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

1.9. Re-planning of activities based on feedback is conducted.

KABALANSE: Kabuhayan Bookkeeping and Literacy Assistance for Neighborhood Sustainability and Empowerment

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Project Leader

Funded by:

ACCOUNTANCY DEPARTMENT – UNIVERSITY OF SOUTHERN MINDANAO
PHILIPPINE RURAL RECONSTRUCTION MOVEMENT

EXTENSION PROGRAM

UNIVERSITY OF SOUTHERN MINDANAO
Kabacan, Cotabato

ABSTRACT

KABALANSE: Kabuhayan Bookkeeping and Literacy Assistance for Neighborhood Sustainability and Empowerment

Project members: Sandra Angela A. Bangcaya, Jay-r G. Vildac, Analyn A. Gonzales. Esmaira G. Gunsayan

Abstract. The *KABALANSE: Kabuhayan Bookkeeping and Literacy Assistance for Neighborhood Sustainability and Empowerment* project is a continuing extension initiative by the University of Southern Mindanao's Accountancy Department, implemented in partnership with the Philippine Rural Reconstruction Movement (PRRM). Running from July 2024 to December 2025, the project addresses the financial literacy and enterprise management gaps among smallholder organic farmers in Kabacan, M'lang, and Tulunan, North Cotabato. KABALANSE is structured around three core components: (1) Enterprise Development, (2) Bookkeeping Training, and (3) Adopt-a-Microenterprise coaching and materials distribution.

The initiative employs a combination of lectures, hands-on workshops, and follow-up mentoring visits to reinforce bookkeeping and financial reporting practices. Initial activities included profiling, stakeholder consultations, and seminars that yielded significant learning outcomes, as evidenced by pre- and post-training assessments. The early impact assessment of Component 2 revealed enhanced financial understanding, improved documentation, and stronger organizational transparency, particularly among PRRM-assisted associations. Through sustained faculty involvement and strategic collaborations, the project promotes inclusive rural development, fosters sustainability, and strengthens community empowerment through practical, contextualized financial education.

Keywords: Financial Literacy, Community Empowerment, Bookkeeping Training, Sustainable Livelihood

UNIVERSITY OF SOUTHERN MINDANAO
Kabacan, Philippines

NARRATIVE REPORT

A. BASIC INFORMATION		
1. **Title**	KABALANSE: Kabuhayan Bookkeeping and Literacy Assistance for Neighborhood Sustainability and Empowerment Enterprise development Bookkeeping seminar Adopt a micro-enterprise and distribution of bookkeeping materials	
2. **Status**	☐ Ongoing ☒ Completed	
3. **Project Coordinators** (Indicate College/Unit)	**SANDRA ANGELA A. BANGCAYA** Accountancy Department CBDEM	
Email Address	saabangcaya@usm.edu.ph	
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4. **Lead Unit/College**	ACCOUNTANCY DEPARTMENT / CBDEM	
Collaborating Unit/College	Philippine Rural Reconstruction Movement (PRRM)	
5. **Category**	☐ Program ☒ Project ☐ Study	
6. **Classification**	☐ Research	☐ Development ☒ Extension
	☐ Basic ☐ Applied	☐ Pilot Testing ☐ Prototype Development ☐ Tech. Promotion/Commercialization
7. **Thematic Area**	☐ Quality Learning Skills Development and Literacy ☐ Food Security and Poverty Reduction ☐ Social Development, and Strong Institutions ☐ Good Health and Well-being ☐ Preservation of Culture ☐ Innovations in Science, Engineering, and Technology ☐ Environmental Protection, Conservation and Risk Reduction ☑ Sustainable	
8. **Project Duration**	1.5 years	
9. **Project Location**	Kabacan, Cotabato	
10. **Total Budget Requested (Php)**	50,000	**Fund Source**: CBDEM, Accountancy Department, Alumni, LGU Kabacan

B. TECHNICAL DESCRIPTION

1. Rationale / Significance

In many rural communities, particularly among marginalized farming groups, smallholder farmers struggle with managing their finances due to limited financial literacy and inadequate bookkeeping practices. These challenges often lead to unsustainable operations, missed financial opportunities, and limited access to formal banking or credit systems. According to the Asian Development Bank (2020), financial literacy in the Philippines remains below global averages, particularly among rural populations and those engaged in informal or agricultural livelihoods.

In the municipalities of Kabacan, Tulunan, and Mlang in North Cotabato, organic farmers supported by the Philippine Rural Reconstruction Movement (PRRM) form associations that are vital to both food security and the local economy. Despite their essential role, many of these farmer associations face persistent barriers in managing their financial activities effectively. The absence of structured bookkeeping systems and formal financial training hampers their ability to assess the financial health of their operations, apply for loans, or scale their agribusinesses.

