



# The ISSI News

The official newsletter of  
UP Institute for Small-Scale Industries

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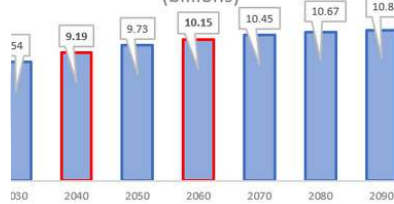
## In This Issue



### The Future of Food

Demand for Food &  
Consumer Preferences

World population projections, 2020-2100  
(billions)



SOURCE: UNITED NATIONS POPULATION DIVISION

### Special Programs

Return to face-to-face training



SBCC 103: Strategic Marketing  
Clark, Pampanga  
16-20 May 2022



### Staff News

What's happening?



## Back to normal

The Philippines is fast catching up with the rest of the world in the opening of their economies and the return to normalcy of lives. The Gross Domestic Product's 8.3% growth in the first quarter of the year is a strong indication that the country is finally coming back from the pre pandemic situation. This growth in the economy is higher than the 6% forecast of the Asian Development Bank for the year, which the coming administration hopes to achieve by

reinstalling the past economic managers of the previous administrations.

The health scare that engulfed the country for more than two years is being kept at bay also. The country so far maintains its lower risk status due to a lower number of COVID-19 active cases and deaths, prompting the Inter-Agency Task Force for the Management of Emerging Infectious Disease to reinstate the Alert Level 1 status of most regions until June 30.

Cont. on page 2

# BACK TO NORMAL

Also, with the next academic year nearing, the Department of Education Secretary Leonor Briones encouraged all public and private schools to have full face-to-face classes owing to the lesser threats of the virus. Secretary Briones also confirmed that 73% of public schools participated in limited in-person learning, hoping that the private school will do the same for this coming school year. The Commission on Higher Education, for its part, announced a resumption of face-to-face classes this coming academic year 2022-2023 amongst higher education institutions.

With these developments, the return to normal routine is beginning to be felt in the communities and the whole nation. Here in the UP Campus, some offices are beginning to have normal office schedules, though some staff are still in the work-from-home setup. We in the UP ISSI work at least two or three times a week in the office and the other days working at home. We also conducted some face to face training after almost two years of doing virtual instructions via Zoom platform. Definitely, we are slowly embracing normal lives.

In addition, we offer you the latest news of what we are doing here in the ISSI, through the pictures, since the beginning of the year. We also have the latest survey report conducted by the Research Division on the pandemic impacts towards the women in the informal economy. Two articles on the Food Series written by our Director's Office staff are also included, on food demand and food consumer preferences.

We hope to give you more positive news in the coming days as we embrace back the normalcy of everything. More face to face training, events, programs and others.

Ref:

<https://www.bworldonline.com/infographics/2022/04/07/440840/adb-keeps-2022-philippine-gdp-growth-forecast-at-6-expects-6-3-in-2023/>

[https://malaya.com.ph/news\\_business/marcos-names-economic-team/](https://malaya.com.ph/news_business/marcos-names-economic-team/)

<https://mb.com.ph/2022/03/12/ched-expects-more-schools-to-hold-face-to-face-classes-in-school-year-2022-2023/>

## SMALL BUSINESS COUNSELORS' COURSE 103: STRATEGIC MARKETING



Participants with the speakers, Mr. Orly Ballesteros, and Regional Director Leonila T. Baluyut, DTI Region III.

The UP ISSI through the Training and Entrepreneurship and Education Division (TEED) has conducted its first face-to-face training after almost two (2) years of doing online training programs. The Small Business Counselors' Course 103: Strategic Marketing was held on May 16 - 20, 2022 in Clark, Pampanga. It was participated in by the staff of DTI Region III.

Maria Fe Reyes and Kristel Maisie Soria served as the Program Management Team.

*"SBCC is ladderized program which aims to capacitate and upgrade the knowledge, aptitude, skills and habits of DTI's supervisors, technical and non-technical staff assigned in various Negosyo Centers in the regions. Negosyo Centers are one-stop shops created under Republic Act (RA) No. 10644 that are responsible for "ease of doing business and facilitating access to services for [micro, small and medium enterprises or MSMEs] within its jurisdiction".*

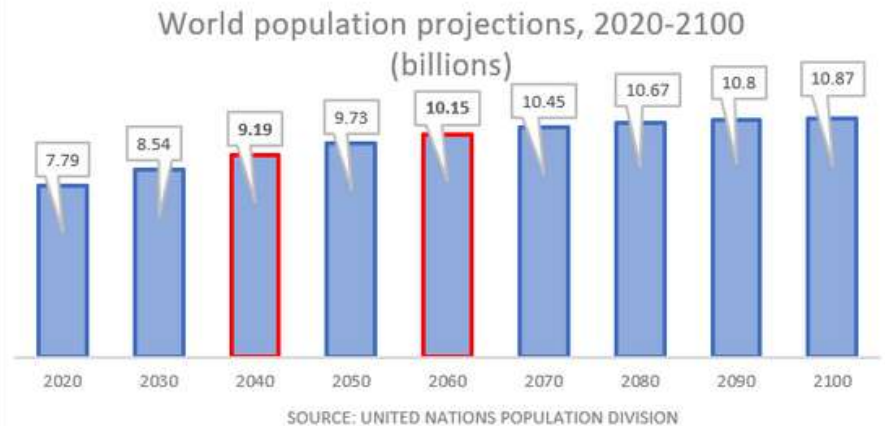
# The Future of Food

1

## Demand for Food

In 2019, the United Nations Population Division reported that at least 1.4 billion will be added to the world population, hitting 9.19 billion in the next twenty years. Moreover, global population would continue to grow that in 2060, it is estimated to breach the 10 billion mark.

This rapid population growth would result in an increase of 70% in global food demand, straining supply. There will be so much people in the world in the coming years and if nothing remarkable is done, forecasts indicate that there would not be enough food to sustain the global population.



A big chunk of the increase in population would be coming from African states and other poor nations. According to World Bank data, in 2020, countries from the African continent had the highest population growth rate, at about 2.6%; followed by

Middle Eastern countries, at 1.7%. North America and East Asia and the Pacific regions, on the other hand, had the lowest population growth rate at an average of 0.43% and 0.49%, respectively.

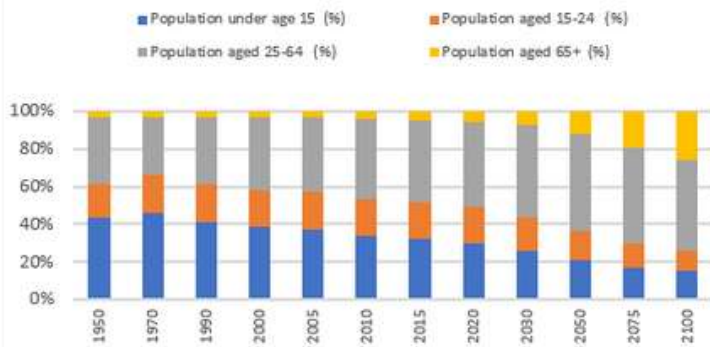


Philippine population is expected to continuously increase, too. The United Nations projects a 32% growth in the next thirty years in the country. In 2050, there would be an estimated 144.5 million Filipinos.

