

Livelihood Impacts Of Beauty Care Extension Program To Unemployed Housewives

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ABSTRACT

Sustainability and progressive society were the aims of the CTU-DSWD partnership program. It is about relationship on building communities, improving personal, family and social aspects. This paper evaluated the impact of an extension program on beauty care to the selected housewives of barangays Sta. Cruz and Campo, San Francisco, Cebu. A descriptive-evaluative method was used out to the thirteen (13) respondents who believed that beauty care skills training enhanced skills and augment their income. Results revealed that the highest impact of beauty care skills training to the respondents were increased daily income. Nail care, foot spa and body massage were the most common services rendered by the respondents in which their income ranges from ₱ 501.00 to 600.00 per day. The perceived influence of extension program to the respondents includes enhanced skills and knowledge in beauty care, positive social relationship, income generation and employment opportunities and benefits.

Keywords: Beauty care extension program, Livelihood, Housewives, CTU-DSWD

INTRODUCTION

Issues and concerns occurring in the community will not be solely addressed by the local government officials or by the residents. There is a need of knowledge' based sector to come up with scientific approaches and diagnosis with regard to the issues and problems in the community. Extension approaches are needed to address varied community issues effectively. One of the aims of the Cebu Technological University (CTU)-San Francisco, Cebu Campus as an academic institution is the function of extension services to the community. It is to extend trainings, knowledge and learning experiences to less fortunate, increases standards of living and provides character and values to the community for a sustainable livelihood. The CTU in partnership with the Department of Social Welfare and Development (DSWD) of the municipality of San Francisco,

Cebu extend their services through a beauty care NC II Skills training to selected housewives of the two barangays of Sta. Cruz and Campo, San Francisco, Cebu. The partnership of the government institutions were aimed of achieving its shared vision about “sustainability partnership for a progressive society” under the support of the Sustainable Livelihood Program of the Department of Social Welfare and Development (DSWD). The Local Government Units (LGU) are empowered to deliver extension services to the community and stakeholders that give them support and benefits to a large extent. Furthermore, Section 22 of RA 7796 known as the TESDA Act mandates the “Establishment and Administration of the National Trade Skills Standards” of the TESDA to establish national occupational skill standards (Republic, 1994). The Authority shall develop and implement a certification and accreditation program in which private industry group and trade associations are accredited to conduct approved trade tests, and the local government units to promote such trade testing activities in their respective areas in accordance with the guidelines to be set by the Authority (Beauty Care, TESDA Training Regulations).

Studies revealed that in the last 20 years Global Beauty Market has grown by 4.5% a year on average with annual growth rates ranging from around 3% to 5.5% (Łopaciuk and Łoboda, 2013; Barbalova, 2011; Moulin, 2012). The two government institutions assessed the need of extending community extension program in a form of beauty care skills training to selected housewives of the two overpopulated barangays in San Francisco, Cebu (Sta. Cruz and Campo). It was noticed that beauty care industry in the 21st century expands due to enhanced physical outlook of being attractive and for boosting self-confidence especially among women group.

Among others, the CTU-DSWD institutions believed the capacity of women in the workforce thus the training was extended in order to help them augment their income and support their families. This study evaluated the impact of extending extension program to selected housewives (Deshler D). Determining impacts greatly help improve further planning on specific programs. This specifically aimed at describing the impacts of the services extended by the CTU-DSWD for NC II on beauty care skills program.

Much of the literature focuses on the impact of microcredit on promoting entrepreneurial activity and improving the well-being of the poor. A review by Banerjee (2013) of recent studies on microcredit notes that while there is some evidence that access to microcredit leads to business creation or expansion, there is no clear evidence that microcredit has a positive impact on income or overall consumption. A review by Banerjee, Karlan, and Zinman (2015) of a largely different set of studies shows the same patterns of impacts on intermediate and final household outcomes. Impacts on specific types of spending, such as education and health, are also absent. Somewhat more encouragingly, there is some evidence of negative impacts on income from remittances and government transfers, suggesting increased self-reliance. The systematic reviews of microfinance by Duven back et al. (2011) and Stewart et al. (2010) also find mixed effects.

