

Project Implementation Manual



**Rural Agro-enterprise
Partnership for Inclusive
Development and Growth
(RAPID Growth) Project**



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Part 1

Project Overview



A. Purpose of the PIM



The Project Implementation Manual (PIM) serves as the primary operational reference for all units involved in implementing the RAPID Growth Project. It consolidates the policies, procedures, processes, and responsibilities that guide effective and coordinated project execution at the national, regional, provincial, and municipal levels. The PIM ensures that all stakeholders share a common understanding of project objectives, implementation modalities, and compliance requirements.

The manual is intended for use by the National Project Coordination Office (NPCO), Regional Project Coordination Offices (RPCOs), Provincial and Municipal Project Management and Implementation Units (PPMIUs), Local Government Units (LGUs), partner government agencies, Business Development Service Providers (BDSPs), Farmer Organizations (FOs), MSMEs, and private sector partners. It establishes a shared operational framework aligning day-to-day project activities with the commitments outlined in the Financing Agreement and Project Appraisal Document (PAD).

The PIM complements relevant national laws and regulations—including RA 9184, RA 12009, and other administrative issuances—as well as donor-specific operational guidelines. In cases of discrepancies, the Financing Agreement and donor requirements take precedence, followed by national policies and PIM guidance.



B. Project Background and Rationale



The RAPID Growth Project was conceived to address persistent constraints in agricultural value chains and rural enterprises, which limit productivity, market access, and financial inclusion. Smallholder farmers, Farmer Organizations, and MSMEs face systemic challenges including:

- *Limited access to markets and finance;*
- *Weak enterprise management and technical capacities;*
- *Inadequate infrastructure linking production areas to markets;*
- *Gaps in value addition and innovation adoption;*
- *Gender inequalities and social exclusion of women, youth, and Indigenous Peoples.*

These constraints hinder rural economic growth and inclusive development. The project builds on national priorities, including the Agriculture and Fisheries Modernization Plan (AFMP), Provincial Commodity Investment Plans (PCIPs), and regional development frameworks, which emphasize enterprise development, value chain competitiveness, and rural employment creation.

External financing from IFAD enables the project to leverage global best practices in value chain development, financial inclusion, climate resilience, and enterprise innovation. This support complements government investments, fills financing gaps, and accelerates outcomes for rural communities and market actors.

C. Project Objectives and Expected Outcomes



Overall Goal:

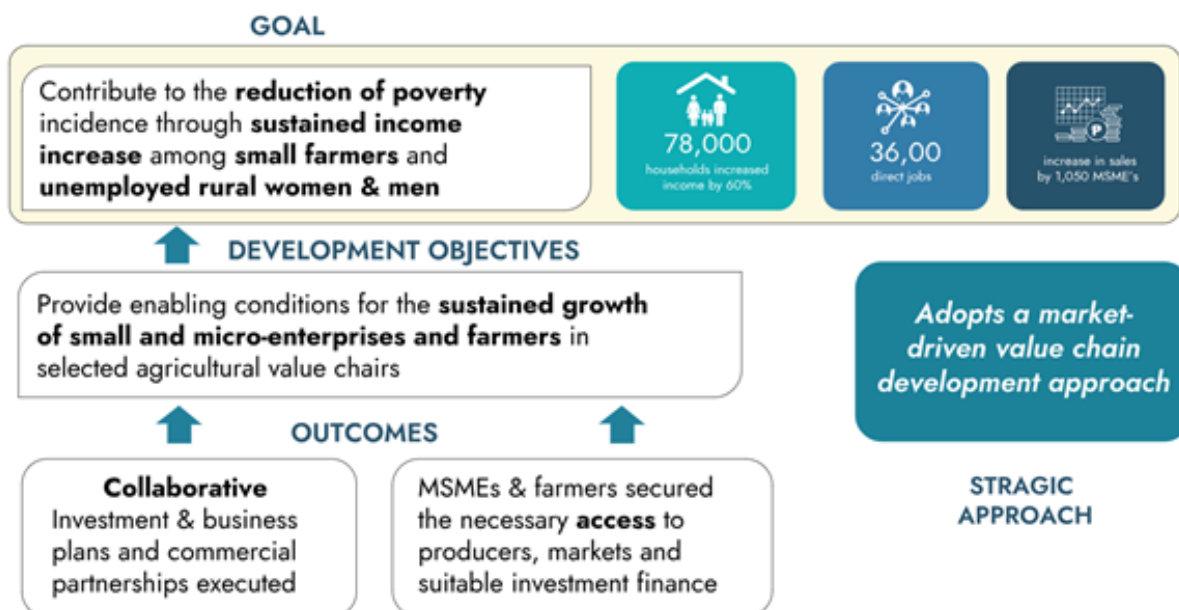
To sustainably increase the incomes of smallholder farmers, rural women and men, and micro- and small enterprises across prioritized agricultural value chains.