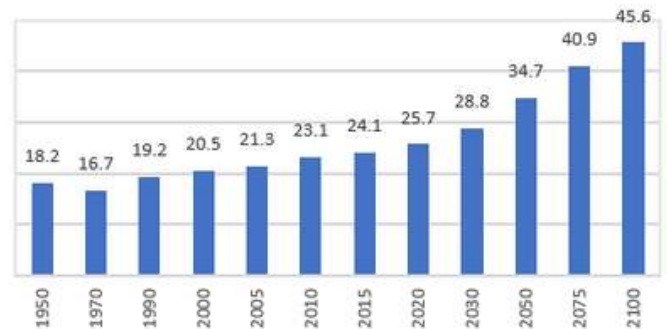
The median age would likewise increase. If in the 1950s, the median age in the Philippines was 18.2 years old, in 2050, this would almost double- median age would be 34.7 years old. The share of people aged between twenty-five to

sixty-four would persistently rise. The same increasing trend for those aged sixty-five and above would be observed, as well. Meanwhile, the share of younger population – those below fifteen years old and those between fifteen to twenty-four years old- would consistently decline.

## Philippine population age distribution



## Philippine Population median age (years)



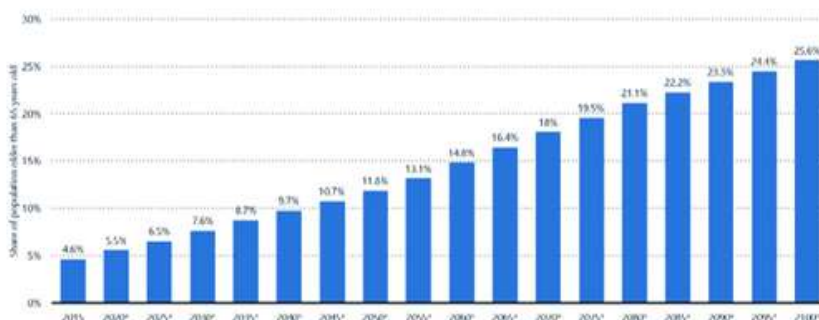
Source: Philippine Statistics Authority

## Population Distribution, Philippines, by age, 1950-2100

	1950	1970	1990	2000	2005	2010	2015	2020	2030	2050	2075	2100
<b>Total population (thousands)</b>	18 580	35 804	61 895	77 992	86 326	93 967	102 113	109 581	123 698	144 488	153 374	146 327
<b>Median age (years)</b>	18.2	16.7	19.2	20.5	21.3	23.1	24.1	25.7	28.8	34.7	40.9	45.6
<b>Population under age 15 (%)</b>	43.6	46	40.9	38.5	37.1	34	32.3	30	26.1	21.4	17.2	15
<b>Population aged 15-24 (%)</b>	17.9	19.9	20.1	19.8	19.8	19.5	19.5	18.8	17.8	14.8	12.3	10.8
<b>Population aged 25-64 (%)</b>	34.9	31.1	35.8	38.5	39.7	42.4	43.7	45.7	48.6	52	51	48.6
<b>Population aged 65+ (%)</b>	3.6	3	3.1	3.3	3.5	4.1	4.6	5.5	7.6	11.8	19.5	25.6

## Share of population older than 65 in the Philippines from 2015 to 2100

Share of aging population the Philippines 2015-2100



Since the future foretells of aging Philippine society, this would have repercussions on demand for food, as well. Not only that there would be an increase in demand, but that there would be a change in their diet, which would have to be appropriate to their age.

Plunkett Research estimates the global food agricultural industry for 2015 to be about \$7.8 trillion. This is equivalent to 10% of the world's GDP. In the past years, various researches have shown the changing demands of peoples and the attributes buyers consider in purchasing food products.

## 2

## Consumer Preferences

Here are some trends in consumer preferences according to various surveys and reports.

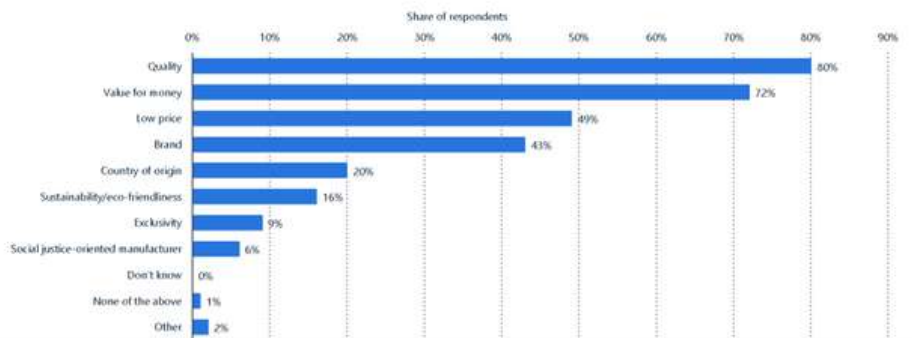
### 1. Quality and Value for Money

In a survey conducted in February 2017, about 1,018 U.S. adults were asked what features are important to them when deciding to purchase a new food product. Eighty percent of U.S. consumers indicated that quality is an important feature. Value for money is a close second, with 72% of the respondents saying that it's an important product feature. Other responses include low price (49%), brand (43%), country of origin (20%), sustainability/eco-friendliness (16%), exclusivity (9%), and social justice-oriented manufacturer (6%).

# The Future of Food

Which of the following product features are of particular importance to you when buying food?

U.S. consumers' importance of different food product features 2017

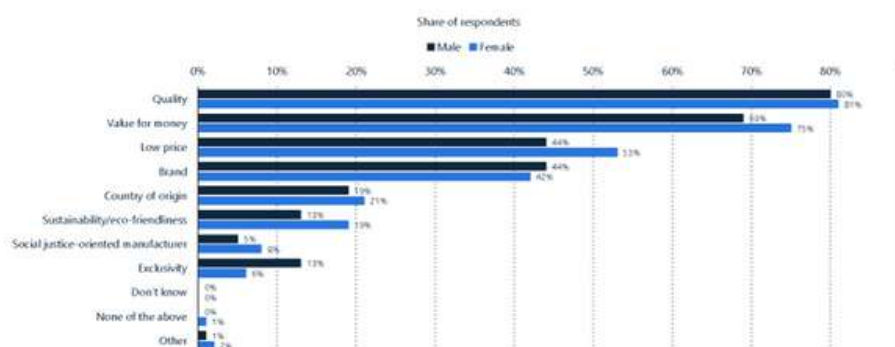


Gender disaggregated data of the same survey reveal stronger preferences of women consumers on some features such as quality,

value for money, low price, country of origin, sustainability and social justice.

Importance of different product features among U.S. consumers when making food purchases in 2017, by gender

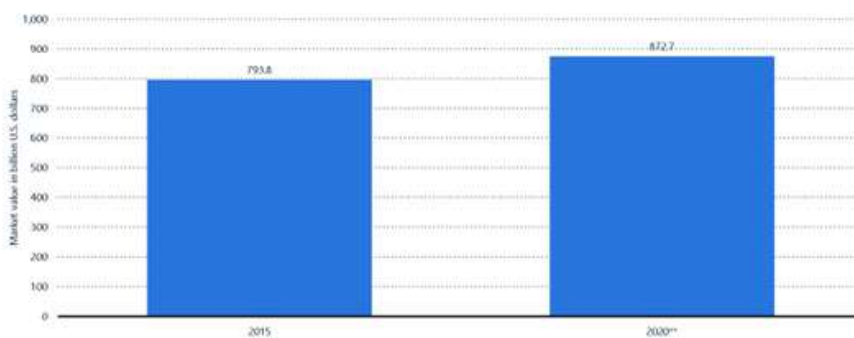
U.S. consumers' importance of different food product features 2017, by gender



Source: Statista.com / 1018 respondents, 18 years and older / February 2017

Market value of ethically labeled packaged food, soft drinks and hot drinks worldwide in 2015 and 2020 (in billion U.S. dollars)

Global market value of ethically labeled food products 2015/2020



produced, follows fair trade, and healthy. The following data present flourishing market for food products with these characteristics.