Objectives of the Study

The study aimed to find out the impact of community extension activities and programs to the unemployed housewives of barangays Campo and Sta. Cruz among these specific objectives:

1. To describe the impacts of the beauty care NC2 livelihood training extended by the CTU-DSWD to the respondent beneficiaries:
 - a. Income,
 - b. Skills,
 - c. Personal aspect
2. To find out what type of beauty care services most rendered as livelihood
 - a. Manicure,
 - b. Pedicure,
 - c. Foot SPA,
 - d. Body massage,
 - e. Body scrub,
 - f. Facial treatment,
 - g. Facial make-up
3. To determine the income of the respondents out from beauty care services
4. To describe the perceived influence of extension program to the respondents
5. To find out perceived ways of improving the extension program

METHODS AND MATERIALS

This section presents the methods of the study, which was descriptive and evaluative. The impact of the livelihood training program had lead to greater positive impacts to the women beneficiaries.

Selection of Beneficiaries

The Department of Social Welfare and Development (DSWD) track the economic condition of the housewives in the barangays of Campo and Sta. Cruz being the most populated barangays in San Francisco, Cebu. As a practice in collaboration with the barangay officials of the said barangays, the DSWD identified twenty respondents, who are unemployed mothers and 4P's members and are very willing to learn and acquire livelihood training.

The Training Process

The training was lasted for twenty (20) days including the Assessment for National Certificate (NC 2) done by the Technical Education and Skills Development Authority (TESDA) at Cebu Technological University-San Francisco, Cebu Campus assisted by the DSWD-San Francisco, Cebu. The training was started last February 7, 2016 and ended with distribution of certificates of participation and NC 2 certificates last March 12, 2016.

Competencies in the beauty care training includes Nail care such as of (manicure, pedicure), foot spa, body massage, body scrub, facial treatment and facial make-up. There were two licensed trainers in beauty care that were able to impart skills and knowledge of the competencies listed.

The DSWD supply all the materials and equipment used in the training as well as the kit for each participant necessary for beauty care services.

Each topic or competency was delivered in two days prior to practicum and hands-on of the beneficiaries for evaluation purposes. And for the last week of the training is the preparation and taking up of the NC2 Assessment and all the respondents passed the assessment phase.

Research Design

The research design was an impact evaluation that aimed to assess the net effects of the program implemented by the program implementer. Evaluation type of research intends to improve strategic plans and specific programs, departments or goals (Dilao, 2015). This study evaluated the economic condition and overall impacts of the beneficiaries after one year of training to find out the effects of the sustainability livelihood training on beauty care NC2 as part of the partnership of CTU-DSWD sustainability program (Orbeta et al., 2020).

Research Locale

This study was conducted to the thirteen beneficiaries of the skills training program living at barangays Campo located north eastern part of San Francisco, Cebu and in Sta. Cruz northern part of the municipality and both three kilometers from the CTU- San Francisco, Campus.

