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UNIVERSITY OF THE PHILIPPINES  
**Institute for Small-Scale Industries**

# ANNUAL REPORT

54 YEARS AND THE PANDEMIC SCARE



**RESEARCH**  
Surveys & Policy Briefs

**BUSINESS ENTERPRISE  
DEVELOPMENT**  
Mentoring Programs

**TRAINING  
PROGRAMS**  
e-Courses & Webinars

# Annual Report

# 2020



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



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UP ISSI  
ANNUAL REPORT

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## MESSAGE FROM UP ISSI DIRECTOR

*Hindi biro ang pinagdaanang mga pagbabago ng mga pamamaraan ng pagtugon ng ISSI sa sektor ng MSME nitong 2020!*



Isa sa unang nagawa pagkatapos ng mahigpit na *quarantine restrictions* ay ang pananaliksik hinggil sa mga epekto ng pandemyang Covid19 sa mga MSMEs. Ginampanan ito ng Research Division (RD). Sinundan ang unang pananaliksik ng pagsuri sa naging tugon ng mga ahensiya ng pamahalaan para sa mga MSMEs. Kinailangan gawin ang mga pananaliksik sa pamamagitan ng *online survey* at mga interbyu sa pamamagitan ng Zoom. Nagbunga ito ng dalawang policy brief na hinarap sa mga ahensiya ng pamahalaan tulad ng DTI at DOLE. Pagkatapos nito ay nakabuo ang RD ng apat na *Smart Business Guides* na binabahagi sa mga dumadalo sa mga pagsasanay at mababasa din mula sa ISSI website.



Habang mahigpit pa ang pagbabawal sa pagbyahe sa iba't ibang rehiyon kung saan may mga proyekto ang ISSI, nagawa ng Business Enterprise Development Division (BEDD) ang pagbibigay ng *technical advise and mentoring* sa mga MSME sa pamamagitan ng *online advisory services*. Hindi ito naging madali, lalo na kung ang MSME ay nasa mga lugar na hindi maayos ang *connectivity*, mahina ang koneksyon ng telepono at internet. Ganoon pa man, sumubok ng ibang mga paraan ang BEDD upang magampanan ang kanilang tungkulin.

Para naman sa mga patuloy na pagsasanay sa mga MSME at sa iba't ibang kawani ng DTI at iba pang mga ahensiya na tumutulong sa MSME, napagpatuloy ito sa pamamagitan ng *online learning*. Kinailangan ng Training and Entrepreneurship Education Division (TEED) mag-aral ng mga pamamaraan para sa kondukta ng *online sessions* at palakasin ang mga teknikal na rekisitos upang mahatid ng ISSI nang maayos ang mga pagsasanay. Nabuo ang *UP ISSI Virtual Learning Environment (VLE)* upang maging pangunahing *platform* para sa pagsasanay. Bukod dito, nagpatuloy pa din ang pagbibigay ng mga lib्रेng webinar para sa mga MSME at sa mga pamayanan na nais magpatuloy sa pagnenegosyo.

Patuloy naman ang pagbigay ng suporta ng mga kawani ng Administrative Delivery Division (ADD) para sa mga bagong proyekto ng ISSI. Sila din ay nangailangan matuto ng mga pamamaraan mula sa *work from home arrangements* upang mapadaloy ang mga papeles ng ISSI patungo sa iba't ibang mga opisina sa UP.

Ang lahat ng mga ito at iba pang mga naging tagumpay ng ISSI sa panahon ng pandemya ay matutunghayan ninyo sa mga artikulo sa taunang ulat na ito. Maraming salamat sa lahat ng mga ahensiya, MSME at mga indibidwal na sumuporta sa ISSI upang makayanan nitong ipagpatuloy ang mga programa at serbisyo sa gitna ng pandemya.

Pagbati sa lahat ng mga kawani ng ISSI na hindi nagpatinag sa pandemyang COVID-19!

**Aleli B. Bawagan, Ph.D.**

Vice Chancellor for Community Affairs

UP ISSI Director, October 2018 – June 2020





## MESSAGE FROM UP ISSI OIC

*Like almost any institution in the country and the whole world, the year has proven to be extra challenging to ISSI because of the unprecedented socio-economic impacts of the pandemic.*



But fortunately for me as the institution's OIC, the dedication and resolve of every member of the ISSI has ensured that its mission and vision as UP Diliman's research, training, and extension center for the MSME sector is firmly upheld. Despite the end of the pandemic yet to be clearly in sight, we march on towards a new year hand-in-hand with the UP community and the Filipino people. Mabuhay ang UP ISSI! Mabuhay ang Unibersidad ng Pilipinas!

  
**Gonzalo Campoamor II, Ph.D.**  
Officer-in-Charge, UP ISSI  
June 2020 - March 2021



## THRIVE

The year 2020 presented us with challenges much bigger than ourselves. The loss of lives, the devastation, and the disruptions that the pandemic brought upon us are just beyond words.

And while these things unfolded, our work continued from the confines of our home (*at least for most of us*).

On most days, we found the set-up amusing. When our dining table became our workstation and our family members, our officemates. When our dogs (or our neighbor's) just loved to take the limelight whenever we needed to "unmute" ourselves during virtual meetings. When at one moment we were preparing *pritong daing na bangus* for lunch, then the next minute, we were in a "business attire" for our 1PM webinar.

On some days though, the yearning for some normalcy just hit us hard. When we're anxious about news reports and worried about our loved ones, and yet we needed to focus because we had deadlines to beat. When the Internet connection wouldn't cooperate. When we would feel sorry seeing our family members having fun and not being able to join them, and when finally, we decided on joining them, we would then feel guilty for not doing our work. On some days, separating "work" from "home" could be so confusing and exhausting. *Nakakapagod*.

But as a Facebook meme goes: "*Pwedeng mapagod, pero hindi pwedeng sumuko.*"

The MSME sector was one of the hardest hit sectors of the pandemic. There were business closures. Job losses. Decline in demand. Problems with supply. Not to mention the dismal government response.

We saw the problems at hand and recognized its enormity. And we, as an Institute that exists to promote the growth of our MSMEs, responded in all the ways we knew how. Some we had to learn along the way. We offered free webinars through our COPE Program and launched free online mentoring and marketing services for MSMEs. We ran our regular training programs using digital platforms. We developed feasibility studies and enterprise plans through online coaching sessions. We conducted research studies on the challenges experienced by our MSMEs amid the pandemic and

put forward recommendations on how the government could help them sustain their enterprises. This was how we spent our 54th year.

*Oo, may mga araw na napagod tayo. Pero hindi tayo sumuko.* Especially because, we saw our MSMEs fighting to survive, struggling to stay afloat.

*Lumalaban sila.* This was enough reason for us to fight – with and for – them.

Despite and amidst everything that we are going through as a nation, we are not without hope. When we see a school service transformed into a delivery service vehicle, or a newly opened *lugawan* named "Swabe Taste", or our favorite *manininda* in the office posting her available *merienda* on Facebook – may all these give us hope enough to move us. Hope is the inherent language of resilience. We have always been considered a resilient nation because we have always been a hopeful nation. Tayo ang bansang naniniwalang "*habang may buhay, may pag-asa*".

May this hope give us the strength and the confidence to continue serving our MSMEs even, and especially, in this most uncertain time.



# ABOUT UP ISSI

We are a research and extension unit of the University of the Philippines that promotes the growth and development of the Micro, Small, and Medium Enterprise (MSME) sector in the country. We conduct training courses, seminars and technical studies relevant to the MSME sector. We also provide extension services to our MSMEs.

## VISION

As the country's micro, small, and medium enterprise (MSME) prime mover, we are committed to nurture a robust MSME sector—one that is resilient, relevant, and responsive to the time.

## MISSION

UP ISSI is a nationally-recognized Institution mandated to provide leading research, training, and extension services and committed to the empowerment and growth of MSMEs in collaboration with stakeholders.

## CORE VALUES

Uplifting	We seek to improve the lives of micro, small, and medium entrepreneurs.
Pioneering	We initiate ideas that promote entrepreneurial proactiveness.
Innovative	We adapt to change and continuously transform ideas into entrepreneurial actions.
Synergistic	We work as a team to achieve our goals.
Service with compassion	We serve MSMEs in any and every way we can.
Integrity	We deliver honest service and take responsibility for results.





## QUALITY POLICY

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

## 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	Students
	Extension officers	Startups
	Government organizations	Entrepreneurs
	Non-government organizations	Women's groups
	Industry associations	Cooperatives
	Financial institutions	Entrepreneurship educators and mentors
	Local government units	MSME single proprietors
	International partners	MSME corporations
	Other private entities advocating the advancement of MSMEs	

### DIVISIONS AND SERVICE STREAMS

Director's Office

Administrative Delivery Division

Business Enterprise Development Division

Research Division

Training & Entrepreneurship Education Division



**UP  
ISSI**

# **DIVISIONS AND SERVICE STREAMS**

## **ADMINISTRATIVE DELIVERY DIVISION (ADD)**

Part of the success of an organization is the efficient delivery of services deemed necessary for operational excellence. The ADD provides administrative support (general services, logistics support, and maintenance and upkeep of facilities and equipment) to all divisions of the Institute.



## **BUSINESS ENTERPRISE DEVELOPMENT DIVISION (BEDD)**

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

## **RESEARCH DIVISION (RD)**

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.



## **TRAINING & ENTREPRENEURSHIP EDUCATION DIVISION (TEED)**

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.

## **DIRECTOR'S OFFICE (DO)**

Together with the different divisions, the Director's Office maintains the overall performance of the Institute and oversees its direction based on its vision, mission and core values.

# UP ISSI BY THE NUMBERS

## VIRTUAL LEARNING ENVIRONMENT (VLE)

Regular and special programs conducted through online platform on <https://learning.entrepreneurship.org.ph> from July to December 2020.

### TRAINING PROGRAMS RAN IN 2020

**33**

5 Regular programs  
14 Special programs  
14 Webinars

150 Participants under regular programs  
587 Participants under special programs  
401 Participants under webinars

### CUSTOMER RATING SATISFACTION

GOOD - 3%  
BETTER - 24%  
BEST - 50%  
DID NOT DISCLOSE - 23%

### PARTICIPANTS TRAINED IN 2020

**1138**

MALE - 40.5% (461)  
FEMALE - 45% (512)  
DID NOT DISCLOSE - 14.5% (165)

### NUMBER OF GRADUATES

**1095**

107 Graduates under regular programs  
587 Graduates under special programs  
401 Graduates under webinars

### PARTICIPANTS BY ASSET SIZE

13% did not disclose

Micro enterprises 17%  
Small enterprises 9%  
Medium enterprises 4%  
Large enterprises 20%  
Government 37%



## COPE WEBINARS

Webinar conducted from July to October 2020 on Zoom and Facebook Live through UP ISSI Facebook page.

### WEBINARS RAN IN 2020

14

11 COPE series  
3 Tara Na, Negosyo Na! series

### AUDIENCE REACH

27K

28K IMPRESSIONS

### ENGAGEMENT

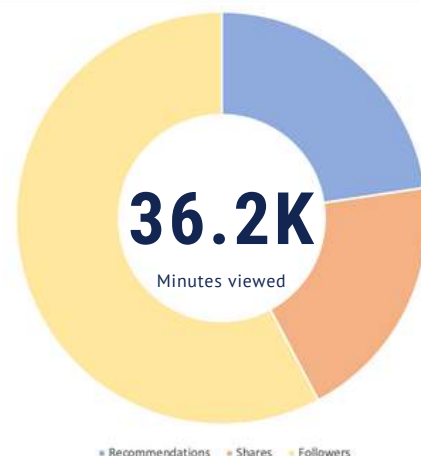
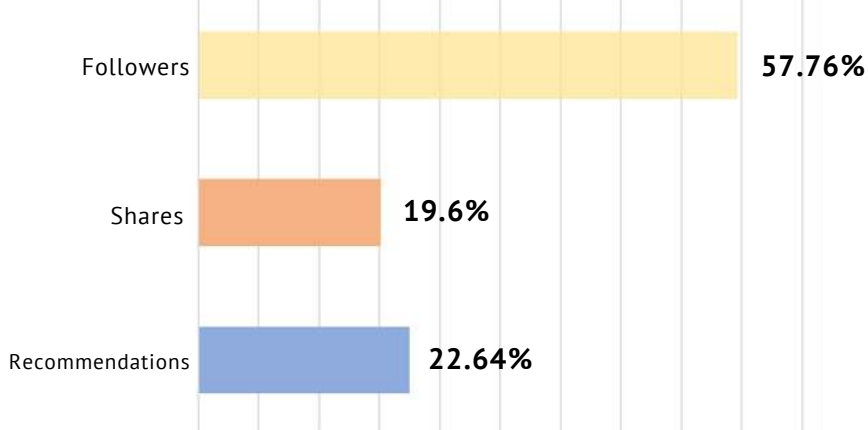
4.1K

Comments  
Shares  
Likes

### WEBINAR VIEWS REPORT

COPE: Start Your Own Business	1.2K views
HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs	1.1K views
Staying Relevant Amidst the Pandemic: Stories from the MSME Sector	832 views
Tara Na, Negosyo Na! Year 10 / Day 1	2.6K views
Tara Na, Negosyo Na! Year 10 / Day 2	2.1K views
Tara Na, Negosyo Na! Year 10 / Day 3	1K views
e-HANDA Webinar Series / Day 1	866 views

### WHERE VIEWS ARE COMING FROM



Traffic sources for the videos and minutes viewed by each.  
Insights from July 1 - October 31, 2020.

