



THE ISSI News

The official newsletter of UP Institute for Small-Scale Industries



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Image: UP Diliman College of Arts and Letters Student Council Facebook page. (August 2019)

Prof. Melanie M. Moraga-Leaño is ISSI's new Director

The University of the Philippines Institute for Small-Scale Industries (UP ISSI) welcomes Prof. Melanie M. Moraga- Leaño as its new Director.

Prof. Melanie is an Assistant Professor at the College of Arts and Letters (CAL), teaching “*Introduction to Speech Communication*”, “*Bases of Speech*”, “*Conflict Management*”, “*Research*”, among others.

UP Diliman has always been a second home for Prof.

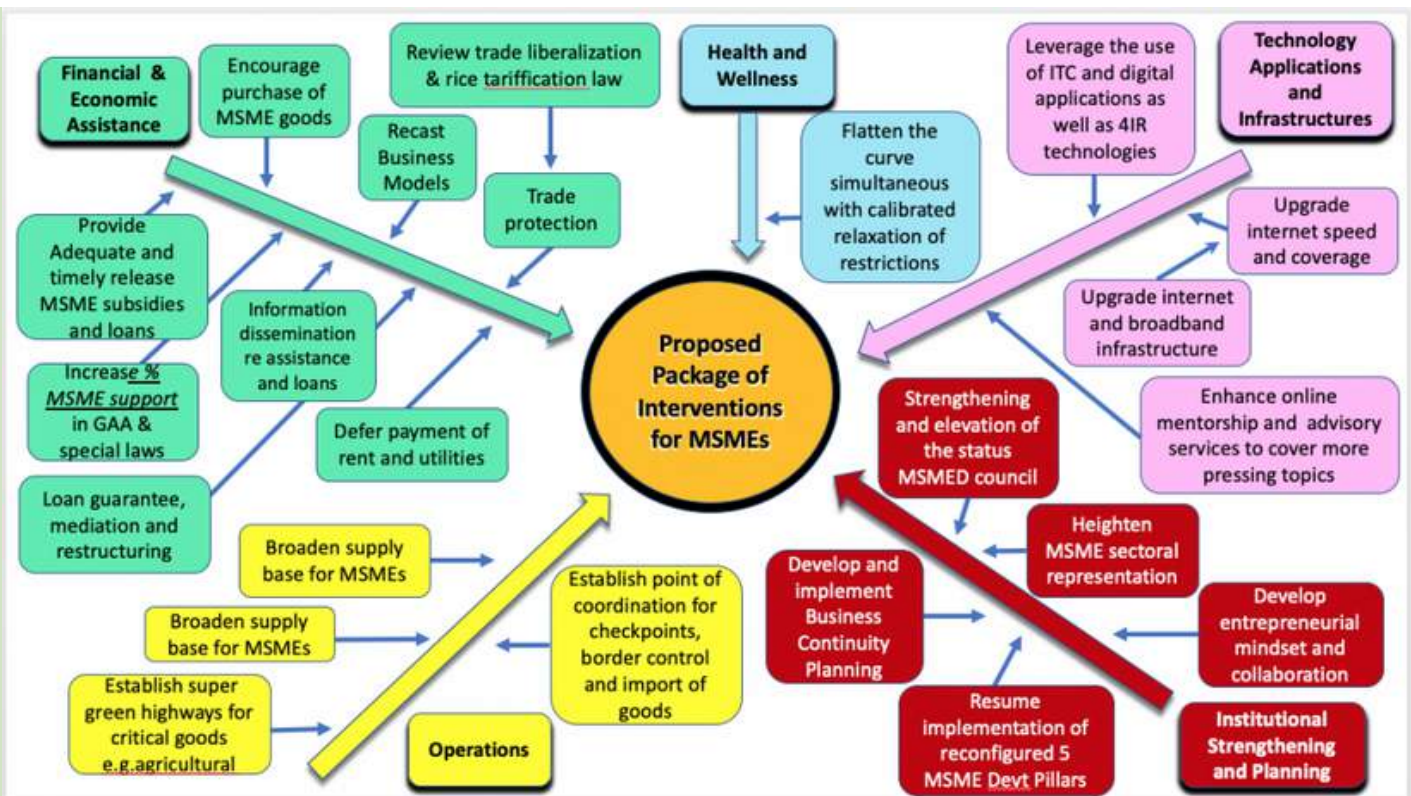
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Rebuilding MSMEs in times of the pandemic and beyond

RRC D lectures on MSMEs rebuilding process

Prof. Rolando Ramon C. Diaz, UP ISSI's Administrative Delivery Division Head, in his capacity as Team Leader of Center for Integrative Studies Political Economy Program (CIDS-PEP) delivered a lecture-presentation about his paper on "Rebuilding MSMEs in times of the pandemic and beyond," during the University of the Philippines CIDS webinar held last 8 April 2021 with a theme "Philippine Public Policy in a time of pandemic: confronting the COVID-19 challenge."

