

PUANDESA GLOSSARY AND REFERENCES

PUANDESA GLOSSARY

Access:

women and men's opportunities to obtain or use resources (food, credit, technology etc.) or services (education, health etc.).

AIM:

Ikhtiar Trustee of Malaysia, micro-financing agency funded by the Malaysian federal government.

Ais-Ais:

local term for a type of seaweed diseases caused by low salt content in the seawater.

BBEC:

Borneo Biodiversity and Ecosystem Conservation Program, conducted with technical assistance from JICA.

Beneficiary:

person and/or group of persons who benefit from a specific project, program or other form of development and/or emergency intervention.

Bottom-up Approach:

It means that interventions must always be planned and implemented with the participation of both women and men, and measured in terms of how such interventions will affect people's lives in ways that are meaningful to their priorities.

Buntui:

Sabah local term for a kind of Yam common in the rural area.

Capacity Building:

a set of actions aimed at strengthening country officers, national counterparts and NGOs involved in the implementation of projects in developing countries.

Constraint:

an obstacle which restricts action or prevents progress.

Control:

in a development lexicon, control refers to the capacity to make decisions over a resource or situation.

Decision-making:

control over a resource, including labor or development processes.

Development:

a process through which women and men, with varying degrees of external support, increase their options for improving their quality of life.

DO:

abbreviation for District Officer.

DOA:

abbreviation for the Department of Agriculture.

DOF:

abbreviation for Department of Fisheries.

DOVSAI:

abbreviation for the Department of Veterinary Services and Animal Industry.

Empowerment:

A process through which women and men in disadvantaged positions increase their access to knowledge, resources, decision-making power, and raise their awareness of participation in their communities, in order to reach a level of control their own environment.

EPU:

abbreviation for State Economic Planning Unit, Sabah.

Equality:

the right of women and men to live as free and equal human beings.

FAMA:

abbreviation for Federal Agricultural Marketing Authority.

GAD:

abbreviation for Gender and Development and an approach to development based on the premise that all policies, programs and projects should reflect the needs, priorities, roles and the differential impacts of development processes on men and women.

GDP:

abbreviation for Gross Domestic Product.

Gender:

the difference between women and men within the same household and within and between cultures that are socially and culturally constructed and change over time.

Gender Analysis:

an analysis which explores and highlights the relationships of women and men in the society, and the inequalities in those relationships.

Gender Awareness:

the recognition that the life experiences, expectations, and needs of women and men are different, that many times, they involve inequity, and that they are subject to change.

Gender Bias:

action against women (or men) based on the perception that the other sex is not equal and does not have the same rights.

Gender Equality:

a term which reflects an equal sharing of power between women and men, in their equal access to education, health, administrative and managerial positions, equal pay for work of equal value and

equal seats in parliament, among others.

Gender Equity:

the fair distribution of resources and benefits between women and men, according to cultural norms and values.

Gender Gap:

the disparity (measured quantitatively) between women and men, and girls and boys, in their access to resources, education, health, services or power.

Gender Mainstreaming:

gender is a dimension that has to be incorporated in all policies, and development planning and process. It should be mainstreamed and should not be considered as a separate issue.

Gender Sensitivity:

understanding and consideration of socio-cultural factors underlying sex-based discrimination.

Gender Training:

teaching activity aimed at developing a common understanding of gender policies and concepts, as well as skills in targeting, beneficiary participation and monitoring of gender equality.

Household Headed by Women:

a household in which the adult female(s) is the sole or main income earner and decision-maker.

IDS:

abbreviation for Institute for Development Studies (Sabah).

Income:

a gain usually measured in money that comes from capital or labor, the amount of such gain received by an individual in a given period of time.

INTAN

Abbreviation for Institusi Tadbiran Awam Negara, Malaysia which means Institute of National Public

Administration.

JHEWA:

abbreviation for the Department of Women Affairs of the Ministry of Community Development and Consumers, Sabah.

JICA:

abbreviation for Japan International Cooperation Agency.

JKKK:

abbreviation for the Village Development and Security Committee.

Kampong:

Malay term for village.

KPD:

abbreviation for the Rural Development Corporation, Sabah.

KPLB:

abbreviation for the Ministry of Rural Development.

KEMAS:

abbreviation for the Community Development Division, one of the major projects under the Ministry of National and Rural Development.

KPWM:

abbreviation for the Rural Women Entrepreneurs Group supported by DOA

Livelihood:

means of support or subsistence; adequate stocks and flows of food and cash to meet basic needs.

MAFI:

abbreviation for the Ministry of Agriculture and Food Industry, Sabah.

MARA:

abbreviation for the People Trustee Council.

MARDI:

abbreviation for the Malaysian Agricultural Research and Development Institutes.

MPWS:

abbreviation for the Sabah Women's Advisory Council.

NPA3:

abbreviation for the Third National Agricultural Policy.

RM:

abbreviation for Malaysian Ringgit.

NGO:

abbreviation for Non-governmental Organization.

OISCA:

an NGO based in Japan that has abundant experience in agricultural development.

OPP3:

abbreviation for the Third Outline Perspective Plan.

OPPS:

abbreviation for the Outline Perspective Plan Sabah.

Ownership:

the right to possess, to have control over a resource.

Padi:

Malay term for Paddy.

PACOS:

abbreviation for Partners of Community Organizations, Sabah, one of the active local NGOs in Sabah

Participation:

in a development lexicon, participation refers to individuals, groups, communities and institutions taking part in the decision-making process related to the development effort.

PCM:

abbreviation for Project Cycle Management, one of the methods of project management.

PGN:

abbreviation for Practical Gender Needs,

the needs women and men have which arise from their gender roles, which are easy to identify such as health care, employment, water, food. Addressing PGNs makes it possible for men and women to carry out existing gender roles more easily or effectively.

PKKM:

abbreviation for the Malaysia Handicraft Development Corporation.

PKT:

abbreviation for the Farm Family Development Unit of DOA.

PLA:

abbreviation for Participatory Learning and Action, one of the participatory tools.

PLI:

abbreviation for Poverty Line Income.

PRA:

abbreviation for Participatory Rural Appraisal, one of the participatory tools.

Production:

the production of goods and services for income or subsistence. It is this work which is mainly recognized and valued as work by individuals and societies.

PUANDESA:

nickname of this Study and abbreviation for “enhancing rural women entrepreneurs in Sabah” in Malay language.

Ramadan:

Muslim fasting month.

Reproductive Activity:

the care and maintenance of the household and its members, such as cooking, washing, cleaning, nursing, bearing children and looking after them, building and maintaining shelter. This work is necessary but rarely considered of the same value as productive work.

Resource:

in the development lexicon, the term resource refers to what people use or potentially may use in order to perform their activities, such as land, seeds, trees, credit, technology, labor and services.

Rural area:

according to the Dept. of Statistics Malaysia, “rural areas” includes all the areas which are not listed as “urban areas”, which are defined as “gazetted areas with their adjoining built-up areas which had a combined population of 10,000 or more at the time of the 2000 population census.”

Rural Women Entrepreneurs:

defined, in the Study, as “the women who were conducting economic activities in the rural area individually or in a group, in which the women 1) play a key role, 2) have responsibility for decision making and 3) receive incomes from the activities.

SAP:

abbreviation for the Sabah Agricultural Policy.

SAWO:

abbreviation for the Sabah Women Action Resource Group, one of the active local NGOs in Sabah.

SCC:

abbreviation for Sabah Credit Corporation.

Sex:

the biological characteristics of being male or female that are genetically determined.

SGN:

abbreviation for Strategic Gender Needs, the needs women and men identify because of unequal relations and therefore, imply change in relationships

of power and control between women and men.

Socialization:

the transmission of ideas, beliefs, norms and attitudes from generation to generation. These are reinforced by institutions such as education, religion, art and mass media.

SPS:

abbreviation for the Sabah Tourism Office.

Stakeholder:

participants and/or people who will be affected by a project's outcome or activities.

STB:

abbreviation for the Sabah Tourism Board.

SWEPA:

abbreviation for the Sabah Women Entrepreneurs and Professional Association.

SWOT:

abbreviation for Strength, Weakness, Opportunities and Threat, one of the participatory analysis methods

Tamu.:

Sabah local term for open-air market

Tontine:

also known as "kuku," a kind of thrift and loan group.

Target Group:

in the development lexicon, this is a group that will participate in and benefit from projects and programs.

TSEP-RLI:

abbreviation for Training Services Enhancement Project for Rural Life Improvement, the project for improving extension skills, started with JICA's technical cooperation in the Philippines.

TEKUN:

TEKUN National Foundation, micro-financing agency funded by the Malaysian federal government.

UN:

abbreviation for the United Nations.

Urban area:

according to the Dept. of Statistics Malaysia, "urban areas" is defined as gazetted areas with their adjoining built-up areas which had a combined population of 10,000 or more at the time of the 2000 population census.

WID:

abbreviation for Women in Development, an approach developed in the early seventies to target more development resources to women.

YUM:

abbreviation for Yayasan Usaha Maju, foundation for micro-financing under MAFI.

YS:

abbreviation for Yayasan Sabah, Sabah foundation.

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Appendix 1

List of PUANDESA Study Members

- (1) Steering Committee
- (2) Technical Committee
- (3) Taskforces
- (4) JICA Study Team

STEERING COMMITTEE

NO	NAME	POSITION	AGENCY
1	Datuk Abidin Madingkir	Permanent Secretary (Chairman)	MAFI
2	Hj. Pgn. Gamok Hj. Pgn. Gamok	General Manager	KPD
3	En. Awang Besar Hj. Mohd. Yusof	Assistant Director Human Resources	EPU
4	Hj. Mohd. Dos Hj. Ismail	Deputy General Manager (Leader of Counterpart)	KPD
5	En. Haji Dandan Alidin	Deputy Director (Co-Leader of Counterpart)	DOA
6	En. Daim Hj. Basrun	Deputy Director	DOF
7	En. Juif Adzim	Managing Director	YUM
8	En. Mohd. Sayuti Abdullah	Assistant Director	KPLB
9	En. Zainal Abidin Che Pa	Director	PKKM
10	Hjh. Siti Sapoo Hj. Ahok	Director	UHEWS
11	Hjh. Dayang Rayani Hj. Awang Hamit	Agricultural Officer	DOA
12	Pn. Nemy Ontol	Human Development Supervisor	KPD
13	Mr. Yutaka Hirata	Consulate-General	Consulate of Japan

TECHNICAL COMMITTEE

NO	NAME	POSITION	AGENCY
1	Hj. Mohd. Dos Hj. Ismail	Deputy General Manager (Chairman)	KPD
2	En. Haji Dandan Alidin	Deputy Director (Co-Chairman)	DOA
3	Dr. Ahmad Sade	Fishery Officer	DOF
4	En. Abdul Hamid Sani	Deputy Managing Director	YUM
5	Pn. Ahadiah Mohd. Khairi	Deputy Director	FAMA
6	En. Mustafa Alba Haji Ibrahim	Deputy Director	PKKM
7	En. Mohd. Sayuti Abdullah	Assistant Secretary	KPLB
8	Pn. Hajjah Subiah Laten	Deputy Director	UHEWS
9	En. Salahuddin Tambi	Research Officer	MARDI
10	Pn. Hjh. Dayang Rayanah Hj. Ag. Hamit	Agricultural Officer	DOA
11	Pn. Nemy Ontol	Human Development Supervisor	KPD
12	Pn. Silvia Edward	Assistant Agricultural Officer	DOA
13	Mr. Ribin Wahid	State Deputy Director	FAMA
14	Pn. Daisy Livinu	Training Officer	YUM
15	Ms. Theresa Moguil	Executive Officer (Marketing)	KPD
16	En. Abdul Malek Chua	Planning Officer	KPD
17	Ms. Adeline Chee	Executive Officer	KPD
18	En. Sanseh Masi	Administrative Officer (Handicraft)	KPD
19	En. Rainal Lasumin	Training Officer	KPD
20	Pn. Maimunah Mohd. Shariff	Executive Officer (Property & Procurement)	KPD
21	Pn. Rosmiah Fauzi Rahman	Executive Officer (Training)	KPD
22	Pn. Jamilah Lee	Agricultural Officer	KPD

23	Haji Darus Nasir	Socio-Eco Development Unit	Yayasan Sabah
24	En. Freddy Rantau	Deputy Managing Director I	YUM
25	En. Patrick Mojinun	Assistant District Officer	Sub- District Office, Matunggong, Kudat
26	Cik Noraini Khan	General Manager	SPS
27	En. Taha Sulaiman	Group Managing Marketing	KPD
28	En. Salahuddin Tambi	Research Officer	MARDI
29	Cik Jabidah Jacob Yong	Officer in Charge of Bantayan Breeding Center	DOVSAI
30	Puan Asnah Hj. Tahlil	Senior Supervisor	KEMAS
31	En. Benjamin Subinon	Senior Project Manager	KPD
32	Pn. Fiona Lee	Trade & Merchandising Manager	SPS
33	En. Irman Isnain	Assistant Fisheries Officer	DOF
34	Pn. Janet Grace Asing	Agricultural Officer	DOA
35	Pn. Jita Gimin	Research Officer	IDS

PILOT PROJECT TASKFORCE MEMBERS

Project 1 – Thinking and Working with Rural Women

1. Puan Nemy Ontol (Leader)
2. Puan Winnie Yee (Co-Leader)
3. Encik Mohd. Sayuti Abdullah
4. Hajjah Subiah Laten
5. Hajjah Dayang Rayanah Awang Hamit
6. Puan Maimunah Mohd. Shariff
7. Puan Rosmiah Fauzi Rahman
8. Cik Adeline Chee
9. Cik Daisy Livinu
10. Puan Jamilah Lee
11. Puan Jita Gimin

Project 2 – Establishment of a One Stop Service Center for Rural Women Entrepreneurs

1. Hajjah Subiah Laten (Leader)
2. Encik Mohd. Sayuti Abdullah (Co-Leader)
3. Puan Nemy Ontol
4. Puan Winnie Yee
5. Hajjah Dayang Rayanah Hj. Awang Hamit
6. Puan Maimunah Mohd. Shariff
7. Puan Rosmiah Fauzi Rahman
8. Cik Adeline Chee
9. Cik Daisy Livinu
10. Puan Jamilah Lee
11. Puan Jita Gimin

Project 3 – Utilization of Unused Products and Resources

1. Encik Mustafa Alba Hj. Ibrahim (Leader)
2. Encik Abdul Hamid Sani (Co-Leader)
3. Encik Mohd. Sayuti Abdullah
4. Encik Sansah Masi
5. Puan Asnah Hj. Tahlil
6. Hajjah Dayang Rayanah Hj. Awang Hamit
7. Puan Fiona Lee
8. Puan Masneh Abdul Ghani

Project 4 – Seaweed Culture and Processing

1. Dr. Ahemad Sade (Leader)
2. Encik Irmain Isnain
3. Encik Ruzlee Jumatn
4. Encik Sairin Samin
5. Haji Burahan B. Haji Madtarasan
6. Encik Ibni Hasim B. Abd. Rajun
7. Encik Maidin Osman
8. Encik Abdul Nutis Abd. Pulis
9. Encik Mohd. Tahir Haji Ahmad

Project 5 – Improvement and Innovation of KPD TAMU Function

1. Encik Taha Sulaiman (Leader)
2. Encik Ribin Wahid (Leader)
3. Puan Silvia Edward
4. Puan Jabidah Jacob Yong
5. Cik Theresa Moguil
6. Encik Abdul Malek Chua

Project 6 – Promotion of Local Product under Kudat Tourism Development and Potentials

1. Encik Patrick Mojinun (Leader)
2. Encik Mustafa Alba Haji Ibrahim
3. Encik Mohd. Sayuti Abdullah
4. Cik Noraini Khan
5. Puan Fiona Lee
6. Encik Allen Chia
7. Cik Theresa Moguil
8. Encik Madilious Maradan
9. Puan Linda Mogesal
10. Encik Benjamin Subinon
11. Encik Jamru Haji Mohd.

Project 7 – Paticipatory Method Training on Social and Gender Analysis

1. Hajjah Dayang Rayanah Hj. Awang Hamit (Leader)
2. Puan Winnie Yee (Co-Leader)
3. Hajjah Subiah Laten
4. Encik Mohd. Sayuti Abdullah
5. Puan Nemy Ontol
6. Puan Maimunah Mohd. Shariff
7. Puan Rosmiah Fauzi Rahman

8. Cik Adeline Chee
9. Cik Daisy Livinu
10. Puan Jamilah Lee
11. Puan Jita Gimin

Project 8 – Strengthening of a Coordination Body for Rural Women Empowerment

- Haji Mohd. Dos Haji Ismail (Chairman)
- Haji Mohd. Dandan Haji Alidin (Advisor)

Technical Committee Members

Project 9 – Reinforcement of Organization Network for Handicraft Promotion

1. Encik Mustapha Kula (Leader)
2. Encik Mustafa Alba Hj. Ibrahim
3. Encik Abdul Hamid Sani
4. Encik Mohd. Sayuti Abdullah
5. Encik Sanseh Masi
6. Puan Asnah Hj. Tahlil
7. Hajjah Dayang Rayanah Hj. Awang Hamit
8. Puan Fiona Lee
9. Puan Masneh Abdul Ghani

Project 10 – Effectiveness of the Micro-Finance Scheme for Rural Women Entrepreneurs

1. Encik Freddy Rantau (Leader)
2. Encik Jayari Misuari (Co-Leader)
3. Cik Daisy Livinu
4. Puan Floria Talibam
5. Encik Jason Chin
6. Encik Alius Romantis
7. Encik John Pansiol
8. Encik Sibli Uli
9. Encik Bindai Sandau
10. Encik Jeffrey Kuah
11. Encik Rabidin Damit
12. Encik Francis Lanjat

Project 11 – Improvement of Policy Maker’s Understanding and Support

- Datuk Abidin Madinkir (Chairman)

Steering Committee Member

JICA STUDY TEAM

NO	NAME	POSITION
1	Ms. Yoko Ishida	Gender/Rural Development Specialist (Study Team Leader)
2	Ms. Mika Matsumura	Small-Scale Business Administration Specialist (Study Team Sub-Leader)
3	Ms. Noriko Furutani	Institution, Gender and Rural Development Specialist
4	Mr. Soichi Takai	Agriculture (Product) Processing Specialist
5	Mr. Toshiyuki Saito	Agriculture (Food) Processing Specialist
6	Mr. Masato Kuroda	Handicraft Specialist
7	Ms. Yuki Kobayashi	Institution & Finance Specialist
8	Mr. Masafumi Ikeno	Extension Specialist
9	Ms. Maiko Ohtsuru	Study Team Coordinator
10	Ms. Sayaka Ikeno	Study Team Coordinator
11	Ms. Genevieve Roman	Research Assistant
12	En. Neil N. Sagidon	Research Assistant
13	Ms. Marina Sham	Research Assistant
14	Ms. Julia Nito	Research Assistant
15	Pn. Winnie Yee	Local Consultant
16	Mr. Tang Twen Poh	Local Consultant

Appendix 2

Wrap-up Report of the Pilot Projects

PILOT PROJECT 1 : THINKING AND WORKING WITH RURAL WOMEN

*Prepared by Nemy Ontol from KPD
Leader of Pilot Project 1*

1-1 OUTLINE OF THE PROJECT

Pilot Project 1 aims at strengthening of the extension system for working with rural women in the isolated areas. The project is expected to provide opportunities of understanding what is happening in the extension activities in the isolated villages and look for possibilities to improve rural women's awareness and access to information and opportunities through enhancing of the extension services. The project will identify model cases to strengthen rural women's group activities and to foster "rural women to think and work by themselves". The project focuses on the extension services covering the isolated villages which belong to the cluster 5 and 6. The main training component of the extension workers is included in the Pilot Project 7. The project purpose and activities are summarized in the project design matrix (PDM) in Table 1-1 and the detailed implementation plan is shown in Table 1-2.

The main activities of the project are:

- (1) Reviewing the current extension services and the training guidelines of the extension services;
- (2) Training workshops and on-the-job training of the DOA extension workers and KPD field assistants with the target rural women's groups;
- (3) Regular meetings and consultations with the target rural women's groups;
- (4) Workshop with the village leaders and community members; and
- (5) Planning and implementation of a small-scale project with the target rural women's groups.

The project is operated by the project taskforce team of Pilot Project 1, whose activities are supervised and monitored by the Gender Taskforce Team. The Department of Agriculture (DOA) of the Ministry of Agriculture and Food Industry (MAFI), Sabah is the leading agency of the project.

The target area of the project is Pitas District, which is one of the districts located in the "poverty belt" of the State of Sabah. Four villages of Kampung Pandan-Mandamai, Mandamai, Pandan and Lugu were selected as the target villages after examining the current conditions of the villages and conducting a field visit by the project taskforce team. The project has two target groups. One is the extension workers (2 DOA extension workers

and 3 KPD field assistants) who cover Pitas District and the other is the women's leader groups, who are chosen among the rural women in the target villages.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Taskforce team members
 - Plan, implement, monitor and evaluate the activities and training
 - Exchange knowledge and skills with the JICA Study team
 - Facilitate workshops and train extension workers in workshop facilitation
 - Monitor the book keeping and the financial performance
 - Prepare a monthly monitoring report
- 2) Extension workers
 - Provide skills and awareness training for the target groups
 - Facilitate workshops
- 3) Group leader and co-leader of the target groups
 - Encourage and lead the members in conducting the project activities
 - Organize and manage a small-scale project implementation

The monitoring of the project will be carried out by the project taskforce team according to the indicators shown in the PDM, and the result of the monitoring will be reported to the Technical Committee through the Gender Taskforce Team.

1-2 MAIN ACTIVITIES

1-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

5 workshops were conducted with the target groups in Kampung Pandan Mandamai, Mandamai, Pandan and Lugu. During the past 5 months from October 2002 to February 2003. The workshops aimed at i) project kick-off and mutual understanding; ii) discussion on weak points and strong points; iii) preparation of resource maps; iv) rural women's awareness improvement on their lives and roles as a human-being and as a woman in their families and communities; and v) learning from Japanese extension workers and mid-term evaluation. The workshops were planned and facilitated by the project taskforce team members. The taskforce members were led by the local consultant, who has expertise and experience in gender approaches and community development, and the instructor of the human resources development of KPD. The extension workers, responsible for the villages, joined the workshop activities.

The target group members were eager to join the project activities. However, the target

groups had seldom worked with the outside experts before. They said that they had never discussed or been required to discuss their problems and countermeasures individually or in a group. A male DOA extension worker, responsible for transferring agriculture production skills to the farmers, lived in Kampung Mandamai, while a female DOA extension worker, responsible for PKT (farm family development) promotion visits the village once in three months.

In the very beginning, they were very much reserved and it took time for the taskforce members to make them understand our intension and open their hearts. After repeating several visits and workshops during the past 5 months, the target members gradually started to talk about their families, own lives, living conditions and what they want to do in a friendly manner. This is mainly because there was a good leader candidate among them, who is a female primary school teacher. Her comprehensive and collaborative attitude contributed a lot to the icebreaking between the target groups and the taskforce team members.

The leaders of the three groups have joined the training workshops for making paper from unused resources by Pilot Project 3. They are interested in the activities and started, as a group, to produce paper from grasses in the community.

As an additional segment of the project, the taskforce team work with the JICA bio-diversity conservation project and the Ministry of Tourism, Sabah to create a model case of promoting a home-stay program in an isolated village located near the state conservation area. They had several meetings to discuss their collaboration and to formulate an implementation schedule.

1-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

During the months of March to October, 2003, 7 meetings, workshops and consultations were conducted with the target groups in Kampung Pandan Mandamai, Mandamai, Pandan and Lugu and meeting with DOA extension workers in Pitas. The workshops were about group formation and group strengthening i.e setting rules and regulations, leadership in the group and planning for small-scale projects (SSP), while the meeting with DOA extension workers (PKT and extension workers) was about setting monitoring system for small-scale projects of the rural women groups.

At the beginning, it was difficult for the target groups to understand and prepare project proposals at the beginning. Basically, they know what they want, but had difficulties in prioritizing their needs. They had never before made project proposals or been trained. Some of the women have experienced in working in a group but never been involved in

setting rules and regulations. Planning for micro-scale project proposals, each groups prepared the following project proposals:

- 1) Kampung Mandamai group: Rice Mill and Paper Making
- 2) Kampung Pandan Mandamai : Food Processing
- 3) Kampung Pandan and Lugu : Sewing and Paper Making

All the micro-scale project proposals were presented to the task force and were approved. Each group was granted RM 5,000.00 to start with their projects. Each group was given RM 100.00 petty cash to start finding materials, getting quotations and so on. Kampung Pandan Mandamai and Kampung Pandan Lugu groups had exhibited and sold their products during Gender Task Force Team visit to the area. Although they need to improve the quality of the products, the women seemed to be excited and in a high spirits to continue their activities.

Some of the papers were exhibited during the state level Harvest Festival Carnival held in May, 2003 in Kota Kinabalu. Those who produced the most and good paper was also invited to participate in the carnival. They were given the chance to visit some of the handicraft shops around Kota Kinabalu. They bought some handicrafts for sampling and imitated the design, and made other products from their own ethnic crafts. Creativity is now growing. Self-confidence is showing in their actions. However, the quality of paper they produced is still under observation. More improvement needs to be done, but they are eager to do it.

Then the proceeding months, they were given the opportunities to participate in national level Fruit Festival held in June, 2003 in Kota Kinabalu, where many tourists from abroad coming to visit; and state level Farmers Festival held in August, 2003 in Papar. The women demonstrated how to make papers from local grasses. They were also allowed to sell paper products (papers and bookmarks) to experience dealing with buyers. During this time quality of paper improved and they got appreciation from visitors. In September 2003 one member of Kampung Mandamai group was taken to visit many handicrafts shops in Manila, Philippine. Her valuable experience was shared with other women under PUANDESA pilot projects. She was planning to start ethnic handicraft activities in her village. She tried to make some of the handicrafts she saw in the Philippine.

The extension workers of DOA were seen participating more actively especially after the meeting in their office. They asked more questions and clarifications. Gradually, responsibilities to visit and meeting with the rural women were shifted to the extension workers. Gender Task Force Team monitors and consult them in the field while formal training was given under the Pilot Project No. 7.

During the month of October, 2003, a two day Evaluation Conference was held in Kota Kinabalu where a big number of rural women were invited and shared their experiences. Every Pilot Projects were requested to present lessons and findings of their projects. In Pilot Project No. 1 the rural women were taking parts. They shared their lessons and findings through a well-depicted role-play. Their actions demonstrated their improvement in self-development and clearly shown what the Project had done to them.

Then, lastly an evaluation of Pilot Project 1 was conducted with the rural women. The evaluation was conducted by Pilot Project 7 while they used this opportunity to conduct their field experience as part of the training. They were supervised by Gender Task Force Team. Although the women were sad that JICA has to end the study, they expressed pledge to continue their activities with or without JICA, but requested that the Gender Task Force Team continue to guide them.

1-3 FINDINGS OF POST-EVALUATION AND LESSONS LEARNED

During the last three months of meetings and workshops with the women, many improvements were seen amongst them. Among others are self-confidence shown when talking in front of a crowd, talking to people (observed during product demonstration in all the Festivals they participated). They were more relaxed. More women can talk during workshop presentation.

Women group development was not in the same phase. It depends on many segments, for example good leader, type of activities chosen, expectation of members, capabilities etc. More meetings and consultations needed to reorganize the existing groups (i.e. reshuffling committee officers until it is seen fit to the members, resetting rules and regulations, resetting activities planned etc). Then, training of the rural women on basic skills to enable them competent to run their projects of their choice was identified. The Pandan Mandamai Group learning how to make snacks from banana, tapioca and peanuts; and Pandan Lugu Group undergone sewing courses which enable them to start with their project. The skills training were given by DOA extension workers.

During workshops, extension workers were encouraged to participate, facilitated activities together with Gender Task Force Team. It is essential that local extension workers to do the job, as they are closer and available for the rural women, and also easily monitor any activities conducted by them. Therefore, it is essential that they learn and use the new approaches.

After one year of meetings, workshops and consultation with the women groups and local extension workers, gradual changes and development were observed.

(1) Participants

- 1) Subject of the day need no more than 2, because participants got divisive focus and eventually confused.
- 2) Each group development has its own phase to develop and cannot force against their capacity. Extension workers or facilitators must take note of the group phase of development. But good facilitation, many meetings and consultations can accelerate development.
- 3) Participants should be given enough room to voluntarily participation and to define their own group. Facilitator is to bring the group to focus on common group felt-need.
- 4) Learning of difficult subject such as project proposal needs more time and practice for the participants to really understand, internalized and practiced.
- 5) Exposure and experiences certainly enhance creativity and part of motivating factor. Follow-up is important when motivation level is high. Therefore, the more frequent visit to the women group, chances to accelerate development may be good.
- 6) Participatory method in facilitation is very effective for participants to absorb learning. They enjoy every activity the facilitator introduced and they can remember well.
- 7) Human Development and Gender Awareness courses are very crucial for participants to realize their well beings before any other activities to begin. It is seen as tools to make the women aware of their present conditions and realize their potentials, thus giving them confidence and strength to strive for their future. It is important to introduce in the beginning, before any projects introduced or selected by the women.

(2) Facilitators

- 1) Facilitators need preparation for the subject they are assigned to.
- 2) Need to be patient especially when conducting workshops.
- 3) Leader and co-leader of pilot project should always work together. Be prepared, know the current situation and be flexible to reshuffle their schedule activities.
- 4) Facilitators need to learn unexpected situation on the spot.

- 5) Facilitating skills are crucial to organize the women especially on bottom-up approaches.
- 6) Extension or field workers need to acquire Gender Awareness and Participatory Approach knowledge to be effective when dealing with women groups.
- 7) Facilitators need to work in team, depending of size of participant and activities of the day.
- 8) Women groups need basic start-up capital for their small-scale projects or activities. Usually women have none or very low income, so they have no means to finance their activities.

1-4 FUTURE STEP

As the Pilot Projects are near end, continuation of activities especially for the already started activities by women groups. Counter-parts agencies need to do immediate action to continue. Our suggestions for Pilot Project No.1 are as follow:

- (1) Further training of Gender Task Force Team. So are the co-trainers
- (2) All extension and field workers need understanding and use of Gender and Participatory Approach to be effective. So, more and further training is needed in theory and practical.
- (3) Application of the approaches need understanding among implementing agencies in all level so that they can level training programs and the implementation can be smoothly done. Implementing agencies need to set up training teams.
- (4) Bottom-up approach is good and effective way to implement project for target group, but also not easy to do. It needs a lot of efforts, expertise and work on the implementers. So, teams of implementers need full-time with good support in all aspects. A guideline needs to be prepared.

TABLE 1-1: PROJECT DESIGN MATRIX (PDM) OF PILOT PROJECT 1 (AS OF 28 FEBRUARY 2003)

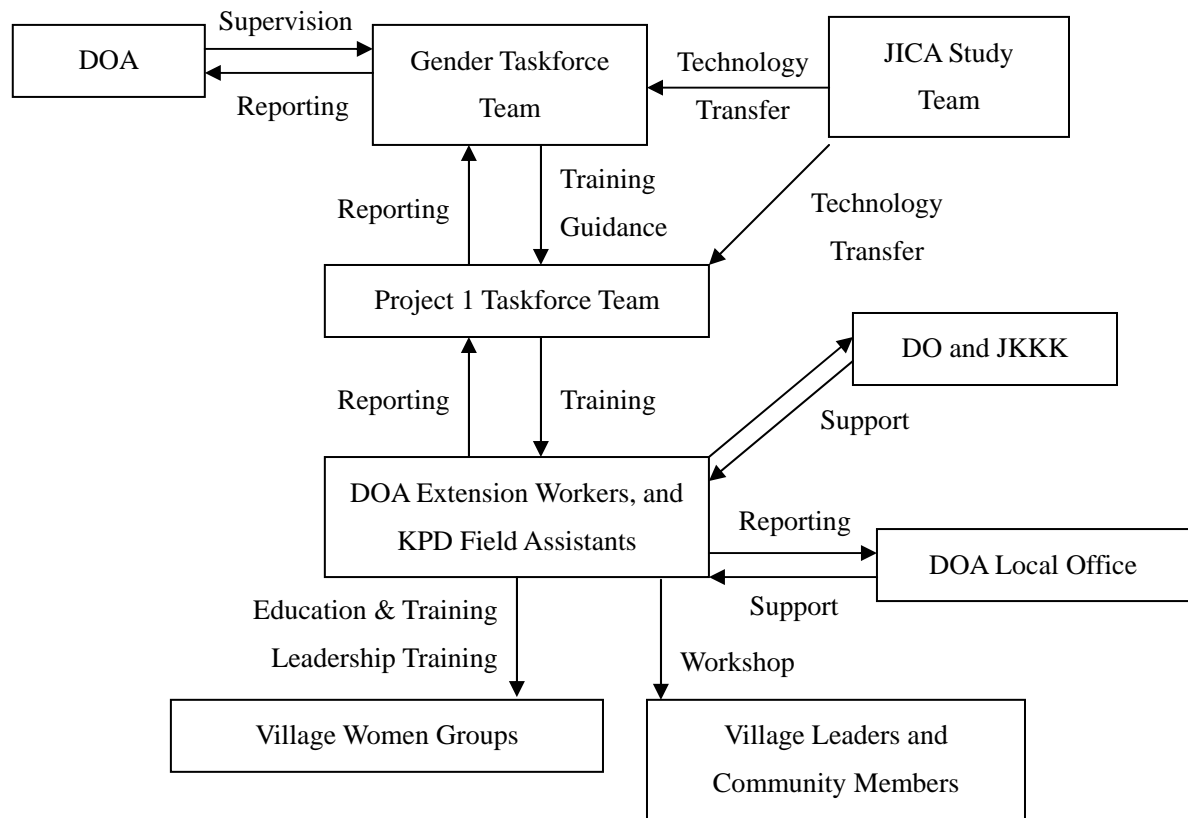
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL: The target women groups in the target villages are to understand their roles and potentials and to start agro-related activities or any other activities to improve their living conditions.</p>	<ol style="list-style-type: none"> 1) No. and types of activities conducted by the target rural women groups 2) Leadership and ownership of the activities among the target rural women groups 	<ol style="list-style-type: none"> 1) Focus group interview with the target women groups 2) Focus group interview with the target women groups 	<ul style="list-style-type: none"> • Related agencies are to continue to support the education and training activities in the isolated villages.
<p>PROJECT PURPOSE: The extension services for enlightening and educating rural women in improvement in their agro-related activities and living conditions in the target area is to be strengthened.</p>	<ol style="list-style-type: none"> 1) Qualitative and quantitative improvement of extension services among the target extension workers 2) Extent of changes of rural women's attitude and way of thinking on their roles and potentials 	<ol style="list-style-type: none"> 1) Interview with the target extension workers 2) Focus group interview with the target women groups 	<ul style="list-style-type: none"> • The rural women in the target village are to well accept the skills and information provided by the extension services.
<p>EXPECTED OUTPUT:</p> <ol style="list-style-type: none"> 1. The target extension workers trained and having experience of practicing the improved approaches of thinking and working with rural women. 2. The target women having opportunities to access the skills and information for improving their living conditions 	<ol style="list-style-type: none"> 1-1) Frequency and period of extension worker training 1-2) Frequency and contents of the regular meetings 1-3) Reputation among the targets 2-1) No. of rural women participating in the regular meetings 2-2) Extent of rural women's interest in the skills and information 	<ol style="list-style-type: none"> 1-1) Project monitoring report 1-2) Project monitoring report 1-3) Focus group interview 2-1) Project monitoring report 2-2) Focus group interview 	<ul style="list-style-type: none"> • The improved approaches are to be well utilized by the extension workers and staff members.
<p>ACTIVITIES:</p> <ol style="list-style-type: none"> 1-1 Reviewing the current extension services and the training guideline 1-2 Training workshops and on-the-job training of the extension workers 1-3 Planning, guidance, monitoring and evaluation of a small-scale project 1-4 Upgrading the training guideline 2-1 Regular meetings and consultation 2-2 Workshop with community members 2-3 Implementing a small-scale project 	<p>INPUT: [SABAH SIDE]</p> <ol style="list-style-type: none"> 1) Personnel expenses 2) Communication 3) Expenses for meetings <p>[JICA SIDE]</p> <ol style="list-style-type: none"> 1) Fee for local consultants 2) Expenses for training and workshops 3) Cost for a small-scale project 		<ul style="list-style-type: none"> • The rural women is interested in the project activities. • The community members are to accept the project. <p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • DO and JKKs are to support the project. • Related agencies are to support the project.

TABLE 1-2: DETAILED IMPLEMENTATION SCHEDULE OF PILOT PROJECT 1 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation (1) Formulation of the taskforce team (2) Preparation of a detailed plan	Agreement on the project design Detailed plan	■														Project team leader	Taskforce team (TT)
2	Selection of the target area/villages and the target groups	Target areas/villages and groups selected	■														Project team leader	TT, KPD, DOA and KPLB
3	Meeting with DO and JKKKs of the target villages	Agreement of the DO and JKKKs	■														Project team leader	TT
4	Conducting a preliminary workshop and a baseline survey	Current situation of the indicators	■														Project team leader	TT
5	Reviewing the current extension services and the training modules	Lessons learned	■	■													Project team leader	TT
6	Upgrading of the approaches of the extension services	Extension approaches upgraded	■	■													Project team leader	TT
7	Workshop and on-the-job training of the extension workers with the target groups	Trained extension workers		■	■												Project team leader	TT and extension workers
8	Regular meeting and consultation with the target groups	Rural women being educated			■	■											Extension workers leader	Extension workers
9	Workshop for mid-term evaluation	Lessons learned								■							Project team leader	TT and extension workers
10	Workshop with community stakeholders	Understanding of the community members															Project team leader	TT and extension workers
11	Workshop with the rural women for formulating a small-scale project plan	A small-scale project plan formulated								■							Project team leader	TT and extension workers
12	Implementation, monitoring and evaluation of the small-scale project	Rural women's experience of a project															Project team leader	TT and extension workers
13	Upgrading of the extension service guideline	Upgraded guideline and extension services															Project team leader	TT

TABLE 1-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 1

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Nemy Ontol	HRD, KPD
Co-leader:	Winnie Yee	Local Consultant
Book-keeper	Daisy Livinu	Training Officer, YUM
Coordinator	Maimunah Mohd. Shariff	Executive Officer, KPD
Members:	Hjh. Dayang Rayanah Hj. Ag. Hamit	Head of PKT Section, DOA
	Mohd. Sayuti Abdullah	Assistant Secretary, KPLB
	Hjh. Subiah Hj. Laten	Research Unit, UHEWS
	Rosmiah Fauzi Rahman	Executive Officer, KPD
	Adeline Chee	Executive Officer, KPD
	Jamilah Lee	Agricultural Officer, KPD
	Jita Gimin	Research Officer, IDS

CHAPTER 2: PILOT PROJECT 2 – ESTABLISHMENT OF A ONE STOP SERVICE CENTER (OSSC) FOR RURAL WOMEN ENTREPRENEURS

*Prepared by Hajjah Subiah Laten from JHEWA
Leader of Pilot Project 2*

2-1 OUTLINE OF THE PROJECT

The purpose of Pilot Project 2 is to enhance rural women's accessibility to basic information and public support programs. In the beginning, Pilot Project 2 had planned to establish a model for a mobile one-stop service center in the village to improve accessibility for rural women. After several discussions with KPLB training staff members, they came to the conclusion that it would be better to utilize JKKK members rather than to introduce a new mobile system considering the sustainability of the project. It is also targeted to encourage participatory approach in enhancing rural women entrepreneurial activities.

The JKKK members of each village, who are community leaders appointed by the State Government, are expected to play a role in the one-stop service center, which will provide basic information on livelihood improvement and agro-related activities and coordinate training courses and workshops with the related agencies in collaboration with extension workers in their areas. The target area includes Kampongs Pandan Mandamai, Mandamai, Pandan, Lugu, Kalipoun Laut and Kalipoun Darat in Pitias Districts.

The main component of Pilot Project 2 is to train JKKKs to have them provide one-stop services of needed information for rural women who are to start agro-related activities and/or to improve their living conditions. It is necessary to train female leaders in how to access and use the newly introduced JKKK's one-stop services. The JKKKs will have to make a good collaboration with the extension workers to provide effective supports for the rural women. The responsibilities of extension workers and the related agencies, how to support the one-stop service center, should be discussed carefully.

KPLB plans to start a new training program of JKKK to improve economic development activities in the villages from next year 2003. The project will cooperate with KPLB in improvement of the training modules of JKKKs in the context of the one-stop services as well as gender and social consideration. The project summary is shown in the project design matrix (PDM) in Table 2-1 and the detailed implementation plan is shown in Table 2-2.

The main activities of the project are:

- (1) Discussion with KPLB;
- (2) Reviewing the current training system and modules of JKKKs;
- (3) Preparation of the training modules of the one-stop service functions;
- (4) Conducting a preliminary workshop and a baseline survey with the target groups (JKKKs and female leaders);
- (5) Training workshops with the target groups in collaboration with the KPLB training division; and
- (6) Simulation workshops in the target areas.

The project is implemented by the project taskforce team of the Pilot Project 2, whose activities are supervised and monitored by the Gender Taskforce Team. Department of Women's Affairs (JHEWA) and KPLB are the leading agencies of the project.

The target area of the project is the same as Pilot Project 2: the four villages in Pitas District, Kampung Pandan Mandamai, Mandamai, Pandan and Lugu. The target groups of the project are JKKKs and female leaders in the target villages.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Taskforce team members
 - Plan, implement, monitor and evaluate the activities and training
 - Exchange knowledge and skills with the JICA Study team
 - Prepare the training program and modules
 - Facilitate workshops and train extension workers in workshop facilitation
 - Monitor the book keeping and the financial performance
 - Prepare a monthly monitoring report
- 2) JKKKs and community women leaders
 - Understand the objective and activities of the project
 - Join the one-stop service training
 - Conduct a simulation workshop of the one-stop service center
- 3) Extension workers and related agencies
 - Provide necessary information and collaboration

The monitoring of the project will be carried out by the project taskforce team following the indicators of the project PDM and the result of the monitoring will be reported to the Technical Committee through the Gender Taskforce Team.

2-2 MAIN ACTIVITIES

2-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

During phase 1, the taskforce members discussed with KPLB and prepared the project scope and the training framework. They will conduct the first training course for JKKK members of the target group with the KPLB training division in March 2003.

Pilot Project 2 has been considering using a radio program (RTM) to disseminate information to rural women, because radios are the most common and popular information source in the isolated villages.

