



DTI - 3 HOLDS 2022 MID-YEAR GA

The Department of Trade and Industry Regional Office III (DTI-3) held its 2022 Mid-year General Assembly at Ephatha Development Center, SACOP, City of San Fernando, Pampanga last August 12, 2022.

The semestral event was attended by associates from the seven DTI-Provincial Offices of the region - Zambales, Tarlac, Pampanga, Nueva Ecija, Bulacan, Bataan, and Aurora.

With the theme DTI-3: An Agile Organization in the Next Normal, the assembly was conducted face to face after two years of holding it online.

Before the program proper, a special mass was celebrated and officiated by Rev Fr. Ramon Torres

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DTI Human Resource and Administrative Service (HRAS) Director Joel R. Cruz served as guest and resource speaker for the event.

Dir. Cruz emphasized the need for the agency to be agile and adapt to the demands of the new normal. He stated that an agile organization is one which is both stable and dynamic at the same time.

For her part, DTI-3 Regional Director Leonila T. Baluyut challenged the assembly to shift from "talking" about agile and proceed with "being" agile. She called on the DTI-3 associates to heed the call for transformation for the greater cause of realizing the excellent organizational outputs.

A vlogging contest was also held during the assembly. The contest aimed not only to showcase the talents of DTI - 3 associates but also



Rev. Fr. Ramon Torres officiating the special mass during the 2022 DTI-3 Mid-year General Assembly

to promote the major products of Central Luzon and to present the different investment opportunities and destinations in the region. DTI - Aurora bested other participants in the contest followed by DTI-Bulacan and DTI-Regional Office in 2nd and 3rd place, respectively.

The 2021 DTI SPRINTS awardees were also recognized during the program.



DTI-HRAS Director Joel R. Cruz (left) addresses the assembly and DTI-3 RD Leonila T. Baluyut (right) delivers her inspirational message during the 2022 Mid-year General Assembly of DTI-R3.

Central Luzon Women Entrepreneurs' Summit



The DTI-3 held the first Central Luzon Women Entrepreneurs Summit last July 28, 2022 at the Orchids Garden, City of San Fernando, Pampanga.

With the theme “Celebrating Women Empowerment in Business and In Sustainable Development”, the summit seeks to empower women entrepreneurs and inspire others to build their own businesses. More than one hundred women entrepreneurs from the different provinces of Central Luzon joined the event.

In a recorded message, Trade and Industry Secretary Fred Pascual recognized the contribution of women in rebuilding the economy through sustainable businesses. “Women entrepreneurs take risks on disasters. These disruptions significantly affect food and agri-based enterprises mostly owned and managed by women, but they are more comfortable in taking risks and they are not afraid to fail,” he said.

Philippine Commission on Women Chairperson Sandra Montano also lauded the women entrepreneurs for their significant roles in supporting the country’s rebound from the economic downtrend brought about by the COVID19 pandemic.

For her part, DTI-3 Regional Director Leonila T. Baluyut reported that the agency has assisted more than 90,000 women through the Negosyo Centers during the first semester of 2022. “We want to say the DTI is providing continuous support in terms of training programs, how to start business, entrepreneurial mind-setting, marketing-related training, and consultancy services provided through our Negosyo Centers,” she said.

A mini trade fair was also conducted at the venue to promote the products of women-led businesses in the region.

DTI-3 2022 3rd Quarter Performance

Anna Liza M. Cunanan

This is a quick look at performance of DTI-3 for the 3rd Quarter of CY 2022 in terms of the Performance Governance Scorecard (PGS) and the Organizational Outcomes Report Card (OORC).

