



NEWSLETTER

institute for small-scale industries

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Quezon City

SERDEF Lines up Program for 1978

Small Enterprise Research and Development Foundation, or the SERDEF, a private non-stock, non-profit organization which puts up and channels funds for the growth of small scale industries, has lined up its projects for the year which will specifically involve researches on various areas of the small industry sector, Mr. Vicente R. Jayme, Chairman of the Board of Trustees, disclosed during the last meeting of the board in January.

The proposed programs are as follows: National Survey on Small Scale Industries, Phase II (Phase I of which has been accomplished by the University of the Philippines Institute for Small-Scale Industries); Survey of the Financing Programs for Small Scale Industries; A Study on Laws and Regulations Affecting the Development of Small and Medium Industries; Evaluation of the Entrepreneurship Development Program (the course, which has been running for three years, is a joint project of the Development Bank of the Philippines, the National Manpower and Youth Council, and the Institute) Case Studies on Technology Transfer; and Survey of Small Industry Training Needs.

When completed, the SERDEF hopes that these projects will provide insights, approaches and workable models for developing the small industry sector.

The SERDEF is housed at the Virata Hall, UP Campus Diliman with ISSI Director Paterno V. Vitoria as Secretary and Executive Director.



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ZAVEDIC Enters Phase II

Project ZAVEDIC is now entering Phase II with a preparation of three project studies on rice farming, feedlot cattle fattening and sugar cane raising, the Industrial Consultancy Department, the 'management clinic' of the Institute, reports. The study on feedlot cattle fattening, in particular, has been completed and is for submission to the ZAVEDIC organizers for implementation. Phase I, it should be remembered was simply a socio-economic survey of the land under development, Barrio Aglao, San Marcelino, Zambales.

Project ZAVEDIC is a five-year development program of a 200-hectare area of tillable land for possible food production and other agri-based businesses and integrated small scale industries for the benefit of the war veterans and retirees of the province.

Project manager of this community development project is Tomas Ranada, chairman of the Industrial Consultancy Department of the ISSI with Ms. Arlene Eleanor Liberal, management specialist as project coordinator and Aquiles S. Crispino, Ben Luna, Cenon Atendido, Antonio A. Bravo and Jaime S. Guanzon as project assistants.

SINFOMAN Opens

The Small Industry Information Processors' Management Course (SINFOMAN-Processors') which is being offered for the first time, formally commenced last Monday, February 13, 1978 at 4:30 p. m. at the Red Room of the Virata Hall, University of the Philippines Campus, Diliman, Quezon City.

In line with the Institute's new policy on selective dissemination of information to institutions and catalysts of development, the SINFOMAN counts among its participants representatives from various agencies involved in small enterprise development. The enrollment of twenty-four is broken down as follows: 5 from the UP Philippine Center of Asian Studies; 4, Department Industry; 2, National Institute of Science and Technology; 1, Private Development Corporation of the Philippines; 3, Department of Trade;

1, National Manpower and Youth Council; 2, Design Center of the Philippines; 1, Cottage Industries Development Enterprises; 1, Food Terminal Incorporated; 1, Forest Products Research and Development Commission; 1, Chamber of Commerce of the Philippines; and 2, UP ISSI, in the persons of Gilma E. Mapanao of the Industrial Information Department and Loida Jose of the Planning and Management Staff.

CONSULTANCY SERVICES:

A Feasibility study on the re-establishing of the canteen-cafeteria at the Philippine Constabulary Brigade, Camp Bicutan, Taguig, Metro Manila has been prepared and submitted for approval and implementation.

A Memo of Agreement has been signed between the Institute and K. C. Schultz Industries covering marketing and project assistance to be rendered by the former to the latter. The signatories were Tomas J. Ranada, in behalf of the ISSI, and Mr. Kenneth C. Schultz who represented K. C. Schultz Industries, the manufacturer and dealer of the transportable ice plant.

Another Memo of Agreement was likewise signed between the ISSI and Mr. Gil Briones, an Entrepreneurship Development Program alumnus from Lucena City for the preparation of a project study of a resort hotel in the area.

