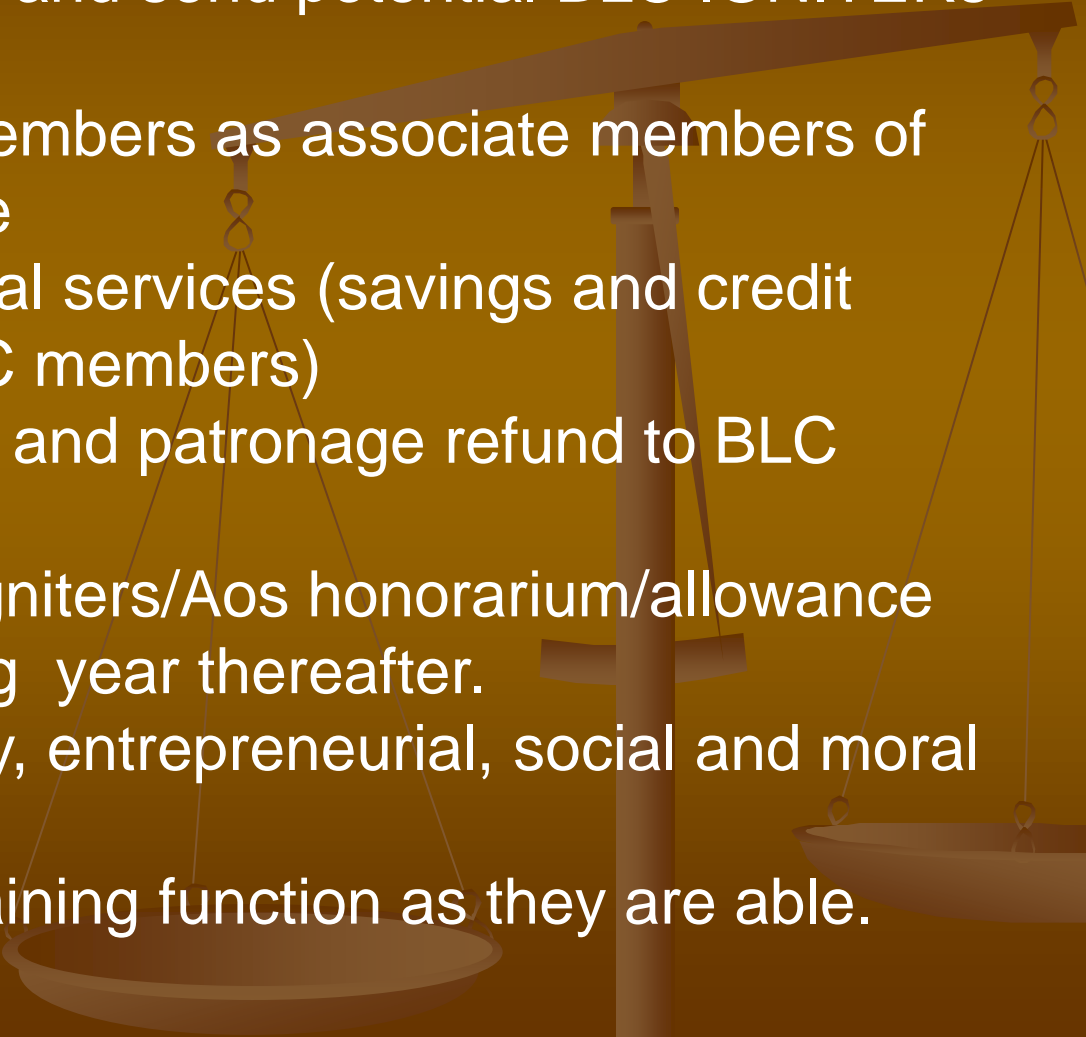
Five Financial Center Officers\* are keys to FC growth. Each FC has 20 to 30 committed members.



