



**ADMINISTRATIVE ORDER NO. 053**  
 Series of 2011

**SUBJECT: CREATION OF VARIOUS COMMITTEES TO FACILITATE THE CONDUCT OF ACTIVITIES UNDER THE PROJECT "PANGKABUHAYAN SA BARANGAYAN" AND FOR THE ACHIEVEMENT OF THE OBJECTIVES THEREOF**

WHEREAS, the project proponent, ABS-CBN Baguio, in collaboration with the TESDA Baguio-Benguet Office and the Department of Trade and Industry Baguio-Benguet Office chose the Municipality of Itogon to implement their project "Pangkabuhayan sa Barangayan";

WHEREAS, the objectives of the project are in line with the local government's goals and aspirations and as briefly elucidated in the project's rationale, a complete and successful result can only be attained with the sharing of resources among the stakeholders involved;

WHEREAS, the project has five (5) primary components namely: a) Feeding Program; b) Skills Demonstration cum Free Services; c) Diskwento Sale; and d) Entrepreneurship lecture series – Provision of Business Consultancy Services;

WHEREAS, to fully realized the objectives of the project and for the Local Government of Itogon to fulfill its commitment and satisfactorily deliver its obligations under the project, various Committees shall be created to participate in the respective project's components;

NOW THEREFORE, I, OSCAR MAINGPES CAMANTILES, Municipal Mayor of Itogon, by virtue of the powers and authority vested in me by law hereby direct and order the creation of the respective committees as follows:

Section 1. A) Committee on Feeding Program – The committee responsible for the feeding program shall be composed of the following:

- CHAIR : MS. LUCIANA A. PADILLA - MNAO
- MEMBERS : MS. GRACE C. POCSOL - MSWDO
- : HON. EDDIE B. DANIEL - ABC PRESIDENT

B) Committee on Skills Demonstration, Entrepreneurship Lecture, and Mobile Business Name Registration – The committee tasked for the completion of this project's component shall be composed of the following:

- CHAIR : MR. MARIO M. BAUCAS – MCDS
- MEMBERS : MS. MELISSA B. CATIMO – MESO
- : MS. AMALIA ACAY IBARRA
- : MS. MYRNA C. ALMACEN

C) Committee on Diskwento Sale – The committee for the diskwento sale shall be composed of the following:

- CHAIR : HON. ANNIE A. GALIEGA – SB COM. CHAIR ON TRADE & INDUSTRY
- MEMBERS : HON. EDDIE B. DANIEL – ABC PRESIDENT
- : MR. MARIO M. BAUCAS – MCDS

*MARIO M. BAUCAS*  
 7/25/11

*Rec'd by Diana Fungua MTO*  
 7/25/11

*Received by: MARIO M. BAUCAS*  
 July 25, 2011

*[Signature]*

*Received by: TCP - Itogon*  
 7/26/2011

*Received by: MARIO M. BAUCAS*  
 7/25/11

*Received by: MARIO M. BAUCAS*  
 7/25/11

*Received by: MARIO M. BAUCAS*  
 7/25/11

*Received by: MSWDO*  
 7/25/11

*Received by: SBO*  
 7/26/2011

Section 2. Functions of the Committees – It shall be the function of the committees to:

- a) Coordinate the conduct of the activity at the municipal level;
- b) Facilitate invitation of appropriate, concerned and interested participants;
- c) Make necessary arrangements for venue and other requirements in the municipality for the conduct of the activities under the project.

Section 3. Effectivity – This Order shall take effect immediately.

Issued this 25<sup>th</sup> day of July 2011 at the Municipality of Itogon, Province of Benguet.



