

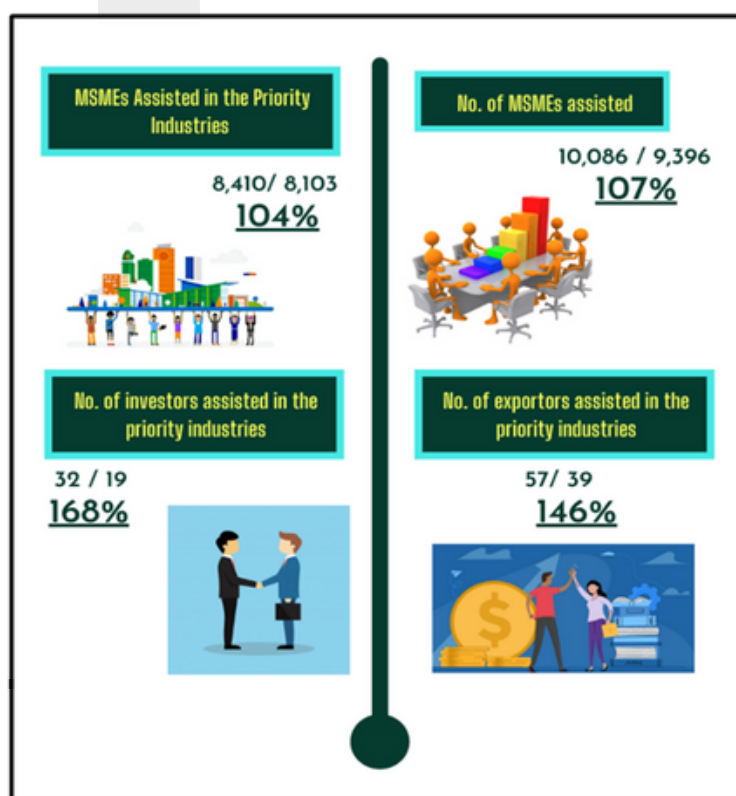
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## DTI-3'S PERFORMANCE DURING THE 1ST QUARTER OF CY 2022

by AnnaLiza M. Cunanan

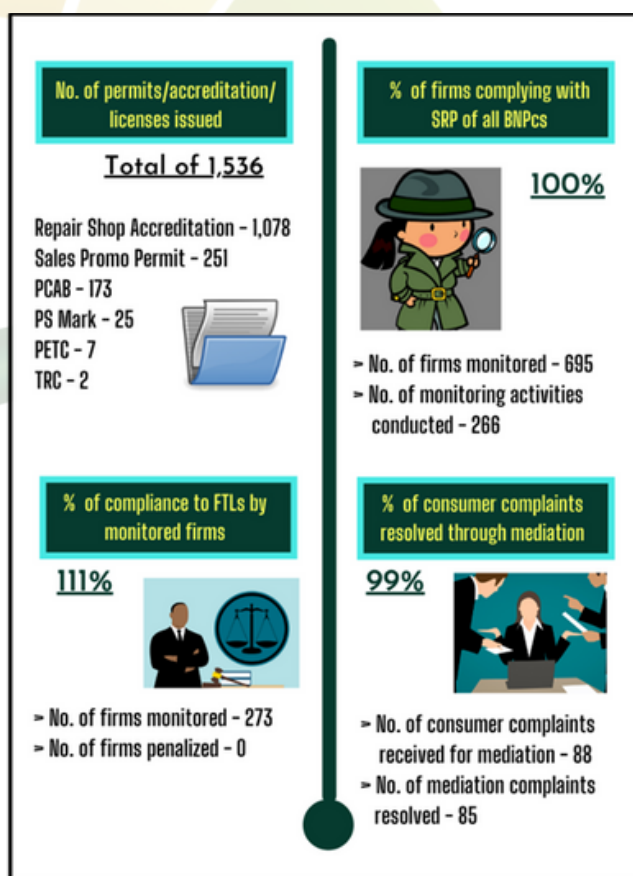
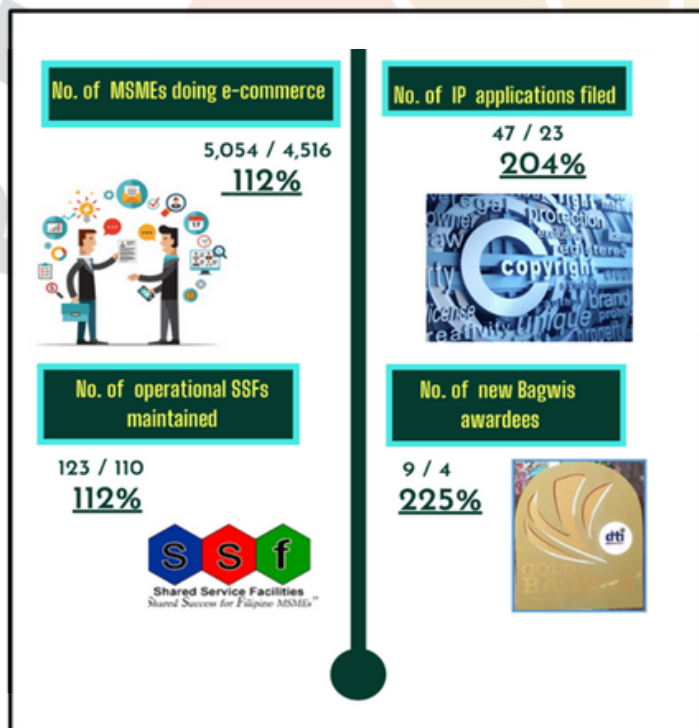
Once again, DTI-3 has proven its commitment to deliver services more than what is expected from its clientele. Different packages of assistance were accorded to a total of 10,086 MSMEs during the 1st quarter of 2022 region-wide, such as provision of business information and consultancy, business name and BMBE registration, loan facilitation, market access and management trainings. Through these services, the agency was able to produce the following performance outcomes:



(continued on p2 - Performance)

## Performance...from p1)

Despite the current situation, the DTI-3 associates demonstrated their passion for work in order to assist and try to empower and enable MSMEs in terms of capabilities. Through continuous innovations, together we can create smarter entrepreneurs towards economic recovery.



The 1st face-to-face Management Committee (ManCom) meeting for 2022 and since the pandemic started was held on March 29, 2022 at the Wedding Depot, Pandi, Bulacan. This also coincided with the turnover of SSF equipment to Disenyo Pandi.

*"Alone we can do so little; together we can do so much."  
- Helen Keller*

# DTI Pampanga speaks Kapampangan

by Joseph Pineda

Capitalizing on the rich Kapampangan language also referred to as "*Amanung Sisuan*", DTI Pampanga now speaks Kapampangan. Major programs and services of the office were given local and provincial brands that highlight deeper sense of ownership and appreciation with the use of Kapampangan brands.

During the height of pandemic in 2020, true to the indomitable and enterprising spirit of the Kapampangans, "**Gareta**", the branding of DTI Pampanga for trade fairs was first launched. Gareta is the Kapampangan word for cart usually drawn by carabaos and used by farmers in planting and transporting their produce. Consistent with this, Pampanga's Gareta, mobile trade fairs moved from one municipality to another. It started in Apalit and then moved to Sto. Tomas where local manufacturers are able to sell their products physically. The Gareta features homegrown MSMEs' fresh produce thru CARP, pasalubong items and essential non food products.



(continued on p4 - DTI Pampanga speaks)

## Trivia

*Kapampangan is an Austronesian language, and one of the eight major languages of the Philippines. It is the primary and predominant language of the entire province of Pampanga and southern Tarlac, on the southern part of Luzon's central plains geographic region, most of whom belong to the Kapampangan ethnic group. Kapampangan is also spoken in northeastern Bataan, as well as in the municipalities of Bulacan, Nueva Ecija, and Zambales that border Pampanga. It is further spoken as a second language by a few Aeta groups in the southern part of Central Luzon.[6] The language is known honorifically as Amánung Sísuan ("breastfed, or nurtured, language").*

Source: Wikipedia





When malls started to open up, DTI then adopted the brand **Manyali Tamu** for all trade fairs conducted with the support of the malls in the province – SM, Marquee, Waltermart, Vista Mall, New Point and Jenra. Manyali Tamu means 'let's buy' which aptly describes the objective of the trade fair program of the DTI—to promote and patronize local products which showcase the creativity and ingenuity of Pampanga-based enterprises.

