

CL EXPRESS

The official newsletter of the Department of Trade and Industry Region 3



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DTI EXPANDS AND INTENSIFIES MONITORING DURING COVID PANDEMIC

by WARREN PATRICK T. SERRANO

In the wake of the community quarantine due to the rising Covid-19 cases, the monitoring teams of all DTI provincial offices in Region 3 were immediately activated to check on the price and supply situation in markets, groceries and stores in Central Luzon. This is to make sure that establishments follow the Price Freeze on basic and prime commodities as imposed upon the declaration of the Public Health Emergency by the President. All price monitoring teams of the seven provincial offices of DTI, checked the prices of basic needs and prime commodities in major stores in the region - on a daily basis. Based on their monitoring, prices of basic goods remain stable and supply is regular, although stock level for some items like noodles and canned goods is lower than normal.

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SSF cooperators, Fablab partner produce PPEs masks for frontliners

Six of DTI-Bulacan's SSF Cooperators contribute in the fight against Covid-19 by starting to produce Personal Protective Equipment (PPE) and face masks for health workers and frontliners. These six (6) Bulacan Shared Service Facility (SSF) cooperators, prefer to help by donating proceeds, medical supplies to frontline workers, loan extensions and financial assistance to their members, and relief operation within their respective communities.



Meanwhile, PD Elenita R. Ordonio also received a donation of 35 face shields from Mr. Joseph Ednie Soriano, FabLab Manager of Philippine Science High School Central Luzon Campus. Thirty (30) face shields were given to FTEB monitoring personnel and five (5) for DTI Pampanga frontliners.





Bulacan

DTI expands monitoring Region 3 stores despite Covid-19 scare...from page 1

DTI Central Luzon mobilized its monitoring teams to major stores and supermarkets weekly to check their compliance to the Price Freeze regulation and also to ensure adequate and regular supply of basic needs and prime commodities. DTI also reminded store managers on Anti-Hoarding/Anti-Panic Buying. They also checked protocols on CoVID19 such as social distancing, wearing of face masks, priority to senior citizens, etc. are strictly implemented.

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Zambales



Pampanga



Bataan

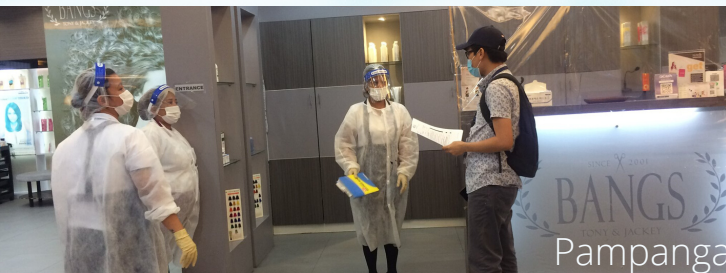
DTI expands monitoring Region 3 stores despite Covid-19 scare...from page 3

POST-AUDIT OF COMPLIANCE TO HEALTH PROTOCOLS IN WORKPLACE IN CENTRAL LUZON

Aside from monitoring the Price Freeze imposed on basic needs and prime commodities and quantity limits, the monitoring teams also conducted post-audit of establishments allowed to operate under DTI Memo Circular 20-22 and succeeding Memo Circulars setting guidelines and protocols for the operations of these establishments. These establishments include barbershops and salons, dine-in establishments, accomodation establishments and manufacturing plants. DTI Region 3, together with DOLE, DOT and local government officials and law enforcement agencies, also conducted joint monitoring of compliance to health protocols set by the IATF and the Joint DTI DOLE workplace guidelines to control the spread of Covid-19. For Region 3, in June alone, a total of 598 dine-in establishments and 405 salons were inspected by the monitoring teams.



Bulacan



Pampanga



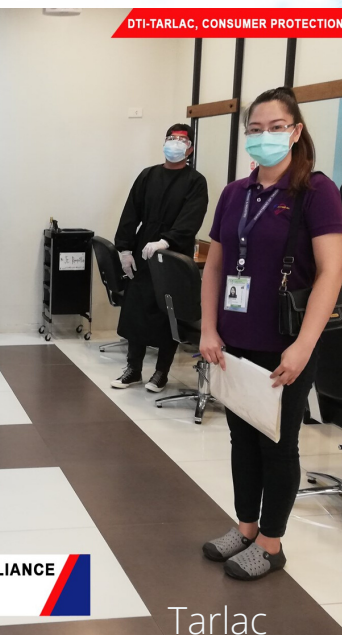
Bulacan



Bataan



Aurora



Tarlac



Bulacan



Zambales

Negosyo Serbisyo sa Barangay

to benefit more communities in Dinalungan, Aurora

by: DTI Aurora

The Livelihood Seeding Program & Negosyo Serbisyo sa Barangay (LSP-NSB) of the Department of Trade and Industry has benefited a number of potential and existing micro and small enterprises in the Municipality of Dinalungan, categorized under the 4th to 6th class municipality.

Five (5) barangays in the municipality were fortunate to have been chosen to be the beneficiaries for the LSP-NSB program where each barangay was given the opportunity to identify prospective micro and small enterprises (MSMEs) for the awarding of kabuhayan starter kits worth P8,000.00. The awarding of livelihood kits was meant to bring opportunity for potential MSMEs in the area to start their livelihood projects with the goal of generating more opportunities for the communities within the area.

This 2020, DTI-Aurora launched three (3) NSBs in Barangays Nipoo, Dibaraybay and Ditawini. This benefitted a total of fifteen (15) MSMEs who engaged themselves in various types of business activities, particularly processing local resources available in the area. Value adding is a priority for NSBs to generate more economic and employment opportunities. The concerned Barangay Captains in these barangays who accepted the challenge of bringing the services of government to their constituents through these NSBs have expressed support to make the NSB work productively to benefit more communities.

The local government, led by the Honorable Mayor Manuel Torres saw the advantages of having the NSBs in the barangays, aside from the operation of the Negosyo Center Dinalungan, which is located within the LGU premises, in its role of generating economic opportunities for constituents. The NSBs are supportive of the goal of the LGU in revenue and employment generation.



