

# CL EXPRESS

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## MENTOR ME IS HERE!

BY WARREN T. SERRANO

It is definitely here - in Central Luzon. The mentoring program of the Department of Trade and Industry, Kapatid Mentor Microenterprise (KMME) was launched in five provinces of the region in the second quarter of 2017. The first launching of the KMME program was held in Malolos, Bulacan on April 26, 2017 at the BarCIE Convention Center. No less than DTI Assistant Secretary Blesila A. Lantayona led the Bulacan launch, paving the way for the start of the 12 module KMME program.

The second quarter of the year saw the launching of KMME in the provinces of Bulacan (April 26), Tarlac (May 4), Pampanga (May 12), Bataan (May 26), Nueva Ecija (June 7) and in Zambales (June 14).

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# Diskwento Caravans held as school starts

In time for the opening of classes, DTI offices in Central Luzon held Diskwento Caravans by tying up with suppliers to sell their products at discounts ranging from 10% to 50% of the original price. The caravans enable low income earners to buy commodities at affordable prices.

A three-day Diskwento Caravan was held in Plaza Mayor, Balanga City, Bataan from May 17 to 19, 2017. More than 4,500 buyers attended the fair as suppliers earned Php 1.37 Million worth of commodities. In San Jose, Del Monte, Bulacan, 27 sellers sold Php 1 Million pesos worth of discounted items in a two day Diskwento Caravan held on May 15 to 16, 2017. More than 1,600 buyers flocked to the City Hall grounds to buy products, especially school supplies. In Nueva Ecija, a two-day Diskwento Caravan was also held from April 24 to 25, 2017 at the Municipal Gymnasium of Carranglan. More than Php 517,000 worth of school supplies, appliances and food items were purchased by more than 1,000 residents.



**DTI Zambales held its Diskwento Caravan at the Rizal Triangle in Olongapo City to offer school uniforms, notebooks, pad papers and others school supplies.**

In the City of San Fernando, Pampanga DTI invited 43 sellers of school supplies, housewares, food products and wearables to participate in the Diskwento Caravan held on May 25 to 27 at the city proper area. More than Php 1.05 Million worth of products were sold to more than 2,000 buyers.

On June 1 to 2, 2017, DTI Zambales and the city government of Olongapo held a Diskwento Caravan at the Rizal Triangle of Olongapo where more than 1,600 buyers in the area benefitted from the discounted prices of school supplies, footwear and household items sold by the 33 participating sellers in the caravan. More than Php 1 Million worth of products was sold in the two-day event.

DTI Aurora also held its Diskwento Caravan on May 15 to 16, 2017 at the Baler Municipal Hall grounds.++



**The municipal gymnasium of Carranglan Nueva Ecija was the venue for a Diskwento Caravan run organized by DTI Nueva Ecija. Diskwento Caravans are organized in coordination with the local government units and suppliers of basic goods and prime commodities.**

From page 1...MENTOR ME IS HERE!



**Mentors join their mentees during the launchings of the KMME program from (clockwise, topleft) Bulacan, Bataan, Nueva Ecija, Zambales, Pampanga and Tarlac. DTI Aurora's launch is soon to follow.**

The KMME is a 12 module structured capacity building program similar to a shortened executive MBA course. Topics will be facilitated by successful business owners and subject matter experts accredited by the PCE. Other topics included in the program are: Business Model Canvass, Product Development/Innovation, Human Resources, Operation/Production Management, Financial Management,

Obligations and Contract/Business Law, Supply Value Chain, Taxation and Business Plan Preparation.

At least 20 to 25 MSME mentees per province participated in the KMME program. They will be mentored on regular weekly sessions and will present their business plans before they graduate.

The KMME program was conceived to scale up the MSME sector which comprise more than 99% of all business establishments.

# Outstanding LGUs feted in Streamlining Awards ceremony



Governor Susan Yap (4th from R), Chair of the Central Growth Corridor Foundation, together with National Competitiveness Council Co-Chair Guillermo Luz, DTI Regional Director Judith P. Angeles (3rd L), DILG Regional Director Julie Daquioag (2nd L), PD Brigida T. Pili (2nd R) gives the Best in Customer Relations Award to Talavera Mayor Marivi Martinez during the 11th Recognition of Outstanding CL LGUs in Implementing the Streamlining Program held at Oxford Hotel, Clark Freeport Zone on May 17, 2017



NCC Co-chair Guillermo Luz served as the Guest Speaker for the Streamlining Awards ceremony. He reiterated the need for government entities to enhance the competitiveness index of the country to help ease in doing business.

