

When unemployed single parents become entrepreneurs

200 unemployed solo parents from Quezon City receive sari-sari store start-up packages under the 'Tindahan ni Ate Joy' program

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TO promote economic empowerment, Quezon City Vice Mayor Joy Belmonte led the awarding of sari-sari store start-up packages to a new batch of 200 solo parents from Quezon City who can now start a small business under the "TindahanniAteJoy" program.



"I am proud to say that this is one of the high-impact projects from 6th batch, and every batch consists of 200 solo parents who receive the store package to become an entrepreneur," Belmonte said during the turnover of sari-sari store packs on November 13.

Since the program's launch in parents have been granted P10,000 worth of grocery merchandise as start-up business support.

"We target women who are widowed, got separated from their husbands, or 'sumak-abilangbahay' 'yung mga asawa nila," Belmonte said, using the Filipino euphemism for a spouse who has cheated and has moved in with a lover.

She explained: "Many of them are left alone to care for their kids and don't receive money from their spouses who left them. That's why we want to transform solo parents, especially women, into micro-entrepreneurs running their own sari-sari stores."

"Ang pinaglalaman ng ngayon ay economic empowerment ng solo parents at lalong aangkababaihan,"

the vice mayor said. The "TindahanniAteJoy" program has a high success rate of 85 percent. Those who failed to turn a - ally suffered from natural calamities

of “personal shortcomings”. unemployed solo parents, living with school-age children, between 30 and 60 years old, and a member of the Philippine Health Insurance Corp. (PhilHealth).

The selected beneficiaries then undergo training and seminars about entrepreneurship to help them run their small stores, said Belmonte.

council, Belmonte also pushed

- ents through local laws implemented under the Solo Parents’ Welfare Act of 2000. The amended ordinance covers additional benefits on education, housing, medical assistance, micro-credit loans, employment, legal assistance and other social services for solo parents.

According to a 2015 report from the Philippine Statistics Authority, there are about 3 million single parents in the country, with 2 million of them female. Meanwhile, the Federation of Solo Parents estimated that that there were nearly 20 million children raised by solo parents nationwide in 2017.