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UP INSTITUTE FOR SMALL-SCALE INDUSTRIES



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# ISSI WALLNEWS



3 August 2018

3/F UP ISSI

## TARA NA, NEGOSYO NA! YEAR 8



## Tara Na, Negosyo Na! Year 8 ushers in UP ISSI's 52nd anniversary

by: Roy D. Apacible

The yearly staple Tara Na, Negosyo Na!, now on its eighth (8) edition, spearheaded the 52nd founding anniversary of the UP Institute for Small-Scale Industries (UP ISSI). UP ISSI was founded on 2 March 1966 through a bilateral agreement with the Royal Kingdom of the Netherlands and the Philippine Republic "to assist and promote the development and growth of the small-scale industrial sector in the Philippines." On 4 August 1969, through Republic Act 6041, UP ISSI was then established as a research and extension unit of the University of the Philippines.

UP ISSI conducted the Tara Na, Negosyo Na! Year 8 last 3 August 2018 with no less than Dr. Fidel R. Nemenzo, UP Diliman Vice Chancellor for Research and Development and concurrently UP ISSI's Officer-in-Charge, giving the welcome remarks for all participants. Dr. Nemenzo explained the mandate given to the Institute and the various training, research, and extension programs it provided in service of the small-scale industries and entrepreneurs through the years.

The leveling of expectations was later facilitated by Mohidin P. Abdul, a Program Manager from the Training and Entrepreneurship Education Division (TEED), in which participants freely gave their

Continued on Page 2...

**ISSI WALLNEWS ISSUE NO. 38**



views on how the seminar would give them additional learnings and insights as actual entrepreneurs. Prof. Rolando Ramon C. Diaz, Head of TEED, expounded his lecture on entrepreneurship dubbed as *“Developing Entrepreneurial Mindset”* and provided an overview on the MSMEs’ contribution to Philippine society which, according to 2016 data from Philippine Statistics Authority, MSMEs contribute 99.57% of the business pie in the country.



*Darlyn B. Calderon  
of Jedidiah Food Industry*



*Ruperto J. Lavega, Jr.  
of Signrays Advertising, Inc.*



*Beverly P. Aquino  
of Lugaw Queen*

The afternoon session proceeded with the facilitation of Project Identification (based on Community-Based Enterprise Development Methodology from the International Labour Organization) by Reynold Ferdinand G. Manegdeg and Joanna Rose T. Laddaran.

The testimonials of three successful entrepreneurs breathed life to the seminar with the real life stories of: Ruperto J. Lavega, Jr., owner of Signrays Advertising, Inc. Large Format Digital Printing, gave a rousing testimony of his business that went through several trials before finding its niche; Darlyn B. Calderon, proprietress of Jedidiah Food Industry, shared about her turmeric business

that started from humble beginnings; and Beverly P. Aquino, President and CEO of Lugaw Queen, talked about how her one thousand peso budget turned into a good rags-to-riches story.

Prof. Melchor C. Morandarte from Malayan Colleges Laguna and Jocelle P. Mamaril, OIC Head of Information and Public Affairs Office of UP ISSI, served as reactors of the seminar,

while Glennis S. Uyanguren as the master of ceremonies for the afternoon session.

At the end of the program, some lucky participants were provided free slots to have a glimpse of the latest financial technology via the seminar on “China’s Financial Technology and E-Commerce Experience: Exploring Implications for the Philippines.” This happened on 9 August 2018 at UP Bonifacio Global City. For more information, please check this link:

<https://appfi.ph/news-events/2264-upcoming-forum-china-s-financial-technology-and-e-commerce-experience-exploring-implications-for-the-philippines>.

