



2020

ANNUAL REPORT

DEPARTMENT OF TRADE AND INDUSTRY
REGION 4-A CALABARZON

Contents

- 3 Message from the Regional Director
- 4 Message from the Assistant Region Director
- 5 DTI Mandate,
- 6 Performance Governance System
- 8 DTI Quality Management System

SME DEVELOPMENT DIVISION

- 10 Business Name Registration
- 11 Negosyo Center
- 12 Negosyo Center Best Practices
- 13 Negosyo Center Virtual Training
- 14 Business Webinars
- 15 Youth Entrepreneurship Program
- 16 Financing Assistance to MSMEs
- 17 Business Counselors Working From Home
- 18 Livelihood Seeding Program
- Negosyo Serbisyo sa Barangay
- 20 Pangkabuhayan sa Pagbangon at Ginahawa Program
- 22 Skills Training for Employment/ Entrepreneurship Program
- 23 KAPATID Mentor Me-Money & Market Encounter Program
- 24 SSF Fabrication Laboratories COVID-19 Response
- 26 SSFs Established in 2020
- 27 Shared Service Facilities during COVID-19
- 31 One Town, One Product Next Generation
- 32 Pasinaya
- 33 Catriona Gray's Visit to Laguna
- 34 Go Lokal!
- 35 Bagsakan
- 35 Gawang Pinay Regional and Provincial
- 36 KALAKAL CALABARZON
- 38 Comprehensive Agrarian Reform Program

INDUSTRY DEVELOPMENT DIVISION

- 42 Cacao & Coffee Industry Cluster
- 43 Business Continuity Planning Training Course
- 43 Packaging and Labeling Clinics
- 44 Processed Fruits and Nuts Industry
- 45 Trademark Registration Project
- 45 Training on Pricing and Costing for Online Selling
- 46 Coco Coir Industry Cluster
- 47 Bamboo Industry Cluster
- 48 Industry Cluster Enhancement Facebook Page
- 49 Investment Promotions Group
- 50 Cities and Municipalities Competitiveness Index
- 51 Great Women Project 2

- 51 US Agency for International Development (USAID)- Women's Global Development and Prosperity (W-GDP) Support to the Regional IATF-EID
- 52 Building Entrepreneurs through Advisory and Mentoring
- 52 Services (BEAMS)
- 52 Canadian Executive Service Organization

CONSUMER PROTECTION DIVISION

- 54 Monitoring and Enforcement of Fair Trade Laws
- 54 Special Monitoring on Basic & Prime Commodities
- 56 Product Certification Schemes (PS & ICC)
- 57 Accreditation of Truck Rebuilding Centers
- 57 Accreditation of Service Repair Shops
- 58 Price Monitoring (E-Presyo)
- 59 Inter-Agency Monitoring of Standard Health Protocols
- 59 Bayanihan Act Heal As One
- 60 DTI 4-A Taal Quick Response Team
- 61 Bagwis Program
- 62 Private Emission Testing Center Accreditation
- 62 Sales Promotion Activities
- 63 Diskwento Caravan
- 64 Increasing Consumer Awareness Through Facebook Page
- 64 Consumer Complaints
- 65 E-CREATE
- 66 Regional Song Writing and Music Video Competition
- 66 E-COMICS Making Contest

PROVINCIAL OFFICES' BEST PRACTICES

- 67 DTI Batangas
- 68 DTI Cavite
- 68 DTI Laguna
- 69 DTI Quezon
- 70 DTI Rizal

OFFICE OF THE REGIONAL DIRECTOR

- 72 Planning Sessions and Meetings
- 73 Freedom of Information
- 73 Upgrade of Wireless Point and POE Switches Project
- 74 Pasa-Love: A Youtube Project of the DTI-ROG
- 74 BIDA Solusyon

ADMINISTRATIVE & FINANCIAL MANAGEMENT DIVISION

- 76 Learning & Development
- 76 Virtual HRMPBS Interviews
- 77 Virtual Oath-Taking and Orientation
- 77 Online Daily Time Record / Alternative Work Arrangement
- 77 Use of QR Code - Health Clearance Checklist
- 78 Public Procurement in the New Normal
- 79 Virtual Assessment Activities
- 80 Key Officials

MESSAGE FROM THE REGIONAL DIRECTOR

2020 is probably the toughest and most challenging year for us, with the eruption of the Taal Volcano in January and the outbreak of the COVID-19 pandemic in March and the constant changing of community quarantine guidelines.

However, as the government's main economic catalyst in enabling innovative, competitive, job-generating, inclusive business and empowering consumers, we do not just stop; we move forward.

Amid the outbreak of the COVID-19 pandemic, we have intensified our efforts to reach our clients, identify their needs, and address them the best way that we could through our 108 Negosyo Centers in the CALABARZON region. Our Business Counsellors have quickly adapted to the situation and strengthened their SMS and social media presence to provide the latest DTI and Inter-Agency Task Force (IATF) updates to our clients, process Business Name and BMBE applications, conduct online training sessions, and answer numerous inquiries and concerns regarding business operations, health protocols, and even travel passes.

Through our Pangkabuhayan sa Pagbangon at Ginahawa (PPG) Program, a total of 1,732 livelihood kits and 1,455 entrepreneurial training sessions and business development plans were distributed to our MSMEs who were affected by the Taal Volcano eruption, COVID-19, and other calamities, including those National Task Force to End Local Communist Armed Conflict (NTF-ELCAC)/uniformed personnel who were wounded-in-action (WIA) and/or killed-in-action (KIA).

The increasing number of COVID-19 cases in the country contributed to shortages of medical supplies such as personal protective equipment (PPE), which prompted the Shared Service Facilities (SSF) Fabrication Laboratories as well as SSF cooperators from the garment sector in the region to step up and help the front liners safely fight the global pandemic. Our FabLabs were able to produce 4,699 face shields and 60,330 face masks, benefitting 82 hospitals and clinics, local government units, private companies, government agencies, schools, and military organizations.

Moreover, we have assisted 757 MSMEs through our product development and training sessions, seminars, and workshops under the One Town, One Product Next Generation Program. We were able to generate PhP 153 million of sales, including the sales from trade fairs, monitored sales, and domestic and export, and over PhP 4 million OTOP hub sales. 179 new products were also developed through OTOP NG, which will penetrate the market and gear towards profitability and success.

We have assisted 16,827 MSMEs in the priority industries by providing customized interventions. At the end of the Bamboo Product Development Project in collaboration with the Design Center of the Philippines (DCP), we were able to develop 48 prototypes of essential products with high potential demand.

During the 8th Regional Competitiveness (RC) Summit held online, the CALABARZON region bagged 21 out of the 93 awards given, with Rizal Province being awarded as the Overall Most Competitive Province in the country for five straight years (2016-2020).

For our consumers, we have partnered with private organizations to promote ethical business practices by recognizing 41 new Bagwis awardees and maintaining a total of 407 Bagwis-awardee business establishments. We have monitored 150 firms to ensure that prevailing prices are less or equal to inflation rate for all basic necessities and prime commodities.

Furthermore, 230 sales promo applications and 79 Private Emission Testing Centers Accreditation applications were processed. We have mediated 1,681 complaints within 10 working days.

We pride ourselves as a synergized organization anchored on a dynamic and efficient knowledge management system by developing and maintaining a paperless system and adopting the Document Tracking System. We have capacitated our employees through several skills and personality development training sessions to better serve our clients during this pandemic.

All these accomplishments stated in this 2020 Annual Report, despite the struggles and trials, would not be possible without our diligent Regional and Provincial staff and partner agencies and organizations who stood by us and remained steadfast, agile, and responsive.

Rest assured that we will continue to pursue our commitment to serbisyon higit pa sa inaasahan and achieve a strong recovery from COVID-19 to continue our journey toward a more prosperous, innovative, inclusive, and resilient region.

Mabuhay!

MARILOU Q. TOLEDO



MESSAGE FROM THE ASSISTANT REGIONAL DIRECTOR

Can anyone of us forget 2020? Can we forget the Taal Volcano eruption in January or the COVID-19 pandemic, which ushered lockdowns in March? We at the DTI 4-A cannot.

We have never imagined reaching the year 2020 with such big challenges and perhaps, a fitting reminder to all that there will always be a time to give up a lot, to leave behind so much, to care beyond our own families, to stop and think deeply what really matters in our lives and in our jobs— our jobs, which have also defined us and have occupied, many times, a lot more of our serious attention than our families.

In 2020, we were put in a different scenario where we experienced working in our homes not by our own choice. Like in the case when Taal Volcano erupted in mid-January, we had to stay and look after our families – or so we thought.

Going about the destruction in the areas where we are serving, minding the beginning of what would be the Pangkabuhayan sa Pagbangon at Ginhawa, we interviewed and selected evacuees who needed livelihood support to start anew and planned how to tailor-fit these kits to their difficult circumstances; we connected with our partners on delivering our assistance.

Then, COVID-19 happened and engulfed our lives. We had to go on lockdown in mid-March and shifted to working from home, and it was not easy, really.

Putting ourselves in the shoes of our entrepreneurs, we just had to help pivot around the many challenges that came upon us. It was a time to learn how to work efficiently and remotely and communicating was not easy, even with colleagues and definitely with our clients and partners as well. We had to overhaul our mindset to pursue our mandates, putting our own health and our family's safety on the line just to do our jobs well.

Despite the moments of uncertainty, we knew we had it in us to support each other and our clients. We realize that there can never be perfect answers, but time is always perfect to do what we have to do—to help keep our MSMEs' businesses stay afloat and to protect our consumers.

I am proud of Team DTI 4-A, and I will always remember 2020 as the year I promised to do my role as its second lead on that pleasant afternoon of the Day of Hearts.

This report is not enough to show our Team's efforts and the spirit of our MSMEs, our LGUs, our partner Agencies and Offices, and all those who simply walked with us as we did our part at the turn of the decade. This will show that what matters is what we will do next, and we hope you will be with us again.

Maraming salamat po sa inyong lahat!



MARISSA C. ARGENTE

DTI Mandate

The DTI is responsible for realizing the country's goal of globally competitive and innovative industry and services sector that contribute to inclusive growth and employment generation.

Pursuant to the Philippine Development Plan (PDP) 2017-2022, we shall endeavor to reduce inequality and poverty by expanding economic opportunities in industry and services, and by increasing the access particularly of micro, small and medium enterprises (MSMEs), cooperatives and overseas Filipinos (OFs) to these opportunities. To attain these sector outcomes by 2022, we need to:

1. Increase local and foreign direct investments
2. Increase competitiveness, innovativeness and resilience of industries and services
3. Improve access to finance, to production networks, and to markets
4. Enhance productivity, efficiency, and resilience
5. Ensure consumer access to safe and quality goods and services

These we accomplish through six major programs:

1. Exports and Investment Development Program
2. Industry Development Program
3. SME Development Program
4. Consumer Protection Program
5. Consumer Education and Advocacy Program
6. Good Governance Program

We commit to effect good governance by delivering public service that is predictable, participatory, accountable, efficient, transparent, and honest.

Values, Mission, Vision

Anchored on the Values of Passion, Integrity, Creativity, Competence, Synergy, and Love of Country, and our Mission as the government's main economic catalyst in Enabling innovative, competitive, job-generating, inclusive business, and Empowering consumers. These we do in order to achieve our Vision 2022 of "A more inclusive and prosperous Philippines with employment and income opportunities for all."



16,827 MSMEs
assisted in the priority
industries

📈 16,100 ✅ 104.52%



**5 RECOGNIZED
CONSUMER ORGS**



**1 AGREEMENT WITH
PRIVATE ORGANIZATION**

**45 NEW & UPGRADED
BAGWIS AWARDEES**

✅ 41 NEW ✅ 4 UPGRADED
407 MAINTAINED

21 INVESTORS
assisted in the priority
industries 📈 18 ✅ 116.67%

31 EXPORTERS
assisted in the priority
industries 📈 30 ✅ 103.33%

**NEGOSYO
CENTER**

**108 NEGOSYO
CENTERS MAINTAINED**

📈 108 ✅ 100%

PERFORMANCE GOVERNANCE SYSTEM (PGS)



99.9% OF BUSINESSES
REGISTERED WITHIN 15 DAYS
THROUGH NEGOSYO CENTERS

24,404 OBTAINED BUSINESS LICENSE
OR PERMIT WITHIN 15 DAYS

24,406 BUSINESS LICENSES OR
PERMITS APPLIED THRU NCs

📈 95% ✅ 105.26%
**100% BMBE
CERTIFICATES**
ISSUED WITHIN THE
PRESCRIBED TIME

3,579 APPLICATIONS RECEIVED

3,579 CERTIFICATES ISSUED

102

LGUs submitting list
of business permits
issued annually



**149,393
TOTAL CLIENTS
ASSISTED**

✅ 30,734 MSMEs
✅ 23,849 OTHER CLIENTS
✅ 94,810 BN & BMBE

90 GRADUATED

90 ENROLLED

MENTEES

S S f

**129 OPERATIONAL
142 ESTABLISHED**

✅ 15 TRANSFERRED TO COOPERATORS
✅ 5 DISPOSED / UNSERVICEABLE

**280 PROTOTYPES
DEVELOPED**

✅ 59 FABLABS
✅ 179 OTOP NEXT GEN
✅ 42 OTHER PRODEV

✅ 74 APPLICATIONS FILES

4,489 MSMEs DOING E-COMMERCE

2,394 APPLICATIONS FOR PERMITS/
ACCREDITATION/LICENSES/AUTHORITIES
PROCESSED WITHIN THE PRESCRIBED TIME

150 🔍
**FIRMS MONITORED
(PRICE TRENDING)**

161 MEDIATION COMPLAINTS
RESOLVED WITHIN 10 DAYS

1,757 CONSUMER COMPLAINTS
RECEIVED FOR MEDIATION

79 CONSUMER COMPLAINTS
RECEIVED FOR ADJUDICATION
AFTER NOTICE OF FAILURE
MEDIATION

2 VIOLATING FIRMS PENALIZED
COMPLYING WITH THE PENALTY
WITHIN THE PRESCRIBED TIME AS
CONTAINED IN THE DECISION



**104 EMPLOYEES
TRAINED**



1 PAPERLESS SYSTEM
DEVELOPED AND
MAINTAINED
1 DOCUMENT TRACKING
SYSTEM ADOPTED AND
MAINTAINED

PHP 129.160 M
TOTAL APPROPRIATIONS

PHP 119.360 M
TOTAL DISBURSEMENTS

PHP 120.674 M
TOTAL OBLIGATIONS





ONE DTI QUALITY MANAGEMENT SYSTEM
QUALITY POLICY
QP-00 Rev. 01

WE, THE DEPARTMENT OF TRADE AND INDUSTRY,
COMMIT TO DEVELOP A MORE INCLUSIVE AND PROSPEROUS
PHILIPPINES.

WE SHALL ENDEAVOR TO PROMOTE GLOBALLY
COMPETITIVE, INNOVATIVE AND INCLUSIVE BUSINESSES,
AND FOSTER INFORMED AND EMPOWERED CONSUMERS.

WE EMBRACE THE AGENCY'S CORE VALUES OF PASSION,
INTEGRITY, COMPETENCE, CREATIVITY, SYNERGY, AND LOVE
OF COUNTRY AND COMMIT TO COMPLY WITH THE
APPROPRIATE STATUTORY AND REGULATORY
REQUIREMENTS.

WE SHALL STRIVE FOR THE CONTINUAL IMPROVEMENT OF
OUR QUALITY MANAGEMENT SYSTEM TO MEET THE
EXPECTATIONS OF OUR CLIENTS.


RAMON M. LOPEZ
26 JUNE 2019



SME DEVELOPMENT DIVISION

BUSINESS NAME REGISTRATION

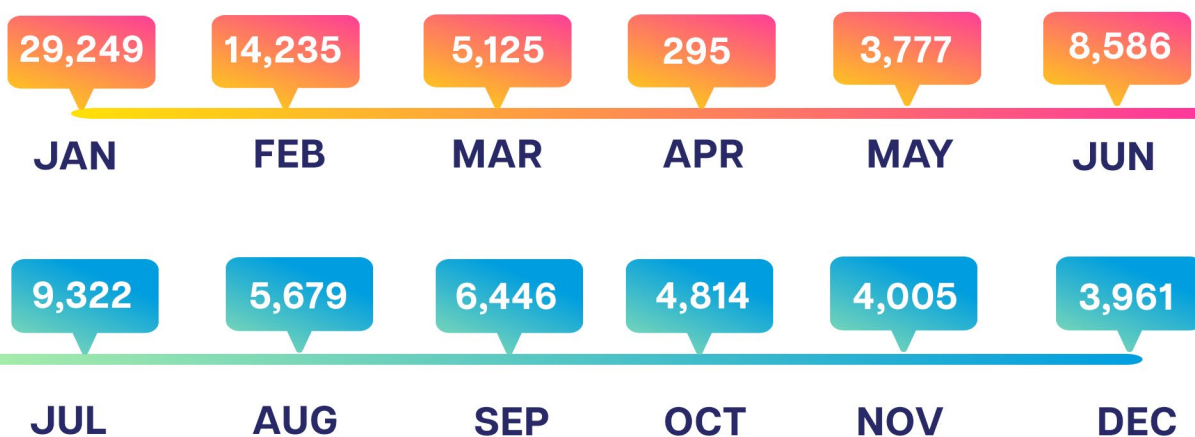
95,494
Business Name
Registration

P20 M
BN Collections
& Deposits

★ ★ ★ ★ ★
98.04% ✓
Citizen Satisfaction
Feedback



BNR IN 2020



NEGOSYO CENTER

Started in 2014, the Negosyo Center Program is responsible for promoting ease of doing business and facilitating MSMEs' access to services following the Republic Act No. 10644, otherwise known as the "Go Negosyo Act," which seeks to strengthen MSMEs to create more job opportunities in the country. Currently, DTI 4-A has established 108 Negosyo Centers across the Region and has accomplished the following despite the hurdles we faced this year:

3,658

TOTAL REGISTERED BMBE

97,551

TOTAL BUSINESS NAME REGISTERED

31,506

TOTAL ADVISORY SERVICE

17,274

TOTAL BUSINESS INFORMATION
ADVOCACY SERVICES

224

WEB TRAININGS
CONDUCTED



BEST PRACTICES

One of the Government's solutions to counter the COVID-19 pandemic is limiting the movement of everyone and discouraging face-to-face transactions both in public and private sectors. As the government's main economic catalyst in enabling business and empowering consumers, DTI did not stop its services but instead, intensified its effort to reach out to its clients, identify the needs, and address them the best way that it could.

The Negosyo Centers of DTI 4-A, being in-charge of the CALABARZON region, which was also majorly affected by the Taal eruption in January, came up with innovative ideas to respond to the concerns of the MSMEs while following the directives and health protocols set by the government. The NC services throughout the Region was unhampered by whatever classification of quarantine was raised on its locality since the persevering Business Counselors swiftly adapted to the situation and utilized the social media, messaging apps, and other virtual platforms to roll-out DTI's programs, webinars, memoranda, and announcements.

Moreover, some of the provinces provided alternative ways for clients to submit the requirements to their applications and came up with ways to minimize the physical appearance of clients to the office. This is a proof that even in time of uncertainty, NC Business Counselors embody the 'Serbisyonang Higit pa sa Inaasahan' attitude of DTI.