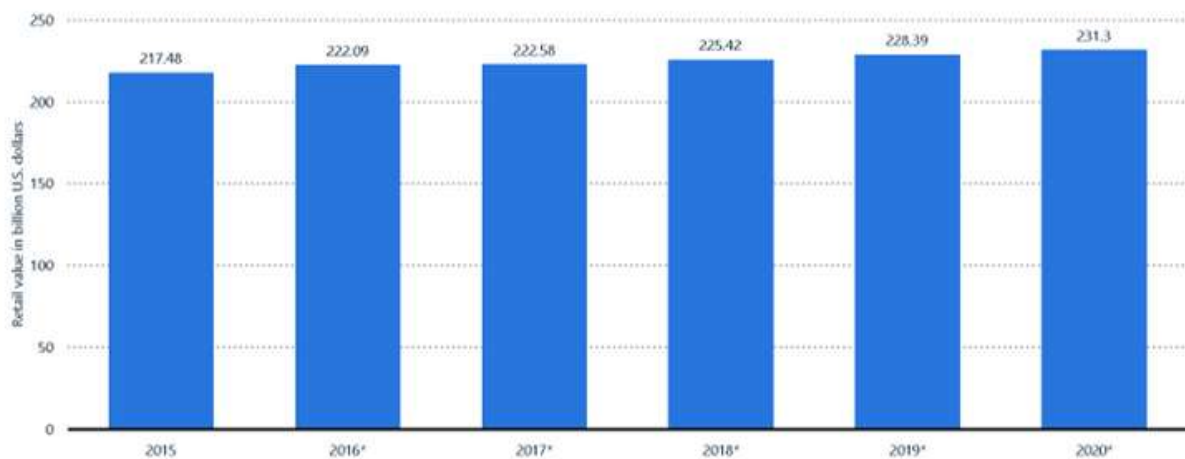
Euromonitor assessed that ethically-labeled packaged food, soft drinks and hot drinks in 2015 amounted US\$793.8 billion. This was projected to have grown by about 10% in 2020, reaching US\$872.7 billion.

## 2. Ethically-labelled

Other important trends that have been observed in the last decade or so show increasing consumer preference for food products that are ethically-labelled, environment-friendly & sustainability

Retail value of food and beverage products with an ethical label in the United States from 2015 to 2020 (in billion U.S. dollars)

U.S. retail value of food and beverage products with an ethical label 2015-2020



*\*\*estimate*

Source: May 2016, Euromonitor

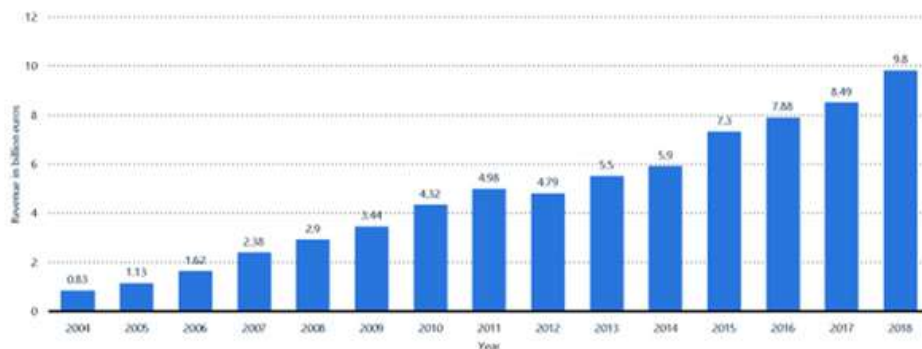
In the United States, the retail value of ethically-labelled food and beverages has also grown coherently. From the 2015 value of US\$ 217.48 billion, it is believed to have increased by 6.4% in 2020, reaching US\$ 231.3 billion.

### 3. Fair Trade

Revenue on Fairtrade international products has steadily increased in the past fourteen years.

From a revenue of €0.83 billion in 2004, it has grown 1080% in 2018 (latest available data), with revenues reaching €9.8 billion. That is an average of 77% growth in revenue per year.

Revenue of Fairtrade International products worldwide from 2004 to 2018 (in billion euros)\*  
Revenue of Fairtrade International products worldwide 2004-2018

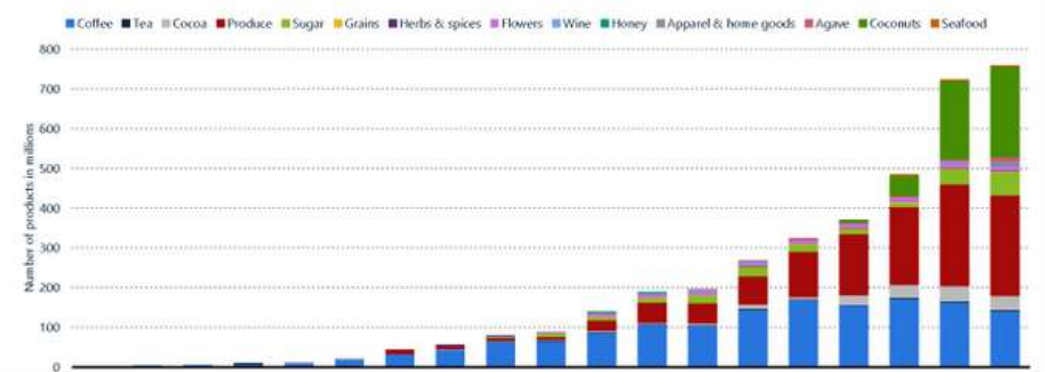


Source: foodnavigator.com, May 2016

The number of fair-trade certified products has likewise increased steadily. In 1998 until the year 2000, only coffee was certified in the fair-trade deal. As the years went by, securing the rights of producers and workers, and making sure that they are equitably paid, have evidently made an impact, as consumers began demanding that no one was exploited to create the products they patronize. Consequently, more and more products in the US from beverages to fresh produce to apparel and home goods are fair trade-certified.

Number of fair trade certified products in the United States from 1998 to 2016, by category (in millions)

