

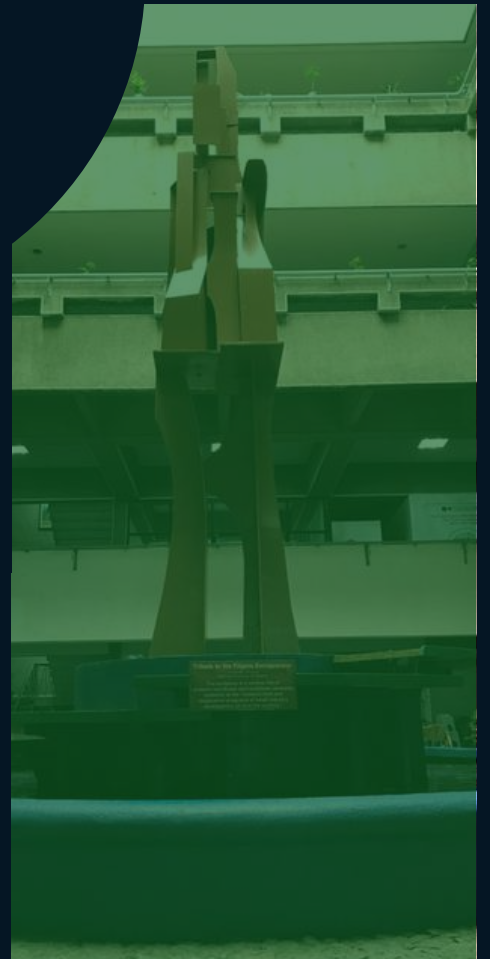
ANNUAL REPORT



20 21

UP ISSI

55 years and the Bayanihan Initiatives



UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES



2021 ANNUAL REPORT

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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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UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES

2021 ANNUAL REPORT



THE YEAR OF BAYANIHAN INITIATIVES

2021 was a year of gloom for most of us.

The year was observed with daily updates of COVID-19 and the daily cases of deaths not only in the country but in the whole world still engulfed with the dreaded virus.

But there was good news that emanated from the year that passed with the outpouring of help from the private, public, international and government sectors of the much needed financial, health and other material support to uplift the lives of the general public.

Take the case of the community pantries that sprung nationwide.

Ana Patricia Non of Quezon City spearheaded the Maginhawa Community Pantry in April 2021, wherein she spread vegetables and other food stuff inside a small bamboo cart for the poor people in the community could get for their sustenance. The initiative did not take long to be contagiously manifested to other communities. Thousand more community pantries sprouted in the provinces and cities and were able to help more Filipinos who were affected by the pandemic. The concept of bayanihan or community/cooperative endeavor was still evident among our countrymen after all.

The concept of bayanihan was also evident to the world with the initiative of the World Health Organization which donated the vaccines to eliminate the spread of the virus in the country. The WHO-led COVAX Facility was responsible for the vaccine's arrival that helped immensely for our fight to the virus.

We would not forget the Bayanihan Acts 1 and 2 that the government enacted into laws to help our people cope from pandemic woes through financial aid and pandemic related measures. The Republic Act 11469 or Bayanihan to Heal as One Act and Republic Act 14949 or Bayanihan to Recover as One Act were primarily created to deal with the effects of the COVID-19 pandemic. The Bayanihan 1 and 2 even became synonymous with the word ayuda for the affected Filipinos.

We won't forget the year as a challenging and catastrophic one. Though the COVID-19 won't left us soon and the health authorities were resigned to the notion that we had to live with the prospect of the virus still living within us, the silver lining that the bayanihan spirit from the private and public communities would be with us to help us combat the virus that always mutate before us.

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

U plifting	We seek to improve the lives of micro, small, and medium entrepreneurs.
P ioneering	We initiate ideas that promote entrepreneurial proactiveness.
I nnovative	We adapt to change and continuously transform ideas into entrepreneurial actions.
S ynergistic	We work as a team to achieve our goals.
S ervice with compassion	We serve MSMEs in any and every way we can.
I ntegrity	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

Trainers
Extension officers
Government organizations
Non-government organizations
Industry associations
Financial institutions
Local government units
International partners
Other private entities advocating the advancement of MSMEs

Students
Startups
Entrepreneurs
Women's groups
Cooperatives
Entrepreneurship educators and mentors
MSME single proprietors
MSME corporations





DIVISIONS

AND SERVICE STREAMS

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.

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.

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.

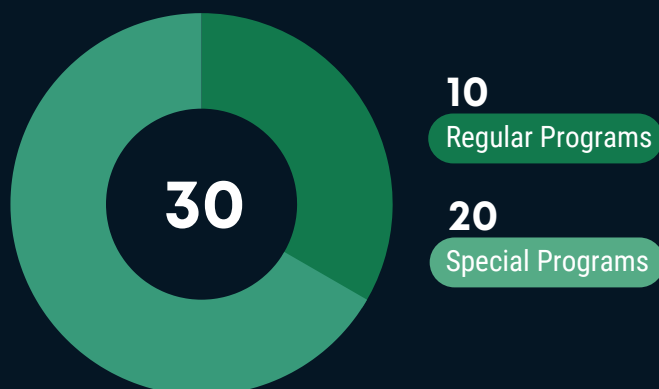
Administrative Delivery Division (ADD)

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.

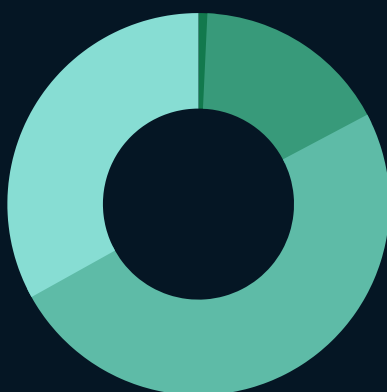
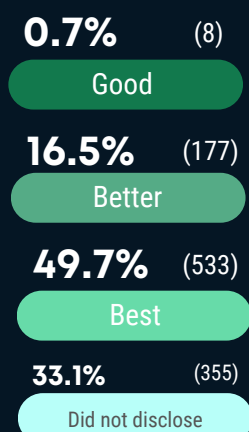
239 Participants under Regular Programs

834 Participants under Special Programs

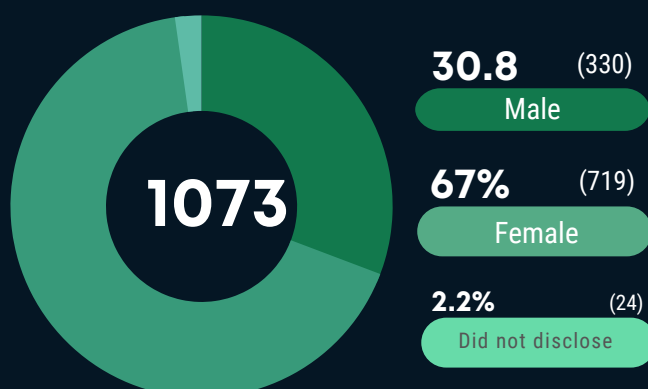
Training Programs Ran in 2021



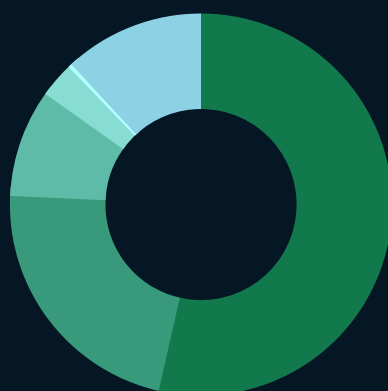
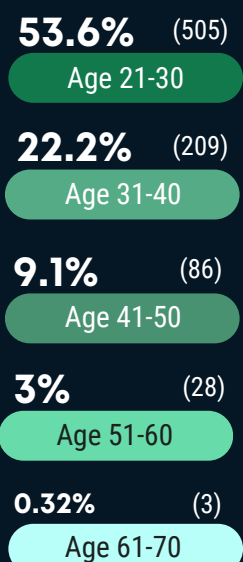
Customer Rating Satisfaction



Participants Trained in 2021

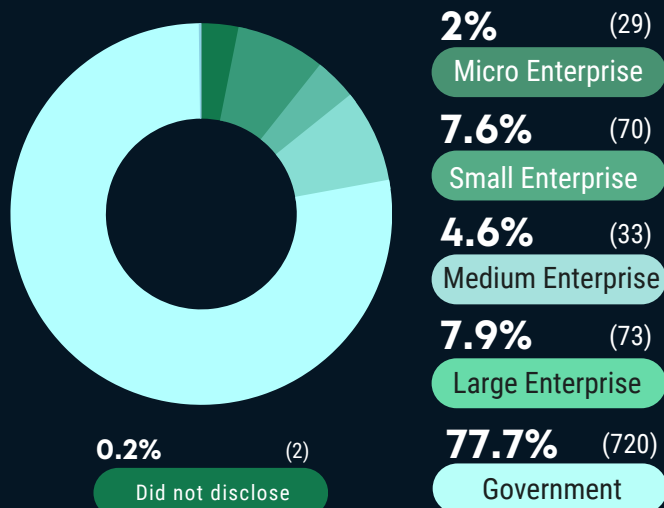


Participants By Age



11.9 (112)
Did not indicate

Participants By Asset Size



0.2% (2)
Did not disclose

2021 Website Online Metrics

Total website impressions
Period: 2/4/21 – 12/31/21 **412K**

Top 5 Countries

Philippines	343,269	views
United States	8,365	views
India	7,574	views
Malaysia	1,899	views
United Kingdom	1,868	views

Top Landing Pages Report

Web Page	# of Views
HOW TO: Identify your Personal Entrepreneurial Competencies	51,961
Homepage	24,318
Kapit-buhayan: Kabuhayan sa Pamayanansa Gitna ng Pandemya	22,235
Uplifting Micro, Small, and Medium Enterprises (MSMEs) in the Philippines thru DTI's 7Ms: Suggested Policies for Implementation	20,243
UP ISSI Training Calendar	13,650

91.9%

Web

8.1%

Image

Search Type Report

Search Queries Report

up issi
upissi
anekdota tungkol sa pandemya
pec self rating questionnaire
teksto tungkol sa pamayanan

Devices Report

63.1%	Mobile	146,549	views
35.4%	Desktop	261,042	views
1.5%	Tablet	6,121	views

8

5 COPE series
3 Tara Na, Negosyo Na!
series

644K

Audience
Reached

Webinar Reached and Engagement Report

Women in Social Enterprises (WISE) Webinar Mar 30, 2021	5.2K
DM is the Key: Social Media Marketing for MSMEs Jun 30, 2021	1.7K
COPE: Promoting Resilience of Philippine MSMEs Jul 30, 2021	2K
Tara Na, Negosyo Na! Year 11 (Accounting 101) Aug 25, 2021	2K
Tara Na, Negosyo Na! Year 11 (Content and Digital Marketing) Aug 26, 2021	2.1K
Tara Na, Negosyo Na! Year 11 (Success Stories of MSMEs) Aug 27, 2021	8.8K
e-HANDA Webinar: Helping MSMEs Build Forward Better Oct 13, 2021	2.6K
COPE: Ugnayan at Pagsulong Dec 13, 2021	6.4K

13.4K

Social media
followers in 2021

57.8%

Women

42.2%

Men

Audience
Reached

Top Content Reached

1st Online Course on Productivity through Effective Supervision (OPES) **66,276**

Tara na, Negosyo na Announcement **29,571**

1st e-Accounting for Non-Accountants (e-AFNA) **16,361**

3rd Online Digital Marketing Course (ODMC) **14,056**

Tara Na, Negosyo Na Year **8,828**

2021 Social Media Reach

Facebook Page Reach

Period: 1/01/21 – 12/31/21

652K
(144.9%)

Facebook Page Visits

Period: 1/01/21 – 12/31/21

13K
(93.1%)

Top 5 Cities

Quezon City

17.2%

Manila

5.3%

Pasig

2.7%

Makati City

2.3%

Antipolo

2%

Top 5 Countries

Philippines

86.8%

United States

2.5%

United Arab Emirates

0.7%

Canada

0.6%

Saudi Arabia

0.6%

ISSI TRAINING PROGRAMS

REGULAR PROGRAMS

Training Course	Participants
Online Digital Marketing Course May 8 to June 19, 2021	14
e-Managers Course April 17 to September 18, 2021	22
e-Accounting for Non-Accountants April 17 to May 29, 2021	16
Online course on Productivity through Effective Supervision April 17 to May 29, 2021	46
e-Start Your Own Business May 15 to June 26, 2021	6
e-Managers Course June 26 to November 12, 2021	47
e-Accounting for Non-Accountants August 28 to October 2, 2021	24
Online course on Productivity through Effective Supervision August 14 to September 18, 2021	30
Online Digital Marketing Course ¹ October 9 to November 13, 2021	18
e-Honing Agents for National Disaster Awareness October 19 to October 21, 2021	186

Virtual Learning Environment
<https://learning.entrepreneurship.org.ph>

TRAINING PROGRAMS

SPECIAL PROGRAMS

Training Course	Participants
Small Business Counselors Course 101 DTI V March 8 to 12, 2021	39
Small Business Counselors Course 103 DTI III March 22 to 26, 2021	35
Human Resource Management for Agri and Farm Tourism April 7 to 28, 2021	54
Small Business Counselors Course 103 DTI V April 26 to 30, 2021	40
Small Business Counselors Course 101 DTI CAR May 17 to 21, 2021	33
Small Business Counselors Course 101 DTI III May 26 to 21, 2021	36
Financial Literacy and Management for Agri and Farm Tourism Enterprises June 15 to August 3, 2021	84
Small Business Counselors Course 101 DTI VIII June 28 to July 2, 2021	40
Small Business Counselors Course 103 DTI III July 12 to 16, 2021	36
Small Business Counselors Course 104 DTI III September 13 to 17, 2021	39

Virtual Learning Environment
<https://learning.entrepreneurship.org.ph>

TRAINING PROGRAMS

SPECIAL PROGRAMS

Training Course	Participants
Small Business Counselors Course 104 DTI IX October 11 to 15, 2021	39
Small Business Counselors Course 104 DTI XII October 18 to 22, 2021	35
Small Business Counselors Course 105 DTI IX October 25 to 29, 2021	27
Small Business Counselors Course 101 DTI VIII October 25 to 29, 2021	40
Leadership and Management Workshop for PFDA November 4 to 5, 2021	20
Improving Written Communication Techniques - NCMH November 9 to 11, 2021	25
Seminar on Effective Problem Solving in Customer Service - NCMH November 23 to 24, 2021	35
Enterprise Mentors Course - THRIVE Central Luzon November 1 to 3, 2021	25
Investments and Project Analysis workshop - BOI (Batch 1) December 6 to 17, 2021	25
Investments and Project Analysis workshop - BOI (Batch 2) December 6 to 17, 2021	25

Virtual Learning Environment
<https://learning.entrepreneurship.org.ph>



TRAINING AND ENTREPRENEURSHIP EDUCATION

ISSI creates VLE in response to online program challenges

Following the successful launch of the first and second e-Start Your Own Business Courses led by Mr. Neil Grimaldo and Ms. Glennis Uyanguren respectively, and the first Online Digital Marketing Course, an advocacy project spearheaded by Ms. Sindy delos Reyes in 2021, the year 2021 saw a series of regular programs being conducted online namely, the 1st e-Manager's Course, 1st e-Accounting for Non-Accountants Course, 1st Online Productivity through Effective Supervision Course, 3rd e-Start Your Own Business Course, 3rd Online Digital marketing Course, 2nd e-Manager's Course, 2nd e-Accounting for Non Accountants Course, 2nd Online Productivity through Effective Supervision Course, 4th Online Digital Marketing Course, and 1st e-Honing Agents for National Disaster Awareness Course.

