

# 2018

52 YEARS OF UNWAVERING SERVICE TO FILIPINO ENTREPRENEURS



## UNIVERSITY OF THE PHILIPPINES INSTITUTE FOR SMALL-SCALE INDUSTRIES



UP ISSI's 1st  
MSME Conference

RESEARCH



Mentoring Program

BUSINESS ENTERPRISE  
DEVELOPMENT



Managers Course &  
Tara Na,  
Negosyo Na!  
Year 8

TRAINING



# ANNUAL REPORT





Copyright 2019 by the UP Institute for Small-Scale Industries (UP ISSI)

All rights reserved. Unless otherwise indicated, all photos, images, and graphics are owned by the University of the Philippines Institute for Small-Scale Industries (UP ISSI). Materials contained in this publication may be quoted or reproduced in whole or in part provided that the publisher is duly credited. Users are restricted from reselling, redistributing, or creating derivative works for commercial purposes without the express or written consent from the publisher.

The views expressed herein are those of the writers and do not necessarily reflect the views of the University, the Institute nor their administration.



# **UP ISSI 2018 ANNUAL REPORT**

**52 YEARS OF UNWAVERING SERVICE TO FILIPINO ENTREPRENEURS**



# CONTENTS

Message from the UP President	6
Message from the UPD Vice Chancellor for Research and Development	
Message from the UP ISSI Director	
<b>UP Institute for Small - Scale Industries since 1966</b>	<b>8</b>
Mission, Vision, Core Purpose, Mandate, Core Values, Quality Policy, Service Streams, and Target Publics	10
52 Years of Unwavering Service to Filipino Entrepreneurs	
<b>UP ISSI Divisions and Service Streams</b>	<b>12</b>
Training and Entrepreneurship Education	
Research	
Business Enterprise Development	
Information and Public Affairs	
Administrative Delivery	
<b>Regular Training Programs</b>	<b>14</b>
Start Your Own Business Course, Productivity through Effective Supervision Course, Total Communication Course, Creative and Effective Selling Techniques Course, Total Productive Maintenance Course, and Accounting for Non-Accountants Course	15
Financial Management for Entrepreneurship and Investment Course, Strategic Marketing Course, Strategic Human Resource Management Course, Managers Course and Advanced Leadership and Management Course	18
2018 Scorecard and Demographics of Trainings and Participants	19
Affiliate Resource Persons	
<b>Special Training Programs and Seminars</b>	<b>20</b>
2018 Business Continuity Management for Cooperatives	22
2018 Service Continuity Planning for Civil Society Service Organizations	25
Small Business Counselors Course (SBCC): Capacitating the Negosyo Centers for MSME Development Services	27
Success in Small Beginnings: Testimonials from Tara Na, Negosyo Na! Year 8	28
Barangay Invasion through Entrepreneurship	29
Marketing and Product Development Program for MSMEs	32
Summary of Accomplishments: 2018 Special Training Programs	
<b>Research Projects</b>	<b>34</b>
Honing Agents for National Disaster Awareness (HANDA) Program	35
UP ISSI Smart Business Guide on How to Prepare a Business Continuity Plan	36
2018 Scorecard of Research Studies and Publications	
APPFI Partners with UP ISSI in Holding Forum on China's Financial Technology and E-Commerce Experience	
UP ISSI's 1st MSME Conference	38



Kapihan 3: Strengthening Community-based Disaster Preparedness in Metro Manila	39
Final Report for Enhancing the Competitiveness of Women-led MSMEs in the Garments and Textile Sector through Innovation and Entrepreneurship	40
<b>Publications</b>	
Development of Learning Resources for Entrepreneurship for the Department of Education	41
UP ISSI Bi-annual Newsletter	
<b>Extension Projects</b>	
Citi Microentrepreneurship Awards (CMA) Mentoring Program	42
Value Chain Training Program	44
Science for the Convergence of Agriculture and Tourism (SciCat) Program	46
UP ISSI Technology-based Business Incubation and Innovation Program	47
ASEAN SME Academy	48
PCCI Education Committee	49
BEDD Undertakes Internship Program with 115th MC IOSA Partners	
UP ISSI Undertakes Advocacy Mentoring Project with Ateneo de Manila University Research Students	
<b>Advocacy with the UP Community</b>	
Kwentahan Tayo: Accounting Talk for MSMEs with UP ISSI and UP JPIA	50
2018 Demographics of UP ISSI Online Insights	51
<b>Personnel Development for UP ISSI Staff</b>	
1st Nationwide Simultaneous Earthquake Drill for 2018	52
First Data Privacy Seminar-Workshop in Diliman	53
Learning Tour on MSME Development and Innovation in Southern Taiwan	54
Basic Records Management	56
Workshop on Data Analytics for MSME Managers	57
UP ISSI 2018 Strategic Planning	
<b>UP ISSI Library</b>	58
<b>UP ISSI Organizational Chart</b>	60
Institutional Linkages	61
UP ISSI Research, Extension, and Professional Staff	62
UP ISSI Administrative Personnel	
<b>University of the Philippines</b>	
The UP Board of Regents	64
Officials of the UP System Administrative Offices	65
UP Diliman Officials	66
Offices under the Office of the Chancellor	66
UP ISSI Annual Report 2018: Technical, Creative, and Editorial Team	67



# MESSAGE

## FROM THE UP PRESIDENT



Binabati ko ang University of the Philippines Institute for Small-Scale Industries (UP ISSI) sa isa na namang makabuluhang taon ng paglilingkod sa sambayanan sa pamamagitan ng pag-agapay sa pag-unlad ng mga maliliit na negosyanteng Pilipino.

Ang UP ISSI ay gumagampan ng mahalagang papel sa pagbibigay nito ng sapat na kaalaman, inspirasyon at ugnayan para sa mga nabibilang sa sektor ng micro, small and medium enterprises (MSMEs) na haligi ng pang-ekonomiya at pangkalahatang pag-unlad ng bansa. Alinsunod sa mandato ng UP na maging pinakamahusay sa larangan ng pagtuturo, pananaliksik at pagbibigay ng serbisyo publiko sa bansa, tinutulungan ng UP ISSI ang mga maliliit na negosyanteng Pilipino sa kanilang pagsisimula at pagpapalago ng sariling negosyo sa pamamagitan ng mga kurso, pagsasanay at publikasyong tumutugon sa mga pangangailangan ng MSMEs.

Sa mga susunod na pahina mababasa ang mga ulat at serbisyong hatid ng UP ISSI. Ipinakikilala rin dito ang mga tanggapan at kawaning katuwang natin sa paggampan ng misyon ng UP para sa bayan. Sapagkat nakatutulong ang mga inisyatibang ito sa pag-asenso ng mga negosyong maipagmamalaki natin, lalo tayong nabubuklod sa ating pagkakaisa sa layuning palakasin at linangin ang sektor ng MSMEs upang ang bawat Pilipinong kabahagi ng sektor na ito ay maging mahusay at produktibong kabalikat natin para sa pangkalahatang kaunlaran.

Lalo pa nating pag-ibayuhin ang ating pakikipag-ugnayan sa mga ahensyang pamahalaan, organisasyon, indibidwal at negosyong kapwa sumusuporta sa MSMEs. Panatilihin natin ang pagiging isa sa mga pinakamahusay sa ating larangan. Hangad ko lagi ang inyong pag-asenso at tagumpay.

Mabuhay tayong lahat!

**ATTY. DAMILO L. CONCEPCION**

President, UP System



## FROM THE UPD VICE CHANCELLOR FOR RESEARCH AND DEVELOPMENT

This is a special year for the UP ISSI as it now has a new director, bringing with her a new perspective in development. Additionally, UP ISSI is now a unit under OVCRD. Lastly, this year, the premier MSME Institute is celebrating its 52<sup>nd</sup> anniversary. That's a lot of valuable milestones in 2018! Congratulations, UP ISSI!

In my two years as Officer-in-Charge, I saw how the Institute faced the challenges that came its way. It has been very resilient, going over the spirit of the times, always overcoming the challenges and incorporating it with the training, researches, and extension work relevant to our stakeholders.

Wherever the future may lead us, I hope UP ISSI will still look back to where it started: to be of service to small entrepreneurs. We should always look back to where we came from to realize our future. UP ISSI will always be at the forefront of the small-scale industry. The mandate of helping the entrepreneurs to achieve their potentials should always be the mantra of the Institute.

Again, congratulations UP ISSI. Mabuhay!



**FIDEL R. NEMENZO, D.Sc.**

Officer-in-Charge, UP ISSI (January 2018—September 2018)



## FROM THE UP ISSI DIRECTOR

Kami sa ISSI ay taos-pusong nagpapasalamat sa lahat ng indibidwal at organisasyon na tumulong upang makamit ang mga layuning itinakda sa taong 2018. Maraming salamat sa tiwalang pinagkaloob para maisakatuparan ang mga proyektong napagkaisahan. Sa mga susunod na pahina ay matutunghayan ang mga mayamang karanasan sa buong taon. Tampok dito ang mga sumusunod:

1. Mga pagsasanay upang higit pang mapataas ang antas ng kaalaman at kasanayan ng mga manggagawa sa iba't ibang empresa at mga business counselors sa iba't ibang rehiyon;
2. Pagbabahaginan ng mga kaalaman hinggil sa mga MSME sa pamamagitan ng 1<sup>st</sup> MSME Conference;
3. Talakayan hinggil sa kalagayan ng mga MSME na pinangungunahan ng mga kababaihan sa industriya ng garments at textiles na dinaluhan ng kinatawan mula sa iba't ibang bansa;
4. Pagpapalakas sa mga micro at small enterprises sa pamamagitan ng mentoring; at,
5. Patuloy na pakikipagtulungan sa mga pribado at pampublikong mga organisasyon para sa pagsulong at paglago ng mga MSME.

Taong 2018 nang isinailalim ang ISSI sa OVCRD, bilang pagkilala sa mandato ng ISSI sa larangan ng pananaliksik at extensyon. Sa pamumuno ni VC Fidel R. Nemenzo, magigiyahan ang ISSI sa paggampan ng kanyang mandato.

Bago nagtapos ang taon, nagkaroon ng strategic planning ang ISSI kung saan nagtakda ng ilang mayor na gawain para sa tatlong taon. Kabilang dito ang pagbalik tanaw sa VMG at core values ng ISSI, ang pagsakatuparan ng isang proyektong sama-samang ipapatupad ng lahat ng dibisyon ng institusyon, pagtatasa ng mga programa para sa pagsasanay ng mga MSME at higit pang pagpapataas ng kaalaman at kasanayan ng mga opisyal at staff ng ISSI.

Muli kaming umaasa sa pakikipagtulungan ng mga partners ng ISSI upang makamit ang mga nilatag na mga layunin para sa 2019!

Maraming salamat!



**ALELI B. BAWAGAN, Ph.D.**

Director, UP ISSI (October 2018—present)





## VISION MISSION

Center of Excellence for Nurturing and Advancing  
an Entrepreneurial Society

Create and provide knowledge, know-how and  
information to empower entrepreneurs to grow  
and prosper

## CORE PURPOSE

Create and develop sustainable, viable  
and globally competitive micro, small  
and medium enterprises (MSMEs)

## QUALITY POLICY

We provide best-in-class services  
and total customer experience to  
all our clients with honor and  
excellence.

## CORE VALUES

Unwavering Commitment	<i>We always find solutions. We execute with passion.</i>
Professionalism	<i>We serve ethically with honor. We treat everyone with dignity and respect.</i>
Integrity	<i>We give honest service. We take responsibility for results.</i>
Synergy	<i>We value teamwork and support diversity. We build positive and lasting relationships with our stakeholders.</i>
Service Excellence	<i>We serve as we lead. We surpass clients' expectations.</i>
Innovation	<i>We transform ideas into entrepreneurial actions. We anticipate changes for continuous improvement.</i>



# ENVIRONMENT, HEALTH SAFETY, AND SECURITY POLICY

We are committed to operate in a safe, healthy and environmentally friendly work environment.

We shall comply with all applicable safety, health and environmental laws, regulations and other requirements.

We shall continually improve our environmental performance and pursue prevention of environmental pollution in any form.

We shall continuously educate and promote safety, wellness and environmental awareness to all our employees, clients, partners and other stakeholders.

We shall safeguard and protect the assets and properties of the Institute.

## TARGET PUBLICS

### Intermediate Publics

Trainers  
Extension officers  
Government organizations  
Non-government organizations  
Industry associations  
Financial institutions  
Local government units  
International partners  
Other private entities advocating the advancement of MSMEs

### Final Publics

Students  
Startups  
Entrepreneurs  
Women's groups  
Cooperatives  
Entrepreneurship educators and mentors  
MSME single proprietors  
MSME corporations

T Training and Entrepreneurship Education

R Research

I Information and Public Affairs

B Business Enterprise Development

A Administrative Delivery Services

SERVICE  
STREAMS



## 52 YEARS OF UNWAVERING SERVICE TO FILIPINO ENTREPRENEURS

**T**he UP Institute for Small-Scale Industries is already 52 years old.

The Institute came into being through the Red, White, and Blue Project, a special four-year project under a bilateral agreement between the Royal Kingdom of the Netherlands and the Republic of the Philippines on 2 March 1966. The objective was to promote small industries in the Philippines with the assistance of the Dutch government. The Red, White, and Blue Project (so called because of the three colors of the flags of the two countries) changed its project status upon signing into law of the Republic Act 6041 (UP ISSI Charter) on 4 August 1969. The UP ISSI, in addition to having the principal objective of assisting and promoting the development and growth of the small-scale industries in the country, became one of the research and extension units of the University of the Philippines.

From being a training institute for small-scale industries, UP ISSI expanded its services to research, extension, information, and consultancy services to MSMEs. It has already served thousands of aspiring and established entrepreneurs, managers and personnel of micro, small, and medium scale enterprises nationwide through the Institute's various service streams

With our mission of *"creating and providing knowledge, know-how and information to empower entrepreneurs to grow and prosper,"* we at ISSI have this unwavering commitment to be of service to Filipino entrepreneurs and enterprises.







National Artist for Sculpture Napoleon Abueva's *Tribute to the Filipino Entrepreneur*, installed at the atrium of UP ISSI, is a vertical file of abstract curvilinear and rectilinear elements, symbolic of the "massive bold and imaginative programs of small industry development all over the country."



# UP ISSI DIVISIONS AND SERVICE STREAMS

## TRAINING & ENTREPRENEURSHIP EDUCATION DIVISION

UP ISSI envisions to be the most preferred total capability building and development service provider. It offers a wide range of training courses that meet general requirements as well as management development, entrepreneurship development, quality and productivity improvement, and project development and management.