# UP ISSI 2020 WEBSITE ONLINE METRICS

## TRAFFIC SOURCES OVERVIEW

# 1.22M

Total website  
pageviews in 2020

## AUDIENCE OVERVIEW

# 49.18%

New visitors

# 50.82%

Returning  
visitors

## TOP 5 COUNTRIES

Philippines  
India  
Malaysia  
United States  
Singapore

## TOP LANDING PAGES REPORT

HOW TO: Identify your Personal Entrepreneurial Competencies **353,394 views**

Kapit-buhayan: Kabuhayan sa Pamayanan sa gitna ng Pandemya **182,185 views**

T'nalak : Cultural and entrepreneurial manifestations of the IP **170,273 views**

Uplifting Micro, Small, and Medium Enterprises (MSMEs) in the Philippines thru DTI's 7Ms: Suggested Policies for Implementation **124,295 views**

About Us **61,372 views**

## SEARCH QUERIES REPORT

personal entrepreneurial competencies **53,590 views**

maikling kwento tungkol sa pandemya **3,891 views**

accounting for non-accountants **2,700 views**

pec scoring sheet  
up issi **2,075 views**  
**2,056 views**

## DEVICES REPORT

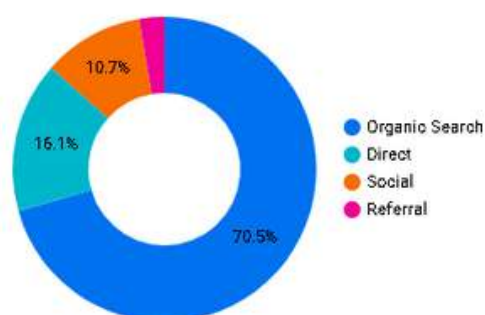
Mobile **64.82%**

Desktop **32.74%**

Tablet **2.44%**

## TRAFFIC SOURCES

Top Acquisition Channels



# UP ISSI 2020 SOCIAL MEDIA REACH

## TRAFFIC SOURCES OVERVIEW

# 12K

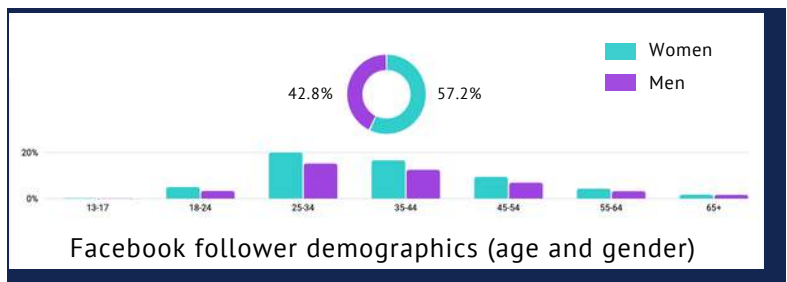
Social media  
followers in 2020

## FACEBOOK PAGE REACH

# 491K

## PAGE VIEWS TOP SOURCES

facebook  
google.com  
google.com.ph  
entrepreneurship.org.ph  
messenger.com



## TOP CONTENT REACHED

People leave managers not companies...	99.1K
Survey for Business Owners and Managers	79.2K
Tara Na, Negosyo Na! Year 10 - Day 3	16.1K
UP ISSI 2020 Programs	12.8K
Online Mentoring for MSMEs	9.9K

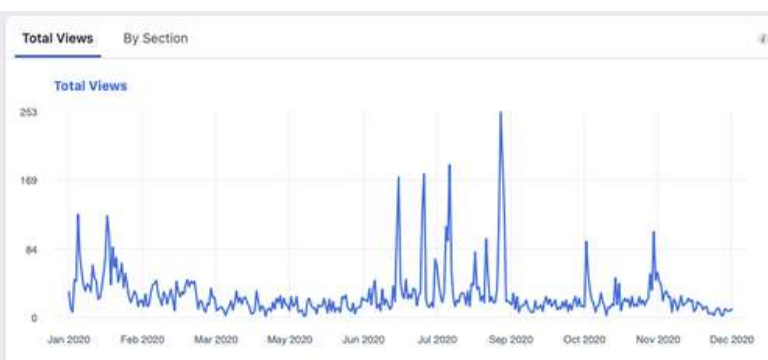
## AUDIENCE

### Top Cities

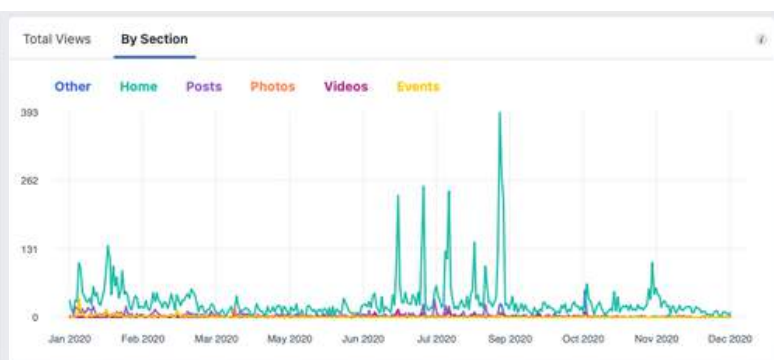
Quezon City (17.5%)  
Manila (6.2%)  
Pasig City (2.8%)  
Makati City (2.7%)  
Caloocan City (2%)

### Top Countries

Philippines (86.9%)  
India (2.5%)  
United Arab Emirates (2.4%)  
Saudi Arabia (0.8%)  
Pakistan (0.6%)



The number of times a page profile has been viewed.



The number of people who have viewed each page profile tab.



# Training Programs

## VIRTUAL LEARNING ENVIRONMENT

<https://learning.entrepreneurship.org.ph>

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### Regular Programs

#### **120th Managers Course (MC)**

UP ISSI

February 1, 2020 (Continued in 2021)

#### **57th Accounting for Non-Accountants (AfNA) Course**

UP ISSI

February 1 - March 7, 2020 (Continued in 2021)

#### **19th Strategic Human Resource Management (SHuRe) Course**

UP ISSI

February 1 - March 7, 2020 (Continued in 2021)

#### **67th Productivity through Effective Supervision (PES) Course**

February 1 - March 7, 2020 (Continued in 2021)

#### **1st e-Start Your Own Business (eSYOB) Course**

UP ISSI Virtual Classroom

July 7-30, 2020

#### **2nd e-Start Your Own Business (eSYOB) Course**

UP ISSI Virtual Classroom

September 21 - October 16, 2020

#### **2nd Online Digital Marketing Course (ODMC)**

UP ISSI Virtual Classroom

November 19 - December 17, 2020

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# Training Programs

## VIRTUAL LEARNING ENVIRONMENT

<https://learning.entrepreneurship.org.ph>



## Special Programs

### Project Management and Monitoring for DOST 5

DOST V, Legazpi, Albay  
January 28 - 30, 2020

### Small Business Counselors Course 105 for DTI CAR

Hotel Chalet, Baguio  
February 3 - June 3, 2020

### Digital Marketing for DOST-PCAARRD

UP ISSI Virtual Classroom  
July 27 - August 17, 2020

### Seminar-Workshop on Monitoring and Evaluation: Lean Six Sigma for DOST 8

UP ISSI Virtual Classroom  
August 11-13, 2020

### Small Business Counselors Course for DTI 7

UP ISSI Virtual Classroom  
October 5-9, 2020

### Small Business Counselors Course 101 for DTI 9

UP ISSI Virtual Classroom  
October 26-30, 2020

### Small Business Counselors Course 105 for DTI 9

UP ISSI Virtual Classroom  
November 9-13, 2020

### Small Business Counselors Course 103 for DTI 12

UP ISSI Virtual Classroom  
November 16-20, 2020

### Small Business Counselors Course 103 for DTI 9

UP ISSI Virtual Classroom  
November 23-27, 2020

### Small Business Counselors Course 103 for DTI 7

UP ISSI Virtual Classroom  
November 23-27, 2020

### Small Business Counselors Course 101 for DTI 4A

UP ISSI Virtual Classroom  
November 23-27, 2020) Batch 1

### Seminar on Production Operations Management for SSF Beneficiaries for DTI 9

UP ISSI Virtual Classroom  
December 2-4, 2020

### Improving Written Communication Techniques for NCMH

UP ISSI Virtual Classroom  
December 4-11, 2020

### Small Business Counselors Course 101 for DTI 4A Batch2

UP ISSI Virtual Classroom  
December 7-11, 2020



## UP ISSI VIRTUAL LEARNING

### REGULAR PROGRAMS



University of the Philippines  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

# eSYOB

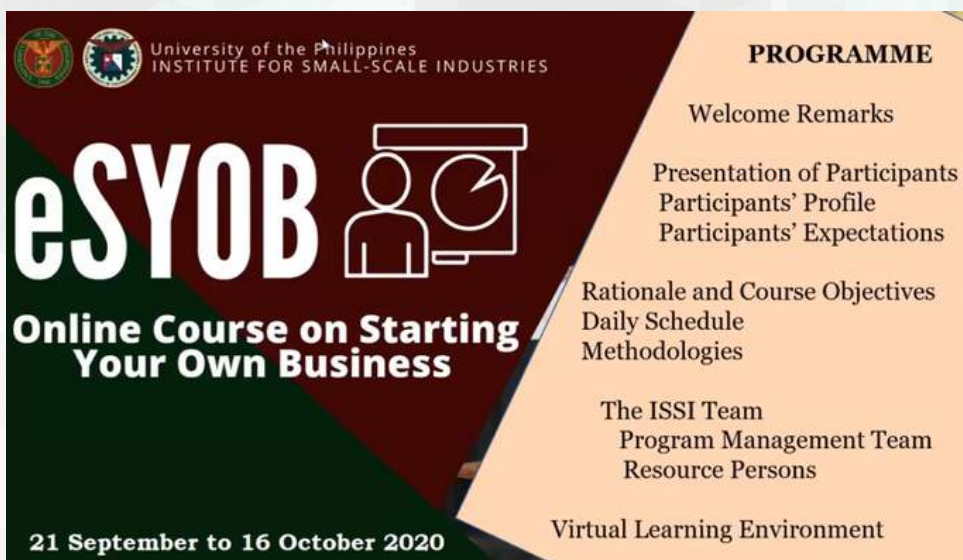
**Online Course on Starting Your Own Business**

July 7 - 30, 2020  
Register at <http://issi.upd.edu.ph>

This is a **FREE** online training. Reserve your slots now!

The banner features the UP ISSI logo, the course title 'eSYOB Online Course on Starting Your Own Business', the dates 'July 7 - 30, 2020', and the registration link 'http://issi.upd.edu.ph'. It also includes a photograph of two women working on a laptop in a classroom setting.

*1st e-Start Your Own Business Course*



University of the Philippines  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

# eSYOB

**Online Course on Starting Your Own Business**

21 September to 16 October 2020

**PROGRAMME**

- Welcome Remarks
- Presentation of Participants
  - Participants' Profile
  - Participants' Expectations
- Rationale and Course Objectives
- Daily Schedule
- Methodologies
- The ISSI Team
  - Program Management Team
  - Resource Persons
- Virtual Learning Environment

The banner features the UP ISSI logo, the course title 'eSYOB Online Course on Starting Your Own Business', the dates '21 September to 16 October 2020', and a detailed list of the program's components under the heading 'PROGRAMME'.

*2nd e-Start Your Own Business Course*



University of the Philippines  
Institute for Small-Scale Industries

# 2nd Online Digital Marketing Course

November 19 to December 17, 2020

The banner features the UP ISSI logo, the course title '2nd Online Digital Marketing Course', the dates 'November 19 to December 17, 2020', and a background image of a laptop keyboard. Social media icons for Facebook, Twitter, and YouTube are visible in the bottom right corner, along with the text 'UPISSI'.

*2nd Online Digital Marketing Course*



# UP ISSI VIRTUAL LEARNING

## SPECIAL PROGRAMS



*Digital Marketing for DOST-PCAARRD*



*Seminar-Workshop on Monitoring and Evaluation: Lean Six Sigma for DOST 8*



*SBCC 101 for DTI 7*



*SBCC 101 for DTI 9*



*SBCC 105 for DTI 9*



*SSBCC 103 for DTI 12*



# UP ISSI VIRTUAL LEARNING

## SPECIAL PROGRAMS



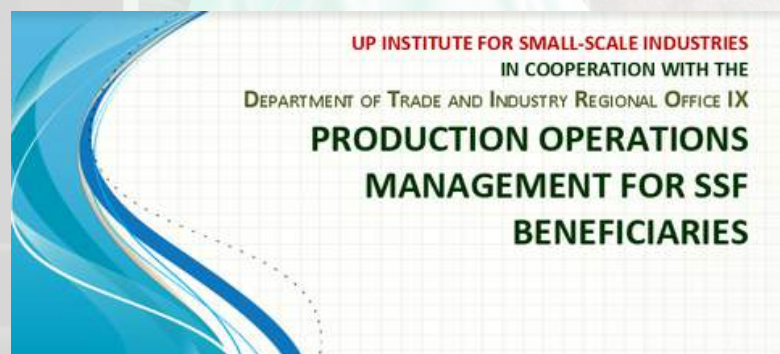
*SBCC 103 for DTI 9*



*SBCC 103 for DTI 7*



*SBCC 101 for DTI 4A - Batch 1*



*Seminar on Production Operations Management for SSF Beneficiaries for DTI 9*



*Improving Written Communication Techniques for NCMH*



*SBCC 101 for DTI 4A - Batch 2*

# Webinars

## COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)

### WEBINAR SERIES ARE HOSTED AT UP ISSI VIRTUAL CLASSROOM AND STREAMED LIVE ON UP ISSI FACEBOOK PAGE

Start Your Own Business: Challenges and Triumphs of MSMEs  
July 1, 2020

Addressing the Effects of the COVID-19 Pandemic on MSMEs: Insights for Policy Making  
July 15, 2020

HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs  
July 29, 2020

Staying Relevant amidst the Pandemic: Stories from the MSME Sector  
August 12, 2020

Tara Na, Negosyo Na (Day 1): Lessons from the MSMEs  
August 26, 2020

Tara Na, Negosyo Na (Day 2): Support from the Private Organizations  
August 27, 2020

Tara Na, Negosyo Na (Day 3): Government Programs and Services for the MSMEs  
August 28, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 1: Importance of Public-Private Partnership in Promoting Disaster Risk Reduction and MSME Resilience  
October 13, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 2: Promoting and Implementing Occupational Safety and Health in the Workplace  
October 15, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 3: Building Psychosocial Resilience in the Workplace  
October 20, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 4: Promoting Data Protection and Organizational Security in the Workplace  
October 22, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 5: The People Element of Business Continuity Management for MSMEs  
October 27, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 6: Overview of BCP: Planning Your Resilience Map  
October 28, 2020

