



2021 ANNUAL REPORT

DEPARTMENT OF TRADE AND INDUSTRY
NATIONAL CAPITAL REGIONAL OFFICE

'Yan ang Serbisyonig Higit Pa sa Inaasahan!





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Message from the REGIONAL DIRECTOR

For another year in a row, the Department of Trade and Industry-National Capital Regional Office is once again ending the year on a strong footing. A review of all our accomplishments would reveal that despite the challenging times that are upon us, the office, nevertheless, managed to deliver on its key objectives and targets for the fiscal year 2021. We take pride in this knowing that even with the limitations, we still emerged successful.

We have finished the year with solid results in almost all of our key result areas. Foremost among these are the total number of MSMEs assisted where we managed to assist a total of 26,069 entrepreneurs. Of this number, 16,345 came from our “Priority Industries” the majority of which are from the tourism sector, while a considerable number came from Furniture and Home Styles, and Transport and Logistics sectors. To top it off, we managed to help 9,210 MSMEs do e-commerce with 825 joining our very own NCR MSME Online Lounge.

Also among the highlights of this year is the establishment of two new Negosyo Centers in Taguig and Pateros. With these two additional NCs, there are now a total of 19 centers serving the capital region. What makes these two new NCs very significant, however, lies not in the number but in the fact that, with these additional NCs, all 17 cities and municipalities in the NCR are now served by at least one NC. We thank the leadership of these LGUs for helping us realize this goal.

We continue to improve the implementation of our banner programs to help achieve our goals. In this field, we have so far made good progress. We are, thus, very pleased to report very encouraging numbers. In particular, we provided hundreds if not thousands of livelihood kits under the PPG and LSP-NSB programs to many MSMEs distressed by calamities; maintained the operation of 10 Shared Service Facilities; enrolled 96 KMME mentees. Meanwhile, we also gathered 496 participants for our Youth Entrepreneurship Program (YEP)-our third year of championing the program. This is not to mention the hundreds of training runs we conducted throughout the year.

Also in 2021, to boost the competitiveness of the region, we revived and adopted the Regional SME Development Council-NCR. This was followed by the holding of the Regional Competitiveness Agenda Consultation workshop and the creation of the Regional Competitiveness Program Committee (RCPC). All these interventions contributed to the participation of 17 out of 17 cities and municipalities in this year’s CMCI program.

From these measures, we can say that, indeed, we had a good year. This is of course due in no small part to the men and women who worked tirelessly to ensure that these programs are on track. Thus, I thank our staff in DTI-NCRO for their unwavering support and dedication to our shared goal of promoting our MSMEs in every way we can. Hence, to help them in performing their tasks we have taken measures to enroll them in capacity-building interventions. We are pleased to report that we have capacitated 100% of our employees through the many trainings and seminars we offered to them.

These are but a few of the many things we have done throughout the year. In retrospect, we have done so much to be proud of. Yet, there is so much more work to do. And while I congratulate each of our team members for the things we have thus far accomplished, I dare add: Do not rest on your laurels, we can do so much more.

We in DTI-NCRO are very honored to have been given the opportunity and privilege to further the interests of our MSMEs, as reflected in this Annual Report. We thank all of those who in one way or another, contributed to this success. We promise to do even better this 2022.

Thank you and Mabuhay!

- Marcelina S. Alcantara

Performance Governance System Scorecard

Total Number of MSMEs assisted
in the Priority Industry:

16,345



1,521

Agri-Business



7,417

Tourism



141

Chemicals



529

Auto and
Auto Parts



2,834

Furniture/
Garments/Creative



494

Electrical and
Electronics



74

Tool / Die Iron & Steel



4

Shipbuilding/RORO



986

Construction



1,606

Transport and
Logistics



739

IT/Business Process
Management/
E-Commerce

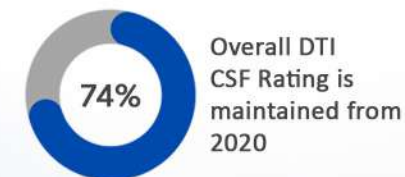


Client Satisfaction Feedback Survey

DTI - National Capital Regional Office

The survey on the Client Satisfaction Feedback for FY 2021 performance was administered by the Planning Management Service (PMS) last February 2022 through Office 365 forms.

The breakdown of responses for the overall satisfaction in NCRO are shown below.



Client Satisfaction Feedback
NCRO: FY 2020 vs. FY2021



NCR LGUs dominates Cities and Municipalities Competitiveness Index

Local Government Units (LGUs) from the National Capital Region dominated the list of the most competitive cities in the Philippines in the recently concluded Cities and Municipalities Competitiveness Index (CMCI) held last December 14, 2021.

Quezon City, last year's CMCI Hall of Famer, again emerged victorious besting other highly urbanized cities in the country, including its peers from the region. It achieved an overall score of 59.31 and placed second in three out of the four pillars of the index: Government Efficiency, Economic Dynamism, and, Infrastructure. This performance paved the way for the city to reclaim its place at the top of the list. It can be recalled that the LGU did not participate in last year's CMCI but decided to re-join the competition just in time for this year's competition.

Meanwhile, last year's first placer, the City of Manila, slid to second place with an overall score of 58.82. While the capital city maintained its dominance in Government Efficiency and, Infrastructure, its performance in the two remaining pillars, Economic Dynamism (7th place) and Resiliency (5th place), proved to be insufficient to maintain its lead in the ranking.

Joining its peers in the Top 3, the City of Pasay was hailed as the most economically dynamic highly urbanized city after topping that pillar. This is the second year in a row that Pasay emerged on top of this pillar – a performance that allowed it to maintain its place in the ranking for two consecutive years. It garnered a total score of 52.8006.

Securing fifth place is the City of Muntinlupa, which garnered an overall score of 48.0032, placing it behind Davao City at the 4th spot. Although it retained its position as the most resilient LGU in its category, it was not enough to overcome the lead held by its rivals. Muntinlupa also placed 5th in the 2020 CMCI ranking.

Completing the Top 10 are the cities of Makati, Valenzuela, and Pasig which landed in the 6th, 8th, and 9th place respectively. They are joined by the cities of Cagayan de Oro (7th place) and Cebu (10th place), which along with Davao City, are the only LGUs from outside the region.

The CMCI is an annual ranking of Philippine cities and municipalities managed by the Department of Trade and Industry through the Regional Competitiveness Committees (RCCs). It is a program that encourages LGUs to gather and submit data that will be used to measure their performance on five competitiveness pillars: Economic Dynamism, Government Efficiency, Infrastructure, Resiliency, and the newly added pillar - Innovation.



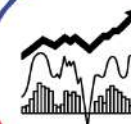
Source: <https://cmci.dti.gov.ph/>

MOST COMPETITIVE HIGHLY URBANIZED CITIES



ECONOMIC DYNAMISM

Refers to the quality and reliability of government services and government support for effective and sustainable productive expansion.



GOVERNMENT EFFICIENCY

This is the concrete representation of productivity as it matches the output of the local economy with local resources.



INFRASTRUCTURE

Refers to the physical building blocks that connect, expand, and sustain a locality and its surroundings to enable the provision of goods and services.



RESILIENCY

The capacity of a locality to facilitate businesses and industries to create jobs, raise productivity, and increase the incomes of citizens over time despite of the shocks and stresses it encounters.



INNOVATION

The process of translating ideas or interventions into useful products and services for customers that perceive value and are willing to pay.





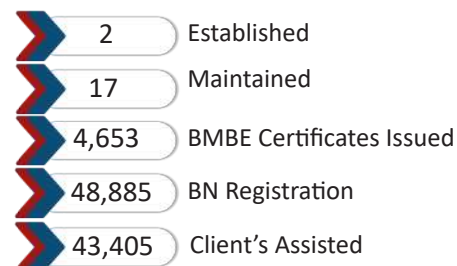
NEGOSYO CENTER

The Negosyo Centers are a product of Republic Act 10644 or the Go Negosyo Act. This law mandates the establishment of Negosyo Centers in every municipality, city, and province throughout the country. The law envisioned these centers to help grow the MSME sector, which accounts for around 99 percent of registered businesses in the Philippines.

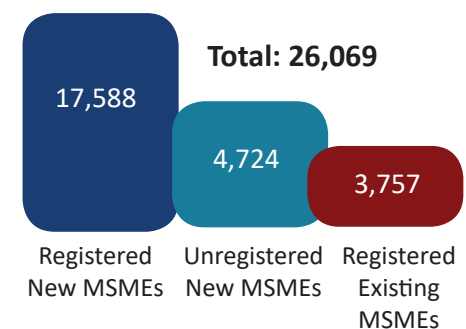
Negosyo Centers aim to promote ease of doing business and offer services for MSMEs such as, but not limited to, business name registration assistance, business advisory services, business information and advocacy, and monitoring and evaluation.



Milestones of Negosyo Centers



Number of MSMEs Assisted



E-Commerce

825
Members in
the NCR
MSME Online
Lounge

9,210
MSMEs doing
e-commerce

28
Number of
Trainings
about e-commerce



DTI-NCRO Launches New Negosyo Centers

To continuously boost the region's business climate, DTI-NCRO opened two new Negosyo Centers in the National Capital Region in 2021. These are located in the neighboring towns of Pateros and Taguig City.

NEGOSYO CENTER PATEROS

First to open its doors was the Negosyo Center Pateros, which had its soft launching last December 2020 but was only formally commissioned on January 4, 2021. The center was launched with much fanfare reflecting the warm welcome of the local populace.

Gracing the center's launchings are DTI-NCRO Regional Director Marcelina Alcantara and DC Rowena San Jose of Area 2, who has jurisdiction over the municipality. Joining them are the officials and employees of the Municipality of Pateros led by Mayor Miguel Ponce III and Vice Mayor Gerald German.

In his message, the mayor expressed his gratitude to DTI for putting up an NC in his town, which he said, will greatly help his constituents. In response, RD Alcantara assured the mayor of DTI's continued support to the MSMEs of Pateros. She also expressed her gratitude for the LGU's support to the programs of DTI-NCRO, particularly with the new NC.

Located just beside the local BPLO inside the Pateros Municipal Hall, the new NC -the 18th NC in the capital region- is expected to help boost the economic opportunities for the populace of the locality.



NEGOSYO CENTER TAGUIG

Meanwhile, on December 28, 2021, the DTI-NCRO proudly inaugurated the other Negosyo Center, the region's 19th. However, what made this particular NC more significant is that its host, Taguig City, is the last Local Government Unit (LGU) in the region without an existing NC.

The launching was well attended with no less than DTI-NCRO Regional Director Marcelina Alcantara and DC Rowena San Jose present. They were joined by Mr. Jameson Malapad from the BPLO and Ms. Kristine Coleta, a representative from the mayor's office.

In her message during the ceremony, RD Alcantara conveyed her gratitude to LGU, particularly the office of Mayor Cayetano, for supporting the different programs of DTI-NCRO. She likewise expressed confidence that the new NC will do its share in promoting a more business-friendly Taguig City.

Housed inside Vista Mall in Brgy. Tuktukan, the new center is close to major establishments, including the city hall. Due to its location, the NC offers a convenient way for the residents of the locality to process their business name applications and to consult business counselors on their different business concerns. It will also enable its visitors and clients to transact business with both the local business unit and the DTI in a single location.







INDUSTRY CLUSTER ENHANCEMENT PROGRAM (ICE)

The Industry Cluster Enhancement Program (ICE) is one of the Department's initiatives to push MSMEs be more competitive and innovative by aiding them with programs that will improve their businesses in terms of access to market and finance. The program also aims to address the gaps in each industry cluster and collaborate with relevant agencies and organizations for the continuous improvement and development of the industry itself.

At present, there are four (4) industry clusters in which the DTI – NCRO is enrolled in, namely: the Wearables and Homestyle Industry Cluster, Processed Fruits and Nuts Industry Cluster, Coffee Industry Cluster, and Bamboo Industry Cluster.



Throughout the year, DTI - NCRO has conducted four (4) localization workshops for its enrolled industry clusters. This is to align the region's mission and goal with the national industry roadmaps, develop regional targets and strategies and create an action plan for 2021 to 2022. Details are as follows:

	Date of Localization Activity	Number of Participants
 Wearables and Homestyle Industry Cluster	January 30, 2021	41
 Processed Fruit and Nuts Industry Cluster	July 13, 2021	75
 Coffee Industry Cluster	July 14, 2021	40
 Bamboo Industry Cluster	November 25, 2021	22

These localization activities were presided by DTI-NCRO's consultant, Ms. Rita Pilarca. She has presented the National Industry Roadmaps' highlights and the regions' (NCR) current state in their respective industry clusters. Each industry cluster has developed an action plan in response to the various constraints and challenges identified.

The workshops were conducted through online meetings and were participated by various MSMEs and industry stakeholders.

