

THE ISSI News



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#ISSIsupportsMSMEs

- Webinars
- E-learning
- Online Mentoring

ISSI strengthens support to MSMEs amidst pandemic

Amidst coronavirus (COVID-19) crisis, the Institute has strengthened its support to the micro, small and medium enterprise (MSME) sector through online

training programs, webinars and online mentoring and relevant research studies. Among the online courses conducted by the Training Division this year were the "Start Your Own Business", "Digital Marketing" and "Small

AUG

**GAANO KAMI
KAHANDA?**

COPE Webinar Series

SEP

E-SYOB

Oportunidad sa gitna
ng Pandemya

OCT

**TARA NA,
NEGOSYO NA!**

Year 10



VC Campoamor

UP ISSI welcomes
its new Officer-in-
Charge



**Learning
Management
System**

ISSI Virtual Learning
Environment (VLE)



**Infographics on
webinar
etiquette**

Tips on how to
present yourself

"Business Counselors Course". Two special webinar series were also conducted this year. The "Tara Na, Negosyo Na!" three-day webinar series ran last August 26 – 28 with the theme, "MSMEs Towards the Better Normal". Meanwhile, the eHANDA (Honing Agents for National Disaster Awareness) was conducted from October 13 to 29, 2020. The seven-day webinar series centered on its theme, "Promoting MSME Resilience for Sustainable Recovery Towards the Better Normal".

Meanwhile, the Research Division conducted two studies focused on the experiences of the MSME sector during this crisis. The first Survey investigated the effects of the pandemic on MSMEs and the assistance they need to be able to recover. The second Survey assessed the government programs available for MSMEs during this crisis. Two Policy Briefs were published highlighting the results of these Studies and the recommendations of the Institute.

To continuously provide counselling and technical assistance to MSMEs and other stakeholders, the Business Enterprise Development Division (BEDD) offered mentoring through online platforms, i.e. Zoom, Facebook, etc.

This year, the Institute also welcomed Dr. Gonzalo A. Campoamor II as its new Officer-in-Charge, as it expressed gratitude towards its former director Dr. Aleli A. Bawagan and wished her the best as the new Vice Chancellor for Community Affairs.

Momilo poster

#ISSIsupportsMSMEs

UP ISSI provides business counseling and other technical and enterprise development assistance to MSMEs and other sectors, including non-government organizations, academic communities, private corporations, cooperatives, and government agencies.

Showcasing Local MSMEs: Momilo Mio and its Toothsome Cheesecake

Momilo Mio's cheesecake was borne out of Annie Olegario's passion for pastries, a passion that dated back to 1985 following her retirement. Back in the '80s, her cheesecake was simply a potluck idea for family reunions and birthday parties. But word about her authentic recipe eventually came out, and soon, her neighbors, friends, and former colleagues, all wanted a taste of



her creamy treat. Wanting her cheesecake to sweeten other people's special occasions, too, Annie decided to sell her delicacy through her relatives and friends. Her business eventually picked up from there.

Today, Momilo Mio has numerous retailers across the country and the number is still growing. Annie's daughter-in-law, Marivic Olegario, who now manages the business, has likewise made several refinements to Annie's original recipe over the past few years – all of which were an instant hit. Reviewers from numerous television programs and Youtube vlogs are particularly fond of the soft and even texture of Momilo Mio's cheesecake, as well as its perfect blend of sweetness and tanginess. Even its packaging design earned praise for its elegance and durability. All this, coupled with Annie's continued motherly guidance and support, makes Momilo Mio one of the signature products of Cainta, Rizal.

Of needles, thread and recycled materials: The story of SUDLAN

During her childhood years in Batangas, Jamica Lois Bonifacio, or Jam to her friends, would often see her mom sewing by hand, mainly to repair clothes or just to create simple stuff. Although she never really had a serious sit-down training with her mom, she would later find herself getting into the same hobby.

She would sew by hand and create wallets, bags and other stuff for her personal use. Her friends would always compliment her and would coax her into turning this hobby into

bags and other stuff for her personal use. Her friends would always compliment her and would coax her into turning this hobby into business, but she would just shrug it off.

"I was thrilled with the idea that my friends like what I create to an extent that they want me to sell it, but I never really took it seriously. At that time, I was just enjoying sewing and creating something out of it," Jam said candidly during our Zoom interview on a Friday afternoon.

In 2017, she had to quit school (she was taking up Fine Arts in Eulogio "Amang" Rodriguez Institute of Science and Technology) because of financial difficulties. Having extra time in her disposal, she spent it sewing and making stuff out of recycled materials.

