

DTI CENTRAL LUZON

ANNUAL REPORT
2021





SCAN ME



THE COVER

The DTI-3 Annual Report 2021 Cover shows two adjacent circles, one depicting a hand tapping on a modern gadget while another attached circle shows different colored gears.

Very much like the integrated efforts of DTI-3 in 2021, the colorful gears represent the various programs and projects of the agency that drove and enabled its stakeholders as the country proceeded to recovery. These programs came in different shapes and sizes but they continued to roll towards a common goal of improving MSMEs and empowering consumers.

The hand that moved the digital gadget is the leadership that tapped the modern tools that we have in the new normal - digital technology and online platforms. The hand carefully drew on these platforms to implement programs and projects. By directing technology to better use, DTI-3 was able to continuously support MSMEs through online mentoring programs, e-commerce onboarding, procurements done through teleconferencing, networking and institution-building with partners and payment processes.

The combination of effective directions of these gears towards synchronized and intentional movements made DTI-3 in 2021 work to provide efficient and effective public service.



MESSAGE FROM THE UNDERSECRETARY OF THE REGIONAL OPERATIONS GROUP

I commend the entire DTI - Central Luzon for remaining steadfast in serving and in moving our stakeholders forward. Albeit the hindrances, you made an impact to the lives of our clients, - the micro, small and medium entrepreneurs; the consumers; and our partners. Rest assured that the Regional Operations Group will continue to support the programs and advocacies of DTI - Central Luzon.

Again, congratulations and more power!

BLESILA A. LANTAYONA

Undersecretary, ROG



MESSAGE FROM THE REGIONAL DIRECTOR

Recovery was the aim of DTI Region 3 as it proceeded to continuously execute its programs and projects in 2021. Challenges came as surges happened, thereby limiting our on-site capacity but not the commitment to serve our clients.

The year 2021 was also a time to apply what we have learned in 2020. Last year, we learned how to manage our pandemic initiatives with the lessons we carried. This meant that we continued to improve and to innovate, because this is the call of the times.

This time, DTI-3 was ready to make an impact on its stakeholders through meaningful programs that centered on initiatives to hasten recovery, projects that were made easier by digital technology and programs that are inclusive.

Let me invite you to read our Annual Report for 2021. This report highlights the kind of public service we tried to accomplish as we move forward ahead of the challenging times.

LEONILA T. BALUYUT

Regional Director



MESSAGE FROM THE ASSISTANT REGIONAL DIRECTOR

The documentation of our programs and projects at these times is important because a lot of lessons can be learned. There is a saying that necessity is the mother of all inventions. Today, we find worth in the inventions and innovations we have made out of necessity, because of this pandemic. We find more worth when we realize that we have made impact in the communities we serve.

In 2021, we have made possible the timely and proper implementation of DTI programs and projects because we did these through innovations. We also have partnered with agencies, business chambers and academic partners not only to advocate, but also to help our stakeholders improve in the face of the pandemic. We have, for example, launched our Youth Entrepreneurship Program (YEP) in partnership with like-minded youth organizations such as the JCI International. In the same way, we have launched THRIVE Central Luzon with our academic partners and business groups. These partnerships and innovations are part and parcel of what we have done in the past year.

With the featured highlights of our Annual Report, it is hoped that these will serve as benchmarks for more meaningful programs in the future.

Congratulations !

BRIGIDA T. PILI

Assistant Regional Director



FOREWORD

In this Annual Report of DTI-3 for 2021, its pandemic initiatives for the year were highlighted in the first part of the report. These initiatives were key and crucial activities of the agency. These responded to the needs of our client MSMEs and consumers in the face of the new normal. DTI-3 continued to pursue development efforts in helping MSMEs recover through livelihood assistance. Among the major programs implemented in 2021 was the Livelihood Seeding Program - Negosyo Serbisyo sa Barangay (LSP-NSB) and the Pangkabuhayan sa Pagbangon at Ginhawa (PPG). These two programs enabled MSMEs in the countryside recover their livelihood and contribute to the growth of the local economy.

Aside from this, the DTI-3 continued in capacitating MSMEs, consumer organizations, business chambers and local government units. The report shows the collaboration made by DTI-3 to enable the implementation of various programs and projects. For the KMME Online program, the Go Negosyo assisted the DTI-3 in implementing the program with two additional modules on digitalization and business continuity planning. The agency also partnered with business chambers and other collaborating agencies in launching the THRIVE Central Luzon, the region's brand for the Regional Inclusive Innovation Center.

In this report, the DTI-3 also fused elements of online and physical implementation as the economy opened and restrictions eased. This was evident in the conduct of Hybrid Trade fairs, especially the 23rd run of the Likha ng Central Luzon trade fair in major cities of Central Luzon.

For DTI-3, these collaborations and innovations in the new ways of doing things enabled our stakeholders to move forward in 2021.

DTI VISION, MISSION & VALUES

VISION

A more inclusive and prosperous Philippines with employment and income opportunities for all.

MISSION

Government's main economic catalyst in
Enabling innovative, competitive,
job-generating, inclusive business, and
Empowering consumers.

VALUES

Passion, Integrity, Competence,
Creativity, Synergy and Love of Country

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PANDEMIC INITIATIVES

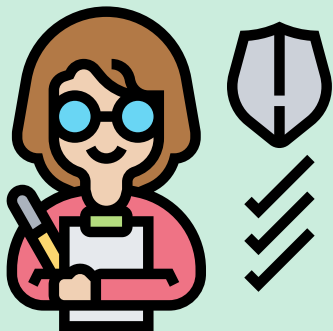
In 2021, DTI-3 implemented crucial pandemic initiatives as more MSMEs felt the effects of the slowdown in the economy in the past year. With lessons learned and the economy starting to reopen, resources and innovative programs have to be accessed and implemented immediately for the clients of the agency.

Among many programs intended for recovery, the DTI-3 accelerated its implementation of big-ticket programs in 2021, such as the Livelihood Seeding Program- Negosyo Serbisyo sa Barangay (LSP-NSB) and Pangkabuhayan sa Pagbangon at Ginhawa (PPG) to thousands of beneficiaries.

Said projects could not be done without the support of other partners like national agencies, local government officials, non-government organizations, and the academe.

PANDEMIC INITIATIVES

MONITORING OF COMPLIANCE TO WORKPLACE GUIDELINES (MC 20-04A)

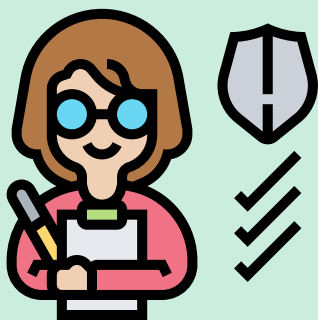


1,184

ESTABLISHMENTS
MONITORED
(100%)



MONITORING OF COMPLIANCE TO MC 20-39 (BARBERSHOPS AND SALONS, RESTAURANT/FOOD ESTABLISHMENTS)



750

ESTABLISHMENTS
MONITORED
(100%)



MONITORING OF PRICES VS. SRP FOR BASIC NECESSITIES AND PRIME COMMODITIES

675

ESTABLISHMENTS
MONITORED
(100%)

1,141



MONITORING ACTIVITIES
CONDUCTED

PANDEMIC INITIATIVES

DISKWENTO CARAVAN



31

NO. OF RUNS
CONDUCTED



29,004

NO. OF CONSUMERS
BENEFITTED



**PHP 12.618
MILLION**

TOTAL SALES
GENERATED



PANDEMIC INITIATIVES

SAFETY SEAL CERTIFICATION

One of the most innovative programs undertaken by the agency during the pandemic is the Safety Seal Certification for different operating establishments. DTI was tasked to monitor, evaluate and certify establishments like groceries and supermarkets, barbershops and salons, hardware stores, and dining establishments. The Safety Seal is one of the ways of assuring consumers that establishments are instituting mandatory health protocols to help control the spread of Covid-19.

As of December 31, 2021, DTI has issued a total of 506 Safety Seals in Central Luzon. Majority of the establishments that applied for accreditation in the region are groceries and supermarkets, convenience stores and hardware stores.

The Safety Seal Certification is a voluntary certification scheme that affirms the compliance of an establishment with the minimum public health standards set by the government and uses or integrates its contact tracing with StaySafe.ph.

(From bottom) DTI officials inspect establishments for compliance to Safety Seal requirements such as presence of thermal scanning machines, foot baths and other safety features. Supermarkets and groceries comprised the majority of Safety Seal applicants. (Top photo) DILG also issued a Safety Seal to DTI Zambales office.



PANDEMIC INITIATIVES

SAFETY SEAL CERTIFICATION

506

NO. OF APPROVED
SAFETY SEALS

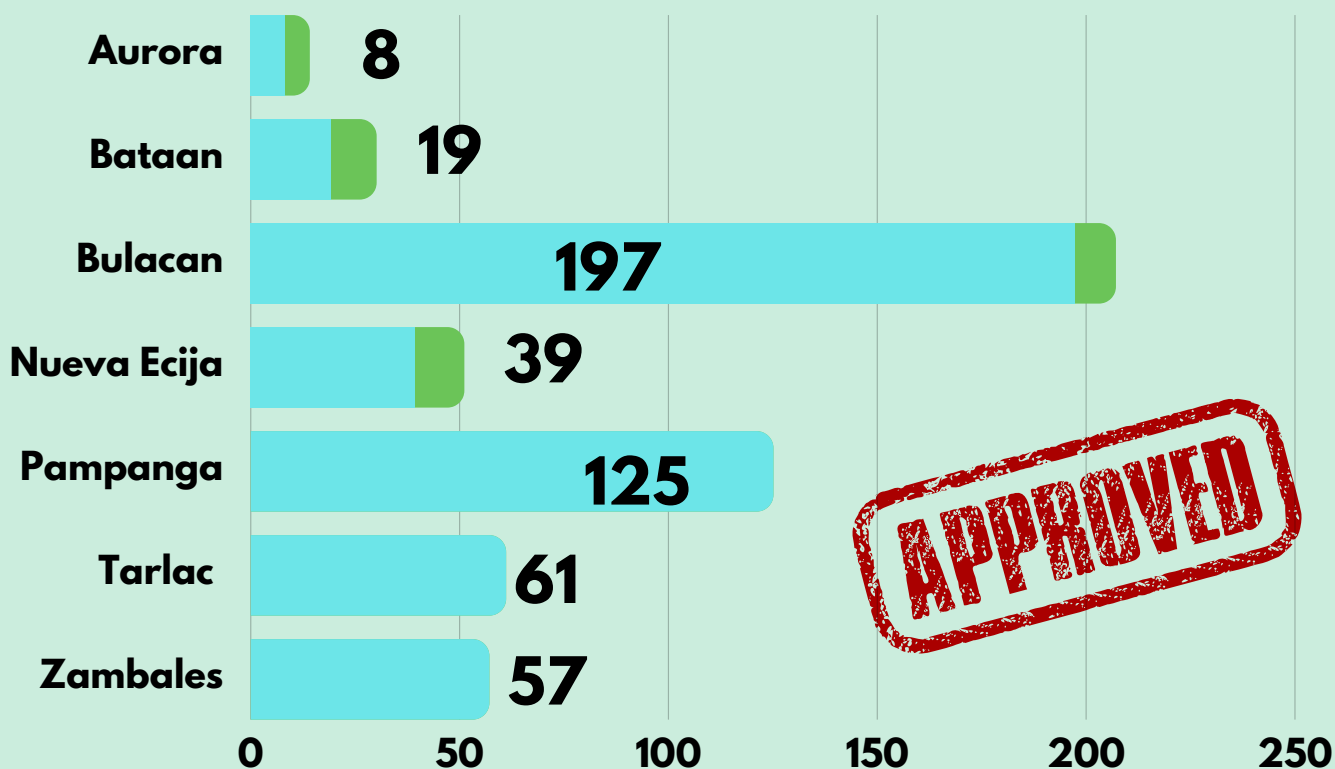
659

NO. OF
APPLICATIONS

SAFETY SEAL



We follow safety
& health protocols
against Covid-19



Safety Seal categories processed: Barbershop/Salon, Construction Supply/Hardware, Convenience Store, Logistics Provider, Membership, Service and Repair Shop, Supermarket/Grocery

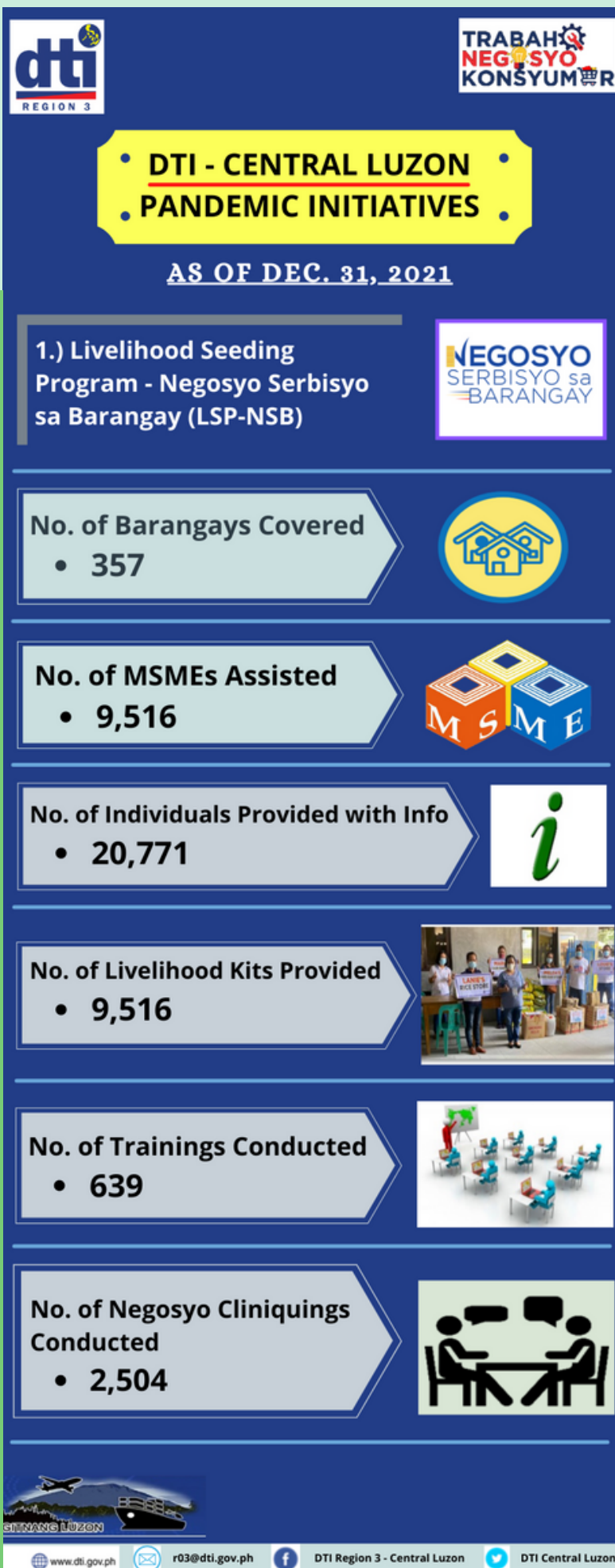
PANDEMIC INITIATIVES

LIVELIHOOD SEEDING PROGRAM - NEGOSYO SERBISYO SA BARANGAY

One of the big ticket programs of DTI Region 3 in 2021 was the LSP-NSB. Despite the pandemic, the agency was able to provide 9,516 of livelihood starter or restarter kits in different areas of Central Luzon. The livelihood kits amounting to Php 5,000 to 8,000 worth of products were either in the form of sari-sari store packages, carinderia or other mixes of business packages. Majority or 8,198 of these kits were given to beneficiaries from the province of Aurora.