WEARABLES & HOMESTYLE Industry Cluster

It was a very productive year for the wearables and homestyle industry cluster as DTI – NCRO led several activities and programs to support the industry. Among these programs are conduct of webinars and skills training activities, endorsement of MSMEs to participate in trade fairs and exhibits, and continuous assistance through the use of shared service facilities, to name a few.

One of the notable accomplishments of the region for 2021 was when it spearheaded the crafting and development of the “Crafting and Development of the Philippine Footwear Industry Roadmap” last October to November 2021. The activity was participated by footwear MSMEs from all over the Philippines and other relevant stakeholders. The roadmap developed will serve as a guide for the industry stakeholders to re-align and redirect their strategies and approaches to become more productive and competitive in local and international markets.

Another accomplishment of the region was its holding of a hybrid trade fair exclusively for the wearables sector. Entitled “The Metro Fashion Fair 2021”, the fair exhibited the metro’s finest wearable products. The physical fair was conducted at the Ayala Malls Feliz in Pasig from November 5 to 7, 2021. It was participated by 23 MSMEs, mostly from the footwear and bags sector. On the other hand, the online fair through PFFI’s online store was opened from November 4 to December 4, 2021, which was participated by 38 MSMEs from all over the metro.

The region was able to achieve most of its targets in 2021 as they have met their goal in specific performance indicators like jobs, domestic sales generated, number of MSMEs assisted, number of trainings conducted and number of beneficiaries trained.



METRO FASHION FAIR 2021

The fair brought in a total of

₱ 185,158.00 in sales.



KURBANG LOKAL

Metro Fashion Fair Testimonial

Consistent with the company's tagline, Kurbang Lokal's goal is to make quality, strong, sturdy, and stunning products, while at the same time guaranteeing that they are locally sourced for the locals. Its vegan leather goods are Marikina-made, hand-sewn, and skillfully crafted. The recycled boxes they use are manufactured in Las Piñas, the eco bags are produced in Rizal, and the hang tags are designed by Filipino artists and are printed in Novaliches. And finally, the packing and shipping are done in Intramuros.

Ms. Hazel Dolot, one of its owners, shared that on the onset, she and her husband had to learn, what social media platform to use, which product to sell, and how to adjust prices before their business flourished. She added that growing the business is somewhat exhausting, but knowing that they are giving job opportunities to their fellow Filipinos, all the hardships are worth it.



Their participation during the Metro Fashion Fair last November 5-7, 2021, at the Ayala Malls Feliz in Pasig City gave them a new perspective on physical selling as compared to their usual online shop, which is their primary focus. This is what she has to say.

Very Educational - *"Marami po akong natutunan talaga. Since nag-start ang small business namin na Kurbang Lokal, nag-focus po kami sa online selling lang. No idea kami sa pag-aral ng foot traffic sa malls, at lalo na kung ano ang psychology ng mga potential buyers na pumapasok sa pwesto ng fairs, pati na rin kung anong items ang mabenta sa pag-attend sa ganitong events."*

Sales Increase - *"Napansin po namin kung anong 'terminologies' ang makakakuha ng attention ng buyers pag face to face na pagbenta. Dahil din po sa fair, nagdagdag kami ng small items na binenta online for Christmas season at nag-work po talaga."*

Connection - *"Yung ibang nakasama po namin sa fair marami po ang naitulong samin. May mga iba po kasi sa kanila na beterano na sa mga fairs kaya alam na nila ang kalakaran. May mga kontak din po sila sa government na nagpapa-fair kaya may nabigay din po silang contact details for future use."*

Super satisfied po kami sa pag-attend kaya po sasama pa po kami ulit kung mabigyan ng pagkakataon. Maraming salamat po, DTI!"



👤 Hazel Dolot
📍 Manila City
☎ (+63) 9451452876
✉ dellosahazel@gmail.com

PROCESSED FRUITS & NUTS

Industry Cluster

With the enrolment of the region in the Processed Fruits and Nuts Industry Cluster last March 2021, NCRO initiated the conduct of the following activities to help PFN MSMEs expand their market reach and become more competitive:

- Food Safety Awareness Seminar, which was conducted last August 04, 2021, benefitting **39 MSMEs**.
- Seminar on Good Manufacturing Practices, which was conducted last August 05, 2021, benefitting **39 MSMEs**.
- Briefing on FDA-LTO-CPR Documentary Requirements, which was conducted last August 06, 2021, benefitting **39 MSMEs**.
- One-on-one consultation of **18 PFN MSMEs** with a contracted expert to help them improve their respective processes, packaging, and labeling to meet market standards.



Manila Chocolatier Pili Nuts



Echel Home Made Peanut Butter

The mentioned activities were also complemented by the region's participation in Food Connect Session initiated by DTI-Region 10, wherein 2 NCR-based PFN MSMEs had benefitted from the program. Networking meetings with partners were also undertaken to give a strong push to the Development Agenda of the NCR-PFN Cluster.

In summary, the data below encapsulates the bottomline accomplishments of the NCR-PFN Cluster for the year.



₱ 1,262,326.00

Domestic Sales
Generated



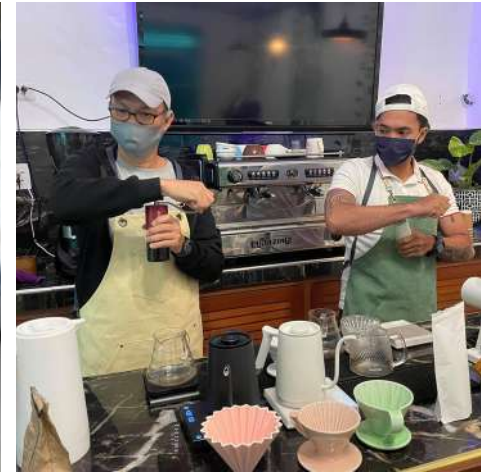
74
Assisted MSMEs



3
Conducted Trainings



117
Trained Beneficiaries



COFFEE Industry Cluster

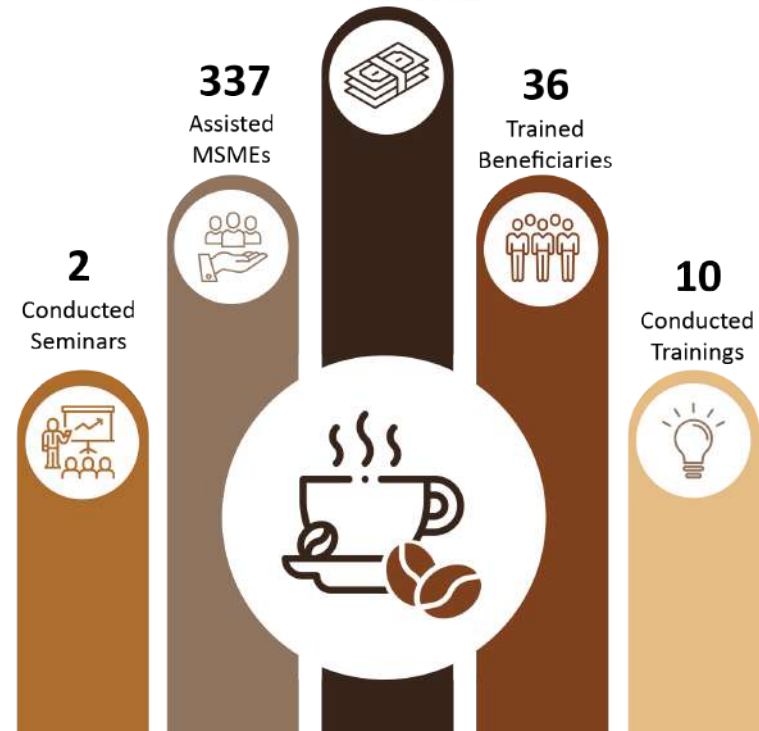
The coffee industry cluster remained active this year with DTI-NCRO conducting skills training workshops as part of its initiative to develop the skills of MSMEs in performing specific tasks of a barista. The region was able to hold a total of ten trainings, with seven sessions covering Coffee 101 and Barista 101 while three sessions covered Coffee Roasting 101. All in all, DTI-NCRO has successfully capacitated thirty-six MSMEs through these activities.

The region also held two runs of the National Coffee Roadmap webinar. These webinars were presided by DTI-CAR's ARD Juliet Lucas, who discussed extensively the national coffee industry roadmap and the importance of the coffee industry in the development of the country. A total of eighty-eight individuals have participated the webinars.

Apart from the capacity-building activities, DTI-NCRO has also tapped its four Coffee MSMEs to participate in the region's hybrid trade fair entitled "Metro Fiesta: Paskong Pinoy 2021" held from December 1 – 5, 2021. The coffee MSMEs who participated in the physical and virtual stores have altogether earned a total of ₱ 314,473.00.

₱ 314,473.00.

Sales Generated at
Metro Fiesta 2021



BAMBOO

Industry Cluster

Even though DTI-NCRO was only enrolled in this cluster last June 2021, it has organized numerous activities in a short period of time. Throughout the seven (7) months, the region has conducted several capacity-building activities that are relevant to the industry. These activities include Trainings on Bamboo Propagation, Bamboo Primary Processing, and Bamboo Farm/Bambusetum Maintenance, which were all conducted virtually through online meetings and were attended by existing MSMEs and other clients. On-site trainings were also conducted within the Center for Innovation and Technology Enterprises (CITE) in Marikina in which the activities aim to give solid knowledge on the fabrication and operation of bamboo machines and the creation of bamboo novelty items. These activities were participated by people engaged in bamboo craft, furniture making, fabrication, and construction.

The region also had its benchmarking mission in Carolina Bamboo Garden in Antipolo City last September 29, 2021. This activity aims to gain firsthand knowledge and information on how to establish and operate a successful bamboo setum in line with the redevelopment of CITE's existing bambusetum.

The localization activity in November has also led to the formation of the region's Bamboo Industry Council with memberships from relevant government agencies, non-government organizations, and private sector representatives.



DTI – NCRO launched its product development program, dubbed as the ADAPT Project in December, with the goal of enhancing products made of bamboo. All in all, DTI-NCRO has generated;



38
JOBS



44
ASSISTED
FARMERS



10
TRAINING
PROGRAMS



408
BENEFICIARIES



280
MSMEs Assisted



One Town, One Product (OTOP) Philippines is a priority stimulus program for Micro, Small and Medium-scale enterprises (MSMEs) as government's customized intervention to drive inclusive local economic growth. The program enables localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage. As their own 'pride-of-place,' these are offerings where they can be the best at or best renowned for. It endeavors to capacitate our 'OTOPreneurs' to innovate and produce market-ready products and services.

OTOP.PH HIGHLIGHTS OF THE YEAR

DTI-NCRO has conducted **one (1)** run of OTOP Next Gen Assessment, Consultations, and Triage (ACT) Session with **100 MSMEs** assisted. A total of **222 prototypes** were developed in this project for the year.



146
Food



76
Non-Food

Trade Fairs Conducted: 2



50 Exhibitors



23 Exhibitors

Amount of sales generated from all the fairs organized and participated: **Php 8,024,962.05**

OTOP Philippines Hub or OTOP.PH is a retail space where products from One Town One Product offerings can be found. Catering to the general mainstream market of both local buyers and tourists, these one-stop shop offers a general outlet for quality OTOP merchandise before they level up to the premium market catered by Go Lokal and other high-end market platforms.

As part of its efforts in promoting inclusive economic growth among Micro, Small, and Medium Enterprises (MSMEs), the DTI-NCRO opened two (2) new OTOP Hubs in Marikina and Pasig City last December 29, 2021. The new hubs are a product of close coordination between DTI-NCRO and the local government units of these cities and is envisioned to showcase local products to a wider market.



OTOP Hub Marikina

📍 36 Russet St. SSS Village Marikina City

Soft launched last December 28 at the Negosyo Center Marikina. This Hub will eventually be transferred to its permanent home at the Marikina Sports Center after its ongoing renovation is completed.

The event was graced by DTI-NCRO Regional Director Marcelina Alcantara together with PCCI Central District Governor Joe Tayawa, PCCI New Marikina President Joey Francisco, Marikina City Trade Officer Lourdes Dela Paz, Marikina Vice Mayor Marion Andres, and PCCI Secretariat Head Cecille Lazaro Flores.



OTOP Hub Pasig

📍 Pasig Café, Pasig City Hall Complex, M. H. Del Pilar St.
San Nicolas, Pasig City.

To further serve the local business community, the DTI NCRO has opened a new OTOP Hub in Pasig City. Because of its one-of-a-kind location within a cafeteria, the hub allows customers to shop as they enjoy their beverages at the same time.

Regional Director Marcelina Alcantara graced the event together with Pasig City Administrator Atty. Diego Luis Santiago, and Otop Hub Pasig Cooperator Nora Lacuna.

OTOP Next Gen Assessment, Consultations, and Triage (ACT) Session

OTOP Next Gen is a program of the DTI to level up the products and services of MSMEs.