## RESEARCH DIVISION

As a research and development institution on innovation, technology, quality, productivity, and entrepreneurship, UP ISSI pursues a programmatic and focused research and development agenda. It develops and implements research studies that have significant impact on MSMEs and MSME stakeholders.



## BUSINESS ENTERPRISE DEVELOPMENT DIVISION

As an extension service provider, UP ISSI provides business counselling and other technical and enterprise development assistance to MSMEs and other sectors, including non-government organizations, academic communities, private corporations, cooperatives, and government agencies.

## INFORMATION & PUBLIC AFFAIRS OFFICE

Banking on its wealth of knowledge and information on innovation, quality, productivity, and entrepreneurship, UP ISSI provides information services through various media to widen its reach and impact on entrepreneurs and MSMEs. Already, it has served many enterprises, entrepreneurs, MSME development practitioners and other stakeholders through a host of knowledge-based and information technology-enabled services.

## ADMINISTRATIVE DELIVERY DIVISION

Part of the success of an organization is the efficient delivery of services deemed necessary for operational excellence. The Administrative Delivery Division provides administrative support to various divisions of the Institute's general services, logistics support, and maintenance and upkeep of facilities and equipment.





## REGULAR TRAINING PROGRAMS

### Start Your Own Business (SYOB) Course

Formerly the Entrepreneurial Career Development Program and Young Entrepreneurship Program, the Start Your Own Business Course is one of the longest running course offerings in UP ISSI. First implemented in 1986, SYOB seeks to develop the entrepreneurial motivation and confidence as well as reinforce basic management skills of aspiring entrepreneurs. Now on its 52nd run, UP ISSI stays true to its mandate in building and advancing an entrepreneurial Philippines, one Pinoypreneur at a time.

### Productivity through Effective Supervision (PES) Course

UP ISSI recognizes the pertinence of a supervisor's post as one of the most demanding in an organization. It requires managing people and operation of critical resources and logistics, which, if mismanaged, could result to the breakdown of an organization. Through the Productivity through Effective Supervision Course, UP ISSI aims to graduate effective supervisors who will drive their organization towards optimum levels of output through motivated and inspired employees.

### Total Communication Course (TCC)

Previously known as the Business Communication Course and later PowerComm Course, the Total Communication Course harnesses the power of communication in one's professional as well as personal life. TCC employs active training methodologies which encourage the participants to share the stage with the resource speakers by being speakers themselves and develop confidence in public speaking. Through the enhancement of oral and written communication skills, focusing on effective use of language, voice and body, and facial expression, UP ISSI turns ordinary speakers into confident and articulate communicators.

### Creative and Effective Selling Techniques (CEST) Course

The Creative and Effective Selling Techniques Course develops in each participant a positive outlook in the art of selling. Suited for individuals who want to enhance their selling and negotiation skills, the CEST also aims to reinforce their plan of pursuing sales as a career to generate more revenues. The concept of sales has expanded beyond the products and services that are being offered by the company. Ultimately, the CEST aims to develop a creative and dynamic agent who gains more ground through increased sales for the company.

### Total Productive Maintenance Course (TPMC)

Several manufacturing enterprises have been experiencing frequent machine breakdowns for they are still continuously implementing the traditional maintenance program, which is reactive and expensive. The course leverages on a proven approach to accelerate organization capability development, which ultimately translates into higher levels of business performance. The six-day program tackles principles and framework of TPM as well as different tools and techniques in preventive maintenance that are effective in addressing machinery maintenance concerns.

### Accounting for Non-Accountants (AfNA) Course

The Accounting for Non-Accountants Course enables participants to have knowledge on basic accounting terms, concepts, and their applications. At the end of the course, the participants are expected to gain knowledge and confidence in preparing financial statements and analyzing financial transactions and records.



## Financial Management for Entrepreneurship and Investment (FINEST) Course

One of the newest courses offered by UP ISSI, the Financial Management for Entrepreneurship and Investment Course helps make money work for the individual. This course aims at upgrading the financial management skills of finance managers, business owners or anyone who wishes to use financial management for effective decision making using financial tools and techniques. The course includes financial statement analysis, working capital management, financial forecasting, capital budgeting, and business taxation.

## Strategic Marketing Course (SMC)

The Strategic Marketing Course teaches a strategic framework of knitting together profit goals and their impact on the marketing strategy, market and product business portfolio, market segmentation and positioning strategies. The concept of strategic marketing provides a perspective and emphasis that extends beyond the traditional focus on managing the marketing mix, which is imperative for entrepreneurs and business startups alike.

## Strategic Human Resource Management (SHuRe) Course

The organization's greatest asset is their personnel, for without them, daily business function and operation such as managing cash flows, dealing with the customers, making business transactions, to name some, could not be done. Managing human resources is an assurance that employees are able to meet the organization's goals and targets. The SHuRe course was designed to provide tools and practical knowledge, skills and attitude to be an effective HR leader.

## Managers Course (MC)

The UP ISSI's Managers Course has been for decades the flagship training program of the Institute, having been the longest running and the most frequently held of all its courses. Now ran for 21 Saturdays, MC is composed of modules which cover the four functional areas of management: marketing, operations, organization, and finance. Its curriculum continually evolves, responding to the ever-changing needs of the business environment and in keeping with modern tools and technology along with the best practices shared by the competent pool of speakers and practitioners.

MC's main application exercise is the conduct of the Integrated Organizational Survey and Assessment (IOSA), which was formerly called the Integrated Plant Survey. What used to be an exercise completed at the end of the course is now done in every module as the enterprise or IOSA site assigned to each group of participants is now treated as a running case. Thus, the participants learn about the marketing, operations, organization and finance function of the firm.

Besides being a practicum exercise where participants apply their knowledge about management, IOSA also has an extension or consultancy component. Guided by their coaches, the participants integrate their recommendations in an IOSA report, which are expected to be implemented by the owner of the firm. After the MC, the IOSA enterprises are also provided with a free 3-month mentorship by the UP ISSI guided by the BEDD mentors.

## Advanced Leadership and Management (ALMA) Course

While the thrust of the MC has been to orient and upgrade knowledge and skills in marketing, financial, human resource, and operations management, the Advanced Leadership and Management Course anchors on such competencies and further expands them with a greater emphasis on critical areas of management like leadership, innovation, technology, environment, people management, strategic management, risk management, and customer relations management. It ultimately aims to equip participants with sustained growth competencies zeroing in on analytical and systematic approaches.





117th MC



64th PES





17th SHuRe



26th CEST



6th FINEST



39th SMC



1st Mechatronics NC III Course



20th TCC



Closing ceremonies with Prof. Rolando Ramon C. Diaz, Dir. Aleli B. Bawagan and Dr. Fidel R. Nemenzo





# UP ISSI SCORECARD



TRAINING PROGRAMS  
CONDUCTED IN 2018



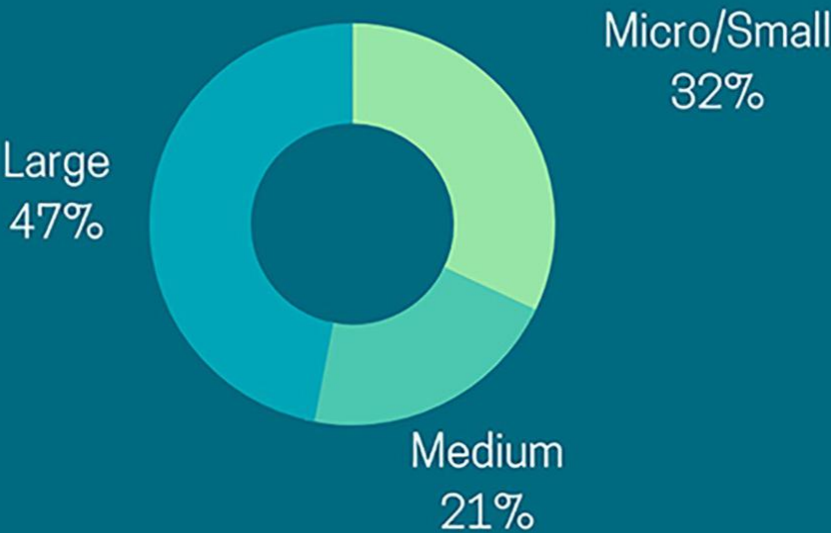
PARTICIPANTS  
TRAINED IN 2018



CUSTOMER SATISFACTION  
RATING  
[OUT OF 5]

## 2018 DEMOGRAPHICS

### INDUSTRY SIZE





## AFFILIATE RESOURCE PERSONS



### **CRISPINA B. ALMONTE**

Freelance trainer and facilitator  
Entrepreneurship and Enterprise Promotion & Development,  
Organizational Development

### **MICHELLE D.O. BALLESTEROS**

CEO, Ex-Link Management and Marketing Services Corp.  
Sales and Marketing, Brand Development and Management,  
Marketing Communications, and Digital Marketing & Entrepreneurship

### **ORLANDO A. BALLESTEROS**

COO, Ex-Link Management and Marketing Services Corp.  
Marketing, Entrepreneurship, Business Strategy, and Project  
Management & Event Management

### **VIRGEL C. BINGHAY**

Associate Professor, UP SOLAIR  
Industrial Relations, Human Resource Development,  
Organization Development & Transformation, Human Resource  
Planning, Recruitment, and Selection & Placement

### **DANIEL VINCENT H. BORJA**

Associate Professor, Cesar E.A. Virata School of Business,  
UP Diliman  
Financial & Management Accounting, Corporate Finance,  
Investment Management, Advanced Financial Accounting, and  
Management Accounting & Control

### **REYNALDO D. CABALO**

Business Development Officer, College of the Holy Spirit  
Market Research, Organizational Development and HR  
Strategies

### **ARTHUR S. CAYANAN**

Professor, Cesar E.A. Virata School of Business, UP Diliman  
Financial and Management Accounting

### **ERNESTO O. CECILIA**

President & CEO, EC Business Solutions & Career Center  
Human Resource Management

### **JERRY T. CLAVESILLAS**

Director, Department of Trade and Industry- Bureau of Small and  
Medium Enterprise Development  
SME Promotion and Development, Formation of Industry  
Associations, and Development and Management of Government  
Projects

### **DIOGENES C. DY**

Assistant Professor, Cesar E.A. Virata School of Business,  
UP Diliman  
Finance and Accounting

### **MILFLORA M. GATCHALIAN**

President and CEO, Quality Partners Company, Inc. Ltd. Phils.  
Sensory Quality Measurement, Statistical Quality Measurements,  
Food Safety & Quality, and Total Quality Management

### **JAIME S. GUANZON, Jr.**

Freelance trainer and facilitator  
Enterprise and Strategic Planning and Small Business Research  
and Training

### **JOSE M. IRENEO**

Executive Director, Philippine Institute of Certified Public  
Accountants, National Office  
Accounting and Financial Management

### **CONCEPCION P. LABITAN**

Freelance trainer and facilitator  
General Manager, CPL Management Consultancy  
Human Resources Management & Development,  
Supervisory Effectiveness, and Conflict Management

### **ERICKSON L. LLAGUNO**

Professor, Industrial Engineering and Operations Research,  
UP Diliman  
Production Management and Total Quality Management

### **MELCHOR C. MORANDARTE**

Program Chair, Entrepreneurship, E.T. Yuchengco School  
of Business, Malayan Colleges Laguna  
Entrepreneurship, Social Entrepreneurship, and Corporate  
Social Responsibility

### **MARVIN I. NOROÑA**

Managing Partner & Consultant, Academix2Business  
Consulting, Inc.  
Production & Operations Management, Strategic Management,  
Total Quality Management, Project Management, Project  
Management, and Supply Chain Management

### **HENRY O. PALACA**

President & Managing Director, Quality Plus Management  
Consulting Co.  
Production/Operations Management, Total Quality Management,  
Quality & Process Improvement, and Quality Audit

### **MERCEDES A. PARREÑO**

Provincial Director, Department of Trade and Industry,  
Rizal Provincial Office  
Project Development and Evaluation, Program and Project  
Management, Organizational Development and Strategic  
Planning

### **MARIA FIDES C. QUINTOS**

Training Specialist, St. Luke's Medical Center  
Human Resource Management, Marketing, and Effective  
Business Communication

### **RENE S.L. RESURECCION**

President, Passion for Perfection, Inc.  
Human Resource Management, Training of Trainers,  
Performance Management, and Labor Management

### **EDWIN M. SUSON**

Professor, Marketing and Entrepreneurship Department,  
University of Santo Tomas  
Personal Finance and Wealth Management,  
Entrepreneurship, and Business Development

### **KARLA M. VELAS**

Revenue Officer, Assessment Division, Bureau of Internal  
Revenue  
Managerial Accounting, Business Taxation, Finance Accounting,  
Entrepreneurship, and Marketing

### **ANTHONY PHILIP N. VILVESTRE**

Certified Six Sigma Black Belter  
Total Quality Management, Six Sigma, LEAN Six Sigma,  
Continuous Process Improvement, Statistical Process Control,  
and Quality Audit

### **AL-HABBYEL YUSOPH**

Assistant Professor, Cesar E.A. Virata School of Business,  
UP Diliman  
Finance and Accounting





## SPECIAL TRAINING PROGRAMS & SEMINARS

### 2018 Business Continuity Management (BCM) for Cooperatives

In the Philippines, cooperatives are tools of economic development and social justice. The government expects them to contribute to rapid, inclusive and sustained economic growth, financial inclusion, and poverty reduction. Of the 12,363 reporting cooperatives, 89 percent are situated in rural and vulnerable areas in the country. Thus, in 2018, the Institute together with the Humanitarian Leadership Academy (HLA) and the Cooperative Development Authority (CDA) developed a training of trainers course that trained a cadre of BCM advocates and champions to roll out the blended BCM nationwide to make micro, small and medium cooperatives be more resilient and better prepared when both natural and man-made disasters or hazards come their way. This was a four-day blended learning program which covered the following topics:

- Is your business at risk?
- Why is BCP not a priority?
- Benefits of planning
- What hazards and risks should I prepare for?
- What parts of the business are vulnerable?
- What should I do to protect my resources (before, during and after a disaster)?
- How do I make sure I have enough financing to recover?
- How do I make sure my plan is effective?
- Effective Training Skills

A total of five runs were conducted. The pilot run was conducted in November 2017 and the remaining four in 2018. A total of 135 participants were trained. 118 were cooperative development specialists, and the rest were managers, specialists, lawyers, director, planning officer, and programme officer.





