



CORDILLERA
2014
ANNUAL
REPORT

MESSAGE

As we tear the last sheet from the 2014 calendar, we find it appropriate to take a look at what the Department of Trade and Industry—Cordillera Administrative Region has contributed to the country's goal of economic prosperity and development.

MSMEs remain the region's backbone of economic development, and DTI-CAR provided assistance to almost 4,500 entrepreneurs in all provinces of the region. They have responded positively to the support programs of the agency, yielding over P800 Million in domestic sales.

Equally important is DTI-CAR's role in protecting and empowering consumers in the Cordillera. In 2014, we ensured the safety and wellbeing of consumers by conducting visits to almost 2,400 establishments, checking on prices and ensuring their compliance to trade and industry laws.

These accomplishments would not have been possible, however, without the support units of the Office. They, too, toiled to provide the funds and other logistical support to our personnel during their monitoring, their provincial visits, and many trade fairs. Equally, our partners from other government agencies and our private sector representatives deserve our profound thanks for helping us attain these accomplishments.

It is not a stretch to say that the regional and provincial offices in the Cordillera Region delivered as promised in terms of enabling our entrepreneurs and protecting consumers. Though the work in 2014 may have been demanding and seemingly relentless, each DTI-CAR employee lived by the creed which we hope to be recognized in the years to come...
SERBISYONG HIGIT PA SA INAASAHAN!



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TABLE OF CONTENTS

I. Message	1
II. DTI-CAR Bottomline Accomplishments	4
III. Enabling Business	6
- Breakthrough: SME Roving Academy	6
- Breakthrough: Shared Service Facility	7
- Coffee Cluster	10
- Major Trade Fairs	12
- Competitiveness and Industry Development	14
IV. Empowering Consumers	16
- Breakthrough: Diskwento Caravan	16
- Consumer Welfare Programs	18
V. Enhancing Communities	22
- Comprehensive Agrarian Reform Program	22
- AEC Integration Advocacy	23
- Bottom Up Budgeting	24
VI. Organizational Culture Initiatives	26
VII. Accomplishments by Province: A Summary	30

DTI-CAR 2014



4,454

MSMEs Assisted



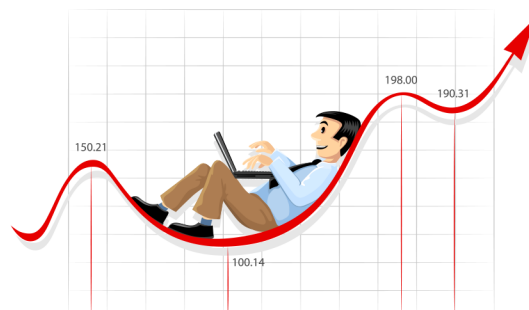
21,283

Jobs Generated



P806.06M

Domestic Sales



P2.393B

Investments



9,232

BN Registrations



\$2.08M

Export Sales

P0.455M

Fines Collected

97.2%

Resolution Rate

2,385

Firms Monitored

**BOTTOMLINE
ACCOMPLISHMENTS**

en·a·ble (en'āb(ə)l,in'āb(ə)l/), verb.

a : to provide with the means or opportunity

b : to make possible, practical, or easy

c : to cause to operate

Small and medium enterprises (SME) are the biggest contributors to the region's economy. DTI-CAR assists SMEs with programs such as trade promotion, market matching, product development, business consultancy and investments promotion.

BREAKTHROUGH: SME ROVING ACADEMY



The SMERA project funded by Senator Loren Legarda focused directly on the development of 35 loom-weaving firms across all provinces of the Cordillera Region. Through this assistance, loom-weavers were able to develop 250 new designs, and participated in the international fair Manila FAME held on October 2014. Participating loom-weavers posted a sales figure of P2.420 Million.