2-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

(1) Selection of Pilot Sites

Due to the fact that Kudat Zone has high poverty rate, particularly amongst the ethnic community whose life style evolves around the simplest and untouched by the sophisticated of town family. The study team had decided to select Pandan Mandamai and Kalipuon in Pitas as the pilot site for the OSSC. The study includes six villages namely Kampung Pandan, Kampung Mandamai, Kampung Lugu, Kampung Pandan Mandamai, Kampung Kalipuon Darat, and Kampung Kalipuon laut..

(2) Operation Setup

In identifying OSSC facilitators among each Village Development and Security Committee members (JKKK) and extension workers of the Agriculture Department it was decided that the Chairmen of each JKKK, PKT, and Extension officers would be the more effective leaders to be trained as the OSSC facilitators.

The OSSC will be provided with electronic facilities (computer) that is to be installed at the most strategic office, which is the DOA district office and could be access by the facilitators and to establish Information Board at every village.

Through purchasing a unit of desktop computer to be installed at the OSSC information center at Pitas DOA District office, the OSSC facilitators would be able to gather and disseminate any related information on entrepreneurial programs and activities that could be useful for the rural women as well as the community.

The Task Force Team (Facilitator and the JKKK leaders) are to be trained in organizing and operating OSSC and the Information Centers (Computer and Information Board)

In relation to the above information Board – A special training session will be conducted (19 & 20 June 2003 to help in establishing an information center. Regarding ICT programme, a special tutorial will be organised to train and equip the DOA staff (OSSC facilitators) in IT so as to enable them to assist the village leaders (JKKK) in soliciting information through electronic media.

(3) Awareness and Training Activities (March, June and July 2003)

The OSSC Team works alongside the Gender Task Force Team had conducted a series of awareness sessions and JKKK training with the cooperation of Rural Development Ministry (KPLB)

(4) Special Meeting with Pitas Department of Agriculture (June, 2003)

As an effort to get the related agencies be well informed of the OSSC activities especially the activities that involves their personnel's, a special meeting was held in Pitas to discuss issues and progress of activities. The main objective of the meeting was to get full support and commitment of the related agency. It was noted that Asst. Agriculture Officer (who represented the District AO) showed keen interest and expressive appreciation. As far as the district office is concern, as long as the project is with the blessing of the head office, they have no objection of the whole affairs and would give full cooperation and support. Non the less, expressed concern over the support and involvement of other related agencies such as the District Office and its networks.

2-3 FINDINGS OF POST-EVALUATION AND LESONS LEARNED

On papers and theory, the OSSC concept and modus operandi are well accepted and supported, but to sustain further (after the pilot project period) is yet to be seen. It will depend so much on the capability of leading organization to manage and administer the OSSC.

The reaction of the JKKK members are very positive in nature and appreciate the training opportunity given to assist them in performing their roles and function as village development planners and community leaders.

The Project 2 Team members cum facilitators comprised of officer form DOA, KPD, KPLB, YUM, and JHEWA are very committed and well respected by the targeted group at the rural and village level.

2-4 FUTURE STEP

- (1) Training modules need to be reviewed and redesigned whenever necessary to meet the expectations and current requirements of the target group;
- (2) Focal point and catalyst of OSSC need to be established amongst the related agencies and community leaders of selected project sites. The appointment of lead agency in enhancing OSSC is very relevant for future rural development plans;
- (3) Policy makers of the highest level of each agencies, need to include the OSSC's agenda in the State Level Rural Development meetings, and;
- (4) At the initial stage, regular visits and consistent monitoring of OSSC facilitators is necessary to ensure sustainability of activities until the concept of OSSC is well accepted by all level and OSSC's activities are well established.

TABLE 2-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 2 (AS OF 28 FEBRUARY 2003)

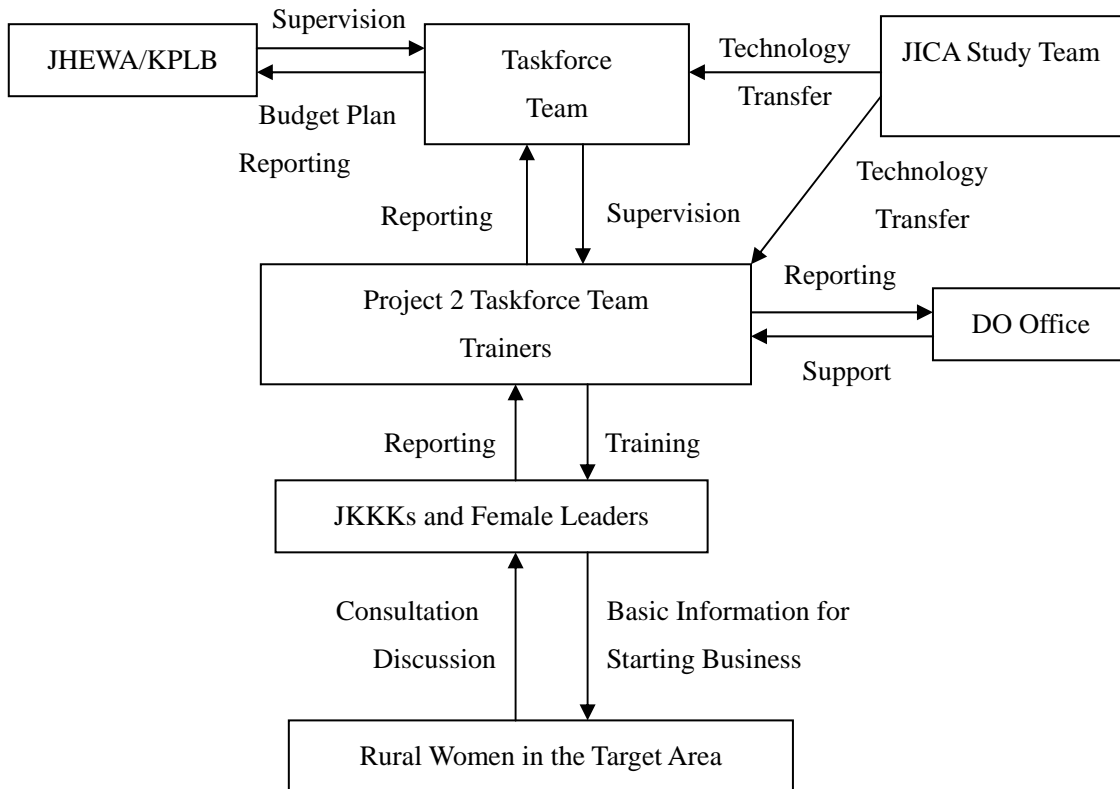
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTION
<p>OVERALL GOAL: Rural women in the target villages are to understand and to utilize the newly introduced one-stop service.</p>	<p>1) No. of rural women who come to consult with the one-stop service 2) Rural women's activities after visiting the one-stop service</p>	<p>1) Records of the one-stop service 2) Focus group interview in the target mukim</p>	<ul style="list-style-type: none"> Related agencies are to continue to support the education and training activities in the isolated villages. The rural women in the target villages are to accept the one-stop service system.
<p>PROJECT PURPOSE: A one-stop service of the JKKKs are to be established and functioning in the target villages.</p>	<p>1) Female leaders' reputation and expectation on the JKKK's one-stop service 2) No. of rural women who know the newly introduced service</p>	<p>1) Focus group interview in the target mukim 2) Focus group interview in the target mukim</p>	<ul style="list-style-type: none"> The DO and JKKKs are to accept their new roles and to provide the services as they trained.
<p>EXPECTED OUTPUT: 1. JKKKs trained in providing a one-stop service 2. JKKKs trained in participatory approach and gender/social consideration 3. Female leaders trained in how to access and use the one-stop service of the JKKKs</p>	<p>1-1) No. of JKKKs trained 1-2) JKKKs willingness to conduct a service 2-1) No. of JKKKs trained 2-2) Extent of understanding 3-1) No. of female leaders trained 3-2) Extent of understanding</p>	<p>1-1) Project monitoring report 1-2) Interview survey 1-1) Project monitoring report 1-2) Interview survey 3-1) Project monitoring report 3-2) Interview survey</p>	<ul style="list-style-type: none"> The community members are to understand and accept the one-stop service system.
<p>ACTIVITIES 1-1 Meeting with KPLB 1-2 Preparation of training modules and materials 1-3 Conduct trial training and impact analysis 2-1 Preparation of training modules and materials 2-2 Conduct a trial and impact analysis 3-1 Workshop with female leaders 3-2 Preparation of training program and materials 3-3 Conduct a trial and impact analysis</p>	<p>INPUT: [SABAH SIDE] 1) Personnel expenses 2) Communication 3) Expenses for meetings [JICA SIDE] 1) Fee for local consultants 2) Per diem and accommodation of C/Ps 3) Transportation and fuel for vehicles 4) Expenses for training and workshops</p>		<p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> DO and JKKK are to support the project. Related agencies are to support the project. Policy makers commitment

TABLE 2-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 2 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation (1) Formulation of the taskforce team (2) Preparation of a detailed plan	Agreement on the project design Detailed plan	■														Project team leader	Taskforce team (TT)
2	Meeting with KPLB	Agreement of KPLB	■														Project team leader	TT
3	Reviewing the current training system and modules of JKKKs	Lessons learned		■													Project team leader	TT and KPLB training division
4	Preparation of the training modules of the one-stop service functions	New training modules			■												Project team leader	TT and KPLB training division
5	Selection of a target area (a mukim in Kudat Division)	Target area selected				■											Project team leader	TT and KPLB
6	Meeting with DO of the target area	Agreement of DO							■								Project team leader	TT
7	Conducting a preliminary workshop and a baseline survey	Current situation of the indicators							■								Project team leader	TT and KPLB training division
8	Training workshops with the target groups	JKKKs trained								■							Project team leader	TT and KPLB training division
9	Simulation workshop	Lessons learned													■		Project team leader	TT and KPLB training division
10	Upgrading and finalization of the training modules	Upgraded training modules														■	Project team leader	TT and KPLB training division

TABLE 2-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 2

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Hjh. Subiah Hj. Laten	Research Unit, JHEWA
Co-leader:	Mohd. Sayuti Abdullah	Assistant Secretary, KPLB
Book-keeper	Daisy Livinu	Training Officer, YUM
Coordinator	Rosmiah Fauzi Rahman	Executive Officer, KPD
Members:	Nemy Ontol	HRD, KPD
	Hjh. Dayang Rayanah Hj. Ag. Hamit	Head of PKT Section, DOA
	Winnie Yee	Local Consultant
	Maimunah Mohd. Shariff	Executive Officer, KPD
	Adeline Chee	Executive Officer, KPD
	Jamilah Lee	Agricultural Officer, KPD
	Jita Gimin	Research Officer, IDS

PILOT PROJECT 3 : UTILIZATION OF UNUSED PRODUCTS AND RESOURCES

*Prepared by Neil N. Sagidon (Local Consultant)
Secretary of Pilot Project 3*

3-1 OUTLINE OF THE PROJECT

Pilot Project 3 aims to train the concerned personnel of the related agencies and extension workers in understanding and disseminating the basic concept of producing daily necessities and handicrafts by utilizing unused resources using traditional skills; currently these unused resources are being thrown away or burned and not economically utilized for livelihood by the rural communities. This concept is not only for reducing waste materials , but also to make officials of the related agencies as well as the community members at large to be aware of the importance of the unused, abundantly available natural resources. The project summary is shown in the Project Design Matrix (PDM) in Table 3-1 and the detailed implementation plan is shown in Table 3-2.

The main activities of the project are:

- (1) Survey on unused resources in the rural area;
- (2) Demonstration and baseline survey in the target villages;
- (3) Monthly training with extension workers and female leaders of the target villages;
- (4) Planning and implementation of a small-scale production and marketing project with the target villages;
- (5) Participation in the “Harvest Festival, Farmer’s Day celebration, etc. and
- (6) To conduct networking and information exchange workshops.

The project is implemented by the Pilot Project 3 Task Force Team, whose activities are being supervised and monitored by the Handicraft Taskforce Team, with The Malaysian Handicraft Development Corporation (PKKM) being the leading agency of the project.

The target groups of the project are the rural women groups selected from Kampong Minyak in Kudat District, Kampong Tarangkapas, in Kota Marudu District, Kampung Pandan Mandamai and Kampung Kalipuon in the Pitas District.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Taskforce Team Members
 - To plan, implement, monitor and evaluate the activities and training
 - Exchange knowledge and skills with the JICA Study Team

- To prepare training programs and materials
 - To facilitate workshops and train extension workers in workshop facilitation
 - To monitor the book keeping and the financial performance
 - To prepare a monthly monitoring report
- 2) Extension workers
- Provide skills and awareness training for the target groups
 - Facilitate workshops
 - To monitor activities and to report progress of the target group during the Task Force monthly meeting.
- 3) Target groups (women leaders)
- Participate in the training workshops
 - Disseminate ideas and the skills of utilizing unused resources,
 - Encourage community members to think and work for livelihood improvement

The monitoring of the project will be carried out by the project taskforce team and the result of the monitoring will be reported to the Technical Committee through the Handicraft Task Force Team.

3-2 MAIN ACTIVITIES

3-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

In order to understand their awareness, livelihood, group activities and locally available resources, Pilot Project 3 conducted the first workshop in Kg Kalipuon with the target groups, who are the women leaders and are interested in joining the project activities in the target villages: Kampong Kalipuon Laut and Kalipuon Darat in Pitas District; Kampong Minyak in Kudat District; and Kampong Tarangkapas, in Kota Marudu District. At their request, the leaders of the target groups invited Pilot Project 1: Gender Task Force to conduct leadership workshops and training for them.

Following the first workshop, the project conducted a demonstration workshop on how to utilize locally unused resources and products; for example, the project demonstrated how to make paper from buntui and banana; candles from bee's wax; and extracting salt from the nipah palm leaves etc. Based on their locally available resources and their own interests, the target groups were given training in paper making and candle making. Currently, the target groups are encouraged to work in a group to improve their skills and products quality.

Their products are expected to be exhibited in the Harvest Festival in May 2003, the

OISCA “antenna shop” in Kota Kinabalu, and KPD Tamu etc. The OISCA “antenna shop” has shown keen interest on the paper products for use in wrapping or making paper bags.

3-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

(1) March 2003 – May 200

It was during this period that the target women groups leaders were called to YUM Training Centre, Kota Marudu to carry out intensive training workshop for two full days, whereby participants from Kampong Pandan Mandamai and Kampong Minyak were required to stay at the YUM Hostel. The local participants from Kampong Kalipuon and Kampong Tarangkapas had an option to stay in or go back after the workshop ended at 4.00 p.m.

The workshop was conducted on a monthly basis for both the paper making groups as well as for the candle making groups. The key issue emphasized through-out the training workshops was to enhance the women capability and creativity in the project they were involved in, for instance, for the candle making group, the women were encouraged to make use of any available resources at their disposal which include amongst them are eggs shell, fruits skin, sea-shells, coconut shells and bamboo tubes designed as candle holders to be marketable. Similarly, the paper making target groups were equally motivated to try out all commonly available resources found in their villages and to make paper out of each and /or a combination of plants fibres using mixing ratios as suggested by the Task Force Team.

As a result of these intensive workshops, it was found out that some women were fast in getting the message to improve quality while others were slower and less enthusiast as they have other priority. As an incentive to all target women groups, the participants were informed that whoever produced quality products, would be invited to exhibits their products at the State Harvest Festival celebration in the month of May 2003 held in Kota Kinabalu. All the target groups showed a significant improvement, however, at the same time a small number of members have decided to forego further training due to family pressure.

Pilot Project 3 Task Force Group planned to increase its training workshops for the target women group leaders in addition to the monthly workshop. The Task Force Team planned and decided a bi-monthly training workshop would be sufficient for each of the four villages involved. Thus, it was programmed to conduct two training workshops for each village every month at the village level for all members; one early in the month and the second one in the fourth week of every month beginning from March 2003. This was decided because a weekly visit was found not practical due to certain constraint such as transportation and drivers availability. It was also a strain to the women in the villages as

they had to attend to family matters as well.

Thus in March 2003, two workshops were conducted on 7th and 8th for Kg Tarangkapas and Kg Minyak women leaders while Kg Pandan Mandamai and Kalipuon was conducted on 28th and 29th, which focused specifically on quality improvement of their paper and honey-candle products. All other training was held at YUM Training Center in Kota Marudu if the village condition did not permit due to distractions which hinder full participation of the women.

Each workshop was attended by local trainers from KPD namely Mr. Japilin Majuma for candle making project and Robert Ronsogit for the paper making workshop. Both are KPD staff with the former based in Kudat and the other is based in Kota Marudu KPD office. Both staff were also instrumental in selecting the target women participants from the respective villages.

Pilot Project 3 Task Force Team gave briefing to 12 extension staff members of DOA Kota Marudu at YUM Training Center on March 27th. This group happened to drop by upon knowing that a paper making workshop was in progress. The group was led by a lady Assistant Agriculture Officer (AAO). They were impressed by the activities of the Pilot Project P3 and indicated their interest by inviting the Task Force to give a talk and practical training on paper and candle making at their DOA office after their superior's approval.

As stated above, the women group leaders were told that whoever produced quality products by the month of May shall be selected as participants in the Harvest Festival exhibition. In addition to this, the Task Force issued to each group leader one set of the basic equipment costing about RM200.00 per set, for them to share among their group members in the village.

However, there was a set back for the Kg Minyak women group because the supply of bee-wax was affected and not much due to low honey production. It was reported that bees predators –the wasps attacked on bees resulting the decline in honey production. Thus, there was a shortage on bee-hives production - the source for bee-wax to make honey candles during the period from March to May 2003.

(2) April 2003

Pilot Project 3 Task Force Team attended the Technical Committee meeting on April 11th. while at same time continued its bi-monthly training workshop at YUM on 15th and 16th April for Kg Pandan Mandamai and Kg Kalipuon women leaders. Kg. Pandan Mandamai was represented by five women while only two came from Kg Kalipuon. A participant from Kg Tarangkapas came over to submit her works. The second workshop was on 29th and 30th April for Kg Minyak and Kg Tarangkapas and was attended by four women and

two women respectively. During this month the Task Force Team sent over a bottle of Air Abu to the Tuaran Agricultural Centre for pH strength verification. This was requested by JICA TEAM SPECIALIST for use in soap making trial, in place of the Caustic Soda crystals which is not advisable for handling by the rural women. However, the result was not immediately available and would only be known the following month.

(3) May 2003

This month saw many activities due to the forthcoming Harvest Festival celebration for 5 days from 27th to 31st May at the Sabah Cultural Center in Penampang. However, The Pilot Project 3 activities continued to carry out its training workshop at YUM Training Center according to schedule on 6th and 7th.May for the Mandamai-Kalipuon Group.

Pilot Project 3 participants also attended the seminar organized by the Pilot Project 9 Task Force in Kudat Public Library Conference Room on May 17th. It was well attended by four participants from Kg Minyak, three from Kg Tarangkapas and three from Kg Kalipuon as well as two women from KEMAS counterpart in Kudat. The meeting was chaired by Mr. Mustapha Alba, the leader of Pilot Project 3, with Mr. Kuroda, JICA Study Team, Mr. Neil, Local Consultant and Mr Sanseh of KPD in attendance. Other Task Force members were unable to attend due to the long week-end considering with the Moslem holiday on May 15th.The Kampong Pandan Mandamai participants were also unable to attend due to communication problem and the short notice on the change of date.

The Task Force was invited by the local DOA, Kota Marudu to give a talk on paper making and honey candle making on May 8th 2003. The talk was conducted at the DOA office attended by the entire staffs, out of them 20 are the Home Economic women demonstrators.

After the seminar in Kudat, Mr. Kuroda and Neil visited the house of Ms. Penny Malingkan, the leader of the women group for Kg.Tarangkapas on May 18th to visit her working place for paper making as well as to see first hand the surrounding conditions. Ms Penny had produced by far the best paper quality made from buntui and kapok and Pilot Project 3 considered her a role model for others. She was selected as an exhibits participant during the Harvest Festival in Kota Kinabalu.

Pilot Project 3 joined Pilot Project 1 Task Force during its visit to Kg Pandan Mandamai on May 19th.and this enable them to inform the selected candidates to attend the Harvest Festival at the end of that month. Pilot Projects 1 and 3 had a common target group in Kg. Pandan Mandamai.

Pilot Project 3 participated in the PUANDESA exhibition during the 5-Day Harvest Festival celebration. Its booth was a major attraction due to its strategic location as well as

its beautiful life-sized decorative plants of banana and buntui. The exhibit by Pilot Project 3 on paper production was the beginning of a new era in paper making from unused resources and products, an environmental-friendly commodity. It attracted the attention of FELCRA officers and the Chairman of Sabah Tourism Board. In fact, during the exhibition, Pilot Project 3 received many request for buntui paper from both the corporate bodies, agencies and private individual specifically with designers back-ground.

Good news is yet to come for Pilot Project 3 women group once quality had been maintained. Arising from this exhibition, the PUANDESA Study has ordered the members of Pilot Project 3 to supply 200 sheet of paper for the coming seminar in October 2003. The Institute for Development Studies (IDS) had also put an order for hundred copies of paper for its seminar program covers end of July 2003. FELCRA, on the other hand, have to wait as it will be for sometime before P3 women group would be able to meet their initial request for 2,000 sheet. At the time of compiling this report, people who saw the exhibits at the Festival had been asking over the phone whether this paper is available now.

The Task Force also received enquiries on the honey candles and this query was passed on to the producers as an incentive for them to produce quality bee-wax candle.

(4) June 2003

P3 Task Force were invited personally by the Chairman of Sabah Tourism Board to exhibit P3 products at the Fruit and Food Festival held at Tanjung Aru Prince Philip Park organized by the Federal Ministry of Culture and Arts.

The Small Scale Project (SSP) was introduced to the target women group, but before implementing SSP, the women must strengthen their group activities and each group must select, among themselves, the leader, sub-leader, secretary, treasurer, purchasing officer and ordinary members. The group formation was supervised by Pilot Project 1 Gender Task Force with Pilot Project 3 assisting where possible. This exercise was carried out in stages beginning with Kg Pandan Mandamai, followed by Kg Tarangkapas, Kg Minyak and then Kg. Kalipuon.

Some participants were not familiar with this system of conducting a project by themselves in a group except those who were already involved in the local JKKK or home-stay activities. Each target group required at least three meetings before it was properly group together and each member understood her own responsibility to the group activity. Kg Tarangkapas, Kg Minyak and Kg Kalipuon are still at the formation stage. Kg Pandan Mandamai was in the implementation stage of their SSP and small amount of fund had been disbursed to the committee treasurer. The SSP begins in June and will reach its cycle in September 2003 and by that time their SSP should be producing something in return.

(5) July 2003

Through out the month of July, The Task Force Team conducted several activities which had earlier been planned as contained in the program for the month of June to September 2003. The first meeting for July was conducted on the 8th, while several workshops were conducted on the 11th at Kampong Tarangkapas and Kampong Kalipuon. The P3 Task Force Team joined P1 Group visit to Kampong Pandan Mandamai the next day, July 12th.

On July 18th.a visit to check and assess the progress of the SSP at Kampong Minyak groups was conducted, then on July 21st.the Task Force Team visited Kampong Gurontung to have a diolgue to find out the women group needs. However, this kampong had been organized under the local DOA and so P3 Task Force Team did not form a group there but assured the village women that this Team will assist DOA. The next day on 22nd.July, P3 participants and Task Force Member joined the One-Day Seminar on Pricing and Marketing at YUM training Centre organized by P9 Task Force Group. The Task Force attended The Technical Committee on July 23rd. in Kota Kinabalu. Another visit to monitor the SSP at Kg. Minyak was conducted on 26th.July. Again the Task Force Team left for Kota Marudu on 28th.to prepare for our participation in the IDS organized seminar on the next day 29th.whereby the P3 Team Leader was invited to present a paper on the Utilization of Unused Resources and put up P3 products as exhibits material for the seminar participants to know JICA's activity towards helping women in the rural to be an entrepreneur.

(6) August 2003

August was another busy month for the P3 Task Force as they have to forego their weekend as they were invited to participate in the Farmer's Day Celebration held in Papar on 24 to 26th August, where PUANDESA successfully not only exhibited but started selling its products to the public such as the Dry Seaweed, P6 products, and P3 Bookmarks and bags and candles. P3 products were also exhibited at the launching of the Homestay program Kudat region at Kg Minyak. From 5th to 7th, P3 participants were invited to participate the Packaging Seminar cum Workshop at YUM Training Centre organized by the Malaysian Handicraft Corporation (PKKM). The schedule of visits and workshop continued during the month for all target villages. The P3 Task Force had to join the P1 Task Force on its visit to Pandan Mandamai on Saturday as well.

This month saw the Technical committee went on a Study Tour of successful entrepreneurs in Tawau and Semporna. Places of site visited were excellently coordinated by DOA, Tawau and DOF Semporna. The group visited a successful women carrying out a diversified economic activity but mainly tailoring, while another one produces amplang for

the local market. The third visit was to the seaweed farm at Lok Butun, Bumbum Island, under Project 4 of JICA Study Pilot Project and wrapped the tour with a visit to a private seaweed factory in Semporna.

(7) September 2003

This month saw less activity than usual. A group Study Tour from September 17th to 22nd went to the Philippines with two Project 3 women participants from the rural area chosen together with one Task Force member from SPS. Preparation was focused on the Evaluation Conference on October 7th and 8th in Kota Kinabalu.

For the first time, P3 and P1 Task Force Group conducted its monthly meeting at YUM, Kota Marudu on Sept. 11th to enable all the extension staff involved in JICA Pilot Projects to attend without them having to travel all the way to state capital.

The Task Force also took time to visit Kg Tarangkapas Small Scale Project site and Kg Kalipuon, after the meeting, mainly to inform participants to the Evaluation Conference from the two villages before returning to Kota Kinabalu. On September 15th, P3 Task Force member attended a seminar cum workshop for P9 Task Force at KPLB on September 25th, and the local consultant had to collect P3 invitation cards from Kampong Tarangkapas for printing of logo before distribution to the invited Evaluation Conference in October.

(8) October 2003

Some P3 Task Force member together with some member from the P1 Gender Team accompanied the RTM TV crew to Kota Marudu and Kampong Minyak to shoot a film documentary on Pilot Project P3 activities on paper and candle making. P3 Task Force and nine women under P3 Task Force attended The Evaluation Conference from 7-8th October at the Promenade Hotel organised by JICA Study Team. A meaningful meeting participants who attended the conference were grateful for such an exposure to listen to reports and findings from other Pilot projects carried out for the rural women.

P3 Task Force was invited to place exhibits at the conference venue during the two-day meeting. OISCA Antenna Shop also invited P3 Local Consultants to place exhibit of paper and candle products at its shop in Karamuning Shopping Complex on October 13th. P3 Task Force Team attended a half-day conference at Beverly Hotel with the aim of providing input for the final Master Plan report. The Task Force is in the process of making the necessary arrangement to conduct paper making workshop at PKK M premises and 25 staff are expected to attend. The local consultant had made arrangement to call two women from Kampong Tarangkapas to assist in the paper-making demonstration under PKK M sponsorship.

At the time of writing this report we received order from our OISCA Tenom for 100 pieces of paper invitation cards.

3-3 FINDINGS OF POST-EVALUATION AND LESSONS LEARNED.

From the month of March to May 2003, many lessons were learned as follow:-

- (1) The increase in the number of training workshops and visits had shown some quality products improvement from groups as well as individual performance. This was true to participants from Kg Tarangkapas, Kg Minyak and Kg Pandan Mandamai who had attended most of the workshop training conducted at YUM Training Center.
- (2) Participants who neglects attending the training workshop organized for them, such as those selected women group leaders from Kg Kalipuon by DOA and KEMAS did not perform as expected. They did not make use of the equipment issued to them. Therefore the other interested members in the same group were deprived of the use of the equipment, which needed to be solved through the coordination of the Task Force. Thus, this group were way behind on paper making in spite of the fact that they were the first group to see paper making demonstration carried out by the JICA Study Team Specialist, Mr. Kuroda.
- (3) Some of the trained group leaders failed to form a group at village level because when they invited their potential members for training, they were always busy with their own chores.
- (4) The Harvest Festival had provided a good venue to introduce the new commodity - the buntui paper- for the first time to the public.
- (5) Pilot Project 3 Participants gained valuable experience during the festival demonstration on paper making giving them more confident in speaking. The guided tour to a number of handicraft shops in Kota Kinabalu had also opened up their mind of the wide varieties of handicraft available in the market.
- (6) Participants had the opportunity to meet face to face with potential customers for their products during the 5-day carnival.
- (7) The husbands of the women participants were expecting immediate cash income from the workshop training caused their wives to leave the project activity, without realizing that it takes time and effort as well as patience in order to produce quality products. There is no short-cut to get good paper pieces. It took three months for a lady participant from Kg Tarangkapas to come up with exceptionally good quality paper at her own creativity to produce good mixtures of buntui-kapok fibers.

- (8) The women were able to learn from group discussion about their capability.
- (9) The women had learned to think for by themselves when pressured to think for their proposed Small Scale Project implementation. They realized that their individual knowledge is limited. In fact, many were happy to learn from their group members, who know more about the traditional skills and the costing of basic items necessary for their activities.
- (10) Women performance and ability to learn new technique is dependence upon her level of education.
- (11) By and large, women target group became more active and confidence in speaking after going through a series of group participatory workshop training at village level.

3-4 FUTURE STEP

Project of Utilization of Unused Resources and Products have attracted attention from both the private as well as from the public sectors as a result of the various participation in exhibition such as the Harvest Festival end of May 2003, the Fruit festival in Tanjung Aru in of June and Farmer's Day celebration held in August 2003. Being a new product, especially paper made from unused resources, government leaders and officers had surprisingly shown keen interest and assured that they would be ready to assist wherever possible to have the project continued as this project could assist the rural women to generate income from unused resources abundantly found in their village surrounding.

The success of Pilot Project 3 has proven to be beneficial to the stake-holders and the target women group. It is the fervent hope of JICA that PUANDESA would continue to expand. But in order for the project to be sustainable, government agencies involve in the continuation of the activity must redouble their effort to train more extension staff to carry out this project to some other parts of Sabah, wherever supply of the raw materials are in abundance. The existing groups should continue to be monitored and given encouragement to produce more paper to meet market demand. They should also be exposed to international market by having their products exhibited and promoted at international exhibition through STPB and / or Trade Road-Show.

While the government would provide basic infrastructures for the rural women such as electricity and roads, the private sectors can play their parts by investing on it by providing market outlets for these new products especially those involve in the tourism industry.

The producers on the other hand need to be market- oriented and must 'Think global but Act Local.' They must produce sufficient quantity to meet increasing demand at competitive price yet still make some amount of profit to enable them to expand their

enterprise, without compromising on the quality and attractiveness of the products. In order to ensure sustainable source of raw materials the producers must not overlook the importance of replanting those plants as source of raw material.

However, both the producers of the commodity and the consumers of the semi-finished products must not limit themselves to the existing products in the market. They must be ever-creative to use whatever unused natural resources and agricultural by-products to produce something of value at minimum cost and minimum impact on the natural environment. This project should also be instilled among the younger generation by having this project taught at school, on the economic importance of 'Utilization of Unused Resources and Products.' It is hoped that when production has improved and products are readily available, then, the future for this paper products to replace plastic paper bags in the market is not impossible to achieve through government legislation on the use of non-biogradable material.

Thus, the future is definitely challenging as well as bright for the Utilization of Unused Resources and rural settlers would gain much from it as they would not have to migrate to the urban in search of work; as work is available at hand in the very village they live in; they only need to learn to appreciate and love the gift of nature around them and use them wisely for economic benefit.

TABLE 3-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 3 (AS OF 28 FEBRUARY 2003)

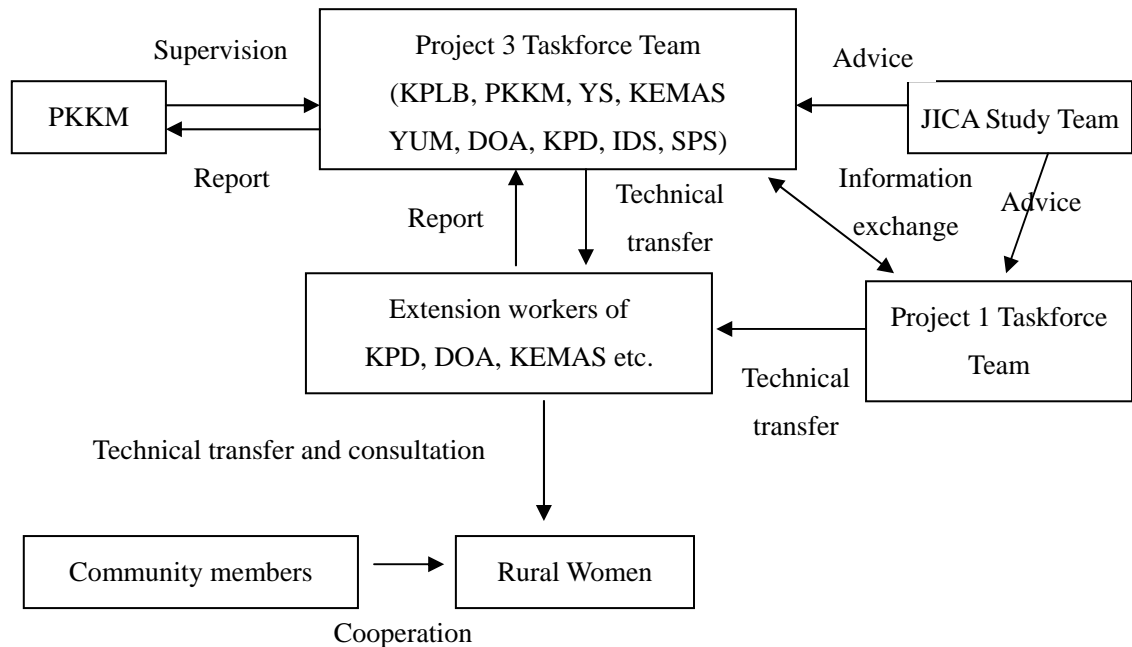
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL: The rural women in the target villages are to understand the importance of utilization of unused resources and to promote their own projects and activities.</p>	<p>1) No. and types of activities conducted by the target rural women groups 2) Extent of women's understanding about the utilization of unused resources</p>	<p>1) Focus group interview with the target women groups 2) Focus group interview with the target women groups</p>	<ul style="list-style-type: none"> • Related agencies are to continue to support the rural women's agro-related activities
<p>PROJECT PURPOSE: Extension services are to be strengthened for disseminating the concept and the basic skills of utilization of unused resources and of production of daily necessities and handicrafts to the rural women in the target villages.</p>	<p>1) Qualitative and quantitative improvement of extension services among the target extension workers 2) Areas covered by the target extension services related to the utilization of the unused resources</p>	<p>1) Interview with the target extension workers 2) Interview with the target extension workers</p>	<ul style="list-style-type: none"> • The rural women in the target village are to well accept the skills and information provided by the extension services.
<p>EXPECTED OUTPUT: 1. The target extension workers trained and having experience of practicing the approaches of production of handicraft using unused resources. 2. The rural women leaders in the target villages trained in producing daily necessities and handicraft using unused resources.</p>	<p>1-1) Frequency and period of extension workers' training 1-2) No. of extension workers trained 1-3) Extent of understanding of the extension workers 2-1) No. of rural women leaders trained 2-2) Extent of rural women leaders' interest in the unused resources</p>	<p>1-1) Project monitoring report 1-2) Project monitoring report 1-3) Focus group interview 2-1) Project monitoring report 2-2) Focus group interview</p>	<ul style="list-style-type: none"> • The project approaches are to be well utilized by the extension workers and staff members.
<p>ACTIVITIES: 1-1 Survey on unused resources 1-2 Designing of training program 1-3 Demonstration with extension workers 1-4 Monthly training of the female leaders 1-5 Implementation of a small-scale project 2-1 Selection of the target villages 2-2 Monthly training of the female leaders 2-3 Implementation of a small-scale project 2-4 Networking of women's groups</p>	<p>INPUT: [SABAH SIDE] 1) Personnel expenses 2) Communication 3) Expenses for meetings [JICA SIDE] 1) Fee for local consultants 2) Expenses for training and workshops 3) Cost for a small-scale project</p>	<ul style="list-style-type: none"> • The rural women is interested in the project activities. • The community members are to accept the project. <p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • DO and JKKs are to support the project. • Related agencies are to support the project. 	<ul style="list-style-type: none"> • The rural women is interested in the project activities. • The community members are to accept the project. <p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • DO and JKKs are to support the project. • Related agencies are to support the project.

TABLE 3-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 3 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation	Agreement Detailed plan	■														Project team leader	Taskforce team (TT)
2	Survey on unused resources in the rural area	Current conditions of the unused resources	■														Project team leader	TT
3	Designing of training program and activities	Training program and activities	■														Project team leader	TT
4	Selection of the target villages	Target villages selected	■														Project team leader	TT
5	Demonstration with the extension workers in Kota Kinabalu	Extension workers educated	■														Project team leader	TT
6	Demonstration and baseline survey in the target villages	Result of the baseline survey	■														Project team leader	TT
7	Monthly training with extension workers and leaders of the target villages	Extension workers and leaders trained		■	■	■	■	■	■	■	■	■	■	■	■	■	Project team leader	TT and extension workers
8	Mid-term evaluation and planning of a small-scale production/marketing project with the target villages	Plan of a small-scale project							■								Project team leader	TT and extension workers
9	Implementation of the project	Project implemented							■	■	■	■	■	■	■	■	Project team leader	TT and extension workers
10	Dissemination of the basic concept and skills through the workshops in the other villages	Extension of the basic concept and skills								■	■	■	■	■	■	■	Project team leader	TT and extension workers
11	Participation in the "Harvest Festival"	Information exchange												■			Project team leader	TT
12	Conduct an networking and information exchange workshop	Rural women's network														■	Project team leader	TT, extension workers and target groups

TABLE 3-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 3

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Mustafa Alba Hj. Ibrahim	Deputy Director, PKKM
Co-leader:	Abdul Hamid Sani	Deputy Managing Director, YUM
Book-keeper	Sanseh Masi	Administrative Officer, KPD
Members:	Ghani Haji Affandi	Dept. Head, Yayasan Sabah (YS)
	Hajah Dayang Rayanih Hj. Ag. Hamit	Section Head, DOA
	Mohd Sayuti Abdulah	Assistant Secretary, KPLB
	Asnah Haji Tahil	Senior Supervisor, KEMAS
	Benjamin Subinon	KPD Kudat & Kota Marudu
	Rita Kimlan	Regional Manager, YS
	Damarin Munsing	Assistant Regional Manager, YS
	FredSatimin Gumbaris	Agriculture Officer, DOA Kudat
	Encik Majunting Milundun	Branch Manager, YUM Kudat
	Linda Mogesal	KPLB
	Encik Bindai Sandau	Branch Mgr., YUM Kota Marudu
	Abdul Latif Hamid	Agri. Officer, DOA Kota Marudu
	Tawith Sungkit	Regional Manager., YS
	Blasius Duasa	Agri. Officer, DOA Pitas
	Encik Nobeen Manggong	Branch Manager, YUM Pitas
	Fiona Lee	Sri Pelancungan (SPS)
	Anthony Kiob	IDS

PILOT PROJECT 4 : SEAWEED CULTURE AND PROCESSING

*Prepared by Dr. Ahemad Sade from DOF
Leader of Pilot Project 4*

4-1 OUTLINE OF THE PROJECT

DOF has achieved good results on the seaweed culture and processing project in Semporna. The project was introduced to the families of the fishing villages, however the main target of the training and supporting programs were men, heads of the families, although some of the activities were done by rural women. The project needs to bring more focus to rural women's better involvement in the project: equal accessibility to the economic resources and reasonable profit sharing.

DOF plans to develop a model case of seaweed culture and processing for rural women and apply it to increase income for rural women by spreading it to the other area. It is approved that seaweed culture and development of preserved seaweed food is one of the possible activities for rural women even though their income have not been increased because of the limitation of market channel. The project has two components: culturing and preserved food processing. As concept of the pilot project, culturing should have higher priority for income generation, while preserved food processing has a meaning for value adding. It is expected to promote seaweed culture and processing project which is appropriate for poverty alleviation in Sabah.

The objectives, the target areas and the target groups of the project are as follows:

1) Objectives

- to develop appropriate system for skills for seaweed culture, processing, sales and management for rural women and its extension system;
- to enhance DOF's extension system; and
- to improve business and community management system.

2) Target Area

The target areas include Kampung Look Butun and Kampung Gelam-Gelam of the Bum-bum Island, Semporna. Kampung Look Butun and Kampung Gelam-Gelam are the center of seaweed culture in Semporna area and close to main land.

3) Target Group

The target group of the pilot project is 20 women of Kampung Look Butun

and Kampung Gelam-Gelam of the Bum-bum Island, Semporna. The group consists of two sub-groups with 10 members each, as Team Tekun (meaning “dedicated working”) and Team Rajin (meaning “hard working”). The outline of the target group is shown in Table 4-3.

Table 4-3: Outline of Target Group Members of Pilot Project 4

Group Member	Family Member (persons)	Family Income (RM/M)	Income Ratio from Seaweed Culture	
1	A	4	700	0.80
2	B	6	700	0.90
3	C	5	500	0.80
4	D	9	650	0.80
5	E	11	700	0.80
6	F	3	350	0.80
7	G	9	800	0.80
8	H	6	850	0.75
9	I	3	500	0.90
10	J	8	700	0.80
11	K	4	500	0.80
12	L	11	600	0.80
13	M	5	450	0.80
14	N	8	400	0.80
15	O	7	400	0.90
16	P	6	400	0.80
17	Q	5	450	0.80
18	R	6	400	0.90
19	S	5	400	0.80
20	T	6	750	0.80
Average	6.35	560.00	0.82	

(Data source: questionnaire survey by Pilot Project 4)

The major components of the pilot project are culturing and selling seaweed and generating more income for the group members.

(1) Seaweed Culturing

Major component of the project is seaweed culturing. Almost all of the dried seaweed produced in Semporna is being bought by the local factories. The current production of the local dried seaweed can meet only 1/3 – 1/4 of the factories’ demand. Therefore, seaweed culturing is one of the most promising businesses in the area.

Seaweed culturing of the pilot project is being conducted by the target groups of rural women. The activities include a) seeding, b) cultivation, c) harvesting, and d) drying.

(2) Development of Preserved Food

After post harvest treatment, seaweed raw products will be ship to local factories for secondary processing. The dry seaweed will be washed again to remove debris and under go alkali digestion to remove the seaweed fibers. The remaining gel is filtered out and then dried. After drying, the gel is pulverized to a power form. The final product is an industrial grade semi-refined carrageenan powder.