Negosyo Center Digital/Virtual Training

Due to the restrictions brought by the COVID-19 pandemic, training sessions and seminars shifted and adopted the distance learning mode through webinars. To continuously provide assistance to MSMEs and program beneficiaries through the conduct of business information and advocacy, DTI 4-A maximized various online platforms such as Zoom, Google Meet, and Facebook Live in conducting its webinars throughout the Region. Below are some of the testimonials from the participants of various webinars:



NEGOSYO CENTER

NEGOSYO
CENTER
INFANTA



I just wanted to share a quick note and let you know that the Webinar on Virtual Merchandising of DTI Negosyo Center last October is a big help for me as an entrepreneur. I'm very glad I decided to join the webinar. Because of this, I'm now opening my new business, which is Meliza's Bakeshop (Meliza's Food Services). Now, I'm applying what I've learned during this webinar. Thank you, and keep up the good work!"

Meliza S. Eugenio, ENS Supplies and Builders Corporation

I learned a lot of different ideas for Digital Marketing, which helped to improve our marketing to get more customers

Luisito Ardina, Kaytalang Herb Farm

I learned that there are many tools available online that can be utilized for free to develop our marketing strategy. It helped in giving ideas on how to present and put together our marketing materials.

Lora Guevarra BZShoppers Online

I've been more aware of the digital trends and process and how it works in our present society (e.g. businesses, economy, system and day to day life)

Ma. Karen T. Luceñada, KVT Grocery

I learned how to promote my business online. The webinar helped me to put up my business through online strategies.

Jocelyn Lee Clamor, Made@Homebycelyn

I learned about online marketing strategies from the webinar. It gave me additional knowledge on how to go about digital marketing.

Mary Padua Chichalicious

BUSINESS WEBINARS

Small Business Counselors Course 101

The activity aimed to capacitate and standardized the counseling competencies of the Negosyo Center Business Counselors across the Region in diagnosing a business

40 hours training conducted via Zoom
In partnership with the University of the Philippines Institute of Small Scale
Participated by 67+ staff
Batch 1: November 23-27, 2020
Batch 2: December 7-11

Business Continuity & Resiliency Training

The activity aimed to equip MSMEs in identifying different business disruptions, which could create major impact in their enterprise. With the creation of their own Business Resiliency Plan (BCP), the 62 Cavite MSME participants were expected to have the ability to respond, resume, and restore to pre-determined level of operation following a disruption.

In partnership with the Local Government of General Trias
Participated by 62 Cavite MSMEs
Conducted via Zoom on October 27, 2021

Accounting for Non-Accountants

Accounting for Non-Accountants is an eight-day bookkeeping lecture series among MSMEs facilitated by the Philippine Institute of Certified Public Accountants – Government Relations Committee and the DTI Regional Operations Group to provide a know-how on the basics of bookkeeping, service and merchandising concern with payroll, internal control for cash, and basic taxation and compliance requirement, which are necessary for every entrepreneur. This year, the series ran from 7 October to 25 November.

YOUTH ENTREPRENEURSHIP PROGRAM

The Youth Entrepreneurship Program, with its official tagline "Harnessing Our Own Resources for the Advancement of the Youth," supports the government's growth agenda of doubling the number of entrepreneurs in the country by 2022, which, in turn, will broaden the gains of economic development, address inequality, and uplift the quality of life of Filipinos, particularly the youth.

6 WEBINARS CONDUCTED



2020 YEP ACTIVITIES

- Organized by DTI Laguna
- Participated by 33 young entrepreneurs

Webinar on How to Start a Business



Webinar on Online Selling



Webinar on How Business Cope up with the Pandemic



Partners / Co-organizers



Association of Youth Development Officers in Laguna

2020 YEP ACTIVITIES

- Organized by DTI Cavite
- Participated by 100 young entrepreneurs

Webinar on Entrepreneurial Mindset



Webinar on Business Pitching

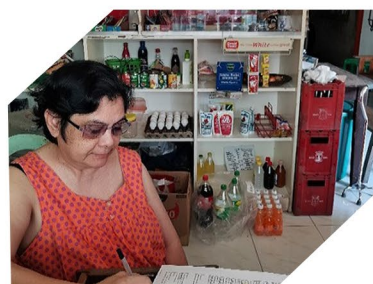


Webinar on Business Plan Presentation



Partners / Co-organizers

Cavite Provincial Cooperative, Livelihood, and Entrepreneurial Development Office



FINANCING ASSISTANCE TO MSMEs

This year, the COVID-19 pandemic has forced most businesses in the country to stop their operations. The Bayanihan to Recover as One Act or Bayanihan 2 has directed DTI's conduit Small Business Corporation to expand its existing loan programs for MSMEs, cooperatives, hospitals, tourism, and OFWs affected by the COVID-19 pandemic and by other socio-economic reversals through the COVID-19 Assistance to Restart Enterprises (CARES) program.

370

Manual Applications
Received through
Negosyo Centers

P44.960-M

Released to approved
borrowers in the
Province of Cavite

906

Inquiries from potential
applicants entertained
by DTI Laguna

P57.209-M

Released to 624
approved borrowers
in Laguna

P10,000

Loan with zero-interest
granted to one PWD
beneficiary in Quezon to
restock her store

P100,000

Loan granted to a solo
parent and repatriated
OFW in Quezon

Success Stories

"Malaking tulong ang P3 loan ko sa DTI Negosyo Center Tanza dahil natulungan akong muling maibangon ang tindahan ko ng bigas lalo na noong ECQ. Malaking tulong ang loan program ng government para muli kaming makabangon, magkaroon ng pagkakataong kumitang muli nang maayos at higit sa lahat, walang tubo ang halagang pinahiram sa amin at magaan din ang hulog."

Ms. Rosemarie Redison
Mamu's Sari-sari Store

"I wasn't expecting na isa ako sa mga unang ma-aapprove at maire-release ang loan sa Imus, Cavite. I used my loan to pay my solar distributor kasi nakabili na ako ng materials then biglang nag-lockdown at nagback-out ang client. I had no choice then but to return the client's down payment but the good thing, nagkaroon ako ng stock ng solar set sa office for display and use it to explain to potential clients how solar energy works. Salamat sa DTI Cavite sa lahat ng assistance."

Mr. Dennis Reyes, D. Reyes
Solar Equipment and Installation Services

"While production of mushroom chips was not fully operational, I used a portion of my P3 Cares loan for renovation of my production facility in compliance with the FDA requirement."

Ms. Emmalyn Rubrico
Abmush Mushroom Farm

CHECK PROJECT

✓ **122**

CITIES & MUNICIPALITIES
COVERED

✓ **6,707**

BUSINESS ESTABLISHMENTS
MONITORED

✓ **4,058**

COMPLIANT ESTABLISHMENTS

✓ **2,649**

NON-COMPLIANT ESTABLISHMENTS

To minimize the exposure of workers, owners of enterprises (employers), and the customers they engage with to COVID-19, the government came up with new protocols to further limit mass gatherings in workplaces under the Modified Enhanced Community Quarantine (MECQ), the DTI 4-A proposed and implemented the Compliance to Health of Enterprises in CALABARZON is the Key (CHECK) Project.

Under the CHECK Project, 122 out of the 142 cities/municipalities in CALABARZON were covered.

A total of 6,707 local establishments were monitored and post-audited for their compliance to mandatory health standards to prevent and control the Covid-19 infection.

The compliance report was submitted/endorsed to concerned LGUs for further monitoring of non-compliant establishments.



BUSINESS COUNSELORS WORKING FROM HOME

The COVID-19 pandemic has definitely been a challenge, not only for every existing and aspiring entrepreneur but also for the NC Business Counselors. The alternative working arrangement has protected them from the disease; however, it also caused them to be physically, mentally, and emotionally worn out. The set-up has drawn a blurring line between personal and professional life, communication challenges, and other distractions.

However, through it all, Business Counselors performed their best to serve those who are in need of DTI's programs and utilized various online platforms. Social media and other messaging apps such as Facebook, Messenger, and Viber became more relevant during the lockdown. BCs intensified their SMS and social media presence in an effort to disseminate the latest IATF memoranda and DTI updates to business owners and residents. Facebook messages from MSMEs flooded Negosyo Center pages, topics of which varies from inquiries regarding business operations and health protocols to travel passes. Negosyo Centers also accepted Business Name and BMBE applications through their Facebook Page and email. Zoom app became a staple in teleconferencing. Webinars became the norm, replacing physical seminars and trainings.

BCs took advantage of the ease of attending webinars and made an effort to participate in online training sessions to strengthen their knowledge on various topics. The Negosyo Center Office 365 saw an increase in usage, specifically SharePoint, OneDrive, and Excel. Office 365 provided easier consolidation and collaboration of needed reports. Moreover, editing websites like Canva were proven to be a handy web application to effortlessly edit posters and infographics for promotion of updates and upcoming events.

LIVELIHOOD SEEDING PROGRAM NEGOSYO SERBISYO SA BARANGAY

Implemented in 2020, the program brings government services closer to the people through DTI's partnership with other national government agencies, local government units, academe, non-government organizations, private sectors, and the Negosyo Centers, thereby promoting ease of doing business. It aims to increase barangay officials' awareness about DTI's services and assist MSMEs in Local Communist Armed Conflict (LCAC)-affected areas and other vulnerable communities such as Indigenous People, refugees, and those who are affected by natural and human-induced calamities.



LSP-NSB Livelihood Kits Assistance to MSMEs

On 12 January, the Taal Volcano erupted, affecting residents of nearby towns in Batangas, Cavite, Laguna, and Quezon. By March 2020, the COVID-19 pandemic has caused businesses all over the region to halt their operations, either permanently or temporarily, due to restrictions on the movement of everyone and therefore, majorly affecting the MSMEs. Fortunately, one of the services offered by the LSP-NSB of DTI to qualified, affected MSMEs is the provision of livelihood kits amounting to PHP 5,000-8,000, which contains items that could aid in restoring and improving their businesses.



Negosyo Center Cliniquing Activities

One of the activities conducted during the LSP-NSB roll-out on identified barangays is the Negosyo Cliniquing wherein DTI offers one-on-one consultation and advisory services to the beneficiaries of the program. Due to the outbreak of COVID-19, barangay assemblies were limited and conducted following the health protocols required by authorities. Footbath, temperature monitoring, hand sanitation, and 1-meter physical distancing were diligently implemented in every activity.



Negosyo Serbisyo sa Barangay Desk

A collaboration program of DTI and the Barangay Development Council which seeks to attain the five strategic goals of the MSME Development Plan 2017-2022, namely, improved business climate, improved access to finance, enhanced management and labor capacities, improved access to technology and innovation, and improved access to market. Concurrent with the capability building seminars for barangay officials and Barangay Development Council members in each barangay for the LSP-NSP were distribution of information kits as well as issuance of NSB Desk signages to barangays which signified their willingness and readiness to operate and to serve the would-be and existing MSMEs in their respective barangays.

SUCCESS STORIES



"Nakatulong po ng malaki 'yung mga binigay na kits. 'Yung pambili ko ng mga kailangan ko sa Negosyo ay ibinayad ko sa renta ng aking p'westo at ibang pang bills, lalo no'ng panahon ng lockdown na tuloy po ang aming bayad at kakaunti lang ang nagpapalaba. Lubos akong nagpapasalamat sa DTI sa tulong na naibahagi sa aming mga malilit na negosyante, at sa pagsisikap ninyo na maabutan ng mga ganitong kits na nakakatulong po sa aming pagbi-business. Marami pong salamat sa inyo at sana ay marami pa po kayong matulungan."

Ms. Anita Lorbis of Lorbis "SPIN" Laundry Services



"No'ng pandemic ay wala po kaming kita. Iyong aming pang araw-araw na gastos ay nakukuha ko na po sa puhunan. Iniisip ko kung paano ako makakabangon sa aking business na pinagkukunan namin ng gastos at pambayad sa ibang bills, kaya nagpapasalamat ako sa aming barangay na na-identify ako para mabigyan ng ayuda mula sa DTI. Malaking tulong po 'yung starter kits na natanggap ko, kahit paano ay nakapagsimula po ako muli ng paunti-unti. Maraming salamat po sa inyo."

Ms. Fely Apaya of Fely's Auto Parts and Accessories

/IN NUMBERS

Livelihood Seeding Program
Negosyo Serbisyo sa Barangay

P14,682,700
Amount Disbursed

P2,611-M Batangas	P3,862,450 Laguna	P621,250-M Rizal
P1,628,250 Cavite	P5,952,750 Quezon	P7,000 Reg'l

2,074 MSMEs
Provided assistance

275 Batangas	575 Laguna	457 Rizal
165 Cavite	602 Quezon	

28,717 Individuals
Provided with information on various livelihood opportunities

5,466 Batangas	6,902 Laguna	603 Rizal
3,286 Cavite	12,453 Quezon	

372 Barangays
Covered Regionwide

56 Batangas	69 Laguna	104 Rizal
33 Cavite	110 Quezon	

1,741 Livelihood Kits
Provided to MSMEs

292 Batangas	575 Laguna	114 Rizal
165 Cavite	595 Quezon	

1,621 Negosyo
Cliniquing Activities

275 Batangas	575 Laguna	110 Rizal
165 Cavite	496 Quezon	

372 Entrepreneurship
Activities Conducted

56 Batangas	69 Laguna	104 Rizal
33 Cavite	110 Quezon	



PANGKABUHAYAN SA PAGBANGON AT GINHAWA PROGRAM

Pangkabuhayan sa Pagbangon at Ginahawa (PPG) Program is a Livelihood Seeding and Entrepreneurship Development Program for Microenterprises and Potential Entrepreneurs with priority in areas that experienced the onslaught of typhoons, earthquakes, floods, volcanic eruptions, and other man-made disasters such as fire incidents and local armed conflicts that affect families, individuals, and businesses.

1,311

MSMES AFFECTED BY
TAAL VOLCANO
ASSISTED

280

LVELIHOOD KITS IN
RESPONSE TO
COVID-19

1,455

ENTREPRENEURIAL
TRAINING SESSIONS
FOR BENEFICIARIES

1,732

CLIENTS ASSISTED
REGIONWIDE

985

SARI-SARI STORE
KITS PROVIDED

200

FOOD PROCESSING
KITS PROVIDED

101

CARINDERIA KITS
PROVIDED

68

RICE RETAILING KITS
PROVIDED

47

BEAUTY PARLOR KITS
PROVIDED

2

MANICURE / PEDICURE
KITS PROVIDED

329

OTHER KITS
PROVIDED

47

BEAUTY PARLOR KITS
PROVIDED

PPG IN PHOTOS



DTI Batangas with Regional Office PPG Account Officers and Asec. Flordelona Amate on the distribution of 72 Livelihood kits in Agoncillo, Batangas



DTI Cavite awarding of Livelihood kits in Tagaytay International Convention Center.



DTI Laguna Awarding of Livelihood Kits to 10 beneficiaries affected by Taal Phreatic activity and KIPO Relatives in Cabuyao, Laguna.



DTI Quezon on the Distribution of PPG Livelihood Kits in Malanay, Quezon.



DTI Rizal with RD Marilou Q. Toledo on the distribution of Livelihood kits in San Mateo, Rizal.



DTI Quezon on the distribution of PPG Livelihood Kits in Lucena City.

Skills Training for Employment/ Entrepreneurship Program

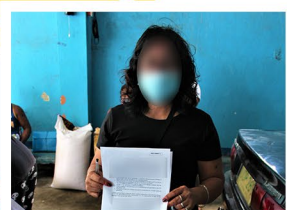
On 22 July, the DTI Quezon awarded livelihood kits to 18 former rebels residing in Barangay Castañas, Sariaya, Quezon under the Pangkabuhayan sa Pagbangon at Ginhawa (PPG) program. PPG is a livelihood seeding and entrepreneurship development program, which aims to help families or individuals affected by fire incidents and other calamities and provide livelihood opportunities for identified beneficiaries in areas considered as priorities of the national government such as KIA-WIA and NTF-ELCAC.

The recipients also graduated from the Skills Training for Employment/Entrepreneurship Program (STEEP) of TESDA last 2019 in which they were trained in an array of skills in particular basic food service, cookery, and prepare and display petit fours.

The livelihood kits, amounting PhP 5,000.00, differ in type according to the preference of the recipient. Part of the awarding program were business-related lectures such as orientation on various DTI and TESDA programs and services, entrepreneurial mind setting, and ways to start a business.

STEEP

18 former rebels in Quezon awarded with livelihood kits



Kapatid Mentor ME – Money and Market Encounter (KMME-MME) Online Program

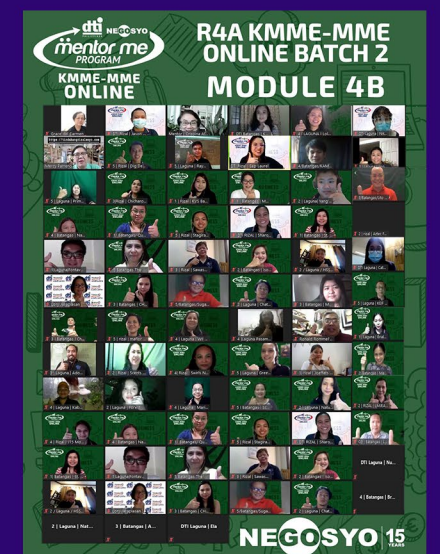
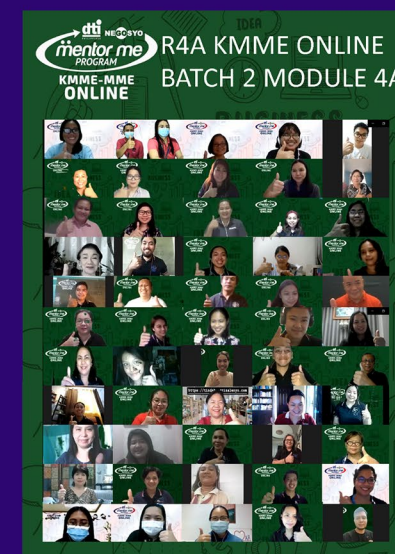
The KMME-MME Online is designed to integrate the Money and Market Encounter (MME) into the regular KMME program. This will be achieved through the presentation of the Business Improvement Plan (BIP) to an expanded panel of evaluators composed of representatives from banks, online market platforms, and other business support organizations.

The major objective of this New Normal program for KMME is to provide an avenue for business mentorship of the waitlisted MSMEs across the regions and enhance their resiliency through a crisis.