From then on, DTI Pampanga speaks Kapampangan.

**Sibul**, refers to spring, new generation, new breed-Youth Entrepreneurship Program.

Different capacity building, networking and matching activities for Kapampangan youth entrepreneurs to help aspiring entrepreneurs kick-off their own businesses and to guide existing entrepreneurs in sustaining and expanding their established businesses.



(continued on p5 - DTI Pampanga speaks)



*(DTI Pampanga speaks...from p4)*

**Pasantingan**, to improve, to beautify – Product Development Program

Pasantingan is the provincial brand for OTOP Pampanga's Product Development Program. This is a continuous program of OTOP Next Generation. Focus MSMEs are existing and are ready to level up their operations and expand market reach.

**Lucub**, to nurture, incubate - Product Development Program

Negosyo Centers of the province assisted startups and new enterprises focus on design assistance – logo, packaging, and labelling for food sector and new designs using new materials for non-food sector.

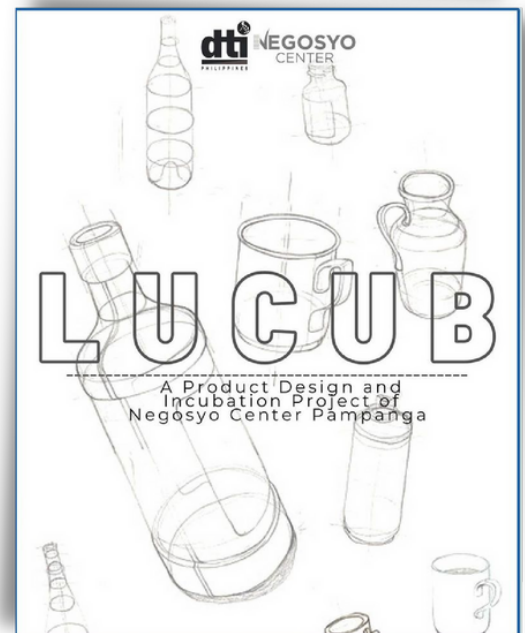
**Pasikatan**, to make known, to popularize, to promote – Capability Building Course

Pasikatan is the online marketing course brand of DTI Pampanga. This is a 6-module course focused on the development of a marketing strategy for enrolled SMEs.

**Pamitipun**, refers to gathering –Semestral Town Hall meeting

This refers to the gathering of MSMEs and partners where DTI reports accomplishments on programs and services as well as recognizes partners who contributed to MSME development in the province.

For the year 2022, DTI will continue to speak Kapampangan.



## 1stQuarter CSF Ratings

As of March, DTI's CSF collection reached a total of 44,484 survey responses from serviced clients

- 100% of CSFs reveal clients are happy with how they were served.
- VS responses = **44,211** This is **99.39%** VS rating.



# 99.39% VS

### Public Assistance and Complaints Desk

- 1,921 CSFs Collected
- 100% of Clients are Satisfied with services
- 98.39% of Clients Rated services Very Satisfactory



### SME Development

- 32,089 CSFs Collected
- 100% of Clients are Satisfied with services
- 99.36% of Clients Rated services Very Satisfactory



### Consumer Protection

- 2,479 CSFs Collected
- 100% of Clients are Satisfied with services
- 99.76% of Clients Rated services Very Satisfactory



### Business Name Registration

- 6,798 CSFs Collected
- 100% of Clients are Satisfied with services
- 99.56% of Clients Rated services Very Satisfactory



### Investment Promotion

- 24 CSFs Collected from Investors Assisted.
- 100% of Clients are Satisfied with services
- 100% of Clients Rated services Very Satisfactory



### DTI Admin Services

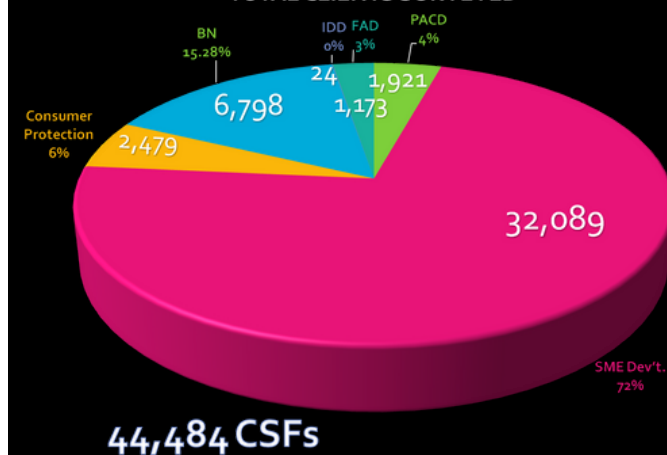
- 1,173 CSFs Collected
- 100% of Clients are Satisfied with services
- 98.98% of Clients Rated services Very Satisfactory



### CSFS COLLECTED PER PROVINCE/UNIT



### TOTAL CLIENTS SURVEYED



44,484 CSFs





# DTI ZAMBALES CELEBRATES WOMEN'S MONTH

by Adrian E. Melanio

International Women's Day is a global day celebrating the social, economic, cultural, and political achievements of women. As part of the celebration of women's day during the pandemic, DTI Zambales and its key - partners showcased the craftsmanship of the local women entrepreneurs of Zambales.

The trade fair was held from March 1-31, 2022 at SM City Olongapo Central and SM City Olongapo Downtown. The opening and ribbon-cutting ceremony was headed by DTI Zambales Provincial Director Enrique Tacbad, Business Development Division Chief Marilou Arcega, Senior Trade and Industry Development Specialist Gilbert Villanueva, Business Counselor Adrian Melanio together with SM Tenant Relations Manager Michelle Cortez and different Women MSMEs of Zambales. The exhibition was also visited and graced by the Assistant Regional Director of Region III, Brigida T. Pili to support the Zambales MSMEs.

The event catered non-food products such as: footwears, bags, fashion accessories and handcrafts. The event also showcased sweets



such as: pastillas made from carabao's milk, sesame candies, cakes and pastries, banana chips, wines, chili paste and cashew nuts. The trade fair was participated in by twenty-seven (27) women entrepreneurs of Zambales with generated sales amounting to Php 314,780.00.



# DTI – PAMPANGA EMPOWERS WOMEN ENTREPRENEURS

By Rhia Laxa

**M**arch of every year is declared as National Women's Month. This celebration aims to highlight the empowerment of women as active contributors of change and development.

Women's economic empowerment is vital in realizing women's rights and gender equality. It boosts productivity and create economic activities that provide positive development outcomes.

Pampanga's current development is being propelled by its thriving base of micro, small, and medium enterprises where majority are women entrepreneurs and women-led organizations that produce various high-quality food and non – food products.

Amidst the many challenges hurdled as brought about by the current global pandemic scenario, women-owned enterprises continue to be resilient. To be able to help them gradually bounce back from the ill effects of the pandemic, DTI-Pampanga, in collaboration with local government units and private establishments has



PD Elenita R. Ordonio with Jenra Grand Mall representative during the ribbon cutting of the Women of Wonder (WOW) Bazaar at Jenra Grand Mall, Angeles City (March 7-13, 2022)



Women Fernanpreneur Trade Fair Caravan helda at the Vista Mall Pampanga (March 18-20, 2022) *above*, and at theRobinsons Starmills (March 11-13, 2022) (*below*)



*(continued on p10 - DTI Pampanga empowers)*



# Advancing MSMEs through Market Branding and Business Certification

By Neil John M. Fabay

The Department of Trade and Industry Zambales through the Comprehensive Agrarian Reform Program conducted various activities last January 31, 2022, that aim to increase competitiveness through market promotion and business certification.