Offering the programs online allowed UP ISSI to reach a broader audience. We witnessed the surge of enrollment from students residing in Visayas and Mindanao, as well as those coming from other countries like Vietnam. However, delivering training programs online had its sets of challenges. Connectivity sometimes became a problem for the students and staff and equipment needed

to be upgraded to run the new software required for smooth program implementation. With these challenges, the program team had to be creative to promote student engagement. They had to compete with the evident distractions present in the student's homes such as family chores, work interruptions, and noise from the external environment.

In response to this, a repository of all the learning materials was created. It contained the recorded video lectures and class documents. This was the UP ISSI Training and Entrepreneurship Education Division-Virtual Learning Environment (UP ISSI TEED-VLE) maintained by Engineer Bernie Villaluna. This served as a backup platform that the students can access in the event that they encounter accessibility problems during the live training sessions. The UP ISSI TEED-VLE can be accessed using this link: <https://learning.entrepreneurship.org.ph>.

ONLINE DIGITAL MARKETING COURSE (ODMC)

REGULAR PROGRAMS

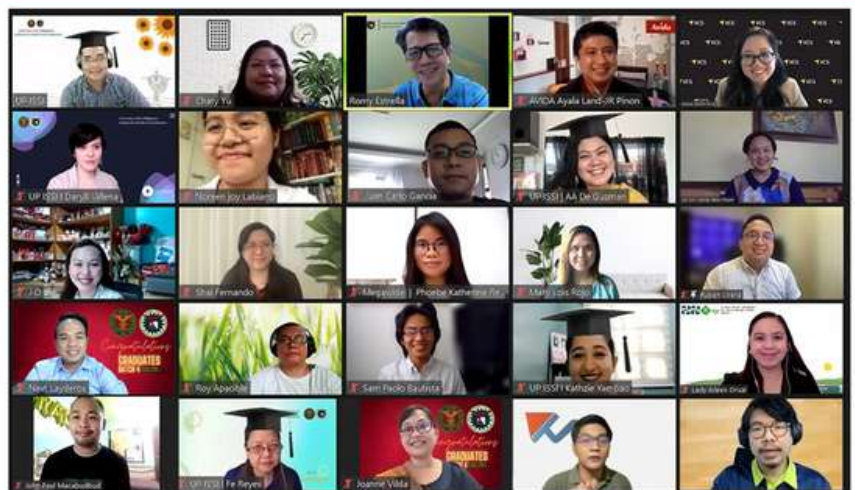
University of the Philippines
Institute for Small-Scale Industries

3rd Online Digital Marketing Course

May 8, 2021 to June 19, 2021



University of the Philippines
INSTITUTE FOR SMALL-SCALE INDUSTRIES



4TH Online Digital Marketing Course October 9 - November 13, 2021

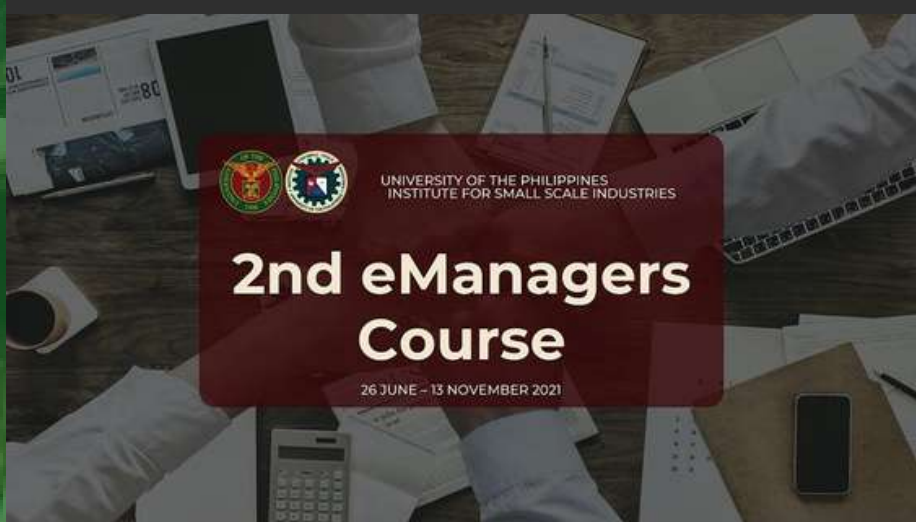


VIRTUAL LEARNING

e-MANAGERS COURSE
(e-MC)

REGULAR PROGRAMS

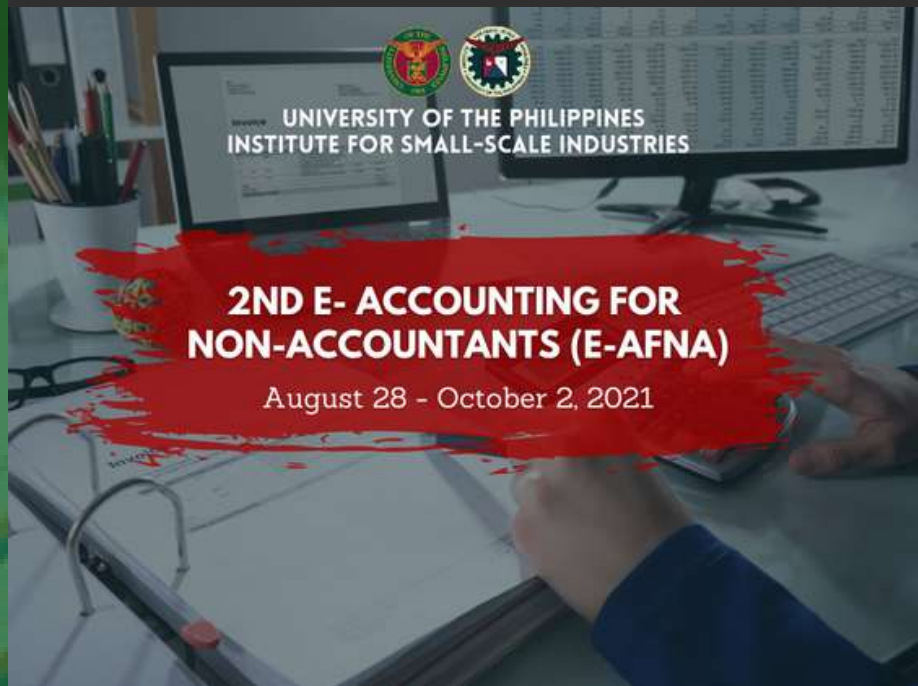
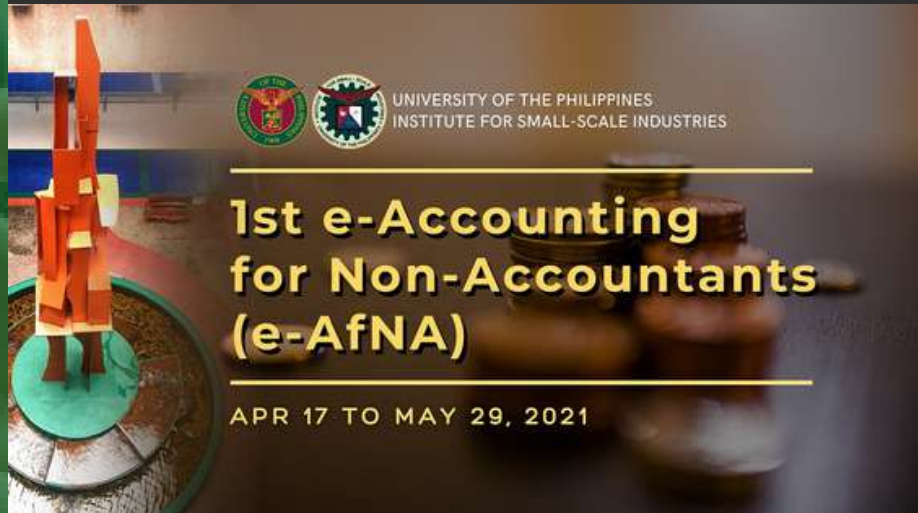
VIRTUAL
LEARNING



eACCOUNTING FOR
NON ACCOUNTANTS
(e-AfNA)

REGULAR PROGRAMS

VIRTUAL LEARNING

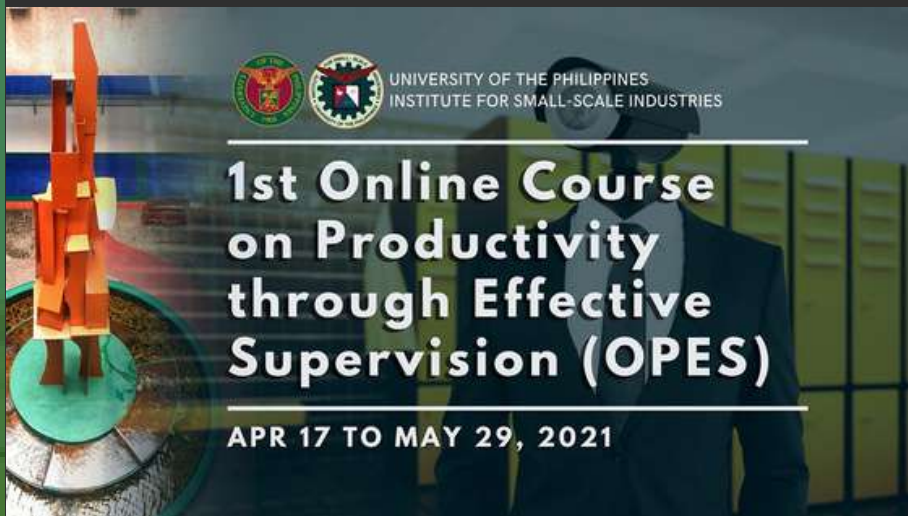


VIRTUAL LEARNING

ONLINE COURSE ON
PRODUCTIVITY THROUGH
EFFECTIVE SUPERVISION
(o-PES)

e-START YOUR OWN BUSINESS
(e-SYOB)

REGULAR PROGRAMS



UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES

1st Online Course on Productivity through Effective Supervision (OPES)

APR 17 TO MAY 29, 2021



UNIVERSITY OF THE PHILIPPINES
Institute for Small-Scale Industries

2ND OPES

Online Course on Productivity through
Effective Supervision

AUGUST 24 - SEPTEMBER 18, 2021



BUSINESS

SEARCH → IDEAS
PLAN → ACTION

3rd e-Start Your Own Business

May 15 - June 26, 2021

SMALL BUSINESS COUNSELORS COURSE (SBCC)

SBCC 101: DIAGNOSING AN ENTERPRISE

SBCC 103: STRATEGIC MARKETING

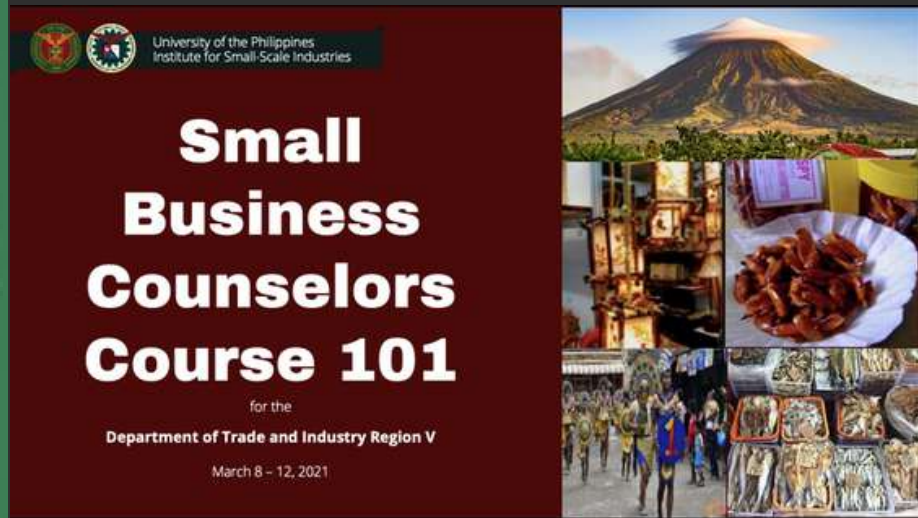
SBCC 104: OPERATIONS MANAGEMENT

SBCC 105: FINANCIAL MANAGEMENT

HUMAN RESOURCE MANAGEMENT

WITH THE DEPARTMENT OF TRADE
AND INDUSTRY (DTI)

SPECIAL PROGRAMS



SMALL BUSINESS
COUNSELORS COURSE
(SBCC)

SBCC 101: DIAGNOSING AN ENTERPRISE

SBCC 103: STRATEGIC MARKETING

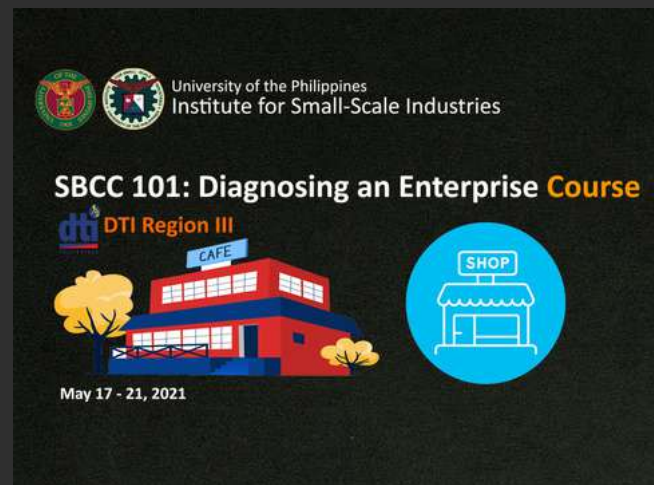
FINANCIAL LITERACY AND MANAGEMENT

SBCC 104: OPERATIONS MANAGEMENT

WITH THE DEPARTMENT OF TRADE
AND INDUSTRY (DTI)

VIRTUAL
LEARNING

SPECIAL PROGRAMS



WEBINAR SERIES ARE
HOSTED VIA ZOOM AND
STREAMED LIVE ON:

UP ISSI Facebook Page
<https://www.facebook.com/upissi>

WEBINARS

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)



UNIVERSITY OF THE PHILIPPINES
Institute for Small-Scale Industries

Women in Social Enterprises (WISE) Webinar

Stories and experiences of women building this nation through social entrepreneurship
March 30, 2021 | 2:00 PM
via  and  **LIVE**

Communities of Practice for Entrepreneurship (COPE) Webinar Series
Bringing Entrepreneurship to the People

To register, scan the QR code or visit <https://bit.ly/upissiWISE>

Women in Social Enterprises
March 30, 2021



UNIVERSITY OF THE PHILIPPINES
INSTITUTE FOR SMALL-SCALE INDUSTRIES

COMMUNITIES OF PRACTICE ON ENTREPRENEURSHIP (COPE)
WEBINAR SERIES PRESENTS

DM is the Key: Social Media Marketing for MSMEs

With  **Mr. Ian Jester de Vera**
University Extension Specialist
UP Institute for Small-Scale Industries

June 30, Wednesday
3-5 PM via 

DM is the Key: Social Media Marketing for MSMEs
June 30, 2021

WEBINAR SERIES ARE
HOSTED VIA ZOOM AND
STREAMED LIVE ON:

UP ISSI Facebook Page
<https://www.facebook.com/upissi>

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)



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

*In line with the National Disaster Resilience Month,
the UP ISSI invites everyone to join the*

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

Promoting Resilience of Philippine MSMEs

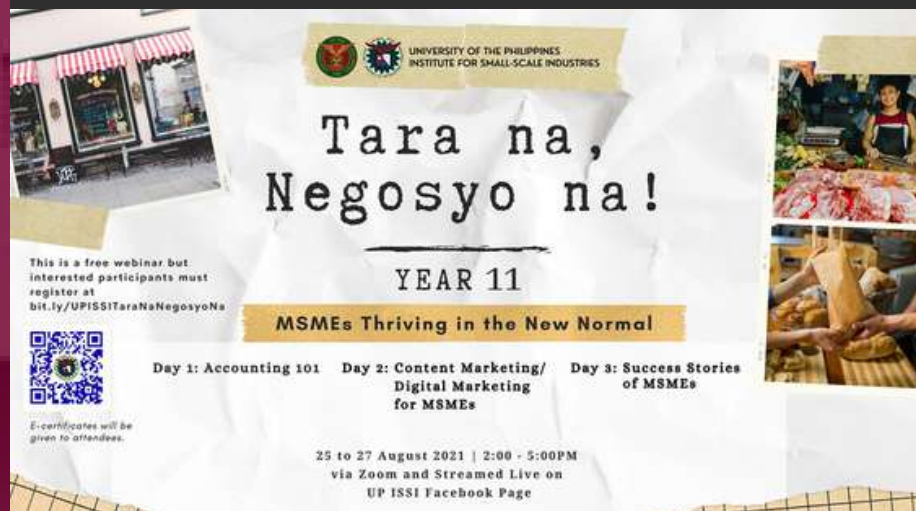
via **zoom** | July 30, 2021
(3:00 PM - 5:00 PM)

Resource Speakers:

- Engr. Precioso Reyes, Jr.**
Testing Department Manager
People360 Consulting Corporation
- Lorelei Vinluan, Ph.D., RGC**
Chair, Division of Education Leadership
and Professional Services
UP College of Education
- Amrei Dizon, CPM, ME**
Chief Creative Officer & Managing Partner
Vinabrate Creative Solutions Co.