1st e-Honing Agents for National Disaster Awareness (eHANDA) Session 7: Gaining Stakeholder Commitment in Business Continuity Management for MSMEs  
October 29, 2020



# UP ISSI WEBINAR SERIES

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)  
WEBINAR SERIES

Bringing Entrepreneurship Education to the People

## Start Your Own Business:

Challenges and Triumphs of MSMEs

Speakers:

- JEP DE GUZMAN  
ROUTE 39
- JAMICA LOIS BONIFACIO  
JUDLAN
- JAMES DYCOCO  
THE MILLENIAL FARMER

Wednesday July 1, 2020  
3:00 PM

*Start Your Own Business: Challenges and Triumphs of MSMEs*

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

## Addressing the Effects of the COVID-19 Pandemic on MSMEs:

INSIGHTS FOR POLICY MAKING

HIGHLIGHTS AND RECOMMENDATIONS FROM THE POLICY BRIEF

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE) WEBINAR SERIES

Bringing Entrepreneurship Education to the People

WEDNESDAY  
JULY 15, 2020  
3:00 PM

Speakers:

- JOANNA ROSE T. LADDARAN  
UP Institute for Small-Scale Industries
- MELANIE V. CABOTAJE  
UP Institute for Small-Scale Industries
- MELCHOR C. MORANDARTE  
San Miguel Foods
- ALICIA M. OPEÑA  
DTI Bureau of SME Development (DSMEED)

*Addressing the Effects of the COVID-19 Pandemic on MSMEs: Insights for Policy Making*

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)  
WEBINAR SERIES

Bringing Entrepreneurship Education to the People

## HANDA:

Promoting Business Continuity and the Culture of Preparedness among MSMEs

Speakers:

- JOANNA ROSE T. LADDARAN  
University Extension Specialist  
UP ISSI
- RAMIL CABODIL  
President  
Business Continuity Managers  
Association of the Philippines
- LIZA B. SILERIO  
Country Coordinator  
ABIDE Philippines
- AUBREY D. ESTONILLO, MD  
DISEM-H Manager  
Southern Isabela Medical Center
- PAMELA SANTOS  
Owner  
Breakfast House of Goodies
- LORELIE MARIE DURALIZA  
President and Development Specialist  
Cooperative Insurance System of the Philippines

Wednesday  
July 29, 2020  
3:00 PM

*HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs*

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

## STAYING RELEVANT AMIDST THE PANDEMIC:

Stories from the MSME Sector

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE) WEBINAR SERIES

Bringing Entrepreneurship Education to the People

AUGUST 12, 2020  
WEDNESDAY 3:00 PM

*Staying Relevant amidst the Pandemic: Stories from the MSME Sector*

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE) WEBINAR  
Special Series

## TARA NA Negosyo na! Year 10

MSMEs TOWARDS THE BETTER NORMAL

AUGUST 26, 2020  
WEDNESDAY | 3:00 - 5:00 PM

Day 1: Lessons from MSMEs

Speakers:

- Steph Turiano Sincio  
Owner  
Plants and Plants
- Mia Francesca Lauengco  
Owner  
Twinkl Jewelry
- Atty. Rochelle Marie Cortez  
Owner  
Sweetie's Pastries

*Tara Na, Negosyo Na (Day 1)  
Lessons from the MSMEs*

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE) WEBINAR  
Special Series

## TARA NA NEGOSYO NA! Year 10

MSMEs TOWARDS THE BETTER NORMAL

DAY 2: SUPPORT FROM THE PRIVATE ORGANIZATIONS

AUGUST 27, 2020  
THURSDAY | 3:00 - 5:00 PM

Speakers:

- Mr. Mark Tanseco Del Rosario  
President  
San Art Food
- Mr. Alfred Iparac, Jr., NEA, RMA  
Manager  
Pineapple Foundation
- Mr. Jorge Noel Y. Wienske III  
President, Association of Filipino Franchisors, Inc. (AFFFI)  
President, Philippine Food Corp.

*Tara Na, Negosyo Na (Day 2)  
Support from the Private Organizations*

UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE) SPECIAL  
WEBINAR SERIES

## Tara Na Negosyo na! Year 10

MSMEs TOWARDS THE BETTER NORMAL

Day 3: GOVERNMENT PROGRAMS AND SERVICES FOR THE MSMEs

AUGUST 28, 2020  
FRIDAY | 3:00 - 5:00 PM

Speakers:

- MERCEDES PARREÑO  
Principal Director  
Department of Trade and Industry (DTI) West
- BLAISE MANSUETO  
Special Research Specialist  
Department of Science and Technology (DOST)
- GERALD MONZALES  
Business Officer  
Bureau of Internal Revenue (BIR)
- CHONA DEOCARIZA  
Business Officer  
Bureau of Internal Revenue (BIR)

*Tara Na, Negosyo Na (Day 3)  
Government Programs and Services for the MSMEs*



# DEVELOPING COURSEWARE USING LEARNING MANAGEMENT SYSTEM

## ISSI VIRTUAL CLASSROOM AND ITS DIGITAL TRANSFORMATION

The UP ISSI has been one of the trailblazers in developing technology ever since. The institute was one to introduced new technology solutions that cater to MSMEs:

- That's Entrep-tainment Podcast, (Thats Entrep-tainment 2012-2013 Episodes)
- e-SYOB in 2012 ('Start your own biz' course now in e-learning mode, 2012)
- UP ISSI ebookstore (UP ISSI eBooks)

By March of 2020, the face-to-face training programs and remote area business counseling and mentorship were put to a halt. All activities and schedules were canceled prior to community lockdowns. Early stage of curriculum reforms and initial plans for creating virtual classrooms were designed by the technical team of Training and Entrepreneurship Division (TEED) led by Engr. Bernie F. Villaluna and TEED head, Ms. Glennis Uyanguren, under the management of Director Aleli B. Bawagan.

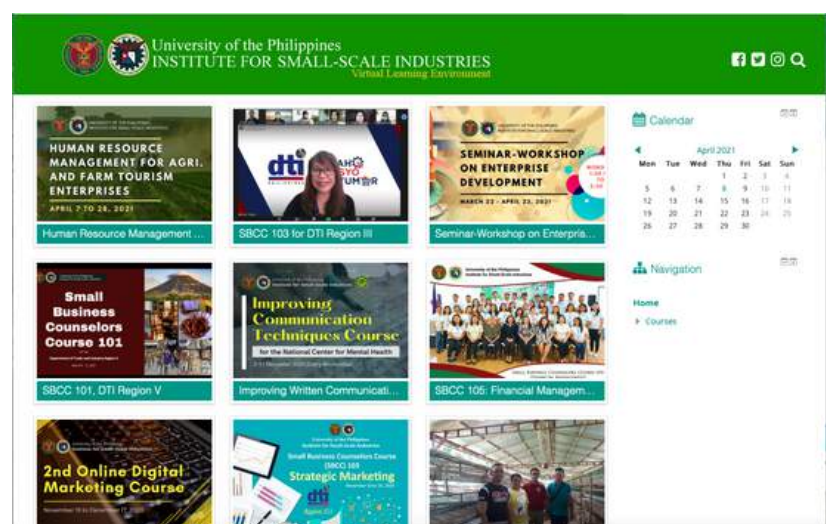
### Role of Educators in Learning Facilitation

According to David Kolb's Experiential Learning Cycle Model "effective learning is seen when a person progresses through a cycle of four stages: of (1) having a concrete experience followed by (2) observation of and reflection on that experience which leads to (3) the formation of abstract concepts (analysis) and generalizations (conclusions) which are then (4) used to test a hypothesis in future situations, resulting in new experiences." (McLeod, 2017)

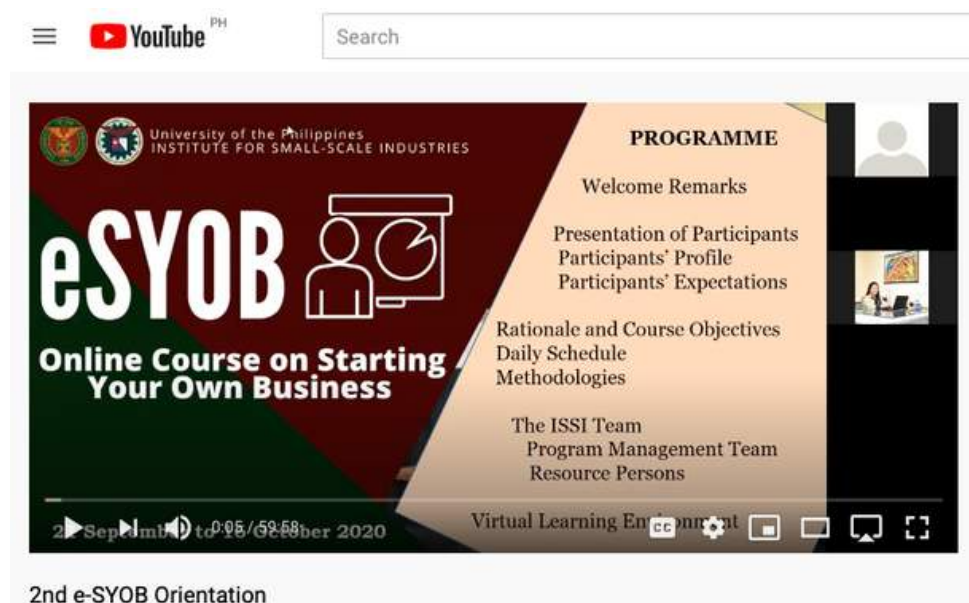
### Digital transformation

Pandemic has disrupted business processes and how the human situation evolves. With the rapid acceleration of technology, the pandemic has led to a pressing need for ISSI to pivot and adapt its training and mentoring delivery. An e-learning course was developed

ISSI virtual classroom dashboard



*YouTube is one among the online learning platforms used to access the weekly lesson*



to provide assistance for MSME's. ISSI launched the Virtual Learning Environment (VLE) initiatives to continue integrating digitalization in the training processes, specifically on curriculum reforms, answering the call of MSME's for relevant programs responsive to the current times.

*"Technology can be a boon to society if businesses and governments prepare and adapt. The pandemic has pushed societies to an inflection point where embracing technology is no longer an option but a necessity." (Saliola & Islam, 2020)*

### Learning Model

The role of ISSI is to design or modify existing learning modules and develop conducive learning environments that will help MSME's achieve optimum reskilling and upskilling, and best learning experience in each of the learning stages. e-Learning has completely transformed the way in which learning is imparted to participants.

Through our tailored courseware, the e-learning course gives instructors and coaches all of the materials and resources they need to teach a program. It provides a self-study option for learners, as well as online group discussions with resource person experts in their field of industry and one-on-one online consultation with the assigned e-coaches. It transcends traditional board method instruction, training processes, and participant experiences to meet the changing training requirements.

*"As a result, education has changed dramatically, with the distinctive rise of e-learning, whereby teaching is undertaken remotely and on digital platforms. Research suggests that online learning has been shown to increase retention of information, and take less time, meaning the changes coronavirus have caused might be here to stay." (Li & Lalani, 2020)*

### Scalability

e-Learning helps in creating and

communicating new training programs, policies, and concepts. The courseware ISSI developed has provided a framework to build a learning management system for managing program courses of various complexity. The context of digital transformation begins from the pace of change next to identifying the key areas to digitize, which includes: plan of action, core processes and technology application and implementation.

The virtual classroom of UP ISSI, <https://learning.entrepreneurship.org.ph> is user registration-based and time-based, made available to students/participants for a limited time. eCourses are blended learning with the inclusion of different platforms such as Zoom, YouTube, e-mail and social media accounts.

## Reference

Li, C., & Lalani, F. (2020, April 29). *The COVID-19 pandemic has changed education forever. This is how*. Retrieved May 2021, from World Economic Forum: <https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning/>

McLeod, S. A. (2017, January 14). Developmental psychology. Retrieved May 2021, from Simply Psychology: <https://www.simplypsychology.org/developmental-psychology.html>

Saliola, F., & Islam, A. M. (2020, September 24). *How to Harness the Digital Transformation of the Covid Era*. Retrieved May 2021, from Harvard Business Review: <https://hbr.org/2020/09/how-to-harness-the-digital-transformation-of-the-covid-era>

*Thats Entrep-tainment 2012-2013 Episodes*. (n.d.). Retrieved May 2021, from Iskomunidad: [http://iskwiki.upd.edu.ph/index.php/Thats\\_Entrep-tainment#.WR1gJKGPs0](http://iskwiki.upd.edu.ph/index.php/Thats_Entrep-tainment#.WR1gJKGPs0)

'Start your own biz' course now on e-learning mode. (2012, April 2). Retrieved May 2021, from Small Enterprises Research and Development Foundation: <http://serdef.org/2012/04/start-your-own-biz/>

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## e-Start Your Own Business (eSYOB)

### OPPORTUNITIES AMIDST THE PANDEMIC

Gaano kahalaga ang pagpapalano para sa isang negosyo? Paano nga ba ito simulan at patakbuhan? 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, ready to cook chicken inasal, music instruments trading, at ube jam production.*

Naganap ang seremonya ng pagtatapos noong 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 pagpupursigang 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 pagpapalano ng negosyo ay magsisilbing sandata ng bawat isang mamamayan sa pagkamit at pagpapaunlad na 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 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!

## Communities of Practice for Entrepreneurship (COPE)

### KAALAMAN: SANDATA SA GITNA NG PANDEMYA

Nabuo ang programang Communities of Practice for Entrepreneurship (COPE) ng UP Institute for Small-Scale Industries noong nakaraang taon. Ito’y isang adbokasiyang naglalayong mapalapit ang mga pag-aaral hinggil sa pagnenegosyo sa mga pamayanang mas kaunti ang oportunidad na makatanggap ng nasabing serbisyo sa isang pormal na paaralan.

Upang maipagpatuloy ang nasimulang adhikain sa gitna ng kasalukuyang kinakaharap na pandemya, ang UP ISSI ay nagdisenyo ng bagong mukha ng COPE kung saan maihahatid sa pamamagitan ng webinar series ang kaalaman at gabay sa pagnenegosyo.