The local wine industry is one of the most affected industries during the pandemic, impacting on the livelihood of every enterprise in Zambales. As such, a product promotional activity was launched that focuses on wine product promotion to every tourism industry in Zambales. The **"Tara mag- UNWINE sa Zambales"** is in partnership with Sundowners Beach Villas Zambales and the Zambales Provincial Tourism and Investment Office. The launching was graced by RD Leonila T. Baluyut of DTI Region 3, DTI Zambales OIC PD Enrique D. Tacbad, Mr. Rod Dimayuga Operation Manager of Sundowners Zambales, Ms. Domitela Mora of PTIPO and the wine processors of Zambales.



Ribbon cutting with OIC PD Enrique D. Tacbad, Ms. Domitela Mora, RD Leonila T. Baluyut, Mr. Rod Dimayuga and BDD-DC Marilou C. Arcega



It was a successful event where the wine processors created market linkages to tourism establishments, thus bolstering the product's market reach.

In the afternoon, the HALAL Certificates were awarded to the 2nd Batch of MSMEs in Zambales.

*(continued on p10 - Advancing)*

### *(DTI Pampanga empowers...from p8)*

lined up activities as part of the month-long celebration. One of which is the conduct of various trade fairs for women entrepreneurs to help them promote their products.

Four (4) trade fairs were conducted in March, in partnership with major retail outlets - Robinsons Starmills

Pampanga, Vista Mall Pampanga, WalterMart and Jenra Grand Mall. These fairs were participated in by 82 exhibitors with total sales generated amounting to Php 810,575.00.



Women Fernanpreneur Trade Fair Caravan at Walter Mart (March 25-27,2022)

### *(Advancing...from p9)*

In her message, RD Leonila T. Baluyut gave emphasis on the significance of the HALAL Certification for the MSMEs' readiness both in the domestic and export markets and the need for MSMEs to create, develop and innovate their products. This is one of DTI's strategies and is a key component for MSMEs' global competitiveness.

Presently, DTI Zambales has eight (8) MSMEs which have obtained HALAL Certificates. These are: Zambales Upland Farmers MPC, Zambales Coconut Free Farmers Association, Green Thumb Agri. Products, Mistica Dairy



Awarding of HALAL Certificate with RD Leonila T. Baluyut, OIC PD Enrique Tacbad, Ms. Marilou C. Arcega and MSMEs of Zambales

Products, Cora's Cashew Delights, Sonia Sweets, Cynrae Food Products, and Lotus Foundation Incorporated. Business Certification is also one of the DTI's interventions which is very important in terms of competitiveness and market accessibility both in the domestic and international market.



# DTI Bulacan Explores R & Ds to Drive Innovation Agenda

By PD Edna D. Dizon



The growth of investments in innovation is driving the Bulacan's economic growth.

The strong participation and involvement of the academic institutions with their engagements on research studies will aid and support the province's start-up development agenda. This will result to a more vibrant innovation ecosystem that can speed up the development of micro and small enterprises.

Bulacan is among the provinces in Region 3 that is showing growth potentials in terms of infrastructure build up. With the Build, Build, Build program thrust of the government, the province is seen to become one of the seats of future investments in the countryside. For one, construction of the Bulacan International

Airport will open up investments project which will have a great impact on economic expansion and growth in the province.

DTI Bulacan is aggressively exploring more R & Ds and has strongly established linkages with academic institutions. DTI believes that with R & Ds will drive development efforts for industry support and strengthening particularly those in the food and non-food sectors. Engagements of academic institutions on research documentations are being pushed to make way for new technology innovations. This will be responsible for the ideation, creation and production of more viable value additions that can provide opportunities for the growth of startups that are utilizing local resources in the area.

*(continued on p13 - DTI Bulacan explores)*

# 25 BULACAN MSMES JOIN OTOPAG-IBIG PRE- VALENTINE FAIR

By Mary Grace Reyes

The Department of Trade and Industry Bulacan Provincial Office, in partnership with Robinsons Place Malolos, conducted its first trade fair in 2022 tagged as OTOPag-ibig Pre- Valentine Fair last February 5-10, 2022.

The trade fair was participated in by twenty-five (25) exhibitors from Bulacan. The event aims to provide marketing opportunities for One Town, One Product (OTOP) MSMEs and promote Bulacan products amidst the pandemic. The trade fair is also a tool in boosting the promotion of OTOP products and in sustaining MSME development.

Among the Bulacan products exhibited and sold during the fair were processed fish, condiments, mushroom products, dairy products, sweets and delicacies, wearables, embroidered fans, fashion accessories, gifts, home decors, and essentials. The said trade fair generated total sales of Php 865,340.00.

All exhibitors were assisted under the OTOP Next Generation Program, one of the two components of OTOP program which aims to scale up MSMEs in terms of branding and marketing. Through the program, a package of assistance was provided for the improvement and innovation of products in the areas of quality, product design development, standards compliance, marketability, production capability, and brand



development. Through all these, the DTI is making the MSMEs more competitive in both the local and international markets .

*(continued on p13 - 25 Bulacan MSMEs)*



### ***(25 Bulacan MSMEs...from p12)***

The OTOP program is a priority stimulus program that has been in existence since 2002 for MSMEs as government customized intervention to drive inclusive local economic growth. The program enables localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage. It is a convergent initiative involving DTI and other government agencies and the private sector.



**PHILIPPINES**  
**ONE TOWN, ONE PRODUCT**

To date, DTI Bulacan's OTOP Next Gen program has assisted 255 MSMEs, enrolled additional 33 new MSMEs developed, and improved 98 products and prototypes, and developed 16 Brands in 2021.



### ***(DTI Bulacan explores...from p11)***

There are already ongoing partnerships with the Bulacan State University (Bulsu) for the documentation research on possible technology that can require use of raw materials for industry production. This support will lead to the minimization of importation of raw materials and will create niches for the development of local raw materials suppliers and producers needed to strengthen industries Value Chains (VCs).

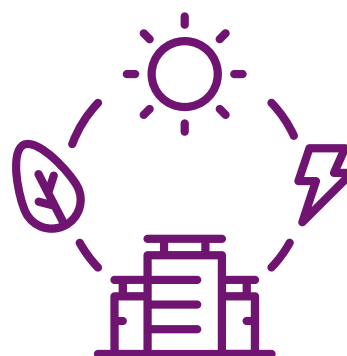
R & Ds are seen as vital in the objective of the province's strengthening goal to make every priority industry sector competitive.

## **RESEARCH & DEVELOPMENT**



The industry value chains shall keep industries at pace if the functions within the chain will be strengthened, completing every function for best maximized outcomes.

Through R & D innovations, Bulacan is seeing a clear picture of reshaping its industries for the future.



# DTI BULACAN ACCELERATE EFFORTS IN EMPOWERING YOUTH THROUGH YEP AKO BRAND PROGRAM

By Mary Grace Reyes



**DTI 3 RD Leonila T. Baluyut**, in her message, states YEP AKO will give the youth pride and motivation to be passionate and committed in participating in economic development programs.

The Department of Trade and Industry Bulacan Provincial Office (DTI Bulacan) recently held its virtual launching of the YEP AKO! Youth Entrepreneurship Program Alalay sa Kabuhayan at Oportunidad brand program on February 28, 2022 via Zoom digital platform.

The initiative aims to get cooperation and support from youth organizations in the province to promote entrepreneurship and empower the youth as they build the skills that will unleash their creativity in creating innovative products through various activities that actively encourage business sustainability and digitalization as a timely marketing strategy in this new normal.

Republic Act No. 10679, otherwise known as the Youth Entrepreneurship Act,

mandates the Micro, Small, and Medium Enterprise Development Council (MSMEDC) through the DTI to implement a national program to promote youth entrepreneurship development. Youth Entrepreneurship Program or YEP is a focused program to address the young demographics of the country to become productive individuals through entrepreneurship. It will help young Filipinos develop their entrepreneurial skills by offering them a comprehensive package of interventions.