This is a free webinar but interested
participants must register at
<https://bit.ly/copeHANDA>
E-certificates will be given to attendees.

Promoting Resilience of Philippine MSMEs
July 30, 2021



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

Tara na, Negosyo na!

YEAR 11

MSMEs Thriving in the New Normal

This is a free webinar but
interested participants must
register at
bit.ly/UPISSITaraNaNegosyoNa

Day 1: Accounting 101 **Day 2: Content Marketing/
Digital Marketing
for MSMEs** **Day 3: Success Stories
of MSMEs**

25 to 27 August 2021 | 2:00 - 5:00PM
via Zoom and Streamed Live on
UP ISSI Facebook Page

E-certificates will be
given to attendees.

Tara Na, Negosyo Na, Year 11
August 25-27, 2021

WEBINARS

WEBINAR SERIES ARE
HOSTED VIA ZOOM AND
STREAMED LIVE ON:

UP ISSI Facebook Page
<https://www.facebook.com/upissi>

COMMUNITIES OF PRACTICE FOR ENTREPRENEURSHIP (COPE)



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

Join the QR code or visit
<https://bit.ly/eHANDA2021>
to register for this free webinar.
#DRRDay #upissiHANDA

E-HANDA WEBINAR: HELPING MSMEs BUILD FORWARD BETTER
October 13, 2021, 2:30 PM to 5:00 PM (GMT+8) via **Zoom & f LIVE**

Keynote Speakers

- DR. YUKI MATSUOKA**
Head, UNDRR Office in Japan
United Nations Office for
Disaster Risk Reduction (UNDRR)
- JERRY CLAVESILLAS**
Director, Department of Trade and
Industry - Bureau of Small and
Medium Enterprise Development
(DTI-BSMED)
- GLENN PERALTA**
Director, Business Continuity
Managers Association of the
Philippines (BCMAP)

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

- Philippine SMEs: The Road to
Recovery and Sustainability**
TEDDY MONROY
Country Representative, UNIDO Philippines
- Support Programs Related to Promoting
MSME Resilience Amid Disruption**
JEANETTE DAMO
Deputy Executive Director
National Wages and Productivity Commission
- Enterprise Resilience Framework
in the Philippine Context**
ALVIN MANUEL
Director, BCMAP
Senior Director, SyCip, Gorres, Velayo & Co.
(SCVRY)
- Building a Culture of Resilience
among Philippine MSMEs**
JOANNA ROSE LADDARAN
University Extension Specialist, UP ISSI

e-HANDA: Helping MSMEs Build Forward Better
October 13, 2021



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

Communities of Practice for Entrepreneurship Program
Ugnayan at Pagsulong
Towards a Gender-Responsive and Resilient MSME Sector
YEAR-END WEBINAR
DECEMBER 13, 2021 | 2:00 - 5:00 PM

Keynote Speakers

- Dr. Alail B. Bewagen**
Vice Chancellor for
Community Affairs
University of the Philippines
Biliran
- Dr. Gonzalo A. Campomanes II**
Vice Chancellor for
Research and Development
University of the Philippines
Davao
- Prof. Marlene M. Moraga-Leaño**
Director, UP ISSI

Resource Speakers

- Hona Colina-Marie V. Yap**
Officer-in-charge, Small Business
and Cooperatives Development
and Promotion Office (SBCDO)
Quezon City
- Alfred Rai L. Gatapan, EnP**
Senior Trade Industry
Development Specialist
Bureau of Small and Medium Enterprises
(BSME), Department of Trade
and Industry
- Rosalyn Medina**
Country Program Manager
Entrepreneurship (Philippines
MSMEs)
- Juan Villamor**
National Resilience Council (NRC)
Expert Panel for
Leadership & Governance
- Glenn S. Uyiguren**
Head,
Training and Entrepreneurship Education
Division, UP ISSI
- Alissa Anne
Mari-De Queman**
University Extension Specialist
UP ISSI
- Karen Ray
Brazo-Coballes**
University Extension Specialist
UP ISSI
- Joanna Rose
T. Laddaran**
University Extension Specialist
UP ISSI
- Melanie V. Cabotaje**
University Extension Specialist
UP ISSI

**Ugnayan at Pagsulong: Towards a Gender-Responsive
and Resilient MSME Sector**
December 13, 2021

UP ISSI caps off 2021 with COPE Webinar's "Ugnayan at Pagsulong"

The Institute capped off 2021 with a Communities of Practice for Entrepreneurship (COPE) webinar entitled, *"Ugnayan at Pagsulong: Towards a Gender-Responsive and Resilient MSME Sector"* held on December 13, 2021, Monday, 2:00 PM – 5:00 PM via Zoom and Facebook Live.

The webinar started with a welcome remarks from Vice Chancellor for Community Affairs Aleli B. Bawagan, wherein she highlighted the two research studies that would be presented in the webinar and its importance in articulating the experiences of particular industries in the MSME sector during this pandemic. Vice Chancellor for Research and Development Gonzalo A. Campoamor then delivered the keynote message focusing on the entrepreneurial qualities of Teodora Alonzo and how she was a huge influence in the life of Jose Rizal.

Ms. Melanie V. Cabotaje and Ms. Joanna Rose T. Laddaran of the Research Division (RD) then presented the key findings and recommendations of the two research studies conducted by the Institute in 2021. Ms. Cabotaje presented the findings of the study, *"Impacts of the COVID-19 Pandemic on Women in the Informal Economy in Quezon City"*, while Ms. Laddaran presented the findings of the study, *Business Continuity and Sustainable Recovery of MSMEs in the Philippines: Basis for Developing an Enterprise Resilience Program"*.

Four key organizations in the MSME sector then discussed their current programs and plans for the sector.

Ms. Mona Celine Marie V. Yap, the Department Head of the Quezon City (QC) Small Business and Cooperatives Development and Promotions Office, briefly introduced the mandate and activities of her office. She then talked about their specific programs and projects for small entrepreneurs in Quezon City such as the *"QC Essentials"*, *"Pangkabuhayang QC"*, Cooperatives Building and Skills Profiling, among others.

Mr. Alfee Rei L. Galapon, a Senior Trade-Industry Development Specialist at the Department of Trade and Industry - Program Development Division, started his presentation with brief overview of the MSME sector in the country emphasizing that the sector plays an important role in building community resilience. He then enumerated the different programs of DTI available for MSMEs, such as the *Negosyo Serbisyo sa Barangay*, *Pangkabuhayan sa Pagbangon at Ginhawa*, *Shared Service Facilities*, *PTTC Global MSME Academy*, etc.

Ms. Rosalyn Mesina, Country Program Manager of WeEmpowerAsia – UN Women Philippines, emphasized that the activities of *WeEmpower Asia* ultimately aims to draw attention to the need for a more gender-responsive, gender-inclusive support for the MSME sector. She also discussed the different ways to build gender-inclusive entrepreneurship to encourage women's economic activities.

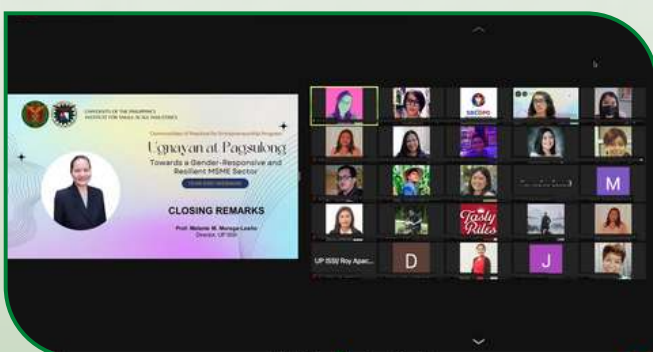
Mr. June Villamor of the National Resilience Council (NRC) started his presentation by introducing the NRC and its goals. He also enumerated different activities of the Council, i.e. capacity building of LGUs, conduct of Blended Training Course on Developing Business Continuity Plan (BCP) and the development of Quick Risk Estimation Tool together with partners such as *ARISE Philippines*, *United Nations Office for Disaster Risk Reduction* and *UP ISSI*, among others.

After the presentations from the Quezon City LGU, DTI, UN Women and NRC, the UP ISSI also featured some of its programs for MSMEs.

Ms. Karen Kay Coballes of the Business Enterprise Development Division (BEDD) shared about the UP ISSI's Online Mentoring Program, which is a free public service that aims to help entrepreneurs diagnose and find solutions to their problems especially during this pandemic. Launched in June 2020, it provides mentees relevant and updated information and management tips in marketing, operations, human resource and finance. Ms. Coballes also discussed the online marketing support for MSMEs, which is a series of social media posts and website articles showcasing the products of partner MSMEs in order to support and promote local products.



Keynote speaker: Vice Chancellor for Research and Development Gonzalo Campoamor II, Ph.D.



Closing remarks by Prof. Melanie Moraga Leaño

Ms. Glennis S. Uyanguren and Ms. Allysa Anne M. De Guzman of the Training and Entrepreneurship Education Division (TEED) discussed the COPE Program, the TEED's advocacy project which aims to bring entrepreneurship education to marginalized sectors. Because of the pandemic, the COPE Webinar series was launched, which offers free webinars on a range of topics useful and relevant to the MSME sector, i.e. business continuity planning, digital marketing, basic accounting, etc. Ms. Uyanguren and Ms. De Guzman, then led the launching of the 2022 Training Calendar, which featured the courses that will be offered by the Institute next year, i.e. Online Course on Productivity through Effective Supervision, e-Accounting for Non-Accountants (e-AfNA), e-Managers Course, e-Start Your Own Business, Online Digital Marketing Course, e-HANDA, MSMEs on Fourth Industrial Revolution, Data Analytics, among others. The UP ISSI HANDA Challenge was also launched which aims to document best practices of Philippine MSMEs in developing and implementing business continuity and resilience strategies.

UP ISSI Director Prof. Melanie Moraga Leaño formally closed the event. She said the past two years of being in the pandemic affected the MSME sector, but with the help of national government agencies, LGUs, NGOs and other institutions, the sector has proved to be resilient. Professor Leaño said the Institute looks forward to a better 2022 for our Pinoypreneurs, as she emphasized UP ISSI's commitment to do research, train and mentor Pinoypreneurs. Mr. Marvin M. Manlapas and Ms. Krystel M. Soria of TEED hosted the three-hour webinar.



RESEARCH

RD articulates MSMEs experiences amidst pandemic, other disasters in 3 studies

As majority of the micro, small and medium enterprise (MSME) sector is still heavily impacted by the coronavirus (COVID-19) pandemic and quarantine restrictions imposed by the Philippine government this year, the Research Division (RD) conducted three studies that articulate the current realities and experiences of MSMEs amidst the pandemic and other natural and human-induced disasters.

1) Impacts of the COVID-19 Pandemic on Women in the Informal Economy in Quezon City

In this study funded by the UP Center for Women's and Gender Studies (UP CWGS), the RD looked at the realities and experiences of women in the informal economy in Quezon City amidst the coronavirus pandemic. The primary participants in the research study were 248 members of three associations of informal workers in Quezon City: 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).

The results of the study 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. The pandemic has caused total closure of enterprises, loss of livelihood and significant drop in incomes. With lesser earnings, these women could not adequately feed their families, resulting in a high incidence of hunger among their households. Because of the no-face-to-face-classes policy, some of them had to stop working to supervise their children in their studies while others simply had to juggle both tasks, forcing them to multitask and reduce their hours of sleep.

As informal work does not provide these women with social benefits, they had to rely on other means, i.e., using their capital for their household expenses, taking on additional sources of income, starting a new business, and multitasking, among others. While these coping strategies have shown their resilience and resourcefulness, they have also taken a toll on their overall well-being, leaving them physically exhausted, psychologically distressed, and financially insecure. Their own organizations played a crucial role in supporting these women and assisting their enterprises/livelihoods in the form of marketing assistance, cash assistance, representation, and capacity building.

The study concluded that the pandemic

exacerbated the pre-existing gender inequalities experienced by women in the informal economy. However, it also highlighted the resilience they have shown – both on an individual and community level – amidst this pandemic. The study argued that when provided a supportive environment, proper tools and ample opportunities, women in the informal economy can come up with innovative solutions that will help them and their enterprises/livelihoods thrive through this crisis, as well as lead in building sustainable and resilient communities. Thus, the following recommendations:

- Address the health crisis by intensifying the vaccination program, subsidizing testing and improving contact tracing as a key measure in containing the virus;
- 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 government's pandemic response, i.e. providing pandemic financial grant (PhP 15,000.00 – PhP 25,000.00), providing marketing assistance, etc.;
- Put in place universal, comprehensive, and fully-funded social protection systems;
- Support the adoption of digital technology among women in the informal economy;
- Provide affordable and decent housing and vending sites;
- Provide continuous capacity building and education for women in the informal economy; and
- Invest in social infrastructure that improves the accessibility and quality of community-based basic social services responsive to the needs of women in the informal economy.

2) Case Study on the Effects of the UP Shopping Center Fire Incident on Its Concessionaires

This case study aimed to assess the effects of the UP Shopping Center fire incident on its concessionaires. Specifically, it aimed to gather information on (1) Disaster experiences and vulnerabilities of enterprises previously located in the UP Shopping Center, (2) Disaster preparedness and business continuity planning strategies of MSMEs, and (3) Support programs provided by the UP Administration, as well as other supporting agencies and institutions related to disaster risk reduction, rehabilitation and recovery. Aside from describing the effects of the UP Shopping Center Fire Incident on the business concessionaires, the survey also touched on the initial effects of the COVID-19 pandemic on the operations of MSMEs. The scope of the study was extended to describe specific threats to business operations and business continuity and disaster preparedness strategies of the MSME sector in the Philippines. This study is funded by the UP Diliman Office of the Vice Chancellor for Research and Development (OVCRD) through its Outright Research Grant.