Participants from 18 provinces and 15 regions attended the course.



**BCM for Cooperatives — NCR**



**Engr. Ma. Luisa S. Lee coaching the participants**



## 2018 Service Continuity Planning for Civil Society Organizations

Civil society organizations (CSOs) in the Philippines are effective channels for funneling support to needy and vulnerable communities. CSOs are widely seen as vibrant organizations in spearheading growth and development. It is estimated that the number of CSOs ranges from 249,000 – 497,000, both registered and non-registered. They are mostly engaged in a broad range of activities such as: a) education, training, and human resource development; b) community development; c) enterprise development and employment generation; d) health and nutrition; e) law, advocacy, and politics; and f) sustainable development. Sustainable development was the consideration when the Service Continuity Planning (SCP) course was designed and developed. For CSOs, whether big or small, their first priority is to continuously provide service to their clients. Thus, the Caucus of Development NGO Networks (CODE-NGO) partnered with the Humanitarian Leadership Academy (HLA) and UP ISSI to conduct SCP for the Cordillera Network of Development NGOs (CORDNET), Central Visayas Network of NGOs (CENVISNET), and Mindanao Coalition of Development NGOs (MINCODE).

The SCP training included disaster recovery planning, risk management and assessment and strategies formulation before, during, and after disruption.



*SCP for Mindanao — Butuan*





In general, the program aimed to develop the participants' capabilities to mitigate, prepare for, respond to, and recover from emergencies and disasters. Further, it aimed to enhance resilience of NGOs and CSOs to natural and human-made hazards by training them to develop their own service continuity plans.

The training program covered the following topics:

- SCP framework
- SCP purpose, scope and team
- Priority activities and recovery time objective
- Resources needed to resume activities
- Risk assessment
- Strategies before, during, and after disaster
- Financial readiness
- Exercise the SCP
- Improve the SCP
- SC plans

The course requires a Service Continuity Plan as a final output.

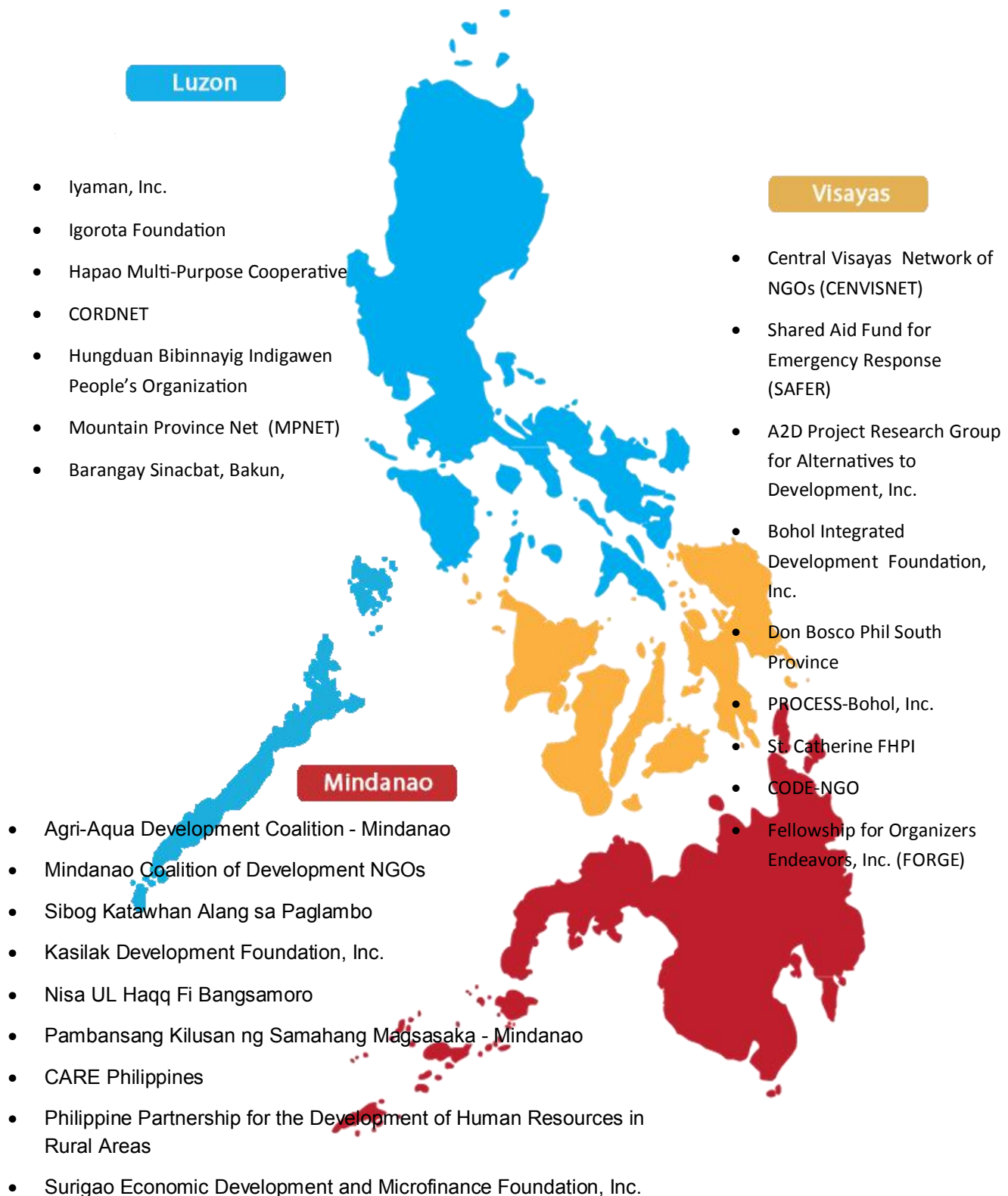


*SCP for CODE NGO—Cebu*



## 2018 SCP Reach Civil Society Organizations/LGUs

Thirty-seven (37) participants graduated from the SCP course. In terms of provincial reach, 12 provinces were represented namely: Mountain Province, Ifugao, Benguet, NCR, Cebu, Bohol, Negros Oriental, Dinagat Island, Surigao del Norte, Agusan del Sur, Zamboanga, and Davao del Sur.





## Small Business Counselors Course (SBCC): Capacitating the Negosyo Centers for MSME Development Services

Republic Act No. 10644: An Act Promoting Job Generation and Inclusive Growth through the Development of MSMEs or the “Go Negosyo Act” mandates the Department of Trade and Industry (DTI) to spearhead the establishment of Negosyo Centers throughout the country. The Go Negosyo Act aims to bring government services closer to MSMEs through the establishment of Negosyo Centers nationwide. The Negosyo Centers shall be responsible for promoting ease of doing business and facilitating access to services for MSMEs, specifically on technology transfer, production and management training, marketing assistance, and business advisory. DTI technical staff, outsourced personnel, and staff from Local Government Units will manage the Negosyo Centers.

In response to the requirements of the Negosyo Act, DTI partnered with UP ISSI through the Small Business Counselors Course (SBCC) in capacitating the Negosyo Center business counselors with counseling and mentoring competencies, which equipped them with the necessary tools and techniques in providing business development services to their MSME clients.

The Small Business Counselors Course is a six-tiered program aimed to develop the capabilities of business counselors to provide effective and efficient counseling services to micro, small, and medium enterprise clients, especially in the four functional areas of business – marketing, operations, human resource, and finance.

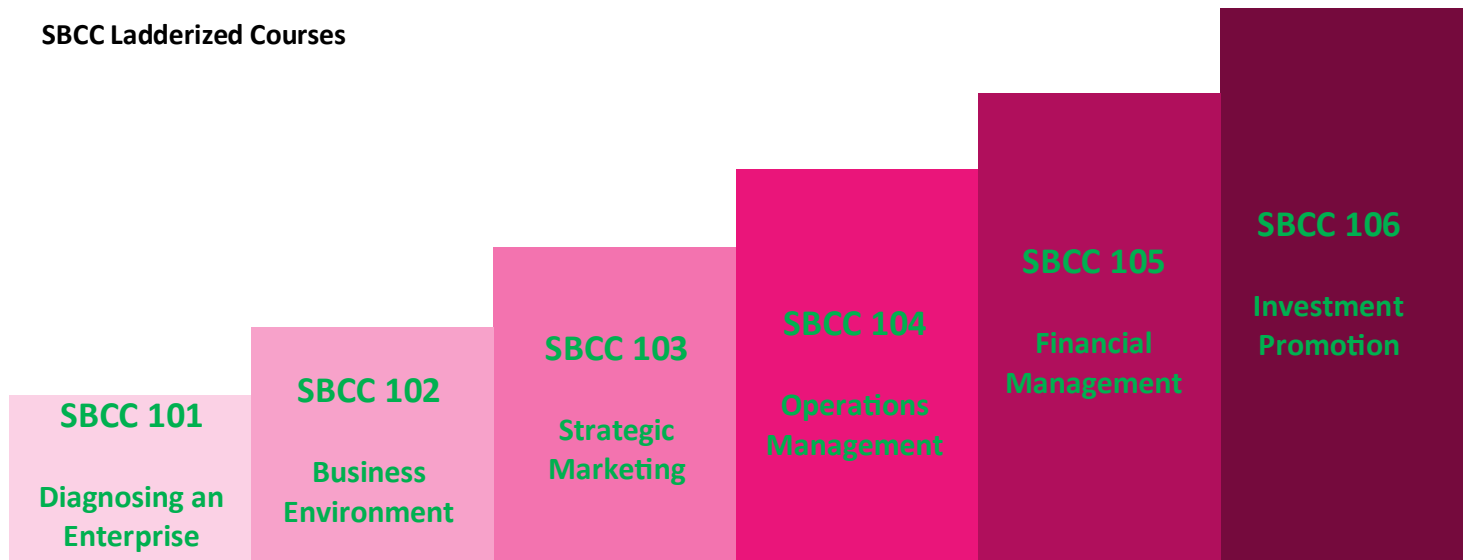


*SBCC 101 & 103 in Pawing, Palo, Leyte*



## Special Training Programs & Seminars

### SBCC Ladderized Courses



*\*UP ISSI is accredited by the Department of Trade and Industry to implement SBCC 101, 103, 104, and 105.*

In 2018, a total of 16 SBCC runs (ten runs of SBCC 101, two runs of SBCC 103, three runs of SBCC 104, and one run of SBCC 105) were conducted, producing 567 graduates from the Cordillera Administrative Region, and Regions II, III, VI, VIII, IX, XI, and XII.





## Success in Small Beginnings: Testimonials from Tara Na, Negosyo Na! Year 8



What do Lugaw Queen, Jedidiah Food Industry, and Signrays Advertising have in common? They all started small and experienced birth pains on their first years in business before they took off and hit success.

The Lugaw Queen owner, Beverly P. Aquino, talked about how her one thousand pesos turned into a good rags-to-riches story. She started her lugaw booth as a small investment but her business eventually boomed, and is now even offered via franchising. “We started really small. We didn’t have much capital. But through perseverance and hard work, everything became possible. You only stop working when you are already dead. Just work and be steadfast,” she said.

Darlyn B. Calderon, proprietress of Jedidiah Food Industry, shared about her turmeric business that started from humble beginnings. She said that, “it’s very important that when you open your business, [you] secure all the necessary permits, [no] short cuts. Give the benefits your employees [deserve] as provided by law like SSS, Pag-IBIG, and the like. You treat them like your family.”

Signrays Advertising owner, Ruperto J. Lavega, Jr., explained that to succeed in any business, “you have to select the right people to manage your business. It is very important to have employees that you trust and your business will be in good hands. You give your employees the best training you can so that they [can make] the best decisions in running your business,” he added.

These testimonials from three maverick MSME owners happened during the eighth edition of Tara Na, Negosyo Na! held 3 August 2018 at the UP ISSI.

The Tara Na, Negosyo Na! is a yearly event held for aspiring entrepreneurs who wish to learn the ropes on how to start a business. It is a whole day affair and gathers would-be entrepreneurs and other business owners plus the attendance of successful MSMEs who give real-life lessons in starting their own businesses.

*Opening remarks by  
Dr. Fidel R. Nemenzo,  
UP Diliman Vice  
Chancellor for Research  
and Development*



*Ms. Darlyn B. Calderon,  
Jedidiah Food Industry*



*Ms. Beverly P. Aquino, Lugaw Queen*



*Mr. Ruperto J. Lavega, Jr.,  
Signrays Advertising*



## Barangay Invasion through Entrepreneurship

In 2016, Radio GMA Network, Inc. signed a Memorandum of Understanding with the Institute. The two-hour session by UP ISSI on how to start and manage an enterprise has been part of DZBB's Super Serbisyo program in selected barangays around Metro Manila.

The seminar is an appreciation and awareness program to promote entrepreneurship. In 2018, the Institute delivered 14 batches of Negosyo seminars to 14 barangays and 4 batches together with job fairs to big malls in Metro Manila. There were a total of 771 participants who attended said seminars. The program reached the following barangays:

Quezon City:

Brgy. Apo, Brgy. Pinagsama, Brgy. Sto. Cristo, Brgy. Krus na Ligas, and Brgy. Silangan.

Malabon City:

Brgy. Potrero, Brgy. Tañong, and Brgy. Hulong Duhat

Caloocan City:

Brgy. 174 Camarin and Brgy. 173 District 2

Las Piñas City:

Brgy. Zapote

Marikina City:

Brgy. Parang

Pasig City:

Brgy. Pinagbuhatan

Mandaluyong City:

Brgy. Namayan



Photo credit: Radio GMA

Participants from Brgy. 173 District 2, Caloocan City



Participants from Brgy. Pinagsama, Quezon City



## Marketing and Product Development Program For Micro, Small and Medium Enterprises

In 2017, the UP College of Fine Arts (UP CFA) represented by Dean Leonardo Rosete, the Institute for Small-Scale Industries (ISSI) represented by Dr. Fidel R. Nemenzo, and the Department of Trade and Industry – Rizal represented by Provincial Director Mercedes A. Parreño signed a Memorandum of Agreement to implement the Marketing and Product Development Program for MSMEs in Rizal province. The program aims to provide academic learning opportunities to the students under the Industrial Design program of UP-CFA, and to assist in the marketing and product development of identified MSMEs.

In line with such objectives, ISSI and CFA have developed a program that will complement the resources of both units to equip students with the necessary tools in developing the market plans. DTI -Rizal's role was to select and prioritize MSMEs under this program. Industrial design students were tasked to study and examine existing manufacturing enterprises and develop their marketing and product development plans.