Interventions to be given per beneficiary shall be following their current level—existing or aspiring young entrepreneurs aged 18-30 years.

*(continued on p15 - DTI Bulacan accelerates)*



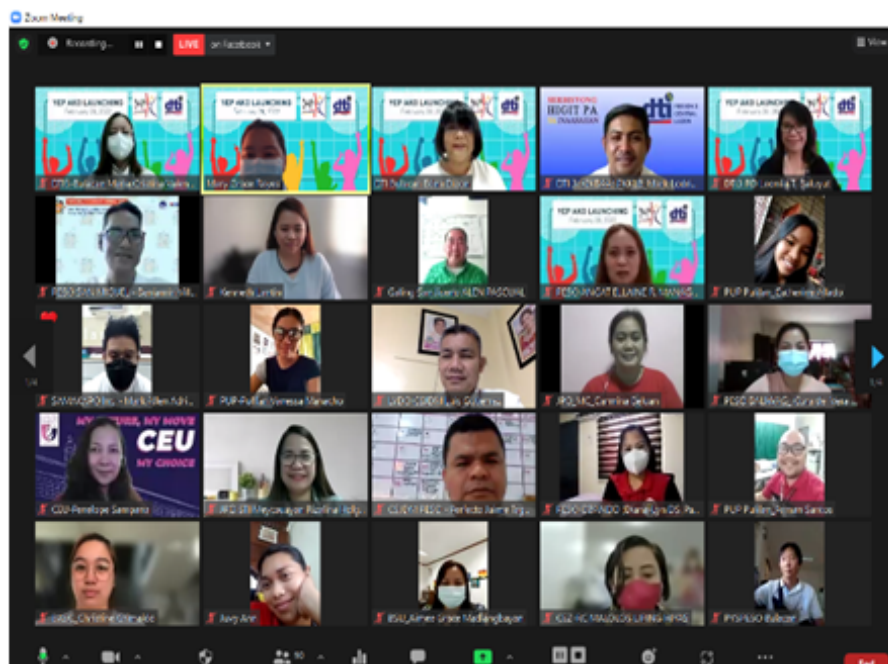
### ***(DTI Bulacan accelerates... from p14)***

**Youth Start:** entrepreneurial mind-setting seminars or inspirational forums and basic services shall be provided through business registration assistance, business opportunities seminars, and entrepreneurship skills training.

**Youth Net:** mentoring sessions, the establishment of youth entrepreneurship organizations, and/or joining in entrepreneurship associations will be facilitated.

**Youth Match:** young entrepreneurs shall be engaged in various market promotion activities, and their access to investment funding and relevant machines/ equipment to increase their productivity will be facilitated.

The virtual launch was graced by DTI-3 Regional Director Leonila T. Baluyut, DTI-Bulacan Provincial Director Edna D. Dizon, Attorney Kenneth Lantin, Depart Head Provincial Youth, Sports, and Public Employment Service Office (PYSPEO), the Dean of College of Hospitality and Tourism Management of the Bulacan State University (BulSU) represented by Dr. Aimee Grace Madlangbayan and Mr. Alen Pascual, Chief Executive Officer of Galing San Joseño Movement, DTI's YEP academe partners, students from selected colleges and universities, youth organizations, the business community, LGU representatives, and PESO Managers.



In her message, RD Baluyut acknowledged the efforts of the Provincial Government of Bulacan, PESO, and all the partner agencies working with DTI towards the development of Bulacan. She also highlighted the DTI Regions 3's thrust which she called Impact ID (Impact, Innovation, and Digitalization) as one of the strategies that the region would like to implement in 2022. She also encouraged all Bulakenyo youth to pursue a higher level of success by embracing innovation and digitalization. She believes that YEP AKO will give the youth pride and motivation to be passionate and committed as they engage in youth economic development programs.

Atty. Lantin said the YEP AKO program is very all-encompassing, the program provides a complete line of programs or interventions to assist the youth towards entrepreneurship since entrepreneurship is one of the possible ways to address youth unemployment.

# DTI-NUEVA ECIJA LAUNCHES SHARED SERVICE FACILITY ON CALAMANSI PROCESSING IN LUPAO, NUEVA ECIJA

By Marilou Santos

The Shared Service Facility on Calamansi Processing for Potter's Hand Agriculture Cooperative was officially launched last March 28, 2022 at Poblacion South, Lupao, Nueva Ecija. It was attended by DTI Region III headed by RD Leonila T. Baluyut, DTI Nueva Ecija Provincial Director Dr. Richard V. Simangan, LGU Lupao and cooperative officers and members.

It was in 2019 when Potter's Hand Agriculture Cooperative sought the assistance of the Department of Trade and Industry's thru its Negosyo Center in Lupao. The coop wanted to start its first livelihood project in calamansi processing to produce a healthy, all natural, refreshing drink. The coop believes in the principles of self-help and view cooperatives as for-profit enterprises that deliver both social and economic benefits for their members.

PHAC embarked on its first business activity in October 2019 - the processing of concentrate and ready-to-drink calamansi juice with initial capital amounting to Php7,200.00. This is the sales they generated as a result of the juices produced during their calamansi training.

The Kalamansi - C ready - to - drink (RTD) juice and concentrate started manual



production by its members (from squeezing to bottling/sealing) in Oct 2019. The downside of such operation is the lengthy hours spent in the production line and the need for a sizeable workforce commensurate to the quantity of calamansi to process. Production increased gradually from 2 sacks of calamansi to 25 sacks.

*(continued on p17 - DTI Nueva Ecija launches)*





*MOA Signing with Regional Director, DTI III Leonila T. Baluyut, Provincial Director, DTI-NE Richard V. Simangan, PhD, Chairman of the Coop Alexis together with the LGU representatives, Coop officers and OIC-DC of DTI NE Ma. Odessa R. Manzano.*

Meanwhile, DTI enrolled PHAC to OTOP Next Gen program for labels improvement and provision of necessary training to capacitate the members and officers of the cooperative such as: Marketing, Pricing and Costing, GMP and Food Safety Seminar, Bookkeeping, and 5S of Good Housekeeping.

PHAC is looking forward for the provision of DTI's Shared Service Facility that will help the Cooperative achieve the objectives of addressing the gap and productivity to meet the demand for healthy and nutritious drinks especially this time of Covid 19 pandemic wherein we need to boost our immune system to fight the deadly virus. PHAC applied for SSF in 2020 and was approved in Oct. 2021 and launched in March 28, 2022. With the provision of Calamansi processing facilities, the cooperative realizes an increase in the puree by 50% from manual squeezing to mechanized squeezing. Extracted calamansi juice increased to 10 bags with shorted time from 5 to 2 hours with the

use of the double jacketed pasteurizer.

In his opening message, PD Richard V. Simangan explained that the SSF objective is to support productivity enhancement vis-à-vis increase in income and employment generation. It also aimed to invigorate the processing industry in the province by promoting sustainable enterprises. The Shared Service Facility includes Calamansi extractor, Double Jacketed Pasteurizer, Manual Filling Tank and Stainless Working Table.

In the message of RD Leonila T. Baluyut, she mentioned that the Shared Service Facilities project is the agency's flagship program of the aimed at improving MSME productivity and efficiency through better access to technology to address the gap in production. She said that this started in 2013 and now its objective is being met as seen in the increased productivity of MSME beneficiaries

*(continued on p26 - DTI Nueva Ecija launches)*

# Bamboo Industry in Bulacan Off to a Good Start in 2022

By Lota M. Yasa



Meeting of interim Bamboo TWG on June 22nd and meeting of Bamboo Council on August 10th, 2021

The Province of Bulacan is the most recently enrolled province in the Region 3 Bamboo Industry Cluster. Recognizing the potential of bamboo in the province's climate change efforts and micro and small enterprise development and promotion, DTI-Bulacan embraced the challenge to promote the development of bamboo industry in the province.