One day she made a wallet out of recycled mat (banig) and an old shirt. Happy about her output, she posted it on Facebook. It was a hit to her friends.

Most days, the number of likes and positive comments on her Facebook post is enough to give her some good vibes. On that day though, she got more.

"It gave me the confidence to revisit the idea of turning this hobby into a business – that maybe my friends are right, maybe this is something I could take seriously."

She visited a stall in Cubao, Quezon City and bought a handwoven cloth with an ethnic design worth PhP500. She would have wanted to buy more but that was all she could really afford that time.

Using the cloth she bought, she made wallets, then posted photos of it on Facebook. Products were sold in no time. All of it.

For a while, that would be her “business cycle”. Buy materials, sew by hand, sell by posting on Facebook, repeat. Then she added more products: bags and hats. All handsewn.

As more and more people were buying her products, Jam decided to take her undertaking a step higher and put some structure to it. For branding, she thought of a name that encapsulates what she does and what her products are. So she combined “sulsi” (handsewn) and “sisidlan” (pouch/bag); thus, “SUDLAN”. Later on, she would learn that “SUDLAN” is just another word for “sisidlan” or (pouch/bag/container).



Asked if she ever imagined herself becoming an entrepreneur, Jam shared that when she was in high school, she would design shoes, Tshirts, bags and would earn from it.

“But back then, I considered myself more of a designer rather than an entrepreneur,” she quipped. Jam knew that to be able to move

forward, she had to learn more about the technical and business side of running SUDLAN.

So, in 2018, Jam decided to enroll in the Start Your Own Business (SYOB) course offered by the UP Institute for Small-Scale Industries (UP ISSI).

“One of the things I’ve learned from the SYOB course is the pricing strategies – the things you have to consider before you come up with the selling price of your products. These strategies help me ensure that I am actually making profit from creating and selling SUDLAN products.”

SYOB is an immersive course, which requires the participant to articulate the nitty-gritty details of their businesses/business ideas in a business plan. This allows the participants to weigh in the viability of their business ideas. Working on her business plan, Jam realized that she needed to make some investments if she was to maximize the potentials of SUDLAN.

So, in the same year, she put up her small sewing business at their house in Batangas, purchased two sewing machines and hired two cutters and two dressmakers. She got a lot of support from her boyfriend. Her boyfriend’s mom also helped her particularly in the financial requirements of the business.

Jam added more creations to her product line. Some of her bestsellers are the bucket hats, passport holders, and sling bags. She also

created SUDLAN's Facebook page to feature her products: www.facebook.com/sudlanph/. On SUDLAN's Facebook page, a customer posted a product review and raved about how the sling bag she bought "exceeded her expectations". Other customers love SUDLAN products for its "quality and durability", "texture", "beautiful and unique" designs.

Jam has always admired the ingenuity of our local products and would always opt to buy raw materials from Baguio and other local market. She also planned to collaborate with local weavers/weaving communities. Jam had other exciting plans for SUDLAN when she welcomed 2020. But then, the coronavirus (COVID-19) happened.

Navigating through the chaos brought about by the COVID-19 pandemic

Just like any business, SUDLAN was badly affected by the COVID-19 pandemic and the ensuing Enhanced Community Quarantine (ECQ).

Jam was in Quezon City when ECQ was imposed all over Luzon on March 16, 2020. Due to transportation restrictions, she could not travel back to Batangas. Supposed to end by April 15, the ECQ was extended until May 15.

Two months of no operation. Two months of no income for SUDLAN.

Even when the ECQ was lifted, things did not go back to normal. Restrictions are still in place. The virus is still not contained; in fact, the number of cases has dramatically increased.

Jam realized she needed some shift to cope with the situation. First, she bought a new sewing machine so she could make products while she is here in Metro Manila. She found it difficult to buy materials for bags. Most of her suppliers closed down. For safety reasons, she also started sourcing her materials from online shops.

To stay relevant, she started making new products. And what could be more relevant in times like this other than facemasks? She is currently busy making handwoven, 3-ply facemasks and selling it on Facebook. Prices of facemasks range from PhP100 to PhP175 each.

Jam admits that the income she gets from facemasks is not enough. This forced her to go beyond SUDLAN's Facebook page and be more rigorous in promoting her products online. She maximizes invitations to online events, such as the webinar recently conducted by UP ISSI, to promote her products. To be able to avail of government programs for MSMEs during this crisis, Jam has also started working on her business registration.

Jam also shared that this crisis has made her realize the importance of having savings even for a micro-enterprise like SUDLAN.

"I wouldn't be able to continue my business – buy a sewing machine and other raw materials, if I did not have savings," she said, adding that she used her savings to restart her business.

