

# Paying it Forward: Jerryson Alcantara's Story of Change



A peak of the Jerryson Alcantara's store situated at the Pasalubong Center of Baler, Aurora

The impact of success is better measured by its rippling effect, more so, by its ability to “pay it forward”. This is the story of Jerryson Alcantara, who, from a program participant of the Sustainable Livelihood Program (SLP), became an entrepreneur managing his own business and now was able to employ 10 other beneficiaries of the Pantawid Pamilyang Pilipino Program.

Starting with three high-speed sewing machines, Jerryson and his wife established their bag-making business in 2011 after they both stopped working as factory workers. They started producing knapsacks, backpacks and accepted repair works from the Philippine army that is stationed in Baler Aurora. On the same year, Jerryson was assessed and evaluated by Domingo Casandig, Project Development Officer, for possible participation in the Sustainable Livelihood Program and provision of capital assistance. In 2012, he received a total of P10,000.00 capital augmentation which he utilized to purchase cloth materials, textiles and accessories that later on increased his production.

With continuous hard work and dedication, Jerryson's project grew fast as the demand for their products continuously increased. Hence, to answer the demand, they hired sewers while Jerryson still does the cutting and his wife introduced their products to the public markets. They later on registered their business with the Department of Trade and Industry under

the name “Aura Bags Collections” in order to compete in bigger sales and transactions.

Establishing a business is truly only for the risk takers and Jerryson considers himself as one. By registering his bag-making project, he has accepted the challenge to continuously expand and multiply his productions while maintaining the quality of durability and variety, which his products have been known for.

Who would have thought that from being a program participant himself, Jerryson is now able to pay it forward by generating employment to other members of the Pantawid Pamilyang Pilipino Program. At present, he was able to employ three sewers, two cutters and five sales attendants. Moreover, he and his wife assist other groups and SKAs in the province of Aurora by serving as an outlet and show window of other Aurora products such as sabutan fans, bags and purses of the KKK SKA. The rippling effect of his success is made evident by his initiative to help others that also lead them to becoming successful entrepreneurs.

To date, Jerryson has already acquired seven high speed sewing machines from the three he started with and now earns an average of P60,000.00 per month. Also, his previous one store location has now expanded into three and these stores are consistently being visited by tourists who come to the surfing capital of the Philippines. His house is now under construction and he has already acquired a van which he utilizes for delivery of his products.

“The true measure of your worth includes all the benefits others have gained from your success”, said Cullen Hightower. And this was personified by Jerryson Alcantara, who did not stop climbing the ladder of success by merely generating his own income but also by assisting and allowing other program participants to attain their own livelihood and sustainability. ###