Prior to enrolment, DTI-Bulacan met with some enablers such as DENR National Greening Program and the Local Government of Dona Remedios Trinidad to ascertain if the province can pursue bamboo as a priority industry and be enrolled under the Bamboo Development Cluster in the region. PD Edna D. Dizon emphasized the need to determine and validate raw material support and the potential to develop and innovate products made of bamboo.

MENRO Michael Liansing Cruz, during the meeting of the Interim Bamboo TWG last June 22, 2021, shared the LGU-DRT's vision to be known as the bamboo capital of the province given its economic and ecological benefits. The municipality already passed an ordinance requiring their municipal scholars to plant bamboo along river easements to prevent soil erosion and in idle private lands.

The Provincial MSME Development Council, during its meeting on July 30, 2021, approved through a resolution its support to bamboo industry development in the province. While waiting for the approval of the Executive Order by the Provincial Government to affect the creation of a bamboo council, DTI-Bulacan organized a meeting last August 10, 2021 with all agencies involved in the development of the

*(continued on p19 - Bamboo)*



bamboo industry to solicit their insights and it was encouraging to gain the support of everyone.

DTI has identified Dona Remedios Trinidad as the pilot area for bamboo. There are approximately 300 hectares of bamboo plantation that started around 3 years ago .

These are located in Barangay Kalawakan and Camachin under the DENR- National Greening Program. The Local Government Unit of DRT with its Municipal Environment and Protection Office (MENRO) is now adopting strategies to promote Bamboo propagation with the engagement of young scholars. These youth are already into campaign and propagation activities.

Some notable activities undertaken in 2021 included the conduct of seminars/training on Bamboo Propagation and Processing and Bamboo Novelty Items Making. These activities catalyzed the organization of the Samahan ng mga Magsasaka ng Kawayan ng DRT, who will be our local partner in harnessing available resources in the area. We have also partnered with the Bulacan State University in the area of skills and technology development to support the promotion and revitalization of the handicraft industry in the province.

With Bulsu's research and extension services, we are hopeful for the development of skills related to bamboo. Bulsu has also undertaken profiling of bamboo farmers as part of its Docu-Research under the Bulacan SHINE Project while DTI-Bulacan conducted a survey of bamboo-based enterprises.

Before 2021 ended, Governor Daniel R. Fernando signed on December 16, 2021, Executive Order No. 55 series of 2021- Creating the Bulacan Bamboo Development Council to Promote and Develop the Bamboo Industry in the Province. The signing of this order highlights the Provincial Government's commitment to promoting countryside development by harnessing local resources to create better opportunities for its constituents.

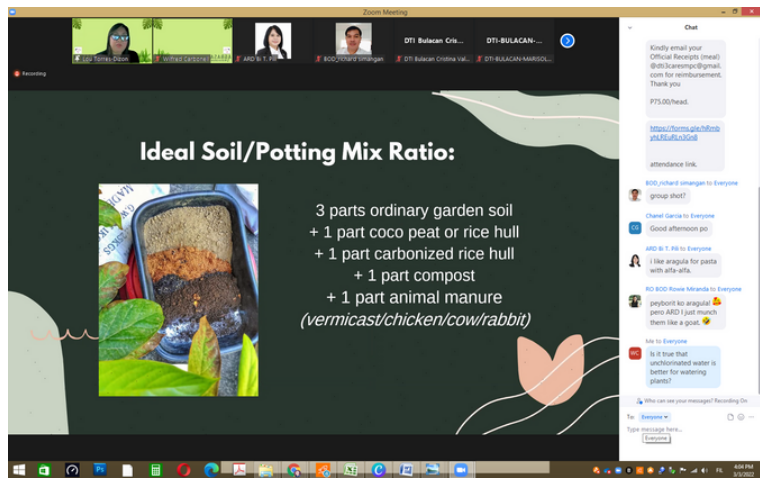


Skills Training on Bamboo Novelty Items Making on November 2-3, 2021 in Sapang Bulak, DRT



# “AGBASA” HELD DURING WOMEN’S MONTH

By Rowena S. Miranda



## AGBASA training series

**WEEK 1: MANANAMAN**  
a webinar on gardening  
**march 3**

**WEEK 2: NO-HURNO**  
a webinar on No-Bake Cake making  
**march 10**

**WEEK 3: PASIKANAN**  
a 20-minute desk yoga,  
a webinar on Stress Management  
in the Workplace  
**march 18**

**WEEK 4: PANGKWARTAN**  
a webinar on financial literacy  
**march 24**

**zoom** | 3PM-5PM  
register at: [bit.ly/3srwpUs](https://bit.ly/3srwpUs)

BROUGHT TO YOU BY THE GAD PROGRAM OF DTI 3 CARES



The DTI 3 Family of Responsible and Caring Employees Multi-Purpose Cooperative (DTI-3 CARES MPC) provided a series of GAD activities in the form of training to its members. The series of training coined as 'Agbasa' or 'to study' in Ilocano was part of the celebration of Women's Month for the Coop members. The 2-hour training were provided as a result of the survey conducted among the coop members. The 4 most requested training were conducted on a 2-hour per week for 4 weeks leading to the coop GA which was scheduled on March 25. The trainings conducted were:

“Mananaman” – a webinar on gardening – March 3

“No-Hurno” – a webinar on no-bake cake making – March 10

“Pasikanan” – 10-minute desk yoga and webinar on stress management – March 18

“Pangkwartaan” – a webinar on financial literacy – March 24

In his opening remarks, Coop Chair and PD of DTI Nueva Ecija, Richard V. Simangan said that the 'Agbasa' aims to enhance knowledge and skills of the coop members.

*(continued on p21 - Agbasa)*



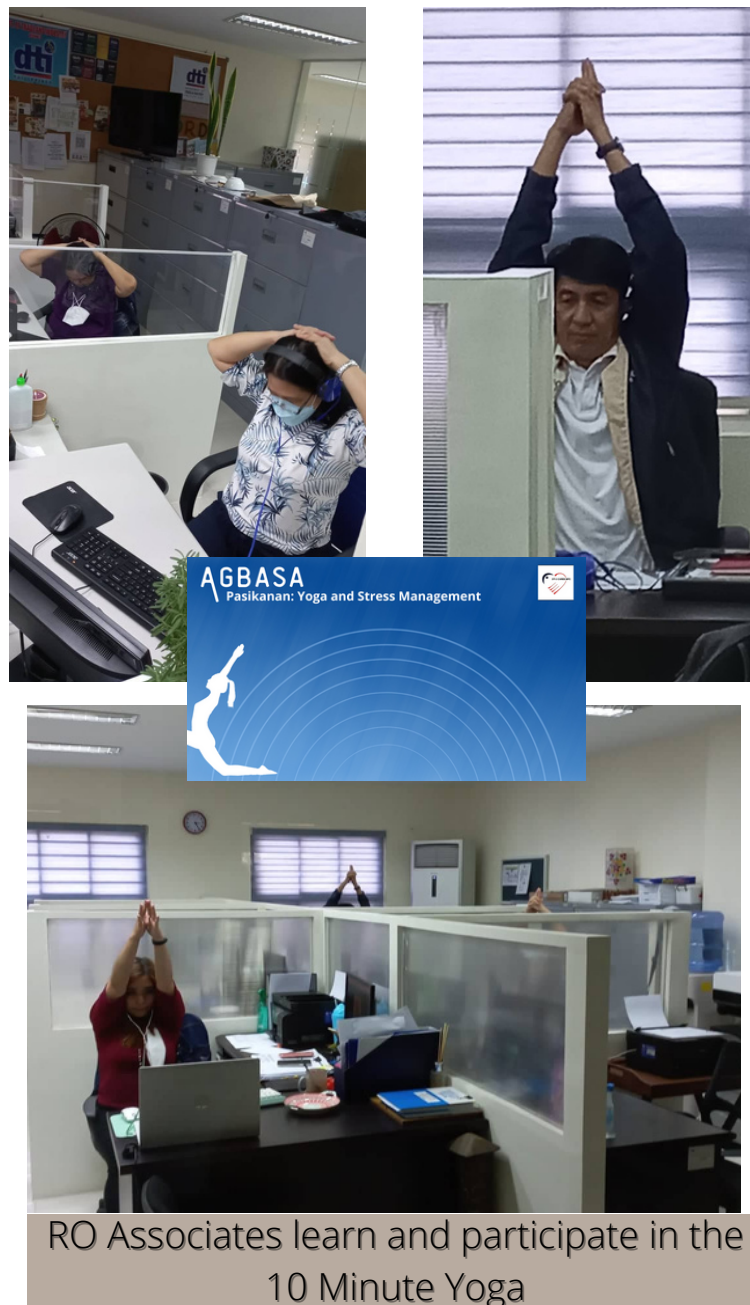
This, he said, is the first time in the history of the cooperative that a series of online training is being done.