02 KMME Batches Conducted

89 KMME Selected Mentees

109% KMME Graduated Mentees



KMME PROMOTIONAL ACTIVITIES

21 Interview & Guestings

14 KMME Stories Prepared

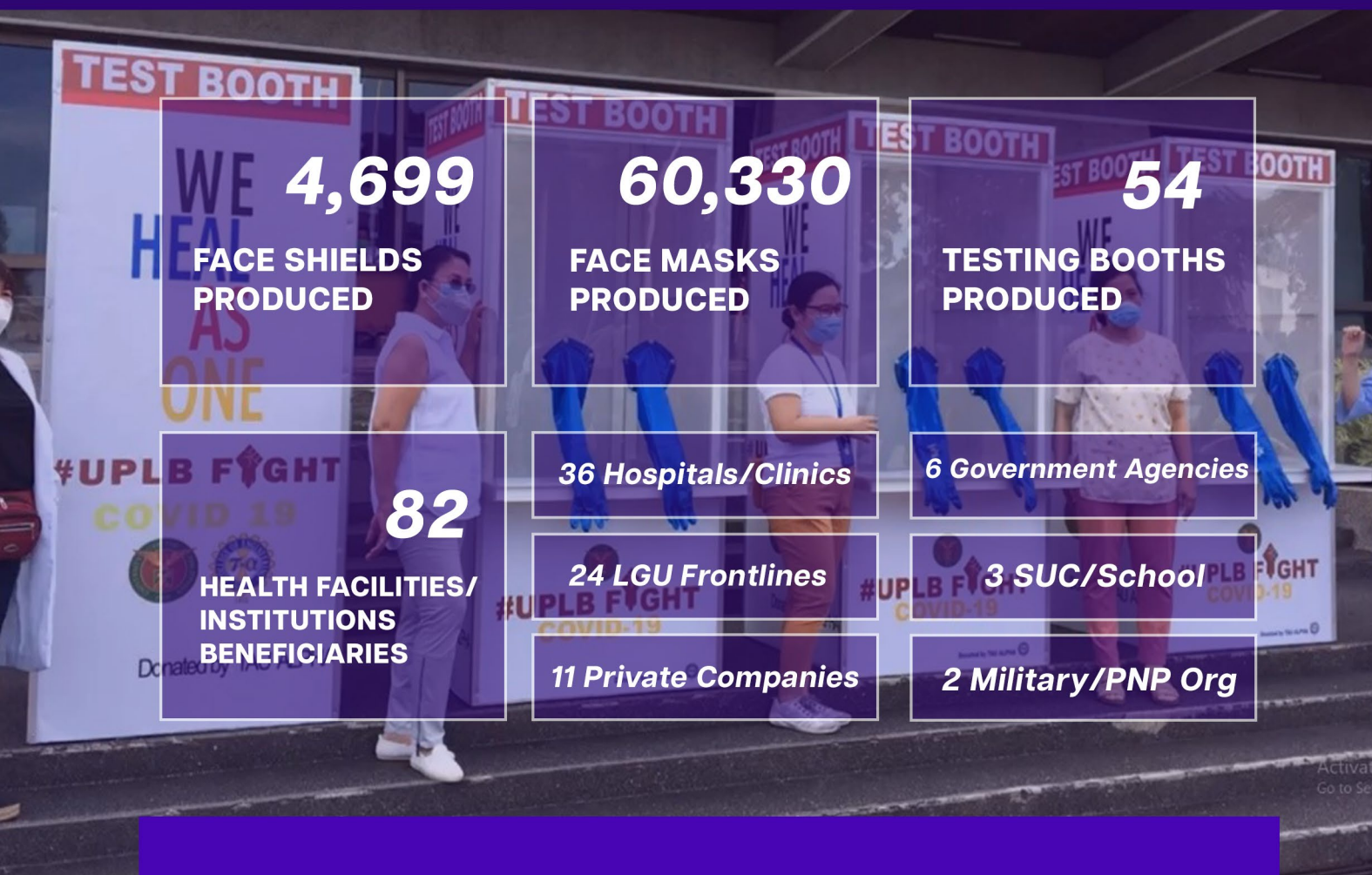
11 Radio Interview & Guestings

31 KMME Stories Published



SSF FABLAB COVID-19 RESPONSE

The increasing number of COVID-19 cases in the country contributed to shortages of medical supplies such as personal protective equipment (PPE), which prompted the Fabrication Laboratories as well as SSF cooperators from the garment sector in the region to step up and help the front liners safely fight the global pandemic by producing face shields, face masks, and aerosol boxes.



IDEA FAB LAB

Antipolo Institute of Technology's Innovation Design Engineering and Art Fabrication Laboratory (IDEA FabLab)

The IDEA Fabrication Laboratory of the Antipolo Institute of Technology, as part of the services of the facility, produced several prototypes for face shields and acrylic medical boxes. The facility was preparing for the mass production of the prototypes. However, the AiTech was closed temporarily because of the rapid rise in the cases of COVID-19 in the City of Antipolo. The facility remained restricted until the 4th Quarter of 2020 and was utilized temporarily as Quarantine Facility for COVID-19 patients. Amidst the pandemic, the facility managed to operate at limited capacity to cater the production of essential products such as face shields and medical tools.

Batangas State University's Labspace for Innovation, Knowledge-honing, and Application (LIKHA Fab Lab)



BATSTATEU LIKHA FAB LAB

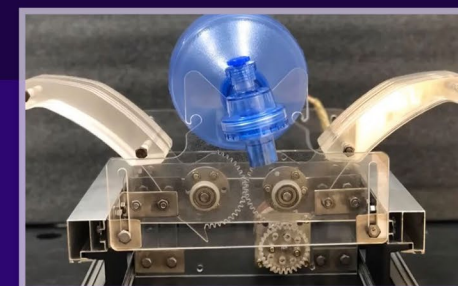
From its establishment in 2018, the Labspace for Innovation, Knowledge-honing, and Application, also known as the LIKHA Fabrication Laboratory, has collected marvelous stories to tell. Through the valuable partnership of the DTI and BatSU, this fabrication laboratory was successfully launched to focus on electronics, furniture-related processes, design, and prototyping. With a wide array of services, the LIKHA FabLab continues to provide assistance to MSMEs, students, faculty researchers, and several other users.

Through the years, the LIKHA FabLab has been conducting workshops and training sessions for MSMEs. Some equally well-known schools and fabrication laboratories also consider LIKHA FabLab in setting their benchmarks. They also accept on-the-job trainees who are potential generators of fresh ideas, as LIKHA Fab Lab proudly claims that it is a place where anyone can learn, create, invent, and mentor. Furthermore, this SSF project has generated employment.

Up until today, LIKHA FabLab reaches out its helping hand to anyone in need of their assistance. This year, the LIKHA FabLab produced 18 prototypes. Moreover, the people behind this laboratory have unceasingly been producing 3D printed face shields for front liners and partnered with hospitals for other protective supplies such as respirator retainers and 3D printed facemask frames. These 3D printed face shields were donated to hospitals around Batangas and to some essential establishments. In total, they have produced 5,200 pieces of 3D printed face shield.

UPLB-SIBOL FAB LAB

University of the Philippines
Los Baños Startup Innovation
and Business Opportunity
Linkage Fabrication
Laboratory



One of the problems faced by the Philippines during the vast increase of COVID-19 cases is the limited Personal Protective Equipment (PPE) available for frontliners and health workers. To address this problem, the University of the Philippines Los Baños Startup Innovation and Business Opportunity Linkage Fabrication Laboratory (UPLB SIBOL FabLab) initiated the fabrication of testing booths for hospitals.

The UPLB SIBOL FabLab is the third major fabrication laboratory in Region 4-A formally inaugurated on 23 October 2019. It is equipped with Php 14,313,000.00 array of state-of-the-art computer-aided machines and equipment funded by the DTI. These equipment include 3D printers, 3D scanners, ULS laser cutter, and other digital fabrication equipment.

In consultation with doctors, researchers, and engineers, UPLB was able to develop a design for testing booth that can protect hospitals and medical personnel from getting infected while gathering swabs from patients. The first testing booths fabricated by UPLB were given to hospitals in and around Los Baños—University Health Service of UPLB, Los Baños Doctor's Hospital, St. Jude Family Hospital, and HealthServ Los Baños Medical Center.

With funding from TAU Alpha Fraternity, the UPLB Planning and Management Office was able to procure materials to fabricate 50 more testing booths that were distributed across Luzon (ranging from the Ilocos to Bicol region). Most of the recipients were from CALABARZON and the National Capital Region. UPLB SIBOL was also able to fabricate parts for prototype ventilator, birthing booths, dental shield for dentists and 3D printed ear savers.



162
SSFs ESTABLISHED

2,501
MSMES ASSISTED

970
JOBS GENERATED



SSFs ESTABLISHED IN 2020

Despite the threats of the COVID-19 pandemic, the DTI 4-A was able to establish two projects for 2020 in the province of Batangas.

The SSF for Coffee Processing of the LGU Lipa was launched on 29 December. This PhP 957K worth of facility aims to improve the coffee processing industry in the Batangas Province through the provision of the following machines/equipment: two units of coffee pulper, one unit of coffee huller, one unit of coffee air roaster, one unit of moisture meter, and two units of espresso machine.

LGU Tanauan, on the other hand, is the cooperator of the PhP 17.6 million SSF for Slaughterhouse and Meat Processing that was launched on 28 December, under the 2018 GAA. With a current "AA" certification by the National Meat Inspection Services (NMIS), the City Veterinary Office targets to apply for a Halal Certification in 2021 to meet the increasing demand for Halal certified food products as well as serve the Muslim community in the locality.

1,769
OTHER USERS

SSFs DURING THE PANDEMIC

The Shared Service Facilities (SSF) Project aims to boost the productivity of MSMEs and to make them more competitive by giving them access to better technologies and more sophisticated equipment under a shared system. The coronavirus (COVID-19), which hit the country in early March of 2020 has been greatly affecting most of the SSFs as they experience shutdown, while others operate partially during weekdays. Despite the challenges and restrictions brought about by the global pandemic, our cooperators continue to rise, share stories of resiliency, and serve as a beacon of hope to all would-be entrepreneurs.

With a springboard of having small-time services, the SIBBAP or Silangan, Ibabao, Batis, Bulihan, Araneta, Proper Multi-purpose Cooperative was established in 1989. They have established facilities such as grocery store, learning center, savings and loans services, garments production, and bakery. To further develop their amenities, SIBBAP MPC ties-up with the DTI. Under the SSF program, SIBBAP MPC was granted tools and equipment necessary for baking. Through their partnership, SIBBAP MPC flourished and grew into a cooperative that is capable of assisting MSMEs, other users, and members in their organization.

"Success Story

Through the years, SIBBAP MPC has been giving its members and beneficiaries the quality service they deserve. Up until today, the cooperative ensures that they have enough supplies in their grocery store to cater to the needs of the people in Ambulong, Batangas. Due to the concerns on proximity from the city proper, the residents of Ambulong depend on SIBBAP MPC's grocery store when it comes to purchasing supplies and basic necessities. Despite this, SIBBAP MPC makes sure that there is enough supply of goods and basic needs for the citizens, especially during the course of the COVID-19 pandemic.



**SIBBAP
MULTI-PURPOSE
COOPERATIVE**
Ambulong,
Batangas City

Indeed, SIBBAP MPC is more concerned on how they can be of service to other people than profit-making. Over time, they have been showing perseverance in achieving the main goal of SSF, which is to provide free and unceasing assistance. SIBBAP MPC firmly believes that the best way to measure success is through counting the many ways they have reached out a helping hand to others.



As there are many businesses being affected by the COVID-19 pandemic, certain water hyacinth handicrafts producers in Los Baños, Laguna bravely continue their operation. They even supply scraped lilies to clients abroad despite the current situation, which provide job opportunities to women. The Laguna Water Hyacinth Handicraft Producers Association (LWHPA) is known for being pioneers in producing handicrafts out of water hyacinth or water lilies in Laguna. It is an association composed of different MSMEs in the province that produces handicrafts and other fashion accessories. They manufacture indigenous wearables and homestyle such as bags, shoes, slippers, baskets, trays, among others.



LAGUNA WATER HYACINTH HANDICRAFT PRODUCERS ASSOCIATION LOS BAÑOS, LAGUNA

Pre-pandemic, an international company from Taiwan was looking for regular supplier of scraped water lilies. Through the help of the DTI and Manila Economic and Cultural Office (MECO), they were able to link the company to the president of LWHPA, Ms. Remia Adedoja.



Despite the COVID-19 threats, LWHPA was able to produce and export 60,000 pieces of scraped lilies to Taiwan with the help of DTI by providing Travel Pass and the Design Center of the Philippines by providing guidebooks in coloring the lilies preferred by the Taiwanese client. Due to the high demand and continuous order, LWHPA was also able to provide employment to 11 women in Los Baños with no other means of livelihood but this.

Aside from the boost in sales in export, LWHPA also resorted to Electronic Commerce or E-Commerce during the height of the pandemic. It helped them gain regular clients and resellers coming from National Capital Region, City of Davao, Cagayan De Oro City, and Cebu City. LWHPA experienced a 70% increase in sales, from a total sale of PhP 600,000 in 2019 to at least PhP 1 Million gross sales in 2020. It can be considered as a high leap in sales noting the presence of COVID-19 and the challenges it brought to non-food businesses.

“Success Story



JESUS, OTHERS, AND YOU MULTI-PURPOSE COOPERATIVE TANZA, CAVITE



The COVID-19 pandemic inevitably has a significant adverse impact on families, the education of children, jobs, community, businesses, and our economy. Due to the implementation of minimum health protocols and community quarantine, many business establishments had to close or temporarily stop their operations. Some need financial assistance to continue their business.

In the province of Cavite, Jesus, Others, and You Multi-Purpose Cooperative (JOY-MPC), one of the beneficiaries of the SSF program, experienced lots of difficulties during this pandemic. One of the problems of JOY-MPC was the production process; they were still operational, yet they had implemented a four-hour day work. Business activity and sales were affected by the Enhanced Community Quarantine. The skeletal workforce also observed precautionary measures as their production of the ginger snap dress was still on-going.

Despite the negative impact of the pandemic, JOY-MPC managed to generate jobs for the community. From five sewers, they now have 15 sewers for production, all working full-time. They produced 1000 pcs. of face masks and PPE's suits (frontliner's gown), which they provided freely for the community. The cooperative also gives its members financial support, grocery items, bags of rice, and free medicine for senior citizens.

Moreover, the cooperative launched its “Libreng Sakay” (free shuttle service) to provide free transportation for the community and employees of the cooperative. The cooperative also planned on boosting their sales throughout this pandemic, so they start to offer free delivery services for their clients and discount for bulk orders.

The cooperative continues their green practices such as proper segregation of solid wastes, providing energy-saving notifications per switch in the center building, and recycling left-over textiles into usable rags. Somehow, these methods make the sales of cooperative to increase and for the expenses to decrease.

“Study your financial and budget plan. Focus on the innovation of your products because it is the source of your income. Always be grateful to those government agencies that are helping your cooperative; these groups can help your cooperative prosper and be recognized. Ultimately, always pay it forward; help other people.” - Ms. Belen Banayo, General Manager of JOY-MPC

de from the finest selection of Philippine's native ginger
grown organically in the vicinity of Mount Banahaw.



**PINAGDANLAYAN
RURAL
IMPROVEMENT CLUB
MPC DOLORES,
QUEZON**



Because of the pandemic, many businesses were affected. However, the Pinagdanlayan Rural Improvement Club Multi-Purpose Cooperative (PRIC-MPC) in Dolores, Quezon has a different story. As one of the beneficiaries of the SSF program, they received machineries and equipment for Instant Salabat and Turmeric Processing in 2013 and 2019.

With the help of these machineries and equipment, they have managed to be 100% operational for the whole year 2020. They have also maintained the jobs of their employees. In addition, they have increased their production by 45% and generated PhP 16 million in just a year. Their Instant Salabat and Turmeric powder became a necessity during the pandemic because they are known to have nutrients that can make our immune system strong.

PRIC MPC did their best not only for the cooperative itself but also for their families and their community.

“Success Story

Because of the COVID-19 pandemic, some of the established SSFs were affected. The quarantine protocols implemented had limited the operation of businesses. Some were forced to temporarily stop their operation, while some were allowed to operate at a reduced capacity.

Since most of the establishments that were allowed to operate during the community quarantine period were those producers of essential products, the SSF on Bamboo Processing of the Cardona MPC in Cardona, Rizal utilized the project to produce products such as face shields and alcohol dispensers as part of their campaign to combat the outbreak of the pandemic. The Bamboo Company, an advocate of bamboo products, partnered with the Cardona MPC in the marketing and distribution of the produced bamboo face shields and alcohol dispensers. These products were also distributed to different Negosyo Centers in the Province of Rizal in compliance to the implementation of Health and Safety Protocols.



**CARDONA
MULTI-PURPOSE
COOPERATIVE
CARDONA, RIZAL**



OTOP NEXT GEN

ONE TOWN, ONE PRODUCT NEXT GEN

737
MSMEs Assisted

179
Products
Developed

P153,649,987.41
Sales Generated

P4,050,845.50
OTOP Hub Sales
Generated



The One Town, One Product Next Generation is DTI's program to level up the products and services of the MSMEs. The program aims to offer a package of public-private assistance in order for MSMEs with minimum viable products to come up with new or better offerings with significant improvement and innovation in the areas of quality, product development, design, standards compliance, marketability, production capability, and brand development.

Despite the situation that 2020 has brought to the whole country, Region 4-A fought its way and strive hard to survive the pandemic from then until now. Many MSMEs were challenged by the pandemic, but their resilience has kept them sane and striving. Because of this, the assistance of the DTI was extended through online training sessions and seminars and even online trade fairs.

One of the highlights of 2020 for the CALABARZON MSMEs was the virtual trade fair organized by the DTI ROG Program Management Office in partnership with the PLDT KaAsenso. This event was aimed to create a comprehensive online/digital platform for the MSMEs in the long run to have new ways of doing business.

This has also been a venue to showcase their products and services and to provide them with tools and resources that will help them improve and grow their businesses.

In 2020, the DTI 4-A was able to assist a total of 757 MSMEs consisting of those assisted in product development and training sessions, seminars, and workshops conducted. The region was able to generate more than PhP 153 million of sales, including the sales from trade fairs, monitored sales, and others – domestic and export, and over PhP 4 million OTOPI hub sales.

Product development is a process of building/establishing new product or improving existing ones. Since the lockdown in the first semester of 2020 due to the pandemic, product development sessions were conducted mostly via online platform such as Zoom. It was a huge shift for the MSMEs, trade promotion officers, and the speakers. Nonetheless, all the sessions were carried out well, and Provincial Offices surpassed their targets for the year – 179 new products developed, which will penetrate the market and gear towards profitability and success.

PASINAYA

THE OTOP MARKET SHOWROOM &
ONLINE TRADE PLATFORM

JULY 23-24, 2020

Due to the current situation, the conduct of physical trade fairs became limited. However, the DTI had come up with a great idea of using the online platform as a venue. Therefore, Pasinaya became the first ever virtual trade fair for the CALABARZON MSMEs.

On 20 – 24 July, the DTI-Regional Operations Group, together with the OTOPI Next Gen (ONG) as the lead team, initiated and spearheaded PASINAYA: The OTOP Digital Market Showroom and Online Trade Platform in celebration of the 2020 MSME Week. Pasinaya, which means debut, is the kickoff for our ‘new normal’ Trade Fairs.

In this platform, buyers were able to meet, source and connect to the best of the OTOP homegrown regional exhibitors digitally. To integrate this event, the platforms were virtual, which meetings and networking can be easily initiated and accessed online through computers and mobile devices.

The platform used in the event was Zoom, which has info packet containing all the data about the event – ways to navigate Zoom rooms, OTOP websites, and application forms. Chat boxes were also provided and were used for the buyers’ will to be transferred to the rooms they desire, and ushers were present to address their concerns and for in-depth discussions. A showroom was launched to give MSMEs the chance to have pitching and demonstration of their products.