Through all the difficulties brought about by the pandemic, Jam has never wavered.

"Tuloy-tuloy lang, makakabangon din.

(Continue to persevere, we will get through this) What is important is we do not lose hope despite what is happening.”

Asked how she envisions SUDLAN in the coming years, she answered with a beam: “I see SUDLAN as something that I will do for a long time...itutuloy ko ‘to, palalaguin (I will sustain this and develop it further).”

Showcasing Local MSMEs: Atokape, the sweetest Arabica coffee in the Philippines from Benguet

Atokape is a proud product of the Atok Arabica Coffee Growers Marketing Cooperative (ACOGMAC) in Atok, Benguet. Coffee enthusiasts across the country love it for its distinctive smooth and chocolatey sweetness along with its fruity aroma. No surprise, it’s consistently been recognized since 2018 as the best Arabica coffee in the country by no other than the Coffee Congress of the Philippines. Many ACOGMAC farmers affectionately credit Atokape’s export-quality taste to their tradition of making every newly married couple in their community plant *Coffea Arabica* trees in their backyard. Each coffee seed, the story goes, sprouts from the ground basking in the radiance of the couple’s affection for each other. This gives Atokape its signature sweetness and enticing aroma. But, like raising a child, it takes more than just two people to grow coffee; it takes the entire community’s tender, loving care, no less!

Here’s where the ACOGMAC farmers come in. They keep the coffee farm under their watchful eye from the first day of cultivation to the processing of the ripe Arabica ‘cherries.’ The whole process takes nine to ten months, but rest assured, ACOGMAC farmers use only organic fertilizers to keep their coffee trees in bloom. They also preserve as much natural sugar content in each bean as possible by not rinsing them before milling. The drying of the dehulled beans then take place on sterile beds away from the farm, keeping these beans free of microbes and pests. After roasting, the farmers get hands on in packaging, labeling, and even marketing their finished product. Talk about community teamwork!



Wake up the best you with Atokape's award-winning Arabica coffee!

Each coffee bean is naturally sweet, thanks to traditional, organic farming on the mountains of Atok, Benguet.

Atokape is a proud product of the local farmer members of the Atok-Arabica Coffee Growers Marketing Cooperative (ACOGMAC).

For other inquiries, visit their Facebook page at <https://www.facebook.com/Atokape.com.ph> or contact Mr. Oliver Oliem at +63 9184122443

UP Institute for Small-Scale Industries
#supportlocalfarmers
#supportMSMEs

Atokape poster

So, each time you brew a cup of Atokape, remember it’s a labor of love through and through!

For order inquiries, visit their Facebook page (<https://www.facebook.com/Atokape.com.ph/>) or contact Mr. Oliver Oliem at (+63 9184122443).

Showcasing Local MSMEs: Dencio's Sweets and Delicacies, a must-have for a Filipino Christmas menu

December is upon us again. Yup, it means sweets are in, and your diet plans can wait until the next year! But don't fret. You wouldn't want to miss out anyway on the glazed and velvety delicacies awaiting you this season. Just think of the creamy pastillas, the mushy macapuno, the ube-filled piaya, the ever-crispy banana chips, and, of course, those quaint and cute tarts. We know you want one already! So, what if we told you that you could get them all from one store? Would that make your early yuletide food shopping convenient? We bet it would! Here then, is Dencio's Sweets and Delicacies to cater to your sweet tooth. Dencio's is the brainchild of the Bulacan-native and certified sweets lover, Benjie Reyes. The business started around three years ago, but it's already gained countless regular patrons ever since. And why not?

Aside from his all-hands-on-deck approach to business, he's all for innovating Filipino treats. Dencio's signature pastillas and piaya are the living proof for this. Dencio's pastillas took the traditional recipe up a notch by giving it six new flavors: cashew, pinipig, coffee, langka, corn, and ube. And if you thought any milk was good enough for making his trademark product, you'd be wrong. Benjie uses only the freshest carabao milk straight from the dairy farms in Bulacan. This brings out the best of whatever pastillas flavor you pick. But maybe you want more than a mouthful of sweets. Dencio's piaya is for you in that case. Unlike regular piayas, Dencio's version contains more of just about everyone's favorite ube and muscovado filling. You'll feel as though it's oozing through the bread with every bite you take. Don't believe us? Taste their signature creations to know for yourself! It's already popular among children, candy lovers, and those looking for a foolproof holiday gift. In fact, he's been getting large volumes of orders over the past two years from across the country that he now needs resellers. That,

however, didn't prevent Dencio's menu from growing. Just recently, Dencio's started retailing many other must-have delicacies for a Filipino Christmas Eve table. Among them, Choco polvoron, yema, mixed nuts, brownies, and lengua de gato. And to top it all off, you don't have to leave your home to get their sugary treats; they deliver all year round. So, head to their Facebook page to see everything they have in store for you.