# The Role and Accomplishments of the Pasay City Government

1. Created the CDO thru an ordinance in 1999 for BBP implementation.
  2. The CDO trains, equips, accredits and mobilizes BBP Igniters/AOs to establish 20 to 30 member-BLCs in the depressed barangays
  3. In 2001, Mayor Peewee Trinidad provided capability building grant (thru mayor's AIP) of PhP 1.5M for the priming up of operation and scaling up of BBP.
  4. Provided facilities for BBP training participants and BLC members during weekly meetings
  5. In Dec 2002, the Pasay Sangguniang Panglunsod enacted an ordinance institutionalizing the BBP operation in the entire city
  6. In May 2003, the Mayor released an executive order operationalizing the BBP in 201 barangays in Pasay
- 

# The Role of the Service Delivery Units (faith-based NGOs, MFIs, cooperatives)

1. Identify, select, and send potential BLC IGNITERs or AOs.
  2. Accept BLC members as associate members of the cooperative
  3. Provide financial services (savings and credit facilities to BLC members)
  4. Give dividends and patronage refund to BLC members
  5. Pay the BLC Igniters/Aos honorarium/allowance on the following year thereafter.
  6. Inculcate family, entrepreneurial, social and moral values
  7. Assume the training function as they are able.
- 



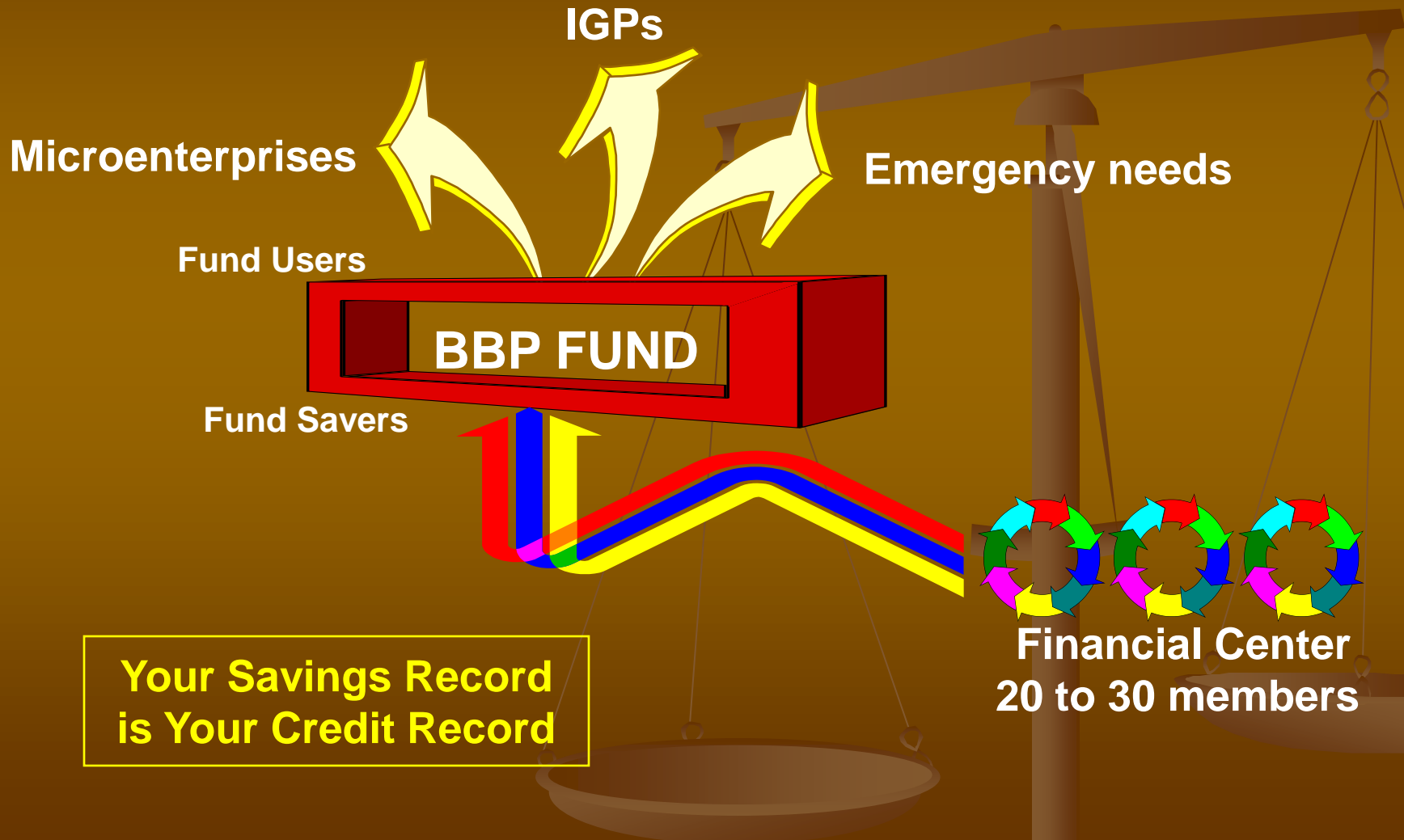
# The Role of the Community Households

1. Attend and participate during weekly meetings
2. Remit weekly pledged savings and loan repayment during the BLCC meetings.
3. Collectively own and manage the program
4. Frontline leadership of community development

## The Role of Technical Consultant (Pasay LGU)

1. Designed the basic institutional infrastructure of BBP
2. Designs operating systems, principles and procedures for institutional consolidation of BLCs
3. Designing training modules and manuals, research framework, questionnaires, survey forms, case studies
4. Designing monitoring and evaluation system
5. Introduce BBP to international development agencies

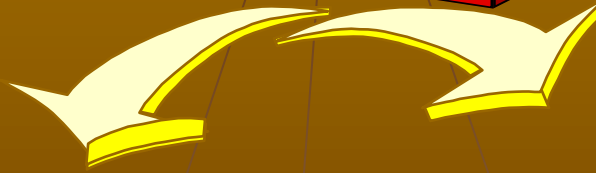
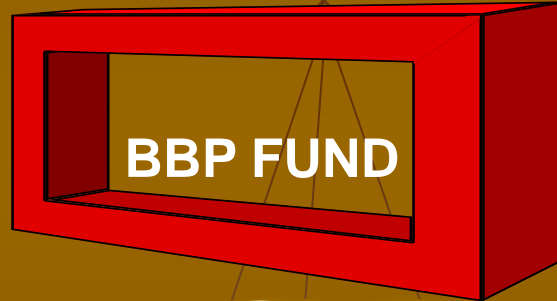
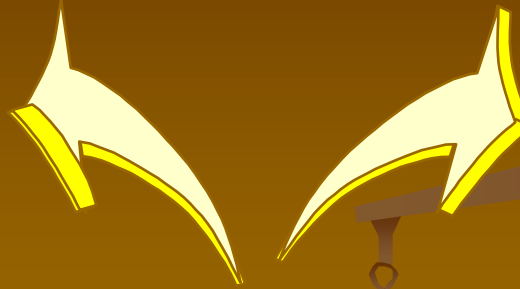
# MFS/ Bayanihan Banking Strategy : The Gestation Period







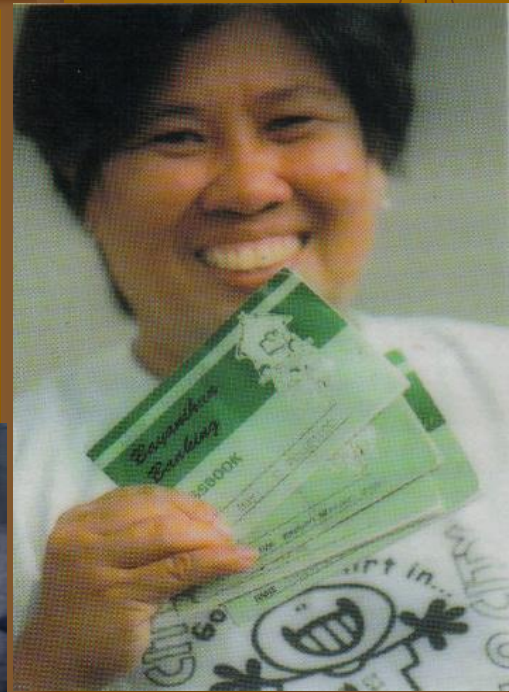
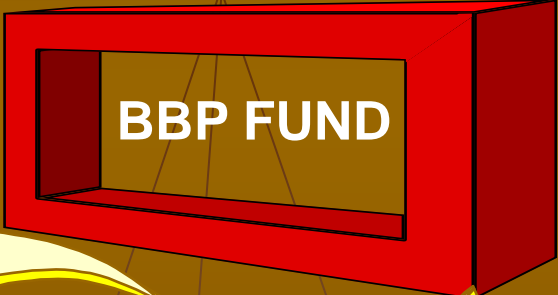
# IGPs/ Micro-enterprises







