



# The ISSI News

The official newsletter of  
UP Institute for Small-Scale Industries

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## In This Issue



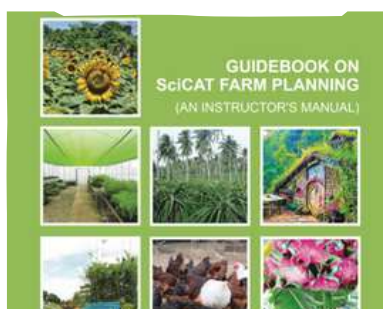
### 2023

Training Programs



### Agri-tourism

SciCat



### Staff News

Public Communication  
Workshop



## Tara Na, Negosyo Na! Year 12

Jake A. Villanueva

**"Entrepreneurs are considered as heroes"**

- UP ISSI Dir. Moraga-Leano

*"Gaya ng ating mga entrepreneurs, maituturing silang mga bayani tulad ng mga bayani ng nagdaang panahon sa ating bansa (Our entrepreneurs are considered as heroes just like the heroes of our country from the past),"* Director Melanie M. Moraga-Leaño of the University of the Philippines Institute for Small-Scale Industries stated as she opened the

annual "Tara Na, Negosyo Na!" webinar series held last August 29, 2022.

Dir. Moraga-Leaño emphasized in her opening speech that the MSMEs play a huge role in the economic recovery of the country.

"Patuloy na lumalaban ang mga entrepreneur para sa ikauunlad ng ating bansa at ng kanilang buhay kasama ng mga nabibigyan nila ng hanapbuhay (Our entrepreneurs continue to

Cont. on page 2



“We are wealth creators not wealth users,” he said towards the end of his talk emphasizing that we should become entrepreneurs who will open job opportunities for others and for the economic growth of the country.

Moreover, Engr. Ma. Luisa Solarte-Lee, University Extension Specialist (UES) of the Business Enterprise Development Division (BEDD) cited the

survive for the betterment of the country and for their lives along with those who receive jobs from them),” she added as she formally welcomed all the participants.

UP ISSI celebrated its anniversary month with a three-day webinar series slated on August 29-31, covering three topics: Out of the Box: A Journey from Corporate to Entrepreneurship, Customer Matters: Optimizing Customer Experience for MSMEs, and Shaping Opportunities: Opportunity Identification and Competition Analysis for MSMEs.

### Corporate to entrepreneurship

Through the life lessons and experiences of Sir Orly A. Ballesteros, Chief Operation Officer of Ex-link Management and Marketing Services, the first day kicked off with the discussion on his journey from working in the corporate world to the field of entrepreneurship.

“You cannot give what you do not have,” Mr. Ballesteros emphasized as he explained the importance of equipping oneself with knowledge and skills through advanced studies and various training and seminars to become a successful manager in a corporate world.

Aside from adding value to oneself, he also claimed that honesty, quality, and adding value to shareholders among others are some of the lessons he gained from the corporate world which are important to become a successful entrepreneur.

competencies that the speaker possesses and officially closed the first day.

### Customer experience matters

The second day focused on optimizing customer experience for Micro, Small, Medium Enterprises (MSMEs). DProf. Ian Jester M. de Vera, Head of the Research Division of UP ISSI opened the session stated that then and now, there is a need for promoting entrepreneurship in the country and for developing our MSMEs especially in the countryside.

“This webinar is expected to give you some necessary tools to remain in business and to keep on hoping for a better future,” Mr. De Vera said.

Esteemed resource person Marco Angelo Rasos, Industry Development Consultant and Entrepreneurship Professor, helped the participants in creating the best customer service or engagement program.

“Pag para sa isang business or entrepreneur, walang value ang customer, ang kanyang customer service ay napakapangit po. Pero kung ang kanyang customer ay very valuable, nagiiba po iyong anyo o kulay o yung delivery ng customer engagement (If, for a business or entrepreneur, a customer has no value, the customer service is bad. But if the customer is very valuable, the form or color or delivery of the



customer engagement changes),” he said, explaining the importance of the value of a person in the context of customer engagement.

Through a guided workshop, Mr. Rasos presented the three parts of his exercise including (1) Brands You Love, (2) Brands You Hate, and (3) Thin Line between Love and Hate. These included identifying the brands, mapping the purchase journey, and describing the customer service experience. “The best way to design it (customer engagement program) eh tandaan niyo lang po yung customer journey mula awareness hanggang action point (The best way to design it is to remember the customer journey from awareness to the action point),” he ended, reminding the participants to gauge what the business can provide so that all resources will become very valuable to the experience of the customers.

In addition, Engr. Jefferson C. Sumalabe, UES from the Training and Entrepreneurship Education Division (TEED) thanked the resource person and participants during the closing remarks of the webinar.

### **Creating opportunities**

The last day highlighted the opportunity identification and competition analysis for MSMEs. Joanna Rose T. Laddaran, UES III from TEED welcomed the participants on the last webinar session as she emphasized the importance of being an opportunity seeker and of finding ways in improving products and services as entrepreneurs.

Reynold Ferdinand G. Manegdeg, Head of BEDD discussed how entrepreneurs can systematically shape opportunities.

“Sa negosyo, hindi sa lahat ng pagkakataon, mabibigyan ka ng option or choice. Nasa sa iyo ‘yan kung paano ka gagawa ng creative solution (In business, not all the times, you will be given an option or choice. It is up to you how you can make a creative solution),” Mr. Manegdeg said.