Aside from the livelihood kits, livelihood information was also provided to more than 20,000 individuals.

The LSP-NSB beneficiaries will be monitored and assisted further with the help of the local government units and other agencies operating in the area.



LSP NSB Gallery

RD Leny Baluyut explains the Livelihood Seeding Program - Negosyo Serbisyo sa Barangay to beneficiaries in Aurora, as Cong. Rommel Angara (right) and OIC PD Aldrin Veneracion (left) listen during the launching of the event. For Aurora, 8,198 kits were distributed.



9,516 kits distributed in Central Luzon



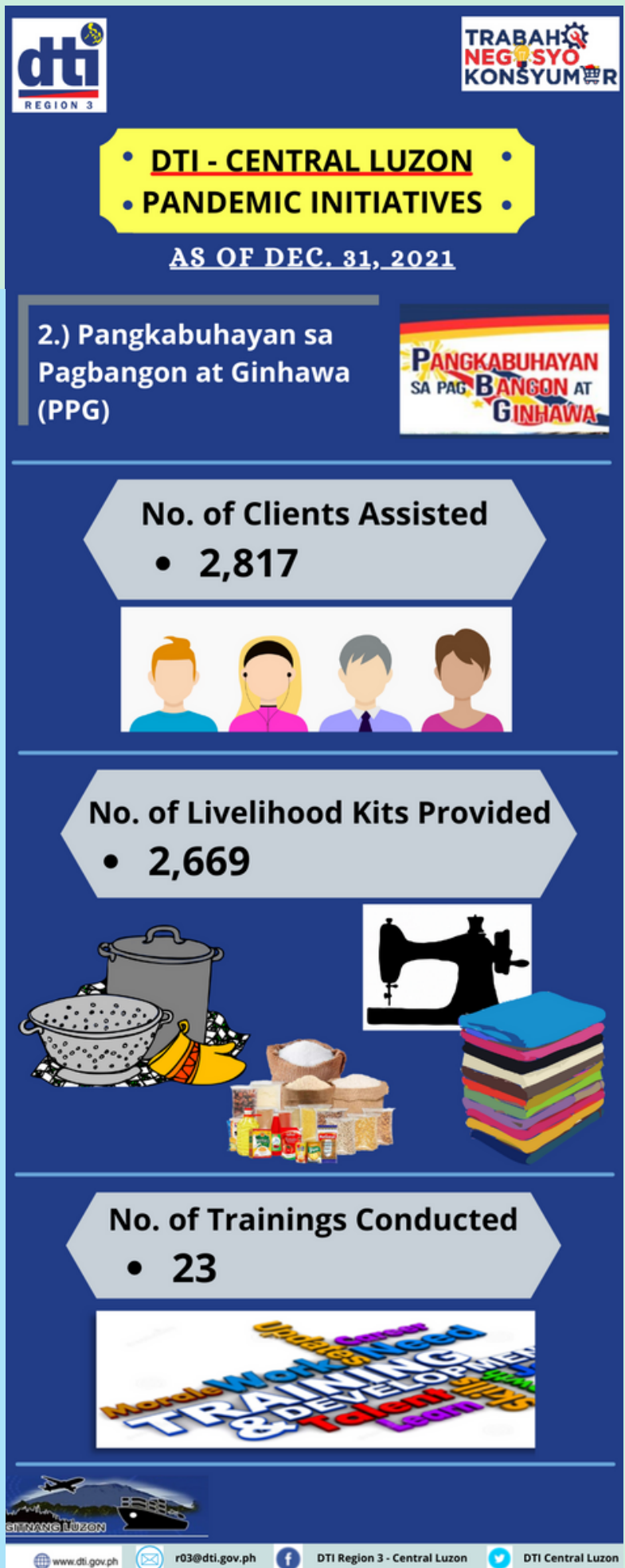
PANDEMIC INITIATIVES

PANGKABUHAYAN SA PAGBANGON AT GINHAWA (PPG)

The DTI-Pangkabuhayan sa Pagbangon at Ginhawa (DTI-PPG) is a livelihood seeding and entrepreneurship development program intended to support micro-enterprises affected by fire incidents, other calamities, and health pandemics. Other microenterprises, indigenous peoples, PWDs, former rebels, and health workers also comprised the recipients.

For 2021, DTI Central Luzon assisted 2,817 clients and provided 2,669 livelihood kits under its PPG program. The agency also conducted a total of 23 training sessions for the beneficiaries. The kits consisted of materials or items such as sari-sari store items, rice and equipment to help beneficiaries restart their livelihood.

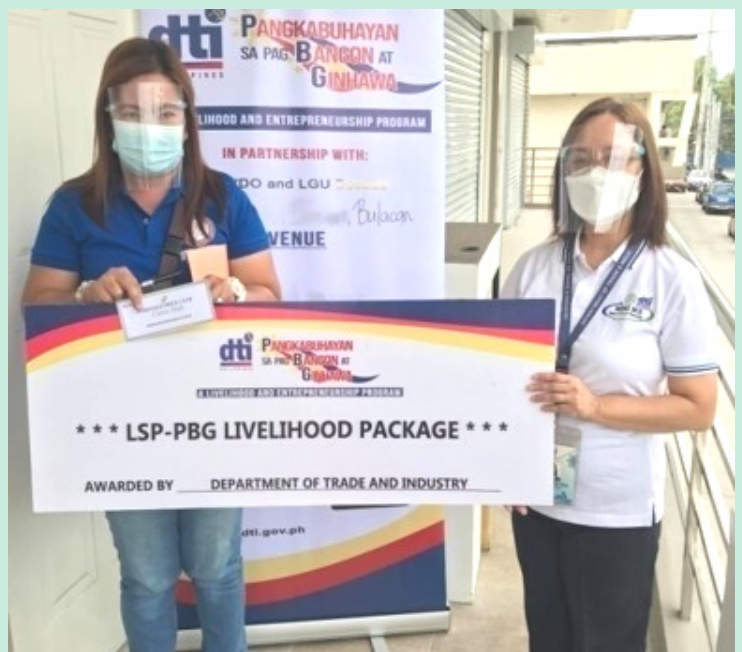
Aside from livelihood kits, program beneficiaries were provided a set of assistance that also included information materials on entrepreneurship, enterprise development training, business counseling and mentoring for them to recover or restart their livelihood.



PPG Gallery



2,669 kits distributed in Central Luzon



PANDEMIC INITIATIVES

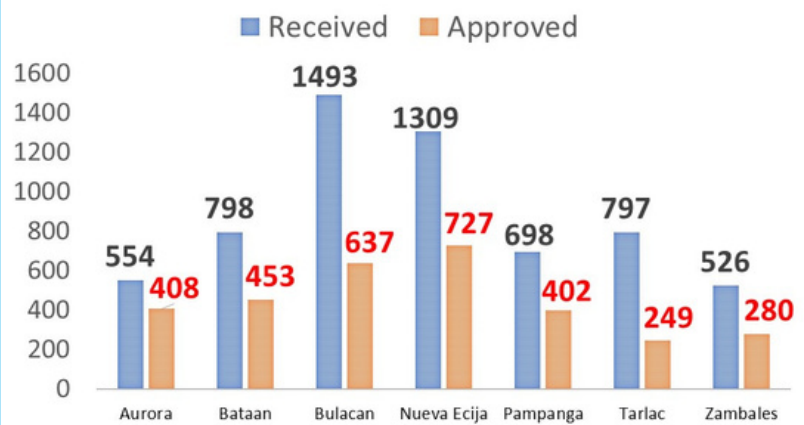
COVID-19 ASSISTANCE TO RESTART ENTERPRISES (CARES) PROGRAM



CARES FINANCING PROGRAM

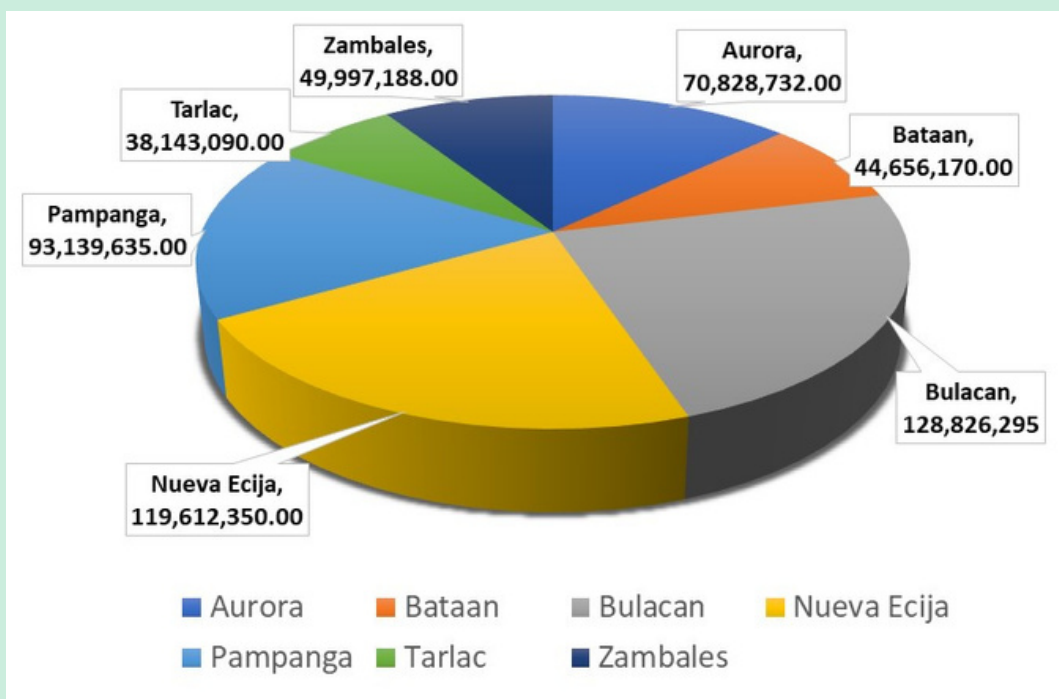
The Bayanihan CARES is a special financing program for MSMEs affected by the COVID-19 pandemic. It aims to prepare MSMEs for an immediate rebound by providing urgent relief needed to restart their businesses. Loans from the Bayanihan CARES Program are interest-free, collateral-free, and have favorable grace periods available to MSMEs.

BAYANIHAN CARES LOANS



For Central Luzon, a total of 3,156 loans were approved under the Bayanihan Cares program as of December 31, 2021. These loans amounted to Php 546,203,460.

The Small Business Corporation (SB Corp) is the fund manager and implementor of the P3 and CARES program.



INNOVATION INITIATIVES

As the economy moves towards recovery in 2021, the DTI-3 offices offered innovation initiatives that enable our stakeholders to still continue transacting their business to be able to earn. Modern technology was a key tool that drove these innovations. A key innovation in the past year was the conduct of Hybrid Trade Fairs. These enabled wide coverage of trade fairs in primary malls in the seven provinces. Another innovation initiative was the onboarding of MSMEs in online selling platforms. To prepare them for onboarding, DTI provincial offices offered orientations in coordination with popular selling platforms. Last year, the Control biz Reboot sessions was organized by the E-commerce office. These sessions were also participated in by a significant number of MSMEs from Central Luzon. Other innovations that tremendously helped DTI-3 in its service delivery are the conduct of online meetings, use of online tools for knowledge sharing, and even online product standards audit.



INNOVATION

Regional Inclusive Innovation Center



In March 2021, DTI-3, together with key innovation partners in Central Luzon, launched the Technological Hive of Regional Innovation for a Vibrant Ecosystem or THRIVE Central Luzon. THRIVE CL is the brand of one of the eight Regional Inclusive Innovation Centers (RIICs) in the country that manifest the objectives of the 2018 Inclusive Filipinnovation and Entrepreneurship Roadmap spearheaded by DTI and DOST with support from USAID Science, Technology, Research and Innovation for Development (STRIDE). One of the four expansion sites, THRIVE Central Luzon launched its innovation program on March 12, 2021, with a ceremonial awarding of funds under the DOST Grants-In-Aid program to Bulacan State University as the Project Leader for the Region 3 RIIC. To formalize their commitment to innovation, officials of DTI led by RD Leonila T. Baluyut, DOST RD Julius Cesar Sicat, CHED-3 RD Ma. Theresa Semana, USAID Representative Jona Lai, and other partners signed a Memorandum of Agreement to support the RIIC. The center also launched its website on June 2021. The THRIVE CL partners and its Technical Working Group have conducted regular meetings to map and assess its resources.