Fair trade certified products in the United States 1998-2016, by category

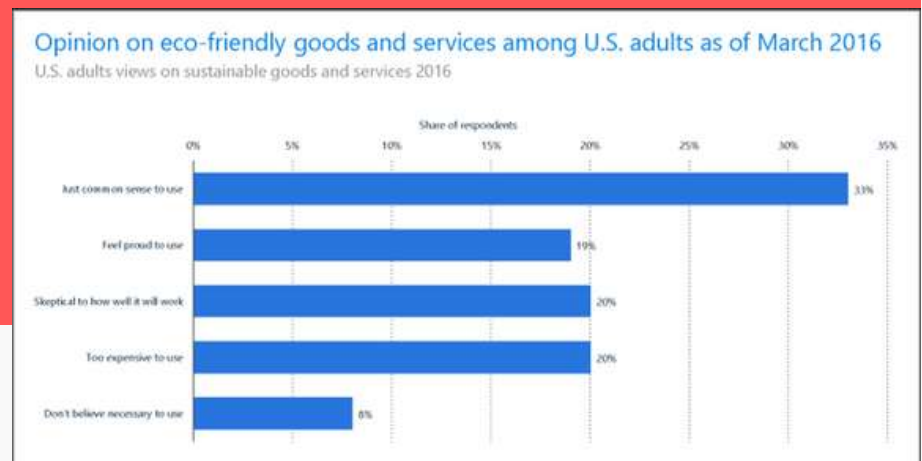


	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Seafood																	0.04	0.4	1.87
Coconuts																6.03	51.76	198.34	228.44
Agave															2.14	1.57	2.32	4.67	10.75
Apparel & home goods													0.01	0.05	0.05	0.11	0.56	2.73	6.44
Honey											0.27	0.25	0.92	0.33	0.08	0.14	0.3	0.8	1.51
Wine											0.26	1.45	0.53	0.32	0.1	0.11	0.06	0.08	
Flowers										0.65	9.84	9.54	10.49	10.89	8.86	10.63	11.68	13.25	14.31
Herbs & spices								0.03	0.31	0.28	0.27	0.34	0.53	0.62	0.86	1.07	1.03	1.34	1.33
Grains								0.07	0.39	0.44	0.32	1.28	1.44	1.13	1.76	3.55	2.16	2.17	1.61
Sugar								0.27	3.58	8.66	8.7	11.31	18.15	23.7	18.04	10.5	10.17	38.17	58.27
Produce								8.81	7.38	6.18	8.03	25.49	50.27	51.06	71.52	114.21	155.13	194.74	253.2
Cocoa					0.01	0.18	0.73	1.04	1.81	1.95	3.85	2.63	4.39	11.26	6.03	23.47	33.24	38.49	35.89
Tea				0.07	0.09	0.1	0.18	0.49	0.52	1.01	1.14	1.18	1.48	1.76	1.47	1.92	2.24	2.35	3.03
Coffee	0.08	2.05	4.25	6.67	9.75	19.24	32.97	44.59	64.77	66.34	87.77	108.37	105.25	145.41	169.59	155.81	172.87	163.63	141.74

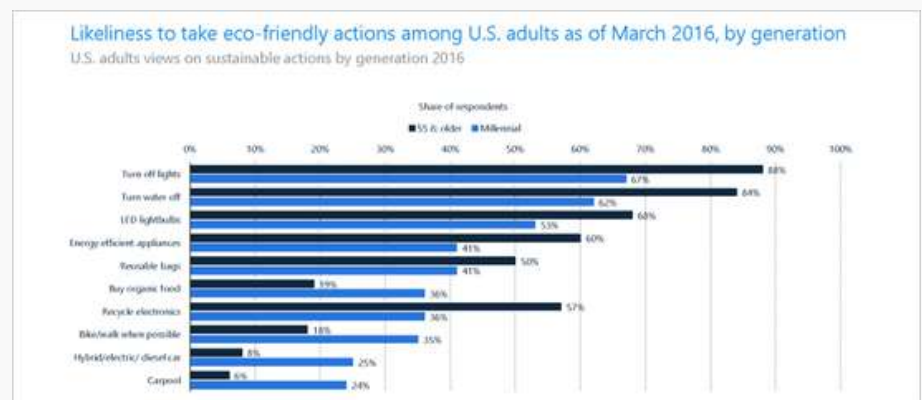
#### 4. Environment-friendly and Sustainably-farmed

In an opinion survey done among adults on sustainable goods and services in the US in 2016, it was revealed that 33% of the 1009 respondents think that it is just common sense to use environment-friendly goods and services; and 19% feel proud to use them.

However, less than half of the respondents (48%) say that they are skeptical to how well it will work, they are too expensive, or don't believe it is necessary to use these products.



Source: Ipsos-na.com, May 2016 / 1009 respondents / 18 years and older



The same survey reveals the differences in behavior on eco-friendly actions across generations. More millennials- 36% compared with just 19% of respondents 55 years and older- say that they are more likely to buy organic foods. Also, many Millennials claim that they believe living a sustainable lifestyle is important. However, many are still unwilling to pay extra for sustainable products. For those who buy luxury items, majority of Millennials believe sustainability and ethical brands are important. As regards consumption habits, some Americans are willing to contribute more significantly to climate change. Others have worked to consume less or to be more aware of the waste

produced by their consumption habits. Respondents favor recycling and reusing products. They say that consuming new products tends to be more wasteful than reducing consumption or reusing products and materials already in one's possession. When US consumers were asked how important it is for them that the food products they purchase or consume are produced in a sustainable way, 17% of the respondents said that it is very important, while 33% said that it is only somewhat important.

Source: IFIC; Greenwald & Associates; Statista estimates / 1002 respondents, 18-80 years / November 2017 / Results were weighted by age, education, gender, race/ethnicity, and region



# Virtual Classroom



UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

2022

## e-MANAGERS COURSE

e-MC poster

### 3rd e-MC

Duration:

February 12 to July 16,  
2022.

"This course seeks to improve the organization, marketing, production, financial, and information management skills of the participants."



### Course Content

- Strategic Management
- Knowledge and Information Management
- Marketing Management
- Production and Operations Management
- Human Resource Management
- Financial Management
- Integrated Organizational Survey and Assessment (IOSA)

### July Schedule

4th e-Managers Course  
(e-MC)

Duration: Jul 2 – Nov 19  
20 Saturdays

Participation fee:  
Php30,000

Register at  
[bit.ly/UPISSI\\_2022\\_TrainingRegistration](https://bit.ly/UPISSI_2022_TrainingRegistration)

# Virtual Classroom

## 4th e-Accounting for Non-Accountants (e-AfNA)

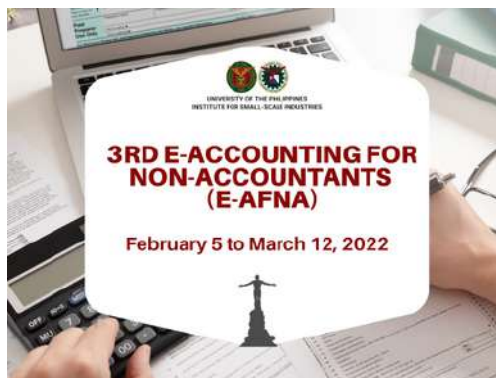


Opening ceremonies for the 4th e-AfNA with the UP ISSI program team and the participants.

### 3rd e-AfNA

Duration:  
February 5 to March 12,  
2022.

"The course is open to entrepreneurs/owners, accounting personnel and professional, finance personnel, students, and participants should be proficient in the use of EXCEL software."



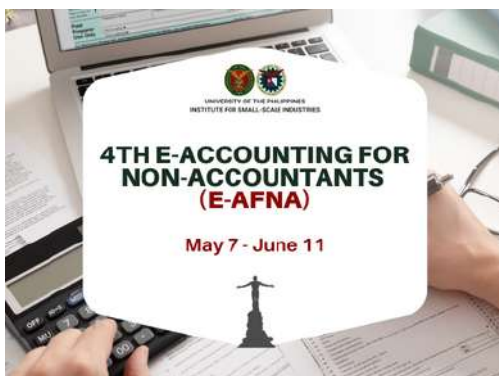
### September Schedule

5th e-Accounting for  
Non-Accountants  
(e-AfNA)

Duration: Sep 3 – Oct 8  
6 Saturdays

Participation fee:  
Php9,000

Register at  
[bit.ly/UPISSI\\_2022\\_TrainingRegistration](https://bit.ly/UPISSI_2022_TrainingRegistration)



### 4th e-AfNA

Duration:  
May 7 to June 11, 2022.

"The course seeks to enable participants with no accounting background to explain and apply the principles, basic tools, and techniques of the accounting process."