3) Business Continuity and Sustainable Recovery of MSMEs in the Philippines: Basis for Developing an Enterprise Resilience Program

This study aimed to describe the disaster experiences, impact to their business operations, disaster preparedness, and business continuity-related practices of MSMEs in the Philippines. It also looked into the recovery challenges and strategies of MSMEs in relation to the COVID-19 pandemic situation. The results of this study will aid in the formulation of policies and development of programs related to community disaster risk reduction, and strategies for enterprise resilience. It will also serve as the UP ISSI's basis for improving its training program offerings for MSMEs related to business continuity planning and promoting enterprise resilience. This study is part of the project funded by the OVCRD through its Outright Research Grant.

RD worked with some of the staff from the Training and Entrepreneurship Education Division (TEED) and Business Enterprise Development Division (BEDD) for the conduct of the OVCRD-funded researches.

UP ISSI studies, programs highlighted in local and int'l conferences

The Institute maximized local and international events and conferences to feature its programs and research studies.

- Business Forum 2021: Business Recovery and Growth Amidst the Continuous Challenge of the New Normal; December 6 - 7, 2021

In this two-day forum, Ms. Joanna Rose Laddaran delivered a presentation entitled, "Refresh, Reboot, Restart: The Ultimate Guide to Business Recovery in the Midst of a Crisis." The online forum was conducted by the local government unit of the City of Santiago, Isabela and the Department of Trade and Industry (DTI) Isabela Provincial Office on December 6 - 7, 2021.

- 14th Security Management International Virtual Summit; November 24 - 25, 2021

Ms. Joanna Rose Laddaran participated in the 14th Security Management International Virtual Summit: The Role of Security Professional's in Sustaining Business during the COVID-19 Pandemic conducted by the Philippine Society for Industrial Security (PSIS) International and Asia Pacific Security Association (APSA) International- Philippine Chapter on November 24 - 25, 2021. Ms. Laddaran delivered a presentation entitled, "Building MSME Resilience Towards a Safe and Sustainable Future" on the 2nd day of the Summit.

- International Conference on Philosophy of Education 2021; November 12 - 14, 2021

Aligned with the conference theme, "Rethinking Education in Times of Crisis:

New Paradigms, Innovative Practices, and Meaningful Outcomes for Diversity and Social Justice," four UP ISSI staff delivered the following presentations:

1. Impacts of COVID-19 Pandemic on Women in the Informal Economy in Quezon City and its Implications on the Education of their Children (presented by Melanie V. Cabotaje and Joanna Rose T. Laddaran), and

2. Building Forward Better through Promoting Entrepreneurship Education among MSMEs (presented by Joanna Rose T. Laddaran, Glennis S. Uyanguren, and Allysa Anne Mari-De Guzman).

The Conference was conducted by the Philosophy of Education and Values Education Program of the UP College of Education, and the School of Education of Indiana University Southeast.

- 4th Colleges and Universities Public Service Conference (CUPSCON); October 22, 2021

Ms. Glennis S. Uyanguren and Ms. Allysa Anne M. De Guzman presented the Institute's Communities of Practice for Entrepreneurship (COPE) Program, which brings entrepreneurship education to the people, particularly to communities who have lesser access to such social service through formal education. Ms. Uyanguren and Ms. De Guzman discussed how partnerships among various sectors - such as the academe, MSME sector, public agencies and private institutions - contribute to efforts to build forward particularly in this time of pandemic. Themed "Public Service in Time of COVID: The Role of Academic-Community Partnership in Addressing the Challenges of a Global Pandemic", the conference centered on the significant role that partnerships between the academe and other institutions have played in the fight

against COVID-19 and in empowering and building resilience amidst the global pandemic.

- UP Center for Women's and Gender Studies Research Dissemination Forum "Site of Convergence: Weaving Tapestries of Knowledge"; August 31, 2021

Ms. Melanie V. Cabotaje presented the findings of the study, "Impacts of the COVID-19 Pandemic on Women in the Informal Economy in Quezon City". The study concluded that the pandemic adversely impacted the economic security, health and overall well-being of women in the informal economy. It has caused total closure of enterprises, loss of livelihood and significant drop in incomes of the participants. But while the study reinforces what existing literature states about the gendered impacts of disasters, it also equally recognizes the agency and leadership of women in the informal economy. In her presentation, Ms. Cabotaje emphasized that when provided a supportive environment, proper tools and ample opportunities, women in the informal economy can come up with innovative solutions that will help them and their enterprises/livelihoods thrive through this crisis, as well as lead in building sustainable and resilient communities.

- Asia Risk and Resilience Conference 2021; August 19, 2021

The UP ISSI HANDA Program Management Team composed of Ms. Joanna Rose T. Laddaran and Ms. Glennis S. Uyanguren presented at the Asia Risk and Resilience Conference 2021 on August 19, 2021. In their presentation, "Lessons Learned from Enterprises Dealing with Compound Disasters", Ms. Laddaran and Ms. Uyanguren discussed how compound disasters adversely affect the life, **property**

and socioeconomic activities of MSMEs. Citing the case of business concessionaires who were still recovering from a major fire incident in 2018 and are now suffering from the COVID-19 pandemic and the subsequent quarantine restrictions, Ms. Laddaran and Ms. Uyanguren highlighted the need for an Enterprise Resilience Program for MSMEs in the Philippines. It also presented an analysis of the available support programs provided by the government, private sector, and other supporting agencies and institutions related to disaster risk reduction, and the sustainable recovery of MSMEs.

- DZUP YUN YON; July 8, 2021

In line with the celebration of the National Disaster Resilience Month, the UP ISSI's HANDA Program resource speaker Ms. Joanna Rose T. Laddaran served as one of the guests in DZUP's Yun Yon, an advocacy radio program of the All UP Academic Employees Union and the All UP Workers Union. Joanna discussed the importance of the National Disaster Resilience Month and enumerated preparedness strategies for natural and human-induced disruptions.

- BCI World Horizons 2021 Conference; June 17, 2021

In her presentation "Inclusivity in Business Continuity and Supply Chain Resilience: Lessons from Philippine MSMEs", Ms. Joanna Rose T. Laddaran emphasized the need to ensure that Business Continuity Management (BCM) awareness and capacity-building programs are inclusive, localized, and context-based for MSMEs. She also put forward key recommendations on how to gain commitment of MSME owners and employees in embedding business continuity and enterprise resilience practices in their organization. The BCI World Horizons 2021 Conference was virtually conducted on June 16 - 17, 2021 with the theme, "Facing the Future Together". The Conference centered on how business continuity and resilience professionals deal with the new challenges and the changed world we now live.

- Masterclasses on Business Continuity Planning for the Financial Services Industry; April 16, 2021

HANDA Program resource speaker Ms. Joanna Rose T. Laddaran talked about Business Continuity and the Role of the Financial Services Industry in MSME Recovery during the Masterclass Webinar on Business Continuity Planning for the Financial Services Industry. The webinar was conducted via the Zoom platform on April 16, 2021. It was organized by GlobemyBusiness in partnership with the Business Continuity Managers Association of the Philippines (BCMAP) and Amazon Web Services (AWS).

DIRECTOR'S OFFICE

NCR Tops 2021 CMCI Rankings Anew

Quezon City, the cities of Manila and Pasay are the 1st, 2nd and 3rd Overall Most Competitive Highly Urbanized Cities (HUCs), respectively, in the 2021 run of the Cities and Municipalities Competitiveness Index (CMCI). Quezon City has been awarded Most Competitive HUC in the country for five times since 2016. It has in fact been recognized as a Hall of Fame Awardee. Consequently, it was excluded in 2020 in the ranking, which was the only time that it was not awarded Most Competitive HUC.

CMCI is an annual ranking of local government units (LGUS) in the Philippines. The index was developed by the National Competitiveness Council (NCC) through the Regional Competitiveness Committees (RCCs), with the assistance of the United States

Agency for International Development.

HUCs in NCR have consistently secured the top awards in this highly-regarded competition among LGUs in the country. Initially just divided into two

categories: Cities and municipalities, CMCI awards have evolved into giving distinction also to provinces. In recent years, cities were further classified into two categories: HUCs and component cities, and the municipalities into three: 1st and 2nd class municipalities, 3rd and 4th class municipalities, and 5th and 6th class municipalities.

Apart from the Most Competitive Award, LGUs are also recognized based on the following four (4) pillars: Economic Dynamism, Government Efficiency, Resiliency, and Infrastructure. An additional pillar, Innovation was introduced this year, but was not scored. So, it was not included in the ranking.

The 2021 awardees are the following:

RANK	SCORE	LGU	PROVINCE	REGION	ECONOMIC DYNAMISM		GOVERNMENT EFFICIENCY		INFRASTRUCTURE		RESILIENCY	
					RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE
1 st	59.3090	Quezon (NCR)	Metro Manila	NCR - National Capital Region	2	11.7190	2	17.4559	2	13.4213	3	16.7128
2 nd	58.8263	Manila	Metro Manila	NCR - National Capital Region	7	8.8802	1	18.6228	1	15.5530	5	15.7704
3 rd	52.6006	Pasay	Metro Manila	NCR - National Capital Region	1	13.6291	4	14.1990	4	10.0948	8	14.8777
4 th	52.7380	Davao	Davao Del Sur	REGION XI (Davao Region)	3	10.5106	3	15.4591	3	11.4187	6	15.3406
5 th	48.0032	Muntinlupa	Metro Manila	NCR - National Capital Region	19	5.5238	7	12.1172	5	9.6778	1	20.6845
6 th	46.7149	Makati	Metro Manila	NCR - National Capital Region	4	9.9466	9	12.0829	6	9.4636	7	15.3189
7 th	45.7648	Cagayan De Oro	Misamis Oriental	REGION X (Northern Mindanao)	11	6.8120	12	11.5028	7	9.4422	2	18.0080
8 th	42.0990	Valenzuela	Metro Manila	NCR - National Capital Region	22	4.8315	5	13.6905	9	7.8074	4	15.7906
9 th	41.4838	Pangil	Metro Manila	NCR - National Capital Region	6	9.1926	15	10.1388	11	7.5557	9	14.5967
10 th	40.5160	Cebu	Cebu	REGION VI (Central Visayas)	8	8.0049	11	11.7988	8	8.5319	31	12.1804

Highly urbanized cities

Component cities

RANK	SCORE	LGU	PROVINCE	REGION	ECONOMIC DYNAMISM		GOVERNMENT EFFICIENCY		INFRASTRUCTURE		RESILIENCY	
					RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE
1 st	53.0220	Naga (CS)	Camarines Sur	REGION V (Bicol Region)	2	10.7782	3	13.1018	1	13.3748	3	15.7672
2 nd	52.7380	Antipolo	Rizal	REGION IVA (CALABARZON)	3	10.6333	2	14.6238	2	12.7429	7	14.7380
3 rd	52.5954	Taguig	Davao Del Norte	REGION XI (Davao Region)	13	8.9786	1	15.1586	4	10.4221	2	18.1381
4 th	48.9308	Dasmariñas	Cavite	REGION IVA (CALABARZON)	1	12.3205	6	12.5895	6	9.8219	18	14.2077
5 th	48.9244	Legazpi	Albay	REGION V (Bicol Region)	15	8.6459	13	11.8656	3	11.4323	5	14.6775
6 th	45.6315	San Fernando (PA)	Pampanga	REGION III (Central Luzon)	12	8.8869	8	12.2060	5	10.1549	11	14.3837
7 th	45.4334	Batangas	Batangas	REGION IVA (CALABARZON)	4	10.3217	7	12.2684	12	8.9481	29	13.8952
8 th	44.2899	Imus	Cavite	REGION IVA (CALABARZON)	5	9.5882	18	11.2073	11	9.0919	13	14.2925
9 th	44.2037	Binan	Laguna	REGION IVA (CALABARZON)	7	9.3553	12	11.8966	14	8.6283	12	14.3235
10 th	43.6019	Calapan	Oriental Mindoro	REGION IV-B (MIMAROPA)	31	6.5093	25	10.7023	17	8.4480	1	18.3055

RANK	SCORE	LGU	PROVINCE	REGION	ECONOMIC DYNAMISM		GOVERNMENT EFFICIENCY		INFRASTRUCTURE		RESILIENCY	
					RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE
1 st	50.3806	Carina	Rizal	REGION IVA (CALABARZON)	1	12.8121	1	13.7738	3	9.6672	29	14.1275
2 nd	48.0242	Ballweg	Butuan	REGION III (Central Luzon)	6	8.8955	3	12.9887	1	10.5071	2	15.7329
3 rd	46.7744	San Mateo (RL)	Rizal	REGION IVA (CALABARZON)	19	6.7857	4	12.7531	5	8.7622	1	18.4734
4 th	46.6610	Taytay (RL)	Rizal	REGION IVA (CALABARZON)	2	10.0891	25	10.9022	2	9.9442	3	15.7254
5 th	42.6188	Camona	Cavite	REGION IVA (CALABARZON)	3	9.8337	10	11.3744	11	7.7039	68	13.7065
6 th	41.5365	Angono	Rizal	REGION IVA (CALABARZON)	15	7.0188	8	11.4188	7	8.3175	10	14.7894
7 th	40.8397	Binangonan	Rizal	REGION IVA (CALABARZON)	12	7.3025	36	10.6494	15	7.4808	5	15.4071
8 th	40.5972	Isulan	Sultan Kudarat	REGION XII (Socodangan)	10	6.9999	6	11.6280	18	7.4089	15	14.5605
9 th	40.3587	Potomoluk	South Cotabato	REGION XII (Socodangan)	4	9.1778	37	10.6413	27	6.9427	82	13.5969
10 th	40.1919	Salang	Cavite	REGION IVA (CALABARZON)	10	7.9204	18	11.0767	23	7.2493	44	13.9405

1st-2nd Class municipalities

3rd-4th Class municipalities

RANK	SCORE	LGU	PROVINCE	REGION	ECONOMIC DYNAMISM		GOVERNMENT EFFICIENCY		INFRASTRUCTURE		RESILIENCY	
					RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE
1 st	43.6799	Pangasinan	Bukid	REGION VII (Central Visayas)	1	12.0422	41	10.4259	2	8.3557	363	12.8561
2 nd	43.1970	Manbijan	Camiguin	REGION X (Northern Mindanao)	4	9.5060	2	12.1996	11	7.2553	21	14.2460
3 rd	42.8148	Baler	Aurora	REGION III (Central Luzon)	3	9.6035	11	11.1831	4	8.1431	50	13.8950
4 th	42.2238	Bantay	Iloilo	REGION I (Iloilo Region)	6	8.8486	3	11.8332	6	7.4365	31	14.1023
5 th	42.1147	Lamot	Iriga	CAR - Cordillera Administrative Region	64	6.4539	1	13.4206	10	7.2682	6	14.6740
6 th	41.4716	Jagna	Bukid	REGION VII (Central Visayas)	2	10.1851	64	10.2038	5	7.5217	119	13.6611
7 th	41.2707	Sulog	Davao Del Sur	REGION XI (Davao Region)	57	6.5280	12	11.1803	1	9.6044	40	13.9690
8 th	41.1146	Tayog	Pangasinan	REGION I (Iloilo Region)	11	8.2298	6	11.4256	9	7.2922	24	14.1670
9 th	40.8320	San Remigio (CI)	Cebu	REGION VII (Central Visayas)	9	8.3051	19	10.8553	7	7.4021	19	14.2695
10 th	40.0480	Santa Domingo (IS)	Iloilo	REGION I (Iloilo Region)	66	6.5671	31	10.5893	121	5.6927	1	17.0070

