

## **BIBLIOGRAPHY**

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## **ABSTRACT**

This study was conducted from February 2012 to May 2012 at Benguet- Provincial Jail. To know what are the products produced by inmates of the Jail, to identify the buyers of the products, to know the payment and information flow and identify the problems encountered by the inmates or producers in production and marketing. A total of 50 respondents were interviewed and it composed of two groups; the producers (inmates) and the buyers (visitors, wholesaler and missionary).

The study revealed that most of the producers are engaged in making the handicrafts products for one to four years. The sourced of their raw materials used in making the products are usually they are buying at the store of the Provincial Jail. The products usually made by the inmates are family frame, piggy bank, lampshade, wall clock and single/individual frame which is usually made by bamboo and tiger grass. The reasons in making the products are to have income for personal necessity, past time (“pampalipas oras”) and it is required by the jail management.



The producers/ inmates applying some method of selling, pricing strategy like producers dictate, based on production cost and buyers dictate but most of the producers preferred based on production cost in pricing their products. The method of payment preferred by the inmates is in cash and only few of them allow credit.

The inmates/ producers encountered some problems during the production such as seasonality of raw materials; equipment is not available, lack of training and capital. They have problems also in terms of marketing like; lack of market outlet, poor packaging materials, price fluctuation, and lack of government support.

The buyers have reason in buying the different products made by the inmates/ producers. Most of them are buying for decoration or for their personal use, for gift and some are for business purposes. Most of them are buying once a month or every other month and few of them are buying every visit. Buyers are not doing some value added activities to the products they bought but some are doing it by re-varnish the products. There are some places where the buyers brought the handicrafts they bought. Some of them brought it to Mountain Province, Tagalog Region, Benguet, Baguio and Ilocano Region.

Frequency and percentage were used in the study.



## RESULTS AND DISCUSSION

### Demographic Profile of the Respondents

Table 3 presents the demographic profile of the producer group of respondents. The respondents were grouped based on their function. The production group involved the detainees or producers. They were characterized based on their age, gender, marital status, ethnic affiliation, and educational attainment.

Age. Most of the respondents have an age ranging 20-40 (77%), and some of them were in the age ranging 41 and above (23%). The result implies that most of the respondents involved in the making handicrafts products were middle aged individuals.

Gender and marital status. As to gender, all of the producers are male.

In terms of marital status, most of the respondents were single (57%), followed by married (30%) and 14% of them were either separated or widowed. The findings therefore implied that regardless of marital status, engaging in handicraft making could be a source of livelihood.

Ethnic affiliation. The Table 3 shows the ethnic affiliation of the respondents, wherein 40% of the producers are Kankana-ey, followed by a number of Ilocano (37%), and least of them are either Ibaloi or Tagalog.

Educational background. Most of the respondents have attended or finished high school followed by elementary, and then college. Some have taken up vocational courses. This shows that all of them attained formal education.



Table 3. Demographic profile of respondents

PARTICULARS	PRODUCERS	
	FREQUENCY	PERCENTAGE
Gender		
Male	30	100
<b>TOTAL</b>	<b>30</b>	<b>100</b>
Age		
20-30	15	50
31-40	8	27
41-50	4	13
51 and above	3	10
<b>TOTAL</b>	<b>30</b>	<b>100</b>
Marital Status		
Single	17	57
Married	9	30
Separated	2	7
Widowed	2	7
<b>TOTAL</b>	<b>30</b>	<b>100</b>
Ethnic Affiliation		
Kankana-ey	12	40
Ilocano	11	37
Ibaloi	5	17
Tagalog	2	7
<b>TOTAL</b>	<b>30</b>	<b>100</b>
Educational Attainment		
Elementary	12	40
High school	10	33
College	4	13
Vocational	4	13
<b>TOTAL</b>	<b>30</b>	<b>100</b>



### Number of Years Engaged in Making Handicrafts

Table 4 indicates the number of years the producers were engaged in making handicrafts.

Among the producer respondents, most of them (86%) were engaged in making handicrafts for a period ranging from 0-4 years, and few (14%) were engaged in the business for 5 years and over.

### Source of Raw Materials

Table 5 shows the source of raw materials used by inmates/detainees in making handicrafts products. Most of the producers/detainees acquired the materials from the Benguet-Provincial Jail mini-store (50%), public market (37%), and few were ordered from the employees of Benguet- Provincial Jail (13%). Sometimes, some trustees (inmates with good behavior and serving long years of jail sentence) are in charge and responsible in buying the materials, others source their materials with the help of the relatives and family members of inmates.

