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THE OFFICIAL ONLINE NEWSLETTER OF THE DTI-REGIONAL OFFICE 3



DTI ROG HOLDS GENERAL ASSEMBLY IN CLARK

The Department of Trade and Industry Regional Operations Group (ROG) held its 2022 General Assembly at Quest Hotel, Clark Freeport Zone last June 1-3, 2022. The ROG is a functional group of the DTI responsible for the field operations of the department in the regions and provinces.

The annual General Assembly was conducted face to face after two years of conducting it online. Led by DTI Usec Blesila A. Lantayona, Asec Asteria C. Cabarte, Asec Demphna Du-Naga, and Asec Domingo R. Tolentino Jr., the event was attended by the head office bureau directors and DTI regional directors, assistant regional directors, provincial directors from all over the country. With the theme - Resilience, Innovation, Sustainability, Excellence in ROG, the three-day event included various technical, performance review and target-setting sessions. The accomplishments of the ROG head office and that of the regional and provincial offices were also highlighted during the program.

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The host region, DTI Central Luzon, headed by Regional Director Leonila T. Baluyut also treated some of the delegates to a tour of the different attractions in Clark Freeport Zone including the newly-opened Clark International Airport.

Likewise, a mini trade fair was organized which showcased some of the best food and non-food products of DTI Region 3 entrepreneurs. The mini trade fair generated total sales of P246,540 from among its 13 exhibitor-MSMEs during its 2-day run.

The event was capped by a fellowship program on the third and final day. The culminating program dubbed as “A Rollicking Good Time with Super Sec. Mon”, also served as a send-off party to outgoing DTI Secretary, Ramon M. Lopez. The guests were clad in their Gatsby-inspired outfits. Secretary Lopez spent a great time dancing and singing the night away with his associates for the past six years. Describing his stint with the department, Super Sec. Mon turned emotional saying, “*The best years in my career are my six years in DTI.*” He also thanked his associates for making his stay with DTI wonderful, productive, and meaningful. When asked about what he plans to do after his term, he answered, “After DTI, hindi na ako babalik sa corporation as in operation, ang gusto ko na lang i-pursue is iyong advocacy natin sa mga SMEs.” His term ends this coming June 30, 2022, coterminous with the appointing authority President Rodrigo R. Duterte.



DTI Sec. Ramon S. Lopez projects a smile as he answers questions from the attendees.



Sec. Ramon S. Lopez raises a toast with DTI Region 3 ExCom members

DTI 3 holds third run of Touchpoint Biz Con



With the theme “Supporting Logistics Innovation to Accelerate MSME Recovery in the New Normal,” the Department of Trade and Industry Regional Office III held the Touchpoint 3.0 – A Central Luzon Business Conference on June 23, 2022 via Zoom online platform and live streamed through the official Facebook page DTI Region 3 – Central Luzon.

On its third run, Touchpoint aims to recognize the part of logistics innovation in helping MSMEs tide the pandemic and move them towards recovery.

More than 500 participants, including local government officials, officers of national agencies, students and members of the academe, micro, small, and medium enterprises (MSMEs), business chambers, and members of consumer organizations participated in the online conference via Zoom platform. While more than 600 individuals joined the program thru Facebook live stream as expert resource speakers presented topics on logistics innovations and their role in uplifting our MSMEs.

Central Luzon Business Conference

SUPPORTING LOGISTICS INNOVATION TO ACCELERATE MSME RECOVERY IN THE NEW NORMAL

23 JUNE 2022 | 9AM

Secretary of Trade and Industry Ramon M. Lopez in his keynote message, recognized the importance of logistics in the country's economy. “We recognize the importance of logistics on our economy, this is why we at DTI aim to create a globally-competitive logistics sector and reduce logistics cost,” he said.

Meanwhile, DTI Regional Operations Group Undersecretary Blesila A. Lantayona, in her inspirational message, commended the DTI Central Luzon Regional Office III and the provincial offices for staging the conference.

Mr. Pierre Carlo Curay, President of Supply Chain Management Association of the Philippines presented the current trends, status, and prospects of the Philippines logistics industry. He stressed that there is a need to lower down the cost of logistics of our industries to be competitive with our neighboring countries.

Mr. Ezekiel Mauhay, Planning and Development Officer of the Anti-Red Tape Authority delivered his presentation on Unified Logistics Pass (ULP). He mentioned that the ARTA is working on the implementation of the ULP, which would help trucking companies in streamlining their application for accreditation with port authorities, and economic zones, among others through a business one-stop shop.

On government support to logistics, Ms. Berlin Mabuna of DTI Supply Management and Logistics Division shared an audio-visual presentation highlighting updates on logistics sector shared priorities and the commitments of the Philippines Logistics Services Sector. Mr. Virvik Erese, OIC of the Maritime Industry Authority (MARINA), pressed on the roles and plans to enhance domestic shipping in the transportation of goods. Meanwhile, Ports Operations Chief, Mr. Karlo Madrilejo of the Philippine Ports Authority, presented their agency's plans, policies, and regulations to support the logistics sector.

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All great enterprises are about logistics. Not genius or inspiration or flights of imagination, skill, or cunning, but logistics.

- Tom McCarthy

KMME ONLINE 2022 GRADUATES - BATCH 1: Building Business and Camaraderie during the Pandemic

by: Jose Antonio F. Toledo, IV

The Kapatid Mentor Micro Enterprises or KMME Program started in 2016 and is aimed at boosting micro enterprises' competitiveness and to give them a fair chance of leveling up their businesses. This continuing program is borne out of the Private-Public-Partnership (PPP) between the Department of Trade and Industry and Philippine Center for Entrepreneurship (PCE) otherwise known as GoNegosyo. This program has produced over 7,000 mentees all over the country.

Then came the full-blown pandemic in 2020. This kind of disruption seriously affected businesses. The magnitude was so severe that it brought down many enterprises. Yet even chaos brings positive changes. Traditional face to face businesses learned how to harness the potential of the online platform and some were able to pivot from their original offerings to products and services that meet the current needs of the market.