The LSP-NSBs is DTI's response initiative to provide support to areas and people affected by the Covid-19 pandemic. Before the pandemic, Dinalungan relies solely on tourists for its economic survival. With the NSB, it is about time that business development activities became a priority by the LGU under its economic development agenda.

The launching of NSBs in these barangays will help communities to discover more opportunities that could utilize existing resources in the area. With the set up of NSBs in the Dinalungan, the Local Chief Executive and his Barangay Captains are hopeful that more opportunities will be created thereby making communities more productive and self-reliant. The NSBs are government's meaningful support arms to create the much needed livelihood and employment opportunities in the area, specially with the Covid-19 pandemic.

DTI-Nueva Ecija conducts on site validation

By: Honeylen Marie Fernando

As one of the commitments to the Provincial Government of Nueva Ecija (PGNE) - COVID19 Task Force headed by Hon. Gov. Aurelio M. Umali, the Department of Trade and Industry (DTI) - Nueva Ecija Provincial Office conducted on-site monitoring of prices, supply and stocks once a week, to validate the daily online price monitoring report gathered since the declaration of the Enhance Community Quarantine (ECQ) in March 2020.

The three-day actual validation conducted on April 8, 15 and 22, 2020 covered ten out of 50 establishments monitored daily via online. These are composed of supermarkets, groceries and drug stores in the cities of Cabanatuan and Gapan and the towns of Sta. Rosa and Jaen.

Establishments monitored in Cabanatuan City on April 8, include Walter Mart, Savemore, Puregold and NE and in Gapan City on April 15 were RCS, Puregold and Walter Mart. It was observed that these supermarkets have sufficient supply of basic necessities, except for sardines, which were very limited. The reported shortage in noodles had now been addressed. In addition, almost all brands of noodles are available except for Lucky Me and Payless.

On the other hand, Walter Mart stocks last for 2 weeks, but deliveries come on a weekly basis and Puregold stocks of basic necessities last for a week, and deliveries are on a weekly basis. Puregold also reported that bulk order (in thousand pieces) from Local Government Unit (LGU) were delivered within 2-3 days directly from Manila. Moreover, all basic necessities and prime commodities monitored from Puregold, Walter Mart and Savemore were all sold within the frozen prices

The establishments monitored on April 22 were Savemore Jaen and Sta. Rosa as well as RCS Jaen. Savemore Sta Rosa has sufficient supply but limited delivery while Savemore Jaen has limited delivery for noodles but ensures sufficient two weeks' inventory. RCS Jaen reported shortage in noodles but has been properly addressed, just the same all brands of noodles were available except for Lucky Me and Payless.



They also observed social distancing for customers and imposed Memorandum Circular 20-07 or the anti-hoarding and anti-panic buying directive. Though they experienced limited delivery, they gave an assurance that inventory is regularly conducted and the supplies are good enough to serve customers in the coming two more weeks.

The validation team is headed by the Division Chief Romeo Eusebio Faronilo and Price Monitor John Alvin Agapito under the DTI NE CPD. The conduct of validation will continue until such time ECQ is lifted as it aims to ensure that all basic necessities and prime commodities are within the price issued as per Joint Memorandum Circular Number 2020-01 dated March 18, 2020 as well as ensuring that concerned establishment abide by the set rules. These establishments affirmed sufficient supplies of basic necessities and price of commodities were sold at the set Frozen Price of each respective towns and cities.

DTI-Nueva Ecija offers Social Amelioration Package through P3-ERF

by: Honeylen Marie Fernando

The Covid-19 pandemic has negatively impacted the operations of almost all micro, small and medium enterprises in the province. Very few of those MSMEs being assisted by the DTI-Nueva Ecija have managed to operate but in limited capacity. The lack of raw materials and market and difficulty of transporting products in other areas in the midst of the pandemic have contributed mainly to the decision of most MSMEs to temporarily stop their business operations. These concerns were validated by the DTI-Nueva Ecija in the survey conducted from March 30 to April 6. Also, in the same survey, the MSMEs unanimously identified financial assistance as the immediate need to help them cope up with the situation and gradually recover from lost opportunities.

The government, through the present administration of President Rodrigo Roa Duterte, in its effort to help all sectors affected, has implemented the Bayanihan to Heal as One program that requires the concerted efforts and cooperation of all agencies to address the various and specific needs of the different sectors. On the part of the DTI, the Social Amelioration Package for MSMEs includes provision of loan under the Pondo sa Pagbabago at Pag-asenso – Enterprise Rehabilitation Financing (P3-ERF). In the news article published by the Manila Bulletin on April 4, 2020, DTI Secretary Ramon Lopez said that MSMEs can borrow from P 200K up to P 500K from the DTI when the quarantine is over. The interest is 0.5% per month and a grace period of 5 to 6 months.

As one of the commitments to the Provincial Government of Nueva Ecija (PGNE) - COVID19 Task Force headed by Hon. Gov. Aurelio M. Umali, the DTI-Nueva Ecija through its Business Development Division and 22 Negosyo Centers all of the province

have been accepting and entertaining inquiries on the P3-ERF as early as March 23 and started reporting the daily inquiries on April 13 onwards to the regional and head offices of the DTI. Total inquiries received from March 23 to April 30 is 115. On April 21, DTI-NE has started sending the P3-ERF application form to the MSMEs and have been assisting said MSMEs in facilitating the accomplishment of the form for submission to the Small Business Corporation (SB Corp). Total number of applications endorsed to SB Corp as of April 22 is 26 with total amount applied for of P 4.08 million. In the meantime, that processing and releasing of P3-ERF loans to qualified MSMEs will be done after the ECQ, validation of applications received is done by the SB Corp through call. The DTI expects an influx of applications after the ECQ.

On the other hand, the names of MSMEs in Nueva Ecija producing Personal Protective Equipment (PPE) namely Almira's Beadwork (San Jose City), Xander's Pots and Designs (Llanera) and LJRM Enterprise (Peñaranda) were submitted to SB Corp for possible approval of their loans amounting P330,000.00.