Mr. Manegdeg also shared the known and unknown factors which leads to the creation of idea or opportunity. Here, he explained the process of identifying the problem, testing the hypothesis and evaluating the opportunity.

Furthermore, Engr. Rolando Ramon C. Diaz, Head of TEED closed the three-day session by sharing that despite the ongoing pandemic, some MSMEs thrived and were able to increase their business revenues because they were able to see the need and opportunity.

Meanwhile, as part of the celebration, UP ISSI also chose 12 lucky participants who received 50% and 100% training vouchers which they can use in upcoming online training programs of the institute.

The Tara Na, Negosyo Na! Year 12! Program Management Team was composed of Allysa Anne M. De Guzman, as Program Manager, with facilitators; Kystel Maisie T. Soria (Day 1), Ron Allan R. Estrebillon (Day 2), and Marvin M. Manlapas (Day 3).

# AGRITOURISM: SCICAT

Nova Z. Navo and Jecon Joshua R. Atienza

## SCIENCE-BASED AGRITOURISM AS PATH TO RURAL DEVELOPMENT

More than half (55%) of the population in the Philippines are in rural areas. However, according to the 2020 data from the Philippine Statistics Authority, only a quarter of the employed population are engaged in Agriculture. Majority of the working population, 57.2%, are in the Services sector. The rest are in Manufacturing (10.7%) and in Other Industry (7.6%).

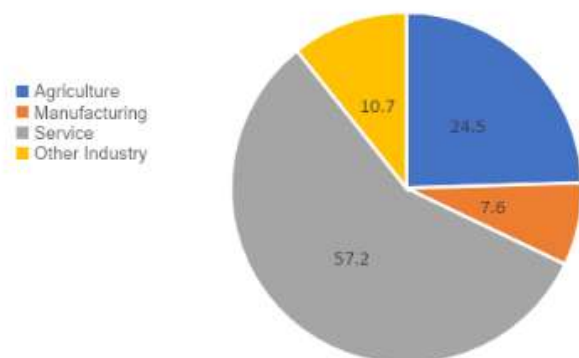
Agriculture is predominantly unattractive to the young population because of low income opportunities that the sector offers. Unlike in more developed countries like the United States and Israel where advanced technology adoption ensures higher land profitability.

Due to low productivity and other structural problems, Filipino farmers are among the marginalized sector of the population. About thirty-four percent (34%) of farmers in the Philippines are considered poor. Again, this is different from the situation in more advanced economies where farmers are considered middle-class, if not rich.

Worse, compared to other industry groups, the contribution of Agriculture has been declining. From 13.9% in the

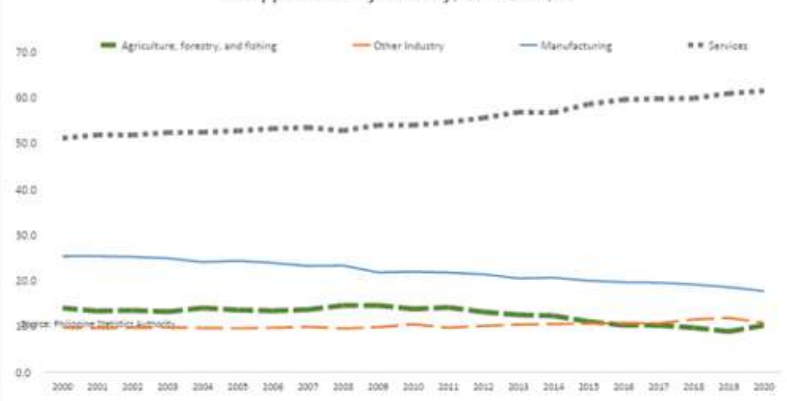
year 2000, it decreased to a mere 10.2% of the country's GDP after two decades. Manufacturing follows the same trend- from 25.3% in 2000, fell to 17.7% in 2020. Services, on the other hand, showed consistent growth in the past twenty years.

Employment by Industry, 2020, %



Source: Philippine Statistics Authority

Philippine GDP by Industry, 2000-2020, %



To boost farmers' income and overall sectoral growth, the legislature enacted Republic Act 10816. Also called the "Farm Tourism Development Act of 2016", the law provides a framework for the development and promotion of farm tourism activities in the country. RA 10816 weaves together tourism and farming such that the diverse natural resources, rich cultural heritage, abundant agricultural produce, and ideal sceneries existent in rural settings and promoted in rural tourism, are incorporated in the very concept of farming or farm living.

Farm Tourism opens opportunities for diversification of income for small-scale farmers while promoting sustainable agricultural systems and community involvement and participation. The law generally hopes to provide the policy setting to attract visitors to farm areas for purposes of recreation, education, or production. This convergence of farming and tourism hopes to bridge the gap between rural and urban communities, benefitting farmers and the local community.

The Philippines has around six million farms, which employ around thirty percent of the country's population and cultivate more than thirty percent (30%) or 9.6 million hectares of the country's total land area. A significant number of people working at farms earn wages below the prescribed minimum. Improving the agricultural sector's economic standing primarily requires the government to design and implement sound agricultural policies. Farm entrepreneurs, on their end, can also undertake initiatives that will make their enterprise more adaptive, socially relevant, and resilient. One such initiative involves becoming an agritourism destination.