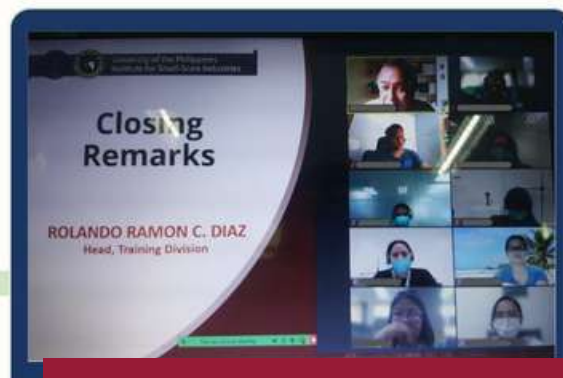
# Virtual Classroom

MARCH 26, 2022



3rd Online Course  
on Productivity through  
Effective Supervision

3RD OPES closing ceremonies



## 3rd OPES

Duration:  
February 19 to March 26  
2022.

"A supervisor needs to be equipped with competencies for the effective and efficient discharge of his task."



## 4th OPES

Duration:  
June 4 to July 9, 2022.

"The OPES Course aims to develop supervisory knowledge, skills, and attitudes for effective and efficient management operation on the other."

## September Schedule

5th Online Course on  
Productivity through  
Effective Supervision  
(OPES)

Duration: Sep 3 - Oct 8  
6 Saturdays

Participation fee:  
Php9,000

Register at  
[bit.ly/UPISSI\\_2022\\_TrainingRegistration](https://bit.ly/UPISSI_2022_TrainingRegistration)

# Virtual Classroom



UNIVERSITY OF THE PHILIPPINES  
INSTITUTE FOR SMALL-SCALE INDUSTRIES

2022

## e-START YOUR OWN BUSINESS COURSE

e-SYOB poster

### 4th e-SYOB

Duration:

February 19 to March 26  
2022.

"SYOB is open to people intending to go into business, new business start-ups, or those in business who would like to enhance their business planning knowledge."



### 5th e-SYOB

Duration:

May 21 to June 25, 2022.

"Updated course content highlighting new business models for purely online and hybrid businesses (e.g., drop shipping models and e-commerce)."

## September Schedule

6th e-Start Your Own Business (e-SYOB) Course

Duration: Sep 17 - Oct 22  
6 Saturdays

Participation fee:  
Php9,000

Register at  
[bit.ly/UPISSI\\_2022\\_TrainingRegistration](https://bit.ly/UPISSI_2022_TrainingRegistration)

# Virtual Classroom

MARCH 26, 2022



## 5th Online Digital Marketing Course

35th ODMC closing ceremonies

## 5th ODMC

Duration:  
February 19 to March 26  
2022.

"The objective of this course is to help the micro and small business owners to compete and grow online using different digital marketing tools and strategies."



## 6th ODMC

Duration:  
June 18 to July 23, 2022.

"Leverage the power of digital marketing, by starting a comprehensive overview of what digital marketing is, why it is important, and what you need to know before diving into it."

## September Schedule

7th Online Digital Marketing Course (ODMC)

Duration: Sep 17 - Oct 22  
6 Saturdays

Participation fee:  
Php9,000

Register at  
[bit.ly/UPISSI\\_2022\\_TrainingRegistration](https://bit.ly/UPISSI_2022_TrainingRegistration)

# SPECIAL PROGRAMS

## SMALL BUSINESS COUNSELORS COURSE

ENTREPRENEURSHIP  
TRAINING PROGRAM



University of the Philippines  
Institute for Small-Scale Industries

SBCC 101: Diagnosing an Enterprise

SBCC 102: Business Environment

SBCC 103: Strategic Marketing Course



SBCC 102 for DTI Region V  
March 21 -25, 2022



SBCC 101 for Caraga Region  
April 4-8, 2022



SBCC 103 for DTI Region III  
May 16-20, 2022

### DIAGNOSING AN ENTERPRISE



SBCC 102 for DTI Region V - Batch 2  
April 18-22, 2022.



SBCC 101 for DTI Region VI  
April 25, 27, 28, May 2 & 4, 2022



SBCC 101 for MTIT BARMM  
May 30-June 3, 2022

# UP ISSI REPORTS & LEARNING SESSIONS



## WASTE MANAGEMENT IN MANUFACTURING SMES THROUGH MFCA AND LEAN

Learning Session on Material Flow Cost Accounting and Lean Manufacturing Systems

Based on Asian Productivity Organization (APO) and implemented by the Development Academy of the Philippines (DAP) workshop.



## APO-DAP WORKSHOP ON NURTURING SOCIAL ENTERPRISES

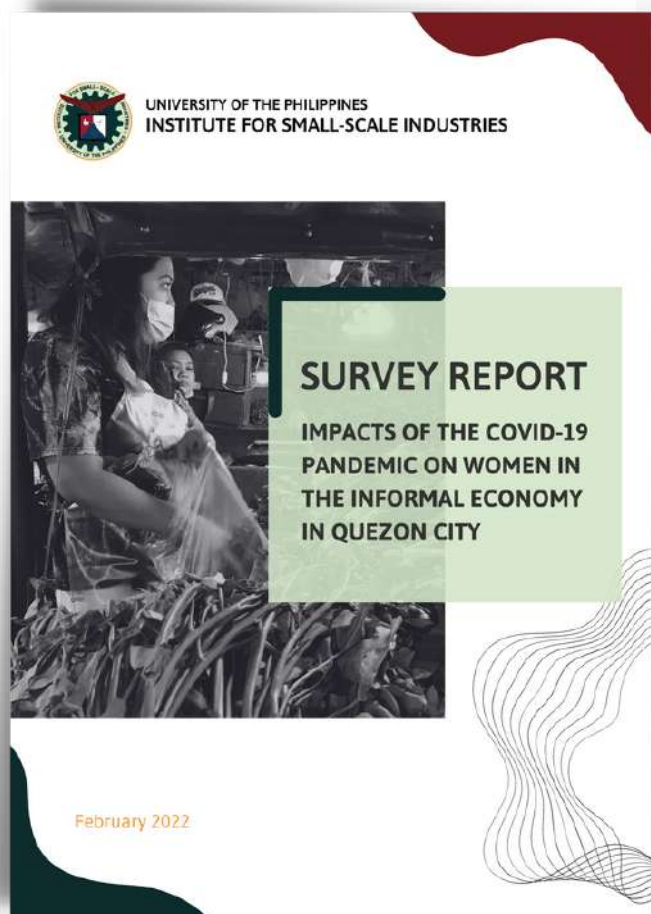
UP ISSI took part in the workshop sponsored by the Asian Productivity Organization (APO) and implemented by the Development Academy of the Philippines (DAP).



## NCR TOPS 2021 CMCI RANKINGS ANEW

UP ISSI handles the gathering and validation of data of the LGUs in the National Capital Region for CMCI. As such, UP ISSI also sits in the RCC, together with the representatives from the private and public sector. The Institute has been the partner academic institution of the Department of Trade and Industry in this endeavor since CMCI started in 2013.

# UP ISSI SURVEY REPORT



## IMPACTS OF THE COVID-19 PANDEMIC ON WOMEN IN THE INFORMAL ECONOMY IN QUEZON CITY

Women in the informal economy are suffering compounded burdens as the overwhelming impacts of the coronavirus (COVID-19) pandemic exacerbate their pre-existing vulnerabilities.

The results of the UP ISSI study, “Impacts of the COVID-19 Pandemic on Women in the Informal Economy in Quezon City” highlighted the gendered impacts of the COVID-19 pandemic on women in the informal economy; these impacts are manifested in their economic security, in their families, in their health and overall well-being. It has caused total closure of enterprises, loss of livelihood and significant drop in incomes.