In addition, P50,400.00 was provided in April 2020 to Ako and Saklay, Inc., a beneficiary of the DTI-NE under the Shared Service Facility (SSF) project, to be used in the procurement of materials which will be used in the production of face masks. It is estimated that at least 11,000 units will be produced out of the fund and that some 3,000 to 5,000 frontliners will be benefitted.

DTI-Nueva Ecija is committed to aggressively promote P3-ERF to all its assisted MSMEs affected by the pandemic and assist them to gradually recover once the ECQ is lifted.



Negosyo Center opens in Bamban, Tarlac



The Department of Trade and Industry Tarlac Provincial Office, in partnership with the local government of Bamban, Tarlac recently opened the 18th, and the newest Negosyo Center in the province and in Central Luzon. The Bamban Negosyo Center was opened on June 17, 2020 in simple ceremonies led by DTI Provincial Director Agnes B. Ramirez and local government officials.

Director Ramirez emphasized that the objective of the establishment of Negosyo Centers is to bring various government services closer to existing and potential entrepreneurs by providing business consultancy and advisory services, conduct of training, product development assistance, market matching, business name registration assistance and registration for Barangay Micro Business Enterprises.

"With the opening of the Bamban Negosyo Center, all towns and cities in Tarlac have this facility," she noted.

During the launching, the municipal government officials of Bamban acknowledged the benefits of the Negosyo Center to its constituents and extended its support to the program.

"We fully support the established Negosyo Center of DTI which will pave the way to stimulate development in our town," Municipal Administrator Carlito Policarpio said.

The municipal government also said that it will provide an additional personnel who will assist the business counselor assigned by DTI Tarlac. *(with excerpts from PIA-3)*

"Synergy is what happens when one plus one equals ten or a hundred or even a thousand! It's the profound result when two or more respectful human beings determine to go beyond their preconceived ideas to meet a great challenge." ~

Stephen Covey

Businessmen in CL optimistic, continue registering BNs despite pandemic

Despite the ongoing pandemic brought by the Covid-19 virus, micro, small and medium enterprises in Central Luzon continue to be optimistic as they register or renew their business names for possible engagement in business in the region.

Based on initial data from the Business Name (BN) office of the Department of Trade and Industry Regional Office III, new registrants are now lining up to process their business name registration and renewal, despite a sharp downturn in the number of business name registrations in April, 2020.

In April, 2020, when six of the seven provinces of Central Luzon were under the Enhanced Community Quarantine (ECQ), the business name offices of DTI Central Luzon registered only 182 registrations, all online, 170 of which are new BNs, while there were only 12 renewals. For May, 2020, when quarantine restrictions were eased to Modified ECQ and General Community Quarantine (GCQ), these numbers have significantly risen to a total of 1,498 Business Name registrations for Central Luzon. Registrants from Nueva Ecija totaled the most at 378, while Pampanga followed with 322 BNs. Tarlac tallied 268 BNs while Bulacan listed 214 and Zambales had 133. Aurora registered 104 BNs while Bataan had 63 BNs.

For June 2020, a total of 7,238 Business Name applications were received by the provincial and regional offices of DTI, the figure significantly higher than the 1,498 registered in May, 2020. The BN applications in June included 6,346 new BNs and 892 renewal applications.

For the second quarter of 2020, a total of 8,902 Business Names applications were processed, with a majority of these or 7,817 listed as new applications while 1,085 are renewal.

The continuing optimism of businessmen through their Business Name Registration for the first semester of 2020 are expected to bring a total of Php 7.95 Billion in investments while these are projected to create a total of 60,631 jobs in the region.

Because of the pandemic and the quarantine, physical registration of business name has been hindered. The DTI however has since created the online platform for Business Name Registration System where registration can be fully done online. Payment for the Business Name certificate can be done through GCash, Paymaya and other online payment services.

The figures in the next page illustrate the summary of Business Names applications and projected investment and employment

Number of BN processed and projected investment and employment

Number of BN Applications Processed (New and Renewal)

Province	2020											
	Jan	Feb	Mar	1st Quarter		Apr	May	Jun	2nd Quarter		1st Semester	
				Total	% Share				Total	% Share	Total	% Share
Aurora	731	161	132	1,024	4%	34	104	210	348	4%	1,372	4%
New	616	145	119	880		33	94	190	317		1,197	
Renewal	115	16	13	144		1	10	20	31		175	
Bataan	898	342	156	1,396	5%	-	63	294	357	4%	1,753	5%
New	668	268	129	1,065		-	49	224	273		1,338	
Renewal	230	74	27	331		-	14	70	84		415	
Bulacan	3,324	2,921	1,381	7,626	27%	-	214	1,717	1,931	22%	9,557	26%
New	2,866	2,579	1,230	6,675		-	194	1,486	1,680		8,355	
Renewal	458	342	151	951		-	20	231	251		1,202	
Nueva Ecija	2,333	1,256	139	3,728	13%	141	378	1,597	2,116	24%	5,844	16%
New	2,051	1,129	109	3,289		136	349	1,418	1,903		5,192	
Renewal	282	127	30	439		5	29	179	213		652	
Pampanga	3,452	2,262	954	6,668	24%	7	322	1,496	1,825	21%	8,493	23%
New	2,950	2,027	863	5,840		1	263	1,280	1,544		7,384	
Renewal	502	235	91	828		6	59	216	281		1,109	
Tarlac	1,736	881	393	3,010	11%	-	268	1,019	1,287	14%	4,297	12%
New	1,530	788	351	2,669		-	231	944	1,175		3,844	
Renewal	206	93	42	341		-	37	75	112		453	
Zambales	2,812	1,024	485	4,321	16%	-	133	905	1,038	12%	5,359	15%
New	2,499	920	442	3,861		-	121	804	925		4,786	
Renewal	313	104	43	460		-	12	101	113		573	
Total	15,286	8,847	3,640	27,773	100%	182	1,482	7,238	8,902	100%	36,675	100%
New	13,180	7,856	3,243	24,279		170	1,301	6,346	7,817		32,096	
Renewal	2,106	991	397	3,494		12	181	892	1,085		4,579	

