

WHAT'S UP@DTI

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DTI launches "Tindahan Mo, e-Level Up Mo!" program



Sari-sari store owners across the Philippines joined the pilot run of Department of Trade and Industry's (DTI) "Tindahan Mo, e-Level Up Mo!" program on 26 June 2024.

The Department of Trade and Industry (DTI) launched the **"Tindahan Mo, e-Level Up Mo!"** program, an initiative designed to uplift local micro, small, and medium enterprises (MSMEs) through digitalization and sustainable business practices.

The pilot session took place simultaneously at DTI Central and Regional Negosyo Centers (NCs) nationwide and streamed via DTI Philippines Facebook Page and posted on YouTube on 26 June 2024.

Focused on empowering sari-sari store owners, the program equips participants with essential digital skills and financial literacy while promoting sustainable practices. These efforts are geared towards ensuring competitiveness in today's dynamic economic landscape. Sessions will be held virtually every last Wednesday of the month from 9:00 a.m. to 10:30 a.m., which will run for four months from 26 June to 23 October 2024.

"We recognize the pivotal role of sari-sari stores in sustaining Filipino families and its contributions in our nation's economic progress. DTI launched the 'Tindahan Mo, e-Level Up Mo!' program to equip our small enterprises with necessary skills and knowledge to thrive in the digital age and enhance their operations. This is a step closer to our goal of driving inclusive growth towards Bagong Pilipinas," **DTI Secretary Alfredo E. Pascual** said.

Likewise, **DTI Undersecretary for Communications Ed G. Sunico** extended his gratitude to sari-sari store owners for participating in the program and encouraged them to capitalize on the training opportunities that are made accessible at their nearest DTI Negosyo Centers.

The first module of the program titled "e-Level Up ang Negosyo" delved on digital technologies and solutions to significantly enhance the efficiency and competitiveness of sari-sari stores in the Philippines.

Resource speakers from Hapinoy and Packworks Philippines provided comprehensive lectures on implementing cashless payment systems and establishing e-wallet service platforms. These initiatives are pivotal in modernizing business practices, ensuring smoother transactions, and aligning with current consumer preferences for digital payment.

Module 1 included presentations on the business name registration process presented by **Digital Service Office (DSO) Assistant Division Chief Josephine Virrey**. She also discussed other DTI services tailored to small enterprises namely such as RiseUp Tindahan by Small Business Corporation (Sb. Corp), Business Counseling and Mentoring through NCs, and Market Access through E-Commerce.

Upcoming modules cover the following topics:

- "e-Level Up ang Online Marketing" - equips participants with strategies to reach new customers and expand their online presence through digital tools (July 24);
- "e-Level Up ang Puhunan" - explores digital products to manage finances and grow business capital (August 28);
- "e-Level Up ang Paninda" - optimizes product selection and caters to customer needs through digital applications (September 25); and
- "e-Level Up ang Operations" - streamlines daily tasks and maximizes efficiency through digital solutions (October 23).

To join the succeeding sessions, you may visit DTI's Facebook Page, Youtube channel or go to your nearest Provincial Office and Negosyo Centers (NCs).

The DTI's dedication to empowering sari-sari store owners resonates with its newly launched slogan, "ANGAT Negosyo, ASENSO Trabaho, ALAGAng Konsumer para sa Bagong Pilipinas.

For more information about the "Tindahan Mo, e-Level Up Mo!" program, please visit the DTI Philippines Facebook Page and DTI YouTube Channel.

Other resources:

Hapinoy – <https://www.hapinoy.com/>

Packworks – <https://packworks.io/>