## Testimonial from a participant of the Tara Na, Negosyo Na! Year 8

Nene Tamayo of Nene Prime Foods

*“It was my first time to attend a training at UP Institute for Small-Scale Industries in UP Diliman on August 3, 2018. Generally, I am satisfied and delighted that it exceeded my expectations. I learned a lot from this seminar. Though I am already running my business, NENE PRIME FOODS, I still believe that attending a seminar like this helps enhance my skills and abilities. Here are what I’ve learned from the “Tara Na, Negosyo Na! Year 8” seminar.*



1. **NOTHING IS IMPOSSIBLE.** We will succeed if we have perseverance, right attitude and mindset.
2. **SELF-ASSESSMENT.** Know your strengths and acknowledge your weaknesses. Identify your personal entrepreneurial competencies.  
<http://beta.entrepreneurship.org.ph/2018/08/09/how-to-identify-your-personal-entrepreneurial-competencies/>
3. **PLAN.** Planning is important. Failing to plan is planning to fail which I agree 100%. I learned this the hard way. I joined Pinoy Big Brother to win the cash prize so I could use it to start a business. And when I got the money, I started to rent almost every commercial space I came across without any concrete plans on what business I should put up. I failed but learned my lesson. Don't quit, just take a break or slow down, plan and move forward.
4. **KEEP EDUCATING YOURSELF.** You should never stop learning. One can learn something new every day. The key to **SUCCESS** is when you keep educating yourself.
5. **WORK-LIFE BALANCE.** When I asked Ms. Beverly Aquino, Lugaw Queen President and CEO, one of the speakers on “Tara Na, Negosyo Na! Year 8” seminar, what was the hardest challenge she has ever faced in running her business, her answer was, “there is no harder challenge to overcome than when you’re in a hospital bed and fighting for your life. So it is really important to take good care of your health. Health is wealth.”
6. **CHOOSE THE RIGHT PERSON FOR THE JOB.** One of the factors for growth and success of the business are the employees. Mr. Ruperto J. Lavega, Jr., Owner of Signrays Advertising, Inc., who runs their business for over two decades, and have branches nationwide, said, it is crucial to carefully select the right person for the job.
7. **DO THE RIGHT THINGS and GIVE BACK.** Ms. Darlyn Calderon, Owner of Jedidiah Food Industry, said that doing the right things will lead you into the right path to success. Secure necessary permits and required documents when you start a business. Take care of your employees and they'll take care of your business. Give them the benefits they need such as SSS, health care and the like. Give back. Jedidiah offers scholarships for the children of their workers.
8. **INSPIRATION.** After hearing all the speakers who shared their journey, ups and downs in running their businesses, I went home inspired, motivated and learned a lot from “Tara Na, Negosyo Na! Year 8” seminar.”

Thank you, UP ISSI!  
NENE TAMAYO  
Proprietor, NENE PRIME FOODS  
Big Winner, Pinoy Big Brother Season 1  
[www.facebook.com/NenePrimeFoods](http://www.facebook.com/NenePrimeFoods)



# Disaster Preparedness of Philippine MSMEs

by: Joanna Rose T. Laddaran & Jefferson C. Sumalabe

The University of the Philippines Institute for Small - Scale Industries (UP ISSI) offers the Honing Agents for National Disaster Awareness (HANDA) Program as a localized disaster preparedness and business continuity planning (BCP) capacity-building program which aims to develop business resilience of the micro, small and medium enterprise (MSME) sector in the Philippines.

Part of the HANDA Program is UP ISSI's ongoing study on the Disaster Preparedness of Philippine MSMEs which aims to describe the disaster experiences, impact to their business operations; disaster preparedness and BCP-related practices of MSMEs in the Philippines. The environmental hazards should be identified as it may adversely affect life, property and socioeconomic activities.

In particular, this study shall gather information on:

1. Disaster experiences and vulnerabilities of MSMEs
2. Disaster preparedness and business continuity planning strategies of MSMEs
3. Government programs related to disaster risk reduction for MSMEs

A whole-day session will be held at UP ISSI on October 11, 2018 to facilitate information gathering from invited MSMEs and representatives from government agencies.

This study builds upon the 2017 baseline study of the UP ISSI Research Division which described the business disruption experiences and extent of BCP awareness of 100 MSMEs who were



part of the Institute's BCP programs and workshops conducted from August 2014 to March 2016 in partnership with government agencies such as the Department of Trade and Industry (DTI) and the Department of Agrarian Reform (DAR).

The results of UP ISSI's ongoing study on Disaster Preparedness of Philippine MSMEs will include the MSME Disaster Vulnerability Map which will aid in formulation of policies and development of programs related to community disaster risk reduction, and strategies for business resilience.

To know more about the study, contact the UP ISSI Research Division at [issi.research@up.edu.ph](mailto:issi.research@up.edu.ph).

