

AllHome helps boost local livelihood through its “Likha” program

Country’s only one-stop shop for home improvement, AllHome, rolls out “Likha” across all its N stores across the nation to support local livelihood. The objective of LIKHA is to put a spotlight on local handicrafts and products in the different communities AllHome is present in. This program aims to boost local livelihood by providing local makers with the venue to sell their products to more people. The initiative is first introduced at AllHome Nomo, A Vista Lifestyle Center.

Las Pinas is known for its “water lily” baskets weaved by locals. These baskets are actually made from water hyacinths that are harvested from the Las Pinas river. The stalks are dried out in the sun before being flattened and then weaved into different handicrafts like baskets, placemats, coasters, among many others. Weavers are mostly women and mothers who enrolled into the livelihood program set up by the Villar Foundation. The weavers receive a salary for every handicraft they can finish. The program helps stay-at-home moms by providing an additional income source for these households.

These water lily handicrafts not only help solve the problem of poverty in Las Pinas but also water pollution. When pollution levels in the river are high, water hyacinths grow at a faster pace and causes blockages in the river—even trapping trash in its root system. To help alleviate this problem, water hyacinth is harvested from the river and turned into these beautiful, eco-friendly, and all-natural handicrafts. With years of experience weaving these handicrafts, the craftsmanship of these water lily baskets is excellent and truly worthy of being out on display.

To help the foundation and its weavers, AllHome has made these handicrafts readily available in store to reach a wider audience and increase exposure and sales for these women. The assortment of handicrafts is skillfully displayed at AllHome to help buyers better visualize how to best utilize these products in their own homes. All proceeds from the sales of these products go towards helping these weavers and other beneficiaries of the Villar Foundation.

AllHome is a well-loved local brand that has made waves in the home improvement industry by making shopping for one’s home not only easier but also comfortable. AllHome’s clientele includes homeowners and home builders as well as highly regarded interior designers and artisans. By including these locally made crafts to its roster of products, AllHome gives the rightful recognition that these impressive handicrafts deserve and supports the livelihood of many talented and hardworking Filipinos especially at this time when some are in danger of losing their source of income.

AllHome recognizes that, more than ever, now is the perfect time for local businesses to help put the focus on world-class local products made by skilled Filipino craftsmen. By patronizing locally made handicrafts, we help protect their livelihood and help promote pride and trust in 100% Filipino made products.