Investment and Employment

Source: DTI-3 IDD

Province	2020								
	Jan	Feb	Mar	1st Quarter	Apr	May	Jun	2nd Quarter	1st Semester
Aurora									
Investment	₱73,220,100	₱31,132,000	₱18,409,700	₱122,761,800	₱3,237,000	₱18,007,450	₱24,136,500	₱45,380,950	₱168,142,750
Employment	731	224	229	1,184	75	232	411	718	1,902
Bataan									
Investment	₱172,275,509	₱102,567,000	₱35,713,000	₱310,555,509	₱0	₱13,622,000	₱83,696,500	₱97,318,500	₱407,874,009
Employment	1734	738	347	2,819	0	223	565	788	3,607
Bulacan									
Investment	₱721,309,440	₱2,505,268,820	₱316,531,599	₱3,543,109,859	₱0	₱23,157,000	₱192,865,450	₱216,022,450	₱3,759,132,309
Employment	6,217	5,586	2,906	14,709	0	354	3,077	3,431	18,140
Nueva Ecija									
Investment	₱305,803,000	₱210,456,852	₱7,935,000	₱524,194,852	₱21,405,000	₱36,865,000	₱140,652,500	₱198,922,500	₱723,117,352
Employment	3,739	2,358	194	6,291	258	772	2,492	3,522	9,813
Pampanga									
Investment	₱619,658,697	₱447,133,722	₱205,817,957	₱1,272,610,376	₱7,800,000	₱135,008,100	₱439,791,159	₱582,599,259	₱1,855,209,635
Employment	4,979	3,594	1,746	10,319	30	522	2,221	2,773	13,092
Tarlac									
Investment	₱222,515,268	₱134,361,400	₱81,346,800	₱438,223,468	₱0	₱38,670,679	₱83,831,650	₱122,502,329	₱560,725,797
Employment	2,582	1,697	755	5,034	0	536	1,772	2,308	7,342
Zambales									
Investment	₱260,348,300	₱111,054,000	₱35,808,000	₱407,210,300	₱0	₱8,341,000	₱64,821,500	₱73,162,500	₱480,372,800
Employment	3,399	1,327	603	5,329	0	281	1,125	1,406	6,735
Total									
Investment	₱2,375,130,314	₱3,541,973,794	₱701,562,056	₱6,618,666,164	₱32,442,000	₱273,671,229	₱1,029,795,259	₱1,335,908,488	₱7,954,574,652
Employment	23,381	15,524	6,780	45,685	363	2,920	11,663	14,946	60,631

DTI, PNP, CIDG join forces in store monitoring

To ensure the compliance of stores and buyers in Central Luzon to price control and Inter-agency Task Force (IATF) guidelines adopted during the Enhanced Community Quarantine, the Department of Trade and Industry (DTI) provincial offices, the PNP, CIDG, NBI and local government units in the region joined forces in monitoring and checking major stores on April 17, 2020.

All price monitoring teams of the DTI in the seven provinces of Central Luzon conducted the joint inspection with officials of PNP, CIDG and LGU in their respective areas. During the joint inspections, the DTI team checked the compliance of supermarkets and groceries to the Price Freeze implemented because of the declaration of the Public Health Emergency. It also checked the supply situation of basic goods and prime commodities in major stores. Officials of PNP, CIDG and the LGU, meanwhile, checked the compliance of buyers and store staff with social distancing measures, wearing of facemasks, provision of sanitizers and disinfectants in the stores and the implementation of the liquor ban throughout the region.



DTI-3 assisted CARP beneficiaries join Kadiwa mobile market during ECQ



DTI assisted CARP beneficiaries in Pampanga joined the Kadiwa mobile market in different areas in Central Luzon and Metro Manila to provide food for buyers during the Enhanced Community Quarantine. Initially, 33 runs of the Kadiwa on Wheels were conducted with six DTI assisted MSMEs earning a total of Php 3.88 Million for the period April to June 2020. Food items such as corn, salted eggs, meat products, bread products, processed mushroom, chili garlic, fruits and vegetables were sold to consumers to support food supply in quarantine affected communities. Among these CARP beneficiaries are Florida-Lubao Organic Farmers Association, John 'N Mico Food Products, Pansinao MPC, RV de Dios Food Products, and Jiji's Fruit Bar.

For Bulacan based CARP beneficiaries, the Bulacan Farmers Agri Cooperative also participated in the Kadiwa market, earning a total of Php 430, 510 from April to June 2020. Bataan based MSMEs sold a total of Php 69,200 in the Kadiwa market while the Nueva Ecija Federation of Dairy Carabao Cooperative (NEFEDCCO) earned a total of Php 1.18 Million during the same period.

DTI conducts Post-Audit Monitoring and Validation in Barbershops, Salons and Dine-in Establishments in Nueva Ecija



The Department of Trade and Industry-Nueva Ecija Provincial Office is continuously doing its efforts in validating the compliance of establishments starting June 15, 2020. This is continuously being done in relation to the minimum health protocols stated in paragraph 3, Section B of Resolution No. 41 and 45 of the Inter-Agency Task Force for the Management of Emerging Infectious Diseases dated May 29, 2020 and June 10, 2020 respectively.

While it is expected that these establishments will be flooded by customers, as the province of Nueva Ecija have transitioned to Modified GCQ, guidelines for their re-opening were issued by Department of Trade and Industry under Memorandum Circular No. 20-28 and Memorandum Circular No. 20-37. These memorandum circulars contain minimum health protocols to be followed by these establishments to protect public health and safety, hence, DTI's monitoring and validation.

With the leadership of DTI-Nueva Ecija Provincial Director Brigida T. Pili, the DTI monitoring team in collaboration with PNP Nueva Ecija, DOLE and representatives of LGUs have already monitored and validated a total of 333 establishments comprising of 116 barbershops/salons and 217 dine-in restaurants.

The post audit monitoring and validation conducted focused on the mandatory protocols indicated in the survey form. This shall serve as the basis to issue an outright warning to the establishment on the first instance of violation, and should be immediately corrected by the erring establishment. Otherwise, the DTI reserves the right to recommend the immediate temporary cessation of the establishment to the LGU Health Office concern until such time it complied and corrected the deficiency.

As pandemic continuous to threaten the nation, the DTI in its mandate to help the government in this Covid 19 war, is also committed to continuously monitor these establishments in the province on their compliance to the mandatory minimum health protocols to protect the public health and safety.