INNOVATION

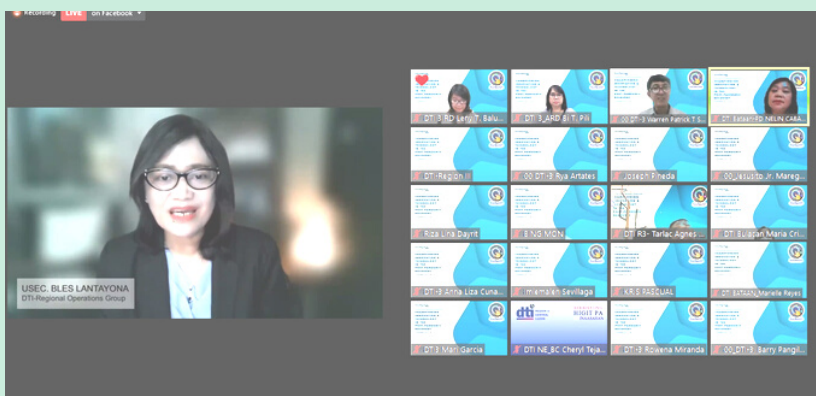
touchpoint

Central Luzon Business Conference



Two business conferences dubbed "Touchpoint" were held in 2021. The first Touchpoint conference was held on April 21, 2021. It had a theme, "Maximizing Innovation and Technology in the Better Normal." Speakers who provided meaningful presentations include DTI Assistant Secretary Napoleon Juanillo who spoke on Industry 4.0, DTI Assistant Secretary Mary Jean Pacheco who presented the Philippine E-commerce Roadmap, DICT Undersecretary Emmanuel Caintic who provided a message on government support to Information and Communication Technology. Special Investigator Ronald Dela Rosa of the National Bureau of Investigation made a presentation on online fraud.

In the second run of the innovation inspired conference, Touchpoint attracted more than 500 online participants on November 26, 2022. Secretary Ramon M. Lopez gave the keynote speech as he acknowledged the need to upgrade the level of innovation of MSMEs, especially in the face of the new normal. Nora K. Terrado, Vice-chair of the IT BPO Association of the Philippines discussed Customer Value Creation and Digital Technology, while Undersecretary Rafaelita M. Aldaba discussed the Philippine Innovation Act. Director Christopher Lawrence S. Arnuco of the Export Marketing Bureau discussed Support Services to Exporters in the Post-pandemic era. The theme for Touchpoint 2.0 was "Championing Innovation and Technology in the Post-pandemic Era."



Control+biz: Reboot



The webinar series, Control+biz: Reboot which ran from 29 June – 23 September 2021, introduced the micro, small, and medium Enterprises (MSMEs) to different platforms such as e-marketplaces, digital wallets and logistics services to give them a wholistic learning during the three-day sessions.

Through the support of the DTI Regional Offices, the E-Commerce Division was able to travel virtually across the 16 regions of the Philippines and educate 3,830 participants from various walks of life about marketplace platforms, digital payment solutions, and logistics service providers they can onboard with, as they transition from traditional brick and mortar stores to digital market players. For Central Luzon, a total of 872 participants attended the three-day Zoom Shows on July 6 – 8, 2021.

The Regional Zoom Shows were done in partnership with the following e-commerce partners: Amazon, Shopee, Lazada, Zilingo, Zalora, foodpanda, Unionbank GlobalLinker, Pick.A.Roo, Facebook, Bangko Sentral ng Pilipinas, Visa, GCash, PayMaya, UBX, Robinsons Bank, Rizal Commercial Banking Corporation, Google Philippines, Lalamove, FedEx, QuadX, and Grab.



Date	Topic	No. of Participants
July 6, 2021	CTRL+BIZ:Reboot Now! Regional Zoom Shows Platforms: Zilingo, Lazada, Shoppee, Food Panda	349
July 7, 2021	CTRL+BIZ:Reboot Now! Regional Zoom Shows Payment Enablers: BSP, GCash, Pay Maya, Robinsons Bank	312
July 8, 2021	CTRL+BIZ:Reboot Now! Regional Zoom Shows Logistics Enablers: QuadX, FedEX, LalaMove	211

e-Commerce



As quarantine restrictions varied often in 2021, the trend towards more MSMEs doing e-commerce became inevitable. Towards this end, DTI-3 pushed for more entrepreneurs to do e-commerce. Critical to this effort is the onboarding of MSMEs to online selling platforms, which significantly increased the markets of Central Luzon MSMEs. They were also oriented in partnering with popular logistics operators for delivery, online payment options and online live selling, in cooperation with PLDT.

In 2021, there was a total of 14,695 MSMEs who were doing e-commerce across the seven provinces of Central Luzon.



In 2021, DTI assisted in the launching of the BILI NE website and mobile application produced by entrepreneurs from Nueva Ecija. The "survival" app allowed members of the BILI NE group, most of whom are DTI-assisted clients, to showcase and sell their products through an interactive app that is accessible also through mobile phone. The app was launched virtually on December 21, 2021 (Screencap on right).



BOTTOM LINES

The bottomlines of DTI-3's accomplishment in 2021 were primarily measured in the number of MSMEs assisted in the priority sectors, investors and exporters assisted, number of KMME graduates, number of Intellectual Property registrations, Shared Service Facilities established and maintained, and entrepreneurs doing e-commerce. The number of MSMEs assisted increased in 2021 as restrictions eased and more entrepreneurs accessed the agency's services.

The DTI-3 was also able to establish twenty-seven (27) Negosyo Centers in the seven provinces of Central Luzon during the year, thus enabling further access to the agency's services, despite the pandemic. It was also worth noting that the OTOP program continued to assist MSMEs to produce better and more sellable products. A total of 782 prototypes were developed during the year. Product development activities continued to help MSMEs as they prepare to compete in the new normal.

For Consumer Protection, the DTI-3 had 96% resolution rate for consumer complaints while accomplishing 99% compliance to Free Trade Laws. It was also worth noting that PCAB registrations reached 798, signifying the continuous confidence of the construction industry in Central Luzon. The number of PS mark licenses processed, repair shops accreditation also signified that business establishments are still continuing to run their businesses and comply with standards.



PGS

Accomplishment Report 2021

MSMEs Assisted in the Priority Industries
(15,784 / 15,120)

↓
104%



MSMEs Assisted
(30,485 / 25,000)

↓
122%

INVESTORS Assisted
(69 / 66)



↓
105%

EXPORTERS Assisted (146 / 143)



↓
102%

KMME Graduates
(99 / 96)



↓
103%

No. of IP Applications filed (160 / 139)



↓
115%

MSMEs Doing e-Commerce
(14,695 / 14,450)



↓
102%

Percentage of Operational SSFs
(99% / 95%)

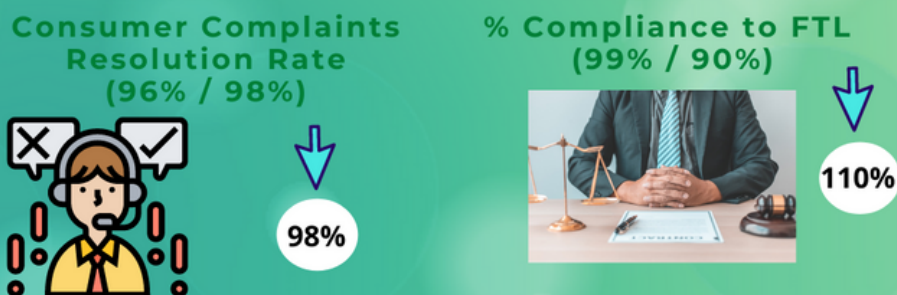
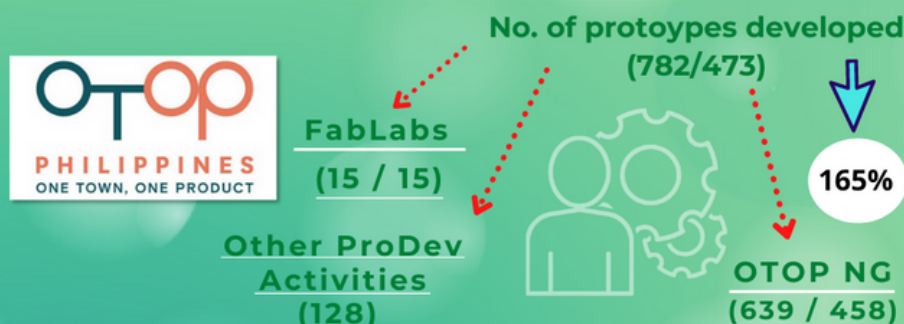


Shared Service Facilities
"Shared Success for Filipino MSMEs"

↓
104%

PGS

Accomplishment Report 2021



No. of Permits/ Accreditation issued (3,728)

Sales Promo
(1,509)

PS Mark
(48)

PCAB
(798)

Repair Shop
(1,322)

PETC (40)

TRC (11)

MSME DEVELOPMENT

In 2021, the focus of DTI-3's efforts were in terms of recovery and in building smarter and more resilient MSMEs as they make their way in the new normal. The first order of the day is for them to get a boost through Livelihood Seeding Programs (LSP) and Pangkabuhayan sa Pagbangon at Ginhawa programs (PPG), providing them with restarter kits. The DTI also enabled entrepreneurs through an online mentoring program, Kapatid Mentor Me (KMME) with special sessions on Digitalization and Business Continuity Planning. The SME Roving Academy (SMERA), also conducted online, provided MSMEs in Central Luzon with the much needed know-hows to keep abreast with modern trends. DTI-3 was also able to produce 953 prototypes through the OTOP Next Gen and helped them make their products attractive and sellable.

The DTI-3 also continued to upgrade MSMEs through the launch of 26 Shared Service Facilities (SSF) in 2021. These helped MSMEs in the countryside to keep pace with more modern production methods in a competitive environment.

Participation in trade fairs also improved in 2021 as local government units now have allowed physical trade fairs, thus enabling more clients to buy MSME products. The Likha ng Central Luzon, on its 23rd year of running was held through Hybrid method. The physical trade fairs were held in major malls in region, while buyers could also browse and buy through the Likha Shop online.



MSME DEVELOPMENT

TRADE FAIRS

120

NO. OF TRADE
FAIRS



45.786 M

TOTAL SALES
GENERATED
(PHP)

0.223 M

VIRTUAL

11.713 M

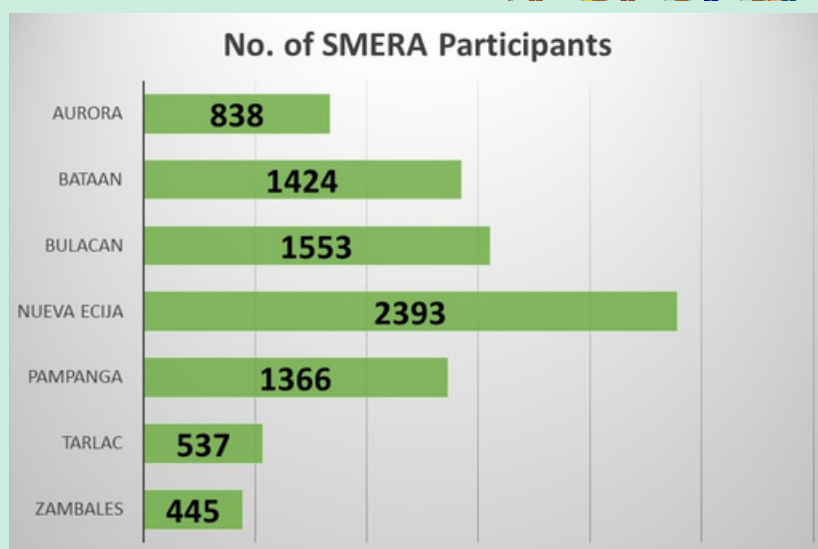
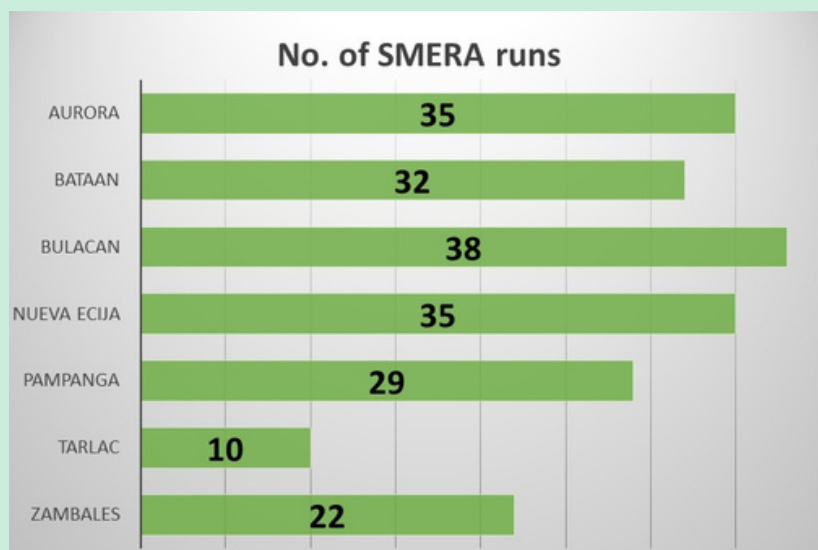
HYBRID

33.85 M

PHYSICAL



MSME DEVELOPMENT SMERA



A total of 8,556 MSMEs participated in the SME Roving Academy sessions of DTI Region 3 in 2021. The figure represents 202 % accomplishment versus its target of 4,240.

Despite the pandemic, a significant number of training sessions were held as these were conducted through physical means or online. For those sessions held physically, DTI-3 ensured the practice of mandatory health protocols for all participants. They were also held in coordination with the local government units to ensure that local ordinances are followed, in terms of health safety.

The SMERA sessions were organized through the Negosyo Centers of the seven provinces of DTI Region 3.