5th-6th Class municipalities

RANK	SCORE	LGU	PROVINCE	REGION	ECONOMIC DYNAMISM		GOVERNMENT EFFICIENCY		INFRASTRUCTURE		RESILIENCY	
					RANK	SCORE	RANK	SCORE	RANK	SCORE	RANK	SCORE
1 st	47.8604	Bonar (DM)	Zamboanga Del Norte	REGION IX (Zamboanga Peninsula)	1	14.1311	5	12.0364	25	6.9591	11	14.4348
2 nd	44.2076	Oakehal Luna (TN)	Davao Del Norte	REGION XII (Caraga)	2	10.7482	152	8.9117	1	11.2604	97	13.2096
3 rd	42.4670	Kasaganan	Lanao Del Norte	REGION X (Northern Mindanao)	5	7.7865	7	11.6272	5	7.9614	4	15.1718
4 th	42.3393	Makiling	Camiguin	REGION X (Northern Mindanao)	12	7.2415	3	12.1220	8	7.6698	3	15.2860
5 th	42.2189	Cataman (CM)	Camiguin	REGION X (Northern Mindanao)	4	8.2221	6	11.8774	11	7.5592	8	14.5502
6 th	41.9534	Santa Catalina (IS)	Iloilo	REGION I (Iloilo Region)	34	6.4897	9	11.4592	9	7.6044	1	16.3991
7 th	40.8695	Puga	La Union	REGION I (Iloilo Region)	7	7.4821	17	11.2394	38	6.7275	2	15.5406
8 th	40.5730	Pondá	Cebu	REGION VII (Central Visayas)	30	6.5761	63	9.9574	2	10.2588	38	13.7915
9 th	40.0843	Bato (CT)	Catanduanes	REGION V (Bicol Region)	144	4.9808	8	11.4749	3	8.5989	8	15.0298
10 th	39.8159	Alejo	Northern Samar	REGION VIII (Eastern Visayas)	58	6.0657	1	12.7159	39	6.6823	89	13.3519

RANK	SCORE ±	PROVINCE ±
1 st	45.7503 ▼	Rizal
2 nd	44.9845 ▼	Davao Del Norte
3 rd	42.2973 ▼	Camiguin
4 th	39.7034 ▼	Laguna
5 th	38.9837 ▼	Cavite
▲ 6 th	37.1676 ▼	South Cotabato
▼ 7 th	36.9341 ▼	Pampanga
▲ 8 th	36.3931 ▼	La Union
9 th	36.3385 ▼	Batangas
▼ 10 th	36.3205 ▼	Bulacan

Provinces

The ranking of other LGUs can be found in the CMCI portal at <https://cmci.dti.gov.ph/rankings.php>.

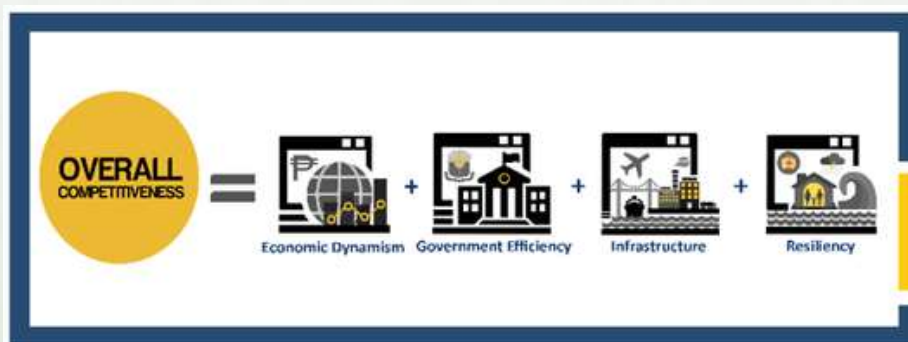
CMCI built on the competitiveness framework developed by Michael Porter which focuses on the idea of productivity where local competitiveness is viewed as how a city or municipality knows its resources and how it uses these to improve its standard of living. Following this definition, the data used in the index are all-encompassing. It includes, among others, the number of schools, doctors, and teachers; and how long a government transaction takes in the LGU, i.e. acquiring business permit.

The collected data are then weighted and standardized. As mentioned, the index consists of five pillars, with the following weights:

Competitiveness Pillars	Weight
Economic Dynamism	25%
Government Efficiency	25%
Infrastructure	25%
Resiliency	25%
Innovation*	0%
*(Newly introduced indicator. Not scored/ no weight in the ranking)	

Competitiveness pillars

The overall competitiveness score is the sum of scores on the four Competitiveness Pillars. Each pillar consists of ten (10) indicators and several sub-indicators. One indicator for Economic Dynamism is "Cost of Doing Business". Its sub-indicators are Cost of water, cost of labor, and cost of electricity. The scores are determined by the values of the actual data, as well as the completeness of the submitted data. The higher the score of a city or municipality, the more competitive it is.



Overall Competitiveness

The University of the Philippines – Institute for Small Scale Industries (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.

In 2013, only twelve out of the seventeen LGUs in NCR participated in CMCI. Now, all LGUs are participating and are submitting their data. Since then, ten LGUs in NCR have brought home 64% of all the awards in their category.

RANK	2013	2014	2015	2016	Year 2017	2018	2019	2020	2021
OVERALL									
1	CDO	Makati	Manila	QC	QC	QC	QC	Manila	QC
2	Iloilo	CDO	Makati	Makati	Manila	Manila	Manila	Davao	Manila
3	San Fernando	Naga	Cebu	Manila	Davao	Pasay	Davao	Pasay	Pasay
Economic Dynamism									
1	QC	Paranaque	QC	Makati	Pasay	QC	Pasay	Pasay	Pasay
2	Koronadal	Makati	Makati	Pasig	QC	Pasay	Davao	Davao	QC
3	Marikina	Manila	Paranaque	QC	Makati	Davao	QC	Manila	Davao
Government Efficiency									
1	Iloilo	Naga	Iloilo	Manila	Manila	Pasay	QC	Manila	Manila
2	Bacolod	Iloilo	CDO	QC	QC	San Juan	Manila	Davao	QC
3	CDO	Angeles	Makati	Iloilo	Muntinlupa	Manila	Davao	Valenzuela	Davao
Infrastructure									
1	Iloilo	Davao	Manila	QC	QC	QC	QC	Manila	Manila
2	Bacolod	CDO	Cebu	Makati	Manila	Manila	Manila	Davao	QC
3	CDO	Marikina	Zamboanga	Pasig	Davao	Davao	Davao	Pasay	Davao
Resiliency									
1					Davao	CDO	Iloilo	Muntinlupa	Muntinlupa
2					QC	Davao	CDO	Valenzuela	CDO
3					Manila	Muntinlupa	Davao	Manila	QC

2013-2021 Cities and Municipalities Competitiveness Index (CMCI) 2021 Cities and Municipalities Competitiveness Index (CMCI)

Mr. Guillermo Luz, one of the ardent advocates of CMCI, accentuated that, “Our goal was to measure all 1,634 cities and municipalities annually and to eventually institutionalize and embed this data-gathering and analysis in cities [and municipalities] so they could use their own data to plan their futures.”

The scores of each LGU that participated in CMCI are all available in the CMCI portal. These data can be used by policy makers in assessing where their LGU stands vis-à-vis other comparable political units. The private sector can also scrutinize these data and use them as guide in making their business decisions like in deciding where to locate their business for expansion.

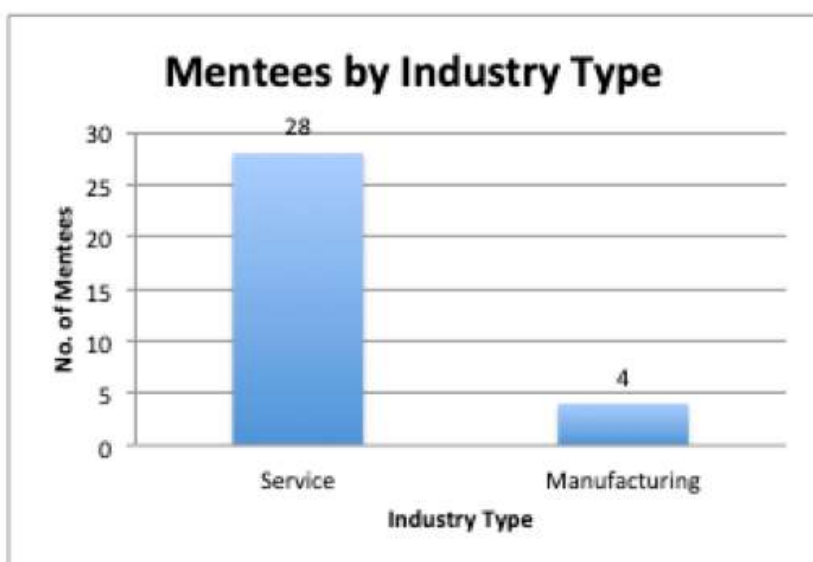
EXTENSION

Online Advisory Services for MSMEs

The Business Enterprise Development Division of the University of the Philippines - Institute for Small-Scale Industries, the lead division in offering business counseling and other technical and enterprise development assistance to MSMEs and other sectors, continues to provide free online advisory services in the four areas of business functions, such as marketing, operations, human resources, and finance.

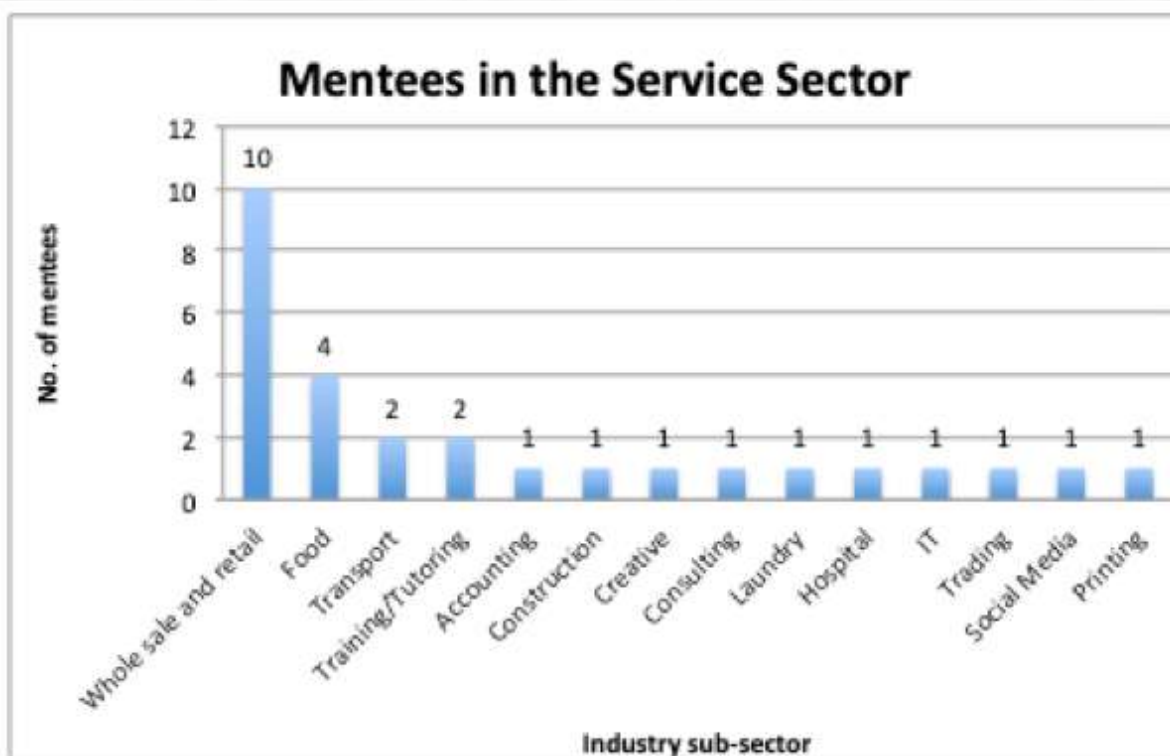
opportunities and UP ISSI facilitated trainings (e.g. e-HANDA Program: Disaster Preparedness and Business Continuity Planning for MSMEs, e-Start Your Online Business Course link MSMEs, among others).

In 2021, 32 MSMEs availed of the online advisory services, most are micro and small enterprises. Of the 32 mentees, most of them are from the service sector and are manufacturers.



The program also aims to link MSMEs to other business-related government programs and services and eventually help them pivot, recover, and be more resilient through capacity-building

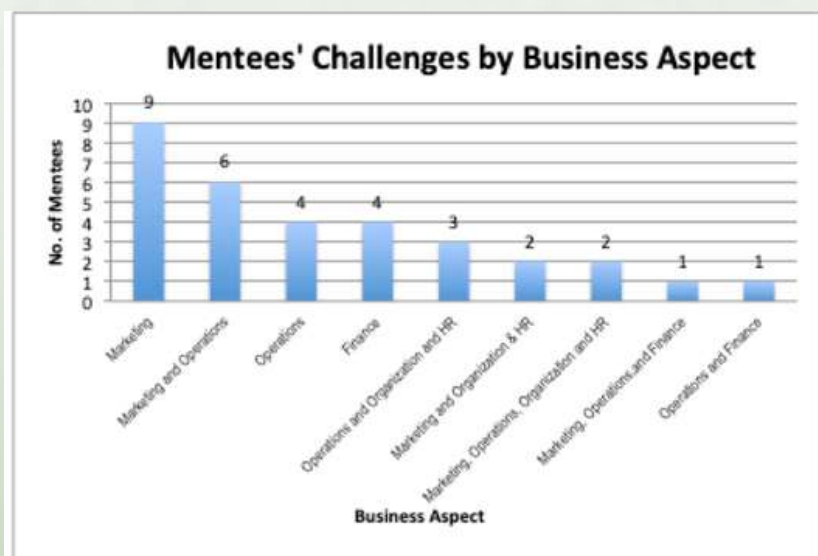
The breakdown of the service sector into subsectors shows that ten (10) mentees are in retail and wholesale trade: grocery (2), baking goods (1), clothing and souvenir (1), food and clothing (1), meat products (1), and black honey. These are followed by mentees or MSMEs engaged in food (4), transport (2), and training/tutoring (2). The rests of the mentees (10) are in accounting, construction, creative (video production), consulting, hospital, laundry, information technology (IT), trading, social media, and printing.



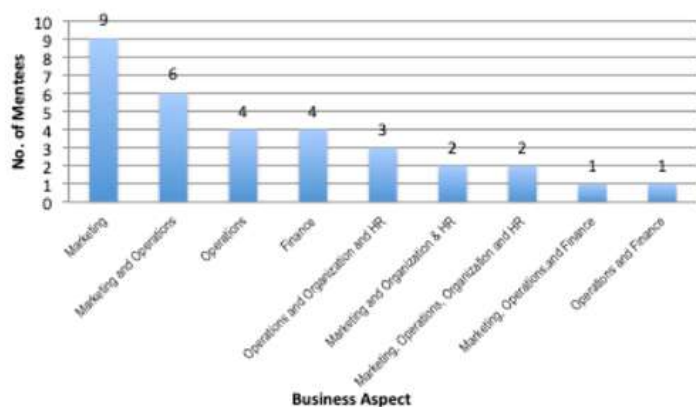
Due to lockdown and limited if no customers, marketing topped the challenges that nine (9) mentees faced during the pandemic. This is followed by six (6) mentees with both marketing issues.