Development Objective:

To enhance the enabling environment for sustained growth of MSMEs and Farmer Organizations, ensuring improved productivity, market integration, and employment opportunities.

Expected Outcomes / Results:

- *Strengthened enterprise management, product quality, and value chain linkages.*
- *Expanded access to finance and risk mitigation instruments for farmers and MSMEs.*
- *Improved infrastructure and market connectivity for production areas.*
- *Enhanced institutional and technical capacities of government and private partners.*





D. Key Performance Indicators



The project's key performance indicators demonstrate a strong commitment to improving rural livelihoods, strengthening market systems, and expanding access to essential economic opportunities. Together, these targets reflect the project's overarching goal of empowering farming households, enabling inclusive growth, and building resilient value chain ecosystems.

The following are the project's key performance indicators:

- *At least 78,000 farming households increase income by $\geq 60\%$ from on- and off-farm activities.*
- *31,000 incremental jobs created (target: 40% for women).*
- *1,000 microenterprises and 50 SMEs gain access to financial services and crop insurance.*
- *At least 10 Financial Service Providers (FSPs) were strengthened to extend adapted products to rural households.*
- *140 km of all-weather roads connecting production areas to main networks were rehabilitated or concreted.*

Collectively, these indicators provide a clear roadmap for measuring the project's transformative impact on rural communities. By advancing economic opportunities, expanding financial inclusion, and improving connectivity, the project aims to generate sustainable growth that empowers households, strengthens enterprises, and supports long-term development outcomes.