Building on the gains of the OTOG first generation, the program this time offers a package of public-private assistance to help qualified MSMEs come up with new or better products. The program aims to improve and innovate in the areas of quality, product development, design, standards compliance, marketability, production capability, and brand development among others.

With the continuing distress and slowdown brought about by the COVID-19 Pandemic, MSMEs are having a hard time to get back on track and strengthen their marketing efforts. Thus, DTI-NCRO was challenged to think of alternative programs and projects under the OTOG Next Gen Program, that can help the MSMEs to bounce back from the crisis. Even though DTI-NCRO is still under a skeletal workforce arrangement, it nevertheless, continued the implementation of the Assessment, Consultations and Triage (A.C.T.) Session and Brand Development Program. To help with this, a Design Consultant was hired to consult with NCR MSMEs and to come up with new and innovative designs and prototypes to help the MSMEs create their own brand and increase marketability.

To ensure the smooth flow and timeliness of the project, the consultations with the MSMEs and Designers were done online because of the unpredictable quarantine levels in the region. After the creation of new logos, packaging and labels under the ACT Session, the MSMEs were assisted under the Brand Development Program.

DTI-NCRO and the hired consultant assisted in facilitating their IPO Trademark Applications. The new prototypes developed were featured on different online platforms and highlighted during DTI-NCRO's Regional Trade Fair: Metro Fiesta 2021 at Glorietta Activity Center, Makati City.



The ACT Session and Brand Development Program involved the participation of the consultant and partners, which provided the following assistance /components:



Assessment

- conduct of a comprehensive diagnostic evaluation on the various products to determine the assistance or intervention that each MSME needs.



Consultations

- done in a clinical type of setup where experts provide recommendations to MSMEs on the ways to execute the interventions in relation to the diagnostic evaluation.



Triage

- formulation of a strategy and action plan for the MSMEs with the expert's inputs as a basis.



Brand Development

- the new developed logos will be applied as trademarks and help the MSMEs increase awareness of their brands.



Jibs Batil-Patung at Kainan Testimonial

Pancit is one of the most well-known Filipino dishes, and Cagayan is renowned for its signature pancit topping.

After several years working overseas, Ms. Irene Fabroa Sanchez from Cagayan decided to put up a business, “JIBS Pancit Batil-Patung”, and bring the authentic pancit from Cagayan here in the Metro.

When the pandemic came, business became unstable. By then, trainings are no longer sufficient to sustain the business. Something more needs to be done. At this moment of great despair, the DTI came with a saving hand. Offering to take her business to a new level, the DTI encouraged Irene to enroll in the KMME and OTOP programs. And because she believed that no opportunity should be wasted, she happily gave in to their encouragement.

“They [DTI] opened my awareness, and I gained more knowledge through the different trainings [modules] - gives me wisdom on how to run and improve the business even more.” shared Ms. Sanchez. “DTI opened many doors for me. Through thier programs, I met many people who had a huge impact on the way I intend to run my business from now on”, she added.

To complete the assistance, the DTI through the OTOP ACT provided Jibs with a new logo. Additionally, they help the company develop its branding to provide it with its own niche. This intervention hopefully would open bigger opportunities for their signature pancit.

Satisfied with the design due to its quality, Ms. Sanchez has only this to say: *“I am so grateful for the blessing I derived from the entire experience. It was great working with Mr. Rom, the DTI team, and especially Ms. Fely”.*

“All of this was made possible through HIS grace and Soli Deo Gloria” concluded Irene while reminiscing that all of it was previously just a dream. Today, through DTI, Jibs Pancit Tuguegarao is reaping the benefits of an answered prayer.

“DTI helped me as a person: it boosted my morale; it confirmed that I am on the right track as owner and manager. But most of all, it gave me a sense of fulfillment from running a business according to God’s will and guidance.”

- Ms. Irene Sanchez



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"I was able to register my logo designed by the ACT Designers sa IPO under nung Juana Make A Mark program that was offered to me. It was a big help for my business since I got to secure my brand's logo at a discounted rate. But I would admit na struggling until now kasi yung dami ng tao hindi pa sapat, pero we have to survive, make my business known, and I am so happy lahat ng natutunan ko from those programs na-apply ko na at dumarami na ang suki namin!"

- Rheine Aguilar

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Anaya's Roasteas Food Hub Testimonial

Anaya's Roasteas started as a Milktea Kiosk in 2019. With limited knowledge about running a business, Ms. Rheine opted to hire staff to help her manage the business. Even then, she had difficulty juggling her time between her job as a school coordinator and running her business.

To better manage Anaya's, Rheine resigned from her job to focus on the business instead. To her dismay, however, the pandemic hit, and lockdowns forced her to shut the business down. It would seem that luck would not be in her favor.

To pass the time, she engaged herself in online seminars hoping that it could help her revive her business. It was through these activities that she was eventually invited by DTI to join their Food Safety Seminar.

Her decision to accept DTI's invitation proved to be the right one. In no time, she received invitations to participate in various programs offered by the agency including the KMME program.

"KMME made a huge difference in my life. The modules and topics offered were very helpful since I was able to apply them in my own business", shared Rheine.

Other than KMME, she was also able to join the agency's ACT. The ACT sessions helped her learn more about the importance of having an established and permanent logo that brings value to the brand.

The ACT program includes logo creation/improvement with consultation, handling finances, and product innovation among others.

"What I have learned, I was able to apply. Surviving in business ay hindi madali and we are not financially blessed din naman. Siguro, if wala si DTI and their program sumuko na ko dahil sa mga challenges", recalled Rheine. *"Pero laban lang and survive 'ika nga ni DTI. Kaya natin to!",* she added.

Anaya's Roasteas now sells pasta in addition to cold beverages and coffee beans. They also have two new branches in Las Piñas and Cavite, a testament to its owner's perseverance and firm belief that no setback -not even a pandemic- can stop them from thriving.







Gerfina Food Products Testimonial

Gerfina Food Products was one of the beneficiaries of 2021 ACT program of NCRO. The company is into condiments making. Its products include chili garlic sauce, spicy vinegar, tomato salsa, hot sauces, chili paste, and salsa. The owner of the business is very determined to expand their current market that is why his team always joins trade fairs and bazaars organized by national agencies or private sector.

Mr. Randy is really very grateful for being part of the ACT 2021. Per Mr. Randy, he really appreciates the ACT 2021 as this helped him improve his labels. He likes the new designs as these already capture the mandatory information required by FDA. The color combination used had also improved the visual appeal of his products particularly the salsas and hot sauces.

According to him, he is now confident that his products can compete with other leading brands and he feels he can already penetrate exports market. With the new label, Randy shared, his sales had increased by 10% compared to the previous years. With the improved design, he was able to register his logo with IPO Phil.

Asked about what his message to the OTO coordinator is, he beamed while adding, *"Thank you for supporting MSMEs like us". "Please continue extending help to more small businesses and start-up companies."* He added.

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BIGAY BUHAY Multipurpose Cooperative (BBMC) Testimonial

BIGAY BUHAY (Building Lives) Multipurpose Cooperative (BBMC) has more than 29 years of working in disability and social enterprises. BBMC's passion in this field is intrinsically driven by the fact that the organization is founded, owned, and managed by persons with cross disabilities.

The founding members of BBMC were students from various universities who were uncertain of their futures after graduation due to several physical, social and attitudinal barriers they have experienced and continuously facing. Amidst these seemingly formidable challenges, the leaders and members pursued a shared vision and collective action resulting in a venture on livelihood enterprise, which allows gainful employment and, at the same time, helping fellow Persons with disabilities (PWD).

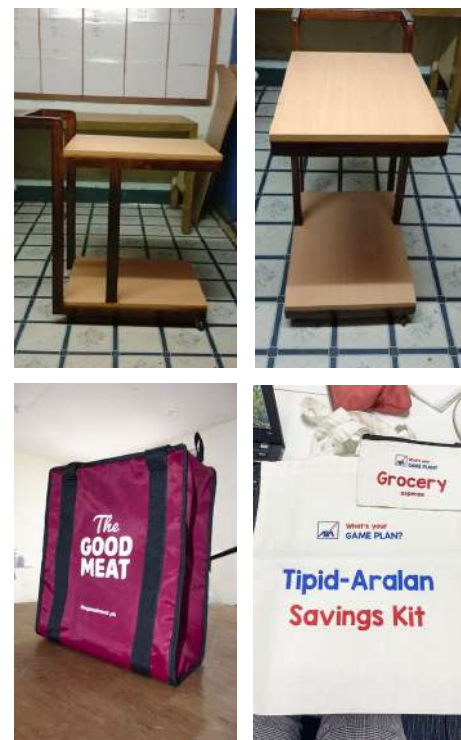
Unfortunately, due to present circumstances, BIGAY BUHAY Multipurpose Cooperative (BBMC) faced the problem like other businesses. They were not able to operate and were forced to consider closing down the business.

"Hindi ko na alam gagawin ko kung isasarado muna namin ang BBMC or kung ipagpapatuloy namin kasi sobrang liit nalang ng kinikita at walang masyadong orders", recalled Richard Arceno, the Head of BBMC.

BBMC was a recipient of a Shared Service Facility (SSF). They were also invited to join in the ACT program. . *"Sumali kami sa ACT Session kasi malaking tulong sa amin ito, tinulungan kami kung ano ang mga posible na pwede naming gawin, kung ano pang design ang papatok ngayong generation and also mga designs na pwede naming gawin."* He said.

According to Richard, it is an honor and privilege to join ACT Session and other programs and services of the Department of Trade and Industry (DTI) because it helped their cooperative continue operating, while motivating them to strive harder. For this reason, he thanked DTI-NCRO for the opportunity it provided to strengthen the business so that it can continue operating.

BBMC's core businesses are school chairs and assorted bag production. Also, the Cooperative is actively engaged in advocating for the Right to Employment, Health, Education, and Participation in the Community of PWDs as well as research and capacity building of disabled people organizations.



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Nanay Cely Online Store Testimonial

From their humble beginnings, Nanay Cely Online Store is now a very successful brand. Its owners, Clarisse and Assaret Autria, attribute much of this success to DTI-NCRO OTOP ACT Sessions.

Atsarap can trace its humble beginnings to Nanay Cely, the brand's namesake and the mother of Clarisse, who would often cook the delicacy on family occasions. When their relatives and friends took notice of its potential, they got the idea of turning it into a business.

Initially, they used plastic peanut butter jars which are readily available in the market as the product's container. As for their first customers, they had their friends and neighbors. In no time, through word of mouth, the product created a buzz which attracted a loyal following. From then on, the humble atsara would never be the same again.

With the rising demand, they knew that they needed to improve their product in terms of its presentation. However, they had no idea on how to turn their vision into reality. But destiny would take its course, and in what can only be considered a streak of luck, they were invited to participate in the OTOP ACT Sessions 2021.

The ACT offered many assistance to the company starting with a new label design. A product of collaboration between the owners and the designer commissioned by NCRO, the design ensured that its appearance was according to the latter's liking. They also swapped their plastic container packaging with glass bottles, as suggested by the designer. The use of these glass bottles will ensure the safety and prolong the shelf life of the product. The usage of glass bottles has ensured product safety and prolonged the shelf life of the product.

With their improved product along with online marketing, the doors for bigger opportunities came. This is most evident in the fact they have now attracted clients from higher social classes.

"Hindi mangyayari yung ganuonong success ng product namin kung hindi kami natulungan ng DTI" declared Clarisse when asked about the changes they have experienced after ACT.

From home food to product commercialization, the owners continue to improve their business operations, learn the industry they are in, and be amazed from their experiences. They have been truly grateful with DTI's services.

"Malaking bagay na may training or seminars ang DTI. Kada may invite, di namin pinapalagpas, kung kaya ng oras. Gusto namin matuto pagdating sa pag-nenegosyo, kung paano mapaganda ang aming produkto, at pano mapapalaki [ang aming negosyo]".

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Metro Fiesta

Metro Fiesta is the annual Regional Trade Fair (RTF) of the Department of Trade and Industry – National Capital Regional Office (DTI-NCRO) since 2017. It is the major and culminating component of the One Town, One Product (OTOP) Next Gen Program.



Metro Fiesta returns with a BANG!

After almost two years of semi-hiatus, DTI-NCRO's premier trade fair once again wowed the metropolis when it returned last December 1-5, 2021. Held at the Glorietta Activity Center at the heart of Makati City, the activity adopted a hybrid concept that combined the excitement of a physical fair and the flexibility of an online store.

Dubbed Metro Fiesta: Paskong Pinoy 2021, the event showcased the best and finest products of NCR-based MSMEs in the food, wearables, health and wellness, and gifts and holiday décor sector. In total, it gathered 51 exhibitors from all over the region and secured 5.6 million pesos in sales.