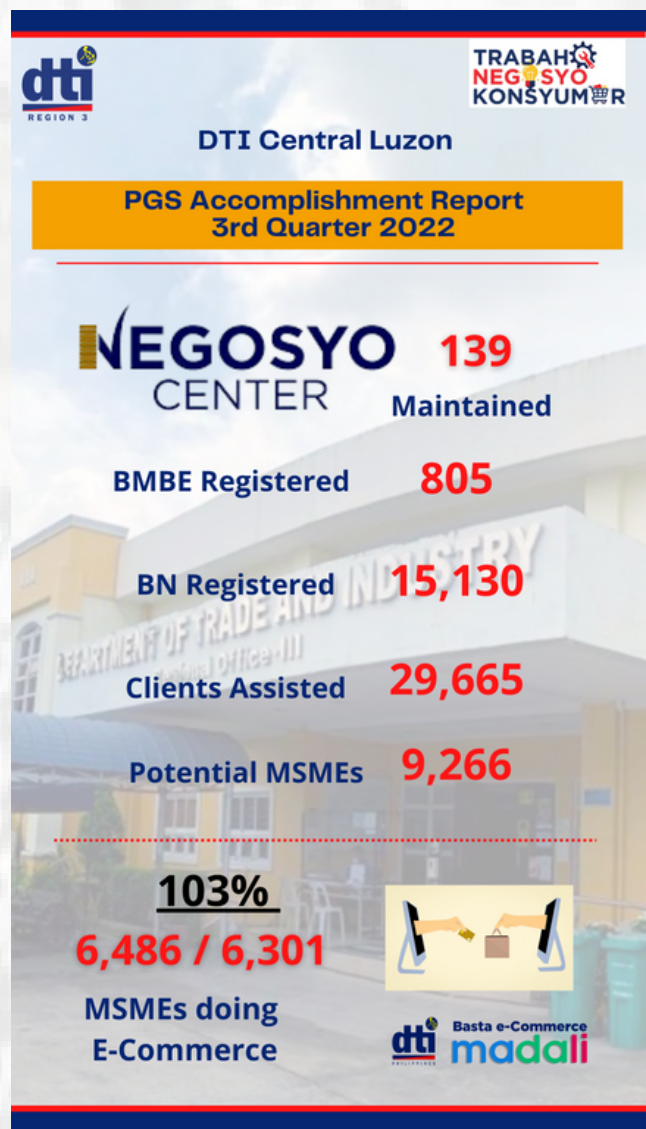
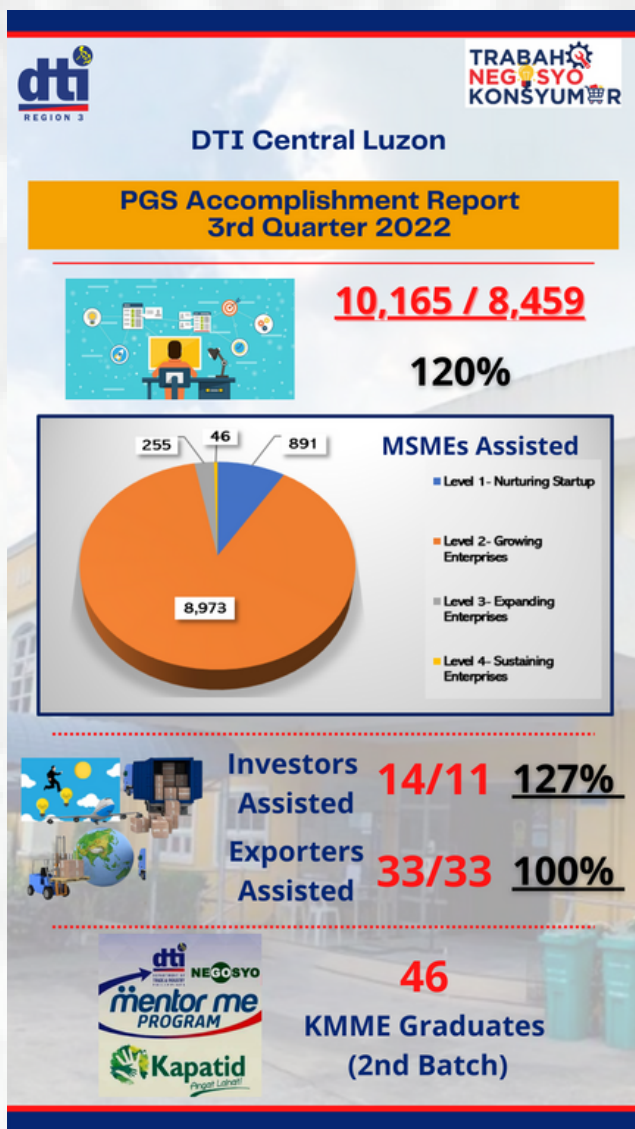
Based on the data shown below, the agency was able to achieve and even exceeded majority of its set targets for the quarter.

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 in all DTI 3 Offices. Congratulations to all DTI-3 associates for a job well done!

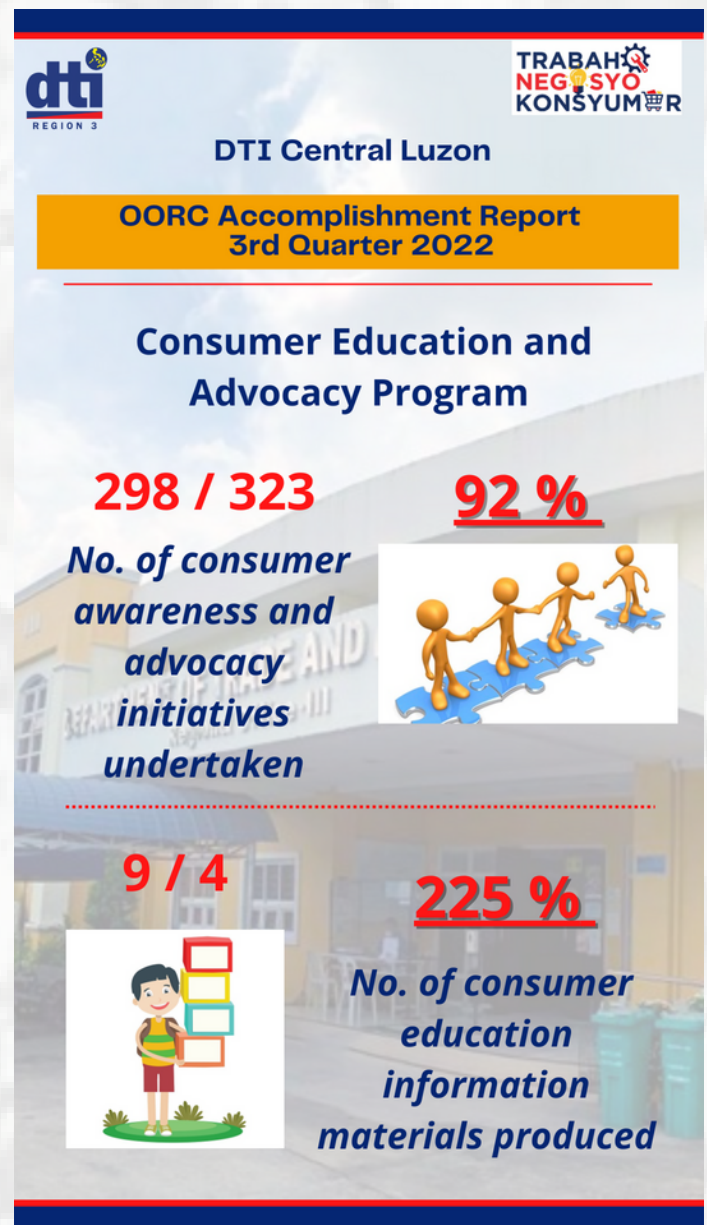


PGS

Accomplishment Report 3rd Quarter 2022

DTI-3 2022 3rd Quarter Performance

Anna Liza M. Cunanan



DTI – R03 produces 46 KMME Youth Graduates

Jose Antonio F. Toledo IV

On September 12, 2022, the Department of Trade and Industry Central Luzon produced 46 new KMME mentee-graduates for its Kapatid Mentor Me Money Market Encounter (KMME-MME) program.