*“Ang salitang COPE ay sumasalamain sa kung paano ang mga maliliit nating negosyante ay lumalaban sa iba’t ibang hamon lalo na sa kinakaharap nating pandemya.”*

– Ms. Glennis S. Uyanguren

Hulyo 1, 2020 nang inilunsad sa unang pagkakataon ang *Communities of Practice for Entrepreneurship (COPE) Webinar Series na may temang Start Your Own Business: Challenges and Triumphs of MSMEs*. Layunin ng webinar episode na ito na makapaghatid ng aral at inspirasyon sa sector ng maliliit na negosyo sa panahon ng pandemya at kahit sa anong hamon pa mang dumating. Ang mga tagapagsalita ay mga nakapagtapos ng kursong *Start Your Own Business*.

**SUDLAN.** Si Jamica Bonifacio ay isang visual artist at bokalista ng bandang Tubaw. Siya ay nagtapos sa ika-52 na batch ng SYOB.

Ang salitang sudlan ay nangangahulugan ng lagayan. Mula sa Tanauan, Batangas, si Jamica ay itinatangi ang tradisyunal na paraan ng paghahabi ng mga tela na may makabayang disensyo at matitingkad na kulay sa kanyang mga produktong bag, lagayan ng pasaporte, kalupi, kalu o bucket hat, at marami pang iba.

Ani Jam, *“Naniniwala ako na upang magtagumpay sa negosyo dapat masaya ka sa ginagawa mo. Hindi ka mapapagod at lagi kang inspired kasi gusto mo yung ginagawa*

mo.” Sa gitna ng pandemya, nabuo ang bagong produkto ng Sudlan – ang face masks. Ang produktong ito ay nagtatampok ng mga disenyo ng local weavers. Kaya naman lubos niyang hinihikayat ang pagsuporta sa gawang lokal at ang patuloy na pagbibigay ng oportunidad sa mga Pilipinong manghahabi.

**ROUTE 39.** Si Jep De Guzman ay isang *digital artist, videographer, at hobbyist*. Siya ay mula naman sa ika-53 na batch ng SYOB.

Ang Route 39 ay hango sa larong *Pokemon*, samantalang ang numerong 39 naman ay mula sa araw ng kasal ng mag-asawang may-ari ng negosyo. Ang orihinal na konsepto para sa Route 39 ay isang kainan at libangan na kung saan ay may paligsahan sa *tabletop games (board games at card games)*. Sa *soft opening* ng Route 39, at bilang tugon sa nagbagong anyo ng pakikipagtransakyon sa mga mamimili, ang kanilang mga produkto ay mabibili online. Isa sa mga unang produkto ay ang nauuso ngayong *Japanese-inspired food* na ang tawag ay *sushi bake, food bowls* at ang pangunahing produkto nilang Onigiwich.

Naniniwala ang Route 39 na ang bawat problema ay pwedeng magbukas ng oportunidad. Ang kanilang pagsibol sa gitna ng pandemya ay nagpapatunay nito. Naniniwala rin ang mag-asawa na unti-unti man ang pag-unlad, ito ay isa pa ring pag-unlad. Mula kay Jep, “*Sabayan mo ang agos. Ikaw ang nakakaalam ng business mo. Yung ikakaganda ng business mo o ikababagsak talagang magdedepende rin sa iyo.*”

**MILLENNIAL FARMER.** Si James John Dycoco ay *graphic artist at proud farmer*. Siya ay mula sa ika-49 na batch ng SYOB.

Ang Millennial Farmer ay nabuo mula sa isang hamon at pang-aasar ng mga kaibigan. Ito ay malayo sa dati niyang hinawakang negosyo na pagko-customize ng mga sapatos.

Ang pandemyang ito ang nagtulak kay James na pasukin ang mundo ng pagsasaka. Nakitaan niya ng malaking potensyal na lalo pang paunlarin ang kanilang sakahan at magkaroon ng access na maihatid ang kanilang mga produkto sa merkado. Mula sa isang bagong henerasyon ng magsasaka, naniniwala siya na importante ang pagbabahagi ng mga magagandang praktika at bagong kaalaman sa pagsasaka.

Sabi ni James, “*Huwag mawalan ng tiwala sa sarili. Humingi ng gabay sa mga taong pinagdaanan na yung mga ganung hamon o pagsubok at nakabangon mula rito.*”

Ang sapat na kaalaman sa pagnenegosyo ay isang mahalagang sandata na makakatulong at gagabay sa anumang pagsubok na pagdaraan ng isang negosyo. Dumating man ang mga hamon na maaaring magpabagsak ng isang negosyo, lagi nating babalikan sa kung paano tayo nagsimula upang matupad ang ating mga pangarap. Magbago man ang naunang plano pero magpapatuloy tayo, hindi lang para sa sarili natin kundi para din sa ating pamilya at sa komunidad na kinabibilangan.

## ISSI ONLINE DIGITAL MARKETING COURSE

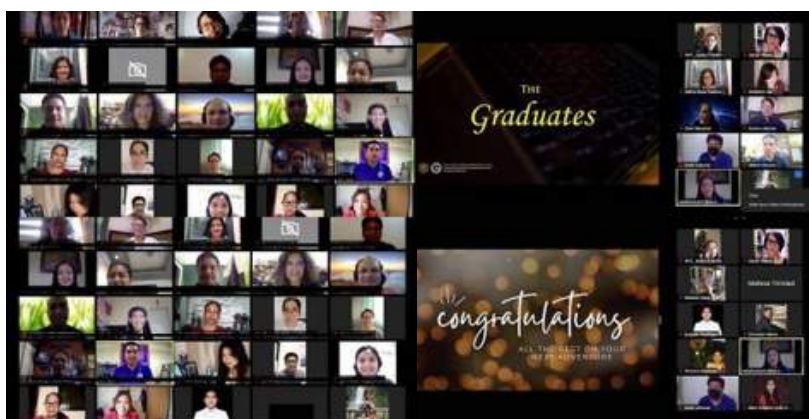
### DESIGNED FOR MSMES TO HAVE A FULL UNDERSTANDING OF WHAT DIGITAL MARKETING IS

The pilot conduct of the Institute's Online Digital Marketing Course (ODMC) took place last November 19 to December 17, 2020, where 39 participants took interest with the maiden course offering. The 4-week course is a self-paced learning module with required virtual meetings to complete the program.

The 2nd ODMC had 23 graduates; these are the participants who completed the four week course. Graduates were given computer-generated certificates with e-signatures from the ISSI management and program team.

With the COVID-19 pandemic, operating businesses took big leaps, and whether they are ready or not, our MSME's have a solution, one that's tech-savvy, adoptive and insightful. MSMEs recognize the emergence of digital platforms that become useful tools for businesses that constantly look for ways for improvement. These online media platforms seek marketing strategies to advertise a product or a brand which simply connects with the target audience, or the consumer, in order to build a brand, convert sales, and optimize web traffic.

*Graduates of the 2nd Online Digital Marketing Course (ODMC) held via Zoom meeting December 17, 2020*



The ODMC is designed for MSME's to have a full understanding that digital marketing is the key to many businesses today. It imparts the importance of digital marketing when creating and running a business, and what awaits the future of the booming online business industry.

The widespread use of social media has forced the majority of small businesses to migrate and to create Facebook pages, Market Place, Instagram shops and community groups, while new business ideas hatch and the existing brands transform their trade and services to e-commerce. These aggressive businesses seek long-term goals by fine-tuning their brands with a responsive website. Definitely, digital marketing applies a different marketing approach.



This area of digital marketing *“involves publishing useful content on your social media platforms, listening to and being able to engage well with your followers. By doing so, you also get to analyze your results as well as run social media advertisements.”* (Madrid, 2020)



*Poster of the 2nd Online Digital Marketing Course (ODMC)*

With the ODMC offering, market research, email marketing campaigns, content marketing, and among others are the significant concepts being discussed in the course. Likewise, familiarity with the marketing principles is the key point and one of the objectives of the course. The final work involves the formulation of a feasible digital marketing plan that best describes one's business potential.

*“Given the business goals, there are alternatives and more effective means to achieve the objectives. To become a creative and strategic digital marketer, you need to know more than how to perform specific marketing tasks, using a specific tool on a specific digital platform. The key to a winning digital strategy is to anticipate your consumer's needs.”* (Villena, 2020)

In 2021, the ODMC is one of UP ISSI's online regular training programs being offered under the Institute's Management System (LMS). The course is a blended learning using Virtual Learning Environment website at <https://learning.entrepreneurship.org.ph> and through Zoom meetings.

The program team for the 2nd ODMC is headed by Ms. Sendy A. Delos Reyes as the program manager. Supported by Ms. Kim R. Alo as the program coordinator. The technical team is headed by Mr. Bernie F. Villaluna. ISSI resource persons are Mr. Ian Jester M. de Vera and Mr. Bernie F. Villaluna.

## References

- Madrid, V. M. (2020, May 10). *How can social media help you achieve your business goals?* Retrieved May 2021, from Echo Manila: <https://www.echomanila.com/2020/05/how-social-media-marketing-help-your.html>
- Villena, D. D. (2020, December 27). *Takeaways from Online Digital Marketing Course*. Retrieved May 2021, from DeiVille: <https://www.deiville.com/takeaways-from-online-digital-marketing-course/>

## RD HIGHLIGHTS CHALLENGES AND NEEDS

### OF MSMEs AMIDST COVID-19 IN TWO STUDIES

This year, the Research Division (RD) conducted two studies highlighting the challenges and needs of the MSME sector amidst the COVID-19 pandemic.

The first study entitled, "*The Effects of the COVID-19 Pandemic on the Philippine MSME sector*", was conducted from April - June 2020. An online survey was conducted among 108 MSMEs. The study concluded that the pandemic and the subsequent Enhanced Community Quarantine (ECQ) have negatively impacted the MSME sector. The most common negative effects were: closure of business; cash flow problems; employees not being able to report for work; drop in sales; delay in processing and delivery of orders/services; and limited or lack of supply of raw materials. Asked what assistance they would need to recover, the common answers were: tax break (70%), interest-free loan (68%), training on business continuity planning (66%), wage subsidy of affected MSME employees (60%) and provision of working capital (57%).

The RD published a Policy Brief highlighting the results of the Study and forwarding the following key recommendations:

1. Intensify efforts to contain virus through mass testing and rigorous contact tracing;
2. Facilitate MSME's access to interest-free loans and other financial assistance;

3. Look into the feasibility of waiving taxes and other business-related fees of MSMEs for at least six months.

4. Eliminate barriers to the movement of goods and personnel in essential sectors.

5. Realign budget and allocate to industries severely affected by the pandemic.

6. Strengthen the ICT infrastructure in the country.

7. Increase the capacity of MSMEs in business continuity planning.

8. Increase the capacity of MSMEs to leverage disruptive technologies.

A second study entitled, "*Assessing Government Response for MSMEs in the Time of COVID-19*" was done in May 2020 to assess the various programs and interventions launched by the government for MSMEs amidst this crisis. An online survey was conducted from May 22, 2020, to June 11, 2020 among 585 MSMEs, assessing the following programs:

- the Tax Amnesty Program of the Bureau of Internal Revenue (BIR);
- the Covid Adjustment Measure Program (CAMP) of the Department of Labor and Employment (DOLE);

- the Small Business Wage Subsidy (SBWS) of the Department of Finance (DoF);
- the COVID-19 Assistance to Restart Enterprises (CARES) Program of the Small Business Corporation (SB Corporation);
- the Livelihood Seeding Program-Negosyo sa Barangay (LSP-NSB) and Shared Common Service Facility/FabLab of the Department of Trade and Industry;
- the Expanded SURE Assistance Program of the Department of Agriculture; and
- the LBP CARES Program of the Land Bank of the Philippines.

While these programs are found relevant in its goals, they proved to be more of the usual band-aid solutions and are inadequate in addressing the challenges faced by MSMEs brought about by the pandemic and ensuring their sustainable recovery.

One major factor that renders these measures inadequate is its size and extent. Another is the implementation of these programs.

The RD published a Policy Brief highlighting the results of the Survey and the following recommendations:

#### Short-term Recommendations

1. Increase budget allocation for recovery programs for MSMEs.
2. Provide tax reductions and other tax incentives for MSMEs.
3. Streamline application process and employ innovative approaches to ensure timely, efficient, and effective delivery of services/programs.
4. Intensify information campaign about these programs to increase awareness of intended beneficiaries.
5. Tap the assistance of LGUs (both municipal/city and barangay levels) in the program implementation.

#### Medium-term recommendations

1. Strengthen the mechanism for gathering, sharing and utilization of data, i.e., affected MSMEs, assistance needed etc.
2. Develop more sophisticated mechanisms and programs that address the specific crisis-related needs of enterprises and tailored to their size.
3. Allocate funds for Business Continuity Management (BCM) of the MSME sector.
4. Fast-track the development of Information and Communication Technology (ICT) infrastructure in the country.
5. Develop policies and mechanisms that incentivize compliance with pertinent regulations such as business registration, payment of taxes, regular payment of contributions for social security, etc.
6. Develop a logistics strategy for MSMEs in times of disaster.



# UP ISSI PROGRAMS FOR PROMOTING BUSINESS CONTINUITY AND RESILIENCE OF MSMEs

## IN THE TIME OF COVID-19

Since 2014, the University of the Philippines Institute for Small Scale Industries (UP ISSI) has been conducting awareness programs and capacity-building workshops on Business Continuity Planning (BCP) for the micro, small, and medium enterprise (MSME) sector.