# Tara Na, Negosyo Na! Year 8 3 August 2018

8:00 - 8:30 AM	Registration	
8:30 - 9:00 AM	Opening Ceremonies	
	Opening Remarks	Fidel R. Nemenzo, D.Sc. Officer-in-Charge, UP ISSI
<b>Session 1: Developing Entrepreneurial Mindset</b>		
9:00 - 9:15 AM	Levelling of Expectations	Mr. Mohidin P. Abdul
9:15 - 10:15 AM	Are You Entrepreneurial?	Facilitator: Prof. Rolando Ramon C. Diaz
10:15 - 10:30 AM	Break	
10:30 - 12:00 NN	Project Identification (based on Community-Based Enterprise Development Methodology)	Facilitators: Mr. Reynold Ferdinand G. Manegdeg Ms. Joanna Rose T. Laddaran
12:00 - 1:00 PM	Lunch	
<b>Session 2: Drawing Inspiration from Successful Entrepreneurs</b>		
1:00 - 3:30 PM	Testimonials	Mr. Ruperto J. Lavega, Jr. Owner, Signrays Advertising, Inc.
		Ms. Darlyn B. Calderon Owner, Jedidiah Food Industry
		Ms. Beverly P. Aquino President & CEO, Lugaw Queen
3:30 - 4:30 NN	Open Forum	Reactors: Prof. Melchor C. Morandante Ms. Jocelle P. Mamaril
4:30 - 5:00 NN	Closing Ceremonies	
<i>Master of Ceremonies:</i> Glennis S. Uyanguren, Mohidin P. Abdul, and Neil DC. Grimaldo		



# HOW TO: Identify your Personal Entrepreneurial Competencies

by: Daryll D. Villena

August 3, 2018 – For would-be entrepreneurs and those with existing micro or small businesses, UP ISSI's Tara Na, Negosyo Na! anniversary training offering is a pathway to develop their entrepreneurial competencies. Moreover, the course digs in through their business interest and passion as a market-maker. Part of the seminar is the administration of a self-rating assessment to evaluate an individual's Personal Entrepreneurial Competencies (PECs). The PECs questionnaire provides a self-assessment tool on how each one sizes up to the common competencies identified by Management Systems International (MSI). Understanding your PECs will be of great help in the detection and analysis of your strong and weak points. Thus, these behavioural indicators are said to be useful in strengthening the entrepreneurial potential.

If you missed the Tara Na, Negosyo Na! training offered by UP ISSI but would like to know your PECs score, here's a brief rundown on how to compute your PECs Profile. The Self-Rating Questionnaire has 55 items. These are rated in accordance to your attitude and personal beliefs.

- 5 – Always
- 4 – Usually
- 3 – Sometimes
- 2 – Rarely
- 1 – Never

## The 10 Entrepreneurial Characteristics

Opportunity seeking  
Persistence  
Commitment to work  
Demand for quality and efficiency  
Risk taking  
Goal setting  
Information seeking  
Systematic planning and monitoring  
Persuasion and networking  
Self-confidence



Participants of Tara Na, Negosyo Na! Year 8

## Page 1 of PECs Self Rating Questionnaire

(<http://www.entrepreneurship.org.ph/wp-content/uploads/2018/08/Page-1-of-PECs-Self-Rating-Questionnaire.pdf>)

Answer the questionnaire based on your personal and honest views as there are no wrong answers. Remember that no one is good at everything.

## PECs Self-Rating Questionnaire

Download PECs Self-Rating Questionnaire

(<http://www.entrepreneurship.org.ph/wp-content/uploads/2018/08/Download-PECs-Self-Rating-Questionnaire-1.pdf>)

## PECs Scoring Sheet

When you're done with the questions, transfer your rating to the PECs Scoring Sheet as arranged in downward direction in parentheses.

Perform the addition and subtraction per row to calculate your PECs score.