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Craving sweets for the holidays?

How about a mushy macapuno, an ube-filled piaya, a quaint and cute tart, those ever-crispy banana chips, and, of course, some creamy pastillas?

DENCIO'S SWEETS AND DELICACIES HAS IT ALL!

Visit Dencio's Facebook page or call +63 930-181-7805 / +63 920-616-1829 to know everything it has in store for you!

f t upisi

Dencio's poster

Showcasing Local MSMEs: Daddy Mikks invites everyone to share sparkles this season of giving

Looking for something to give out this Christmas? 'Tis the season of giving! It's time to thank those who bring sparkle to our lives: our family and friends. How great would it be to treat them to good food sprinkled with crunchy garlic bits fried to golden-brown perfection of Daddy Mikks Chilli Garlic Crunch and a whiff of strong garlicky and spicy smell of Daddy Mikks Chilli Shots.



Daddy Mikks poster

Mikko Cordova conceptualized these delicious and addicting chilli garlic bits and chilli shots when they were meant for his diet only. Wanting to have a healthy lifestyle motivated him to prepare aromatic garlic bits as part of his diet recipes. He later on shared the garlic products to his family and friends and they liked it. This started the ball rolling for him and his business — making and offering highly versatile products that are

meant to make every boring dish vibrant and enjoyable.

Each bottle of Daddy Mikks Chilli Garlic Bits and Chilli Shots is tastefully prepared and packaged, making for an excellent and convenient go-to condiment that you can almost sprinkle and splash on any of your favorite food.

The Chilli Shots is a potent chili garlic oil made with chili, garlic, salt, pepper, spices and vegetable oil. So you can already expect the garlicky flavors and spiciness each Chilli Shots drop.

You can purchase Daddy Mikks Chilli Shots and Daddy Mikks Chilli and Garlic Bits on its official website "www.daddymikks.com" and online shopping platforms such as Lazada, Online Kitchen Manila, Beauty Manila, Shopee and Amazon. It's also available at numerous store outlets and from resellers in and outside Metro Manila. For a complete and updated list of these outlets and distributors, you may visit Daddy Mikks official Facebook page (www.facebook.com/daddymikks) and Instagram account ([daddymikks_official](https://www.instagram.com/daddymikks_official)).

So are you excited to cook more yummy Pinoy meals now? Don't forget to sprinkle Daddy Mikks chilli garlic bits and chilli shots for added linamnam! With Daddy Mikks products, the possibilities are endless! Buy local. Buy from MSMEs.

#ISSInews

Gaano kami kahanda? Addressing the effects of the COVID-19 Pandemic on MSMEs: Insights for Policy Making

Ayon kay Gng. Alicia Opena ng DTI, mula sa datos ng Pambansang Tanggapan ng Estadistika, nasa 99.52% o karamihan ng mga negosyo sa bansa ay mula sa sektor ng *MSMEs* o *Micro, Small, and Medium Enterprises*. Sa nabanggit na porsyento, maituturing na malaki ang gampanin nito sa takbo ng ekonomiya. Ngunit ayon na rin sa pagsisiyasat na isinagawa ng Research Division ng ISSI, ang sektor na ito ay ang pinakatinamaan nitong pandemya. Mula buwan ng Marso hanggang sa ngayon, ang ilang bahagi ng bansa ay nakasailalim pa rin sa mahigpit na mga patakaran o polisiya, na naging isa sa mga dahilan ng kabagabalan sa kalakaran ng isang negosyo.

Kawalan ng mamimili o taga tangkilik ng produkto at serbisyo, mahina o kakapusan sa kita, at pagsasara ng karamihan sa mga negosyo sanhi ng pagkalugi, ay ilan lamang sa mga ininda at pangkasalukuyang kalagayan ng nabanggit na sektor.

“Tengga ang negosyo at halos tatlong daang libo rin ang nawala sa akin noong kasagsagan ng *enhanced community quarantine*,” ayon kay

G. Melchor Morandarte (isa sa mga tagapagsalita at kumakatawan sa *micro enterprises sector*). Ito ang dagok na labis na humimok sa kaniya upang makaisip ng paraan kung paano makakabangong muli.