### What is Agritourism?

Agritourism traces its roots in Europe. The first modern agritourism destinations appeared in the early 1960s in the rural villages of Italy. These farms looked just like any other traditional ones except that they had several quaint cottages for guest accommodation and allowed visitors to get a raw and authentic farm life experience. Guests could put on a denim bib early in the morning and help farmers cultivate crops, feed poultry, pick grapes, brew wine, or bake bread. In the evening, farmers and guests dined together to celebrate a bountiful day's harvest.

Italian farmers developed the idea of agritourism to discourage families and future generations of farmers from leaving rural villages to find jobs in the booming post-war manufacturing sector. While the Italian farmers' objective had far-reaching implications for Italy's food security, they received no institutionalized support at first, making their farms go largely unnoticed in mainstream Italian society. Virtually all the pioneering agritourism destinations lacked a clear marketing strategy and the means to assess their venture's profitability.



1960s. Skyline view of an Italian farm and its surrounding community

Italian agritourism took a turn for the better only in 1985 when the Italian government realized the problems associated with the decreasing farmer population. Aside from recalibrating Italy's agricultural policies, it enacted the "Agriturismo Law," which offered one of the earliest formal definitions of agritourism, that is: activities of hospitality performed by agricultural entrepreneurs and their family that must remain connected or complementary to farming activities. In keeping with this law, the Italian government invested heavily into improving the Italian farms' utilization of both natural and built rural resources, developing agricultural areas, promoting typical rural products, supporting rural cultural initiatives, and helping farmers strengthen their entrepreneurial skills.



Hotel at the olive farm of "Agriturismo Masseria Salinola" in Ostuni, Italy.

The results today of the Italian government's intervention are quite unmistakable. In 2017 alone, Italy had over 23,000 licensed agritourism destinations, an increase of three percent from previous years, which accommodated over three million tourists. These destinations fall into one of the following categories: (1) farms that provide light meals or self-service snacks; (2) farms that offer full-service meals; and (3) farms that provide farm holidays that include meals, lodging, and other activities.





## Expansion of Agritourism in the West

The concept of agritourism spread across Western Europe in the early 1970s, thanks to Sue Coppard, a British horticulture enthusiast, who pioneered the “Working Weekends on Organic Farms” movement, better known as WWOOF. The movement’s original aim was to help revitalize the English agricultural industry by encouraging urban dwellers to spend several days at the farms along the English countryside. People started volunteering at the farms longer than the weekends, changing WWOOF’s meaning to “Willing Workers on Organic Farms.” Eventually, the “Wwoofers” ventured out of the United Kingdom and brought the concept of agricultural volunteerism and sustainable tourism to other parts of the world, including Australia, New Zealand, and the U.S. WWOOF then acquired a new meaning: World Wide Opportunities on Organic Farms.

*Sue Coppard during the 1970s*



*The reception hall at Lucciole Farm in Silang, Cavite*

Today, WWOOF is an international association comprised of tens of thousands of agritourism destinations and farm tourists and volunteers in over one hundred thirty countries. WWOOF likewise offers grants to WWOOF farms to further help them in promoting agricultural education, eco-friendly tourism, and organic farming. The WWOOF movement’s most significant contribution has been to create a global market for agritourism and show farmers just how profitable an agritourism destination could be. The Philippines has thirteen WWOOF destinations, including Lucciole Farm in Silang, Cavite.

## 21st Century Agritourism: Learning from the Best in the Business

The U.S.’ agritourism industry is one the world’s largest in terms of gross sales. In 2017 alone, it posted almost a billion dollars (around fifty billion pesos) from its more than twenty thousand agritourism destinations. The industry also helped put the U.S. in the top ten exporters of key agricultural commodities, such as potatoes, corn, wheat, tomatoes, and oats. From sixty-nine billion in 2019, Agritourism in the US is projected to reach a market size of over US\$ 117 billion by 2027. (Fortune Business Insights 2020). These feats appear even more impressive, though, when one learns that the U.S. has only around 2 million farms, which is almost four million less than that of the Philippines’.

Most American agritourism destinations are in Texas, Missouri, Iowa, Ohio, Oklahoma, Kentucky, and California. They offer activities ranging from cattle herding, horseback riding, sheep shearing, pumpkin carving, clay shooting, corn harvesting, farm animal petting, and pie-making. Some, like the Craven Farm in Snohomish, Washington, even have an onsite florist



*The entrance of Craven Farm during the Pumpkin Festival*

and venue for weddings and other special occasions.

The key to agritourism’s success in the U.S. lies in three things. The first has to do with the farmers’ business acumen- majority of agritourism sites in the U.S. had been established farm enterprises before becoming tourist destinations. American farmers can run a reliable bookkeeping system. They regularly review their key performance indicators, and they are constantly on the lookout for potential partners. Complementing the farmers’ entrepreneurial drive are various government and non-government organizations that provide them with comprehensive technical, financial, and legal assistance. The national government helps farms through the Agricultural Marketing Service by connecting them to buyers, certifying their products for export, and sharing technical resources for scaling up their enterprise.