Table 4. Number of years engaged in making handicraft

YEARS	FREQUENCY	PERCENTAGE
0 to 2	16	53
3 to 4	10	33
5 to 6	2	7
7 and above	2	7
TOTAL	30	100



Table 5. Source of raw materials

PARTICULARS	FREQUENCY	PERCENTAGE
Public market	11	37
From the government	4	13
Store of Provincial Jail-Benguet	15	50
TOTAL	30	100

Raw Materials Bought and Reasons in Selecting Raw Material Supplier

Table 6 shows the raw material bought by inmates/detainees and the reasons in selecting their raw material supplier.

The tiger grass/tambo (83%) comprised the major materials used, followed by plywood (77%) and bamboo (40%).

Several reasons in the selection of raw material suppliers were also identified, Majority of the respondents (70%) preferred their regular suppliers, followed by the low cost of raw materials (23%), and only few of them preferred to choose suppliers that allow credit (20%).

Handicraft Product and Reason in Making the Product

Table 7 shows the handicraft products and the reason of inmates /detainees in making them.

Bamboo crafts are the handicrafts made from bamboo while tambo (tiger grass) crafts are made from tiger grass. Most of the producers (detainees) produced bamboo crafts (60 %) and some (50%) produced tiger grass (tambo) crafts.



Among the producers, the major reasons for engaging/making in handicrafts activity were: to have income for their personal necessity (77%), followed by past time (“pampalipas oras”) with 33%, and it is required by the jail management (13%).

Table 6. Raw materials bought and reason in selecting raw material supplier

PARTICULARS	FREQUENCY	PERCENTAGE
Woods	23	77
Bamboo	12	40
Tambo (tiger grass)	25	83
Reasons in selecting raw material supplier		
Low cost of raw materials	7	23
Allows credit	6	20
Regular supplier	21	70

\*multiple response

Table 7. Handicraft product and reason in making the product

PARTICULARS	FREQUENCY	PERCENTAGE
Bamboo crafts	18	60
Tambo Crafts	15	50
Reasons in making the product		
Required by the jail management	4	13
Past time (“pampalipas oras”)	10	33
To have income for personal necessity	23	77

\*multiple response



### Storage Area of Finish Product

Table 8 shows the storage area of the finish handicrafts products before they sell to buyers.

The data shows that majority of the respondents place their finished products in a cell corner (73%) and few of them letting the trustees to put their finish products in a vacant room (27%) inside the Benguet- Provincial Jail. This means that the storage space for the finished products was understandably limited within the premises of the Provincial Jail.

### Packaging Materials

Table 9 presents the packaging materials used by the detainees for their products. Packaging can attract buyers and to protect the product. The result shows that many of the producers package the product with the use boxes (43%). However, they also use cellophanes (43%), and newspapers (20%) to cover or protect the products.

### Reasons not to Package Handicrafts Products

Table 10 shows the different reasons of producers/inmates not to package their handicrafts products.

The data shows that producers who are not packaging their products had several reasons like not being required by the buyers, added cost, time, and effort. The result indicates that producers were not fully aware of the potential effects for not packaging the products to some buyers.





Table 8. Storage area of finish product

PARTICULARS	FREQUENCY	PERCENTAGE
Vacant room	8	27
Corner of the cell	22	73
TOTAL	30	100

Table 9. Packaging materials

PARTICULARS	FREQUENCY	PERCENTAGE
Boxes	13	43
Cellophane	13	43
Others	6	20

\*multiple response

Table 10. Reasons not to package handicrafts products

REASON NOT TO PACKAGE	FREQUENCY	PERCENTAGE
Added cost	1	3
Not required by buyers	5	17
Added time and effort	1	3

### Marketing Practices

Buyers of the product. Table 11 shows the group of buyers of handicraft products produced by the inmates in Benguet- Provincial Jail. Majority of the customers/buyers are the visitors (90%) and some are either wholesalers or missionaries (23%). The results could mean some



economic and social contribution to the inmates to earn income while serving the jail sentence.

Methods of selling. Table 11 shows the methods of selling done by inmates. The data shows that most of the buyers of handicrafts products just pick-up the products (93%), and 20% were delivered to the buyers by trustees of the Benguet- Provincial Jail.

Product pricing strategy. Pricing strategy is important, in order for the producers to come up with a reasonable and fair price for the products. The data shows that most of producers price their product based from the production cost (63%), followed by producers dictate (47%) and few were dictated by the buyers (20%).