The study puts forward the following recommendations:

- Ensure representation and participation of women in the informal economy and their organizations in COVID-response planning and decision-making.
- Prioritize the informal sector in the government’s pandemic response by providing them with financial grants and marketing assistance.
- Put in place universal, comprehensive, and fully-funded social protection systems.
- Support the adoption of digital technology among women in the informal economy by improving the information and communication technology in the country.
- Provide affordable and decent housing and vending sites.
- Provide continuous capacity building and education in the following areas: financial literacy, digital marketing, disaster preparedness and business continuity planning.
- Invest in community-based basic social services responsive to the needs of women in the informal economy, i.e., health centers, day care centers, etc.

To receive the complete report of this study and the accompanying policy brief, you may click the link: <https://bit.ly/RDpublicationrequest>

# UP ISSI WEBINARS



## SHE RISES, SHE REBUILDS:

Stories of Hope and Resilience of Women Entrepreneurs in the Time of Pandemic

March 23, 2022 (2:00 PM - 4:30 PM) via Zoom and UP ISSI's Facebook Page.



## FOOD BIZ 101 WEBINAR

Starting a Food Business  
Food Safety  
Available Support Services for Food Businesses  
FDA-LTO Application Requirements

April 27, 2022 (2:00 PM - 5:00 PM) via Zoom and UP ISSI's Facebook Page



## BUSINESS CONTINUITY AWARENESS WEBINAR

With the Business Continuity Managers Association of the Philippines (BCMAP)

May 16, 2022 (2:00 PM - 4:00 PM) via Zoom and UP ISSI's Facebook Page.

# Ent devt training, webinars held under COPE Program

*These webinars were held as part of the UP ISSI's Communities of Practice for Entrepreneurship (COPE) Program, which aims to promote entrepreneurship education by knowledge exchange among micro, small and medium enterprise (MSME) owners, government agencies, and private organizations engaged in MSME development.*

## RD, TEED conduct enterprise development training for informal sector group

Last year, the Research Division (RD) of the UP Institute for Small-Scale Industries (UP ISSI) conducted the research study, "Impacts of the COVID-19 Pandemic on Women in the Informal Economy in Quezon City." Among the findings of the study is the need for continuous capacity building of the research participants. As a direct intervention to this specific finding, the UP ISSI, through the RD and the Training and Entrepreneurship Education Division (TEED), conceptualized a free online training course for the participants.

The "UPgrade: Enterprise Development Training" is a three-day training program which focuses on digital marketing, operations management and basic financial recording. This intervention was originally conceptualized for the three groups represented in the study: the Pambansang Kalipunan ng mga Manggagawang Impormal sa Pilipinas (PATAMABA), Inc.; the Metro Manila Vendors Alliance (MMVA); and the Samahang Manininda sa U.P. Campus, Inc. (UP Manininda). But because of the limitations brought about by the pandemic, the MMVA and the UP Manininda could not participate. Thus, this activity was pilot-tested to the PATAMABA members.

The UPgrade training for PATAMABA was conducted on February 24-26, 2022. Twenty-eight (28) PATAMABA members participated in the training. All of the participants are women and are into food vending (carinderia), fish vending, rug making, homecare products manufacturing, dressmaking, online selling and sari-sari store.

TEED Head Engr. Rolando Ramon C. Diaz formally opened the activity. In his remarks, he commended the participants for their commitment to continuously upgrade their entrepreneurial capabilities.

For the "operations management" segment,

Engr. Jefferson C. Sumalabe of RD discussed the importance of having an operations/technical plan, flowcharting, inventory, production costs, operations processes, layout strategies, among others. During the session, Mr. Sumalabe gave some exercises to the participants, i.e. listing down their production costs, enumerating their operations processes, etc.

For the "digital marketing" segment, Ian Jester M. De Vera, DProf. of TEED discussed what is digital marketing and its difference from traditional marketing. He also talked about the different ways to do digital marketing.

For the "basic financial marketing" segment, Allysa Anne M. De Guzman of TEED gave a brief overview of accounting, its importance, principles and assumptions. She also discussed the recording process and journalizing. During the session, the participants were given an opportunity to practice financial recording.

The participants were given the chance to ask questions to the resource persons during and after each session.

Ms. De Guzman and Ms. Melanie V. Cabotaje served as the Program Management Team of the training activity, while Ms. Primar Jardeleza of PATAMABA served as the coordinator of the participants.

Ms. Jardeleza, during the closing ceremony, thanked the UP ISSI for organizing the training. She commended the resource persons for delivering their lecture/presentation using the Filipino language. "*First time namin maka-attend ng training na tagalog talaga. Mas malinaw at mas naiintindihan namin.*" (It was our first time to attend a training delivered in the Tagalog language. It was clearer and easily understood.)

## **UP ISSI holds “She Rises, She Rebuilds: Stories of Hope and Resilience in the Time of Pandemic” Webinar on Women’s Month**

The University of the Philippines Institute for Small-Scale Industries (UP ISSI) celebrated the National Women’s Month with a free webinar, “She Rises, She Rebuilds: Stories of Hope and Resilience in the Time of Pandemic.”

In her opening remarks, UP ISSI Director Prof. Melanie M. Moraga-Leaño said the webinar aims to recognize and applaud women entrepreneurs for the leadership and resilience they have demonstrated during the most difficult times. She then encouraged all women entrepreneurs with a quote from J. E. Cano, “May you be brave, and may you fly free, certain of your worth and of your wings.”

Dr. Aleli B. Bawagan, UP Diliman’s Vice Chancellor for Community Affairs, in her Keynote Message, briefly discussed the impacts of the pandemic on micro, small and medium enterprises (MSMEs), i.e. stoppage of operations, joblessness, and drop in the country’s Gross Domestic Product (GDP). She also introduced the concepts of solidarity economy, social solidarity economy and feminist solidarity economy, and provided practical examples of how these frameworks are applied in certain enterprises.

The webinar featured three women entrepreneurs: Ms. Therese Docot-Tolentino of Cut the Scraps; Ms. Jasmin Vista Catolos of Vista Barista Coffee and Bakeshop; and Ms. Primar Jardeleza, Vice President of Pambansang Kalipunan ng mga Manggagawang Impormal sa Pilipinas (PATAMABA). They talked about their experiences during the pandemic, its impact on their enterprises and livelihoods, and their coping strategies. Loss/decline in income, loss of customers, shortage of raw materials were the most common effects of the pandemic the women entrepreneurs shared during the webinar. Their coping strategies included changing their branding, diversifying products and services, continuous capability building, among others.

Two government agencies were also present during the webinar. Sandra S. Montano, Chairperson of the Philippine Commission on Women (PCW) shared about the Women’s Economic Empowerment (WEE) Project and advocacy programs of PCW like, advocating for Gender- Responsive Procurement for Women

Micro-Enterprises and the enactment of Magna Carta of Workers in the Informal Economy. Emma C. Asusano, Assistant Director of the Bureau of Small and Medium Enterprise Development - Department of Trade and Industry, in a recorded video message, discussed the 4R-Response of DTI for MSMEs: Revival and Rejuvenation, Rehabilitation and Resilience-building. She explained that the 4R-Response aims for improved business climate, improved access to technology and innovation and access to market.

Prof. Lourdes P. Espenido of the College of Social Works and Community Development, UP Diliman, highlighted the coping strategies employed by women entrepreneurs and the practical lessons one could learn from it. She emphasized how the entrepreneurs maximized their resources and opportunities to be able to sustain their enterprises.