Rebel returnees in Aurora

receive livelihood starter kits from DTI



DTI Aurora Provincial Director Edna D. Dizon and Lt. Col. Reandrew Rubio led the distribution of starter kits to rebel returnees in Aurora.

DTI Aurora, together with the 91st Infantry Battalion of the Philippine Army, awarded livelihood starters kits to 21 rebel returnee beneficiaries identified by the Regional Task Force to End Local Communist Armed Conflict (RTF-ELCAC) in Aurora. In ceremonies held on June 29, 2020 at Camp Calabuanan in Baler, Aurora, the 21 beneficiaries were provided broiler chicks, feeds, vegetable seedlings, fertilizers and other starter materials to start their new livelihood outside of the insurgency. The DTI Provincial Office in Aurora, as one of the members of the RTF-ELCAC, supports the ELCAC advocacy through its livelihood component - the Pangkabuhayan para sa Pagbangon at Ginhawa or (DTI PBG). Lieutenant Colonel Reandrew Rubio of the 91st Infantry Batallion and DTI Aurora Provincial Director Edna D. Dizon led the launching of the PBG program and the distribution of the livelihood started kits. Among the livelihood activities to be supported are the Gulayan plantation or vegetable gardening, balut project, manukan and e-loading business. A total of Php 110,000 worth of livelihood materials were distributed for these livelihood activities.

In the turnover ceremony, one of the beneficiaries gave an emotional appreciation to the government for its efforts to help the rebel returnees such as them to go back to the mainstream society and be given opportunity to even own and grow their own businesses. In his speech, the rebel returnee showed his regret for the past life he's lived and promised to make use of the new opportunity given them to be productive members of the community.

Aside from the livelihood starter kits, the Department of Trade and Industry also supports the ELCAC advocacy through capacity building programs and orientation on the services of the agency to help beneficiaries return to the mainstream of society. In 2019, the DTI offices in Central Luzon assisted a total of 1,806 beneficiaries in the countryside of Aurora, Nueva Ecija, Bulacan and Zambales. The beneficiaries were given training on the Basics of entrepreneurship, Food safety, Halal Certification, How to register a Business, How to register as a BMBE and other relevant livelihood topics. The beneficiaries were also assisted in registering their business names and oriented on the services of the Negosyo Center in their localities. The partnership of the DTI and the armed forces is in line with the government's Enhanced Comprehensive Local Integration Program (E-CLIP) to capacitate and support former rebels in going back to mainstream society and becoming productive citizens.

56 MSMEs in CL given Livelihood starter kits during NSB LSP launchings

A total of 56 beneficiaries in six provinces in Central Luzon benefitted from the Negosyo Serbisyo sa Barangay Livelihood Seeding Program in the second quarter of 2019. The beneficiaries were given livelihood starter kits to start off their livelihood and help promote inclusive growth. The starter kits included sari-sari store products, bigasan, meat products and other sellable products to help beneficiaries during the time of the Covid-19 pandemic.

For Central Luzon, the NSB LSP was launched in 16 barangays in Aurora, Bataan, Nueva Ecija, Pampanga, Tarlac and Zambales. A total of 262 barangay residents attended the launchings. The NSB LSP is a partnership of the Department of Trade and Industry and the local government units, and is enrolled as one of the programs under the Bayanihan to Heal as One Act.

Province	Barangay/Municipality	Date	No. of Attendees	No. of Starter Kits
Aurora	Dibaraybay, Dinalungan	June 4	10	5
	Ditawini, Dinalungan	June 23	10	
	Nipoo, Dinalungan	June 30	10	
Bataan	Ibaba, Samal	June 30	25	8
	Tabing Ilog, Samal	June 30	25	8
Nueva Ecija	Tabuating, San Leonardo	June 30	36	
Pampanga	Pampang, Angeles City	June 24	18	5
	Cutcut, Angeles City	June 25	25	5
	Sto. Domingo, Angeles City	June 27	27	5
Tarlac	Nagsabaran, San Clemente	June 10	13	
	Lubigan, San Jose	June 15	12	
	Ungot, Tarlac City	June 25	10	
Zambales	Burgos, San Antonio	June 25	10	5
	Old Cabalan, Olongapo City	June 29	7	5
	Nagbunga, Castillejos	June 25	10	5
	Cawag, Subic	June 29	14	5
Total	16		262	56



NSB Launching and Awarding of Livelihood Kits
Barangay Tabing-ilog, Samal, Bataan
June 30, 2020 (PM)

NSB Launching and Awarding of Livelihood Kits
Barangay Ibaba, Samal, Bataan
June 30, 2020 (AM)

NSB LSP launchings in CL



Subic, Zambales



Castillejos, Zambales



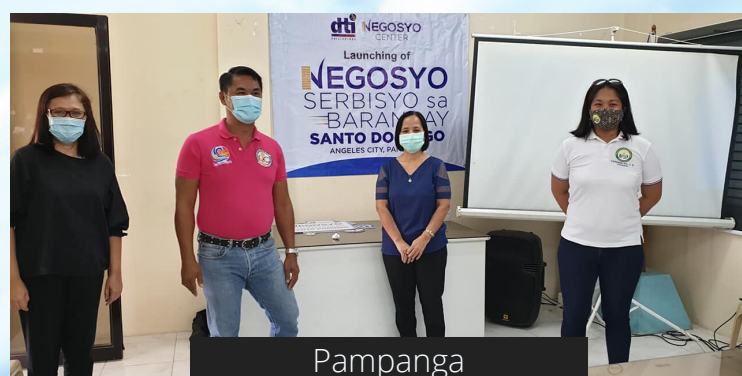
LAUNCHING OF NEGOSYO SERBISYO SA BARANGAY
BRGY. UNGOT, TARLAC CITY
Tarlac City Hall, Tarlac City | June 25, 2020



BRIEFING ON NEGOSYO SERBISYO SA BARANGAY PROGRAM WITH
BRGY. OFFICIALS & POTENTIAL NSB BENEFICIARIES
BRGY. PACPACO, SAN MANUEL, TARLAC | JUNE 23, 2020