While four (4) mentees each were having problems with operations and finance.

Three (3) mentees struggled with operations, human resources, and organizational issues. Two (2) mentees have challenges in both marketing and human resource. Another two (2) have had problems with marketing, operations and human resource. Only one (1) mentee faced issues in three aspects of the business: marketing, operations and finance. One (1) mentee has challenges in operations and finance.



Mentees' Challenges by Business Aspect



It is observed that in the second year of the pandemic, mentees are still facing issues with their products and services in marketing such as:

- how to market the product
- how to analyze the market
- low sales
- the low number of customers
- unstable clientele
- low and slow stock turnover
- product/service awareness and engagements

Following challenges in their operations namely:

- how to continue operating in this pandemic
- how to scale up properly
- food labeling
- high costs of operations
- rethinking the business model
- inventory management
- office operations and control
- production site

Mentees found the following issues in Organization and Human Resource:

- managing people
- requirements for mayor's permit like physical space wherein fact the business is online.
- how to establish a business in the Philippines by a foreign company
- how to extend services for a particular community
- laws on e-commerce and B2G

As for the Finance aspect:

- how to manage cash flow and working capital
- sustainability and funding
- taxation
- bookkeeping know-how

To help the mentees pivot, mentors were assigned and took the following actions:

Marketing

- Advised to improve its Facebook page marketing strategies, increase engagement with its audience by joining conversations during its live selling activity, interacting live with customers and potential buyers

Operations

- Provided the Philippine National Standards for honey to comply with requirements of both the local and foreign markets.

Organization and HR

- Provided lists of requirements and processes in obtaining business licenses and permits.
- Prepared a self-assessment questionnaire for a cooperative to evaluate gaps in managing and controlling its operations
- Provided website link to BIR for registration purposes and on how to avail of the incentive under the Barangay Micro-enterprise enterprise law or BMBE.
- Provided UP ISSI Training Calendar 2022 for inquiries on HR Training

Finance

- Provided UP ISSI Training Calendar 2022 for inquiries on bookkeeping, business accounting Training

SHOWCASING LOCAL MSMES

ONLINE MENTORING FOR MSMES

Jedidiah Food Industry February 2021

bit.ly/JedidiahTurmericTea



Higantes Food Products February 2021

bit.ly/HigantesFoodProducts



Granda's Sweets and Delicacies February 2021

bit.ly/GrandasSweetandDelicacies



Rachelle's Sherbet & Ice Creams March 2021

bit.ly/RachellesSherbetandIceCream



Piagetian Guided Educational Center April 2021

bit.ly/PiagetianGuidedEducationalCenter



EXTENSION PROJECTS

SHOWCASING LOCAL MSMEs

ONLINE MENTORING FOR MSMEs

A&B Professional Pest Solutions June 2021

bit.ly/AandBProfessionalPestSolutions



Dapo at Tisa June 2021

bit.ly/DapoAtTisa



Vegetari Healthy Bites July 2021

bit.ly/VegetariHealthyBites



EA Casedo's Embroidery September 2021

bit.ly/EACasedoEmbroidery



Rolren's Lantern And General Merchandise November 2021

bit.ly/rolrens_2021



Crate Possibilities December 2021

bit.ly/CratePossibilities_2021



EXTENSION PROJECTS



ISSI STAFF LECTURE & PAPER PRESENTATIONS

ISSI librarian takes lead on ALIEP conference

Inspired by the 2021 Asia-Pacific Library and Information Education and Practice (ALIEP) conference's theme, "Crossroad of Information, Human Rights, and Social Justice and Equity," Ms. Marilou N. Andres, the librarian of UP ISSI, and Prof. Kathleen Lourdes B. Obille, the former Dean of UP School of the Library and Information Studies (SLIS) presented a paper entitled, "Proposed Library Outcomes for Philippine State Universities and Colleges (SUCs) Academic Libraries" last 21 October 2021.

The study was conceptualized in response to the emerging concepts of globalization and internationalization that necessitated the Philippine State Universities and Colleges (SUCs) academic libraries to implement competency-based learning standards and adopt outcome-based quality assurance monitoring and evaluation. The output of the study was the proposed outcome-based performance measures that would strengthen the existing standards of the academic libraries of SUCs, and address the changes in higher education, including accreditation and other accountability measures. This study also served as a starting point in developing an outcome-based standard for Philippine academic libraries.

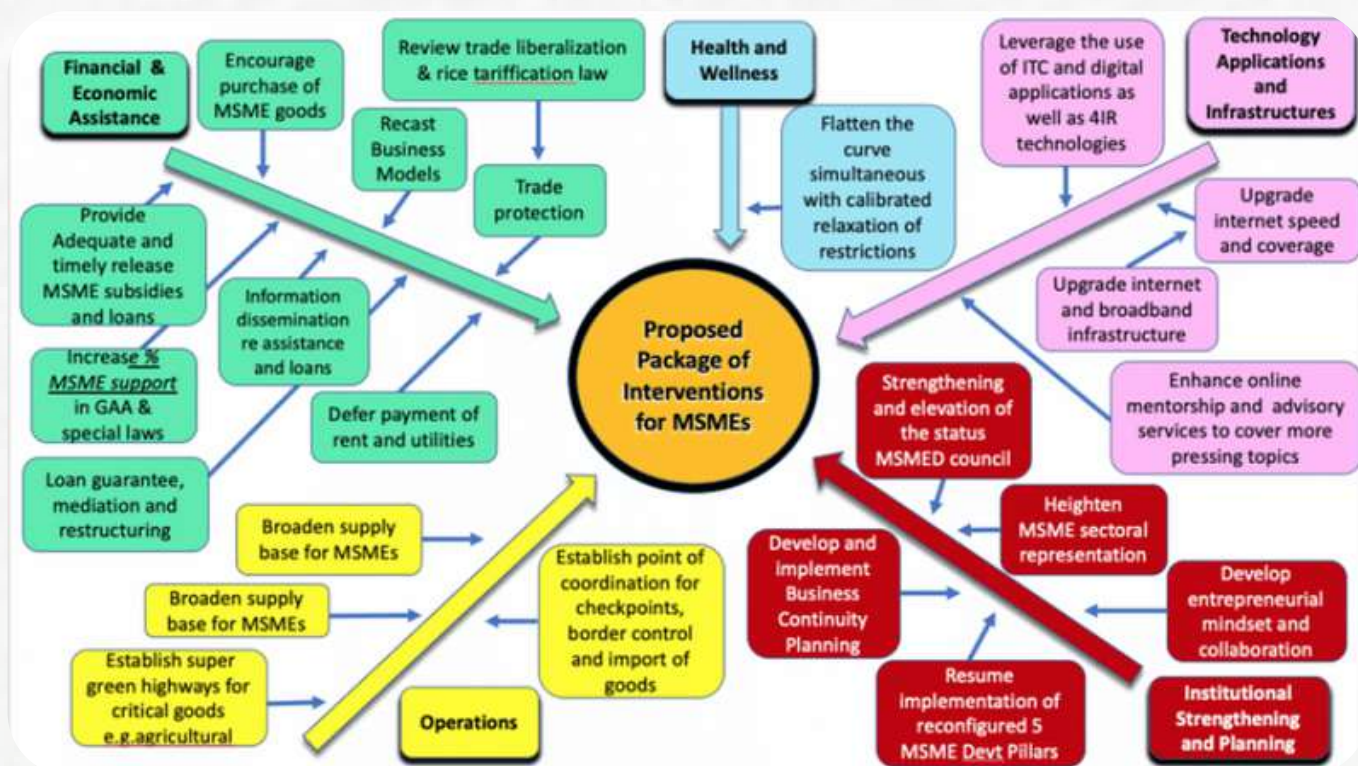
RRCD lectures on MSMEs rebuilding process

Prof. Rolando Ramon C. Diaz, head of the Administrative Delivery Division of UP ISSI, presented his paper on "Rebuilding MSMEs in times of the pandemic and beyond," in a webinar by the UP Center for Integrated and Development Studies (CIDS) entitled "Philippine Public Policy in a time of pandemic: confronting the COVID-19 challenge."

Prof. Diaz underscored the difficulties the MSMEs were having during this pandemic.

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

The webinar was held on April 8, 2021.



Proposed packaged of interventions for MSME's



Debilitating Effects of the Pandemic on MSMEs

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

Debilitating effects of the pandemic on MSME's



Reaching Beyond Walls: The UP ISSI Library Online Services Initiatives

The increasing access to information and knowledge across society through the use of information and communication technologies (ICTs) has continuously supported the growth and advancement of our MSME sector. Access to timely and relevant information enables entrepreneurs to gather the right amount of information to make informed decisions and find innovative ideas to grow their businesses and become established companies.

and researchers, may have the information they need to make appropriate decisions. Among its unique features are as follows:

- **MSME Hub: A Guide for Filipino Entrepreneurs** - This Hub, an advocacy program, is designed as part of the UP ISSI mandate to collect and disseminate information relevant to micro, small and medium enterprises (MSMEs). It aims to reach out and support small businesses and entrepreneurs from underrepresented groups and low-income communities who are most in need of information resources and guidance to help them shape ideas, build confidence, and jump-start new possibilities.

This virtual space serves as a resource navigator to connect entrepreneurs to knowledge resources to advance their economic hopes and dreams. It provides access to information resources for entrepreneurial development. Started in September 2021, this Hub has continuously upgraded to ensure that its interface is user-friendly and contents are up-to-date and relevant to the information needs of our entrepreneurs. Its core collection covers essential sources of information for entrepreneurship development: marketing, financial, technical, and legal.

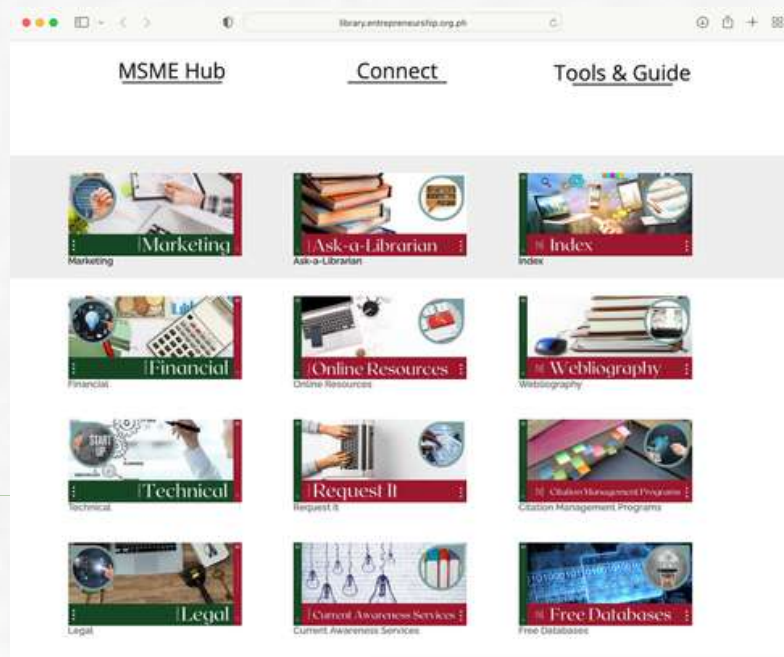


UP ISSI Library homepage

Recognizing the role of libraries in the local economy and workforce development, the UP Institute for Small-Scale Industries (ISSI) Library opens a new avenue for learning and researching through its library website. Across all MSME issues, this digital space provides information in a timely way, so entrepreneurs, as well as policymakers

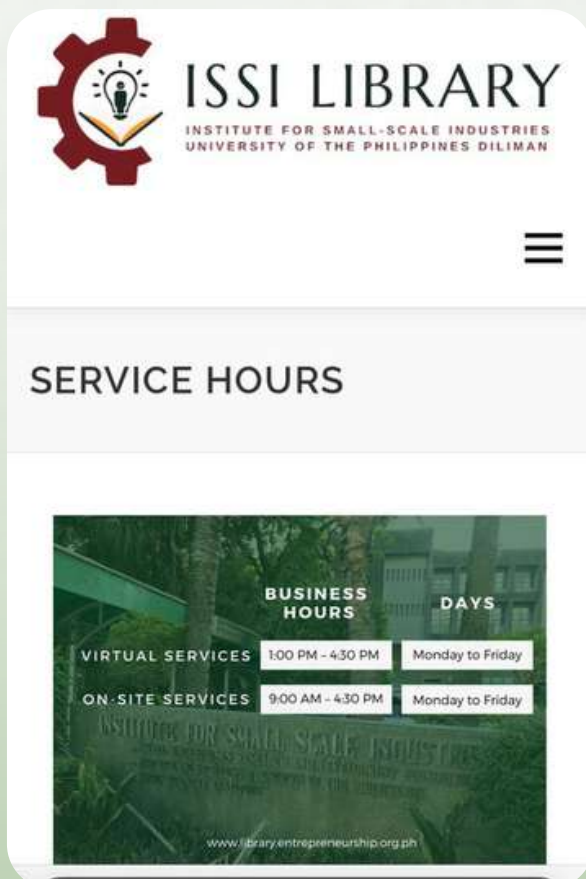
Index to Philippine MSME Online News Sources - This bibliographic research guide is produced to provide primary sources of records of the past and information for the present. Its scope, while very broad, is limited to locally published online news sources. This cumulative index is compiled and edited quarterly by the UP ISSI Library. Since its inception in September 2021, the article citations have grown to more than 640 entries with more than 47 subject areas on MSMEs.

- Subject Webliography – With the growing number of websites offering resources and tools, this webliographical guide intends to present a



UP ISSI Library web pages

selected list of sites that cover subjects on various issues and topics related to small-scale industries. Its subject headings, which comprise more than 30, are intended to offer a division of resources into heuristically useful categories. This selective webliography provides free and quality online materials.