# IGPs/ Micro-enterprises







If the city prosper, people also prosper, but if the city falls, the people suffer

In every endeavor, we need God to have real success



**VISION:**  
 Pinoy na:  
 MakaDios (God-fearing)  
 Masagana (Prosperous)  
 Mapagbigay (Knows how to share)

There is power in numbers, should work together to succeed.

Poverty is not in the land, it is in the man. Poverty is an attitude. God did not give man wealth, but the **ABILITY** to make wealth.





# Pledged Saving is based on their capacity and willingness

If one (1) bgy can have 20 FCs = 400 members @ P20.00 (USD 0.48) per wk = P8,000 (\$190.48) per wk ;

If 100 bgys: 2000 FCs, 40,000 members = P800,000 (\$19,047) per wk, P3.2M per month (\$76,190.48), P38.4M (\$914,285.72) per year



**VISION:**  
Pinoy na:  
MakaDios  
(God-fearing)  
Masagana  
(Prosperous)  
Mapagbigay  
(Knows how to share)

If we have 2M Filipino Savers @ P20.00 (USD 0.48) per wk = P40M (\$952, 380.95) per wk ; P160M (\$3,809,523.80) per month, P1.92B (\$45,714,285.71) per yr



# Nation-wide BBP Replication

- **Since the launching of BBP Replication in 2003 by DILG, Pasay City has been frequented by sites visitations coming from the different cities/municipalities all over the countries who continued to implement BBP.**
- **January, 2007 (DILG report)**


<b>Region</b>	<b>LGUs</b>	<b>BCs</b>	<b>BC members</b>	<b>Total Savings PhP</b>
<b>16</b>	<b>622</b>	<b>5,473</b>	<b>124,891</b>	<b>69.8 M</b>

# Overview of BBP in Pasay City as of March 2006

BBP related programs	Sectors	No. of MFS/BCs	MFS/BC members	Amt Savings PHP
MFS In Every Village	106 bgys	159	4,231	1.21 M
MFS cum SH	18 POs	109	3,200	2.34 M
YESO	4 school	96	1,848	0.27 M
City Hall BBP	17 depts	17	373	0.18 M
<b>Total</b>		<b>381</b>	<b>9,652</b>	<b>4 M</b>



# **BBP when implemented in September 2010 for the 4Ps beneficiaries**



<b>No. of BLCs operational</b>	<b>No. of BLC members</b>	<b>No. of BLC Officers</b>	<b>Amount of Savings</b>
<b>39</b>	<b>420</b>	<b>195</b>	<b>203,378</b>

