

BIBLIOGRAPHY

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ABSTRACT

The study was conducted to determine the socio-economic profile of the respondents, the socio-economic contributions of the association, the factors contributing to the success of the association, and the problems encountered and suggested solutions to the problems met in the association.

The data were gathered from 40 respondents and the beneficiaries of the beekeeping project implemented in Ampucao Proper, Itogon, Benguet using a structured survey questionnaire and personal interview.

The findings showed that majority of the respondents were below 40 years old; were males; had formal education; and were farmers.

The contributions of the association to the lives of the members were: provided cooperative and educational activity; developed self-reliance and discipline; knowledge and skills; increased knowledge in crop production; and provided self-employment.

Majority of the beneficiaries claimed the factors which contributed to the success of the association were: good leadership, active cooperation, policies were implemented and proper methods of beekeeping.

Problems encountered were as follows: non-specific goals and values and the suggested solution is to make a specific goal for the industry to follow and each members should be understandable enough towards the attitude of others.



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INTRODUCTION

Rationale

Many development interventions frequently neglect the importance of agriculture as a source of livelihood. While it is a known fact that agriculture is not the only source of food and income, and in many cases not even the main source. It does however, remain important to household, food, security and many rural livelihood in the world.

Beekeeping is an important component of agriculture and rural development programmes in many Asian countries. The role of beekeeping is providing nutritional, economic and ecological security to rural communities of Asia can not be overlooked as it has always been linked with their cultural and natural heritage. At the household level, beekeeping is an income-generating activity. This, being a non land-based activity, does not compete activities of honeybees are important, as they contribute to the increase productivity (Partap and Partap, 1997).

Beekeeping as a livelihood can fit into busy routines of all categories: rural/urban, education/illiterate, white-collar worker/farmer, rich/poor. It opens an important avenue of income generation because beekeeping provides self-employment opportunity close to home, it entails little work, it gives both an economic and moral boost especially for women, helps to diversity the food base and a nutritious high-value food (Kumar, 1997).

As found by Adeban (1996), development of livelihood in barangay will surely continue to the economic upliftment of the nation. It would not only stress production and projects making by utilizing available materials but would also help partly solve the national problem of unemployment and under employment.



According to Faypon as cited by Abiasen (2003), rural development is like asking for things we do not have or asking for things should have. It depends on what is personally desired and on what is perceived by the people. The ideas about development especially when applied to poor countries begin one end with philosophical attraction such as this expounding indicator like “poverty thresholds”. She elaborates that rural development is a process to enhance economic, social, political life of poor people in defined rural areas. The undertaking of projects and activities to promote socio-economic advancement or comprehensive planning should be included.

Today, rural development suggests change in a movement from a previous situation. Although each society has its own concepts of the term, development entails the social and economic growth of the most deprived sector of the society, the rural poor. One of the major factors that are decisively influence sustained rural development projects and programs that are relevant to the community. These projects can empower people. The institutionalization of the appropriate know how can help them manage their resources and significantly improve their productivity. Further, blending traditional and modern technologies effects bright prospects for improving people’s culture and increasing employment and livelihood opportunities in rural areas (Baluscang, 1997).

According to Valmore as cited by Wallang (2001) stressed that government agencies working for rural development have a great responsibility. They stationed right into rural areas when their target audiences are found to effect meaningful changes, to initiate realistic socio-economic development to assist rural families in all aspects of their food production business.



Statement of the Problem

Specifically, the study was conducted to assess the Ampucao Honeybee Keepers Association to look for answers to the following questions:

1. What are the socio-economic profile of the respondents?
2. What are the socio-economic contributions of the industry to its members?
3. What are the factors contributing to the success of the industry?
4. What are the problems encountered and the suggested solutions to the problems?

Objectives of the Study

The study aimed to:

1. Determine the socio-economic profile of the respondents;
2. Determine the socio-economic contribution of the association;
3. Determine the factors contributing to the success of the association; and
4. Determine problems encountered and suggested solutions to the problems of the association.