LAUNCHING OF NEGOSYO SERBISYO SA BARANGAY
BRGY. UNGOT, TARLAC CITY
Tarlac City Hall, Tarlac City | June 25, 2020



Pampanga



Nueva Ecija

FROM PASSION TO BUSINESS

Success Story

AURORA

Rueul Bitong, the owner of Bleue R Enterprises never realized that one day he will be running a business of his own. It all started with his passion and talent in drawing in his elementary days. The idea of venturing into a business came about in college when Mr. Bitong was assigned to lay out a design t-shirt for their school's use. Screen printing has never been a skill for him, but with the need to design and print their t-shirts, he tried hard to come up with a design to be used in school activities. Back then, he outsourced the design as he let it screen printed by shops near Far Eastern University. Since then, Mr. Bitong has learned the intricacies of screen printing, allowing him to observe and learn from the techniques used by screen printing shops owners in Manila. His specialization in t-shirts design and screen printing made him engage in formal t-shirts and printing operations. In 2014, Mr. Bitong opened his printing business and it was registered under the name Bleue R Enterprises. The business name "Bleue R" came from the reversed name of Reuel Bitong, the brain behind the Bleue R. Having successfully started his business, Mr. Bitong decided to marry Jayreen Maure, a public-school teacher who also has a passion for sports and hobby of collecting office and school supplies.

To operate the business, Mr. Bitong and his wife rented a small house with only meager equipment - one computer, printer, PVC cutter, paper cutter and mug press for mug printing. With the small space, they were able to successfully start the business even with meager resources. Their regular office hours were never a burden to their business. What they did was that they began accepting orders and production was done after office hours. The business went on until they started capturing local buyers within the province, mostly walk-in and institutional customers. Before, they committed to deliver the orders on time even when they do not have printing machine. Job out basis was the strategy used by the company to sustain their orders. The said practice made the company sustain their customers. They asked advance down payments to start the orders. This practice went on until the company was able to generate the needed funds to procure their own machines. *Continue to page 17...*



FROM *PASSION TO BUSINESS*

From page 16...

The business has faced a lot of challenges in the process and with the challenges, the couple has thought of more good ideas and strategies on how to sustain their operations. From then on, the business grew and additional investments to expand the business were realized, giving the company the opportunity to reach out to more markets.

When Mrs. Bitong was blessed with a new baby girl, she decided to leave her teaching career and concentrate on her pregnancy. By doing so, she was able to directly supervise the production operation, which is more beneficial this time. With the help of their family and friends who lent them money amounting to P500,000.00, they brought the most modern tarpaulin printer. It had the capacity to print the tiniest detail. They also found a good location where Bleue R is now located. With the new location, the business expanded with matching regular resellers.

In 2016, with the help of DTI-Small Business Corporation or SBC, the company was granted a loan where they were able to buy the first ever multi-head embroidery machine in Baler. Since then, Mrs. Bitong devoted more time in managing the production operations.

The company is now offering more printing services such as t-shirt printing, tarpaulin printing, embroidery services, sticker printing, blueprint, CADD printing, large format scanning, offset printing, printing of mugs, lanyards, invitations, eco bags, button pins, umbrella, PVC ID, logo designing, and manufacturing of signage plaque, trophy and other corporate and souvenir items. Bleue R is also a retail store of textiles, clothing, footwear, leather goods, office and school supplies, sporting goods and athletic supplies.

The couple's engagement in the business, with

focus and passion, enabled them to position their business as one of the most sought companies in the area of printing services and retailing.

Today, Bleue R Enterprises has continuously expanded its operations and with its growth, it is able to support government's goal of inclusive growth where they are able to contribute to nation-building through the generation of more employment opportunities. Indeed, Blue R Enterprises' humble beginnings and with Mr. Bitong's passion in arts, the business grew tremendously through the years. From a mere passion to growing a business, Bleue R Enterprises is committed to pursue better options for them to gain greater market niches.

Newly constructed office



CSR activity in community



Region 3 MSMEs join Bagsakan/Selling Mission in Makati City

by: ROWENA S. MIRANDA

Some 12 MSME producers and manufacturers assisted by DTI Region 3 participated in the call of the Bureau of Domestic Trade Promotion (BDTP) for a Bagsakan or Selling Mission at the DTI grounds in Makati City. The objective of the mission is to provide a venue for the MSMEs to sell their produce to a bigger market while on Enhanced Community Quarantine and at the same time providing easy access for residents of Metro Manila to buy products from the regions. This initiative was also a way of helping the MSMEs so they need not close their businesses with the lack of opportunity brought about the CoVid pandemic. The DTI Provincial Offices also facilitated the securing of IATF IDs of MSMEs as well as the provision of transportation support to the MSMEs participants to bring their products on site without any inconvenience on their part.

From April to June 2020, the total sales of the 12 MSMEs reached P3.67M with Bataan garnering the highest sales at P2.81M, followed by Bulacan with P0.517M and Zambales with P0.245M. Combined sales of the 2 MSMEs from Pampanga and Tarlac amounted to P0.090M

The 12 MSME participants were: Amanda's Marine Products, Gloria's Delicacies, Magpoc's Araro Cookies, Alion SEA-K, Beakris House of Goodies from Bataan, Joyful Garden Farm and Ruthy's from Bulacan, Women's Unity Multi-Purpose Cooperative from Pampanga, Greenstar from Tarlac, and Palauig Mango Producers and Sonia's Sweets from Zambales.

E-posters were also prepared and posted at the LCL FB Page as part of the promotional efforts.



SMERA takes on a new turn

by: ROWENA S. MIRANDA

In light of the CoVid pandemic that has hit the country and the world, everybody is trying to survive and keep up. In the business sector, the entrepreneurs are trying to stay afloat and keep their businesses rolling for as long as possible. The Department of Trade and Industry, being the agency known to support the Micro, Small and Medium Enterprises (MSMEs), immediately took the initiative of assessing the impact of the pandemic to these players in order to provide the necessary assistance to ease the burdens of the MSMEs, known as the backbone of the economy.