In 2018, there were 25 UP CFA industrial design students who provided product design and development (including a written design and product plan) to eight (8) enterprises, namely: Carolina's Handicrafts; Cardona Multi-Purpose Cooperative (engineered bamboo); ARH Arts and Crafts; San Damiano; Emvel Furniture Manufacturing; Resilience One Butterfly; Benelco; and, ELMN Enterprises. The outputs of the students were evaluated by UP CFA, UP ISSI, and DTI Rizal. UP ISSI also provided a seminar on product costing to the students.



*Industrial Design students from UP CFA with Engr. Ma. Luisa S. Lee, UP ISSI*



## Special Training Programs & Seminars



*Engr. Ma. Luisa S. Lee, UP ISSI; Dir. Mercedes A. Parreño, Department of Trade and Industry – Rizal; and Prof. Ninel Constantino, UP CFA Advisor—Industrial Design Program*



*Benelco Arts and Crafts*



*ELMN Enterprise*



*San Damiano Bamboo Producers Cooperative*



Photo credit: UP College of Fine Arts





*Em-Vel Furniture Manufacturing*



*ARH Arts and Craft Collection*



*Resilience One Butterfly*



*Carolina's Handicraft*



*Cardona Multi-purpose Cooperative*



Photo credit: UP College of Fine Arts



## Summary of Accomplishments: 2018 Special Training Programs

### **Small Business Counselors Course (SBCC) 101 for CAR**

January 29—February 2, Citylight Hotel Baguio City  
Participants = 31

### **Negosyo Seminar for RGMA (Batch 1)**

March 3, Brgy. Apo, Samson, Quezon City  
Participants = 19

### **Small Business Counselors Course (SBCC) 101 for DTI 3**

March 5—9, DTI Training Center, Pampanga  
Participants = 32

### **Negosyo Seminar for RGMA (Batch 2)**

March 10, Brgy. 173, District 2, Caloocan City  
Participants = 20

### **Business Continuity Management for Cooperatives (BCM) Batch 2**

March 19—23, Madison 101 Hotel, New Manila, Quezon City  
Participants = 24

### **Negosyo Seminar for RGMA (Batch 3)**

March 24, Brgy. Zapote, Las Piñas City  
Participants = 44

### **Negosyo Seminar for RGMA (Batch 4)**

April 24, Brgy. Pinagsama, Quezon City  
Participants = 35

### **Small Business Counselors Course (SBCC) 101 for DTI 11**

April 16—20, DTI Regional Office, Davao City  
Participants = 34

### **Small Business Counselors Course (SBCC) 103 for DTI 2**

April 16—20, DTI Regional Office, Tuguegarao  
Participants = 32

### **Business Continuity Management for Cooperatives (BCM) Batch 3**

April 23—27, Palm Grass Hotel, Cebu City  
Participants = 25

### **Appreciation Workshop for Entrepreneurship for Mundi Pharma**

April 26—27, Ortigas Tower, Ortigas City  
Participants = 7

### **Small Business Counselors Course (SBCC) 104 for DTI 2**

May 7—11, DTI Regional Office, Tuguegarao  
Participants = 34

### **2nd HANDA for IOSA Site**

May 17—18, UP ISSI, Diliman, Quezon City  
Participants = 5

### **Small Business Counselors Course (SBCC) 101 for DTI 3**

May 21—15, SACOP, City of San Fernando, Pampanga  
Participants = 30

### **Negosyo Seminar for RGMA (Batch 5)**

May 26, Brgy. Sto. Cristo, Quezon City  
Participants = 19

### **Small Business Counselors Course (SBCC) 101 for DTI 6**

June 4—8, Days Hotel, Iloilo City  
Participants = 36

### **Small Business Counselors Course (SBCC) 104 for DTI 11**

June 4—8, Ritz Hotel, Davao City  
Participants = 33

### **Appreciation Workshop for Entrepreneurship for Republic Cement**

June 9, Republic Cement, Norzagaray, Bulacan  
Participants = 50

### **Negosyo Seminar for RGMA (Batch 6)**

June 9, Brgy. Parang, Marikina City  
Participants = 44

### **Negosyo Seminar for RGMA (Batch 7)**

June 16, Brgy. Pinagbuhatan, Pasig City  
Participants = 36

### **Negosyo Seminar for RGMA (Batch 8)**

June 23, Brgy. Krus na Ligas, Quezon City  
Participants = 24

### **Service Continuity Planning (Batch 1)**

June 20—22, Hotel Veniz, Baguio City  
Participants = 10



### **Credit Appraisal and Loan Monitoring for CFIEP (Bacolod)**

June 25—30, O Hotel, Bacolod City  
Participants = 29

### **Business Continuity Management for Cooperatives (BCM) (Batch 4)**

July 2—6, The Royal Mandaya Hotel, Davao City  
Participants = 27

### **Workforce Management Seminar for BIR**

July 4—5, UP ISSI, Diliman, Quezon City  
Participants = 45

### **Seminar Workshop on Enterprise Development for DOST**

July 10—11, Hotel Oasis, Butuan City  
Participants = 80

### **Small Business Counselors Course (SBCC) 101 for DTI 8**

July 9—13, The Oriental Hotel, Palo, Leyte  
Participants = 51

### **Small Business Counselors Course (SBCC) 103 for DTI 8**

July 9—13, The Oriental Hotel, Palo, Leyte  
Participants = 50

### **Small Business Counselors Course (SBCC) 105 for DTI 2**

July 16—20, DTI Regional Office, Tuguegarao  
Participants = 33

### **Service Continuity Planning (Batch 2)**

July 19—21, Cebu Hotel Plus, Cebu City  
Participants = 13

### **Business Continuity Management for Cooperatives (BCM) Batch 5**

July 23—27, Sulu Riviera Hotel, Quezon City  
Participants = 28

### **Credit Appraisal and Loan Monitoring for CFIEP (Dipolog)**

July 23—28, D' Hotel, Dipolog City  
Participants = 30

### **Small Business Counselors Course (SBCC) 101 for DTI 2**

August 5—10, DTI Regional Office, Tuguegarao  
Participants = 32

### **Service Continuity Planning (Batch 3)**

August 29—31, Y Hotel, Butuan City, Agusan del Norte  
Participants = 14

### **Negosyo Trabaho Seminar for RGMA (Batch 1)**

September 8, Ynares Sports Arena, Cainta, Rizal  
Participants = 53

### **Negosyo Seminar for RGMA (Batch 9)**

September 22, Brgy. Namayan, Mandaluyong City  
Participants = 31

### **Small Business Counselors Course (SBCC) 101 for CAR**

September 24—28, Citylight Hotel, Baguio City  
Participants = 30

### **Small Business Counselors Course (SBCC) 101 for DTI 6**

October 1—5, Days Hotel, Iloilo City  
Participants = 39

### **Small Business Counselors Course (SBCC) 104 for DTI 12**

October 1—5, Eighty Eight Hotel, Koronadal City  
Participants = 35

### **Start Your Own Business for Aboitiz Equity Ventures, Inc.**

October 2—12, Fort Ramon Magsaysay, Nueva Ecija  
Participants = 20

### **Negosyo Seminar for RGMA (Batch 10)**

October 6, Potrero Elem. School, Potrero, Malabon  
Participants = 30

### **Negosyo Seminar for RGMA (Batch 11)**

October 20, Brgy. Tañong, Malabon City  
Participants = 16

### **Small Business Counselors Course (SBCC) 101 for DTI 9**

November 5—9, Garden Orchid Hotel, Zamboanga City  
Participants = 35

### **Negosyo Trabaho Seminar for RGMA (Batch 2)**

November 8, Vista Mall, Taguig City  
Participants = 110

### **Negosyo Seminar for RGMA (Batch 12)**

November 17, Brgy. Hulong Duhat, Malabon City  
Participants = 11

### **Negosyo Seminar for RGMA (Batch 13)**

October 20, Brgy. 174, Camarin, Caloocan City  
Participants = 44



## **Honing Agents for National Disaster Awareness (HANDA) Program: ISSI's Response to the Growing Demand for Disaster Preparedness and Business Resilience**

The HANDA Program has been developed by the UP Institute for Small-Scale Industries as part of its commitment as a member of ARISE Philippines which is under the United Nations Office for Disaster Risk Reduction (UNISDR) Private Sector Alliance for Disaster Resilient Societies (ARISE). Specifically, the HANDA Program endeavours to support the Sendai Framework for Disaster Risk Reduction 2015-2030. According to UNISDR, "the Sendai Seven Campaign is focused on achieving the seven targets of the Sendai Framework for Disaster Risk Reduction including substantial reductions in mortality, the number of people affected, economic losses and damage to infrastructure".

In March 2018, UP ISSI launched the HANDA Program with participants from government agencies and small enterprises. Aside from the internal pool of resource persons from the Institute, there were also speakers from the following partner agencies and organizations: PHILVOLCS; UP NOAH Center; Bureau of Fire Protection; Malabon City Disaster Risk Reduction and Management Office; Quezon City Disaster Risk Reduction and Management Office; Office of Extension Coordination under the UPD Office of the Vice Chancellor for Research and Development; Blancco Technology Group; and Maroon Studies, Inc.

The HANDA Program was again conducted in May 2018, specifically for MSMEs who have been partners of the Institute for the Integrated Organizational Survey and Assessment of the Managers Course.

HANDA aims to raise the awareness of micro, small and medium enterprises on disaster preparedness through Business Continuity Planning. It covers the following topics: Disaster Vulnerability and Disaster Preparedness Measures of the Philippines, Disaster Preparedness in the Workplace and Community, Data Privacy and Protection, and Business Continuity Planning.

**H**oning  
**A**gents for  
**N**ational  
**D**isaster  
**A**wareness





## Research Projects:

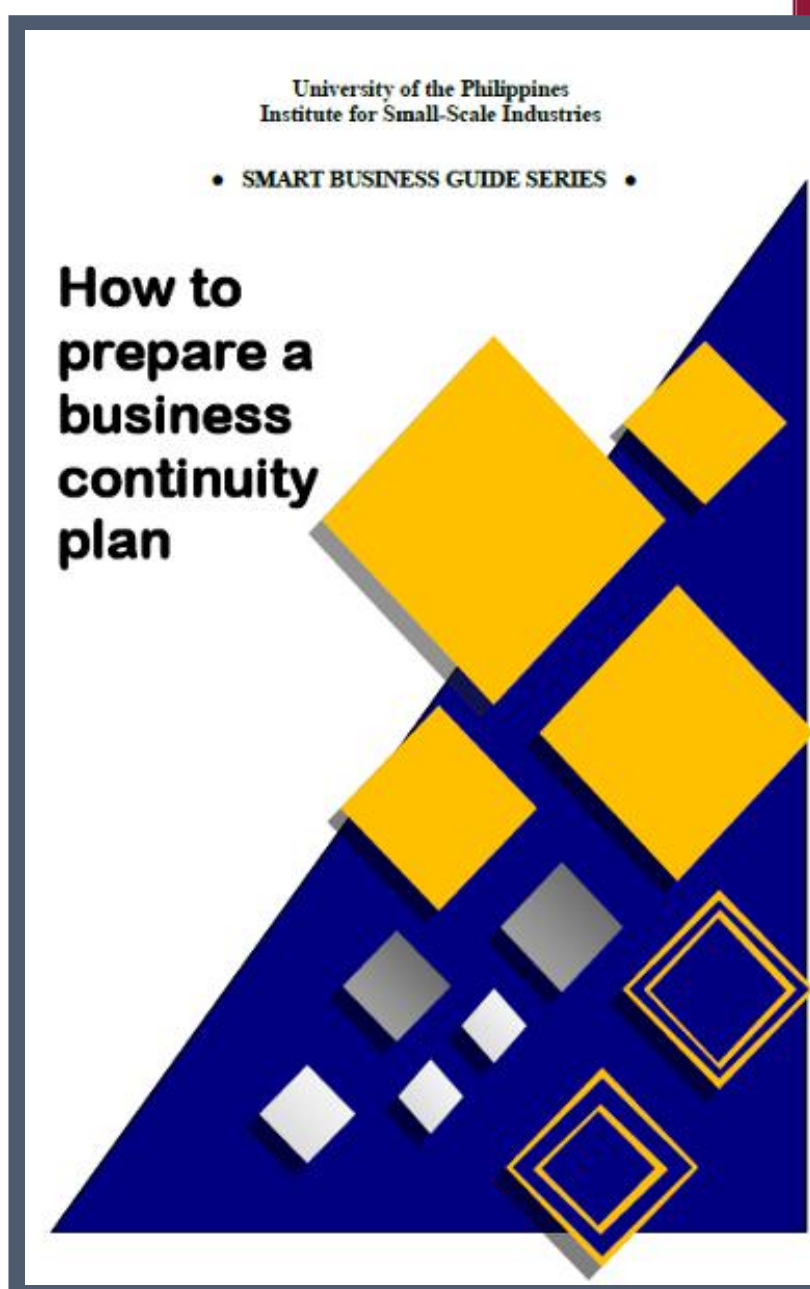
### UP ISSI Smart Business Guide on How to Prepare a Business Continuity Plan

Publication Date: November 2018  
ISBN: 978-971-544-002-8

As a research and extension unit of the University of the Philippines, ISSI aims to assist the government in providing information resources to the MSMEs in the Philippines.

The UP ISSI Smart Business Guides are easy—to—read handbooks that provide vital information on different business topics useful to entrepreneurs.

To help MSMEs recover quickly from setbacks brought about by disasters, the UP ISSI Research Division launched the Smart Business Guide on *How to Prepare a Business Continuity Plan* in 2018. This 30 - page Smart Business Guide complements the UP ISSI Honing Agents for National Disaster Awareness (HANDA) Program: Disaster Preparedness and Business Continuity Planning for MSMEs. It describes the preparation of the business continuity plan in five simple steps. At the end of this guide is a BCP template readers can use to get them started in their business continuity plan preparation activities.







## UP ISSI SCORECARD

4

RESEARCH STUDIES & PUBLICATIONS COMPLETED IN 2018

### APPFi Partners with UP ISSI in Holding Forum on China's Financial Technology and E-Commerce Experience

Asia Pacific Pathways to Progress Foundation, Inc., (APPFi) in cooperation with UP ISSI and media partner Entrepreneur Philippines, held a public forum entitled ***“China’s Financial Technology and E-Commerce Experience: Exploring Implications for the Philippines.”*** The event took place on August 9, 2018, at the Auditorium of the UP Bonifacio Global City Campus in Taguig City and was well-attended by staff from government agencies, entrepreneurs, students, and college professors.