Importance of the Study

The result of this study will serve as a guide to local government officials, extension workers, rural development researchers for more effective and efficient extension and rural development program implementation.

The study of livelihood is relevant for understanding poverty and poverty alleviation. For many decades, poverty has been central to many developmental agencies' agenda. It is therefore, important to study any kinds of livelihood project to find out its social, developmental and economic benefits to the various beneficiaries. After the result of the study is analyzed, we



can make a comprehensive conclusion and arrive at a very practical recommendation among other things.

Scope and Limitation

The scope of the study was focused on the assessment of the socio-economic profile of the respondents; the socio-economic contributions of the association to its members; the factors contributing to the success of the association; and the problems encountered by the members of the Ampucao Honeybee Keepers Association and the solutions employed.



REVIEW OF LITERATURE

Socio-economic Profile

The institute shall have the following general power and functions consistent with the research, extension and development programs of the Department of Agriculture, Department of Science and Technology, Department of Trade and Industry, Department of Environment and Natural Resources, National Economic and Development Authority, and the Don Mariano Marcos Memorial State University: (a) educate and train beekeepers and apiculturists; (b) conduct researches; and (c) extend technologies.

As stated by Abella (2000) the complexity of the society contributes to the liability of people to understand the projects and programs being implemented. The inability of people to understand the benefits of the projects will result to the lost of interest and motivation to the people to participate. With this, it is necessary to have committed agencies to work with the people, to assist them to attain a high standard of community living. The government should establish productive livelihood projects to be managed by the community people themselves to increase employment that promotes self-help and our country as well. On the other hand, rural and agricultural projects will be planned, organized and designated to promote in the development of rural places in an attempt to promote living condition.

Politics consists of wheeling and dealing for personal negotiable between and consolidate competing interests in an organization. Today, we criticize politicians and manager for failing to set aside personal interests and work only for the greater good of the nation or organization. We claim to throw the “bums out” because they are more loyal to the party than to “the people”. Such protests, however, give two important principles. First, we are talking about professional politicians or organizational politics. Most of us believe that our interests coincide with the



larger interest of the people or organization. Thus asking us to sacrifice our interests to the organization does not make sense. Our interest is the organization's interests. Second, none of us would voluntarily sacrifice our individual interests in the sake of the organization. These two realities, it is unlikely that political would disappear from modern organization (Disanza, 2003).

Socio-Economic Contributions

Mangili (2004) discussed development programs which are among the most important aspects being undertaken by the various government agencies toward growth and progress of rural areas. Among the development program are food production, marketing and irrigation, development of changes and others. These would enable to engage themselves in the development interest where practice could improve their living condition and promote progress.

The essence of team is a common commitment. Without it, group performs as individuals; with it, they become a powerful unit of collective performance. Although there is no guarantee how-to recipe for building team performance, we observed a number of approaches by many successful teams: establish urgency, demanding performance standards and direction, select members for skill and skill potential, oriented task and goals, challenge the group regularly with fresh facts and information (Katzenbuck and Smith, 2004).

According to Blanchard (2004) training can provide employees with knowledge and skills to perform more effectively, preparing them to meet the inevitable changes that occur in their jobs. However, training is only an opportunity for learning. What is learned depends on many factors such as the design and implementation of training and learning style of the trainees, and the learning climate of the organization.

On the other hand, to be successful, learning must continue throughout life, beyond the completion of one's formal education. And that applies to specific challenge of becoming and



remaining an effective leader, too. People who lead in modern organization need to be engaged in a never ending learning process. Educational programs generally had a positive effect on organization development. Thus, formal education and training program can help one become a better leader or member of an organization (Hogan and Warenfeltz, 2003).