As a regional fair held in the country's central business district, the event provided exhibitors an opportunity to sell their products to a bigger and more well-off market. This is important since the country is still reeling from the prolonged lockdown due to the pandemic. The organizers hope that this activity will provide some sort of relief to these MSMEs.

While made up of a healthy mix of food and non-food products, the majority of the exhibitors came from the food sector with wearables coming in second. Meanwhile, a significant number of the exhibitors are newly minted MSMEs of DTI-NCRO -products of NCRO programs such as Kapatid Mentor Me-Money Market Encounter Online Program, ACT, SME Roving Academy, and other entrepreneurial webinars.



The fair opening event was well attended with Usec. Blesila Lantayona of the Regional Operations Group (ROG) in attendance. She was joined by NCRO's top honcho, RD Marcelina Alcantara who welcomed the guests and participants to the activity. Also present are Assistant Secretaries Demphna Du-Naga and Dominic Tolentino.

Even though unable to physically make it to the fair, Secretary Ramon Lopez, in a pre-recorded message congratulated NCRO for the success of the fair. In his message, he recalled how Metro Fiesta started and how it evolved into a great avenue that showcases the products of MSMEs from Metro Manila. The secretary also stressed that the support and participation of the micro-entrepreneurs are crucial to the inclusive development of the economy, especially during these challenging times.



To highlight the Department's commitment to local products, Sec. Lopez urged buyers to go and buy local. He then took the opportunity to promote the #FlexPHridays to encourage everyone to wear something local on Fridays. He encouraged everyone to join this online campaign as a means to restimulate demand that will bring back more jobs, renew consumer and business confidence, and the growth momentum.

As the fair was held in the middle of a pandemic, there were adjustments that had to be made. For example, to account for the safety of the visitors, the organizers ensured that health and safety measures were in place. This includes making sure that physical distancing is observed, safety signages are visible, and automatic alcohol dispensers are available. Moreover, to guarantee maximum compliance, safety marshals were deployed to monitor and enforce the safety protocols throughout the fair.

This year's Metro Fiesta is co-presented by UnionBank Global Linker, who provided the online stores to the participating MSMEs. Despite the reduced number of participating MSMEs, the DTI-NCRO, nevertheless, hit the target number of exhibitors and its projected sales.

Area	Number of Exhibitors	Total Amount of Sale
Area 1	7.....	Php 482,477.00
Area 2	14.....	Php 2,329,707.50
Area 3	16.....	Php 2,175,259.00
Area 4	7.....	Php 487,182.00
CITE	7.....	Php 198,656.67

Total sale accumulated
Php 5,673,282.17
 Total number of exhibitors
51



After the opening ceremony, the DTI NCRO took a group photo with notable guests. From left to right, Regional Director Marcelina Alcantara, Asec. Dominic Tolentino, Usec. Blesila Lantayona, and Asec. Demphna Du-Naga, Ms. Sandy S. Montano Chairperson of PCW.

When life throws you lemon, make **LEMONOLOGY**

They say life's challenges will either make or break you. For many businesses affected by the pandemic, this saying is very relatable. Indeed, circumstances can spell the difference between survival and doom. Fortunately, fate smiled upon Lemonology, and it made them.

Lemonology is a small business from Tondo, Manila. It has been in the industry for more than five years now. Although they offer a wide selection of fresh fruit juices with flavors to match, the business did not really take off for some reason. It would take a global pandemic for the world to see its value.

Unlike many businesses which closed down due to economic contraction caused by the pandemic, Lemonology thrived; Instead of losing customers, it started gaining popularity among the population. This is because they offer products that are healthy and delicious. It also helped that the product is available online through food delivery platforms.

Because people are afraid of contracting the virus, many turned to healthy options. This, together with their online presence, proved to be where the strength of the product is - they were at the right place at the right time. Suddenly, what was until then an ordinary juice drink, became the go-to health drink overnight.

Luck, however, is not the sole reason for Lemonology's success. In fact, it's far from it. Raquel Higuti, the owner, attributes much of the company's success to the DTI and the many services it provided to her.

It started with BMBE in 2020 after it was offered to her when she applied for a change in Business Name. Enticed by its benefits, she applied to the program.

"BMBE program helped us in tax exemption. Through this, we realized all the taxes need to learn and settle not only for our business but also for the sake of our country, too," said Raquel.

After BMBE, Raquel gained access to wide-ranging webinars offered by the DTI. This included marketing and accounting, as well as those offered by BPI and IPO to name a few. They were also chosen to be a part of the OTOP ACT, which helped them with the creation of their new logo.

"From logo to presentation, to call card and to cups. We are proud that Lemonology has its new and beautiful logo that speaks of our business value." Shared Ms. Higuti when asked about the ACT.

Enrolling with the DTI also helped the company gain access to bigger markets. Due to its potential, Lemonology was invited to participate in two succeeding Metro Fiestas. Since the fair is available both virtually and physically, it helped them gain publicity and access to potential franchisees and investors.






During the trade fair, Raquel got the chance to open the company's very first bank account, which she subsequently used to apply for a business loan. From there, their connections and they even got invited as guests of Cheryl Cosim's Perfect Morning. Thereafter, opportunities upon opportunities started to come to the company.

Although she has almost zero knowledge when it comes to running a business, Raquel would prove that all it takes to triumph over adversity is a healthy dose of faith, perseverance, and the help of people who believe in you. With these, nothing, not even a pandemic, can stop you.



***"Lemonology
will never be the
same without DTI's
support."***

- Raquel Higuti

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Making DREAMS COME TRUE



In a moment that felt like a dream, Leigh Monasterio found herself marveling at the incredible sight before her. Never in her wildest dream had she ever thought that they would be able to participate in an event as big as the Metro Fiesta.

As the General Manager of Consumer Goods Trading (B&B Crafts Philippines Inc.), all Leigh ever wanted was to provide a livelihood to the local sewers in their local parish community. They thought that this is an excellent way of empowering the residents to be productive members of our society. This also complemented their advocacy for the protection of the environment, which is what their products are all about.

Although the company has a physical store in which they sell its products, the bulk of the company's sales are through its social media platforms. All of this, however, changed when they were invited to participate in DTI-NCRO's Metro Fiesta Fair.

The regional fair first opened its doors to B&B Crafts last 2020 when they joined the first-ever virtual Metro Fiesta. Seeing the benefits of continued participation in this activity, they again expressed their interest to join this year. And, in a fortunate twist of fate, they were included in the 51 MSMEs shortlisted for the activity.

Metro Fiesta offered the company the perfect venue to expand its market reach. Not only did it gather the best and trendiest products of the region, but it also showcased what the region really has to the right buyers. In a sense, it created an opportunity for what otherwise would be obscure products to come out in the open.

"The recent onsite fair was a huge success for the business. We have been present on social media platforms, but this magnitude allowed many customers to discover us and the wonderful products we offer", shared Leigh when asked about what it means to participate in the physical fair.

The great performance that the brand showed at the fair may be attributed to the improvement in its product line and offerings. Some of these products have been developed with the help of the Design Center of the Philippines (DCP), which greatly enhanced their quality. As a result, the items were included in the fair's special setting, which captured the attention of many fair-goers. They received several referrals and inquiries thereafter.

For the company and its officers, the success of the fair is palpable. This is evident not only in their sales figures but also in the acceptance and patronage they received even after the fair. According to Leigh, customers would even visit their booth in Alabang Town Center just to buy more of their products. *"They really loved our beautiful creations,"* she added.

In addition to their participation in the Metro Fiesta fair, B&B Crafts was a beneficiary of several other DTI programs. This includes the KMME and the ACT Session under the OTOP Program, among others. According to them, participating in these programs allowed the company to grow in ways that they had never imagined. For this, they are very grateful.

"Our hearts are filled with gratitude to the whole DTI-NCRO Team for a job well done", she concluded.

"We have been present on social media platforms, but this magnitude allowed many customers to discover us and the wonderful products we offer"

- Leigh Monasterio

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A Baked Bangus

GOODNESS



Papaping's Baked Boneless Bangus started as a family-favorite dish they used to serve whenever there were special gatherings. So good is its quality that friends and relatives of Olive Sta. Juan, its owner, thought it would be a great business idea. Through persistent push and encouragement, Olive eventually gave in.

That a food as ordinary as a baked milkfish would make much business sense is perhaps the foolhardiest idea out there. After all, who in their right mind would want milkfishes that are notorious for their bones? It just doesn't make sense. That is until it did when Papaping's baked goodness captured people's imagination. In no time, it became a favorite not only in Mandaluyong but even in nearby cities.

A mainstay of recent Metro Fiestas, Papapings is already a veteran of trade fairs. This, however, did not prevent the company from suffering from the pandemic. According to Olive, 2020 has been particularly tough for the company.

2021 remained a challenging year for them. Due to the pandemic, their efforts to penetrate new customers and raise awareness about their products hadn't really paid off. Their current market is just not enough to sustain the continued operation of the company. So, when DTI-NCRO invited them to participate again in this year's Metro Fiesta, she couldn't say no.



"It was a beneficial experience for us. We enjoyed the 5-day event, and we were blessed to be chosen as one of the exhibitors for the Metro Fiesta 2021"






- Olive Sta. Ana

"It was a beneficial experience for us. We enjoyed the 5-day event, and we were blessed to be chosen as one of the exhibitors for the Metro Fiesta 2021", shared Olive. For her, the timing is just perfect since it's held during the Christmas season when people generally have more money to spend.

The goal of the Metro Fiesta is to promote MSMEs and their products. Through this, the organizers hope to generate new customers and sales for the exhibitors. MSMEs are also eager to join these fairs because it's an opportunity for them to establish a connection and camaraderie with other exhibitors.

Papaping's customers and sales increased by 25% after the fair. And because of the continued patronage of its customers, the company is set to open its third outlet in San Juan City, ensuring an even brighter future for the brand.

Papaping's is a story of innovation. It is proof that even the most mundane of products have the potential to make it big in the business world.

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Early CHRISTMAS

Christmas came early this year for Bot Medina. Their company RLM7 Enterprise has been selected as one of the lucky MSMEs to participate in the DTI-NCRO's regional fair. She received the news just a few weeks prior.

The season has always been an exciting time for Filipinos, both young and old. It is a time of joy to be with family, a time to rekindle ties that bind. For many businesses, this period is also the busiest time of the year. During this time, orders generally are at their highest while profit shoots up due to higher levels of disposable income. In short, Christmas is just as exciting for entrepreneurs as it is for kids.

The company has been desperate for good news. Due to recurring lockdowns, they were forced to suspend operations several times during the past year. This inevitably resulted in lost sales and opportunities, which cost the company a lot. They have been reeling from the pandemic ever since.

To cut the losses and save what can be saved, Bot considered closing the company down.

"To be honest naisipan kong mag stop the business muna pero wala din kasi kaming pagkukunan ng pang araw-araw na pang gastos if mag ko close kami" she shared in the vernacular.

Formally founded in 2016, the RLM7 Enterprise found its niche among recycled crafts. Since then, they have supplied canvas and recycled coco cloth bags to many large companies who chose their products due to their quality and design.

"In 2016, we had a huge break with bulk orders coming from East Bank, Unionbank, and the Philippine Bank", shared Bot while recalling the company's humble beginning.

As an owner, Bot Medina and her husband have already invested so much in the company that they cannot bear the thought of scuttling it for scraps. Recalling its humble beginnings, she shared that it was at first just an experimental venture that came to pass after her husband returned home after several years working in Saudi Arabia. Due to its sentimental value, the couple has grown very fond of their business.

"Metro Fiesta is very timely since we needed a big break to continue the business. It came at just the right time", recalled Bot. *"We MSMEs had fun at the fair. It has a wonderful collection of handicrafts and food items at a reasonable price. It has perfect gifts for everyone"*, she added.

DTI-NCRO's Metro Fiesta: Paskong Pinoy is designed to take advantage of the holiday season. It is timed precisely to take advantage of the holiday rush. As an avenue for MSMEs to sell their products, organizers hoped to capitalize on the prevailing positive consumer sentiment. Bot is banking on this too.

RLM7 was invited to participate in the fair since they have been in other DTI-organized events such as the Go Local and other national trade fairs.

When asked how the Metro Fiesta helped their business, Medina said that it is just what they needed at such a difficult time.

"Ang laki po ng tulong ng metro fiesta sa business namin, nakapag tinda kami sa mall ng libre at the same time kumita kami ng malaki kaya ang Metro Fiesta ang isa sa mga nag bigay sa akin ng hope para ipag patuloy ang aming nasimulang negosyo", she said.



"Metro Fiesta is very timely since we needed a big break to continue the business. It came at just the right time."

- Bot Medina

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From a start-up to a **RISING STAR**



Clavel Handicrafts ended 2021 in the black. Despite the continuing challenges of a pandemic, the company performed relatively well: sales were good; orders were met; people were paid. After a turbulent year, it seems that things are finally getting better. Hence, buoyed by their overwhelming success at the recently concluded Metro Fiesta, the company looks ahead into the future.

