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# CL EXPRESS

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## KMME sessions continue

by Warren T. Serrano

The start of 2018 was the best way to continue the mentoring sessions to scale up the level of micro and small enterprises in Central Luzon.

For most of the provinces in the region, the Kapatid Mentor Micro Enterprises (KMME) program of DTI was launched for the second batch of mentees who will undergo the 12 modules of the KMME program. The province of Nueva Ecija held the first KMME launching for the year at the Alessandra's Function Hall in Cabanatuan City on March 4, 2018. Armando Bartolome and Victor Madlambayan, Angelpreneurs from the Philippine Center for Entrepreneurship were the resource speakers who discussed the first modules - Entrepreneurial Mindset and Marketing.

DTI-3 Regional Director Judith P. Angeles, in her message for the 20 new mentees from the food and non-food sectors of Nueva Ecija, stressed the importance of setting aside time, effort and attention in consistently participating in the KMME sessions for them to fully benefit from the program....

*continued on page 4*

HERE'S WHAT'S NEW:

**GUIGUINTO OPENS NEW  
NEGOSYO CENTER**

**COMMITTEE ON  
COMPETITIVENESS  
MEETS**

**CONSUMER ORG  
RECEIVES MEDIA,  
LEADERSHIP TRAINING**

**DTI JOINS NAT'L INFO  
CONVENTION**



## Guiguinto opens door to new Negosyo Center

by Warren T. Serrano

Known as the Garden Capital of the Philippines, the town of Guiguinto, Bulacan opened its Negosyo Center at the One Stop Shop Business Permits and Licensing Section of the municipal hall on January 17, 2018.

Mayor Ambrosio “Boy” Cruz Jr. and Vice-Mayor Banjo Estrella led the opening ceremonies with DTI-3 Regional Director Judith P. Angeles, Provincial Director Zorina D. Aldana, Municipal Administrator Atty. Agatha Paula C. Reyes, Bulacan Provincial Enterprise Officer Cynthia Abiol, Sugod Guiguinto Business Council President Teo Kee Bin and other officials from the Department of Labor and Employment and the Department of Science and Technology.

DTI Provincial Director Zorina D. Aldana noted in her opening remarks that the Guiguinto Negosyo Center is the first center to be opened in Central Luzon this year. She expressed her gratitude for the support of the local government in providing the ample and convenient space for the Negosyo Center, which is located right beside the Business Permits section of the municipal hall.

*“Guiguinto is known not only as a garden city but also as a friendly place for putting up a business”*

Director Judith P. Angeles explained the key functions of the Negosyo Center and stressed the importance of having it to support the growing number of MSMEs in the area, especially the gardens and plant sellers of Guiguinto. She conveyed that the opening of the Negosyo Centers in the country came out of Republic Act No. 10644 or the Go Negosyo Act, a law authored by Senator Bam Aquino. Under the law, a Negosyo Center is to be established in each LGU in the country. The Center should provide business advisory, business information and capacity building services for MSMEs in the locality.

In his remarks, Mayor Ambrosio Cruz said that the Negosyo Center will further uplift the business environment in his municipality. He noted that the opening of the center will entice more businesses to open shop in their area as they get to be treated preferentially, aside from the lower cost of registration compared to bigger cities.

## Regional Competitiveness Committee meets at DTI-3



Officers and members of the Regional Development Council Special Committee on Competitiveness (RDC-SCC) of Central Luzon met at the DTI-3 Conference Room on March 13, 2018 to discuss mainly the Cities and Municipalities Competitiveness Index for the LGUs in the region.

The SCC secretariat represented by Barry Pangilinan of DTI-3 briefed the committee on the components of the CMCI, its purpose and the participation of Central Luzon in the last five years. It was discussed that all 130 cities and municipalities in the region provided updated data in 2017. The importance of the partnership with the academic institutions in the conduct of the CMCI was discussed, especially in validating the data from LGUs.

The Special Committee further discussed the list of indicators and sub-indicators based on a recent Competitiveness meeting held in Aklan. Forty-four (44) indicators based on four pillars (Economic Dynamism, Government Efficiency, Infrastructure and Resiliency) and other additional data were used for the CMCI survey.

The committee also discussed the timelines for the distribution of 2018 CMCI survey forms and other validation and data gathering processes.

During the meeting, members of the academe also shared their experiences in conducting the CMCI study.

# Consumer groups trained on advocacy, leadership and proposal preparation

Officers and members of the Federation of DTI Accredited Consumer Organizations of Central Luzon (Fedacor-3) were recently provided a series of capacity building sessions organized by the Department of Trade and Industry - Consumer Protection Division.

Aside from the regular training and update on consumer laws and consumer rights, the recent sessions intended for the active consumer groups of Central Luzon were on advocacy - on effective radio and TV interview; on organizational and operational topics such as leadership and proposal preparation.

Albert Lacanlale, a local radio and television personality was the resource speaker for the Fedacor's training on Radio and TV Interview.



