



Republic of the Philippines

DEPARTMENT of AGRARIAN REFORM

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Memorandum Circular No. *23*
Series of 1996

Subject: Institutionalization of Population and Development (POPDEV)
Concerns in the Agrarian Reform Community (ARC) Development Program

I. Rationale

The country's path to development, as spelled out in the Philippine Medium Term Development Plan, is anchored on three interdependent strategies: total human development, international competitiveness and sustainable development. Taking off from this view, the Philippine Population Management Program (PPMP) adopts a "population and sustainable development" framework which calls for the systematic integration of population concerns in development efforts.

The Department of Agrarian Reform (DAR) recognizes the increasing population pressure on agricultural lands as a resource. As a strategy, the Department pilot-tested a four-year Population and Development (POPDEV) project which sought to integrate population and development concerns in its training and extension system. The pilot project provided a wide array of experiences and lessons by which POPDEV can be institutionalized within the context of DAR's mandate and vision.

This Memorandum Circular shall further reinforce, concretize and operationalize existing programs and issuances relative to POPDEV mainstreaming within DAR. Such programs and issuances are:

1. DAR's policy thrust of developing viable agrarian reform communities (ARCs), which takes into account gender and population concerns as a key result area (KRA)
2. The Philippine Plan for Gender-Responsive Development: Agrarian Sector, which aims to address gender and development (GAD) concerns in CARP through POPDEV integration
3. Memorandum Circular No. 7 re: "Commitment in Support of the Philippine Population Management Program (PPMP)" to operationalize DAR's pledged commitments to the PPMP.



II. Objectives

1. To ensure that POPDEV concerns are integrated in the policies, plans, programs and projects of the Department;
2. To broaden awareness of and support for POPDEV advocacy at all levels; and
3. To promote inter-agency coordination and the participation of local government units (LGUs), non-government organizations (NGOs), people's organizations (POs) in the implementation of POPDEV activities.

III. Institutionalization Mechanism

POPDEV institutionalization refers to the process of mainstreaming strategies and methodologies that will ensure the integration of population concerns in government policies, plans, programs and projects.

All DAR offices are instructed to implement the herein enumerated activities, wherever applicable, in the areas of training, extension and advocacy; organizational support and institutional coordination; monitoring and evaluation; and planning and budgetting.

A. Training, Extension and Advocacy

1. POPDEV Field Trainers' Training at the national, regional, and provincial levels to create a multi-level, locally-based pool of POPDEV trainers and advocates
2. Modular ARBs' Training to educate agrarian reform families on core POPDEV concepts and help them develop appreciation and positive valuing for POPDEV-related norms
3. Follow-up and, motivational visits to ARBs to reinforce the adoption of POPDEV norms
4. POPDEV orientation or training among agrarian people's organizations' (POs) Education Committee to encourage POPDEV integration in their training and extension activities

5. Integration of POPDEV modules or messages in the HRD Plan, Ladderized Training Program for ARBs and other appropriate training programs
6. Training needs assessment (TNA) to identify new POPDEV content areas
7. IEC materials development to complement training and extension activities
8. Inclusion of POPDEV concerns in the information dissemination component, particularly in the print and broadcast media
9. Regular involvement in POPDEV-related special events (e.g. World Food Day, Women's Month, POPDEV Week, etc.) and planning of community activities to coincide with these special events

B. Organizational Support and Institutional Coordination

1. Continuing orientation and updates of various levels of management during regular meetings and conferences (i.e. DAR EXCOM and MANCOM, Regional Directors' Conference, PARO Assessments, ARC Review and Planning Sessions)
2. Inclusion of GAD Focal Point Chairpersons and POPCOM Regional Directors as members of the Regional and Provincial CARP Implementing Teams (CITs)
3. Tapping of the Social Reform Agenda local bodies
4. Networking with partner institutions (GO, NGOs, POs and LGUs) and forging of MOA for training and service delivery

C. Monitoring and Evaluation (M & E)

1. Translation of GAD and POPDEV output and impact indicators into performance indicators of ARC players
2. Integration of POPDEV M & E system in the overall ARC M & E system, specifically in the periodic ARC Review and Planning Session (RPS) at all levels, as well as the Process Documentation mechanism for ARCs

D. Planning and Budgetting

1. Incorporation of POPDEV mainstreaming activities in the Work and Financial Plans at all levels
2. Inclusion in the budget as a specific sub-item under the budget line item on ARIE, ARBD and the mandatory 5% GAD funds.

IV. Institutional Arrangement

The GAD Focal Point at the national, regional and provincial levels, shall be the enabling structure for POPDEV mainstreaming. It shall catalyze, coordinate, provide directions and serve as technical adviser on POPDEV integration within the agency. Part of the functions of the National GAD Steering Committee and Technical Working Group shall be to ensure that POPDEV concerns are addressed in the various components of the Department as enumerated above.

V. Effectivity Clause

This Memorandum Circular takes effect immediately and supersedes previous issuances inconsistent herewith.

SEPTEMBER 30, 1996. Diliman, Quezon City.


ERNESTO D. GARILAO
Secretary