SHARED SERVICE FACILITIES

26

NO. OF NEW SSFS
ESTABLISHED
2021

65

BENEFICIARIES

45.786 M

AMOUNT

0.223 M

TURNED OVER

33.85 M

MAINTAINED

Since 2013, DTI-3 has established 296 Shared Service Facilities worth Php 172 Million in the seven provinces of Central Luzon.





688
PRODUCTS
DEVELOPED



953
NO. OF MSMES
ASSISTED



78.9 M
SALES GENERATED
(IN PHP)



61
TRAINING
CONDUCTED

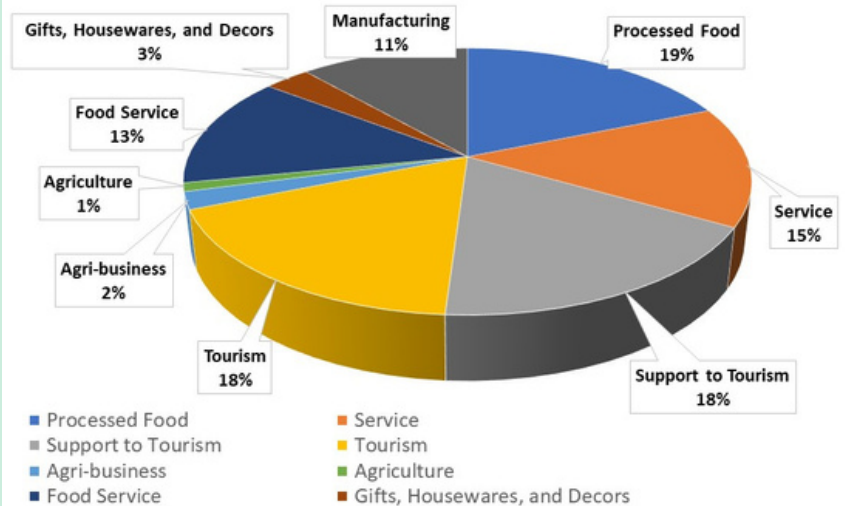


The OTO Showroom at the DTI Regional Office III was launched on October 8, 2021 featuring the products of OTOpreneurs from the seven provinces of Central Luzon.

MENTEES

In 2021, 96 mentees coming from the tourism and various sectors became part of the two (2) batches of the KMME MME program in Region 3. The sessions ran from March 11, 2021 up to August 17, 2021.

KMME MENTEES SECTORS



Pots Corner Ornamental Plants Trading

- Mentee: Jouver Concepcion Nagaño
- Position: Proprietor
- Address: Mayapyap Sur, Cabanatuan City, Nueva Ecija
- Industry Cluster: Agriculture

Nueva Ecija Province

From the original implementation of weekly face-to-face interactions between the mentors and the mentees, it has transformed into a virtual and digitalized mentoring sessions, with the same key goal of boosting the entrepreneurial capacity of the mentees.

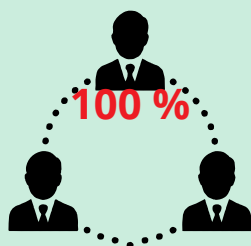
The program has produced more than 730 graduates from the region since the start of its implementation in 2016. Last year, the graduates are composed of 26 males, and 69 females for the total 2 batches.

Klin's Sweets Che Cakes and Pastries Shop

- Mentee: Cherry Lyn G. Zate
- Position: Owner
- Address: Sto. Nino, Gapan City, Nueva Ecija
- Industry Cluster: Food Processing

Nueva Ecija Province

The 2021 KMME Mentorship Program was featured in radio and TV Programs highlighted by the success and feature stories from its mentee-graduates.

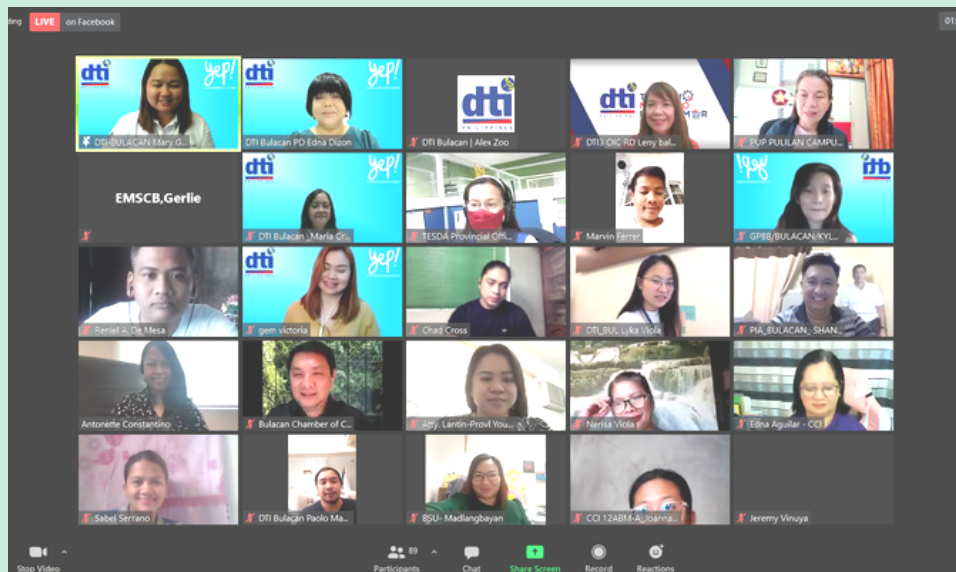


96 out of 96
mentees graduated



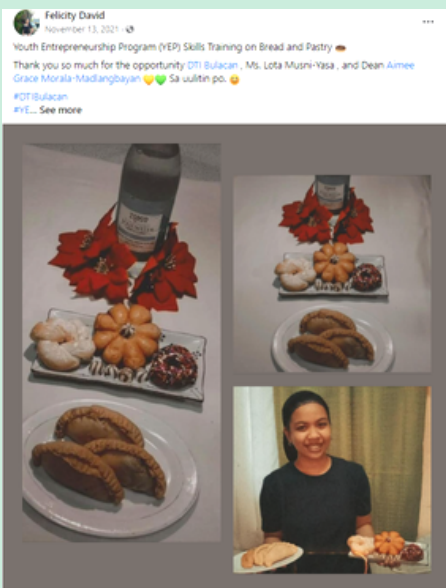
MSME DEVELOPMENT

YEP



The Youth Entrepreneurship Program (YEP) was launched in February 2021. DTI Region 3 partnered with JCI Central Luzon in promoting youth entrepreneurship education. A hybrid launch was held and participated in by more than 500 participants from the region.

After the regional launch, provincial launches of the YEP were also held for the seven provinces. Resource persons were invited to capacitate youth attendees from partner universities, young entrepreneurs, and out-of school youth.



collaboration between bulacan state university and DTI Bulacan
THANKYOU PO SA OPPORTUNITY NA TO MAAM Lota Musni-Yasa at sa Bumubuo po ng DTI BULACAN pati na din po sa Buong Team ng CHTM Professor sa pamumuno ng aming Dean na si Maam Aimee Grace Morala-Madlangbayan sobrang salamat po sa ganitong training nagkakarun po kame ng pagkakataon upang mailabas namin aming kakayanan sa ganitong training na malaki po... See more



Youth Entrepreneurship Program



DTI - CARP PERFORMANCE 2021

Even as the pandemic affected many sectors, like business and agriculture, DTI CARP officers continued to provide capacity building and marketing assistance to agrarian reform communities and beneficiaries. A highlight of DTI-3s assistance in 2021 is the physical conduct of the Regional CARP Trade fair in April 2021. The fair generated a total sales of 2.9 Million for the 49 participating CARP MSMEs.



P 78,781,823.00



8,545



P 219,619,609.00



174 MSMEs Served



12,074 Agrarian
Reform Beneficiaries
Served

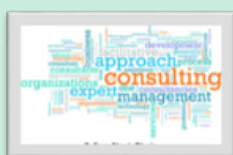


90 Training/
seminars
conducted



396 Market
Development
Activities
conducted

10 Proposals &
Profiling
prepared
22 Consultancy
Services
Provided



14 Product
Development
Activities
conducted

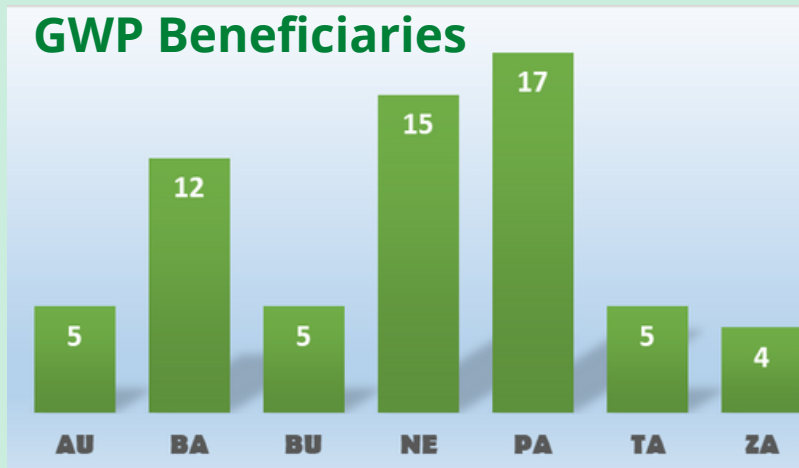


36 Products Developed
40 Designs Developed
44 Prototypes Executed
33 Packaging and Labels
Developed



GREAT WOMEN PROJECT 2

In 2021, the GWP2 initiative of DTI-3 assisted 63 women entrepreneurs through training, support in trade fair participation, market matching, field visits, consultancy, and capability building programs. Beneficiaries were also provided with small equipment to be used for their production requirements.



DTI-3, in line with its mandate “to foster a competitive and innovative industry and services sector that contributes to job generation and inclusive growth,” supports the GREAT Women Project 2 with the overall goal of bringing the WMEs to the next level towards more competitive products, effective marketing strategies and stable markets, and business continuity and sustainability.



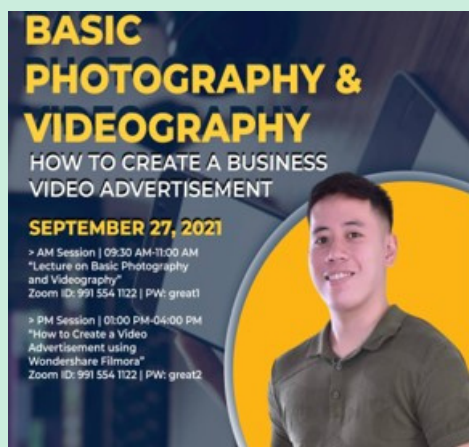
WMEs participating in Provincial Rolling Stores/ Diskwento Caravans/ Local Trade Fairs.
18 Women Entrepreneurs participated, earning a total of Php 330,836.00

Site visits

GREAT WOMEN PROJECT 2



Webinars



**BASIC PHOTOGRAPHY AND VIDEOGRAPHY:
HOW TO CREATE VIDEO ADVERTISEMENT**
27 September 2021. 97 Participants



SOCIAL MEDIA PLATFORMS BOOST
29 September 2021. 51 Participants

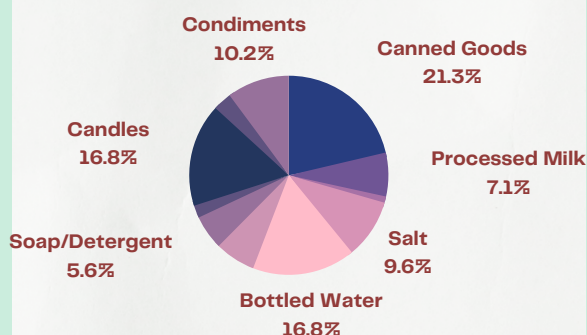
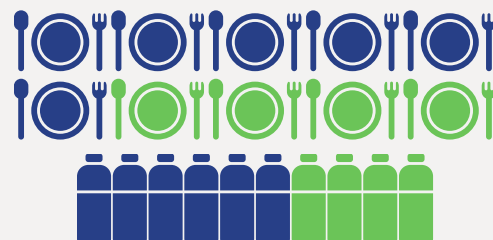


E-PAYMENT METHODS
14 December 2021. 94 Participants

The Department of Trade and Industry–Region 3, through its DTI Provincial Offices conducts weekly price monitoring of Basic Necessities and Prime Commodities throughout Central Luzon.

Monitoring of BNPCs

As of December 2021, 675 retailers were monitored which covered 534 Basic Necessities and 256 Prime Commodities from the seven (7) provinces of the region.



Commodities under DTI's Jurisdiction

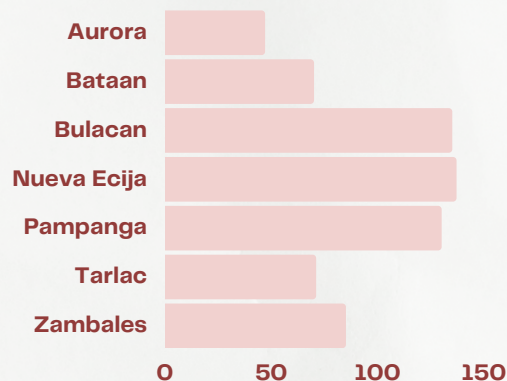


Suggested Retail Price

Monitored prices have been below or within the SRP resulting in a 100% compliance rate.

There are enough supplies of basic necessities under DTI's jurisdiction and that deliveries are done daily, weekly, and every 2 weeks for some establishments.

Stock Inventories for most provinces are reported to be good for 30 to 60 days.



Total Number of Firms Monitored (2021)

Aurora – 47
Bataan – 70
Bulacan – 135
Nueva Ecija – 137
Pampanga – 130
Tarlac – 71
Zambales – 85

Total: 675

DISKWENTO CARAVAN

The Department of Trade and Industry-Region 3, has been conducting several Diskwento Caravans for the past years to sell goods and commodities to consumers at discounted prices ranging from 10 – 50 percent.



The Caravans are timed especially before opening of classes, during the Christmas season or after a natural calamity, to ensure steady supply of basic goods and commodities.