A case in point is Batch 1 of the 2022 KMME Online Program. All the 48 multi-sector mentee-graduates learned that one of the keys toward achieving a common goal is cooperation. The batch 1 graduates continued communicating and networking even beyond the mentoring sessions have concluded. They see to it that they update their batch with news and developments concerning upcoming seminars, business information and eagerly reports progress in their respective enterprises.



Just recently, one of the graduates of the batch, Ms. Rosalinda Bais, happily states that she now has a beautiful logo/label for her products (Kimchi etc.) courtesy of DTI-Bulacan.

Ms. Bais also shares that her products are currently present in a virtual marketplace, so that her spicy and delicious Kimchi may now be purchased online.

Another graduate, Ms. Angelina Raz, who sells assorted fish/marine-based products hopefully remarked that her products are now undergoing the process for FDA approval. For others, the chance to be able to meet in person is enough to give them great consolation.

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A beaming Rosalinda Bais (center), 2022 KMME Online Batch 1 Graduate says, "Thank You, DTI 3" for her new logo/brand with designer Mr. Rom Tapel (right) and NC - Robinsons Malolos Business Counselor Alyssa Sunga.

> KMME online... from p4

By and large, the KMME Program is considered one of the many successful programs of confluence between the public and private sector as it strives to improve, level up and propel MSMEs especially during unprecedented setbacks such as the pandemic. It is through this kind of partnership and commitment that near impossible goals are achieved.

The Kapatid Mentor ME (KMME) Online Program, while successfully dishing out compressed business courses akin to those given by prominent universities in the country, at the same time, it also provides experience and most of all weaves a sense of belongingness that well exudes the word "KAPATID."



> DTI 3 holds... from p3

For her part, DTI-3 Regional Director Leonila T. Baluyut noted the importance of innovations in logistics in the region. "We have a good strategic location and accessibility in helping other industries. Central Luzon has two international airports, the one in Subic and Clark, and another is coming in Bulacan. We have seaports in Zambales and Aurora," she mentioned. "We also have freeports in Bataan, Subic, and Clark, and several industrial parks. Aside from the freeport zones we also have NLEX, SCTEX, TPLEX, and CLEX providing efficient transportation access to and from the region," she continued. She further pressed on the need for an efficient supply chain for the region's entrepreneurs, manufacturers, and exporters.



2022 KMME Online Batchmates Ms. Hazel Pangilinan (left) of Gospel OBP Enterprise of Pampanga and Ms. Rose Castaneto (right) of Castaneto Dairy Products Processing, Nueva Ecija finally meet in person during the Central Luzon Women Entrepreneurs' Summit at Orchids Garden, CSFP-29 July 2022

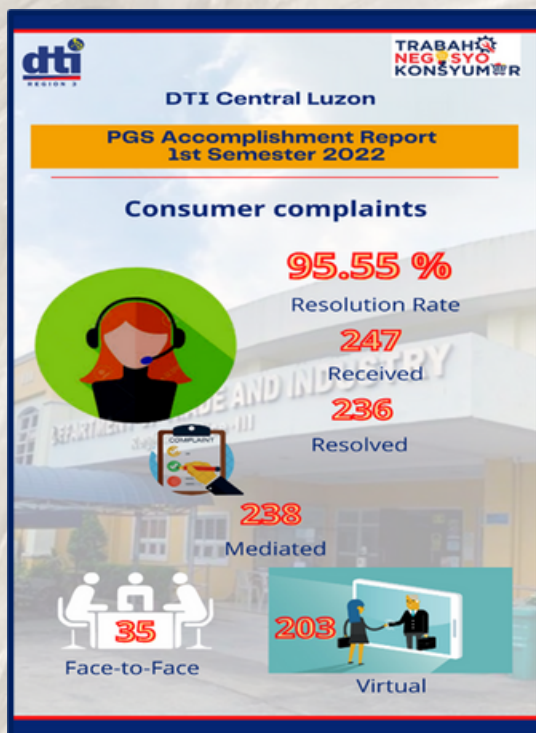
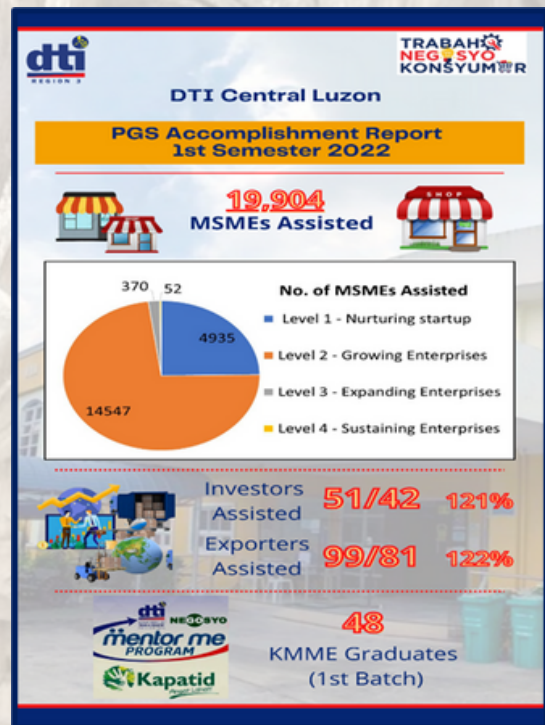


DTI 3 associates and participants pose for a virtual group picture during the Touchpoint 3.0

DTI-3's PGS Accomplishment Report for 1st Semester 2022

by: Anna Liza M. Cunanan

The infographics below explicitly show the DTI-3's PGS Accomplishment Report for the First Semester of 2022. Through the conscientious efforts of all the Provincial Offices as well as the Regional Office Units, the region was able to achieve its targets for the period covered. Once again, DTI-3 has proven its commitment to deliver services more than what is expected by its clientele. In terms of Customer Satisfaction Rating, the agency is doing well and is constantly on track with its commitment to meet the expectations of its clients by maintaining its CSFs at above 90% rating on all services of the DTI 3 Offices.