Ito ang dagok na labis na humimok sa kaniya upang makaisip ng paraan kung paano makakabangong muli. Aniya, ang pakikiisa at pakikipagtulungan sa kapwa niya MSMEs ang nagbigay daan upang unti-unting bumalik ang sigla ng kaniyang negosyo. Hindi lang raw naging partikular ang mamimili sa kaniyang mga orihinal na ibinibenta, kundi, kasabay rin nitong nabigyan ng pagkakataon ang ibang negosyo na palaganapin ang sarili nilang gawa



Webinar poster

sa tulong ng palitan ng produkto sa pagitan ng kanilang samahan.

Base sa mga naitalang problema na nailahad, nagbahagi naman si Gng. Mel Cabotaje ng ilang mga rekomendasyong maaring makatulong sa sitwasyong kinahaharap ng MSMEs at ito ang mga sumusunod: pagbibigay ng tulong pinansyal, pasimplihin at pabilisin ang proseso sa pagpapautang, tanggalin pansamantala ang pagbubuwis habang

kasalukuyang bumabangon ang mga negosyo, muling pagsasahanay ng badyet ng gobyerno, iwaksi ang mga mahihigpit na alituntunin na maaring makasagabal sa kalakaran, palakasin ang *ICT infrastructure* ng bansa, pagsabay sa takbo ng makabagong teknolohiya, at pagpapalaganap ng kahalagahan ng *Business Continuity Plan*.

Sa ganitong kahirap at ‘di mawaring pagkakataon, hindi sapat na nariyan lang ang suporta ng pamahalaan, mas makabubuti pa ring paigtingin at palawakin pa ang kaalaman ng karamihan sa BCP. Dahil ayon na rin kay Bb. Joanna Laddaran, pitumpu’t limang porsyeto ng mga maliliit na negosyo sa bansa ang wala nito o kulang ang kaalaman rito. Kung kaya ay hinihikayat ang lahat na maging maalam pagdating sa importansiya nito, lalo na ngayon na sadyang sinusubok ang katatagan ng bawat isa.

At kung pagsusumahin, makikita ang ugnayan ng bawat isa: negosyo-empleyado-ekonomiya, kung kaya ay dapat isaalang-alang ang kahalagahan ng mga nabanggit dahil may kaniya-kaniya itong papel na ginagampanan. Kung buhay ang kalakaran ng negosyo, buhay rin ang manggagawa, gayunrin ang ekonomiya ng bansa. Walang kahit sino o ano ang maiiwanan.

Para sa karagdagang mga impormasyon, mapapanood sa link na ito (<https://bit.ly/2VIjmNz>) ang ikalawang kabanata ng COPE webinar series na pinamagatang *Addressing the effects of the COVID-19 Pandemic on MSMEs: Insights for Policy Making*. Ang policy brief naman ay maaaring i-access sa link na ito (<http://beta.entrepreneurship.org.ph/2020/05/12/addressing-the-effects-of-the-covid-19-pandemic-on-msmes-insights-for-policy-making/>).

#ISSInews

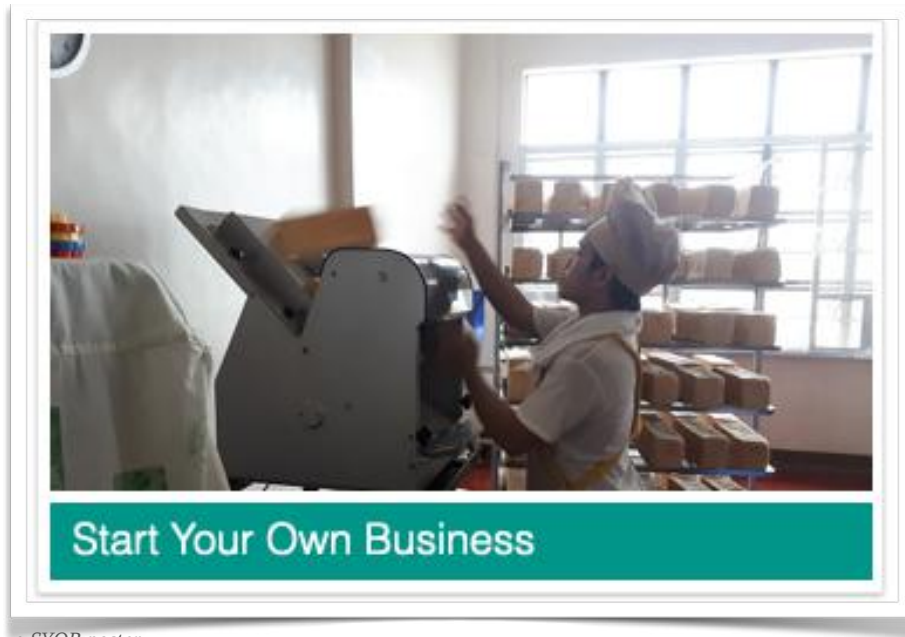
e-SYOB: Oportunidad sa gitna ng pandemya

Gaano kahalaga ang pagpapalano para sa isang negosyo? Paano nga ba ito simulan at patakbuin? Sapat na ba

ang kaalaman at kakayahan ng isang indibidwal na magkaroon ng sariling pagkakakitaan upang magpatuloy sa gitna ng mga hamon na dala ng pandemya?

