



## PROGRAM GUIDELINES

The Mindanao Co-operative Micro-Entrepreneur Awards (MICMA), now on its 13th year, dubbed as “MICMA TRESE,” is an esteemed awards program that celebrates and acknowledges exceptional micro-entrepreneurs and the transformative impact of their co-operative endeavors. This annual recognition is a testament to the dedication and resilience of micro-entrepreneurs who have harnessed the power of cooperation to develop their businesses and communities.

MICMA TRESE showcases the remarkable journey of these individuals and the instrumental role that their co-operatives play in fostering inclusivity, sustainable growth, and financial empowerment. This award-giving body continues to shine a spotlight on inspiring success stories, encouraging and inspiring other members to follow in their path of and collaboration and entrepreneurship.

### Who are those micro-entrepreneurs that may qualify in MICMA?

1. The **NANLIMBASOG AWARD CATEGORY** is open to micro-entrepreneurs who successfully started a business that is now a reliable source of income for the family. Asset size of the micro-enterprise must have a **market value of Php1,000,000.00 and below**, inclusive of those rising from loans, but exclusive of the land on which the particular business entity's office, plant, and equipment are situated.
2. The **MAUSWAGON AWARD CATEGORY** is open to micro-entrepreneurs that have grown their business to a level that is now generating employment for the people apart from the household or family members. Asset size of the micro-enterprise must have a **market value above Php1,000,000 up to a maximum amount of Php3,000,000.00**, inclusive of those rising from loans, but exclusive of the land on which the particular business entity's office, plant and equipment are situated.
3. The **MICRO-AGRI AWARD CATEGORY** is open to farmers who successfully engaged in agro-enterprises that is now a reliable source of income for the family. Asset size of the farm and other aligned agro-enterprises has a **market value of not more than Php1,000,000.00**, inclusive of those rising from loans, but exclusive of the farmland on which the integrated farm is situated.

## How to join in the MICMA TRESE?

A nominating co-operative can only **submit ONE (1) NOMINEE IN EACH CATEGORY**. In each category, MASS-SPECC will choose finalists and winners following the process as stated below:

- Step 1 A Nominating Co-operative will choose from their members who are best qualified for the Nanlimbasog, Mauswagon, and Micro-Agri Categories;
- Step 2 The Nominating Co-operative will submit the accomplished Nomination Forms and other documents of each nominee. Send them to MASS-SPECC **on or before February 5, 2024** via this email address: [micma@mass-specc.com](mailto:micma@mass-specc.com) with the subject title: **MICMA Trese Category\_ Name of Co-op\_Last Name of Nominee** (e.g., MICMA Trese Nanlimbasog\_ Sample MPC\_Cruz)
- Step 3 The nomination from the Co-operative will undergo the screening to choose those Nominees who are qualified in the contest.
- Step 4 In every category, MASS-SPECC will choose finalists (those who passed the 60% passing rate of the MICMA Criteria).
- Step 5 The MASS-SPECC Team may conduct online interviews and secure other necessary records of the nominees and the nominating co-operative to validate the submitted documents.
- Step 6 MASS-SPECC will notify the co-operatives whose nominees have been chosen to be the MICMA Trese Finalists to submit additional requirements for final judging:
  - a. A Documentary Video (of not more than 10 minutes) for each finalist (guidelines for the content will be sent).
  - b. Photos and raw videos or footages showing the finalist's micro-enterprises, etc.
- Step 7 The finalists will be presented to the Board of Judges who will determine the MICMA Trese winners in each category. The Board of Judges is composed of one from MASS-SPECC and at least two persons from known institutions/networks who have been involved in micro-enterprise development.
- Step 8 All winners will be notified days before the 2024 MASS-SPECC CO-OPvention (54<sup>th</sup>

Co-op Congress and 50<sup>th</sup> General Assembly) on May 29-30, 2024. The winners shall be invited to attend the awarding ceremony in Cagayan de Oro City.