Under the SME Roving Academy, a total of 3,537 participants benefited from 94 trainings facilitated by DTI-CAR. The training topics included Entrepreneurship, Financial Management, Costing & Pricing, Skills Training, Food Safety, Supply Chain Management, Total Quality Management, Basics of Exporting, and Business Negotiation.



BREAKTHROUGH: SHARED SERVICE FACILITY

Since its implementation in 2013, the Shared Service Facility has enabled MSMEs to become more productive and competitive. Through the use of energy-efficient technologies and more modern equipment, entrepreneurs are now better able to compete for a niche in the local and regional market. MSMEs are urged to elevate their businesses to the next level where they could tap a better and wider market share and be integrated in the global supply chain. A total of 25 Projects were established throughout the Cordillera Administrative Region in 2014 under the Shared Service Facilities Program, at a cost of P23,659,822.00.



SHARED SERVICE FACILITIES INSTALLED, 2014

PROJECT TITLE	Number of SSF	Number of Beneficiaries	Location	Project Cost (Php)
Shared Service Facilities on Meat Processing Industry in San Quintin	1	2,500	San Quintin, Abra	447,000.00
Shared Service Facilities on the Establishment of Peanut Processing Facility	1	10	Lagangilang, Abra	228,000.00
Shared Service Facilities for Mushroom Production	1	28	Pidigan, Abra	288,000.00
Enhancement of the Coffee Industry in the Province of	1	105	Daguioman, Abra	650,000.00
Enhancement of the Coffee Industry in the Province of	1	137	Baay, Abra	650,000.00
Shared Service Facilities for Gifts & Charcoal Briquette	1	14	Tayum, Abra	1,448,000.00
Shared Service Facilities for Gifts, Decors and Housware Slat Production	1	110	Lagangilang, Abra	1,448,000.00
Shared Service Facilities on Loomweaving	1	42	San Ramon, Manobo, Abra	926,000.00
Shared Service Facilities for for Coffee	1	130	Sallapadan, Abra	700,000.00
Shared Service Facilities on Cassava Processing	1	100	Sta. Marcela, Luna, Apayao	800,000.00
Shared Service Facilities on Coffee Processing	1	50	Kabugao, Apayao	650,000.00
Shared Service Facilities on Coffee and Cacao Processing	1	50	Luna, Apayao	650,000.00
Shared Service Facilities on Homestyle/Rattan Processing	1	5	Pudtol, Apayao	1,068,000.00
Shared Service Facilities on Wood & Bamboo Processing	1	45	Conner, Apayao	3,197,800.00
Shared Service Facilities on Wood & Rattan Processing	1	15	Calanasan, Apayao	4,265,800.00
Shared Service Facilities for the BSU Innovation Center	1	80	La Trinidad, Benguet	750,000.00
Expansion to Veggie Enriched Bakery Products & Market Area	1	2,500	Kapangan, Benguet	579,000.00
Shared Service Facilities on Wearables and Homestyles	1	6,902	Lagawe, Ifugao	379,222.00
Shared Service Facilities for Packaging	1	100	Lamut, Ifugao	357,000.00
Shared Service Facilities for Fruit Processing	1	5,700	Lamut, Ifugao	970,000.00
Shared Service Facilities for Agro Products and Processed Food	1	506	Tinoc, Ifugao	228,000.00
Shared Service Facilities for Toll Packaging	1	30	Tabuk City, Kalinga	980,000.00
Shared Service Facilities for Peanut Processing	1	26	Bugnay, Kalinga	480,000.00
Shared Service Facilities on Organic Products Depot	1	22	Tabuk City, Kalinga	620,000.00
Shared Service Facilities on Coffee Processing	1	320	Bauko, Mt. Province	900,000.00



The SSF program provided a wide array of equipment for the beneficiaries, ranging from sewing machines (left) to baking equipment. Each proposal was thoroughly screened by the Technical Working Group to ensure that the cooperators were fully capable of operating the machines, maximizing their utility.