**Tribute to the Filipino Entrepreneur**  
 Napoleon Abueva  
 Sculpture 1974-75, 1976-77

The sculpture is a vertical file of abstract curvilinear and rectilinear elements, symbolic of the “massive build and imaginative programs of small industry development all over the country.”



As the forum aimed to look deeply into the Chinese experience and examine what lessons can be drawn from it, resource speakers who had been witness to these developments were asked to present their various perspectives. They were:

- Mr. Jaime FlorCruz, former Beijing Bureau Chief of CNN, with *“How China Harnessed E-Commerce to Leapfrog from Scarcity to Plenty;”*
- Mr. Alfonso de Dios, founder/CEO of Telos Media Works and adviser to China Central TV, with *“Ascending the Value Chain: Learning and Earning from China’s E-Commerce;”*
- Atty. Ira Paulo Pozon, founder/CEO of Caucus, Inc. and international commercial law expert, with *“A View from Tomorrowland: China’s Way of Life and Lessons for the Philippines;”* and
- Ms. Maria Lourdes Yaptinchay, director of DTI’s Bureau of Trade and Industrial Policy Research Department, with *“Facilitating Cross-Border E-Commerce Between the Philippines and China.”*

The forum provided many takeaways for Filipinos to ponder on if the Philippines is to follow China’s footsteps. These include:

- the need to strengthen cybersecurity;
- the need to expand financial inclusion;
- making it easier for the consumer;
- engaging the citizenry through culture;
- skipping a technological generation or “leapfrog;”
- tapping the right sectors;
- requiring strong, efficient logistics services;
- requiring reliable rural internet access;
- requiring regulatory frameworks that are open to disruptive changes; and
- requiring widespread consumer acceptance and market penetration.



Atty. Rocky Chan (standing) moderating the open forum with the speakers (seated from left to right) Mr. Jaime FlorCruz, Ms. Maria Lourdes Yaptinchay, Atty. Ira Paulo Pozon, and Mr. Alfonso de Dios.



## UP ISSI holds 1<sup>st</sup> MSME Conference



*(Seated 4th from left)  
Dr. Fidel R. Nemenzo,  
UP Diliman Vice  
Chancellor for  
Research and  
Development with UP  
ISSI REPS and staff*

The Institute held its first conference for micro, small, and medium enterprises (MSMEs) at the UP Bonifacio Global City campus last 16 March 2018.

UP officials, academics, policymakers, entrepreneurs, and other stakeholders converged for a one-day conference aptly billed *MSMEs and Nation-building*, where the invited speakers and government officials discussed their ongoing researches, case studies, and policy papers pertinent to MSMEs.

UP officials led by Elvira A. Zamora, UP Vice President for Development and Conference Chair; Michael L. Tan, Chancellor of UP Diliman; Fidel R. Nemenzo, UP Vice Chancellor for Research and Development and OIC of UP ISSI; Fortunato T. dela Peña, Secretary of Department of Science and Technology and former Director of UP ISSI; and Zenaida C. Maglaya, Undersecretary of Department of Trade and Industry, gave their remarks and keynote speeches before the participants.

The conference was implemented with media, government, and private business partners. There were three sessions: the use of technology; enhancing entrepreneurship; and, the MSMEs' contributions to society.



*Chancellor Tan, VP Zamora, Usec  
Maglaya, and VC Nemenzo with  
former ISSI staff and conference guests*



## Kapihan 3: Strengthening Community-based Disaster Preparedness in Metro Manila,



The Kapihan 3: Strengthening Community-based Disaster Preparedness in Metro Manila is part of the UP ISSI Coffee and Entrepreneurship Discussion Series conducted by the Research Division of the UP Institute for Small-Scale Industries. The Discussion Series is envisioned to be a venue for eliciting ideas and facilitating conversations on entrepreneurship, innovation, and creativity. It aims to keep all MSME stakeholders including aspiring entrepreneurs informed on trends, recent developments, and other matters that impact on the sector. Specifically, the Discussion Series is an attempt to allow participants to:

- learn new ideas, knowledge, and best practices from industry experts, practicing academics, and flourishing entrepreneurs;
- establish mentor-mentee relationships; and
- gain access to invaluable networking opportunities with potential partners and markets.

Meanwhile, the Kapihan 3 aimed to help raise awareness on the impact of disasters on the MSME sector and facilitate public-private collaboration towards community-based disaster risk reduction management.

The event brought together owners and employees of micro, small and medium enterprises, cooperatives, representatives from the 17 local government units in Metro Manila (particularly the Business Processing and Licensing Officers and the local Disaster Risk Reduction and Management Officers), and those interested to know more about safeguarding employees, customers, assets, and how to ensure that their organization / enterprise can prepare for natural and human-induced disruptions.

The UP ISSI Research Division also launched its Smart Business Guide on How to Prepare a Business Continuity Plan (ISBN: 978-971-544-002-8). This will serve as a guide for the participants to start working on their business continuity plan preparation in their own organization, and hopefully be able to share this within their community.

**No. of participants: 103**



*UP ISSI staff, guest speakers and participants*



## Final Report for Enhancing the Competitiveness of Women-led MSMEs in the Garments and Textile Sector through Innovation and Entrepreneurship

Garments and textiles are among the country's top export commodities. <sup>[1]</sup>The 2009 data from the Philippine Board of Investments count close to 400,000 workers in garments and textiles, making it the largest employer in the manufacturing sector with 11% of the national total. An additional 700,000 people are employed in this sector as home-workers and small subcontractors. <sup>[2]</sup>Given these figures, it is no wonder that the Philippine Export Development Plan identified garments and textile as a key industry that could propel the country's export growth.

To provide a venue for knowledge sharing among APEC member economies on how to address industry issues and showcase best practices, a two-day workshop and one-day best practices forum entitled *"Enhancing the Competitiveness of Women-led MSMEs in the Garments and Textile Sector through Innovation and Entrepreneurship"* was held in Makati City, on 18-20 April 2018. The event was attended by 88 participants from Chile, China, Chinese Taipei, Hong Kong, Malaysia, Mexico, Peru, Papua New Guinea, the Philippines, Russia, Thailand, and Viet Nam.

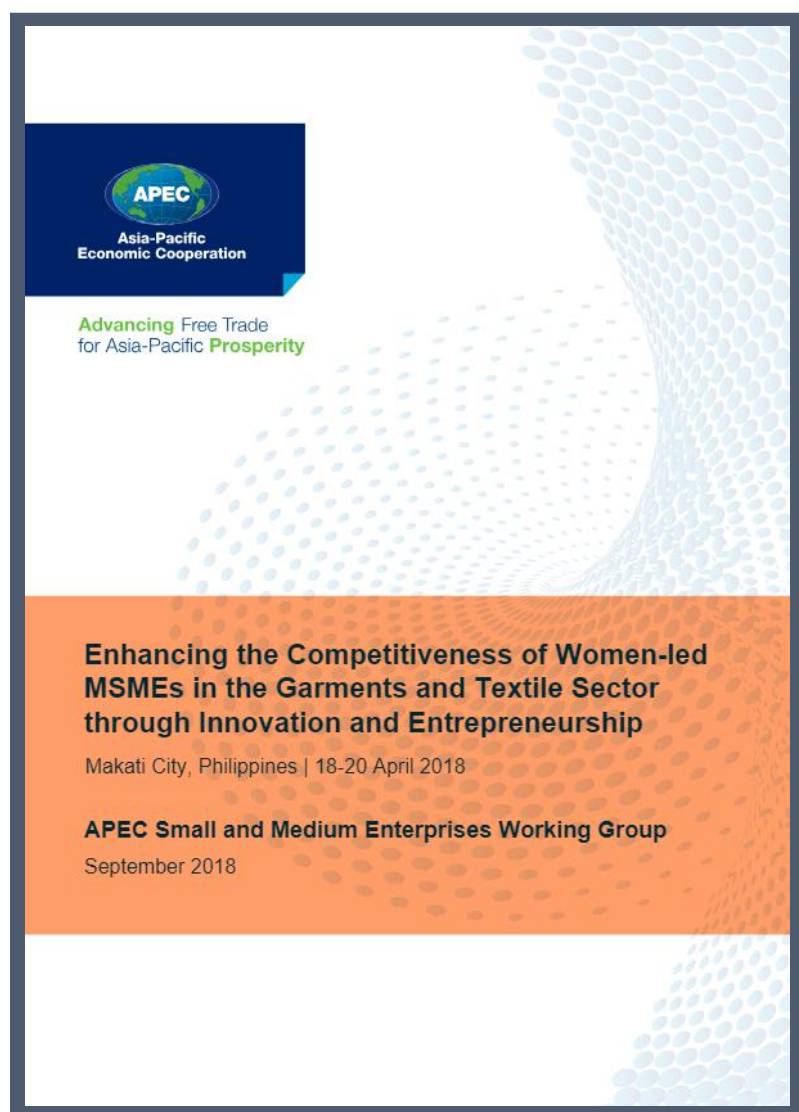
This project was implemented by the UP ISSI with the Department of Trade and Industry Bureau of International Trade Relations as project overseer.

Discussions in the workshop and forum were summarized in the report which is available at: <https://www.apec.org/Publications/2018/10/Enhancing-the-Competitiveness-of-Women-led-MSMEs-in-the-Garments-and-Textile-Sector>

### References:

[1] Department of Trade and Industry. (2015). Securing the Future of Philippine Industries. Retrieved from Department of Trade and Industry: <http://industry.gov.ph/exports-by-major-sector-goods/>

[2] Board of Investments. (2009). Philippine Garments and Textile Industry. Retrieved from Department of Trade and Industry: <http://www.boi.gov.ph/files/Value%20Propositions/GARMENTS%20AND%20TEXTILES/Garments%2520and%2520Textiles.pdf>





## Development of Learning Resources for Entrepreneurship for the Department of Education



UP ISSI prepared the “Development of Learning Resources for Grades 11 and 12 “ for the Department of Education. The partnership for the book project began in 2016 and will benefit millions of public senior high school students all over the country.

The books comprise of two core subjects: Business Enterprise Simulation, with a Manual and Teacher’s Guide; and Entrepreneurship, with a Learner’s Material and Teacher’s Guide for Academic, Sports, Arts and TechVoc.

Writers involved in this project include UP ISSI staff from IPAO and TEED, UP Diliman professors, as well as UP ISSI’s affiliate faculty from various universities such as the Malayan Colleges Laguna and Miriam College.

## UP ISSI Bi-annual Newsletter Publication 2018 Wallnews

The bi-annual issues of Wallnews were published last June and August 2018. The June issue concentrated on the first ever MSME Conference which was held at UP Bonifacio Global City campus. The second issue focused on the Tara Na! Negosyo Na! Year 8. The Tara Na is a yearly event coincided with the anniversary of the Institute. Business owners and would-be-entrepreneurs are the target audience of this whole day affair.

### Wallnews Issue No. 37

June 2018

Updates in this issue:

- UP ISSI’s 1st MSME Conference
- Uplifting MSMEs through DTI programs
- Building communities and transforming lives
- MSMEs and nation building: 10 Takeaways from the 1st MSME Conference



**Tara Na, Negosyo Na! Year 8 ushers in UP ISSI's 52nd anniversary**  
by Roy D. Agapiente

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. Nemesio, UP Diliman Vice-Chancellor for Research and Development and concurrently UP ISSI's Officer-in-Charge, giving the welcome remarks for all participants. Dr. Nemesio 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 Mahidin F. Abdul, a Program Manager from the Training and Entrepreneurship Education Division (TEED), in which participants freely gave their

### Wallnews Issue No. 38

August 2018

Updates in this issue:

- Tara Na, Negosyo Na! Year 8
- How to identify your Personal Entrepreneurial Competencies
- Project Identification using C-BED Methodology
- BEDD undertakes mentorship program with 115th MC IOSA partners
- Disaster Preparedness of Philippine MSMEs





## BUSINESS ENTERPRISE DEVELOPMENT

### Citi Microentrepreneurship Awards (CMA) Mentoring Program

The Citi Microentrepreneurship Awards (CMA) program is an annual nationwide search for outstanding Filipino microentrepreneurs funded by the Citi Foundation, in cooperation with the Bangko Sentral ng Pilipinas and the Microfinance Council of the Philippines, Inc. (MCPI).

CMA was launched in 2002 as part of the celebrations of Citi's 100<sup>th</sup> year in the Philippines. In 2015, the mentoring program started and the collaboration between MCPI and the University of the Philippines Institute for Small-Scale Industries continues up to this day. For 2018, the mentoring project started in February and ended in June, a span of five months.

The project aimed to:

- serve as a catalyst of change for the micro enterprise awardees in improving their competitiveness in the local and international markets;
- provide guidance and assistance to selected CMA micro enterprise winners in Luzon, Visayas, and Mindanao in identifying critical processes that affect their competitiveness level;
- provide technical advice in identifying appropriate solutions to the business needs of the winners; and
- mentor each winner to acquire the knowledge and develop business competencies needed for graduating from a micro to a small enterprise.

In 2018, 12 CMA winners were provided mentoring services and their businesses, as follows:

- guitar making
- chicken spring roll (lumpia) production
- cassava cake making
- pastillas (milk-based confectionery) making and eatery business
- bar and restaurant and passenger boat rental services
- beauty salon business
- retail of clothes, plastic wares, and slippers
- nata de coco (coconut gel) and by products
- manufacture of mountaineering gear and apparel
- fabrication of industrial coil springs
- suman tinambiran (entwined black and white rice cake) making
- chocolate tablets or tablea and native coffee processing



The following microfinance institutions provided capital and nominated the CMA winners:

- Taytay sa Kauswagan, Inc. (TSKI)
- First Agro Industrial Rural (FAIR) Bank
- Kabalikat Para Sa Maunlad na Buhay, Inc. (KMBI)
- Rizal MicroBank
- Paglaum Multi-Purpose Cooperative (PMPC)



*The mentee (right), Ms. Dionesia Dela Peña with her suman tinambiran product with Engr. Ma. Luisa Lee of UP ISSI*

The program came up with the following recommendations:

- 1) For the CMA winners: equipment upgrading, business insurance coverage and government regulation compliance as well as business insurance coverage are vital to level up from micro to a small business;
- 2) For the Microfinance institutions (MFIs) that provided the loans to the CMA winners: there is a need to strengthen ties with other development finance institutions that provide services beyond microfinance. As an example, MFIs may link their clients with government agencies like the Department of Science and Technology under its Small Enterprise Technology Upgrading Program (SET-UP) for possible assistance; and
- 3) For the mentors: the recommendation is to continue monitoring the progress of the CMA winners.