Sa panahon ng kasalukuyang pandemya, marami man ang mga nagsarang negosyo o pansamantalang natigil ang operasyon, marami pa rin sa ating mga kababayan ang nakakaisip at nagpaplanong magbukas ng sarili nilang Negosyo. At bilang paghahanda at pandagdag kaalaman, nagbahagi ang ISSI ng libreng kurso na pinamagatang e-Start Your Own Business nitong Hulyo. Ito ay inilunsad sa pamamagitan ng online platform. Naglalayon itong tulungan at gabayan ang isang indibidwal sa pagpapatakbo ng negosyo. Binigyang diin dito ang pagkakaroon ng sapat na kaalaman pagdating sa iba’t ibang aspeto ng pagnenegosyo – marketing, operations/production, organization/management, at finance – at ang pagbuo ng isang business plan.

Ang mga lumahok sa eSYOB ay nagmula sa iba’t ibang sektor ng industriya: serbisyo, pangangalakal, paggawa, kalusugan, tingian, transportasyon, pamahalaan, at ng software. Ilan sa mga negosyo na nais simulan ng mga kalahok at kanilang ginawaan ng plano ay ang mga: handmade soap, cleaning products, ultrasound clinic, online course on chocolate making, freight forwarding, japanese cake,



e-SYOB poster

pagpapalano ng negosyo ay magsisilbing pagkamtat at pagpapaunlad kanilang ninanais."

Malugod na pagbati at pasasalamat naman ang ipinarating ng kasalukuyang Officer-in-Charge ng ISSI at Bise-Tsanselor ng Pananaliksik at Pagpapaunlad na si Dr. Gonzalo Campoamor II.

Aniya, "Pare-pareho tayong

ready to chicken inasal, music instruments trading, at use jam production.

Naganap ang seremonya ng pagtatapos noon ika-30 ng Hulyo. Birtuwal na tinanggap ng bawat kabilang sa programa ang sertipikong nagpapatunay na sila ay nakapagtapos sa kursong eSYOB. At ito ay bunga ng kanilang pagsisikap at pagpupursiging matuto at malaman ang tamang kaalaman at proseso sa pagnenegosyo.

Nagpaabot naman ng mensahe ng pagpapasalamat ang dating butihing direktora ng ISSI na si Dr. Aleli Bawagan sa lahat ng mga naging parte at nagtaguyod ng programa. Bukod rito, nagpaalala siya na maari pa ring komunsulta ang mga kalahok pagkatapos ng pagsasanay kung mayroon silang nais idulog o linawin habang sila ay nag-uumpisa ng kanilang negosyo.

Mula naman sa isa ng mga e-coaches na si Marvin Manlapas, "Ang kaalaman sa

humaharap sa pangambang dulot ng Covid-19, pero higit dito, lahat tayo ay may kinakaharap na kani-kaniyang hamon sa kasalukuyan, may kinalaman man ito sa Covid-19 o wala. Umaasa kami na sa pamamagitan ng kursong online na inyong tinapos ay nakaambag kami nang kahit kaunti para maibsan ang inyong mga pangamba. At sana ay magamit din ninyo ang inyong mga natutunan para matulungan ang ibang tao sa inyong paligid—mahal sa buhay, kaibigan, at mga kapwa Pilipino. Dahil gaya ng anumang hamon sa ating paligid, malalampasan din natin ito."

Ang isang ideya, maliit man o malaki, ay maaaring mapalawak! Magsilbi nawa itong panimulang hakbang sa pagtupad ng isang pangarap; sabayan pa ng buong loob at dedikasyon sa pagharap sa anumang hamon na darating. Pagbati sa mga nagsipagtapos ng 1st eSYOB course!

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“Tara Na, Negosyo Na!” Year 10: UP ISSI envisions a better normal for MSMEs

No pandemic could stop the celebration of the 10th “Tara Na, Negosyo Na!”

This year, the University of the Philippines Institute for Small-Scale Industries (UP ISSI) conducted its annual offering “Tara Na, Negosyo Na!” through a three-day webinar series last August 26 – 28.