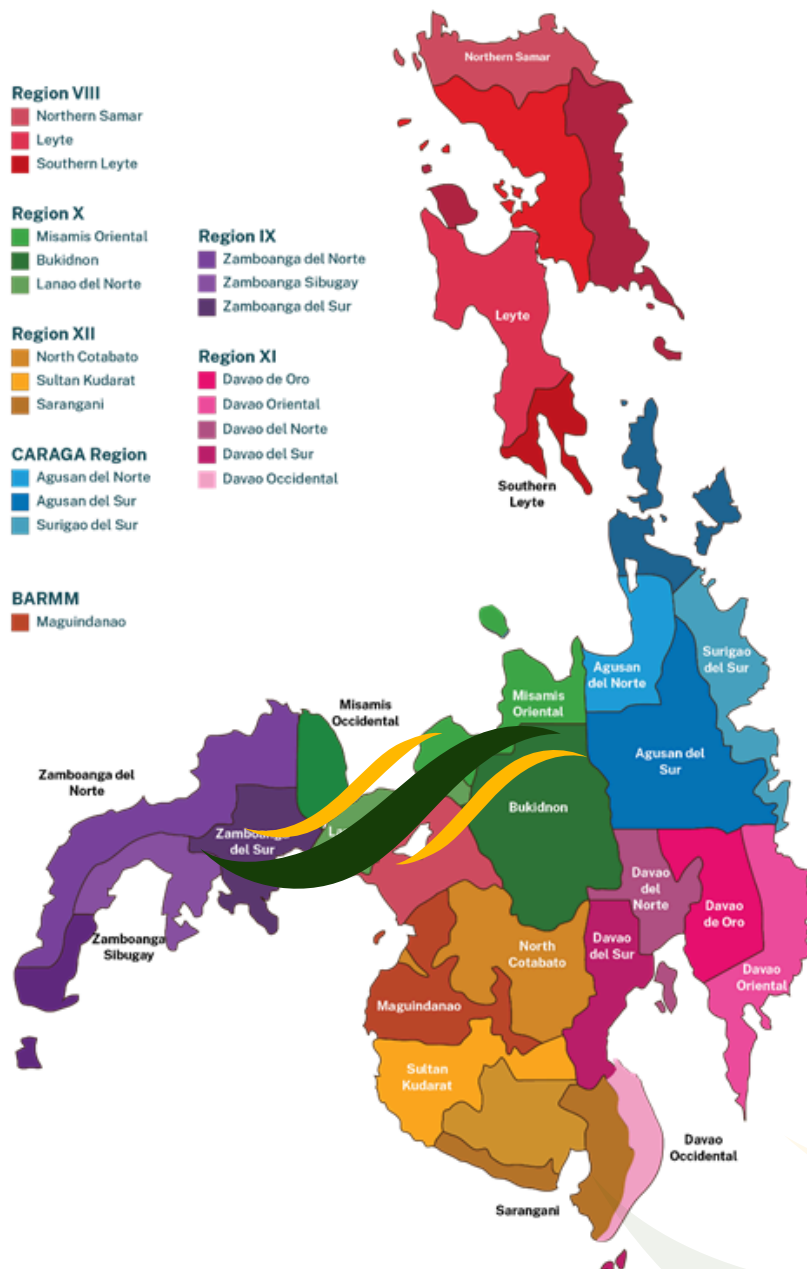
E. Geographical Coverage



RAPID Growth project is being implemented in 21 target provinces in 7 regions nationwide. These were selected based on the following:

- *Growth potential of priority value chains;*
- *Poverty incidence;*
- *Operational feasibility.*

Additional regions and provinces may be included after successful implementation in initial sites.



F. Focused Commodities and Beneficiaries



1. Target Value Chains/Commodities

The project focuses on four priority value chains—coffee, cacao, coconut, and processed fruits and nuts—selected for their strong market potential and their importance to smallholder livelihoods. These commodities offer opportunities for increased productivity, value-adding, and enterprise development across Mindanao. By strengthening these value chains, the project aims to enhance income opportunities, support MSME growth, and promote sustainable, resilient agri-based communities.



2. Target Beneficiaries

The project's target beneficiaries include farmer organizations and cooperatives, MSMEs, and key private sector partners engaged in the selected value chains. It also prioritizes women, youth, and Indigenous Peoples, ensuring that interventions remain inclusive and socially responsive. By supporting these groups, the project seeks to strengthen local enterprises, expand economic opportunities, and foster more resilient and equitable value chain participation.



G. Project Components



The illustration below presents the project's integrated approach to strengthening rural value chains through five mutually reinforcing components.

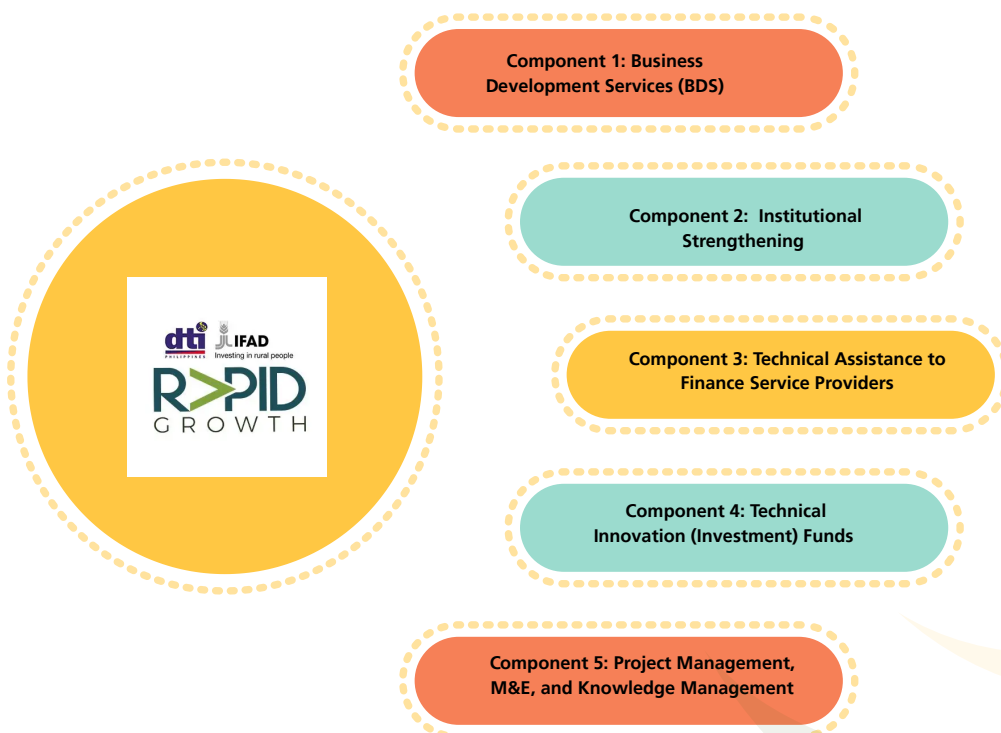
Component 1 focuses on delivering business development services to enhance the capabilities and competitiveness of farmers, enterprises, and value chain actors.