In the original proposal, the project will develop technology for semi-processing of harvested seaweed to aim value adding. Seaweed processing under the pilot project may include processes as washing, chemical treatment, chopping, semi-refine. However, after discussion with one of the processing factory, it was felt that perhaps additional post harvest processing may not be appropriate nor economically feasible for the project implementation. The main constraint will be the expected scale of seaweed production from the project operation does not justify economic processing other than the present simple sun dried seaweed. The factory suggested that it will be more realistic to encourage the project to intensify culture production of seaweed which is definitely feasible.

Nevertheless, the development of seaweed product for local market for home consumption remains as an alternative income generation for the project. Plans will be formulated to address the feasibility of producing pickles, salted and dried seaweed for home consumption.

(3) Improvement of Awareness

Through group working, regular meetings and workshops, awareness of group members will be improved.

(4) Knowledge Transfer

The overall project operation is coordinated by the pilot project taskforce team with the inclusion of the Semporna District Officer who is the official head of the district administration. The JKKK (Village Development committee) of Kg. Look Butun and Gelam Gelam acts as the local coordination and advisory body.

The roles and responsibility of the related individuals and agencies are as follows;

1) Taskforce members

- Plan, implement, monitor and evaluate the activities and training
- Exchange knowledge and skills with the JICA Study Team
- Prepare training programs and materials
- Facilitate workshops and train extension workers in workshop facilitation
- Monitor the book keeping and the financial performance
- Prepare a monthly monitoring report

- 2) JKKK
 - Coordinate between Task Force Team, DO and Group Leader
 - Monitor project implementation and progress
 - Monitor accounting book and project's properties
 - Assist in the preparation of monthly report by groups
- 3) Extension workers
 - Technical supports during project implementation
 - Facilitate workshops
- 4) Group Leader and Co-Leader of the Target Groups
 - Manage project's properties
 - Responsible for the team workers (discipline, cooperation, etc)
 - Responsible for project implementation
 - Responsible for accounting book (Preparation and updating)
 - Preparation of a monthly progress report from groups, detailing all seaweed culture activities and other group activities

In addition, a list of terms and conditions were established for the safe keeping of the project properties;

- All project's properties belong to the Department of Fisheries Sabah
- All materials and equipments provided for this project is under the group responsibility
- Any damage or lost should be reported directly to the JKKK by the leader and the JKKK should report to the DOFS Task Force Team immediately prior to take any proper action by the DOFS Task Force Team

4-2 MAIN ACTIVITIES

4-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

(1) Taskforce Meeting

Four taskforce meetings were hold in September and October 2002, on Sept. 20, 24, Oct. 3 and 9, 2002. Through the series of the meetings, followings were discussed and confirmed; taskforce members, project purpose, project site, target group, implementation plan (concept, schedule, budget, etc.), procurement plan, monitoring plan, etc.

(2) Site Visit

The taskforce team members visited the project site 7 times during the phase 1. The main purpose of the site visits are 1) meeting with DO; 2) target group selection; 3) kick-off workshop; 4) inspection of delivered equipment; 5) discussion on seeding schedule; 6)

meeting with the target group members, 7) technical instruction; 8) motivation and accounting seminar; and 8) monitoring and mid-term evaluation.

(3) Workshop

A workshop for target group was held on Oct. 7, 2002 at the DOF office Semporna. The participants are the 22 women, target group candidates, and the JKKK of the Bum-bum Island, the DOF and KPD staff members including extension workers of Semporna, the taskforce members and the Study team. The purpose of project, member grouping, project implementation and activities, schedule, etc. were discussed and confirmed.

(4) Procurement

Based on the quotation survey was made, the following procurement plan was prepared. The 1st purchase order was made in October and delivered in October-November 2002. The 2nd purchase order is scheduled in February-March 2003. Additional supply and equipment and facility are necessary to expand the seaweed culture farm to the full 20 acres.

1st Procurement		
1	PE rope, 6mm	220 rolls
2	Raffia rope	200 rolls
3	Plastic bottle float	2,200 pcs
4	Wood stick, 2"x2"x16ft	440 pcs
5	Seaweed seed	60,500 pcs
6	Harvest boat, 15ft	2 units
7	Outboard engine, 15Hp	2 units
8	Accessories for boat	2 sets
9	Seeding boat, 13ft	10 units
10	Seaweed drying platform	1 unit
2nd Procurement		
11	PE rope, 6mm	60 rolls
12	Raffia rope	200 rolls
13	Plastic bottle float	5,000 pcs
14	Wood stick, 2"x2"x16ft	200 pcs
15	Seaweed drying platform (additional)	1 unit
16	Seaweed storage shed	2 pcs
17	Preserved food processing equipment	1 unit

(5) Installation and Seeding

Equipment of 1st procurement were delivered at the site and inspected by DOF Semporna. The group members installed culturing farming ropes in two times, October and December 2002, totally 110 lines. Harvest boats (2 units with engines and accessories) and Seeding

boats (10 units) are delivered at the site and handed over for the group members.

Culturing farming ropes for 2nd procurement will be installed in March 2003, the full scale of operation will be available in 220 lines.

(6) Production

The trial harvest was in December 2002 for 40 lines seeded in October 2002, and 2nd harvest was in January and February 2003 for next 40 lines seeded in December 2003.

(7) Harvesting

The target production of seaweed from 110 lines was expected to be about 68,750 kg in 2 months (equivalent to 7,525 dry weed as well as 15,000 kg seedlings for replanting). If the expected production of dry weed is realized at 20mt, it is extremely successful.

- 1) 40 lines planted (4 acres) in Nov 2002
- 2) Harvested in Dec 2002, 700kg dry seaweed (5,000kg wet), apart from 6,000kg wet seaweed for subsequent planting. Initial seed purchased was 6,000kg.
- 3) Dec 2002: A total of 110 lines planted (70 new lines), 9,000 kg additional seed purchased
- 4) March 2003: Expected production of 20mt dry seaweed and sufficient seed for replanting to more than 110 lines

4-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003) (NEED UPDATE)

(1) Monthly Visit and Monitoring the Progress of the Seaweed Project on Site

In the early month of March 2003, approximately 8MT of dried seaweed was produced at the price range of RM1.80-RM2.00. The total dried seaweed production up to end of March was more than 30MT. To date a total of 230 lines have been planted and regular harvesting has been carried out. The dried seaweed has been sold 2-3 times per week with approximately 1-2MT per batch regularly. White color dried seaweed which is suitable for human consumption is also being produced in small quantity based on small market demand.

The total production of dried seaweed till end of March 2003 was 44.47MT valued at RM80,046 which was harvested from the total of 260 lines. It was expected to produce approximately 20MT of dried seaweed in the month of April 2003 from a total of 110 lines which have been replanted from February 2003. However April production was lower compared to our estimation due to the seasonal disease outbreaks, locally named 'Ais-Ais'.

Based on our record, the total production of dried seaweed in May was estimated approximately 5MT only. However the group has been diversified their income generation

through selling seeds to local farmers at the price of RM0.50/kg. Total production of seeds for selling was approximately 3MT. This situation maybe continued until the end of 'Ais-Ais' outbreaks, expected by the end of June or early July 2003.

The total production for dried seaweed in June, July, August, and September 2003 was 5.63 MT, 9.70 MT, 8.75 MT and 12.51 MT, respectively. The total production and value for each respective month are shown in the table as below:

Month	Quantity (MT)	Value (RM)
March 2003	6.72	RM 12,096.00
April 2003	4.32	RM 7,776.00
May 2003	5.22	RM 9,396.00
June 2003	5.63	RM 10,134.00
July 2003	9.70	RM 17,460.00
August 2003	8.75	RM 15,750.00
September 2003	12.51	RM 22,518.00
Total	52.85	RM 95,130.00

The production for October 2003 is expected to be increased since the disease outbreaks is no longer exist and the participant has been fully concentrated in planting seaweed.

(2) Second Workshop on Awareness and Motivation

This second workshop was held in the Look Butun community hall from 27-28 March 2003, which involved all of the 20 participants. The objective of this workshop was to emphasize on self motivation and awareness among women groups and to practice group discussion as a team in making a future plan and feasibility of that plan. The task force team consisted of three from DOF, two from KPD including Pn. Nemy Ontol and Pn. Hjh Subiah Laten from the Women Affair Department jointly conducted this workshop.

(3) Third Workshop on Group Fund Management, Individual and Group Book keeping and Introduction to the Roles and Importance of Association

This short workshop was conducted in the Look Butun community hall on 7 June 2003. This workshop was more on verifying and explaining the importance and roles of each members of the group in materializing their common goal which is to have a sustainable and dynamic project through their association/corporation. Establishment of the group fund and the main purpose of this fund in future plan was again explained and emphasized during this workshop.

(4) Regular Discussion with JKKK, Leader and Sub-Leader, Extension Workers and Taskforce Team in Semporna

The purpose of this regular discussion is to get and share any latest information from members which relates to this project as well as to dissolve any problem may arise during the implementation process and updating and planning of the next activities (e.g. Participation in State Level Harvest Festival in May 2003).

During our previous meeting in June 2003, most of the topic discussed was on the roles of Taskforce team particularly from the DOF after the pilot project completed by Feb 2003. It was agreed by all members from DOF to continue monitoring and supervising this project. This should be done at least twice a month regularly.

(5) Inspection and Confirmation on the Completion of Additional Procurement of Materials

Based on our previous discussion with the group, some additional procurement of materials was required in order to meet our target for 220 lines of seaweed such as ropes, used plastic bottles and wooden sticks. Other facilities such as drying platform, storage shed for dried seaweed and some basic items and materials for processing and packaging of dried seaweed and seaweed pickles was delivered and completed accordingly.

(6) Preliminary Project Activities on Processing and Packaging of Seaweed Pickles and Dried Seaweed

Preliminary activity focused on processing and packaging of seaweed pickles and dried seaweed was conducted in the first week of May 2003. There were six different recipes of seaweed pickles was produced and packed in the screw cap glass bottle. Each recipe was packed in triplicate, whereby one bottle was stored in refrigerator and two bottles stored in room temperature. Each glass bottle was labeled with date of packaging, recipe no, and storage condition. The objective of these activities was to study the shelf life and organoleptic evaluation for each pickle for 1-2 week interval.

Preliminary organoleptic evaluation on each recipe showed that the shelf life of all pickles stored in room temperature was around 2 days only. For each recipe stored under refrigerator was found to be in good taste and acceptable even after 1 month storage. As a result only 5 recipes were decided to be displayed and promoted during the Harvest Festival.

The final label to be used for dried seaweed was designed for 500 gm/ pack each and the price for each product was RM6 (ordinary color) and RM8 (white color) per pack.

The final label which includes the PUANDESA logo, ingredients and nutritional facts of seaweed was produced and applied during the Harvest Festival recently.

(7) Participation in PUANDESA Exhibition during the Harvest Festival

There were five members all together from Semporna was invited and involved during the Harvest Festival. They were the JKKK of Kg. Look Butun, leader and co-leader of the group and two extension workers from Semporna Fisheries Office.

Four different types of seaweed pickles and two types of dried seaweed were displayed and sold during that festival.

Under the Pilot Project 4, some selected pictures of project activities, introduction and summary of the progress report of the project, nutritional facts of seaweed and picture of various seaweed based products were also exhibited during the festival.

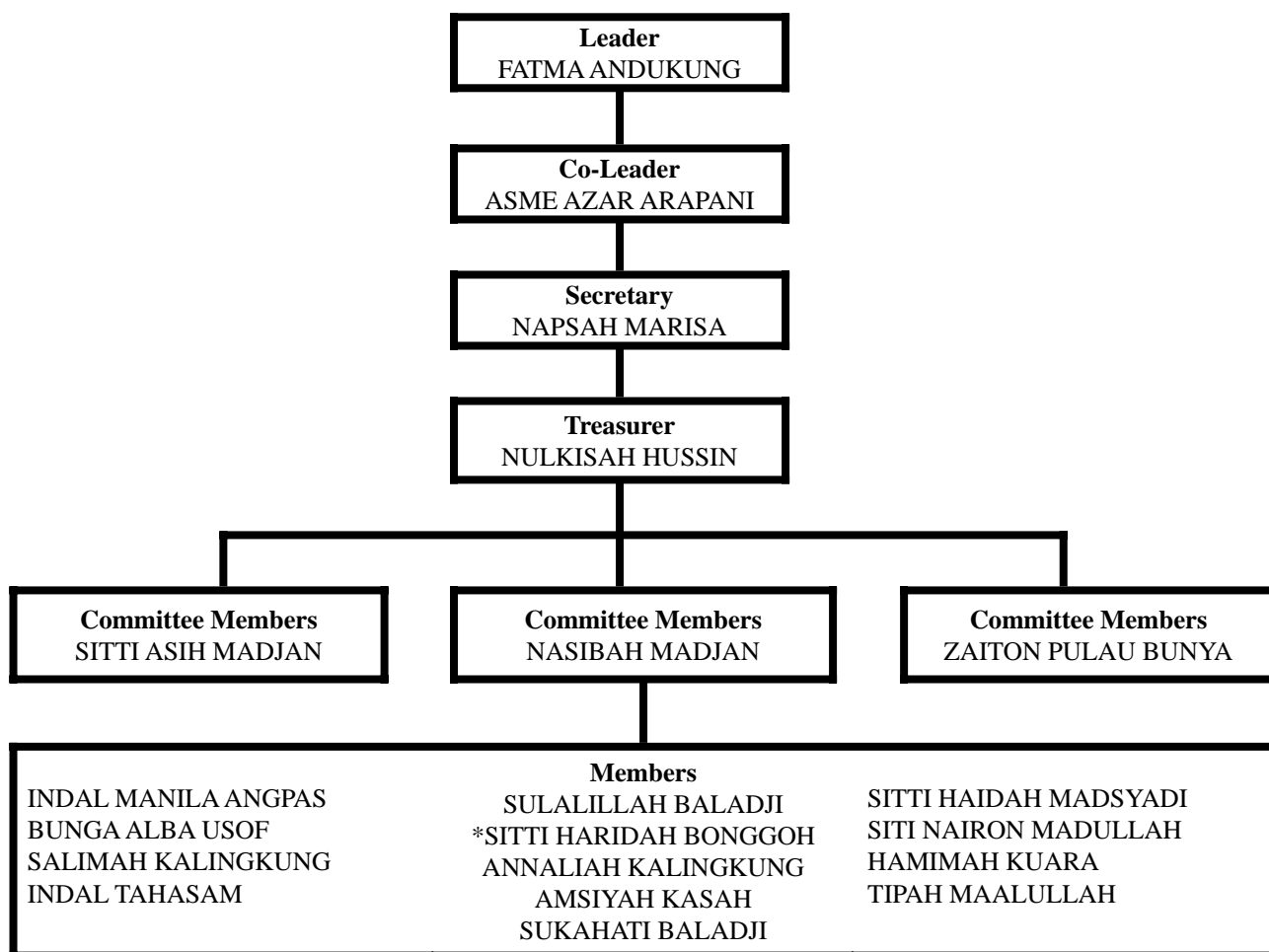
Based on our observation and evaluation, we had received a very good response from various discipline and background of visitors throughout the exhibition.

(8) Participation in PUANDESA Evaluation Conference in Promenade Hotel, Kota Kinabalu

This conference was held in Promenade Hotel from 7-8 October, 2003. A total of ten participants from P4 project and five extension workers were involved during this conference. Three papers were presented from this P4 project comprising of paper from team leader, extension workers and representative from P4 group. In general, a numbers of findings, lessons learned and recommendation have been brought up and found to be very useful and vital in order to ensure the successfulness and sustainability of this pilot project. Sample of dried seaweed packed in 500 gm and labeled with PUANDESA logo was displayed and sold during that conference.

(9) Restructuring the organization

The group was restructured whereby the two sub-groups had been regrouped again and selection of their leader, co-leader, and secretary, treasurer, and committee members was carried out in 7-9 July, 2003 under the specific workshop. This was held in DOFS's office in Semporna and all participants were invited and attended the meeting cum workshop. The roles of each selected members and rules and regulations pertaining to their group fund and assets management was also verified and agreed among them. The new organization structure as shown below;



* Note: This member passed away recently in October 2003 at the age of 36

4-3 FINDINGS OF POST EVALUATION AND LESSONS LEARNED

- (1) Understanding the roles and the importance of each members of the group and spirit of co-operation, should be strengthened and applied among them.
- (2) Setting up the group fund, the ideal mechanism for managing the fund, and implementation of effective profit sharing should be emphasized and closely monitored and supervised.
- (3) To develop and strengthen the group capability in setting up their future direction and management of their group by themselves in more organized and effective way.
- (4) Since only two of the participants has the capability to read and write therefore some efforts are really needs to teach them at least to understand a basic number and letters and capable to read and write. Subsequently this will help them to do their own book keeping.

- (5) Although the participants have been exposed on group management and understanding of their roles, efforts on monitoring and learning from the taskforce team is vital and should be implemented continuously from time to time.
- (6) It was observed and found out that the training course provided to the extension workers of P4 was useful and helpful to strengthen and enhance their capability in implementing this pilot project with more effective approach.
- (7) Natural and seasonal occurrence of seaweed diseases every year was found to be the main factors that badly affected their seaweed production. As the consequent their income will be declined and shortage of seeds supply tends to become another problem during planting season.
- (8) In general it was observed that the participant becomes more confident and brave enough to address their idea, view, recommendation or any problem encountered after a few series of workshop they have attended. They also found to be more cooperative and interactive during a workshop or meeting which is totally a contrast situation observed during the first meeting.
- (9) Overall, all the participants have shown a positive changed on their mind setting towards the future of this project and they have shown a strong commitment to ensure the objective of this project will be achieved successfully in the future to come.

4-4 FUTURE STEP

- (1) The DOFS will continue to support and monitor the progress of this pilot project and will ensure the mechanism or approach applied in this pilot project to be expended or implemented to the other group either from the same village or to the other village.
- (2) The extension workers and taskforce team in Semporna will continue to carry out their own roles such as weekly visit to monitor, collect data and provide technical service to the participants; attending the group meeting as observer and give advice whenever necessary; disseminate latest information related to seaweed; and auditor to the group's book keeping.
- (3) The management of group's fund will be managed by the participants through their selected leader and treasurer but will be closely monitor by DOFS. The taskforce team has the responsibility to ensure that 20% from each selling will be contributed to the fund in order to ensure the target will be achieved (at least RM80,000) by end of 2004.

- (4) Another meeting cum workshop will be held which all participants and taskforce team including extension workers will be invited. The objective of this meeting is to setup the loan committee, identify the structure and mechanism of the loan committee and to come out with rules and regulations for managing their fund for loan purposes (specifically for seaweed culture).
- (5) Some elements of Research and Development (R&D) will be implemented in this pilot project. One example is to look into the drying process on how to accelerate the drying process without affecting the quality of the end product and to come out with more practical way in producing the white colour dried seaweed.
- (6) Collaboration with the relevant agency and department will be strengthening in order to ensure the successfulness and sustainability of this project. KPD will play their vital roles in promoting human resource development among the participants. Application of fund for future planning operation from the Ministry of Rural Development Sabah will be taking into consideration.

TABLE 4-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 4 (AS OF 28 FEBRUARY 2003)

PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTION
<p>OVERALL GOAL : Seaweed culture and processing projects are to be expanded to other fishing villages beyond the pilot site by utilizing the development model.</p> <p>PROJECT PURPOSE : Income of the target rural women group is to increase and the group activities for improving living conditions in their community is to be strengthened through implementation of seaweed culture pilot project</p>	<ol style="list-style-type: none"> 1) Utilization of development model by rural women 2) Income generation by utilizing development model 1) Income generation of target women group 2) Group activities 2-1)Regular meeting 2-2)Workshop 2-3)Problem solving 	<ol style="list-style-type: none"> 1) Activity report 2) Sampling survey 1) Income statement 2-1)Meeting record 2-2)Activity report 2-3)Performance survey 	<ul style="list-style-type: none"> • Activities are to be carried on by the related agency (DOF). • The development model is to be accepted and utilized by the other fishing villages.
<p>EXPECTED OUTPUT :</p> <ol style="list-style-type: none"> 1. Seaweed culture and post harvest treatment is obtained for appropriate implementation by women of target group. 2. Effort for income generation is made by the women of target group 3. Business and community management system is developed for the women group. 4. Capacity of DOF and other related agencies are strengthened 	<ol style="list-style-type: none"> 1-1) Seaweed production 1-2) Seaweed production activity 2-1) Development of preserved food 2-2) Quality/cost of products to meet for market needs 3-1) Work cooperation system 3-2) Positive attitude of participation 4-1) Number of trained staff 4-2) Gender consideration of staff 4-3) Level of dissemination activities 	<ol style="list-style-type: none"> 1-1) Production record 1-2) Performance survey 2-1) Performance survey 2-2) Production record 2-3) Questionnaire 3-1) Questionnaire 3-2) Monthly report 4-1) Monthly report 4-2) Questionnaire 4-3) Questionnaire 	<ul style="list-style-type: none"> • Market needs of processed seaweed product are to be stable.

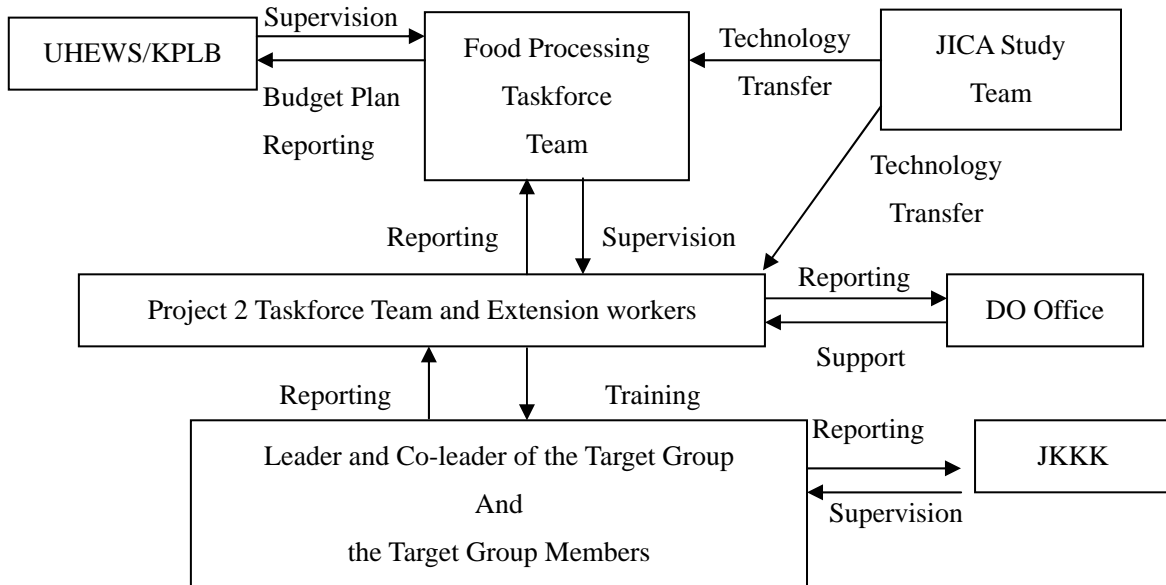
<p>ACTIVITIES :</p> <p>1-1 Training of seaweed culture technology for women group</p> <p>1-2 Group works on seaweed culture by women group for planting, cultivation and post harvest treatment</p> <p>1-3 Procurement and installation of equipment & facilities for seaweed culture</p> <p>1-4 Planting and cultivation of seaweed</p> <p>2-1 Developing preserved food of seaweed (pickles, dry, salted, etc.) for women group</p> <p>2-2 Workshop for group works for sanitation and hygiene control for food processing preserved seaweed</p> <p>2-3 Marketing for preserved seaweed</p> <p>3-1 Book keeping and reporting on income/expenditure for project implementation</p> <p>3-2 Workshop on project implementation plan and cost/sales management</p> <p>3-3 Workshop on needs of buyer and user of processed seaweed</p> <p>3-4 Training of management, accounting, marketing , quality control, etc. for women group</p> <p>3-5 Development market needs for seaweed products</p> <p>3-6 Workshop on improvement for health, sanitation and human community</p> <p>4-1 Meeting with DO and JKKK</p> <p>4-2 Planning and preparation with the target group</p> <p>4-3 Monitoring and evaluation of pilot project</p>	<p>INPUT</p> <p>[FROM SABAH]</p> <ol style="list-style-type: none"> 1) Operation expenses 2) Counterparts 3) Seaweed culturing area (20 acres) 4) Post harvest facilities installation area and necessary building and store <p>[FROM JAPAN]</p> <ol style="list-style-type: none"> 1) Initial investment for seaweed culture and post harvest processing 2) Training materials and expenses 3) Local consultant 4) Monitoring expenses 	<ul style="list-style-type: none"> • Rural women in fishing villages are to accept the pilot project activities. • Community members are to understand and agree on the project implementation.
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TABLE 4-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 4 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by	
			9	10	11	12	1	2	3	4	5	6	7	8			9
1	Preparation (1) Formulation of the taskforce team (2) Preparation of a detailed plan and cost estimates	Agreement on the project design Detailed plan and cost estimates	■													Project team leader	Taskforce team (TT)
2	Meeting with DO and JKKK	Agreement with DO and JKKK	■													Project team leader	TT
3	Selection of the target group	Target group	■													Project team leader	TT
4	Baseline survey of the target group	Current conditions of the target group	■													Project team leader	TT
5	Training for extension workers (1) Design of training plan (2) Lecture : gender, project management, production skill etc. (3) Practice : culture, process, sanitation, management etc.	Extension workers trained	■	■	■	■	■									Project team leader	TT
6	Purchasing and installation (1) Quotation survey (2) Purchasing culturing equipment (3) Installation and inspection (4) Purchasing culturing equipment (5) Installation and inspection (6) Commissioning and test operation	Necessary culturing and processing equipment installed	■	■	■	■	■	■	■	■	■	■	■	■	■	Project team leader	TT and contractors
7	Training of the target group (1) Training of the target group (2) Seaweed culture and harvesting (3) Processing (4) Sales and marketing	Target group members trained				■	■	■	■	■	■	■	■	■	■	Project team leader	TT and extension workers
8	On-the-job training	Products produced by the target group				■	■	■	■	■	■	■	■	■	■	Project team leader	TT and extension workers
9	Demonstration of sales	Sales activities												■	■	Project team leader	TT and extension workers

TABLE 4-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 4

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Dr. Ahemad Sade	Head of Marine Resource Research Section, DOF
Co-leader:	Ruzlee Jumatin	OIC of DOF Semporna Office
Book-keeper	Dr. Ahemad Sade	Head, DOF
Members:	Irman B. Isnain Saili Hj. Libi Sairin Samin John Enca Nemy Ontol Isip Majalut Ahadiyah Md. Khairi Salahudin Thambi Kaim Kalimin Mohd Tahir Hj. Ahmad Prof. Dr. Ridzuan Abd. Rahman Saifullah	Assistant Fisheries Officer, DOF Head of Socio Economic Section, DOF Head of Marine Aquaculture Section, DOF OIC of Seaweed Culture Project, DOF Human Development Supervisor, KPD Project Manager, KPD Semporna Deputy Director, FAMA MARDI Assistant Secretary, KPLB DOF Semporna University of Malaysia, Sabah (UMS) UMS

PILOT PROJECT 5 : IMPROVEMENT AND INNOVATION OF TAMU FUNCTION

*Prepared by Theresa Moguil from KPD
Secretary of Pilot Project 5*

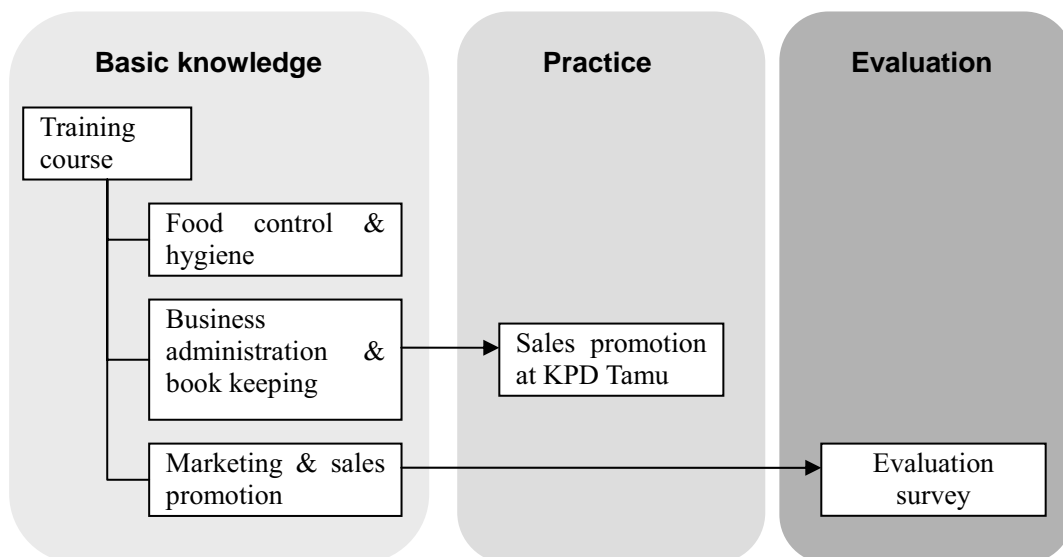
5-1 OUTLINE OF THE PROJECT

The project aims to improve the management of KPD Tamu in Kota Kinabalu and to provide it with a new role as a base for the rural women entrepreneurs.

As the targets of the project, the taskforce team has focused on improvement of the four of the expected functions of the KPD TAMU. They are 1) to provide training of improvement of the products of rural women such as food handling and hygiene; 2) to be an “antenna shop” or sales promotion facilities for rural women’s products; 3) to be an information center of local products and rural women activities; and 4) to improve the capacity of KPD staff members in marketing .and new product development. The outline of each of the four expected function mentioned above is as follows:

(1) Awareness Improvement and Training

The pilot project provides the awareness and skills training of food handling and hygiene for the target groups, which is expected to improve the quality of their products and to expand the possibilities of the market. The training will provide the basic knowledge for the target groups and the practical training in the market of the KPD Tamu. The component of the training of the project is designed as follows:



(2) Sales Promotion at KPD Tamu

The trainees, who complete the training course on food handling and hygiene, are invited to join the sales promotion activities at the KPD Tamu market and to sell their agro-related products produced with their knowledge and skills obtained through the training. Through these sales promotion activities, the KPD will be regarded as the base of the rural women entrepreneurs by the rural women entrepreneurs and the consumers. At the same time, it is expected the KPD Tamu would formulate a network of the rural women entrepreneurs.

(3) Information Center of Rural Women Entrepreneurs

The building of the KPD Tamu can function as an information center of rural women entrepreneurs and their activities and products. Through the sales promotion mentioned above, the function as an “antenna shop” will be formulated. To demonstrate and disseminate the information about the rural women entrepreneurs and the PUANDESA Study effectively, the taskforce members will discuss and design how to improve the current facilities and equipment.

(4) Capacity Building of the KPD Staff Members

Making full use of the opportunities of sales promotion at the KPD Tamu, the capacity of the KPD staff members will be carried out through making a survey of the customers needs and preference. The taskforce team has conducted a marketing survey to know the views and ideas of the customers at the sales promotion. The survey items include 1) the number of entrance customers to KPD Tamu; 2) comments on sales promotion from the target groups and the customers; and 3) sales volume and profits of sales promotion. The result of the survey will be compiled by the taskforce team and the report will be open to the public.

The project summary is shown in the project design matrix (PDM) in Table 5-1 and the detailed implementation plan is shown in Table 5-2. The target groups of the project belong to the Clusters 1, 2, 3 and 4, who have already started their business and been looking for chances to expand their business.

The project is implemented by the project taskforce team of the Pilot Project 5, whose activities are supervised and monitored by the Marketing Taskforce Team. KPD is the leading agency of the project. DOA, DAVSAI, YUM and FAMA are the taskforce members. KPD-OISCA is in charge of training on food’s quality control. The responsibilities of the project are shown in Figure 5-1.

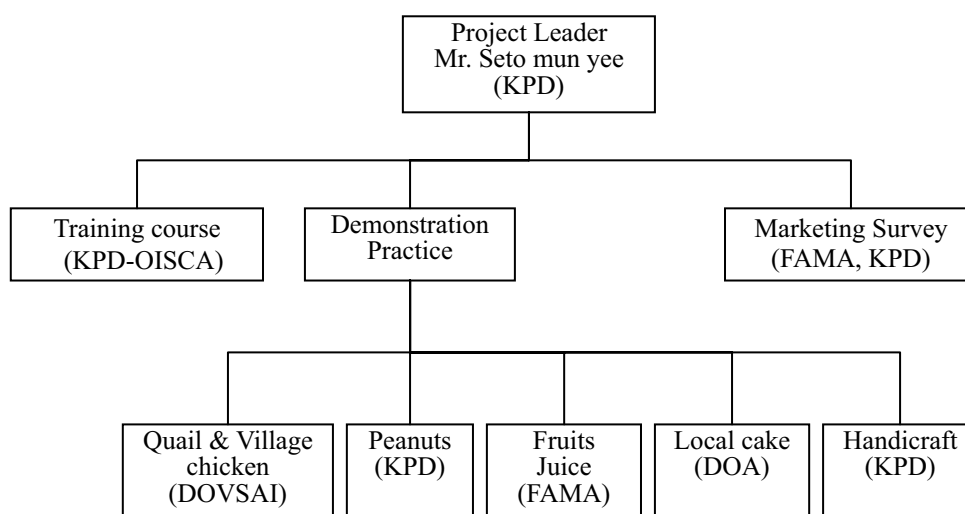


Figure 5-1: Responsible Agencies of Pilot Project 5

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Taskforce members
 - Plan, implement, monitor and evaluate the activities and training
 - Exchange knowledge and skills with the JICA Study team
 - Plan and facilitate workshops
 - Monitor the book keeping and the financial performance
 - Prepare a monthly monitoring report
- 2) KPD/OISCA training center
 - Plan and facilitate workshops
 - Train target groups in food handling and hygiene
- 3) Target group members
 - Join food handling and hygiene training courses
 - Join the sales promotion at the KPD Tamu
 - Form and join a network of rural women entrepreneurs and exchange knowledge and skills with other members

5-2 MAIN ACTIVITIES

5-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

(1) Planning of Project Activities

Based on the draft PDM prepared by the JICA Study Team, the taskforce members discussed the problems and potentials of the KPD Tamu. They formulated their own project plan and upgraded the PDM. Indicators of monitoring and evaluation of the

activities were also set by the members.

Project task force team held the meeting once a week and discussed the concept, the purpose, the activities and methodology of the project. After reaching a consensus of whole structure of the Project, the PDM was approved by all of the team members.

(2) Designing of Training Courses

A training course for rural women was planned by the KPD/OISCA training center in collaboration with the taskforce team. Based on the draft program, team members examined to see if it was suitable and practical for rural women's entrepreneur. They also discussed the technical level of the training.

(3) Conducting Training Courses

During phase 1 period, the project conducted a series of hygiene and quality control seminars for the target group members at the KPD/OISCA training center in Tenom. The training was conducted by the experts of OISCA and the Ministry of Health, Sabah. "Basic hygiene and business administration" courses were provided to the target groups, who plan to start or expand their business. Main components of the program are 1) food handling; 2) book keeping; and 3) instruction of how to get licenses. Two courses were implemented during 3 days of 13-15 and 20-22 December 2002. After the training courses, 30 trainees completed the training courses and received the certificate of Pilot Project 5. The official flow of obtaining a certificate is shown in Figure 5-2.

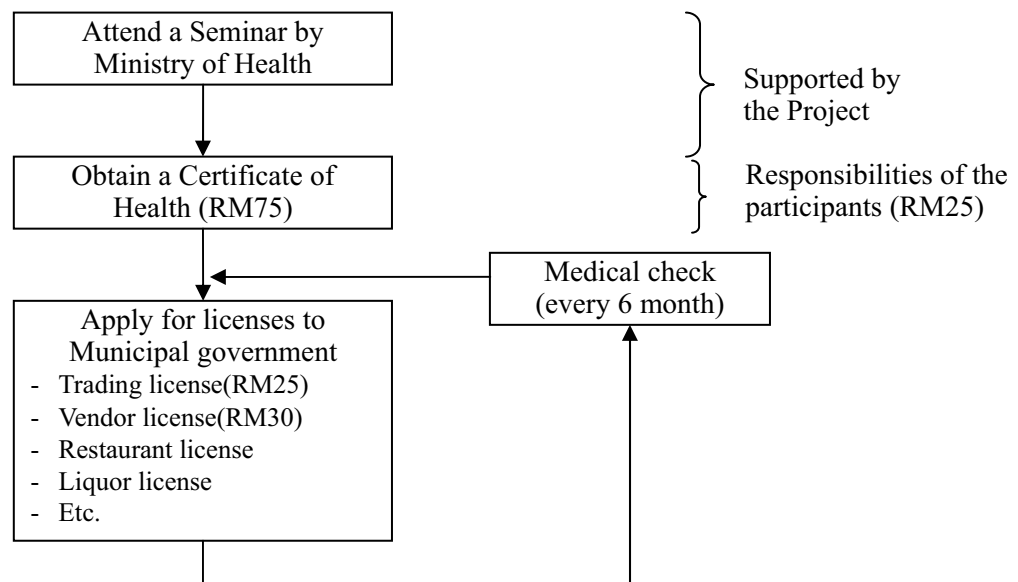


Figure 5-2: Flow of Obtaining a Food Handling Certificate

(4) Sales Promotion and Marketing Ssurvey at the KPD Tamu

The target groups who completed the hygiene training were allowed to join the sales promotion activities at the KPD Tamu, where the KPD staff members worked with them, demonstrated their improved production skills, distributed their recipes with hygiene consideration, and sold the products in collaboration with the staff members of the related agencies. At the same time, the KPD staff members collected information from the consumers to improve the products.

According to the recommendation by the related agencies, the taskforce team decided to sell the following products through the demonstrations at KPD Tamu.

- | <u>Commodities</u> | <u>Responsible agency</u> |
|---------------------|---------------------------|
| 1) Fruits juices | : FAMA |
| 2) Roasted chickens | : DOVSAI |
| 3) Local cake | : DOA |
| 4) Ground nuts | : KPD |
| 5) Handicraft | : KPD/Project No.9 |

The schedule of demonstrations is shown in Table 5-3:

Table 5-3: Schedule of Demonstration

	Jan. 26	Feb. 9	Feb 23	March 9	March 30	April 13	April 27	May 11	May 25	Jun 15	Jun 29	times
Fruits juice		○	○	○	○	○	○	○	○	○	○	10
Chickens			○			○			○		○	4
Local cake		○			○			○			○	4
Ground nuts				○			○			○	○	4
Handicraft		○		○		○	○		○		○	6
Survey	○	○	○	○	○	○	○	○	○	○	○	11
Done	●	●	●									

The first sales promotion activity of fruits juice and local cake was conducted by the target group members, who completed the food handling training course, on 9 February 2003. They showed their improved way to prepare local cakes and fresh juice in front of the consumers and distributed the recipe explaining the importance and the way of food handling and hygiene.

The targets and the number of the samples of the market survey are:

- 50 sample consumers in a baseline survey
- 50 sample consumers at every sales promotion (10 promotion activities will be

held)

- 10 sample members of the target group at every sales promotion (10 promotion activities will be held)

(5) Designing of Improvement of the KPD Tamu Facilities and Equipment

The KPD staff has been designing how to improve their facilities to make the Tamu function as a base of rural women entrepreneurs. They already set up the space for public relations of the PUANDESA pilot projects in the KPD Tamu and plan to improve it during phase 2 period.

5-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

(1) Promotion of Products at the KPD Tamu

The sales promotion activities at the KPD Tamu have been ongoing. The participants who were selected through recommendation by the related agencies continue to sell their products, gaining hands on experience on the market situation. This has enabled them to improve themselves based on lessons learned, in areas such as the art of selling, interaction with customers, meeting customer needs, and hygiene.

The participation from March to June 2003 has been as follows:

March 9 th 2003:	FAMA (fruit juices), KPD (handicraft), KPD(groundnut)
March 30 th 2003:	FAMA (fruit juices), DOA (local cakes),
April 13 th 2003:	FAMA (fruit juices), KPD (handicraft), DOVSAI (quail / village chicken)
May 11 th 2003:	FAMA (fruit juices), DOA (local cakes)
May 25 th 2003:	FAMA (fruit juices), KPD (handicraft), DOVSAI (quail / village chicken)
June 15 th 2003:	FAMA (fruit juices), DOVSAI (quail / village chicken)
June 29 th 2003	DOA(local cakes), FAMA(fruit juices), DOVSAI (quail/village chicken)
July 13 th 2003	DOA(local cakes), DOVSAI(quail/village chicken), FAMA(fruit juice)

This promotion has been carried out according the schedule. The promotion activities were successfully conducted.

(2) Market Survey at the KPD Tamu

Information is collected from consumers to obtain their opinions on the promotion of products by the target participants as well as their overall impression of the KPD Tamu. The results are analyzed and reviewed by the taskforce team. This information is necessary

for the improvement of the overall Tamu functions. Feedback was provided to the participants in order for further development. A comprehensive analysis will be prepared after all the individual surveys have been obtained.

(3) Channeling of Products to the OISCA Antenna Shop

Discussions on methods to introduce and channel PUANDESA products to the market were held. This is to establish links between the participants and market outlets thus providing them with the opportunity to increase their income. Various products were sent to the OISCA Antenna shop for promotion. Basically, products were purchased mainly by the Japanese tourists

(4) Trainers Program

The taskforce team discussed and planned the need to conduct a trainers program emphasizing on marketing functions. This is to improve the knowledge and experience of the local counterparts in this area, in order to ensure the continuity of this project among the local counterparts (government agencies). The training was conducted on the 8th until 11th of September, 2003 at the Beringgis Beach Resort, Papar. The total participants was 28 consist of 7 from DOA, 8 from KPD, 6 from FAMA, 4 from DOVSAI and 3 from OISCA-KPD Tenom.

(5) Participation in the Harvest Festival Carnival

The PUANDESA participants were invited to join in the 5 day Harvest Festival Carnival held in the Sabah Cultural Center, Penampang. This gave them the opportunity to promote and sell their products in different types of setting. At the same time, they were able to learn about the behavior of the market. The Harvest Festival was held on May, 2003. All the participants came from KPD, DOA, FAMA, and DOVSAI came to join the festival from 25th to 31st 2003. The participants gained a lot of experience in marketing their products and they were able to practice what they have learned during their training in food handling and packaging. They were also able to practice the salesmanship, basic accounting and communication knowledge they have acquired during the training course.