WORTH OF EQUIPMENT RELEASED: P23.659M

"It also helps that the SSF allows for more participation by budding entrepreneurs, where startups without the resources can take advantage of the pooled and integrated resources provided by government."

19,257
PERSONS BENEFITED



RD Myrna Pablo (2nd from left) inspects several pieces of equipment intended for the processing of cassava with representatives of the beneficiary cooperative and provincial OIC Renie Ramos of DTI-Apayao (far right).

COFFEE CLUSTER



COFFEE PAVILION

National Food Fair, March 26-30, 2014; SM Megamall, Mandaluyong City

Coffee Origins, October 12 – 17, 2014; Activity Center, Abreeza Mall, Davao City

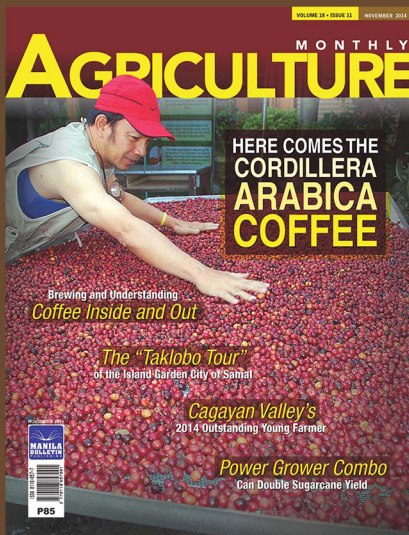
Coffee Origins is an annual Coffee Festival spearheaded by the Philippine Coffee Board, Inc. DTI's participation aims to showcase processed coffee products and promote different varieties of coffee grown nationwide to entice interest amongst the public. Eight regions were showcased at the DTI booth (regions 2, 3, 4A, 10, 11, 12, ARMM and CAR) with a total of 24 brands of specialty coffee, logging sales of PhP 23,369.00.



COFFEE 101 TRAINING & CROSS VISIT / MOBILE LEARNING

September 30 – October 1, 2014; Sagada, Mountain Province

DTI-CAR hosted coffee point-persons from the different regions enrolled in the Coffee Cluster, including Coffee Regional technical working group members, small and medium coffee entrepreneurs and local government units. The activity elaborated the convergence efforts of the all the coffee industry players. The participants appreciated the coffee sector from “Seed to Cup” and their roles in the Coffee Industry Cluster.



COFFEE MEDIA FAMILIARIZATION TOUR

September 19, 2014; Tabuk, Kalinga

DTI-CAR provided local and national media outlets with a tour of various plantations in CAR in an effort to highlight coffee potentials in the region. At least 13 press releases were produced as a result, with lengthy articles being published by Manila Bulletin, Agriculture Magazine and the E-New Publication, ISSUU, among others.

REGIONAL BRANDING, YOKOHAMA WOMEN'S BUSINESS FESTIVAL

November 6-15, 2014; Yokohama, Japan

In an attempt to differentiate and promote the distinct characteristics of cordillera coffee, DTI-CAR through its NICCEP collaborated with Hirofumi Yamamoto, a Japanese cupper. The cupping results of different coffee origins in the Cordillera Region became a benchmark in determining next steps of coffee stakeholders in improving quality of GCB and cup taste of cordillera coffee.

A Philippine Select Gallery was set up through JICA with the assistance of design expert Yoritoshi Yoshida at the Yokohama Women's Business Festival in Osaka, Japan. RD Myrna Pablo and Kalinga PD Grace Baluyan introduced Cordillera Coffee to the Japanese Market.



MAJOR TRADE FAIRS



CORDILLERA PRODUCTS EXPO

November 28-December 7, 2014; Festival Mall, Alabang

As a follow-through to the successful run of the IMPAKABSAT Regional Trade Fair, the Philippine Chamber of Commerce and Industry-CAR conducted the first Cordillera Products Expo, featuring various products from the region. Total cash sales was P15,697,069.00, while booked orders were reported at P36,894,880.00, one of the highest reported for a single regional trade fair to date.