NUMBER OF CONSUMER BENEFICIARIES

29004



NUMBER OF PARTICIPATING MANUFACTURERS



445

Total Amount of Sales (Php)

12,617,768.45

ZAMBALES
1,818,245.93

AURORA
3,267,986.36

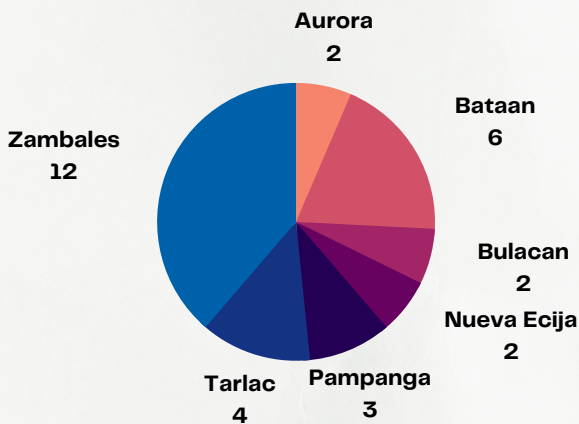
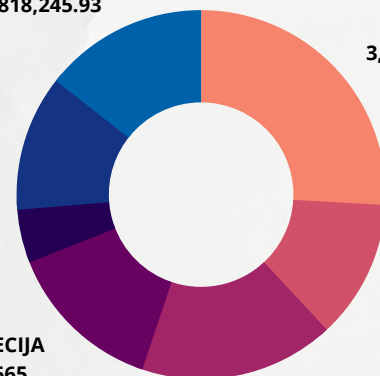
TARLAC
1,502,268.56

PAMPANGA
589,257.15

NUEVA ECIJA
1,746,665

BULACAN
2,157,469.42

BATAAN
1,535,876.03



Total Number of Runs = 31

**Total
Number of
Barangays:
324**



IMPLEMENTATION OF FAIR TRADE LAW

Market Monitoring and Enforcement activities are being conducted to safeguard the interest of consumers and maintain fair trade. This will ensure conformity of manufacturers, importers, traders, wholesalers, distributors on prescribe standards and fair trade laws.

The DTI 3 Regional Enforcement Team headed by Team Leader, DC Gerardo P. Maglalang of CPD-3, STIDS Pacita P. Bandilla, TIDS Charlyn Kristel P. Galang, both from DTI Aurora conducted the On the Spot Monitoring and Enforcement of Products under DTI's Jurisdiction in the Province of Aurora on October 22, 2021. The products monitored were rerolled and deformed steel bars, angle bars, cement, plugs, electrical wires, extension cords, snap switches, cartridge fuse, LED Bulb and electrical tape, which were all found to be compliant to the marking and labeling requirements.



PRIVATE EMISSION TESTING CENTERS

NO. OF APPLICATIONS RECEIVED AND PROCESSED:

40



SERVICE AND REPAIR SHOPS

The accreditation ensures that the firm has certain facilities and amenities actually available and in good working condition to provide services. S&Rs deals with motor vehicles, heavy equipment, electronics, electrical, air conditioning and refrigeration, office machine, data processing equipment and medical/dental equipment.



NO. OF APPLICATIONS RECEIVED AND PROCESSED:

1322

SALE



NO. OF APPLICATIONS RECEIVED AND PROCESSED:

1509

SALES PROMOTION

Techniques intended for broad consumer participation which contain promises of gain such as prizes, in cash or kind, as reward for the purchase of a product, security, service, or winning in a contest which involves determination of winners and which utilizes mass media or other forms of communication to disseminate information on the same. It is a technique purely intended to increase the sales, patronage and/or goodwill of a product.

TRUCK REBUILDING CENTERS

Accreditation assures the public that all rebuilt trucks are safe and roadworthy and meet the standards on exhaust emissions.

NO. OF APPLICATIONS RECEIVED AND PROCESSED:

11



P.S MARK LICENSES

To ensure that products under mandatory certification conform to the parameters required by Philippine National Standards, a QMS and Product Audit is conducted by DTI to establishments selling mandatory products. This will assure the consuming public on the safety and quality of the product sold in the market.

NO. OF APPLICATIONS RECEIVED AND PROCESSED:

48



PCAB CONTRACTOR LICENSES

The regional office of DTI in Central Luzon has a CIAP manned window for the pre-screening and evaluation of application for new PCAB license, renewal of license, re-categorization and other related transactions. The PCAB window enables access to local contractors' easier access to the licensing and accreditation services of CIAP.

NO. OF APPLICATIONS RECEIVED AND PROCESSED:

798

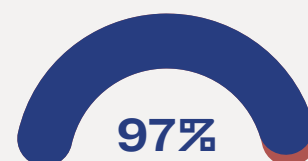


CONSUMER COMPLAINTS HANDLING

Both consumers and business establishments play an important role in the development of one's country's economy. The existence of one depends on the other. Through Mediation and Adjudication, the Department assures that consumers' rights are being protected against business establishments who offer lousy product in the market, thus, ensuring consumers to get best value for their money.

NO. OF
COMPLAINTS
RECEIVED:
862

NO. OF
COMPLAINTS
RESOLVED:
837



CONSUMER ADVOCACY

YEAR	NO. OF CONDUCTED CONSUMER CARES WEBINAR	NO. OF PARTICIPANTS
2021	132	2493

Empowering Consumers is one of the main thrusts of DTI. Hence, consumer education and information drives are intensified to widen its reach. It aims to inform consumers on their basic rights based on RA 7394 or the Consumer Act of the Philippines.

BAGWIS AWARDS

The "Bagwis" Seal of Excellence represents the business establishments' utmost support to empower consumers. "Bagwis" is another Filipino term for wings or feather that symbolizes the commitment to nurture, guide and protect consumers. Moreover, the readiness to fly in open and competitive market and provide higher quality service. Awards are categorized into gold, silver and bronze. Region 3 has consistently been in the top 3 regions with the most number of Gold Bagwis Awardees.

NO. OF NEW AND UPGRADED BAGWIS	54
MAINTAINED BAGWIS	554



INDUSTRY DEVELOPMENT

BUSINESS NAME REGISTRATION

102,455

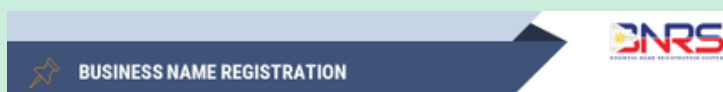
NEW

10,759

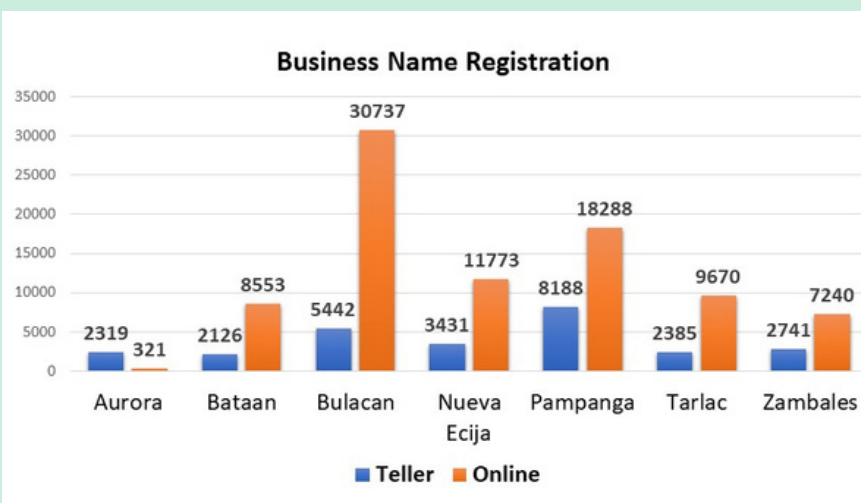
RENEWAL

86,582
ONLINE

26,632
TELLER



TELLER VS ONLINE



2021	TELLER	ONLINE	TOTAL
AU	2,319	321	2,640
BA	2,126	8,553	10,679
BU	5,442	30,737	36,179
NE	3,431	11,773	15,204
PA	8,188	18,288	26,476
TA	2,385	9,670	12,055
ZA	2,741	7,240	9,981
TOTAL	26,632	86,582	113,214
% SHARE	24%	76%	100%

INDUSTRY DEVELOPMENT

INDUSTRY CLUSTER ENHANCEMENT

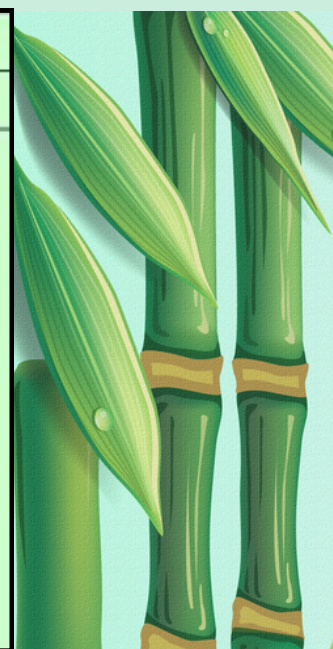
The development and promotion of Industry Clusters are identified as a major strategy towards globally competitive and innovative industry and services sectors that contribute significantly to inclusive growth and employment generation.



Bottomlines for 2021

Six (6) priority industry clusters

Performance Indicator	BAMBOO		
	TARGET	ACCOMP	% ACCOMP
Jobs generated	245	405	165%
Investments (PM)	5.100	9.837	193%
Domestic Sales (PM)	7.032	9.672	138%
Exports (US\$)	-	-	-
MSMEs Created	0	14	-
MSMEs Assisted	91	59	65%
Loans Facilitated (PM)	0.300	4.800	1600%
Trainings Conducted	13	26	200%
Beneficiaries Trained	220	492	224%



Performance Indicator	CACAO		
	TARGET	ACCOMP	% ACCOMP
Jobs generated	850	89	10%
Investments (PM)	5.000	16.609	332.2%
Domestic Sales (PM)	1.100	0.290	26.40%
Exports (US\$)	-	-	-
MSMEs Created	3	0	0%
MSMEs Assisted	5	10	200%
Loans Facilitated (PM)	-	-	-
Trainings Conducted	3	0	0%
Beneficiaries Trained	75	0	0%



INDUSTRY DEVELOPMENT

INDUSTRY CLUSTER ENHANCEMENT

Bottomlines for 2021

Performance Indicator	PROCESSED FRUITS & NUTS		
	TARGET	ACCOMP	% ACCOMP
Jobs generated	972	1,299	134%
Investments (PM)	16.767	9.427	56%
Domestic Sales (PM)	41.000	33.569	82%
Exports (US\$)	130,000	-	-
MSMEs Created	53	57	108%
MSMEs Assisted	452	513	113%
Loans Facilitated (PM)	0.600	0.540	90%
Trainings Conducted	100	74	74%
Beneficiaries Trained	770	679	88%



Performance Indicator	WEARABLES & HOMESTYLE		
	TARGET	ACCOMP	% ACCOMP
Jobs generated	2,432	2,883	119%
Investments (PM)	75.49	82.08	109%
Domestic Sales (PM)	119.65	121.82	102%
Exports (US\$)	6.45	7.61	118%
MSMEs Created	134	159	119%
MSMEs Assisted	706	882	125%
Loans Facilitated (PM)	20.73	10.27	50%
Trainings Conducted	130	143	110%
Beneficiaries Trained	1,052	1,223	116%



INDUSTRY DEVELOPMENT

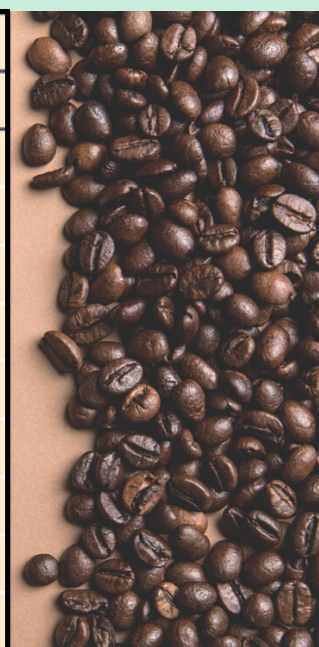
INDUSTRY CLUSTER ENHANCEMENT

Bottomlines for 2021

Performance Indicator	HIGH VALUE COCONUT PRODUCTS		
	TARGET	ACCOMP	% ACCOMP
Jobs generated	110	126	115%
Investments (PM)	0.750	0.906	121%
Domestic Sales (PM)	2.0	1.992	99.61%
Exports (US\$)	-	-	-
MSMEs Created	-	-	-
MSMEs Assisted	9	12	133%
Loans Facilitated (PM)	0.300	-	-
Trainings Conducted	5	7	140%
Beneficiaries Trained	100	133	133%



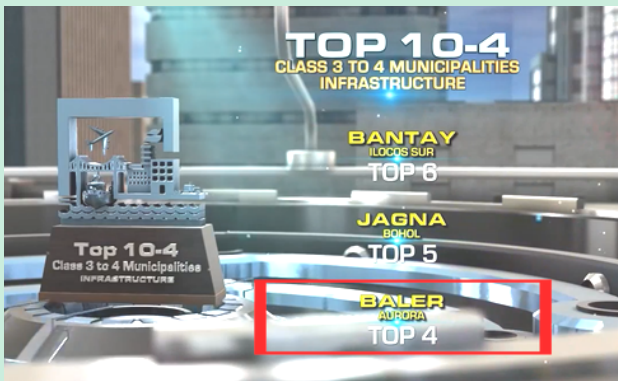
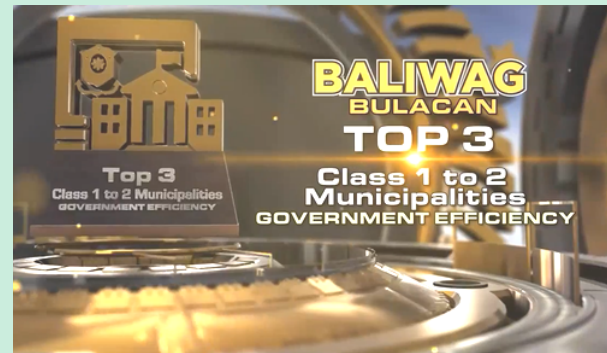
Performance Indicator	COFFEE		
	TARGET	ACCOMP	% ACCOMP
Jobs generated	125	247	198%
Investments (PM)	1.100	3.100	282%
Domestic Sales (PM)	1.650	2.674	162%
Exports (US\$)	-	-	-
MSMEs Created	-	-	-
MSMEs Assisted	8	13	163%
Loans Facilitated (PM)	-	-	-
Trainings Conducted	2	7	350%
Beneficiaries Trained	30	100	333%



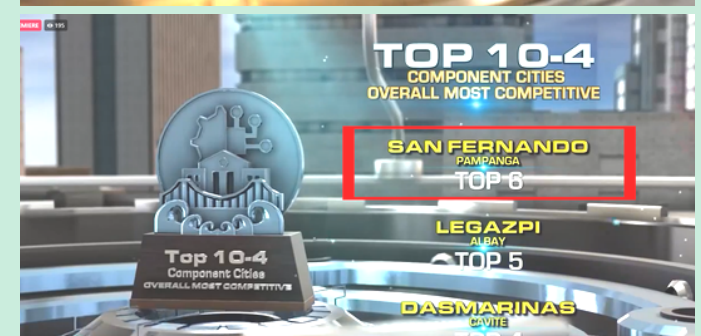
As national secretariat of the bamboo industry cluster, DTI-3 organized, and provided support to meetings, planning sessions and workshops of the PBIDC, and Executive Committee and Technical Working Group. It prepared monthly and annual Accomplishment Reports of the Bamboo IC, drafted resolutions and related materials as reference of the Council, and provided assistance to queries of DTI Regions.