UP ISSI Library business hours

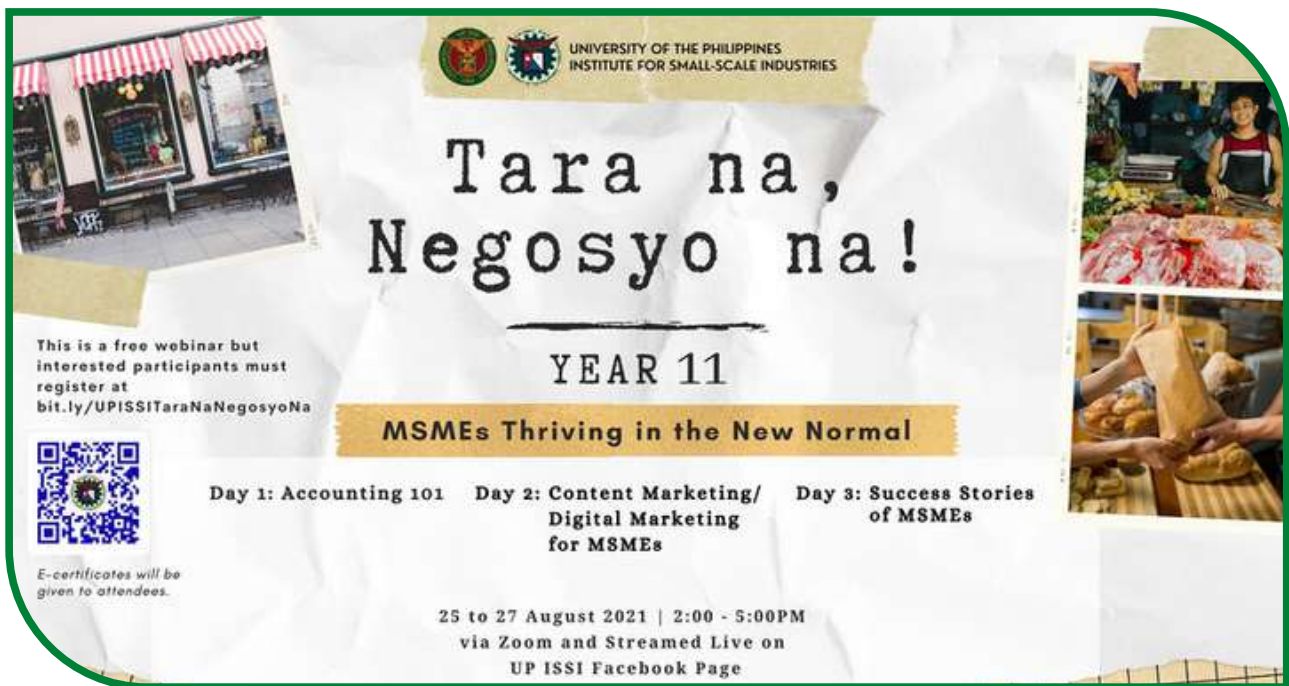
- Free Databases – These are organized collections of information that may be useful in operating a small business and industrial data that may help compare a business to other similar businesses. These information and industrial data are available from trade associations and government agencies.

The databases are compiled and updated regularly to help researchers to survey prior literature, research findings, and other trusted resources relating to MSMEs and Philippine industries. These are selected not only on their availability to the general public but also because of their broad scope and access to full-text resources.

TARA NA, NEGOSYO NA!

Year 11

MSMEs Thriving in the New Normal



Tara Na, Negosyo Na was held virtually last 25-27 August 2021 in celebration of the Institute's 52nd founding anniversary. This year's theme is MSMEs Thriving in the New Normal. The 3-day event gathered at least 600 existing and aspiring entrepreneurs to learn the essential foundations in starting and sustaining their businesses.

The first session focused on the importance of accounting specially to MSMEs. The webinar series was opened by the Director of UP ISSI, Prof. Melanie M. Moraga-Leano. She stressed that amidst the pandemic, the call to become a Pinoypreneur is stronger as Filipinos are already entrepreneurial and possess

traits such as resourcefulness, creativity, hardworking and learner.

Accounting for MSMEs

The resource person, Asst. Prof. Mikhael Angelu Magana, a faculty member at the UP Cesar EA Virata School of Business, shared the basics of Accounting that MSMEs may be able to easily understand and apply to their businesses. He discussed what Accounting is, the types of business organizations, the accounting equation and assumptions, transaction analysis, financial statements and available accounting systems and software.

Prof. Rolando Ramon C. Diaz, Head of the Administrative Delivery Division of UP ISSI delivered his closing remarks in closing the first session. He stressed on the importance of Accounting in business transactions and enhancing the financial literacy among MSMEs.

Content Marketing/ Digital Marketing for MSMEs

The second session brought out the creative juices of the participants as this session focused on another equally important aspect of business today, Content and Digital Marketing, which will enable the MSMEs build their online presence in various social media and platforms. Vice Chancellor for Community Affairs, Prof. Aleli B. Bawagan, shared the research done by UP ISSI on the effects of the pandemic to MSMEs and stressed the importance of having an online presence and letting the world know about your product in the various social media and digital platforms.

The resource person on Digital and Content Marketing is the Founder and Chief Creative Officer of Vitalstrats Creative Solution, Amrei Dizon, CPM, ME. In this session, Ms. Dizon discussed about how to increase sales through digital and content marketing. She encouraged and challenged the participants to stay curious. The highlighted topics shared during the session were reviewing consumer behavior, creating simple digital campaign, and learning the best practices.

The second day was closed by Mr. Reynold Ferdinand G. Manegdeg, Head of the Business Enterprise Development Division of UP ISSI with the emphasis on

the value of time in the business. He also reiterated the importance of market segmentation to reach the right market.

Success Stories of MSMEs

On the third day of the webinar series, four notable entrepreneurs who braved the pandemic shared their experiences in running their businesses and how they thrive in the new normal. Vice Chancellor for Research and Development, Prof. Gonzalo A. Campoamor II, highlighted UP ISSI's continuous service delivery since the start of the pandemic. He encouraged the participants to listen to the stories of the guest MSMEs and together learn from them.

The first speaker, Teejay Jamiang, is a freelance AI/VR and game developer and the Head Drifting Officer of Driftito Academy, a go cart business. It started as a retail/distributorship and expanded to cart rental/racetrack business. He stressed on the importance of not leaving your day job right away while starting a business to ensure a steady cashflow, building a team which will complement and fill in the gaps needed in sustaining the business and identifying the SWOT.

The Head Chef and creator of the Filipino-themed menu of Kaulayaw Café, Chef Allysa Janine Niño, shared their journey from starting with an online store, pop-up booth to opening their café and branching out during the pandemic. She shared that opening a business during the pandemic is very risky, but it is feasible and worth it. Kaulayaw supports local farmers and their local community by hiring working students, breadwinners, and members of the Pantawid Pamilyang Pilipino Program (4Ps). She also shared what she learned from the new normal: adapt to the new normal, innovate and invest in research

and development, be open, resilient, hardworking, and faithful.

Nicole Dela Peña-Charpentier, co-founder of Kuya Crêpes, a French and Filipino brand – bringing authentic French crêpe experience from France to Manila. They started at the start of the pandemic by sending out and donating crêpes to medical frontliners with the codename Kuya Crêpes. She gave emphasis on going digital and joining communities and engaging with your customers. Another important lesson she shared was to accept, adapt and recalibrate; and make use of whatever resources you have for the business and do continuous improvement over time. And lastly, she advised fellow entrepreneurs to focus on quality more than anything and do not

sacrifice the quality over the price.

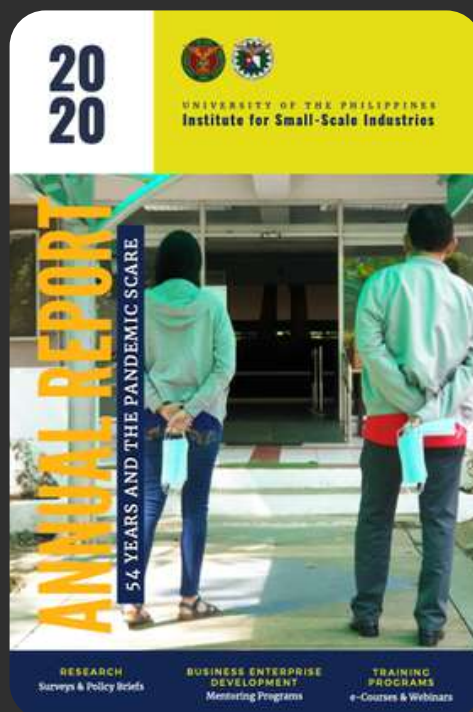
The last entrepreneur guest was Mikko Cordova, a graduate of UP ISSI's Start Your Own Business Course and the founder and owner of Daddy Mikks Chili Crunch. His business started during a challenge in his life where he needed to lose weight for his upcoming wedding and discovered that eating spicy foods would help him a lot. As they were building their family, their initial business was falling. He made use of his remaining funds to start Daddy Mikks. One lesson he shared was the importance of having a good support team – his family, who then encouraged him to pursue this business. He also firmly believed that when a door closes, a window of opportunities opens.



To close the three-day webinar series, Melanie V. Cabotaje, Officer-in-Charge of UP ISSI's Research Division, delivered the synthesis and highlighted faith and hope despite and amidst the global pandemic and challenges. Glennis S. Uyanguren, Head of the Training and Entrepreneurship Education of UP ISSI, provided her closing message thanking everyone who supported the webinar series. She left the challenge to bounce back better and thrive in the new normal.

Image 1 & 2
Day 2: Growing Your Sales through Content and Digital Marketing. With Amrei Dizon of Vitalstrats Creative Solutions, Co. and participants.

ANNUAL REPORT & NEWSLETTERS



2021
Annual Report



The ISSI News
Issue No. 44
July 2021



The ISSI News
Issue No. 45
December 2021



ISSI INTERNS

UP ISSI hosts UPIS, PUP San Juan Entrep students

UP ISSI hosted Entrepreneurship students from University of the Philippines Integrated School (UPIS) and Polytechnic University of the Philippines (PUP) San Juan City Campus this year.

The UPIS interns assigned to the Research Division of ISSI were Robert Edward-Jacob S. Ambat and Diego N. Sunga. From March 1-12, or a total of 40 hours of internship, they produced nine (9) major outputs: one (1) advertorial (Women in Social Enterprises (WISE) Webinar: Highlighting Women Social Entrepreneurs for the National Women's Month); two (2) feature articles (Women in MSMEs and Enterprises: Challenges, Experiences and Opportunities for the Future and Fostering Resilient Enterprises: The Growing Importance of Business Continuity for MSMEs); three (3) posters, two (2) for the Women in Social Enterprises (WISE) Webinar and one (1) for the Business Continuity Awareness Webinar: Building the resilience of our nation's MSMEs) and three (3) infographics (Social Enterprises, Enterprise Emergency Kit Essentials and Occupational Safety and Health).

Meanwhile, a total of 12 interns participated in the online summer internship program between PUP San Juan City Campus and ISSI in the months of September and October.

The Research Division (RD) had Vanessa D. Guinoo, Sharon T. Labadan and Vincent Uriel V. Mata. The RD interns were given various tasks to wit: data gathering (dissemination of online survey on Business Continuity and Sustainable Recovery of MSMEs in the Philippines: Basis for Developing an Enterprise Resilience Program); tallying of initial survey responses (4 questions); writing an advertorial for the E-HANDA Webinar; preparing webinar poster and preparing infographics including translating the Occupational Safety and Health Infographics into Filipino. Joanna Rose T. Laddaran served as their Internship Supervisor and the coordinator between ISSI and PUP.

The Administrative Delivery Division (ADD), with Nadine Mislán and Menchie Sumilang as Internship Supervisors, had Danah De Lara, Denise Jean Esteban and Lovenia Grace Garde as interns. The interns had experienced the actual training program offered by ISSI specifically the eStart Your Own Business (eSYOB). They also handled various administrative tasks, created database and flowchart, infographics, checklist and forms for the ADD.

The Training and Entrepreneurship Education Division Internship Supervisors, Bernie Villaluna and Marvin Manlapas had

John Christopher Ramirez, Marvin Lucas Syquiao and Angeliene Tulauan. The interns were introduced to ISSI training programs as their first task during the maiden week. They also attended the Accounting for Non-Accountant program and were given various tasks like the preparation of a webinar proposal, actual conduct of a training program and some administrative tasks like the preparation of scripts and certificates, among others.

The Director's Office (DO) on the other hand, had Kenneth Culala, Marimar Cauan and Nikka Co as interns. The three were able to submit all the assignments given to them like the preparation of reaction papers from their webinar attendance, indexing of online news articles for the

MSME Learning Hub of the UP ISSI Library, business related article writing, production of Tiktok videos as content marketing strategies for their small businesses and the submission of Youtube full video as their group's capstone project. Roy Apacible and Daryll Villena served as the Internship Supervisors of the DO interns.

During the closing ceremony of the internship program, Prof. Rizza Valdez De Vera, coordinator for the PUP San Juan City, thanked the UP ISSI for their students who "have definitely increased their interest in pursuing a career in business and assisting our small and medium enterprises (SMEs)' in terms of promotion and development through training, research, and extension.


Internship Orientation



ENTREP

STUDENTS

PUP
SAN JUAN



EXPECTATIONS OF INTERNS

1. What do you expect to learn from the Internship Program with UP ISSI?

I expect to learn from this internship are various skills and knowledge on how to run a business, the skills required to manage, and how and what are great marketing strategies that I may use if given the opportunity to have a self owned business.

I am expecting to learn about the proper way if conducting a trainings, or seminar that would be beneficial to SME's and other future entrepreneurs.

I really expect to learn new ideas and knowledge about business in an outside experience since not all being taught in school is accurate, so by doing this internship here in UP ISSI I am expecting more real-life experience and knowledge.

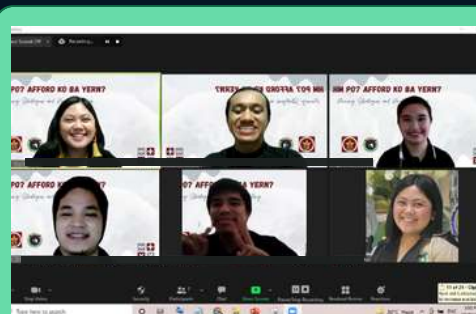
2.What do you expect from the UP ISSI Site Supervisor?

I am expecting that the supervisor are very approachable and patience, since we are in this kind of situation the platform are sometimes hard for those who are using only data. Also, the given task are only the things that was beyond our ability.

I expect things will go smoothly with our supervisor, from communication, discussion and his guidance towards us.

I am expecting that our supervisor will help us to become an efficient, and productive intern or future entrepreneur someday.

Online Activities and Tasks



INTERNSHIP

CAPSTONE PROJECTS

MSME HUB
MATERIALS

CONTENT
MARKETING

Index online news articles on Philippine MSMEs and search

Article writing

Content verticals

Business website

Digital marketing



**Promoting
small
business with
content
verticals**



How to create a website for business?

Core Concept
Wordpress Website Building 101
Intro to WooCommerce



06 October 2021 | 8:30 AM | UP ISSI

**Learning session with PUP
Entrep students facilitated by
the Director's Office**

STRATEGIC PLANNING 2021

Moraga-Leaño spearheads outlining UP ISSI's 2021-2024 blueprint, reaffirms commitment to PHL MSMEs



Prof. Melanie M. Moraga-Leaño, the newly installed director of the University of the Philippines Institute for Small-Scale Industries, led the three-day strategic planning of the Institute on September 1-3, 2021 held via Zoom.

The first day was allotted for the four (4) divisions to conduct their respective preparations and report consolidations. Each team performed stakeholder analysis, division and individual accomplishment reports, and leadership capital evaluation, among others. The next two days were allotted for the presentation of accomplishments for the previous and current year and their respective plans for the next 3 years.

Director Moraga-Leaño, in her welcome remarks, vowed to intensify the Institute's efficiency by extending its programs and services to micro, small, and medium enterprises in the country despite the challenges posed by the global health crisis. According to her, there is a dire

need to provide extension services to enterprises as they transition to the new normal in doing business by sustaining existing partnerships and by being strategic about allocating the Institute's resources.

UP ISSI staff



"This strategic planning session is an opportunity for us to listen intently and note all of what we have accomplished, and hopefully come up with a very comprehensive plan for ISSI," she said.

"We are moving in the same direction as we aspire to make ISSI relevant to the MSME sector. It is our collective desire to be the go-to organization of these industries," she added.

Meanwhile, Engr. Leoncio and Mrs. Ludy Cubillas, retired ISSI staff who happened to be a couple, delivered inspirational

message to the current employees of the institute by reminiscing how the organization started and eventually thrived over the last five decades.