Being developed is another project on braiding operations for a certain Mr. Ralph Gadol in behalf of the Feltran Brothers of Bacolod City.

ON-GOING RESEARCH ACTIVITIES*

Regional Economic Profiles

The economic profiles of the twelve regions are finally concluded with the completion of the studies on Southern Tagalog and Central Luzon (Region IV-A and Region III, respectively).

*All entries are progress reports of studies mentioned in the previous issues of the NEWSLETTER.

Nationwide Survey on Subcontracting Opportunities

The completed project was submitted to the Chamber of Commerce of the Philippines on January 31, 1978. This survey studied existing subcontracting arrangements/relationships in the Philippines between large and small industries and identified possible points of entry/expansion for the enterprise.

Case Research Program

Final editing of the ten case studies, the Institute's counterpart contribution to the UP ISSI-DAP joint Case Writing Program, has been accomplished. The project is funded by the Commission on Small and Medium Industries (CSMI).

Seminar On Research Techniques and Management

The Research Department, which will run an internal seminar in March on research techniques and management for academic staff has finalized the course outline. Basically, the seminar aims to acquaint the participants to the various research approaches and techniques in accordance to their respective lines of specialization with the end in view to increasing their awareness and expertise in the research field.

IGLF Survey

A proposal to re-evaluate the impact of the Industrial Guarantee and Loan Fund Financing Program was prepared and submitted to the IGLF for possible funding. At present, the proposal has been approved in principle by the IGLF Review Committee.

National Directory of Small and Medium Industries

The Research Department is preparing a directory of small and medium scale enterprises in the Philippines. The study is expected to provide basic information about the enterprises' sizes of employment by subsector, by province and by industry group.

ADIPA Phase II

The questionnaire draft for Phase II of the ADIPA Project (Association of Development Institutes in Asia and the Pacific) on the assessment of government efforts and policies towards small enterprise promotion and growth has been finalized. Also, the preparation of the list of respondents is 65% accomplished.

An Appropriate Technology for Small Scale Industries in the Philippines

A research paper on said project is in the editing stage. Mr. Anastacio Abadingo of the UP College of Economics and an ISSI consultant was commissioned by the Institute to conduct the study.

Role Strain

Editing and revision of the report are at present being undertaken after which it will be submitted to the Research and Advisory Council (REDAC) for comments and suggestions.

TRAVELS/SEMINARS

OFELIA A. CIPRIANO, research associate of the Industrial Consultancy Department, recently arrived from a three-week Special Technical Extension Workshop (STEW) based on fruit and vegetable processing held at Colombo, Sri Lanka from January 9-29, 1978 sponsored by TECHNUNET Asia, Industrial Development Board of Sri Lanka, Sri Lanka Foundation Institute and the Tropical Products Institute of the United Kingdom. On her way to the Philippines, OAC took a side trip to Singapore where she had a familiarization tour of Singapore Institute for Standards and Industrial Research (SISIR) from January 30 to February 1, 1978.

TOMAS J. RANADA, attended the Seminar on Production Planning and Cost Calculation in Small and Medium Metals Working Enterprises conducted by the Metals Industry Research and Development (MIRDC).

PEDRO B. BALDORIA, JR. of the Reprography Unit of the Industrial Information Department has been granted a local fellowship to the Seminar on Photography at the Speech Training Center.

APPOINTMENTS:

Mrs. SONIA TIONG-AQUINO, assistant director, has been appointed Project Officer of the UP ISSI-Austrophil Commerce, Inc. tie-up in the latter's observance of its franchise to operate the Philippine Trade House in Vienna, Austria.

Mrs. LETICIA E. AQUINO has also been appointed chairman and liaison officer of the ISSI counterpart team in the Institute's joint undertaking with the SGV, Inc. on the Management Consultancy Course (MCC) Evaluation Project. Mrs. Aquino is being assisted by Ms. SERENIDAD F. LAVADOR, chairman of the Training Department; EDUARDO Q. CANELA, chairman of the Industrial Technology Department and VICTOR ABAINZA, also of the Training Department. The team will monitor the progress and direction of the said project.

