



THE PHILIPPINE POOR : TWO MONOGRAPHS

**institute of
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culture**

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The Authors

William J. Keyes

William J. Keyes is largely associated with the movement for low income housing. His interest in the welfare of the unsheltered poor has brought him to countless seminars and conferences here and abroad, where, either as speaker or interested participant, he has interceded for sound policy and a more creative approach towards low — cost housing, its financing and operationalization. His familiarity with the condition of poverty has led him to espouse “unconventional approaches” to housing the urban poor. This has in fact resulted in numerous articles published in local and foreign periodicals on the one hand, and on the other, the founding of *Freedom to Build Inc.*, an agency which seeks to provide cheap but appropriate housing materials to low-income families desirous, but otherwise deprived, of putting up their modest homes.

Keyes' involvement with the local poor could not but lead him eventually to an encounter with one of the lowliest and least regarded among them, the scavenger. In Barrio Maliganggam, Metro Manila, where he participated in a larger study on urbanization by an Institute of Philippine Culture research team, Keyes meets his subjects, and deftly dissects the system which “tends to perpetuate the dehumanization of scavengers”. The ultimate solution he offers is through a “backward integration that openly accepts social costs which cannot be justified in terms of return on investment” but rather in terms of a redirected social perspective which views the scavenger as a human person, with equal rights and privileges as any other citizen, and as equally deserving of the protection of the law and the concern of the enlightened corporate leader.

Simeon G. Silverio, Jr.

Simeon G. Silverio, Jr., is currently a candidate for a Masters in Business Administration and a Masters in Communications at the Ateneo de Manila University. He obtained his AB in journalism at the University of the Philippines.

Sim joined, and left the Institute of Philippine Culture in 1974. He has since then joined the editorial and production staffs of such publications as *Sunburst Magazine*, *Business Outlook*, *Exportweek* and *Yaman Magazine*. He is currently Vice-President and Editor for *Ventures* a business magazine distributed throughout Southeast Asia. His three books and over sixty-six articles all share a common thread of concern over the impact of economic currents and undercurrents on Filipino human behavior.

The *Neighborhood Sari-sari Store*, researched and written when the author was a member of an IPC Research Team doing a study on urbanization in Metro-Manila, takes us to the heart of the local Filipino neighborhood where stands the local variety or “sari-sari” store. Few would know the intimate ways in which the sari-sari store weaves its destiny with those of the people and families around it. Sim tells it all with a flourish and facility for detail which makes the book both an entertainment and a mind-opener.