UP ISSI Officer-in-Charge Dr. Gonzalo A. Campoamor II, in his Opening Remarks, said that despite the pandemic, it is the goal of the Institute to continue sharing information and insights on entrepreneurship. “*Sa kabila ng pandemya, nakakatuwang maidaraos natin ito sa pamamagitan ng webinar,*” he said.

Former ISSI Director Dr. Aleli B. Bawagan also graced the occasion. In her Remarks, Dr. Bawagan acknowledged the many challenges faced by entrepreneurs amidst this pandemic and expressed her hopes that through the Webinar, participants will gain more learnings and inspiration that would be helpful to them in this difficult time.

Themed, “MSMEs Towards the Better Normal”, the webinar series centered on the experiences of micro, small and medium enterprises (MSMEs) during this coronavirus (COVID-19) pandemic – the challenges they face, the opportunities they maximize, the assistance they need, and the programs and services being offered to them by both the private and the government sectors.

The webinar series featured entrepreneurs, private organizations, and government agencies.

The first day focused on “The COVID-19 and Lessons from MSMEs”. Three women entrepreneurs – Steph Turiano Sinco of Plains & Plants, Mia Francesca Laungco of Twinkles Jewelry and Atty. Rochelle Marie Cortez of Svetlana’s Pastries, shared their experiences in starting their own businesses within and despite the limitations of the pandemic.



Some key messages shared by the three speakers:

“Find opportunities in the challenges. Learn to adapt. Look at the ‘new normal’ in a different perspective.” – Steph Turiano Sinco of Plains & Plants

“Adapt and innovate. Maximize digital technology. Market your products through social media. Be passionate AND committed with what you do. Passion is your starting point. Commitment gets you going despite the bumps and struggles along the way.” – Mia Francesca Laungco of Twinkles Jewelry

“Do not close your doors to opportunities... Learn. Never stop learning. While you are alive, potentials are limitless. Opportunities abound.” – Atty. Rochelle Marie Cortez of Svetlana’s Pastries

The second day's discussion entitled, "MSMEs and the Private Sector" talked about how Filipinos are helping Filipinos. Representatives from the private sector – Mark Tanseco Del Rosario of Let's Eat Pare, Alfred Iporac, Jr. of Meralco Powerlab, and Jorge Noel Y. Wieneke II of the Association of Filipino Franchisees, Inc. – shared what their organizations are doing to assist MSMEs through this crisis. Assistance came in the forms of market linkages, capacity building, among others.



Webinar poster

Some key messages shared by the three speakers:

“More than ever, Filipinos should help Filipinos...helping people sincerely without other agenda. Helping will have a ripple effect. The wheel keeps on turning.” – Mark Tanseco Del Rosario of Let's Eat Pare

“A business is most energy-efficient if it delivers more/improved products services for less energy input.” – Alfred Iporac, Jr.

“In times of crisis, creativity is necessary...a strong entrepreneurial mindset is a must. We should ignite the fire within us.” – Jorge Noel Y. Wieneke II of the Association of Filipino Franchisees, Inc.

The third day focused on “Government Programs and Services for MSMEs”, featuring representatives from the Department of Trade and Industry (DTI)-Rizal, the Department of Science and Technology-National Capital Region (DOST-NCR), and the Bureau of Internal Revenue (BIR)-Muntinlupa.



Webinar poster

DTI Rizal Provincial Director Mercedes Parreno shared the different programs they have for MSMEs in Rizal, i.e. capacity building through webinars, the COVID-19 Assistance to Restart Enterprises (CARES) Program that offers MSMEs loans starting from PhP 10, 000 to PhP 500, 000, the Tindahan Rizaleno, an online shop that promotes and sells products of MSMEs from Rizal, etc.

The DOST also assists the MSME sector through various initiatives. DOST-NCR Research Specialist Blaise Mansue said they hold technology training for MSMEs through online webinars and provide technical consultancy services, food safety training, technical assistance on food safety assessments and energy assessment for MSMEs with over PhP 50, 000 monthly electricity consumption. She highlighted the Small Enterprise Technology Upgrading Program (SETUP), which encourages and assists MSMEs to adopt technological innovations to improve

their products, services, operations and their productivity and competitiveness.

Revenue Officers Gerald Monzales and Chona Deocariza of BIR-Muntinlupa focused on BIR's procedures and requirements for business registration, filing and payment of taxes. The speakers also discussed the different taxes and the corresponding deadlines of payment.

Closing the three-day event, Glennis S. Uyanguren – Head of the Training and Entrepreneurship Education Division (TEED), thanked the webinar participants and emphasized the UP ISSI's commitment to continue advocating for the advancement of the MSME sector and the promotion of entrepreneurship in the country.