Factors Affecting the Success

Leader is needed for a better change. The leader is the element primarily examines what be the leader brings as an individual to the leadership equation. This can include unique personal history, interest, character, traits and motivation. The qualities a leader should possess are vision, empathy, consistency and integrity. First, we tend to trust leaders who create a compelling vision, who pull people together on the basis of shared beliefs and a common sense of organizational purpose and belonging. Second, we tend to trust leaders who demonstrate empathy with us- who show they understand the weld as we see and experience it. Third, we trust leaders who are inconsistent – this does not mean that we only trust leaders whose positions never change, but that changes are understood as a process of evolution. Fourth, we trust leaders whose integrity is strong, who demonstrate their commitment through their actions (Bennis, 1997).

Fairholm (1991) argued that organizations may need two different kinds of people at the helm: good leaders and good manager. He wrote “ we need competent, dedicated managers to provide continuity of process, to ensure program productivity, and to control schedule the materials needed for production or service delivery. We also need people who can infuse the organization with common values that define the organization, its character, link it to the larger society and ensure its long term survival.



One of the best ways to establish effective working relationships with peers is to acknowledge shared interests, values, goals and expectations. In order to acknowledge shared aspiration and interests, however, we must know what peers' goals, values, and interests actually are. One needs to be open and honest in communicating one's own needs, cultures and goals (Bettencourt and Walter, 2001).

Also, effective communication involves the ability to transmit and receive information with a high probability that the intended message is passed from sender to receiver. Study show that good leaders and followers communicate feelings and ideas, actively solicit ideas from others, and effectively articulate arguments, advocate potions and persuade others (Heifeltz, 2001).

As stated by Tucker (2005) government must also create a political environment favorable to economic growth. Political leaders must not be corrupt and or incompetent. Governments must adopt appropriate domestic and international economic policies such as law and order.

Problems Encountered

From observation, the slow pace of development in the rural areas could be attributed to the interplay of several factors namely: 1) the procausing development of development projects undertaken by different agencies causing duplication of functions and confusing among people; 2) lack of people participation and planning, implementation and evaluation, 3) lack of complementation and coordination among agencies for rural development; 4) the sporadic approaches to rural development; 5) lack of interest of people in the management and operation of the community project; and 6) failure to integrate values education and attitude in the conduct of development programs (Baluscang, 1997).



Although many problem employees display a marked lack of drive and commitment in their jobs, these qualities are usually alive and well in other areas of their lives. Certainly, not all people are going to feel the same passion for their work that they do for their hobbies or other outside interests. But it is a mistake to write off a problem employee as simply unmotivated. Most workers have the potential to engage with their work in a way that furthers managerial goals (Nicholson, 2003).

Also, research has shown that employees with values similar to the organization, a team are more satisfied and likely to stay; those with dissimilar values are more likely to leave. Thus, one reason why leaders fail is not due to a lack of competence, but rather due to a misalignment between personal and organizational values. This is unfortunate, as leaders with dissimilar values may be exactly what the company needs to drive change and become more effective (Hogan and Curphy, 2000).

Blake (1996) also suggests a number of reasons by communication breakdowns might occur. Communication breakdown can occur because the purpose of the message was unclear, the leader's or follower's verbal and nonverbal behaviours were inconsistent, the message was not heard by the receiver or because someone misinterpreted another's message. Most people see themselves as effective communicators, and senders and receivers of the message often seem disposed to believe communication breakdowns are the others fault. Communication breakdown often lead to blaming someone else to problems a finger pointing.

Economic growth is an ability of an economy to produce greater levels of output while economic development encompasses improvement in the quality of life. A low level of human capital can also present a barrier to economic growth and development. Human capital is the



education, training, experience and health that improve the knowledge and skills of workers to produce goods and services (Tucker, 2005).



METHODOLOGY

Locale and Time of the Study

Ampucao is one of the thirteen barangay in Itogon, Benguet. According to the 2008 census, it has a population of 12,263 people in 2900 households. The population of Ampucao is a combination of different cultures. The town engages themselves in different activities such as beekeeping, gardening or mushroom production wherein they sell their products or use it as their supply.

The research was conducted in barangay Ampucao where Apiculture industry is located (Figure 1). This barangay is 23 kilometers away and 40 minutes by transportation from Baguio City.