**OSCAR MAINGPES CAMANTILES**  
Municipal Mayor

Cc:

- All Concerned
- File
- DILG

*Recd: Oscar Maingpes*

619-2728  
DTI-BAGUIO



Regional Network Group

July 11, 2011

TO: Mayor Oscar Camantiles  
Itogon, Benguet

FROM: ABS-CBN TV 3 BAGUIO

OFFICE OF THE MAYOR  
Itogon, Benguet  
**RECEIVED**

11 JUL 2011  
By: \_\_\_\_\_

Dear Sir,

Greetings! TV Patrol Northern Luzon, a news program of ABS-CBN TV 3 Baguio, is planning to have a Barangayan in Itogon Benguet with our partners TESDA and DTI. As part of our corporate social responsibility this aims to bring services close to the people.

In line with this, we would like to request your good office to be a part of the activity. Moreover, may we ask for a spare of your time on July 19, 2011 at 9:00 in the morning at your office to further discuss the details of the said project.

We appreciate your help for this, as we relive the spirit of Bayanihan.

For queries and further details, you can coordinate with me or with ABS-CBN Baguio News Department through this number 443-6091.

We do hope for your kind consideration on this request.

Thank you very much and more power!

Sincerely yours,

\_\_\_\_\_  
Nicole Kasandra A. Lipawen  
Coordinator  
09177347160

*Jay R* 09175222001 - ABS-CBN

*Margareth Lameris* - 09175072951  
TESDA

*Layla Cotto* - 09291262834  
DTI-Baguet

*July 20, 11*  
*to OK*

Received by:

Name & Signature:

Date:

- ⊙ feeding program
- ⊙ livelihood program

tentative date - August 19, 2011

*preliminary meeting of the nutrition council and livelihood coordinator.*

## PANGKABUHAYAN SA BARANGAYAN

### GENERAL INFORMATION:

**Project Title:** PANGKABUHAYAN SA BARANGAYAN

**Proponent:** ABS -CBN Baguio

**Project date:** August 2011 AUGUST 19, 2011

#### Project Partners:

DTI Baguio-Benguet Office

TESDA Baguio-Benguet Office

Itogon LGU

### RATIONALE:

Partnership is the best strategy in bringing services of the different government and private sector to the rural communities. At the same time, as always defined and said, development is not the responsibility of only one sector but rather a multisectoral responsibility. With the meager resources assigned to the government sector, a complete and successful result can only be attained with the sharing of resources among stakeholders involved. It is with this context that this projet was conceptualized for implementation by government agencies, the media and the Local Government Unit.

### OBJECTIVES:

1. Strengthen the Public-Private Partnership (PPP) among the different stakeholders in development.
2. The activity is conceptualized to bring the PPP services closer to the people.
3. Provide opportunities for the communities to access programs and services of stakeholders in their doorsteps.
4. Provide an avenue for consumers to avail of discounted prices to augment high cost of living.
5. Create business opportunity awareness among the residents of the community.

### PROJECT COMPONENTS:

- A. Feeding program



This aims to feed the undernourished students and/or kids to help the barangay lessen the numbers of the undernourished children. Treatment is geared to help a child overcome feeding issues and establish proper feeding and nutritional habits so that health problems can be minimized. ABS-CBN team will provide the ingredients of the food to be served while the officials of the barangay will take charge of the cooking. In addition, the use of vegetable noodle can be encouraged if the barangay has an existing products. This is also one way of promoting the local SMEs in the area and also their products. → *Bozy Hall - Prob - venue for cooking*

B. skills demonstration cum free services

Trained beneficiaries in the area will be tapped to conduct skills demonstration on massage, haircut, manicure and pedicure. The group will also provide free services to the general public who are interested on the above mentions activities. While demonstration is on-going, interested can register for future trainings should they be interested to learn more and eventually enter into business of said industry.

C. Diskwento sale

Distributors and suppliers will be brought together to sell discounted commodities to consumers. Distributors that are supplying basic commodities to retail outlets here in Baguio City will be the one invited to participate in this component so they could provide a wider margin of discounts to consumers and direct outlets/retailers in the municipality. This is also an opportunity for the suppliers to exercise their social responsibility and to offer distressed consumers and low-income earners a non-wage benefit. Basic and prime commodities normally purchased by the community will be prioritized for sale during this activity.