Ms. ARLENE ELEANOR LIBERAL, Management Specialist detailed with the Industrial Consultancy Department, is the official representative of the ISSI to the Advisory Committee of the Manila Community Services, Inc., a civic organization involved in human resource development through skills training of out-of-school youth and unemployed adults. ISSI assistance will be given through technical guidance.

Mr. ERWIN RAMISCAL, chairman of the Entrepreneurial Development Department heads the ad hoc committee designated to undertake studies to review policies on participation fees and honoraria involving training activities. Lending him assistance are BENEDICTO LUNA of the Industrial Consultancy Department, VICTOR ABAINZA and ANGELINA EDUARDO of the Training Department.

STAFF ASSIGNMENTS TO PROFESSIONAL ORGANIZATIONS
FOR THE PERIOD JANUARY 1 TO DECEMBER 31, 1978:

American Management Association (AMA)

Director PATERNO V. VILORIA
Deputy Director RUDOLFO O. SUMICAD, SR.
Assistant Director SONIA TIONG-AQUINO
Assistant Director EDITHA A. REYES
RD Chairman ARNULFO F. ITAO
IID Chairman LETICIA E. AQUINO
Administrative Officer DAVID R. SIMON

American Production and Inventory Control Society, Inc.

Director PATERNO V. VILORIA
Deputy Director RUDOLFO O. SUMICAD, SR.
Assistant Director SONIA TIONG-AQUINO
ITD Chairman EDUARDO Q. CANELA
Mr. ANTONIO A. BRAVO

Association of Development Research and Training Institutions
of Asia and the Pacific (ADIPA)

Director PATERNO V. VILORIA
Assistant Director EDITHA A. REYES

Regional Science Association

IID Chairman LETICIA E. AQUINO
Mrs. ZENEIDA C. TICSAY (Alternate)

American Society for Training and Development

Director PATERNO V. VILORIA
TD Chairman SERENIDAD F. LAVADOR (Alternate)

Philippine Marketing Association

RD Chairman ARNULFO F. ITAO
ICD Chairman TOMAS J. RANADA

Personnel Management Association of the Philippines

Administrative Officer DAVID R. SIMON
Mrs. PAZ H. DIAZ
Ms. DAISY N. ARVISO

Philippine Society for Quality Control

Deputy Director RUDOLFO O. SUMICAD, SR.
Mr. VICTOR C. LUNA

Philippine Council of Management

Director PATERNO V. VILORIA
Deputy Director RUDOLFO O. SUMICAD, SR.
Assistant Director SONIA TIONG-AQUINO
TD Chairman SERENIDAD F. LAVADOR
EDD Chairman ERWIN RAMISCAL (Alternate)
IID Chairman LETICIA E. AQUINO (Alternate)

Movements

ADCRA DELOS SANTOS, research assistant assigned with the Small Enterprise Research Development Foundation (SERDEF) resigned effective February 1, 1978.

Mrs. ANITA SANTILLAN transferred to the Planning and Management Staff effective February 1, 1978. She has formerly connected with the Research Department.

FOREIGN GUESTS CORNER:

Mr. HERMANN KRECKEL of the Food Agricultural Organization of the United Nations the Institute on January 16, 1978.

Mr. HERMANN KRECKEL
Food and Agricultural Organization
United Nations Organization January 16, 1978

Mr. DENYS PINFOLD
SANZ
Wellington, New Zealand January 20, 1978

Mr. NELSON HOWE
Papau, New Guinea January 23, 1978

Mr. SHUKU MAZDA
Asian Productivity Commission
Japan January 25, 1978

NEW ACQUISITIONS AT THE RMDC:

Alkin, EGM. Sound with vision; sound techniques for television and film. London, Butterworths ©1973. 283p. 3918. A44

Is about the art and craft of sound operations in association with television picture production; discusses the problems encountered in the simultaneous production of sound and pictures and gives practical instruction in methods of solving them. Examine the principles underlying the equipment, and its use to obtain the best possible results.

Boswell, Jonathan. Social and business enterprises; an introduction to organizational economics. London, Allen and Unwin ©1973. 216p. 1410. B68

Shows how micro-economics can be used to clarify and stimulate thinking about organizations and their decision making. The scope covers business enterprises, local authorities and a variety of public and private organizations.