(6) Improvement of the KPD Tamu Information Center

The need to improve the current Information Center was discussed. A proposal was put forward by KPD. The objective of the improvement of the overall facility is to attract more consumers to the KPD Tamu. It was suggested that this proposal be a joint effort between JICA and KPD.

5-3 FINDINGS OF POST EVALUATION AND LESSONS LEARNED

Pilot Project 5 has completed their activities as originally scheduled. The food handling

and hygiene training courses were welcomed by the participants because they had never had opportunities to join such courses. The courses were proved to be effective by the participants. However, the training contents need to be reviewed and revised to make them easier to be understood by the participants. The participation of the target groups in the trial demonstrations has been very active and the findings are being analyzed by the taskforce team. They have already started preparing an information corner in the Tamu facilities.

The activities are being conducted actively. During the next phase, the taskforce team will be asked to create an overall vision of “KPD Tamu’s roles and functions” as a base for supporting rural women entrepreneurs and to prepare an action plan to attain the overall vision, which will be incorporated into the Master Plan. Additionally, KPD needs to show stronger leadership because the project involves a lot of participants from the various outside agencies.

Through the training and practical activities of sales promotion at the Tamu, they were expected to acquire the business sense and the marketing know how. At the same time, the KPD staff members conducted a survey of the consumer opinion as well as seller’s opinion. The results will be utilized for improvement of function of KPD Tamu.

The number of consumers enter the KPD Tamu is around 3,000 – 5,000 during the one day open market. The advertisement of the KPD Tamu needs to be improved to attract more customers. It is expected that the demonstration by rural women would contribute to increase of the visitors to the KPD Tamu.

5-4 FUTURE STEP

The result of activities by participants has shown an improvement in income earning capacity and presentation of products while selling has also attracted customers. In addition, participants understand the importance of cleanliness and sanitation, thus, improved the safety to customers. Most important is the change of the mind set of participants from merely a normal food seller to a knowledgeable food seller. In the future such approaches could be used to invite more women to participate in business activities. Future is more challenging, as the women groups become successful in business, they need more fund and need more knowledge. This program should be continued in the future.

TABLE 5-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 5 (AS OF 28 FEBRUARY 2003)

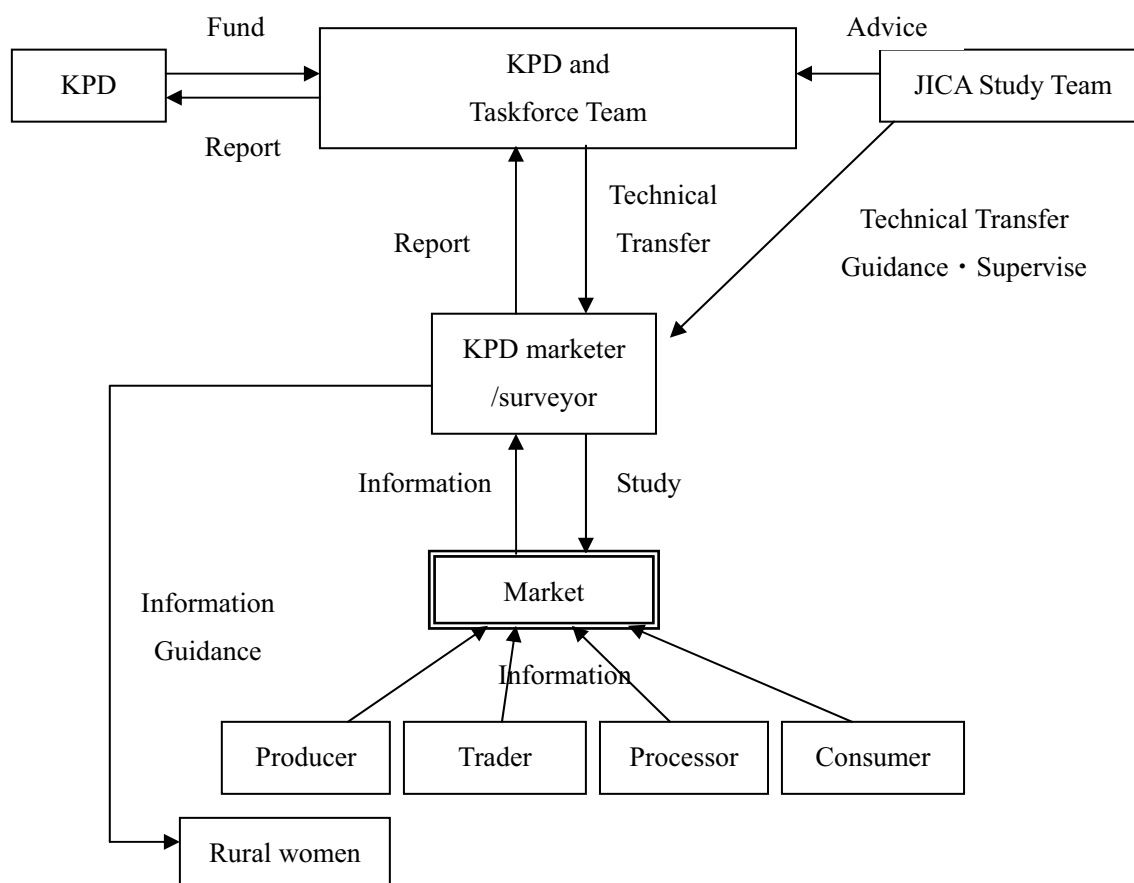
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL : TAMU's function is improved by using the results and the know-how of the pilot project.</p> <p>PROJECT PURPOSE : The function of KPD TAMU is improved as an antenna center of rural women's sales activities, which are connecting consumer area and rural area.</p>	<ol style="list-style-type: none"> 1) Improvement of other TAMU's 2) Utilization and reputation of TAMU by rural women 1) Women's utilization of TAMU 2) Reputation of TAMU by rural women 3) Reputation of sellers 4) Reputation of consumers 	<ol style="list-style-type: none"> 1) Report of TAMU's activities report 2) Report of TAMU's activities report 1) Report of TAMU's activity 2) Questionnaire survey to rural women on TAMU utilization 3) Q survey to seller on TAMU utilization 4) Q survey to consumers on TAMU utilization 	<ul style="list-style-type: none"> • KPD and related agencies continue the activity for improvement of TAMU and Public Market • Experience of the pilot project is utilized for improvement of other TAMU and activity is expanded by leadership by KPD and related agencies
<p>EXPECTED OUTPUT :</p> <ol style="list-style-type: none"> 1) Tamu plays the role of demonstration and event for sales promotion of the rural produce, and become a stronghold of information gather and spread 2) The organization structure for operating the training system of hygiene, packaging, labeling and etc. is established. 3) Operation bodies of TAMU (KPD and etc.) acquire the ability to utilize the modern marketing strategy. 	<ol style="list-style-type: none"> 1-1) Result record of demonstration selling promotion 1-2) Result of events 1-3) Reputation of Tamu's function as information center 2-1) Result of training seminars (number of trainee, license) 2-2) Degree of improvement on rural women awareness in terms of hygiene, food business, and etc. 3-1) Result of marketing survey and utilization of that information for sales promotion 3-2) Skills improvement of marketing/sales 	<ol style="list-style-type: none"> 1-1) Report of pilot project 1-2) Report of pilot project 1-3) Survey by task force team 2-1) Report of pilot project 2-2) Questionnaire to attended rural women 3-1) Survey by task force team 3-2) Survey by task force team 	<ul style="list-style-type: none"> • Rural women and consumers accept the integrated new TAMU's functions
<p>ACTIVITIES :</p> <ol style="list-style-type: none"> 1-1 Appraisal of TAMU's function 1-2 Making detailed activity plan 1-3 Demonstration of foods and handicraft processing 1-4 Event for promoting commodities made by other pilot projects 1-5 Co-work with OISCA antenna shop 2-1 Making a seminar plan 2-2 Seminar of food processing license 2-3 Making trial products 2-4 Case study of consumers needs 3-1 Conducting marketing survey 3-2 Report 	<p>INPUT :</p> <p>[SABAH SIDE]</p> <ol style="list-style-type: none"> 1) Manpower for management, operation and monitoring of the project 2) Running cost of TAMU such as telephone and maintenance 3) Gasoline and transportation cost of KK 4) Row material for demonstration of food processing 5) Cost of meeting 6) Stationary <p>[JICA SIDE]</p> <ol style="list-style-type: none"> 1) Initial cost (PC, printer, FAX and equipment for food/handicraft processing) 2) Training cost for getting license 3) Cost of Workshop 4) Cost of data input 		<ul style="list-style-type: none"> • Rural women accept the TAMU's pilot project <p>PRE-CONDITIONS :</p> <ul style="list-style-type: none"> • Supporting Agencies cooperate the project • Inhabitants around TAMU and user of TAMU cooperate with the project without big objection.

TABLE 5-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 5 (AS OF 28 FEBRUARY 2003)

	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation (1) Formulation of the taskforce team (2) Discussion of PDM	Agreement on the project design Detailed plan	■														Project team leader	Taskforce team (TT)
2	Planning in detail (1) Preparation of training course (2) Item selection of demonstration (3) Preparation of marketing survey (4) Finalizing budget (5) Procurement of necessary equipment	Identification of overall project structure	■														Project team leader	TT
3	Procurement of necessary equipment (1) PC, Fax (2) Furniture of demonstration (3) Equipment for demonstration	Installation of necessary equipment			■												Project team leader	TT
4	Training of rural women (1) Collection of application form (2) 1 st training course (3) 2 nd training course	Education of rural women for starting agro-related business				■											Project team leader	TT and rural women
5	Demonstration (1) 10 times in KPD TAMU (2) Evaluation of reaction of demonstrators	Practice of selling by rural women									■						Project team leader	TT and rural women
6	Marketing survey and monitoring (1) Baseline survey of KPD TAMU (2) Marketing survey on demonstration in KPD TAMU (3) Analyzing the result	Extension approaches upgraded															Project team leader	TT
7	Evaluation of pilot project and Master Plan	Trained extension workers															Project team leader	TT

TABLE 5-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 5

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Seto Mun Yee	Marketing Manager, KPD
Co-leader:	Ahadiah Mohd. Khairi	Dputy director, FAMA
Sub-Leader	Abdul Malek Chua	Planning Officer, KPD
Book-keeper	Jeffrey Kuah	Executive Officer, YUM
Secretary	Theresa Monguil	Marketing Executive Officer, KPD
Members:	Taha Sulaiman Silvia Edward Jabidah Jacob Yong Sanseh Masi	Training Officer, KPD-OISCA Statistic Officer, DOA Officer of Breeding center, DVSAI Administrative Officer, KPD

PILOT PROJECT 6 : PROMOTION OF LOCAL PRODUCTS UNDER KUDAT TOURISM DEVELOPMENT AND POTENTIALS

*Prepared by Patrick Mojinun
Assistant District Officer, Matunggong Sub-District Office
Team Leader of Pilot Project 6*

6-1 OUTLINE OF THE PROJECT

Kudat belongs below the poverty line in Sabah, and has serious problems such as being backward in infrastructure, low cash income, emigration of the younger generation to big cities, and so on. Although coconut was a major industry in Kudat, the price went down because of a change in consumer's taste which shifted to palm oil, which has less cholesterol. Therefore, both the local government sector and private sector stresses on the tourism industry now. The district office is planning several projects under the "Tip of Borneo" concept by means of establishing a monument and promoting seaside restaurants. The historical first branch of the East-Indian Company also has great tourism potential. The number of hotel rooms has increased from 70 to 250, and the local people are more prepared to cater to tourists.

Matunggong, which is a sub-district of Kudat, started the 'one village one industry' promotion in 1996. The villagers tried to improve their livelihood through the tourism by conducting their traditional activities such as producing and selling handicraft, providing lodging in their longhouses and performing ethnic dances and music. However, their income is still limited. One of their biggest constraints is improper competition and poor collaboration among the four villages of Tinanggol, Bavanggazo, Sumangkap, and Gombizau.

This project is regarded as a trial in agro-tourism. It is expected to be a model case of rural development by introducing combined ideas in agro-tourism and the "one village one industry" concept. The target groups belong to Cluster 2. They have already started businesses in the villages and have relatively good access to information and the market, but their opportunities for growth is still limited.

The pilot project aims to create a proper network in order a mixed variety of tourist attractions. The project summary is shown in the project design matrix (PDM) in Table 6-1 and the detailed implementation plan is shown in Table 6-2.

The project team members reorganized the action plans after identifying the actual conditions in the target area. To understand the current conditions of the target villages, a

baseline survey was conducted in the form of the participatory rural appraisal (PRA) and SWOT analysis during the preliminary workshop.

Table 6-3 shows the results of the baseline survey. It was found that the villagers were conscious of the obstacles in their community development. As a result of the baseline workshop, the project identified 4 factors required to be addressed in order to improve: 1) networking; 2) products; 3) marketing; and 4) community environment. Six action plans were formulated through the SWOT analysis to improve these four important factors. According to the survey conducted on the farmers in Kudat District completed in February 2002, the average household income of Tinanggol village (20 samples) was RM437 per month.

Table 6-3: Outline of the Target Villages

	Tinanggol	Bavanggazo	Gombizau	Sumangkap
Population	1020	107	256	460
Houses	125	33	64	58
Size	5 km ²	6 acres	4km ²	15 acres
Race	Rungus	Rungus	Rungus	Rungus
Religion	Christian (95%)	Protestant	Christian (95%)	Christian
Water	Not enough	Enough	Not enough	Enough
Electricity	Exists	Exists	Exists	Does not exist
Telephone	Exists	Exists	Does not exist	Exist
Toilet	Not enough	Not enough	Not enough	Not enough
Strong point	Beads handicraft	Longhouse guest house	Honey farm	Gong making
Weak point	Lack of co-operation among the villagers High competition High cost of raw materials / shortage of capital Constraint of market due to existence of middlemen Unstable market and unstable income			

The name “Kudat” was not popular among the tourists, which the villagers already realized. However, they have not taken any action because they did not know how to formulate and implement concrete strategies. When comparing the target groups to the three stages of the development process of rural women entrepreneurs (Step 1 - awareness, Step 2 – realization, Step 3 - action and improvement), the target groups are already at step 2, and are ready for step 3.

The roles and responsibilities of the related individuals and agencies are as follows;

- 1) Taskforce members
 - Plan, implement, monitor and evaluate the activities and training
 - Exchange knowledge and skills with the JICA Study Team
 - Plan and facilitate workshops
 - Monitor the book keeping and the financial performance
 - Prepare a monthly monitoring report
- 2) Assistant District Officer
 - Plan and supervise the project activities
- 3) Target group members
 - Join the project activities in their respective villages
 - Join the collaborative activities held among the 4 villages
 - Form and join a network to promote agro-tourism in the Matunggong area

The project team consists of a “Planning and Implementation Team”, “Promotion Team” and “Monitoring Team”. The main task of the ‘Planning and Implementation Team’ is to work together with the rural villagers. The members consist of officers from the Matunggong sub-district office, KPLB Kudat, KEMAS Kudat, KEMAS Kota Marudu, KPD Kudat, and YUM Kudat. The ‘Promotion team’, consisting of representatives from STB/SPS Kota Kinabalu, KPD Kota Kinabalu and PKK M Kota Kinabalu, conducts market research and provides information to improve the awareness of the villagers and provides access to the tourism business and agencies. The ‘Monitoring Team’ is in charge of supervising and guiding all the activities.

Under the project, the taskforce team requested that a sub-committee be formed consisting of representatives from the four villages. Therefore, in order to cater for the six action plans which was previously identified, an organizing committee consisting of 24 people was formed. This committee is required to maintain a close relationship with the Implementation Team consisting of government officers.

The responsibilities of each team are shown in Table 6-4.

Table 6-4: Organization Structure of Pilot Project 6

	Implementation Team	Promotion Team	Monitoring Team
Kudat	Main	Sub	Main
Kota Kinabalu	Sub	Main	Main

6-2 MAIN ACTIVITIES

6-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

(1) Identification of the Concept

The concept and the objectives of the “one village one industry” movement was discussed and defined by the taskforce team members. It was agreed by the members that the main purpose of this slogan is not only to make products but also to encourage villagers to plan and to take action for their own activities.

(2) Identification of Weaknesses and Potentials of the Target Villages

Through the workshop activities, it was pointed out that one of the serious problems is the villagers’ strong dependency upon government subsidies. The other problem is the poor collaboration among the 4 villages. The villagers who receive benefits through government programs are envied by others. The donations and subsidies given by the government without any awareness and incentive training have created negative impacts among the villagers. The importance of strengthening the network among villagers through the pilot project was agreed on by the team members.

(3) Marketing Survey on the Tourism Industry

The Project Team conducted a tourist survey in October 2002. The purpose of the survey is to grasp the current conditions of the tourists. The number of samples obtained was 300. The samples were taken in Kota Kinabalu (airport, jetty, hotels, shopping malls), Sandakan, Tawau and Semporna.

(4) Project Action Plans

The action plans of the project was prepared based on the analysis mentioned above, which is shown in Figure 6-1.

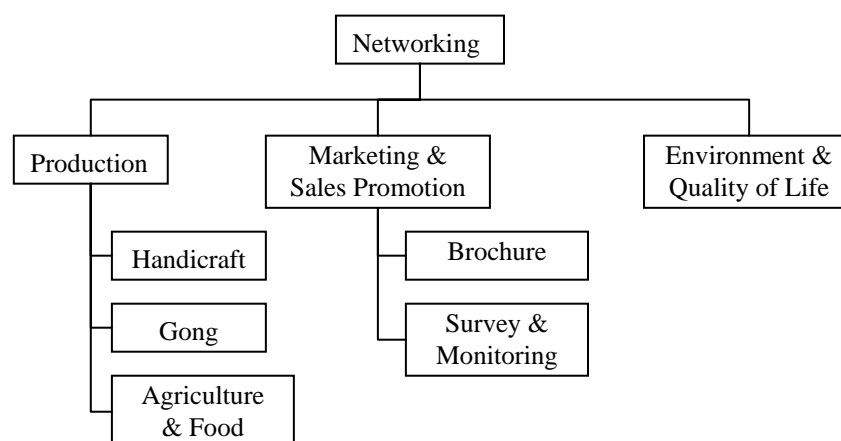


Figure 6-1: Structure of Action Plans

1) Networking

The main tasks of the *Network action plan* team (here in after Network Team) are to help organize the action plan task force teams and set up opportunities to meet with the governmental officers in charge. The team members consist of the JKKK chairman and women’s leader of 4 villages (supervised by the sub-district office).

2) Improvement of Production

Three kinds of action plans were proposed among the villagers: *handicraft action plan*; *gong making action plan*, and, *agriculture related action plan* such as improving honey production and opening a local café (supervised by KPD).

3) Promotion and Diversification of the Market Channel

In order to improve the environment to attract more tourists to Matunggong, *the marketing research action plan*, such as planning study tours and conducting surveys was proposed (supervised by KPD and SPS).

4) Environment and Quality of Life

The strategies and activities of this action plan were discussed.

(5) Training Courses

The pilot project provided the following three types of training for the target groups: 1) study tour on tourism business; 2) training courses on food handling and hygiene; and 3) training courses on handicraft entrepreneurship (sewing).

1) Study Tour

A study tour to Kinabalu Park was carried out on 28th January, 2003. The park administration office arranged the study tour program in accordance with the requests made by the Project Team. 32 villagers who were selected from the 4 target villages participated in the study tour and reported on what they had learned.

2) Food Handling and Hygiene Training

The rural women entrepreneurs who have already started their business participated in the food handling and hygiene training courses held by Pilot Project 5 at the KPD/OISCA training center.

3) Handicraft Training

The first training course on handicraft entrepreneurship (sewing) had been carried out from 4th to 6th of Feb. The general opinions and ideas regarding the local handicraft based on the results of the tourist survey were considered. New products were created based on these ideas.

(6) Designing of Brochure

A draft of a promotional brochure was prepared based on the maps which the villagers drew. The trade marks and logos were prepared and collected from the respective villages.

6-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

(1) March

- 1) A discussion was held regarding two training programs on food snack preparation between the Team Leader, Mr. Patrick Mojinun and Mr. Jamru B. Mohamad, a representative from KEMAS, to be conducted for the selected participants from the four villages. The outline of the course was prepared by KEMAS.
- 2) The continuation of the courses on Handicraft Entrepreneurship – sewing bags. The target is to complete 500 samples to be displayed and sold during the Pesta Kaamatan (Harvest Festival Carnival).
- 3) A proposal was forwarded by Perbadanan Kemajuan Kraftangan Malaysia (PKKM) to send 3 gong makers from Sumangkap village to Terengganu to learn the techniques of metal engraving.

(2) April

- 1) One Taskforce Team meeting was held to discuss the activities being planned and on going matters.
- 2) Logo / Slogan – Suggestions regarding the draft prepared by Sri Pelancongan Sabah (SPS).
- 3) Preparation for Harvest Festival Carnival (Sewing Bags).
- 4) The ‘gotong royong’ (working together to clean up) was held at KPLB Community Training Center in Kg. Pinawantai, Matunggong – 25 participants from the 4 villages attended this event. At the same time, the Team Leader presented prizes to the winners of the Logo Competition.
- 5) The Director of the Entrepreneur Department (PKKM) from Kuala Lumpur, Encik Ismail Mat Amin and a senior officer from the same department, Encik Zahir Ahmad, conducted a site visit to Sumangkap village to observe the gong production there.

(3) May

- 1) One Taskforce Team meeting was held whereby the representatives from the 4 target villages were invited to attend. The objective of the participation in the Harvest Festival Carnival was explained. Also discussed was the objective of the study tour to Kota Kinabalu as well as the selection of the participants.
- 2) Eight (8) people were selected to participate in the Harvest Festival Carnival, from 27th – 31st May 2003. Demonstrations and explanations were provided to visitors of the PUANDESA stall on the following:
 - Gong Making
 - Bead/Bag Making
 - Honey Production (Bottles supplied by KPD was used for the first time)
- 3) A study tour was conducted on the 28th May 2003. 24 participants joined the tour, led by Miss Mika and Mr. Madilious (KPD). They visited the Harvest Festival Carnival and handicraft outlets at Karamuning Complex, Sutera Harbour Resort (Exhibition) and the Filipino Market. This provided them with exposure on the market situation, especially in handicraft.

(4) June

- 1) One Taskforce Team meeting was held to discuss the postmortem of the participation in the Harvest Festival Carnival.
- 2) A group discussion was held on how to improve the environment of the village as a tourist destination, how to serve food and drinks to tourist, how to sell handicraft products, budgeting, advertising and promoting the four villages.
- 3) An open discussion was held touching on the development plans of the four villages and networking issue.
- 4) A site visit was conducted to five hotels in Kudat on 21st June 2003. The purpose of this site visit was to provide representatives from the four villages with exposure on how to market and promote their respective products and villages.

(5) July

- 1) Requests were forwarded to five hotels in Kudat for sponsorship for the Kudat Promotional Brochure. Unfortunately the response from the five hotels was negative.

(6) August

- 1) Planning and budgeting for the improvement of the landscape by each village.
 - a) Bavanggazo Village
 - Bavanggazo Longhouse (RM1,500.00)
 - Rungus Cultural Centre (RM1,500.00)
 - b) Gombizau Village (RM2,000.00)
 - c) Sumangkap Village (RM2,000.00)
 - d) Tinangol Village (RM2,000.00)
- 2) Participated in the Famer's Day celebration in Papar.
- 3) The taskforce team members participated in the study tour to Tawau and Semporna.

(7) September

- 1) Taskforce meeting with Villagers to discuss about presentation in the Evaluation seminar.
- 2) The team leader, Mr. Patrick Mojinun, and taskforce team member, Ms.

Theresa Moguil were selected to attend a study tour to the Philippines.

(8) October

- 1) Taskforce members and villagers attended the Evaluation Conference and made presentations:-
 - Networking of staff/villagers – Madilious Maradan
 - Experience of the Project – Mimie Sulukan
 - Singing Song (Choir) – Led by Juvita Tangan, participants from all four villages
 - Study tour to Tawau and Semporna – Patrick Mojinun
- 2) Taskforce members participated in the planning workshop program.
- 3) Team leader attended the Women Conference 2003.
- 4) Team leader presented a paper on the “outline and findings of PUANDESA Pilot project 6” during the Project 11 seminar held on 10th October 2003.

6-3 FINDINGS FROM POST EVALUATION AND LESSONS LEARNED

- (1) For Pilot Project 6, the target groups from the four villages were reminded of the importance of improving the living environment of their respective villages, emphasizing on sanitation and cleanliness.
- (2) Regarding handicraft entrepreneurship, the value-added designs on bead and bag making had attracted many visitors during the Harvest Festival Carnival.
- (3) Regarding honey production, the usage of the bottles supplied by KPD had tremendously help increase the sales of honey during the Harvest Festival Carnival.
- (4) Regarding gong making, it was found that new patterns and design are required in order to sustain the market for this product, especially for the tourists.
- (5) Regarding the home stay program, there had been an improvement in the methods used in handling food catered to the tourists in the longhouse.
- (6) It was generally agreed that this type of project brings a lot of benefit to all because apart from the gain in assets, the participants are provided with a lot of education on how to implement program and projects. However the slow pace of implementation is due to lack of experience.

6-4 FUTURE STEP

- (1) A coordinating committee consisting of representatives from the 4 villages was formed. All the participants from the 4 villages promised to continue to communicate among each other, as this will bring benefit to them in the long term. It was agreed by the four village committee to conduct quarterly meetings for this purpose. It was agreed by all participants that the main focus of development when it comes to the villages is on community development.
- (2) The taskforce team members advised the participants to continue striving to develop and to improve their livelihood and their environment.
- (3) Last but not least, it is the sincere hope of the taskforce team to continue to guide the participants in an integrated manner so as to increase their income generating capability through self determination and sheer hard work.

TABLE 6-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 6 (AS OF 28 FEBRUARY 2003)

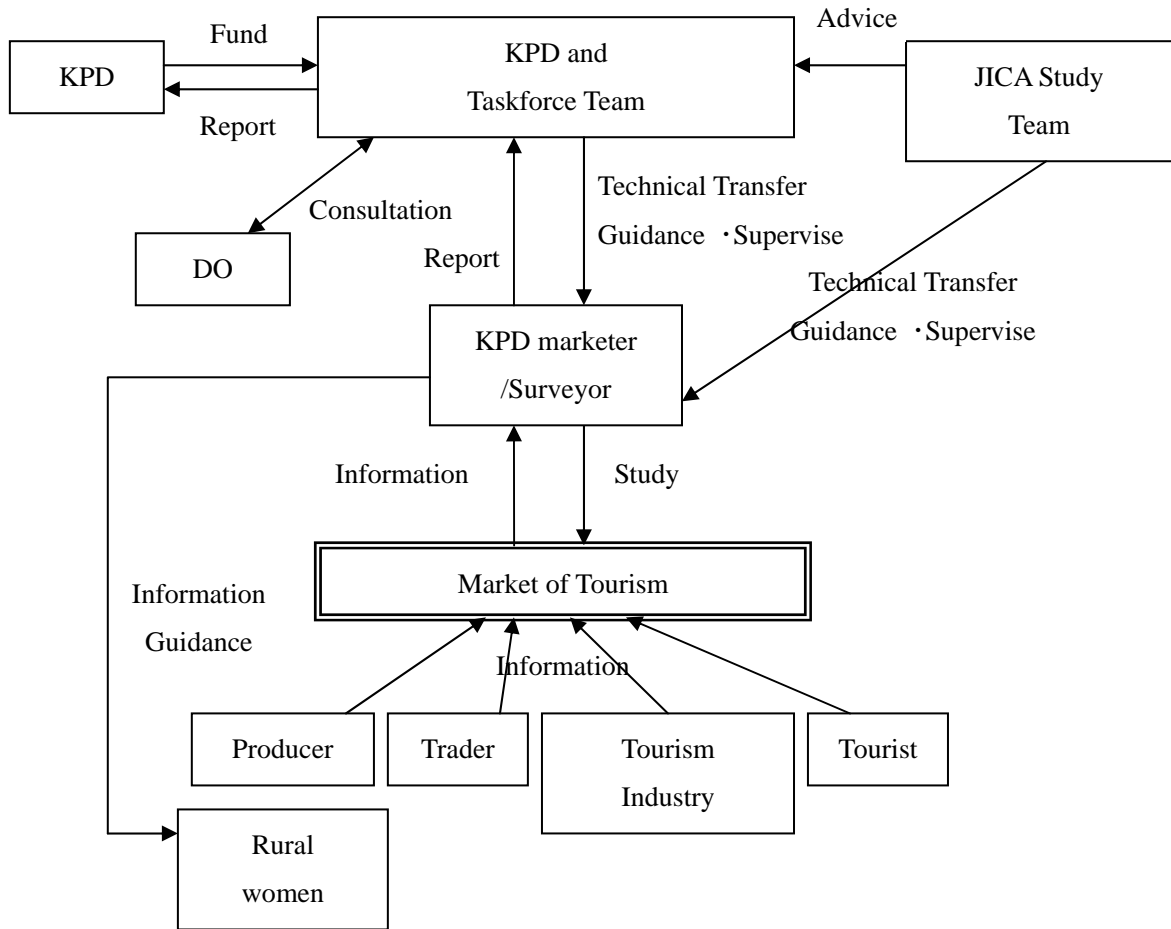
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL : Rural women create their own development plan of the agro/eco-tourism under the concept of full utilization of natural resources, and promote their own products.</p> <p>PROJECT PURPOSE : Income generation of rural women in Kudat is realized by means of comprehensive development project based on one village one industry and concept of agro/eco tourism.</p>	<p>1) Visibility of Kudat rural agro/eco-tourism as a model project</p> <p>2) Expansion of agro/eco-tourism as rural individual movement</p> <p>1) Degree of social benefit and income generation of rural women in Kudat</p> <p>2) Turnover and profit from selling rural product</p> <p>3) Number of tourists</p> <p>4) Facility and service</p>	<p>1) Report of SPTC, PKKM and article of magazines</p> <p>2) Utilization of final report on the pilot project to the other regions</p> <p>1) Report on the pilot project</p> <p>2-1) Report on the pilot project</p> <p>2-2) Sample survey targeting rural women and tourist on evaluation of the pilot project</p>	<ul style="list-style-type: none"> • Continuous relation and net-work among supporting agencies, local authorities and rural inhabitants • Governmental policy on tourism continues • Tourism condition is not much fluctuated
<p>EXPECTED OUTPUT :</p> <p>1. One village one industry implemented in Kudat is integrated and developed as agro/eco-tourism.</p> <p>2. Knowledge and awareness of tourism market is improved among Kudat's rural women.</p> <p>3. Supporting system of agro/eco -tourism is reinforced among the related agencies.</p>	<p>1-1) Suitability as rural women's activity</p> <p>1-2) Evaluation by rural women and tourist</p> <p>2-1) Degree of rural women's awareness on tourism industry</p> <p>2-2) Improvement of quality of products</p> <p>2-3) Quality improvement of facility/services</p> <p>3-1) Planning skill of related agencies</p> <p>3-2) Capability of management</p>	<p>1-1) Monthly monitoring sheet</p> <p>1-2) Workshop and interview survey</p> <p>2-1) Monthly monitoring sheet</p> <p>2-2) Monthly monitoring sheet</p> <p>2-3) Products and facility</p> <p>2-4) Survey of tourist</p> <p>3-2) Monthly monitoring sheet</p> <p>3-3) Evaluation report</p>	<ul style="list-style-type: none"> • Rural women and men accept the concept of the pilot project and cooperate aggressively.
<p>ACTIVITIES :</p> <p>1-1 Review of one village one industry in Kudat</p> <p>1-2 Survey on the needs of tourism business</p> <p>1-3 Promotion of agro-tourism by means of enhancing network of related villages</p> <p>1-4 Improvement of local product and promotion fulfilling the needs of tourism market</p> <p>1-5 Drawing a map shown the rural women activities, agro/eco-tourism spots and model road for hiking.</p> <p>2-1 Workshop on self evaluation of one village one industry</p> <p>2-2 Seminar on hygiene, ecology and service industry</p> <p>2-3 Observation tour to other tourism village</p> <p>2-4 Discussions with tourists</p> <p>2-5 Development of Comprehensive agro/eco-tourism village (home-stay, hiking road, experiment activities and etc.)</p> <p>3-1 Technical transfer for above activities</p> <p>3-2 Enhancing information network</p> <p>3-3 Monitoring and evaluation</p>	<p>INPUT :</p> <p>[SABAH SIDE]</p> <p>1) Cost of operation, management and monitoring</p> <p>2) Office facility and its running cost</p> <p>3) Transportation</p> <p>4) Meeting</p> <p>5) Communication</p> <p>6) Stationary</p> <p>7) Raw material and labor force (rural inhabitant)</p> <p>[JICA SIDE]</p> <p>1) Initial cost (PC, Printer, FAX, UPS)</p> <p>2) Consultant fee</p> <p>3) Training, workshop and study tour</p> <p>4) Cost of survey</p>	<p>• Rural women participate the pilot project</p> <p>PRE-CONDITIONS :</p> <ul style="list-style-type: none"> • Related agencies and authorities are cooperate each other • Rural women participate the pilot project • JKKK and rural inhabitants accept the pilot project 	

TABLE 6-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 6 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation (1) Formulation of the taskforce team (2) Discussion of PDM	Agreement on the project design Detailed plan	■														Project team leader	Taskforce team (TT)
2	Review of current villages' situation (1) Discussing among task members (2) Interview related agencies (3) Workshop	Current situation of target villages	■														Project team leader	TT and villagers
3	Research on tourism industry (1) Participate a tourism conference (2) Conducting questionnaire survey (3) Research of tourism guides	Current situation of tourist industry of Sabah		■													Project team leader	TT (Promotion Team)
4	Planning action plans (1) Networking (2) Products (3) Marketing and promotion (4) Environment	Ideas of action plans Person in charge			■												Project team leader	TT and villagers
5	Networking action plan (1) Formulate cross villages action plan teams (2) Organize joint village committee	Identification of target villages															Project team leader	Villagers supported by Implementation Team of TT
6	Implementation of action plans (1) Trial products (2) Trial menu (3) Brochure, (logo marks, map) (4) Study tour & marketing survey (5) Sales promotion	Diversify the product and activities in Kudat area															Project team leader	TT and villagers
7	Evaluation of pilot project and making Master Plan	Model case of rural development															Project team leader	TT and villagers

TABLE 6-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 6

(1) Operation Structure



(2) **Members of the Taskforce Team**

	Name	Agency and Duty
Team Leader:	Patrick Mojinun	Assistant District Officer, Matunggong
Book-keeper	Linda Mogesal	KPLB, Pinawantai
Members:	<p>Kudat Office Jeffrin Monolinsig George Manggong Benjamin Subinon Madilius Maradan Jamru Haji Mohd Jeffrey Kuah</p> <p>Kota Kinabalu Office Theresa Moguil Noraini Khan Fiona Lee</p> <p>Allen Chia Mohd. Sayuti Mustafa Alba</p>	<p>Matunggong Sub-district Office Matunggong Sub-district Office Project Manager, KPD Kota Marudu Executive Officer, KPD Kudat KEMAS, Kota Marudu YUM, KK</p> <p>Executive officer, KPD General Manager, SPS Trade and Merchandising Manager, SPS Research Manager, STB Assistant Secretary, KPLB Deputy Director, PKKM</p>

PILOT PROJECT 7 : PROJECT OF IMPROVEMENT IN PARTICIPATORY APPROACHES IN PROJECT PLANNING

*Prepared by Hjh. Dayang Rayanih Hj. Ag. Hamit from DOA and Winnie Yee
Team Leader/Local Consultant of Pilot Project 7*

7-1 OUTLINE OF THE PROJECT

Extension staffs are the key persons in enhancing rural women entrepreneurs. The main objective of Pilot Project 7 is to improve project planning and monitoring and evaluation activities through training the concerned personnel and the extension workers of the related agencies in participatory development and gender/social consideration approaches. Pilot Project 7 aims to identify appropriate approaches to think and work with rural women and rural women entrepreneurs and to train extension staff members in gender awareness, participatory approaches and facilitating skills.

The target groups are extension workers and field assistants of DOA, KPD, YUM, KPLB, KEMAS etc. selected by the related agencies. After the series of training courses, they are expected to form a core trainer team that will teach and train the extension staff in Sabah. The project summary is shown in the project design matrix (PDM) in Table 7-1 and the detailed implementation plan is shown in Table 7-2.

The main activities of the project are:

- (1) Reviewing the current training system and modules;
- (2) Preparation of the training modules of participatory planning, monitoring and evaluation, facilitating skills and gender/social consideration approaches;
- (3) Trial workshops with the taskforce team members and with the concerned personnel of the related agencies;
- (4) Training workshops with the extension workers to train the core-trainers;
- (5) On-the-job training in the project sites of Pilot Project 1,3 & 4; and
- (6) Evaluation workshop on the project activities.

Additionally, the taskforce members are expected and requested by the other pilot projects of the PUANDESA Study to train their taskforce team members and extension workers in participatory and gender approaches and facilitation skills.

The project is implemented by the project taskforce team of the Pilot Project 7, whose activities are supervised and monitored by the Gender Taskforce Team. DOA of MAFI is the leading agency of the project. KPD, KPLB, UHEWS and YUM are the members of the taskforce members of the project.

The target groups of the project are 1) the concerned personnel of the related agencies' headquarters and 2) the extension workers in Kudat, Kota Marudu and Pitas Districts. The project will train about 20 core trainers of the extension workers selected out of the extension workers of the related agencies.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Local Consultant and Instructor of the KPD HRD Section
 - Plan, implement, monitor and evaluate the activities and training
 - Conduct training for the taskforce members and the core trainers
 - Facilitate workshops with extension workers
 - Prepare a training program, modules and materials
- 2) Taskforce team members
 - Plan, implement, monitor and evaluate the activities and training
 - Facilitate workshops and train extension workers in workshop facilitation
 - Monitor the book keeping and the financial performance
 - Prepare a monthly monitoring report
- 3) Extension workers
 - Join the trainers' training
 - Will become a core trainer to train the other extension workers

The monitoring of the project will be carried out by the project taskforce team and the result of the monitoring will be reported to the Technical Committee through the Gender Taskforce Team.

7-2 MAIN ACTIVITIES

7-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

The project taskforce team members had a preliminary workshop with the trainee candidates to understand the current skills and training courses of the extension staff. They prepared the tentative training package based on the findings of the workshop and the lessons learned from the other pilot projects. The taskforce team members found that they had to have a common understanding on gender, participatory approach and facilitating skills. Therefore, they conducted two training workshops: one in January about gender awareness and one in February about development, gender and development and participatory methods.

Four training workshops for the target group will be provided in the training package of the gender awareness and participatory approach of Pilot Project 7. The contents of each workshop are planned to be as follows:

- 1) 1st training (26 & 27 February 2003):
 - enhance understanding of development and approaches to development
 - introduce participatory development approach
- 2) 2nd training (3 days in May, 2003):
 - understand gender
 - understand why gender awareness is important in development work
 - understand participatory method for planning, implementation and evaluation
- 3) 3rd training (2 days in July 2003):
 - introduce tools of gender analysis at the community and program levels
 - introduce skills for working with communities and related groups
- 4) 4th training (2 days in September 2003):
 - carry out field work for participatory evaluation in the target area of Pilot Project 1
 - conduct a wrap-up workshop in Kota Marudu

The 1st training was conducted by the taskforce team members in the KPLB seminar room on 26 and 27 February 2003. The training components and contents will be improved based on the findings and lessons learned from the accumulated experience of the training courses and the other pilot projects.

7-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

During the second phase, the Task Force Team had conducted activities as shown in the table below:

TABLE-3: MEETINGS AND WORKSHOPS BY PILOT PROJECT 7

	ACTIVITIES	DATE	PLACE	REMARKS
1.	Pilot Project Meeting	12 May 03	JICA Office KPD, Inanam	Discussion for the preparation of in-house Workshop
2.	3 rd In-House Training for Gender Taskforce Team	17 May 03	SAWO Training Room at Luyang	- Gender concept in detail - Extension Activities in Japan (Slide presentation by Mr. Masafumi Ikeno)
3.	Pilot Project Meeting	20 May 03	DOA Meeting Room at PKT Inanam	Wrap-up meeting before Ms. Yoko Ishida departed to Malawi.
4.	2 nd Training Workshop for Extension Workers	4-6 June 03	KPLB Training Room	- Revision of 1 st training - Gender concept in detail - Extension Activities in Japan And participatory approaches by Mr. Masafumi Ikeno, Extension Specialist of the JICA Study Team.
5.	Pilot Project Meeting	17 July 03	JICA Office KPD, Inanam	Discussion for the preparation of 4 th In-house training
6.	4 th In-house Training for Gender Taskforce	24-26 July 03	Berringgis Beach Resort	Revision of Participatory approaches, Small group development and facilitation.
7.	Project meeting	1 Aug 03	JICA Office, KPD, Inanam	Discussions for preparation of 3 rd training of core trainers.
8.	3 rd Training Workshop for Extension workers	5-7 Aug 03	KPLB Training room	Revision of Gender and Participatory Approaches, Small group formation, small group dynamics and processes, and small group facilitation skills.
9.	Project Meeting	13 Oct 03	JICA Office, KPD, Inanam	Discussion for preparation for 4 th training of core trainers
10.	4 th Training of Extension Workers	20-22 Oct 03	YUM Training room, Kota Marudu Kg. Pandan Mandamai	Revision of Participatory methods, Participatory Evaluation of Pilot Project 1 & Pilot Project 7, Closing of Training program

7-3 FINDINGS OF POST EVALUATION AND LESSONS LEARNED

The project team learned many important lessons as they conducted the training for the Gender Taskforce and extension workers. The main ones are discussed below:-

- (1) Even though the training package was designed after an assessment of the participant's training needs during the preliminary workshop, it was found that in

general, the whole training was still too difficult for the participants to follow. Most of the participants do not have the basic knowledge on Development or experience in working with women's groups.

- (2) The training materials used were not simple enough. This is partly due to the unavailability of simple training materials and that such materials need to be translated to Bahasa Malaysia. This is sometimes difficult to do as the translators are not familiar with the terminologies used.
- (3) It was found that the four short training were insufficient to really strengthen the extension and field workers who did have the basic knowledge. Participatory approach and methods take time and time was too short for almost all the sessions.
- (4) The participants were from different levels (HQ and district) and different working background. This made it difficult for the trainers to find the right level of learning; sometimes it was too easy for some while others find it too difficult. DOA Extension workers are more used to working with women's groups while KPD field staff are not.
- (5) There were also gender differences and this was more apparent during the Gender Awareness training. Male participants find it harder to internalize the concept while most of the female participants can identify with and understand the approach more readily. In general, male participants are also not comfortable with the concept of women's empowerment and tend to be influenced by their own personal attitudes. Their commitment towards being more Gender-sensitive may take longer to achieve if at all.
- (6) Most of the participants still find it difficult to adopt the Participatory Approach and need more time, training and practice to unlearn their top-down approach.
- (7) The participants enjoyed the training and most found it useful for their work. The training was conducted using participatory methods and they found this to be more effective than most of their past training.
- (8) Exposure in the field was effective to enhance learning. Participants sent to the Philippines and those who conducted the workshop in Kg. Pandan Mandamai improved their understanding and practice much more.
- (9) The learning process was also constrained by the inexperience and insufficient knowledge of the training team itself. Most of the Gender taskforce members are new to this type of work and training and were not effective as facilitators during the training.