For Nicole Clavel, the company's owner and founder, their recent success means that it is time to give back after all this has always been the company's mission. From the beginning, Nicole intended Clavel to be a platform for educating people about the country's local crafts and culture. Through its products, it aimed to connect people with artists and their cultures hoping to eventually bridge the gap between business and cultural appreciation.

Over time, the company cultivated relationships with different artisans all over the country. This relationship allowed it to develop and transform into a successful brand. Consequently, this success allowed Clavel to continue its advocacy even during trying times. And so, when the pandemic hit, the company was well prepared, enabling them to continue working with their partner artisans from other provinces.

Despite all of its success, the company is admittedly not visible enough in the market. Relying solely on organic marketing, they have no platform to reach out to a bigger audience. Thus, when they were invited to participate in the DTI-NCRO's Metro Fiesta, they immediately agreed.

Nichole would tell us that it was the DTI that helped them become what they are today. It started, according to him, with the OTOP program, which led to the ACT and the Brand Development Program. Under these programs, they were able to enhance the designs of their products. Also, with the help of DTI, they began to have an understanding of the company's direction. Afterward, programs upon programs started opening their doors to the company until eventually, they were invited to participate in DTI-NCRO's regional trade fair.

Mr. Nicole's described his experience at Metro Fiesta 2021 as "*nakaka-overwhelm*." He shared that he did not expect their products would receive, as they did, so much patronage and acceptance. He believed that one of the contributing factors to their stellar performance at the fair was because it was their right market. To them, Glorietta Mall in Makati City, where residents are generally of higher socioeconomic status, is the right market that would appreciate their products and advocacy.

"The right market is right due to its location. We have generated PhP 21,000 in sales for their first time in a fair. Sobrang laki ng tulong ng DTI dahil hindi [nila] pinapabayaan ang mga tulad kong maliit palang ang business", Nicole emphasized.


The momentum created by the fair's success opened new opportunities for Clavel. Recently, they started looking at DTI's OTOP Hubs as the next logical step for expansion.

"Malaki yung tiwala and yung support ng DTI", Nicole concluded as he showed appreciation to DTI-NCRO in assisting them on their business journey.

*"Sobrang laki
ng tulong ng DTI
dahil hindi [nila]
pinapabayaan ang
mga tulad kong
maliit palang ang
business"*

- Nicole Quilar Clavel



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The SME Roving Academy is a vital contributor in helping affected businesses get back on track towards recovery and their long-term aspirations. Through the program, a total of 230 pieces of training were conducted, benefitting 14,756 MSMEs and potential entrepreneurs.

The table below summarizes the number of training conducted per area.

Area/Division Cities/Municipalities	Number of SMERA Runs	Number of Participants
Area 1 (Pasay, Manila, Parañaque)	58	3,589
Area 2 (Makati, Pasig, Muntinlupa, Las Piñas, Pateros, Taguig)	36	1,810
Area 3 (Mandaluyong, San Juan, Quezon City)	52	5,892
Area 4 (Caloocan, Malabon, Navotas, Valenzuela)	48	1,681
CITE (Marikina)	46	1,784



MSMEs Assisted

14,756

Trainings Conducted

230





Zulit Sarap Negosyo SMERA Testimonial

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"Zulit na Araw po sa Inyo! Ako po si Joey Zapanta, taga Quezon City at Owner ng Zulit Sarap Negosyo. Isa ako sa beneficiary ng DTI-SME Roving Academy kung saan 3 webinars ang aking dinaluhan sa taong 2021. Naghihingalo ang aking Negosyo noon dulot ng pandemya, subalit dahil sa natutunan ko sa mga seminars tulad ng Food Safety Awareness, E-Marketing at Pricing and Costing Webinars ay napalago ko ang aking negosyo.

Malaking tulong sa akin ang pagdalo ko ng Food Safety Webinar dahil natutunan ko kung paano i-improve ang aking food preparation method, including ang tamang labelling para sa aking produkto. Naiaply ko rin ang aking natutunan sa pag-gawa ng sariling burger patty at burger buns.

Dahil sa pagdalo ko naman ng e-marketing seminar, mas lalong lumawak ang millage ng aming network. Naliwanagan ako kung paano gamitin ang social media as a tool para makabenta.

From 5 na branches, ngayon ay meron na kaming 17 as far as Laguna, Bulacan, Rizal and Bicol. Dahil sa Pricing and Costing Webinar, I was able to manage my costs and the savings that were realized were infused back to the business thereby increasing my production and income by 200%. Maraming salamat po sa DTI sa inyong programa.

God bless! Keep safe! Mabuhay po kayo!"

Kitscraft-Arts & Crafts Kits SMERA Testimonial

Area 4 conducted a total of 48 SMERA webinars for the year. One of our participants was Ms. Malen Sioson, a member of Malabon Crafts and Non-Craft Livelihood Association and owner of Kitscraft- arts and crafts kits, who attended more than one SMERA run conducted by DTI NCRO Area 4 (Camanava).

According to Ms. Malen, what strikes her most was her learnings about Social Media, which helped her increase her sales, despite the pandemic. She already has an existing Social Media platform, which is Facebook, but before the pandemic, she was not active in posting her products on a regular basis. She was thankful for the webinar set-up because it was more convenient, there was no travel time, no need to dress up, yet participants could still actively participate or clarify issues during the allotted Q and A.

"Kailangan every now and then nag po-post ka para na uupdate ung mga customer mo, clients mo. Sa facebook ko palang na orders, hindi ko na ma-cope up, e kung maglalagay pa ako sa Instagram baka hindi na ako matulog. Advantage ng webinar, hindi ka na lalabas ng bahay, mas madaling i-access yun. Like ako habang nagtatahi pwede akong makinig."

- Malen Sioson

Malen Sioson
Malabon City



www.facebook.com/Kitcraft-arts-and-crafts-kits



Lilibeth's Canteen & Sari-Sari Store

SMERA Testimonial



 Lilibeth G. Respeto
 Parañaque City

"Ako po si Lilibeth G. Respeto, kasapi ng BF Traders Multi-Purpose Cooperative at kasalukuyang Chairperson ng nasabing kooperatiba. Ako po ay may isang maliit na negosyo, "canteen" at "sari-sari store" dito sa may pamilihang bayan ng aming barangay. Taong 2020 ng biglang bumulusok ang "pandemya" at mismong negosyo ko ang unang naapektuhan.

Habang tayo ay pinatigil sa pagtatrabaho at hindi pinayagang magbukas ang anumang negosyo, isang imbitasyon po ang natanggap ng aming kooperatiba mula sa Parañaque Cooperative Development Office (PCDO), ito po ay ang webinar na isasagawa ng Department of Trade and Industry (DTI), "Effective Selling and Negotiation Skills for MSME's" ng ginanap noong ika- 29 ng Setyembre 2020. Isang pagkakataon na maaaring makadalo na sa aking paniniwala na ito ay makakatulong sa aking maliit na negosyo. Dito sa webinar na ito, simpleng bagay lamang po ang natandaan ko, kung paano ko mahihikayat ang mga tao na bumili ng aking produkto at kung paano magkaroon ng maayos or matibay na pakikipagkapwa tao sa aking mga customers. Hindi ko po ugaling magsulat ng mga kung anu – ano habang nakikinig ako

sa tagapagsalita. Pero tumimo sa aking kaisipan ang dalawang bagay na yan. Hanggang sa kasalukuyan po, nasa puso at isipan ko, ang magandang asal na dapat gagawin para sa mga customers" ko at talaga naman pong binabalikbalikan ang mga paninda ko. Napakalaking bagay po para sa akin bilang isang negosyante ang mga "tips" na aking natutunan upang higit kung maisaayos ang pamamahala ng aking canteen at sari-sari store na kahit na nakaranas ng muntik ng pagkalugi dahil sa COVID-19 pandemic, sa ngayon ay unti-unti ng nakakabangon, at masasabi ko na malaking bagay ang mga seminar at pag-aaral na isinasagawa ng Department of Trade and Industry (DTI) sa pamamagitan ng kanilang SME Roving Academy (SMERA).

Sa pamamagitan po nito ay nais kong ipaabot ang aking pasasalamat sa Department of Trade and Industry (DTI) sa mga webinars at seminars na ibinibigay nila sa mga katulad naming maliliit na negosyante. Sana po maraming ganitong pag-aaral pa at maraming tulad ko, ang inyong matulungan."

Rakenrola

SMERA Testimonial

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"We believe that Food Safety in the food industry that we are in is key and should be a top priority. We care deeply about our customers, staff, partners, and stakeholders. Hence, food safety is paramount. The seminar was very valuable. It was conducted in a very professional manner and with very practical real-world solutions. The knowledge and insights that we learned from the seminar enabled us to operate our small business better. The implementation of the food safety practices that we learned from the seminar gave us the level of confidence and quality our customers duly deserve.

We thank you and the rest of your team from DTI and its partners and trainers for this great opportunity of continuous improvement for small businesses like us. On behalf of our store, Rakenrola, thank you so much. God bless and more power to all of you."





DTI-NCRO Prepares MSMEs for the New Normal through KMME

To equip the region's Micro, Small, and Medium Enterprises (MSMEs) and scale up their businesses, DTI-NCRO, in partnership with the Philippine Center for Entrepreneurship (PCE), led this year's Kapatid Mentor ME (KMME) program. Done through lecture, coaching, and mentoring sessions, the program enlists successful business owners and practitioners in various fields of entrepreneurship as the program's resource persons.

First introduced in 2016, the program is now in its 6th year of implementation. Over the years, it has produced thousands of graduates, even during the pandemic, which affected many government programs. The phenomenon, however brought changes to the program such as when it went online for the first time in 2020 to cope with health restrictions.

The KMME-MME Online sought to provide an avenue for selected MSMEs called "mentees" to be equipped with additional skills. Generally, these skills were derived by the mentors from their own entrepreneurial journeys and shared with the mentees. Through this, there is a transfer of real-life knowledge and skill from one generation to another.

As in the past, this year's KMME consisted of a 10-module syllabus that is structured in a mentoring format. The unique structure of the program was designed to enhance the capacity and resiliency of each participating MSME. Moreover, the use of a mentor for the program was meant to inspire the participants to adapt business strategies in responding to the challenges of the "new normal" business environment.

The blended program offered by KMME and MME, however, provided the same mentorship modules to participating MSMEs. This includes, but is not limited to marketing, human resource management, accounting, operations management, and supply and value chain.

Meanwhile, coaching sessions are added to the program to empower the mentees through the preparation of a Business Improvement Plan (BIP). The plan is crafted to help MSMEs develop their capacities and capabilities in accessing capital and the market. Existing government support programs and various other improvement channels like digitalization were likewise presented to them to access and consider if applicable and qualified.



For the year, the Department of Trade and Industry – National Capital Regional Office (DTI-NCRO) achieved 100% of its target, producing a total of 96 mentee -graduates from its 2 runs covering the Multi-Sector (1st batch) and Women Sector (2nd batch), of the Kapatid Mentor ME – Money Market Encounter (KMME-MME) Online. The following are the number of mentee graduates per city:

Cities	No. of Graduate Mentees
Caloocan	10
Las Piñas	8
Malabon	2
Mandaluyong.....	4
Manila	18
Marikina.....	10
Muntinlupa.....	6
Navotas.....	2
Parañaque.....	2
Pasay	4
Quezon	14
San Juan.....	2
Taguig	6
Valenzuela.....	8



Total number of Graduate Mentees

96

Intal Garments

KMME Success Story

Working overseas for many years, Marvin Intal has always known he wanted to start a business back home. This is perhaps driven by the dreaded thought of being forever an employee working in foreign shores and far from his loved ones instead of his native land- a mentality that is perhaps shared by most if not all of our overseas workers. To Marvin, the question is no longer why but merely when to put this plan into motion.

In 2016, having saved a little from his work overseas, he started to put up a small sewing business during one of his vacations in the country. A curious choice for sure as sewing, or garments for that matter, is not considered as one of those sunshine industries of the Philippines. Unbeknownst to some, however, this choice is a product of careful and thorough research of the market and its needs. Being an OFW, Marvin was exposed to the realities of our countrymen overseas. It is through this exposure that made him realize that most of our countrymen overseas are somehow involved in healthcare, either as doctors, nurses, caregivers, or nannies. He reckoned that common in all of those jobs is the use of scrub suits, which demand, unfortunately, is not being met by the current supply. This is where his garments business began.

Intal garments started initially as a backyard business. After acquiring a small garment shop in Baclaran, the company started producing high-quality stylish scrub suits for the healthcare providers in the local market.

This early stage of the venture, however, proved to be very challenging for Mr. Intal as the management of the business was mostly done remotely in Qatar where he was then still working as an OFW. Faced with this huge hurdle, he decided to move back to the Philippines and concentrate on running his small business venture.