IPs and Youths receive livelihood kits from DTI-Bataan

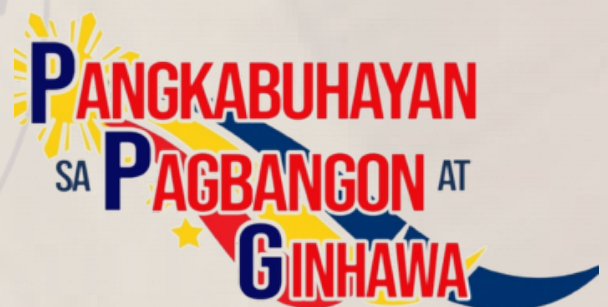
by: Teresita E. Magtanong

The Department of Trade and Industry (DTI) Bataan recently provided business kits from its Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program to 15 young entrepreneurs (YEP) on June 6, 2022.

The awarding and distribution of small tools for food processing was led by DTI Bataan Provincial Director Nelin O. Cabahug, Division Chief Ma. Concepcion B. Sanico, with the Business Development Division (BDD) team and colleagues Dr. Hermigenes Paguia, Vice President of Extension Services and Dr. Bernadette Gabor, Director of Extension and Training Services of Bataan Peninsula State University (BPSU). The event was held at the conference room of the administration building of the BPSU Main Campus in Balanga City, Bataan.

Moreover, DTI also provided livelihood packages to 15 indigenous people (IPs) of Barangay Bayan-Bayanan in Dinalupihan on June 6, 2022 and the awarding was graced by no other than Hon. Mayor Maria Angela Garcia. While on June 8, 2022, 15 aetas, likewise received the same at Barangay Biaa in Mariveles, Bataan. The aetas learned their skills in bread and pastries production through TESDA, and are also beneficiaries of the government's Poverty Reduction Livelihood and Employment Cluster (PRLEC) program.

PD Cabahug said its purpose is to provide income to raise the standard of living of each family. All PPG beneficiaries attended the seminar on How to Start a Small Business at the Negosyo Center of DTI-Bataan.



DTI Supports the 124th Independence Day Celebration in the Province of Bulacan

by: Maria Cristina V. Valenzuela

The 124th Independence Day celebration on June 12, 2022, was made more memorable and fruitful with the conduct of a one-day Trabaho, Negosyo, Kabuhayan (TNK) Jobs and Business Fair, with the Department of Labor and Employment as the lead agency, in partnership with the Department of Trade and Industry, Technical Education and Skills Development Authority, R03 Regional Coordinating Council and the Provincial Government of Bulacan, which hosted the event. The TNK aims to create and provide jobs and promote entrepreneurship that will aid in the economic recovery of the country from the ill effects of the pandemic.



Opening Ceremonies

With the theme “Trabaho, Negosyo, Kabuhayan: Pagsuong sa Hamon ng Panibagong Bukas”, DOLE’s Jobs Fair offered more than 150,000 local and overseas job opportunities. The opening ceremonies and Jobs Fair were both held at the KB Gymnasium at the Bulacan Capitol Compound. The VIPs who graced the occasion were Secretary Silvestre Bello III of DOLE, Secretary Ramon Lopez of DTI, Bulacan’s re-elected Congresswoman Lorna Silverio of 3rd District, Congressman-elect Ambrosio Cruz of 5th District, Congressman-elect Danilo Domingo of 1st District, and Congressman-elect Salvador Pleyto of 6th District. Other officials from DOLE, TESDA, and DTI Region 3-Assistant Regional Director Brigida T. Pili, and DTI Bulacan Provincial Director Edna D. Dizon also attended the event.

Bulacan Governor Daniel R. Fernando, in his opening remarks, urged job seekers to take advantage of the more than 150,000 local and overseas job opportunities available nationwide. Hailing our Independence Day celebration, he urged fellow Bulakenyos to value the freedom fought by our forefathers. He also mentioned that aside from commemorating our Independence Day, World Day against Child Labor is being observed to raise awareness of the plight of child laborers world-wide.

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DTI 3 ARD Brigida T. Pili and DTI Bulacan PD Edna Dizon joins DTI Bulacan associates at the Jobs Fair and Service Caravan inside the Provincial Government of Bulacan KB Gymnasium

DTI Secretary Ramon Lopez said that DTI is also providing livelihood kits to 150,000 beneficiaries to ease the effect of the pandemic, through the Livelihood Seeding Programs while the Small Business Corporation is assisting MSMEs in their financing needs. With DOLE as partner in providing employment opportunities, he said the task of balancing to save lives and livelihood has been successful.

DOLE Secretary Bello III highlighted the 150,000 job opportunities on offer, as well as the livelihood opportunities from the various packages to be distributed. He also introduced the Independence Day greetings both from President Rodrigo Roa Duterte and President-elect Ferdinand Marcos, Jr. and Senator Bong Go thru their video messages.

A ceremonial distribution of payout to TUPAD beneficiaries, and awarding of livelihood assistance to Freebis (Free Bisikleta) and Nego-Karts (Negosyo sa Kariton) beneficiaries was also held.

Business Opportunity Seminars

The Business Opportunity Seminars were conducted outdoor in the Mini Forest of Bulacan Provincial Government. A total of 280 participants attended the Seminars with topics on Entrepreneurship Development, Financial Literacy, Food Safety and Digital Marketing, which are all relevant to the livelihood assistance they received from the government. The seminars was intended to prepare their mindset and enhance their knowledge on proper business management, and at the same time take advantage of the marketing opportunities in the digital world.

In addition, various DTI audio visual presentations were played to promote DTI programs and services, highlighting the success stories of the corresponding beneficiaries through their video testimonials.

TNK Trade Fair

The Trade and Livelihood Fair was held outdoor in the Provincial Mini-Forest with 10 DTI MSMEs assisted under the OTOP, CARP, SSF and KMME program2, with the 5 DOLE-assisted beneficiaries.



LJRM ENTERPRISES: THREADS CAME TO LIFE

by: Gerald Dennis S. Suyayen



Peñaranda, a municipality in the southern portion of Nueva Ecija is known for agriculture and rattan crafts. The town, being blessed with soil suitable for various crops, is a contributor of the province's food production.

Surprisingly, a native of Penaranda made his name in the field of business, not in agriculture but in a different field -- Barong making.