The result means that the producers need to use better pricing strategy that could make continued patronage of buyers and to help them develop more market outlets for the products outside the jail.

Methods of Sale. Most of the producers prefer to sell the products on cash basis from buyers (93%) and only few allow credit term (20%).

The result could mean that producers want the cash basis to assure them cash income so that they could use the money to buy raw materials and something to spend for their needs. However, there are some respondents that sell on credit term just to dispose their products. Could have buyers will pay the right amount of products they get from the inmates of Benguet- Provincial Jail.



Table 11. Marketing Practices

BUYERS	FREQUENCY	PERCENTAGE
Visitors	27	90
Wholesalers	1	3
Others	6	20
<b>Method of selling</b>		
Delivered	6	20
Pick-Up	28	93
<b>Pricing Strategy</b>		
Producers dictate	14	47
Based on production cost	19	63
Buyers dictate	6	20
<b>Method of Sale</b>		
Cash	28	93
Credit terms	6	20

\*multiple response

### Products Made and the Selling Prices

Table 12 shows the different products made by the detainees and its corresponding prices per unit.

Table 12 shows the pricing of the products produced by the detainees which range from 500 to over 1, 600 pesos. Majority of the respondents selling family frames and wall clock sold at a price ranging from 1100 to 1500 pesos while for the lamp shades, majority sell at 1,600 and higher and the piggy bank had lower prices.

The result implied that difference in prices depend on the sizes of the products. Hence, the inmates should consider the products size to be produced.



Table 12. Products made and the selling prices

PRODUCTS & PRICES (PESO /UNIT)	FREQUENCY	PERCENTAGE
Family frame		
500-1000	3	10
1100-1500	16	53
1600 and above	7	23
Wall clock		
500-1000	6	20
1100-1500	14	47
1600 and above	7	23
Lampshade		
500-1000	2	7
1100-1500	3	10
1600 and above	25	50
Piggy bank		
500-1000	20	67
1100-1500	9	30
1600 and above	1	3
Single/ individual frame		
100-300	16	53
400 and above	5	17

Problems Encountered in  
Production and Marketing

Table 13 indicates the different problems encountered by producers in production and marketing. In production, most of the problems encountered were unavailability of equipments (43%), followed by the seasonality of the raw materials (37%), some of them lacks training (30%) and few of them encountered financial problem/capital (20%). In marketing, majority of the problems encountered were the lack of market outlet (63%),



followed by poor packaging (23%), lack of government support (23%) , and few of them encountered price fluctuation (17%).

The result mean that the producers constraints to improve production and the quality of products. For the technology intervention, agencies or organization should take into consideration further training to improve their skills. Moreover, the agencies and other organizations supporting this group of people should include assistance to develop the market outlets of the produced in order to motivate them to continue with this endeavor.

Table 13. Problems encountered in production and marketing

PARTICULARS	FREQUENCY	PERCENTAGE
Production		
Lack of training	9	30
Equipment not available	13	43
Seasonality of raw materials	11	37
Others (capital)	6	20
Marketing		
Lack of market outlet	19	63
Price fluctuation	5	17
Poor packaging material	7	23
Lack of government support	7	23

\*multiple responses

### Different Buyers

Table 14 shows the different group of buyers, buying the handicrafts products made by the inmates of Benguet- Provincial Jail.



The result shows that majority of the buyers of the handicrafts products produced by the inmates of Benguet- Provincial Jail are visitors (family/relatives of the inmates), followed by missionaries who are conducting bible study inside the jail and wholesaler.

### Buyers Profile

Table 15 shows the profile of different buyers. They were characterized based on their age, gender, marital status, ethnic affiliation, and educational attainment.

Age. Most of the buyers have an age of ranging 20 to 30, followed by age ranging 31 to 40 and few of them were in the age ranging 41 and above. The result shows that the different buyers of handicrafts products are middle aged individuals.

Gender and marital status. As to gender, majority of the buyers are females and only few of them are male.

In terms of marital status most of the buyers of handicrafts products are married and some of them are single.

Ethnic affiliation. Table 15 shows the different ethnic affiliation of the different group of buyers. The result indicates that most of the buyers are Kankana-ey, Ilocano, and some are Ibaloi and Tagalog.

Educational attainment. Table 16 shows the educational attainment/ background of the different groups of buyers. Most of them have attended/finished high school, followed by college and elementary. Some also have taken vocational courses. The result implies that all of them attained formal education.