SALES: P52,591,069.00



NATIONAL TRADE FAIR 2014: SIKAT PINOY

December 3-7, 2014; SM Megamall, Mandaluyong City

Eight exhibitors participated in the National Trade Fair, which featured furniture, home decor, jewelry, collectibles and other novelty gift items.

SALES: P1,206,196.00



MANILA FAME EXHIBITION

October 16-19, 2014; SM Mall of Asia

240 loomwoven designs were featured in this International Trade Fair by 34 exhibitors. The SMERA-trained establishments generated the largest sales for loomwoven designs in this international trade fair.

SALES: P2,420,890.00



COMPETITIVENESS & INDUSTRY DEVELOPMENT

REGIONAL COMPETITIVENESS

The Competitiveness Program was born out of the collective desire of the government and business sector to jointly address Philippine competitiveness. The Regional Competitiveness Committee (RCC) was created to track local competitiveness indicators, formulate programs to improve business environment and engage in investment promotion activities. Apart from the simplification of business registration procedures and enactment of the LGUs' Incentives and Investments Code, the annual conduct of the Cities and Municipalities Competitiveness Index CMCI has bolstered CAR's economic fundamentals. It has brought positive results highlighting reforms on the "rigidities and inefficiencies" in our knowledge management.

COMPETITIVENESS REPORT CARD, 2014

"CAR WAS 2ND OVERALL NATIONWIDE ON DATA COMPLETION (96.24%), AND BAGUIO CITY LEAPFROGGED FROM 66 IN 2013 TO 15 IN 2014 OUT OF 136 CITIES IN ITS OVERALL RANKING."

Cities and Municipalities	Over-all Ranking	Economic Dynamism Factor	Gov't Efficiency Factor	Infrastructure Factor
Over 136 Cities				
Baguio	15	21	9	19
Tabuk	91	114	80	64
Over 399 Municipalities				
Bangued	37	36	99	35
La Trinidad	46	17	211	17
Bontoc	58	73	52	156
Tuba	66	117	80	61
Lagawe	75	192	16	211
Tublay	108	107	101	201
Pinukpuk	144	242	129	72
Itogon	158	126	144	204
Sablan	159	114	174	175
Calanasan	218	263	61	350
Kabugao	239	265	249	190
Mankayan	261	270	197	277



**BANGUED, ABRA (37)
LA TRINIDAD, BENGUET (46)**

**TOP 50 OUT OF 399
MUNICIPALITIES**

Provincial representatives such as this delegation from Ifugao were recognized for their compliance to the BPLS Form Simplification Project as well as their participation in the Competitiveness Index during the first Competitiveness Recognition Ceremony held in Baguio City.

COMPLETION OF BUSINESS PERMIT AND LICENSING SYSTEM (BPLS) PROCESS SIMPLIFICATION

CAR was able to attain full compliance to the BPLS Simplified Process for the 75 Municipalities and 2 Cities of the Regions. DTI and DILG Regional and Provincial Teams worked with the Local Chief Executives and their respective BPLS Teams through regular LGU capacitation activities such as mentoring & coaching, local study missions, BPLS system walkthrough and technology transfers, particularly database setup using Pivot Table functions of spreadsheet applications. All of CAR's 77 LGUs follow BPLS Standards of having only one form, less than five steps from start to end of transaction, with turnaround time of less than 5 days.

100% COMPLETION OF BPLS PROCESS SIMPLIFICATION



TRAINING OF TRAINERS ON FORMULATING THE LOCAL INVESTMENTS AND INCENTIVES CODE

Status of LIIC, December 31, 2014

A Training of Trainers (TOT) on Formulating the Local Investments and Incentives Code (LIIC) was conducted last November 26-27, 2014 at the RDC Hall, NEDA CAR, Leonard Wood Road, Baguio City with resource speaker Mr. Dennis R. Miralles, former BOI Director of the Domestic Marketing Department, now, Consultant on Investment Promotion Strategies.