He said that the webinars are designed to make everyone feel relaxed at the same time awaken the entrepreneurial potential of every participant. He further said that participants should consider the training as an opportunity and not a requirement for being a coop member and a productive endeavor where everyone can learn, enjoy and make the most out of the benefits that can be derived therefrom. Lastly, he congratulated the Chair for the GAD Committee, BOD Rowie Miranda for spearheading this series of training.

DTI Region 3's Assistant Regional Director Brigida T. Pili, on the other hand, gave the management support to the GAD activities of the coop on behalf of RD Leonila T. Baluyut. ARD Pili congratulated the DTI CARES MPC officers for putting together this activity for the coop members. She said that this is a welcome change from the daily grind at DTI as it serves as a work-life balance mechanism to make the participants more relaxed and a way to release their stress and anxieties. For the first of a series, the "Mananaman", ARD Bi said that taking care of plants can do wonders for one's well-being aside from making one's house beautiful.

The resource persons for the training are both in-house of DTI and external hires. For the Mananaman, the speaker is a former

DTI Bulacan associate and now an entrepreneur, Ms. Ma. Lourdes T. Dizon. For "no-hurno", the speaker is DTI R3's CARP Regional Coordinator, STIDS Riza Lina V. Dayrit. For the "pasikanaan", the 10-minute yoga led by Dr. Joy L. Chua and the stress management speaker by Dr. Argel B. Masanda. The "pangkwardaan" resources speakers were from the Bangko Sentral ng Pilipinas: Mr. Gomer C. Gomez who discussed Managing Financial Resources and Mr. Dante T. Cambri with the topic on Debt Management.





# KMME Story: Reinventing Amidst the Pandemic

By Arlene P. Gomez

One of the programs of DTI which focuses on helping micro enterprises step-up in their businesses is the Kapatid Mentor ME program. For its 2021 KMME-MME Online Program- Batch 1, DTI-Region 3 prioritized MSMEs under the tourism sector to help them strategize and cope up with the pandemic. One of the selected mentees enrolled in the program for Pampanga was Bembi's Kitchen.

Established in July 2014, Bembi's Kitchen started as a pizza delivery in Magalang, Pampanga. Mrs. Celeste Salvador, the owner of Bembi's Kitchen is an accounting graduate and a former employee of Angeles Industrial Park. Because of her desire to earn extra income, she started making homemade pizzas and sold them online. To her surprise, her hand-tossed pizzas were well-loved by the public. Orders kept pouring in. A month later, she decided to make everything official by securing legal documents under the business name Bembi's Kitchen. She named it after their middle child, Ayesha Denise whose nickname is Bembi. After a few months, they opened their backyard kitchen to cater to customers who would like to dine in. Bembi's menu expanded from offering pizza delivery to serving other comfort foods like chicken wings,

pastas, burgers, sisig, fries, smoked barbecue, steaks, smoked pork ribs, filet mignon, salads, tacos, burritos, sandwiches, and cheese platters. They also included beverages such as smoothies, milk tea, coffee, coffee-based drinks, wines, and cocktails.

The concept of their business is for their customers to experience other countries' food in Magalang, Pampanga. Their menus include mostly American, Italian, and Mexican-inspired dishes prepared in their own version. Being adventurous when it comes to food, drives them to pursue the business. They also have their own garden where they grow some of their ingredients like herbs and spices. Their passion in cooking was their foundation in the business. Since its expansion, Bembi's Kitchen became a popular food business and was even featured in one of the programs of ABS-CBN Pampanga and CLTV 36.

However, since the start of the pandemic, the business experienced challenges just like any other businesses in the country.

*(continued on p23 - KMME Story)*





**(KMME Story... from p22)**

Dine-in services need to temporarily stop. No sales and orders are coming in. Though they struggled a lot during the time of crisis, they still managed to do good for others. They provided meals for frontliners as support to them in fighting with the COVID-19 virus.

To improve their services and gain more knowledge in the operations of the business, Bembi's Kitchen was enrolled in the 2021 KMME-MME Online program of DTI-Region 3. Mrs. Salvador gladly said that the program gave her direction and opened windows of opportunity to market their business. As a result, the company was featured in the Go Negosyo – KMME Kapatid Stories and was posted in the Go Negosyo Facebook Page on September 13, 2021. Bembi's Kitchen was also featured in 'Where in Pampanga'.

Mrs. Salvador said she is one lucky business owner because she was introduced to the many programs of DTI. These programs became an instrument and inspiration to her. Learning so many skills, techniques, methods and practices taught her how to focus on innovations, reinvention and recreation to be able to get up and continue to reach her goals. More importantly, hard work and strong determination to tie it all up.

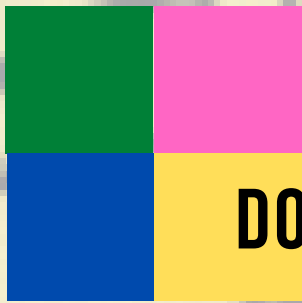
The pandemic greatly impacts every business and everyone is still struggling specially businesses in the tourism industry. But for Team Bembi's, they are doing their best to pivot, focus on how to innovate, study product development and find ways to use digital marketing to be able to cope up during this



trying times. She is optimistic that she will succeed in God's perfect time.

Her advice to other aspiring entrepreneurs, *"Focus on what was left and find ways on what more you can offer. Never stop learning, improving and innovating"*.





## DO'S & DON'TS FOR CIVIL SERVANTS

By Atty. Coco Chanel Garcia, RN

Election season has started with the recent kickoff of the official campaign period on February 8. Filipinos have started showing support for their political bets, from posting their candidates' campaign posters on their homes to filling their social media accounts with their candidates' credentials and platforms. What about government employees? Can they do the same?

The Civil Service Commission (CSC) recently reminded civil servants not to engage in electioneering and partisan political activity.

### ***But what are considered electioneering and partisan political activities?***

Under Commission on Elections (COMELEC) and Civil Service Commission (CSC) Joint Circular No. 001, series of 2016 dated March 29, 2016, electioneering and partisan political activity refers to any act "designed to promote the election or defeat of a particular candidate/s or party/ies to public office." These include the following prohibited activities:

- Forming organizations, associations, clubs, committees, or other groups of persons for the purpose of soliciting votes and/or undertaking any campaign for or against a candidate/party;
- Holding political caucuses, conferences, meetings, rallies, parades, or other similar assemblies for the purpose of

soliciting votes and/or undertaking any campaign for or against a candidate/party;

- Making speeches, announcements, or commentaries, or holding interviews for or against the election of any candidate/party for public office;
- Publishing, displaying, or distributing campaign literature or materials designed to support or oppose the election of any candidate/party; or
- Directly or indirectly soliciting votes, pledges, or support for or against a candidate/party;
- Being a delegate to any political convention, or a member of any political committee or directorate, or an officer of any political club or other similar political organizations;
- Receiving any contributions for political purposes, either directly or indirectly; and
- Becoming publicly identified with the success or failure of any candidate/s or party/ies.
- Becoming publicly identified with the success or failure of any candidate/s or party/ies.