The facade of the Hilmar Cheese Farm Visitor Center in California



A typical guestroom at the Liberty Farm Inn in Vermont

Meanwhile, the Rural Business-Cooperative Service offers financial grants and investments to rural-based farm cooperatives to help generate employment opportunities and raise living standards in rural America. State governments, on the other hand, afford agritourism enterprises with certain protections and tax incentives. The state government of Texas shields agritourism entrepreneurs from liabilities arising from accidents experienced by tourists during their participation in any farm-related activities. Public and private universities, including Cornell University and the University of California in Berkeley, offer hands-on mentoring services to newly founded agritourism farms and farms aspiring to transition to agritourism.

### **Agritourism in the Philippines**

Agritourism started in the country in the 1990s. The Department of Tourism (DOT) and the United Nations Development Program (UNDP) jointly developed a Philippine Tourism Master Plan, which aimed to develop tourism in the country in a sustainable manner. The Plan identified farm tourism or agritourism as one of the drivers of the growth of Philippine tourism. Its growth and development were gradual.

It was only in 2016, when farm tourism was formally defined through RA 10816 as “the practice of attracting visitors and tourists to farm areas for production, educational and recreational purposes. It involves any agricultural – or fishery – based operation or activity that brings to a farm visitors, tourists, farmers and fisherfolk who want to be educated and trained on farming and its related activities, and provides a venue for outdoor recreation and accessible family outings” and farm tourism activity as “any activity carried out on a farm that allows visitors and tourists to enjoy farming or fishing experience through education, recreation or leisure”.

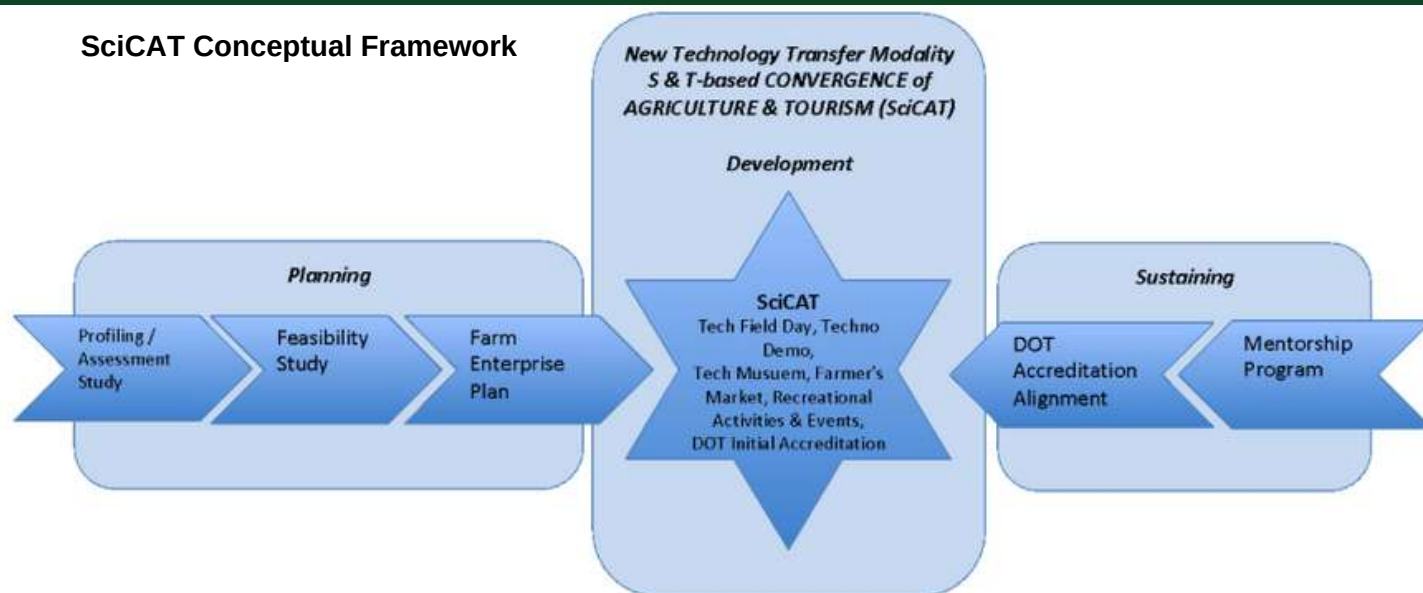
There are many kinds of farm sites in the country. These include Day Farm, Demonstration Farm, Farm Resorts, Farm Stays, and Farm Tourism Camp. However, for purposes of accreditation, the *Rules and Regulations Governing the Accreditation of Farm Tourism Camps* spelled out in the DOT-DA Joint Memorandum Circular No. 2020-002 categorized farm tourism sites into two: (1) Day Farms and (2) Farm Stays. The same Circular decrees two levels of accreditation: (1) Regular Accreditation and (2) Premium Accreditation. To date, more than 170 farm sites have been accredited all over the country.