*The mentee (right), Mr. Jordan Inalisan of Danny's Delicacies with Ms. Marsha Delfinado of UP ISSI*



## Value Chain Training Program

The Value Chain Training Workshop Towards the Establishment of Biodiversity-Friendly Enterprises for the Department of Environment and Natural Resources-Community Environment and Natural Resources Office (DENR-CENRO) was conducted on October 15-19, 2018 in Divilacan, Isabela. The workshop was held to help increase the community's level of appreciation on sustainable use of biological resources and establish the town's Natural Resources Inventory. UP ISSI was tapped to conduct the workshop.

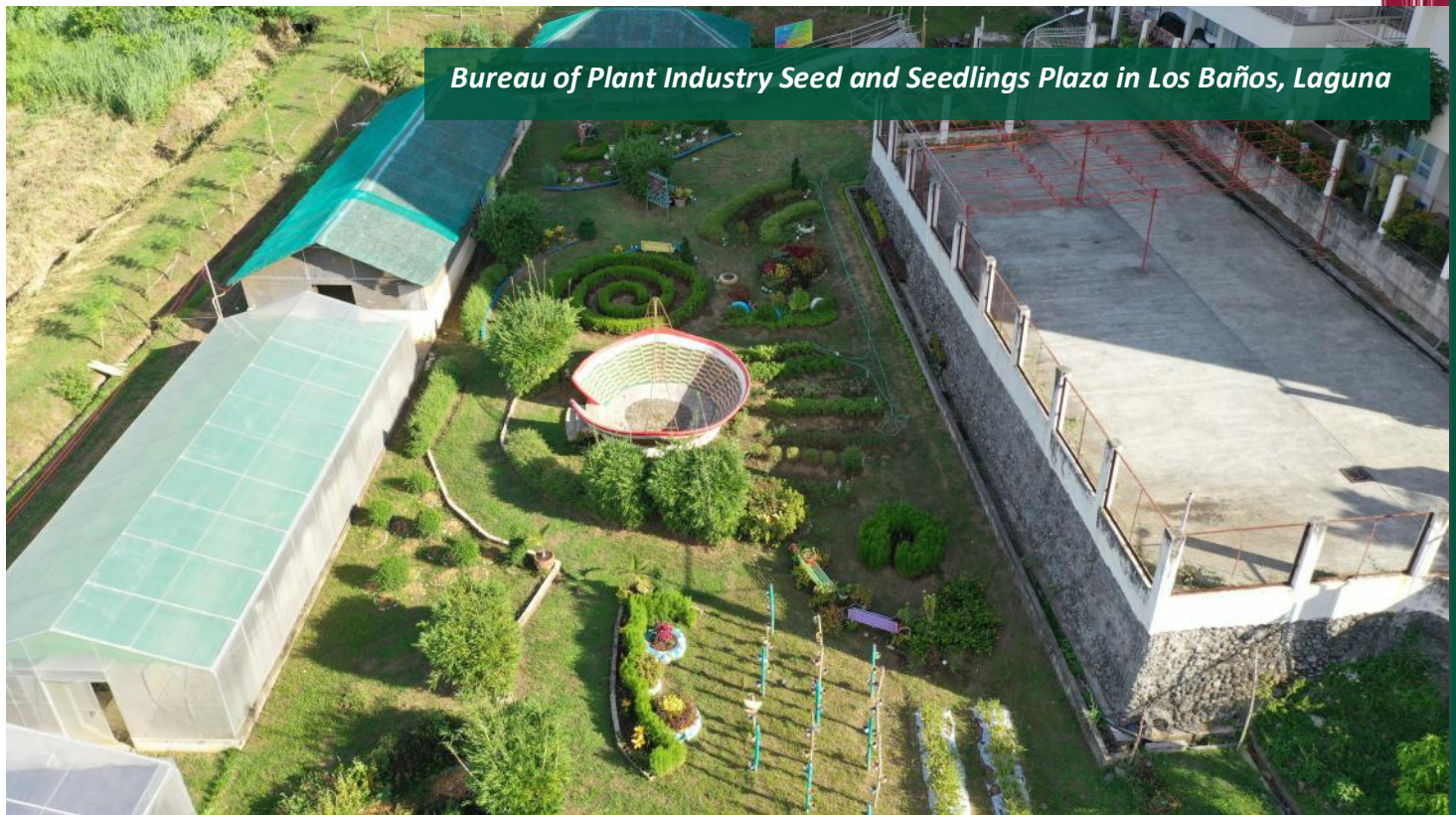


## Science for the Convergence of Agriculture and Tourism (SciCAT) Program

The establishment of Science for the Convergence of Agriculture and Tourism (SciCAT) program is one of the initiatives of the Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (PCAARRD) to fulfil its mandate stipulated in Republic Act No. 10816, by developing farm tourism programs that will feature common farm tourism-related activities while also promoting the mature technologies developed through the funds provided by DOST-PCAARRD to various RDIs/SUCs. SciCAT is the result of technological convergence to improve productivity and capacity for sustainable farming practices while showcasing its beauty and attraction in scenery and unique experiences through recreational activities that will captivate curiosity and excitement among tourists.



DOST-PCAARRD collaborated with UP ISSI to lead the overall implementation of the SciCAT program. Selected Magsasaka-Siyentista Farms (MSFs), an Institutional Farm and six other farm sites will be transformed into SciCAT Farm Enterprises through enterprise assessment, planning and mentorship programs leading to the creation of employment and entrepreneurship opportunities.



*Bureau of Plant Industry Seed and Seedlings Plaza in Los Baños, Laguna*



*SciCAT team taken at Silan's Farm in Indang, Cavite*



## UP ISSI Technology-based Business Incubation and Innovation Program

UP ISSI Technology-based Business Incubation and Innovation (UP ISSI TBII) Program supports and develops entrepreneurs with business ventures that offer tech-based products or services that are high in value and uniqueness. EasybusPH, a startup company offering an online bus ticketing system, said that the program helped them immensely because they were able to



**TBII Mentoring session held  
June 28, 2018 at the UP ISSI**

realize their business idea to a registered startup corporation. The seven-day Start Your Own Business (SYOB) Course of the Institute was their ticket to the TBII Program. Janmar Dimaano, CEO and co-founder of EasybusPH said they learned many business concepts, most importantly those in the accounting and finance and its importance to decision-making. They also learned of many sources of

financing like DOST and DBP. EasybusPH also started the business venture with bootstrapping while in the incubation program as they leveraged on several advantages like office space and UP ISSI mentors in marketing, operations, organization, and finance aspects.

## ASEAN SME Academy

The ASEAN SME Academy is a project of the US-ASEAN Business Alliance for Competitive Small and Medium Enterprises, an alliance launched by the US Agency for International Development (US AID) and US-ASEAN Business Council. The core of the Academy is a series of training materials for SMEs from Fortune 500 companies. Launched in September 2017 in the Philippines, it trained facilitators from various agencies with the mandate of assisting MSMEs. UP ISSI was one of



**Roundtable Discussion of ASEAN facilitators during the  
Knowledge Sharing and Consultation Meeting**

the agencies trained to be part of the Philippine ASEAN SME Academy Brain Trust. In June 2018, the ASEAN SME Academy facilitators gathered once again for Knowledge Sharing and Consultation Meeting. This event was also a milestone for DTI PTTC as the management of the site was turned over to them by the ASEAN Business Council.





*Ms. Marsha Delfinado of UP ISSI with Ms. Galuh Wulan from Indonesia, Program Manager of US ASEAN Academy and DTI Sec. Ramon Lopez with Dept. of Trade and Industry facilitators.*

## PCCI Education Committee

The Philippine Chamber of Commerce and Industry, the Voice of Philippine Business, promotes business interests through their various committees. UP ISSI is an active member of its Education Committee with other member universities and colleges, industry partners and government agencies. UP ISSI was also head of its sub-committee - the Government-Academe-Industry Linkage. On August 1, 2018, the Strengthening of Industry-Government-Academe towards Sustainable Innovative Growth (SIGASIG) was held at PCCI Main McKinley Hills, Taguig with Pampanga Chamber of Commerce, Export Development Council, South Luzon Chamber and the Laguna Chamber of Commerce and Industry.

In November 2018, UP ISSI was one of the final judges in PCCI Education Committee's Business Idea Development Award (BIDA) which aimed to bring out the entrepreneurial spirit and creativeness of participating colleges and universities in the Philippines.



*UP ISSI representative with members from PCCI Education Committee*



## BEDD Undertakes Mentorship Program with 115th MC IOSA Partners

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., were 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, 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.

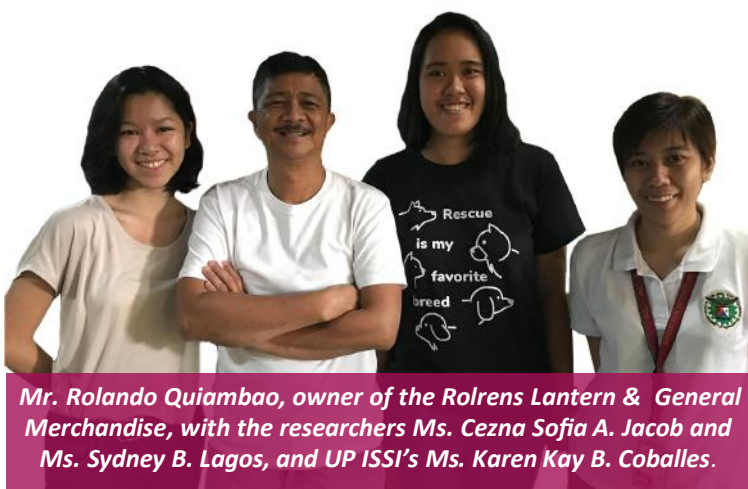
The IOSA, or Integrated Organizational Survey and Assessment, is the final output of the MC. It aims to give the participants a hands-on experience in conducting an organizational assessment in the four areas of management: marketing; production or operations; organization and human resource/personnel; and financial management. The participants prepare the IOSA report based on their findings and analysis, which is evaluated by a panel of industry experts. The mentorship program between UP ISSI and the IOSA partners is provided 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, the Training and Entrepreneurship Education Division (TEED) provides a 50% discount voucher off any regular training program at UP ISSI to address recommendations in further education and training.



## BEDD Undertakes Advocacy Mentoring Project with ADMU Research Students



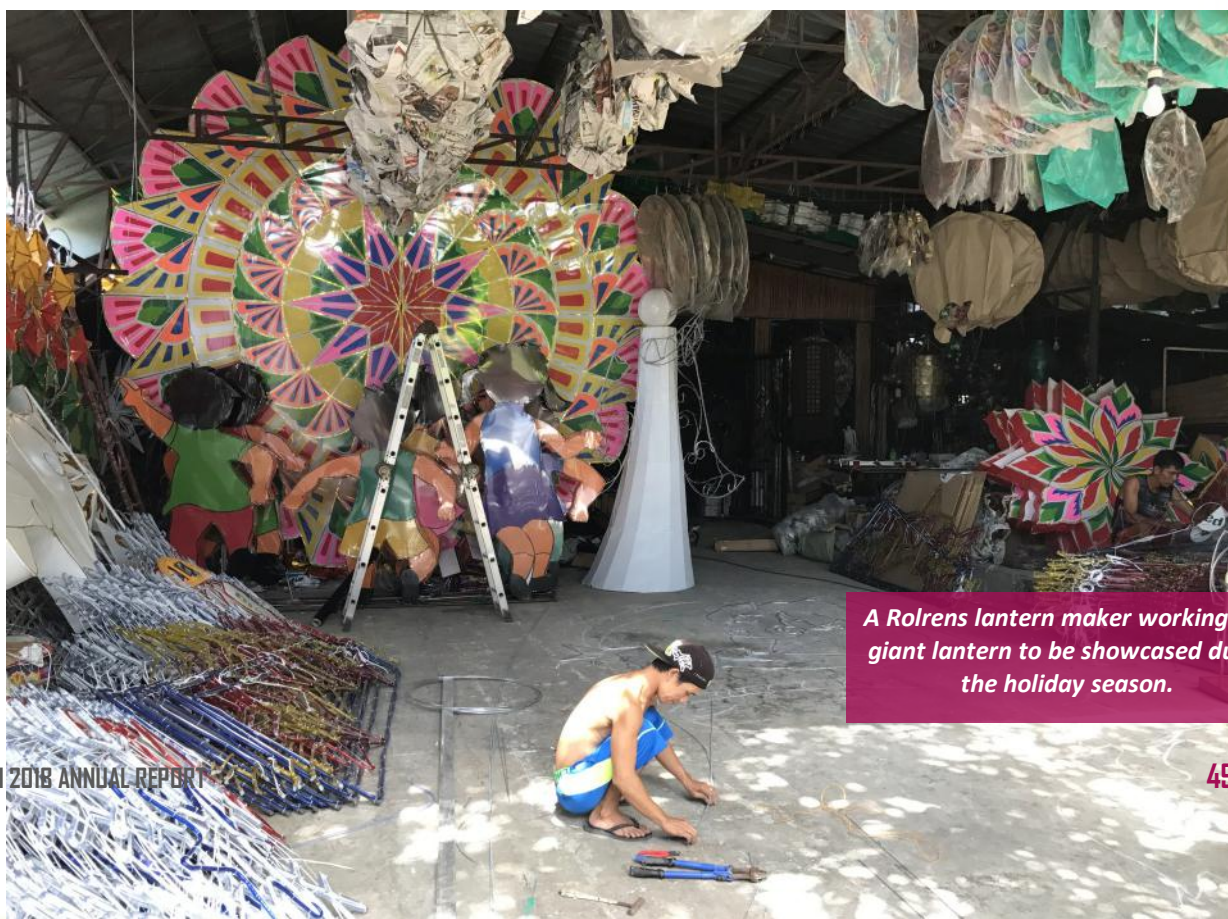
Under Republic Act No. 6041, UP ISSI is mandated to promote and develop small and medium industries in the Philippines through research, consultancy, and developmental activities. In line with its mandate, the institute embarks on an advocacy mentorship project with research students under the AB Communication program of Ateneo De Manila University. Ms. Cezna Sofia A. Jacob and Ms. Sydney B. Lagos, through the recommendation of their thesis adviser, Maria Inez Angela Ponce De Leon, Ph.D., sought the assistance of



*Mr. Rolando Quiambao, owner of the Rolrens Lantern & General Merchandise, with the researchers Ms. Cezna Sofia A. Jacob and Ms. Sydney B. Lagos, and UP ISSI's Ms. Karen Kay B. Coballes.*

UP ISSI in their project thesis aimed at creating a framework that would help build a global brand for a small-scale Filipino cultural heritage enterprise. Specifically, the researchers intended to create a communication plan for the partner business and handle the implementation and placement of necessary collaterals (i.e. logos, online presence, brochures, tarpaulins, signages, and etc.). As a mentor, UP ISSI, through the Business Enterprise Development Division's Ms. Karen Kay B. Coballes, helped the researchers screen and

select their partner business for the project thesis, accompanied the researchers during visitations and fieldwork to the location of the partner enterprise, and served as mentor and consultant to the researchers for the duration of the project thesis. This advocacy proved to be very timely for the chosen MSME beneficiary of the project, the Rolrens Lantern & General Merchandise, owned and managed by the husband and wife team of Mr. and Mrs. Rolando Quiambao from the City of San Fernando, Pampanga. Building a global brand for a homegrown industry and strengthening its mark as a proud Filipino cultural product, the project helped improve the demand for the lanterns.