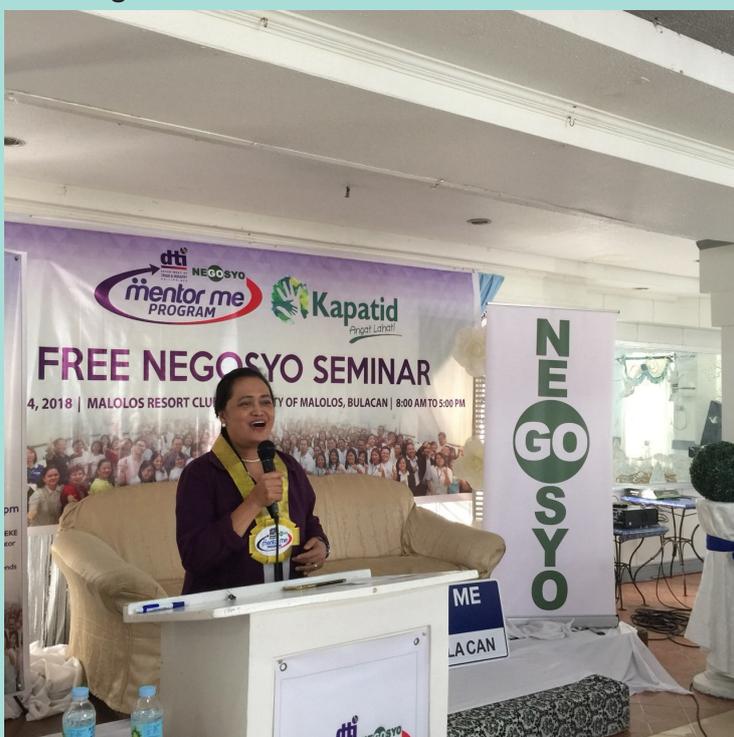
As part of their training, the participants held mock interviews and visited a radio and television station in Pampanga. An officer of the group was even interviewed by the local TV station regarding their group's consumer advocacies.

The officers of Fedacor were also trained on weighing scale callibration, fund proposal preparation and leadership values, among others.

## *From Page 1...KMME*

In Bulacan, at least 20 new mentees participated as the second batch of KMME participants during its launch on March 14 at the Malolos Club Royale Resort.

DTI Assistant Secretary Blesila Lantayona (left) graced the event along with DTI-3 RD Judith P. Angeles and PD Zorina D. Aldana. Asec, Lantayona encouraged the new batch of mentees to complete the modules to help them to be competitive as the KMME program aims to advocate change in the mindset and attitude of small and medium enterprises in the country.



# DTI joins National Information Convention in Davao City

More than 1,600 public information officers, managers and communicators attended the first National Information Convention at the SMX Convention Center in Davao City on February 19 to 21, 2018.

Information officers from DTI Region 1, 3, 6 and 9 were sent to participate in the first nationwide gathering organized by the Presidential Communications Operations Office (PCOO).

The three day convention had the theme "Empowering Communities" and its goals are to strengthen partnership between private and public sector communicators, encourage communicators to model effective and responsible sharing of information and to organize a movement of communicators that will empower communities by inspiring civic engagement towards nation building.



Secretary Martin Andanar of the PCOO gave the Inspirational Message and the Call to Action. He also led the launching of the Provincial Communication Officers Network (PCO Net) and the Duterte App.

Resource speakers who were invited to present communication related topics include DFA Undersecretary Ernesto Abella who discussed "Public Diplomacy in Government Communication," DOE Undersecretary Felix Fuentebella who presented his agency's "Communicating Energy Efficiency" topic, PCOO Asec. Kris Ablan who discussed "Freedom of Information," UP CMC Dean Elena Pernia who presented "Empowering Communities through Media and Information Literacy," Dr. Serafin Talisayon who discussed "Knowledge Management", Rey Langit who presented "Community Broadcasting," and Ronald Jabal who discussed "Risk Communication."

The different offices of the PCOO including RTVM, Philippine Information Agency, Radyo Pilipinas, Bureau of Communication Services also had an exhibit of their services during the event.



# Bulacan barong makers open Wedding Depot in Pandi



Officers and members of the Bagong Barrio Multi-Purpose Cooperative (BBMPC) opened its Wedding Depot on January 31, 2018 in Pandi, Bulacan. Senator Cynthia Villar, Congressman Apol Pancho and Mayor Celestino Marquez led the guests of the well attended event. The depot houses stalls to showcase and sell barongs and gowns made by members of the BBMPC. It also has function halls for events. BBMPC is an SSF Cooperator, a national OTOP awardee and its products have been exhibited in local and national trade fairs.



Finely made gowns and other dresses made in Pandi are on display at the BBMPC Wedding Depot stalls



DTI-3 RD Judith P. Angeles and PD Zorina D. Aldana led the ribbon cutting for the Wedding Depot.