Joanna Rose T. Laddaran, Officer in Charge of the Research Division (RD), formally closed the webinar with a quote from Michelle Obama, “There is no magic to achievement. It’s really about work, choices and persistence.” She thanked the speakers and the participants of the webinars.

The webinar was held on March 23, 2022, 2:00 PM - 4:30 PM via Zoom and Facebook Live.

## **UP ISSI celebrates Business Continuity Awareness Week**

In celebration of the Business Continuity Awareness Week, the University of the Philippines Institute for Small-Scale Industries (UP ISSI) conducted the “Business Continuity Awareness Webinar” on May 16, 2022, 2:00 PM - 4:00 PM, via Zoom and Facebook Live (<https://www.facebook.com/upissi>).

The webinar, held in cooperation with the Business Continuity Managers Association of the Philippines (BCMAP), aimed to raise awareness on business continuity planning, disaster risk reduction, and climate risk in order to help in the sustainable recovery and resilience building of micro, small, and medium enterprises (MSMEs) in the Philippines.

UP ISSI Director Melanie Moraga-Leano in her opening remarks said that MSMEs are exposed to various risks and hazards. As such, this webinar is one of the efforts of the Institute to continuously enable and empower MSMEs in the area of disaster preparedness and business continuity.

In his Keynote Message, BCGAP President Ramil Cabodil said that 99.5% of businesses in the country are MSMEs, generating over 60% of employment in the country. Mr. Cabodil emphasized that as these data show how important MSMEs are in the country, it's equally important that we support MSMEs for them to sustain operations. He said that one of the key aspects to enhance and to focus on is MSMEs' access to financial support. "Liquidity is a key aspect that really hampers the recovery of small businesses in times of crisis." Another aspect is the fourth industrial revolution. "Digital transformation is here to stay; it will not go away. Subject matters like data analytics, digital transformation, are key ingredients of MSMEs today."

The first speaker of the webinar was Joanna Rose Laddaran, Officer-in-Charge of the Research Division and Director for Public Sector Relations of the BCGAP. She started her presentation with an overview of the status of business continuity planning awareness and resilience practices of MSMEs in the Philippines. She defined what "business continuity" means and gave a quick profile of the MSME sector in the country. She then zeroed in on the highlights of the recent study conducted by the Institute, focusing on the impact of the pandemic on the respondents, their current status, measures done to recover, etc. Some of the recommendations of the study are: Strengthen the mechanism for gathering, sharing and utilization of data related to business continuity and resilience planning; Develop localized training modules, infographics and guidebooks related to BCP and resilience planning for MSMEs; and Allocate funds for BCGAP capacity building for the MSME sector.

The second speaker, Benjamin N. Villacorte of the SGV – Climate Change and Sustainability Services (CCaSS), talked about "Creating Long-term Value with Sustainability for Micro, Small and Medium Enterprises." He first expounded on the definition of "sustainability" and its four pillars: economic, environmental, social and governance. While he emphasized the critical role MSMEs in the country play in the achievement of the Sustainable Development Goals (SDGs), he also discussed the

challenges MSMEs face such as lack of accessible, adequate and affordable financing and lack of capacity to adopt sustainable practices. Mr. Villacorte then discussed the four (4) factors to help MSMEs integrate sustainability in its operations, such as: generate impact awareness in businesses; the need for incentives; capacity building; and improved funding and access to financial resources.

The third speaker was Donna Mitzi Lagdameo, Programme Management Officer of the United Nations Office for Disaster Risk Reduction. In her presentation, "Comprehensive Risk Management and its Application in Assessment and Planning," Ms. Lagdameo emphasized that climate has changed and will continue to change. As climate continues to change, its impact to us (including our livelihood and business continuity), also changes. The risks evolve. With this, Ms. Lagdameo urged the webinar participants to recognize and accept this reality and start doing things differently to adopt to these changes. She also introduced UNDRR's latest publication, "Technical Guidance on Comprehensive Risk Assessment and Planning in the Context of Climate Change," which highlights the importance of integrating climate risk analysis and disaster risk analysis. The technical resource articulates the 10 principles for a comprehensive approach for risk assessment and planning.

A 10-minute open forum followed after the presentations.

Engr. Rolando Ramon C. Diaz, Head of the Training and Entrepreneurship Education Division, formally closed the webinar. In his remarks, Professor Diaz said we cannot disaster-proof anything completely, but what we can do is cultivate a culture of preparedness and resilience. He thanked the speakers for sharing their valuable insights and the organizers for holding such a relevant webinar, which tackled the most pressing issues MSMEs face.

One hundred seventy-three (173) individuals from the MSME sector, agriculture, cooperatives, industry associations, academe, and government agencies supporting MSMEs participated in the webinar.

# UP ISSI PARTNERSHIP



"The Department of Science and Technology- Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD) partnered with University of the Philippines Institute for Small-Scale Industries (UP ISSI) to establish the Science for the Convergence of Agriculture and Tourism (SciCAT) program, which is mandated by Republic Act No. 10816, that emphasizes the importance of developing farm tourism sites that highlight tourism-related activities and prompting the mature enhancement of technologies."

Source:

<https://mb.com.ph/2022/05/13/scicat-program-uses-for-different-technologies-for-farms/>

"In accordance with Republic Act No. 10816 that mandates the importance of developing farm tourism sites that will highlight tourism-related activities and prompting the mature enhancement of technologies, the DOST-PCAARRD linked up with UP ISSI to establish the Science for the Convergence of Agriculture and Tourism (SciCAT) program. The purpose of the collaboration is to help implement the aforementioned program by rebuilding six selected Magsasaka-Siyentista Farms (MSFs), and an Institutional Farm into SciCAT Farm Enterprises through enterprise assessments, planning, and mentorship which all lead to the creation of employment and entrepreneurship opportunities."

Source:

<https://businessmirror.com.ph/2022/02/14/sustaining-quality-farming-in-the-modern-era/>



*Sustaining  
quality  
farming in  
the modern  
era*

# ISSI HOSTS UPIS INTERNS

Six students from the University of the Philippines Integrated School (UPIS) had their internship at the UP ISSI from February 14-24, 2022.

The Grade 12 Business and Entrepreneurship students from UPIS were: Justin Theodore Abreu, Noah Immanuel Armamento, Niena Vida Ballarta, Emmanuel James Caasi, Lenard Warrick Castillo and Rafael Christien Jalgallado.



*Learning session facilitated by the Director's Office with the UPIS interns.*

*"How to create a website for business"  
18 Feb. 2022  
via Zoom*

Joanna Rose T. Laddaran of the Research Division served as the overall coordinator of the Internship Program, while Roy Apacible (Director's Office), Marvin M. Manlapas (Training and Entrepreneurship Education Division), Karen Kaye Bravo-Coballes and Joshua Arsenio V. Espiritu, III (Business and Enterprise Development Division) served as the Internship Supervisors.

During their 10-day internship, the students were asked to develop an infographic material, process survey results, write an advertorial, among others. Each division held a closing program for the interns wherein they got to share their experiences and insights from their internship.



*UP ISSI  
atrium*

# THANKSGIVING MASS

• UP ISSI Staff

The Institute through the Administrative Delivery Division (ADD) held a thanksgiving Mass and blessing of the UP ISSI building and offices on April 29, 2022.



## STAFF NEWS

The UP ISSI family mourns the passing of two of its esteemed colleagues from the Training and Entrepreneurship Education Division (TEED): Glennis S. Uyanguren (December 23, 2021) and Loida J. De Vera (May 11, 2022). Ms. Uyanguren was the Head of the TEED and an active member of the All UP Academic Employees Union - Diliman Chapter. Meanwhile, Ms. De Vera was the Administrative Assistant of the TEED.