20 MSMEs from the food and non-food sector participated in the event. PhP 251,355 of total sales was generated for Region 4-A (Cash – PhP 49,355; Booked – PhP 123,000; Under Nego – PhP 79,000)

Overall, the activity had been a great opportunity to the MSMEs as a stepping stone to cross the threshold of the online platform, especially in these trying times.

PASINAYA

OTOP MARKET SHOWROOM &
ONLINE TRADE PLATFORM

20
MSME Participants

P251,355
Sales Generated



Raise Your Flag Catriona Gray's Visit to Laguna

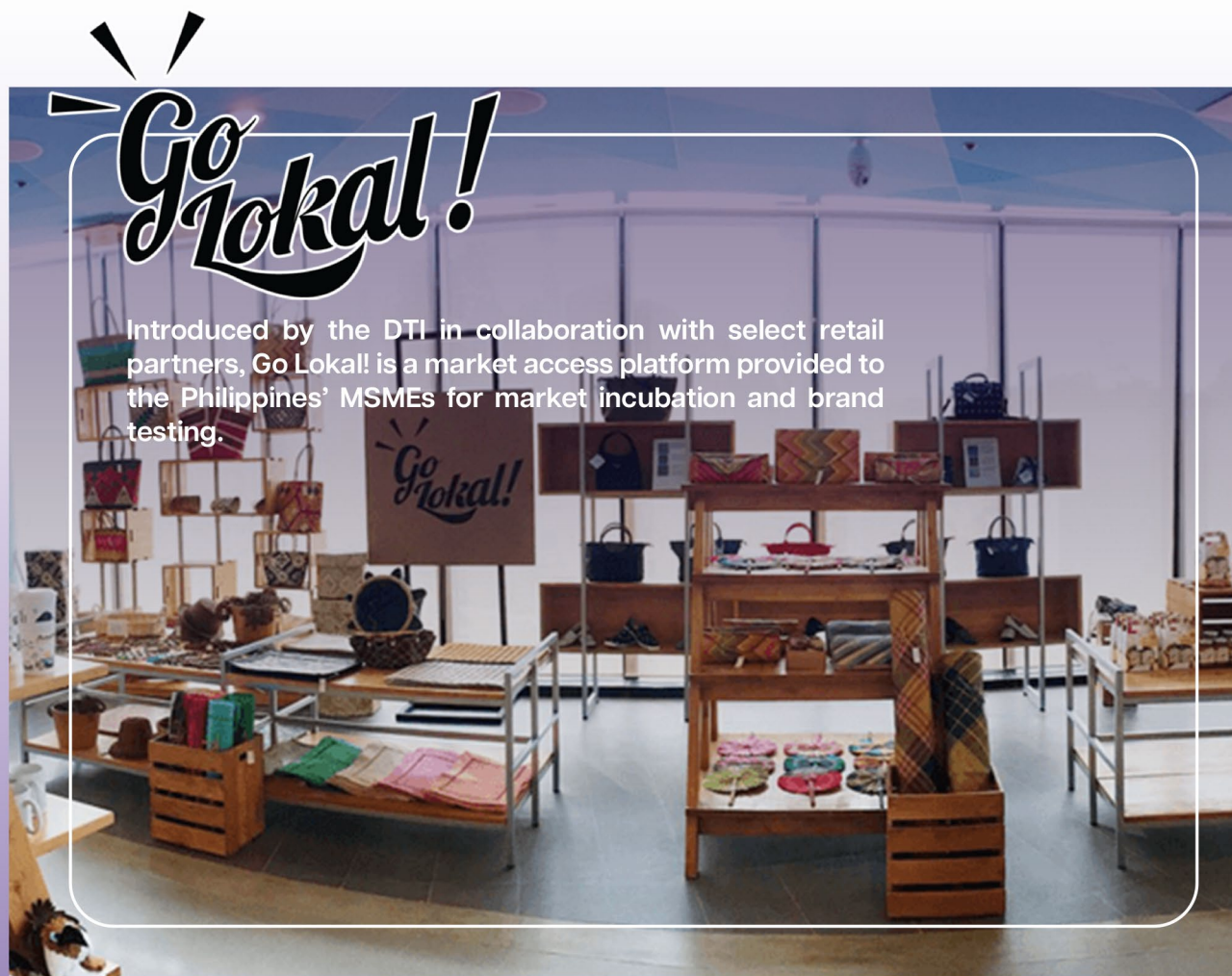
Following the conferment of 2018 Miss Universe Catriona Gray as the One Town One Product Philippines (OTOP) Ambassador, the DTI began preparations for a new video series entitled, “Raise Your Flag.”

The video series stars Catriona Gray as she promotes the MSMEs and the local weaving communities they support. The goals of this initiative are to spread awareness of the beauty of the Filipino culture, to promote OTOPpreneurs and their products, and to further the advocacy to support and purchase local and quality goods.

Ambassador Gray visited the province of Laguna to showcase some of its local products and businesses on 27-30 August. She featured the products of Ai-She Footwear (Liliw, Laguna), Junk Not Handicraft (Biñan City, Laguna), and Rolyo Likha At Iba Pa Handicraft (Pila, Laguna).

Moreover, the team visited several weaving communities such as Lumban Embroidery where the OTOP Ambassador experienced the traditional sewing working with three generations of ‘magbuburda’ through OTOPpreneur Benson Del Valle. Here, she also met MODA (Modernong Obra, Disenyong Atin) designer Jessycris Baduel.





Introduced by the DTI in collaboration with select retail partners, Go Lokal! is a market access platform provided to the Philippines' MSMEs for market incubation and brand testing.

2020 GO LOKAL MARKETING ACTIVITIES

P127,166
Total Sales Generated
(Virtual & Non-Virtual
Go Lokal Trade Fairs)

Organic Art Market
October 31 to Nov 1, 2020
12 MSME Participants
Tagaytay City, Cavite

Love Lokal, Go Lokal Virtual Fair
In Partnership with Lazada
October 24-25
4 MSMEs

Para sa Pinoy na taga - habi

Go Lokal! is not just about going local. It is about being multi-local - the appreciation of Philippine traditions, patterns, colors, and style that may be local to us but exotic to others.

PHILIPPINES

Go Lokal Sale
September 26, 2020
7 MSME Participants
Tagaytay City, Cavite

Go Lokal Weekend Trade Fair
November 28-29, 2020
4 MSME Participants
Tagaytay City, Cavite

Virtual Metro Community Bazaar
In partnership with Shopinas
October 14-31, 2020
9 MSMEs

Para sa Pinoy Farmers

Para sa Pilipinas

Bagsakan Project

The DTI-Bureau of Domestic Trade Promotion (BDTP) in cooperation with the DTI Regional and Provincial Offices launched the Bagsakan Project in support of Filipino MSMEs and in adherence to the Bayanihan to Heal as One Act. Through this collaborative effort, the Department enables more local enterprises, farmers, and fruit growers to showcase their products. The project also aims to provide consumers with a steady supply of food and medicinal products as the country transitions from the enhanced to the general community quarantine arrangement. It is a contribution to the DTI's advocacy to "Buy Local, Go Lokal, Shop Local, Eat Local, and Travel Local."

The National Trade Fairs that were scheduled for the year did not push through as planned for safety restrictions due to the COVID-19 pandemic, but this does not hinder DTI in helping the homegrown MSMEs, especially during these trying times.

September 26, 2020
17 Participating MSMEs
La Bella Hotel, Tagaytay City, Cavite
P121,646 Total Sales

October 2-4, 2020
12 Participating MSMEs
Main Square Mall, Bacoor City
P79,660 Total Sales

October 9-10, 2020
10 Participating MSMEs
Fora Mall, Tagaytay City, Cavite
P188,932 Total Sales

P1,607,897
Total Sales Generated from
29 Bagsakan events that assisted
57 Calabarzon MSMEs

Gawang Pinay

The Resource Generation and Management Service (RGMS), Bureau of Domestic Trade Promotion (BDTP), and Knowledge Management and Information Service (KMIS), in cooperation with Union Bank Global Linker and DTI Regional and Provincial Offices, launched an online trade fair featuring "Gawang Pinay," the first and complete online trade fair that puts a spotlight on wares, business, and trade organizations by Filipino women.

The activity aimed to provide market opportunities for products made by women – owned and/or managed enterprises, or those that have predominantly women employees. It also provided the occasion for women entrepreneurs and managers to apply their learning on the use of ecommerce platform to market their products.

This DTI step is absolutely a great way in empowering women entrepreneurs and a good head start for them in exploring the virtual market, which is expedient during this pandemic time.

15 MSMEs Assisted

P25,434 Total Sales





KALAKAL CALABARZON

KALAKAL CALABARZON: A Regional Trade Fair is an annual event organized by the DTI 4-A in cooperation with the DTI's Provincial Offices of Cavite, Laguna, Batangas, Rizal, and Quezon since 2014. The fair is considered as an appropriate venue for the CALABARZON MSMEs to promote their product through showcasing and order-taking activities.

DTI 4-A executed its 7th KALAKAL CALABARZON, utilizing the two virtual or online platforms in compliance with the government's safety protocol against the COVID-19 pandemic.

The first online trade fair was conducted via Lazada Philippines that was launched on 09 September. The participating MSMEs are still selling their products on the mentioned platform up until today. It was followed by the exhibit via PLDT Virtual KaAsenso Trade Expo with Facebook livestreaming on 26-30 October. The exhibit also conducted series of entrepreneurial webinars via Zoom and were aired on Facebook with Motivational and Business Mentors as Resource Speakers.



In combination, there were 127 MSMEs that participated in both the virtual trade fairs. The Lazada Philippines recorded a cash and total sales of PhP 1,478,226 with Gold in Grass, a DTI Laguna assisted MSME, gaining the highest sales of PhP 1,200,000. While the PLDT Home KaAsenso produced a total sale of PhP 447, 510 with Edna and Rebecca's Banana Chips and Coated Peanuts, a DTI Batangas assisted MSME, having the highest sales of PhP 221,000. The two virtual fairs achieved a combined sale of PhP 1,925, 736.

The CALABARZON region may have been facing the challenges brought by the Taal volcano eruption and abruptly followed by the COVID-19 pandemic, but the tenacious efforts of DTI 4-A gradually help the local entrepreneurs in reviving and sustaining their livelihood and assist them in embracing the new normal in marketing their products and services through entering the e-commerce world.

KALAKAL CAVITE VIRTUAL TRADE FAIR

December 8-10, 2020
In partnership with PLDT Ka Asenso

P187,310
Total Sales
Generated

31 MSMEs
Online Exhibitors

1st Provincial Virtual Trade Fair 2020
December 8 to 10, 2020

KALAKAL QUEZON VIRTUAL TRADE FAIR

November 23-25, 2020
In partnership with PLDT Ka Asenso

P61,000
Total Sales
Generated

40 MSMEs
Online Exhibitors

**KALAKAL
QUEZON**
VIRTUAL TRADE EXPO
NOVEMBER 23-25, 2020

DTI Quezon Province | 0917 - 824 - 9605 | r04a.quezon@dti.gov.ph

KALAKAL QUEZON PHYSICAL TRADE FAIR

November 30 - December 3, 2020
Pacific Mall, Lucena City

P292,641
Total Sales
Generated

50 MSMEs
Trade Fair
Exhibitors



COMPREHENSIVE AGRARIAN REFORM PROGRAM

The DTI through its Comprehensive Agrarian Reform Program (CARP) provides a comprehensive package of support services to the Agrarian Reform Beneficiaries (ARBs) in the areas of entrepreneurship and enterprise development. Support services include the conduct of studies, training/seminar, market development, product development, and consultancy. The program aims to prepare the farmers to undertake other livelihood activities with an ultimate goal of improving their family income towards countryside development.

BATANGAS

MSMEs

WORKBOOK

Gabay sa Pagbuo ng
"Business Continuity Plan"

Brought about by the Taal Volcano Eruption and the COVID-19 uprising that reaching the Agrarian Reform Communities had become a tough challenge, the CARP staff concerned developed a Manual on Business Continuity Planning. The manual is user friendly and can be done with minimal guidance of the CARP staff through online discussions. It was also adopted by other provinces and is being used in DTI Batangas' regular programs.

As of date, around 2,000 copies of the manual had been printed and distributed among ARBOs and other MSMEs in the province.

QUEZON



Meat Processing Seminar cum Orientation on Food Safety for Village Savings and Credit Association, Brgy. Sintones, Guinayangan, Quezon October 22-23, 2021



Egg White and Arrowroot Starch Processing cum Orientation on Lean Manufacturing for Samahan ng Magsasakang Nagkakaisa ng Cambuga MPC Mulanay, Quezon October 15-16, 2021



Quezon Kalakal Fair November 30 - December 3, 2020

First Quezon Cacao Festival February 12-16, 2020

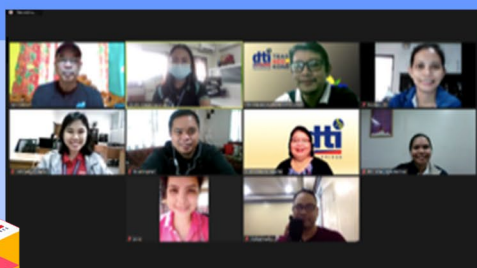


RIZAL

Under the Product Development assistance, with the collaborative effort of the Rizal CARP Team, DTI, Department of Agrarian Reform, Department of Labor and Employment, Department of Science and Technology, and the Technical Education and Skills Development Authority, the Sampaloc Agrarian Reform Beneficiaries MPC was able to develop a new product – the ginger candy. On the other hand, Niogan Agrarian Reform Beneficiaries MPC was able to produce their new product–Mushroom Chicharon.

Moreover, to continuously market the products of the Sampaloc Agrarian Reform Beneficiaries MPC amidst the pandemic, their products were posted at the tindahangrizaleny.com – a platform that builds a borderless marketplace for both physical and digital.

REGIONAL OFFICE



The Adobe Premiere Masterclass Training was conducted and designed for the CARP Region 4-A Personnel as part of their staff development activity. It aims to enhance their skills on video editing, using the available resources such as Adobe Premiere Pro and for them to be able to develop or help their clientele in upgrading their products and services.



P45,983,894

INVESTMENTS GENERATED

10

MSMEs DEVELOPED

70

ARCs ASSISTED

12

CONSULTANCY
PROFILING

P116,041,491

TOTAL SALES GENERATED

4,771

TOTAL JOBS
GENERATED

209

MARKET DEVELOPMENT
ACTIVITIES

99

MSMEs ASSISTED

8,567

ARBs ASSISTED

68

TRAININGS & SEMINARS
CONDUCTED

24

PRODUCT DEVELOPMENT
ACTIVITIES

CARP "Success Stories"

BATANGAS



The Lucban Multi-Purpose Cooperative, an ARB Organization operating in Balayan, Batangas, is one of the many ARBOs hit by the Taal Volcano Eruption and the pandemic. The organization has 36 male and 24 female ARB members.

Instead of slowing down its operation due to the sudden rise of COVID-19 cases in the area, the cooperative decided to make relevant products that would help fight the virus. The ARBO then started manufacturing customized face mask, which were sold in various enterprises, institutions, gasoline stations, government agencies, and other cooperatives. The ARBO also manufactured customized shirts designed to inspire Batangueños to battle the after effects of the Taal Volcano Eruption and the challenges of pandemic.

Moreover, the cooperative took care of its members by distributing relief goods to those who are greatly affected by the situation. They also sold fruits and vegetables in their Consumer Store to ensure that their members are able to buy products by not going to the Public Market.

The Palangue Agrarian Reform Cooperative (PARC) is a farmers' organization located in Brgy. Palangue 2, Naic, Cavite. Amid the outbreak of COVID-19, they played a vital role in their community. This community-based cooperative is engaged in various income-generating projects such as agri-inputs trading, rice and vegetable trading, credit services, water refilling station, and payment center. These products and services have been constantly served to the clients and members of the cooperative.

Due to the implementation of the community quarantine, most establishments were forced to temporarily or permanently close their businesses. Like any other businesses, the cooperative experienced a sudden increase in the orders they received for their online marketing business. This is through their partnership with BukidFresh, formerly known as e-Magsasaka. This online marketing platform is based in Metro Manila and focuses on the marketing of fresh-produced products.

Since the implementation of the ECQ, the number of orders received by the cooperative had grown threefold. From 50-100 kilos of different varieties of vegetables per week, the orders spiked to 300 kilos per order, which happened thrice a week.

To aid the situation, the cooperative distributed the employees' incentives and 13th month pay earlier than usual. They also distributed relief goods and hygiene kit to their members prioritizing the senior citizen members of the cooperative.

CAVITE



CARP

“Success Stories”

“Last night, 14 November 2020, around 8:00 pm, ‘pag-check ko sa paligid, nakita kong sobrang liwanag sa harapan ng Coop. Akala ko “Santelmo,” hindi pala. Kung ‘di [ay] nag-uumpisa nang masunog ang front ng Coop dahil sa electrical wiring na nahampas ng bagyo. ‘Yung wiring parang nabalatan dahil sa pagkakahampas ng hangin ng bagyong Ulysses. So far, nagamit namin ‘yung training natin no’ng nakaraang Linggo, in case of emergency, mga hakbang na dapat gawin. So, we used fire extinguisher para maapula ang apoy.” - The message was sent by Chairwoman Carmen Valdellon of Gumihan-Lamao Farmers’ Development Cooperative in Brgy. San Antonio, Kalayaan, Laguna after experiencing an unfortunate fire incident during the typhoon Ulysses.

Through the Business Continuity Planning Training Workshop conducted a week before the fire incident, they have successfully saved their cooperative from the incident. The training was very timely conducted, which helped them save their equipment and other assets. This kind of training was formulated for Agrarian Reform Beneficiary Organizations to prepare themselves in case of these unfortunate events.

LAGUNA



QUEZON



2020 was a really challenging year where everybody needs to survive. VISACA played a big role for its members and the barangay, especially during the pandemic.

Aside from loan availment, eight meat processors were given jobs. Although some of the members have sold their hogs because of the fear of being affected by the African swine flu, some continued to raise and process.

Their average production is 200 dozens of skinless longganisa twice a month. Worth mentioning is that they continue marketing their products, and the Chairman was able to gain regular customers in the Municipal LGU.

As Chairman Gerry Hernandez said, “Kahit magsimula kami sa maliit, ang mahalaga, unti-unti kaming bumabangon at umuunlad.”

Through the years, Llano Farmers Multi-Purpose Cooperative (LFMPC) still receives assistance in capability building, marketing assistance, product development, and other assistance from the Rizal Convergence Team consisting of the DTI CARP, DAR, DOST, and DOLE, and other government agencies such as the Philippine Carabao Center to bring LFMPC Dairy Production to its success.

In 2020, they were recognized for producing high-quality dairy products in Rizal and were identified by the Philippine Carabao Center to be one of the suppliers for the Feeding Program of the Department of Education in the Province of Rizal. The first part of the program allowed LFMPC to deliver fresh milks to the public schools in Antipolo. This project generated PhP 5,000,000 additional investments, four additional jobs, and sales amounting to PhP 2,250,000 for the period of October to December 2020.

Now, LFMPC is preparing to cater to the requirements of the project for the whole province of Rizal, with the help of DTI CARP- Small and Medium Industrial Technology Transfer Development Program (SMITDP) and the rest of the Rizal Convergence Team.