### Who qualify as Nanlimbasog and Mauswagon Nominees?

- a) A bonafide and a member-in-good standing in the Primary Co-operative;
- b) Has availed the co-op's microfinance services in the last two (2) years and engages into micro-entrepreneurship activities;
- c) The main source of income is micro-enterprise. Such micro-enterprise is running for at least two (2) years;
- d) Has demonstrated an exceptional micro-entrepreneur and membership qualities in the field of micro-finance: loan repayment, family income growth, micro-enterprise growth, job generation, and overall impact to the local economy;
- e) Entrepreneur should be protective and friendly to environment: air and water contaminants and pollutants, or unpleasant sound and odor, and the Entrepreneur is not involved in any gambling, or "game numbers" as a micro-enterprise.
- f) The nominee must be a bonafide member of the nominating co-operative for at least two (2) years at the time of the call (January 12, 2024).

### Who qualifies as a Micro-Agri Nominee?

- a) A bonafide and a member-in-good standing in the Nominating Co-operative
- b) Has availed loan/s from his/her the co-operative in the last 2 years for financial support of the agro-enterprises;
- c) Currently engaged in agro-enterprises that raise [Crop/s-Livestock-Aquaculture]. Such enterprise is running for at least 2 years;
- d) A nominee is cultivating a farm, maximum area of three (3) hectares planted with any crop or crops, except those nominees who are engaging in [livestock and aquaculture].
- e) That agro-enterprise/s is/are main source/s of income of the nominee.
- f) Has demonstrated an exceptional farm-entrepreneurship and membership qualities in the field of agri-financing: loan repayment, family income growth, micro agro-enterprise growth, job generation, and over-all impact to the local economy;
- g) The nominee must be a bonafide member of the nominating co-operative for at least two (2) years at the time of the call (January 12, 2024).

## What are the qualifications of a Nominating Co-operative?

- a) The Co-operative should have 100% loan repayment with MASS-SPECC at the time of submission of entry. Those member-coops without loans with MASS-SPECC are also qualified to submit entries.
- b) The co-op has remitted the Annual CETF.
- c) The co-op is an investor and depositor of MASS-SPECC Central Fund.
- d) The co-op has paid a minimum share capital of Php 25,000.00 at MASS-SPECC.

## Special Award for the Best Documentary Video (FOR THE FINALISTS ONLY)

On top of the MICMA Awardees, this year sets up a special award for the Best Documentary Video. Out of all the finalists, only one entry will be crowned the winner of the Best Documentary Video Special Award. This captivating documentary must showcase the remarkable co-operative story from any of the Nanlimbasog, Mauswagon, and Micro-Agri categories. Through stunning visuals, heartfelt testimonials, and a masterful narrative, this documentary must stand out as an exemplar of the best in documentary filmmaking, shedding light on the power of community, innovation, and shared dreams.

### Criteria for the MICMA Trese Best Documentary Video

Criteria	Description	Rate
<b>Content and Relevance</b>	<ul style="list-style-type: none"> <li>• Importance of the topic and its relevance to the audience</li> <li>• Quality of research and information presented</li> </ul>	20%
<b>Storytelling &amp; Narrative</b>	<ul style="list-style-type: none"> <li>• Clarity and effectiveness of the narrative structure</li> <li>• Video conveys its message effectively and viewers engaged</li> </ul>	20%
<b>Production Quality</b>	<ul style="list-style-type: none"> <li>• Quality of visuals, audio, cinematography, and editing</li> <li>• Visual appeal and its contribution to viewer understanding</li> </ul>	20%
<b>Emotional Impact</b>	<ul style="list-style-type: none"> <li>• Ability of the video to evoke emotions or empathy</li> <li>• Connection between the audience and the subject matter</li> </ul>	20%
<b>Originality &amp; Creativity</b>	<ul style="list-style-type: none"> <li>• Uniqueness and creative elements in the documentary</li> <li>• Video distinguishes itself from others on the same topic</li> </ul>	15%
<b>Social Media Impact</b>	<ul style="list-style-type: none"> <li>• Extent to which it sparks discussions and interactions online</li> <li>• Video's reach based on the number of reactions and shares</li> </ul>	5%
<b>Total</b>		<b>100%</b>

## PRIZES WILL BE ANNOUNCED SOON

Keep posted on our emails, calls, website, and/or our social media platforms for the updates.