7.4 FUTURE STEP

This project is very important for strengthening the extension and field workers' approach and skills in their work with women and other community groups. The pilot project findings show that most of these personnel are weak in this area of work and will not be able to implement the activities needed to enhance rural women's entrepreneurship if they are not given appropriate training. Thus this project needs to be given more focus and attention in the masterplan. Some suggestions to improve project 7 are as follows:

- (1) Extension and field staff should be given training before they start to work with rural women. They should be supported by personnel at the district and HQ who understand their work.
- (2) As far as possible, train participants with similar working backgrounds together so that the training can be designed specifically to suit their needs.
- (3) Thus, different training packages and training materials have to be prepared to suit the needs of the different type and level of trainees. For example, field workers who have no experience with extension work and working with small groups would have their own training package which would be different to higher level supervisory staff at the district level and so on.
- (4) The training program should include both practical and classroom sessions so the learning process is enhanced. Courses should be at least one week in duration to give sufficient time for learning.
- (5) More experienced trainers and facilitators, in addition to those in Gender Taskforce, need to be sourced to conduct the training. Care should be taken to ensure that the trainers have experiences in the field as well as appropriate theoretical knowledge. This group of trainers needs to be strengthened before they conduct the training.
- (6) As a concrete first step to ensuring the continuity of P7, a training taskforce made up of the existing members from related agencies and others needs to be formed. The main task is to see how P7 can be strengthened and implemented in the lead and supporting agencies of PUANDESA

TABLE 7-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 7 (AS OF 28 FEBRUARY 2003)

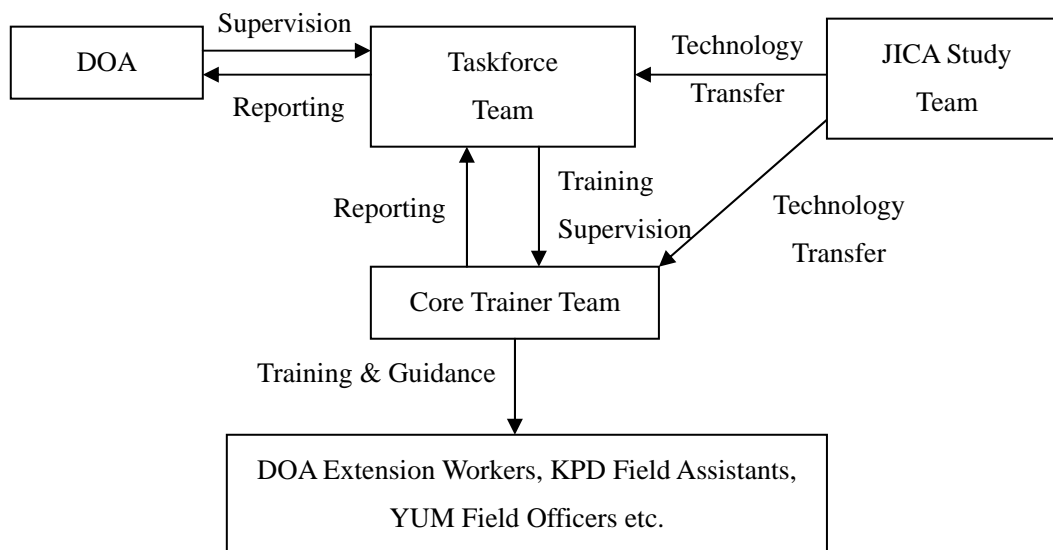
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTION
<p>OVERALL GOAL: Programs/projects for supporting rural women are to be planned with participatory approaches and gender/social consideration in Kudat</p> <p>PROJECT PURPOSE: The training system of the planning with participatory approaches and gender/social consideration with good facilitating skills in rural development are to be established.</p>	<ol style="list-style-type: none"> 1) Extent of participatory approaches used in the planning of the rural development projects 2) Extent of gender consideration in the rural development plans 1) Planning skills of the extension workers in Kudat 2) Extent of understanding on gender/social consideration by the extension workers in Kudat 	<ol style="list-style-type: none"> 1) Sample survey by the taskforce team 2) Sample survey by the taskforce team 1) Focus group interview 2) Focus group interview 	<ul style="list-style-type: none"> • The related agencies are to continue to support the rural women agro-related activities.
<p>EXPECTED OUTPUTS:</p> <ol style="list-style-type: none"> 1. Core trainers are to be trained 2. Extension workers of the target area are to be trained 3. Senior and junior staff members of the related agencies to understand the importance of the planning through the participatory development approaches <p>ACTIVITIES:</p> <ol style="list-style-type: none"> 1-1 Preparation of a guideline of project planning, monitoring and evaluation 1-2 Preparation of training modules and materials 1-3 Training of the core trainer team 1-4 On-the-job training 2-1 Theoretical training 2-2 On-the-job training 3-1 Training workshops 3-2 On-the-job training 	<ol style="list-style-type: none"> 1-1) No. and quality of core trainers trained 1-2) Reputation by the trainees 2-1) No. of extension workers trained 2-2) Extent of understanding on participatory approaches 3-1) No. of staff members trained 3-2) Extent of their understanding <p>INPUT: [SABAH SIDE] <ol style="list-style-type: none"> 1) Personnel expenses 2) Communication 3) Expenses of meetings [JICA SIDE] <ol style="list-style-type: none"> 1) Expenses of local consultants 2) Expenses of training 3) Expenses of case study training 4) Expenses of presentation workshop </p>	<ol style="list-style-type: none"> 1-1) Project monitoring report and focus group interview 1-2) Focus group interview 2-1) Project monitoring report 2-2) Focus group interview 3-1) Project monitoring report 3-2) Focus group interview 	<ul style="list-style-type: none"> • The related agencies are to make use of the planning and monitoring and evaluation skills with participatory approaches and gender/social consideration. • The planning and monitoring and evaluation skills provided by the project training are to be accepted by the related agencies.
			<ul style="list-style-type: none"> • Related agencies are to dispatch capable trainees. <p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • Related agencies are to support the project

TABLE 7-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 7 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation	Agreement on the project design, Detailed plan		■													Project team leader	Taskforce team (TT)
2	Discussion and designing coordination body	Coordination body formed		■													Project team leader	TT
3	Holding regular meeting	Regular meeting															Project team leader	TT
4	Clarification of demarcation among agencies	Agreement on the demarcation			■												Project team leader	TT
5	Planning for public relations	Public relations activity carried out		■													Project team leader	TT
6	Management of process control of pilot projects	Smooth implementation of pilot projects	■	■	■	■	■	■	■	■	■	■	■	■	■	■	Project team leader	TT
7	Coordination of pilot projects	Pilot projects coordinated	■	■	■	■	■	■	■	■	■	■	■	■	■	■	Project team leader	TT
8	Study for expanding regulations (1) Enhancing women's status (2) Quality control	Recommendation report for improving the current regulations					■	■									Project team leader	TT
9	Study tour (1) Planning (2) Recruitment of participants (3) Study tour (4) Evaluation	Synergy among the pilot projects				■	■	■	■								Project team leader	TT
10	Workshop for dissemination of the pilot project results (1) Planning (2) Preparation (3) Workshop	Result of pilot projects are disseminated									■	■	■				Project team leader	TT
11	Workshop of networking	Workshop held														■	Project leaders	TT

TABLE 7-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 7

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Hjh. Dayang Rayanah Hj. Ag. Hamit	Head of PKT Section, DOA
Co-leader:	Hjh. Subiah Hj. Laten	Research Unit, UHEWS
Book-keeper	Daisy Livinu	Training Officer, YUM
Coordinator	Rosmiah Fauzi Rahman	Executive Officer, KPD
Members:	Nemy Ontol Mohd. Sayuti Abdullah Winnie Yee Maimunah Mohd. Shariff Adeline Chee Jamilah Lee Jita Gimin	HRD, KPD Assistant Secretary, KPLB Local Consultant Executive Officer, KPD Executive Officer, KPD Agricultural Officer, KPD Research Officer, IDS

PILOT PROJECT 8 : STRENGTHENING OF A COORDINATION BODY FOR RURAL WOMEN EMPOWERMENT

*Prepared by Mohd. Dos b. Ismail/Nemy Ontol from KPD
Team Leader/Secretary of Pilot Project 8*

8-1 OUTLINE OF THE PROJECT

The representatives from all of the related agencies, which are the members of the Technical Committee of the Study, are the taskforce team members of Pilot Project 8. The purpose of the project is to establish a permanent network of the related agencies to promote coordination and collaboration among their activities. Before the Study had started, there was no official platform for the related agencies to have discussions on the matters of supporting rural women entrepreneurs.

The target group of this project comprises all the related agencies. The project will serve as the platform for networking and collaborative action not only among the state and federal supporting agencies but also including the district and village offices. The taskforce team will establish the public relations system, on top of the monitoring and evaluation system of the pilot projects and the Master Plan. The project summary is shown in the project design matrix (PDM) in Table 8-1 and the detailed implementation plan is shown in Table 8-2.

The planned activities of the project are:

- (1) Monitoring and evaluation of the pilot projects;
- (2) Quality control of the guidelines and manuals produced under the pilot projects;
- (3) Public relations activities (includes designing nickname, slogan and logo, participating in events, distribution of posters / brochures, etc.);
- (4) Dissemination of the outcome of pilot projects by holding the seminars/conference;
- (5) Producing synergy by information exchange through study tours (exchange visit among the target groups and pilot projects);
- (6) Facilitating the network among the rural women leaders through workshops.

In addition, the project administers the audio-visual equipment, to which all the project taskforce teams will have access.

The roles and responsibility of the related individuals and agencies are as follows:

- 1) Chairman (KPD) and Co-chairman (DOA)
 - Plan, coordinate and organize the project activities
- 2) Taskforce team members
 - Join the monitoring meetings
 - Conduct the responsible works
 - Join the project activities to promote public relations of the PUANDESA Study
 - Disseminate the output of the PUANDESA Study
- 3) Secretary
 - Prepare the minutes of meetings
 - Prepare the materials of public relations

The monitoring of the project will be carried out by the project taskforce team and the result of the monitoring will be reported to the Steering Committee through the Technical Committee and the Institution and Finance Taskforce Team.

8-2 MAIN ACTIVITIES

8-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

The taskforce team members have monthly meetings to monitor the progress of the 11 pilot projects and to exchange information among the projects. So far, they have had 5 meetings. The deputy general manager of KPD chairs the meeting and the deputy director of DOA co-chairs. They are responsible for public relations activities of the Study.

In the very beginning of the pilot project period, the taskforce members decided that the nickname of the Study would be “PUANDESA”. “PUANDESA” stands for “Pembangunan Usahawan Wanita Desa Sabah”, which means “Rural Women Entrepreneurs Development in Sabah” They joined the Women’s Festival exhibition in September 2002 to introduce the activities of the Study.

8-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

The Project Team held meeting regularly (monthly) to ensure that all team members are well-informed of progress of each pilot project, updated and have regular contact with each other to discuss common issues and problems related to the Study.

The Team Leader who is also the Chairman of the Technical Committee inspected the seaweed pilot project at Semporna during the month of March to monitor progress of implementation, understand problems faced and meet the target groups.

During the month of May, the Project Team coordinated the preparation and participation of PUANDESA in the State-level *Tadau Kaamatan* celebration (**Harvest Festival**) which was held on 27-31 May, 2003. In view of the importance of PUANDESA's participation in the celebration, special committees were formed consisting of members from all pilot projects to ensure that all aspects of the PUANDESA exhibition were properly and well-organized. The exhibition attracted many visitors including the Head of State, Chief Minister and many other VIPs.

On 24 June-9 July, 2003, the Team Leader, Co-Leader and a senior officer from the Department of Women Affairs, Sabah, were in Japan to undergo counterpart training in line with one of the strategies of the PUANDESA Study to develop capacity of related agencies. Among the important training components were to learn about livelihood improvement projects of rural women in Japan, bottom-up approach in rural development, "One Village, One Product" movement and marketing strategies for rural produce/products.

On 24-26 August, 2003, the Project Team coordinated the participation of PUANDESA in the State-level **Farmers, Livestock Breeders and Fishermen Day Celebration**. Participation from PUANDESA target groups was a success. The Chief Minister and the new Minister of Agriculture and Food Industry were impressed with good exhibition put up by PUANDESA.

On 28-29 August 2003, most members of the Project Team went for study tour to Tawau and Semporna to visit successful women entrepreneurs and the very successful seaweed project of Project 4 at Bum-Bum Island. The Technical Committee and Project 8 meetings were held during the night at Semporna.

On 7-8 October, 2003, the Project Team together with JICA Study Team organized a very successful and interesting **PUANDESA Evaluation Conference** in Kota Kinabalu. The Conference was attended by 153 participants i.e. 96 rural women (PUANDESA target group), 43 government officers and other invited guests. The conference was officiated by the new Minister of Agriculture and Food Industry. Among the VIP's who attended the opening ceremony were the Consul-General of Japan and the Chairperson of the Sabah Women Advisory Council.

On 18 - 19 October, 2003, some Project 8 team members together with the Team Leader

attended the State Women Convention. JICA Study Team Leader presented a paper related to PUANDESA during the convention.

In order to continue promoting the Study to the public and policy makers, the project also publicized PUANDESA activities in the local newspapers twice a month during KPD Tamu. The production of PUANDESA leaflets for distribution to the public has also helped in the promotion.

8-3 FINDINGS OF POST EVALUATION AND LESSONS LEARNED (NEED UPDATE)

Overall, cooperation and teamwork among all departments and agencies involved in the Study has been quite satisfactory. Holding regular meetings was essential in strengthening teamwork and facilitating team members communicate and help each other. The Team Leader's visit to pilot projects would enable him understand the actual situations on the ground and help him become a more effective coordinator.

PUANDESA's participation in the *Tadau Kaamatan Festival* and the State-level **Farmers, Livestock Breeders and Fishermen Day Celebration** was well-organized and very successful due to very good cooperation and teamwork from related agencies and JICA Study Team. Response and support from the public as well as from State policy makers was very encouraging during the two important occasions. Policy makers who visited the PUANDESA exhibitions were impressed and very appreciative of JICA's aid in financing the Study.

The three-week long counterpart training program in Japan was very beneficial. There were a lot of lessons learnt such as the reasons for the success of livelihood improvement projects by rural women, the effectiveness of the bottom-up and participatory approach, the effectiveness of "One Village, One Product" movement in enhancing development of rural community, effective marketing strategies of rural produce and of course the hard work culture of the Japanese people. All these important lessons learnt are being communicated to local counterparts and target group through meetings, seminars, workshops and conference.

The PUANDESA Evaluation Conference was among the important highlights of the Study. The conference was widely publicized in the local newspapers and in the national television news program. The government, policy makers and rural people particularly rural women are now convinced that PUANDESA program is indeed beneficial as proven by the success of its pilot projects.

8-4 FUTURE STEP

To ensure success of future PUANDESA projects, it is necessary for the related agencies (state and federal departments and agencies) to continue working together as a team and on an integrated basis. Thus, a permanent coordination body similar to the Technical Committee is essential and should be established and formalized. The coordination body may be established under the Ministry of Agriculture and Food Industry or Sabah Women Affairs Department.

TABLE 8-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 8 (AS OF 28 FEBRUARY 2003)

PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL: Projects supporting rural women are implemented efficiently and effectively.</p> <p>PROJECT PURPOSE: Related agencies proceed with taking the collaborative action to support rural women.</p>	<ol style="list-style-type: none"> 1) Demarcation of the related agencies 2) Collaborative activity among the related agencies and its outcome 	<ol style="list-style-type: none"> 1) Research on the achievement by taskforce team 2) Research on the achievement by taskforce team 	<ul style="list-style-type: none"> • Related agencies continue the collaboration and supporting activity for rural women
<p>EXPECTED OUTPUT:</p> <ol style="list-style-type: none"> 1. Related agencies hold the information exchange and discussion regularly 2. Demarcation as for the rural women support among the related agencies become clear 3. Pilot projects are properly monitored and evaluated. 4. Public relations activity for the Study is implemented 	<ol style="list-style-type: none"> 1) Implementation of collaborative activity among the related agencies. 2) Extent of understanding one another among the related agencies 	<ol style="list-style-type: none"> 1) Pilot project report 2) Interview with related agencies staff 	<ul style="list-style-type: none"> • Rural women supporting projects are designed based on the collaboration of the related agencies.
<p>EXPECTED OUTPUT:</p> <ol style="list-style-type: none"> 1. Related agencies hold the information exchange and discussion regularly 2. Demarcation as for the rural women support among the related agencies become clear 3. Pilot projects are properly monitored and evaluated. 4. Public relations activity for the Study is implemented 	<ol style="list-style-type: none"> 1-1) Frequency, contents, and participants of the regular meetings 1-2) Formulation of the guideline draft 1-3) Discussion on the laws and regulations related to women's status enhancement and quality improvement 2-1) Degree of demarcation recognition among the related agencies 3-1) Monitoring and evaluation reporting 3-2) Result of training and guideline formulation quality control 4-1) Implementation of study tours 4-2) Implementation of the dissemination seminar 4-3) Implementation of rural women networking workshop 	<ol style="list-style-type: none"> 1-1) Minutes of regular meetings 1-2) Evaluation of the guideline draft 1-3) Evaluation report of the laws and regulations 2-1) Interview with related agencies staff 3-1) Minutes of regular meetings 3-2) Minutes of regular meetings 4-1) Pilot project report 4-2) Pilot project report 4-3) Pilot project report 	<ul style="list-style-type: none"> • Policy makers of the related agencies understand the importance of the collaboration, and the collaboration is prioritized among them.

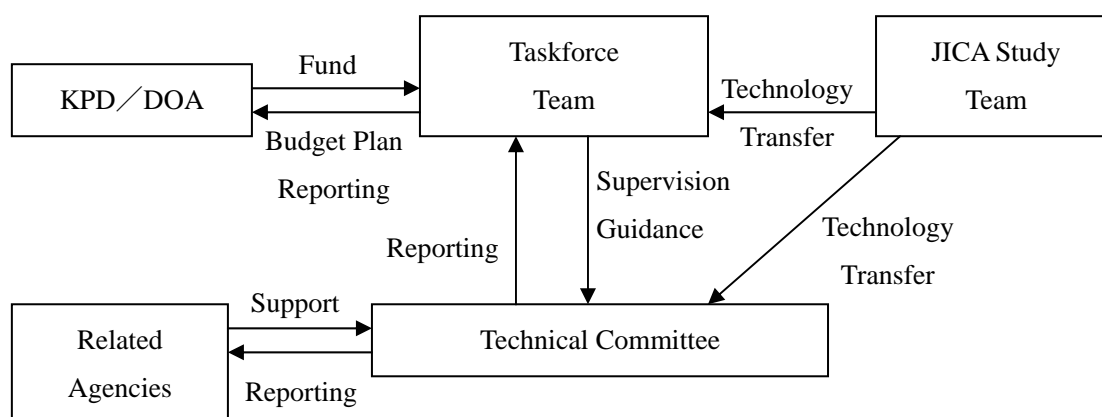
<p>ACTIVITIES:</p> <p>1-1) Holding the regular meetings</p> <p>1-2) Discussing the draft guideline for rural women support</p> <p>1-3) Discussing towards the improvement of laws and regulations related to the women's status enhancement and quality control</p> <p>1-1) Evaluating the current role of related agencies</p> <p>1-2) Discussing and approving the effective demarcation among the related agencies</p> <p>3-1) Receiving the report on pilot project monitoring and evaluation</p> <p>3-2) Quality control of the training and guidelines design under the pilot projects</p> <p>4-1) Planning the public relations activity</p> <p>4-2) Implementing the information exchange activity (e.g. study tour)</p> <p>4-3) Implementing the dissemination seminar</p> <p>4-4) Implementing the rural women networking workshop</p>	<p>INPUT:</p> <p>[SABAH SIDE]</p> <ol style="list-style-type: none"> 1) Personnel expenses for the study tour 2) Expenses for meetings 3) Cost for monitoring and evaluation 4) Communication 5) Stationery <p>[JICA SIDE]</p> <ol style="list-style-type: none"> 1) Initial cost (personal computer, printer, software, UPS, projector, screen, video, monitor, desk and chair for the computer) 2) Fee for local consultants 3) Expenses for study tour, dissemination seminar, and workshops 4) Transportation cost 5) Expenses for public relations 	<ul style="list-style-type: none"> • Participants from the related agencies understand and cooperate with the Study
		<p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • Stakeholders of the Study recognize and understand the importance of the collaborative action and cooperate with the implementation.

TABLE 8-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 8 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation	Agreement on the project design, Detailed plan		■													Project team leader	Taskforce team (TT)
2	Discussion and designing coordination body	Coordination body formed		■													Project team leader	TT
3	Holding regular meeting	Regular meeting															Project team leader	TT
4	Clarification of demarcation among agencies	Agreement on the demarcation			■												Project team leader	TT
5	Planning for public relations	Public relations activity carried out		■													Project team leader	TT
6	Management of process control of pilot projects	Smooth implementation of pilot projects	■	■	■	■	■	■	■	■	■	■	■	■	■	■	Project team leader	TT
7	Coordination of pilot projects	Pilot projects coordinated	■	■	■	■	■	■	■	■	■	■	■	■	■	■	Project team leader	TT
8	Study for expanding regulations (1) Enhancing women's status (2) Quality control	Recommendation report for improving the current regulations					■	■									Project team leader	TT
9	Study tour (1) Planning (2) Recruitment of participants (3) Study tour (4) Evaluation	Synergy among the pilot projects				■	■	■	■								Project team leader	TT
10	Workshop for dissemination of the pilot project results (1) Planning (2) Preparation (3) Workshop	Result of pilot projects are disseminated									■	■	■				Project team leader	TT
11	Workshop of networking	Workshop held														■	Project leaders	TT

TABLE 8-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 8

(1) Operation Structure



(2) Members of the Taskforce Team

Title	Name	Agency and Duty
Team Leader:	Mr. Mohd. Dos Ismail	Deputy General Manager, KPD
Co-leader:	Mr. Hj. Mohd. Dandan Hj. Alidin	Deputy Director, DOA
Secretariat:	Nemy Ontol	Human Development Supervisor, KPD
Book-keeper	Maimunah Mohd. Fauzi Rahman	Executive Officer, KPD
Members:	Ms. Hjh. Dayang Rayanih Hj. Ag. Hamit	Agriculture Officer Head, PKT Section, DOA
	Ms. Janet Grace Asing	Food Technology Officer, DOA
	Ms. Silvia Edward	Assistant Agricultural Officer, DOA
	Dr. Ahemad Sade	Head of Marine Resource Research, DOF
	Mr. Irman B. Isnain	Assistant Fisheries Officer, DOF
	Ms. Jabidah Jacob Yong	DOVSAI
	Mr. Seeto Mun Yee	Planning Officer, KPD
	Mr. Sanseh Masi	Administrative Officer (Handicraft), KPD
	Mr. Abdul Malek Chua	Planning Officer, KPD
	Mr. Taha Sulaiman	Chief Instructor, KPD – OISCA
	Ms. Theresa Moguil	Executive Officer (Marketing), KPD
	Ms. Adeline Chee	Executive Officer, KPD
	Ms. Rosmiah Mohd. Fauzi Rahman	Executive Officer, KPD
	Mr. Rainal Lasumin	Administrative and Personnel Officer, KPD
	Mr. Benjamin Subinon	Senior Project Manager, KPD Kota Marudu
	Mr. Abdul Hamid Sani	Deputy Managing Director II, YUM
	Mr. Freddy Rantau	Deputy Managing Director I, YUM
	Ms. Daisy Livinu	Training Officer, YUM
	Mr. Geoffrey Kuah	Administration Officer, YUM
	Mr. Mohd. Sayuti Abdullah	Assistant Secretary, KPLB
Ms. Hjh. Subiah Hj. Laten	Research Unit, UHEWS	

Title	Name	Agency and Duty
	Mr. Sebastian Lim	District Officer, Kudat District
	Ms. Noraini Khan	General Manager, SPS
	Ms. Azizah Saffian	SPS
	Mr. Ghani Hj. Affendy Angkangon	Socio-Economic Development Unit, Yayasan
	Mr. Mustafa Alba Hj. Ibrahim	Deputy Director, PKKMM
	Ms. Ahadiyah Mohd. Khairi	Deputy Director, FAMA
	Mr. Salahuddin Tambi	MARDI
	Ms. Asnah Hj. Tahili	KEMAS

PILOT PROJECT 9 : REINFORCEMENT OF ORGANIZATION NETWORK FOR HANDICRAFT PROMOTION

*Prepared by Neil N. Sagidon (Local Consultant)
Secretary of Pilot Project 9*

9-1 OUTLINE OF THE PROJECT

Currently, there are nine agencies which are involved in the promotion of production and marketing of handicraft products in Sabah. The demarcation of their responsibilities is not clear. They do not have an official committee or secretariat to discuss their common issues and problems or to coordinate their strategies and activities. For the rural women entrepreneurs, whenever, they need some support from the government agencies, they have faced complicated situation because they do not know which agency is the most appropriate one to contact.

Considering the situation mentioned above, the objective of the Pilot Project 9 is to establish a network among the handicraft related agencies and to provide a platform for them to discuss and clarify their roles and responsibilities as well as to strengthen their coordinating activities for improving the rural women's accessibility to the supporting programs.

Through this P9 project, the related agencies will actually work together to promote marketing of the 'Sabah Brand' handicrafts produced by the rural women entrepreneurs. The project summary is shown in the project design matrix (PDM) in Table 9-1 while the detailed implementation plan is shown in Table 9-2.

The main activities of the project are:

- (1) Official agreement of formulation of a handicraft committee;
- (2) Holding a regular meeting of the committee;
- (3) Design a medium term master plan for promoting handicraft products produced in Sabah; and
- (4) Wrap-up workshop to make a presentation on the result of the series of the discussions of the regular meetings.

The project is implemented by the project taskforce team of the Pilot Project 9, whose activities are supervised and monitored by the Handicraft Taskforce Team. The Malaysian Handicraft Development Corporation (PKKM) is the leading agency of the project while YUM, KPD, Yayasan Sabah, DOA, KPLB, KEMAS and IDS are members of the taskforce team which oversee the activities of the P3 project. The target groups of the project are the

organizations and agencies involved in the handicraft production and promotion in Sabah.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Chairman (PKKM) and Co-chairman (YUM)
 - Plan, coordinate and organize the project activities
- 2) Taskforce team members
 - Join the monitoring meetings
 - Conduct the responsible works
 - Join the project activities to promote “Sabah Brand”
 - Monitor the book keeping
 - Prepare a monthly monitoring report

The monitoring of the project will be carried out by the project Task Force Team and the result of the monitoring will be reported to the Technical Committee through the Handicraft Task Force Team.

9-2 MAIN ACTIVITIES

9-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

Pilot Project 9 aims to strengthen the networking and coordinating activities among the handicraft-related agencies in Sabah for supporting rural women entrepreneurs. As the first step of the project, the taskforce team members conducted a survey of the on-going projects and programs conducted by the related agencies, the target groups and their handicraft products. They started to strengthen their public relations activities to promote Sabah handicraft through their PKKM homepage.

The taskforce team had a monthly meeting. They have discussed how to work together in promoting ‘Sabah-brand’ handicrafts in order to support rural women entrepreneurs and consequently, developed a detailed action plan for the project.

They were to monitor the activities and progress of Pilot Project 3 and support its activity as well as to seek potential markets for its paper and candle products. The Task Force Team also help find alternative means of marketing P3 products.. They would have to make full use of their networking, such as through KPD Tamu and the Harvest Festival occasions. A contest among the handicraft producers trained under Pilot Project 3 is being prepared by Pilot Project 9. The Task Force team members are now working on the production of brochures and posters highlighting Sabah traditional handicraft and skills.

9-2-2 DURING THE PHASE 2 (MARCH – OCTOBER 2003)

(1) March 2003

Pilot Project 9 Task Force conducted a mid-term review on handicraft survey in March in Kota Kinabalu area as directed by JICA Study Team Leader. The purpose of this exercise was to find out the present handicrafts condition since the last survey. However, it was temporarily stalled for a while as the Task Force Team was busy with workshops training at YUM during this month.

Pilot Project 9 Task Force Leader also sent out suggestion form to Task Force member to be filled up by the respective member on their proposal for Sabah Logo design for Pilot Project P3 products.

During the February 5th meeting, it was proposed by P9 Task Force to pay YUM a token sum of RM100.00 (one-hundred only) for every usage of YUM Training Center at Kota Marudu. The meeting agreed that this payment is to cover cost of electricity and water. Since the beginning of the Pilot Project implementation, P3 Task Force had requested the use of YUM facility to conduct training for the selected women group leaders from the four kampongs on Paper and candle making. However, the cost of utility and other facility was not taken into account until only recently by YUM due to financial constrain on their organization. This new additional cost was budgeted for and payment was done beginning the month of March 2003.

(2) April 2003

The Task Force continued to conduct the mid-term review survey on handicraft from shop outlets in Kota Kinabalu, the State Meuseum, Tawau, Semporna and Tawau Airport. The Team comprising the R.A. and Mr Sanseh (Book-Keeper) flew over to Tawau and conducted the survey from 8th to 10th April, and came back to attend the Technical Committee meeting on April 11th. The Task Force did not receive response from our counterpart in Sandakan due to Yayasan Sabah Voluntary Separation Scheme for its staff. This resulted in the Yayasan Sabah being not represented in any of the Task Force Meeting as the officers concerned are no longer with Yayasan Sabah. On April 20th, 2003, The Ministry of Rural Development (KPLB) organized a dialogue session at the Kinabatangan Community Hall on Entrepreneurship as part of the P9 activity as KPLB is a member of P9 Task Force. In July 2002, P9 participated in a Handicraft Seminar organized by Yayasan Sabah at Sandakan Community Centre, in which Mr Kuroda, Mr Sanseh and Alba attended for JICA. In October 2002, JICA was invited to put up exhibits of P3 products at the Likas Sport Complex during the Women's Day celebration.

The P9 Task Force continued to monitor the P3 workshop training for the four target

villages according to schedule. The members also monitor the development in term of progress and improvement of products as the Task Force wanted good materials for exhibit during the Harvest festival in May 2003.

The P9 Task Force agreed to request Tuaran Agricultural Research Center to test the pH value for Air Abu (alkaline solution bought from the local market). This solution is used in paper making and soap making; the later was shelved in order to concentrate on paper and candle projects.

(3) May 2003

Pilot Project 9 had a Task Force meeting on May 12, prior to the Technical Committee meeting the next day May 13th. Discussion was focused on the non-active Task Force Members and the proposed activities and roles for each member during the Harvest Festival. The proposed Seminar to be organized for Pilot Project 3 women participants was also discussed.

The Task Force organized a Product Development seminar in Kudat for the P3 participants on the third Saturday May 17th which is a public holiday. This seminar provided an opportunity for the participants to share their experience with as well as to learn from other group activities. This seminar gave them exposure on interpersonal relationship and developed self-confident. Due to the short notice on date change and that the seminar coincided with a Moslem holiday and the long week-end, participants from Kg Pandan Mandamai were unable to attend. This was hampered also by communication problem both by road and by telephone. The seminar was attended by four women from Kg Minyak, Two from Kg Kalipuon, two each from KEMAS Kudat office and Kg Tarangkapas, and two local trainers from KPD. In attendance were Mr. Kuroda, Neil, Sanseh and Mustapha Alba, the later chaired the one-day session.

During the seminar most were encouraged to see quality products from Kg Tarangkapas participant. Many candle products were shown and words of encouragement and motivation were shared. Pilot Project 3 was expected to participate in exhibition during the Harvest festival by way of the participants products of paper and honey candles.

The Task Force had regular consultation during the month of May to prepare for the exhibition materials and other needs either through PUANDESA Exhibition committee meetings or discussion among the Task Force member at the JICA office. Mr. Kuroda also produced many colorful print-out on Pilot Project 3 activities, participants and materials for use in the briefing. Pilot Project 9 also budgeted for the 5-day carnival and identified each Task Force member's responsibility.

By the last day of the exhibition, Pilot Project 9 felt that the huge turn out of crowd visiting

PUANDESA booth not only came to buy Project 5 products of fresh fruit juice but also to their surprise, came to know that buntui, can be processed into attractive paper. Previously, this unused plant was never thought out to be very useful. The Chairman of STB passed through on his visit to the exhibition booths was briefed on PUANDESA activity by P3 Leader, Mr. Alba and JICA Study Team Specialist. He was so impressed over the exhibits of P3 products, that he gave an assurance of his full support for this activity to be continued and he extended his personal invitation for the products to be put up for exhibit during the Fruits and Food Festival at the Prince Philip Park, Tanjung Aru in the first week of July.

(4) June 2003

The Task Force members prepared brochures sample on honey- candle making procedure with step-by-step colorful snapshot that can be easily understood. This brochure would be mass- produced and translated into Bahasa Malaysia once all the relevant information for all pilot projects are compiled. Another brochure on paper making is in the pipe-line for printing.

The Task Force held a meeting on June 5th to conduct post-mortem on the previous exhibition during the harvest Festival.

The meeting was informed that the Fruit and Food Festival organizing committee had invited P3 Project to exhibit its products during the 3-day festival from 4th to 6th July to be held at The Prince Philip Park, Tg Aru. The fund totaling RM5,000 (five thousand only) for this exhibition was sponsored by The Ministry of Culture and Arts, Malaysia, for P3 use to cover incidental expenses.

The P9 Task Force was also invited by the Member of Parliament for Tuaran to participate in the exhibition at the Harvest Festival in his constituency in Kg Malangang Kiulu on June 29th, but we extended our apologies for being unable to participate as we were in the process of making preparation for the Fruit Festival and beside, the Task Force Team would be in Pitas on 28th June conducting workshop. Thus, the Team did not have enough time to prepare.

(5) July 2003

The P9 Task Force took part in the exhibition on PUANDESA activity at the invitation of the Ministry of Culture and Arts, Malaysia. In spite of the heavy rain prior and during the period PUANDESA booths received many visitors both local and tourists. Four rural women target group were invited to man the exhibition booth and to give visitors briefing on the exhibits.

The Task Force held meeting on 8th to discuss post-mortem on the previous exhibition and

the proposed visit together with P1 to Kg Pandan Mandamai on 12th July and to Kg Minyak on July 18th, the Kg Goruntong visit on July 21st and the One-day Pricing and Marketing Seminar at YUM on 22nd July 2003. The Technical Committee meeting was convened the next day 23rd July at KPD Training Room.

P9 Task Force was invited by IDS to present a paper on PUANDESA activity and to put up exhibit of P3 products- i.e. paper and candle on July 29th held at the Multi-Purpose Hall, Kota Marudu. Mr. Mustafa Alba of PKK M delivered a paper at the seminar attended by local leaders, JKKKs, Village leaders, government officers, NGO's and JICA. Two rural women from Kota Marudu were invited to man the P3 exhibits materials on display. The Minister of Rural Development, Datuk Nasir Tun Sakaran graced the one-day occasion. After the official opening ceremony of the seminar, he was briefed by P3 Leader on PUANDESA activity and was so impressed on the Utilization of Unused Resources that he is ready to support P3 project activity since it helps the rural women to generate income.

(6) August 2003

The month of August was full of event not to be missed out. On 2nd August, P9 was invited to exhibit P3 products at the Home Stay Launching in Kampong Minyak, officiated by Datuk Chong Kah Kiat, The Minister of Tourism and Environment, Sabah.

P9 Task Force also organized a Packaging Workshop cum Seminar at YUM Training centre, hosted by PKK M. The Three-Days Workshop was attended by 13 women from the rural and counterpart agencies. The team also visited Kg Pandan Mandamai together with P1 group and attended several meetings on the preparation for the forth-coming Farmer's Day celebration in Papar on 24th to 26th August. On the first day of the Farmer's Day, many VIPs visited PUANDESA booth which includes The Honorable Datuk Musa Aman, Sabah Chief Minister accompanied by Datuk Rahim Ismail, The Minister of Agriculture and Food Industry, Sabah. There were not less than 500 visitors who went through PUANDESA booth but not all registered into our Visitors Record Book. Many took the opportunity to buy candles but the book-marks by Penny were hot item for the school children. Many enquiries were received by the women who manned the booth on paper making from buntui. Many school children were also keen to learn the technique. Many women NGO's were just as keen to learn about paper making from buntui and other unused material.

After the Farmer's Day, P9 Task Force joined the Study Tour to Tawau and Semporna organized by P8 Task Force. This study tour was excellently coordinated and organized by DOA Tawau and DOF Semporna. The group visited a successful Tailoring and Amplang Entrepreneurs. A visit to a seaweed factory gave an insight to us on the seaweed economic importance. The second day brought the group to Kampong Lok Butun, site of P4 Pilot Project.

The visit was most significant as member participants were able to work together throughout the trip. The Technical Committee held its first meeting outside of Kota Kinabalu at Hotel Seafeast, Semporna on 28th.August. The group departed for K.K. on 29th, evening, taking home along with them the sweet memory of the Study Tour. Last but not least, the touring group wished to put on record its sincere appreciation to JICA, for without its sponsorship the trip might not have been possible for them to see activities in the east coast of Sabah.

(7) September 2003

This month saw consolidating of the SSP grouping in order for the group to work very closely as one team and not as individual person. The P9 Task Force held a leadership workshop with the help of P1 gender Task Force for the Kg. Minyak women group. It was a success as the women participants indicated that they had learned to recognized their potential and be able to play their role as leader when the needs arise.

During this visit the Task Force members were the buyers for the honey candles since many of them took the opportunity to buy at a bargain price. All our meeting was held in the Home Stay Hall in the vicinity of the local school compound. It was during this visit that we informed the candle- making group to be prepared for the RTM Television crew who is coming to film their candle making activity in October and to inform them of the coming PUANDESA Evaluation Conference in Kota Kinabalu on 7-8th. October 2003. The groups were asked to submit their respective group participants' name by the end of September to enable JICA office print them inside the souvenir booklet. The groups were also reminded to complete their respective SSP shed as place of activity for making candles.

(8) October 2003

P9 Task Force together with P1 Gender Task Force accompanied the RTM Television crew to film the paper and candle making activities on October 1st and 2nd at Kg Tarangkapas, Kota Marudu and Kg Minyak, Kudat respectively. Shooting was done only in the late afternoon at Kg Tarangkapas due to the gloomy weather. At Kg Minyak in the second day, the weather was good and the RTM crew finished recording at 4:00 p.m. The crew would be filming some more activities during the Evaluation Conference at Hotel Promenade, Kota Kinabalu. On Monday 6th the TV crew came to JICA office to interviewed Mr. Kuroda and JICA Study Team Leader about JICA projects in Sabah. At the Conference venue the RTM together with other media reporters, the TV crew was able to join and listened to the press conference given by the Minister of Agriculture and Food Industry, after the official gracing of the Conference. On October 10th, P9 Task Force member attended a half-Day seminar on the preparation of the Master Plan at Shangri-La Tanjung

Aru Resort. Five papers were presented – the first on Agro-Tourism and Eco-Tourism in Japan by Dr Yoneda, a specialist attached to the Sabah Park as advisor and consultant. His second paper was about JICA Bio-Diversity Conservation Program (BBEC). The third paper was about the on-going activities through the Participatory Approach by Mr. Sakai, also of BBEC while the Fourth paper was presented by Ms Mary an officer from the Ministry of Tourism, Sabah who delivered a paper on the Agro-Tourism and Eco-Tourism in Sabah. The last paper was delivered by Project 6 Task Force Team Leader, Mr Patrick Majinun, ADO Matunggong, Kudat. His paper dealt with the progress so far of P6 Pilot project and the various changes after the implementation of the JICA Pilot Project.

9-3 FINDINGS OF POST EVALUATION AND LESSONS LEARNED

- (1) Request for Pilot Project 3 to give talk or to participate in any festival exhibition is becoming popular so there need to be another team formed to meet the request.
- (2) Many queries for brochures on paper making as well as on honey candle processing, but were not available during the Harvest Festival exhibition in May.
- (3) Each member needs to bring to the attention of P9 Task Force Team for discussion in a meeting about its respective activity so that member can plan to participate.

9-4 FUTURE STEP

- (1) There is a need to organize a team of P9 Committee Members who are not a member of P3 (except for P3 Team Leader who must become automatically a member to report about P3 activities and progress). The committee line-up must have decision-making power. It must remain as a team representing its respective agency.
- (2) The committee members should keep in touch and set up a clear guide-line for the government to enact policy on handicraft even if other related agency changes its policy on handicraft.
- (3) The committee members must be pro-active and committed on his roles.
- (4) They must design a suitable logo brand for Sabah made handicrafts.
- (5) The committee must meet regularly and conduct seminars and workshop for its members to keep members abreast of the Handicraft development and demand in the market.
- (6) The committee must look beyond the local market for the paper products from the rural women.