During the webinar, Prof. Diaz underscored the difficulties the MSMEs were having during this pandemic which started last year and up to this year. With 99.5% Micro Small Medium Enterprises (MSMEs) comprising the Philippine businesses, these MSMEs were really hit on the core with their businesses either already closed or on the verge of bankruptcy due to the bleak business environment.



Proposed packaged of interventions for MSME's.
Concept layout: Rolando Ramon C. Diaz and Daryll D.Villena.

“Pandemic resulted in uncertainties and fears that led into a crippling demand shock that gave way to severe market slump. MSMEs were hammered in practically all areas of their operation from sales and marketing, operations, human resources and most especially financial aspects. As a result, thousands of MSMEs were forced to cease operations,” Diaz further explained.



Debilitating Effects of the Pandemic on MSMEs

- MSMEs sector, the engine of Philippine economy and a driver of employment and livelihood. This sector took the hardest brunt because of the pandemic and in the process, suffered the most severe pain.
- MSMEs vital contributions:
 - comprises 99.52% of all business establishments in the country,
 - generates 63.19% of total employment,
 - contributes 35.7% of the country's Gross Value Added and
 - contributes 25% of the country's exports (Philippine Statistics Authority, 2018 List of Establishments).
- Pundits remarked that Covid-19 pandemic took only six months to wipe out the major gains and strides achieved by the MSME sectors during the past decades.
- MSMEs must be saved as they would lead localized economic recovery and growth

Debilitating effects of the pandemic on MSME's

The interventions are aimed at addressing the observed gaps in the areas of Covid-19 infection control that would restore consumer confidence and restimulate the depressed economy, immediate grant of financial relief and assistance measures, organizational strengthening, operations streamlining, enhanced use of technology particularly Information and Communication Technology (ICT), and the leverage utilization of 4th Industrial Revolutions technologies.

“The programs and projects involving the attainment of the 5 pillar objectives embodied under the five-year MSME development plan are recommended to be resumed under the tenets of a new and better normal,” Prof. Diaz concluded.

Diaz's study on rebuilding MSMEs recommended and outlined three-tiered set of interventions to wit:

1. Immediate—help the severely affected MSMEs to stay and remain afloat and survive. Programs are stop gaps and emergency measures aimed at throwing the vital lifeline to MSMEs. Target period of implementation: 6 months to 1 year to have immediate effect
2. Intermediate—Recalibration and refocusing of the business compass. Target period of implementation: more than 1 year to 3 years
3. Strategic—Steering back the businesses on the normal course. The period of implementation: more than 3-to 5 years.

Melanie. After graduating in 1999 (BA Speech Communication, *cum laude*), she immediately accepted an offer to teach at CAL. Since then, she has served various positions at the same College as Speech Communication Coordinator and Chair of the Department of Speech Communication and Theatre Arts. She served as the College Secretary from 2018-2021. In between juggling her roles as a wife, a mom of two kids and as a member of the academe, Prof. Melanie earned her MA in Speech Communication from the same College in 2008. She is now completing her doctorate degree in Public Administration at the National College of Public Administration and Governance (NCPAG) also at UP Diliman.

Aside from being an educator, Prof. Melanie considers herself an advocate of social entrepreneurship. She is a social entrepreneur herself, managing a Human Nature branch at her area of residence in Meycauayan, Bulacan.

"I am very passionate about entrepreneurship, social entrepreneurship, in particular. I believe social entrepreneurship should be the way we do business in the Philippines to achieve inclusive growth and progress. We should encourage and empower aspiring entrepreneurs as we dream of a genuine bottom-up development."

For Prof. Melanie explains that social entrepreneurship is anchored on our *bayanihan* spirit as Filipinos, and that the more individuals and groups become social entrepreneurs, the greater the possibility for inclusive growth and progress to take place.

"Being a social entrepreneur is not easy since one must deviate from the traditional way of running a business. However, forwarding certain advocacies, being able to empower other people, providing employment with decent living wages, and working towards achieving multiple dreams make the challenges faced by social entrepreneurs easy to bear."

Outside of work, Prof. Melanie is a "*plantita-by-heart*". Tending to her garden and being able to produce their own food (ampalaya, corn, pechay, etc.), she is delighted to realize, "*I actually have a green thumb!*" Her husband thinks so too, that he often encourages her to plant some more. She also enjoys scoring " *piso-seatsale*" and traveling with her family. She looks forward to being able to do this again after the pandemic.