On top of the informative and inspiring discussions, 10 lucky participants of the webinar series also received training vouchers for the online training programs – Start Your Own Business, Digital Marketing and HANDA (Honing Agents for National Disaster Awareness).

This year's "Tara Na, Negosyo Na!" management team was composed of Allysa Anne M. De Guzman (Program Manager) and Kimberly R. Alo (Program Coordinator). The event was facilitated by Marvin M. Manlapas, Sendy A. Delos Reyes and Melanie V. Cabotaje.

#ISSInews

UP ISSI welcomes VC Campoamor

The University of the Philippines Institute for Small-Scale Industries (UP ISSI) welcomed Dr. Gonzalo A. Campoamor II, or VC Siao as he is fondly called, as its new Officer-In-Charge (OIC) this July.

This came after the ISSI's former Director Dr. Aleli B. Bawagan was appointed as Vice Chancellor for Community Affairs of UP Diliman.

Dr. Campoamor, who is currently the Vice Chancellor for Research and Development of UP Diliman, has been with the University for more than two decades. Starting out as an Instructor after his graduation in 1996, he is now a Professor at the Department of Filipino and Philippine Literature in UP Diliman. He also served as Associate Dean of the College of Arts and Letters (CAL) from 2009 to 2014 and as Director of Research Dissemination Office of OVCRD from 2014 to 2020.

Dr. Campoamor completed his MA in Filipino in UP Diliman, and his MA and PhD in History at the Hitotsubashi University, Tokyo, where he was a Monbukagakusho (Japanese Government) scholar.

In the short time that he has been with ISSI, Dr. Campoamor realized how important the Institute is to the University, and thinks of ways how it can contribute more to its flagship programs.



Dr. Gonzalo A. Campoamor II

"What I have learned the past few months not only validated what I know about the role of MSMEs in our history and economy, but has also reinforced the idea in me that the MSME sector and institutions geared toward their development must further be forged."

Given the crisis brought about by the coronavirus pandemic, Dr. Campoamor would also like to roll out plans for ISSI to contribute to Filipinos who have lost their jobs through entrepreneurship and to further assist the MSME sector.

"At the very least, provide training to people who need sources of income, and, on a grander scale, provide data that will be helpful to policymakers."

Welcome to UP ISSI, VC Siao!

Infographic on webinar etiquette: Tips on how to present yourself before you turn on the camera



Infographic

Online training courses

The UP ISSI Virtual Learning Environment have migrated two training programs to the online platform: <https://learning.entrepreneurship.org.ph>

For incoming courses, visit the 2021 Training Calendar at www.issi.upd.edu.ph



The e-SYOB, a four-week online course, is patterned after the residential SYOB program offered by UP ISSI. July 7-30, 2020



The Online Digital Marketing course, a special program catered for MSME's. November 19 - December 17, 2020



Digital Marketing for DOST
July 2 - August 17, 2020



Project Assessment and Evaluation, Lean Six Sigma for DOST
August 11-13, 2020



2nd e-SYOB Course
September 21- October 16, 2020



SBCC 101 for DTI Region VII: Diagnosing an Enterprise
October 5-9, 2020



SBCC 101 for DTI Region IX: Diagnosing an
Enterprise
October 26-30, 2020



SBCC 105 for DTI Region IX: Financial Management
November 9 -15, 2020



SBCC 103 for DTI Region XII: Strategic Marketing
November 16-20, 2020



SBCC 101 for DTI Region IV-A: Diagnosing an Enterprise
November 23-27, 2020



SBCC 103 for DTI Region VII and DTI Region IX: Strategic
Marketing
November 23-27, 2020



Production and Operations Management with DTI Region
Office IX
December 2-3, 2020



Improving Written Communication Techniques Course
for MCMH
December 2-11, 2020



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THE ISSI NEWS TEAM

Roy D. Apacible

WRITER-EDITOR

Karen Kay B. Coballes

Melanie V. Cabotaje

Allysa Anne M. De Guzman

Jefferson C. Sumalabe

Glennis S. Uyanguren

STAFF WRITERS

Kimberly R. Alo

Jecon Joshua Rodulfo Atienza

Marvin M. Manlapas

Krystel Maisie T. Soria

CONTRIBUTORS

Daryll D. Villena

GRAPHICS DESIGN & LAYOUT/

CONTRIBUTOR/TECHNICAL

ADMINISTRATOR



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UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES

E. Virata Hall, E. Jacinto Street

UP Diliman 1101 Quezon City

ISSI Trunkline (632) 8928-7076 to 79

UP Trunkline (632) 8981-8500 local 4051-4054

Email: info.issi@up.edu.ph



/upissi



www.issi.upd.edu.ph