TABLE 9-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 9 (AS OF 28 FEBRUARY 2003)

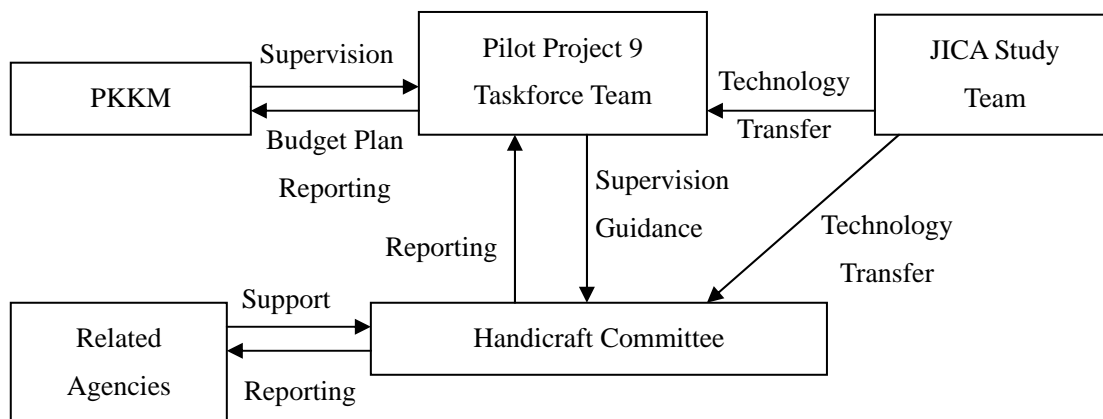
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL: The ratio of the handicraft products produced by the rural women entrepreneurs in Sabah in the handicraft shops and markets in Sabah is to increase.</p> <p>PROJECT PURPOSE: The organizations and agencies related to the Sabah handicraft promotion are to strengthen their coordinated activities for supporting the rural women entrepreneurs.</p>	<ol style="list-style-type: none"> 1) Occupancy rate of Sabah brand handicrafts in Sabah souvenir shops 2) Evaluation of the Sabah brand handicrafts by tourists and local people 1) Contents and output of the coordinated activities 2) Rural women's accessibility to the supporting programs 	<ol style="list-style-type: none"> 1) Sample interview survey 2) Sample interview survey 1) Project monitoring report 2) Focus group interview 	<ul style="list-style-type: none"> • Related agencies are to continue to support the rural women's agro-related activities • The rural women are to accept and utilize the supporting programs provided by the related agencies
<p>EXPECTED OUTPUT:</p> <ol style="list-style-type: none"> 1. Handicraft committee established 2. Regular meeting conducted 3. Medium term plan of handicraft promotion in Sabah produced 4. Sabah brand and logos promoted 	<ol style="list-style-type: none"> 1-1) Roles and members decided 2-1) Minutes of meetings of the regular meetings 3-1) Progress of the plan formulation 4-1) Design of Sabah brand and logo promotion 4-2) Well-known level of Sabah brand in the souvenir shops 	<ol style="list-style-type: none"> 1-1) Project monitoring report 2-1) Project monitoring report 3-1) Interview 4-1) Interview 4-2) Sample interview survey 	<ul style="list-style-type: none"> • The decision makers of the related agencies are to understand the importance of the coordination and to support the activities of the handicraft committee.
<p>ACTIVITIES:</p> <ol style="list-style-type: none"> 1-1 Meetings for the committee establishment 1-2 Designing of the committee roles, functions and members 2-1 Selection of the topics discussed 2-2 Preparation of a schedule of the regular meetings 2-3 Conduct of a regular meeting 3-1 Discussion in the committee 3-2 Preparation of a master plan 4-1 Designing of the Sabah brand and logos in the regular meetings 4-2 Preparation of a promotion plan 4-3 Public relations in Harvest Festival 	<p>INPUT:</p> <p>[SABAH SIDE]</p> <ol style="list-style-type: none"> 1) Personnel expenses 2) Communication 3) Expenses for meetings <p>[JICA SIDE]</p> <ol style="list-style-type: none"> 1) Fee for local consultants 2) Expenses for workshops 3) Expenses for public relations 		<ul style="list-style-type: none"> • The staff members of the related agencies are to support the activities of the handicraft committee. <p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • Related agencies are to support the project.

TABLE 9-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 9 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Formulation of handicraft committee	Handicraft committee	■														Project team leader	Taskforce team (TT)
2	Preparation of a detailed schedule of the committee meetings	Detailed schedule	■														Project team leader	TT
3	Regular meetings : discussion about demarcation among the related agencies	Demarcation of the related agencies		■													Project team leader	TT
4	Regular meetings : discussion about Sabah brand and logos	Promotion plan of the Sabah brand and logos				■											Project team leader	TT
5	Regular meetings : handicraft competition and prize at the "Harvest Festival"	Design of a one-stop center						■									Project team leader	TT
6	Preparation of a medium term master plan	Implementation plan of the handicraft prize at the "Harvest Festival"								■							Project team leader	TT
7	Wrap-up workshop	Information exchange														■	Project team leader	TT

TABLE 9-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 9

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Team Leader:	Mustafa Alba Hj Ibrahim	Deputy Director, PKKM
Secretary	Neil N. Sagidon	Local Cosultant.
Book-keeper	Sanseh Masi	Administrative Officer, KPD
Members:	Abdul Hamid Sani Hajah Dayang Rayanah Hj.Ag. Hamit Mohd Sayuti Abdullah Asnah Haji Tahlil Fiona Lee Anthony Kiob	Deputy Managing Director, YUM Section Head, DOA Assistant Secretary, KPLB Senior Supervisor, KEMAS Sri Pelancungan Sabah IDS

PILOT PROJECT 10 : EFFECTIVENESS OF THE MICRO-CREDIT SERVICES FOR RURAL WOMEN ENTREPRENEURS

*Prepared by Freddy Rantau from YUM
Leader of Pilot Project 10*

10-1 OUTLINE OF THE PROJECT

Project 10 aims at strengthening the effectiveness of micro-credit service by the State Government micro-credit institution, YUM. The project targets to improve the capacity of YUM in members' data (both loan administration and member's individual information) management and analysis. Since YUM branch offices are expected to serve as a platform for the betterment of its micro-credit beneficiaries (members), branch staff members play the vital role in this project.

The main activities of the project are:

- (1) Selection of the target branches and target members (micro-credit beneficiaries);
- (2) Reviewing the current micro-credit service operation by conducting problem analysis /self-evaluation workshop and baseline survey;
- (3) Situation analysis of micro-credit beneficiary and their use of micro-credit through baseline questionnaire survey for members and YUM branch staff;
- (4) Reflecting the result of the baseline survey to the micro-credit service;
- (5) Purchase of the computers and accessories;
- (6) Computer training;
- (7) Running the new loan management system;
- (8) Training courses in gender awareness and participatory approaches of loan supervisors and center chiefs;
- (9) System support and maintenance;
- (10) Conduct an Evaluation Study; and
- (11) Monitoring and evaluation

The project has two target groups, YUM staff for their capacity building on one hand, and YUM members as rural women entrepreneur beneficiary of micro-credit on the other. Six branches were chosen as model branches, namely, Kota Kinabalu, Keningau, Kota Belud, Kota Marudu, Kudat, and Sandakan. Several members under these branches were chosen as model members. For comparison purpose, three other branches were chosen as control group, which are Papar, Tuaran, and Tambunan.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Taskforce team members (YUM HQ staff members and branch managers)
 - Plan, coordinate and organize the project activities
 - Plan and facilitate the training courses
 - Conduct a baseline survey and prepare a report
 - Conduct an evaluation study and prepare a report
 - Monitor the project progress
 - Monitor the book keeping
 - Prepare a monthly progress report
- 2) Branch staff members
 - Join the training courses
 - Conduct the responsible works
 - Operate and manage the newly introduced data system
- 3) System engineers
 - Design and develop a data system based on the baseline survey
 - Installation of the system in the target branches
 - Train the HQ staff and the branch managers and staff members
 - Update, maintenance and periodical service of computers
- 4) Loan supervisors and center chiefs (leaders of member women groups)
 - Join the training courses
 - Conduct the responsible works

The monitoring of the project will be carried out by the project taskforce team and the result of the monitoring will be reported to the Technical Committee.

10-2 MAIN ACTIVITIES

10-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

A baseline survey took the form of problem analysis and the questionnaire. The problem analysis was conducted at all the six branch offices and the one day self-evaluation workshop was held to discuss and summarize the output from the branch offices. The taskforce team prioritized ten problems out of all the problems identified, and from there decided to choose the three problems to be solved under project 10.

The first group of the problems chosen was related to the data management such as: i) loan records not up-to-date, ii) loan records are sometimes not accurate/manual recording tends to cause errors, iii) loan records are not organized, and iv) redundancy - too many forms to fill in the same information for different purposes. The suggested solutions under the

project for this first group of the problems were: i) reviewing and simplifying the forms (YUM OP & A Series), ii) computerization of the information at branch level, and iii) strengthen monitoring. The second problem chosen was the administration of arrears, which is also related to the first group of the problems. The suggested solution under the project was to update the information of arrears in time by computerization so that the management could judge quickly on what action to take on the arrears. The third set of problems was about the failure of members' income generating activity. It was analyzed that there were mainly three causes in it, no proper capital management, no proper marketing strategy, and lack of skills. The suggested solutions under the project were to relate the members to the agencies which conduct skill and marketing training, using the network of the Study.

The two types of questionnaire survey were conducted in November 2002. One component targeted the micro-finance beneficiary (YUM members) and the other targeted YUM branch staff. It covered 447 YUM members and 67 staff members. The results of the questionnaire survey were presented at the taskforce team meeting and a report on the baseline survey was prepared. The report includes 1) outline of the survey; 2) findings of survey; and 3) conclusions and recommendations. They analyzed their current client information, loan services, market, training etc. and inputted the data collected into their newly introduced computer systems to utilize them for their project planning and daily activities.

Based on the results of the baseline survey, they designed the information system with the specialists and installed the equipment and the system in each of the target branch. Simultaneously, they conducted basic training courses for branch managers and staff members to use the new system. Monitoring of these activities was conducted by the system engineer of the YUM headquarters and the monitoring report was prepared and submitted to the Technical Committee.

After all the computers and systems were installed, the staff training is now being conducted. Plans for additional training courses on data handling and management for YUM branch members; gender awareness training for Branch Managers and Loan Supervisors; and awareness training of Center Chiefs (leaders of the rural women group members) have been prepared by the Taskforce team.

10-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

(1) March 2003

- 1) System improvement was done to cater for lost data and members that can no longer be traced. Technical problem at Kota Belud has been rectified by the System Engineer. Kudat branch does not have a telephone line and therefore

cannot access to the Internet. Application for telephone line was done. Keningau branch cannot access to Sabah net due to ISP problem. This was noted and solved.

- 2) The system implementation for Stage II is has been rescheduled to 1st April to 7th May 2003. And in line with the management decision the Sipitang Branch is included for the computerization program. The decision was made due to existing computer system in the branch and a model branch for the Grameen Trust project.
- 3) Taskforce meeting was held on the 27th March 2003 at HQ YUM
- 4) Made a proposal (agreed by JICA) for additional activities and tentative dates i) Seminars for YUM Center Chiefs (21 to 22 June 2003), ii) Workshop on Gender Awareness for Loan Supervisor (Group I – 25 to 26/4/03 & Group II – 28 to 29/4/03 and iii) IT and Computer Training for Branch Manager (August 2003 or earlier).
- 5) Meeting to discuss the Seminar/workshop and Training was held on the 27th March 2003. Assistance needed from the Gender Task Force Team to conduct the workshop as mentioned above.
- 6) Monitoring report for 31st March 2003 submitted on 3rd April 2003. First quarter report 2003 is also prepared to highlight activities done and issues arising for the period January to March 2003. The report was given to the JICA Study Team for information.

(2) April 2003

- 1) System implementation for Stage II (Loan Application System) and related training for all staff in the branch were done according to schedules i.e. Kota Kinabalu (1-3/4/03), Kota Belud (7-9 April 03), Kota Marudu (14-16 April, 03), Sandakan (21-25 April, 03) and Kudat (28-30 April, 03).
- 2) No Taskforce meeting for the month of April 2003
- 3) Workshop on Gender Awareness for Loan Supervisor (LS) Group I was conducted in KK on 25 to 26 April 2003. 25 LS attended. They are from KK, KB, KM and Kudat Branches. The main objective is to increase the motivational and supervisory capacity of field staffs and specifically to instill knowledge and create awareness on gender issues that may be useful to their work as ‘change agent’ and providing financial service to the rural women entrepreneurs.

4) Monitoring Report for 30 April 2003 submitted on 5th May 2003.

(3) May 2003

- 1) Taskforce meeting 27th May 2003 at Meeting Room Department of Agriculture Mile 7 Sandakan
- 2) Main activities for Loan Application System (LAS) implementation for Stage II: data entry, record updating and report printout.
- 3) System installation, training for all staff in the branch and system implementation for Stage II was done in Keningau on 7th May 2003.
- 4) Workshop for Gender Awareness for Loan Supervisors Group II from Keningau, Sandakan, Papar, Tuaran and Tambunan Branch was postponed due to lack of funding.
- 5) Participated in the PUANDESA exhibition in conjunction with the State Harvest Festival from 27-31 May 2003.

(4) June 2003

- 1) No Taskforce Meeting for June
- 2) Continue Loan Application System (LAS) Stage II implementation to six branches under P10: JICA – YUM
- 3) To organize Workshop for Gender Awareness for Loan Supervisors Group II (tentative 9-10 June 2003 pending on availability of Gender Taskforce Team/Facilitator). The new date is 1-2 July 2003.
- 4) To organize a seminar for the empowerment of rural women entrepreneurs in Sabah from 25-26 June 2003. The broad objective of the seminar is to increase leadership, motivation and gender awareness among rural women entrepreneurs. Specific objectives include, to increase knowledge and skill related to entrepreneurship development, to instill in them the necessary attributes and image of a true entrepreneurs, to create new entrepreneurs among rural communities who are creative and visionary, and to discuss and share knowledge on issues pertaining to entrepreneurship in YUM.

(5) July 2003

- 1) Taskforce Meeting for July was done on 1st August 2003
- 2) Progress report for month of July 2003 submitted on 1st August 2003
- 3) Discussion on the Design and Questionnaire of the Evaluation Survey held on the 24 July 2003

- 4) 5 officers and 4 officers respectively attended Skill Training on MS Excel (14-16 July) and Use of computer in Human Resource Management (28-31 July)
- 5) Workshop on Gender Awareness for Loan Supervisors 1-2 July
- 6) System support and maintenance to all 6 branches carried out according to schedules (1st – 22nd July)
- 7) Record Updating and Report Print-Out

(6) August 2003

- 1) Taskforce Meeting was conducted on 1st August 2003
- 2) Progress report for month of August 2003 submitted on 25th August 2003
- 3) Discuss & Finalise the Evaluation Study (ES) Design and Questionnaire held during the 8th Taskforce meeting 1st August 2003
- 4) ES Data collection from Branch since 15th August 2003
- 5) ES Data entry to computer since 21st August 2003

(7) September 2003

- 1) Taskforce Meeting cum Evaluation Workshop was conducted on 23 Sept. 2003
- 2) Progress report for month of Sept 2003 submitted on 10th October 2003
- 3) Draft Report Evaluation Study (ES) was tabled to Taskforce Team during the 9th Taskforce meeting 23 Sept 2003
- 4) ES Final Report completed end of September 2003
- 5) Proposal to computerize the 8 remaining YUM branches was submitted to MAFI on the 21st July 2003 for consideration. Letter of respond and support from the MAFI addressed to JICA Study Team Leader for consideration.
- 6) Branch Application System : Record Updating & Report is on going.

(8) October 2003

- 1) Taskforce Meeting 30th October 2003
- 2) ES Final Report and give a copy each to JICA Study Team Leader and YUM management (Mr. Juif, Mr. Hamid and Mr. Jayari)
- 3) Project 10 will present 2 papers during the PUANDESA Conference on 7-8 Oct 2003 a. Results of Evaluation Study, b. Computerization : Experience and Progress of Keningau Branch

- 4) Branch Application System – Record Updating & Report Print-Out & Analysis
- 5) Branch Application System – Support & Maintenance

10-3 FINDINGS OF POST EVALUATION AND LESSONS LEARNED

10-3-1 BASELINE SURVEY

- (1) Monitoring the progress on action taken on the recommendations of the Baseline Survey is important because it will also make the Evaluation study more meaningful.
- (2) In line with the findings of Baseline Survey, YUM is aware of the varied challenges brought about by other loan institutions/agencies. This calls for creativity, innovation and continuous improvement in its financial service and delivery. It is noted that cooperation is still lacking among implementers of micro-finance in the State. Therefore the sharing of information and experiences among micro-finance institutions is necessary and encouraged; thereby foster closer understanding, cooperation and relationship. Maybe the various projects and committees formed under the PUANDESA Study in Sabah can help mobilize and promote the benefits of sharing experiences and knowledge in credit industry and development in Sabah.
- (3) Adequate funding for ‘short - fall’ and funds for additional activities namely for training and seminar/workshop has helped Pilot Project 10 to move forward. However some activities were delayed due to lack of funding or/and fund not received on time. This can be overcome by getting the fund earlier from JICA.
- (4) The assistance given by other Task Force Teams such as the Gender Task Force Team to organize workshop for Loan Supervisors and Seminar for women Entrepreneurs has been useful because Task Force Team has qualified personnel to become facilitators for the workshop and seminar. It is proposed more staffs from YUM be trained on gender issues so that they can become gender trainers! The target groups in mind are Branch Managers & Officers.
- (5) YUM places importance on training and capacity building for staffs as well as its clients (rural women entrepreneurs), thus the YUM training unit needs to be upgraded and equipped with training facilities to be effective. In fact the training unit has for a long time been wanted to upgrade training facilities. Approved funding from JICA to purchase training materials and equipment such as LCD projector is indeed timely and greatly appreciated. Such facility will not only benefit Pilot Project 10 in terms of its uses for training, seminar/workshop, briefing and so on but also the YUM management as a whole. Thanks to JICA!

- (6) It is important to further upgrade computer skill and knowledge of ICT among staffs. Thus computer training for Branch Manager, Loan Supervisor and Account Clerk should be considered.
- (7) Running the application system involves data/record updating, analysis of data and reflecting on the micro-credit services, system support and maintenance and so on. The main issue regarding the application system is how to enhance the utilization & flow of information generated by the system while at the same time keeping all records up to date and current. It is a hope that the computerization exercise will not only enable branch to become more efficient but also to manage information and reports effectively. The computerization of data management has resulted in three main areas of attention;
 - 1) To take into account the effects of computerization when reviewing the forms (Op and A series). The review is currently undertaken by a Committee chaired by the Managing Director of YUM.
 - 2) Information that is printed out from the application system is used by Branch Manager as reference and for monitoring purposes. Hence there is a need for continuous records updating and analysis of print-outs.
 - 3) Data that are entered into the computer and consolidated according to format in the Monthly Statement (Penyata Bulanan) – YUM-OP8, General Loan Analysis according to activities branch level (Analisa Pinjaman Am mengikut kegiatan Cawangan) – YUM-OP18 and Group Fund Loan according to activities branch level (Analisa Pinjaman Tabung kumpulan mengikut kegiatan Cawangan) – YUM-OP19 are used for management report. Although reports may be done faster by computer, the problem of not being able to link information from branch to HQ remains due to distance and lack of appropriate infrastructure. The branch still need to send hardcopy or information stored in a diskette to HQ.

10-3-2 EVALUATION STUDY

(1) Findings

The results of Evaluation Survey seems to indicate there exist an intertwining issues or problems pertaining to the quality of human resources, management of information and lack of fund, all of which tends to effect the overall organizational performance. While YUM is aware of the importance of having good plan and management information system, its priority seems to be to overcome the problem of lack of fund and maintaining the confidence of members.

As far as P10 is concerned, it is already impacted positively the Management Information System (MIS) through computerization at the branch level. P10 has achieved most of the objectives as shown by the study.

On the whole YUM quality of service is satisfactory. Given the necessary funding YUM has the capacity to bring about development to the rural women entrepreneurs.

(2) Recommendations

1) Annual Work Plan

Inline with the objective to optimize the use of human resources, proper balance between activities or work plan in the field and office based work requirement at the branch should be stressed. The annual work plan for the branch staffs should be implemented, monitored and taken into account in the staff appraisal.

2) Computerize All Branches

Reflecting on the computerization experiences of the six branches, one can testify that office automation such as computer is a worthy one-time investment and should be promoted regardless of the apparent initial cost. The study confirmed the use of computer has made the branch operation more efficient and effective. The branch staffs are beginning to organize their daily activities and made productive use of their time for office and field works noted this. YUM information is also accessible and retrievable faster. It is because of the above reason and suggestion of the Review Committee on documentation, that perhaps it is justified and appropriate to computerize the remaining YUM branches. Computerizing all the 14 branches will definitely increase coverage and benefits and more importantly it is practical and less cost to run one system i.e. computerized as opposed to running both computerize and manual system at the same time. As already mentioned earlier, computerization is important because it will improve effectiveness of management of information of YUM and an effective MIS is useful for monitoring and serves as 'early warning device' to counter check and rectify problems such as arrears and recording errors quickly and accurately.

3) Overcoming the 'on-lending fund' Shortfall

While the objective is to have a sound management information system and achieve program targets are important, the continuous problem of lack of fund has an overriding influence on the performance of YUM. The branches are left with small amount of loan outstanding and reducing them in income of the

target group seems to bear witness of the side effect of lack of on-lending fund. Therefore continuous efforts should be directed towards finding ways and means to overcome the on-lending fund shortfall. This is crucial in maintaining the confidence of clients.

4) Adequate Training for Change Agent

Training will increase knowledge and confidence to rural women entrepreneurs. Thus, staff should be given skill training relating to business, marketing, agriculture, animal husbandry and IT. Retraining of staffs on operational procedures is also important. It is proposed the six branches already running the computerization program can serve as center for computer training for other staffs.

5) Skill Training For Rural Women

Due to limited financial resources, the provision for skill training for YUM clients should be based on demand and relevant to their economic undertakings. Continuous effort be done to link them to the relevant Government Departments and Agencies and Agencies specialized in IT related training. They should also be easy access to information on marketing and training opportunities.

6) Improve Collaboration Among Micro-Credit Agencies

The quality of YUM financial services should be upgraded at par or better than other micro-finance institutions in Sabah. This calls for creativity, innovation and continual improvement of the program and delivery system. The spirit of cooperation, sharing of information and experiences among micro-finance institutions should be enhanced.

10-4 FUTURE STEP

- (1) Prepare a Five Year Project Plan (2004 – 2008)
- (2) Take action on the findings of P10 Evaluation Study
- (3) Prepare Progress Report
- (4) Conduct Taskforce Meeting
- (5) Running Of Branch Application System
- (6) Branch Application System Support and Maintenance Activities

TABLE 10-1: PROJECT DESIGN MATRIX (PDM) OF THE PROJECT 10 (AS OF 28 FEBRUARY 2003)

PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTION
<p>OVERALL GOAL : The rural women entrepreneurs in Sabah get better quality of micro-credit service</p>	<ol style="list-style-type: none"> 1) YUM members' increase in income from their activity 2) Arrears rate 	<ol style="list-style-type: none"> 1) Interview with YUM members 2) YUM management report 	<p>Socio-economic situation in Sabah is stable Fund is available</p>
<p>PROJECT PURPOSE : To provide effective micro-credit services to rural women in Sabah</p>	<ol style="list-style-type: none"> 1) Time spent by YUM staff in the field / No. of center meeting visit 2) YUM member center meeting attendance rate and agenda at center meetings 3) No. and kind of information and linking activities by YUM staff 4) Arrears processed /reduced 5) Usefulness of information and linking activities by YUM staff 	<ol style="list-style-type: none"> 1) Interview with YUM staff 2) YUM management report / problem analysis workshop 3) Interview with YUM staff 4) YUM management report 5) Interview with YUM member/problem analysis workshop 	<p>YUM obtains the cooperation from the related agencies</p>
<p>EXPECTED OUTPUT :</p> <ol style="list-style-type: none"> 1. Improved Information Management System 2. Effective Loan Management System 	<ol style="list-style-type: none"> 1-1) No. of forms (YUM Op & A Forms) 1-2) Database system 1-3) No. of staff trained 1-4) Information processing time 2-1) Database system running situation 2-2) Staff understanding of member needs 	<ol style="list-style-type: none"> 1-1) Monitoring Report 1-2) Monitoring Report 1-3) Monitoring Report 1-4) Monitoring Report 2-1) Monitoring Report 2-2) Interview with YUM members/problem analysis workshop 	<p>YUM staff give full time attention and participation to the project</p>

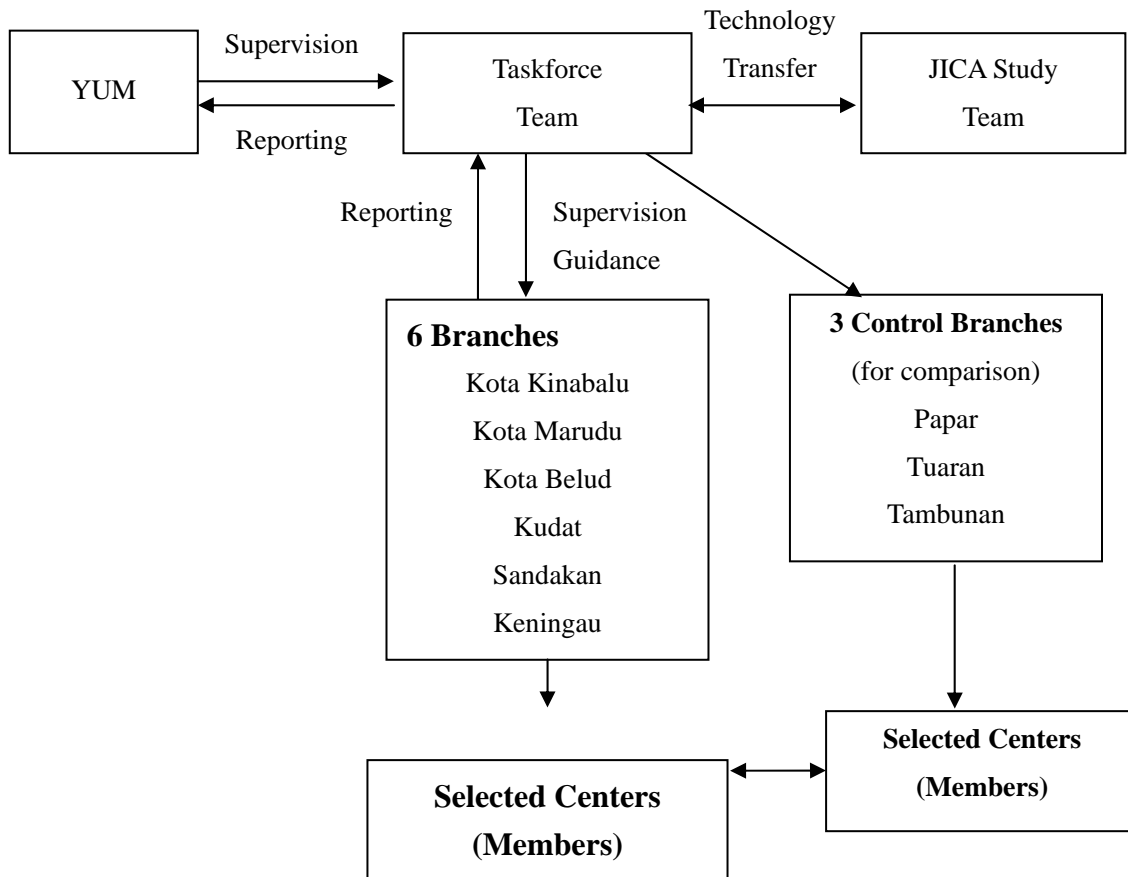
<p>ACTIVITIES :</p> <ol style="list-style-type: none"> 1. Improvement of micro-credit service <ol style="list-style-type: none"> 1-1 Reviewing the micro-finance operation 1-2 Design the plan for improving efficiencies of micro-credit service 2. Micro-finance beneficiary (YUM members) impact and needs survey <ol style="list-style-type: none"> 2-1 Baseline survey 2-2 Reflecting the result of the survey to the service 3. Establishing new information management system <ol style="list-style-type: none"> 3-1 Computer installation and developing the database program 3-2 Running the database program 4. PC Training for YUM staff members 5. Training of loan supervisors and center chiefs 6. Monitoring and Evaluation 7. Evaluation Study 	<p>INPUT [SABAH SIDE]</p> <ol style="list-style-type: none"> 1) YUM staff manpower 2) Communication Cost 3) Monitoring and Evaluation Cost <p>[JICA SIDE]</p> <ol style="list-style-type: none"> 1) Computers 2) Local system consultant cost 3) Training Expenses 	<p>YUM has the capacity to maintain the computer system</p> <hr/> <p>PRE-CONDITION YUM has the support by the Sabah State Government</p>
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**TABLE 10-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 10
(AS OF 28 FEBRUARY 2003)**

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation	Agreement on the project design	■														Project team leader	Taskforce team (TT)
2	Selection of the 6 target branches, target centers and 3 control branches	Target branches, centers and control branches selected	■														Project team leader	TT
3	Reviewing the current micro-credit service operation	Problems and suggested solutions identified	■														Project team leader	TT
4	Conducting baseline questionnaire for members and YUM branch staff	Current situation of the indicators		■													Project team leader	TT
5	Reflecting the result of the baseline survey to the micro-credit service	The improved micro-credit service						■									Project team leader	TT
6	Purchase of computers and accessories	6 sets of computers and accessories purchased		■													Project team leader	TT
7	Introductory computer training	18 staff trained															Project team leader	TT
8	Computer and network installation at 6 branches	Computers and network at 6 branches						■									Project team leader	TT
9	Developing the new loan management system	New loan management system															Project team leader	TT
10	Installation of the new loan management system and training	New loan management system at 6 branches and staff trained															Project team leader	TT
11	Running the new loan management system	New loan management system updated regularly															Project team leader	TT
12	Training of loan supervisors and center chiefs	Loan supervisors and center chiefs trained															Project team leader	TT TT of Pilot Project 7
13	System maintenance	Computers and network maintained															Project team leader	TT

TABLE 10-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 10

(1) Operational Structure



(2) Members of the Taskforce Team

Title	Name	Agency and Duty
Team Advisor	Juif Hj. Adzim	Managing Director, YUM
Team Leader:	Freddy Rantau	Deputy Managing Director I, YUM
Co-leader:	Jayari Hj. Misuari	Administration & Personnel Manager, YUM
Book-keeper	Floria Taliban	Accountant, YUM
Members:	Jason Chin	System & Information Manager, YUM
	Alius Romantis	System & Information Officer, YUM
	Arimi Sidek	Statistic & Information Manager, YUM
	John Pansiol	Kota Kinabalu, Branch Manager, YUM
	Sibil Uli	Kota Belud, Branch Manager, YUM
	Bindai Sandau	Kota Marudu, Branch Manager, YUM
	Majunting Miliundun/Jefry Kuah	Kudat Branch Manager, YUM
	Francis Lanjat	Sandakan Branch Manager, YUM
	Rabidin Damit	Keningau Branch Manager, YUM

PILOT PROJECT 11 : IMPROVEMENT OF UNDERSTANDING AND SUPPORT OF THE POLICY-MAKERS

*Prepared by Kalimin Sahadi from MAFI
Secretary of Pilot Project 11*

11-1 OUTLINE OF THE PROJECT

The main objectives of the Pilot Project 11 are to 1) improve the policy-makers' understanding on Japan's policies and experiences in rural development and livelihood development and 2) increase their support for the PUANDESA Study and the Master Plan prepared by the Study. The target group is the policy makers of the related agencies and the taskforce team consists of the members of the Steering Committee of the Study.

The main activities of the project are:

- (1) Organize a committee of the policy-makers for enhancing rural women entrepreneurs in Sabah;
- (2) Preparation of the implementation schedule;
- (3) Seminars and meetings, possible topics of the meetings are; and
 - 1) Introduction of the Study and the master plan;
 - 2) Women's role in rural areas and activities for livelihood improvement in Japan and the neighboring countries;
 - 3) Agro-tourism activities in Japan;
 - 4) One village one product activities in Japan;
 - 5) Michi-no-eki (roadside station) activities in Japan; and
 - 6) Rural women's economic activities in nearby countries (Indonesia etc.).

The project is implemented by the project taskforce team of the Pilot Project 11, whose members are mainly from the Steering Committee of the Study. The project activities are supervised and monitored by the Institution and Financial Taskforce Team. The Ministry of Agriculture and Food Industry, Sabah (MAFI) is the leading agency of the project. The project summary is shown in the project design matrix (PDM) in Table 11-1 and the detailed implementation plan is shown in Table 11-2.

The roles and responsibility of the related individuals and agencies are as follows;

- 1) Chairman (MAFI)
 - Coordinate and organize the project activities
 - Market the PUANDESA Study and the Master Plan to the policy makers of

the related agencies and to the congress members

- 2) Taskforce team members
 - Join the project meetings and seminars
 - Conduct the responsible works
- 3) Secretary
 - Prepare the minutes of meetings
 - Prepare the materials of public relations

The activities of the project will be supervised and monitored by the project taskforce team.

11-2 MAIN ACTIVITIES

11-2-1 DURING PHASE 1 (OCTOBER 2002 – FEBRUARY 2003)

The preliminary meeting was conducted with the taskforce team members to discuss the objectives and activities of the project. The first seminar was conducted on 18 February 2003 inviting one ex-extension worker and one extension worker from Japan, who had a lot of experience working with rural women to improve their livelihood. The title of the seminar was on “Japan’s experience of rural development and improvement of living conditions in the rural area”.

11-2-2 DURING PHASE 2 (MARCH – OCTOBER 2003)

(1) First meeting was held on the 3rd October, 2002 and agreed to implements the following activities:

- 1) To inform the State Cabinet on the existence of the pilot projects and eventually the master plan.
- 2) To organize workshop and seminar on the gender development.
- 3) To present a seminar paper in the national convention on Women National Policy organize by Unit Hal Ehwat Wanita (UHEWS).

(2) First seminar on the Japan’s Experience of Rural Life Improvement

The 1st seminar was held on 18th February 2003 at the Beverly Hotel attended by 40 participants from the related agencies.

Seminar papers presented:

- 1) Overview of Improvement Progress of Living Conditions in Japan by the JICA Study Team

- 2) Activities for Living Conditions Improvement and Rural Women's Role in Japan by the JICA Study Team
- 3) Views and Comments Based on Site Visit from February, 12 to 14 by the JICA Study Team
- 4) A video show entitled Daily Activities of an Extension Worker for Living Condition Improvement in Japan by the JICA expatriate from Japan.
- 5) Overview of Sabah Policy of Rural Development by The Ministry of Rural Development.
- 6) Overview of Agricultural-Related Development Policy in Sabah by The Ministry of Agriculture and Food Industry.
- 7) Overview of Women and Development in Sabah by The Women Affairs Unit.

(3) Second seminar on the Japan Experience of Livelihood Improvement and Extension System in Rural Development

The 2nd seminar was held at Beverly Hotel on 12th June 2003 attended by the members of the pilot project 11, the members of the pilot project 8 and JICA Study Team members. The seminar was chaired by Permanent Secretary, Ministry of Agriculture and Food Industry (Chairman of Project 11).

Papers presented:

- 1) Activities Of Extension Worker in Japan” and “Japan Experience Of Livelihood Improvement In Rural Development” by Mr. Masafumi Ikeno, an extension expert from Japan.
- 2) Overview of Sabah's Extension Activities for Rural Women by the Department Of Agriculture (DOA), Sabah.

(4) Third seminar on the Agro-Tourism and Eco-Tourism Experience in Japan and Sabah

The 3rd seminar was held at Shangri-La Tanjung Aru Hotel on 10th October 2003 attended by the members of the pilot project 11, the members of the pilot project 8 and JICA Study Team members. The seminar was chaired by Permanent Secretary, Ministry of Agriculture and Food Industry (Chairman of Project 11).

Papers presented:

- 1) “Agro-Tourism and Eco-Tourism in Japan” by Mr. Yoneda, JICA Expert of the Borneo Biodiversity Ecosystem Conservation Program (BBEC)
- 2) “Outline of the BBEC Program” by Mr. Yoneda

- 3) “BBEC Activities through Participatory Approach” by Mr. Sakai, JICA Expert of BBEC
- 4) “Agro-Tourism and Eco-Tourism in Sabah” by Ministry of Tourism
- 5) “Outline and Findings of the PUANDESA Pilot Project 6: Promotion of Local Products under Kudat Tourism Development and Potentials” by Mr. Patric Lee Mojinun, ADO of Matunggong

TABLE 11-1: PROJECT DESIGN MATRIX (PDM) OF THE PILOT PROJECT 11 (AS OF 28 FEBRUARY 2003)

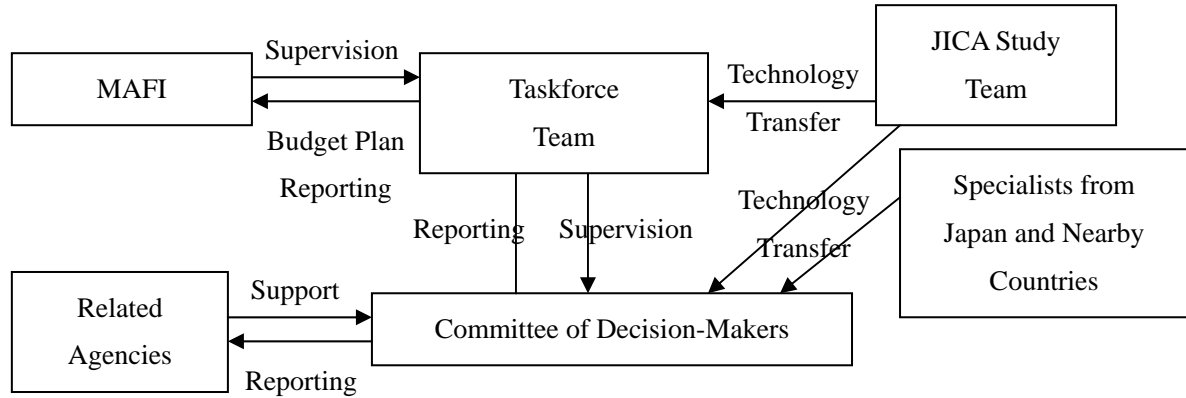
PROJECT SUMMARY	INDICATOR	DATA SOURCE	IMPORTANT ASSUMPTIONS
<p>OVERALL GOAL: Smooth implementation of the Master Plan</p>	<p>1) Progress of the Master Plan</p>	<p>1) Interview with the concerned persons</p>	
<p>PROJECT PURPOSE: Establishment of the practical and sustainable implementation system of the Master Plan</p>	<p>1) Implementation plan and system of the Master Plan 2) Implementation structure of the Master Plan</p>	<p>1) Interview with the concerned persons 2) Interview with the concerned persons</p>	<ul style="list-style-type: none"> • Policy makers continue the support to the Master Plan
<p>EXPECTED OUTPUT: 1. Policy makers' good understanding of importance of rural women's role and their empowerment in the rural development 2. Policy makers' learning of Japan's experience and expertise of the rural development</p>	<p>1-1) Extent of policy makers' understanding 1-2) Willingness to utilize what they learned 2-1) Extension of policy makers' understanding 2-2) Practicality of what they learned</p>	<p>1-1) Focus group interview 1-2) Focus group interview 2-1) Focus group interview 2-2) Focus group interview</p>	<ul style="list-style-type: none"> • Policy makers of the related agencies understand the importance of the collaboration, and the collaboration is prioritized among them.
<p>ACTIVITIES: 1-1) Holding seminars 1-2) Promote public relations of the PUANDESA Study 1-3) Promote public relations of the Master Plan 2-1) Holding seminars and workshops 2-2) Promote public relations of the PUANDESA Study 2-3) Promote public relations of the Master Plan</p>	<p>INPUT: [SABAH SIDE] 1) Policy makers participation and collaboration 2) Secretariat activities 3) Communication and stationery [JICA SIDE] 1) Dispatch of experts 2) Fund for holding seminars and workshops 3) Fund for site visits in the Philippines</p>		<ul style="list-style-type: none"> • Policy makers are collaborative. <p>PRE-CONDITIONS:</p> <ul style="list-style-type: none"> • Policy makers are to accept to join Pilot Project 11

TABLE 11-2: DETAILED IMPLEMENTATION SCHEDULE OF THE PILOT PROJECT 11 (AS OF 28 FEBRUARY 2003)

No.	Activities	Expected Outputs	Schedule (Month in 2002 - 2003)												Responsible Person	Implemented by		
			9	10	11	12	1	2	3	4	5	6	7	8			9	
1	Preparation (1) Formulation of a Committee (2) Preparation of a detailed plan	Agreement on the project design Detailed plan		■													Project team leader	Taskforce team (TT)
2	Seminars and meetings	Understanding of the policy-makers															Project team leader	TT

TABLE 11-3: OPERATION STRUCTURE AND TASKFORCE TEAM OF THE PILOT PROJECT 11

(1) Operation Structure



(2) Members of the Taskforce Team

	Name	Agency and Duty
Chairperson:	Datuk Abidin Madingkir	Permanent Secretary, MAFI
Secretary:	Encik Kalimin Sahadi	Assistant Secretary, MAFI
Members:	Encik Ooi Siok Thong Datin Danna O. Ontol Encik Mohd. Sayuti Abdullah Puan Hajah Subiah Haji Laten Encik Petrus L. Yong Encik Juif Adzim Encik Abdul Rahman Abdul Wahid Tuan Haji Pgn. Othman Haji Pgn Gamok Encik Rayner Stuel Galid Yoko Ishida	MAFI UPEN KPLB JHEWA Jabatan Perkhidmatan Haiwan dan Perusahaan Ternak Managing Director, YUM Jabatan Pertanian General Manager, KPD Director, DOF Team Leader, JICA Study Team

Appendix 3

Women's Voice

WOMEN'S VOICE

Project 1: Thinking and Working with Rural Women

Individual

Name : Mrs. Jenia Bt. Ajak
Age : 32 years old
Village : Kampung Mandamai, Pitas
Occupation / Product : Home maker and Farmer



Group

Group name : *Kg. Mandamai Group*
Position in group : Co-Leader
No. of members : 8 members

My name is Jenia Bt. Ajak from Kg. Mandamai, Pitas district. I am a farmer and a housewife.

The reason I joined the pilot project activities is to gain experience and to be a role person in giving awareness to my family and my village community on the importance of the women role.

The group small-scale project is rice milling. I am the group assistant leader where my role is to take the responsibility of the group leader when she is not available which is to chair meetings, plan group activities together with the members, and work together as a team. The group members and me are all distantly related to each other. Currently, the group project has not received any income yet because the rice mill machine is at an installation process stage.

Since participating in the PUANDESA pilot project activities, my way of thinking has changed to be more positive, and my attitude has also changed from being timid to be more outspoken. Furthermore, I learned on how to work better as a team with my group members and also with the community. The community including my family has being very supportive since the beginning of the pilot project. However, I feel that the group skills in implementing the project activities need more improvement and the group members including myself need to be continually motivated in the project activities.

My hope from this pilot project is that I am able to increase my family income and that my group rice mill project will be successful.

WOMEN'S VOICE

Project 1: Thinking and Working with Rural Women

Individual

Name : Mrs. Tijah Binti Pangagin
Age : 35 years old
Village : Kampung Pandan Mandamai, Pitas
Occupation / Product : Farmer (rice paddy, potato, coconuts and fruits)



Group

Group name : *Kg. Pandan Mandamai Group*
Position in group : Assistant Leader
No. of members : 11 members

My name is Mrs. Tijah binti Pangagin and I work as a farmer.