Aside from financial support, emerging as #1 needed intervention as a result of the survey conducted, another major request that emerged from the MSME responses is the opportunity to attend to training and seminars to help them cope up with the existing situation. With the majority of funds released during the 2nd quarter of the year, the DTI Provincial Offices of Region 3 were able to conduct a total of 17 SMERA runs. Since the new normal now requires, as much as possible, no face-to-face interactions and no mass gatherings, the DTI Region 3 adhered to this and conducted the SMERAs online or what were termed as webinars. Although the 17 SMERA runs are 54% shy of the 37 conducted in the same period as last year, the quality and types of training are not inferior at all. Out of the 17 SMERA runs done for the 2nd quarter, there were a total of 789 participants, 83% of these or 657 are coming from existing MSMEs while 17% or 132 are potential or budding micro-entrepreneur participants.

Below are the SMERA runs conducted by the Provincial Offices for 2nd Quarter 2020:

Province	Title of Seminar	Date	No. of Pax
Bataan	Web Conferencing for MSMEs	8-Jun	26
	Food Safety Essentials	10-Jun	25
	The Accounting Equation	17-Jun	25
	Understanding Financial Statements	19-Jun	25
	Managing Cost and Profit	24-Jun	30
	Designing your Collaterals Online	26-Jun	36
Bulacan	Business Continuity Planing	18-Jun	30
	Digital Marketing	22-Jun	36
	Planning for Emergency Funds	25-Jun	24
	Basic Pricing and Costing	30-Jun	22
Pampanga	DTIxFoodPanda MSME Digitization Webinar	19-May	97
	Taking Advantage of Pampanga-Based Digital Service & Logistics Providers	22-May	43
	Go Global and Go Online for MSMEs	4-Jun	66
	Be an Entrepreneur in the New Normal	11-Jun	73
	Current Good Manufacturing Practices in the Time of COVID-19	18-Jun	64
	Packaging and Labelling 101 and Trademark Registration	26-Jun	89
Zambales	Back to Business After COVID19 - How Do We Move Forward	24-Jun	78

CARP REGION 3 PERPORMANCE



Trainings and Seminars

7

2



Studies/
Profiling

6

3

Consultancy
Services

3

1



Pro Dev
Activities

2

Prototypes
Executed

1

New Products
Developed

1

Packaging
& Labeling

2



Trade
Fairs

17

10

Market
Matching

65

46

Promo
Collater
als

8



ARCs
Served

89

53

MSMEs Assisted

152

74



ARBs/SLOs Served

4,896

2,643

MSMEs Developed

2



INVESTMENT

29,723,463

9,349,000



SALES

75,502,695

34,545,108



JOBS

2,661

1,166



1ST SEMESTER PERFORMANCE



2ND QUARTER PERFORMANCE

Diskwento Caravan

Mobile Palengke in the Barangay

By: DC Enrique D. Tacbad

The Diskwento Caravan/Mobile Palengke is a joint effort of the Department of Trade and Industry, the Local Government of Olongapo City and the Office of the City Agriculture, Olongapo City. On June 30, 2020, the Diskwento Caravan/Mobile Palengke in the Barangay was held in Barangay Gordon Heights and Barangay Sta. Rita, Olongapo City.

In the morning, during the opening program at Gordon Heights, Olongapo City, a ribbon cutting was led by PD Leonila T. Baluyut, DTI-Zambales, Hon. Priscilla Ponge, Barangay Captain of Gordon Heights, Olongapo City and Mr. Victorino Garengo, Jr., OIC-Office of the City Agriculture, Olongapo City with the Barangay Officials, exhibitors and other guests.

Thereafter, Hon. Priscilla Ponge gave her welcome message. She expressed her thanks on behalf of the people and the Barangay Officials of Gordon Heights to DTI-Zambales, LGU-Olongapo City, Office of the City Agriculture, to the exhibitors and MSMEs, other guests and participants for bringing the said activity in the barangay. Moreso, she reiterated the importance of the Diskwento Caravan/Mobile Palengke to the consuming public to take the opportunity to avail of discounted prices on Basic Necessities and Prime Commodities, Agricultural and other MSME products available for them. She assured that the Barangay Officials of Gordon Heights will continuously support this kind of endeavor.

In the afternoon, the said activity was held in Barangay Sta. Rita, Olongapo City. During the opening program at Barangay Sta. Rita, Olongapo City, the ribbon cutting was led by PD Leonila T. Baluyut, Hon. Ermelando Anonat, Barangay Captain of Sta. Rita, Olongapo City and Mr. Vitorino Garengo, Jr., OIC-Office of the City Agriculture, Olongapo City with the Barangay Officials, exhibitors and other guests. *Continue to page 23...*



PD Leny T. Baluyut and Hon. Emelando Anonat during the ribbon cutting and opening program at Sta. Rita, Olongapo City

"It's in our best interest to put some of the old rules aside and create new ones and follow the consumer - what the consumer wants and where the consumer wants to go." Bob Iger



DTI Zambales associates with participants



PD Leny T. Baluyut and Hon. Priscilla Ponge during the ribbon cutting and opening program at Gordon Heights, Olongapo City



DTI Zambales associates with participants

Hon. Ermelando Anonat gave his welcome message. He reiterated the importance of the Diskwento Caravan/Mobile Palengke to the consuming public to take the opportunity to avail of discounted prices on Basic Necessities and Prime Commodities, Agricultural and other MSME products available this afternoon. He welcomed this kind of activity where his constituents can buy products in their barangay without going to the public market and exposing themselves to the Covid 19 virus. He assured that the Barangay Officials of Sta. Rita will continuously support this kind of endeavor. Lastly, he thanked DTI-Zambales for organizing this kind of activity for the benefit of his constituents.

For her part, PD Leonila T. Baluyut thanked the organizers led by the DTI, City Government of Olongapo City-Office of the City Agriculture, Barangay Officials of Gordon Heights and Sta. Rita, the partner exhibitors, and the consumers for supporting this activity. PD Baluyut asserted that every consumer has the right to avail of good and quality products at reasonable and discounted prices. This is what Diskwento Caravan/Mobile Palengke in the Barangay is all about – providing a venue for consumers to purchase basic necessities/prime commodities, agricultural and MSMEs products at discounted prices. Moreover, PD Baluyut averred that DTI-Zambales is bringing closer to the consumers these goods at discounted prices in the midst of the Covid 19 situation. Lastly, she encouraged all the consumers to join and avail of the discounted prices on all products sold during today's caravan.