“In the previous years, there was a vigorous implementation of programs and projects both local and international,” Engr. Cubillas said. “The challenge for ISSI in this present time is to remain relevant and continue what we have started,” he added.

Mrs. Cubillas extended her appreciation of the outstanding contributions of the Institute in terms of increasing productivity and viability of small-scale industries not only in the country, but also to neighboring countries like Malaysia, Indonesia, Sri Lanka, and Bangladesh through capacity-bridging and training.

The couple correspondingly reiterated the importance of providing timely, responsive, and leading research, training, and extension services aimed at empowering MSMEs and creating new markets for and with them.

Into the future: Division presentation of plans

The Research Division (RD) emphasized the division’s aspiration and commitment to undertake cutting-edge technical studies, position papers on legislation that concerns the MSME sector, and researches aimed at keeping these industries afloat especially in these turbulent times. The said division also aspires to secure internal and external grants to support these research goals.

The Training and Entrepreneurship Education Division (TEED), the division

that is primarily responsible for providing and conducting training courses and periodic seminars, pledged to make these learning opportunities accessible, expansive, and extensive.

On the other hand, the Business Enterprise Development Division (BEDD), whose main task is to provide business counseling and other technical and enterprise development assistance to MSMEs and other sectors, articulated its commitment to sustain its ongoing projects and partnerships with DOST-PCAARRD, farm enterprises, local government units, and government units, and state universities and colleges. The division also vowed to leverage social media and the internet in promoting MSMEs’ products/services and in providing free business counseling.

Lastly, the Administrative Delivery Division (ADD), a division in ISSI that is chiefly in charge of providing general services, logistics support, and maintenance services to all divisions of the Institute, reaffirmed its commitment to render the best possible service to everyone in the Institute despite the limitations brought about by the pandemic.

Mr. Reynold Ferdinand G. Manegdeg, head of the Business Enterprise Development Division, provided the highlights and synthesis of the 3-day strategic planning session. He urged the people behind ISSI to continue what they have started by offering their total support and unwavering commitment to the future initiatives of the Institute.

IN MEMORIAM

UP ISSI extended condolences to the immediate families of our colleagues who passed away this year and also to the family of our former director.



Gloria "Dolly" S. Recio
University Extension Specialist
Head, Research Division
March 18, 2021



Mohidin "Din" P. Abdul
University Extension Specialist
Training and Entrepreneurship
Education Division
September 5, 2021



Paterno "PV" V. Viloria
Former ISSI Director
September 22, 2021



Engr. Leoncio "Dong" T. Cubillas, Jr.
University Extension Specialist
Former Head, Business Enterprise
Development Division
October 11, 2021

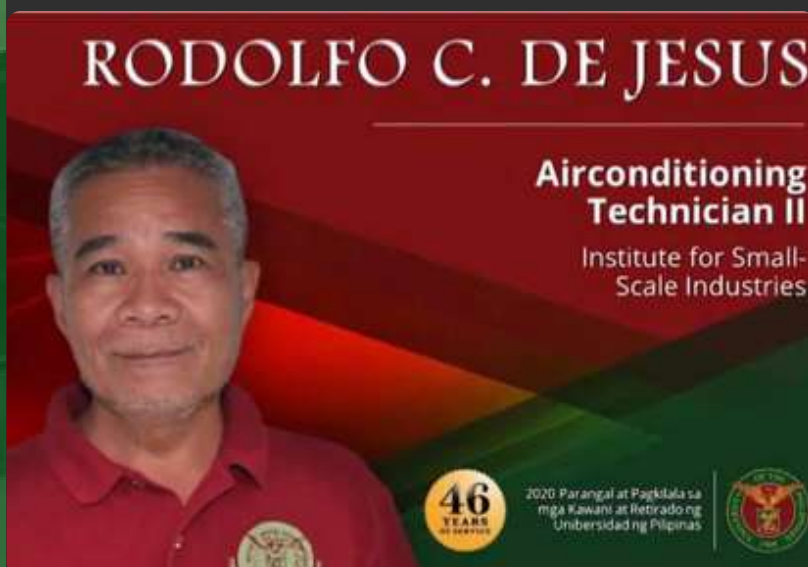


Glennis S. Uyanguren
University Extension Specialist
Head, Training and
Entrepreneurship Education
Division
December 23, 2021

RETIREMENT

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

The two retirees both served the University for 46 years.



Joanna Rose T. Laddaran, named “Natatanging REPS para sa Gawad Tsanselor 2021”

UP ISSI’s very own Ms. Joanna Rose T. Laddaran was named “*Natatanging REPS o Research, Extension, Professional Staff (Extension Cluster)*” para sa “*Gawad Tsanselor*” for 2021.

A University Extension Specialist at the Research Division, Joanna joined UP ISSI in 2012. Throughout her 9-year stay in the Institute, Joanna has been making significant contributions to the Institute in fulfilling its mandate to advance the micro, small and medium enterprise (MSME) sector.

Joanna is UP ISSI’s in-house resource speaker and training materials developer for the HANDA Program (Honing Agents for National Disaster Awareness), the

Institute’s disaster preparedness and business continuity planning program for MSMEs. Since 2014, she has trained over 2,500 individuals on business continuity planning. She also developed and published the HANDA Manual: Business Continuity Planning for MSMEs in 2019 and Smart Business Guide on How to Prepare a Business Continuity Plan in 2018.

Joanna is the project leader of the two research studies, “*Case Study on the Effects of the UP Shopping Center Fire Incident on Its Concessionaires*” and “*Business Continuity and Sustainable Recovery of MSMEs in the Philippines: Basis for Developing an Enterprise Resilience Program*”. She is also a team member in the following studies: “*Impacts of the COVID-19 on Women in the Informal Economy in Quezon City*” (2021); “*Assessing Government Response for MSMEs in the Time of Pandemic*” (2020) and “*Effects of the COVID-19 Pandemic on MSMEs*” (2020).



From L-R: Fidel R. Nemenzo, DSc, Joanna Rose T. Laddaran and Gonzalo A. Campoamor II

In 2019, she was the primary project proponent of the UP ISSI SHARE: Seminar on Policy and Action Research Proposal Development – a three-day course which aimed to help the Institute’s REPS to improve their skills on research proposal development with focus on policy and action research as applied to small-scale industries. Among the proposals finalized during this course is the UP ISSI’s Advocacy Project entitled, “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” where Joanna was one of the project team members. Aside from the project’s research component, it also included an extension work as the Institute conducted a 2-day free MSME Business Continuity Planning Workshop for twenty (20) coffee growers assisted by the Department of Trade and Industry – Cordillera Administrative Region.

Joanna has also presented in various local and international conferences to feature ISSI’s programs, advocacies and research studies.

Joanna also serves as a coach in some of the UP ISSI training programs, i.e. Strategic Human Resource Management Course and the Managers Course where some of the participants assigned to her were awarded with the Best Back Home Action Plan, and Best Integrated Organizational Survey and Assessment Report, respectively. She also serves as a resource speaker for the UP ISSI’s staff learning sessions sharing her knowledge on business continuity, data privacy and protection, and cybersecurity, among others.

Aside from her regular duties as Extension Specialist, Joanna’s additional assignments include being a Unit Information Officer / Privacy Focal Person, a member of the UP ISSI REPS Personnel and Fellowships Committee (RPFC) and the Data Breach Response Team (DBRT), and an elected member of the UP Diliman REPS Welfare Council (SG 18-20 Extension Cluster Representative). She received a Certificate of Excellence for Outstanding Performance during the Administrative Staff Program towards Institutional

Resiliency and Excellence (ASPIRE) 2.0 conducted in 2019 by the UPD Office of the Vice Chancellor for Academic Affairs in partnership with the UP National Engineering Center.

Committed to UP’s call for public service, Joanna’s work extends beyond the UP ISSI community. At present, she is the sole female board member of the Business Continuity Managers Association of the Philippines (BCMAP). The BCMAP aims to promote best practices and standards of business continuity and disaster recovery in the country. Through these undertakings, Joanna continuously and consistently champions inclusivity and women’s leadership in the business continuity profession, oftentimes dominated by men.

Believing in the importance of lifelong learning, she is also a part time lecturer of Philosophy of Education.

A day before Joanna was honored the 2021 Gawad Tsanselor para sa Natatanging REPS on June 25, she received the Business Continuity Institute (BCI) APAC Awards under the category Continuity and Resilience Professional in the Public Sector. She was cited for her strong commitment in promoting business continuity planning (BCP) to the public sector, particularly the MSME sector, cooperatives, local government units and other industry stakeholders. The award recognizes the outstanding contributions of Business Continuity, Risk and Resilience professionals and organizations living and operating within the Asia Pacific region. Joanna embodies what “*paglilingkod sa bayan*” truly means – providing public service with honor, excellence, and a heart for the betterment of the community.

Padayon, Joanna! Your UP ISSI family is proud of you!

NEW STAFF

UP ISSI welcomed Mr. Joshua Arsenio V. Espiritu, III, of the Business Enterprise Development Division (BEDD) and Ms. Nadine M. Mislán, of the Administrative Delivery Division (ADD).



Espiritu is studying a master's program at the College of Social Work and Community Development in UP Diliman and worked at Ateneo De Manila University prior to his assignment as University Extension Associate at ISSI. Mislán, on the other hand, is the new Administrative Officer of ADD. She worked at Technology Transfer and Business Development Office, a unit under the Office of the Vice Chancellor for Research and Development in UP Diliman.



PROMOTION

Congratulations to our ISSI staff who were promoted to higher positions.



Marsha Lee A. Delfinado
University Extension Specialist II
Business Enterprise Development Division



Melanie V. Cabotaje
University Extension Specialist II
Research Division

PROMOTION



Bernie F. Villaluna
University Extension Specialist II
Training and Entrepreneurship
Education Division

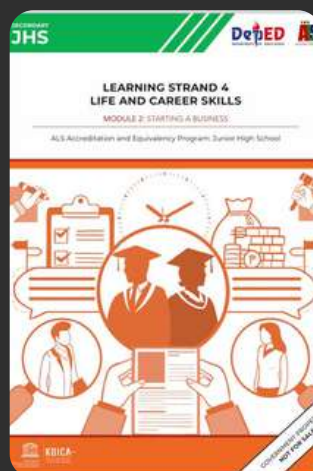


Roy D. Apacible
University Extension Specialist I
Director's Office



Marvin M. Manlapas
University Extension Associate I
Training and Entrepreneurship
Education Division

ARTICLE CITATION



Kudos to Daryll Villena, for having cited her article "How to Identify Your Personal Entrepreneurial Competencies" for research and publication. The article was used by UNESCO Jakarta for the Department of Education for its Learner's Module "Learning Strand 4 : Life and Career Skills - Module 2: Starting a Business".

Villena works as IT Assistant/Junior Design Specialist of the Director's Office. Here is her web article: [<https://www.entrepreneurship.org.ph/2018/08/09/how-to-identify-your-personal-entrepreneurial-competencies/>]

STAFF NEWS



THE LEARNING SESSION AND KUMUSTAHAN SERIES OF UP ISSI

The UP Institute for Small-Scale Industries (UP ISSI) started what is known as the Learning Session and Kumustahan (LSK) for its staff during the time of the pandemic in 2020. Approved by the unit head, this initiative was done by two of its employees, namely Joanna Rose Laddaran and Bernadette Escoto, in part to help address the need for connection and social support.

The UP ISSI LSK Series, with sessions that run for about an hour, is an online venue where the staff can learn about work and non-work topics and also have a chance to devote time to discuss, share insights or simply connect with each other in an environment that is not too formal.

Resource persons (RPs) for the various topics usually come from UP ISSI, with topics pre-approved by the UP ISSI Director. Staff may suggest topics that they wish to include in the LSKs or may also volunteer to discuss topics of their choice or those suggested by others.

This can be done through the evaluation form given at the end of each session or through communication with the LSK Team members.

The time given by all of the RPs in sharing what they know during the LSK Series is very valuable and much appreciated, as this helps the staff to gain knowledge regarding different topics and/or to give them a chance to share their own thoughts with others regarding a particular matter.

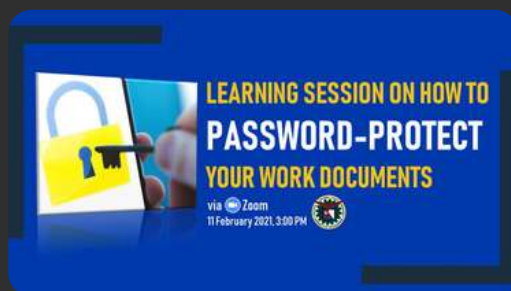
UP ISSI also has related Echo and Learning Sessions for staff development.

STAFF ACTIVITIES

LEARNING SESSION AND KUMUSTAHAN

How to Password - protect Your Work Documents Joanna Rose Laddaran

February 11, 2021



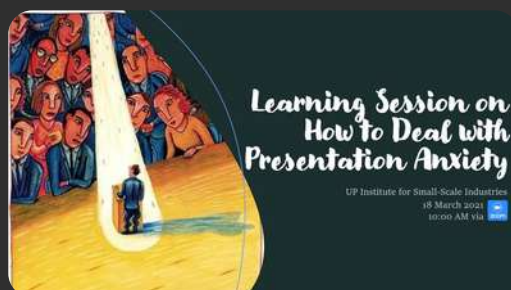
How to Conduct a Zoom Meeting Bernie Villaluna

March 11, 2021



How to Deal With Presentation Anxiety Joanna Rose Laddaran

March 18, 2021



WFH Survival Guide Joanna Rose Laddaran

May 27, 2021



Online Learning Tools and Tips Bernie Villaluna & Joanna Rose Laddaran

June 3, 2021



Basic Food Safety and Sanitation Marvin Manlapas

June 24, 2021



STAFF ACTIVITIES

Photo by Vlada Karpovich

LEARNING SESSION AND KUMUSTAHAN

STAFF ACTIVITIES

Photo by Vlada Karpovich

Travel in the New Normal

Allysa Anne Mari-De
Guzman

July 22, 2021



Let's Collab!: Online Collaboration Tools for Teams

Joshua Arsenio Espiritu III

August 12, 2021



Travel Tips: Seoul, South Korea

Joanna Rose Laddaran

September 17, 2021



Know Your Worth: Success Starts With the Self

Melanie Moraga-Leaño

September 23, 2021



Start Your Personal Resilience Journey

Joanna Rose Laddaran

June 3, 2021



Social Media and Online Shopping: Data Privacy Tips

Joanna Rose Laddaran

October 16, 2021



UP ISSI ORGANIZATIONAL CHART

Dr. Fidel R. Nemenzo
Chancellor- UP Diliman



Dr. Gonzalo A. Campoamor
Vice Chancellor for R&D



Melanie M. Moraga-Leaño
Director



Research Division

Gloria S. Recio
University Extension Specialist V



Training & Entrepreneurship Education Division

Glennis S. Uyanguren
University Extension Specialist III



Business Enterprise Development Division

Reynold Ferdinand G. Manegdeg
University Extension Specialist III



Administrative Delivery Division

Rolando Ramon C. Diaz
University Extension Specialist V



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Development Division



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Administrative
Delivery Division



UP ISSI
RESEARCH,
EXTENSION, &
PROFESSIONAL
STAFF AND
ADMINISTRATIVE
PERSONNEL
STAFF

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INSTITUTE FOR SMALL-SCALE INDUSTRIES

2021 ANNUAL REPORT



UNIVERSITY OF THE PHILIPPINES
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