The new mentees belonging to the youth sector are composed of 30 females and 16 males from the different provinces of Central Luzon. They have completed 10 online modules, coaching sessions, and successfully presented their business improvement plans before a panel composed of outstanding representatives from the government, banking and financial sector, online market platforms and mentors from the Philippine Center for Entrepreneurship (PCE).

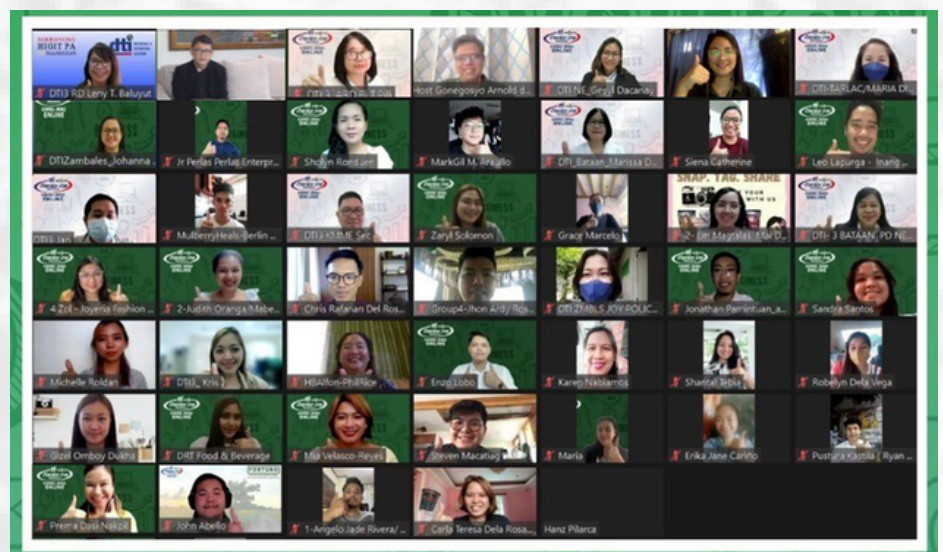
The KMME program aims to empower MSMEs (Micro, Small and Medium-sized Enterprises) through mentorship and e-learning sessions. With it, MSMEs are continuously kept abreast of innovative information, skills, and knowledge needed to survive, bounce back and pivot from the financial impact brought by the pandemic.

Bannered as “KMME Program in the New Normal”, the project is now on its third year with the recent graduates as the second batch for this year.

The culminating program was graced by PCE Go Negosyo founder Mr. Joey Concepcion III, DTI-3 Regional Director Leonila T. Baluyut, and Assistant Regional Director Brigida T. Pili. During the affair, the successful graduates were presented to the guests and participants by flashing their respective profiles and highlighting their Certificates of Recognition. After which, RD Baluyut confirmed them as bona fide graduates and finishers of the KMME-MME Online Program.

The event was interspersed with presentations and testimonials by the graduates themselves. On her part, RD Baluyut challenged the mentees to use their learnings in improving their businesses. She said, “My minimum expectation from you is that you will use this network to improve your business. Thank you for making it this far.”

The virtual activity was hosted by Go Negosyo Mentor Arnold De Guzman and DTI Nueva Ecija Focal Person Gesyl Santos-Dacanay.



The second batch of 2022 KMME-MME mentee-graduates during their culminating program via zoom on September 12, 2022.

DTI-Bulacan joins BUFFEX 2022

The Department of Trade and Industry – Bulacan Provincial Office joined the week-long holding of the Bulacan Food Fair and Expo - 'BUFFEX 2022' in Malolos City, Bulacan. Organized by the Provincial Government of Bulacan and the Bulacan Chamber of Commerce and Industry (BCCI), BUFFEX 2022 was held from September 5 to 10 this year.

The grand launch and opening ceremonies were held last September 6 at the Provincial Capitol Compound. Bulacan Vice Governor Alexis Castro, BCCI President Victor Mendoza, DTI-3 Regional Director Leonila T. Baluyut, and DTI-Bulacan Provincial Director Edna D. Dizon led the ribbon-cutting ceremonies to formally open the expo. They were joined by several municipal mayors and local government officials in the province. On his behalf, Governor Daniel Fernando was represented by Provincial Administrator Antonia Constantino.

On behalf of DTI Regional Operations Group Undersecretary Blesila A. Lantayona, RD Baluyut delivered a message of support to the annual event and affirmed DTI's commitment of serving the MSMEs in the province.

The annual BUFFEX is also in line with the province's Singkaban Festival which formally opened on September 8. With the theme, Bulacan Foods: Emerging and Sustaining Industries beyond the Pandemic, the expo features the province's food products and culinary expertise. After two years of conducting the event virtually, the organizers successfully staged the festivities in person with a total of 70 participating MSME-exhibitors.

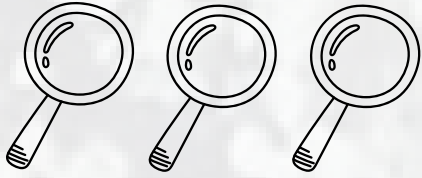
Some of the participating MSMEs are beneficiaries of the various programs of DTI such as the One Town One Product (OTOP), Shared Service Facilities (SSF), Comprehensive Agrarian Reform Program (CARP), and Industry Cluster Enhancement (ICE) programs. The agency also subsidized the participation of 19 MSME-exhibitors.