The joint undertaking was participated in by 19 sale exhibitors who generated a total sale of P251,870.00 and 1,573 consumers benefited. Again, government agencies and the private sectors' strong alliances and partnership eventually resulted to the benefit of the majority of consumers. This is one of a kind government activity needed to be supported by all the stakeholders towards consumer protection and welfare.

Moving forward in community service through private partnership

By: Neil John M. Fabay

The marginalized sectors often face difficulties in accessing decent work and social protection benefits, usually as a result of social discrimination and social disadvantage. In many cases, there is a casual link between exclusion inequities between urban and rural due to geographical inaccessibility. Thus, private partnership is addressing the needs of the Indigenous People through livelihood projects and community outreach/service.

The private partnership initiated by Neil John M. Fabay of the Department of Trade and Industry established many projects in the far-flung areas in Zambales, where most of the beneficiaries are the marginalize sectors. Income generating projects helped them to improve their lives and give them access to decent work and social protection benefits. In aiming for the sustainability of the projects, Mr. Fabay partnered with the Union Bank of Olongapo City for the "Go Beyond Project," a project which aims to reach out and give services to the community. As of now, the partnership has served three (3) organizations, as follows:

1. Aeta Tribes in Palauig: Bamboo Processing Facility expansion
2. Mistica Dairy Products: Pasalubong Center and Processing Facility Expenasion
3. Cawag Tribals Association: Furniture Processing Facility expansion

On June 29, 2019, the partnership with the Union Bank of Olongapo launched the "Go Beyond Project" in Sitio Dampay, Palauig, Zambales. The project involves the building of a processing facility for the expansion of the Shared Service Facility Project on Bamboo Processing. The Union Bank of Olongapo granted an establishment of the said processing facility. Kenneth Camara, Union Bank Relationship Manager, said that "we need to move forward and change the game in helping the Indigenous People in the far flung areas of Zambales." After the program, Union Bank distributed packs of food for the children in the community. The groundbreaking ceremony was initiated by the Chairman of ATIP, Joseph Badar together with officers of the Bank.

The act of helping the less fortunate people of the society to improve their present predicament by a simple act of helping and giving better processing facilities.

Aside from Union Bank Olongapo, Mr. Fabay also tapped the Redondo Peninsula Energy to come up with a project on Micro Enterprise Development. The beneficiaries were the indigeneous people located at Sitio Cawag, Subic, Zambales. DTI Zambales developed three (3) groups of microenterprises. These are the following MSMEs:

1. Gloria' Handicrafts
2. Nole's Furniture
3. Esto's Arts and Crafts

be the change you want to see in the world - Gandhi

The development of microenterprises among the indigenous people generated quality products such as Paleta Furniture and Bamboo products, and generated jobs to help the Indigenous People in the community. These undertakings have now lasted three years, serving the communities of Aetas in Zambales.

Another partnership project DTI is establishing is with the San Miguel Global Energy Foundation. DTI Zambales assisted two (2) groups of associations involved in the processing industry. The project is in Food Processing, and named as Roselle Products. This is located in Brgy. Luis, Candelaria, Zambales. Another project is on Honey Bee Processing, in partnership with the IPs in Brgy. Villar, Botolan, Zambales.

Ramirez, Agnes B.	April 10
Arcega, Marilou	April 12
Mon, Filipina M.	April 16
Veneracion, Aldrin M.	April 25
Lazatin, Eugene L.	May 7
Miranda, Rowena S.	May 8
Regalado, Rayciel V.	May 11
Juango, Ricamari S.	May 17
Panganiban, Eduardo C.	May 18
Dela Cruz, Marissa D.	May 18
Rosete, Ronan B.	May 19
Jaime, Cindy M.	May 19
Bermas, May Ann A.	May 21
Maregmen, Jesusito Jr. D.	May 25
Ramos, Lealyn May B.	May 28
Cruz, Flora M.	May 29
Santos, Marilou A.	June 6
Tiamzon, Glicel Grace DG.	June 7
Pilarca, Jan Ricardo I.	June 7
Reclosado, Nora M.	June 8
Luna, Janyne A.	June 11
Garcia, Tereso Raymundo G.	June 15
Lising, Araceli Isabel P.	June 17
Dayrit, Riza Lina V.	June 19
Bunoy, Marisol G.	June 19
Manumbali, Darwin P.	June 22
Tiglaio, Norlito L.	June 25
Miranda, Charisse D.	June 28
Bondoc, Maria Teresa R.	June 30

HR Corner

Congratulations and Welcome!!!

APPOINTMENTS

Glicel Grace D.G. Tiamzon

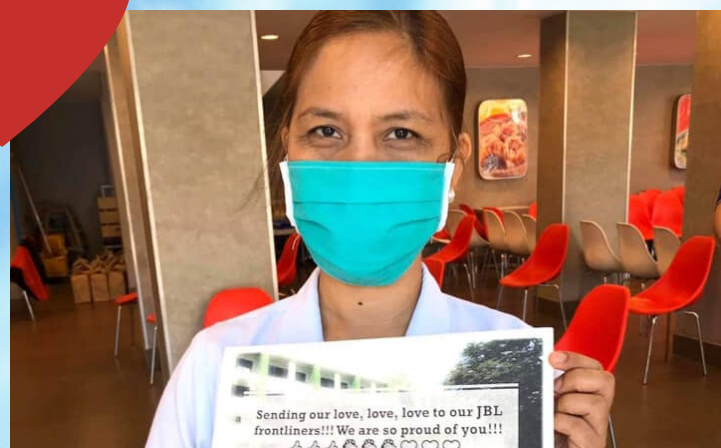
TIDS, DTI Pampanga

Johnsen V. Javar

TIDS (CARP), DTI Aurora

Coop Desk

DTI-3 associates gave voluntary contributions to sponsor the meals and snacks of our dear frontliners at JBL Hospital last April 2. Thank you!!!



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