Component 2 builds institutional capacity across national, regional, and local partners to ensure effective coordination and governance.

Component 3 provides targeted technical assistance to financial service providers to expand access to tailored financial products for rural households and enterprises.

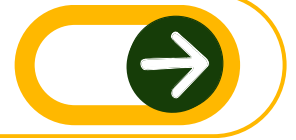
Component 4 mobilizes Technical Innovation (Investment) Funds to spur market-driven solutions, innovation, and enterprise growth.

Finally, **Component 5** ensures sound project management, monitoring and evaluation, and knowledge management to sustain learning, accountability, and performance throughout implementation.





H. Institutional and Implementation Arrangements



1. Leading Implementing Agency

The Department of Trade and Industry (DTI) serves as the Executing Agency, supported by the NPCO for overall project coordination. Regional and Provincial Project Offices (RPCOs, PPMIUs) implement activities at the local level, working closely with LGUs.

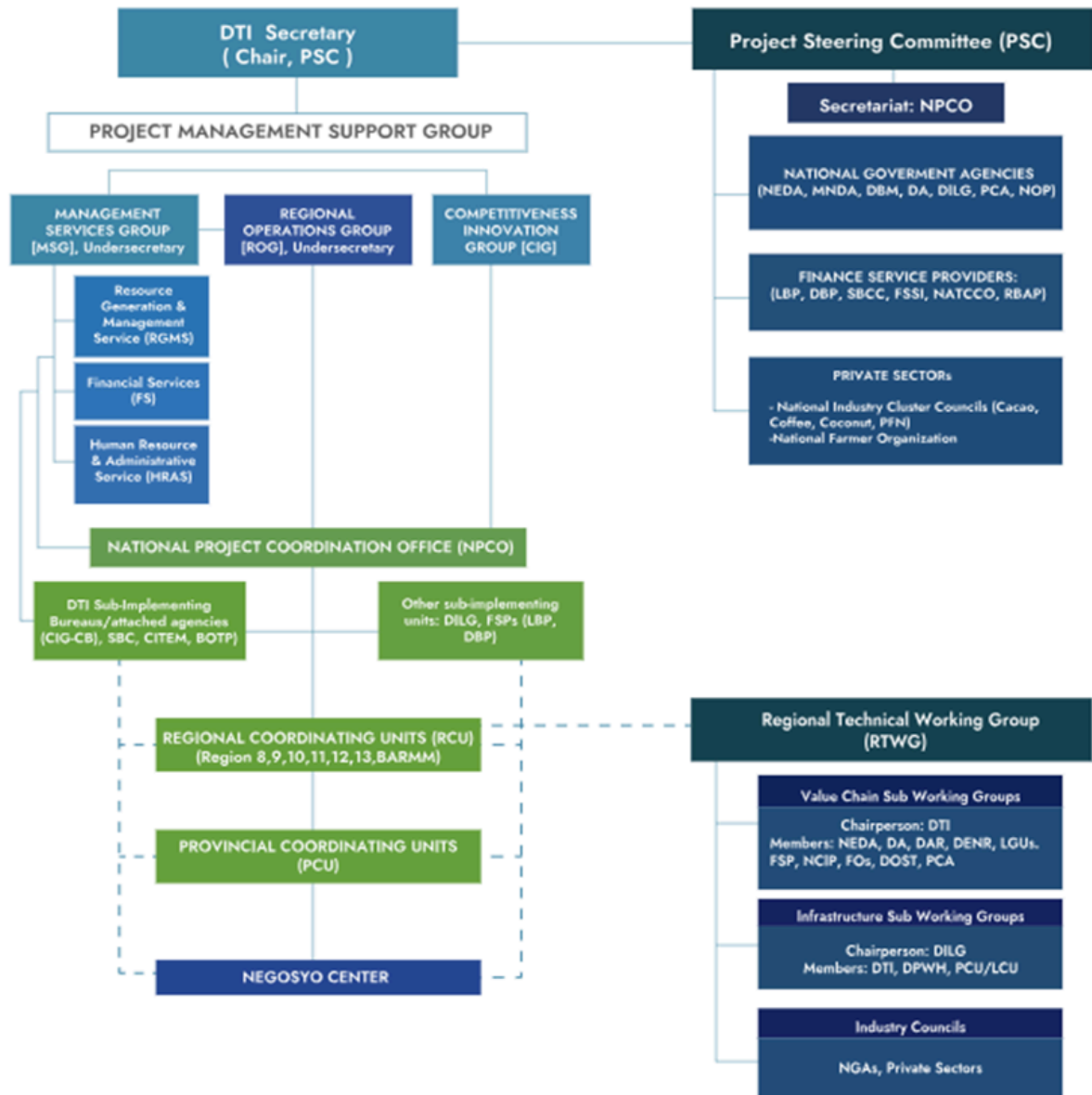
2. Key Governance Bodies

- *National Steering Committee / Technical Working Groups: strategic guidance and policy oversight*
- *LGUs: local planning, coordination, and implementation support*
- *Partner agencies (DOST, TESDA, DENR, DOT, FSPs): technical and financial support*
- *BDSPs and contractors: delivery of technical, financial, and market-oriented services*
- *Clear decision-making pathways, review processes, and approval mechanisms ensure transparency, accountability, and timely implementation across all levels.*





Organogram





I. Governance, Policy, and Compliance Framework

The project is governed by:

- *National policies: RA 9184, RA 12009, agribusiness and innovation policies*
- *Donor policies: IFAD Operational Guidelines, ADB Safeguards, World Bank ESF (as applicable)*

Cross-cutting principles integrated in all project components include:

- *Gender Equality and Social Inclusion (GESI)*
- *Climate resilience and environmental sustainability*