I joined PUANDESA Project to gain experience. I was very interested in broadening my mind, accepting different approaches and views on life. Apart from that, I was also interest in increasing my income. After joining this project, my expectations were that the project succeeds.

Through this project, I have learned many things. Most importantly, I am much braver than before. I have gained experience and knowledge, and this has given me courage. Apart from this, I also realized the importance of my responsibility towards my family.

The main problem faced throughout this project is the marketing of our products. However, even though we faced this problem, we noted that the income of our group depended on how hard we worked as well as the cooperation among group members. With the extra income I received through this project, I purchased new kitchen equipment. I also bought more clothes for my family. I have realized that through this project, I have changed the way I think, and my approach to life. My family has been very supportive throughout the project. However, in my community only some are supportive. The others are negative.

For my future plan, I hope that our group can open a snack food processing factory.

WOMEN'S VOICE

Project 1: Thinking and Working with Rural Women

Individual

Name : Mrs. Arnie Bte. Sunga
Age : 32 years old
Village : Kampung Lugu / Pandan, Pitas
Occupation / Product : Home maker and Farmer



Group

Group name : *Kg. Lugu / Pandan Group*
Position in group : Leader
No. of members : 9 members

I joined PUANDESA Project 1 to increase my knowledge. This project gives women the opportunity to be independent and not have to depend fully on their husbands. In my group, I have to identify the existing problems in the group, and plan the activities, which will be implemented. I am also responsible to ensure that all the activities run smoothly and well.

When I joined this project, my expectation of the project is so that it would assist in increasing the income and economy of my family. I would like this project to expand to other surrounding areas. Thus, through this project, I learned how to identify my strengths and weaknesses and also have the self-confidence to voice out my thoughts and opinions. All this has been achieved through the project, which has encouraged me to open my mind, voice out my thoughts and communicate with the officers from the government agencies involved.

There were a few problems I faced during the project. This includes the lack of communication, the resistance in receiving current information and ideas, difficulty in obtaining materials and equipment, lack of modal, and lack of skills. Since this is the early stage of the project, the income we obtain through the group is not yet stable. We use it to purchase necessary items and equipment, and costs to participate in courses such as sewing courses. The balance money is kept in an account under the group name.

Personally, I now have more confidence and can make my own decisions. I have learned how to plan and take action. My family and other community members have been very supportive in my involvement in the project. For example, every day I receive more orders from clients. In future, my group would like to own a well-equipped tailor shop in a strategic location.

WOMEN'S VOICE

Project 3 – Utilization of Unused Resources and By-Products

Individual

Name : Miss Jaimah Abdullah
Village : Kg. Kalipuon, Pitas
Occupation / Product : Housewife, paper producer



Group

Name : Kg. Kalipuon
Position : Secretary

My name is Miss Jaimah Abdullah. I am 43 years old. I am a housewife. I also produce paper.

I was informed of the PUANDESA project by the JKJK of my village. I was interested in this project because I wanted to increase my income. In this committee, I was selected as the secretary. Part of my duty is in assisting the leader of the group.

I expected to get involved in business when I joined this project. Even though I have learned how to make paper, the quality of paper is still not good as I can not achieve the correct texture. The officers in charge have not shown us how to improve it. I have also learnt how to take minutes, keep accounts, call for meetings, conduct secretarial duties and share information on courses I attend. I find this project good because I have the chance to sell my products and share information in groups. I have also become aware of how to utilize unused resources. The only small problem we have faced is in the coordination of group members.

My income has not yet increased through this project because we are not actively selling our products. This is the first project I have been involved in. Through making paper, problem solving, and forwarding suggestions in groups as well as having these ideas accepted, my confidence has increased. My family and JKJK have been supportive throughout my participation. In the future, I intend to plant vegetables, sew and make handicraft from paper. My immediate plan is to improve the quality of my paper.

WOMEN'S VOICE

Project 3 – Utilization of Unused Resources and By-Products

Individual

Name : Mrs. Munah Malinjau
Village : Kg. Minyak, Kudat
Occupation / Product : Housewife; candle and handicraft
producer



Group

Name : MIRATI Group
Number of Members : 10 people
Position : Group Leader

My name is Mrs. Munah Malinjau. I am 37 years old. I am a cleaner. My husband works as a security guard in the local school. I also produce candles and handicraft made from coconuts.

I joined the PUANDESA project because I realized that the raw materials needed to make candles are found in my village. This product is a new product and can be a unique feature of my village. I hope that this project will continue, develop and expand. I would like to be a producer. I am very happy with this project as it has provided me with experience and income. I learned how to make candles, be a good leader, and see that there is a market in candle making. This project has been good because it has encouraged us to think openly and to focus on our efforts.

The difficulties faced in this project are limited time, the distance between the members of the group, and the other obligations and duties of the members. Income has increased only slightly because we have just started making candles, i.e. approximately RM30 a month. We use part of this money to look for other items in order to increase the quality of our products.

I have noticed that I have changed. I am now able to adjust my thinking when handling the group. I also have the positive attitude of wanting to develop. My husband and family members constantly give me the motivation to continue. In the future, I would like to see our candle products accepted in the local market as well as able to compete with other products.

WOMEN'S VOICE

Project 3 – Utilization of Unused Resources and By-Products

Individual

Name : Miss. Mardinah Matasin
Village : Kg. Kalipuon, Pitas
Occupation / Product : Assist in resource centre, etc /
paper and handicraft producer



Group

Name : Sri Desa Wawasan Group
Number of Members : 11 people
Position : Assistant Group Leader

My name is Miss. Mardinah Matasin. I am 25 years old. I am working as an assistant in a resource center and any other odd jobs I come across as I am not officially employed by anyone. My family are padi farmers and I am still living with them. After joining this Pilot Project, I am producing paper and paper handicrafts made from unused resources such as *buntui* plants in a group.

We have 11 members in our group now. There are two new members (Jalmah & Asmah) as two have left (Fatimah & Jumatia). I have two other sisters (Jatiah & Jalmah) who are in the group and I am the youngest of them all. My cousin is also in this group (Salmah Matasin) and our family and community members are very supportive.

I was not committed in any other activities and when our JKKK informed us about this Project I joined it. I want this Pilot Project to succeed so that our product can be sold to generate income and help my family (we haven't start selling yet). Besides paper making skill, I have learnt that cooperation in groups and forming group rules is important. I like the participatory method of conducting workshops and meetings as I am able to gain more knowledge and it is more interesting. We are able to gain confidence and easier to understand what is going on which has resulted in a good division of labour in our group. The quality of paper still needs to be improved and we would like to have more exposure in this matter. The extension worker in our region is slow in communication and this creates difficulties at times.

We would like to visit Penny to improve our paper making skill and open a handicraft stall in future.

WOMEN'S VOICE

Project 3 –The Utilization of Unused Resources and By-Product

Individual

Name : Mrs. Mary I nda
Age : 34 years old
Village : Kampung Parapat Darat, Kudat
Occupation : Farmer and Handicraft (*Rinago*)



Group

Group name : *3 Serangkai*
Position in group : Leader
No. of members : 6 members

My name is Mary I nda from Kampong Parapat Darat, Kudat. I am a farmer and also make handicraft where I sell at the tourism center at Kg. Tinangol, Matunggong – Kudat.

I joined the PUANDESA project to get experience and to increase my family income. My group project is making candle out of bee wax and I am the group leader of a 6 group members.

Throughout this project, participating in the PUANDESA activities has broadened my mind and I have learned how to make products by using unused resources (e.g. bee wax candle). Another benefit of this project is that JICA provides allocation assistance to the target group. My expectation from the project is that it will become successful and able to compete with other entrepreneurs. In order to achieve this, hard work need to be put in.

The main issue that we have is that we were not able produce quality product (bee wax candle) due to the limited time that PUANDESA gave us. Currently, the project has no profit yet because the product has still not been market.

My family and the community are very supportive since the beginning of the project and they gave continuous motivation to the project group.

My future plan for the project is that the number of beehives increases and to expand my business in candle making from bee wax.

WOMEN'S VOICE

Project 3 –The Utilization of Unused Resources and By-Product

Individual

Name : Miss Penny Malingkan
Age : 26 years old
Village : Kampung Damai, Kota Marudu
Occupation : Farmer



Group

Group name : *Sri Kapas Group*
Position in group : Leader
No. of members : 8 members

My name is Penny and I'm a farmer from Kampong Damai, Kota Marudu.

I joined the PUANDESA project because I was interested with the project concept and want to have an early involvement in papermaking using unused resources. After joining this project, my expectations were that the project would progress rapidly and with it bring development to the villagers especially to the rural women. This could be achieved if we are diligent and with the full support of the government.

I am the group leader of the group where I am responsible to provide guidance to the group members especially to the new members. Another role is that through my many experience with PUANDESA project, I have become a modal role to help to develop the village. Through this project, I have learned many things where I learned how to make paper using unused resources, on how to manage the group, and from the workshops conducted by PUANDESA I have learned skills in packaging, pricing, and others. Furthermore, I am now more open minded on the role of women and would like to tell this to other women villagers, and I also am more confident with myself.

The problems faced in the project, is that there is a lack of equipment (e.g. grinding machine) and some of the group member's spouse are not supportive.

Since participating in the project, the group income has increased where we recently earned RM 500. The group income was divided within the group members and 10% of the income is given to the group fund.

Since participating in the project, I am more daring and more choices of opportunity are open to me. Thus, I have to be diligent and sometimes aggressive in order to succeed. My family and community has been very supportive of the project compare in the starting of the project where they tease and was unsure that I would able to go through with the project. Now, they are proud of me and even promoting the project to others.

My future plan is that I want to expand the project activity, make my village become a tourist site and from the project create more job opportunity for the villagers.

WOMEN'S VOICE

Project 4 – Seaweed Processing and Cultivation

Individual

Name : Mrs. Norkisah Bte Hussin
Village : Kg. Look Butun, Semporna
Occupation / Product : Home maker, Seaweed farmer (family)

Group

Group name : *Red Group*
Position in group : Co-Leader
No. of members : 10 members

My name is Mrs. Norkisah Bte Hussin from Kg. Look Butun, Semporna. I work as a seaweed farmer and a housewife.

In the beginning, the main reason I joined the PUANDESA Project was that JICA was providing allocation subsidy assistance that is much needed by us as Seaweed farmers. Hopefully, by joining the PUANDESA project, the group project can be sustainable for a long-term period.

Through this project, my knowledge and skill in seaweed cultivation has increased. The good points about this Project is that it assist in creating a stable market for the seaweed products, provides guidelines in basic accounting, and importantly it helps to develop and expand my mindset which makes me more open minded than before. However, there are few problems in the seaweed project, recently the seaweed was effected by a disease that was directly affecting the group seaweed production. Another issue is that most of the group members are illiterate.

Since joining the project, our income has increased where during a good harvest; my group has an income of RM 3,000 (42 rolls of seaweed lines). The project income is divided to the group members and the balance money is kept in a group fund.

My personal ambition is that I can save enough money from this project to plan for my pilgrimage trip to Mecca.

WOMEN'S VOICE

Project 5 – Improvement and Innovation of the TAMU function

Individual

Name : Mrs. Aini Barahang
Village : Kg. Melugus, Papar
Occupation / Product : Home maker, Local cakes producer



My name is Mrs. Aini Barahang. I am 48 years old. My husband used to work in the Technical and Vocational School in Papar but retired in 1996. I have four children. My son works with me, my two daughters work in administrative positions. My youngest daughter is only 4 years old.

I first joined PUANDESA when I joined the Course on Food Handling and Marketing held in KPD - OISCA in Tenom. During that time, I gained in depth knowledge on proper methods related to food handling, basic salesmanship, licensing, marketing, financial recordings, and others.

After successfully completing the course, we were selected to participate in promotional activities at the KPD Tamu in Likas Bay. During this time, my group consisted of 3 people selected by DOA (Department of Agriculture). I took on the role as the team leader. As a group, we demonstrated methods on how to make local traditional cakes. This was also used as a sales technique. During this time, I managed to put into practice what I had learned during the course. Participation in the KPD Tamu, as well as in other special events, gave me more exposure and experience on the market situation. My personal monthly income increased from RM 600 to RM 1000 due to the fact that I had more selling points, and also gained orders through clients I met through the promotional activities held during these events.

Overall, my expectations to increase my income and develop myself further were achieved through this project. I developed my skills on how to conduct my business, work together in a group, and interact with customers. The approach used by PUANDESA is very different from other projects and organizations I have previously been involved with. The PUANDESA approach is more focused on human development which allowed us to gain hands on experience in production, sales and marketing. However, one request is to obtain even more feedback from the taskforce team members. I have realized that discussion is very important to obtain opinions and ideas from other people as networking is very important for the success of any business.

WOMEN'S VOICE

Project 5 – Improvement and Innovation of the TAMU function

Individual

Name : Mrs. Sadiyah bte Kostari
Village : Sembulan, Kota Kinabalu
Occupation / Product : Home maker, Fruit Juice producer



My name is Mrs. Sadiyah bte Kostari. My husband works in the fire department. I have 5 kids.

I joined PUANDESA in October 2002 after being selected by a FAMA officer. I was interested in joining this project as I wanted to improve myself and my business. At that time, I was offered the opportunity to participate in a Course on Food Handling and Marketing but was unable to attend due to other responsibilities. However, I received information on the course and was encouraged to participate in the promotional activities scheduled at the KPD Tamu.

At the KPD Tamu, I was part of a group which consisted of 3 people, all selected by FAMA. One of the other members who had attended the course passed on the knowledge she had obtained. This helped us understand more clearly the importance of food handling and marketing, financial records, and good interaction with colleagues and customers. We then applied this knowledge in conducting our promotional activities. In our group, there was good cooperation among one another, and good leadership by our group leader.

I learned about cleanliness, methods on conducting a business, and how to work together as a team. My family has been very supportive. At times, my husband has even assisted me especially in the purchasing of materials, carrying heavier equipment, and during the PUANDESA participation in special events such as the Harvest Festival Carnival. The only point needing improvement was the level of involvement by the officers in charge of my group. However, on a whole, I believe I have improved through the experience I have gained. I manage to save RM 1000 every month now from my business. I have become more positive and confident in the way I feel about myself. As part of my future plan, I am going to expand my business by opening a small shop lot in Asia City, as I already have an existing network of clients in that area. I am confident I will succeed as I have been backed up by theoretical advice as well as hands on experience.

WOMEN'S VOICE

Project 5 – Improvement and Innovation of the TAMU function

Individual

Name : Miss Mimay bte Mala
Village : Kg. Labuan, Tanjung Pasir (Kota Belud)
Occupation / Product : Cook, quail breeder



My name is Miss Mimay bte. Mala. I am 31 years old. I spend my time traveling between Kota Belud and Kota Kinabalu. My parents do not work anymore as they are elderly. My brother is a farmer. He plants padi and maize. As for myself, I used to work in a straw factory in Tuaran.

I became a participant of PUANDESA in October 2002. I was encouraged and selected by DOVSAI to join this project due to my interest in developing myself as an entrepreneur. Since joining this project, I started selling quail twice a month at the KPD Tamu. My group consists of 4 members, comprising of friends and distant relatives. I played the role as the leader, ensuring the smooth running of the operation during the Tamu and other special events. As a group, we have learned how to communicate effectively with each other as we understand the importance of group work. Our group participated actively by deep frying the quails and selling them to the clients. In the beginning, the quail was only seasoned with salt and pepper. Since then we have learned to diversify our products, and are using two marinades – honey and curry. Apart from this, I have started breeding live quails. I currently have approximately 1000 heads of quail. Through my own efforts and assistance from a DOVSAI officer, I have made my own contacts which include restaurant owners and other retailers who purchase the live quails from me.

As an overview, I have definitely learned a lot since I joined PUANDESA. This includes methods on conducting business, food processing, and understanding and catering to clients. It is also the first time I have been exposed to direct contact with customers. The only bad point is the lack of a specific area for all of us to sell our products on a more regular basis, since the KPD Tamu is held only twice a month. However, I am now a very self motivated person due to all the experience I have gained, so I am confident this can be overcome. I have changed my mindset to become more positive. As a result, my monthly income increased from below RM 500 when I was a factory worker to above RM 1000. I have also obtained my mobile hawker license so I am free to conduct my business in different areas. My family has been extremely supportive and encouraging to me. This, I believe, is also vital in my quest to further expand my business.

WOMEN'S VOICE

Project 6 – Promotion of Local Products under Kudat Tourism Development

Individual

Name : Mrs. Juvita Tangan
Village : Kg. Sumangkap, Matunggong
Occupation / Product : Home maker, assists in gong production



My name is Mrs. Juvita Tangan. I am 27 years old. My husband is a gong maker who has his own workshop near our house. I assist him in certain stages in gong making, for example, in engraving.

I became interested in PUANDESA because I wanted to increase my knowledge in entrepreneurship. I first joined this project in October 2002. Several workshops were held with people from all the four target villages including my own. The purpose of these workshops was to enable us all to identify the strengths and weaknesses of our respective villages.

As the Woman Leader of Sumangkap village, I encouraged the other residents of my village to participate in the events and activities run under this project. I also assisted in ensuring the activities were implemented smoothly. Through the project, I expected to see an improvement in the projects conducted in my village.

I learned many things during the project. I learned how to sew by attending the Course on Handicraft Entrepreneurship – Beg Sewing. I learned about hospitality from our Study Tour to Kinabalu Park which gave us insight on the methods used by an established tourist destination. Even though not a lot of contributions were given in terms of assets through this project, I learned a lot due to the different approach used, which put emphasis on thinking.

The main problem faced during the implementation of this project is the lack of cooperation among all the villagers from Gombizau.

Since joining this project, I have changed in the way that I realize that discussions are important to obtain new ideas and new designs. Should my husband be given no other opportunity to attend courses, I intend to further diversify our products by continuing to create new designs for gongs.

WOMEN'S VOICE

Project 6 – Promotion of Local Products under Kudat Tourism Development

Individual

Name : Mrs. Mimie Sulukan
Village : Kg. Gombizau, Matunggong
Occupation / Product : Home maker, Bee farmer



My name is Mrs. Mimie Sulukan. I am 30 years old. My husband works as a printing machine operator in Kudat town. I am a housewife, bee farmer and honey producer.

I first heard about the PUANDESA project in 2002. It was during this time, that I became interested in this project (Project 6) because I wanted to improve my knowledge and increase my family income. I expected an increase in the sales of honey through tourism.

During the project, I learned the importance of cleanliness and hygiene in food handling. Even though I was unable to attend the course, I received information from the other participants on the course. This was especially important to me as a honey producer. I applied what I learned and improved the standard of the bottling of honey. Since then, I have noted an increase in income through an increase in sales. My customers are more confident in my products. Apart from this, I have also received orders through customers I have met during special events.

The members of the project set up a committee consisting of representatives from all 4 villages. My role was in networking. As the women's leader of my village, I was responsible to encourage communication and interaction among all the members, and to pass on information to the other villagers.

Leaving my young children at home to participate in the project activities was the biggest problem I faced. I also found a slight language barrier existed. The decision to improve the bottling of the honey from using second hand mineral water bottles to new bottles also incurred larger costs for me. However, under the Bee Farmer's Association, we decided to increase the price of the honey in order to cope with the increase in cost of raw materials.

Since joining PUANDESA, I have become more open minded and am more confident in myself. I intend to further develop myself to become a well established producer of honey.

WOMEN'S VOICE

Project 6 – Promotion of Local Products under Kudat Tourism Development

Individual

Name : Mrs. Naulim Makinda
Village : Kg. Tinangol, Matunggong
Occupation / Product : Home maker, Handicraft producer



My name is Mrs. Naulim Makinda. I am 39 years old. I work as a handicraft entrepreneur, specializing in handicraft made from beads, and weaved products.

I first joined PUANDESA in October 2002. I was interested because I wanted to increase my income. I took on the role as the Women's Leader from Tinangol village. Eventually, my role also increased to becoming the overall leader. I was the main contact person when activities were being held, also playing a role in ensuring that the welfare of the participants was taken care of.

In the beginning, I did not have a clear understanding of the project. Therefore, I did not have any expectations. However, after the initial workshops which were conducted by the taskforce team, I had a clearer understanding of the objectives. I became excited because I realized that being a participant would give me the opportunity to improve my business and myself.

During the implementation of the project, I improved my sewing skills through the course which was conducted. That course also encouraged me to use my own creativity in incorporating sewing using beads. Over the past year I have learned how to identify my strengths and weaknesses. This has resulted in the ability to see my potential. I have also been given exposure through the meetings held with the taskforce team members on how to plan and implement projects.

The main problem I encountered during the problem is the fact that the duration of the project was too short to change the mindset. Some participants want to accept change, but due to the time constraint, have found it too difficult. This is a challenge for the people from our village.

My income has increased. I have achieved this through new contacts I made during events such as the exhibitions and study tours conducted to handicraft outlets. I have used this to educate my family, as well as savings. In future, I would like to form a new committee so the other women in my village are given the same opportunity to improve themselves the way I have.

WOMEN'S VOICE

Project 6 – Promotion of Local Products under Kudat Tourism Development

Individual

Name : Mrs. Roseling Momili
Village : Kg. Bavanggazo, Matunggong
Occupation / Product : Home maker, Handicraft producer



My name is Mrs. Roseling Momili. I am 36 years old. I am a handicraft entrepreneur who specializes in bead making, and making baskets out of *rinagoh*. I have four children.

I joined the PUANDESA activities because I wanted to learn what the activities were about. After I heard the explanation which was provided during one of the initial workshops, I decided I wanted to continue being a participant because I wanted to improve myself.

I was selected as the leader of my group. I acted as a contact person whereby any information on activities held by the project was passed to me and I was responsible to share this information with everyone. I also encouraged the other people from my village to participate.

My expectation of this project is to improve and raise the level of the women in this area. Personally, this expectation was met since I managed to open my mind. Throughout the project, I learned about leadership. Through the exposure and experience I was given, I became more confident. Apart from this, I also learned how to improve the quality of my products through quality control and promotional activities. I was also given the chance to learn a new skill which was sewing. Through participating in all the activities conducted, my income has increased.

I have enjoyed being a participant of this project because it has given me good and positive exposure in terms of entrepreneurship. At the same time, I respect the approach used because of its focus on giving rural women the opportunity to join in activities.

The main problem I encountered was the lack of cooperation and communication among my fellow villagers. Some members of my community are not supportive of the approach used by this project. Apart from this, some members were not clear about the objective of the project and this resulted in the lack of interest in the project. As an overall goal, I intend to further improve my handicraft and my village as a tourist destination.

WOMEN'S VOICE

Project 10: Improvement of the Effectiveness of the Micro-Credit Services for Rural Women Entrepreneurs

Individual

Name : Mrs. Ruffini Manalas
Village : Kampung Lajong, Kudat
Occupation / Product : Home maker, Farmer (family)



Group

Group name : *Pusnita Desa*
Position in group : Leader
No. of members : 9 members

My name is Mrs. Ruffini Manalas from Kampung Lajong, Kudat. I work as farmer and a housewife.

The reason I joined this activity is to gain more knowledge and experience from other successful women. From this Pilot Project, I hope that my standard of living will improve and also to help the economy. I am satisfied with this Pilot Project and am happy to be part of this activity.

What I have learned from this is good because it provided training that encouraged thinking and increase the knowledge such as in the "Seminar for empowerment of rural women entrepreneurs". The good point about this Project is the objective that encouraged the development of rural women entrepreneurs. As a group leader in this activity, I would like to say that the relationship amongst us is good. However, because there is no allocation or budget to be given by YUM, there was no increase in income and did not have any money to spend.

My family and community members are supportive about this Project and I would like to improve the activities and generate income in the near future.

WOMEN'S VOICE

Project 10: Improvement of the Effectiveness of the Micro-Credit Services for Rural Women Entrepreneurs

Individual

Name : Mrs. Judy Joti @ W. Jonioh
Age : 31 years old
Village : Kampung Babagon, Penampang
Occupation / Product : Sundry shop, cakes and food stall



Group

Group name : *Kumpulan Wawasan* (Vision Group)
Position in group : Leader (Also center head)
No. of members : 7 members

My name is Mrs. Judy Joti from Kampung Babagon, Penampang. I opened a business in sundry shop, selling cakes and a food stall.

The reason I joined this activity is to make the process of loan more efficient. As a result of computerization by YUM, I expect that it could change the lifestyle in terms of improving the economy. In this Pilot Project, I could gain more information in a short period of time. The merit of involving in this Project is also to gain more experience and knowledge.

The major difficulty or problem I have faced was not being able to carry out the planned activities due to the availability of loan. There was none. Although there was no loan available, I was still able to continue my sundry shop business and my income did increase. I have managed this fund properly.

After joining this Pilot Project activity, I was able to help my husband and family to gain income as a result of my business activities. My family and community members are supportive and I hope to have a brighter future for my family and business.

I plan to expand my business and make my shop larger so that I can increase my income level. Hopefully I could get some fund from YUM.

WOMEN'S VOICE

Project 10: Improvement of the Effectiveness of the Micro-Credit Services for Rural Women Entrepreneurs

Individual

Name : Mrs. I rahaya Labadu
Village : Sandakan
Occupation / Product : Business, Husband working in a private firm



Group

Group name : *SUKSES* (Success)
Position in group : Leader
No. of members : 7 members

My name is Mrs. I rahaya Labadu from Sandakan.

I was chosen as a respondent for this Pilot Project and I am a group leader for Gum-Gum, Mile 16. I am also a centre chief for Sandakan and also a group leader for *SUKSES* group. I am satisfied with the experience and guidance that I have gained through this Pilot Project and I have learnt a lot of things. The good point about this Pilot Project is the effectiveness of the loan program. The time of approval of loan however is late and that is a problem.

My income has increased through selling in the *Tamu* (Open market) and I have put this money in the revolving fund. Through this Pilot Project, I am convinced that I want to be a successful entrepreneur. My family and community members are very supportive in all the activities that I join in and conduct for my business. I am very grateful for that.

My future plan is to expand my business with the guidance of YUM and their staff.

WOMEN'S VOICE

Project 10: Improvement of the Effectiveness of the Micro-Credit Services for Rural Women Entrepreneurs

Individual

Name : Mrs. Ludiah Sangking
Age : 43 years old
Village : Kampung Lotong, Kota Marudu
Occupation / Product : Sewing and Farming



Group

Group name : *Persatuan Wanita Hatob* (Hatob Women's Society)
Position in group : Secretary
No. of members : 6 members

My name is Mrs. Ludiah Sangking from Kampung Lotong, Kota Marudu. I work as farmer and also have a business in sewing.

The reason I joined this activity is the hope that I can see the financial management system of YUM to be more systematic. My role in this Pilot Project is to give information (data) and being a respondent. As a result of computerization of YUM, I expect the financial transaction system to be faster and efficient. I have learnt from this Pilot Project that the usage of computer is important in financial transaction. The transaction in the centre is faster and information is easy to access when the need arises from the members.

I cannot comment on the problems or difficulties as there is no loan to be given out and I have nothing to pay back either. As a result, my income has not increased and I did not continue my activity.

I am convinced and think that the usage of computer in managing the financial transaction is very important where before I did not see the importance of computer.

My family gives me full support in my activities. I think this Pilot Project needs a systematic administration practice and have an effective management system in YUM.

WOMEN'S VOICE

Project 10: Improvement of the Effectiveness of the Micro-Credit Services for Rural Women Entrepreneurs

Individual

Name : Mrs. Fatimah Simpat
Village : Keningau
Occupation / Product : Trading small grocery items

Group

Group name : *Jasa* (Good Deeds)
Position in group : Leader
No. of members : 5 members

I am a leader for *Jasa Group* and also the centre chief when we have meetings with other group members from other group in the same town under YUM. My group have good cooperation and we understand each other. I would say that the relationship in the group is good. I was chosen to be a respondent for this Pilot Project for the baseline survey and evaluation. I also hope that loan could be given out so that I could go on with my activity with enthusiasm and my family income increase. It is also my wish that the financial management system of YUM would be more systematic. From this Pilot Project, I expect that the Credit program of YUM would increase and the transaction of data and program would become more efficient and uniform. I am satisfied with the progress thus far and I am happy that the credit program organised by YUM is easy to understand.

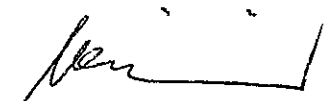
As a result of joining this Pilot Project, I have gained good experience and convinced to have a sense of responsibility to manage my business effectively. My income has increase through the profit I have gained from the loan I have obtained. The fund has been used according to the working paper that has been prepared from before. The only problem is that the process of loan is slow to be dispersed. My family and community members are supportive of my activities and we have changed to be better people.

My future plan is to obtain loan for my children's education and hope that the process of loan will be fast.

Appendix 4

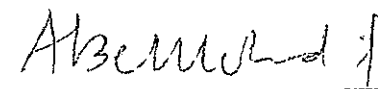
Minutes of Meetings of the Steering Committee

Minutes of Meeting
on
the Inception Report
of
the Study on Development
for Enhancing Rural Women Entrepreneurs
in Sabah, Malaysia
as agreed upon between
the Ministry of Agriculture and Food Industry, Sabah
and
the Japan International Cooperation Agency

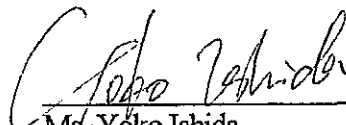


Datuk Abidin Madingkir
Permanent Secretary
Ministry of Agriculture and
Food Industry, Sabah, Malaysia

Witnessed by



Awang Besar Hj. Mohd. Yusof
Assistant Director
Economic Planning Unit, Sabah,
Malaysia



Ms. Yoko Ishida
Team Leader
JICA Study Team

Witnessed by



Ms. Tamaki Muto
Member
JICA Advisory Team

Date: 20th February, 2002
Place: Kota Kinabalu, Sabah, Malaysia

In accordance with the Minutes of Meeting on the technical cooperation and the Scope of Work for the Study, agreed in August 2001, between the government of Malaysia (hereinafter referred to as “GOM”) represented by the Ministry of Agriculture and Food Industry, Sabah and Japan International Cooperation Agency (hereinafter referred to as “JICA”), JICA dispatched the Study Team (hereinafter referred to as “Study Team”) headed by Ms. Yoko Ishida to undertake “the Study on Development for Enhancing Rural Women Entrepreneurs in Sabah, Malaysia” (hereinafter referred to as “the Study”).

The Study Team submitted the Inception Report (draft) to the Ministry of Agriculture and Food Industry, Sabah on February 18th, 2002. A meeting between the Study Team and the representatives of related agencies on the Inception Report (draft) was held on February 19th, 2002. Following the explanation on the Study by the Study Team, the Inception Report (draft) was reviewed page by page by the participants.

According to the request from the meeting between the Study Team and the representatives of related agencies, the Steering Committee meeting on the Inception Report (draft) was held on February 20th, 2002. The lists of participants of these meetings are attached in Appendix-1 and -2. The list of the Counterparts of the Study is shown in Appendix-3.

In the above meetings, the Ministry of Agriculture and Food Industry, Sabah accepted the Inception Report subject to the following issues which were agreed upon by both parties to ensure smooth implementation of the Study.

1. Gender Consideration Approach

The statement “Learning from successful women’s entrepreneurial cases in Japan” should also include cases in Sabah.

2. Definition of “Rural Women”

In order to clarify the term of “rural women” as the target group of the Study, the “rural” is defined as “outside of the city and town limit” covering 20 districts and 11 sub-districts in Sabah. The participants agreed that the term of “rural women” means all of women in the rural areas of Sabah involved in agro-related activities. It does not focus on only women entrepreneurs and it includes rural poor women, as well.

Poor rural women residing in the villages of Kota Kinabalu, Sandakan and Tawau should not be excluded. And the term of “women’s group” includes both of formal and informal groups.

3. Definition of “Related Agency of the Study”

All of the agencies supporting rural women’s agro-related activities under the Ministry of Agriculture and Food Industry, Sabah are the related agencies of the Study and the members of the Technical Committee. MARDI, FAMA, KPLB, UHEWS and EPU will be also included in the “related agencies” and in the Technical Committee. Additionally, it is important to make full use of MARDI, FAMA and IDS’s know-how and experience in women’s enterprises in addition to DOA and KPD.

4. Administration of Field Survey

It is important to have an interview with KK, WKK and JKKK to understand the decision-making system, community activities, living conditions etc. of villages during the field survey. In that situation, it is required to issue a request letter to them by the Ministry of Agriculture and Food Industry, Sabah.

5. Steering Committee and Technical Committee

It was agreed that during the Study, the Steering Committee will:

- monitor overall progress of the Study;
- coordinate Study activities among ministries and international partners;
- coordinate Study activities among the state and the divisions;
- approve the Inception, Interim and Final Reports of the Study; and
- promote understanding of the Study among stakeholders.

Under the Steering Committee, the Study is to have the Technical Committee which consists of the counterparts representing the Malaysian government agencies related to the Study and the JICA Study Team members. The list of the Malaysian counterparts is given in Appendix-3. The Technical Committee will:

- discuss important issues with the Study Team;
- supervise the Study progress;
- select targets of the data collection;
- take part in planning, implementation, monitoring and evaluation of the Study activities; and
- review the Inception Report, Progress Report, Interim Report and Final Report.

**List of Participants
of the Meeting between the Study Team and Representative of the Related Agencies**

Malaysian side

Hj. Pgn. Othman Bin Hj. Pgn. Gamok	General Manager	KPD
Awang Besar Hj. Mohd Yusof	Assistant Director Human Resource	Economic Planning Unit, Sabah
Mohd. Dos Ismail	Deputy General Manager	KPD
Nerny Ontol	Human Development Supervisor	KPD
Rainal Lasumin	Training Officer	KPD
Zainab Shukor		Ministry of Agriculture and Food Industry, Sabah
Raphael Gondipon	Agricultural Officer	DOA
Abdul Hamid Sani	Deputy Director	YUM
Daim Hj. Basirun	Deputy Director	Department of Fisheries
Md. Sayuti Abdullah	Assistant Secretary	Ministry of Rural and Entrepreneurial Development
Rahmah Mohd. Lin	Assistant of Administration Officer	UHEWS

Japanese side

Yoko Ishida	Team Leader Gender/Rural Development Specialist	JICA Study Team
Mika Matsumura	Sub-Leader Small-scale Business Administration Specialist	JICA Study Team
Noriko Furutani	Institution, Gender and Rural Development Specialist	JICA Study Team
Toshiyuki Saito	Agriculture Processing Specialist (Food Processing)	JICA Study Team
Maiko Ohtsuru	Coordinator	JICA Study Team
Tamaki Muto	Member	JICA Advisory Team
Reiko Akezumi	Assistant Resident Representative	JICA Malaysia Office

**List of Participants
of the 1st Meeting of the Steering Committee**

Malaysian side

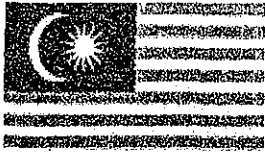
Datuk Abidin Madingkir	Permanent Secretary	Ministry of Agriculture and Food Industry, Sabah
Hj. Pgn. Othman Bin Hj. Pgn. Gamok	General Manager	KPD
Awang Besar Hj. Mohd Yusof	Assistant Director Human Resource	Economic Planning Unit, Sabah
Mohd. Dos Ismail	Deputy General Manager	KPD
Nemy Ontol	Human Development Supervisor	KPD
Rainal Lasumin	Training Officer	KPD
Siti Hairani Hanafiah	Senior Administrative Officer	Cabinet and Policy Division, Chief Minister Department
Zainab Shukor		Ministry of Agriculture and Food Industry, Sabah
Raphael Gondipon	Agricultural Officer	DOA
Abdul Hamid Sani	Deputy Director	YUM
Daim Hj. Basirun	Deputy Director	Department of Fisheries
Md. Sayuti Abdullah	Assistant Secretary	Ministry of Rural and Entrepreneurial Development
Rahmah Mohd. Lin	Assistant of Administration Officer	UHEWS

Japanese side

Yoko Ishida	Team Leader Gender/Rural Development Specialist	JICA Study Team
Mika Matsumura	Sub-Leader Small-scale Business Administration Specialist	JICA Study Team
Noriko Furutani	Institution, Gender and Rural Development Specialist	JICA Study Team
Toshiyuki Saito	Agriculture Processing Specialist (Food Processing)	JICA Study Team
Maiko Ohtsuru	Coordinator	JICA Study Team
Tamaki Muto	Member	JICA Advisory Team
Reiko Akezumi	Assistant Resident Representative	JICA Malaysia Office

Counterparts List

Specialities	Agency	Position
Leader of Counterparts	KPD	Deputy General Manager
Leader of Counterparts (Co-Leader)	DOA	Deputy Director
Women's Enterprises and Market Analysis	YUM	
Women's Enterprises and Market Analysis	KPD	
Women's Enterprises and Market Analysis	FAMA	
Gender and Rural Development	KPD	
Gender and Rural Development	DOA	
Agriculture Product and Food Processing	DOF	
Agriculture Product and Food Processing	DOA	
Agriculture Product and Food Processing	KPD	
Agriculture Product and Food Processing	MARDI	
Craft Product Processing	PKKM	
Craft Product Processing	KPD	



MINUTES OF THE SECOND STEERING COMMITTEE MEETING

ON

THE STUDY ON DEVELOPMENT

FOR ENHANCING RURAL WOMEN ENTREPRENEURS

IN SABAH, MALAYSIA

AS AGREED UPON BETWEEN

THE MINISTRY OF AGRICULTURE AND FOOD INDUSTRY, SABAH

AND

THE JAPAN INTERNATIONAL COOPERATION AGENCY

Datuk Abidin Madingkir
Permanent Secretary
Ministry of Agriculture and Food Industry
Kota Kinabalu.

Ms. Yoko Ishida
Team Leader
JICA Study Team

Witnessed by

Hj. Mohd. Dos Ismail
Deputy General Manager
Rural Development Corporation
Kota Kinabalu

Witnessed by

Ms. Mika Matsumura
Team Sub-Leader
JICA Study Team

Date: Thursday, 20 June, 2002
Place: Kota Kinabalu, Sabah, Malaysia



**MINUTES OF THE SECOND STEERING COMMITTEE MEETING ON THE
STUDY ON DEVELOPMENT FOR ENHANCING RURAL WOMEN
ENTREPRENEURS IN SABAH**

Date Thursday, 02 May, 2002
Time 9 00 am
Place Ministry of Agriculture and Food Industry Meeting Room, KOTA KINABALU

PRESENT

- | | | |
|-----|----------------------------|--------------------------------|
| 1. | Datuk Abidin Madingkir | - KPIM/Chairman |
| 2 | Hj Pg. Othman Hj Pg Gamok | - KPD |
| 3 | Hj Mohd. Dos Ismail | - KPD |
| 4. | En Ismail Salam | - DOA |
| 5 | Puan Danna Q. Ontol | - UPEN |
| 6. | En Juif Adzim | - YUM |
| 7. | En. Md Sayuti Abdullah | - KPLB |
| 8 | Pn Hjh. Subiah Hj. Laten | - UHEWS |
| 9 | En Mustafa Alba Hj Ibrahim | - PKKM |
| 10. | Pn Nemy Ontol | - KPD |
| 11. | En. Rainal Lasumin | - KPD |
| 12 | Ms Yoko Ishida | - JICA (Study Team Leader) |
| 13 | Ms Mika Matsumura | - JICA (Study Team Sub-Leader) |
| 14 | Ms Maiko Ohtsuru | - JICA (Coordinator) |
| 15 | Mr. Toshiyuki Saito | - JICA Study Team |
| 16. | Ms Noriko Furutani | - JICA Study Team |
| 17. | Ms Yuki Kobayashi | - JICA Study Team |

IN ATTENDANCE

- | | | |
|---|-------------------|-------|
| 1 | En Roseli Sindong | - YUM |
|---|-------------------|-------|

NOT PRESENT

- | | | |
|---|-----------------------------------|-------|
| 1 | En Daim Hj. Basrun | - DOF |
| 2 | Pn Hjh Dayang Rayanih Hj Ag Hamit | - DOA |

1 OPENING REMARKS BY CHAIRMAN

The Chairman started the meeting with welcoming remarks

Secretary of the committee was discussed and decided that a joint secretariat be set up between JICA Study Team and counterpart agencies. The committee appointed En Rainal Lasumin (KPD) as a secretary from counterpart agencies.

2. BRIEFING ON PROGRESS REPORT I

- 2 1 Improved version of the reports was distributed to the members The Study Team Leader briefly reported the outline of the Progress Report I The report covers the

Study Team activities from February to March 2002 Content of *the Progress Report I* was divided into nine Chapters, namely. -

Chapter 1.	Introduction
Chapter 2.	Institutions and Organizations
Chapter 3	Living Conditions and Activities of Rural Women
Chapter 4.	Rural Women Entrepreneurs and Rural Women Groups
Chapter 5	Agro-Related Activities and Projects
Chapter 6	Handicraft
Chapter 7:	Distribution and Marketing
Chapter 8.	Knowledge Transfer
Chapter 9	Next Steps

FOR INFORMATION

- 2.2 It was reported that most information were collected from KPD, DOA and YUM Information are still needed from MARDI, FAMA, PKKM and other related agencies. Respective agencies will be requested to submit information requested by JICA

ACTION: COUNTERPART MEMBERS

3. COMMENTS BY MEMBERS

The *Progress Report I* was briefly discussed and the following are amongst the comments highlighted by the members:-

- 3.1 "*The Ministry of Rural Development & Entrepreneur*" was changed to "*The Ministry of Rural Development*"
- 3.2 The post held by Pn Sylvia Edward is Assistant Agricultural Officer
- 3.3 It was suggested that the sentence below be deleted from the report
. except for the occasional handout during election periods (Pg. 42).
- 3.4 It was suggested that the sentence, *. ..the majority have no electricity and use candles, oil lamps..*"(Pg.43) be reconfirmed with Ministry of Rural Development, since the government report that 60% of the rural areas have electricity supply
- 3.5 It was suggested that the word '*scarcity*' (Pg 46) be reviewed since it contradicts the related statement.
- 3.6 The name Dr. Lungkiam Damble will be read as Dr. Lungkiam Dambul
- 3.7 It was suggested that the sentence '*It was observed that* ' be included before the sentence '*People in remote villages are suffering from a vicious circle of poverty*' (Pg. 51).

ACTION: JICA STUDY TEAM LEADER

4. COMMENT BY THE TECHNICAL COMMITTEE CHAIRMAN

The committee were highlighted by the following points:-

- 4.1 Nine counterpart agencies involved in the Technical Committee are KPD, DOA, DOF, YUM, FAMA, PKKM, KPLB, UHEWS, and MARDI

- 4.2 One of the functions of the Technical Committee is to establish the Task Force Teams consisting of officers from counterpart agencies and JICA Study Team. The Task Force Teams, headed by respective JICA Study Team experts, carry out the study and prepare individual reports for discussion during the Technical Committee Meeting.
- 4.3 The Technical Committee accepted the draft Progress Reports prepared by the respective Task Force Teams. Members of the committee, particularly counterpart agencies, were requested to submit their comments on the draft *Progress Reports* to the JICA Study Team Leader should they have any other comments, especially touching on individual agency.