Download PECs Self-Rating Questionnaire Scoring Sheet

(<http://www.entrepreneurship.org.ph/wp-content/uploads/2018/08/Download-PECs-Self-Rating-Questionnaire-Scoring-Sheet-1.pdf>)

## Correction Factor

The correction factor (the total of items 11, 22, 33, 44, and 55) is computed to determine whether or not a person tries to filter his image of himself. If the total score on this factor is 20 or greater, then the total score on the ten PECs must be corrected to provide a more accurate assessment

# BEDD undertakes mentorship program with 115 MC IOSA partners

by: Jocelle P. Mamaryl

with inputs from  
Karen Kay Bravo-Coballes

The Business Enterprise Development Division (BEDD) commenced with the preliminary discussions and initial plant visits to the 115th Managers Course (MC) IOSA partners at the onset of the implementation of UP ISSI's mentorship program. BEDD's University Extension Specialists, including the Division Head, Engr. Leoncio T. Cubillas, Jr., are purposely assigned as business mentors to five pilot sites, matching their areas of expertise with the IOSA partners' needs. The mentorship program forms a learning and development partnership between the mentor from UP ISSI and the mentee from the 115th MC IOSA partners and involves the transfer of technology and knowledge from the mentor to the mentee, and vice versa, as well as the provision of consultancy and advisory services. At the end of the three-month engagement, UP ISSI through BEDD is optimistic that the short-term recommendations relevant to the improvement of the enterprise would have been realized.

The IOSA, or Integrated Organizational Survey and Assessment, is the final output of the MC. It aimed to give participants a hands-on experience in conducting an organizational assessment in the four areas of management: marketing; production or operations; organization and human resource/personnel; and financial management. The participants then prepared the IOSA report based on their findings and analysis, which was evaluated by a panel of industry experts. The mentorship program between UP ISSI and the IOSA partners will be provided afterwards to address pertinent short-term recommendations in the IOSA reports. The mentorship program is a free service of



UP ISSI to its IOSA partners as part of the former's advocacy of advancing and promoting Philippine MSMEs. In addition, TEED will also provide a 50% discount voucher off any regular training program at UP ISSI to address recommendations in further education and training.

If you and your enterprise are interested to take this mutually beneficial collaboration with UP ISSI as an IOSA partner, we look forward to hearing from you. Kindly contact TEED at (02) 4265759 or (02) 9287076-79.

## #ISSINegosyoNa

by: Jocelle P. Mamaryl



Prof. Rolando Ramon C. Diaz, Head of the Training and Entrepreneurship Education Division, congratulates the winners of the free training program vouchers from the #ISSINegosyoNa hashtag game.

In addition to the new friends and fresh business ideas that the participants were able to take home from the Tara Na, Negosyo Na! Year 8, they were also given the valuable opportunity to attend future UP ISSI forums and training programs for free! The participants were encouraged to post their pictures taken during the Tara Na! Y8 on Facebook and Twitter with the official hashtag: #ISSINegosyoNa. Up for grabs were free slots to the Forum on China's Financial Technology and E-Commerce Experience: Exploring Implications for the Philippines held on 9 August 2018, the 52nd Start Your Own Business course to be conducted from 15 September to 27 October 2018, and the 40th Strategic Marketing Course to be scheduled in 2019. The lucky winners were announced at the end of the Tara Na! Y8.



*learning technique to build the business skill capacity of aspiring or current entrepreneurs.*

*C-BED leverages on existing knowledge present in the community to create a safe learning environment where lessons can be applied to real business experiences participants face. C-BED does not require the presence of an external expert, only a literate member from the community is needed to introduce the modules and keep time. Thus, the C-BED methodology presents a skill development opportunity in challenging environments where lack of or unavailability of teachers and instructors is common, in particular in marginalised areas and post conflict or disaster zones.*

*The package incorporates hands-on, activity based lessons, maximizing the use of diagrams and pictures so that both literate and illiterate participants are able to learn together. This alternative teaching method has been found to promote increased leadership and participation during the course and translates to greater individual feelings of empowerment and ties to the community once the course is complete.*

*C-BED is designed to be a low cost, flexible program that organizations and communities with minimal capacity can easily implement and adapt to meet their local needs. (International Labour Organization, 2014, p.2)*

During the Tara Na, Negosyo Na! Year 8, the participants were grouped into “communities” and worked on simplified worksheets based on the C-BED Facilitators Manual on selecting business ideas. The first worksheet was an inventory of the group’s interests (including hobbies), work experiences (including training and education), and other references (sources of inspiration, such as family, friends, teachers, acquaintances, etc.). After a brief sharing session, the group conducted a brainstorming on business ideas, wherein they came up with as many new and different business ideas as possible resulting from the first worksheet, and listed them all