# Cooperativism works

by: Rowena S. Miranda



For DTI-Region 3, Cooperativism works indeed. This was proven true as Vice-Chairperson Richard V. Simangan gave the 2017 State of the Cooperative Report during the DTI-3 Family of Responsible and Caring Employees MPC (CARES MPC) General Assembly last 24 March 2018 at the DTI-Regional Office Conference Room. In his report, Director Simangan mentioned that the Authorized Capital of the Cooperative has been increased from P10M to P50M and it now has total assets of P15M. The growth is brought about the increase in the members patronizing the services of the cooperative as well as the expansion of its membership. The two major services of the Cooperative are credit/relending and trading of goods.

There are currently 12 loan windows available: petty cash, consumer, providential, appliance, emergency, credit card, enrollment, calamity, health and wellness, livelihood, flexi and bridge financing. In 2017, the DTI CARES MPC made its name true to what it means -- a family of responsible and caring employees, as it no longer drew the line between permanent and contractual employees from the JO associates (Job Orders) when the latter were welcomed to the cooperative. It also gave better opportunities for the members to avail of its main service which is credit financing as it increased the loanable amounts and gave more flexible loan terms. However, security of the money invested by its members had to be taken into account also as tighter measures were implemented for this purpose. Dir. Simangan said that the success of the Cooperative, now on its 18th year, could be attributed to the continued patronage of its members, the commitment and dedication of the management staff, committee members and its Board of Directors, and the operational improvement which

*...continued on page 8*

*From page 7...*

translated into enhancement of loan windows and other health benefits for its members

The assembly gathered 93 out of its 169 members, making it a quorum, despite it being held on a weekend.

Another highlight of the activity, aside from the report of the Vice-Chairperson, was the Updates from CDA through the resource person, Ralph Rendell Toledo. In his opening statement, Mr. Toledo congratulated the DTI-3 CARES MPC for leveling up from a small category cooperative to a medium scale category as it has increased its total assets.

Nevertheless, he still encouraged the recruitment of more members, if there are still DTI-3 employees who are not yet members. He emphasized on the need, among others, for continued capital build-up, which should be participated in by 100% of its members and the execution of a subscription agreement.

While the GA was ongoing, the election was done simultaneously through online or electronic voting. The online voting has now been done for three (3) years and it proved to be an easy, friendly, fast and reliable means to get the results within the day. With the cooperation of everyone, the election yielded 100% voter turnout of all the Coop members present during the general assembly. This year, the following were elected:

BOD Aurora – Aldrin Veneracion

BOD Bulacan – Lota Yasa

BOD Nueva Ecija – Marben de Jesus

BOD Tarlac – Grace Lugtu



BOD Regional Office – Marcela Yusi  
 Audit and Inventory Committee – Rayciel Regalado,  
 Evangeline Bulda, Teresita Magtanong  
 Election Committee – Darby Bognot, Pinky Varona,  
 Barry Pangilinan

As the speaker Mr. Toledo said, cooperatives know no positions and should have no preferential treatment to its officials, thus, there is equality among all its members. This is very much evident in the result of elections, where winners are mostly rank and file employees of DTI-3 who have been elected freely by majority of its members.

The members attending the GA were all excited during the raffle portion of the event. Everyone was given a chance to win one or two prizes. Aside from the raffle prizes, the attendees also received GCs as a token of their attendance. Time and again, the coop has proven that the members have great fun and enjoyment not from the value of the prizes they receive but from the thrill of their names being called during the raffle draw.

As a side event, the cooperative did selling, where members had the opportunity to choose from a variety of products coming from the 7 provinces of the region. This generated a total of P23,787.78 in sales and the top 3 most salable products (in terms of quantity) were chicharon, kropeck and tuyo.

# DTI-3 holds Lenten Recollection

by ; Rowena S. Miranda



As it has been the tradition of DTI-Region 3, every year it holds a one-day Lenten Recollection for its associates for spiritual renewal and upliftment. This year, it was held on 16 March 2018 at Ephatha Development Center, SACOP, City of San Fernando, Pampanga. The Recollection master was Fr. Emmanuel “Manny” Contreras, the Apostolate Director of *“Mayap A Balita – Ing Sulu ning Bie,”* the Official Publication of the Archdiocese of San Fernando.

In his talk, Fr. Contreras reflected on Christ’s story or “HIStory”, focusing on 3 important things: 1) Realizing our true worth as it speaks about our real value which lies within us and not on our outward appearances, or what we possess or our position

at work and in society; 2) Our giftedness, because everyone of us was given a choice and we choose what we become of our lives, and; 3) Becoming a gift to others which means that even the simplest things we do can be called a miracle like giving and sharing to those less fortunate. Miracles do not always have to be something spectacular or earth shattering experiences. After the recollection, this was followed by the celebration of the Holy Eucharist and Visita Iglesia to seven (7) churches in Pampanga, namely: St. Paul Novitiate House (Sindalan, City of San Fernando), Sacred Heart Parish Church (Telabastagan, City of San Fernando), Carmelite Monastery, Our Lady of Lourdes Parish Church, Immaculate Conception Parish Church (all in Angeles City), Our Lady of Victory Parish Church (Dau, Mabalacat City, Pampanga), and San Rafael Parish Church (Mabiga, Mabalacat City, Pampanga).