The National Tourism Development Plan (NTDP) 2016-2022 provides the vision of developing a highly competitive and environmentally sustainable tourism industry that is focused on inclusive growth. Following its predecessor, the 2011-2016 NTDP, which called for the implementation of a tourism product strategy through the enhancement of existing products, the 2016-2022 NTDP adopted the product portfolio offered by the industry which are:

- Nature-based Tourism (Nature, recreation and adventure)
- Cultural Tourism
- Sun and Beach Tourism
- Leisure and Entertainment Tourism
- Health, Wellness, and Retirement Tourism
- Cruise and Nautical Tourism
- Diving and Marine Sports Tourism
- MICE (Meetings, Incentives, Conferences, Exhibition) Tourism
- Education Tourism



## SciCAT Conceptual Framework

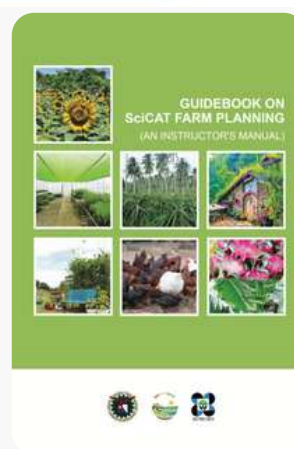


Under the branch of Nature-based tourism, farm tourism or Agricultural Tourism focuses on environmentally sustainable activities involving the local community. In the Philippines, farm tourism accounts for 20%–30% of the overall tourism market.

The “*Science for the Convergence of Agriculture and Tourism*” or, simply, SciCAT arguably offers the most comprehensive support program for budding agritourism entrepreneurs in the Philippines. A project of the Department of Science and Technology - Philippine Council for Agriculture, Aquatic, and Natural Resources Research and Development (DOST-PCAARRD), SciCAT aims not only to upgrade the farm's technology and infrastructure- but also to improve the farmer's entrepreneurial skills and enhance the farm's market visibility once it is operational. As such, the SciCAT approach is multidisciplinary; it requires different specialists to assist the farm at the different stages of its journey to becoming a full-fledged agritourism destination. The services that SciCAT implementers are expected to include technology assessment and transfer, business training, and marketing support.

SciCAT engages the assistance of different institutional partners including the University of the Philippines-Institute for Small-Scale Industries (UP-ISSI), the Department of Agriculture's Bureau of Plant Industry (BPI), the Department of Tourism (DOT), and various state universities and colleges (SUCs), and local government units (LGUs).

SciCAT's Conceptual Framework is illustrated above. Consistent with this framework, it adopts a “seven-step” process in converting traditional farms into an agritourism enterprise. These steps are detailed in a student's manual and the accompanying workbook published by the UP ISSI.



The Manual and the Workbook are available for download through these links and are recommended for use by existing farmers to handhold them in a way, in transforming their farms into agritourism enterprises- thereby expand their product offerings and income potential.

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Levelling-Up of Innovative Agriculture, Aquatic, and Natural Resources-based Startups/Spinoffs thru Promotion, Assistance, and Development

# LIPAD PROJECT

DOST-PCAARRD partners with UP ISSI to Level-up Agriculture, Aquatic and Natural Resources-based Startups, Spinoffs

 [bit.ly/upissi\\_lipad](https://bit.ly/upissi_lipad)



e-Managers Course for AANR-based Startups/Spin-off Enterprises  
August 2022



Enterprise visit of the UP ISSI LIPAD Project Management Team to Elbittech, Inc. in Laguna.  
August 2022



Graduation ceremonies of the e-Managers Course  
August 2022



Enterprise visit of the UP ISSI mentors to Algacon Aquafeeds manufacturing in Miagao, Iloilo.  
August 2022



Enterprise visit of the UP ISSI mentors to Blitzkrieg Animal Diagnostic Center in the Science City of Muñoz, Nueva Ecija.  
August 2022



Enterprise visit of the UP ISSI LIPAD Project Management Team to Verabella Enterprises Ltd. in the Science City of Muñoz, Nueva Ecija.  
August 2022



Enterprise visit of the UP ISSI LIPAD Project Management Team to BDOZ Veterinary Products in Dumarao, Capiz.  
October 2022



Monitoring and Evaluation visit of the UP ISSI LIPAD Project Management Team to Algacon Aquafeeds Manufacturing- Juan Algae in Miagao, Iloilo.  
October 2022



The LIPAD Project Management Team visited Coastline 5023, the DOST PCAARRD-funded Fisheries TBI in UP Visayas.  
October 2022



Assessment visit, mentoring, and monitoring and evaluation of the UP ISSI LIPAD Project Team to Agricom Best Foods Corp. in Cauayan, Isabela.  
October 2022





University of the Philippines  
Institute for Small-Scale Industries

# : 2023 TRAINING CALENDAR

Register online at:

[bit.ly/UPISSI\\_2023\\_TrainingRegistration](https://bit.ly/UPISSI_2023_TrainingRegistration)



SCAN ME

Access the complete list of  
the Training Programs  
and the course outline at:

[bit.ly/UPISSI\\_2023TrainingCalendar](https://bit.ly/UPISSI_2023TrainingCalendar)

For inquiries, contact our program  
management team through the email:  
[training\\_issi.upd@up.edu.ph](mailto:training_issi.upd@up.edu.ph)

Or at UP ISSI Facebook page at:  
[www.facebook.com/upissi](https://www.facebook.com/upissi)



## 2023 Training Offerings

### JANUARY

- 126th Managers Course (MC)  
28 Jan - 1 July | 21 Saturdays | P 38,000

### FEBRUARY

- 63rd Accounting for Non-Accountants (AfNA)  
11 Feb - 25 March | 6 Saturdays | P 15,000
- 73rd Productivity through Effective Supervision (PES)  
Course  
11 Feb - 25 March | 6 Saturdays | P 16,000
- 8th Digital Marketing Course  
11 Feb - 25 March | 6 Saturdays | P 15,000