# Youth Empowerment thru Self-help Operation (YESO)



**YESO, a savings and investment program for High School Students**





# PRIME MOVERS EMPLOYEES COOPERATIVE CANTEEN



Government  
Employees'  
Mutual Savings  
and Investment





# Government Employees' Mutual Savings and Investment Using BBP Scheme



**PINK EDEM MULTI-PURPOSE COOPERATIVE**



**BRGY. 193 BAYANIHAN MPC**

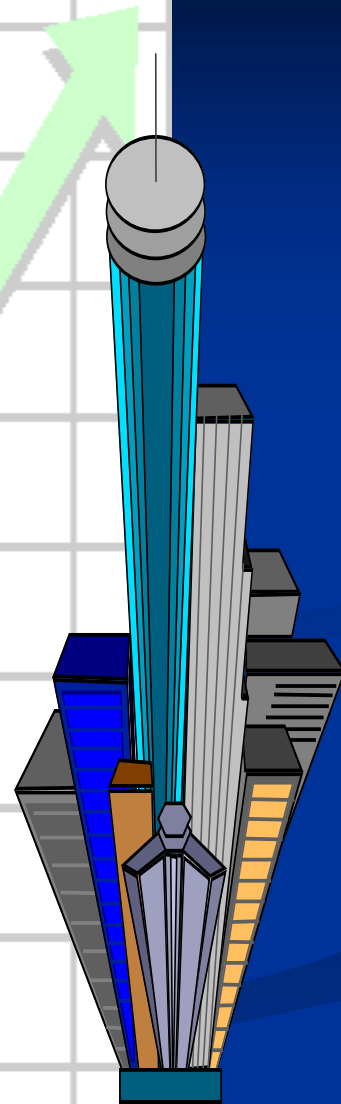


Part of the element of the BLC is providing immediate solution/intervention at BLC level. The account officer may assist the members to access the solution to the needs identified by the members

**BSRP LAUNCHING AT GRAND BOULEVARD HOTEL,  
ROXAS BOULEVARD, MANILA, FEB 28, 2003**

**DILG SEC. JOEY LINA: “IN MY 18 YRS IN  
GOVT SERVICE, I NEVER  
ENCOUNTERED A PROGRAM LIKE  
THIS... IT MAKES THE PEOPLE SELF  
RELIANT, MORALLY UPRIGHT,  
EMPOWERED... IT LIBERATES OUR  
PEOPLE FROM THE BONDAGE OF  
POVERTY, IGNORANCE AND  
TRADITIONAL POLITICS...”**

**“IF YOU FAIL TO PLAN, YOU PLAN TO FAIL” PASAY**















# **BAYANIHAN SPIRIT IS INHERENT IN THE ATTITUDE OF THE FILIPINOS**

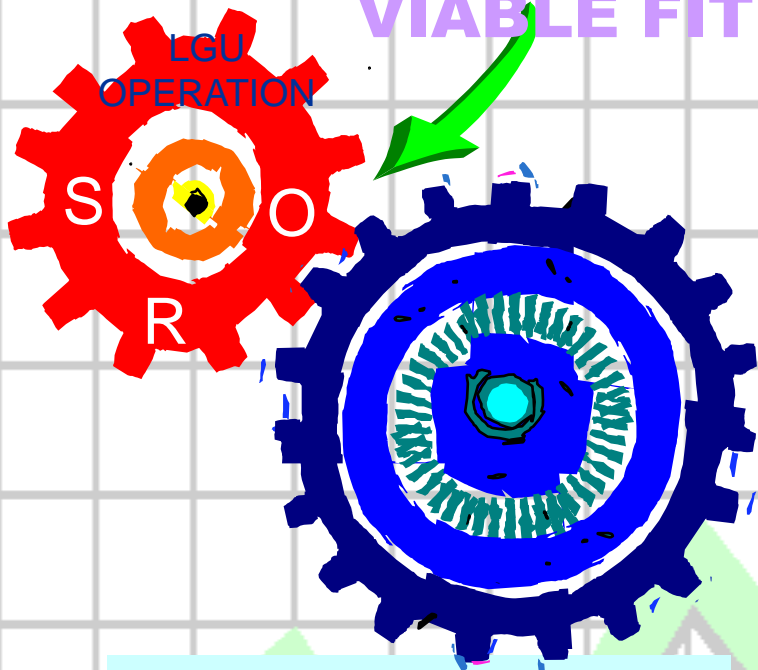
**EVIDENCED BY PEOPLE POWER (EDSA) 1, 2**