Financial literacy—which includes understanding and applying fundamental concepts such as budgeting, saving, and expense tracking—is often lacking among smallholder and organic farmers, especially those with limited access to formal education or business development resources. As a result, many rely on memory or informal record-keeping methods that are neither sustainable nor accurate, exposing them to financial instability and preventing growth.

Research by the Bangko Sentral ng Pilipinas (BSP) reveals that fewer than 30% of Filipinos meet global standards for financial literacy. The Asian Development Bank (2020) similarly notes that financial inclusion in the Philippines continues to be hindered by widespread financial illiteracy, particularly among rural and agricultural communities. Strengthening financial literacy and bookkeeping skills is therefore critical for empowering farmers, increasing economic resilience, and promoting inclusive rural development.

KABALANSE seeks to address this gap by delivering practical training on basic accounting, financial literacy, and business documentation tailored to the needs of PRRM-assisted organic farmers. Through this initiative, farmers will gain the tools and knowledge needed to make informed decisions, enhance farm enterprise viability, and improve access to financial services—ultimately contributing to sustainable livelihoods and community empowerment.

2. Methodology

TRAININGS, MENTORING AND CONSULTANCY SERVICES CONDUCTED

Enterprise Development Workshop
Date: September 11-12, 2024
Faculty Involved: : Sandra Angela A. Bangcaya,
Jay-r G. Vildac,
Esmaira G. Gunsayan
Analyn A. Gonzales
Mitzi Aileen M. Alba

Bookkeeping Seminar and Workshop
Date: September 11-12, 2024
Faculty Involved: Sandra Angela A. Bangcaya,
Jay-r G. Vildac,
Jarred Virgil A. Bangcaya,
Julhaina G. Cambang,

Lorckan Dredd C. Pelarion

Adopt-a-Microenterprise: Coaching and Mentoring for identified association (1st session)
Date: April 29, 2025
Faculty Involved: Sandra Angela A. Bangcaya,
Jay-r G. Vildac,
Jarred Virgil A. Bangcaya,
Julhaina G. Cambang,
Lorckan Dredd C. Pelarion

Meeting and Planning with PRRM (partner-agency)
Date: June 09, 2025
Faculty Involved: Sandra Angela A. Bangcaya,
Jay-r G. Vildac,
Jarred Virgil A. Bangcaya,
Julhaina G. Cambang,
Lorckan Dredd C. Pelarion

Checking of Financial Transaction Records
Date: June 13, 2025
Faculty Involved: Sandra Angela A. Bangcaya,
Jay-r G. Vildac,
Jarred Virgil A. Bangcaya,
Julhaina G. Cambang,
Lorckan Dredd C. Pelarion

The implementation of the KABALANSE: Kabuhayan Bookkeeping and Literacy Assistance for Neighborhood Sustainability and Empowerment project adopted a participatory, experiential, and community-based approach, structured into three major components: (1) Enterprise Development Seminar and Workshop, (2) Bookkeeping Seminar and Workshop, and (3) Beneficiary Visitation for Coaching and Mentoring. Each component was designed to build progressively on participants' knowledge and skills, enabling them to manage micro-enterprises effectively and sustainably.

The first component commenced with a two-day seminar on enterprise development, held at the Spottswood Methodist Center in Kidapawan City. Participants, drawn from three PRRM-assisted municipalities (Kabacan, Mlang, and Tulunan), engaged in interactive lectures and workshops facilitated by expert resource persons from the University of Southern Mindanao. The sessions began with a pre-test to determine baseline knowledge, followed by expectation-setting activities. Lectures on social entrepreneurship, entrepreneurial competencies, product development, and business planning using the Business Model Canvas (BMC) were delivered through a mix of presentations, multimedia, and real-life examples. Participants then formed groups based on their respective municipalities to develop their own business models, applying the BMC framework. These models were presented in plenary and received feedback from the facilitators. A post-test was administered to assess knowledge gained.

The second component focused on bookkeeping and financial literacy. This was also structured as a seminar-workshop and involved a blend of theoretical inputs and practical applications. Participants received training on the basics of accounting, the classification of assets and liabilities, and the preparation of financial statements such as the income statement and cash flow report. Simulated micro-enterprise transactions were recorded in ledgers, allowing participants to gain hands-on experience in maintaining financial records. The sessions included exercises and workshops facilitated by the resource speakers and supported by additional faculty members. After completing the activities, a post-test was given to measure improvements in understanding and application of bookkeeping principles.