INDUSTRY DEVELOPMENT

Competitiveness Ranking



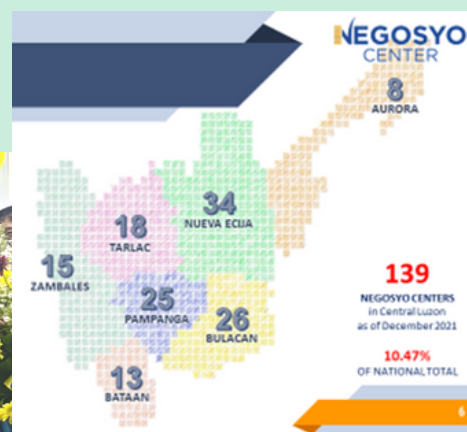
The Department of Trade and Industry (DTI), through its Competitiveness Bureau, held the 9th Regional Competitiveness Summit on December 14 via Facebook Live to present the results of the 2021 Cities and Municipalities Competitiveness Index (CMCI) Data Gathering and Validation. This is the second time that the summit was conducted virtually due to the COVID-19 pandemic. The 2021 summit highlighted the recognition and awarding of local government units from all over the Philippines with exemplary performance and ranking in the top three in the four pillars of the index categorized into the following classifications: 5th to 6th Class Municipalities, 3rd to 4th Class Municipalities, 1st to 2nd Class Municipalities, Component Cities, and Highly Urbanized Cities.



Special awards were also given to the Most Competitive Province and Most Improved Cities and Municipalities. This year, Central Luzon LGUs were once again recognized as among the top ranked in terms of competitiveness. Baliwag, Bulacan and Baler, Aurora ranked in the top 1-3 among LGUs in different categories, while 10 Central Luzon LGUs ranked in the top 10 in different competitiveness pillars. Central Luzon has been participating in the CMCI Data Gathering and Validation since 2013.

INDUSTRY DEVELOPMENT

Negosyo Center



In 2021, the DTI Region established 27 new Negosyo Centers in the different cities and municipalities in the region. With these new centers and the existing 112 Negosyo Centers being maintained, there is a total of 139 Negosyo Centers operating in Central Luzon as of December 31, 2021.



With these centers in place, all of the 130 local government units in Region 3 have now existing Negosyo Centers to cater to the needs of MSMEs seeking business name, business consultancy, product development, capacity building and other entrepreneurship related services.



Aside from this, the Negosyo Centers also assist in Barangay Micro Business Enterprises registration, Livelihood Seeding Program - Negosyo sa Barangay implementation and financial package assistance for MSMEs.



The establishment of Negosyo Centers despite the pandemic was made possible with the support of the host local government units, local business chambers and members of the local MSME development councils and other national government agencies.



New Negosyo Centers Established in 2021

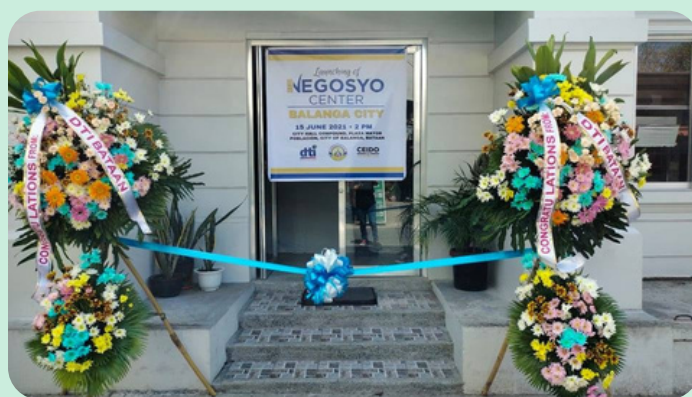
NCs Established in 2021		Remarks
BA	1	Balanga City
BU	9	Hagonoy, Bocaue, Bulakan, San Ildefonso, San Miguel, Obando, Paombong, Balagtas, Doña Remedios Trinidad
NE	12	Cabanatuan City, Rizal, Penaranda, San Isidro, Sta. Rosa, Gabaldon, Pantabangan, Carranglan, Talugtug, Laur, Licab, Jaen
PA	5	Macabebe, Masantol, Sta. Ana San Luis, Candaba
Total	27	

No. of MSMEs Assisted

Province	Accomplishment	Target
Aurora	4,723	1,386
Bataan	2,636	2,455
Bulacan	4,866	4,793
Nueva Ecija	4,177	4,177
Pampanga	9,086	7,433
Tarlac	2,334	2,310
Zambales	2,663	2,446
Total	30,485	25,000

No. of Negosyo Centers in Region 3

Province	No. of NCs
Aurora	8
Bataan	13
Bulacan	26
Nueva Ecija	34
Pampanga	25
Tarlac	18
Zambales	15
Total	139



INSTITUTIONAL DEVELOPMENT AND NETWORKING

DT13-Central Luzon Growth Corridor Foundation Inc. partnership

CENTRAL LUZON GROWTH CORRIDOR FOUNDATION, INC.

The Central Luzon Growth Corridor Foundation, Inc. (CLGCFI) is composed of the seven (7) Provincial Governors of Aurora, Bataan, Bulacan, Nueva Ecija, Pampanga, Tarlac and Zambales; Department of Trade and Industry Undersecretary for Industry and Investments; and Department of Trade and Industry-3 Regional Director.

It is mandated to provide policy decisions and to facilitate the planning, coordination and monitoring of investment and trade-related projects of Central Luzon.

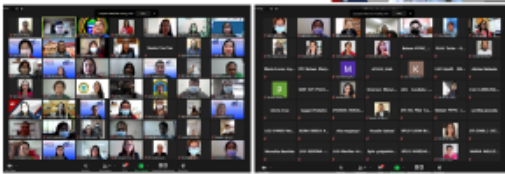
In 2021, CLGCFI focused its programs on the conduct of webinars for the capacity building and strengthening of the regional network of Central Luzon Investment Promotion Officers and other key stakeholders in the region amidst the pandemic, and online publication of the Invest Digest Newsletter

CENTRAL LUZON GROWTH CORRIDOR FOUNDATION, INC.

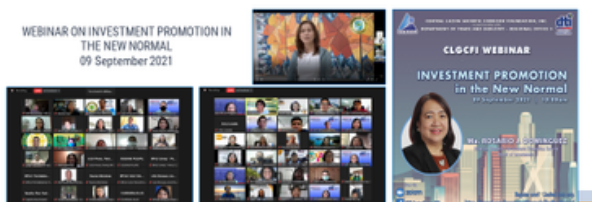


ONLINE PUBLICATION
Central Luzon Invest Digest Newsletter
1st Semester issue

WEBINAR ON UNDERSTANDING THE
CREATE ACT
20 May 2021



CENTRAL LUZON GROWTH CORRIDOR FOUNDATION, INC.



In 2021, DTI Region 3, under the leadership of RD Leonila T. Baluyut continued its long-standing partnership with the Central Luzon Growth Corridor Foundation Inc. (CLGCFI). RD Baluyut reaffirmed this partnership through regular meetings with CLGCFI President and Tarlac Governor Susan A. Yap. This partnership bore fruit through collaborative activities such as webinars on the CREATE Act and Investment Promotion, as well as in the publication of an online newsletter to disseminate to relevant stakeholders in the region.

INSTITUTIONAL DEVELOPMENT AND NETWORKING

Public Private Partnership for MSME Development



Through a public-private partnership and initiative, a Pasalubong Center was established in Iba, Zambales to help in promoting and selling locally made products from the province. The establishment of the Pasalubong Center was made possible with the generosity of the Torres family, the initiative of the DTI Zambales provincial office, led by OIC Provincial Director Enrique D. Tacbad, and the able support of the provincial government of Zambales under the leadership of Gov. Hermogenes Ebdane Jr. and DTI-3 RD Leonila T. Baluyut. The establishment of the center was also supported by the MSME Development Council of Zambales led by Benjamin Farin Jr.

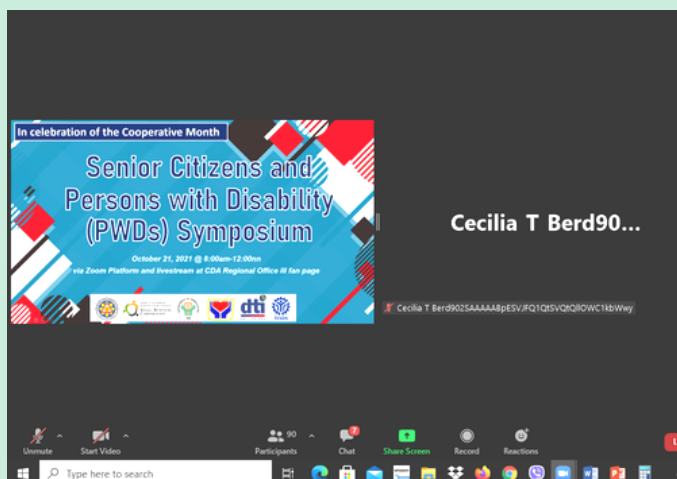


At least 24 MSMEs displayed and sold their products on the shelves of the pasalubong center. With the tourism industry in the province expected to recover, the center is seen as a significant venue to help MSMEs market their products.

INSTITUTIONAL DEVELOPMENT AND NETWORKING

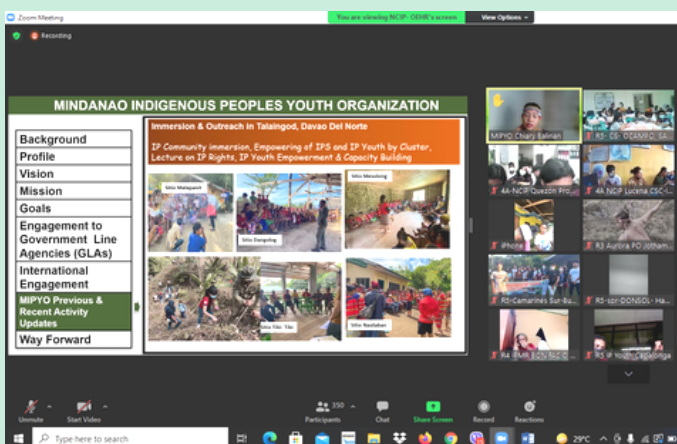
Regional Cooperative Development Council

In the occasion and in celebration of the Cooperative Month, in October, a symposium for Senior Citizens and Persons With Disability (PWDs) was virtually held. The event was participated in by different government agencies with SC and PWD oriented programs. DTI 3 for its part discussed the SSF Program and Negosyo Center services.



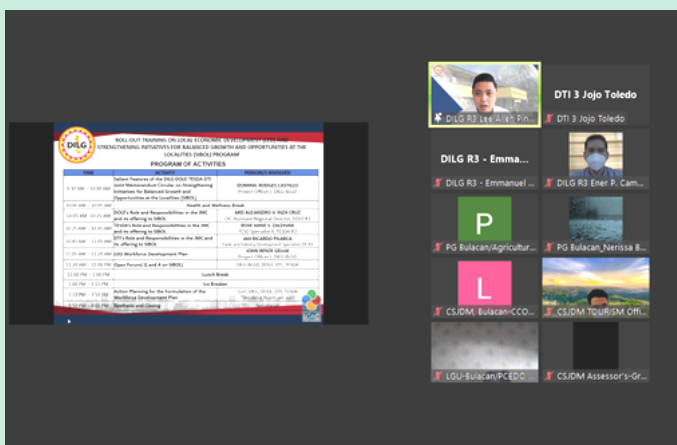
National Commission on Indigenous Peoples

In November 2021, DTI 3 participated in the annual NCIP Youth Assembly where different indigenous youth organizations are provided the forum to report their accomplishments, ventilate their concerns and connect with the different government agencies.



Strengthening Initiatives for Balanced Opportunities in the Localities (SIBOL) Program

DTI 3 participated in the program's regional roll-out led by its proponent, the Department of the Interior and Local Government 3. This program aims to bolster sustainable local development thru the different projects and programs of member-agencies.