RIZAL



INDUSTRY DEVELOPMENT DIVISION

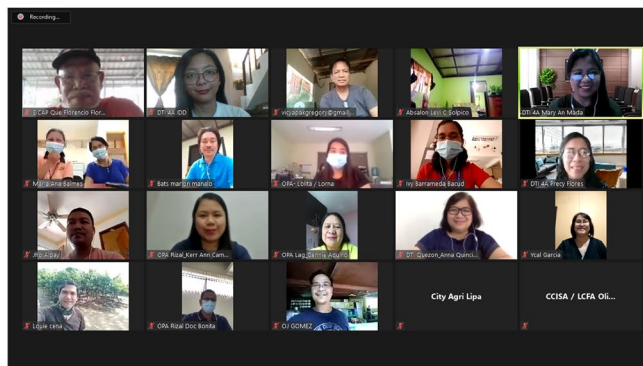
CACAO & COFFEE INDUSTRY



In the midst of the COVID-19 pandemic, the DTI 4-A Industry Development Division has embraced New Normal Strategies to continually implement projects and activities in support to the Cacao and Coffee industry clusters. Meetings for the two (2) Regional Technical Working Groups were conducted virtually to comply with the government policy on limited physical gatherings. Other regional projects such as Business Continuity Planning Training Course, Packaging and Labeling Clinics, and Trademark Registration were also done virtually.

Similarly, assistances at the Provincial Level were not stopped during the pandemic. Several virtual trade fairs and webinars were conducted with the participation of MSMEs from the said industry clusters. In the last quarter of the year, limited physical gatherings such as meetings, planning workshops and trade fairs were conducted with strict implementation of safety protocols set by the Inter Agency Task Force (IATF). MSME Development Programs, such as Kapatid Mentor Me Online and OTOP NextGen, were also provided to the MSMEs in the two (2) priority sectors.

CACAO INDUSTRY ACCOMPLISHMENTS



COFFEE INDUSTRY ACCOMPLISHMENTS



Strengthening Disaster Resilience of MSMEs under the Priority Industry Clusters through the conduct of Online Business Continuity Planning Training Course

The Micro Small and Medium Enterprises are at risk to natural and human induced hazards, yet a survey in 2017 shows less than 30% of them have Business Continuity Plans (BCPs). In Region 4-A, the Taal Volcano eruption in January 2020 followed by the COVID-19 lockdowns since March caused massive disruptions and losses to MSMEs.

With this, the DTI 4-A Industry Development Division conducted an Online Business Continuity Planning Training Course for MSMEs under the priority industry clusters. The Course was aimed at helping the participants understand the rationale and basic concepts behind business continuity management and equip them with the basic skills and tools to develop their own organization's business continuity plan.

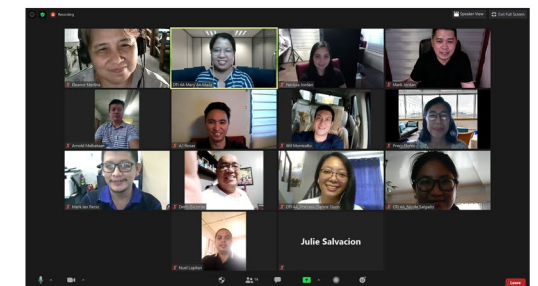
The BCP training course conducted from 30 June to 21 July was participated by a total of 30 MSMEs who are into coffee, cacao, processed fruits and nuts, bamboo, coco coir and wearables and homestyle; however, only 27 of which were able to come up with their own Business Continuity Plans as a result of this course.

Addressing the Gaps of the Priority Industry Clusters Through Packaging and Labeling Improvement

In the National Roadmaps for coffee and processed fruits and nuts, improvement in packaging and labelling has been consistently included in the strategies and PAPs for poor packaging of products hinders local micro, small processors to compete with bigger manufacturers and imported products. The DTI 4-A Industry Development Division has engaged in a project that would enhance the product packaging, labelling, and branding of selected MSMEs in the said priority industry clusters.

A series of consultation workshops and webinar were conducted virtually from 06 October to December with the following beneficiaries: E.S.M. Food Products, San Pablo City Coffee Growers Association, Samahan ng Magkakape ng Lipa, Master Gian Food Products, and W.L. Montealto Enterprises. During these consultations, the MSMEs discussed their logo and label design preferences in color, font, and style with the consultants. Afterwards, an initial batch of the new packaging materials with the improved design were produced to be used by the MSME-beneficiaries.

An improved packaging and labeling design of products are viewed as a way to develop more competitive MSMEs and would be contributory in strengthening the industries, building brand awareness, and promoting CALABARZON products. By helping the micro and small businesses in the priority industry clusters, they may also be instrumental in poverty alleviation through their support to local farmers and creation of jobs, thus, promoting business and industry sustainability.



PROCESSED FRUITS AND NUTS INDUSTRY

Despite the COVID-19 pandemic, the DTI Region 4-A has continued its efforts to help the processed fruits and nuts industry cluster through implementation of various projects and activities at the Regional and Provincial Level. Most of which were conducted online in compliance to the government policy on limited face to face gatherings.

At the Regional Level, Business Continuity Planning Training Course, Packaging and Labeling Clinics, Training on Pricing and Costing and Trademark Registration Project were done virtually to address the gaps in the industry. Similarly, the Provincial Offices had continually provided assistances to the cluster through the MSME Development Programs such as Kapatid Mentor Me Online, OTOP NextGen, physical and virtual trade fairs, entrepreneurial trainings, and webinars. Below were the Bottomline Accomplishments of said cluster:



- ✓ **404**
JOBS GENERATED
- ✓ **110**
MSMES ASSISTED
- ✓ **P1.47 M**
INVESTMENTS
- ✓ **P37.76 M**
DOMESTIC SALES
- ✓ **214**
BENEFICIARIES TRAINED
- ✓ **50**
TRAININGS CONDUCTED
- ✓ **P650,000**
LOANS FACILITATED
- ✓ **20**
MSMES CREATED

Trademark Registration Project for MSMEs under the Priority Industry Clusters of Cacao, Coffee and Processed Fruits and Nuts

In an increasingly knowledge-driven economy, Intellectual Property (IP) is a key consideration in day-to-day business decisions. New products, brands and creative designs appear almost daily in the market and are the result of continuous human innovation and creativity. If left unprotected, a good creation may be lost to larger competitors that are in a better position to commercialize the product or service at a more affordable price, leaving the original creator without any financial benefit or reward.

The DTI 4-A Industry Cluster Enhancement Program, in its effort to provide appropriate interventions to develop a more productive and competitive industries, has engaged in a project that would lead to the registration of MSME trademarks with the Intellectual Property Office Philippines (IPOPhil). The project ran from November 2020 to 2021 to facilitate and to subsidize the trademark application fees of 18 MSME-beneficiaries enrolled under the priority industry clusters of cacao, coffee and processed fruits and nuts. On 18 November, an orientation meeting with the beneficiaries was conducted with the resource person from IPOPhil. Then, in December, the trademark applications of the 18 MSMEs were successfully filed and will undergo evaluation in 2021.



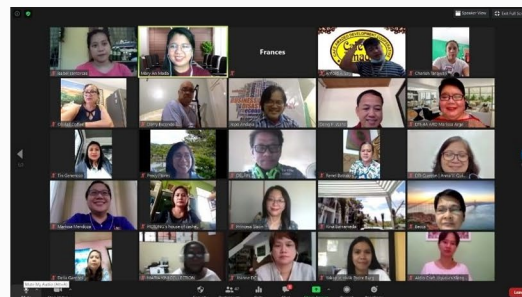
TRAINING ON PRICING AND COSTING FOR ONLINE SELLING

With the emergence of the COVID-19 pandemic and the sudden shift to online selling, the DTI 4-A facilitated a training on pricing and costing for online selling to help MSMEs understand pricing and costing amidst the new normal.

The training was conducted on 30 September via Zoom Video Conference and was participated by 24 MSMEs from the priority industry clusters of processed fruits and nuts (PFN), wearables and homestyle (W&H), bamboo, and coco coir and was supported by the Regional and Provincial Focal Persons of mentioned industry clusters. To reach a wider audience, the training was also streamed via Facebook Live with a total view of 540 (192 during the morning session and 348 during the afternoon session).

Dr. Elisa S. Diaz, a Certified Capital Market Instructor and Professor in Marketing Education at the Batangas State University, discussed the price strategies, techniques, and the influence of internet on pricing and distribution. Also, she guided the participants in computing the right product cost as well as the dos and don'ts in pricing through a productive workshop.

- ✓ **458**
JOBS GENERATED
- ✓ **561**
MSMES ASSISTED
- ✓ **P1.18 M**
INVESTMENTS
- ✓ **P15.08 M**
DOMESTIC SALES
- ✓ **433**
BENEFICIARIES TRAINED
- ✓ **76**
TRAININGS CONDUCTED
- ✓ **P1.92 M**
LOANS FACILITATED
- ✓ **172**
MSMES CREATED



WEARABLES AND HOMESTYLE INDUSTRY CLUSTER

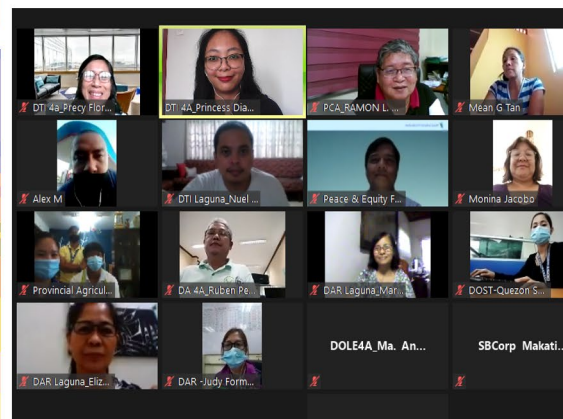
The Wearables and Homestyle Industry Cluster was one of the sectors greatly affected by the COVID-19 pandemic. Although this became a challenge to the industry, it did not hinder the W&H MSMEs to continue their businesses.

The DTI 4-A and its provincial offices facilitated virtual trade fairs to give MSMEs an avenue to showcase their products and increase their sales. Also, the Industry Cluster Enhancement (ICE) Facebook page featured the MSMEs and their products to widen their reach. Moreover, various online trainings were conducted to capacitate and help them adapt to the new normal. Aside from these, orientation and assistance on P3-Cares Program was given to the W&H MSMEs.

A Regional Technical Working Group (RTWG) Meeting was conducted on 29 October wherein updates and accomplishments on the Region's Coco Coir Sectoral Plan were presented. Issues and concerns in the industry were also discussed by the Group composed of government agencies and private sector, such as: DTI 4-A, DTI-Laguna, DTI-Quezon, PCA 4-A, DOST-Quezon, NIA 4-A, DENR 4-A, DA 4-A, DOLE 4-A, DAR Laguna, DAR Quezon II, OPA Laguna, OPA Quezon, SB Corp., Peace and Equity Foundation, CNPC, Coco Husk Innovations, Inc., and ISAPWA.

Meanwhile, to continuously capacitate and help the coco coir MSMEs despite the COVID-19 pandemic, the DTI Provincial Offices (Laguna and Quezon) conducted training sessions on machine operation, skills training, and product development while following the health protocols set by the IATF. Below are the bottomline accomplishment of said cluster:

COCO COIR INDUSTRY



✓ **145**
JOBS GENERATED

✓ **P5.93 M**
DOMESTIC SALES

✓ **6**
TRAININGS CONDUCTED

✓ **7**
ORGANIZATIONS STRENGTHENED

✓ **P360,000**
INVESTMENTS

✓ **97**
BENEFICIARIES TRAINED

✓ **11**
MSMES ASSISTED

BAMBOO INDUSTRY CLUSTER

In response to the new situation brought by the pandemic, the Project Team of DTI 4-A and DCP shifted from the traditional onsite visitation and consultation into virtual activities when they conducted the Bamboo Product Development Project in July to November. Six (6) individual, online consultation meetings with designers were conducted per MSME to optimize the utilization of four (4) bamboo shared service facilities and improve the bamboo products of nine (9) beneficiaries in CALABARZON.

At the end of the project, a total of 48 prototypes of essential products with high potential demand were developed, launched, and promoted via the Industry Cluster Facebook Page and provincial trade fairs. Products included a set of wall pop-up table and foldable chair, faux book mini folding desk and modular organizers, table and chair made of laminated bamboo, multi-functional table organizers and table top accessories, home decors and lighting accessories, various designs of garden accessories, and office and school items.



✓ **43**
JOBS GENERATED

✓ **59**
MSMES ASSISTED

✓ **P150.5 M**
INVESTMENTS

✓ **P4.2 M**
SALES

✓ **77**
BENEFICIARIES TRAINED

✓ **8**
TRAININGS CONDUCTED

OTHER ACTIVITIES CONDUCTED

In celebration of the World Bamboo Day and as part of the Technical Working Group for the Psychosocial Project of the Southern Luzon Command (SOLCOM) of AFP, DTI-Quezon has joined the Bamboo Planting Activity at Mangayao Agri-Eco Tourism Park, Brgy. Marao, Padre Burgos, Quezon on 18 September participated by representatives from other member agencies such as Department of Agriculture (DA), Department of Labor and Employment (DOLE), Technical Education and Skills Development Authority (TESDA), Department of Health (DOH), Department of Environment and Natural Resources (DOST) – Ecosystem Research and Development Bureau (ERDB), and Local Government Unit of Padre Burgos. The activity was organized by the SOLCOM in coordination with UBRDEC-ERDB

On 17 November, the Quezon KAWAYAN (Kaalalang Kabuhayan para sa Wastong Yaman Natin) Academy, a collaborative project with the DTI-Quezon initiated by Southern Luzon Command (SOLCOM) Psychosocial Project, was launched. It coincided with the formal opening of the Bamboo Trainers Training which was a five-day, in-house training workshop on bamboo production with resource speakers from the Forest Products Research and Development Institute (FPRDI) of the DOST Region 4-A. The beneficiaries of the activity were 25 participants from Padre Burgos, Quezon who were pre-selected and assessed by the Local Government Unit and the Provincial Health Office.

The DTI-Laguna have conducted skills training on bamboo handicrafts making in Barangang Tungkod, Sta. Maria, Laguna on 26 November and 02 December for the members of the Bamboo Association in Tungkod-Inapayan ARC. The training aimed to utilize the use of shared service facility provided by DTI to the Bamboo Association and provide livelihood opportunities to the independent small farmers.

INDUSTRY CLUSTER ENHANCEMENT

The Industry Development Division (IDD) created a Facebook page for the Industry Cluster Enhancement (ICE) Program to create a community for the industry stakeholders, strengthen the priority industries, and promote cross sector collaboration among government, academe, private, and non-government organizations across the different areas in the value chain. Also, it aimed to provide timely and relevant information and help the MSMEs in the promotion and patronage of local products from CALABARZON.

From 14 September, 35 MSMEs and their products were featured in the page. Trivia and information about coffee, cacao, processed fruits and nuts, bamboo, coco coir, and wearables and homestyle were also posted to increase awareness on the said clusters. Aside from that, motivational quotations were also posted to further engage the audience. Moreover, the page was used as means to facilitate concerns received from the clients.



INVESTMENT PROMOTIONS GROUP

MEETINGS

The Investment Promotion Group – Technical Working Group (IPG-TWG), chaired by DTI 4-A Regional Director Marilou Q. Toledo, has been continuously implementing projects and initiatives under the Approved Work and Financial Plan (WFP) in order to promote investment opportunities in the Region.

Faced with a series of setbacks due to the global pandemic brought about by COVID-19, there had been changes in the approved WFP to adapt to the New Normal. New projects were added, whereas activities that were required to be done with face to face interaction were moved for 2021 implementation. Two (2) Regular and four (4) Technical Group Meetings were conducted through videoconferences this year.

Local Investments and Incentive Code (LIIC) Webinar

To establish a level playing field for all LGUs in Region 4-A in terms of attracting investments to pour in the country, LIIC plays a significant role in sustaining a robust local government. It is one of the best tools that can be used in promoting local investment policies & programs, investment priority areas (IPAs), and local incentives (fiscal and non-fiscal) available for domestic and international investors.

The DTI 4-A, in collaboration with the Board of Investments (BOI), conducted a Local Investments and Incentive Code (LIIC) Webinar last 05-06 November which was attended by the Local Government Units (LGUs) in the Region with no LIIC at the time. The activity was attended by 82 participants, divided into two (2) Batches: 05 November for the LGUs from the provinces of Cavite, Laguna and Quezon, and 06 November for the LGUs from the provinces of Batangas and Rizal. Participants were Local Chief Executives (Mayors), Members of the Sangguniang Bayan, Local Economic and Investment Promotion Officers, CMCI Focal Persons and Members of the LIIC Board.

Adobe Photoshop and Writeshop Training

The Investment Promotion Group - Technical Working Group (IPG-TWG) of the CALABARZON Regional Development Council (RDC), in collaboration with the Philippine Information Agency (PIA) 4-A and the Laguna Provincial Planning and Development Coordinating Office (PPDCO), conducted a three-day training on Adobe Photoshop and Writeshop on 26-28 February at El Cielito Hotel, City of Sta. Rosa, Laguna.

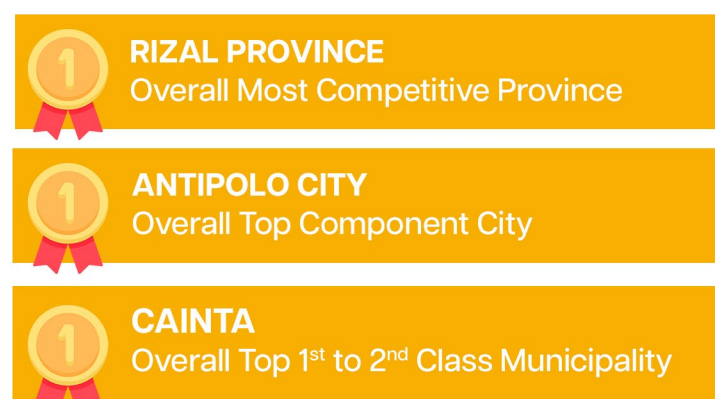
The training aimed to upskill IPG-TWG Members in maintaining the recently created CALABARZON RDC website and producing upload/print-ready quality information and promotional materials. It was graced by DTI 4-A Regional Director and IPG-TWG Chair Marilou Q. Toledo and representatives from PIA 4-A. A total of 33 representatives from the Provincial Planning and Development Office (PPDO), the National Economic and Development Authority (NEDA) Region 4-A, the Department of Trade and Industry (DTI) Region 4-A, the Local Economic and Investment Promotion Office (LEIPO), Information Office, and other related offices participated in the training.



Cities and Municipalities Competitiveness Index (CMCI)

CMCI is an annual ranking developed to stimulate healthy competition amongst the Local Government Units (LGUs) throughout the country. Despite the challenges brought about by the Taal Volcano eruption and COVID-19 pandemic this year, Region 4-A received 21 awards during the 8th Regional Competitiveness (RC) Summit held online by the Department of Trade and Industry – Competitiveness Bureau (DTI-CB) last 16 December.

Rizal Province was named the Overall Most Competitive Province in the country for five straight years (2016-2020) while two of its LGUs, Antipolo City and Cainta, were hailed as the Overall Top Component City and Overall Top 1st to 2nd Class Municipality, respectively. The participation of all the 142 LGUs in the Region and the LGUs' increased performance by 50% compared to last year were the ultimate goals of the Region; hence, bagging 21 of the 93 awards given by DTI-CB is an added boost to work further on the competitiveness aspect of the local governments in the years to come.