In 2020, despite the restrictions posed by the COVID-19 pandemic, the UP ISSI continued to deliver business continuity awareness sessions online via the Zoom platform and Facebook live. The UP ISSI Honing Agents for National Disaster Awareness (HANDA) Program Management Team served as resource speakers and facilitators in the following conferences and webinars in 2020:

1. SALIKSIKHAY Conference: Pagdiriwang ng Dangal at Kahusayan sa Saliksik, Malikhaing Gawa, at Ekstensiyon [January 16, 2020] (conducted by the Office of the Vice Chancellor for Research and Development, University of the Philippines Diliman)  
"Honing Agents for National Disaster Awareness (HANDA): Disaster Preparedness and Business Continuity Planning for MSMEs"
2. Communities of Practice for Entrepreneurship (COPE) Webinar Series (conducted by the UP ISSI)  
"Addressing the Effects of the COVID-19 Pandemic on MSMEs: Insights for Policy Making" (July 15, 2020)  
"Realities on the Ground: The Effects of the COVID-19 Pandemic on MSMEs and their Business Continuity Strategies" (July 29, 2020)

3. MSME Resilience and Recovery after COVID-19: Public-Private Partnership on Advancing Learning among Enterprises towards Resilience and Transformation (ALERT) Webinar [August 15, 2020] (conducted by the Department of Trade and Industry Bureau of Small and Medium Enterprise Development, ARISE Philippines, and the National Resilience Council)

"Main Steps in Preparing a Business Continuity Plan for MSMEs"

4. E-HANDA Webinar Series: Promoting MSME Resilience for Sustainable Recovery Towards the Better Normal [October 13 - 29, 2020] (conducted by the UP ISSI)

5. UNIDO-GCNP Business Expert Group Discussions [October 20, 2020] (sub-theme on BCM facilitated by the BCMAP and the UP ISSI)  
"Supporting MSMEs in Building Capacities for Business Continuity Management"

6. Business Continuity Summit 2020 [November 19, 2020] (conducted by the BCMAP)  
"Lessons Learned from Promoting Business Continuity Towards the Resilience and Recovery of MSMEs in the Philippines"

7. Business Forum 2020: Business Resiliency Amidst the Challenges and Shocks of the New Normal [December 10, 2020] (conducted by the local government of the City of Santiago and DTI Isabela Provincial Office)  
"When the Unexpected Happens: Business Continuity Planning for the Sustainable Recovery of MSMEs"

## ORAL PRESENTATION

### Business Continuity Summit 2020

Conducted by the Business Continuity Managers Association of the Philippines (BCMAP) November 19, 2020



*Lessons Learned from Promoting Business Continuity Towards the Resilience and Recovery of MSMEs in the Philippines*

By Joanna Rose T. Laddaran, Glennis S. Uyanguren, and Allysa Anne Mari-De Guzman

#### PRESENTATION SYNOPSIS

The COVID-19 pandemic has adversely affected life, property and socio-economic activities. It has resulted to debilitating disruptions to the operations of the Philippine micro, small, and medium enterprises (MSMEs).

MSMEs rely heavily on local communities. They are sustained by domestic consumption. With a great portion of the population unemployed, MSMEs are serving a market with reduced purchasing power. At the same time, during disasters, the ability of MSMEs to provide goods and services, and employment is tied with community disaster recovery efforts.

Due to the increased need to promote resilience and BCP for the sustainable recovery of MSMEs, this presentation aims to provide lessons learned from promoting BCP capacity-building training programs, awareness sessions, and research among Philippine MSMEs.

This presentation also includes a discussion on the role of MSMEs in the framework for community response, and an actual sharing of a micro enterprise owner on how the practice of BCP helped her face the adverse effects of the COVID-19 pandemic.

### E-HANDA Webinar Series

#### *Promoting MSME Resilience for Sustainable Recovery Towards the Better Normal*



In celebration of the International Day for Disaster Risk Reduction, the UP ISSI conducted the E-HANDA Program Webinar Series from October 13 to 29, 2020 from 3:00 PM to 4:30 PM.

The E-HANDA Program Webinar Series focused on promoting business continuity, disaster risk reduction, and resilience of micro, small, and medium enterprises

The topics discussed include the following:

1. Importance of Public-Private Partnership in Promoting Disaster Risk Reduction and MSME Resilience  
(October 13, 2020)
2. Promoting and Implementing Occupational Safety and Health in the Workplace  
(October 15, 2020)
3. Building Psychosocial Resilience in the Workplace  
(October 20, 2020)
4. Promoting Data Protection and Organizational Security in the Workplace  
(October 22, 2020)
5. The People Element of Business Continuity Management for MSMEs  
(October 27, 2020)
6. Overview of BCP: Planning Your Resilience Map  
(October 28, 2020)
7. Gaining Stakeholder Commitment in Business Continuity Management for MSMEs  
(October 29, 2020)

Recognizing the vital role of public-private partnership, the E-HANDA Webinar Series included speakers from the academe (UP ISSI, UP Resilience Institute, UP Data Protection Office, UPD Office of Counseling and Guidance), government (the Department of Trade and Industry – Bureau of Small and Medium Enterprise Development), private sector (ARISE Philippines – Private Sector Alliance for Disaster Resilient Societies, Business Continuity Managers Association of the Philippines, BSAFE Consultancy and Training), and the United Nations Industrial Development Organization (UNIDO) Philippines.

### **Communities of Practice for Entrepreneurship (COPE) Webinar**

#### ***HANDA: Developing Business Continuity and Promoting the Culture of Preparedness among MSMEs***

(29 July 2020, 3:00 PM – 5:00 PM)

As part of the COPE Webinar Series, the UP ISSI conducted a session on HANDA: Developing Business Continuity and Promoting the Culture of Preparedness among MSMEs on July 29, 2020.

The resource speakers from this session include:

- Ms. Joanna Rose Laddaran, University Extension Specialist, UP ISSI
- Mr. Ramil Cabodil, President, Business Continuity Managers Association of the Philippines
- Ms. Liza Silerio, ARISE International Board Member and Vice-President, Corporate Compliance Group, SM Supermalls
- Ms. Pamela Santos, Owner, Beakris House of Goodies, Graduate of the UP ISSI MSME BCP Workshop (1 – 2 August 2019) and the Training of Trainers Workshop on MSME BCP for Bataan LGU (13 – 14 August 2019)
- Dr. Audrey Estonilo, DRRM-H Manager, Southern Isabela Medical Center, Graduate of the UP ISSI MSME BCP Workshop for the Local Government Unit of the City of Santiago, Isabela (28 – 30 October 2019)
- Ms. Lorelie Marie Duraliza, Research and Development Specialist, 1Cooperative Insurance System of the Philippines, Graduate of the UP ISSI HANDA Program: Disaster Preparedness and BCP for MSMEs (12 – 14 November 2019)



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

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)  
WEBINAR SERIES

*Bringing Entrepreneurship Education to the People*

**HANDA:  
Promoting Business  
Continuity and the Culture of  
Preparedness among MSMEs**

**Speakers:**

- JOANNA ROSE T. LADDARAN**  
University Extension Specialist  
UP ISSI
- RAMIL CABODIL**  
President  
Business Continuity Managers  
Association of the Philippines
- LIZA B. SILERIO**  
Country Coordinator  
ARISE Philippines
- AUBREY D. ESTONILO, MD**  
DRRM-H Manager  
Southern Isabela Medical Center
- PAMELA SANTOS**  
Owner  
Beakris House of Goodies

**Wednesday  
July 29, 2020  
3:00 PM**

**Communities of Practice for Entrepreneurship (COPE) Webinar**  
***HANDA: Developing Business Continuity and Promoting  
the Culture of Preparedness among MSME***  
 29 July 2020, 3:00 PM – 5:00 PM

**“The aim is to build a better normal. To build back better. For our MSMEs not just to survive from this pandemic, but to ensure the sustainable recovery of the MSME sector.”**

**JOANNA ROSE T. LADDARAN**

UNIVERSITY EXTENSION SPECIALIST  
UP INSTITUTE FOR SMALL-SCALE INDUSTRIES

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

University of the Philippines  
Institute for Small-Scale Industries

COPE WEBINAR SERIES 2020

**“Through the UP ISSI HANDA Program, we advocate not merely for recovery but for the sustainable recovery of MSMEs – one that enables them to keep afloat, survive, and thrive amidst the potential threats to their business operations.”**

**JOANNA ROSE T. LADDARAN**

UNIVERSITY EXTENSION SPECIALIST  
UP INSTITUTE FOR SMALL-SCALE INDUSTRIES

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

University of the Philippines  
Institute for Small-Scale Industries

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**“Every entrepreneur is a Business Continuity manager.”**

**RAMIL CABODIL**

PRESIDENT  
BUSINESS CONTINUITY MANAGERS ASSOCIATION OF THE PHILIPPINES

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

University of the Philippines  
Institute for Small-Scale Industries

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**“A return to normal, whenever it comes, will be a different normal. What we do right now will define the future.”**

**RAMIL CABODIL**

PRESIDENT  
BUSINESS CONTINUITY MANAGERS ASSOCIATION OF THE PHILIPPINES

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

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**Communities of Practice for Entrepreneurship (COPE) Webinar**  
**HANDA: Developing Business Continuity and Promoting**  
**the Culture of Preparedness among MSME**  
 29 July 2020, 3:00 PM – 5:00 PM

**“We are in a very different situation now, but ARISE Philippines remains committed and open for collaboration and partnership particularly to help promote the products of MSMEs.”**

**LIZA B. SILERIO**  
 ARISE GLOBAL BOARD MEMBER  
 VICE-PRESIDENT, CORPORATE COMPLIANCE GROUP, SM SUPERMALLS

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

University of the Philippines  
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**“Building the trust...In the better normal, we are restructuring our hospital na safe pumunta ang pasyente para magpaddocktor. May mga ginagawa kaming pagbabago sa ospital to cater to our patients, to ensure their safety...Since gearing for better normal na, mag bounce back na tayo, mag restructure na tayo.”**

**AUDREY O. ESTONILO, M.D.**  
 DIRECTOR MANAGER, SOUTHERN BARCEL MEDICAL CENTER  
 GRADUATE OF THE UP ISSI MSME BCP WORKSHOP FOR THE LOCAL GOVERNMENT UNIT OF THE CITY OF SANTISIMO, ISABELA (04 – 30 OCTOBER 2019)

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

University of the Philippines  
 Institute for Small-Scale Industries

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**“After ECQ, came MECQ, then GCQ...then realization hits you: Things are not go back to where they were before. We need to revisit the business...I changed my mindset. I realized I need to accept things. This is not short-term. It would take a year or two...I decided to count what I have. Not what I have lost. I looked at our existing products then chose to innovate.”**

**PAMELA G. SANTOS**  
 OWNER, BEARING HOUSE OF GOODIES  
 GRADUATE OF THE UP ISSI MSME BCP WORKSHOP (8 – 2 AUGUST 2019) AND THE TRAINING OF TRAINERS WORKSHOP ON MSME BCP FOR BATAAN LGU (13 – 14 AUGUST 2019)

During the Communities of Practice for Entrepreneurship (COPE) Webinar on “HANDA: Promoting Business Continuity and the Culture of Preparedness among MSMEs” (July 29, 2020)

University of the Philippines  
 Institute for Small-Scale Industries

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**“It's not going to be easy but it's not impossible.”**

**PAMELA G. SANTOS**  
 OWNER, BEARING HOUSE OF GOODIES  
 GRADUATE OF THE UP ISSI MSME BCP WORKSHOP (8 – 2 AUGUST 2019) AND THE TRAINING OF TRAINERS WORKSHOP ON MSME BCP FOR BATAAN LGU (13 – 14 AUGUST 2019)

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# UPLIFTING MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) IN THE PHILIPPINES THRU DTI'S 7MS:

## SUGGESTED POLICIES FOR IMPLEMENTATION

### Introduction

Micro, small and medium enterprises (MSMEs) are the backbone of the PHL's economy since they serve as critical drivers of our economic development, particularly in fostering growth, employment, and income. The government, as it continues to put its economic plan in place is an indication of recognizing the importance of MSMEs in our country. Armed with this mission, effective and efficient actions such as implementation of policy provisions is essential to carry out the plans in addressing, sustaining and expanding the programs and services of the MSMEs which will undoubtedly contribute to the country's GDP and growing labor force.

In 2017, the MSMEs accounted 99.52 % of the total establishments in the Philippines and employed 62.9% of its workforce who are expected to be empowered and competitive in the domestic and global markets. The top five (5) industry sectors that include (1) Wholesale and Retail Trade, Repair of Motor Vehicles and Motorcycles; (2) Accommodation and Food Service Activities; (3) Manufacturing; (4) Other Service Activities; and (5) Financial and Insurance Activities, accounted for about 83.62% of the total number of MSME establishments. (Department of Trade and Industry, 2020). Evidently, majority of the business establishments in our country are MSMEs which signify that the largest bulk of our workforce belong to this sector.

With the renewed thrust of recognizing MSMEs as substantial contributor to our country's economic growth and employment, improved and innovative initiatives from the government have been crafted including convergence of available development resources and coordination among stakeholders to ensure MSMEs' sustainable growth and accelerate the achievement of our country's economic goals. Among the initiatives of the government is the DTI's 7Ms which aims to help Filipinos to set up their own business and be smarter entrepreneurs. With the planned projects in attaining the seven-point strategy that includes Mindset, Mastery, Mentoring, Markets, Money, Machines, and Models of Business, the Department of Trade and Industries hopes that these ways can make a difference in the market which will consequently contribute to the larger cause of sustaining the Filipino entrepreneurship revolution (Department of Trade and Industry, 2018b).

In implementing the seven-point agenda of 7Ms, several factors must be put in place since this initiative remains a big challenge bearing in mind the limited resources and technical people who can provide the proper approaches and methodologies to ensure that the required entrepreneurial competencies needed by Filipinos to start and manage a business venture along any of its risks would be achieved. In most cases, the government programs despite the availability of the budgetary allocation still fail

due to lack of comprehensive strategic planning and prioritization of activities. For more strategic implementation of activities, the use of research findings including statistics pertaining to knowledge and experiences on entrepreneurship of Filipinos should serve as a baseline in determining what agenda among DTI's 7Ms must be prioritized to ensure strategic allocation of funding and resources. Furthermore, research findings can also serve as a point of reference in the determining the effectiveness of the existing programs on entrepreneurial promotion and improving the training programs on entrepreneurship, particularly in the curricular and instructional enrichment by the different agencies to eliminate duplication of efforts. To achieve its overall goals and objectives, this policy brief suggests implementation policies which may serve as a guide in implementing the DTI's 7Ms to uplift the MSMEs in Philippines.