### MARCH

- 3rd Human Resource and Industrial Relations (HIRE) for MSMEs  
18 March - 29 April | 6 Saturdays | P 16,000
- 2nd Data Analytics Course  
18 March - 1 April | 3 Saturdays | P 7,500

### APRIL

- 1st Improving Professional Communication Techniques (IMPACT)  
15 April - 20 May | 6 Saturdays | P 15,000
- 6th Total Productive Maintenance Course (TPMC)  
15 April - 20 May | 6 Saturdays | P 15,000

### MAY

- 64th Accounting for Non-Accountants (online)  
27 May - 1 July | 6 Saturdays | P 12,000
- 74th Productivity through Effective Supervision Course (online)  
27 May - 1 July | 6 Saturdays | P 13,000
- 28th Creative and Effective Selling Techniques (CEST)  
27 May - 1 July | 6 Saturdays | P 16,000

### JUNE

- 9th Digital Marketing Course (online)  
3 June - 8 July | 6 Saturdays | P 10,500
- 60th e-Start Your Own Business Course (hybrid)  
3 June - 15 July | 7 Saturdays | P 15,000
- 3rd Data Analytics Course (online)  
20 June - 22 June | 3 Days | P 7,500

### JULY

- 127th Managers Course (MC) (online)  
8 July - 25 Nov | 21 Saturdays | P 33,000
- 40th Strategic Marketing Course (SMC)  
8 July - 12 Aug | 6 Saturdays | P 16,000
- 4th Human Resource and Industrial Relations (HIRE) for MSMEs  
8 July - 12 Aug | 6 Saturdays | P 16,000
- 8th HANDA Program: Disaster Preparedness and Business Continuity Planning for MSMEs  
12 July - 14 July | 3 Days | P 5,000

### AUGUST

- Tara Na, Negosyo Na! Year 13  
4 Aug | 1 Day | P 700
- 13th Advanced Leadership and Management Course (ALMA)  
12 Aug - 21 Oct | 11 Saturdays | P 29,000
- 1st Good Manufacturing Practices for Food Business Profitability  
12 Aug - 16 Sept | 6 Saturdays | P 15,000

### SEPTEMBER

- 2nd Improving Professional Communication Techniques (IMPACT)  
2 Sept - 7 Oct | 6 Saturdays | P 15,000
- 61st Start Your Own Business (SYOB) Course (hybrid)  
2 Sept - 14 Oct | 7 Saturdays | P 15,000
- 8th Financial Management for Entrepreneurship and Investment (FINEST)  
2 Sept - 7 Oct | 6 Saturdays | P 15,000

### OCTOBER


- 75th Productivity through Effective Supervision (PES) Course  
7 Oct - 11 Nov | 6 Saturdays | P 16,000
- 65th Accounting for Non-Accountants (AfNA)  
7 Oct - 11 Nov | 6 Saturdays | P 15,000
- 1st Lean Six Sigma (Yellow Belt)  
7 Oct - 11 Nov | 6 Saturdays | P 16,000





# ONLINE MENTORING FOR MSMEs

UP ISSI provides business counselling and other technical and enterprise development assistance to MSMEs and other sectors, including non-government organizations, academic communities, private corporations, cooperatives, and government agencies.

 [bit.ly/UPISSIsupportsMSMEs](https://bit.ly/UPISSIsupportsMSMEs)

BDOZ Veterinary  
Products Trading



#ISSIsupportsMSMEs

**BDOZ Veterinary Products Trading**

Betel Nut Dewormer is scientifically prepared to help reduce and eliminate intestinal worms in chickens. Its active ingredients such as aroclor, resaclole, and pantoic acid target the worms (parasites) by causing paralysis and the eventual death of parasitic worms.

**Dr. Bede P. Ozaraga**

www.issi.upd.edu.ph



**Blitzkrieg Animal Diagnostic Center**

Dr. Clarissa Yvonne Juco-Danlaga

issi.upd.edu.ph

@upissi

Blitzkrieg Animal  
Diagnostic Center



#ISSIsupportsMSMEs

**Juan Algae**

Takecharge your shrimp, crab, tilapia, or sea bass hatcheries while reducing operating expenses with Juan Algae. It's a powerful natural substance containing the vitamins of four microalgae species. Studies show that using Juan Algae results in at least PHP 1,000 from a hatchery operator's monthly expenses while increasing the hatchery's yield by around 25%.

**Ms. Soledad Garbay**

www.issi.upd.edu.ph

Juan Algae  
by Algacon Aquafeeds Manufacturing



#ISSIsupportsMSMEs

**Nutrio**

Sweeten up your sugarcane profits with Nutrio, a new brand of easy-to-use and affordable bio-fertilizer. Nutrio is guaranteed by the Department of Science and Technology University of the Philippines Los Baños to help you achieve three things. First, increase your yield by 30%. Second, reduce your dependence on expensive inorganic nitrogen fertilizers by as much as 50%. Third, drive your earnings up to PHP 70,000 per hectare. So, order Nutrio now, and have your own sugary sweet success story!