Business One Stop Shop Joint Monitoring and Validation

The CALABARZON BPLS Regional Coordinating Committee (RCCom), composed of the DTI, Department of Interior and Local Government (DILG), Department of Information and Communications Technology (DICT), Bureau of Fire Protection (BFP), and Batangas State University (BatSU), continued the yearly monitoring and validation of LGUs' Business One Stop Shop (BOSS) following the standards set by DILG-DTI-DICT Joint Memorandum Circular No. 1 series of 2016.

On 09, 10, 15-17, 29 and 30 January, the team was divided into two (2) groups and visited the LGUs of Taal in Batangas, Alfonso, Carmona, Mendez in Cavite, Lucena City, Tiaong in Quezon, Antipolo, Liliw, Sta. Maria, Sta. Rosa, Biñan, Calamba in Laguna, and Taytay in Rizal. Though the activity was interrupted by the sudden eruption of Taal Volcano, the Joint Monitoring Team was able to conclude the monitoring and validation with the target number of LGUs.

As an outcome, 81% of the participating LGUs were compliant with the standard processing time of one to two days for new application and one day for renewal; 36% were able to limit their business licensing process into standard three steps maximum; 81% percent were using the unified business application form; and 90% complied with the standard number of signatories.



GREAT WOMEN PROJECT



The GREAT Women Project, a Government of Canada-funded project, seeks to improve the economic empowerment of women micro entrepreneurs (WMEs) through competitiveness. This year, there were 79 WMEs enrolled in the project coming from the industry clusters of Homestyle & Wearables and Coffee.

For the year, technical assistances in IPO Trademark Registration were given to WMEs from the Coffee Industry Cluster, namely: Casile Guinting Upland Marketing Cooperative, Roxas Estate MPC, Gro-Green Rescue Organic Association, Guinayangan Coffee Growers Association, She Brews Coffee, and Elbi Coffee Hub. Moreover, technology assistance, through provision of semi-expendable equipment, were granted to 12 WMEs in the same industry cluster, namely: Casile Guinting Upland Marketing Cooperative, Gro-Green Rescue Organic Association, Roxas Estate MPC, Guinayangan Coffee Growers Association, She Brews Coffee, Elbi Coffee Hub, Café Amadeo Development Cooperative, Olivia's Coffee Seed Shop, Aga MPC, Mabato Coffee & HVC Agriculture Corp., Kaffee Belardo, and Merlo Agricultural Cooperative. Actual release of equipment will be done on the 1st Quarter of 2021.

DTI 4-A, as member of the Regional Technical Working Group, participated in the Quarterly Meetings held on 21 February, 03 June, 23 September, and 04 December. Monitoring activities were conducted via Kobo Toolbox through on-site and off-site monitoring to 25 WMEs. Corresponding with the ongoing pandemic, COVID-19 impact survey was facilitated wherein 59% of the enrolled WMEs in the region were surveyed.

US Agency for International Development Women's Global Development and Prosperity Initiative Program (USAID W-GDP)



The W-GDP aimed to help women entrepreneurs (WEs) to become effective online sellers and capacitate DTI mentors on digital marketing to ensure sustainability of the program.

DTI 4-A mentors and WEs were part of Batch 4 of the program, where a 3-day online training on 29-31 October and 2-hour weekly sessions with online selling guru and business owner Ms. Janine Chiong was attended. This was followed by a social media boost and online store promotion through the "E-Taas ang Pinay MSMEs" digital campaign with its partners Shopee, Lazada, and Facebook PH. Since the program commenced in July, over 220 WEs have boasted online sales totaling to a whopping Php36 Million.

Support to the Regional Inter-Agency Task Force for the Management of Emerging Infectious Diseases

✓ **34**
CLIENTS ASSISTED
(IATF ID)

✓ **72**
CLIENTS ASSISTED
(RAPID PASS)

✓ **04**
CLIENTS ASSISTED
(FOOD PASS)

✓ **35**
CLIENTS ASSISTED
(DTI-ISSUED GUIDELINES)

Living up to its mantra “Serbisyong Higit Pa Sa Inaasahan,” the DTI 4-A, as member of the Regional Inter-Agency Task Force (RIATF), stepped up its services and helped in minimizing the impact of COVID-19 pandemic to businesses and investments in the Region when Luzon was placed under Enhanced Community Quarantine (ECQ) last 16 March.

DTI 4-A answered quarantine guideline-related concerns and coordinated the fast-tracking of Inter-Agency Task Force (IATF) ID and Rapid Pass Applications. Furthermore, the Agency provided fact-based opinions during RIATF Meetings and prepared information that would serve as a basis for the approval of requests of LGUs to modify its respective community quarantine categories, as necessary.

DTI 4-A assisted a total of 110 clients for ID applications, 35 clients for DTI guideline-related inquiries, and actively participated in 18 RIATF Meetings. Three (3) CALABARZON-based companies were also assisted on travel ban exemption concerns and another three (3) companies were assisted on LGU policies.



Building Entrepreneurs through Advisory and Mentoring Services (BEAMS)

BEAMS is a local business advisory program rooted in the “bayanihan” spirit of Filipinos. Lodged in the Negosyo Centers, the BEAMS is equipped with a pool of volunteer mentors with various expertise who are tapped to assist SSFs with their concerns to be able to reach their full potential. This year, the Region has 55 mentors under the program. They are also called upon as resource speakers for KMME and other NC business operations and development trainings.



Canadian Executive Service Organization (CESO)

One of Canada’s leading volunteer-based development organization, CESO in partnership with DTI 4-A, has been assisting MSMEs overcome challenges and prosper as businesses with the help of expert, volunteer advisers. Since 2015, CESO has completed 33 assignments with DTI 4-A.

This year, CESO was not able to conduct face-to-face assignments due to the Taal Volcano eruption and the COVID-19 pandemic. However, as part of the new seven-year partnership between DTI 4-A and CESO, they have identified the ginger and turmeric MSMEs for assistance under the Accelerating Women’s Empowerment (AWE) Program.

A Value Chain Analysis of the industry was conducted in July with Ms. Rita Pilarca, as consultant. Beneficiaries of the program include:

- Bric’s Ventures (Laguna)
- Amazing Foods Corporation (Laguna)
- Sampaloc Agrarian Reform Beneficiaries MPC (Rizal)
- EF Pirote Food Products Manufacturing (Rizal)
- Dinggo-Thelma Enterprises (Quezon)
- John and Ging Agri and Aqua Ventures (Quezon)
- Pasciolco Agri Ventures (Quezon)
- Manell’s Food Products (Cavite)

CONSUMER PROTECTION DIVISION

MONITORING AND ENFORCEMENT OF FAIR TRADE LAWS

The DTI's mandate under the Consumer Act of the Philippines (RA 7390) is to protect the interest and promote the general welfare of consumers, and to establish standards of conduct for business and industry which covers (1) the protection against hazards to health and safety; and (2) the protection against deceptive, unfair, and unconscionable sales acts and practices.

Consumer protection is ensured and maintained through monitoring and enforcement of the following relevant fair trade laws and programs: the Price Act, the Price Tag Law, the Labeling Act, Product Standards Law, Service & Repair Shops Accreditation, Licensing of Contractors, Accreditation of Truck Rebuilding, and the Accreditation of Private Emission Testing Centers.

Monitoring is regularly conducted by the Consumer Protection Divisions (CPD) of the regional and provincial offices to ensure that establishments comply with fair trade laws.

Likewise, enforcement activities are conducted by a composite team of made up of members of the consumer protection divisions of the regional and provincial offices.

Since the start and until the end of 2020, teams have been mobilized for monitoring and enforcement activities particularly during disasters and other emergencies such as the Taal Volcano eruption, the Covid-19 pandemic, and typhoons, including other monitoring and enforcement instructions following memorandum circulars based on IATF resolutions.



SPECIAL MONITORING ON BASIC & PRIME COMMODITIES (PRICE ACT)



86 Firms Monitored for the BNP Price and Supply re Taal Volcano Eruption



276 Firms Monitored on Emergency Monitoring Related to COVID-19 Outbreak



5,557 Monitoring Activities on Construction Materials Price and Supply

MONITORING AND ENFORCEMENT OF FAIR TRADE LAWS

REGIONAL ENFORCEMENT

✓ 11 Firms Monitored

7 Firms Issued Notice of Violations
Batangas 6 • Cavite 1

174 Fire Extinguishers Sealed/Confiscated

₱ 314 Estimated Value

✓ 192 Steel Bar Firms Monitored

✓ All Monitored Firms Compliant

REGIONAL MONITORING

Following ROG Memorandum dated 9/17/20/ re Monitoring of Uncertified Steel Bars

REGIONAL MONITORING

✓ LAGUNA
2 Firms Selling Refrigerator Monitored
*Compliant to RA 4109

✓ BATANGAS
2 Firms Selling Refrigerator Monitored
1 Issued NOV

✓ RIZAL
5 Firms Selling Refrigerator Monitored
*Compliant to RA 4109

FTEB Memorandum dated 11/11/10 re Online Merchants allegedly selling non-certified appliances

✓ 106 Firms Monitored
1 Firm Non-Compliant

✓ 105 Firms Compliant to RA 4109

REGIONAL MONITORING

ROG Memorandum Dated November 12, 2020 on monitoring of other products under mandatory standards

✓ 5,557 Monitoring Activities Conducted for Price Act

✓ 2,028 Monitoring Activities Conducted for Price Tag Law

✓ 125 Monitoring Activities Conducted for Labelling

✓ 500 Monitoring Activities Conducted for Standards Law

✓ 312 Monitoring Activities for Service Repair Shops/ PD 1572

✓ 53 PETC/ RA 879/ DAO 2:2002 Monitoring Activities Conducted

✓ 14 Tobacco Regulation Act Monitoring Activities Conducted

PRODUCT CERTIFICATION SCHEMES (PS & ICC)

The Bureau of Philippine Standards (BPS) and the regional and provincial offices of the DTI implement the product certification schemes for local and imported products to ensure that products for mandatory certification comply with quality, safety, and performance standards. The schemes are covered under the Department Administrative Order No. 04 of 2008 (PS Mark, for local products) and Department Administrative Order No. 05 of 2008 (ICC Mark, for imported products).

Under the Philippine Standard (PS) Certification Scheme (DAO 04:2008), a manufacturer obtains a license to use the Philippine Standard (PS) Quality and Safety Marks for its capability to consistently manufacture products in accordance to an applicable Philippine National Standard (PNS) or an internationally accepted standard.

Under DAO 05:2008, Import Commodity Clearances (ICC) are issued to importers whose shipments of products have been found to conform to the requirements of the applicable PNS or to any relevant international standards.

Conformity to standard is determined on the satisfactory results of the assessment of the quality management system of the manufacturing organization, and the product's conformity to the applicable PNS.



The BPS is currently adopting an online product certification processing called the Product Certification Information Management System or PCIMS. This is an end-to-end online and paperless processing of the Philippine Standard (PS) Quality and/or Safety Certification Mark License and the Import Commodity Clearance (ICC), which facilitates ease of doing business through streamlining and automating the frontline service transactions.

Under this PCIMS, designated consumer protection personnel of the regional and provincial offices are given specific PCIMS accounts to manage and accommodate clients who wish to secure PS, ICC or any other product certifications at their nearest DTI offices. Automatic scheduling of factory audits is likewise embedded in the information system.

In 2020, DTI Calabarzon focused mainly on the PCIMS-related inquiries, advocacies, assistance, and migration of PS licensees to the PCIMS.



12 REQUESTED AUDITS
UNDER R4A PCIMS
ACCOUNT

46 PCIMS-RELATED
INQUIRIES RECEIVED
AND ACTED UPON

79 PCIMS-RELATED
NOTICES ISSUED

9 ICC-RELATED
INQUIRIES RECEIVED

7 CERTIFICATES OF EXCLUSION (ICC-RELATED)
ISSUED UNDER DTI 4A PCIMS ACCOUNT

ACCREDITATION OF TRUCK REBUILDING CENTERS



In line with the DTI's mandate to protect consumers, the Department Administrative Order No. 08 of 2003, also known as the "Guidelines for the Mandatory Accreditation of Rebuilding Centers", was issued. The main objectives are: (1) To assure the public that all rebuilt trucks are safe and roadworthy and meet the standards on exhaust emission. (2) To develop technical and management expertise in truck rebuilding to pave the way for rebuilding programs covering other types of vehicles.

Under the program, the DTI shall validate the rebuilder's processes of restoring a truck unit to its design capacity and efficiency using imported or locally acquired parts and components, including the competencies of the personnel engaged in the rebuilding, to comply with the following Philippine National Standards (PNS):

- PNS 1951:2000 (Road Vehicle – Requirements for Rebuilding);
- PNS 1891:2000 (Road vehicles classification), in particular, categories M3, N1, N2 and N3;
- PNS 1259:1995 (Requirements for repositioning right hand drive to left hand drive on road vehicles).

PNS 1892:2000 (Road vehicles safety belts and restraint system specifications.) It is emphasized that all establishments providing rebuilding services on trucks falling in the categories M3, N1, N2 or N3 under the PNS:1891:2000 shall be accredited by the DTI before they can legally engage in the truck rebuilding business.

Due to the Covid 19 pandemic in 2020, the DTI 4-A accreditation team did not conduct on-site inspections on centers that applied for accreditation. However, all documentary requirements in accordance to DAO 08:2003 were verified and evaluated prompting issuance of temporary or provisional certifications upon completing the requirements. On-site inspections shall resume when conditions permit following guidelines for inspection under the new normal.



**150 VEHICLES
Endorsed to LTO
for Registration**



**2 New Applications
Received**



**9 Imported Vehicles
Inspected**



**27 Inquiries
Received**



**3 Renewal Applications
Processed**



**34 Accredited TRCs
as of 2020**



**4 Prospect New
Applications**



ACCREDITATION OF SERVICE REPAIR SHOPS

Presidential Decree No. 1572 provides adequate protection to safeguard the interest of the public against unethical, unfair and incompetent practice of service and repair enterprises.

Under the decree, DTI, as the lead agency in the accreditation of service and repair shops, conducts site inspections to validate compliance to requirements including those required of its technical personnel engaged in the servicing and repair of motor vehicles, heavy equipment, engine rebuilding and engineering works; electronics, electrical, air-conditioning and refrigeration; office equipment; medical and dental equipment; other consumer and industrial electro-mechanical, chemical and gaseous equipment, machinery appliances or devices.

The decree also specifies that no such service or repair enterprises and technical personnel shall be licensed or permitted to operate in the Philippines without first being accredited by the DTI.



**249 New Applications
Processed**



**1,170 Renewal Applications
Processed**



Pursuant to the Price Act (Republic Act No. 7581), DTI, as one of the implementing agencies, conducts monitoring of prices of basic necessities and prime commodities to ensure that prices are maintained at reasonable levels.

By diligently monitoring wholesale and retail establishments amid calamities, disasters, and the pandemic, price monitors of DTI IV-A ensure that supplies of commodities are available and their prices within the suggested retail prices (SRP) as provided by the manufacturers.

The monitors encode prices in the 'e-Presyo', DTI's online price monitoring system. Its database serves as reference and guide for consumers on the prevailing prices of basic necessities and prime commodities. The system is devised to facilitate ease to both the price monitors and the consumers.

PRICE MONITORING E-PRESYO

Ensuring that basic and prime commodities (BNPCs) remain stable during the pandemic has compelled DTI 4A to rethink about monitoring strategies: it was imperative to consistently gather reliable and updated price data while ensuring the health and safety of the staff.

Amid the fear of exposure to health risks, there is the driving need to accomplish duties and functions. With the availability of the OneDrive applications and internet connectivity along with the good relationships with business establishments, the Online Price Monitoring System (OPMS) was born.

The OPMS is an online price monitoring sheet of Excel format housed in a free-of-charge cloud-based platform where BNPC sellers and encoders can access thru a hyperlink provided to them that each file can only be accessed thru user-specific emails, that is, one file per establishment or LGU encoder.

A test run was conducted in June. An invitation was sent out thru email to 21 business establishments of which seven (7) signified to participate. At the onset, challenges were encountered. First, several big establishments could not access the link due to their own internet restrictions. Also, some companies had only intranet access which means they could only receive emails from within. For some companies, only managers and designated personnel have access to external email. To overcome obstacles, the establishments submit reports thru the email instead of thru the hyperlink. As the OPMS is accomplished on a voluntary basis, close affinity with the LGUs and the business establishments play a critical role in achieving regular submissions of monitoring reports. User manuals were created: one for the price encoders that will use the OPMS hyperlink, the other for DTI Provincial Offices that will be using the system.

DTI-RIZAL'S ONLINE PRICE MONITORING SYSTEM



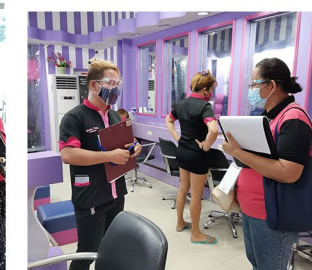
**842 BARBERSHOPS/
SALONS INSPECTED**

INTERAGENCY MONITORING OF STANDARD HEALTH PROTOCOLS

With the release of the Omnibus Guidelines on Community Quarantine (amended by IATF Res. No. 30-A) by the Inter Agency Task Force (IATF) on COVID-19, the DTI/DOLE Interim Guidelines on Workplace Prevention & Control of COVID 19 followed. Also, the IATF, in its Resolution No. 41 Series of 2020 approved the DTI's recommendation to reclassify the barbershop and salon industry, its gradual reopening, and its stringent health protocols.

This was followed by another IATF Resolution released last June, this time the Number 45, Series of 2020, approving the gradual reopening of dine-in food establishments.

Following said IATF resolutions, the DTI Calabarzon mobilized monitoring teams to validate if industries adhere or comply with public health protocols, with the following objectives:



**1,573 DINE-IN FOOD
ESTABLISHMENTS
INSPECTED**



**2,939 ECOZONES/
MANUFACTURING & OTHER
INDUSTRIES INSPECTED**

BAYANIHAN ACT HEAL AS ONE

The existence of a national emergency due to the COVID-19 pandemic and the policies for its response was declared under the Republic Act No. 11469, known as the 'Bayanihan Heal As One Act'.

With reference to Section 4 (aa) of the Act, the DTI issued Memorandum Circular No. 20-12 (MC 20-12) - the "Guidelines on the Concessions on Residential Rent: Commercial Rents of MSMEs".

Consequently, DTI received and acted accordingly on the relevant inquiries and complaints.