In addition, the third day of the festivities was designated as DTI Day. DTI-3 Assistant Regional Director Brigida T. Pili graced the event together with PD Edna Dizon. A seminar on 'Trends in Digital Marketing' was conducted with Mr. Jerry C. Yao of PCE Go Negosyo serving as resource speaker.



BUFFEX 2022 RIBBON CUTTING CEREMONY

BUFFEX 2022 RIBBON CUTTING CEREMONY. Bulacan Vice Governor Alexis C. Castro (6th from left) and Provincial Administrator Antonia V. Constantino (4th from left) lead the ribbon cutting ceremony of the grand launch of the Bulacan Food Fair and Expo (BUFFEX) 2022 held in the Provincial Capitol Compound, City of Malolos, Bulacan. With them are (L-R) President and Chief Executive Officer Romeo L. Dela Rosa of Richwell Colleges, Inc., DTI-Bulacan Provincial Director Edna D. Dizon, DTI-3 Regional Director Leonila T. Baluyut, Mayor Agatha Paula A. Cruz of Guiguinto, Mayor Ma. Rosario O. Montejo of Pulilan, Marivic San Antonio of Paombong and Councilor Peter T. Dionisio of Pulilan; (2nd row, from left) Bulacan Chamber of Commerce and Industry (BCCI) Chairman of the Board Cristina C. Tuzon, President Victor F. Mendoza and some of its Board of Trustees.



DTI-Tarlac at a glance

Grace Helena S. Lugtu



LPCC-LA PAZ SATURATION DRIVE

DTI-Tarlac Provincial Office partnered with 31 establishments for the conduct of In-Store Balik Eskwela Diskwento Caravan on August 13-19, 2022.

Likewise, Balik Eskwela Diskwento Caravan at the Tarlac City Downtown Public Market was conducted on August 17, 2022 in partnership with the Tarlac City LGU. It was participated in by 14 distributors, retailers, and MSMEs.

A total of 75 barangays were served, 28,988 households benefitted, and sales amounting to P711, 287.20 was generated.



**TATAK PINOY BUWAN NG WIKA
TRADE FAIR**

The DTI Tarlac Provincial Office, together with the Local Price Coordinating Council (LPCC) of LGU-La Paz, and Tarlac Consumers Council Incorporated, (TCCI) conducted a saturation drive at La Paz Public Market on July 29, 2022.

A briefing on the Laws on Weights and Measures was given to the inspection team prior the saturation drive.

Out of the 54 analog and digital weighing scales monitored, 4 were found to be defective and were confiscated and turned over to the Office of the Market Administrator. Alongside the weighing scale inspection, price tags were also checked in a nearby supermarket to ensure compliance to the Price Tag Law.

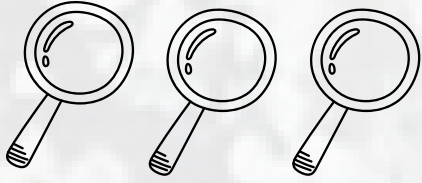


DISKWENTO CARAVAN

DTI-Tarlac Provincial Office in partnership with CityMall - San Rafael and Tarlac Henyo Entrepreneurs Marketing Cooperative officially opened the Tatak Pinoy Buwan ng Wika Trade Fair on August 15, 2022.

The trade fair, which was participated in by 14 Tarlac MSMEs, is in line with the Buwan ng Wika Celebration observed by the Filipinos to promote the National Language.

The fair, which was originally scheduled to run until August 24, 2022 was extended until August 31, 2022. It has generated a total sales amounting to P81,643.00.



DTI-Tarlac at a glance



OTOP NEXT GEN ACT SESSION

OTOP Next Gen ACT Session was conducted on August 17, 2022 at the Activity Center of CityMall, San Rafael, Tarlac City. A total of 23 micro and small entrepreneurs underwent one-on-one product development consultation with designers Vanessa Umali and Maiko Pascual. Expected output are new packaging and labels for the food sectors and new products and prototypes executed for the non-food sector.

Likewise, a Seminar on Trends and Updates was conducted. The resource speaker, Mr. James Arnold Non, presented the importance of product development and the upcoming trends for 2023.

DTI-Tarlac signed a Memorandum of Understanding (MOU) with Philippine Institute of Certified Public Accountants (PICPA) – Tarlac Chapter and Tarlac Henyo Entrepreneurs Marketing Cooperative (THEM) on September 14, 2022 at the OTOP Philippines Hub Tarlac, CityMall SCTEX, Concepcion, Tarlac.

The PICPA Tarlac Chapter committed to buy local products from OTOP Philippines Hub Tarlac, promote the products to its members and stakeholders, and advise THEM Cooperative, the OTOP Hub Operator, on accounting practices as part of its corporate social responsibility.

THEM Cooperative on the other hand, pledged to provide PICPA Tarlac Chapter best OTOP Product offerings, provide PICPA Tarlac Chapter members with a maximum of 5% discount and incentives for buying OTOP Hub products upon presentation of a valid PICPA Tarlac Chapter ID, and assist in promoting the advocacies of PICPA-Tarlac.



OTOP HUB

Further, DTI Tarlac shall administer marketing and promotional assistance, market matching and information, among others, subject to availability of funds and resources and in accordance with existing government rules and regulations.

DTI Bulacan Eyes Collaborative Partnerships on Sustainable Development with Republic Cement

PD Edna D. Dizon



DTI Bulacan team headed by Provincial Director Edna D. Dizon meets and visits Republic Cement Services, Inc. Bulacan Manufacturing Plant and CSR projects led by Mr. Joel Rayo, Community Relations and Environment Manager

In pursuit of its sustainable development plan, the Department of Trade and Industry -Bulacan Provincial Office headed by its Provincial Director Edna Dizon, and Business Development Division, explored a collaborative partnership with Republic Cement Services Inc. - Bulacan Plant by tapping its Corporate Social Responsibility and Community Development programs.

