UNIVERSITY OF SOUTHERN MINDANAO

COLLEGE OF BUSINESS, DEVELOPMENT ECONOMICS AND MANAGEMENT

ACCOUNTANCY DEPARTMENT

BACHELOR OF SCIENCE IN MANAGEMENT ACCOUNTING





AACCUP LEVEL 1 ACCREDITATION

AREA VI

EXTENSION AND COMMUNITY INVOLVEMENT

I.4. The extension projects and activities is sustainable.

CBDEM DELICACIES EXTENSION PROJECT 2024

USM-College of Business, Development Economics and Management
September 13, 2024 ·

Today's CBDEM Extension activity at Brgy. Cuyapon, Kabacan was a success! The CBDEM extension Team completed the triangulation of survey results with Kabacan Moro Women's Organization Inc. (KMWOI) member-beneficiaries, presented the findings from our previous survey, and discussed future extension activities for the community. Thanks to everyone who participated and contributed to this important event. **See less**



USM-College of Business, Development Economics and Management
November 23, 2024 ·

The College Extension Project, titled "CBDEM-Delicacies: Capacity Building, Demonstration, and Enterprise Development of Maguindanaon Delicacies," represents a collaborative effort among CBDEM faculty, staff, students, and our partner community. This initiative aims to facilitate a series of hands-on training sessions and product demonstrations featuring three exquisite Maguindanaon delicacies: Kagikit, Dudol, and Kumukunsi. These delicacies originate from research outputs designed to create a positive impact on the community. This project specifically seeks to empower our beneficiaries, the Kabacan Moro Women's Organization, Inc. (KMWOI) of Brgy. Cuyapon. Through this collaborative endeavor, we aspire to enhance culinary skills, promote cultural heritage, and foster economic development within the community.

#CBDEMExtension
#CBDEMDelicacies **See less**



CBDEM DELICACIES EXTENSION PROJECT 2024

USM-College of Business, Development Economics and Management
December 24, 2024·

"Empowering KMWOI Entrepreneurs: A Successful Business Plan Seminar in Brgy. Cuyapon, Kabacan, Cotabato"

Brgy. Cuyapon became the hub of entrepreneurial learning as the CBDEM Delicacies Project brought its Business Plan Seminar to aspiring entrepreneurs of the KMWOI beneficiaries. The CBDEM Extension Team, together with esteemed resource speakers, shared valuable insights to guide participants in crafting effective business plans. Dr. Irving T. Fajarito, Jr. discussed the essentials of business planning, while Dr. Esmaira G. Gunsayan explored the various types of business planning, from product to job design. Dr. Analyn A. Gonzales outlined the key components of a successful business plan, and Dr. Roy B. Gacus provided strategies for avoiding common pitfalls and maintaining updated plans.

The success of this seminar would not have been possible without the support of the Brgy. Officials, led by Hon. Abdula M. Datuali, who granted our requests and graciously provided the venue and facilities. We extend our gratitude to the KMWOI beneficiaries, whose enthusiasm and dedication to learn will undoubtedly lead to successful business ventures. A special thanks to the students from the Department of Agribusiness for their invaluable assistance and to Mohamad Dalamba (Madz), our ever-reliable Training Aid, for his unwavering commitment to this project despite numerous challenges encountered. Lastly, we commend the CBDEM Extension Team Leaders for their tireless efforts and exceptional leadership in making this initiative a success.

Looking ahead, we are excited to announce "CBDEM Delicacies Phase II" next year, which will continue to empower and uplift our beneficiaries, driving positive change in the community. Together, we are building a brighter future not only for the Cuyapon community, but for the Municipality of Kabacan and beyond.

#BrgyCuyaponSuccess #BusinessPlanSeminar #CBDEMDelicaciesExtensionProject See less

CBDEM DELICACIES EXTENSION PROJECT 2025

USM-College of Business, Development Economics and Management
November 24, 2025·

Mastering Production Concepts for Maguindanao Delicacies✨

The ***CBDEM*** successfully conducted a ***Training-Seminar on Technical Know-How in Preparing Maguindanaon Delicacies for Business Plan Development*** on November 21, 2025, at **Brgy. Hall, Cuyapon, Kabacan, Cotabato**. This activity is a component of the CBDEM Delicacies Extension Project Phase II.