In December 2017, he went back home to his native land to focus on growing his business. He immediately rolled out plans to capture a bigger share of the scrub suit market such as the use of the online platform Facebook. Through this strategy, they were able to penetrate hospitals, medical centers, and nursing schools providing them with a steady stream of customers. With the positive response online, the company, in 2018, then ventured into selling via Lazada and Shopee, which significantly increased its sales performance. Buoyed by this success, Marvin finally launched Intal Garments own website the following year, which he shared proved to be a very powerful tool though not without corresponding risks involved.

“It came to a point that perhaps I already reached my limit and I thought I needed to focus my energy instead in establishing my own company” shared Marvin. This is the primary reason why he chose to return to the Philippines and turn his back on a well-paying job abroad. He added, however, that since he is not fully well-versed in business management, there was always a hunger for formal and proper entrepreneurship/business training”.

This hunger drove Marvin to seek learning opportunities. He soon discovered the Mentor Me on Wheels, which provided him with business insights and advice. It is also during this encounter where he was formally introduced to the Kapatid Mentor Me (KMME) Program. This led him to inquire with the DTI on how he can join the said program. And much to his delight, he became part of the program’s 2019 batch.

When asked about his experience in the program, Marvin has only this to say, *“All of the module/topics are very interesting and significant as each mentor is very professional and business-driven”*. He added they were nothing but helpful especially the panel who provided very good advice. Meanwhile, he also shared that the program’s Business Model Canvass has become one of his most powerful tools to see a holistic picture of the business. He also added that his KMME journey provided him with new insights in running a business.

To prove how helpful KMME was to him and his business, he recalled several milestones that they have achieved after joining the program. He is beaming with pride sharing that they have added additional ten personnel while their monthly target of 1 million pesos in sales was reached early this year. And to further cement his achievements, they are now looking at implementing other aspects of the Business Management Platform particularly those about financial business transactions.





“I’m very grateful that I was given a chance to be part of the mentorship program as it helped a lot in developing and improving our business. Kudos to DTI family as they exerted great efforts and resources only for us mentees.”



-Marvin Intal

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Ms. Irene Mejer is a solo parent of two beautiful girls and has over 18 years of pharmaceutical sales and marketing experience when she started her business. Born out of frustration with the limited options to shift to a plastic free lifestyle, Ms. Irene launched her brand – The Eco Shift.

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The Eco Shift

KMME Success Story

The Eco Shift is a brand of personal care essentials with the mission to influence people to shift to plastic-free products by providing plastic-free essentials that are effective and affordable. The brand aims to assist people to seamlessly shift into a new kind of lifestyle. One of the challenges she encountered was encouraging the customers to buy her products, knowing that it was quite challenging to do the shift.

However, this did not stop her from achieving the balance of triple bottom line – profit, people, and planet. Ms. Irene believes that their advocacy is not easy, but it can be done. She focused on boosting her digital marketing avenues and hired more manpower to cater to the growing demand for her products. By 2020, the brand has sold more than 100,000 bars and has prevented the manufacture of more than 250,000 plastic bottles.

Sushi Master Malabon

KMME Success Story

Emily was in the BPO industry when she decided that running a business was what she wanted to do. Being away from her kids, especially at night, is the main reason to quit her job. She then wants to have a business but doesn't know what to put up, but at that time, she really enjoys making good food.





According to Emily, selling sushi was unexpected because it was just her partner's school project. They received a lot of good feedback from families and friends. They then eventually offered it to bazaars and parties. In 2015 with only Fifty Thousand Pesos in pocket and a million determination, Sushi Master Malabon was born.

The biggest challenge she encountered was in March 2020, when all their stores closed down because of Covid.

Before then, the business was thriving, so when it all went south, they didn't know what to do. Despite the misgivings, however, Emily chose to continue the business at home. Her training and skills in advertising would come in handy as the internet became her primary medium of selling.

KMME's lessons, especially business model canvass, helped her see every detail that is essential in her business. It was an eye opener for her on the reality of running Sushi Master Malabon. To this day, Emily strives to provide Malabonians with some wonderful food options.



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Ely Knows Enterprises





KMME Success Story

"My family owns a small machine shop specializing in footwear manufacturing equipment. As a child, I usually tagged along with my father doing service calls to his clients who were footwear manufacturers in Marikina. During one of such visits, colorful scraps of leather accumulated in a trash bin of a client piqued my attention and never left my mind.

Later as a high school student, I started designing shoes, with scrap leather as my main raw material. I am very fortunate to have very supportive parents - my father, who was my first mentor, allowed me to borrow some

of his shoemaking machines designed for small-scale shoe manufacturing, while my mother opened for me a savings account wherein all my savings from my baon went, being a student then. Using my own savings, I was able to establish my own footwear manufacturing business at the age of 16."

- Ely Rose Edullan

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Ms. Ely Rose "Ely" Edullan further shared that her business was DTI-registered in 2010 as Elisse Enterprise, and in 2016 to its present name as ELY-KNOWS Enterprises.

An alumna of KMME- MME Online NCR 2020, Ely *"is so grateful to be a part of the Program since it opened many doors of opportunities for my business – I was able to join the DTI-organized virtual and physical bazaars of the Metro Fiesta and OTOP. I got invited to be a guest speaker in DZRH News, Youth for Truth, schools, and webinars to share my entrepreneurial journey."* Likewise, she was able to pivot to e-commerce by applying what she learned from attending DTI webinars and, thereby, managed to broaden customer reach that translated into sales. Furthermore, she was also able to establish her second physical store in August 2021, even under the now normal.

Ely admits that the pandemic, as well as Typhoon Ulysses took a heavy toll on her business, but this did not prevent her from putting up the Footwear Community Pantry, together with other Marikina footwear enterprises, in April 2021, for Marikina residents needing shoes, slippers and sandals. To the aspiring entrepreneurs, Ely remarked, *"Follow your passion and make calculated risks. Listen to the things that empowers you and avoid the self-limiting beliefs. Never stop learning. Don't forget the people who helped you and share your blessings. Appreciate the hard work of your employees because they are the heart of your business."*



ELY-KNOWS Enterprises offers machine-made/handcrafted, good quality, and reasonably-priced products to its customers of different age groups and income. Its product lines consist of men's and ladies' footwear such as topsiders, loafers, sandals, and formal shoes, as well as, keychains, belts and other leather goods. It is located at 321 E. Dela Paz Street, Sto. Nino, Marikina City.

Joie Soap 80 Manufacturing

KMME Success Story

Dr. Joie C. Cadorniga 🧑
 Mandaluyong City 📍
 (+63) 9176356830 📞
 naturesinfinity20@gmail.com ✉

Dr. Joie C. Cadorniga is a graduate of DTI-NCROs KMME Online Batch 2020 and the owner of Mandaluyong City-based Joie Soap 80 Manufacturing, which continues to thrive amidst the COVID-19 pandemic.

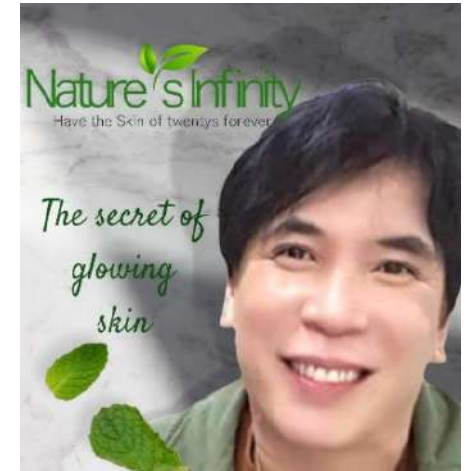
Dr. Cadorniga, a practicing dentist, decided to venture into the world of entrepreneurship in 2001. With his knowledge in various plants and other natural raw materials, he founded a business that would be an extension of his passion for caring for people's health by providing them with skincare products that would help them in maintaining good skin as it is his belief that healthy, glowing skin is a reflection of good health. Thus, he started Joie Soap 80 Manufacturing with bar-soaps as his flagship products. With the success of his bar-soaps, Joie Soap 80 Manufacturing leveled up to operating a toll manufacturing business, which had been patronized by both small and large companies.

Keen on having his own brand, Dr. Cadorniga created "Nature's Infinity" in 2018. Eventually, with his long experience in developing natural cosmetic products, he was able to push the brand in entering the mainstream market and increased its visibility through big retail distribution channels.

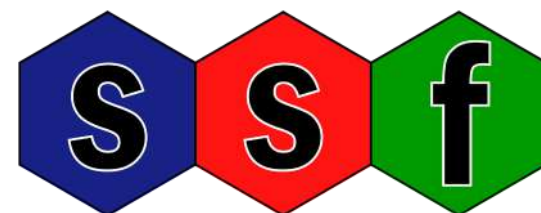
Within one year, Nature's Infinity was a success and orders came steadily. When the Covid-19 pandemic happened, he persevered in seeing the company through and continued doing his best for the business to continue thriving despite the significant decrease in sales due to a decrease in foreign tourists.

For the business to stay afloat, they went into direct selling and developing new products such as liquid soap, facial cream, hair shampoo, serum and body lotion for the local market thereby increasing their sales by 65% and helping in maintaining their workforce of 40 permanent employees. They were also able to procure equipment to improve their manufacturing processes and the quality of their finished products.

Having the right attitude, knowledge and expertise, and coupled with the assistance that he received from the KMME program, "Sir Joie" was able to sharpen his entrepreneurial abilities. As such, he was able to strengthen and stabilize his company amidst a global health crisis and continue serving the skincare and cosmetic needs of his customers. Until now, Nature's Infinity has not only remained in the market, but also has expanded locally and internationally.

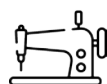


The Shared Service Facilities (SSF) Project is a flagship project of the Department of Trade and Industry aimed at improving MSME productivity and efficiency through better access to technology.



Shared Service Facilities
"Shared Success for Filipino MSMEs"

As of December 2021, NCRO has established a total of 15 SSF projects throughout the region. These SSFs cater to the following sectors/activities:



Sewing / GDH /
Wearables & Homestyle
7 SSFs



Fabrication
Laboratory
2 SSFs



Food Processing /
Laboratory
2 SSFs



Business Resource
Center (Negosyo Center)
2 SSFs



Craft Beer /
Beer Brewing
1 SSF



Footwear and
Leather Goods
1 SSF

Despite having a challenging year due to the ongoing pandemic, DTI-NCRO made great strides in helping Filipino MSMEs. Together with its cooperators, the office has worked persistently to maintain the readiness and operation ability of its facilities. Because of this commitment, it has assisted a total of 286 unique MSMEs and 959 other users. It also provided employment to 273 individuals while generating PHP 3,828,834.50 in sales.

In the same vein, 194 prototypes were also developed through the FabLabs. Finally, through the program, a total of 51 SSF-related SMERA trainings were conducted, benefitting hundreds of MSMEs.

Sales generated

Php 3,828,834.50

Prototypes developed through Fablabs

194

SSF-related SMERA trainings

51



Manila-based MSMEs undergo Lecture on Packaging

DTI-NCRO, in partnership with Caritas Margins Inc., held a 1-day lecture and discussion on product packaging and design training last October 8, 2021, in Makati City. The activity is part of the SMERA trainings offered under the SSF program.





Primarily designed to equip SSF beneficiaries with basic knowledge on packaging, the event attracted several eleven (11) participants. This includes SSF cooperators, clients, and potential beneficiaries of the SSF project. The majority of these attendees are from Caritas-assisted communities in Manila and Makati.

Florlynn Dela Peña, a certified and longtime Go-Negosyo Mentor, served as a resource person for the topic. Her discussion centered on the vital role that packaging plays as a medium of marketing. Ms. Dela Peña reminded the participants that design is an essential part of a brand and that it reaches people through the sense of sight.

At one point during the discussion, participants were asked to comment on the function of packaging. One of the participants answered that it “represents the brand’s personality” – an answer which gained Ms. Dela Peña’s approval. Thereafter, she continued by giving the other importance of packaging, including helping the product stand out and giving it identity, among others.

The activity concluded with a lecture on the basic design elements for container and product wrappers which piqued the attention of the participants.



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Workshop on Chocolate Making Benefits SSF Beneficiaries

A seminar and workshop on chocolate making were conducted by DTI-NCRO last November 25, 2021, at Godel Chocolate Factory & showroom in Paranaque City. This workshop is one of the 51 SMERA runs programmed under the SSF program.

Godel Chocolate, an emerging bean-to-bar artisanal chocolate producer, was tapped by NCRO to lead the activity. Elizar Nacar, the company’s R&D Manager, discussed the history of cacao in the Philippines and explained in detail the chocolate-making processes starting from the tree-to-bean up to the bean-to-bar processes, arousing the interest of the attendees. He shared with the MSMEs the proper way of preparing for the manual chocolate tempering, where the melted chocolate is cooled to stabilize the crystal formation of the chocolate for a smooth and glossy finish.