Table 14. The different buyer

TYPE OF BUYERS	FREQUENCY	PERCENTAGE
Visitors	15	75
Wholesalers	1	5
Missionary	4	20
<b>TOTAL</b>	<b>20</b>	<b>100</b>

Table 15. Buyers' profile

PARTICULARS	VISITORS		MISSIONARY		WHOLE-SALER	
	F	%	F	%	F	%
<b>Gender</b>						
Male	5	33	2	50	-	-
Female	10	67	2	50	1	100
<b>TOTAL</b>	<b>15</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>1</b>	<b>100</b>
<b>Age</b>						
20-30	5	33	4	100	-	-
31-40	6	40	-	-	1	100
41-50	2	13	-	-	-	-
51 and above	2	13	-	-	-	-
<b>TOTAL</b>	<b>15</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>1</b>	<b>100</b>
<b>Marital Status</b>						
Single	6	40	1	25	-	-
Married	9	60	3	75	1	100
<b>TOTAL</b>	<b>15</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>1</b>	<b>100</b>
<b>Ethnic Affiliation</b>						
Kankana-ey	6	40	2	50	-	-
Ilocano	4	27	2	50	-	-
Ibaloi	2	13	-	-	1	100
Tagalog	3	20	-	-	-	-
<b>TOTAL</b>	<b>15</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>1</b>	<b>100</b>
<b>Educational Attainment</b>						
Elementary	3	20	-	-	-	-
High school	6	40	-	-	1	100
College	2	13	4	100	-	-
Vocational	4	27	-	-	-	-
<b>TOTAL</b>	<b>15</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>1</b>	<b>100</b>



### Products and Number of Unit the Buyers Bought

Table 16 shows the products and quantity the buyers bought from the inmates/ producers. The data shows that most of the buyer group bought family frame ranges 1 to 5 units, few buy six units and above. In wall clock product, most of buyers purchase 1 to 5 units. The buyers bought lampshade from 1 to 5 units and some bought more than five units. Most of the buyers bought piggy bank from 1 to 5 units and some of them are buying more than five units. Majority of the buyers buy single frame from 1 to 5 units and some of them also were buying six and above units of handicrafts products.

On the average most of the buyers were buying a handicrafts products from 1 to 5 units only.

### Places Where the Buyers Brought the Products

Table 17 shows where did the different buyers bring the handicrafts products they bought from the inmates of Benguet- Provincial Jail.

The result shows that most of the buyers bring the handicrafts products they bought in Mountain Province, followed by Baguio, then Tagalog region and some are bringing it to Ilocano region and Benguet. This implies that buyers are bringing the different handicrafts products they bought at their own hometown and other places.





Table 16. Products and number of unit the buyers bought

PRODUCTS AND UNIT	WHOLESALERS		VISITORS		MISSIONARIES	
	F	%	F	%	F	%
Family frame						
1-5	-	-	9	60	4	100
6-10	1	100	-	-	-	-
TOTAL	1	100	9	60	4	100
Single / individual frame						
1-5	-	-	9	60	2	50
11-15	1	100	-	-	-	-
TOTAL	1	100	9	60	2	50
Wall clock						
1-5	1	100	8	53	1	25
TOTAL	1	100	8	53	1	25
Lampshade						
1-5	1	100	5	33	2	50
TOTAL	1	100	5	33	2	50
Piggy bank						
1-5	-	-	9	60	1	25
6-10	1	100	-	-	-	-
TOTAL	1	100	9	60	1	25

Table 17. Places where the buyers brought the products

PLACE WHERE BUYERS BROUGHTTHE PRODUCTS	WHOLESALER		VISITORS		MISSIONARY	
	F	%	F	%	F	%
Mountain Province	-	-	5	33	1	25
Benguet	-	-	3	20	-	-
Baguio	1	100	3	20	-	-
Tagalog region	-	-	2	13	2	50
Ilocano region	-	-	2	13	1	25
TOTAL	1	100	15	100	4	100



### Number of Times the Buyers are Buying Handicrafts Products

The Table 18 shows how many times the buyers are buying handicrafts products produced by the detainees.

The results shows that most of the buyers are buying handicrafts products once a month, followed by every other month, some buyers are buying every time they visit at the Provincial Jail and some are buying two to four times a month.

### Flow of Handicraft from Producers to Buyers

Figure 1 shows the flow of handicrafts products from the producers/ inmates to the different buyers. From the production group (inmates/detainees) who are making the products, the products they made was sold to the different group of buyers like wholesaler, visitors and missionaries.