***IF PEOPLE ARE  
UNITED, NOTHING  
THEY PLAN TO DO  
WILL BE IMPOSSIBLE  
FOR THEM***

**BANAWE RICE  
TERRACES**





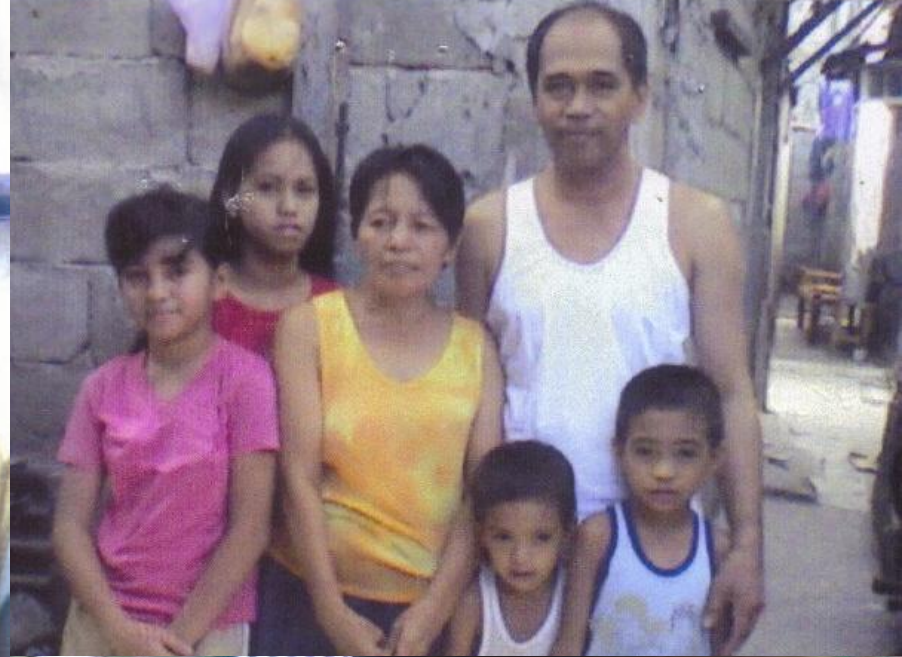
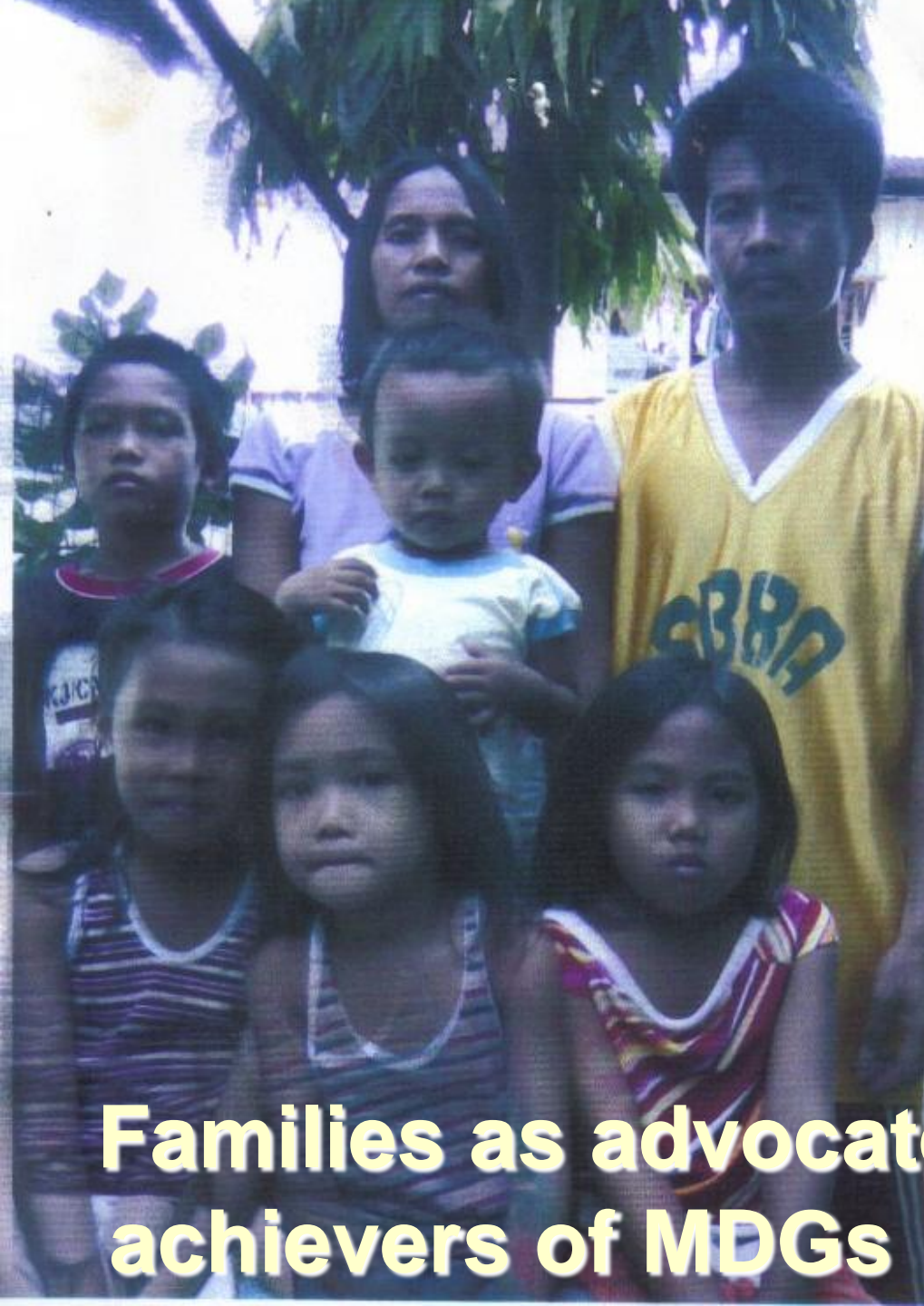