Mr. Randy Maniquiz owns LJRM Enterprises based in Penaranda. He previously worked as a marketing staff in a fiber weaving company in Aklan. Later, he honed his expertise by attending a fashion designing course and fabric development training.

He started his own business in 2008 by supplying woven fabrics with designs to fashion designers and manufacturing companies. In 2011, he started making his own ready to wear (RTW) products such as barong and Filipiniana dresses with paper mache as packaging material. He then opened his first outlet at the Fort in Taguig and in 2015 expanded his business in his hometown in Peñaranda, Nueva Ecija.

In 2017, he was approached by the DTI through its Negosyo Center in Gapan City. It was the start of a series of assistance accorded to the company. Other than consultancy services, the company was enrolled under the OTOP Next

Generation and was provided with product development of which 15 prototypes were developed and showcased during the 2017 Likha ng Central which was held in SM Megamall. Later that year and through DTI's continuing assistance, LJRM also participated in the national trade fair and generated the highest sales among Central Luzon exhibitors.

Mr. Randy Maniquiz became an inspiration to many when he joined the Kapatid Mentor Me (KMME) Program and graduated successfully in 2018.

With the Covid19 pandemic affecting all sectors in business, LJRM was also tested of its resiliency capability. The company's production stopped temporarily. With the businesses slowly opening up this year, opportunities are coming again for the Filipiniana wearables. The DTI invites LJRM Enterprises as one of its exhibitors in all its trade fairs, whether these are big or small.

To date, the company has 150 subcontracted employees and 60 regular employees. Starting this year, they have plants to supply to various department stores and concept shops.

Recently, LJRM Enterprises was invited as one of the guest exhibitors in the ROG Assembly held at the Quest Hotel, Clark Freeport Zone from June 2 to 3, 2022. They generated a total of ₱66,750 for this 2 days with another ₱78,000 booked orders from DTI officials for their Filipiniana outfit needs.

Diskwento Caravan returns to Plaza Mayor, City of Balanga

by: Teresita E. Magtanong



DTI-Bataan's Diskwento Caravan returns to the City of Balanga after 2 years with its 1st Semester 2022 run. Dubbed "Summer Fiesta Diskwento Caravan", the event was held at the Plaza Mayor Ciudad de Balanga last May 19-20, 2022. With the decreasing covid-19 cases resulting to lowered restrictions, DTI once again was able to hold the event at the more-strategic Plaza Mayor.

merchandise, and food manufacturers.

DTI Bataan Provincial Director Nelin O. Cabahug said that they wanted to help the micro-entrepreneurs in the province and other establishments that have been affected by the pandemic and at the same time, offering discounted prices at a minimum of 10% in all items for sale.

The event was a success with no less than Mayor Francis Anthony S. Garcia gracing the opening and ribbon cutting ceremonies. PD Nelin O. Cabahug led the DTI-Bataan Team with 9 media partners covering the 2-day activity.

A total of 53 local distributors, manufacturers, retailers, and MSMEs as well as select businesses from Marikina, Quezon City, and Rizal joined the event. The Diskwento Caravan generated a total of Php 1,014,285.75 out of the Php 500,000.00 target. Twenty-five (25) barangays were served, benefitting 3,381 households. Among those who joined are supermarkets, bookshops, clothing stores, handcrafts and accessories, poultry and general



DTI provides unending business opportunities — An LSP NSB Story

by: Florelyn A. Caniete
Business Counselor
NC San Luis, Aurora

The barangays of Dibalo and Dibut are among the more remote areas in San Luis Aurora, located along the Sierra Madre mountains.

Government support and services barely reach these areas due to inferior signals for telecommunication and limited transportation options. But, behind all this, Dibalo and Dibut have much to offer. Dibalo has abundant resources for food processing and handicraft manufacturing, whereas Dibut is being promoted for its beautiful ocean and scenery, which tourists now enjoy.

Tourism is about to reopen as it adjusts to the new normal. Locals and aspiring entrepreneurs were inspired to create products from indigenous raw materials to sell to tourists. Coconut shell craft is one of the potential products that could generate revenue for the community. To support this project, the Department of Trade and Industry – Aurora Provincial Office has already provided skills training on Coconut Shell Handicraft Making last 2021 in collaboration with the Local Government of San Luis and Barangay Development Councils.



Awarding of LSP-NSB business packages to five beneficiaries with DTI Aurora Provincial Director Aldrin Veneracion (3rd from right), NC Business Counselor Florelyn Caniete (extreme left) and Brgy. Chairperson Alfredo Langa (4th from left) on May 12, 2022 at Dibalo, San Luis, Aurora.

In May 2022, another door of opportunity opened for Barangay Dibut and Dibalo entrepreneurs as DTI Livelihood Seeding Program – Negosyo Serbisyo sa Barangay (LSP-NSB) was launched in these areas. Livelihood Packages were awarded to five beneficiaries in each barangay. These business packages include bigasan, sari-sari store, photocopying and printing machine, furniture and handicraft manufacturing, turmeric processing, and VCO processing. In addition, the beneficiaries have undergone series of business cliniquing, and seminars to help them in the operations of their businesses.

With LSP-NSB, DTI Aurora has prioritized reaching distant areas, coastal barangays, and unvisited communities to bring livelihood opportunities and business development to these areas.



Awarding of LSP-NSB business packages to five beneficiaries with DTI Aurora Provincial Director Aldrin Veneracion (4th from right) NC Business Counselors Florelyn Caniete (extreme right) and Vincent Leal (extreme left), LSP Support Staff Noel Segaya (2nd from L), Brgy. Chairperson Rodelio Magdato (6th from left), and Corporal Demetrio Lucero, on May 13, 2022 at Dibut, San Luis, Aurora.

DTI-ZAMBALES CONDUCTS PROVINCIAL CMCI DATA VALIDATION AND ENCODING

by: Ernalyn C. Ecura



In fulfillment of the agreement to thrive and aim to excel in the CMCI rankings this year, DTI-Zambales, together with the Provincial Government Office, Business Permits and Licensing Offices Olongapo - Zambales Association (BLOOZA), and DTI-Regional Office CMCI Focal Persons, conducted the Zambales CMCI Data Validation and Encoding on April 26, 2022 at Botolan Municipal Hall, Botolan, Zambales.