**100% OF MEDIATION
WITHIN PRESCRIBED
TIME**



**40 RESIDENTIAL
RENT COMPLAINTS
RECEIVED**



**28 COMMERCIAL
RENT COMPLAINTS
RECEIVED**



**53 COMPLAINTS RESOLVED
THRU MEDIATION WITHIN
PRESCRIBED TIME**

DTI 4-A TAAL QUICK RESPONSE TEAM



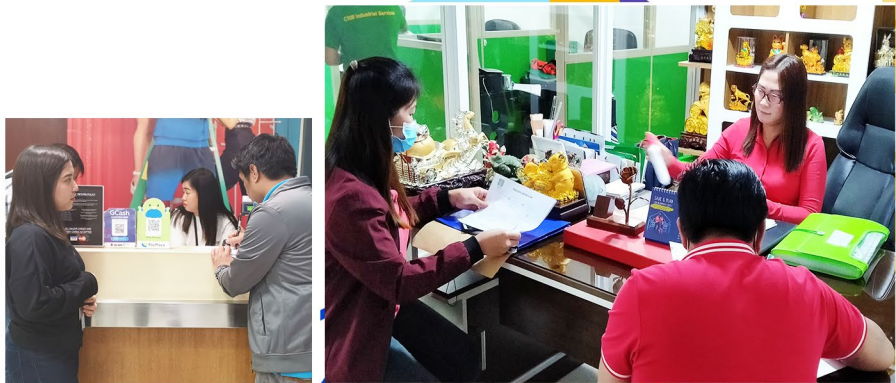
The Bagwis Program aims to promote and foster the highest level of business ethics, and advocates for a fair and honest marketplace through voluntary self-regulation and service excellence.

The program gives due recognition to establishments that uphold the rights of consumers and practice responsible business where consumers get value for money.

Business establishments that provide enhanced products or services to consumers achieve higher customer satisfaction which leads to lesser consumer complaints.

It was a big challenge for DTI 4-A to exceed the previous year's accomplishment since it had the highest number of Gold Bagwis awardees in 2019. Moreover, there was a tougher challenge for assessors to conduct audits on Bagwis applicants considering the high risks they have to take at the height of the COVID-19 pandemic. Although targets were not attained in 2020, they were considered achievements considering the constraints the pandemic have caused.

BAGWIS PROGRAM



BATANGAS
6 GOLD



CAVITE
5 GOLD



LAGUNA

9 GOLD
11 SILVER
1 BRONZE



QUEZON

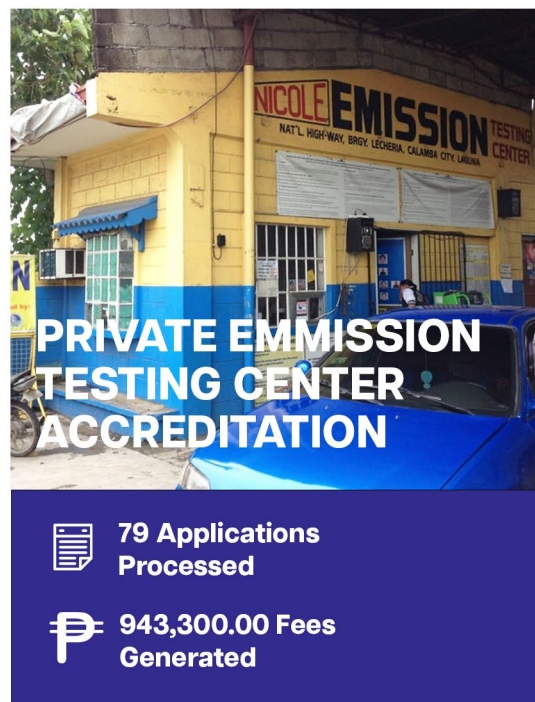
3 GOLD
5 BRONZE



RIZAL

25 GOLD





Private Emission Testing Centers (PETC) are facilities to determine the level of motor vehicle emissions whether in conformity to the standards set by the Republic Act 8749, otherwise known as the Philippine Clean Air Act.

The DTI, jointly with the DOTR and the DENR, is mandated to promote, develop and professionalize the emission testing business to assure customers of reliable, ethical and competent services consistent with set standards under the R.A. 8749. Motor vehicles are required to undergo measurements of emissions and found compliant prior to vehicle registration renewal at the Land Transportation Office.

To ensure that PETCs remain operational and continue to render services during the period of community quarantine, the DTI issued Memo Circular 20-40, granting those PETCs with expiring certificates of accreditation and those located in areas under quarantine with a 60 days grace period to renew their accreditation. The count of the 60 days grace period shall start after the lifting of the General Community Quarantine (GCQ) where a PETC is located.

The DTI shall resume its monitoring and enforcement activities upon the lifting of the community quarantine to ensure compliance to the accreditation/authorization requirements. To date, there are 212 accredited Private Emission Testing Centers in CALABARZON.

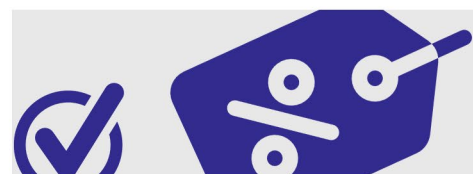
SALES PROMOTION ACTIVITIES

Sales Promotion is a strategy in marketing to persuade the consumers to avail the products and services of while promising additional benefits, at the same time boosting sales of the product or service. It is a deal that works for everyone, a win-win situation.

2020 was a tough year for most businesses. During the first quarter of the year, the IATF issued health protocols that prohibited establishments from holding sales promotion activities, resulting to a drop of more than half of the number of applications in the year 2019 at the Regional Office.

Under the new normal, it is strongly encouraged that sales promotion permit applications be accessed through online means to avoid the risk of contracting COVID-19.

SALES PROMOTION APPLICATIONS PROCESSED PER PROVINCE



230 SALES PROMOTION APPLICATIONS PROCESSED IN REGIONAL OFFICE

DISKWENTO CARAVAN

Diskwento Caravan is a public service of DTI in partnership with the big manufacturers and distributors of basic necessities and prime commodities. Its aim is to make available goods to the public at a lesser cost.

Before the COVID-19 pandemic, life has already been rough for most Filipinos and became harder during its existence. However difficult it is for the general public, there will always be institutions that would think of ways to help minimize the hardships of the people.

Thus, DTI and partner firms have continually worked hand in hand in serving the people through organizing the Diskwento Caravan to alleviate the burden of the public.



13 DISKWENTO CARAVANS CONDUCTED



2,164,053.44 TOTAL SALES GENERATED



213 BARANGAYS SERVED



5,383 HOUSEHOLD BENEFICIARIES



89 PARTICIPATING MANUFACTURERS/ RETAILERS



INCREASING CONSUMER AWARENESS THROUGH FACEBOOK PAGE

Through the Facebook page “Calabarzon Konsumer Proteksyon,” more consumers are being reached by DTI to spread awareness. It now serves as an extension of DTI Offices. With just a simple click of a mouse and tap of a keyboard, consumers may convey their issues with ease, especially during the peak of COVID-19 pandemic when people are confined in their homes. One of the most used means of communication is social media.



E-C.R.E.A.t.E

Despite the Covid 19 pandemic, the DTI-Cavite particularly the Consumer Protection Division (CPD) has never stopped empowering consumers thru the delivery of various activities related to consumerism. Amidst the crisis where people want to limit face-to-face intervention, the CPD-Cavite team explored strategies in reaching and educating consumers under the “new normal”.

In celebration of the Consumer Welfare Month in October 2020, the Consumer Protection Division lined-up several advocacy activities to promote consumer awareness thru various social media and digital platforms through the E-C.R.E.A.t.E (Caravan to Reach, Educate & Advocate to Enhance) Consumer Awareness Program. Among the activities conducted were the digital Consumer Welfare Month (CWM) kick-off, webinars and information blasts thru the use of different digital media collaterals.

Caravan to Reach, Educate & Advocate to Enhance Consumer Awareness

Consumer Welfare Month Provincial Kick-off

- CPD-DTI Cavite
- October 01, 2020 via zoom
- 3,400 Reach
- 1,478 Engagement

Awareness Seminar on RA 7394, (Consumer Act of the Philippines), and the Consumer Rights and Responsibilities

- CPD-DTI Cavite
- October 9, 2020 via zoom
- 8,500 Reach
- 585 Engagement

Product Standards and Conformance Seminar

- CPD-DTI Cavite
- October 14, 2020 via zoom
- 3,100 Reach
- 595 Engagement

Webinar on RA 9994: Senior Citizen's Discount on BNPCs

- CPD-DTI Cavite
- October 16, 2020 via zoom
- 2,800 Reach
- 595 Engagement

The program was a huge success reaching more than 8,500 participants in 1,478 engagements, videos of which can be viewed continuously at DTI-Cavite's FB page. Some of the participants came from Pampanga, Bataan and even from Korea. In the celebration of Consumer Welfare Month, DTI Cavite was also able to accomplish nine (9) other consumer advocacy programs

Information Caravan

To drum-up consumer awareness in the celebration of Consumer Welfare Month, DTI Cavite conducted an information caravan last October 08, 2020 dubbed as “Matatag na Negosyo at Konsumerismo Tungo sa Bagong Ngayon”. A vehicle with a public address system playing the Consumer Protection Group (CPG) jingle “Dapat Tama, Dapat Tapat” went around the four key cities of the province to arouse awareness of consumers and the MSMEs as well on the ‘Consumer Act of the Philippines’, ‘Consumer Rights and Responsibilities’, and other fair trade laws. Information materials on the relevant policies and laws were also distributed to partakers.

The places visited by the info caravan:

- Zapote Public Market
- Bacoor City Hall
- Imus City Hall
- Imus Public Market
- Central Mall, Salitran, Dasmariñas City
- Dasmariñas City Hall
- Kadiwa Area, Dasmariñas City
- Crossing Silang, Tagaytay City
- Tagaytay City Hall
- Crossing Mendez, Tagaytay City

CONSUMER COMPLAINTS

Consumers have asserted their rights by filing complaints through DTI IV-A offices and their numbers are significantly increasing as the campaign for awareness concerning consumer rights and responsibilities has been conscientiously carried out by DTI IV-A amid natural calamities and the COVID-19 global pandemic.

There has been a dramatic increase in the number of consumer complaints last year compared to the previous years. The surge of complaints was brought by the transition to online shopping to avoid face to face transactions due to the very high health risks.

The year 2020 was the time where our ability to adapt to change to the ‘new normal’ was tested. It was the time that ‘virtual mediation’ was devised in resolving complaints, which, at the same time, brought ease to all the parties involved.



1,756 COMPLAINTS RECEIVED



SERENADING PLANET EARTH 2020

Regional Song Writing and Music Video Competition



Serenading Planet Earth 2020, or SPE for brevity, is probably DTI's best year-end activity amid the worsening dual global crisis – Climate and Pandemic Crisis. SPE was a song-writing and music video competition in support to National Consumer Protection Program and Sustainable Development Goal 2030. The event aimed to engage the young gens in promoting responsible consumption and/or sustainable production using MUSIC as a medium. It also sought to set the stage for sustained leadership & involvement of the young gens from different fields of disciplines in shaping public and business policies regarding sustainable solutions.

E-COMICS MAKING CONTEST

In spite of the Covid-19 pandemic, the DTI 4-A celebrated the 2020 Consumer Welfare Month with the themed "Sustainable Consumer is the New Normal". This means that DTI would give emphasis on the calls for responsible recovery of the various economic sectors while integrating sustainability in the formation of new norms.

The celebration of the 2020 Consumer Welfare Month was done virtually due to the community quarantine. Among the highlights of the celebration was the holding of a nationwide competition on Digital e-Comics initiated by the DTI-Consumer Protection Group. The competition aimed to encourage college students to create an electronic comic book through the use of digital technology to raise awareness on consumer programs and address consumer-related issues and concerns.

On October 19, 2020, DTI Provincial Offices held simultaneous provincial competitions on DTI E-comics-Making Contest. The winners of each province competed in the regional competition.

October 20, 2020, the Regional eComics-Making Contest Finals was held through Zoom conference. Mr. Raymond S. Castillo of Maryhill College, Inc. of Lucena City, Quezon emerged as the champion with his entry "The Sustainable Consumer". He received Php7,000 worth of gift certificates and a certificate of recognition. His winning entry competed in DTI national level competition.

CHAMPION

The Sustainable Consumer
Maryhill College, Inc, Lucena
City, Quezon



1ST RUNNER-UP

The Responsible Juan
FAITH Colleges

2ND RUNNER-UP

KONSU'MO
University of Rizal System
-Angono Campus

PROVINCIAL OFFICES' BEST PRACTICES

DTI BATANGAS

In order to cope with the new normal situation amid the pandemic while providing the quality service to the public, the Administrative and Financial Management Unit imposed protocols for safety purposes and organized the Provincial Office set-up.

1. No face mask and face shield, No entry.
2. The security guard will be checking the temperature of everyone entering the office and alcohol will be provided upon entrance (for clients and staff).
3. All clients will be asked to log in and out from the office log book.
4. All staff of the Provincial Office will be asked to log in to the Stay Safe Ph App upon entrance to the Provincial Office
4. Additional PPEs will be provided for the staff such as face shield, gloves, face mask, and alcohol.
5. Limited number of clients will only be allowed to enter the Provincial Office simultaneously.

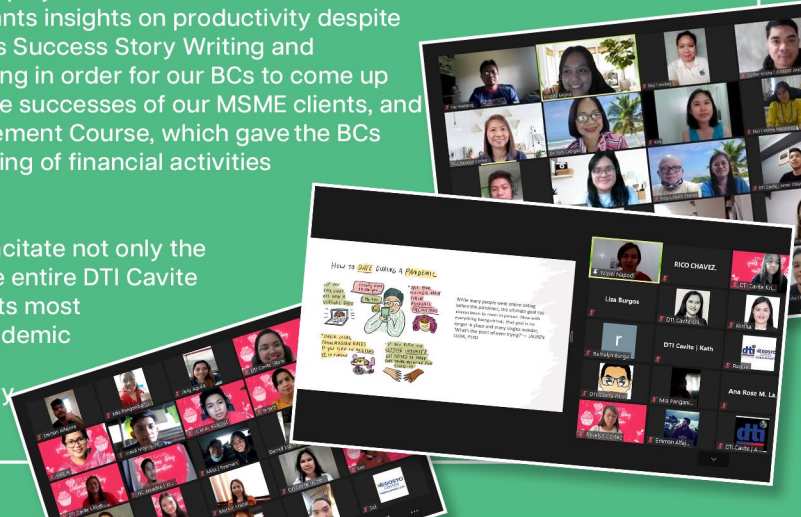


DTI CAVITE

As Negosyo Center plays an imperative role in the development of MSMEs, the need to upgrade and standardize competencies of Business Counselors remain to be the top priority of the DTI.

For this year, DTI Cavite conducted a number of activities for its Negosyo Center Business Counselors, Account Persons, and Project Coordinators. These included Employee Motivation Webinar, an activity which gave the participants insights on productivity despite the pandemic, Effective Business Success Story Writing and Reporting, a much-needed training in order for our BCs to come up with better documentation on the successes of our MSME clients, and the SBCC 105 - Financial Management Course, which gave the BCs advance knowledge in the planning of financial activities and resources of an enterprise.

The said activities aimed to capacitate not only the Business Counselors but also the entire DTI Cavite staff to effectively serve its clients most especially during the time of pandemic when Business Information and Advocacy Services are necessary.



DTI QUEZON

Prior to the declaration of a lockdown due to the COVID-19 pandemic, DTI Quezon, in partnership with the DTI 4-A, Provincial Government of Quezon, Office of the Provincial Tourism, SM City Lucena, and private partner A.G.E Communications, staged the 1st Quezon Chocolate Festival: I Love Cacao with optimism and influenced changes in the Cacao Industry scenario. This event brought the stakeholders in the supply and value chain of the Cacao Industry in the province with SM City Lucena providing the marketing promotion platform in one venue from 12-16 February.

As the first Cacao Industry promotion in the Quezon Province, this provided awareness to what is being done in addressing the global shortage in cacao by our enablers, farmers, food processors, traders, and private sector partners to improve the business climate towards sustainable chocolate and contribute to social, global environmental issues.

More than a hundred of guests, visitors, participants, and shoppers graced the opening salvo. The Festival featured 23 MSMEs, majority from the Quezon Province, with guest exhibitors from the Provinces of Batangas, Cavite, and Laguna.

The plenary session called Cacao Talks featured experts in Cacao Farming, Cacao Wine Processing & Manufacturing, with a special setting for the Cacao Story exhibit and video walls. The festival also featured cultural food, snacks and drinks from regional and local traders plus live music, dances, and presentations performed by local artists. The event was featured on GMA 7's Unang Hirit with Love Añover on 12 February.



DTI LAGUNA

To widen the reach to the public and increase MSMEs and consumer awareness, DTI Laguna collaborated with respective Local Government Units (LGUs) and other government agencies to provide relevant programs and services to the target audience.

With limited budget and strict implementation of health protocols amidst the COVID-19 outbreak, DTI Laguna tied up with the Provincial Government of Laguna, particularly the Youth Development Affairs Office, Special Livelihood Office, Sangguniang Kabataan, and the Association of Youth Development Officers of Laguna to launch and implement the Youth Entrepreneurship Program to engage the youth in entrepreneurship and help them cope with the problem of massive economic recession.

The partnership with LGUs also resulted to the reactivation of the 30 Local Price Coordinating Councils (LPCCs) in their respective cities and municipalities. Through the LPCCs, DTI Laguna has a closer watch to the price and supply situation of the Basic Necessities and Prime Commodities in the province. Moreover, three (3) runs of Diskwento Caravans became possible, despite the pandemic and calamities that hit the entire nation, resulting to the generation of Php 897,860.67 sales and serving of 459 consumers.

In addition, cargo flows became easier and smother through active collaboration with the Philippine National Police (PNP) and LGUs. A total of 41 cargo flow and movement/checkpoint concerns were acted upon and coordinated with the PNP, Department of Interior and Local Government, and LGUs.





DTI RIZAL

Recognizing e-commerce's role as great equalizer in offering boundless opportunities and possibilities to benefit the MSMEs, the DTI Rizal through the 16 Negosyo Centers took initiatives of assisting MSMEs to innovate their businesses further. The DTI Rizal, in partnership with the Rizal START UPS, T & C Logistics, and the Samahan ng mga Rizaleño sa Sektor ng Agrikultura at Pagkain (SARAP), Inc., launched the Project INSPIRE or the Integrated Nurturing Services to Promote and Improve Rizaleños E-Commerce last 30 July in time for the celebration of the MSME Month. This E-Commerce Platform via www.tindahangrizaleny.com is for MSMEs to support the promotion of the widespread adoption of e-commerce in the Province.

The marketing platform provides Rizal MSMEs viable option through e-commerce to improve their business and encourage them to reach out new markets through the digital marketplace. Moreover, it provides more access to market for local businesses to introduce their products to a broader domestic and global markets with the use of technology.

This virtual store, strongly supported by the Rizal Provincial Government and Rizal Exporters and Manufacturers Association, Inc. (REMAI), features a wide array of quality products such as holiday and houseware décor, wearables, furniture, natural and organic products, and fresh and processed food products from 13 Municipalities and 1 City of the Rizal Province.

Aside from the online store, the DTI Rizal conducted a Virtual Trade Expo, entitled Tindahang Rizaleny Virtual Trade Expo, on 9-11 December in partnership with PLDT KAASENSO to showcase innovative and quality products solely manufactured in the province of Rizal. Furthermore, the prototypes of OTOP NG 2020 Beneficiaries were launched during the opening program.

OFFICE OF THE REGIONAL DIRECTOR

Planning Sessions & Meetings



6 EXECUTIVE COMMITTEE MEETINGS CONDUCTED

EXCOM meetings are conducted primarily to cascade information and updates from quarterly and special ROG MANCOM meetings and if the Regional Director finds it necessary. Emergency EXCOM meetings were related to the Taal volcano eruption, COVID-19, and typhoons.