The different buyers have reasons in buying the products made by the inmates, like they are buying for personal use or decorations in their own houses or boarding houses, it served as gift to others, and some are buying for business purposes. From the direct buyers, handicrafts products were sold to other buyers, like relatives/family of the direct buyers, co-workers and others.

Table 18. Number of times the buyers are buying handicrafts products

FREQUENCY OF BUYING	WHOLESALE		VISITORS		MISSIONARY	
	F	%	F	%	F	%
Every visit	-	-	2	13	1	25
Once a month	-	-	7	47	1	25
2-4 times a month	-	-	2	13	-	-
Every other month	1	100	4	27	2	50
TOTAL	1	100	15	100	4	100



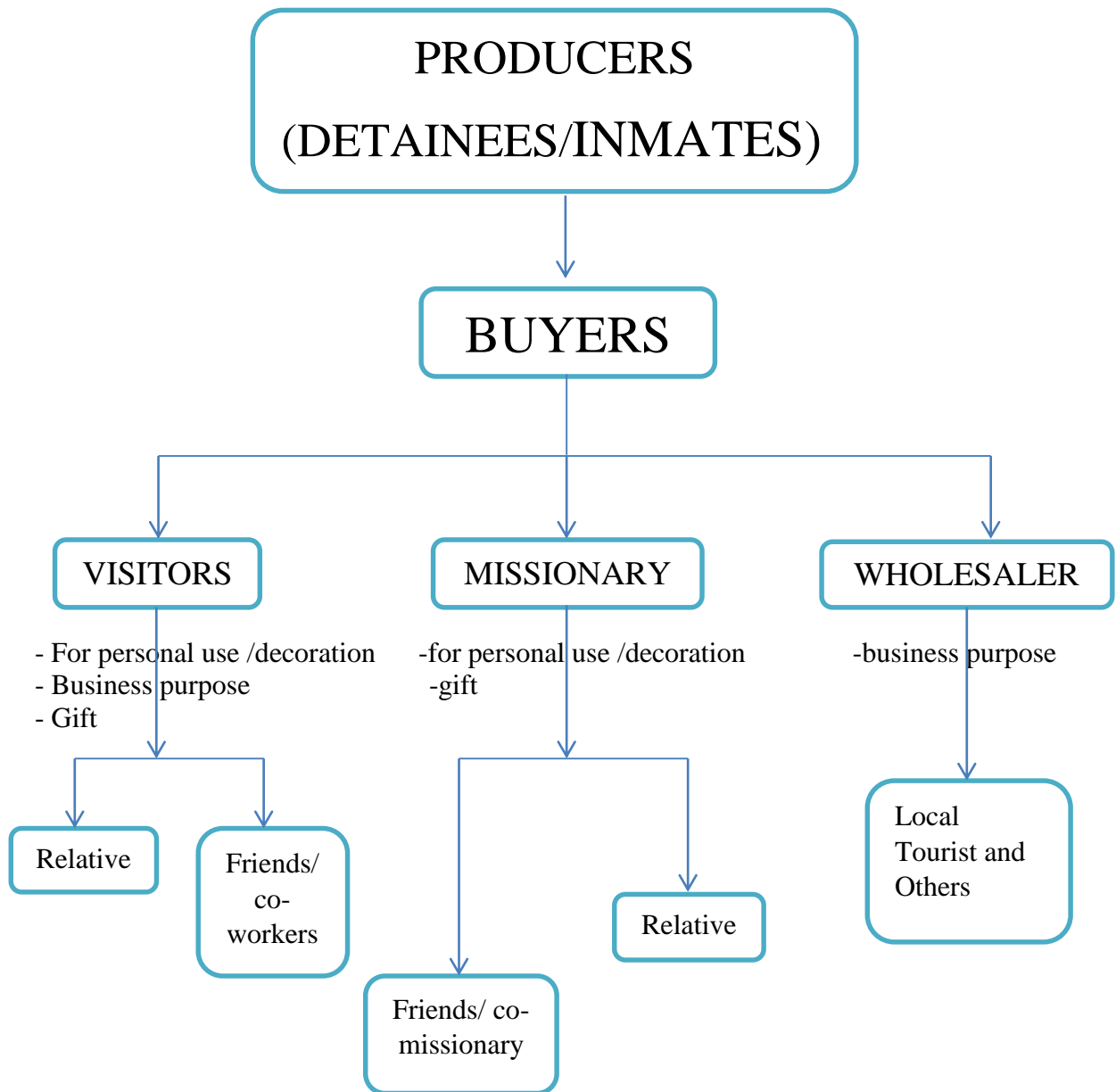


Figure 1. Flow of handicraft from producers to buyers

Value Added Activities done by the Buyers

Table 19 shows member of respondents involved in value added activities to the handicrafts products bought from the inmates/ detainees.