Province	NO. OF LGUs WITH		NO. OF LGUs WITHOUT	
	LIIC	IRR	LIIC	IRR
Abra	1 (province)	0	27	27
Apayao	1 (province)	0	7	8
Benguet	5	1	9	14
	2 (draft)			
Ifugao	4	1	8	11
	3 (draft)			
Kalinga	3	0	6	9
Mt. Province	5	0	5	11
TOTAL	24	2	62	80

em·po·wer (/əm'pou(ə)r/), verb.

a : to give legal authority to, or;

b : to promote the self-actualization or influence of;

The DTI-CAR seeks to ensure the well-being and safety of consumers in the Cordillera Region by providing relevant consumer education, monitoring business establishments for compliance to trade and industry laws, assuring reasonable prices and the availability of basic necessities & prime commodities, and providing dissatisfied buyers with an efficient and effective means of redress for their complaints.

BREAKTHROUGH: DISKWENTO CARAVAN



This year, most of the caravans conducted in the region coincided with annual celebrations, including the Consumer Welfare Month. Nevertheless, the caravans responded to a year - long need particular to many towns in the Cordilleras, which is access to basic necessities and prime commodities, as well as government services. It is indeed difficult to travel to the provincial and regional centers from the most far – flung Cordillera towns and provinces. But through the Diskwento program, the DTI and its partners bring basic necessities and prime commodities, as well as deliver other essential services, right at their doorsteps.



12 DISKWENTO
CARAVANS
CONDUCTED



SALES: P29,173,691.21

Provincial Unit	No. of Runs	Total Figures		
		Total Sales (Pesos)	Total No. of Buyers	Distributors
Abra	2	402,994.65	780	8
Apayao	2	560,370.00	1,438	21
Baguio/Benguet	5	22,828,198.55	33,157	202
Ifugao	1	460,467.00	250	10
Kalinga	1	721,661.00	1,728	13
Mt. Province	1	4,200,000.00	2,000	12
Total	12	29,173,691.20	39,353	266



Diskwento Caravans play an important role in providing access to basic goods to the communities at reasonable prices. This year's activities included the participation of other government agencies who provided services to consumers, in addition to the sale of staples like food items and school supplies.

CONSUMER WELFARE



ENFORCING TRADE AND INDUSTRY LAWS

Apart from the regular monitoring and enforcement activities of the DTI-CAR six joint enforcement activities were conducted regionwide with CIDG to verify that business establishments sold only BPS-certified mandatory products. To commemorate Consumer Welfare Month, three inter-agency monitoring visits with ConsumerNet member-agencies were conducted, covering Kalinga, Baguio and Benguet. The monitoring teams were composed of different national government agencies who conducted inspections related to their respective mandates. Consumer welfare and business regulation staff also attended the Regional Law Enforcement Coordinating Council, providing updates on trade and industry laws to council members and personnel of the Philippine National Police.

The DTI-CAR also engaged other partner agencies, particularly with the local government units, the Philippine National Police – CIDG, and ConsumerNet member-agencies such as the Department of Health, Department of Agriculture and others.



2,385 FIRMS MONITORED
53 FIRMS PENALIZED
PO.455M FINES COLLECTED

CONSUMER COMPLAINTS

DTI-CAR Offices received a total of 120 consumer complaints for the year, of which 13 were endorsed to other government agencies. 104 of the 107 cases remaining were resolved within the prescribed time, while three remained pending at the end of the year.

TIMBANGAN NG BAYAN

Also in 2014, the Department of Trade and Industry worked on its goal of equipping every public market in the country with at least one weighing scale that the public may use to check the weight of their purchases. Coined the Timbangan ng Bayan (TnB), the weighing scales were installed in conspicuous areas in all recipient markets, making it visible and accessible to the buying public. The purpose of the Timbangan ng Bayan is to protect consumers from unscrupulous merchants who may have adjusted their own scales to increase their profits.