- *Environmental and social safeguards*
- *Anti-corruption, accountability, and transparency*

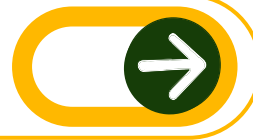
J. Project Management Systems

The project uses several integrated management systems:

- *Financial Management System: budgeting, accounting, and reporting*
- *Procurement and Supply Chain System: aligned with RA 9184 and donor guidelines*
- *Monitoring, Evaluation, and Reporting System: tracks performance and results at all levels*
- *Grievance Redress Mechanism (GRM): addresses complaints and feedback from beneficiaries and stakeholders*
- *Knowledge Management and Communications: supports learning and knowledge sharing*
- *Risk Management and Compliance Tracking: ensures operational and fiduciary integrity*



K. Project Processes and Workflows



The project follows a structured implementation cycle beginning with annual planning and budgeting, which aligns project activities with PCIPs, regional priorities, and national directives. Proposed interventions undergo a systematic workflow—from concept and proposal preparation to technical review, approval, implementation, and completion.

Financial disbursement follows established fund flow arrangements, while monitoring and reporting occur at regular intervals across all levels. Coordination mechanisms ensure that national, regional, provincial, and local stakeholders remain aligned and informed throughout the project cycle.

L. PIM Updates, Revisions, and Version Control



This PIM is a living document that may be updated to reflect policy changes, new guidelines, implementation lessons, or administrative issuances. Updates are issued through official memoranda and must be consistently adopted across all implementing units.

The NPCO is responsible for maintaining version control, ensuring that revised sections are clearly identified, properly disseminated, and integrated into subsequent editions. All revisions take effect upon formal approval and issuance.