INSTITUTIONAL DEVELOPMENT AND NETWORKING

ACTIVITY FLOW

TIME	ACTIVITY
AM	Start of Assembly* <i>Online Registration</i>
	Preparation to gather cyclists
	Start of Event Programme
	Start and End of Cycling Proper
	Call to Action for Peace and Justice
	Signing of Covenant / Petition

ACTIVITIES DURING THE PRESIDENT'S PASASALAMAT TOUR

Day #	Activity
Day 1	Meeting of the CORDS with the RPOC and RDC, purposely to discuss and resolve the "hottest issues" affecting the region
Day 2	The President's consultation-meeting with the stakeholders of the region, including local government officials, regional government officials, and members of the private sector. This shall be preceded by a ceremony for the awarding of projects to local government units by concerned department/agencies
Day 3	The conduct of heightened public information/media efforts to highlight the activities of the President's Pasasalamat Tour

NOTE: THIS 3-DAY EVENT IS TO BE LED BY THE CORDS

RTF-ELCAC SECRETARIAT'S RESPONSIBILITIES

The RTF-ELCAC Secretariats (DILG and NEDA) are designated as the local secretariat on the ground for the President's Tour. As part of the preparations, they are advised to undertake the following:

- Identify and consolidate the "hottest issues" affected the region, particularly in the areas of peace and security, infrastructure development, and other gut issues, notably food and jobs
- Identify programs/projects to be awarded to local government units, including those that are BDP-programmed
- Plan for the administrative and technical requirements for the conduct of activities relative to the President's Tour

Regional Interagency Committee on Youth Development

DTI-3 representatives attended the semestral meeting of the Joint Meeting of Regional Interagency Committee on Youth Development (RIACYD) and PYDP Regional Task Force Region 3 – Central Luzon in June and October 2021. During the interagency meeting, the DTI-3 gave update on the YEP activities of the provincial offices of the agency.

Regional Task Force to End Local Communist Armed Conflict (RTF-ELCAC)

Representatives from DTI also participated in several meeting of the RTF-ELCAC in July 2021. The task force's meeting centered on updates on the following:

1. Bike for Peace and Justice scheduled on July 17, 2021 by DILG R3.
2. Updates from Provincial Task Force/LGUs
3. Updates on PRRD's Visit in Region 3 on July 15 – NTF-ELCAC Secretariat

INSTITUTIONAL DEVELOPMENT AND NETWORKING

Kapihan sa DTI Region 3



Media partnership in providing meaningful information was strengthened in 2021 through the regular conduct of media forums like the Kapihan sa DTI Region 3.

The Kapihan was held quarterly throughout the year to update media partners on the advocacies and programs of DTI-3 as the country faces the pandemic.



Every quarter, the DTI-3, the provincial offices and Regional Office divisions provide updated presentation materials on their respective functional group to apprise media partners on the status of our programs and projects.



The media were able to discuss with the DTI-3 officers, led by RD Leonila T. Baluyut on various topics of concern.

The forum was also attended by officers from the Philippine Information Agency Region 3.

PROVINCIAL HIGHLIGHTS

AURORA

One of the big ticket projects of DTI in the province of Aurora in 2021 was the Livelihood Seeding Program - Negosyo Serbisyo sa Barangay (LSP-NSB). The DTI Aurora provincial office allotted Php 40 million for livelihood packages and training for micro small and medium enterprises in the province. A total of 8,811 beneficiaries were given livelihood kits amounting to Php 5,000-8,000 pesos to help them recover and earn again.



DTI Assistant Secretary Dominic Tolentino graced the launching of the LSP-NSB livelihood kits in Baler Aurora together with key officials of the province and DTI officials.

PROVINCIAL HIGHLIGHTS

BATAAN



Bataan is a focal place for the development of the Coffee Industry. DTI Bataan has supported coffee processors and other stakeholders improve their production and generate more sales. DTI provided Shared Service Facilities, aside from capacity building sessions to the Tala Orani Multi-purpose cooperative or TAMCO. Despite the pandemic in 2021, DTI continued to provide the cooperative with support to enhance their production of coffee.

"Until nowadays, coffee is one of the major livelihood in Tala, Orani, a place endowed with a climate suited for species such as robusta and excelsa. Most of the farmers are members of the cooperative and became suppliers of coffee beans to Nestle Philippines. Providing the latest equipment for the processing, drying, roasting and grinding through the Shared Service Facility further boosted the production quality of Tala Orani Multi-purpose Cooperative or TAMCO."

DTI as one, who provided full support to our cooperative with several interventions as to quality grade, mind setting of the farmers to upgrade coffee production and processing, product development and marketing as well.

Today, we, the farmers are enjoying the benefits of the government support to Tala Orani Coffee "Seed to Cup". Thank you to all your support!"

Gina Mangalindan

Manager, Tala Orani MPC



PROVINCIAL HIGHLIGHTS

BULACAN



Reymundo F. Dela Cruz, owner of Ideas Concepts Cement Pots Manufacturing having a one-on-one consultation with Mr. Ronald Rommel N. Vitoria of Vitoria Product Design Enterprise

"The DTI programs such as OTOP, trade fairs, training, and seminars are those programs that really helped my business to flourish. The free consultation and product development/designs that were given to us also helped us to improve our products and be able to compete in the market."

– Mr. Reymundo F. Dela Cruz of Ideas Concepts Cement Pots Manufacturing

In line with the Department of Trade and Industry's (DTI) objective to promote inclusive growth and boost the competitiveness of micro, small, and medium enterprises (MSMEs) in the province, the DTI-Bulacan Provincial Office through the One Town, One Product Next Generation (OTOP NG) Program assisted 255 MSMEs, 33 new MSMEs enrolled, developed and improved 98 products and prototypes, and developed 16 Brands in 2021.

The OTOP NG program is one of the two components of OTOP program which aims to scale up MSMEs in terms of branding and marketing. Through this program, a package of assistance was provided for the improvement and innovation of products in the areas of quality, product design development, standards compliance, marketability, production capability, and brand development, among others, making them competitive in both local and international market.

DTI- Bulacan Provincial Office has started the project this year with the launching of otopbulacan.ph website on January 28, 2021. DTI- Bulacan collaborated with My Creative Panda, a web design and development consultancy services provider in creating the said website. Initially, the website features food and non-food products of 25 Bulacan MSMEs only, but as of December 2021, twenty-nine (29) MSMEs were already featured. The website is a digital marketing platform that aims to showcase Bulacan OTOP products and increase the marketing presence of the province's MSMEs. The website also serves as an online platform for DTI Bulacan marketing activities. As of November 2021, otopbulacan.ph visitors have reached 75,591 and generated total sales of Php 630,631.50.

PROVINCIAL HIGHLIGHTS

NUEVA ECIJA

Our clients say:

...nagka Negosyo?
Pagkatapos ng sunog, nagsimula din kami kagaya ng isang maliit na tindahan sa palangke.

Anong tulong ang natanggap?
Nakatanggap ako ng cash assistance mula sa LGU at 10 sakong ng bigas mula sa DTI.

Merong ba mula sa DTI? Ano ito?
Merong po, 10 sakong bigas.

Ano ang naging pagbabago sa buhay at negosyo?

Ang mga tulong na natanggap ko ay nakadagdag sa puhunan ng aking tindahan. Mas dumami ang aking paninda dahil mas luwak ang aking kapital mula sa tulong na inigay ng munisipyo at DTI.

PANGALAN - Ronnie R. Sumiquiao

PANGALAN NG NEGOSYO - Bigasan

ANONG TULONG ANG NATANGAP?

MAYROON BA MULA SA DTI? Opo, Meron

ANONG NAGING PAGBABAGO SA BUHAY?

Nakatulong ang aking negosyong bigasan sa aking pamilya upang masustentahan ang aming pang-araw-araw na gartusin.

DTI Nueva Ecija implemented pandemic initiatives in 2021 to help MSMEs recover. Among these programs are the LSP-NSB, PPG and programs that benefitted formal rebels. The impact of these programs showed in the response of the beneficiaries.



"Ang aking negosyo ay maliit na sari-sari store, dito nanggagaling ang pinakukunan ng lahat kailangan namin kasi wala naman akong bukid, tapos single Mom pa ako, dito din nanggaling ung pinangpaaral ko sa anak ko. Malaking bagay ang nagawa sa akin 'non [Livelihood Kit] kasi dagdag puhunan don sa naghihingalo kong tindahan. Saka talaga nung panahon ng pandemic talagang tipid na tipid, basta may pang-ulam lang okay na"

"Napakahirap ma'am kasi walang income, nagamit ko nadin yung savings namin kasi wala na talagang source of income, "Napakalaking tulong po talaga nung kit na natanggap namin, Unang una hindi kana naghanap ng puhunan, hindi kana nangutang, nadagdagan po ung paninda namin at the same time lumaki ang kita, "

Sari-sari store owners, Llanera, Nueva Ecija

PROVINCIAL HIGHLIGHTS

In 2021, DTI Pampanga continued to help MSMEs through a comprehensive MSME assistance package that included various assistance. This combination of related programs helped Pampanga MSMEs grow and upscale in the new environment of business. In 2021, Pampanga had 13 graduates under the KMME program. Additional feature of KMME Pampanga is our KMME Mentee of the Day where mentees are featured in the DTI FB Page and the different Negosyo Centers pages as our way of promoting and sharing their stories online:

Elisa Pineda's business – Niko's Atcharang Nata de Coco steadily grew with DTI's assistance in 2021. She attended business-related seminars and webinars hosted by the Department of Trade and Industry (DTI) to improve her business. Some of these were Negosyo Center Business Opportunity Plan (2018 and 2019), DTI Negosyo Mentor Me On Wheels (September 2019), DTI SMERA Packaging and Labeling 101, and Trademark Registration (June 2020). She is currently one of the nominees for the 2nd batch of DTI Kapatid Mentor ME (KMME) Program 2021. Because of DTI's programs like Small-to-Medium Enterprise Roving Academy (SMERA) and One Town, One Product (OTOP), Nikos Homemade Food products now have their official packaging. Little by little, her business started to be known all throughout Guagua, Pampanga. The business went from making ten bottles to hundreds of bottles per month.

Marissa Santos went to one of the Department of Tourism and Industry's (DTI) Negosyo Centers for the assistance and programs that they offer for start-ups and small businesses. Through DTI's support, she was able to successfully join her first ever trade fair in Holy Angel University which opened many doors for Izzamaw.

PAMPANGA



DTI Pampanga helped her with her company logo which is really essential for branding and marketing. Even with the ongoing pandemic, Marissa joined the Kapatid Mentor Me program and is now working on securing her FDA license permit. Just recently, Izzamaw unlocked yet another milestone by opening its first physical store in Mexico, Pampanga!

Marissa is grateful to DTI Pampanga for helping her every step of the way – from building her brand from scratch to introducing Izzamaw to the market. She said her business wouldn't be where it is right now without their service and support.

"Thank you is not enough, higit pa sa serbisyong inaasahan ang binibigay nila."

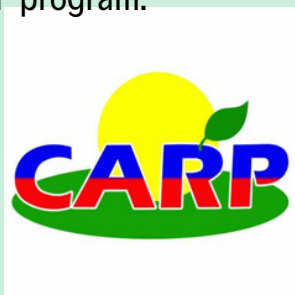


DTI Pampanga mentees were among the Top 10 Outstanding Performers for BIP presentation

PROVINCIAL HIGHLIGHTS

TARLAC

For DTI Tarlac, two key programs where its stakeholders felt the impact of the assistance of the agency affect their lives and livelihood at these challenging times are the KMME program and the CARP program.



"Noong una ay hindi namin alam kung paano uumpisahan, subalit sa tulong ng DTI, kami ay tinulungan mula sa skills training ng aming mga empleyado, mga iba't ibang equipment na ipinagkaloob nila para sa pagawaan ng aming CORNITZ, labeling, barcoding at maging sa pagsasali sa amin sa kanilang mga trade fairs para maimakert at mas lalong makilala ang aming produkto. Sadyang napakalaking tulong ang mga ito sa amin dahil hindi namin kakayanin kung wala ang mga tulong na ito."

–CARP beneficiary coop

"Since DTI Tarlac assist our cooperative, Dueg Upland Farmers Marketing Cooperative (DUFMAC), by granting our Shared Service Facilities namely Tigergrass SSF and the Ginger Turmeric SSF, indeed it gave our members to process our raw materials to convert into competitive good products and make it easy for them to make soft brooms, instant ginger and turmeric products and the ginger and turmeric powder as well."

–CARP cooperative



"Ngayong panahon ng pandemya malaki ang naitulong ng KMME sa akin at sa aking negosyo.. nagpapasalamat ako sa DTI at KMME program nito na hindi naging hadlang ang pandemya upang matulungan at magabayan kami kung paano mapapalago at mapapalawak ang aming negosyo.. maraming salamat KMME!"

2020 KMME Online–R3 Batch 1

"I believe that my time with DTI has given me a big push in keeping a high standard in all the products and services we offer and has kept our businesses growing in these tough times. I can only be thankful to DTI staff and mentors for all their entrepreneurial support."

*2020 KMME Online–R3
Batch 2*

"Although 2021 was truly difficult and drained our business financially due to low to no sales and continuous expenses to pay, the learnings gave me the strength to believe in myself more and I can do a lot better, if not on tourism right now, in farm management and consultancy."

*2021 KMME Online–R3
Batch 1*

PROVINCIAL HIGHLIGHTS

One of the key initiatives of DTI Zambales in 2021 is the collaboration with stakeholders in developing the Bamboo Industry cluster. DTI Zambales initiated trade fairs in mainstream markets like malls. These fairs featured processed bamboo products to generated income for bamboo processors. The agency also collaborated with other agencies like DENR and the Armed Forces in their 5k bamboo planting activities in the province. The DTI Zambales also conducted capacity building program on bamboo planting and propagation, as well as in processing bamboo into sellable products. DTI initiated trade fairs in mainstream markets like malls. The Zambales bamboo products was launched in Harbor Point Mall and showcased in the LCL Hybrid Fair. Total sales generated during the fairs is at P253,000.00. DTI, together with the Zambales Bamboo Industry Development Council (ZBIDC), in collaboration with people's organization PILUFA (Pinagrealan–Lauis Upland Farmers Association) and private partner San Miguel Foundation, planted 10k bamboo propagules to cover the 47 has. of bamboo plantation. The DTI Zambales, in coordination with President Ramon Magsaysay State University (PRMSU) also conducted five (5) capacity building programs benefitting 175 participants on bamboo planting and propagation, as well as in processing bamboo into sellable products.