After the training, a workshop on the molding process was conducted by the company. During this part, participants were trained on the different kinds of chocolate molding. This included training on the use of the Auto Tempering Machine, the manual molding, and the proper packaging of the chocolate products. This part of the seminar was conducted by Godel’s production Division.

The participants in the seminar-workshop are NCR-based MSMEs in the food and beverage sector, which uses chocolate as a primary input.



SSF Cooperator Learns about Digital Applications

Sixteen (16) participants from Camanava attended DTI-NCRO's seminar on Digital Applications last December 9, 2021, in Caloocan City. Among the participants in the activity are SSF cooperators and their potential beneficiaries.

Held in collaboration with Bigay Buhay Multi-Purpose Cooperative (BBMC), the face-to-face seminar was aimed at promoting digital solutions to business concerns. It sought to provide the participants with a background and understanding of the strengths offered by these solutions to their marketing needs. In particular, the activity zeroed in on the available applications and tools that MSMEs may take advantage of due to their affordability and ease of use, even for non-techie users.

To give this lecture, NCRO tapped the expertise of Mr. Jerry Cocabo-Yao, a longtime resource speaker of the agency.

In his presentation, Mr. Yao defined Digital Marketing as an umbrella term for marketing products or services using digital technologies, mainly on the Internet, including mobile phones, display advertising, and any other digital medium. He then encouraged the participants to use every medium available to them with extreme prejudice so as not to abuse their availability.

Mr. Yao also introduced some applications to the participants to provide them with an idea of how to market their products or service online including Canva, and Moviemator, to name a few. In the end, he encouraged them to create their own website or social media pages to widen their market and reach more prospective customers.

BBMC is the cooperator for one of NCRO's SSFs in the Camanava Area.



SSF for GHD & Wearables Testimonial

"The SSF program is a big help because we have been receiving orders for disposable PPEs, which has become our livelihood since the pandemic started until now. With the assistance provided by DTI-NCRO Area 3, by providing machineries and trainings, the number of our customers had increased by 70% and the quality of our products has improved as well. Then, our orders for disposable PPEs increased by at least 70%, and we also received orders for bag and fashionable PPEs.

At first, we were able to sell just 20 pieces of disposable PPEs, but when Amado J. Araneta Foundation ordered 1,000 pieces of disposable PPEs in March 2021, our sales increased enormously. I appreciate that our barangay has a shared service facility with sewing machines because it provides us the means to produce orders, helping us to have an additional source of income for our daily needs. I hope DTI continues running the SSF program because it helps in providing jobs to those who do not have a livelihood." - Analiza Mendoza, Quezon City.





SSF for CustomMade Crafts Center, Inc. Testimonial

"Through SSF, CMCCI was able to cope-up with the changing needs of the current market. Enhancing existing products helped us and most of our beneficiaries here in NCR, who rely mostly on the orders we placed through sub-contracting arrangement. SSF paved the way in our fight for sustainability in this time of the pandemic." - Julius Domingo

Julius Domingo (Cooperator)
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Diliman, Quezon City



SSF-Marikina Polytechnic College Ka-CheeseKeys | Testimonial

"Ako po si Airene Rosales may isang maliit na home business. Ako po ay nagbebenta at aalok ng aking produkto sa aking mga kakilala at maging sa online. Ako po ay gumagawa ng Cheese Cake in a Tub isang masarap na dessert na karaniwang kinagigiliwan ng mga dessert and cake lovers. Ang pagbebenta ko ng cheese cake ay extra ko po lamang na ginagawa para makadagdag ng income, pandagdag sa mga gastusin sa pang-araw-araw. Ako po ay isa sa nabigyan ng pagkakataon na makagamit ng mga makabagong equipment sa pagbabake sa tulong ng MPC-DTI SSF. Ako po ay gumawa ng aking ibinibentang produkto gamit ang facility at kagamitan ng MPC at DTI."

Lubos po akong natutuwa sa aking experience na ito dahil bilang isang maliit na negosyante nakita ko po ang kagandahan ng paggamit ng mga makabagong equipment upang mapadali at mas maging maganda ang aking produkto. Isang malaking tulong ang paggamit ng mga ganitong mga equipment dahil mas napapabilis ang aming trabaho at mas napapaganda ang kalidad ng aming mga produkto at napakalaking tulong ito para sa mga maliliit na negosyante na katulad ko. Marami pong salamat sa pagkakataon na naibigay sa akin at ako ay patuloy na tatangkil ng programang ito at sana ay marami pang mga katulad ko matulungan ng mga ganitong gawain. Maraming salamat po." - Airene Rosales

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A livelihood seeding and entrepreneurship development program of the Department of Trade and Industry for micro enterprises affected by calamities. The program aims to help individuals of families recover and restart their economic activities through the provision of livelihood kits and entrepreneurial training. Other than calamity victims, the program may also cater other identified beneficiaries from areas considered as priority areas of the national government such as KIA-WIA and NTF ELCAC.



2021 PPG Testimonials

Boy Chopstick

Mr. Arnold D. Matias | Tondo, Manila

"Ako po si Arnold D. Matias, isa sa mga nakatanggap sa livelihood assistance program ng DTI. Ako po ay isa sa nasunugan sa Barangay 91, Tondo, Manila. Thru the initiative of DTI, and Barangay officials, malaking tulong po ang natanggap kong financial aid mula sa DTI. Ginamit ko po ang pera sa pagbili ng mga paninda ko sa araw-araw. Imbes po na mangutang sa bumbay. Dati po ako ay nagtitinda ng mga lugaw, tusok tusok sa harap lang ng bahay. Ang puhunan ko po madalas ay utang, kaya madalas po ay laging walang tanda kasi naibabayad na sa utang.



Kaya ng kami ay masunugan at matulungan ng DTI, nagamit ko pong kapital ang binigay nila at dahil doon nagkaroon po ako ng oportunidad na makapagtinda sa ibang pwesto, nakatulong po ng malaki ang naibigay na financial assistance ng DTI. Sa ngayon po ako ay nagtitinda ng tusok tusok, calamares, chicken skin, etc., Sa ngayon po ay naitutuloy ko na ang aking pagtitinda." - Arnold Matias

Mon Kambingan

Mrs. Aida O. Francisco | Parañaque City

"Ako nga po pala si Aida O. Francisco na taga Fourth Estate, Brgy, San Antonio, Parañaque City. Isa po ako sa mga napiling maka kuha ng tulong financial na programa ng DTI. Malaking epekto po sa amin ang dumaan na sunog, dahil lahat po ng pinaghirapan at naipon namin ay naubos na, bumalik na naman po kami sa umpisa tapos sumabay pa po ang pandemya na nararanasan natin ngayon. Isa po ako sa mga nabigyan ng tulong ng DTI malaking tulong po sa amin ang naibigay ng DTI.

Nadagdagan po kmi ng puhunan at kahit papaano ay nakaraos at napagpapatuloy na po namin ang aming negosyo ulit. Ngayon po ay maganda na po ang takbo ng negosyo namin dahil maluwag na at di katulad dati na bawal ang dine-in kaya malaking tulong po ito at nadagdagan po ang aming paninda tulad ng grocery at dito na namin kinukuha ang aming pang araw araw naming gastusin sa pagkain kapag waa kaming panindang ulam." - Aida Francisco





Pancit Food Vendor

Mrs. Annalee Apologista | Mandaluyong City

"Ako po si Mrs. Annalee A. Apologista na nakatira sa 864 E.Pantaleon St Barangka Itaas Mandaluyong City na isang food vendor. Ako po ay isa sa mga nabiyayaan ng tulong pangkabuhayan ng Negosyo Center Mandaluyong ng halagang PHP8,000, noong February 08, 2021. Ito po ay napakalaking tulong sa amin bilang dagdag puhunan sa aming munting negosyo na pagtitinda ng almusal, pansit bilao at kung anu-ano pang pagkain sa araw-araw. Maraming salamat po sa malaking tulong na naibahagi ninyo sa amin."

*Lubos na nagpapasalamat,
Annalee A. Apologista*



Computer Rentals and Document Printing

Mr. Cristobal E. Estigoy | Valenzuela City

"Ako po si Cristobal E. Estigoy na kabilang sa sektor ng Persons with disability ay lubos na nagpapasalamat sa ipinagkaloob po sa akin na tulong mula sa DTI na Programang Pangkabuhayan sa Pagbangon at Ginhawa. Sa kabila po ng hirap ng pamumuhay at hirap sa pag bangon sa negosyo sa panahon ng Covid-19 pandemic at sa pamamagitan po ng programa ng DTI ay nagawa ko po maibangon ang aking kabuhayan na Computer Rental, document printing/photo copy at E-loading business. Dahil po dito nakabili po ako ng mga gamit para sa aking shop gaya ng computer accessories at supply na papel at ink para sa aking printer. Dahil po sa aking income sa negosyo ay nadagdagan ang puhunan ko sa E-loading. Hindi ko na rin gaano pinoproblema ang aking mga utility bills at pinipilit ko po na makaipon ng pera para sa emergency na pangangailangan gaya ng gastusin sa pagkakasakit at iba pa."

Muli po ay maraming salamat sa programa na naitulong sa akin ng DTI. Sana po ay mas marami pa po kayong magawang accessible na programang makakatulong sa mga Pilipino at inclusion po sa aming sektor para mapaunlad ang aming sarili at pamumuhay. GOD Bless po sa inyong departamento." - Cristobal Estigoy



LIVELIHOOD SEEDING PROGRAM



The Livelihood Seeding Program – Negosyo Serbisyo Sa Barangay (LSP-NSB) is a program of DTI that allows a wider reach of business development assistance by bringing government services closer to the people through partnerships between relevant local government units and DTI officials. Through Barangay Development Councils (BDCs), the DTI shall help capacitate Barangay personnel to provide basic business advisory or information dissemination services to MSMEs in the locality.



139

Number of
Barangays
covered



801

Number of individuals
provided with information
on various livelihood
opportunities



988

Number of
livelihood kits
provided



108

Number of
Negosyo cliniquing
activities conducted



988

Number
of MSMEs
assisted



11

Number of
Entrepreneurship
seminars conducted



Japanese Maki Sushi

Mr. Mario Salinasan | Parañaque City

Mario Cular Salinasan, an entrepreneur from Parañaque City Hall who was full of vision and enthusiasm when he started his Japanese Sushi Business in February 2020, had immensely experienced the effects of the COVID-19 pandemic. During those trying times, the bright future he viewed for his business dimmed. For two years, he had suffered a great loss, a battle that he did not foresee ain't like the others. His weekly profit of Four Thousand Pesos (P 4,000.00) decreased as the pandemic progressed. Little by little, he lost not only his customers and earnings but so his hope. He and his wife decided to close the business as lockdowns after lockdowns led them to it anyway.

Two years after he closed his business, Mario was fortunate to be one of identified beneficiaries of the Department of Trade and Industry-National Capital Regional Office (DTI-NCRO) through its Livelihood Seeding Program-Negosyo Serbisyo sa Barangay (LSP-NSB) program, with Parañaque Cooperative Development Office (PCDO) as our partner. On February 14, 2022, his wife, on his behalf, received the livelihood assistance that helped them to re-open and continue their business.

Mario and his family used the livelihood assistance to re-open their Japanese Maki Sushi Roll business. Through the Basic Entrepreneurship Training that DTI-NCRO also provided, he acquired knowledge and gained the confidence to pursue the dream and realize the vision he had once

let go. He managed to regain his footing and dared to continue running his business.

A few months after he re-opened, his profits tripled compared to life prior to the pandemic. They exceeded not only the former amount they make but also their goals and expectations for their business. They managed to secure savings for their business and are now set to use it to build and obtain their stall and expand their chosen business.

Mario extends his gratitude to DTI-NCRO for the assistance and opportunity they provided. It gave them the chance to survive and return stronger after all the hurdles of the pandemic. They also wish that DTI will continue to help other entrepreneurs like them, given the same opportunity for success.



Gem's Kakanin at Iba Pa

Ms. Gemma Barro | Taguig City

Ms. Gemma Barro received a Carinderia Kit from the Livelihood Seeding Program - Negosyo Serbisyo sa Barangay (LSP-NSB) in June 2021, which was held at Simbayanan ni Maria Multi-Purpose Coop in Taguig City.

Ms. Barro was one of the fortunate micro-entrepreneurs who qualified to be program participants.

Ms. Barro used to borrow kitchen wares and utensils from her sister to prepare the packed meals she sells before receiving the Carinderia Kit. As a result, she was pleased and grateful for the kit she received, which enabled her to prepare more meals and more than double her earnings.

With the kit, she is confident that she will receive more orders because she will be able to prepare more dishes and serve more customers.