The study was conducted in December 2010.

Respondents of the Study

There were 40 respondents and the beneficiaries of the beekeeping project implemented in the study area.

Data Collection

An interview schedule was used in gathering the necessary information for the study with the used of questionnaire. The questionnaire was written in English but it was translated to the dialect of the respondents for clearer understanding of the questions.

Data Gathered

The data collected included the profile of the members, the contribution of the association to the members, the success factors of the association and the problems encountered by the association.



Data Analysis

The data gathered from the respondents were tabulated and analyzed using descriptive statistics such as percentage.



RESULTS AND DISCUSSION

Socio-demographic Profile of the Respondents

Table 1 shows the socio-demographic profile of the respondents which include: their age, sex, civil status, educational attainment and other source of income.

Age. The table shows that majority of the respondents (35%) belonged to the 31-40 years of age; 33%, belonged to the 41 to 50 years old; 30%, from 21 to 30 years old; and 25%, from 51 to 60 years old. This finding implies that the members in the association were relatively at their middle age.

Sex. Seventy two percent (72%) were males and only 28%, females. It shows that there were more males who are active in the association than females.

Civil status. Majority of the respondents (73%) were married; 20%, single; and only 2% were separated. Result indicates that married members were involved in the Ampucao Honeybee Keepers Association to sustain the needs of their families.

Educational attainment. The result shows that all the respondents had undergone formal education. There were 40% who attained high school or 35% elementary, 15% vocational education; and only 10% college level. This implies that all the respondents were literate and that there is no requirement of formal party membership. The key factor according to them is the commitment to involve in the association, their willingness to be involved in designing and implementing too the vision of the association.

Other source of income. Majority of the respondents (40%) engaged in gardening; 30% were working in small scale mining; 15% were construction workers; 10% were mushroom producers and 5% were government employee.



Table 1. Socio-demographic profile of the respondents

PARTICULARS	FREQUENCY (F)	PERCENTAGE (%)
Age		
31-40	14	35
21-30	12	33
51-60	10	30
41-50	4	25
TOTAL	40	100
Sex		
Males	29	72
Females	11	28
TOTAL	40	100
Civil Status		
Married	29	73
Single	8	20
Widow/widower	2	5
Separated	1	2
TOTAL	40	100
Highest Educational Attainment		
High School	16	40
Elementary	14	35
Vocational	6	15
College	4	10
TOTAL	40	100
Other Source of Income		
Gardening	16	40
Small Scale Mining	12	30
Construction Worker	6	15
Mushroom Production	4	10
Government Employee	2	5
TOTAL	40	100



Socio-economic Contributions of the Industry to the Lives of the Members

Table 2 shows the contributions of the association to the lives of the member-respondents classified into social and economic contributions.

With regards to the social contributions, all the respondents (100%) claimed that the association provided cooperative and educational activity, developed self-reliance and discipline, knowledge and skills, leadership capability and unity within the community. As corroborated by Anonymous 2009, in the field of social contribution, based on our “basic policy on social contribution activities”, we are responsibly engage in linking companies and society, making contributions that especially meet the needs of the local communities. The contribution activities such as volunteer efforts have also been enthusiastically undertaken by individual employees.

Whereas the economic contributions, one hundred percent (100%) of the member-respondents claimed that the association increased knowledge in honey production; 95% provided self-employment; and only 70% a livelihood program.

As stated by Anonymous (undated), that the demographics of the industry are family oriented and demonstrate its uniqueness in providing entrepreneurial opportunities for women that might not be available to them otherwise.

These findings show that the industry contributed to the social and economic development of its members.