### ***Does this mean public servants cannot display a campaign poster in front of their house?***

They cannot. Civil servants are prohibited to display campaign materials designed to

*(continued on p25 - Lex Chat)*



support or oppose the election of any candidate/party for public office.

***How about wearing t-shirts bearing the names of the candidates? Is this allowed?***

No. The said joint circular also identifies the following as prohibited acts:

- Wearing of t-shirts or pins, caps, or any other similar election paraphernalia bearing the names of the candidates or political party except as authorized by the Commission on Elections;
- Being a watcher for a political party or candidate during the election;
- Consistent presence in political rallies, caucuses of, and continuous companionship with certain political candidates and/or political party in said political activities, causing the employee to be closely identified with such candidate and/or political party;
- Giving personal, financial, or other monetary contribution, supplies, equipment, and materials for the benefit of a candidate and/or political party;
- Utilizing government resources such as personnel including job orders or contract of service hires, time, and properties for political purposes.

***Does this mean that civil servants cannot, in any way, participate in any election-related activities?***

No. The CSC clarified that civil servants are not barred from casting their votes; expressing their views on current political

problems or issues; mentioning the names of candidates or parties whom they support; expressing their opinions or engaging in discussions of probable issues in a forthcoming election; or liking, commenting, sharing, reposting, and following a candidate's/party's account, unless these are resorted as a means to solicit support for or against a candidate/party during the campaign period.

***How about those who are holding a temporary, contractual or casual appointment? Are they also prohibited from engaging in electioneering and partisan political activities?***

They are prohibited. The joint circular is clear, the following are prohibited from engaging in any electioneering or partisan political activities:

- Members of the civil service in all branches, subdivisions, instrumentalities, and agencies of the Philippine Government, including government-owned-or-controlled corporations with original charters, and state universities and colleges, whether their appointments are permanent, temporary, contractual, or even casual;
- Career officers holding political offices in an acting or officer in-charge (OIC) capacity; and
- Uniformed and active members of the Armed Forces of the Philippines and the Philippine National Police.

*(continued on p26- Lex Chat)*

**How about if the government employee is on a leave of absence? Is he or she still then prohibited from engaging in electioneering and partisan political activities?**

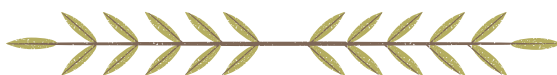
The prohibition remains. Based on the joint circular, an employee on leave of absence is still covered by the prohibition on electioneering or partisan political activities.

Those who will be found guilty of engaging directly or indirectly in partisan political activities will be meted with a penalty of one (1) month and one (1) day to six (6) months suspension for the first offense; and dismissal from the service



for the second offense according to the 2017 Rules on Administrative Cases in the Civil Service or 2017 RACCS.

This election season, though it is our civic duty to take part and contribute in achieving the goal of having an honest, fair, and peaceful election, let us do so with these guidelines in mind.



**(DTI Nueva Ecija launches... from p17)**



sales, income and employment generation.

The project improved competitiveness by increasing production capacities, product improvement and quality resulting to increase in markets. With the provided SSF, the cooperative will have enhanced productivity for their Calamansi

Processing and will significantly improve their operation. She also emphasized the importance of the entrusted shared service facility that will be utilized in catering the increased demand for natural, healthy and refreshing drinks. The cooperative must take advantage of the business opportunity given them to generate more sales, income and create more job opportunities.



# DTI turns over Php 1.1M SSF Project to 3 Cooperators in Bulacan



The Department of Trade and Industry (DTI) Bulacan Provincial Office has turned over last March 29 and 31, 2021 PhP1.1 million worth of Shared Service Facilities (SSF) to three cooperators namely, Bagong Barrio Multi-Purpose Cooperative (BBMPC) for Computerized Embroidery, San Ildefonso Doormat Manufacturers Association, Inc. (SIDMAI) on Gifts, Housewares, and Decors (GHD) Making, and Luzon Dairy Cooperative on Dairy Processing.

The first turnover ceremony on March 29, 2022, was held at Disenyo Pandi Wedding Depot and was attended by DTI Region 3's Management Committee (ManCOM) members led by Regional Director Leonila T. Baluyut and BBMPC officers. Director Baluyut congratulated the cooperator for proving that they can sustainably manage and operate the facility.

The two turnover ceremonies on March 31, 2022, were held at San Ildefonso and Sta. Maria, Bulacan and were attended by Provincial Director Edna D. Dizon of DTI Bulacan, SIDMAI and LDC officers and members. Director Dizon



In photo: DTI Bulacan Director Edna D. Dizon, Division Chief Maria Cristina V. Valenzuela, Mr. Marcos C. Hilario, Luzon Dairy Cooperative Chairperson with other officers of the cooperative during the turnover ceremony.



In photo: DTI Bulacan Division Chief Maria V. Cristina Valenzuela, Ms. Milagros Villafuerte Chairperson of San Ildefonso Doormat Manufacturers Association, Inc.

*(continued on p28 - Turnover*



*(Turnover... from p27)*



In photo: DTI-3 Regional Director Leonila T. Baluyut, Assistant Regional Director Brigida T. Pili, and Bulacan Provincial Director Edna D. Dizon with Mr. Danny Rivera Chairperson, Ms. Pelicula Rapanut, Manager, and Mr. Ramon Santos Vice Chairperson of Bagong Barrio Multi- Purpose Cooperative.

thanked the cooperators and said that the turnover of the SSFs is not the end of DTI's assistance but the start of another fruitful partnership.

The Shared Service Facilities (SSF) Project is a flagship project of the DTI aimed at improving MSME productivity and efficiency through better access to technology. The SSF project is meant to improve MSME competitiveness by providing machinery, equipment, tools, systems, accessories, and other auxiliary items, skills, and knowledge under a shared system. The project is a public-private partnership initiative being implemented through cooperators who can house the machinery and equipment and make these accessible to MSMEs.

The equipment will remain under the ownership of DTI until the end of the agreement and will be donated to the cooperator or the beneficiaries that have proven that they can sustainably manage and operate the facility in accordance with the objectives of the project.

A total of twenty-six (26) SSF projects worth PhP18.8 million were donated to different cooperatives and associations in the province since 2019. The donated SSFs helped beneficiaries increase their production capacities and improve product quality, resulting in increased markets, increased sales, and jobs generation.



# A Pause for Reflection

By Grace Helena Lugtu

"Kumusta ka? How are you?" This was the opening statement of Fr. Randy Salunga during the DTI Tarlac Lenten Recollection last March 31, 2022 held at the Newly erected parish, Parroquia del Espiritu Santo in San Luis, Tarlac City.

The activity focused on one's self, fears, goals in life, and faith in God.

Automatically, the answer was "Okay lang. I am fine. I am good." But accordingly, in a study commissioned by the Mental Health Foundation, average adults say they are fine 14 times a week yet only 19% really mean it. Not to mention, the top common lie that we commit is, I am fine.

"Are you really fine? Okay ka lang ba talaga?" Fr. Randy then asked.

During the 3 hour-session, he told us to just think of ourselves. To guide us in our reflection, he associated life to a chair. When we are simply seated, we could hardly see it. But when we stand and move away a little bit from it, we could view it in all angles. "Kumusta? Is it still okay? Are the feet sturdy? Is there a need for repair? Does it still serve its purpose?" "Ikaw, kumusta ka?"

"Shake the dust off your feet." – another verse that we pondered on.