*A Rolrens lantern maker working on a giant lantern to be showcased during the holiday season.*



## ADVOCACY WITH THE UP COMMUNITY

### Kwentahan Tayo: Accounting Talk for MSMEs with UP ISSI and UP JPIA

The UP Junior Philippine Institute of Accountants (JPIA) in partnership with the UP ISSI held a free accounting workshop for MSMEs on October 6, 2018 at UP ISSI. “Kwentahan Tayo: Pinadaling Accounting Para Sa’yong Negosyo” is a seminar-workshop on basic accounting theory, bookkeeping, and internal control targeted for non-accountant audiences, including small business owners, and aspiring business owners.

The UP JPIA, a student organization based in the Cesar Virata School of Business (VSB), and UP ISSI share the common objective of helping MSMEs through programs that aim to educate and develop their entrepreneurial and financial skills. Interestingly, Enrique Virata (whom UP ISSI Building is named after) is the father of Cesar Virata (whom VSB is named after).

The two-part workshop was initiated by Ms. Eirene Tinitigan, with the topic “Accounting and Internal Control for Micro and Small Enterprises.” Ms. Tinitigan discussed the following: internal control; cash management; cash budget; sales to cash reconciliation, sales to inventory reconciliation; cash fraud; financial analysis; basic accounting equations; basic financial statements; sales analysis; operating expenses; and, segregation of duties. The second part of the workshop, presented by the UP JPIA team, revolved around the “Basic Accounting Process.” They presented the simplified flowchart on how to register a business with the Bureau of Internal Revenue (BIR). They familiarized the audience with accounting process, and discussed the five types of book of accounts: General Journal; Cash Receipt Journal; Cash Disbursement Journal; Sales Journal; and, Purchase Journal.

The participants were also given a problem scenario to experience the hands-on process of logging in the general journal and, more importantly, what decision to make based on the accounting principles.

With this activity, UP JPIA and UP ISSI were able to promulgate its shared advocacy of financial literacy and self-sufficiency for MSMEs.

*UP JPIA members with the participants*







# 2018 DEMOGRAPHICS

621,794

TOTAL WEBSITE PAGEVIEWS AS OF 2018

6,855

SOCIAL MEDIA FOLLOWERS

JAN -  
DEC  
2018

Facebook Page

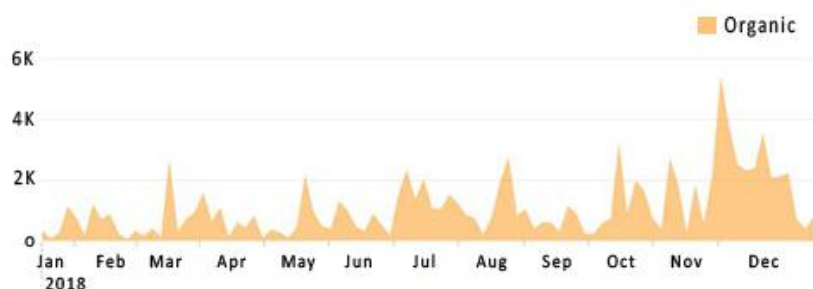
## Post Reach

The number of people who had your Page's posts on their screen.



## Total Reach

The number of people who had any content from your Page or about your page enter their screen.





## PERSONNEL DEVELOPMENT FOR ISSI STAFF

### 1st Nationwide Simultaneous Earthquake Drill for 2018

UP Institute for Small-Scale Industries staff, tenants, and visitors participated in the 1<sup>st</sup> Nationwide Simultaneous Earthquake Drill (NSED) for 2018 at around 2:00 PM on 15 February 2018. This nationwide drill was held to prepare individuals and companies for the anticipated 7.2 magnitude earthquake that might strike the Metro anytime. NSED activities are to be replicated regularly to check the contingency and response capacities of the ISSI staff and management.



*Ms. Joanna Rose T. Laddaran led the earthquake drill with the participants coming from all offices in Virata Hall.*



*Leading the way to the safe evacuation area outside the building*



## First Data Privacy Seminar-Workshop held in Diliman



The Data Privacy Seminar-Workshop was held in UP Diliman last 21 February 2018. It was organized by the Data Protection Office (DPO) and focused on the importance of data privacy in the workplace, the need for information security, and the required documents to comply with the requirements of the country's National Privacy Commission (NPC).

Atty. Elson B. Manahan, DPO head, delivered the talk on Data Privacy Laws and Regulations, defining key terms such as data privacy, personal information and its types, and explaining the purpose and benefits of data privacy in the workplace. As for information security, Peter John A. Francisco explained the importance of upgrading the institutions' security system and the proper training for the staff to ensure the safety of their information.

The lectures on data privacy and information security were expounded with the actual workshop on identifying the forms each office is actually using that have personal information. These forms were collected by the Data Protection Team for certification by the NPC. Because of the importance of data protection and security, the DPO suggested that the different offices assign their own information officers to act as liaisons and ensure that their respective offices comply with the rules and regulations indicated in Republic Act 10173 or Data Privacy Act of 2012.

The workshop proved to be an effective method of informing the participants the importance of data privacy and information security, especially now when information has become both powerful and easily accessible through the advancement of technology. It also provided the participants the opportunity to voice out their own concerns regarding their files and how to properly process them.



*Dr. Fidel R. Nemenzo, UPD Vice Chancellor for Research and Development and UP ISSI Officer-in-Charge, welcomed the participants, College Information Officers, Secretaries, and other stakeholders of the University attended the workshop.*



## Learning Tour on MSME Development and Innovation in Southern Taiwan

Anchored on the creative concept of T<sup>3</sup>: Tour as a Training Tool, the Centre International de Formation des Autorités et Leaders (CIFAL Philippines) and Edu-Connect Southeast Asia Association – Kaohsiung (Edu-Connect) conducted the Learning Tour on MSME Development and Innovation in Southern Taiwan from 11 to 15 December 2018. Two employees from UP ISSI, Ms. Blessilda A. Clerigo from the Training and Entrepreneurship Education Division (TEED) and Ms. Jocelle P. Mamaril from the Information and Public Affairs Office (IPAO), were part of the Filipino delegation who were sent to Kaohsiung, Taiwan. The Learning Tour, which aimed to provide an avenue for benchmarking and acquiring lessons and innovative ideas for the stakeholders of the MSME sector, had the following specific objectives:

1. Learn from the experiences of Taiwan on how to democratize micro, small, and medium enterprises;
2. Provide an opportunity for participants to learn from the international best practices of institutions and government organizations in Taiwan whose mandates include MSME development;
3. Be involved in a platform for exchanging ideas and best practices that promote growth and development of MSMEs; and
4. Experience knowledge sharing between Philippines and Southern Taiwan MSME stakeholders.

The Learning Tour successfully achieved its objectives. By visiting Kaohsiung City, meeting various members of the industry, and partnering with universities, the delegates were able to benchmark from Taiwan's best practices, which could be replicated and/or adapted to the Philippines. CIFAL Philippines and Edu-Connect believed that the city is "a resource entity for living, learning, and entrepreneurial activities." For UP ISSI, this leaves a very good impression as it could be used to improve on training programs, which are mostly classroom-based. UP ISSI could adapt this methodology to go beyond the classroom and take advantage of the learning opportunities outside. This also serves as a good entry point for further partnerships for collaborative projects for the Filipino MSMEs with CIFAL Philippines and Edu-Connect.



*Ms. Blessilda A. Clerigo, UES II (left photo, 2nd from left) and Ms. Jocelle P. Mamaril, UES II (right photo, 2nd from left) with Dr. Edna Co, UP CIFAL and Dr. Eing-Ming Wu, Edu-Connect Southeast Asia Association*



Participants from the learning tour



View the infographics below and see how the delegates' "Wandering Learning" resulted to "Wonderful Training."



\* In the pipeline for 2019: A partnership between CIFAL Philippines and UP ISSI for a Learning Session on Inclusive Business and Sustainable Development Goals for UP ISSI staff as well as a nationwide-run of the Inclusive Business Seminar Series for MSMEs.



## IPAO's First Learning Session on Basic Records Management

The Information and Public Affairs Office (IPAO), a division responsible for the preservation of various Institutional records of permanent value, recently held a Learning Session on Basic Records Management on 13 November 2018. Selected staff were able to discern the latest trends on managing records and the best possible way to keep those records from losses due to several factors as discussed by the resource speaker, Ms. Sheryl T. Gerodias, head librarian of University Records Section of the UP Diliman University Library.

The learning session lasted for three hours with participants gaining knowledge on the importance of records management and the changes to store files using modern technologies.



*Ms. Sheryl Gerodia (fifth from left) with the participants*

## ISSI Staff Attend Workshop on Data Analytics for MSME Managers

A workshop on Data Analytics for MSME Managers conducted by Dr. Ed Canela was held on June 26-27, 2018 at ISSI. The highlights of the two-day activity were: 1) the presentation and emphasis on the importance of data analytics in policy formulation, program development, and program monitoring and evaluation; 2) the familiarization of MSME enablers with simple, practical, and useful data analytics tools for MSME applications; 3) the identification of approaches on how to effectively interpret data and communicate information derived from the process; and 4) the sharing of experiences in gathering, processing, and analyzing data.



*Dr. Ed Canela (seated third from left) with the participants*



## ISSI 2018 Strategic Planning: Finding Innovative Ways



UP ISSI held its three-day Strategic Planning Workshop on 6-8 December 2018 at Punta De Fabian Resort in Baras, Rizal.

Dr. Aleli B. Bawagan opened the Strategic Planning Workshop and challenged the participants to collectively identify ISSI's strengths to address challenges faced by the MSMEs and chart its direction for the next three years.

UP Chancellor Michael L. Tan gave his written message, which was read by Vice Chancellor for Research and Development, Dr. Fidel R. Nemenzo. Dr. Tan urged everyone to be innovative, "to find ways to diversify products or use of variety for market segmentation."

Dr. Nemenzo, meanwhile, discussed the role of MSMEs in national development, citing MSMEs contribution to the GDP. He also challenged ISSI to benchmark its programs with other institutes or universities and the need to develop policy programs to support the growth of MSMEs.

Meanwhile, a longtime partner from Department of Trade and Industry, Director Jerry T. Clavesillas, gave a rousing message citing "going back to basics" as a direction of pursuit. He also reminded everyone to be "people centric" and that an institution like ISSI should have an identity. He likewise encouraged ISSI to network with other agencies and be at the forefront for MSME growth and development.

Each division of ISSI also came up with presentations on balanced scorecards and strategic plans while results of Cities and Municipalities Competitiveness Index was also shared.

Dir. Bawagan also identified the following areas that ISSI will need to focus on in the next three years: enhancement of staff capabilities; organizational development; financial management; and, development and implementation of an inter-division collaborative project for MSMEs.

*Dir. Aleli B. Bawagan with the UP ISSI management and staff*







## UP ISSI LIBRARY

The UP ISSI, through its Library, provides access to knowledge resources dealing with MSMEs including records having enduring value to the Institute and offers information services in support of its training, research, and extension programs.

Among the salient accomplishments of the UP ISSI Library for the year 2018 are classified into its 4 core functions as listed below.

### 1. Collection Development

The library collection of the Institute comprises of printed materials and online resources in business, entrepreneurship, and other subject areas dealing with micro and small enterprises. In addition to the Library's core collection, a total of 79 materials (monographs, ephemera and books) were acquired in 2018 to support the research and information needs of the Institute. (See Figure 1)

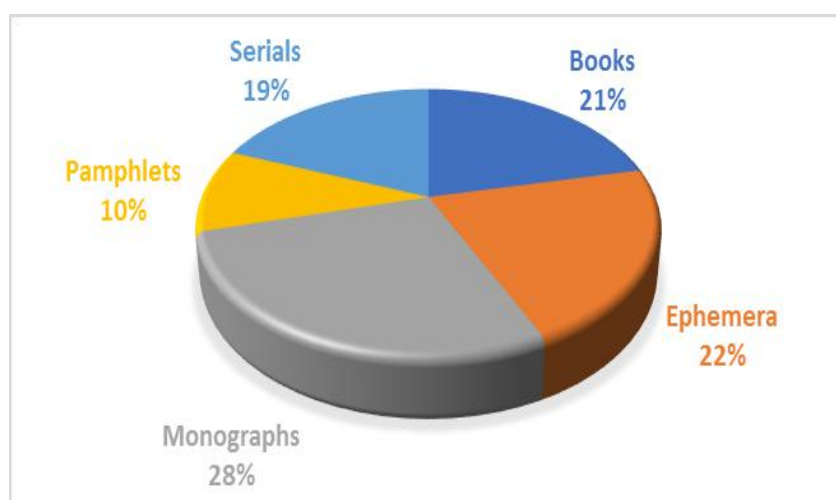


Figure 1: Library Collection Acquired on the Year 2018

Bibliographic access to these materials is through iLib, a web-based integrated library system maintained by the UP Diliman Main Library.