Table 2. Contributions of the industry to the lives of the members

PARTICULARS	FREQUENCY (F)	PERCENTAGE (%)
<u>Social Contributions</u>		
Provide cooperative and educational activity	40	100
Development of self-reliance and discipline	40	100
Development of knowledge and skills	40	100
Developed leadership capability	40	100
Developed unity within the community	40	100
Provide seminars/trainings	25	63
<u>Economic Contributions</u>		
Increased production of honey	40	100
Provide self-employment	38	95
Livelihood program	28	70

*Multiple response

Factors that Contributed to the Success of the Industry

Table 3 shows the factors that contributed to the success of the association. Fifty percent (50%) of the respondents claimed that presence of good leadership is the most important factor that contributed to the success of the association. This is followed by active cooperation by 45%; policies are implemented by 40%; proper methods of beekeeping by 38%; seminars and trainings conducted by 35%; active communication by 30% adequate knowledge and skills by 25%; and specific goals and values by 23%. The



Table 3. Factors that attributed to the success of the association by the respondents

PARTICULARS	FREQUENCY (F)	PERCENTAGE (%)
Good leadership	23	58
Active Cooperation	18	45
Policies are implemented	16	40
Proper methods of beekeeping	15	38
Seminars and trainings conducted	14	35
Active communication	12	30
Adequate knowledge and skills	10	25
Specific goals and values	9	23

*Multiple response

result shows that the success of the association was based on how the leaders manage the association as mentioned by Russel (2010) that Theodore Herbury, a former president of Notre Dame, said: The very essence of leadership is that you have to have a vision". This is the difference between a leader and a manager. A manager makes decisions and can solve problems but a manager deal with situations as they arise. A successful leader has a communicated idea of what he wants to accomplish. A strong vision of the direction a leader wants to take his followers gives them an understanding of the purpose they are working toward and can even give them inspiration to find more efficient ways of moving toward that direction.



Problems Encountered by the Association

Table 4 shows the problems encountered by the association. Forty percent (40%) of the respondents mentioned non-specific goals and values; 28% for financial problem; 23% for insufficient education and training; 18% for lack of government and non-government support services; 15% for no clear out policies and regulations, 13% for lack of dedicated members; and 9% for lack of cooperation.

This implies that the association need more enhancements in managing the industry.

Possible Solutions

Table 5 shows the possible solutions suggested by the member-respondents. For the non-specific goals and values, 40% of the respondents stated that there should be a specific goal for the association to achieve and everybody should be flexible

Table 4. Problems encountered by the association

PARTICULARS	FREQUENCY (F)	PERCENTAGE (%)
Non-specific goals and values	16	40
Financial problem	11	28
Insufficient education and training	9	23
Lack of government and non-government support services	7	18
No clear out policies and regulation	6	15
Lack of dedicated members	5	12
Lack of cooperation	2	5

*Multiple response

Table 5. Possible solutions to the problems suggested by the respondents



PARTICULARS	POSSIBLE SOLUTIONS	FREQUENCY (F)	PERCENTAGE (%)
Non-specific goals and values	Make a specific goal for the association to follow	16	40
	Each member must be understandable enough toward the attitude of others	16	40
Financial problem	Increase the production of honeys for greater or additional income	11	28
Insufficient trainings and seminars	Updated issues on proper beekeeping	9	23
Lack of government organization and non-government support services	One of the priority of the government to supply the materials needed	7	18
Non-implementation of policies and regulations	Leaders must be strict enough to implement such policies	6	15
Lack of dedicated members	Sacrificing to do their job well as part of group	5	12
Lack of cooperation	Unity among the association	2	5

*Multiple response

enough to understand others. For the financial problem, 28% of the member-respondent stated having bigger shares enough to sell it and use as food for lesser expenses. For the insufficient training and seminars, 23% suggested brainstorming at least once every month on proper beekeeping to produce larger colonies. For the lack of government and non-government support services, 18% suggested that there should be a specific group to support the materials needed.



For the non-implementation of policies and regulations, 15% of the respondents suggested to make a specific rule to be posted in the working area. For the lack of dedicated members, 12% suggested that everybody should be on time especially working days and for the lack of cooperation, 5% suggested helping one another.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted from December 2010 to January 2011 at Ampucao, Itogon, Benguet to determine the socio-demographic profile of the respondents, the socio-economic contributions of the association to the lives of the members, the factors contributing to the success of the association, and provide possible solution to solve the problems. There were 40 respondents taken from the members of Ampucao Honeybee Keepers Association.