The purpose of this activity is to have a unified understanding in the interpretation of CMCI indicators and to further strengthen the partnership among CMCI members. Everyone aims to complete and submit the local data capture sheet on time and hopes to be among the most competitive local government units in the country this year.

The activity was actively participated in by nine (9) LGUs of Zambales namely: Olongapo, San Marcelino, San Antonio, San Narciso, San Felipe, Botolan, Iba, Palauig, and Candelaria. The Zambales Provincial Government also showed full support headed by its Tourism Office Division Head Maria Domitela Mora and Investment Analyst Kevin Nacabuan. Highly appreciated are the presence of CMCI experts STIDS Barry Pangilinan and TIDA Charrisse Montoya of the DTI-3 Regional Office-Industry Development Division, along with DTI-Zambales Business Development Division Chief Marilou Arcega and TIDS Ernalyn Ecura.



DTI - Tarlac at a glance

by: Grace Helena S. Lugtu



DISKWENTO CARAVAN

DTI – Tarlac Provincial Office started this year's Diskwento Caravan in Cristo Rey, Capas, Tarlac on May 27, 2022, participated in by a total of 24 distributors, retailers, and MSMEs. The caravan generated a total of P545,041.20 worth of sales and has benefitted 975 households.

Alongside the event, the Consumer Protection Division conducted Consumer Awareness and Responsiveness Education Seminar (CARES) and a briefing on the Philippine Currency by the Bangko Sentral ng Pilipinas.



LIVELIHOOD SEEDING PROGRAM – NEGOSYO SERBISYO SA BARANGAY

DTI Tarlac launched the Livelihood Seeding Program-Negosyo Serbisyo sa Barangay in eleven (11) municipalities in the Province of Tarlac.

Fifty-five (55) business kits were awarded to fifty-five (55) sari-sari store owners from eleven (11) different barangays. The beneficiaries were initially evaluated and chosen by DTI in consultation with the LGU and Barangay Development Council. They will continuously be assisted by DTI through the Negosyo Centers for their entrepreneurial growth and development.



LPCC - Mayantoc Saturation Drive

A briefing on Laws on Weights and Measures and Setting up of Strategies and Instructions in running a saturation drive was conducted on June 20, 2022 for the Local Price Coordinating Council of Mayantoc, Tarlac. It was followed by monitoring of weighing scales in the meat, fish, rice, fruits, and vegetable sections of the Mayantoc Public Market. Out of the 100 weighing scales monitored, 6 were found defective, confiscated and turned over to the LGU. Monitoring of labeling requirements and weighing of repacked products was also conducted.

Manyali Tamu Pampanga

by: Darby Raul L. Bognot

Manyali Tamu or “to buy” in Capampangan is the brand for the marketing activities of DTI Pampanga, particularly for the conduct of Trade Fairs. For this program, DTI collaborates with the local malls in Pampanga to provide the SMEs venues to sell their products.

The major purpose of the Manyali Tamu program is to re-introduce SMEs who were affected by the pandemic in the mainstream market. Because of lesser restrictions, the partner malls warmly welcomed our local entrepreneurs to exhibit their products in prime locations.

In Quarter 2, Manyali Tamu was conducted in Newpoint Mall Angeles City, and was participated in by 14 MSMEs. The formal opening ceremony was conducted last May 23, 2022. It was attended by Provincial Director Elenita R. Ordonio, DTI Associates, Business Counselors and the management of Newpoint Mall.



Ms. Trixie Valdez, Newpoint Manager, extended her appreciation to the organizers of Manyali Tamu by promoting local entrepreneurs. She added that it is also Newpoint Mall's advocacy to support local entrepreneurs especially during the pandemic.

The trade fair ran from May 23-31, 2022, generating a total sales of Php 586,000.



Pasikatan 2022

by: Darby Raul L. Bognot

Pasikatan 2022 is a 5-module digital marketing course of DTI Pampanga under the One Town One Product Next Generation Program. Pasikatan is a Capampangan word meaning “to expose” or “to promote”. Twenty-five (25) MSMEs were enrolled under the program and they were required to regularly attend the modules every week. All modules were geared towards the improvement of the social media presence of the MSMEs.

The following modules were conducted:

1. Magumpisa (*to start*) - Basics of Digital Marketing
2. Sumulat (*to write*)- Writing for Business
3. Maglitratu (*to photograph*)- Digital Photography using Smartphones
4. Makiusu (*to join the trend*)- Social Media Trends and Strategies
5. Mamisali (*to sell*)- Sales strategies

The program was relaunched last June 17, 2022. All classes were conducted every Friday via Zoom.

The Pasikatan program is one of the many innovations of DTI Pampanga during the pandemic and one of the strategies to reach out to MSMEs in line with our digitalization programs.



presents



PASIKÁTAN

an online Marketing Course for Pampanga MSMEs

- week 1 - MAGUMPISA** - Marketing in The New Normal
- week 2 - SUMULAT** - Writing for your Brand Online
- week 3 - MAGLITRATU** - Digital Phone Photography
- week 4 - MAKIUSU** - Social Media Marketing Trends and Tools for Business
- week 5 - SULAGPO** - Logistics as Competitive Advantage for the SMEs
- Bonus week** - Speedmatching of Logistics and Online Marketing Platforms

Courses offered will be conducted every Friday from May 7 onwards,
1:00pm - 5:00pm

DTI 3 CARP POSTS SIGNIFICANT 1ST SEMESTER PERFORMANCE

by: Riza Lina V. Dayrit



In the first semester, the DTI 3 Comprehensive Agrarian Reform Program (CARP) posted significant accomplishments that helped its beneficiaries. Records show that the DTI CARP in the provincial offices were able to assist 180 MSMEs. They also helped to develop eight (8) MSMEs covering 156 Agrarian Reform Communities (ARC) with 12,327 Farmer Beneficiaries (FBs) served.

In terms of trainings, 53 training/seminar sessions were conducted with 835 FBs participating. From these training/seminars, 21 were Productivity Seminars, 17 Entrepreneurial Training and 15 Skills Training/Upgrading.

