

A SLIVER OF HOPE AMIDST DARK TIMES

The COVID 19 pandemic is both a challenge and an opportunity for a micro-enterprise (ME) to weather this kind of a storm and of such magnitude. It spared no one not even this far-flung barangay of Baliton in Glan, Sarangani Province.

Baliton is home to the Baliton Women's Association, who by now should had been in the thick of business of graduation "*toga*" making. The month of March is the peak season for the product of the association.



Instead of halting their operation, they created an alternative product to respond to a growing consumer demand: facemasks. The association saw this as an opportunity to cope with its loss while providing continuing income for their members, as well as offering an affordable source of facemasks for the local people.

Marietta Casiñas Cadungog, the person in charge of the association, shared that there are three members making facemasks as of March 27. They were producing at least 50 masks each per day for a total of 150 pieces per day. They continue to produce more to cater to the growing need of facemasks in the locality.



The association also accepts orders in bulk from health centers, establishments, and residences.

Seeing an opportunity at this time of difficulty not only shows the perseverance of these women but also reflects a virtue most common among Filipinos: the resilience to endure hardships and the determination to constantly rise again (*BC Daniel Carlo G. Acido – Negosyo Center Glan*).