JAN	FEB	MAR	MAY	AUG	NOV
17	11	10-11	4	25	20

4 REGIONWIDE MANAGEMENT COMMITTEE MEETING

JAN	MAY	JUL	OCT	DEC
22-24	15	3	6	18

4 PLANNING OFFICERS' MEETING CONDUCTED

AUG	OCT	OCT	NOV
7	2	14	5

YEAR-END MANAGEMENT COMMITTEE MEETING

The DTI 4-A held its Year-End Expanded Management Committee Meeting on 18 December via Zoom video conference. It was presided over by Regional Director Marilou Q. Toledo and attended by Assistant Regional Director Marissa C. Argente, all the DTI 4-A Provincial Directors, the Regional and Provincial Division Chiefs, and the Program Focal Persons.

Part of the main agenda was a review of the January to November 2020 DTI 4-A Performance where eleven of the region's Organizational Outcomes (OOs) Performance Indicators (PIs) exceeded its respective annual targets while four (4) indicators just met within 90% to 100% of the targets. In terms of the Performance Governance System (PGS) Scorecard, 11 strategic measures surpassed the yearly targets while 14 measures hit within 90% to 100% marks, and only two (2) measures were below 90% of the target but expected to achieve the target by the end of December.

Moreover, the Provincial Directors presented their Best Practices amidst the pandemic by implementing the major programs such as the MSME Development, Industry Development, Consumer Protection and Consumer Education and Advocacy, Accounting and Finance Management, and Disaster and COVID-19-related Interventions.

On the other hand, the Regional Division Chiefs presented the 2020 Major Milestones of the Programs and Projects being handled.

Freedom of Information

In line with the constitutional mandate upholding the right to freedom of information and implementation of full public disclosure of all its transactions involving public interest, the DTI 4-A is committed to release information to the public involving public interest, subject to limitations as provided by the Constitution, applicable laws, rules, regulations and procedures, such as Republic Act (RA) No. 10173, otherwise known as the "Data Privacy Act," and the List of Exceptions approved by the Office of the President, among others.

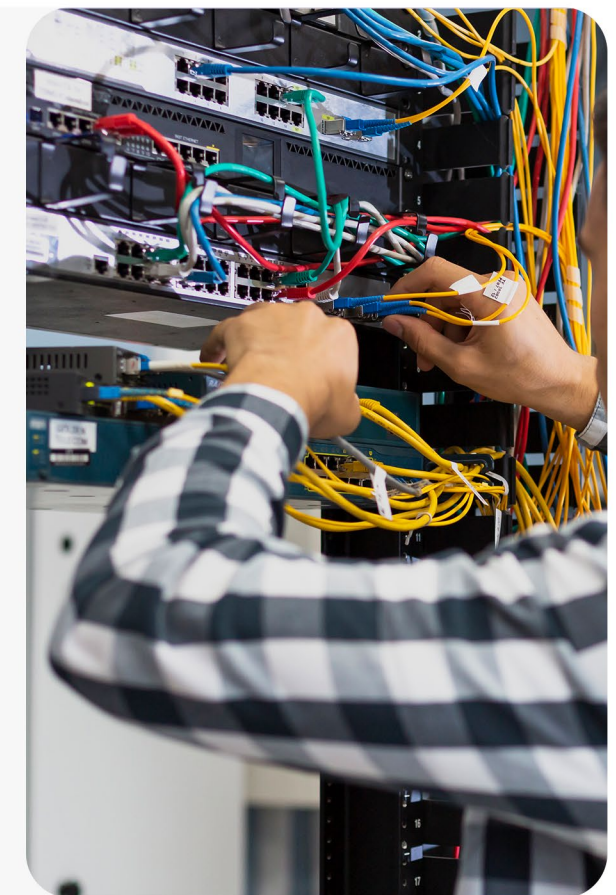
This year, the DTI 4-A received and processed 11 FOI requests within 15 working days following date of receipt of the request.



Upgrade of Wireless Access Point and POE Switches Project

As part of the DTI Information Systems Strategic Plan, the DTI 4-A and its Provincial Offices received 19 units of access points and six (6) units PoE switch. The project aims to facilitate faster and mobile access to online information for internal users in the DTI 4-A Building through upgrading of wireless network.

An Orientation for the installation of these network equipment was conducted on 13 March. It was attended by the Provincial and Regional IT Officers and facilitators from the DTI-Information Systems Management Service (ISMS). The activity focused on technical orientation of wireless access points and PoE switch, Office 365 refresher, security awareness, and inspection of integrated data center cabinet.





Pasa-Love

300 views



DTI Regional Operations Group

SUBSCRIBE 2.0M



Pasa-Love

300 views



DTI Regional Operations Group

SUBSCRIBE 2.0M

Pasa-Love: A Youtube Project of the DTI-ROG

The DTI 4-A is incessantly responding to the needs of the businesses hard-hit by the COVID-19 pandemic through its programs and interventions, intensifying its campaign to promote and support all the products and services crafted by the CALABARZON MSMEs.

Thus, the DTI 4-A produced two videos: 1) CALABARZON Cravings, featuring food products of 25 MSMEs and 2) Choose CALABARZON, featuring non-food products of 25 MSMEs in the region. The videos were uploaded via the DTI YouTube Channel under the DTI Regional Operations Group “Project: CHRISTMAS SPECIAL (Pasa-Love). Its goals were to: 1) advocate and promote “Buy Lokal” to help MSMEs/OTOPreneurs in the CALABARZON region stay economically afloat amidst the pandemic; 2) intensify the use e-commerce platform among MSMEs; and 3) increase the number of viewers and subscribers of the DTI Youtube Channel and all social media outlets.

Ms. Vivien Faye J. Iligan, a famous Youtube Influencer with over 2 million subscribers and a member of Team Payaman, partnered with DTI 4-A to promote the region’s food and non-food products.

As of December 2020, a total of PhP195,599.50 revenue was generated through the Pasa Love Campaign.



The Department of Health (DOH) and the Presidential Communications and Operations Office (PCOO), on behalf of the Interagency Task Force for the Management of Emerging Infectious Diseases, conducted a nationwide information campaign to address the continuing transmission of COVID-19, called “BIDA Solusyon sa COVID-19.” The campaign aims to encourage change in behavior and mindset among the target audience as the nation goes into post-quarantine and adopt a new normal.

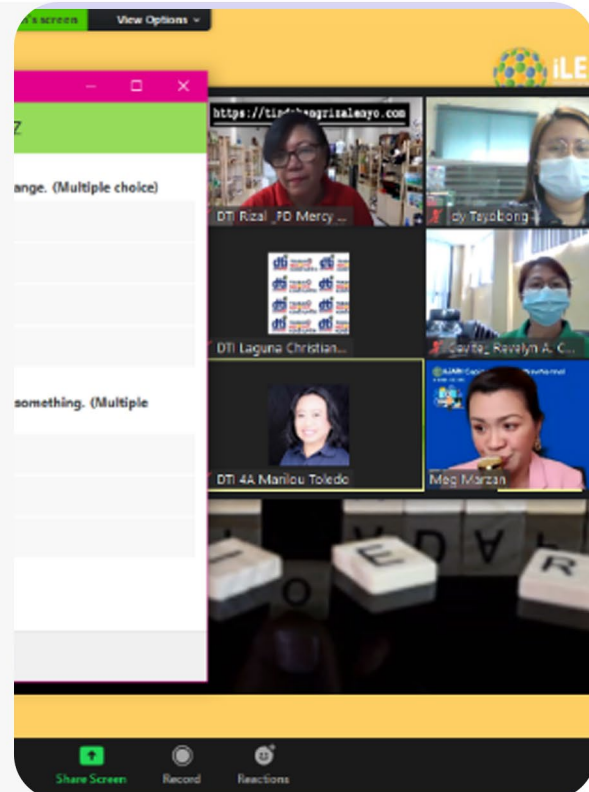
The DTI 4-A participated in the campaign by sharing posts/information materials through its official social media accounts to encourage the Filipino people to take an active role in the fight against the pandemic.

ADMINISTRATIVE & FINANCIAL MANAGEMENT DIVISION

Learning & Dev't

As we all adjust to the new normal, the recent travel bans and social distancing have made it impossible to conduct face-to-face trainings or meetings. Although we are in the middle of a pandemic, it is still equally important for employees to regularly enrich their knowledge or upgrade their competencies to meet expected performance levels and to continue delivering effective public service.

Amidst the ongoing community quarantine in the region, through the persistent effort of the HR section, all employees were capacitated to cope with the new normal through the conduct of e-learning or webinars making learning relatively more accessible in the comfort of each participant's home. The in-house trainings comprised topics on Webinar on Coping with the New Normal: Adaptability Skills Enhancement Mental & Physical Health Awareness; Webinar for Drivers; and Online Capacity Development Session on Mediation, Enforcement and Adjudication from March onwards.



Virtual Human Resource Merit Promotion and Selection Board Interviews

In compliance with the declaration made by President Rodrigo R. Duterte on the Community Quarantine (CQ) all throughout CALABARZON due to the COVID-19 Pandemic, the HRMPSB has migrated the face-to-face panel interview into a videoconferencing interview via Zoom with the interest of safeguarding the health and safety of the members and its applicants since March.

The execution of virtual interviews was one of the major transitions of HR to the new normal. Aside from that, the psychological assessment of applicants was implemented through the Remote Online Test Administration facilitated by the Vanguard Assessments and Behavioral Dynamics, Inc.



Virtual Oath-Taking Ceremony and Orientation of Newly Hired and Promoted Employees

The pandemic would not hinder the HR section from carrying out its activities to ensure that employees, especially the newly hired, were fully-equipped with the knowledge required by their roles.

The Virtual Oath-taking Ceremony and Orientation of Newly Hired and Promoted Employees last 08-09 October was conducted by the AFMD, primarily initiated by the HRMO III Joan E. San Jose in compliance with the requirements of the Civil Service Commission, as part of the hiring and appointment process. The program was composed of two parts: the Oath-Taking Ceremony, in which employees solemnly stated their oath of office repeating after the Regional Director Marilou Q. Toledo as the appointing officer, and the Orientation proper, in which topics on Human Resource Matters, Division Overviews (AFMD, IDD, SDD and CPD), and ISO 9001:2015 were discussed.

Online Daily Time Record (DTR) / Alternative Work Arrangement (AWA)

This can be tough times, but it is during these times that the people need the government to be effective and responsive to people's needs. The implementation of the alternative work arrangement (AWA) has ensured that the office continued to fulfill its mandate amid the pandemic, while protecting the health and safety of employees.

The Civil Service Commission (CSC) has made available multiple alternative work arrangements that government agencies can adopt while the entire country is placed under a State of Public Health Emergency due to the COVID-19 pandemic. DTI 4-A adopted work arrangements which is a combination of work-from-home (WFH) and skeleton workforce (SWF). Divisions with critical functions, such as the front-line and support services, have ensured that a skeletal workforce was present at the workplace for daily continued operations and service delivery.

Timekeeping for employees' reporting to work was registered through the usual bundy clock login. On the other hand, for those authorized to work-from-home, the official time in and out was manually encoded on the Online DTR created and uploaded by the HR Section on the OneDrive Shared Folder. The Online DTR was approved by the head of the division at the end of the month, copy furnished the HR.

Use of QR Code – Health Clearance Checklist

The AFMD initiated the implementation of QR code scan for COVID-19 health check regionwide last September. The QR code registration of health information initially covered all employees of the DTI 4-A Regional Office and Provincial Offices. Then, considering its ease of use, it was required for all visitors and clients of all DTI 4-A Offices.

The move followed the Interim Guidelines on Workplace Prevention and Control of COVID-19. The QR code can be quickly read by a mobile phone and gathers pieces of information relevant to determining COVID-19 signals of asymptomatic or symptomatic individuals entering DTI 4-A premises. It supported the safety and health protocols of workers under the new normal work settings. Moreover, this innovation quickly addressed the need for a faster process cycle time in assessing and monitoring the results for quick detection and institute control on the spread of COVID-19 in the workplace.



PUBLIC PROCUREMENT IN THE NEW NORMAL

The hit of pandemic across the globe has been a challenge both in government and private sectors. In order to continue operations and to restore economic activities, many industries have modified processes towards the new normal. In spite of the challenges, the pandemic opened the opportunity for different sectors to become more resilient and innovative. Hence, DTI 4-A continued its commitment in providing government programs for Micro, Small, and Medium Enterprises (MSMEs).

This year, the DTI Pangkabuhayan sa Pag-Bangon at Ginhawa (DTI-PPG) and the Livelihood Seeding Program – Negosyo Serbisyo sa Barangay (LSP-NSB) were the two (2) major programs implemented providing resources for affected businesses and populace as well as business development assistance in barangay levels. The Regional Bids and Awards Committee (RBAC) has facilitated the public bidding through combination of traditional and electronic platforms. The meetings were conducted via video conferencing beginning from pre-procurement conference to post-qualification process in compliance with minimum health standards while the bidding documents were still submitted in sealed and signed hard copies.

The table below shows the procurement details:

Project Title	End-User	SCRB/LCRB	ABC	Contract Price	Savings	Total No. of Days*
Supply and Delivery of Customized Gift Certificates for DTI-PPG	DTI Batangas Provincial Office	Sodexo Benefits and Rewards Services Philippines, Inc.	Php 12,448,000.00	Php 12,448,000.00	Php 0.00	47 calendar days
Supply and Delivery of Sari-Sari Store Livelihood Kits for LSP-NSB	DTI Laguna Provincial Office	Pure Gold Price Club, Inc.	Php 1,610,000.00	Php 1,610,000.00	Php 0.00	37 calendar days
Supply and Delivery of Livelihood Kits for LSP-NSB	DTI Quezon Provincial Office	Metro Retail Stores Group, Inc.	Php 1,527,500.00	Php 1,300,869.35	Php 226,630.65	35 calendar days
Supply and Delivery of Customized Gift Certificates for DTI-PPG (Repeat Order)	DTI Batangas Provincial Office	Sodexo Benefits and Rewards Services Philippines, Inc.	Php 1,200,000.00	Php 1,200,000.00	Php 0.00	22 calendar days

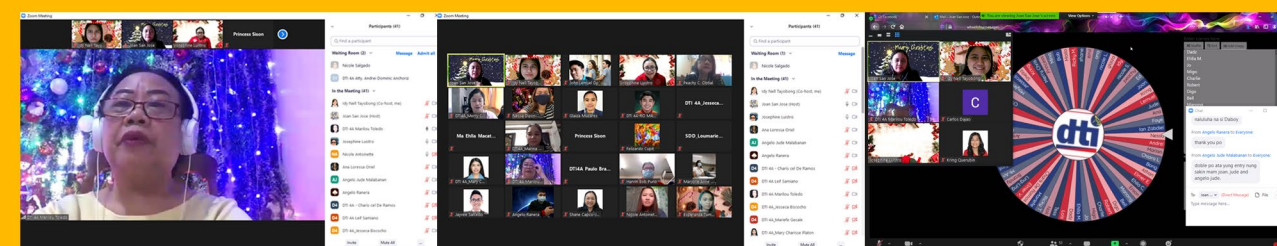
*Pre-Procurement Conference to Notice to Proceed

In addition, the Regional Bids and Awards Committee also facilitated the public bidding for security and manpower services of DTI Regional and Provincial Offices for CY 2021 as part of early procurement activities.

REGIONAL OFFICE'S VIRTUAL ASSESSMENT ACTIVITY

One of the core systems of PRIME HRM is the Performance Management which purposed to allow the company to assess the importance and productivity of employees' efforts and to help employees improve their own roles.

On 28 December, the Regional Office's Virtual Year-End Assessment Activity was conducted to look at what has been done from the previous year and evaluate accomplishments and performances. The activity was an avenue to address any points of interest and possible goals for the following year. The participants were able to discuss accomplishments from CY 2020 and targets for CY 2021, enhance feeling of belonging and commitment, improve interactions among members of the organization, and manifest DTI core values namely creativity, competence and synergy by participating in virtual games and presentations.



DTI CAVITE VIRTUAL CHRISTMAS CELEBRATION

DTI-Cavite virtually conducted its Christmas party on 18 December with the theme "Celebrating ChristMASK in the New Normal." It was attended by employees and retirees of DTI-Cavite with special guests, ARD Marissa Argente and Ms. Teresita Gonzaga.

The program started with a costume contest called the "Head Dress Spotlight" where everyone showcased their headdress' inspiration. It was followed by the virtual group and individual games, a comic video presentation contest, and virtual exchange gift.

The celebration was a success. Everyone in the DTI Cavite Family was able to have fun virtually.



DTI LAGUNA

VIRTUAL CHRISTMAS PARTY

Coinciding with the Year-end Assessment, the DTI-Laguna Provincial Office held its Virtual Christmas Party on 29 December. It may be a different gathering from the years past, but the office made sure that everyone was present and digitally connected. Facilitators have prepared exciting activities and games that staff can enjoy and gain prizes. Everyone has changed their zoom backgrounds into a merrier format and some even had their Christmas attires on. It was indeed a moment of fun and a celebration of life.

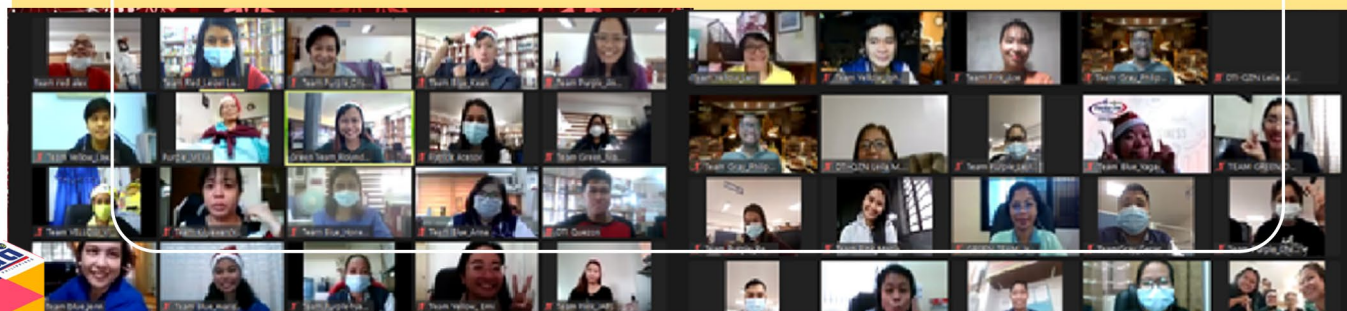


DTI QUEZON

YEAR-END ASSESSMENT CUM CHRISTMAS PARTY

It is the DTI's regular activity to conduct a Year-end Assessment for the Organization to be able to evaluate the past performances of every Division and be aware on their accomplishments based on the targets that were set before the start of every year. Part of the assessment is also to provide action plan and applicable steps to be able to achieve beyond its targets.

Amidst the pandemic, the DTI-Quezon Provincial Office was able to conduct its first Virtual Year-End Assessment and Year-End Party via Zoom on 21 December. The activity was participated by 17 regular staff and 37 Contract of Service including Business Counselors, Special Program Support Staff, and Negosyo Checkers. During the activity, every Division discussed their percentage of accomplishments based on their targets and discussed other remaining activities for the year. Moreover, part of the event was the regular Recognition of Employees, both regular and contractual based on their performances showing DTI's Core Values of Passion, Integrity, Competence, Creativity, Synergy, and Love of Country.



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