This seminar equipped KMWOI beneficiaries with essential knowledge of production concepts, materials, labor requirements, layout design, and process flow, building their capacity to develop sustainable and market-ready business plans based on traditional Maguindanaon delicacies.

The event was graced by the presence of ***Sir Laurence Arjay Mamburam***, College Extension Coordinator; Dean ***Dr. Cheryl Y. Dulay*** ; and Component Leader ***Dr. Analyn A. Gonzales***.

Special thanks to our resource speakers, ***Assoc. Prof. Mary Rodelyn A. Cariaga*** and ***Dr. Roy B. Gacus***, along with faculty and student facilitators from the Agricultural Economics Department and KMWOI, for making this event meaningful and successful.

Together, we continue empowering Maguindanaon communities through skills, culture, and livelihood. 💚🤝

#CBDEMDelicaciesExtension #CBDEMDelicaciesPhaseII #CommunityEmpowerment #BusinessPlanDevelopment #KMWOI See less

USM-College of Business, Development Economics and Management
December 27, 2025·

CBDEM Empowers KMWOI Women with Business Sustainability Skills at Year 2 Culmination

The CBDEM Delicacies Phase II Extension Project reached a significant milestone on December 17, 2025, with the successful conduct of its specialized training and Year 2 Culmination program. Held at the Barangay Hall of Cuyapon, the event gathered 14 dedicated beneficiaries from the Kabacan Moro Women's Organization Inc. (KMWOI).

The program opened with a warm welcome from Hon. Abdula M. Datuali, Barangay Captain of Cuyapon. He expressed immense pride in his constituents, noting the organization's visible growth as they completed the project's second year. Prof. Analyn A. Gonzales, the project leader, spearheaded the session by presenting the activity's rationale and administering a pre-test to gauge the participants' baseline knowledge.

The training focused on two vital pillars of business sustainability:
📍 Entrepreneurial Mindset: Facilitated by Activity Leader Prof. Irving T. Fajarito, Jr., this session challenged participants to transition from traditional producers to proactive business owners, emphasizing innovation and resilience.
📍 Financial Recordkeeping: Led by Activity Leader Prof. Esmaira G. Gunsayan, this hands-on session provided the women of KMWOI with practical tools to track expenses, manage sales, and monitor the financial aspect of the business.

As the event marked the culmination of Year 2, the atmosphere was one of celebration and reflection. Ma'am Alibay Makalnas Buat, Vice President of KMWOI, shared her reflections on how the project has empowered the women within their organization.

The program concluded with the awarding of Individual Certificates to the 14 beneficiaries, recognizing their commitment to elevating the standards of Maguindanaon delicacies. CEC Prof. Laurence Arjay T. Mamburam delivered the closing remarks, emphasizing the university's continued support for local entrepreneurs. The event's secretariat and logistics were efficiently managed by RA Mohamad Dalamba.

#CBDEMDelicacies
#OneGreatUSM #WomenEmpowerment

CBDEM DELICACIES EXTENSION PROJECT 2026

USM-College of Business, Development Economics and Management
July 6 ·

Bridging Tradition and Technology: USM CBDEM Trains KMWOI for Modern Market Readiness

Team members and facilitators from the University of Southern Mindanao - College of Business, Development Economics and Management conducted a specialized "Training-Workshop on Packaging, Labeling, Branding, and Digital Marketing of Maguindanaon Delicacies" on June 29, 2026, at the Barangay Hall of Cuyapon, Kabacan, Cotabato. Organized under the CBDEM Delicacies Phase III project, this extension initiative aims to equip the Kabacan Moro Women Organization, Inc. (KMWOI) with essential skills in entrepreneurship and commercialization.

The workshop delivered two comprehensive technical sessions tailored to provide the Moro Women with modern market competencies:

• Session 1: Branding, Product Packaging, and Labeling of Maguindanaon Delicacies – Presented by Ms. Catherine D. Ajero, MBA (DTI Negosyo Center Kabacan - Trade Industry Development Analyst). This session focused on elevating traditional products through compliant labeling practices and quality-preserving packaging materials. Participants learned how to design distinct brand identities that honor cultural heritage while meeting strict regulatory standards for commercialization.