Prof. Melanie and her family are also active in community work. Last year, Prof. Melanie and her family started the campaign "*Sagip Sanggol*" which helped distribute essentials for children in their local community in the midst of the pandemic. This year, they initiated a 10-day community pantry at Barangay Langka, Meycauayan, Bulacan. With the support of their relatives and friends, both programs were able to benefit hundreds of families in their community.

Asked what her vision and plans are for the Institute, Prof. Melanie said it is to make the presence of the UP ISSI felt strongly across the nation and in other countries through continuous engagement with existing and new partners.

"A stronger social media presence would also be prioritized to help increase awareness in entrepreneurship. The introduction of additional training programs and the enhancement of the research capabilities of the UP ISSI would be part of the immediate plans for the Institute."

In this time of pandemic, Prof. Melanie believes that UP ISSI needs to continuously innovate to better serve the MSME sector. "*We should make creative and timely adjustments in our approach to beat the challenges brought by our current situation. As the UP ISSI adjusts and innovates, it can also help point MSMEs in the right direction.*"

2021 Gawad Tsanselor

UP ISSI staff, pinarangalan ng Gawad Tsanselor para sa Natatanging REPS

Itinanghal si Bb. Joanna Rose T. Laddaran, University Extension Specialist ng University of the Philippines Institute for Small-Scale Industries (UP ISSI), bilang “Natatanging REPS o Research, Extension, Professional Staff (Extension Cluster)” para sa “Gawad Tsanselor” ngayong taon.

Nagsimulang maglingkod si Joanna sa UP ISSI noong 2012. Sa kasalukuyan, siya ay aktibong Resource Person ng ISSI training programs tulad ng “Honing Agents for National Disaster Awareness (HANDA).” Ang HANDA ay isang programa ng ISSI na naglalayong magbigay ng kaalaman patungkol sa kahalagahan ng paghahanda sa mga sakuna at kung papaano maipagpapatuloy ang negosyo sa kabila ng mga sakuna.

Simula noong 2014, mahigit 3,000 na mga indibidwal na ang naabot ng UP ISSI MSME Business Continuity Planning (BCP) Workshops, HANDA Program, at BCP Awareness Sessions. Ang mga dumalo sa mga programa at mga webinar na ito ay mula sa micro, small, and medium enterprises (MSMEs), mga kooperatiba, at mga empleyado ng gobyerno at iba pang mga ahensya at opisina na nagbibigay-serbisyo sa mga MSME.

Dahil sa kanyang dedikasyon na isulong ang kultura ng paghahanda at sa kanyang ipinamalas na husay sa paggabay sa mga

maliliit na negosyante na makabuo ng plano para sa ikapagpapatuloy ng kani-kanilang mga negosyo sa kabila ng mga sakuna, nakamit ni Joanna ang pagkilala bilang “*Continuity and Resilience Professional in the Public Sector*” mula sa *BCI Asia Pacific (APAC) Awards* noong 2020.

Siya ay nagsisilbing Unit Information Officer, at kasapi ng UP Diliman REPS Welfare Council (SG 18-20 Extension Cluster Representative). Isa rin siyang coach o mentor sa iba’t ibang training programs ng ISSI katulad ng “Managers’ Course”, “Small Business Counselors Course”, at “Online Course on Productivity through Effective Supervision”. Noong 2019, siya ang pangunahing nagpanukala ng “UP ISSI SHARE (Seminar on Handling Policy and Action Research Proposal Development)”. Ang SHARE ay isinagawa para sa mga REPS ng ISSI para sa pagpapaunlad ng kanilang kaalaman patungkol sa pananaliksik na nakatuon sa polisiya at action research para sa MSMEs.



Bb. Joanna Rose T. Laddaran

Bukod sa pagiging REPS, si Joanna ay kasalukuyan ding Lecturer ng Philosophy of Education sa UP Diliman College of Education.

Ang paglilingkod at adbokasiya ni Joanna sa larangan ng “Business Continuity” ay hindi lamang sa loob ng unibersidad. Siya ay kasalukuyang Director for Public Sector Relations at nag-iisang babae na miyembro ng Board of Directors ng Business Continuity Managers Association of the Philippines (BCMAP).

Si Joanna ay isang patunay na ang mga research, extension, at professional staff ng Unibersidad ay may malaking kontribusyon sa larangan ng pananaliksik, pagtuturo, at pagbibigay-serbisyong pampubliko.

Lubos ang kasiyahan ni Joanna sa pagkilalang nakamit. Para sa kanya: “Ang karangalang ito ay hindi lamang para sa akin, kundi para rin sa aking mga kasamahan sa UP ISSI na naglalayong mapalago ang MSME sector sa buong bansa. Taospusong pasasalamat sa lahat ng mga Pinoypreneur na naging bahagi ng UP ISSI HANDA Program and MSME BCP Workshops.”