The result of the study showed that the ages of the respondents were from 21 years old to 60 years old. Majority of the respondents were less than 40 years old which showed that majority of the members are still young. There were inversely proportions of female and male respondents. All the respondents had formal education and majority of them were farmers as their other source of income.

The social and economic contributions of the association to the lives of the members were there cooperative and educational activity; development among the members self-reliance and discipline, knowledge and skills, leadership capability and unity within the community. On the economic contributions, all the respondents claimed that it increased knowledge and able to increase production of honey.

The factors which contributed to the success of the association were: good leadership, active cooperation, policies were implemented, seminars and trainings conducted, active communication, adequate knowledge and skills and specific goals and values.

The problems encountered by the members were as follows: non-specific goals and values and the suggested solution is to make a specific goal for the industry to follow and each members should be understandable enough toward the attitude of others, financial problem and



the suggested is to increase the production of honeys for greater or additional income, for insufficient trainings and seminars is suggested to update issues on proper beekeeping, for lack of government and non-government organization is suggested that they must prioritize to supply the materials of the association, for non-implementation of policies and regulations is suggested that leaders must be strict enough to implement such policies, lack of dedicated members is suggested to sacrifice to do their job well as part of the group and for the lack of cooperation is suggested to have unity among members of the association.

Conclusions

Based on the findings, the following conclusions were made:

1. Majority of the members were below forty years old; married; and attended formal education; and had other source of income.
2. The Ampucao Honeybee Keepers Association was able to contribute to the social and economic improvement in the lives of the members like the skills to perform more effectively and able to prepare them to meet the inevitable changes that occur in their jobs.
3. The primary factor that contributed to the success of the association is good leadership
4. The basic problem encountered by the association as perceived by the members was the non-specific goals and values.

Recommendations

1. Goals, policies/regulations of the association should be specific and strictly implemented.
2. The association should conduct continuous education for the group.
3. The association should give incentives to members who attend cooperative activities and meetings to enhance participation and cooperation.



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APPENDICES

APPENDIX A

Survey Questionnaire

I. Socio-Economic Profile

Name (Optional): _____ Age: _____

Civil Status: Single Married
 Separated Widow/er

Sex: Female Male

Educational Attainment:

Elementary College
 High School Vocational

Other Source of Income:

Gardening
 Construction Worker
 Mushroom Production
 Small Scale Mining
 Others (please specify) _____

Training or Seminar attended if any (please specify): _____

II. Socio-Economic Contributions of the Beekeeping Association to the lives of the members. (Please check the contributions and the impact of the Apiculture Industry to the lives of the members).

A. Social Aspect

Provide seminar/training
 Provide a cooperative and educational activity
 Development of self-reliance and discipline
 Development of knowledge and skills
 Develop leadership capability
 Develop unity within the community
 Others (please specify) _____



B. Economic Contribution

- _____ As a livelihood
- _____ Improve income/additional
- _____ Provide self-employment
- _____ Increase crop production
- _____ Others (please specify) _____

III. Factors Contributing to the Success of Beekeeping Association (Please rank them from the most important factor to the least).

- _____ a. Good leadership of the leader
- _____ b. Seminars and training conducted
- _____ c. Policies are implemented
- _____ d. Active cooperation
- _____ e. Adequate knowledge and skills of the members
- _____ f. Proper methods of keeping bees
- _____ g. Same goals and values
- _____ h. Active communication
- _____ i. Others (please specify) _____

IV. Problems encountered by members and provide possible solution to the problems

Problems	Possible Solutions
_____ No clear out policies and regulation	_____
_____ Non-implementation of policies	_____
_____ Insufficient education and training of members and leaders	_____
_____ Lack of dedicated members	_____
_____ Lack of government and non-government support services	_____
_____ Others (please specify)	_____