### Assessing Entrepreneurial Behaviors and Competencies of Filipinos

Filipino entrepreneurs are known for their practicality, passionate about business, confident and self-reliant; hard-working and goal oriented; and a leader and an innovator. These character traits are indicators that Filipino entrepreneurs, no matter how successful they are, they never lose sight of why they are striving to make their business thrive and grow (Philippine Daily Inquirer, 2012). In 2013, the Global Entrepreneurship Monitor (GEM) reported that Filipinos have a high regard on entrepreneurship, with 85 percent expressing interest to make entrepreneur as a good career choice and respondents showed a very high intention (44.1 percent) to start a business (Reyes, 2015). Meanwhile, the results of the 2015



Philippine APS (Adult Population Survey) and NES (National Experts Survey) revealed that more than half of the population sees business opportunity in the country and close to 70% believe that they have the necessary skills to seize the entrepreneurial opportunities in the economy (Velasco et al., 2017). Likewise, studies show that women entrepreneurs in the country are strong in the goal setting, information seeking, and systematic planning and monitoring competencies (Resurreccion, 2012);

Although most Filipinos may possess many positive entrepreneurial behavior and competencies, the 2015 Philippine APS and NES however revealed that there is a high business closure rate mainly due to unprofitable business operations and difficulty in accessing financing to continue business operations (Velasco et al., 2017). According to the Social Enterprise Development Partnerships, Inc. (SEDPI) Filipino millennials, who represent almost



half of the country's work force are least financially literate. In the study conducted by Mendoza (2015) on the financial performance of MSMEs found that enterprises performed favorably in liquidity, activity and leverage but suffered from a low-level profitability. Aside from financial skills, a study on entrepreneurial competencies among 100 college level SME operators of Ozamiz City Public Mall revealed that almost 43 percent were found to have moderate competencies on time management skills, marketing management skills and technical skills (Betonio, 2014). Furthermore, research findings on personal entrepreneurial competencies of students and practicing Entrepreneur in Cordillera Administrative Region and Cities of Baguio, Dagupan, and San Fernando, La Union show that they are weak in risk taking ((Bautista et al., 2007).

In this context, these findings have significant implications on the implementation of the DTI's 7Ms for these will serve as bases in determining the appropriate programs, activities and projects and address emerging issues that will obstruct the goal achievement of the seven- strategic agenda.

### **Suggested Policies for Implementation**

In assuring the long-term viability of the DTI's 7Ms, policies for the implementation of the planned programs, activities and projects is formulated to make certain that all strategic agenda will be achieved to their fullest possible extent.

#### **Policy 1: Dissemination of the 7Ms Strategic Plan**

It shall be the policy of DTI that:

The programs and projects in relation of 7Ms

shall be disseminated through various ways to all government agencies and stakeholders to ensure active participation of all concerned authorities.

#### **Policy 2: The priority strategic agenda shall drive the budget process**

It shall be the policy of the DTI that:

The strategic agenda of the 7Ms shall provide the basis upon which the MSME Council establish annual priorities, the government training institute identify annual programs and for the DBM's recommendation on annual budget.

#### **Policy 3: Integration of entrepreneurial mindset, mastery, and mentoring in the curriculum of educational system**

It shall be the policy of the DTI that:

All levels of the educational system shall integrate the programs, activities and projects of DTI with respect to the 7Ms strategic agenda on mindset, mastery and mentoring. All government entrepreneurial education and training institutions shall be directed to identify and use appropriate instructional designs including the development of instructional materials needed on these aspects to ensure that the required skill and competencies shall be transferred to students' long-term memory. Evaluation on the delivery of instructional services on entrepreneurial education shall be done at the end of the semester and results shall be submitted to DTI for review and enrichment of the programs, activities and projects.

#### **Policy 4: Conduct Training of Trainers on Entrepreneurial Development**

It shall be the policy of the DTI that:

The MSME Council in collaboration with all all concerned government entrepreneurial

education and training institutions in the country shall conduct annual training of trainers on entrepreneurial development to enhance the capabilities of entrepreneurial trainers and increase the number of human resources who will be involved in facilitating the training programs.

**Policy 5: Conduct series of regional entrepreneurial education and training on financial management, profitable machines, market access and business models**

It shall be the policy of the DTI that:

The Bureau of Micro, Small, and Medium Enterprise Development (BMSMED) shall coordinate with all concerned government entrepreneurial education and training institutions including Local Government Units (LGUs) in the country to conduct series of regional training on financial management, proven profitable machines, market access and types of business models that are suitable for MSMEs business venture. Training shall include interactive activities that would align the skills of participants with the potential industrial development in their respective regions. Regional trainings shall provide activities that are align with the participants' skills and the needs of the local industries.

**Policy 6: Assessment of Implementation of Programs, Activities and Projects**

It shall be the policy of the DTI that:

Through BMSMED, all government educational and training institutions and LGUs shall submit annual reports reflecting the extent to which the programs, activities and projects that are connected to strategic agenda of 7Ms for review purposes.

**Policy 7: Annual Updating of Programs, Activities and Projects**

It shall be the policy of the DTI that:

The BMSMED and the MSMED Council shall update the programs, activities and projects in relation to 7Ms to positively respond to the emerging needs in entrepreneurial development. In coping with emerging needs, government educational and training institutions and LGUs shall be allowed to recommend in writing to the BMSMED for the MSMED Council's review and appropriate actions.

**Conclusion**

Empowering marginalized sectors with the right mindset to move up in life requires comprehensive programs that will align the skills of Filipino entrepreneurs with the needs of the Philippine industries. With the implementation of the suggested policies, this would address the issue on provision of appropriate training programs that will enhance the skills and competencies of every individual that will consequently eradicate issues on mismatch of entrepreneurial skills and expectations that commonly lead more labor workers to give up looking for jobs.

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# EXTENSION PROJECTS

## Online Mentoring for MSMEs

*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.*



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## Online Mentoring for MSMEs

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## ONLINE MENTORING PROGRAM

JUNE – DECEMBER 2020

The pandemic brought unprecedented challenges to most businesses regardless of size. However, MSMEs are the ones badly hit by the lockdown and health protocols to lessen the effect of COVID-19. The regular face-to-face transactions with customers both for public and private sectors has been stopped for at least three months. In the case of government services, the UP ISSI was not spared in extending its regular face-to-face mentoring services to MSMEs like the Integrated Organizational Survey Assessment (IOSA). Thus, in June 2020, it was decided that on-line mentoring be offered to MSMEs to help them to pivot and get the necessary information about government economic recovery package programs.

The program aims to assist MSMEs who have been affected by the onslaught of the pandemic starting March 15, 2020. The virus wreaked havoc on business operations due to lockdown, immobility of workers and the disruption of the supply chain where raw materials do not reach the factories and customers are locked down in the comforts of their homes.

Specifically, the online mentoring program should be able to:

- provide mentees relevant and updated information in marketing, operations, human resource, and finance.
- present government programs for working capital, tax reprieve program, safety net for workers, among others.

- help them pivot, recover and be more resilient by linking them to ISSI online training programs such as digital marketing, HANDA or business continuity planning and management and Start Your Own Business.
- link MSMEs to relevant websites for capacity building that have been providing free online training, mentoring, and financial assistance such as the DTI, DOST, DA, DOLE, SSS, SB Corp, among others.

Online Mentoring for MSMEs includes: Advisory, preparation of templates whenever possible that mentees can use for their day-to-day operations, referrals, and management tips.

An online inquiry form was set up at the UP ISSI website. The head of BEDD assigned the mentor to assist the mentees based on the mentor's specialization. The mentees are contacted based on their preference for communication such as email, messenger through Facebook, Zoom or Facetime and phone call.

### Profile of Mentees

#### I. Gender

A total of 63 mentees or MSMEs availed of the online mentoring from June 15 – December 31, 2020. Thirty-five (35) are males and 28 are females.

### Mentees by Gender

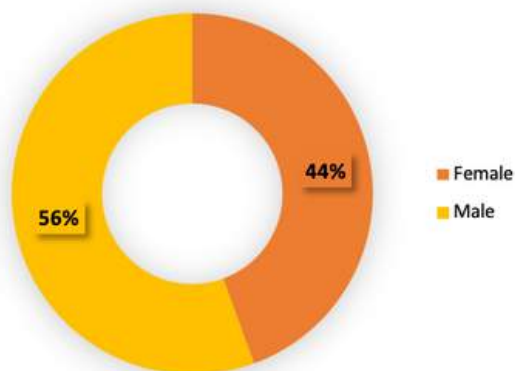


Figure 1. Mentees by Gender

## II. Owners

Most mentees or 61 are business owners while two mentees are not.

### Business Owners

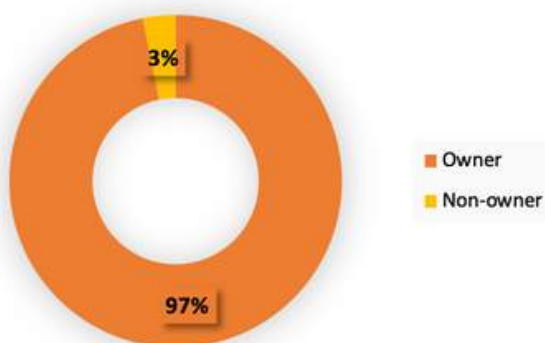


Figure 2. Mentees as Business Owners

## III. Industry Size by Employment

A total of 57 mentees are micro-entrepreneurs and only five were considered small business owners.

### Mentees by Industry Size and by Number of Employees

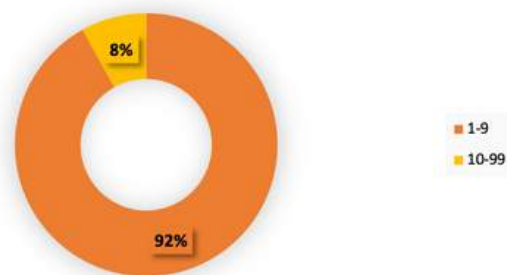


Figure 3. Mentees by Industry Size and by Number of Employees

## IV. Nature of Business

Of the 63 mentees, most of them or 52 are from the service sector, 10 are manufacturers and one is in agribusiness engaged in fresh chicken production.

### Profile of Mentees by Major Industry Sector

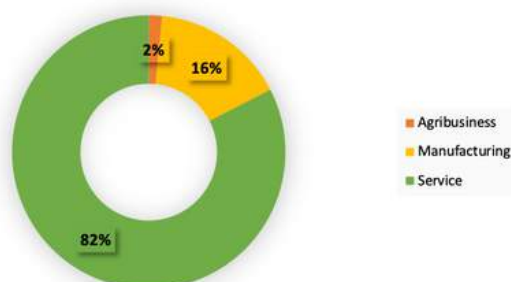


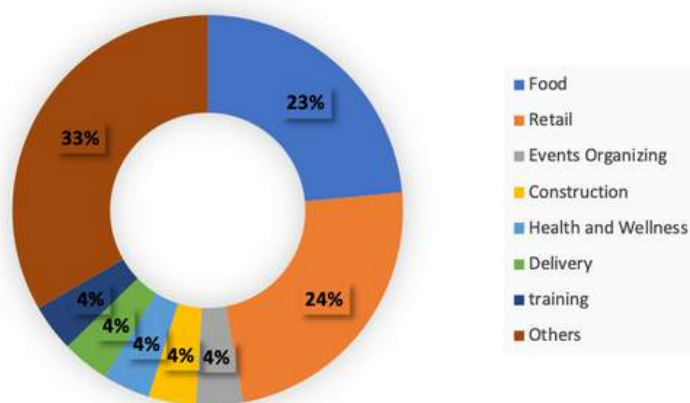
Figure 4. Mentees by Major Industry

#### IV. (a) Service Sub-Sector

The breakdown of the service sector into subsectors show that twelve (12) mentees are in food service mostly food carts. Twelve (12) mentees are in retail trade for coffee (1), agricultural and industrial products (2), on-line grocery (1), flower shop (1), food (1), office supplies (1) and others (5). These are followed by mentees or MSMEs (10) engaged in: event organizing, construction, health and wellness, training, and industrial instruments. The rests of the mentees (17) are into: architectural design, brokerage, logistics, deliveries, non-government organization, travel and ticketing, school, printing, telecom, real estate, advertising, legal, IT, foreign exchange, trucking and laundry.

Figure 5. Mentees in the Service Sector

##### Mentees by Service Industry Sub-sector



#### IV. (b) Manufacturing

Of the 10 mentees, six (6) are in food manufacturing. The food manufacturers are engaged in beverage and juice production (2), pastillas making (1), processing of tumeric and ginger (1), condiments/food seasonings (1), and seafoods and native delicacies production (1). The other four mentees are manufacturing products for health and wellness, corporate giveaways (1), handicrafts (1) and metal and steel fabrication (1).

##### Mentees in the Manufacturing Sector

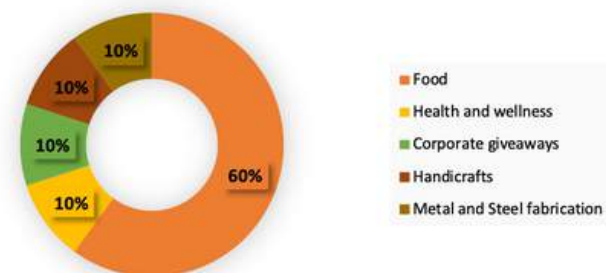


Figure 6. Mentees in the Manufacturing Sector



#### IV. (c) Agribusiness

Only one is in fresh chicken production.

#### V. Preferred Form of On-line Communication

Twenty-eight (28) mentees preferred email as well as Zoom (28 mentees) as ways of contacting and mentoring them. Seven (7) preferred to be contacted via facetime. In addition, mentors also contacted the mentees through phone calls and messenger of Facebook.