The first place regional winners are:

- o San Simon, Pampanga as Most Outstanding LGU Implementing the Streamlining Program in the Issuance of Mayor's Permit
- o Sta. Maria, Bulacan as Most Outstanding LGU for I.T. Innovations
- o Talavera, Nueva Ecija as Best LGU in Customer Relations
- o City of San Fernando, Pampanga as Most Successful LGU in the Institutionalization of BPLS Reforms

# P3 is on a roll in Central Luzon



**A representative of Radiowealth Finance Company, a national conduit of the P3 program, clarifies a matter with SB Corp. Central Luzon officer Rebecca Narciso during the P3 rollout held at Gracelane Hotel, City of San Fernando, Pampanga**

The Pondo Para sa Pagbabago at Pag-Asenso (P3) loan program was rolled out on May 31, 2017, 9 am at Gracelane Hotel, City of San Fernando, Pampanga.

DTI-3 invited Rebecca Narciso of the Small Business Corporation (SB Corp) to conduct a briefing on the rollout of the P3 program. DTI-3 initiated the information dissemination of the program to orient stakeholders of the program including potential and accredited conduits, Micro, Small and Medium Enterprises (MSMEs) and media partners. During the event, microlending institutions clarified the requirements and procedures in availing of the loan from accredited microlending institutions.

The P3 program was conceived by DTI to help microenterprises gain easier access to

alternative financing which is reasonable in cost. The Small Business Corporation, an attached agency of the DTI, will administer the P3 fund. SB Corp has initially allocated Php 100 Million for lending to microenterprises throughout the country, at an interest rate of 2.5% and amounts ranging from Php 5,000 to Php 100,000. Under the P3 program, the loan does not require collateral and only minimal documentary requirements.

The target beneficiaries for the P3 program are micro and small enterprises in priority and emerging industries and technology innovators. Aside from the individual loans, the P3 fund also allocates money for wholesale lending where SB Corporation will partner with conduits.++

# Consumer Group updated on Consumer Laws, Consumer Accreditation



The officers and members of the Federation of DTI Accredited Consumer Organizations of Central Luzon (FEDACOR-3) recently attended a capability building session on June 21, 2017 at the DTI-3 Conference Room in the City of San Fernando, Pampanga.

The highlights of the capability building session are the review of relevant sections of Republic Act No. 7394 or the Consumer Act of the Philippines and Republic Act No. 7581 or the Price Act and the proposed revisions in the accreditation process for Consumer Organizations. Mr. Enrique Tacbad, Division Chief of the Consumer Protection Division of DTI Zambales served as the resource speaker for the program. He discussed the Consumer laws in the light of online transactions and fraud, as well as sales promotion schemes.

He stressed the importance of expanding the participation of consumer groups in promoting and protecting consumer rights.

DC Tacbad also discussed the new rules on the accreditation of consumer organizations. At present, Fedacor-3 is composed of 11 accredited consumer organizations based in the seven provinces of Central Luzon. This year, DTI-3 is targeting to recognize 55 consumer organizations throughout the region to help DTI-3 in implementing consumer laws and advocating consumer rights and responsibilities. These organizations will undergo a more rigid accreditation process with the new accreditation guidelines set by DTI. Under the new rules, consumer groups will have to submit relevant legal documents such as SEC registration, Articles of Incorporation and Audited Financial Statements.

The members and officers of Fedacor-3 led by their president, Shirley Emeterio, expressed her gratitude for the updates as these would help them prepare their organizations in helping the government. ++

# SMERA...



## SMERA ....ROVING THRU LIVES AND PLACES

M.C. Arcega, DTI Zambales

The popular SMERA (SME Roving Academy) has gone through years and has moved lives and businesses of our clients.

Our clients, may they be in manufacturing (processing) of various raw materials available in the province, trading (retailing), or services, have all benefited, and are still continuing to benefit from this project. Some who have been in business already for quite some time still find the project useful in their daily operations. By attending seminars offered by the program, they learn how to deal with their customers through the “How to Deal with Difficult Customers” Training. They learned the statutory requirements in putting up a business and how to deal with the Bureau of Internal Revenue with the implementation of the BMBE Law in “Negosyo, Buwis atbp” and “BMBE” briefings conducted.

Those who wanted to start a livelihood or improve their existing businesses learned various skills like fish processing, meat processing, fruits and vegetables processing, good manufacturing practices, product development, trends and updates, simple bookkeeping, effective negotiation skills, etc.

This project has reached the 13 municipalities and one (1) city of Zambales. It also had a record of 872 participants from the 27 seminars conducted, starting February until June 30, 2017.

It is noteworthy that Business Counselors continue to assess the needs of clientele and organize seminars that would be beneficial to them. We look forward in the province to accomplish all that are in the pipeline for 2017.