• Session 2: Digital Marketing Using Social Media Platforms – Presented by Dr. Cheryl Y. Dulay. This session provided actionable strategies on leveraging mainstream social media channels to scale grassroots businesses. The discussion centered on social commerce techniques, content creation, and navigating online algorithms to expand customer reach far beyond regional borders.

Both sessions concluded with active open forums to allow attendees to clarify regulatory standards and troubleshoot digital marketing hurdles. The day-long activity was successfully facilitated, documented, and evaluated by the team of:

• Prof. Jowhina M. Calabroso
• Prof. Carla B. Cayabyab
• Dr. Lotis D. Cubin
• Dr. Irving T. Fajarito, Jr.
• Prof. Glenn M. Demillo

USM-College of Business, Development Economics and Management
August 26 ·

CBDEM DELICACIES PHASE III: MAGUINDANAON DELICACIES FEATURED AT KALIVUNGAN FESTIVAL TRAVEL AND TRADE EXPO 2026

Under the extension project titled Capacity Building, Demonstration and Enterprise Development of Maguindanaon Delicacies (CBDEM) — Phase III, traditional delicacies produced by the Kabacan Moro Women Organization, Inc. (KMWOI) are now available at the ongoing Kalivungan Festival Travel and Trade Expo 2026, showcased at the Unlad Kabacan / Yaman ng Kabacan Booth and the University of Southern Mindanao (USM) Booth.

Featured Products:
✅ Dudol — ₱80.00 only
✅ Kagikit — ₱95.00

📍 Location: Barangay Cuyapon, Kabacan, Cotabato
📞 For orders: 0975-467-6305 — Look for KMWOI President Mam Laga Makalnas Baganian

The project team is grateful to Mayor Evangeline Pascua-Guzman and Vice Mayor Herlo P. Guzman, Jr. for their unwavering support to local livelihood and women-led enterprises in Kabacan.

The initiative is also made possible through the support of Mam Zaynab A. Ampatuan, who continues to empower Bangsamoro women in the community, and the Barangay Council of Cuyapon led by Hon. Abdula Datuali. Special thanks also to DTI Representative Ms. Catherine Ajero for the assistance in packaging and labeling the products.

Thank you also to the USM – Extension Services Office (ESO) for their continued support of this project!

#USMExtensionProject
#CBDEMDelicaciesPhaseIII

CBDEM DELICACIES EXTENSION PROJECT 2026

USM-College of Business, Development Economics and Management
September 26 at 8:44 PM

TASTE TRADITION AT PASIKLABAN 2026!

Looking for authentic local flavors while exploring the Pasiklaban Booth Fair 2026? Head over to the USM Grounds and experience genuine Maguindanaon heritage treats!

Brought to you by the Kabacan Moro Women's Organization, Inc. (KMWOI), in partnership with the USM-CBDEM Extension Project: Capacity Building, Demonstration and Enterprise Development of Maguindanaon Delicacies (CBDEM-Delicacies) — Phase III.

Fresh off our showcase at the Kalivungan Festival Travel & Trade Expo 2026, our market-ready delicacies are ready for you!

FEATURED DELICACIES:
Dudol — ₱100.00 only (Sweet, rich, and chewy traditional rice cake)
Kagikit — ₱120.00 only (Savory, perfectly seasoned shredded chicken topping)

Booth Location: USM Grounds, Kabacan, Cotabato
Production Hub: Brgy. Cuyapon, Kabacan, Cotabato
For Inquiries & Orders: 0975-467-6305 (Look for KMWOI President Mam Laga Makalnas Baganian)

Support university extension initiatives and empower local Bangsamoro women entrepreneurs with every purchase. Drop by our booth and grab yours today before stocks run out!

#Pasiklaban2026 #USMCBDEMExtensionProject #CBDEMDelicaciesPhaseIII #SupportedbyLGUKabacanAndDTI #WomenEmpowerment #BangsamoroDelicacies #KabacanPride #SupportLocalProducts #USM_ESO #USMGrounds See less