Republic Cement was represented by its Community Relations and Environment Manager, Mr. Joel Rayo.

On July 13, 2022, the DTI Bulacan Team visited the company's manufacturing plant in Brgy. Minuyan, Norzagaray, Bulacan and met with its Community Development Officer. The visit was aimed at forging collaboration by linking them with the MSMEs. A tour around the facilities and the existing projects relating to agro-farm, livestock, and fishery, and agro-forestry followed the meeting.

As an offshoot of the meeting and the tour, the DTI-Bulacan has seen possible areas of collaboration where its industry cluster enhancement (ICE) development programs particularly on bamboo and processed food, can be matched.

Adopting the concept of a Big Brother and Small Brother Matching Concept, DTI is hoping to realize significant linkages with Republic Cement and the MSMEs particularly on supply chain matching, product development, and market opportunities. DTI Bulacan is eyeing that the exploratory collaboration will open huge economic and employment opportunities as well as the creation of new MSMEs and growth of existing ones. On the other hand, matching the needs of MSMEs in terms of the Buy Local and Go Local advocacy campaign of the department, will create many opportunities to support locally made products in Bulacan.

For community extension development partnership, DTI Bulacan is looking at exploring collaboration on the supply chain area where communities being assisted by the Republic Cement can become lead suppliers of agriculture crops being utilized by the food MSMEs sector.

The exploratory visit last July 13 has been very fruitful as meaningful innovation collaboration has been identified. Some of the interventions identified are on skills training, product development, and market promotion and development.

140 Bulakenyos Get Livelihood Aid from DTI's PPG Program

Mary Grace Sta. Ana-Reyes

The Department of Trade and Industry Bulacan Provincial Office (DTI Bulacan) has distributed a total of 140 livelihood kits to Bulacan microenterprises under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program on July 28 and August 11, 2022. Aside from the beneficiaries, the activity was attended by Barangay Development Council members, representatives from Meralco headed by Ms. Alleli Pascual, Program Lead of Meralco Biz, Atty. Jayric Amil, Chief of Staff of Governor Daniel R. Fernando, and the DTI Bulacan team headed by Provincial Director Edna D. Dizon.

The Department of Trade and Industry (DTI) Pangkabuhayan sa Pagbangon at Ginhawa Program (PPG) is a livelihood seeding and entrepreneurship development program for microenterprises, prioritizing areas affected by fire incidents and other calamities, including armed conflicts and health disasters. It is a post-disaster response mechanism that aims to accelerate the recovery of affected businesses and communities by providing them livelihood assistance and entrepreneurship programs.

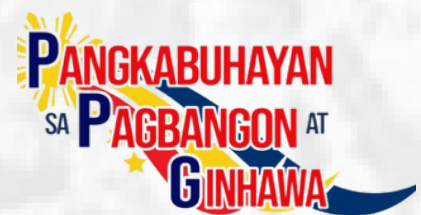
Provincial Director Edna Dizon gave her welcome message and shared a brief background and information about the program. She also reminded the beneficiaries to make good use of the Php10,000.00 worth of livelihood kits provided them to augment their capital and support their business needs.

Atty. Jayric Amil delivered the message of Governor Daniel Fernando to the beneficiaries of the PPG Program. He said that the PPG program of DTI is a big help to all Bulakenyos to support their livelihood needs, especially during calamities and health crises. He also thanked Director Dizon and the DTI Bulacan team for the successful launching of the program.

During the program, Ms. Mary Joy Competente and Mr. Jeffrey Cruz of Meralco also conducted a seminar on Energy Conservation & Efficiency. They shared some tips and various ways how to save energy at home and in their businesses. The activity is part of the Sustainability Development Program of DTI Bulacan which aims to encourage MSMEs to practice greening measures such as energy conservation.

As part of the DTI-PPG program, an entrepreneurship and development seminar was also conducted by Business Counsellors Maria Klarissa Nambayan and Darwin G. Musni to help beneficiaries develop and improve their entrepreneurial skills and mindset.

By the end of 2022, a total of 1,960 Bulakenyos is expected to be benefit from the said program.



In photo: DTI Bulacan headed by Director Edna D. Dizon together with Division Chief Maria Cristina V. Valenzuela, Brgy. Captain Felicitio S. Avendaño of Brgy. Banca- Banca, San Rafael, Bulacan, and Brgy. Councilor Mercedes O. Santos of Brgy. Maronquillo, San Rafel, Bulacan, distributes 140 livelihood kits under the Pangkabuhayan sa Pag-bangon at Ginhawa (PPG) program on August 11, 2022 at DTI Bulacan Provincial Office, City of Malolos, Bulacan.

100 ELCAC beneficiaries in Bagac, Bataan receive livelihood kits from DTI

Teresita E. Magtanong

This year, DTI – Bataan provided a total of 100 livelihood kits for 100 women of Samahan ng Malayang Kababaihan ng Bagac (SAMAKABA) of Bagac, Bataan. The group received 85 sari-sari store packages, 6 mixed sari-sari store packages with bigasan and 9 unique livelihood kits under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) Program.

Provincial Director Nelin O. Cabahug, in her message, congratulated the beneficiaries for the grants they received from the government in the form of negosyo kits.



The Director reiterated the use of the sales generated for their business expansion and not for their personal needs. She added that DTI will closely monitor the outcome of their businesses. PD Cabahug wished them goodluck with the hope that these start-up businesses will support in uplifting the quality of their lives.

Ms. Helen Tolentino, President of the organization, thanked DTI for their fast action in providing assistance to them. Prior to this, DTI conducted skills training on dishwashing liquid and fabric softener for their group which is now their income generating project. She happily informed PD Cabahug and the DTI-Business Development Division team headed by Chief Ma. Concepcion B. Sanico, that aside from buying and selling among their group, they are now selling to outsider.