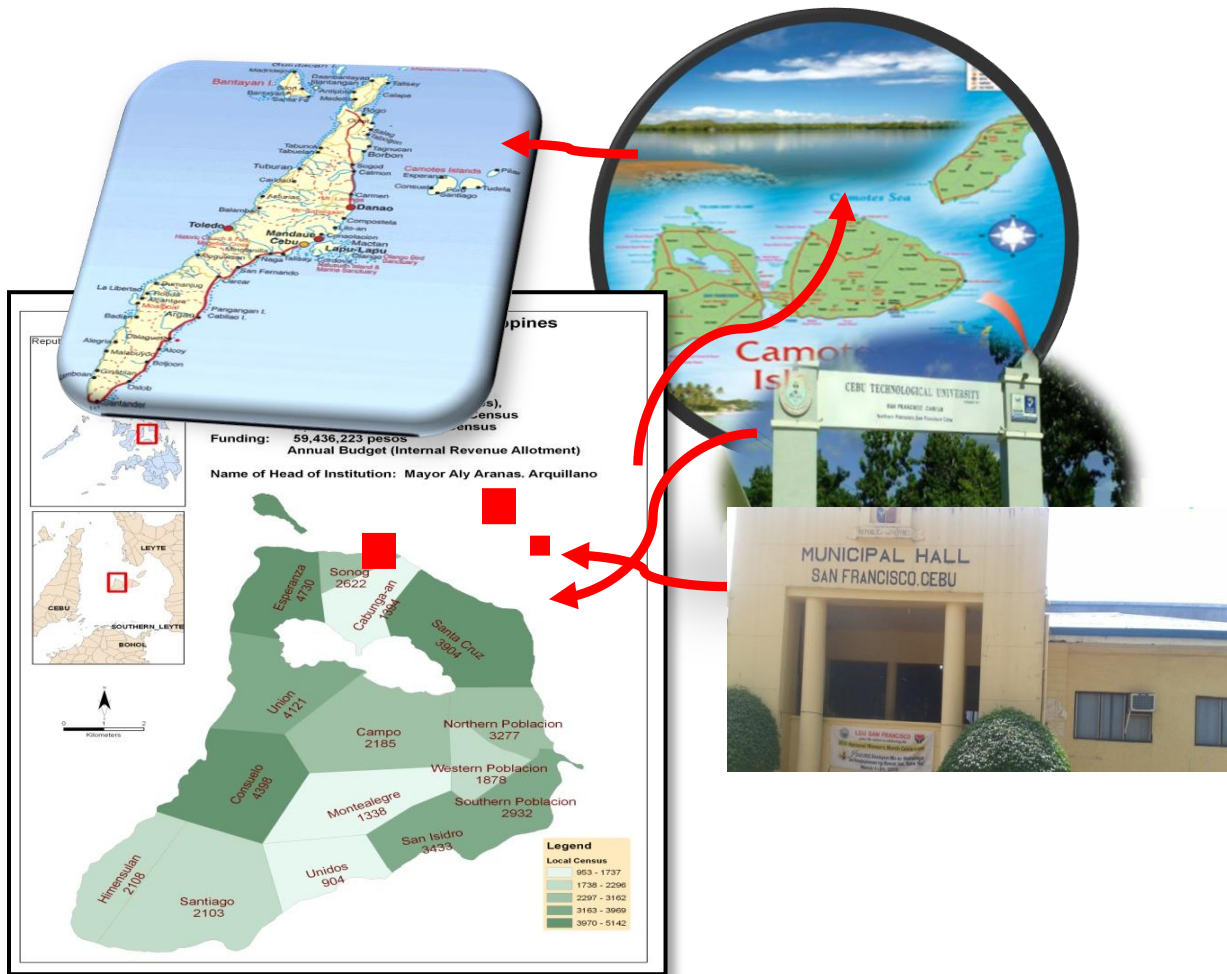


Fig. 1. Map of the Municipality of San Francisco, Cebu showing barangays Campo and Sta. Cruz, San Francisco, Cebu

Respondents of the Study

The respondents of the study conducted by the researcher were the beneficiaries of the beauty care skills training implemented by the CTU-DSWD partnership livelihood program. There were twenty (20) beneficiaries of the livelihood program and thirteen (13) responded on the survey questionnaires as given by the researchers. There are six from barangay Campo and seven from barangays Sta. Cruz. Other beneficiaries were not around in their respective addresses during the conduct of the interviews. Some were in the mainland Cebu and others were employed for jobs in Cebu City in relation to their acquired skills.

Research Instrument

A researcher- prepared questionnaire was utilized to gather the data containing questions on the condition of the beneficiaries after they participate the training. This is to assess the significance of the skills training extended.

Statistical Treatment

Frequency and Percentage Distribution were used to describe the impacts of the livelihood training of beauty care NC 2.

RESULTS AND DISCUSSIONS

The results of the study conducted are presented in the following tables and discussions.

Table 1: Impacts of the beauty care NC2 livelihood training to the respondent beneficiaries n=13

Indicators	Frequency	Percentage
Income		
It served as additional income	12	92.31
Served as an employment opportunities	4	30.77
It served as main source of income	3	23.08
Skills		
It served as additional skills acquired	11	84.62
Become a Certified beauty Care NC 2 Holder	10	76.92
Enhanced the skills	10	76.92
Personal aspect		
It helped boost confidence	9	69.23
Increased positive social relationship to others	8	61.54
It helps become attractive and beautiful	5	38.46

Table 1 showed that 12 (92.31%) of the respondents agreed that the beauty care livelihood training of CTU-DSWD served as additional income of the respondents especially to their families. While eleven (11) or 84.62 percent confirmed that the training served as additional skills to the respondents and it become them a certified beauty care National Certificate (NC) 2 holder as well as enhanced their skills (79.62%). In terms for personal aspect, the respondents affirmed that the training helped boost their confidence (69.23%) especially in rendering services to the customers in relation to beauty care. It also increased positive social relationship to others (61.54%) and helped them become attractive and beautiful (38.46%). Furthermore, other impacts stated that the training served as employment opportunities for them (30.77%) and three (3) of them served as a main source of income or 23.08 percent.