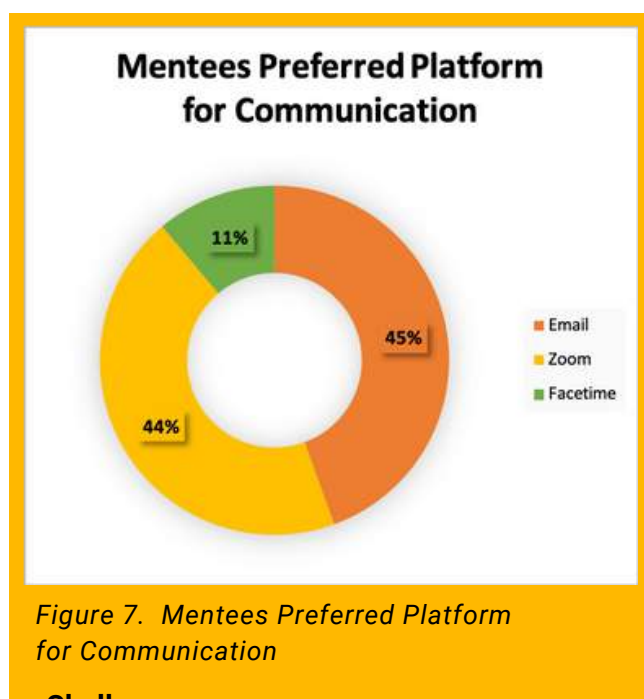


Figure 7. Mentees Preferred Platform for Communication

Marketing topped the challenges that mentees had to face during the pandemic due to lockdown and limited if not no customers at all. It goes without saying that operations, personnel and finance are sought

Nineteen (19) mentees are finding it hard to maintain the market or customers. Eleven (11) mentees are having problems with operations or production due to the breakdown of the supply chain. Raw materials, workers, and logistics support are not available to reach the factories due to lock down at provincial and regional borders. Ten (10) of the mentees are having cash flow problems and access to the much needed working capital for salaries and overhead especially rent. Four mentees have issues on both marketing and operations; one mentee was having problems with marketing and human resource, and another one was having problems with market and finance. Two (2) mentees were having issues with market, operations and finance while three (3) mentees were facing challenges when it comes to market, operations, HR and finance all at the same time.

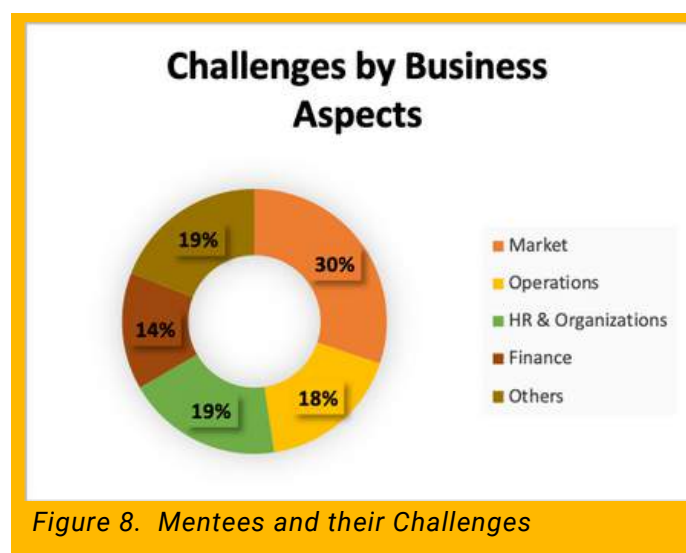


Figure 8. Mentees and their Challenges

During the pandemic, as shown in Table 1, 17 mentees are facing issues with their products and services in terms of:

- product development, supply and demand situation,
- presence of competitors,
- inconsistent sales on-line,
- how to pivot to other services,
- scaling up and grow the business,
- low sales due to low number of customers, and
- how to go about import and export business.

One mentee stated problem in product/service pricing. Promoting mentees' products and services during this unprecedented time was an issue. Other issues raised by mentees were: branding, marketing, on-line presence, product positioning, and networking. One mentee requested on how to go about franchising contract and agreement as well as delivery system.

### Specific Operations Challenges

Of the 20 mentees who responded to the operations issues, four (4) stopped its operations during the pandemic. Sixteen (16) of them raised the following operations challenges:

- Inability to move, compliance to protocols and projects to be implemented;
- Lack of supplier contract agreement;
- Relayouting of the place of business with limited budget;
- Poor materials management;
- Proper inventory management;
- How to decide in closing the business;
- High cost of raw materials;
- How to reduce costs;
- Product returns;

- Product being stolen;
- Products being repackaged by courier company or third party logistics;
- Limited transportation and logistics if lacking at all to carry the products; and
- How to go full blast in operations despite the pandemic.

### Organization and Human Resource

Seventeen (17) mentees reiterated the following problems that they were facing in terms of organization and human resource:

- Capability building or trainings specifically on how to start a business, managing existing enterprise, accounting for non-accountant and business plan preparation;
- Strategic direction;
- Starting the business;
- Registering the business;
- Organization of the enterprise in general; and
- Change of ownership from sole proprietorship to one-company person.

### Finance

Ten (10) of the mentees raised the following affecting the financial aspect of their enterprises issues below:

- Low net income
- Limited working capital
- Break even sales and volume
- Cash flow issue
- Accounting systems

Limited working capital and access to finance topped the list and followed by cash flow problem.

## BUSINESS ENTERPRISE DEVELOPMENT ISSI MENTORS

ISSI mentors assigned to mentees took the following actions on market aspects, organization and HR, and finance.

Mentoring assignment was based on the mentor's field of specialization.

**63**

**NUMBER OF  
MENTEES  
HANDLED**

### MENTORS

Ma. Luisa Solarte-Lee  
Reynold Ferdinand G. Manegdeg  
Marsha Lee A. Delfinado  
Karen Kay Bravo-Coballes  
Senedith A. delos Reyes  
Bernie B. Villaluna

### AREAS FOR IMPROVEMENT

- Prepare management tips and information briefs for mentees to refer to when mentors are offline.
- Evaluate and assess the online mentoring service of ISSI by asking feedback from mentees.
- Feature mentees in ISSI website to promote and increase online presence as they recover in the better normal.

### SUMMARY OF ACTIONS TAKEN

- Discussed important management and enterprise development concepts and practices:
  - a. Lean start-up
  - b. Market research
  - c. Market segmentation
- Provided information on government programs:
  - a. Economic recovery programs
  - b. Barangay Micro Business Enterprises (BMBE) law
  - c. Business license processing
- Shared ISSI training courses
  - a. eSYOB
  - b. Digital Marketing
  - c. Business Continuity Planning for MSMEs
  - d. Honing Agents for National Disaster Awareness (HANDA) Program
- Pivot to online marketing
  - a. Featured article and social media content assisted by ISSI mentors



# SHOWCASING LOCAL MSMEs



**Momilo Mio**  
July 2020  
<http://bit.ly/MomiloMio>



**Dencio's Sweets and Delicacies**  
September 2020  
<http://bit.ly/DenciosSweetDelicacies>



**Atokape**  
September 2020  
<http://bit.ly/Atokape>



**Daddy Mikks**  
October 2020  
<http://bit.ly/DaddyMikks>



# PUBLICATIONS

## UP ISSI Bi-Annual Newsletter Publication

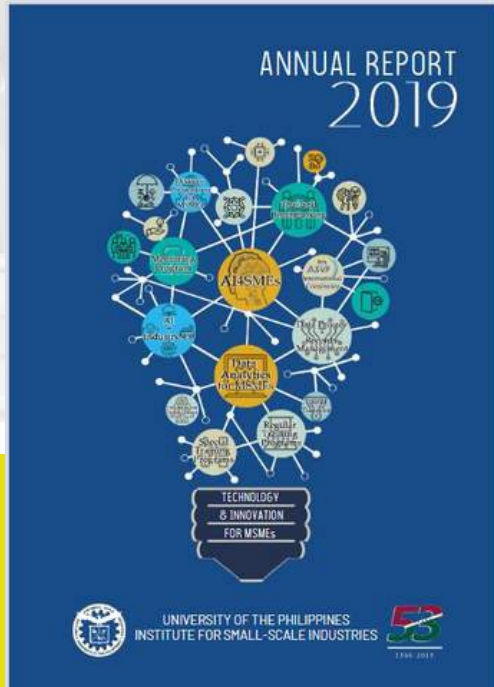
The bi-annual issues of The ISSI News were published last July 2020 and December 2020. Both issues concentrated on the pandemic effect on MSMEs and how ISSI coped with it. The Institute transforms its training programs through the pilot runs of its eCourses and offers free webinars.



The ISSI News Issue No. 42



The ISSI News Issue No. 43



ISSI 2019 Annual Report

## UP ISSI 2019 Annual Report

The 2019 annual report focuses on the technology and innovation for MSMEs. Digital copy is published at the UP ISSI website under the Resources webpage.

## ***A tribute to our Adaptable, Brilliant and Brave former director***

When Dr. Aleli B. Bawagan, or Ma'am Aleli/ABB as we call her, joined the UP ISSI in October 2018, she rallied the whole Institute to revisit its mandate and to ensure that this is reflected in every training, research, and extension program we conceptualize and conduct.

She emphasized the need for the Institute to innovate in training & extension programs and to produce research studies and policy papers. All these with a goal in mind: to help the micro entrepreneurs and be responsive to the challenges being faced by the micro, small and medium enterprise (MSME) sector.



*Dr. Aleli B. Bawagan*

With her leadership, the Institute launched the COPE Program (Communities of Practice in Entrepreneurship), which aims to bring entrepreneurship education to communities with lesser access to such service in a formal school. The Institute also co-hosted an international conference entitled, "Technology and Innovation for SMEs", which centered on the impact and importance of technology and innovation to the SME sector. Even during the pandemic, and despite the challenges it presented, ISSI continued serving the MSMEs with ABB's direction and guidance. Under the COPE Program, the Institute provided free webinars on topics that are useful to MSMEs. Regular training programs continued using virtual classrooms. Online mentoring services and marketing support programs were launched.



Two research services and marketing support programs were launched. Two research studies were also conducted focusing on the effects of the pandemic on MSMEs and the assistance they need to be able to recover.

Two years of having her as our director may have been short, but it was a productive, educational, and fulfilling one. In this article, we give honor and appreciation to our former director, and currently the Vice Chancellor for Community Affairs of UP Diliman, Dr. Aleli B. Bawagan.

*"Adaptable, Brilliant and Brave are the words that describe Dr. Aleli B. Bawagan. Dr. Bawagan can listen to individuals in need of help and have fun with ordinary people. At the same time, with her brilliance and adaptability, can bring about impactful changes in any organization she's in. I pray that our country leaders are people like her."*  
– Marsha

*"I will always remember Director Aleli as one of the key figures that really allowed me to grow by giving me a chance to demonstrate my leadership skills. She knows when to trust my decision and when to intervene if necessary. When challenges arise, she was there to give her advice. She was more of a mentor making sure that I learn from my mistakes. She showed her heart for the MSMEs by making sure our programs and projects will be impactful especially for the Micro and Small businesses. I admired her ability to rally people to a goal. She was able to do this, something that I only saw in her, by being collaborative, unassuming, and trusting the people's strengths and skills to be able to deliver quality service to our stakeholders and to promote passion in our work in the*

*institute. I will be forever grateful to her for trusting me in handling the transition of the department (BEDD) including important projects and allowing me to innovate and improve the way we do things. I could never have accomplished such a feat without her guidance and belief."* – Ferdz

*"Dr. Bawagan urged the UP ISSI to go back to its mandate of assisting MSMEs -- particularly micro and small enterprises. This was our inspiration in conducting the UP ISSI Advocacy Project for the coffee growers in Atok, Benguet. Dr. ABB's background in community development translated to us as research and extension staff. For instance, I learned the value of doing field work, engaging directly with the micro and small enterprise owners, conversing with the small coffee growers and getting to know their role in promoting the livelihood of their local community members. On a personal note, I am very thankful that she attended my thesis defense, along with my other colleagues from the Institute. This gesture showed how Dr. Bawagan supported and encouraged UP ISSI staff who are pursuing graduate studies for professional advancement."* – Joanna

"Good day, VC Bawagan! I just wanted to let you know that in the short time that we worked together when you were our Director, I became exposed to new things that have added to my experience as an employee. Thank you, Ma'am." – Berna

"Maligayang bati, Ma'am Aleli! Maraming salamat po sa pagiging bahagi ng ISSI at nawa'y magpatuloy pa kayo sa inyong mga mabubuting gawain. God bless po!" - Jeff

"Ma'am Aleli, you were, and you still are, an inspiration to me. Your servant leadership, your energy towards work, your being passionate about community development, and even your healthy lifestyle. When it comes to work, you've shown me how to be focused and detailed. Your inputs and insights on our draft outputs always prove critical to the overall improvement of our work. You also kept me on my toes. I remember this meeting I had with you and some of RD colleagues. You asked us about MSME associations, followed by another question about ISSI's partnership with them, followed by another question about the TRAIN law. I was a one-week-old employee at that time, and that was my first meeting with you. I thought, 'Professor talaga ang Director namin, parang graded recitation ang peg ng meeting. Kailangan ko na 'atang i-memorize ang Magna Carta for MSMEs'. Later, I would realize that these questions you ask during meetings were never meant to "gauge/grade" us, but for you to know our perspectives, our take on things/issues. Simply because that is the

kind of leader that you are. Someone who listens. Someone who collaborates rather than imposes. Someone who corrects, but always with guidance. Of course, it was not just work-work-work with you. I remember when you asked us to join the One Billion Rising event. I thought it would only be us – the staff – joining the dance. But no! You danced with us! And even if you're a fast-paced person (you talk fast, you walk fast, you do things fast), you also know when to pause and take things slow. You would drop by RD just to say "hi" and "kumusta" to all of us. Sometimes, you would even join us for a quick merienda and share a good laugh with us. And when you'd start laughing, everyone just couldn't help but start laughing out loud, too! I could go on and on, but I'm afraid the space provided is limited. So, I'll end this with: Marami pong salamat, Ma'am. Padayon!" – Mel

"Ma'am Aleli, buong puso akong nagpapasalamat sa inyo. Maraming akong natutunan, nalaman at maaring baunin sa mga panahong nakasama namin kayo. Tunay na ang pagpakita na mas importante ang maintindihan at malaman ang tunay na kalagayan ng komunidad. Salamat sa pagtitiwala sa bawat isa sa amin, ipinakita ninyo kung paano mamuno ang isang tunay na lider, na tumayo bilang ilaw ng tahanan sa amin at ang masasayang ngiti na nagbigay inspirasyon sa amin upang lalo pang magpatuloy sa mga gawain na amin ay nakaatas. Maraming salamat po, ABB :)" - Marga

*"Maraming salamat po sa pagiging ina ng ISSI, lalo na po sa aming mga kabataan. Itinuro 'nyo po sa amin kung ano ang kahulugan ng pagsisilbi sa bayan sa pamamagitan ng paggampan sa aming mga tungkulin nang may galak sa puso. Maraming salamat po sa lahat ng mga aral na inyong ibinahagi lalo na po nung nakasama namin kayo sa Tacloban; mga aral na hindi basta-basta makukuha sa apat na sulok ng silid-aralan. Hangad po namin para sa inyo ang mabuting kalusugan at kaligayahan sa inyong paglilingkod sa bayan. Padayon!" – AA*

*"Thank you, Ma'am Aleli, for being an inspiration to us. You are like a mother who pushes us to do our best, at the same time, supports us in our endeavors. Your enthusiasm for service to the people is contagious - as well as your laughter! Dugang kadasig sa imong mga gimbuhaton, ug daghang salamat! :)" – Glennis*



*Dr. Aleli B. Bawagan with ISSI staff*





Dr. Gonzalo A. Campoamor II

The University of the Philippines Institute for Small-Scale Industries (UP ISSI) welcomed Dr. Gonzalo 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. *"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!