To reinforce the learning outcomes and support practical application, the third component of the methodology involved on-site visitations to the participants' enterprises. These field visits were designed to provide individualized coaching and mentoring. During the visits, facilitators distributed user-friendly bookkeeping materials, including ledgers and proforma financial reports, and offered hands-on guidance in using them. Participants were assisted in identifying and recording actual business transactions, preparing financial reports, and addressing challenges encountered in maintaining records. These mentoring sessions ensured continuity in learning and allowed facilitators to monitor progress and provide targeted support.

Throughout the implementation of the project, a strong emphasis was placed on interactive learning, contextual relevance, and feedback integration. Pre- and post-assessment tools were utilized to evaluate the effectiveness of the training, while participant insights and evaluations guided the continuous improvement of the program. The methodological approach of KABALANSE highlights the importance of sustained, inclusive, and practical learning interventions in empowering community-based entrepreneurs.

3. **Accomplishments**

Component 1: Enterprise Development Seminar and Workshop

Objectives:

To enhance participants' entrepreneurial knowledge and support them in conceptualizing sustainable and community-based micro-enterprises.

Accomplishments:

1. **Capacity Building:**
   - Trained 23 grassroots participants on enterprise development.
   - Focused on establishing social enterprises using locally available resources.
2. **Lecture Series:**
   - Conducted sessions on:
     - Overview of Social Enterprise Development
     - Entrepreneurial Competencies
     - Business Life Cycle and Product Development
     - Business Planning using the Business Model Canvas (BMC)
3. **Enterprise Development Outputs:**
   - Each municipality group developed and presented a unique business model:
     - Kabacan: Kabacan Organic Feeds Production
     - Mlang: MIOFA Dehydrated Organic Vegetable Chips
     - Tulunan: Concoction (organic plant and fruit juices)
4. **Participant Engagement:**
   - Active involvement during planning and workshop activities.
   - Successfully applied the BMC framework to real-life enterprise ideas.
   - Pre- and post-tests administered to evaluate knowledge gained.
5. **Facilitation and Recognition:**
   - Expert facilitation by resource persons from the University of Southern Mindanao.
   - Certificates awarded to resource persons and participants.

Component 2: Bookkeeping Seminar and Workshop

Objectives:

To equip participants with basic financial literacy, bookkeeping, and accounting knowledge essential for managing micro-enterprises.

Accomplishments:

1. **Basic Accounting Education:**
   - Participants learned the fundamentals of enterprise accounting, including:
     - Classification of assets, liabilities, and equity
     - Types of business operations
     - Basic financial reports
2. **Hands-On Workshops:**
   - Workshop on identifying assets and liabilities from their own enterprises.
   - Simulated micro-enterprise transactions were recorded in ledgers.
   - Financial reports such as cash flow and income statements were prepared using pro-forma templates.
3. **Advanced Topics:**
   - Delivered lectures on:
     - Cost Function and Cost Behavior
     - Cost-Volume-Profit (CVP) Analysis
4. **Performance and Knowledge Gains:**
   - Pre-Test Results: Majority (17/23) scored in the fair category; none were rated excellent or very satisfactory.
   - Post-Test Results: 11 participants achieved very satisfactory scores; 11 achieved excellent scores.
   - Demonstrated significant improvement in understanding of bookkeeping principles.
5. **Evaluation and Feedback:**
   - Participants expressed satisfaction with the topics and relevance of training.
   - Evaluation scores indicated an overall training effectiveness rating of 4.31 (Excellent).
   - All resource persons received individual ratings of Excellent.

Component 3: Beneficiary Visitation for Coaching, Mentoring, and Bookkeeping Support

Objectives:

To provide post-training technical support through on-site coaching, and to distribute practical bookkeeping materials for use by the micro-entrepreneurs.

Accomplishments:

1. **On-Site Visits:**
   - Conducted field visits to beneficiary sites across Kabacan.
   - Allowed facilitators to directly observe enterprise operations and guide financial practices in real-time.
2. **Bookkeeping Materials Development and Distribution:**
   - Developed and distributed customized bookkeeping tools such as:
     - Ledgers
     - Pro-forma financial statements (cash flow, income statement, etc.)
   - Ensured materials were user-friendly and adapted to the literacy level of beneficiaries.
3. **Coaching and Mentoring Sessions:**
   - Provided hands-on assistance in recording transactions and updating financial records.
   - Guided participants in preparing and interpreting their financial statements.
   - Clarified any bookkeeping concerns encountered during implementation.
4. **Monitoring of Progress:**
   - Identified specific gaps in knowledge and practice that required reinforcement.
   - Ensured sustained application of bookkeeping concepts learned during the training sessions.

5. **References (in APA format)**

Bruhn, M., Karlan, D., & Schoar, A. (2018). The impact of consulting services on small and medium enterprises: Evidence from a randomized trial in Mexico. *Journal of Political Economy*,