"Napakalaking tulong and rice cooker po para sa akin. Napabilis po ang naging trabaho ko kasi isa o dalawang salang lang kahit apat na kilo ang order sa akin na spaghetti, pancit malabon at iba pa dahil po sa sobrang mahal ng gas ngayon. Kaya salamat po talaga sa DTI-NCRO at sa Simbayanan ni Maria Multi-Purpose Coop." Ms. Barro said when she was asked how did the LSP-NSB helped her business.



Ver Sari-Sari Store

Mr. Vergelio G. Ona | Mandaluyong City

Mr. Vergelio G. Ona is a sari-sari store owner from Mandaluyong City. He was chosen as one of the LSP-NSB beneficiaries last October 21, 2021, as his business was affected by the COVID-19 pandemic due to lockdowns imposed by the LGU coupled with the limited buying power of the people living in his community since their source of livelihood were also severely affected by the pandemic.

Mr. Ona provided a short testimonial about the financial assistance he has received from the DTI-NCRO under LSP-NSB Program, *“Malaki ang naitulong sa aking negosyo na tindahan (Ver Sari-Sari Store) ang Livelihood Seeding Program-Negosyo sa Barnagay (LSP-NSB) ng DTI. Nadagdagan ang aking kinikita at lumago pa ang aking puhunan. Maraming salamat sa DTI at sa Negosyo Center Mandaluyong City dahil napili ako bilang isa sa benepisyaryo ng programa.”*



Leizl Breadhouse

Ms. Leonora Oclavea | Navotas City

There goes a saying that, Success is about taking advantage of the opportunity. This is quite true with Ms. Leonora O. Oclavea, owner of Liezl Breadhouse, who's also one of the beneficiaries of the Department of Trade and Industry's (DTI) project, Livelihood Seeding Program – Negosyo Serbisyo Sa Barangay (LSP-NSB). The program is a package of assistance for entrepreneurs, which includes a livelihood kit and entrepreneurship development services to help restart, grow and sustain their business in the new normal environment.

The Department of Trade and Industry- NCRO, in coordination with the City Government of Navotas City, conducted the LSP-NSB program to help micro, small and medium enterprises (MSMEs) in the mentioned City to assist the businesses affected by natural and human-induced calamities including health disasters brought by the pandemic. Ms. Oclavea is one of the beneficiaries who qualify for the said program.

She previously used a bicycle to deliver her customers' orders, but since receiving DTI financial assistance, she has been able to improve logistics in her business, specifically order delivery. The financial assistance has provided her with additional working capital for her bakery. She was able to buy more ingredients for another product line, pizza food products. Her earnings have increased as a result of more orders, which led to the purchase of a motorcycle, which she now uses to deliver her customers' orders. Ms. Oclavea is now more confident and content in running her bakery.

Ms. Olavea once said, *“Mula sa de padyak na bisikleta sa pagdedeliver ng mga orders ay napalitan ko ito ng motor, nadagdagan din ang puhunan ko upang makabili ako ng ilang materyales sa aking panaderya na nagresulta sa paglago ng negosyo ko kasi nadagdagan ng pizza yung binibenta ko. Nagpapasalamat ako sa programang handog ng DTI-NCRO dahil malaking tulong ang dagdag puhunan na binigay nila sa patuloy na paglago ng aking breadhouse.”*





YOUTH ENTREPRENEURSHIP PROGRAM

New MSMEs Developed
(Registered) 33

New MSMEs Developed
(Unregistered) 20

Potential Entrepreneur 443



496
YEP Participants



The Department of Trade and Industry – National Capital Regional Office (DTI-NCRO) conducted the Youth Entrepreneurship Program (YEP) NCR 2021 Webinar Series last August 3, 5, 10, 12, 17, and 19, 2021, online via Zoom Cloud Meetings.

Out of the 991 YEP registrants, a total of 496 General Participants attended the YEP NCR 2021 webinar series, along with 31 YEP Guests & Resource Speakers/ Program Partners (382 Female; 145 Male). All registrants received reminders and information materials they can refer to in support of their entrepreneurial journeys. These 991 MSMEs and Other/Potential Clients were sent their own Young Entrepreneur Starter Kit, which was composed of the Resource Speakers' presentation materials, Business Plan templates, and the DTI-NCRO Programs Animated Video Explainers.

In pursuance of empowering would-be and existing youth entrepreneurs, the YEP embodied three (3) main objectives: 1. Youth Start: Experience. Promote entrepreneurship, particularly among young people, and help them develop their entrepreneurial skills. 2. Youth Net: Engage. Discuss the importance of online and offline networks and connect youth entrepreneurs with industry leaders through membership with local chambers, and youth entrepreneurs, including school-based organizations 3. Youth Match: Expand. Capacitate youth entrepreneurs in forging strategic partnerships that will make their business expand and connect them with industry leaders and investors that will help them stretch the boundaries of their business.

Due to the COVID-19 Pandemic, the office was compelled to consider major adjustments in the implementation of this program. Having considered the drastic changes in the dynamics of conducting the YEP using an online video conferencing platform, the DTI-NCRO devised the program to be as compact and engaging as possible. Each session of the YEP lasted for 1 hour only, which is already inclusive of the Question & Answer portion, in order to avoid long and tiresome "lecture" type sessions. The daily sessions were designed to follow a progressive learning style, which intended to help young aspiring and existing MSMEs learn step-by-step on how to start their own businesses in this time of pandemic wherein E-Commerce is booming.

Overall, the conduct of the Youth Entrepreneurship Program (YEP) NCR 2021 was a success despite it being restricted to an online setting. It was seamlessly executed, except for the minor interruptions caused by technical difficulties such as technical problems and audience unmuteing themselves during the sessions. It is evident that the YEP accomplished what it promised to the participants, which is to draw on a holistic approach on E-Commerce as not just income and job generation focused, but as a catalyst for sustainable development and economic growth.

Majority of the beneficiaries or 96% were very satisfied with the program. 85% deemed the plenary speakers effective; 85% rated the speakers' very satisfying in terms of their mastery of the topic; 83% were very satisfied with the ability of the moderators and master of ceremonies in facilitating the discussions of the program; 77% found that the time allotted for all the sessions was ample and reasonable; 82% respondents rated the program flow of activities as very satisfactory, with 86% for the content of the said program; 87% viewed the topics offered as relevant and applicable to them.

FEEDBACKS



Madel Catampongan

"As a young entrepreneur this kind of webinar terribly useful it help us grow and be more competitive coz yes we learn from the pro and that was great hearing their knowledge shared with us."



Shellanie Solis Novio

This is the last day of the 3 weeks webinar of YEP and I'm so glad to be part of it. Maybe someday I will be able to make a business and be a speaker too in the webinar that make other young entrepreneurs be a great entrepreneur someday, It's a great experience and I'm very thankful to DTI for this experience. See you next year for another webinars!
Thank you and God bless!



Ann Jesus Sarmiento

"I found this webinar very interesting because it opens up our mind about starting up our own business and gives us idea about the trends and innovations we can use in our business."



Dania April P. Ramos

"The sessions were amazing and evidently discussed the topics smoothly, big thanks to our speakers and host to shared their knowledge about how the business succeed. May God bless you all!" ❤️



Ralph Lauren L. Reyes

"This comment is not just for today and last day of the Youth Entrepreneurship Program 2021 but for the whole 3 weeks that I have been participated into though I started joining the program on its Day 3 but I really learned a lot from this program. It widens my knowledge in different topics, it was great experience to me and I think to others as well.

This program of DTI was amazing and I hope that there will be more of this for everyone especially to those youths and young entrepreneurs. Despite of the pandemic still DTI still managed to share knowledge and great experience to many people out there and it is just really wonderful."



Mark Kenneth M. Rama

"I really enjoy the presence and way on how the speakers deliver their message. The speakers attracts the attention of their audience and I really like the cheerful ambience of the webinar. Thank you and I gain a lot of things."



Marylan Villanueva

"Thank you for your time and learnings. I am future Entrepreneur, it will helps me a lot thank you and God bless." ❤️



Jerralyn Lomibao

"Keep this up! I'm enjoying and learning a lot. I hope that this program continues to inspire new generations of entrepreneurs. Please advertise these valuable programs more to reach more aspiring or doubtful entrepreneurs."



Capacity Building Measures



To continuously update the skills of DTI-NCRO personnel and make them responsive to the needs of our clients, the management held several capacity-building measures throughout the year. With these seminars, DTI-NCRO hoped to be kept abreast of new developments necessary in the ever-changing landscape under which we operate. The topics were carefully curated to maximize their impact on the overall performance of the office.

Dashboarding 101

Number of Participants: 91 Employees

Date: January 22, 25-26, 2021

A 1-day training session was conducted for three days through the Zoom platform. The lecture focused on Department Order No. 15-12 or the DTI-Strategic Performance Management System (DTI-SPMS). It aims to orient and update the employees about the importance of each dashboard and its relevance vis-à-vis the overall accomplishments of the office. Employees are also briefed on the proper way of preparing comprehensive dashboards.

BMBE Retooling

Number of Participants: 38 Employees

Date: June 30, 2021

Ensuring timely and accurate processing and issuance of the BMBE Certificate of Authority is one of the goals of DTI-NCRO. Not only is it required by RA 9178 but is also in line with the overarching goal of the government to promote ease of doing business in the country. Because of this, DTI-NCRO made it one of its priorities this year to retool its personnel on the BMBE law.

The seminar centered on discussing the law's implementing rules and regulations and the proposed amendments. It gave an overview of what the law entails and the processes required to carry out its mandate. In short, the seminar provided an opportunity for its attendees to learn about the rationale, the goal, and the spirit of the law.

The management deemed it important to retool its employees on the BMBE law and the BMBE Certificate not only because there have been developments since the law was first implemented, but also for the benefit of newly-hired employees of the office. It provided a great avenue to orient them about the program to align their skills in the processing and issuance of BMBE Certificates.

This seminar primarily benefitted personnel assigned to different Negosyo Centers in NCR but is also open to other interested DTI-NCRO staff. It was conducted online through the Zoom platform and was divided into two sessions, one in the morning from 9PM to 12PM and one in the afternoon from 1PM to 4PM.

Document Control and Root Cause Analysis Training

Number of Participants: 78 Employees

Date: September 2, 2021

Document control refers to a series of practices to ensure that documents are created, reviewed, distributed, and disposed of in a systematic and verifiable manner. Having these procedures can help an office be organized and agile as it grows in the number of clients together with its growing number of programs, projects, and activities. On the other hand, Root cause analysis (RCA) is the process of discovering the root causes of problems in order to identify appropriate solutions. RCA assumes that it is much more effective to systematically prevent and solve underlying issues rather than just treating symptoms and putting out fires.

This training helps to enforce controlled processes and practices for the creation, review, modification, issuance, distribution, and accessibility of documents. It also ensures that all documents remain legible and readily identifiable to all employees and that the documentation available at official points of use within the organization is trusted by its users and contains up-to-date, reliable, checked, and formally approved information. This is a great help to simplify access and quickly search, find, and retrieve archived and active documents needed for the effective planning, operation and control of the Quality Management System are available when and where needed and adequately protected. This training also gives knowledge on ISO 9001:2015 Corrective Action Requirement, Root Cause Analysis Techniques, Formulating Corrective Actions, Verifying Corrective Action Effectiveness, and Closing Nonconformities.



2021

YEAR-END ASSESSMENT

Year-end assessments offer an opportunity to take a second look at an agency's performance during the year. It provides an avenue to assess and appreciate what has been accomplished, what was not, and what can be improved on. Through these activities, management and its rank can come together to discuss how it fared versus the targets it set at the beginning of the year.

To assess NCRO's performance in 2021, the office held a year-end assessment last December 16, 2021, at 345 MetroHouse Bldg. Senator Gil Puyat Ave., Makati City. To account for the allowed limit in the number of attendees, the activity was conducted through a blended format wherein employees assigned at Negosyo Centers and CITE-Marikina participated virtually. Meanwhile, those assigned to the regional office were present at the venue.

The activity's focus is the review of the agency's strategic measures, proposed target, actual accomplishments, and the remaining balance to achieve the proposed targets. To carry this out, a presentation of all the data gathered from the individual performance of each program was held.

These data presented gave the attendees an appreciation of what DTI-NCRO has accomplished.

In addition to the strategic review, the year-end assessment became an avenue for the employees to socialize with one another. It served as a way for them to develop and rekindle old ties with other employees while also allowing them to meet new friends and acquaintances. Since collegial relationships affect individual performance, forging stronger professional relationships with colleagues is vital for any organization. For this reason, NCRO made it a point to make the year-end assessment not only enriching but at the same enjoyable.

RD Marcelina S. Alcantara and Mr. Jay A. Acar served as the speaker of this year-end assessment. They were joined by Dir. Shiela Gail S. Quingco (Director of MMDA), Mr. Bernard Niño S. Tarun (ROG), and Mr. Jordan T. Maramba (FS) who served as the judges for the talent portion of the activity.





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