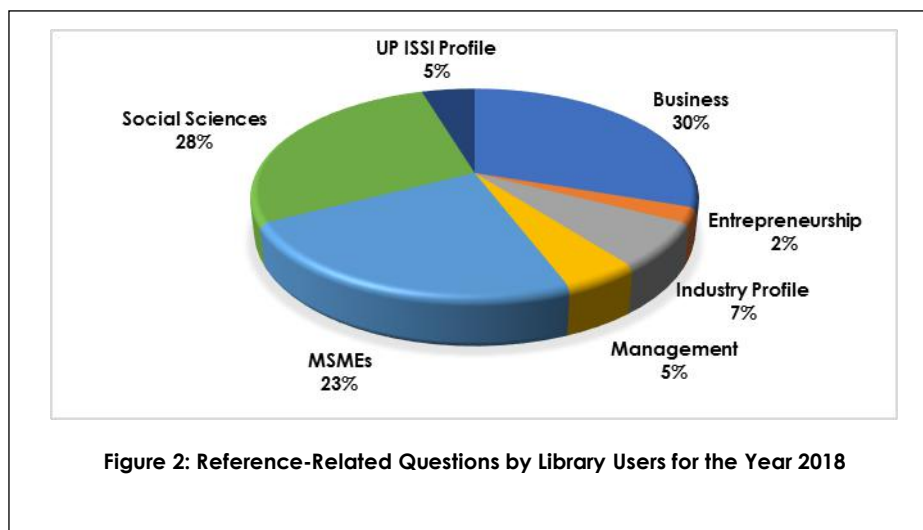
## 2. Archiving

To ensure effective management of records, the Library collects and preserves materials having historical and significant value in the operation of the Institute, such as the Institute's annual reports, publications, and training records.

In 2018, the Library revived its digitization project for the purpose of archival preservation and business continuity planning. At present, a good number of the Institute's training records are already in digital format.

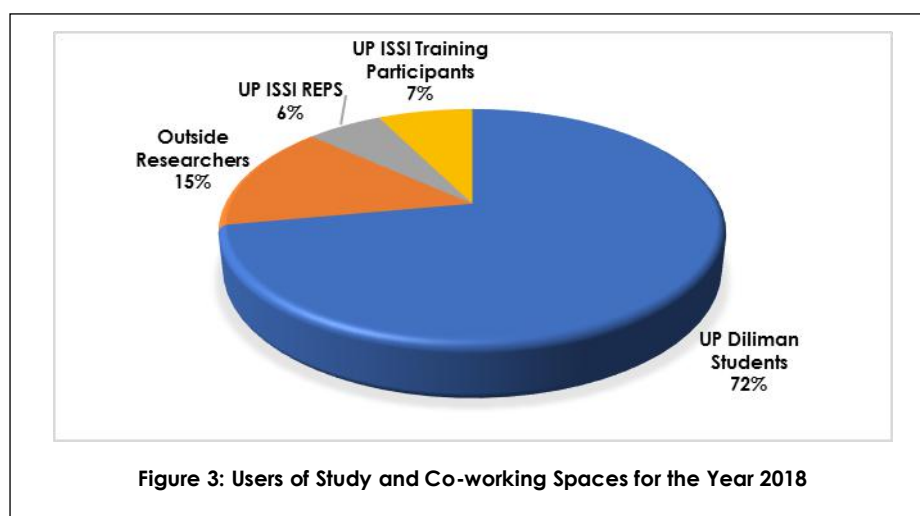
## 3. Reference and Information Services

The library accommodates reference-related questions in person and through electronic mail. Most of the reference-related questions were subjects dealing with business (30%), social sciences (28%) and MSMEs (23%). (See Figure 2)



## 4. Study and Co-working Spaces

In response to the need for an environment that allows social, group and individual study, the Library offers study and co-working spaces to its clientele. Aside from the staff and training participants of the Institute, students from other constituent units of UP Diliman were the most frequent users of the study and co-working spaces of the Library in 2018. (See Figure 3)





# UP ISSI ORGANIZATIONAL CHART AS OF DECEMBER 2018

**DR. MICHAEL L. TAN**  
Chancellor - UP Diliman

**DR. FIDEL R. NEMENZO**  
Vice Chancellor for Research and Development

**DR. ALELI B. BAWAGAN**  
Director

**GLENNIS S. UYANGUREN**  
University Extension  
Specialist II

TRAINING & ENTREPRENEURSHIP  
EDUCATION DIVISION (TEED)

**GLORIA S. RECIO**  
University Extension  
Specialist IV

RESEARCH DIVISION (RD)

**LEONCIO T. CUBILLAS JR.**  
University Extension  
Specialist V

BUSINESS ENTERPRISE  
DEVELOPMENT DIVISION  
(BEDD)

**JOCELLE P. MAMARIL**  
University Extension  
Specialist II

INFORMATION & PUBLIC  
AFFAIRS OFFICE (IPAO)

**ROLANDO RAMON C. DIAZ**  
University Extension  
Specialist V

ADMINISTRATIVE DELIVERY  
DIVISION (ADD)





# INSTITUTIONAL LINKAGES



UP ISSI has collaborated with local (public and private) and international institutions as part of its extension mandate. The following are UP ISSI's long-term partners which tapped the Institute as its institutional member, institutional lead, advisory member, partner-in-mission and institutional partner.





## UP ISSI RESEARCH, EXTENSION, & PROFESSIONAL STAFF AND ADMINISTRATIVE PERSONNEL



### Administrative Delivery Division

Rodolfo C. De Jesus	Felynor C. Camiller
Winston R. Torres	Jayson S. Mayor
Darrem S. Bautista	Gilbert O. Cuta
Elsa B. Laurio	Ma. Jessa T. Burac
Joel F. Almosara	Rolando Ramon C. Diaz
Samuel G. Rojo	Menchie H. Sumilang
Richard E. Baluyot	Ivy R. Argote (inset)
Jose L. Brevia Jr.	



### Research Division

Jaylyn D. Manglicmot	Bernadette Christine D. Escoto (inset)
Severina P. Bañaga	Ivy Marie L. Ganadillo (inset)
Gloria S. Recio	Jovy Anne G. Walo (inset)
Joanna Rose T. Laddaran	
Jefferson C. Sumalabe	

### Business Enterprise Development Division

Senedith A. Delos Reyes  
 Emerlita O. Marciano  
 Marsha Lee A. Delfinado  
 Leoncio T. Cubillas Jr.  
 Reynold Ferdinand G. Manegdeg  
 Karen Kay B. Coballes







### Director's Office

Nova Z. Navo (inset)  
Ma. Luisa Solarte-Lee  
Aleli B. Bawagan  
Fidel R. Nemenzo  
Lourdes P. Cubillas

### Training and Entrepreneurship Education Division

Kimberly E. Alo	Neldie P. De Jesus
Marvin M. Manlapas	Doris Z. Olegario
Loida J. de Vera	Krystel Maisie T. Soria
Neil DC. Grimaldo	Ma. Blessilda A. Clerigo
Romeo G. Estrella	Mohidin P. Abdul
Maria Fe SE. Reyes	Glennis S. Uyanguren



### Information and Public Affairs Office

Daryll D. Villena  
Roy D. Apacible  
Jocelle P. Mamaril  
Marilou N. Andres  
Bernie F. Villaluna (inset)  
\*Not in photo: Ian Jester M. De Vera



## THE UP BOARD OF REGENTS

**Hon. J. PROSPERO E. DE VERA III**

Chairperson

*Commission on Higher Education*

**Hon. DANILO L. CONCEPCION**

Co-Chairperson

*President of the University of the Philippines*

**Hon. FRANCIS G. ESCUDERO**

Member

*Chairperson, Senate Committee on Education, Arts and Culture*

**Hon. PAOLO EVERARDO S. JAVIER**

Member

*Chairperson, House Committee on Higher and Technical Education*

**Hon. REYNALDO C. LASERNA**

Alumni Regent

*President, UP Alumni Association*

**Hon. FRANCIS C. LAUREL**

Member

**Hon. ANGELO A. JIMENEZ**

Member

**Hon. FREDERICK MIKHAIL I. FAROLAN**

Member

**Hon. RAMON G. GUILLERMO**

Faculty Regent

**Hon. IVY JOY P. TAROMA**

Student Regent

**Hon. ANALIZA S. FULVADORA**

Staff Regent

**Atty. ROBERTO M.J. LARA**

Secretary of the University and of the Board of Regents

Source:

<http://osu.up.edu.ph/the-up-board-of-regents/>

Accessed: 11 February 2019



## OFFICIALS OF THE UP SYSTEM ADMINISTRATIVE OFFICES

**DANILO L. CONCEPCION**  
President

**TEODORO J. HERBOSA**  
Executive Vice President

**MA. CYNTHIA ROSE B. BAUTISTA**  
Vice President for Academic Affairs

**JOSELITO G. FLORENDO**  
Vice President for Planning and Finance

**NESTOR G. YUNQUE**  
Vice President for Administration

**ELVIRA A. ZAMORA**  
Vice President for Development

**ELENA E. PERNIA**  
Vice President for Public Affairs

**HECTOR DANNY D. UY**  
Vice President for Legal Affairs

**ROBERTO M.J. LARA**  
Secretary of the University

**GIL S. JACINTO**  
Asst. VP for Academic Affairs (Internationalization)  
Director, Office of International Linkages

**CARLA B. DIMALANTA**  
Asst. VP for Academic Affairs (Research)

**ALYSSA PELEO-ALAMPAY**  
Asst. VP for Academic Affairs (Curriculum)

**MARY DELIA G. TOMACRUZ**  
Asst. VP for Academic Affairs  
(R&D Resource Management)

**RICHARD PHILIP A. GONZALO**  
Asst. VP for Student Affairs and Director,  
Office of Student Financial Assistance

**ARIEL S. BETAN**  
Asst. VP for Administration

**JOSE WENDELL P. CAPILI**  
Asst. VP for Public Affairs and Director,  
Office of Alumni Relations

**RICA D. ABAD**  
Asst. VP for Public Affairs

**TERESA S. ENCARNACION TADEM**  
Director, Center for Integrative and Development Studies

**NATHALIE LOURDES A. VERCELES**  
Director, Center for Women and Gender Studies



**CYNTHIA P. SALOMA**  
Executive Director, Philippine Genome Center

**JEANETTE L. YASOL-NAVAL**  
Director, Padayon Public Service Office

**ALFREDO MAHAR LAGMAY**  
Executive Director, UP Resilience Institute  
Director, TVUP

**EDNA E.A. CO**  
Director, UP CIFAL Philippines

**AURORA ODETTE C. MENDOZA**  
Director, Office of Admissions

**JOSE NEIL C. GARCIA**  
Director, UP Press

**NOREEN P. ESCULTURA**  
Director, System Budget Office

**JENNIFER M. TOLENTINO**  
Officer-in-Charge, System Cash Office

**LUIS MARIA T. BO-OT**  
Director, System Supply and Management Office

**SUSAN C. SANCHEZ**  
Director, System Accounting Office

**LUIS G. SISON**  
Director, Technology Transfer and  
Business Development Office

**PAULO NOEL G. PAJE**  
Director, Information Technology Development Center

**FRANCES FATIMA M. CABANA**  
Director, Media and Public Relations Office

**FIDES C. CORDERO-TAN**  
Executive Director, UP Bonifacio Global City Campus,  
and Dean, College of Law

**ENRICO B. TABAFUNDA**  
Director, Office of Design and Planning Initiatives

**PETER PAUL ANDREW T. FLORES**  
Director, System Procurement Office

Source:  
<https://www.up.edu.ph/index.php/administration/up-system-officials-and-offices/>  
Accessed: 11 February 2019



## UP DILIMAN OFFICIALS

**DR. MICHAEL L. TAN**

Chancellor

**DR. EVANGELINE C. AMOR**

Vice Chancellor for Academic Affairs

**PROF. VIRGINIA C. YAP**

Vice Chancellor for Administration

**DR. FIDEL R. NEMENZO**

Vice Chancellor for Research and Development

**PROF. JERWIN F. AGPAOA**

Vice Chancellor for Student Affairs

**DR. JOSE ERNIE C. LOPE**

Vice Chancellor for Community Affairs

## OFFICES UNDER THE OFFICE OF THE CHANCELLOR

**DR. SIR ANRIL P. TIATCO**

Director, UP Diliman Information Office

**DR. MANUEL RAMOS**

Director, University Computer Center

**ATTY. MARIA LUZ R. RAVAL**

Chief Legal Officer, Diliman Legal Office

**DR. ROMMEL B. RODRIGUEZ**

Director, Sentro ng Wikang Filipino

**DR. CECILIA S. DELA PAZ**

Director, Office for Initiatives in Culture and the Arts

**PROF. JOSEFINA F. ESTRELLA**

Director, UP Theater Complex

**MARK MATEO MORALES**

Director, Office of the Campus Architect

**DR. CECILIA S. DELA PAZ**

Curator, Bulwagan ng Dangal

**DR. NANCY KIMUELL-GABRIEL**

Coordinator, Diliman Gender Office

**PROF. TERESA PAULA DE LUNA**

Coordinator, Office of Anti-Sexual Harassment

**MS. LILLIE RIVERA**

Officer-in-Charge, Balay International



# 52 YEARS OF UNWAVERING SERVICE TO FILIPINO ENTREPRENEURS

UP ISSI ANNUAL REPORT 2018

## TECHNICAL, CREATIVE, AND EDITORIAL TEAM

Editor and Project Manager	<b>Roy D. Apacible</b>
Co-Editor	<b>Jocelle P. Mamaril</b>
Writers	<b>Marilou N. Andres</b> <b>Roy D. Apacible</b> <b>Karen Kay B. Coballes</b> <b>Neil DC. Grimaldo</b> <b>Jocelle P. Mamaril</b> <b>Jefferson C. Sumalabe</b> <b>Glennis S. Uyanguren</b> <b>Daryll D. Villena</b>
Contributors	<b>Marsha Lee A. Delfinado</b> <b>Ma. Blessilda A. Clerigo</b> <b>Rolando Ramon C. Diaz</b> <b>Joanna Rose T. Laddaran</b> <b>Ma. Luisa S. Lee</b> <b>Nova Z. Navo</b> <b>Gloria S. Recio</b>
Graphic Designer	<b>Daryll D. Villena</b>
Photographers	<b>Darrem S. Bautista</b> <b>Daryll D. Villena</b>





## 2018 ANNUAL REPORT

[WWW.ISSI.UPD.EDU.PH](http://WWW.ISSI.UPD.EDU.PH)

# UP ISSI

E. Virata Hall, E. Jacinto Street,  
University of the Philippines, Diliman 1101  
Quezon City, Philippines

Trunk Lines: (+63 2) 928-7077 to 79  
VOIP: (+63 2) 981-8500 to 99 local 4051 to 4054

Office of the Director (+63 2) 920-6923  
TEED +63 975-5049539 / +63 909-0291885

email: [info.issi@up.edu.ph](mailto:info.issi@up.edu.ph)  
[www.facebook.com/upissi](https://www.facebook.com/upissi)  
[www.twitter.com/upissi](https://www.twitter.com/upissi)