DTI-Bataan PD Nelin O. Cabahug (front: 3rd from L) leads the distribution of livelihood kits to 100 ELCAC beneficiaries in Bagac, Bataan

Now that they received additional source of income, Ms. Tolentino assured DTI that their intervention with the group will not be put to waste and they will do everything to make them sustainable.

After the messages, Provincial PPG Focal Person Cindy M. Jaime led the Pledge of Commitment to ensure that the grants given to them by the government will follow the stated conditions required as a beneficiary of DTI-PPG Program.

The SAMAKABA group, with more than 100 women-members in the Municipality of Bagac, were former members of the Gabriela Partylist and returned to the government in 2019. The Regional Task Force to End Local Communist Armed Conflict (RTF-ELCAC) comprises of different government agencies that commit to provide interventions for them in accordance with EO 70 signed by President Rodrigo Roa Duterte. The EO aims to address the root causes of insurgency to end local armed conflict in the countryside.

21 'FERNANPRENEURS' finish KMME Program

Charmaine S. Tiongson



New Pampanga KMME Mentees "Fernanpreneurs" during the culminating program at the Heroes Hall, City of San Fernando Pampanga. (Picture by Carl Guanlao)

The Kapatid Mentor Me Program is one of the free programs offered by DTI to help the country's micro and small enterprises (MSEs). It features modules that subject the mentees to various business concepts and develop the acumen needed in scaling up and sustaining an enterprise.

This was adopted by the Local Government of the City of San Fernando, Pampanga and was renamed Fernanpreneur Mentor Me program. It was organized by the City Investment and Promotion Office (CIPO). The program featured 11 modules and were discussed by field experts and coaches.

The selected mentees were carefully screened.

They have established businesses in different industries and are all residents of the City of San Fernando. The program commenced on July 16, 2022. After the discussion on the 11 modules, each mentee is required to present his/her own Business Improvement Plan (BIP) to 4 panelists, composed of officers from CIPO, DTI Pampanga and representatives from the academe sector.

A total of 21 "Fernanpreneurs" (Fernandino entrepreneurs) have successfully completed the program and were handed their Certificate of Completion on September 30, 2022 at the Heroes Hall, City of San Fernando, Pampanga.



DTI-Pampanga awards PPG Livelihood Kits

Bernadette Kate S. Pablo
Jerahmeel Grace P. Afan

DTI Pampanga awarded livelihood kits last July 29, 2022 to 100 Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program beneficiaries from various municipalities of District 3 of Pampanga. The business kits distributed were 82 sari-sari store, 11 snack cart/food service and 7 kakanin/pastries packages.

Aside from the kits awarded to the beneficiaries, a Business Opportunities Seminar (BOS) was also conducted. During the program, DTI Pampanga Provincial Director Elenita Ordonio delivered the opening remarks and words of encouragement to the beneficiaries while DTI Pampanga Business Development Division Chief Cristina Evangelista discussed the different DTI programs and services that beneficiaries can utilize to grow their business. Radiowealth Finance Co. Inc. also conducted short financial literacy seminar for the additional information of the beneficiaries.

Another set of livelihood kits were also awarded to 129 PPG beneficiaries from the 4th District of Pampanga last August 5, 2022 at the Municipality of Candaba Trade Center. The district consists of municipalities in Southern and Eastern Pampanga namely Apalit, Candaba, Macabebe, Masantol, Minalin, San Luis, San Simon, and Santo. Tomas. The kits include 109 sari-sari store, 11 snack cart/food service and 9 kakanin/pastries packages.

PPG is a livelihood seeding and entrepreneurship development program for micro-enterprises, with priority in areas affected by fire incidents and other calamities, including health disasters



PPG beneficiaries from District 3 together with DTI Pampanga Provincial Director Elenita Ordonio (first row 2nd from left) and Division Chief Cristina Evangelista (first row 3rd from left)



PPG beneficiaries from District 4 together with DTI Pampanga Provincial Director Elenita Ordonio (front 2nd from right) and Division Chief Cristina Evangelista (front 2nd from left)



PPG beneficiaries from District 4 pose for a group picture during the awarding of DTI - Pampanga livelihood kits.

Dipaculao Furniture Makers MPAl learn Basic Bookkeeping and Social Media Advertising

Kenneth John P. Guillen

Dipaculao Furniture Makers Multi-Purpose Association Inc. (MPAI) learned Basic Bookkeeping and Social Media Advertising through a seminar facilitated by DTI Aurora - Negosyo Center Dipaculao on August 24, 2022, at the Municipal SB Hall, LGU Compound, North Poblacion, Dipaculao, Aurora.

The seminar aims to inform the association members on the importance of bookkeeping, a general understanding of financial management for a small business, and how to effectively manage cash flows, analyze expenditures, and improve business budgeting.

Mr. Loruel Gil A. Duaso, a Certified Public Accountant, served as the resource person for the activity.

The Dipaculao Furniture Makers MPAl also found the advantages of using social media as a business advertising method. Negosyo Center Business Counselor (NC BC) Kenneth John P. Guillen showed a video presentation on digital marketing and easy techniques to promote their products online. In support of digitalization, he discussed marketing basics and how to attract more customers online. He also demonstrated how to create posters



MENTORING. Mr. Loruel G. Duaso, Certified Public Accountant, discusses Basic Bookkeeping cum Social Media Advertising to Dipaculao Furniture Makers Multipurpose Association Inc.

and animated advertisements using Canva, an online design tool.

In addition, Mr. Emmanuel R. Macatiag, Price Monitoring Officer-Consumer Protection Division of DTI-Aurora, discussed Consumer Awareness and Consumer Rights and provided updates on prices of DTI-monitored products in the market.