ZAMBALES



ORGANIZATION AND DEVELOPMENT

MILESTONES

In 2021, another milestone in the leadership of the organization happened as a seasoned officer of DTI-3 was promoted. Director Brigida T. Pili, former Provincial Director of DTI Nueva Ecija, was tasked to serve as the newly promoted Assistant Regional Director of DTI Region 3 effective August 25, 2021.

Brigida T. Pili is a tried and tested DTI official, having been serving for 43 years. Rising from the ranks, she started her civil service journey as an Accounting Clerk II for the National Cottage Industries Development Authority.

She is now residing in Cabanatuan City, Nueva Ecija, although born and raised in Pampanga. She earned a Bachelor of Science in Commerce at Guagua National Colleges and finished her Diploma Course in Rural Development at the National Institute of Rural Development and Panchayati Raj in Hyderabad, India. An academic achiever, she graduated with honors in her primary and secondary schools.

A public servant at heart, ARD Bi has been constantly lauded for her various accomplishments, the Most Innovative Idea Award in 2021 being the most recent one. She is also awarded the Master Strategist Award, Outstanding Woman of Cabanatuan City, 5S Hall of Famer Award and CSE Seal of Excellence, highest in the whole country.

A true embodiment of DTI's advocacy, "Serbisyong Higit Pa sa Inaasahan", ARD Bi worked relentlessly and tirelessly over the years to help in facilitating the creation of a business environment where Filipino MSMEs could strive and thrive, while also ensuring utmost consumer welfare. As Assistant Regional Director, Director Pili intends to strengthen the region's export development program and hasten the implementation of the OTOP Next Generation program. She also wants to replicate the successful implementation of the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) in Nueva Ecija to the rest of the region's provincial offices.



ORGANIZATION AND DEVELOPMENT

MILESTONES - EXCOM MEETING WITH USEC. LANTAYONA

In 2021, an Excom meeting and planning session of DTI-3 was held at Clark Freeport Zone, Pampanga. Undersecretary Blesila A. Lantayona of the Regional Operations Group led the meeting together with RD Leonila T. Baluyut and the seven provincial directors/OICs of the provincial offices.

During the meeting, RD Leonila Baluyut set out the directions of the DTI-3 for the upcoming year 2022, as the economy is expected to recover and move up. She emphasized the need to come up with impactful programs and projects for 2022, especially those that involve innovation and digitalization



In December 2021, the DTI Region 3 Executive Committee (ExCom) met face-to-face. The meeting was held at the Wooden Table Restaurant, Clark Freeport Zone. The event was made even more special and memorable as Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona and her team joined the said meeting.



During the said meeting, the DTI Region 3 gave the ROG Team audio-visual presentations of the Provincial Directors' Top 5 Milestone Accomplishments for 2021, the ARD's updates on the major programs of the region, and the presentation of highlights of accomplishments for the year. RD Baluyut presented on DTI Region 3's initiatives and her Directions for CY 2022 titled: IMPACT ID. It was likewise the take off point for Usec. Lantayona's directions and challenges for DT Region 3.



In her message, Usec Lantayona congratulated and thanked the DTI Region 3 team for all their initiatives and efforts in delivering positive results to the public they serve. She challenged the DTI-3 ExCom to look into the macro perspective when planning and coming up with projects and activities that would set apart region 3 from the rest of the regions in the country, on the impression of the public with regards the entire bureaucracy of DTI Region 3 as well as on how to maximize the region's strategic advantages like the presence of all the infrastructure it already has.

ORGANIZATION AND DEVELOPMENT

EXCOM MEETING

Usec. Lantayona gave instructions on what she termed as deliverables of the Directors that are non-negotiable, namely: 1) Active Provincial and Regional SMEDCs, 2) Active LPCCS, and 3) Active RO and PO Consumer Organizations. Other challenges she posed include: the targeting of products and services to be certified under HALAL, enhancing the programs under the Regional Inclusive Innovation Center (RIIC), coming up with specific projects for the Youth Entrepreneurship Program (YEP), increasing the number of LGUs in Central Luzon to level up their ranking under Cities and Municipalities Competitiveness Index (CMCI), among others. The DTI-3 ExCom members gladly accepted the challenge posed to them.



Usec Bles Lantayona was joined by her ROG Team: Rossana B. Aligaya, Barnard Niño S. Tarun, Linlyn Marcader , and Ma. Isabel M. Caguioa. On the part of DTI Region 3, aside from the ExCom members, the group was also joined by Budget Officer Jocelyn S. Rivera, Planning Officer III Anna Liza M. Cunanan and ORD Head Rowena S. Miranda.

During the meeting, ARD Brigida T. Pili said that Region 3's 2022 outlook is more exciting with the vision and directions set by RD Baluyut. She noted that the Mancom group had come up with the programs and activities for the IMPACT ID of RD Baluyut. She emphasized that with the additional directions, challenges and support provided by the DTI management, 2022 will be a year to look forward to.

ORGANIZATION AND DEVELOPMENT

MILESTONES

In 2021, a milestone for the organization was the transfer of leadership of DTI Region 3 as RD Judith Angeles retired effective February 1, 2021. A simple turnover ceremony was held at the DTI-3 conference room as associates gave RD Angeles heartwarming send-off messages. RD Judith Angeles served for 42 years in the agency.

Director Leonila T. Baluyut, former Provincial Director of DTI Zambales and OIC Assistant Regional Director, took over the reins as OIC-Regional Director. She was sworn in as full-fledged Regional Director of DTI-3 in June, 2021.

RD Leny, as she is fondly called, rose from the ranks in DTI, first serving as a Financial Analyst and later as a Division Chief. She also served as Provincial Director of DTI Pampanga before her designation as the Provincial Director of DTI Zambales.

For her programs, RD Leny intends to further improve on the services of the agency. She also intends to push for projects and activities that will stimulate innovation and digitalization.



ORGANIZATION AND DEVELOPMENT

SUMMARY OF PERSONNEL COMPLEMENT

as of Dec. 31, 2021

PERMANENT

Units	Dec 2021
RO	36
Aurora	6
Bataan	13
Bulacan	14
Nueva Ecija	14
Pampanga	17
Tarlac	13
Zambales	12
Total	125

JO/COS

Units	Dec 2021
RO	19
Aurora	19
Bataan	17
Bulacan	29
Nueva Ecija	33
Pampanga	23
Tarlac	23
Zambales	23
Total	186

CONTRACTUAL

Units	Dec 2021
RO	2
Aurora	2
Bataan	2
Bulacan	3
Nueva Ecija	3
Pampanga	2
Tarlac	2
Zambales	2
Total	18

SUMMARY

	No. of personnel
TOTAL	329
Permanent/ CTO/CTI	125
Contractual	18
Negosyo Center	7
CARP	11
JO/COS	186

ORGANIZATION AND DEVELOPMENT

TRAINING

Province/ Division/ Center	No. of Regular Plantilla	No. of Contractual Positions	No. of Filled Positions	Associates with Trainings	
				Number	%
ORD	9	1	10	10	100.00%
SDD	7		5	5	100.00%
FAD	10		10	10	100.00%
CPD	6		5	5	100.00%
IDD	7		7	7	100.00%
Aurora	7	2	8	8	100.00%
Bataan	13	2	15	15	100.00%
Bulacan	17	3	17	17	100.00%
Nueva Ecija	15	3	17	17	100.00%
Pampanga	17	2	19	19	100.00%
Tarlac	13	4	16	16	100.00%
Zambales	13	2	14	14	100.00%
TOTALS	134	19	143	144	100%

PERSONNEL MOVEMENT

**30 TOTAL OF
APPOINTMENTS
ISSUED**

**11 Permanent
11 CARP
8 NC**

**4 RESIGNED/
RETIRED**

4 NEWLY HIRED

3 PROMOTED

1 REEMPLOYMENT

**19+ 3
REAPPOINTMENTS**

ORGANIZATION AND DEVELOPMENT

2020 SPRInts AWARDS



Dexter Baluyut
Best in Attendance



Evangel E. Dayang
Best Driver



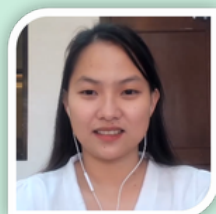
Richard V. Simangan
Best Supervisor



Mary Ann Estacio
Best Administrative
Officer



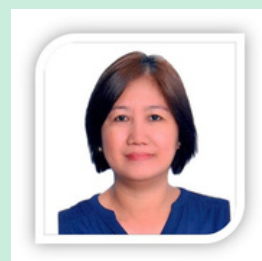
Henry Valdeconza
Best Job Order Associate



Lyka Marie Z. Viola
Best NC Business
Counsellor



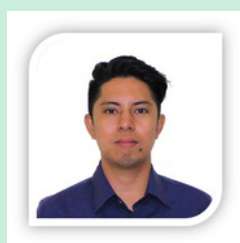
Pacita Bandilla
Best Provincial
Associate – Aurora



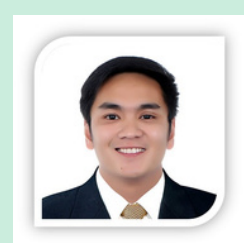
Marissa Dela Cruz
Best Provincial
Associate – Bataan



Grace Sta. Ana
Best Provincial
Associate – Bulacan



Darwin Manumbali
Best Provincial
Associate – Nueva Ecija



Darby Raul L. Bognot
Best Provincial
Associate – Pampanga



Ana Marie Tabamo
Best Provincial
Associate – Tarlac



May Ann Bermas
Best Provincial
Associate – Zambales



Nanette D. Linatoc
Best Regional
Office Associate



Richard Manalo
Best Housekeeping



Melanie D. Quito
Best CARP Associate

ORGANIZATION AND DEVELOPMENT

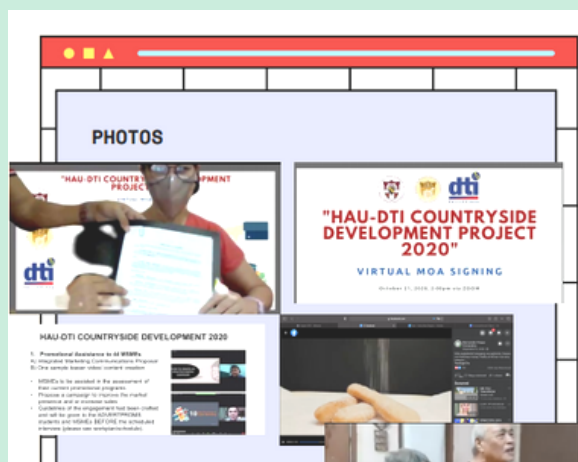
2020 SPRInts AWARDS



DTI Tarlac
Heroic Service Award
Community Service



DTI Pampanga
Innovative Award
Talk Show



DTI Pampanga
Heroic Service Award
HAU and DTI Countryside Development Partnership



DTI Zambales
Heroic Service Award
Community Service



DTI Nueva Ecija
Innovative Award
Coffee Table Book

ORGANIZATION AND DEVELOPMENT

LOYALTY AWARDS



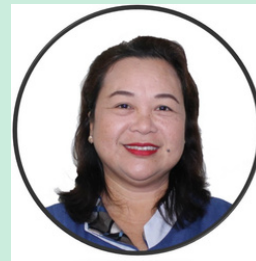
Edna D. Dizon
35 years in service



Leonila T. Baluyut
30 years in service



Cynthia Jaravata
30 years in service



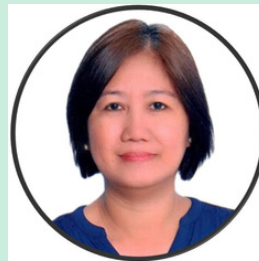
Ma Odessa Manzano
30 years in service



Riza Lina V. Dayrit
25 years in service



Ana Marie Tabamo
25 years in service



Marissa V. Dela Cruz
25 years in service



Grace G. Magtoto
25 years in service



Fe G. Bruno
25 years in service



Wilfred Tristan L. Carbonell
25 years in service



Nanette D. Linatoc
20 years in service



Evangeline Bulda
20 years in service



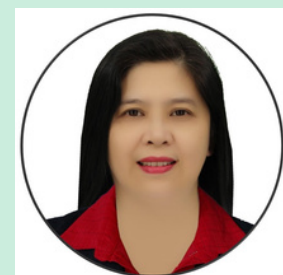
Rya Bianca G. Artates
15 years in service



Dexter D. Baluyut
15 years in service



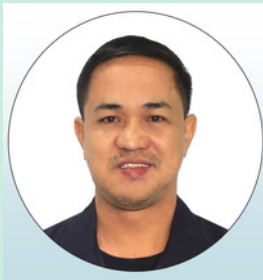
Darby Raul L. Bognot
10 years in service



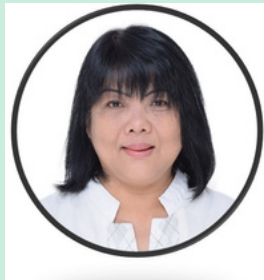
Arlene P. Gomez
10 years in service

ORGANIZATION AND DEVELOPMENT

REGIONAL DIRECTOR'S SPECIAL AWARDS



PD Aldrin M. Veneracion
Achievement Award



Edna D. Dizon
Tenacity Award



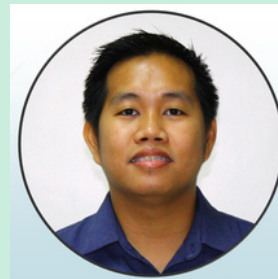
Marcela Z. Yusi
Lifeblood of DTI Award



Filipina M., Mon
Proactive Queen Award



Rowena S. Miranda
Effective Management
Award



Jan Ricardo I. Pilarca
Resourcefulness and Skills
Award



Raquel R. Malig
Substance and Creativity
Award



Neil John M. Fabay
Relentless Determination
Award



Airon D. Aldaya
Always on the Go
Award



2021 ANNUAL REPORT

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DTI-3 FAD
DTI-3 IDD
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DTI-3 SDD**





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 DTI Region 3 - Central Luzon

 DTI Central Luzon