**Dr. Virginia M. Padilla**

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# DIR. LEAÑO ATTENDS MSME SUMMIT 2022

The Philippine Center for Entrepreneurship (Go Negosyo) and Department of Trade and Industry (DTI) organized the MSME Summit last August 26, 2022, at the Manila Hotel. No less than the President of the Republic of the Philippines Ferdinand R. Marcos, Jr., graced the event as the keynote speaker together with two of his cabinet members, DTI Sec. Alfredo Pascual and Department of Interior and Local Government Sec. Benhur Abalos.

The event was coincided with the celebration of the National MSME Month and aptly themed, “Ensuring an Enabling Recovery Environment for the MSMEs”. Accordingly, the organizers hoped to foster strategic dialogue for and between stakeholders, enhance the programs and policy design capacity of the public sectors for the MSMEs and emphasize the importance of digitalization to empower the MSMEs for their development and recovery.



*UP ISSI Dir. Leaño, seated, second from the left.*

The summit also launched the Kapatid Angat Lahat Program, a public-private initiative using a pioneering one-stop-shop platform for MSMEs that “will pool business opportunities and provide the necessary information and linkages to successfully launch and operate a micro, small or medium-sized business.”

Attendees during the summit were the industry prime movers, government officials, private sectors leaders and associations and technical and digital experts.

UP ISSI Director Melanie Moraga-Leaño was one of the delegates in the summit, representing the Institute and the MSMED Council. UP ISSI is one of the advisory units of the MSMED Council.





# SPECIAL PROGRAMS

## SMALL BUSINESS COUNSELORS COURSE

SBCC 104  
Opening  
Ceremonies

SBCC 101: Diagnosing an Enterprise

SBCC 104: Operations Management

SBCC 105: Financial Management

SBCC 101  
for Ministry of Trade,  
Investments and Tourism  
May 30 - June 3, 2022



SBCC 105  
for DTI Region XII  
July 18 - 22, 2022



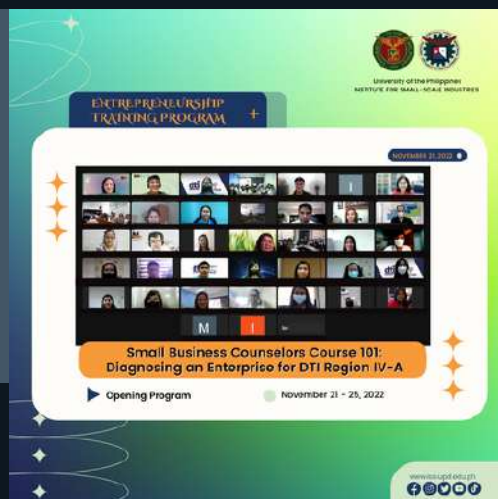
SBCC 104  
for DTI Region III  
July 25 - July 29, 2022



SBCC 101  
for DTI Region IX  
July 25 - July 29, 2022



SBCC 101  
for DTI Region IV-A  
November 21 - 25, 2022



# SPECIAL PROGRAMS

OCBC

Closing Ceremonies

Improving Written Communication Techniques Course for National Center for Mental Health  
October 1, 8, & 15, 2022

Seminar on Effective Problem Solving through Customer Service for National Center for Mental Health  
November 7 & 8, 2022

ALMA Course - Presentation & Evaluation Effective Business Communication by Cathay Pacific Steel Corporation  
November 18, 2022

OCBC  
for Barangka  
Credit Cooperative  
July 6, 13, 20, & 27, 2022

**ENTREPRENEURSHIP TRAINING PROGRAM**

Online Course on Business Communication

OCBC

Closing Ceremonies

Barangka Credit Cooperative  
July 6, 13, 20, & 27, 2022

www.issi-education.org

**ENTREPRENEURSHIP TRAINING PROGRAM**

October 1, 2022

Opening Ceremonies

Improving Written Communication Techniques Course

In partnership with the National Center for Mental Health

October 1, 8, & 15, 2022

www.issi-education.org

ALMA Course  
for Cathay Pacific  
Steel Corporation  
September 30 -  
November 18, 2022

**ENTREPRENEURSHIP TRAINING PROGRAM**

September 30, 2022

Advanced leadership and Management (ALMA) Course  
for Cathay Pacific Steel Corporation (CAPASCO)

Calinta, Rizal

30 September - 18 November 2022  
(8 Fridays)

www.issi-education.org

**ENTREPRENEURSHIP TRAINING PROGRAM**

November 7, 2022

Seminar on Effective Problem Solving through Customer Service

National Center for Mental Health

November 7 & 8, 2022

www.issi-education.org

Seminar Workshop  
on Enterprise  
Development  
for Aurora Provincial  
Cooperative Office  
November 15-18, 2022

**ENTREPRENEURSHIP TRAINING PROGRAM**

November 15, 2022

Seminar-Workshop on Enterprise Development  
for Aurora Provincial Cooperatives Office

Belar, Aurora

November 14-18 2022

www.issi-education.org

**ENTREPRENEURSHIP TRAINING PROGRAM**

November 18, 2022

Advanced Leadership and Management Course

Cathay Pacific Steel Corporation (CAPASCO)

Presentation and Evaluation of Business Improvement Roadmap

www.issi-education.org



# UP ISSI DIR. LEAÑO CONDUCTS A TRAINING WORKSHOP ON PUBLIC COMMUNICATION

A three-day training workshop for UP ISSI staff was held last August 10-12, 2022 with UP ISSI Director Melanie Moraga-Leaño as facilitator.