The association's president, Mr. Jovencio B. De Asis Jr., expressed his gratitude to the resource speaker and DTI-Aurora for this opportunity and privilege. With this interesting experience, the members of the association are hoping for another capability-building training for them in 2023.



LSP – PPG TO BENEFIT COMMUNITY IN DINALUNGAN, AURORA

Vincent V. Leal



LIVELIHOOD. Twenty beneficiaries of the LSP-PPG business packages with (standing L-R) Ms. Perla Rada, Business Sector President, Ms. Myrna Rada, LGU Representative, DTI TIDS Bryan Omar Sardea and BC Vincent Leal during the LSP-PPG Awarding in Dinalungan, Aurora on July 13, 2022. (Photo owned by DTI Aurora)

The Livelihood Seeding Program – Pangkabuhayan sa Pagbangon at Ginhawa (LSP-PPG) of the Department of Trade and Industry (DTI) has benefitted a number of potential and existing micro-enterprises in the province of Aurora. The program was meant to help the individuals whose business establishments were disrupted by the pandemic, fire incidents, and other calamities. Along with this is the goal of generating more income opportunities for the community.

Since 2020, DTI Aurora has provided PPG business assistance packages to 1,126 potential and existing MSMEs in the province. This year, business packages worth ₱10,000.00 each were allocated to 510 MSME-beneficiaries.

The first batch of beneficiaries from Dinalungan, Aurora, was awarded last

July 13, 2022, at the Municipal Compound. The business kits include 10 Bigasan, 7 Sari-Sari Store, and 3 Food Processing packages.

The livelihood seeding program would be highly beneficial in creating more economic and employment opportunities in the said municipality. Notably, the beneficiaries have expressed gratitude for the assistance, and DTI has great aspirations for these individuals to become part of DTI's MSME portfolio.

Complementing the awarding of the business assistance kits was the conduct of the Entrepreneurship Seminar facilitated by the Negosyo Center Business Counselor, Vincent V. Leal. The activity aims to set the mind of the beneficiaries on the right path to being an entrepreneur and managing their business right.



Happy with the Bee Hobby

Lester Rabanal

Beekeeping is an activity that has been practiced by the Dela Cruz family for generations. Jonas Dela Cruz, owner of Jonas DC Apiary in Guimba, Nueva Ecija, carries the family belief that a house with bees is an active and healthy household. Before, people would take up beekeeping as a hobby, but now it has become a key source of income for many families. With the quest for long life and healthy lifestyle, honey becomes a product with good market potentials. Honey, as a natural food, is believed to boost the immune system and is a great remedy for ordinary cough and colds.

Mr. Dela Cruz started beekeeping out of passion but soon realized its economic potential. He registered in the UPLB Bee Program at the University of the Philippines in Los Baños, Laguna. The program provided him the necessary training in beekeeping. Over the years, Mr. Dela Cruz continuously improved his knowledge on bees management. Upon completion of the program, he expanded his bee colonies and started extracting more honey than before.

With the help of the Department of Trade and Industry Nueva Ecija through Negosyo Center Guimba, he registered his business and was provided with other forms of assistance such as labeling and packaging. His honey products are now available for selling at the public markets of Guimba, Sto. Domingo and Talavera, Nueva Ecija.

Later on, he participated in a Training on Effective Negotiation and Selling Technique sponsored by DTI. Mr. Dela Cruz learned strategies to expand his market. Eventually his sales increased. In fact, he states that the demand for good, quality honey is high that his present production capacity can hardly meet his own local market demand. This year, he plans to increase his number of bee colonies by 10 to 20 boxes in order to accommodate his buyers' requests.

In order to expand and meet market demands, Mr. Dela Cruz was endorsed SB Corp.'s Pondo sa Pagbabago at Pag-aseño (P3) for financial assistance. He is grateful and happy with all the assistance given by DTI. His passion and hobby truly has sweet rewards for his family and the community.



Mr. Joans Dela Cruz (right-standing), owner of Jonas DC Apiary flexing his new label designs with the help of Negosyo Center Guimba BC Lester Rabanal

"Childhood Cake"

Jhoana Rosalyn Pona

Mrs. Myrna Fernandez Susano was born and raised in the rice cake business. At the age of ten, she started selling rice cakes with her mother in Olongapo City.

In 1972, Myrna got married and had eight (8) children. With her knowledge and skills in making rice cakes, she was able to start her own rice cake business. She peddled house-to-house and sold them in bamboo trays. The business became her family's main source of living, helping them defray their everyday expenses and even funding her children's education.

In 2017, Myrna was able to lease a small space at the Castillejos Public Market and registered it as Myrna Susano Rice Cake Store. During that time, her gross sales amounted to an average of P3,000 daily, giving her a profit of P500.

In 2020, her family was not spared from the ill-effects of the COVID-19 pandemic. Her husband was laid off as a construction worker while she was unable to sell due to the shortage of raw materials. Each day, Myrna agonized about her business rising again.

With a flicker of hope, Myrna tried to bounce back into business. She was able to sell her rice cakes again with the help and support of her children. This time, she sells at the public market on Mondays, Fridays, and Sundays where she earns ₱500 - ₱600 per selling day.



On May 18, 2022, Myrna was fortunate to be selected as a beneficiary of the DTI-Zambales Livelihood Seeding Program - Negosyo Serbisyo sa Barangay. She received raw materials for rice cake making which helped her increase her production from two (2) bamboo trays to four (4) bamboo trays of kakanin with average daily sales of P5,000.

For over 50 years, Myrna is known as a veteran rice maker in Castillejos, Zambales. At the age of 70, even when her children now have their own families, she continues to make rice cakes while she can. *"Masaya ako at sa edad ko na ito nakakagawa pa ako ng kakanin at gagawa ako habang ako ay nabubuhay"* – Myrna said.