On Market Development activities, there were 103 CARP-related market matching activities undertaken. These activities helped in realizing P10,524,264 in sales. CARP MSMEs also participated in 13 Trade Fairs resulting to P3,813,856 amount of sales. Some of the major TFs participated were the National Hybrid Trade Fair in SM Megamall on June 1-15, 2022, Filipino Food Fair at Marquee Mall on April 18-22, 2022 and the Summer Trade Fair in Waltermart CSFP on June 3 to 5, 2022. At least 12 promo collaterals were provided for these fairs.

In terms of product development, 12 activities were undertaken which resulted to 17 products developed, 21 designs developed, 15 prototypes executed and 22 packaging and labels developed. In addition, there were eight (8) project proposals and 51 profiles prepared.

With all these activities, the DTI3 CARP units were able to generate P49.62M in investments or 69% of the annual target. CARP related activities also resulted in P100.767M in sales, covering 60% of the annual target. These also helped in generating 4,483 jobs or 65% of the annual target.



53

Training/Seminars Conducted



12

Product Development Activities



136

Market Development Activities



9

Consultancy Services



P49.620M



P100.767M



180 MSMEs Assisted
8 MSMEs Developed



12,327
Farmer Beneficiaries Served



156
ARCs Served



4,483

by: DTI R3 CPD

218 Total Stock Keeping Units

136 SKUs (62%)
RETAINED price levels (from
January 2022 SRP List)

82 SKUs (38%)
ADJUSTED prices (but 71 SKUs or 86%
ranges from 2%-10% increase only)

In line with this, DTI carefully evaluates and balances the request of manufacturers for the price adjustment in the SRP List, the purpose of which is to prevent business losses as well as not to affect the unemployment rate. Increases were kept to a minimum level to provide consumers with reasonably-priced goods.

DTI-3 HOLDS ORIENTATION ON DIGITAL PAYMENTS IN OTOP HUB BULACAN

by: Warren Patrick T. Serrano

The Department of Trade and Industry Bulacan Provincial Office (DTI Bulacan) recently hosted a visit by Paynamics and DTI Regional Office III associates on June 24, 2022 at the OTOP Hub in Malolos City, Bulacan. The visit was organized by the DTI-3 SME Development Division to provide an orientation to the OTOP Hub operators and suppliers on digital tools for store payments. During the orientation, Paynamics General Manager Mark Joseph Panganiban provided a brief discussion on overcoming challenges in digital payments, such as:

- Current PH landscape in terms of internet usage, online financial services/digital payment utilization
- Current challenges faced by consumers and MSMEs in terms of available payment delivery terms such as cash on delivery, credit cards, online bank transfer, OTC deposit, cash remittance, and e-wallets.



DTI Regional Office and Bulacan associates
at the OTOP Hub in Malolos, Bulacan.



Mr. Panganiban introduced Paynamics Technologies, Inc., a Global Payment Solutions provider offering secure, efficient and reliable electronic payment solutions. He noted that his company has served well-known clients including Bench, Guess, SM Markets, Penshoppe, Starbucks, Puregold, Lazada, Globe, Converge, Huawei, among others. He also noted that they work under the regulations of the Bangko Sentral ng Pilipinas.

According to Mr. Panganiban, Paynamics recently launched Paybiz, an e-money wallet and digital payment acceptance facility. The Paybiz facility can accept all possible modes of payment including mobile wallets, online bank transfer, as well as over-the-counter payments. Paybiz is accessible in any device and features multiple ways to collect payments such as via QR code, Paybiz link, or webstore. Merchants can create their own webstore where multiple items/services can be featured. He also added that it offers better merchant user experience by providing inventory, transactions, and financial monitoring via Paybiz modules. To register, merchants can go to online thru paybiz.ph or download the app via Google Play or App Store.

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DTI Regional Office and Bulacan associates were briefed by Paynamics on digital payments using the Paybiz facility at the OTOP Hub in Malolos, Bulacan.

Mr. Panganiban mentioned that Paynamics has an existing agreement with DTI where it aims to onboard OTOP Hubs all across the country and eventually involve individual MSMEs.

For the Bulacan Provincial Government through its PCEDO, Department Head Jovito Saguinsin expressed its willingness to register with Paynamics via the Paybiz platform. He said that they will try to register both their OTOP Hub and Pasalubong Center under Account Level 1. STIDS Araceli Isabel Lising and TIDA Carla Cunanan of the DTI-3 Regional Office also conducted an ocular visit to the Bulacan OTOP Hub. They checked the status of operations of the Hub as well as the availability of different products at the store.

According to PCEDO staff Aika Dytioco, since the start of the easing of pandemic restrictions, the OTOP Hub has been receiving bulk orders from different government and private agencies and organizations. This contributed to the increasing sales for the OTOP Hub at present. She also noted that the OTOP Hub currently focuses on the most saleable items which include nuts, mushroom chicharon, minasa, face masks, and religious accessories. The OTOP Hub is in the process of updating the price tags of some products due to price increases.

Some OTOP products from outside the region are also being displayed at the OTOP Hub. According to Ms. Dytioco, OTOPreneurs such as the Dielle's Apiary and Meadery, Inc. are very responsive to requests for replenishment of stocks, despite the distance from the OTOP Hub.

The OTOP Hub produced a customized OTOP Hub eco bags as promo collaterals. They have an on-going promo where customers can receive a free eco-bag for a minimum purchase of P1,000.00.



Disability Sensitivity & Awareness Seminar and Annual General Assembly for R3 Business Counselors

by: DTI R3 IDD



Ms. Mojaira Dela Cruz (left) of the NCDA receives a certificate of appreciation from DTI R3 - RD Leonila T. Baluyut (right).

Last June 30, 2022, the DTI Region III, thru its NC Project Management Unit, successfully conducted its general assembly for R3 Negosyo Center Business Counselors (NCBCs) and focal persons at the Orchid Gardens, City of San Fernando, Pampanga. It was the first in-person assembly after more than two years.