The result implies that the livelihood training on beauty care as extended by the CTU-DSWD program contributed a lot in three identified aspects for income generation, skills enhancement and personal development of the respondent beneficiaries.

Table 2: Type of beauty care services most rendered as livelihood by the respondents n=13

Type of beauty care services	Frequency	Percentage
Manicure	12	92.31
Pedicure	12	92.31
Foot SPA	11	84.62
Body massage	11	84.62
Body scrub	9	69.23
Facial treatment	8	61.54
Facial make-up	7	53.85

Table 2 displayed that twelve (12) or 92.31 percent of the total respondents confirmed that nail care which includes pedicure and manicure were the most common type of beauty care servicing that customers wanted or availed from them. It was followed by foot spa and body massage services with 84.62% of the responses. The least in percentage is the facial make up with 53.85 or 7 responses out of 13 total respondents.

This implies that in terms of manicure, pedicure, foot spa and body massage the respondents are skilled enough in the type of service and might be an indicator that if advanced training were extended this could be on the enhanced skills training for the this type of competencies.

Table 3: Daily Income of the respondents from beauty care livelihood n=13

Range of Income	Frequency	Percentage
₱100.00	1	7.69
₱101.00 to ₱200.00	1	7.69
₱201.00 to ₱300.00	1	7.69
₱301.00 to ₱400.00	2	15.38
₱401.00 to ₱500.00	2	15.38

₱501.00 to ₱600.00	4	30.77
₱601.00 to ₱700.00	1	7.69
₱701.00 to ₱800.00	1	7.69
Total	13	100

Table 3 revealed that out of the beauty care livelihood, the respondents gained or acquired additional income of about ₱501.00 to ₱600.00 a day which is 30.77 percent of the total responses. This is mostly from nail care and body massage services followed by a range of income of ₱301.00 to ₱400.00 and ₱401.00 to ₱500.00 per day both 15.38 percent from the total responses. This implies that the income of the respondents out from beauty care livelihood really helped their financial condition.

Table 4: Perceived influence of extension program to the respondents n=13

Indicators	Frequency	Percentage
It augment family's income	13	100
It enhanced knowledge and skills	13	100
Enabled to find a job	11	84.62
It find beneficial	9	69.23
It seems very interested in participating the training	6	46.15
It helped a lot to the community	6	46.15
It helped promote character of socialism	5	38.46

Table 4 reflected the indicators on the perceived influence of extension program to the respondents, thirteen (13) or 100 percent answered that through extension program it augment their family's income and it enhanced their knowledge and skills. Eleven (11) or 84.62 percent declared that the program enabled them to find a job and nine (9) or 69.23 percent said that the extension program find beneficial for them. The data means that respondents of CTU-DSWD extension program were felt satisfied and benefited from the extension program extended by the government institutions.

Table 5: Ways to Improve the Extension Program n=13

Indicators	Frequency	Percentage
There must be continuous training and skills enhancement	10	76.92

To have advanced trainings on dressmaking, housekeeping, bread and pastry production	10	76.92
Continue to participate to other trainings	8	61.54
Encourage others to participate	7	53.85
Screening of participants should be done	6	46.15
There should be proper selection of participants every training	5	38.46

Table 5 revealed the indicators on the ways of improving the extension program in which ten (10) or 79.62 percent expressed that there must be continuous training and skills enhancement as well as advanced trainings on dressmaking, housekeeping, and bread and pastry production to further improve the program. This implies that to improve on the extension programs of the government institutions the respondents revealed that the implementers continue to extend more trainings that suit to the needs of the community.

CONCLUSION

CTU-DSWD partnership program have improved the lives and condition of the respondents in barangays Sta. Cruz and Campo in the municipality of San Francisco, Cebu. It brought remarkable impact in elevating and increasing family's income of the respondents as well as making housewives more skilled. The partnership extension program of the two government institutions is beneficial and is helpful to the community and the unemployed housewives in many ways. There is a need to further improve the extension program and to sustain its shared vision and mission of "sustainability partnership for a progressive society" in order to have a progressive community and people.

RECOMMENDATIONS

On the basis of the findings made in this study, the following are offered as recommendations:

1. There is a need to further enhanced the acquired skills of the respondents especially in terms of nail care, foot spa and body massage since these services are the most common availed by customers.
2. Sustainability of the programs undertaken by the CTU-DSWD should be taken consideration to further attain progress in the community or society.
3. Assessment and evaluation studies are further conducted to validate results.

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