Mrs. Myrna Susano (center) receives her livelihood kit from DTI-Zambales associates. Mrs. Susano is a beneficiary of DTI Livelihood Seeding Program - Negosyo Serbisyo sa Barangay.

SIM Card Registration Act

by: Atty. Coco Chanel G. Garcia



Following the recent proliferation of spam text messages that led to scams and the hacking of several subscribers' personal accounts, President Ferdinand "Bongbong" Marcos, Jr. signed on October 10, 2022, Republic Act No. 11934, otherwise known as the "SIM Card Registration Act," the first law to be enacted under his term.

The law mandates all SIM card users to register pertinent personal information and present valid identification documents as a pre-requisite for the activation of their SIMs. This covers both prepaid and postpaid, as well as new and existing subscribers. Failure to register will result in the automatic deactivation of your SIM card.

Here's a quick look of what you need to know about this new law:

Where should your register?

Existing SIM card subscribers must register with their respective public telecommunications entities (PTEs).

For new SIM card subscribers, the registration will be at the point of sale, which means a SIM card will not be sold to a person who refuses to provide the required personal information and identification.

The law requires the registration to be implemented at no cost to the end-users.

When should you register?

Existing subscribers will have to register their SIM cards within 180 days from the effectivity of the law to avoid deactivation. The registration may be extended by up to 120 days.

On December 12, the National Telecommunications Commission released the implementing rules and regulations (IRR) of the SIM Card Registration Act which will take effect starting December 27.

Who will have access to your personal information?

PTEs are mandated to maintain a SIM card registry of their subscribers. PTEs are also required to submit a verified and updated list of their authorized dealers and agents to the National Telecommunications Commission.

The law ensures the confidentiality of information of SIM subscribers; unless the disclosure is directed upon a subpoena or lawful order from a competent court, or a written request from law enforcement agencies in relation to an ongoing investigation of a crime committed using a particular number.

Does this law provide penalties?

Yes. The law enumerates penalties for failure to register a SIM; for breach of confidentiality due to negligence; for using fake identities and documents to register a SIM; for spoofing a registered SIM; for sale of stolen SIMs; and for sale or transfer of a registered SIM without complying with the required registration.

We hope that this new law will help reduce crimes, and incidences of scams and spam text messages, while at the same time have effective measures to keep our personal data safe and secured.

2021 **SPRINTs** *Awards*

Individual Awards



Darby Raul L. Bognot
Innovator Award
DTI - Pampanga



Jay-Ar S. Manansala
Best Housekeeping Associate
DTI - Bulacan



Jeypy P. Ocampo
Best CARP Associate
DTI - Bataan



Rutger Pykehuer C. Salinas
Best Job Order Associate
DTI - Nueva Ecija



Dante L. Caparaz
Best Driver
DTI - Bataan



Grace Helena S. Lugtu
Best Planning/Report Officer
DTI - Tarlac



Mary Grace S. Reyes
Best Media Officer
DTI - Bulacan



Charlyn Kristel F. Galang
Best Administrative Officer
DTI - Aurora

RD's Special Awards



Aldrin M. Veneracion
DTI - Aurora
Tenacity



Mark Anthony R. Lodrigito
DTI - Regional Office
Always on the Go



Neil John M. Fabay
DTI - Zambales
Proactive King



Rayciel V. Regalado
DTI - Regional Office
Lifeblood of DTI-3



Coco Chanel G. Garcia
DTI - Regional Office
Substance and Creativity

2021 **SPRINTs** *Awards*

Loyalty Awards



Grace Helena S. Lugtu
DTI - Tarlac
10 years



Lealyn May B. Ramos
DTI - Bataan
10 years



Rayciel V. Regalado
DTI - Regional Office
10 years



Rowena N. Sunga
DTI - Bulacan
25 years



Florencia A. Balilo
DTI - Tarlac
25 years



Zarah N. Tangson
DTI - Aurora
25 years



Marben A. De Jesus
DTI - Nueva Ecija
25 years



Gerardo P. Maglalang
DTI - Regional Office
30 years



Romeo Eusebio E. Faronilo
DTI - Regional Office
30 years

Group Awards

Heroic Service:

Outstanding Government Service

DTI - Aurora Provincial Office
DTI - Aurora

Heroic Service:

Outstanding Community Service

Consumer Protection Division
DTI - Nueva Ecija

Team Synergy Award

Bulacan Pyrotechnics Regulatory
Board Technical Working Group
DTI - Bulacan

Group Most Innovative Idea

Enterprise Development Division
DTI - Pampanga

2021 **SPRINTs** *Awards*

Star Employee of the Year



Rowena S. Miranda
Regional Office



Marilou C. Arcega
DTI - Zambales



Darby Raul L. Bognot
DTI - Pampanga



Florencia A. Balilo
DTI - Tarlac



Debbyriza T. Hidalgo
DTI - Nueva Ecija



Eileen E. Ocampo
DTI - Bataan



Bryan Omar D. Sardea
DTI - Aurora



Maria Cristina V. Valenzuela
DTI - Bulacan

CONGRATULATIONS

HRMO Page

Happy Birthday

by:
Mark Anthony
Lodrigito



October

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Desiree Anne M. Calandre
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Kate G. Camu
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Cheryl C. Tejada
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Nathaniel M. Samson
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Charmaine S. Tiongson
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Joyce C. Yambao
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December

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You cannot mandate productivity; you must provide the tools to let people become their best.

- Steve Jobs



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ERRATUM:

Credits to Mr. Aaron S. Galang whose name did not appear on the list of contributors in the previous issue of CLEXPRESS. Mr. Aaron S. Galang was the author of the article "DTI Disability Sensitivity & Awareness Seminar and Annual General Assembly for R3 Business Counselors published in the CLEXPRESS Vol 6. Issue 2.





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