The activity commenced with a learning session on Disability Sensitivity and Awareness for the BCs. Ms. Mojaira Dela Cruz, a seasoned speaker on disability awareness from the office of the National Council on Disability Affairs, served as the resource speaker. Dela Cruz has shared to the participants her valuable insights on the different barriers that exist and hinders the full participation of PWDs to be a productive members of the community. She also gave a discussion on the different disability laws and related etiquettes that BCs must observed in the performance of their daily functions.

In the afternoon session, R3 BCs were provided relevant updates pertaining to the implementation and management of the NC program, both in the regional and national levels. Also presented is the summary of DTI R3's NC accomplishment report vis-a-vis target for CY 2021 and 2022.

Ms. Leicah Adriano, the P3 Coordinator of SB Corp- North Luzon office, provided a brief discussion and a presentation of the newest financing program of their office called RISE UP. The program is intended to provide assistance to MSMEs to recover from the effects of the pandemic, sustain their growth in the post pandemic period and to support jobs creation.

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BCs who have exemplified outstanding performance, dedication and valuable contributions to the NC program for CY 2021 were also given recognition in the event. A total of seven awardees were selected from each of the provincial offices, from which the best Regional BC was selected, based on the assessment made by their respective NC PO coordinators, provincial directors and validation made by the HRMO.

Regional and Provincial Awardees:

1. Armida Santos – Bataan | Best Regional NCBC
2. Windy Lee Caren Nera – Nueva Ecija | 1st Place Best Regional NCBC
3. Danilo Aquino III – Bulacan | 2nd Place Best Regional NCBC
4. Florelyn Caniete – Aurora
5. Alfine Bonus – Pampanga
6. Jean Aquino – Tarlac
7. Jhoana Rosalyn Pona – Zambales



DTI R3 - RD Leonila T. Baluyut (center) and ARD Brigida T. Pili (6th from L) pose with the Best Regional and Provincial NCBC awardees.



*Images from NCDA

*"My advice to other disabled people would be, concentrate on things your disability doesn't prevent you doing well, and don't regret the things it interferes with."
- Stephen Hawking*

DTI Pampanga Intensifies Monitoring of BNPCs

by: Patrick E. Mendoza

DTI Pampanga continuously protects the consumers by religiously conducting price monitoring of basic necessities and prime commodities (BNPCs). There are 138 basic necessities and 51 prime commodities monitored - coffee, condiments, canned goods, soap and detergent, mineral water, and processed milk to name a few. Monitoring is done in three (3) cities where the major trading centers are located. Supermarkets in first to fourth class municipalities like Macabebe, Masantol, Arayat, Candaba, Lubao and Floridablanca are also being monitored to ensure that the prices are within the suggested retail price (SRP).

DTI Head Office releases the Suggested Retail Price bulletin which serves as the basis for monitoring the prices of BNPCs. The office's price monitoring team conducts the monitoring on a daily basis.



Price Monitoring at Puregold Porac-Angeles



Price Monitoring at MerryMart grocery in Arayat, Pampanga



Price Monitoring at Puregold Sto.Tomas, Pampanga

ATTITUDE PROBLEM: A GROUND FOR DISMISSAL FROM EMPLOYMENT



No individual can perform alone. The performance of an individual is sometimes dependent on the positive relation he or she shares with his or her colleagues. Tasks are easily accomplished faster when the work load is shared among all and each one contributes in his or her best possible way. Several issues and concerns can also be readily discussed with each other and come to a solution best suited to all.

Employee's unpleasant behavior, on the other hand, has been a common source of rifts among employees and creates stress at the workplace. It affects not only his or her professional relationship with his or her employer and co-workers, even worse when such behavior disrupts the business operation and/or causes co-workers to suffer emotionally and psychologically.

What can the management do to an employee with an attitude problem?

The employer may dismiss the employee from employment on the ground of attitude problem. The Supreme Court, in the case of *Heavylift Manila Inc. vs Court of Appeals* (GR 154410, 20 October 2005), held that an employee's attitude problem, although not expressly one of the just causes for termination of employment under the Labor Code, is a ground to validly dismiss an employee from service.

How is attitude problem defined?

In the same case mentioned above, the Supreme Court has defined an employee's attitude problem as "a situation analogous to loss of trust and confidence that must be proved by the employer".

It explained that "an employee who cannot get along with his co-employees is detrimental to the company for he can upset and strain the working environment. Without the necessary teamwork and synergy, the organization cannot function well. Thus, management has the prerogative to take the necessary action to correct the situation and protect its organization.

When personal differences between employees and management affect the work environment, the peace of the company is affected".

How then can it be proved that an individual has attitude problem?

In the case of *JR Hauling Services vs Solamo, et al.*, (GR 214294, 30 September 2020), it was held that in labor cases, affidavits may be sufficient to establish substantial evidence, and affidavits executed by various co-employees constitute substantial evidence.

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Life is Too Short, Live it Fully

by: Annaliza M. Cunanan

With the onset of the pandemic where you would hear casualties here and there due to COVID 19, members of the family or some relatives and friends are infected with the virus, you couldn't help but think about what lies ahead. It is as if, you are just waiting for your turn to get ill with this very dangerous disease. It is a pity feeling that anybody would not want to experience especially nowadays. When you meditate and refocus yourself, you will realize that life is indeed too short. It is meant to be lived fully hence, we may want to ponder on the following :

- **Take Care of Yourself**

Taking the time to take care of your mind, body, and soul isn't selfish. It is necessary and we know that there is a strong connection between increased burnout and lowered productivity. Imagine how much more businesses would grow if they made it a priority to create a self-care culture, where people were encouraged to take time to nurture themselves. If you don't honor what you need, how do you expect to live life to the fullest? Creating a ritual of daily self-care is necessary for your health and well-being. When life knocks us down, learning how to love and nurture yourself is one of the greatest gifts that we can give ourselves.

- **Be Present**

When we look too far forward, we miss out on all of the amazing things that are standing in front of us. The present moment is all that we have, so why not slow down and fully embrace the present moment? Here's the problem... people either get stuck living in the past or obsess about the future. As a result, they are unable to focus on the here and now. It all

comes down to one's perspective on life. Many of us know how valuable it is to live in the present, but why is it so hard to do? Our world encourages to operate in autopilot mode. We may try to be present, but then we tend to fall back into non-stop distractions and stressors. Therefore, everyone is encouraged to try being present more often – with yourself and with others – and watch how your emotional state shifts.

