

PROJECT PULDIYA

●●● TRAINING FOR IMPACT ●●●

What is Project Puldiya?

Puldiya, which means 'pay per day' in kankana-ey dialect, is a reference to the labor-intensive but seasonal informal jobs many Cordillerans do like gardening, mining, or carpentry and where payment is mostly per day's work. HeySuccess would like to redefine it as a viable and sustainable source of livelihood.

Project Puldiya by HeySuccess was launched in 2019 through the UNDP Youth CoLab Springboard and further developed through supporters like the MC-TBI, TARAKI-CAR, and small business (SMEs) clients.

It aims to empower & strengthen our indigenous communities in BLISTT (Baguio-La Trinidad-Itogon-Sablan-Tuba-Tublay) to be active participants in the digital economy by providing training to enhance their digital readiness, skills, and network start an online business by offering virtual assistance services.

“ We envision transforming our IP partners from **JOB SEEKERS** to **JOB CREATORS**. ”



How to partner with us?

You can support us by connecting and following us on:

- www.heysuccess.com.ph
- coordinator@heysuccess.com.ph
- Whatsapp: +63-933-850-0529
- <https://linktr.ee/heysuccessph>

Spread the word by sharing with friends interested in starting their journey in the digital economy.

What problem are we solving?

Indigenous youths (IP), persons with disabilities (PWDs), and community members in the BLISTT area in the Cordilleran region encounter issues with unemployment due to the loss of jobs in the traditional industries, and difficulty in adapting to digitalization which left them behind with the opportunities in the gig economy. It was more evident during the height of the pandemic.

One key solution is being an online business owner or e-Entrepreneur. However, they are reluctant and unqualified to enter the industry as they need more knowledge and skill sets for the in-demand remote work.

What is our progress to date?

We have been able to build our online community; The VA Network - Cordilleran Digital Professionals on Facebook Group and registered the Online Puldiya Association (OPA) with DOLE on 17 May 2022.

We have successfully matched some of our Virtual Assistant (VA) partners with clients, referred them to our partner staffing agencies, and now are receiving an income above Baguio City's minimum wage between Php 18500 to Php 4500 per month. Furthermore, we assisted other VA partners in getting Xero certified for remote bookkeeping and have some render internships with us.

The formalization of the learning and development program for Project Puldiya was started in January 2022 to develop training suitable for the community while matching the needs of the digital economy. We have built our training framework and curriculum. The development of our modules is currently ongoing and is targeted to be finished by the end of the year. Next year 2023, we will proceed in implementing the training as well as conducting the monitoring & evaluation of our program.

What are we looking for?

You can partner with us by donating used laptops and desktops. Also, be our venue provider or sponsor for meet-ups, training, and co-working space.

In addition, we are raising funds to support the ongoing course modules and mobile toolkit development to be implemented in indigenous communities in BLISTT next year, 2023. We target 300 beneficiaries to receive the training using our learning intervention materials.

About our team

HeySuccess Virtual Assistance Services is co-founded by Paula Bayao & Katlyn Say-awen. Paula, a Freelance Industrial Engineer, is leading 9 Success Specialists in different fields from community development, accounting and finance, events and training, customer relations, technical, and social media working with Small Businesses (SMEs), VA partners, and VA network and indigenous grassroots communities.

Know more about Project Puldiya by HeySuccess in this article:

ABS-CBN News; Bennett, D. (2021, July 29). *This startup incubator helps technopreneurs turn ideas into viable businesses, social enterprises.* ABS. <https://news.abs-cbn.com/ancx/culture/spotlight/07/29/21/this-biz-incubator-grants-6-months-funding-to-startups-who-offer-jobs-and-hope-to-out-of-school-youths>

PROJECT GO-LEADS:



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