**Glennis S. Uyanguren**  
University Extension Specialist III  
Head, Training and Entrepreneurship  
Education Division



**Loida J. De Vera**  
Administrative Assistant I  
Training and Entrepreneurship  
Education Division



Our retiree last year, Lourdes P. Cubillas will be feted this June 23, 2022 through virtual ceremonies of the 2021 Parangal at Pagkilala para sa mga Kawani at Retirado of UP Diliman.

**Lourdes P. Cubillas**  
45 years of service  
Administrative Assistant IV  
Director's Office  
August 3, 2021, date of retirement

Secretary to the director from the time of Director Melito S. Salazar, Jr. (1983-1991) until the time of Dr. Aleli B. Bawagan (2018-2020).



**Meanwhile, the** UP ISSI congratulates the following staff for their promotion.



**Ian Jester M. De Vera, DProf**  
University Extension Specialist IV  
Training and Entrepreneurship  
Education

Congratulations to Ian Jester M. De Vera for the conferment of his Doctor of Professional Studies from CQUniversity Australia. His thesis, as described by Susan Kinnear, Dean of School of Graduate Research, "investigated the adoption of digital technologies in hospitality-based small businesses", and it "focused on how those technologies can help SMEs deal with shocks to business operations ...such as the COVID pandemic. The thesis presented a new ICT adoption that can be used by businesses".

Ian Jester M. De Vera, DProf is also promoted as University Extension Specialist IV.

## STAFF NEWS



**Neldie P. De Jesus**  
Administrative Assistant IV  
Director's Office



**Romeo G. Estrella**  
University Extension Associate II  
Training and Entrepreneurship Education



**Allysa Anne M. De Guzman**  
University Extension Specialist I  
Training and Entrepreneurship Education



**Karen Kay Bravo-Coballes**  
University Extension Specialist II  
Business Enterprise Development



**Reynold Ferdinand G. Manegdeg**  
University Extension  
Specialist V  
Head, Business Enterprise  
Development



**Ron Allan Estrebillo**  
University Extension Specialist II  
Training and Entrepreneurship Education

## Lastly, the

Institute welcomes our new staff, one permanent and three project-based.

Ron Allan R. Estrebillo is the newest addition to the Training and Entrepreneurship Education Division of the UP ISSI. He recently received his Master's in Sustainability Science from the University of Tokyo where his research focused on the technology adoption process of simplified hydroponics in urban agriculture for household and commercial use. In addition to this, he also has a Diploma in Urban and Regional Planning and a Bachelor of Arts in Public Administration, both from the University of the Philippines.



**Uziel Guthrie D. Naguit**  
Science Research Specialist  
DOST-PCAARD Project



**April Joyce M. Yumul**  
Project Clerk I  
SciCat Project



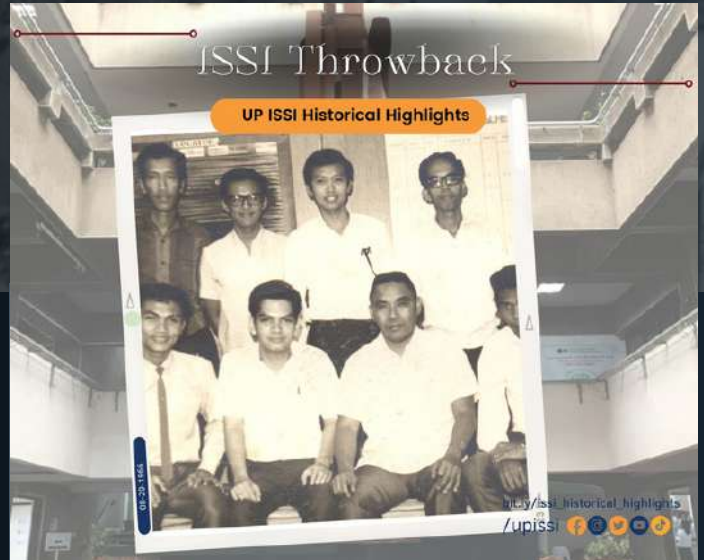
**Garry D. Nipales**  
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DOST-PCAARD Project

# #UPISSITHROWBACK

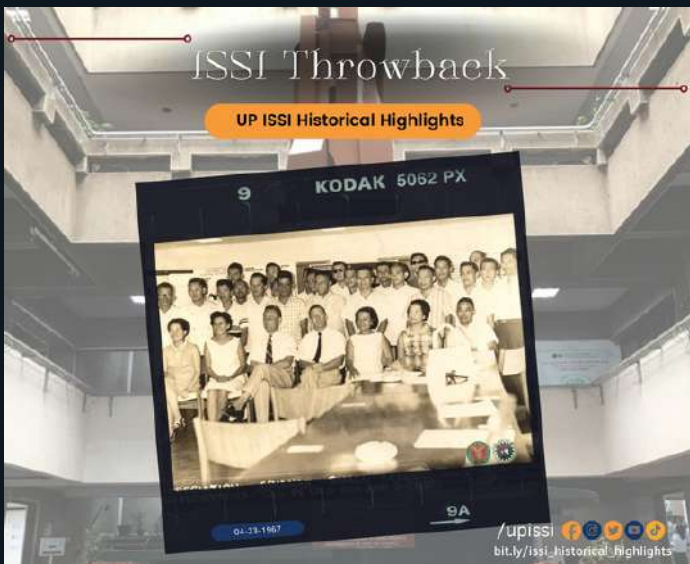
UP ISSI Historical Highlights:  
[bit.ly/issi\\_historical\\_highlights](https://bit.ly/issi_historical_highlights)



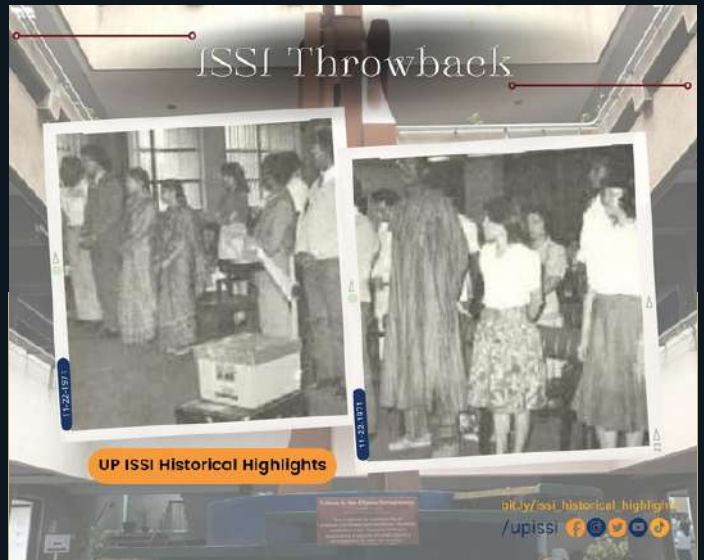
February 23, 1970, Opening of the first Regional Industrial Development (RIDE) Course.



August 29, 1966, Opening of the first training program of the ISSI, a nine-month Management Consultancy Course for Small Industries.



April 21-23, 1966, Appreciation Seminar held in Cagayan de Oro City.



November 22, 1971, Opening of the first International Course on the Development and Management of Small Industries



February 2, 1970, Opening of the first Low-Cost Automation (LCA) Course and Inauguration of the Low-Cost Automation laboratory.





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# The ISSI News

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