Bretherick, Leslie. Handbook of reactive chemical hazards; an indexed guide to published data. London, Butterworths ©1975. 976p. REF 3515. B74.

This handbook is an easy-to-use guide to available information on the reactivity hazards associated with over 4,000 single elements, compounds or combinations of these.

Darrow, Ken. Appropriate technology sourcebook. 2nd ed. Stanford, Calif., Volunteers in Asia ©1977. 304p. REF 24335.

Consists of critical reviews of selected publications on alternative sources of energy, farm implement, shop tools, agriculture, low-cost housing, health care, water supply, pedal power, philosophy of appropriate technology and related subjects emphasizing on small-scale systems using local skills and resources.

Ledesma, Antonio L. Dialogue with Asia's rural man; number 2. Manila, CENDHERRA, 1977. 74p. 1217.1. L4 No. 2

The report is based on the workshops focus on man and woman as the central concern of rural development. It represents the continuing dialogue kept alive by men and women united in a common vision of faith which is to make life whole and human.

Pavitt, Keith. Science, technology and the modern state. London, Butterworths ©1977. 80p. 2433.5. P39.

This book provides a framework and the resources needed to examine how science and technology are involved in industrial development and war.

Philippines (Republic). Office of the President. The President's budget message for CY 1978: a budget for countryside development. Manila, Aug. 1977. 256p. 1432. P5F1.

The book explains why the government has chosen countryside development as a rallying point for channeling the energies of everyone towards total national development. The aggregates of revenue, expenditures and debt ceilings together with the budget estimates for CY 1976 to CY 1978 are given. The allocation of national expenditures by function and by sector are likewise presented.

Philippines. University. Office of the President. The UP and the future; a perspective development plan. 2nd ed. QC, March 1977. 72p. 1461. F5Pz270

Describes the projected path of the University in the years ahead. It outlines the thrusts and directions of the University and its strategy for coping with a dynamic environment.

The Rockefeller Foundation. Directory of fellowships and scholarships 1917-1970. NY, 1972. 412p. REF 1244. R6

Contains biographies of individuals who received fellowships and/or scholarships, finances and administered by the foundation.

Thomson, JB, ed. Dictionary of organic compounds. 4th ed., 13th supplement. London, Eyre & Spottiswoode ©1977. 270p. REF 3535.6 T56.

Gives the constitution and physical, chemical and other properties of the principal carbon compounds and their respective derivatives, together with relevant literature references.

Townroe, Peter. Planning industrial location. London, Leonard Hill ©1976. 216p. 2185. T6

Provides information on all the important factors and influences which might be incurred in the choosing of new location for an enterprise. Includes an examination of the rationale in choosing new locations; of the factors which might influence the choice of locations; of approaches to the evaluation of alternatives; etc.

Tull, Donald S. Survey research a decisional approach. London, Intertext ©1973. 244p. 0216. T84.

Deals with survey research, the art, the science of asking questions and/or observing behavior to obtain information.

United Nations Industrial Development Organization. National Approaches to the acquisition of technology. NY. 1977. Illp. 2433.6 U55

The study discusses many of the principles, business practices and laws that govern licensing. Likewise expounds on technology transfer. It includes an examination of broad principles and of specific problems in specific parts of the world. It also presents several case histories of government regulations and discusses the salient aspects of contractual negotiations and the variations in licensing practices in specific industries.

United Nations Industrial Development Organization. UNIDO abstracts on technology transfer. (1970-1976). NY 1977. REF 2433.6 U55

Presents a selective compilation of abstracts of documents issued by UNIDO on the subject-- technology transfer. The list is limited to abstracts from 1970 onward using major descriptors in the computer program. The volume consists of two parts: a subject index by title, and bibliographical abstracts.

Wetherill G. Barrie. Sampling inspection and quality control. 2nd ed. London, Chapman & Hall ©1977. 146p. 2556. W48.

Gives a broad coverage of the field of sampling inspection and quality control with some emphasis on the principles upon which various plans are constructed.

AUM/egc

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