Most of the buyers (86%) are not applying some value added activities to the handicrafts products bought from the detainees. However, some of the buyers (15%) are doing some value added activities to the products like varnishing the handicrafts products.

Reason in Buying the Product

Table 20 shows the reason of the different buyers in buying the different handicrafts products.

The data shows that buyers of the handicrafts products have different reason in buying the product. Most of the buyers are buying the products for their personal use or decoration in their own houses or boarding houses, it is also served as a gift or token to someone and few of them were buying the product for business purposes. Many are making handicrafts products this days and some of the buyers are buying the products of inmates/detainees in Benguet-Provincial Jail not only to have or gain an income but as well as they want to promote the handicrafts products made in the provincial jail.

Table 19. Value added activities done by the buyers

IS THERE VALUE ADDED ACTIVITIES DONE BY THE BUYERS	FREQUENCY	PERCENTAGE
Yes, there is	3	15
None	17	85
TOTAL	20	100



Table 20. Reasons in buying the product

REASONS	WHOLESALER		VISITORS		MISSIONARIES	
	F	%	F	%	F	%
For decoration	-	-	13	62	3	50
For gift	-	-	5	24	3	50
For business purposes	1	100	3	14	-	-

\*multiple responses



## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

The study aimed to know the different handicraft produced by the inmates/ detainees of Benguet- Provincial Jail and the consumers or the buyers. Also the products, payments, information flow in the production and marketing practices of the handicrafts producer and to know what are the problems encountered in production and marketing. The study was conducted from February to May 2012 in Benguet- Provincial Jail. A total of 50 were taken as respondents of the study. A survey questionnaire was used by the researcher in the in the study and personal interview to the respondents.

Most of the respondents have an age ranging 20-40 years. There were more males than females and majority of the respondents are single. In ethnic affiliation of the respondents, Kankana-ey and Ilocano comprised the largest number. Most of the respondents have attended or finished high school followed by elementary then college and some have taken vocational courses.

The number of years showed that the producers were engaged in making handicrafts for a number of 0-4 years. The detainees sold their products to the visitors going at the Provincial Jail, to missionaries and wholesalers. The producers have different reasons in making the product and most of them are to have income for personal necessity. Some of them use packaging materials like cellophane and boxes but usually they are not packaging their product because it is not required by the buyers.

The buyers of the handicrafts products just pick–up the product they bought and few were delivered by the trustees of the jail. Majority of the producers prices their product based on production cost and almost all of them preferred cash than allowing credit. The producers



made different handicrafts products and each product has a corresponding prices. Like business producers have encountered different problems in production and marketing. Most of their problems in marketing were lack/availability of equipment and in marketing also the lack of market outlet.

### Conclusions

Based on the findings of this study, the following conclusions are drawn:

1. The different handicrafts products made are the following; family frame, lampshade, piggy bank, wall clock, and single/individual frame. The detainees have reasons in making these different products, to have income for personal necessity; it is a must for them, and past time ('pampalipas oras'). Packaging materials like cellophane and boxes was used by the detainees and they have also reasons not to package, mostly, it is not required by the buyers. They are also using different pricing strategy like buyers dictate, based on production cost, and producers dictate but the result shows that most of producer's preferred pricing strategy based on production cost. Almost all of the producers preferred to accept cash than credit terms because of some reasons;
2. The results indicated that most buyers of the handicrafts products made by the detainees at the Benguet- Provincial Jail are the visitors coming from different places of Cordillera; and,
3. There are different problems encountered by the producers in production and in marketing. Results shows this different problems in production; equipments not available, seasonality of raw materials, lack of training and others lack of money to buy some of the materials needed. In marketing problems identified are; lack of market outlet, poor packaging, price fluctuation, and lack of government support.



## Recommendations

The study has the following recommendations:

1. The government should support the producers/detainees of Benguet-Provincial Jail. They can help them to look for buyers/marketers for the products during trade fair and good market outlets;
2. Management of the Provincial Jail should enhance the skills of detainees/inmates to improve the quality of products;
3. Providing some of the materials needed and additional capital to increase the quality and volume of production;
4. Government should conduct workshop/seminars for detainees on how to improve the quality of products; and,
5. Management should encourage all the detainees to participate in making the handicrafts products.





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