D. Entrepreneurship lecture series- Provision business consultancy services

The TESDA and DTI provincial office will conduct series of lectures on topics related to entrepreneurship. For a start, DTI can discuss "how to start a business" to guide our SMEs and businessmen on the process, procedures and requirements in starting a business. Modules on simple bookkeeping, business planning, project proposal making and other related topics will be made available also in the event there are clients interested during the schedule. Consultancy services will also be provided during this activity.

- Inclusive of the IEC project pf NERBAC TWG (to be participated by mandatory agencies- SSS, Philhealth, Pagibig, BIR)
- Simultaneous business consultancy

E. Mobile Business Name Registration

The DTI Baguio-Benguet office will conduct on site registration of business name to interested SMEs and businessmen who have no registered business name. This is to facilitate registration with less cost and more convenience on the part of the clients since they don't need to travel to Baguio just to register their business name. The DTI Benguet office will bring smart bro and globe tattoo for internet connection so if signal is good in the area, processing of applications will be facilitated and the clients can wait and get their Business Name registration certificates in less than 30 minutes.

#### **METHODOLOGY:**

Preliminary activity will be conducted to introduce the program. Afterwards, enrollment/registration form will be set up to determine who should attend and participate in a specific activity/component. The Pangkabuhayan activities/ components will be conducted simultaneously to accommodate all types of clients. The different stakeholders will be distributed to man their specific concern and a staff from the LGU will be tapped to act as secretariat in all the components. All documentary forms/requirements will be provided by the DTI and TESDA. A post activity report will be prepared and furnished the LGU together with the partners to determine the success of the activity if worth duplicating in other municipalities.

#### **EXPECTED OUTPUT:**

1. Private Public Partnership (PPP) is strengthened in the delivery of services in the countryside.
2. The social responsibility program among traders, distributors and suppliers of basic commodities is being promoted by providing affordable and discounted supplies to the community.
3. Business opportunities thru business development services is brought down to the community level

#### **PARTICIPATING AGENCIES:**

##### **ABS-CBN Baguio:**

- (1). Will be the over-all coordinator of the activity
- (2). Facilitate coordination with the Local government unit and other Partners in this project.
- (3). Conduct feeding program during the schedule.

##### **TESDA Baguio-Benguet Office:**

- (1) . Conduct skills demonstration and hands on training to interested participants
- (2) . Conduct entrepreneurial trainings.

- Check Form - Subsequent - Benguet*
- (3) Provide business consultancy during the activity
  - (4) Facilitate conduct of Training Needs Analysis (TNA)
  - (5) Provision of info materials/kits

**DTI Baguio-Benguet Office:**

- (1). Coordinate with suppliers and distributors who will participate in In the diskwento program.
- (2). Monitor implementation of the diskwento program
- (3). Conduct mobile Business Name Registration (BNR) registration.
- (4). Conduct entrepreneurship trainings
- (5). Provision of information materials/kits

**Local Government Unit:**

- (1). Coordinate the conduct of the activity at the municipal level
- (2). Facilitate invitation of existing and would be SMEs , businessmen and other interested participants.
- (3). Provide venue and other requirements in the area for the conduct of Activity.

**EXPECTED OUTPUT:**

1. Private Public Partnership (PPP) is strengthened in the delivery of services in the countryside.
2. The social responsibility program among traders, distributors and suppliers of basic commodities is being promoted by providing affordable and discounted supplies to the community.
3. Business opportunities thru business development services is brought down to the community level
4. SMEs are identified for possible follow up trainings/activities

**POST ACTIVITIES**

1. Evaluation and assessment to determine impact and success of the activity
2. Conduct of follow up activities to interested enrolled clients
3. Evaluation of gathered TNA with agencies and LGU.