“Iniaalay ko po ang parangal na ito sa aking mga magulang na patuloy na nagbibigay-inspirasyon sa akin na magbahagi ng kaalaman, magbigay-serbisyo, at tumulong sa mga nangangailangan.”

Si Joanna ay pormal na ginawaran ng parangal noong ika-25 ng Hunyo, 2021 sa UP Diliman.

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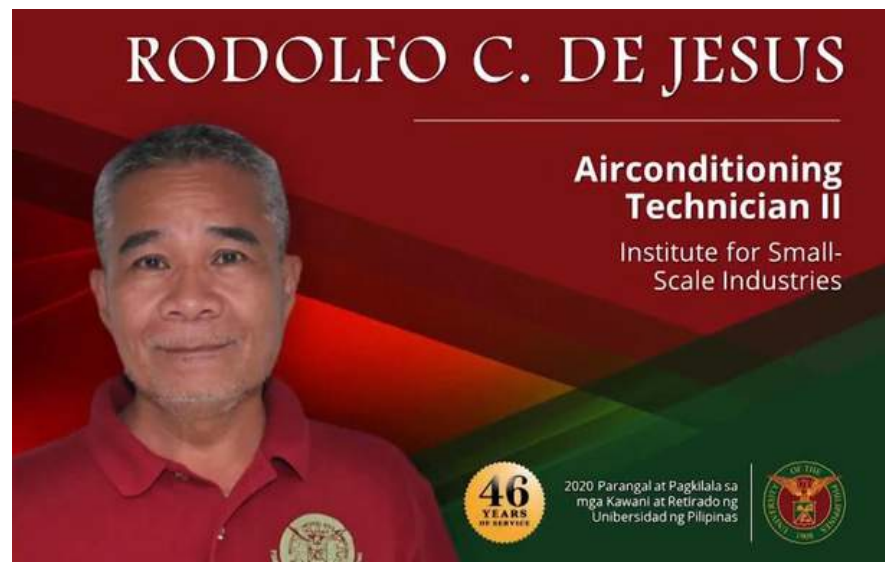
UP Institute for Small-Scale Industries. (2021). UP ISSI staff named “Continuity & Resilience Professional in the Public Sector” in the 2020 BCI Asia Pacific Awards. <https://beta.entrepreneurship.org.ph/2021/01/22/up-issi-staff-named-continuity-resilience-professional-in-the-public-sector-in-the-2020-bci-asia-pacific-awards/>

UP ISSI Retirees

Ms. Blessilda A. Clerigo, of the Training and Entrepreneurship Education Division and Mr. Rodolfo C. De Jesus, of the Administrative Delivery Division recently feted with honors during the 2020 Parangal at Pagkilala sa mga Kawani at Retirado ng Unibersidad ng Pilipinas last June 24, 2021.

Ms. Clerigo and Mr. De Jesus both retired last year in the midst of the pandemic situation and since there was no way to celebrate their retirement, it was just fitting that these two received the honors due them. The two ISSI staff both served the University for 46 dedicated years.

Congratulations and happy retirement Tita Bless and Ka Dolfo, from your ISSI family!



ISSI Welcomes New Staff



UP ISSI has new members in the family. This year, we have two new members occupying different positions in different divisions.

Joshua Arsenio V. Espiritu, III or Thirdy, is pursuing a master's degree in Community Development at the University of the Philippines Diliman, College of Social Work and Community Development. He is a recipient of the UP Presidential Scholarship Grant for Graduate Students. He completed his undergraduate degree in Special Education with Summa Cum Laude distinction at the University of Nueva Caceres. Prior to joining ISSI, Espiritu worked as a Student Affairs Professional II (Community Engagement Facilitator) at the Ateneo de Manila University - Office for Social Concern and Involvement. He works as University Extension Associate II at the Business Enterprise Development Division.



Meanwhile, Ms. Nadine M. Mislán is the new Administrative Officer III (Supply Officer II) of the Institute. She works under the Administrative Delivery Division headed by Prof. Rolando Ramon C. Diaz. She studied Business Administration major in Management at St. Joseph College of Quezon City. She worked at Technology Transfer and Business Development Office, a unit under the Office of the Vice Chancellor for Research and Development prior her transfer to the Institute.



ISSI OCT to NOV eCourses

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*Schedule may be subject to
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**4th e-Honing Agents for National Disaster
Awareness (e-HANDA)**
Oct 19 - 21
3 Days / Php 4,000

**2nd e-Human Resource and Industrial Relations for
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