**VIABLE FIT**

**CITY TRANSFORMATION**  
means improving the quality  
of life in a city through  
**GOOD LOCAL  
GOVERNANCE**

It is not the job of the  
government alone... nor one  
church/NGO alone... One  
business firm.. nor one family  
alone... **PARTNERSHIP IS  
THE KEY**

**THE CITY NEEDS US and WE NEED OUR CITY**



**Families as advocates, promoters and achievers of MDGs in the community**





**Faith Based  
Organizations, Civil  
Society Organizations,  
NGOs, business sector**



# Forging Partnership with Relevant Stakeholders: a strategic response to achieve the MDGs







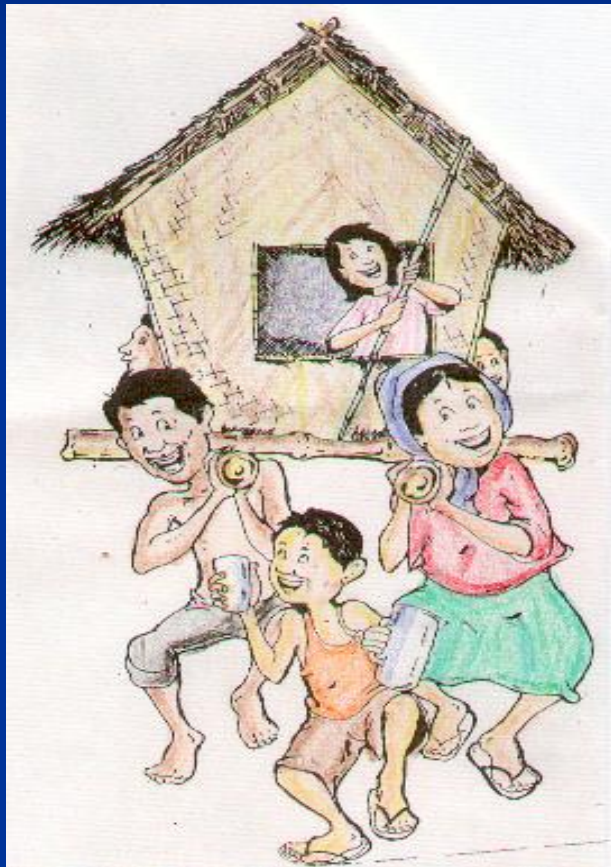
**Strong  
City, Strong Nation,  
Strong Republic**



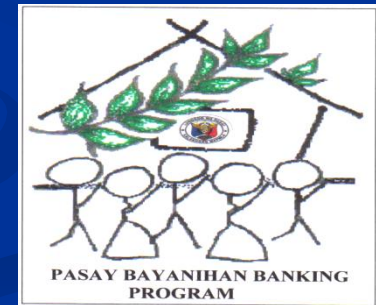
**Pride of Filipino**

# Pasay

# Bayanihan Banking Program



THAT'S ALL...  
THANK YOU  
VERY MUCH!



»» jhun\_jrctangpuz™

««