Prof. Melchor C. Morandarte from Malayan Colleges Laguna and Jocelle P. Mamaril, OIC Head of Information and Public Affairs Office of UP ISSI, served as reactors of the seminar

down on the second worksheet. The third worksheet then had them discussing the three important criteria for selecting good business ideas: skills, resources and demand in the community. Finally, the groups rated the business ideas on how well they match the skills, resources or demand listed on the third worksheet using smiley faces, and ranked them according to the number of smiley faces on the fourth worksheet. Some groups were requested to share their outputs to the plenary, and the business ideas they reported ranged from food manufacturing and services (bakery, coffee shop, and restaurant) to wellness-(spa) and tourism-related enterprises (travel agencies).

Ms. Joanna Rose T. Laddaran, one of the facilitators for the Project Identification session, added other tools in business idea generation, such as situational analysis, environmental analysis, resource analysis, and SWOT analysis. Mr. Reynold Ferdinand G. Manegdeg, Ms. Laddaran’s co-facilitator, explained that Project Identification is just one part of the C-BED methodology and invited all to visit <https://cb-tools.org/> for the full list of C-BED Manuals and other resources from the ILO for entrepreneurs and micro business owners.

#### Reference:

International Labour Organization.(June 2014). Community-Based Enterprise Development (C-BED) for aspiring entrepreneurs: Facilitators guide. International Labour Organization.

of the strengths of the PEC score for that individual. Download PECs Self-Rating Questionnaire Corrected Factor Sheet

(<http://www.entrepreneurship.org.ph/wp-content/uploads/2018/08/Download-PECs-Self-Rating-Questionnaire-Corrected-Factor-Sheet-1.pdf>)

#### Correction Factor Sheet

Subtract the Correction Number from the Original Score. Place your score to Corrected Total space.

#### PECs Profile Sheet

Download PECs Self-Rating Questionnaire Profile Sheet

(<http://www.entrepreneurship.org.ph/wp-content/uploads/2018/08/Download-PECs-Self-Rating-Questionnaire-Profile-Sheet-1.pdf>)

Plot your corrected score with its corresponding PECs on each line and connect the dots to get your profile. The more dots marked on the right side means you are more capable with the respective entrepreneurial characteristic.

#### Interpreting Scores\*

The highest corrected score is 25 per PECs item. The closer you are to 25 means you are strong in that particular PECs item.

The average and median score is 12.5.

A score below 12.5 means a challenge or opportunity for improvement in that particular PECs item. A below the average score calls for change of behavioural pattern.

Marking on the extreme left side (below 12) requires self-reflection and figuring out changes needed to improve one’s personality. The PECs profile is dynamic, meaning it is not set in stone and whatever challenges you may have could still be improved on. Your PECs profile will be technically progressive once these challenges are faced with self - confidence and are aligned to your business plan. In a larger sense, a winning personality is considered a key factor whether you are fit to start or maintain a business.

The programme covers the not-so-frequently asked questions by entrepreneurs that are new in the industry, by business owners who need a refresher course to build and re-construct their business structure and, most of all, the Tara Na, Negosyo Na!

serves as a platform for average Filipinos to encourage them to start their own business even with little capital, even if it’s just in their backyard as long as the business ideas are backed up with systematic planning and managing.

*\*Interpreting Score from Prof. Rolando Ramon C. Diaz. Head of Training and Entrepreneurship Education Division (TEED), UP ISSI.*

## HOW TO: Project Identification using the C-BED Methodology

by: Jocelle P. Mamaril

August 3, 2018 – Participants of UP ISSI’s Tara Na, Negosyo Na! Year 8 were invited to do self-reflection during the first session of the program entitled “Identifying your Personal Entrepreneurial Competencies (PECs).” Directly following that was the second session on Project Identification using the Community-Based Enterprise Development (C-BED) Methodology, wherein the participants were enjoined to do environmental scanning and brainstorming among



The “communities” were busy brainstorming on business ideas.

The C-BED training program is an innovative tool that relies on self-facilitation and social