- **Live for YOU**

You are the author of your life story. Don't give somebody else that much power over your life. What are your dreams and goals? How do you want to be remembered? Every day that we wake up we have a choice – we can follow our hearts and make decisions from that place, or we can follow the crowd. Do not allow anyone to dim your light or let their opinions and judgments get you down. All that matters is that you can look in the mirror every day and be proud of the image that is staring back at you. That's true happiness.

- **Don't Take Life so Seriously**

The world wants you to take life super seriously. Don't fall into the trap! Every day we are tested with something. However, we always have a choice how we are going to respond. We can either get stressed out, angry, or overwhelmed, or we can learn to be positive, laugh more, and relax into our struggles. In order to experience true happiness, I think we need to throw our hair back once in awhile and remember how important it is to play and have fun. There is freedom in accepting things as they are and finding the good amidst the bad. Bad things happen, but that's just a part of life.

> continued, p26

> *Attitude... from p24*

In *Sy vs Neat Inc.*, GR 213748, 27 November 2017, the Supreme Court ruled that reports or sworn statements narrating the instances when the subject employee displayed attitude problems at work, as well as previous performance appraisal indicating unsatisfactory evaluation of work, may be presented as evidence to support a finding or conclusion that said employee has attitude problems which may justify his/her dismissal from service.

Does a similar ground for dismissal from employment exist in the Civil Service?

Yes. Attitude problem may fall under Rule 10 Section 50 A (4) of the 2017 Rules on Administrative Cases in the Civil Service, Being Notoriously Undesirable.

In the administrative offense of Being Notoriously Undesirable, a two-fold test is employed, to wit: (1) whether it is common knowledge or generally known as universally believed to be true or manifest to the world that the employee committed the acts imputed against him; and (2) whether

he had contracted the habit for any of the enumerated misdemeanors under Presidential Decree 807 [e.g. Dishonesty, Neglect of Duty, Misconduct, etc.] (*Atty. Melita S. Recto-Sambajon vs Public Attorney's Office*, GR 197745, 6 September 2017).

While the management has the prerogative to address an employee's attitude problem, imposition of the penalty of dismissal from service may not necessarily be the best approach. The management may consider lower penalties such as written warning, reprimand, and suspension based on the nature, gravity and repercussion of the employee's negative behavior, and such other relevant considerations. If still possible, the management may consider ascertaining the reason behind an employee's undesirable attitude and help the employee rectify his or her previous despicable behavior.

Let us all be good to each other and enjoy a healthy relationship with one and all!

> *Life... from p25*

- • Worry Less

We all worry from time to time. However, when it starts to become a bad habit that takes over every decision that we make and prevents us from truly living our lives to the fullest, then we need to make a change. If you are prone to worrying, step back and ask yourself, "How does my worrying benefit my life?" We need to start asking ourselves difficult questions that prompt us to shift our perspective and see life through a more empowering lens. Let's face it. What we focus on, we attract into our lives. If you are constantly ruminating and worrying about things that are out of your control,

you are going to create MORE negative experiences into your life, further preventing you from being present and happy. We can't take all of our problems away, but we can wake up every day with a grateful heart and look at the bigger picture. Anyone can turn a negative situation into a positive one.



Financial resources may be the lifeblood of a company. but human resources are the brains.
- Rob Silzer

by:
Mark Anthony
Lodrigito



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JHOY ALOUH P. PANGILINAN
TRADE-INDUSTRY DEVELOPMENT ANALYST
Negosyo Center
DTI - Tarlac Provincial Office

April

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Miravalles, Ma. Charisse R.
Cruz, Sofia Sandra P.
David, Jemima Joy V.
Mon, Filipina M.
Sison Lunabelle A.
Arcega, Marilou C.
Romero, Nerson Ray F.

May

Ramos, Lealyn May B.
Dela Cruz, Marissa D.
Jaime, Cindy M.
Cruz, Flora M.
Juangco, Ricamari S.
Rosete, Ronan B.
Lazatin, Eugene L.
Miranda, Rowena S.
Regalado, Rayciel V.
Maregmen, Jesusito Jr. D.
Bermas, Mary Ann A.
Policarpio, May Joy G.

Happy
Birthday

June

Bunoy, Marisol G.
Santos, Marilou A.
Manumbali, Darwin P.
Luna, Janyne A.
Lising, Araceli Isabel P.
Pilarca, Jan Ricardo I.
Tiglao, Norlito L.
Montoya, Charrisse M.
Dayrit, Riza Lina V.
Bondoc, Maria Teresa R.

July

Tangson, Zarah N.
Luna, Benjamin B.
Ocampo, Eileen E.
Estrella, Librada C.
Caleon, Emmanuel R.
Simangan, Richard V.
Velasquez, Kanary Luth P.
Laxa, Rhia C.
Galang, Emil Paolo B.
Gomez, Arlene P.
Villanueva, Gilbert D.
Jaravata, Cynthia V.

August

Dizon, John Crist T.
Madlangbayan, Paolo Mari T.
Faronilo, Romeo Eusebio E.
Pineda, Joseph D.
Pilarca, Francis Angelo I.
Garcia, Coco Chanel G.
Dominguez, Adrielle R.
Amen, Diana Airese E.
Pangan, Carla C.

September

Galang, Charlyn Kristel F.
Santos, Gerardo B.
Leano, Jersie G.
Dela Cruz, Alex Roy F.
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Carreon, Jenny E.
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ERRATUM:




Credits to Mr. Adrian Melanio whose name did not appear on the list of contributors in the previous issue of CLEXPRESS. Mr. Adrain Melanio was the author of the article "DTI Zambales Celebrates Women's Month" published in the CLEXPRESS Vol 6. Issue 1.



SCAN ME



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from:

DTI - Central Luzon
RD Leonila T. Baluyut
and
Associates

Merry Christmas
and a
Prosperous
New Year!