Dir. Leaño conducted the workshop filled with information and tips on how to speak before an audience where impromptu and prepared speeches delivered by the participants were used as gauges for their learning.

The Training Workshop on Public Communication was held face to face inside the ISSI training room with utmost observation on public safety and health protocols through the proper use of face masks and physical distancing.





# STAFF NEWS

Congratulations to the UP ISSI Basketball Team for the 2nd runner-up finish in the recently concluded GFI Cup 2022 Tournament.





# TEAM BUILDING

The UP ISSI family had their team building at One Oceanus Resort in Meycauayan, Bulacan, last July 15, 2022. The event became a relaxing venue for the men and women of the Institute who had been in a work from home set up due to the pandemic.





## STAFF NEWS

UP ISSI family is growing.

Welcome to the new men and women of ISSI and congratulations to our newly promoted staff.



**Ernelyn A. Raagas**  
Junior Office Assistant  
Administrative Delivery Division

Raagas is a graduate of B.S. in Computer Science at the Fullbright College, Palawan, who earlier worked as a Junior Office Assistant at the UP OVCRD.



**Renni Beth H. De Guzman**  
Administrative Assistant I  
Administrative Delivery Division

De Guzman, studied Statistics in college. She currently handles the ADD email, database of incoming and outgoing documents and so on.



**Arlene D. Borjal**  
Administrative Assistant II  
Administrative Delivery Division

Borjal is a former company Secretary and Supply & Property Management Associate of the UP Provident Fund, Inc. for more than 12 years.



**Danica Q. Pacardo**  
University Extension Specialist I  
Research Division

Pacardo is a graduate of B.S. in Development Communication major in Community Broadcasting at the University of the Philippines Los Banos. Her previous professional experiences are in the fields of communication and advocacy, science research, and writing consultancy.



**Joshua Andrei F. Austria**  
Administrative Assistant I  
Business Enterprise  
Development Division

Austria has no previous employer as he was a recent graduate.



**Jake A. Villanueva**  
University Extension Specialist I  
Training and Entrepreneurship  
Education Division

Villanueva is currently finishing his PhD in English Studies: Language at the University of the Philippines, Diliman. He finished his master's degree in Education major in English at the University of the Cordilleras.



**Rodolfo B. Tajores, Jr**  
Administrative Assistant I  
Administrative Delivery Division

Tajores, a former driver for the Planning Development Research Foundation, Inc.



## PROMOTION AND TRANSFER



**Joanna Rose T. Laddaran**  
University Extension Specialist III  
Training and Entrepreneurship  
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**Nova Z. Navo**  
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Research Division



**Jefferson C. Sumalabe**  
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Education Division



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



**Joshua**  
University Extension Specialist I  
Training and Entrepreneurship Education

## Thirdee in Japan

Congratulations to Joshua Arsenio V. Espiritu, III, aka Thirdee, for being a Ministry of Education, Culture, Sports, Science and Technology (MEXT) scholar.

Thirdee is attending MA in Global Studies in Sophia University in Tokyo, Japan.

Ganbatte kudasai, Thirdee!



# YEAR-END PARTY

ISSI Plaza  
December 14, 2022



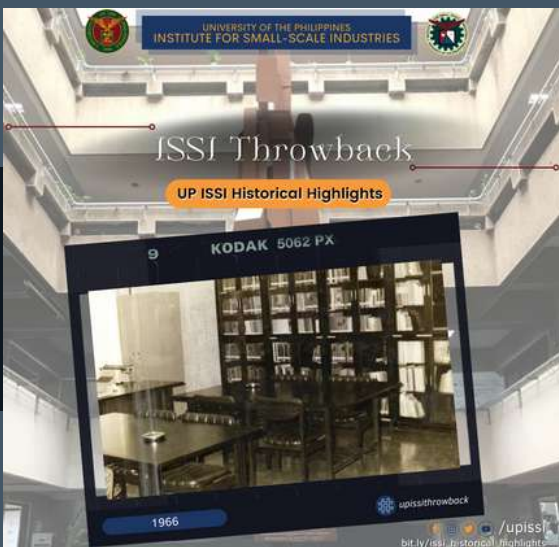


# #UPISSITHROWBACK

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



In 2010: ISSI introduced information and communications technology-enabled services such as the conduct of e-learning courses, an online store for digitized publications, and a digital library of resource materials in the library.



The ISSI library opened in 1966 with a few hundred books - mostly loans from the UP College of Business Administration and donations by the Netherlands Government.

Today, the library is the primary information provider of the Institute. It aims to provide current as well as retrospective collections in the fields of entrepreneurship and Philippine industries. Visit [www.library.entrepreneurship.org.ph](http://www.library.entrepreneurship.org.ph) to access the library hub.



In March 2011, That's Entertainment! radio program was launched as a collaborative project between the Institute and the UP Diliman College of Mass Communication.

The 33rd Catholic Mass Media awarded UP ISSI's program as the Best Business News Feature Program under DZUP in October 2011.

That's Entertainment! was also nominated in the Best Radio Magazine category in the 20th Golden Dove Awards of the Kapisanan ng mga Brodkaster ng Pilipinas.



DECEMBER 2022 | ISSUE #47

# The ISSI News

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