Some days are good but some days are blue. All of us have loads to carry – responsibilities, fears, health concerns, failures. But the difference is on how we bear them and how long we hold on to them. As Fr. Randy mentioned, one peculiar thing about people



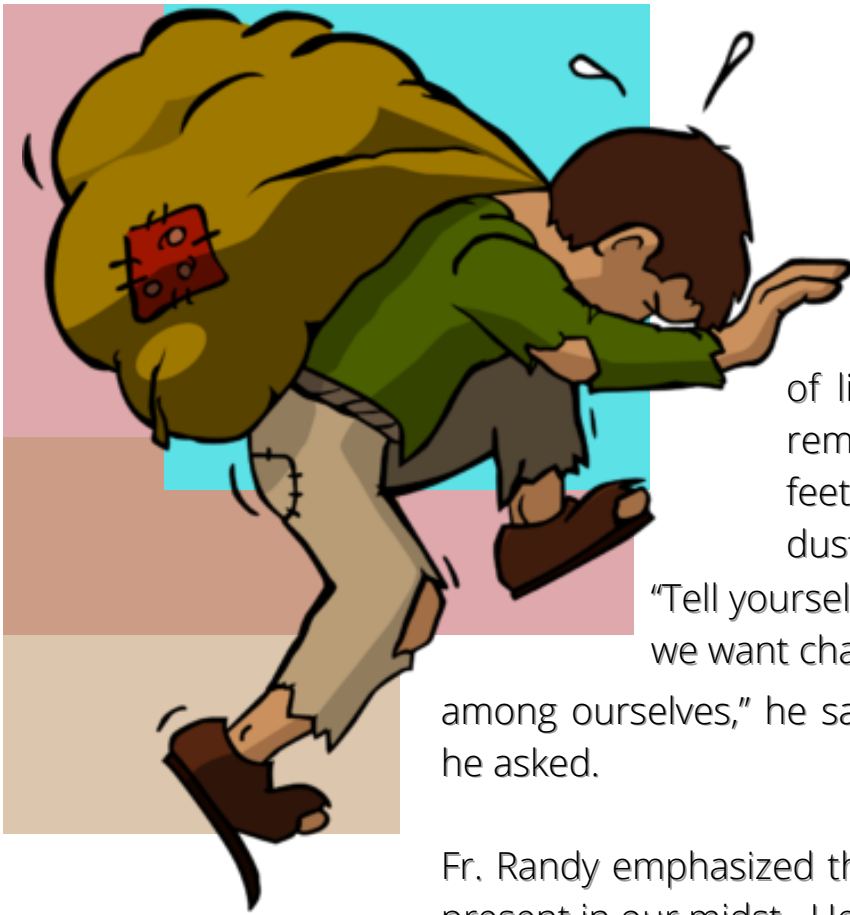
Lenten Recollection- Rev. Fr. Randy M. Salunga, parish Priest of Parroquia del Espiritu Santo in San Luis, Tarlac City , begins his talk with a simple greeting "Kumusta ka"?



with mental illness, particularly those we see walking around the streets, is the huge bag they carry on their backs which noticeably accumulate each day.

*(continued on p30 - A pause)*

(A pause... from p29)



Seemingly, baggage that they could not let go.

It is ok to say that we are not okay but we should also learn how to discard the stuff that hinders us from seeing the bright side of life. When we feel anxious, let us remember to “shake the dust off our feet”, the dust that burdens us, the dust that limits us.

“Tell yourself, ako ang simula,” Fr. Randy said. “If we want change in our lives, it has to start

among ourselves,” he said. “Pero sino nga ba ang simula?” he asked.

Fr. Randy emphasized that from the very beginning, God is present in our midst. He is with us in everything that we do.

But His presence in us depends on the depth of our relationship with Him. Just like an airplane which is small from afar but huge as it becomes closer. Isn't it wonderful to know that we are not alone in our journey?

Kumusta ka?



## HR Corner

# Congratulations!

### Promotions

**JOHN CRIST T. DIZON - STIDS**  
**ABIGAE L. CALILUNG - TIDS**

### New Hires

**CARLA S. CUNANAN-PANGAN - TIDA**  
**EMMANUELA DE LEON - Admin Aide III**  
**JENNICA JOY CATOLICO - Admin Aide III**  
**IVAN KIM A. NERI - Admin Aide III**  
**MARK JOSEPH T. BORJA - Admin Aide III**



# Happy Birthday

Name	Province	Birthday
Bandilla, Pacita P.	Aurora	01/19/1965
Peneyra, Judelyn L.	Aurora	01/14/1992
Embido, Leonora D.	Bataan	01/02/1966
Fernando, Honeylen Marie P.	Nueva Ecija	01/08/1976
Dizon, Jose Jr. C.	Regional Office	01/29/1972
Yusi, Marcela Z.	Regional Office	01/18/1967
Serrano, Warren Patrick T.	Regional Office	01/08/1970
Pangilinan, Barry Bernabe J.	Regional Office	01/25/1979
Apostol, Marlon Jr. P.	Regional Office	01/01/1982
Tabamo, Ana Marie S.	Tarlac	01/18/1969
David, Ma. Fatima A.	Tarlac	01/24/1991
Ecura, Ernaly C.	Zambales	01/05/1980
Ordonio, Elenita R.	Pampanga	01/02/1961
Dela Cruz, Judith B.	Bulacan	02/19/1987
Gines, Jingle M.	Regional Office	02/27/1976
Malig, Raquel R.	Regional Office	02/14/1973
Reyes, Mary Grace S.	Bulacan	03/16/1989
Talao, Louella P.	Bulacan	03/21/1981
Agapito, John Alvin G.	Nueva Ecija	03/27/1988
Evangelista, Ma. Cristina B.	Pampanga	03/29/1967
Baluyut, Dexter D.	Pampanga	03/20/1972
Calaquian, Celia M.	Regional Office	03/05/1975
Dizon, Ma. Providencia P.	Regional Office	03/21/1972
Rivera, Jocelyn S.	Regional Office	03/07/1962
Villapaña, Rhina G.	Tarlac	03/15/1991
Estacio, Mary Ann V.	Tarlac	03/30/1980
Lugtu, Grace Helena S.	Tarlac	03/09/1983
Veneracion, Aldrin M.	Aurora	04/25/1970
Miravalles, Ma. Charisse R.	Bulacan	04/22/1996
Cruz, Sofia Sandra P.	Regional Office	04/06/1994
David, Jemima Joy V.	Regional Office	04/22/1996
Mon, Filipina M.	Regional Office	04/16/1975
Ramirez, Agnes B.	Tarlac	04/10/1962
Sison, Lunabelle A.	Tarlac	04/01/1963
Arcega, Marilou C.	Zambales	04/12/1961
Ramos, Lealyn May B.	Bataan	05/28/1985
Dela Cruz, Marissa D.	Bataan	05/18/1963
Jaime, Cindy M.	Bataan	05/19/1977
Cruz, Flora M.	Bulacan	05/29/1969
Juango, Ricamari S.	Pampanga	05/17/1993
Rosete, Ronan B.	Pampanga	05/19/1975
Lazatin, Eugene L.	Pampanga	05/07/1977
Miranda, Rowena S.	Regional Office	05/08/1972
Regalado, Rayciel V.	Regional Office	05/11/1981
Maregmen, Jesusito Jr. D.	Regional Office	05/25/1986
Bermas, May Ann A.	Zambales	05/21/1969
Panganiban, Eduardo C.	Zambales	05/18/1958
Policarpio, May Joy G.	Zambales	05/02/1987
Bunoy, Marisol G.	Bulacan	06/19/1975
Santos, Marilou A.	Nueva Ecija	06/06/1976
Manumbali, Darwin P.	Nueva Ecija	06/22/1987
Luna, Janyne A.	Nueva Ecija	06/11/1991
Lising, Araceli Isabel P.	Regional Office	06/17/1973
Pilarca, Jan Ricardo I.	Regional Office	06/07/1988
Tiglao, Norlito L.	Regional Office	06/25/1965
Montoya, Charrisse M.	Regional Office	06/28/1991
Dayrit, Riza Lina V.	Regional Office	06/19/1973
Bondoc, Maria Teresa R.	Tarlac	06/30/1971



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 DTI Region 3 - Central Luzon

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