### Dr. Fidel Nemenzo is the New UP Diliman Chancellor

Dr. Fidel R. Nemenzo was officially appointed by the UP Board of Regents as the 10th chancellor of the University of the Philippines Diliman, last 3 February 2020.

A Mathematics professor, Dr. Nemenzo was a graduate of Bachelor of Science in Mathematics from UP Diliman in 1985. He took both his master's and doctorate degrees from Tokyo's Sophia University in 1992 and 1998, respectively.



*Flag raising and turnover ceremony of UP Diliman Chancellorship from Dr. Michael L. Tan to Dr. Fidel R. Nemenzo.*



Dr. Nemenzo was the Officer-in-Charge of the UP Institute for Small-Scale Industries while being the Vice Chancellor for Research and Development of UP Diliman. His chancellorship will start on March 2020 until 2023. He succeeds Dr. Michael L. Tan.

During the selection process for chancellor, Dr. Nemenzo mentioned that he will make UP Diliman as a “modern research university with a public mission” and an “academic center of excellence.”

IDr. Nemenzo is the son of former UP president Francisco Nemenzo Jr.

### ISSI Post-ECQ Team (PET)

The UP ISSI Post-ECQ Team (PET) was formed in 2020 in accordance with the UP Diliman Guidelines that came out for measures in dealing with the COVID-19 pandemic. In one of the Updated UP Diliman Post-ECQ Guidelines there is mention of having a Post-ECQ Team in each unit, which includes the unit's Health Liaison Officer [HELO] (UP Diliman Information Office, 2020). Members of the PET include representatives from each of the divisions who report directly to the UP ISSI Unit Head/Director.

The main responsibility of the UP ISSI PET is to see that ISSI is compliant with the post-ECQ guidelines, which is done through the practice of the Team's functions and responsibilities. These include the following: reviewing existing health protocols and making changes as needed and initiating health-related activities as the Team sees fit.

The Team notifies the staff regarding the guidelines and related matters. For concerns or circumstances that need to be addressed, the PET functions as a recommendatory body with management making the final decision on action plans. Compliance of the unit in relation to the guidelines is dependent on the cooperation of all of the members of the organization.

A number of the health protocols practiced involve wearing of face masks and face shields, practicing physical distancing, keeping hands clean, having one's temperature checked and filling out the health checklist form.

One of the health-related activities implemented was having a few "Kumustahan" sessions for all of the staff, done through the HELO with the help of another staff. This is so that everyone could reconnect with each other during these times when Work-From-Home has become an arrangement for most of the staff.

Working together with other staff outside of the Team has also been very critical to do what needs to be done, with coordination and cooperation being two of the needed factors in doing the tasks which are ultimately for everyone's safety.

#### Reference

University of the Philippines Diliman Information Office. (2020).

*Updated UP Diliman Post-ECQ Guidelines.*

Retrieved from <https://upd.edu.ph/updated-up-diliman-post-ecqguidelines/>

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### ISSI 2020 Retirees



Two UP ISSI staff bid adieu to the Institute this year; Ms. Blessilda A. Clerigo of the Training and Entrepreneurship Education Division, and Mr. Rodolfo C. De Jesus of the Administrative and Delivery Division who both served in the Institute for more than 40 years.



Due to the current situation brought by the COVID-19 pandemic, the celebration for Sir Dolfo's and Ms. Bless's retirement was held off. However, the pandemic did not serve as a hindrance for the rest of the UP ISSI family to congratulate and wish them a wonderful and happy retirement.

### UP ISSI welcomes two new hires for 2020



Mr. Jecon Joshua R. Atienza, University Extension Associate II, is under the Business Enterprise Development Division. He was connected as Legal Assistant at the Legal Department of the National Housing Authority prior to his transfer to the Institute. He is currently busy with the online mentoring initiatives of his Division.



Another new hire, Ms. Ross Kline A. Empleo, is a University Extension Specialist I of the Research Division. She is currently pursuing her Master of Arts degree in Communication at the University of the Philippines Diliman. She earned her Bachelor of Science in Development Communication from the University of the Philippines-Los Baños. Her current research projects are about micro, small and medium enterprises (MSMEs). Her other research interests are political communication, new media, and risk communication.

### ISSI PRAISE Awardees Named

Nine UP ISSI staff has been awarded with UP Diliman Program on Recognition of Awards and Incentives for Service Excellence (UPD Praise) for 2019. The awardees from different divisions of ISSI received the peer evaluated performance excellence awards for the year 2019 as launched by the Human Resources Development Office (HRDO) and the Office of the Vice Chancellor for Research and Development (OVCRD). As per memo from the OVCRD, the bases of the awards were from the peer ratings per office and the performance ratings for 2019 of UP regular and contractual employees with active status as of February 2020.

Here were the awardees:

 <p><b>DARREM S. BAUTISTA</b> ADMINISTRATIVE DELIVERY DIVISION (ADD)</p>	 <p><b>MARIA JESSA T. BURAC</b> ADMINISTRATIVE DELIVERY DIVISION (ADD)</p>
 <p><b>MELANIE V. CABOTAJE</b> RESEARCH DIVISION (RD)</p>	 <p><b>MA. BLESSILDA A. CLERIGO</b> TRAINING &amp; ENTREPRENEURSHIP EDUCATION DIVISION (TEED)</p>
 <p><b>KAREN KAY BRAVO-COBALLES</b> BUSINESS ENTERPRISE DEVELOPMENT DIVISION (BEDD)</p>	 <p><b>LOURDES P. CUBILLAS</b> DIRECTOR'S OFFICE (DO)</p>
 <p><b>NEIL DC. GRIMALDO</b> TRAINING &amp; ENTREPRENEURSHIP EDUCATION DIVISION (TEED)</p>	 <p><b>MA. LUISA SOLARTE-LEE</b> BUSINESS ENTERPRISE DEVELOPMENT DIVISION (BEDD)</p>
 <p><b>JEFFERSON C. SUMALABE</b> RESEARCH DIVISION (RD)</p>	

*Congratulations to all the awardees!*

## ISSI joins Saliksikhay

Saliksikhay Conference 2020

Pagdiriwang ng Dangal at Kahusayan sa Saliksik, Malikhaing Gawa, at Ekstensiyon

*Saliksikhay*, a portmanteau of Filipino words *saliksik* (research) and *sikhay* (diligence), was held last 16-17 January 2020 at the Benito Sy Pow Auditorium of the College of Architecture in UP Diliman.

The two-day festival of honor and excellence in research, creative, and extension works saw more than 30 presenters delivering different outputs in eight cluster topics: Education and Culture; Disaster Risk Reduction and Resiliency; Environmental Protection; Food and Agriculture; Housing and Infrastructure; Advanced Science and Technology; Transportation Solutions and Energy; and Health and Wellness.

Saliksikhay was the brainchild of the Office of Vice Chancellor for Research and Development, headed by Dr. Fidel R. Nemenzo, with the support of the Department of Science and Technology and the University of the Philippines.





### ISSI Staff as Resource Persons for Saliksikhay

Reynold Ferdinand Manegdeg, Head of the Business Enterprise Development Division, presented "Towards Integrating Inclusivity in Current Business Relationship in the Coffee Industry: A Study on the Challenges of the Relationship Among Coffee Enterprises in Atok, Benguet."



Manegdeg explained that the research project, in collaboration with a team of ISSI researchers, "seeks to understand the relationship between small and large enterprises, including the challenges and benefits of the partnership. It also aims to determine and assess factors that influence the partnership in the context of inclusivity and how it impacts the small enterprises' profitability and productivity."

Joanna Rose Laddaran, of the Research Division, delivered a speech on the Honing Agents for National Disaster Awareness (HANDA) Program: Disaster Preparedness and Business Community Planning for MSMEs, on the first day of event. The HANDA program was designed "to foster a culture of preparedness in the country by teaching MSMEs to be proactive, rather than merely reactive to devastating climate events," according to Laddaran.



### "Tara Na, Negosyo Na!" Year 10:

UP ISSI envisions a better normal for MSME's

#### *No pandemic could stop the celebration of the 10th "Tara Na, Negosyo Na!"*

This year, the Training and Entrepreneurship Education Division (TEED) 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.



Poster for day 1: Lessons from MSMEs

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.

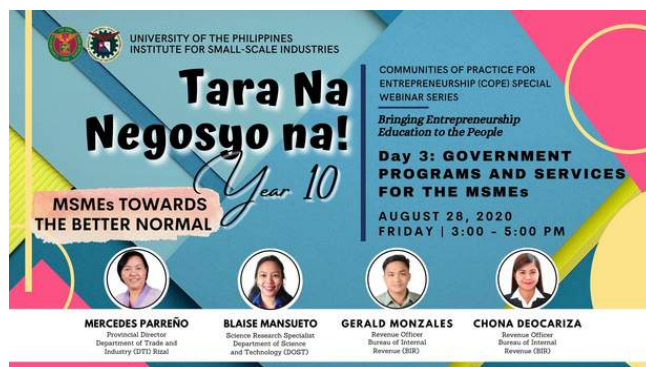
The second day's discussion entitled, "MSMEs and the Private Sector" talked about how Filipinos are helping Filipinos. Representatives from the private sector – Mark Tanseco Del Rosario of Let's Eat Pare, Alfred Iporac, Jr. of Meralco Powerlab, and Jorge Noel Y. Wieneke II of the Association of Filipino 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.



Poster for day 2: Support from the Private Organizations

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.

Closing the three-day event, the Head of the Training Division Ms. Glennis S. Uyanguren thanked the webinar participants and



Poster for day 3: Government Programs and Services for the MSMEs

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 Mari-De Guzman (Program Manager) and Kimberly Parreño (Program Coordinator). The event was facilitated by Marvin M. Manlapas, Sendy A. Delos Reyes and Melanie V. Cabotaje.



# KWENTAHAN TAYO: PINADALING ACCOUNTING PARA SA 'YONG NEGOSYO YEAR 2020

The UP Junior Philippine Institute of Accountants (UP JPIA) launched the accounting talks dubbed as “Kwentahan Tayo: Pinadaling Accounting para sa ‘yong Negosyo,” last February 29 and March 7 at the ISSI.

The UP JPIA is a registered UP Diliman student organization that regularly holds free accounting seminars to help micro, small, and medium enterprises be educated and develop their entrepreneurial and financial skills. This year, they tapped UP ISSI as one of their partners together with the Department of Trade and Industry-National Capital Region Office and Alliance End to End Solutions, Inc.

The topics discussed during the seminar were Basic Accounting and Taxation, which were the two most sought topics of the participants.

According to the UP PJIA, the seminars

*“were created to help businesses improve their operations by helping them understand the principles of accounting and making it easier for them to understand their own finances.”*

They also explained that they were able to get speakers that waived their fees as instructors in the talks making their seminars free of charge to the public.

The speaker for the first session on Basic Accounting Theory was Neil Jason Lopez, while for the second session on Taxation were Kendra Miranda Lorin and Remvert Bryan Placido. Targeted for non-accountant audiences, including small business owners, such as sari-sari store owners, and aspiring entrepreneurs, the talk was divided into a seminar for the discussion of the lectures and a workshop afterwards to apply what they had learned into practice.



# EXTENSION PROGRAM INITIATIVES

The Institute continues to provide extension programs in the communities by providing free entrepreneurship trainings to would-be entrepreneurs and eager students. Despite the pandemic, ISSI staff roamed around the campus and elsewhere to reach out and to give free lectures on enterprise development.



*ISSI staff Ms. Allysa Anne M. De Guzman.*



*ISSI staff (L-R) Mr. Romeo G. Estrella, Mr. Marvin M. Manlapaz, Mr. Neil DC. Grimaldo with the Lumad students.*

Grade 10 Lumad students are being attentive to the lecture given by the staff of the UP ISSI as it facilitates Seminar-Workshop on Enterprise Development as part of the Communities of Practice for Entrepreneurship (COPE) Program.

Held on March 5, 2020 at the UP College of Fine Arts



*As of December 2020*

## UP ISSI ORGANIZATIONAL CHART



**DR. FIDEL R. NEMENZO**  
CHANCELLOR - UP DILIMAN



**DR. GONZALO A. CAMPOAMOR II**  
VICE CHANCELLOR FOR  
RESEARCH AND DEVELOPMENT



**DR. ALELI B. BAWAGAN**  
DIRECTOR (UNTIL JUNE 2020)



**DR. GONZALO A. CAMPOAMOR II**  
OFFICER-IN-CHARGE  
(FROM JULY 2020)

### ADMINISTRATIVE DELIVERY DIVISION



**ROLANDO RAMON C. DIAZ**  
UNIVERSITY EXTENSION SPECIALIST V

### RESEARCH DIVISION



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**20  
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