ACTION: FOR INFORMATION

5. APPROVAL OF THE *PROGRESS REPORT I*

All amendments and comments as discussed in para 3 would be incorporated in the Interim Report due in July, 2002. The *Progress Report I* was accepted by the Steering Committee subject to the above amendments. The Chairman requested that any further amendments and comments on the *Progress Report I* should be submitted to the JICA Study Team Leader to be incorporated in the Interim Report.

ACTION: COUNTERPART MEMBERS

6. MAJOR ACTIVITIES DURING SECOND VISIT (MAY-JUNE 2002)

- 6.1 Work schedules for the second visit were distributed to the members. The Study Team Leader briefly outlines the major activities during the second visit. The work schedule was accepted by the committee.
- 6.2 During the period, four workshops will be organized. Workshop on Self-Evaluation of Related Agency will be held on May 14th, and workshop for Women's Cluster Classification will tentatively be held on May 15th. Additionally, workshops on Master Plan Preparation and Pilot Project Planning will be held in June.

It was decided that participants of the first workshop would be one senior officer accompanied by another relevant officer.

For the Second Workshop, participants would be women leaders from the rural areas. The committee agreed that criteria and ideas on the selection of participants would be submitted to the Technical Committee Chairman.

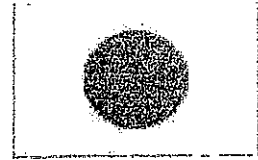
ACTION: JICA STUDY TEAM LEADER/CHAIRMAN, TECHNICAL COMMITTEE

7. ADJOURNEMENT

There being no further business, the meeting was closed at 11.00 a.m. with a vote of thanks accorded to the chair.

Rainal Lasumin
Joint Steering Committee Secretariat.

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MINUTES OF THE THIRD STEERING COMMITTEE MEETING

ON

THE STUDY ON DEVELOPMENT

FOR ENHANCING RURAL WOMEN ENTREPRENEURS

IN SABAH, MALAYSIA

AS AGREED UPON BETWEEN

THE MINISTRY OF AGRICULTURE AND FOOD INDUSTRY, SABAH

AND

THE JAPAN INTERNATIONAL COOPERATION AGENCY

Datuk Abidin Madingkir
Permanent Secretary
Ministry of Agriculture and Food Industry
Kota Kinabalu.

Ms. Yoko Ishida
Team Leader
JICA Study Team

Witnessed by

Hj. Pgn. Othman Hj. Pgn. Gamok
General Manager
Rural Development Corporation
Kota Kinabalu

Witnessed by

Ms. Mika Matsumura
Team Sub-Leader
JICA Study Team

Date: Thursday, 3 October, 2002
Place: Kota Kinabalu, Sabah, Malaysia



**MINUTES OF THE 3RD. STEERING COMMITTEE MEETING ON THE STUDY ON
DEVELOPMENT FOR ENHANCING RURAL WOMEN ENTREPRENEURS IN
SABAH**

Date : Wednesday 26th. June 2002
Time : 9.00 am
Place : Ministry of Agriculture and Food Industry Meeting Room

PRESENT

- | | |
|---------------------------------------|--------------------------------|
| 1. YM. Datu Basrun Hj. Datu Mansor | - KPIM |
| 2. Hj. Pg. Othman Hj. Pg. Gamok | - KPD |
| 3. Hj. Mohd. Dos Ismail | - KPD |
| 4. En. Ismail Salam | - DOA |
| 5. Datin Danna O. Ontol | - UPEN |
| 6. En. Juif Adzim | - YUM |
| 7. En Md Sayuti Abdullah | - KPLB |
| 8 En. Daim Hj Basrun | - DOF |
| 9. Pn. Hj. Subiah Hj. Laten | - UHEWS |
| 10. En. Mustafa Alba Hj. Ibrahim | - PKKMM |
| 11. Pn Hj. Dayang Rayani Hj. Ag Hamit | - DOA |
| 12. Pn. Nemy Ontol | - KPD |
| 13. En. Rainal Lasumin | - KPD |
| 14. Ms. Yoko Ishida | - JICA (Study Team Leader) |
| 15 Ms. Mika Matsumura | - JICA (Study Team Sub-Leader) |
| 16. Ms Maiko Ohtsuru | - JICA (Coordinator) |
| 17 Ms. Noriko Furutani | - JICA Study Team |

IN ATTENDANCE

- | | |
|--------------------------|-------|
| 1. En. Abdul Hamnid Sani | - YUM |
| 2 En. Irman Isnain | - DOF |

1. OPENING REMARKS BY CHAIRMAN

The Chairman started the meeting with welcoming remarks

2. ADOPTION OF THE AGENDA

The committee agreed to adopt the proposed agenda as tabled.

FOR INFORMATION

3. CONFIRMATION OF THE PREVIOUS MINUTES OF MEETING HELD ON THE 2nd May 2002.

2.1 The above minute was tabled and confirmed without amendment.

3.1 Haji Mohd. Dos Ismail proposed confirmation of the minute and seconded by Pn. Hjh. Subiah Laten.

FOR INFORMATION

4. MATTERS ARISING

Matters arising from the previous minute were covered in the agenda.

FOR INFORMATION

5. BRIEFING FROM THE TECHNICAL COMMITTEE CHAIRMAN

Haji Mohd. Dos Ismail reported the major activities during the period of May to June:

- i) The numbers of counterpart agencies involved in the Study increased from 9 to 15. The counterpart agencies are DOA, KPLB, UHEWS, KPD, Yayasan Sabah, PKKM, STPC/Sri Pelancongan, DOVSAI, DOF, YUM, IDS, MARDI, FAMA, KEMAS, and EPU. They were very good cooperation among the agencies involved.
- ii) There are five Task Force Teams established to carry out the Study, namely:
 - Food Processing Task Force Team
 - Gender Analysis Task Force Team
 - Marketing Survey Task Force Team
 - Handicraft Task Force Team
 - Institution and Finance Task Force Team

The Task Force Teams consist largely of the Counterpart agencies. Each Task Force Team is headed by a member of JICA Study Team.

- iii) Since the last Steering Committee Meeting, the Technical Committee held three meetings, that is May 16th., June 17th., and June 25th.

Among the items discussed in the Technical Committee Meeting were:-

- Discussed and agreed on the proposed List of Pilot Project Alternatives except for a few proposal that need further deliberations;
- Discussed and agreed on the Framework for Preparation of Master Plan;
- Discussed and agreed on the Classification of Rural Women and Target Group;
- Discussed and agreed on the relevant agencies to be included in the Study/Technical Committee/Task Force Team;
- Discussed and agreed on the Surveys (Household Survey, Marketing Survey, etc.) carried out by the Task Force Team including its methodology, locations, criteria for selection of respondents, etc;
- Discussed and agreed on many reports submitted by each Task Force Teams;

- iv) Since the last Steering Committee Meeting 7 Workshops were held.

- 14/5/2002 Situational Analysis & Planning Workshop of agencies
- 15/5/2002 Workshop with rural women leaders (40 rural women leader recommended by related agencies attended the workshop)
- 24/5/2002 Workshop on Classification of rural women
- 4-6/2002 Workshop with rural women at Kg Gana
- 6/6/2002 Workshop on Handicraft Development
- 20/6/2002 Workshop with rural women (Target group/model group)
- 25/6/2002 Master Plan preparation and pilot projects selection.

- v) Jica Advisory Team from Japan visited the Sabah on the 16th.- 21st.Jun 2002. They attended the Technical Committee Meeting held on the 17th. June, visited the target areas at Kota Marudu and Kudat on the 18th. -19th. June and attended the workshop with rural women held on the 20th. June 2002. They also made a courtesy call to MAFI, DOA and KPD.

- vi) A few Study Team members/counterpart visited Sarawak on the 12 – 14th. June 2002 to study more on women support programs provided by the government agencies in Sarawak.

FOR INFORMATION

5. BRIEFING ON PROJECT PROGRESS BY THE JICA STUDY TEAM LEADER

5.1 Progress Report

The Study Team Leader reported that during the Second Visit, the Study Teams gather 450 samples against 400 samples during the First Visit The respondents are mainly producers, processors, distributors and consumers.

The Technical Committee Chairman had already presented other activities since the last Steering Committee Meeting.

FOR INFORMATION

5.2 Classification and selection of target group/model groups

The Study Team Leader, Ms. Ishida reported the Progress Report on the Classification and selection of target group/model groups based on the handout entitled '*Classification of rural women entrepreneurs*' which were distributed to the members.

She further clarified that Mr. Saito collected 65 samples throughout the state. Based on the handout, there were 6 clusters identified that were differentiated based on their income and time/access to the nearest market.

The classification was discussed by the committee as follows. -

- There are target group not covered in the clusters.
- Key features of each cluster are different. Thus, any intervention must fully considered/aware of the differences.
- The most important parameter in considering Women in Development is income and time, although it was agreed that other factors could be contributing factors.
- Although the recipient of the project is a woman, the beneficiary is actually the family unit. Thus, support from the men/husband is very crucial. Partnership between man and women is a must if we are to increase the family income.
- Financial Management and Accounting will also be included as a subject for Cluster 1.

The above matters will be included in the preparation of final report.

ACTION: JICA STUDY TEAM

5.3 Preparation of Master Plan Framework

The Study Team Leader, Ms. Ishida briefed the committee on the basic concept on Master Plan Preparation and Framework based on the handout entitled '*Basic Concept of Master Plan Preparation, Master Plan Framework, Logical Framework of Master Plan, Programs and Projects and Prioritization and rural women clusters*' which were distributed to the committee. She informed that the Master Plan was prepared based on the Classification of Target Group.

The committee agreed on the basic concept of Master Plan Preparation as presented

FOR INFORMATION

5.4 Selection of Pilot Projects

Ms. Mika Matsumura presented the progress report on Pilot Project Selection based on the handout (Power Point) entitled '*Evaluation of Potential Pilot Project*'. Among the point highlighted were:-

- Methodology of weighing criteria
- Result of awareness test on the criteria
- Methodology of evaluation of pilot projects
- Score of potential pilot projects

It was also informed that a workshop was held on the 25th. June 2002 attended by members of the Technical Committee and Task Force Teams to discuss and select the potential Pilot Projects.

After deliberations, the committee decided that a Technical Committee Meeting would be held on the 2nd. July, 2002 to review and confirm the following: -

- To discuss and confirm on the Leading Agency of each proposed Pilot Projects
- To discussed on the preparation of details of each Pilot Project for submission to JICA, Japan on or before 10th. July 2002 for approval.

ACTION: TECHNICAL COMMITTEE CHAIRMAN

7. ADJOURNEMENT

There being no further business, the meeting was adjourned at 12.00 noon with a vote of thanks accorded to the chair.

*Rainal Lasumin
Joint Steering Committee Secretariat.*

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MINUTES OF THE FOURTH STEERING COMMITTEE MEETING

ON

THE STUDY ON DEVELOPMENT

FOR ENHANCING RURAL WOMEN ENTREPRENEURS

IN SABAH, MALAYSIA

AS AGREED UPON BETWEEN

THE MINISTRY OF AGRICULTURE AND FOOD INDUSTRY, SABAH

AND

THE JAPAN INTERNATIONAL COOPERATION AGENCY

Datuk Abidin Madingkir
Permanent Secretary
Ministry of Agriculture and Food Industry
Kota Kinabalu.

Ms. Yoko Ishida
Team Leader
JICA Study Team

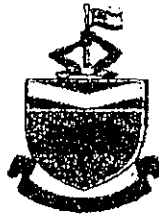
Witnessed by

Hj. Pgn. Othman Hj. Pgn. Gamok
General Manager
Rural Development Corporation
Kota Kinabalu

Witnessed by

Ms. Mika Matsumura
Team Sub-Leader
JICA Study Team

Date: October, 2003
Place: Kota Kinabalu, Sabah, Malaysia



**MINUTES OF THE 4th. STEERING COMMITTEE MEETING ON THE STUDY ON
DEVELOPMENT FOR ENHANCING RURAL WOMEN ENTREPRENEURS IN
SABAH**

Date : Thursday, 19 September, 2002
Time : 9 00 am
Place : Ministry of Agriculture and Food Industry Meeting Room

PRESENT

- | | |
|---|--------------------------------|
| 1. YM. Datu Basrun Hj. Datu Mansor | - KPIM |
| 2. Hj Pg Othman Hj Pg Gamok | - KPD |
| 3. Hj. Mohd. Dos Ismail | - KPD |
| 4. Hj. Mohd. Dandan Hj Alidin | - DOA |
| 5. En. Wong Ah Siong | - Cabinet & Policy |
| 6. Pn. Maria V. Palait | - UPEN |
| 7. En. Freedy Rantau | - YUM |
| 8. En. Daim Hj. Basrun | - DOF |
| 9. Pn. Hjh. Subiah Hj. Laten | - UHEWS |
| 10. En. Mustafa Alba Hj Ibrahim | - PKKM |
| 11. Pn. Hjh. Dayang Rayanih Hj. Ag. Hamit | - DOA |
| 12. Pn. Nemy Ontol | - KPD |
| 13. Ms. Yoko Ishida | - JICA (Study Team Leader) |
| 14. Ms. Mika Matsumura | - JICA (Study Team Sub-Leader) |
| 15. Ms. Maiko Ohtsuru | - JICA (Coordinator) |
| 16. Mr. Soichi Takai | - JICA Study Team |
| 17. En. Rainal Lasumin | - KPD/Joint-Secretary |

ABSENT

- | | |
|----------------------------|--------|
| 1. En. Md. Sayuti Abdullah | - KPLB |
|----------------------------|--------|

1. OPENING REMARKS BY CHAIRMAN,

The Deputy Permanent Secretary chaired the meeting with welcoming remarks. He conveyed the apology from the Chairman/Permanent Secretary for unable to attend the meeting due to urgent matter.

2. ADOPTION OF THE AGENDA

The committee agreed to adopt the proposed agenda as tabled.

FOR INFORMATION

3. CONFIRMATION OF THE PREVIOUS MINUTES OF MEETING HELD ON THE 26th. June 2002.

2.1 *The above minute was tabled and confirmed without amendment.*

3.1 Haji Mohd. Dos Ismail proposed confirmation of the minute and seconded by Hjh. Dayang Rayanih Ag. Damit.

FOR INFORMATION

4. MATTERS ARISING

There is no matter arising from the previous minute. All actions have been taken.

FOR INFORMATION

5. BRIEFING FROM THE TECHNICAL COMMITTEE CHAIRMAN

The Technical Committee Chairman, Haji Mohd. Dos Ismail reported the following activities: -

- i) The main activities of the 3rd. Visit (September – November 2002) of the JICA Study Team is to carry out Phase 2 of the Study. Verification Study will be conducted for about a year in accordance with the scope of the Study before they can finalize the Master Plan and prepare the Final Report of the Study as per agreement signed between the Japanese Government and the Government of Malaysia.
- ii) The 6th. Technical Committee Meeting was held on the 11th. September 2002 to discuss the following :
 - Details of activities during the 3rd. Visit of the JICA Study Team,
 - Interim Report of the study particularly on the “Verification Survey” of the Study,

- Preparation and implementation of the 10 approved Pilot Projects, including the 11th Pilot Project proposed by JICA HQ,
 - Budget ceiling approved by JICA HQ,
 - Guidelines of the preparation of implementation plans of Pilot Projects to be carried out by respective Task Force Teams,
- iii) With regards to the contents of the Interim Report, any comment and amendments by the committee members would be welcome which will be included in the Draft Final Report of the Study
- iv) The Technical Committee will be implementing 10 of the 11 Pilot Projects However, Pilot Project No. 11 is meant for implementation by the Policy Makers (Steering Committee).

FOR INFORMATION

6. BRIEFING ON INTERIM REPORT BY THE JICA STUDY TEAM LEADER

- 6.1 Copies of the Interim Report (including Annex) were distributed earlier by the secretariat to the members for perusal/information

The Study Team Leader informed that the Report were prepared in both Japanese and English Version The Report has two components, namely The Interim Report and Annex The Annex contents are mainly data gathered through surveys.

As per agreement, 20 copies of the Interim Report were prepared for Malaysian counterparts.

Ms. Ishida gave overview of the content/structure of the Interim Report for comment and information.

She further clarified that the Malaysian Counterpart would be given a month period to give comments of the Draft Final Report

FOR INFORMATION

6.2 Brief Outline of the Interim Report

The Study Team Leader, Ms. Ishida explained the outline of the Report by using the Power Point Copies of the handout entitled 'Interim Report' were distributed to the members.

She further clarified that the budget plan given covered from September until March based on Japanese fiscal year April to March

FOR INFORMATION

6.3 Outline of the Final Plans of the Pilot Project

- 6.3.1 The Study Team Leader, Ms Ishida briefed the committee on the outline of the Final Plans of the Pilot Project based on the handout entitled '*Outline of the Final Plans of the Pilot Project*' (Table 6-4) which were distributed to the members. She gave emphasis on the objective and major activities of the approved Pilot Projects.
- 6.3.2 Out of the 20 projects selected by the Technical Committee which was endorsed by the Steering Committee, 10 (ten) Pilot Projects were approved by JICA HQ in Japan. In addition to these 10 Pilot Projects, the 11th Pilot project was recommended by JICA HQ. The weighing criteria of final selection can be found on Page 131 of the Interim Report (Item 6.2.2), while the lists of the approved Pilot Projects can be found on pages 134 and 135.
- 6.3.3 The committee agreed to adopt and implement all the Pilot Projects approved by JICA HQ, including the 11th Pilot Project proposed by JICA HQ.
- 6.3.4 The Pilot Project's outline was deliberated and the committee agreed on the following items: -

6.3.4.1 Lead Agencies

- Project No. 6 (Kudat Tourism) – The Lead Agency will be KPLB headed by Kudat District Officer
- Project No. 9 (Handicraft) – The Lead agency will be PKKMM headed by Assistant Director of PKKMM.
- Other officer from the relevant agencies will be nominated as member of Task Force Team.

ACTION: JICA STUDY TEAM LEADER

6.3.4.2 Explanation on Project No.8 and Project No. 11

Detail explanation was given on two projects, mainly for Technical Committee and Policy Makers. It was agreed that Project Leader for Gender Network is Tuan Haji Mohd. Dos Ismail (Technical Committee Chairman) while the Project Leader for Policy Making will be Datuk Abidin Madingkir (Permanent Secretary, MAFI).

Each team will form its own committee.

ACTION. Chairman & Tuan Haji Mohd. Dos Ismail

6.3.5 Explanation on the Pilot Project Budget

The budget of the projects will be as per handout entitled '**Budget for Pilot Project (September 2002 – March 2003)**'. The total budget approved for all projects is approximately **RM 400,000** and approximately **RM 150,000** was also approved for local consultancy. All purchase must be done during the period of September 2002 – March 2003. Budget for April – September 2003 is not included

FOR INFORMATION

7. APPROVAL OF INTERIM REPORT

7.1 The followings are among the comments suggested by the committee: -

- Executive summary, conclusion and recommendation be incorporated in the Final Report,
- Reconfirmation of facts and figures should be carried out with the cooperation of related agencies concerned.
- (Page 29) -DOF does not 'control' the market price of fish.
- (Page 77) – DOA does not promote savings for beneficiaries, but KPD and YUM.
- (Page 77) – The list of poor summarized by KPLB is shared among other agencies
- (Page 110) – Para 3.2: SIRIM, MARDI and FAMA should be included as related agencies.
- (Page A-1) - Mr Yutaka Hirata (Consulate General, Consulate Office of Japan Sabah) will be invited to sit in the next Steering Committee Meeting.
- (Page A-1) - Secretariat of the Steering Committee (Mr. Rainal Lasumin/KPD) should be included in the list.

The JICA Study Team Leader agrees to make corrections on the above comments including future comments for the report improvement.

ACTION: JICA STUDY LEADER

7.2 The Committee agreed to approve the Interim Report in principle subject to further corrections. The members was given a month period to submit comments/amendments if any.

ACTION. COUNTERPART MEMBERS AND JICA STUDY TEAMS

8. OTHER MATTERS

- 8.1 Details on funding of each Pilot Project should be discussed in the Technical Committee
- 8.2 It was suggested that consideration should be given to the other financial institution such as Sabah Credit Corporation and Bank Pertanian Malaysia as a strategy in providing credit

ACTION: TECHNICAL COMMITTEE CHAIRMAN & JICA STUDY TEAM LEADER

9. CLOSING REMARKS

The Chairman congratulates the Study Team for preparing the comprehensive report. He also extends thank to the JICA HQ for allocating budget for the Pilot Projects. He pointed out that full cooperation among the Malaysian Counterpart be given to the JICA Study Team so that the Pilot Projects can be implemented on schedule.

FOR INFORMATION

10. ADJOURNEMENT

There being no further business, the meeting was adjourned at 12 00 noon with a vote of thanks accorded to the chair.

*Rainal Lasumin
Joint Steering Committee Secretariat.*

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MINUTES OF THE FIFTH STEERING COMMITTEE MEETING

ON

THE STUDY ON DEVELOPMENT

FOR ENHANCING RURAL WOMEN ENTREPRENEURS

IN SABAH, MALAYSIA

AS AGREED UPON BETWEEN

THE MINISTRY OF AGRICULTURE AND FOOD INDUSTRY, SABAH

AND

THE JAPAN INTERNATIONAL COOPERATION AGENCY

Datuk Abidin Madingkir
Permanent Secretary
Ministry of Agriculture and Food Industry
Kota Kinabalu

Ms. Yoko Ishida
Team Leader
JICA Study Team

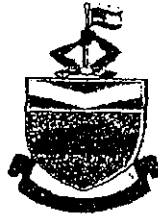
Witnessed by

Hj. Pgn. Othman Hj. Pgn. Gamok
General Manager
Rural Development Corporation
Kota Kinabalu

Witnessed by

Ms. Mika Matsumura
Team Sub-Leader
JICA Study Team

Date: October, 2003
Place: Kota Kinabalu, Sabah, Malaysia



**MINUTES OF THE 5th. STEERING COMMITTEE MEETING ON THE STUDY
ON DEVELOPMENT FOR ENHANCING RURAL WOMEN ENTREPRENEURS
IN SABAH**

Date : Friday, 16 May, 2003

Time : 9.00 am

Place : Ministry of Agriculture and Food Industry Meeting Room

PRESENT

- | | |
|--------------------------------------|--|
| 1. Datuk Abidin Madingkir | - KPIM |
| 2. Hj Mohd. Dos Ismail | - KPD |
| 3. En Juif Adzim | - YUM |
| 4. Datin Danna Ontol | - UPEN |
| 5. En Md. Sayuti Abdullah | - KPLB |
| 6. En Mustafa Alba Hj. Ibrahim | - PKKMM |
| 7. Pn Hj. Dayang Rayani Hj. Ag Hamit | - DOA |
| 8. Pn. Nemy Ontol | - KPD |
| 9. Ms. Yoko Ishida | - JICA (Study Team Leader) |
| 10. Ms. Mika Matsumura | - JICA (Study Team Sub-Leader) |
| 11. Mr. Soichi Takai | - Agriculture Specialist (JICA Study Team) |
| 12. Mr. Masato Kuroda | - Handicraft Specialist (JICA Study Team) |
| 13. Mr. Masafumi Ikeno | - Extension Service Specialist (JICA Study Team) |
| 14. En. Rainal Lasumin | - KPD/Secretary |

ABSENT (With Apology)

- | | |
|-------------------------------|--------------------|
| 1. Hj Pg. Othman Hj Pg. Gamok | - KPD |
| 2. Hj. Mohd Dandan Hj. Alidin | - DOA |
| 3. En Wong Ah Siong | - Cabinet & Policy |
| 4. En Daim Hj. Basrun | - DOF |
| 5. Pn. Hj. Subiah Hj. Laten | - JHEWS |

1. OPENING REMARKS BY CHAIRMAN

The Permanent Secretary, Datuk Abidin Madingkir chaired the meeting with welcoming remarks. He apologized for not being able to attend the previous meeting due to urgent matters.

2. CONFIRMATION OF THE PREVIOUS MINUTES OF MEETING HELD ON THE 19th. September 2002.

2.1 The above minute was tabled and confirmed without amendment.

2.1 Haji Mohd. Dos Ismail proposed confirmation of the minute and seconded by En. Juif Adzim.

FOR INFORMATION

3. MATTERS ARISING

There is no matter arising from the previous minute. All actions have been taken.

FOR INFORMATION

4. BRIEFING FROM THE TECHNICAL COMMITTEE CHAIRMAN

4.1 The Technical Committee Chairman, Haji Mohd. Dos Ismail reported the following :-

- i) The main objective of the Study is to formulate a **Master Plan** for enhancing the development of rural women entrepreneurs and for strengthening related agencies supporting programs in the state of Sabah. The Master Plan when completed and approved will be used by the Sabah Government as a guideline in implementing agro-based rural development programs particularly in developing rural women entrepreneurs.
- ii) **PUANDESA** is the acronym or nickname of the Study in Bahasa Malaysia which means *Pembangunan Usahawan Wanita Desa Sabah*. The slogan for the study is *Pembangunan Keluarga Melalui Keusahawanan*. A logo was also created for the Study as indicated on page 20 of the Progress Report II.
- iii) The Technical Committee have monthly meetings to discuss among others the planning, implementation, progress and problems related to the implementation of the 10 Pilot Projects. Implementation of the 10 Pilot Projects started in October 2002.
- iv) Each Pilot Project is implemented and managed by a team of related agencies as follows (Refer page 9 Of Progress Report II for detailed information) :-

NO.	PROJECT TITLE	LEADING AGENCY	RELATED AGENCIES
1	Thinking and working with rural women	DOA	KPD, KPLB, YUM, UHEWS
2	One-stop service center for rural women entrepreneurs	UHEWS	KPLB, KPD, DOA, YUM
3	Utilization of unused products and resources	PKKM	YUM, KPD, DOA, KPLB, KEMAS, YS, IDS
4	Seaweed culture and processing project	DOF	KPD, KPLB, FAMA, MARDI, LKIM
5	Improvement and innovation of TAMU function	KPD	DOA, DOVSAI, KPLB, PKKM, FAMA, MARDI
6	Kudat Tourism Development	DO Kudat	PKKM, KPD, DOA, YUM, KPLB, STPC, YS, KEMAS
7	Improvement in participatory approaches in project planning	DOA	UHEWS, KPD, YUM, KPLB
8	Coordination body for rural women empowerment	KPD, DOA	YUM, DOF, UHEWS, KPLB, DOVSAI, PKKM, KPIM, SPS/STPC, FAMA, KEMAS, IDS
9	Network for handicraft promotion	PKKM	KPD, DOA, YUM, YS, KPLB, KEMAS, STPC
10	Micro Credit Services for rural women entrepreneurs	YUM	KPLB, DOs
11	Understanding & support of the policy makers	MAFI	KPD, DOA, YUM, DOF, KPLB, PKKM, UHEWS, EPU etc.

- v) Among the functions of the Technical Committee is to monitor the progress of each Pilot Project. Thus, every month, the progress of each Pilot Project is submitted and discussed in the Technical Committee.
- vi) The Technical Committee is very grateful to the JICA Study Team for their close cooperation and guidance in conducting the Study particularly in providing adequate funding to ensure smooth implementation of all the Pilot Projects. Conducting the Study is a full time job. So, time is a constraint to all the related agencies.
- vii) The *Progress Report II* which is submitted to the Steering Committee is prepared by JICA Study Team based on their analysis of the Study and the progress reports submitted by each Pilot Project.

FOR INFORMATION

4.2 Comment by the members

- i) The Chairman commented that time should not be a constraint for counterpart agencies not attending the meeting. He stressed that all officers appointed to attend the meeting on behalf of their respective departments and agencies should attend the meeting, particularly the Steering Committee Meeting which is the policy making body for the Study. He further stressed to give our best to make the Study successful.

ACTION: COUNTERPART MEMBERS

- ii) The committee suggested LKIM to be included as a related agency for the Seaweed Project.

ACTION: JICA STUDY TEAM LEADER

5. BRIEFING ON PROGRESS REPORT BY THE JICA STUDY TEAM LEADER

- 5.1 Copies of the Progress Report II were distributed earlier by the secretariat to the members for perusal/information. Handout in power point format entitled '*The Study on Development for enhancing Rural Women Entrepreneurs In Sabah Malaysia : Project Progress and the Next Steps*' were distributed to the members.

Ms. Yoko Ishida, the Study Team Leader, briefed the Steering Committee with regards to the content of the Progress Report II for discussion and acceptance. Members of the Steering Committee were encouraged to make comment and suggestion which will be included in the preparation of the Final Report. The Study Team Leader informed that any comments and amendments of the report will be incorporated in the Final Report due in early December 2003.

Ms. Yoko also clarified that the progress of the Study is more than they expected.

5.2 Approval Of The Progress Report II

The *Progress Report II* was accepted by the Steering Committee subject to incorporation of comments and amendments by the members. The Chairman requested that any further amendments and comments on the *Progress Report II* should be submitted to the JICA Study Team Leader.

ACTION: COUNTERPART MEMBERS

6. THE NEXT STEPS

Ms Yoko also briefed on The Next Steps of the Study as follows:-

- Continue to implement and monitor the Pilot Projects.
- Conduct a post pilot project evaluation in October 2003
- Upgrade the Master Plan in October
- Prepare the guideline in October

- Prepare a draft Final Report (October - November)
- Submission to the State Government (December)
- Discuss Draft Final Report (December)
- Hold Stake holder Dissemination Seminar (December)

FOR INFORMATION

7. OTHER MATTERS

- 7.1 Mr Kuroda explained the progress of Project 3 and exhibited samples of finished products produce by rural women groups. Among the products were paper basket made from buntui, and candle made from beewax. He clarified that the products will be promoted by Project 9 during the coming Harvest Festival.
- 7.2 Ms. Mika explained on the progress of Project 6 and exhibited samples of handy bag made and decorated by rural women for selling during the coming Harvest Festival. The design and size of the bag were based on information obtained from survey of foreign tourists.
- 7.3 The committee members were happy with the products, although improvement should be made especially on quality and pricing.
- 7.4 The committee also agreed that there is a need to establish a proper marketing system for all products produced by the target groups.
- 7.5 The committee agreed that the Master Plan will be presented to the government at Cabinet level.

FOR INFORMATION

8. CLOSING REMARKS

The Chairman congratulates the Study Team for conducting the Study and preparing the comprehensive report. He also thanked JICA HQ for allocating budget for the Pilot Projects. He assured full cooperation from the Malaysian to ensure that the Pilot Projects can be implemented on schedule.

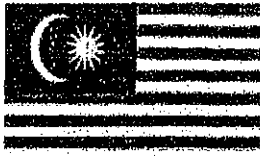
FOR INFORMATION

9. ADJOURNEMENT

There being no further business, the meeting was adjourned at 10.45 am with a vote of thanks accorded to the chair.

*Rainal Lasumin
Joint Steering Committee Secretariat.*

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MINUTES OF THE SIXTH STEERING COMMITTEE MEETING

ON

THE STUDY ON DEVELOPMENT

FOR ENHANCING RURAL WOMEN ENTREPRENEURS

IN SABAH, MALAYSIA

AS AGREED UPON BETWEEN

THE MINISTRY OF AGRICULTURE AND FOOD INDUSTRY, SABAH

AND

THE JAPAN INTERNATIONAL COOPERATION AGENCY

Datuk Abidin Madingkir
Permanent Secretary
Ministry of Agriculture and Food Industry
Kota Kinabalu.

Ms. Yoko Ishida
Team Leader
JICA Study Team

Witnessed by:

Hj. Mohd. Dos Ismail
Deputy General Manager
Rural Development Corporation
Kota Kinabalu

Witnessed by:

Ms. Mika Matsumura
Team Sub-Leader
JICA Study Team

Date: 13 December, 2003
Place: Kota Kinabalu, Sabah, Malaysia



**MINUTES OF THE 6th. STEERING COMMITTEE MEETING ON
THE STUDY ON DEVELOPMENT FOR ENHANCING RURAL
WOMEN ENTREPRENEURS IN SABAH**

Date : Friday, 12 December, 2003

Time : 9.00 am

Place : Ministry of Agriculture and Food Industry Meeting Room

PRESENT

- | | |
|--------------------------------------|--------------------------------|
| 1. Datuk Abidin Madingkir | - KPIM |
| 2. Hj. Pg. Othman Hj. Pg. Gamok | - KPD |
| 3. Hj. Mohd. Dos Ismail | - KPD |
| 4. Hj. Mohd. Dandan Hj. Alidin | - DOA |
| 5. En. Wong Ah Siong | - Cabinet & Policy |
| 6. En. Juif Adzim | - YUM |
| 7. En. Mustapha Hj. Kula | - KPLB |
| 8. Pn. Maria V. Palait | - UPEN |
| 9. Pn. Hjh. Subiah Hj. Laten | - JHEWA |
| 10. Dr. Ahmad Sade | - DOF |
| 11. Me. Ooi Siok Thong | - KPIM |
| 12. En. Md. Sayuti Abdullah | - KPLB |
| 13. En. Freddy Rantau | - YUM |
| 14. Pn. Hjh. Dayang Rayani Hj. Hamit | - DOA |
| 15. Pn. Nemy Ontol | - KPD |
| 16. Ms. Kayoko Mizuta | - JICA Headquarter, JAPAN |
| 17. Mr. Hiroyuki Tanaka | - JICA Malaysia Office |
| 18. Ms. Yoko Ishida | - JICA (Study Team Leader) |
| 19. Ms. Mika Matsumura | - JICA (Study Team Sub-Leader) |
| 20. Mr. Soichi Takai | - JICA Agriculture Specialist |
| 21. En. Rainal Lasumin | - KPD/Secretary |

ABSENT (With Apology)

- | | |
|---------------------------------|---------|
| 1. En. Mustafa Alba Hj. Ibrahim | - PKKMM |
|---------------------------------|---------|

1. WELCOMING NOTE FROM CHAIRMAN

The Permanent Secretary, Datuk Abidin Madingkir chaired the meeting with welcoming remarks. He welcomed the JICA officers from JICA headquarters Japan and from JICA Malaysian office.

2. CONFIRMATION OF THE PREVIOUS MINUTES OF MEETING HELD ON THE 16th. May 2003.

2.1 The above minute was tabled and confirmed with the following amendment.

2.1.1 (Page 1). The date of the 5th. Steering Committee Meeting should read as Friday, 16th. May 2003.

2.2 En. Juif Adzim proposed confirmation of the minute and seconded by Haji Mohd. Dos Ismail.

FOR INFORMATION

3. MATTERS ARISING

There is no matter arising from the previous minute. All actions have been taken.

FOR INFORMATION

4. REMARKS FROM THE TECHNICAL COMMITTEE CHAIRMAN, HJ. MOHD. DOS ISMAIL

The Technical Committee Chairman, Haji Mohd. Dos Ismail reported the following : -

- i) The PUANDESA study which started in February 2002 has just been completed.
- ii) Implementation of all the 11 Pilot Projects which is the verification part of the Study has also been completed.

- iii) Evaluation of the Pilot Projects has also been completed. The Evaluation Conference was held for two days i.e. 7-8 October, 2003 which was officiated by the Minister of Agriculture and Food Industry Sabah, Yang Berhormat Datuk Hj. Abdul Rahim Ismail.
- iv) Initially, the Task Force Teams found it difficult to implement the Pilot Projects. But due to hardwork and good teamwork among all the related agencies involved, together with JICA Study team and availability of fund from JICA, the Task Force Teams managed to implement and complete the Pilot Projects successfully within the time frame of the Study.
- v) There were many success stories as a result of implementing the Pilot Projects. Among them are:-
 - A group of Women at Kg. Tarangkapas, Kota Marudu, are now able to produce high quality paper from weeds such as buntui.
 - The two groups of Women at Pulau Bum Bum, Semporna, are now able to produce sea weed better than men.
 - A group of Women at Kg. Matunggung, Kudat, are now able to produce quality handicraft which are now more marketable.
 - Many PUANDESA participants are now selling fresh and quality food products which are high in demand at KPD Tamu.
- vi) The Draft Final Report and Draft Master Plan were prepared based on:
 - The Study conducted.
 - Baseline surveys carried out.
 - Experiences and lessons learnt from the Pilot Projects.
 - Experiences and lessons learnt from training programmes and study trips to Japan and Philippines.
 - Outcome of seminars, workshops, conference and meetings held especially with rural women.
- vii) The Final Report and Master Plan were prepared with involvement and participation of implementing agencies and target groups.

- viii) PUANDESA also participated in many important exhibitions such as during the State Level Women's Day, State Level Harvest Festival, and State Level Farmers, Livestok Breeders and Fishermen Day Celebration. The response from the public and many VIPs was very encouraging.
- ix) The Draft Final Report which include the Master Plan is very comprehensive. It includes proposals for priority projects, action plans of respective implementing agencies, estimated budgets and recommendations.
- x) Members of The Technical Committee strongly felt that in view of the many successes as experienced from the Pilot Projects and the tremendous potential benefits to the target groups, the Pilot Projects should be continued, expanded and replicated in other areas of the State. The proposals as outlined in the Master Plan should be included as priority projects in the future rural development plan of the State particularly in the years 2004-2005 and in the 9thMalaysia Plan of the State.

FOR INFORMATION

5. BRIEF REMARKS BY THE JICA STUDY TEAM LEADER MS. YOKO ISHIDA

- 5.1 The JICA Study Team Leader informed the meeting that this would be their last official visit to Sabah. However, if requested by the Sabah Government to discuss the Master Plan, she had no objection.
- 5.2 She informed the meeting that implementation of the Study was conduct successfully due to the commitment and total support from the counterpart agencies.

FOR INFORMATION

6. EXPLANATION ON DRAFT FINAL REPORTS AND MASTER PLAN

6.1 Ms. Yoko explained the set of documents distributed earlier to each Steering Committee members. The documents consist of the following:

- Draft Final Report
- Master Plan
- Puan Desa Data Book
- PUANDESA guidelines for rural women entrepreneurs to start micro-scale business in your community.

FOR INFORMATION

6.2 Ms. Yoko also informed members about the Technical Committee Meeting which was held on the 11th. December 2003 at KPD Marketing Complex Tanjung Lipat. She said that basically the Draft Final Report and The Master Plan were discussed but due to time limitation, it was not fully deliberated.

6.3 However, she explained that a month period will be given to the Malaysian Counterpart to study, to make comments/amendments to the Draft Final Report and the Master Plan. All comments/amendments should be submitted to JICA Office in Japan. The finalised documents will then be submitted to the State Government of Sabah by Mid-February 2004.

FOR INFORMATION

6.4 With the aid of powerpoint, Ms. Yoko later explained the structure/outline of the Draft Final Report and Master Plan in stages (chapter by chapter). A copy of the briefing notes entitled 'The Study on Development for Enhancing Rural Women Entrepreneurs in Sabah Malaysia, Draft Final Report TECHNICAL COMMITTEE 11 December 2003' were also distributed to the members. She explained in detail the Actions, Supporting Projects and Recommendations as outlined in the Master Plan. At the end of the briefing, she invited feed back

from each member to update the information contained in the documents.

FOR INFORMATION

7. DISCUSSION

- 7.1 Some members commented on the inclusion of the budget in the Master Plan. They felt that the budget act as a guideline only and it did not reflect the overall picture. Futhermore, the actual implementation of the Master Plan would be decided by the government.

The committee were informed that the budget prepared was based on the Study's Team experience.

The committee agreed that recommendations and proposals would be under the Master Plan. The budget components, however, would be put as Appendix for the Master Plan.

ACTION: JICA STUDY TEAM LEADER

- 7.2 The committee suggested that PUANDESA should be institutionalised as a project by itself, and the Ministry of Agriculture and Food Industry as the Coordinator. The Chairman stated that proposal would be submitted to the government to institutionalised PUANDESA. He agreed to the idea of putting the PUANDESA project under one Lead Agency preferably KPD.

ACTION: CHAIRMAN

- 7.3 The committee felt that the words below should be replaced:

Page 2 (Master Plan Volume I) : 'grow' with 'expand'
Page 49 (Master Plan Volume II) : 'tribe' with 'ethnic'

ACTION: JICA STUDY TEAM LEADER

- 7.4 It was argued that the present capability of the JKKK Leader to handled the 'One Stop Service Center" was questionable due to poor infrastructure. The suggestion of DOA manning the center might also be a problem because DOA offices were limited in district level.

The committee was informed that the idea of making JKKK as the One Stop Service would ease the burden of the villages in the remote rural areas to get information in the district. The JKKK will be given proper training about their function as One Stop Service.

Recommendation will be submitted to the government to this effect.

ACTION: CHAIRMAN

- 7.5 The committee agreed to study the Draft Final Report and the Master Plan and to submit comments/amendments to the Technical Committee Chairman Hj. Mohd. Dos Ismail within 2 weeks i.e. before 30th. December 2003.

ACTION: ALL COMMITTEE MEMBERS

8. THE NEXT STEPS

Ms. Yoko informed the committee about the followings:

- Wrap up workshop to discuss details of the Master Plan will be held on the 16thDecember 2003 at Beverly Hotel from 9.00am to 2.00pm. All Task Force Team members of the 11 Pilot Projects are requested to attend.
- Dateline for submission of comments to the Technical Committee Chairman would be 30thDecember 2003.
- Dateline for the Technical Committee Chairman to submit amendments/comments to the JICA Study Team Leader (Japan) was fixed at 20thJanuary 2004.

FOR INFORMATION

9. CLOSING REMARKS

- 9.1 Ms. Kayoko Mizuta, representative from JICA Headquarters, Japan informed the committee that previously most studies undertaken by JICA were of engineering in nature. The Social Study such as the PUANDESA Study implemented in Sabah was new but had shown a good result, practical and implementable. JICA would extend the program to other deserving countries.

She expects implementation of the Master Plan by the State Government of Sabah.

FOR INFORMATION

- 9.2 On behalf of the State Government of Sabah, the Chairman thanks the JICA Study Team for conducting the Study and preparing the Draft Final Report and Master Plan. Being the chair person of the Steering Committee, he also thanked all the committee members for the cooperation rendered until the successful completion of the Study. He assured that by all means, his Ministry will justify to the Cabinet the implementation of the Master Plan.

FOR INFORMATION

10. ADJOURNEMENT

There being no further business, the meeting was adjourned at 11.30 am with a vote of thanks accorded to the chair.

*Rainal Lasumin
Korporasi Pembangunan Desa
PUANDESA Steering Committee Secretariat.*

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