The TnB facilities were purchased by the DTI and handed over during separate provincial ceremonies to identified public markets in the region. In the CAR, a total of 71 units were purchased for distribution, with most of the 38 recipient markets receiving two units each.

“THE PURPOSE OF THE TIMBANGAN NG BAYAN IS TO PROTECT CONSUMERS FROM UNSCRUPULOUS MERCHANTS WHO MAY HAVE ADJUSTED THEIR OWN SCALES TO INCREASE THEIR PROFIT.”



CONSUMER WELFARE

THE DTI-BAGWIS PROGRAM : **RECOGNIZING RESPONSIBLE BUSINESS ESTABLISHMENTS**

128

**BAGWIS
AWARDEES
NATIONWIDE**

The DTI Bagwis Award is a distinct recognition given to establishments that uphold the rights of consumers and practice responsible business where consumers get value for money. In order to qualify for the awards, the successful establishments were proven to comply to trade and industry laws and maintained a consumer welfare desk (CWD) manned by a staff trained to deal with consumer complaints.

For 2014, after undergoing a thorough evaluation process and validation by representatives from the DTI – CAR Regional Office, 14 firms were upgraded to higher Bagwis awards, and 33 awardees have been added to CAR’s growing list of esteemed Bagwis establishments, 17 of which were immediately given the Gold award. From 97 in 2013, the total number of Bagwis establishments in the region grew to 128 in 2014.

Bagwis Award	Abra	Apayao	Baguio	Benguet	Ifugao	Kalinga	Mt. Province
Gold			27	4			
Silver	5		43	12	1	1	
Bronze	4	4	20	4	2	3	3





"THE TRAINING ALSO EQUIPPED PROCUREMENT OFFICERS WITH USEFUL SKILLS CONCERNING STANDARDS..."

TRADE LAW AWARENESS IN GOVERNMENT OFFICES

To effectively and efficiently implement the Product Standards Law and other trade laws in Government Offices in partnership with the Procurement Department, the DTI-CAR conducted an Orientation for Government Procurement Officers in Baguio City on November 2014. The training also equipped procurement officers with useful skills concerning standards, particularly in determining certified against uncertified mandatory products in the market as well as and solicit their support in advocating trade laws, specially on Shop Accreditation, Labeling, Warranties and Contractors Licensing.

673 MEDIA PICKUPS

ENABLING AND ENHANCING CWBRD STAFF

Local Study Mission for Standards Officers

More competent enforcement was ensured through trainings and reorientation activities provided for DTI-CAR officers and their counterparts from other government agencies. Standards officers attended a three-day local study mission for in Manila in March 2014;

Orientation on Standards Enforcement

Members of the provincial enforcement team were also provided training on procedures as outlined in Department Order No. 48. Along with the DTI-CAR staff, at least 12 members of the Criminal Investigation and Detection Group of the PNP were in attendance, by virtue of their participation in the enforcement of product standards laws;



en·hance

(/in'hans,en'hans/), verb.

a : intensify, increase, or further improve the quality, value, or extent of.

The DTI's special programs such as the Comprehensive Agrarian Reform Program and the Grassroots Participatory Budgeting address key issues in the country's economic agenda with projects and activities that provide employment opportunities for residents of Agrarian Reform Communities and empower Local Government Units by providing a channel for the funding of development projects for their respective constituents.

SPECIAL PROGRAMS

COMPREHENSIVE AGRARIAN REFORM PROGRAM

For the continuous improvement CARP's clients in 2014, CARP Personnel provided their expertise for the Agrarian Reform Beneficiaries as they faced opportunities and challenges in management change, operations improvement efforts, rethinking existing strategies, cost reduction or budget process and introducing quality programs.



17

PRODUCT DEVELOPMENT
ACTIVITIES

401

ARBS BENEFITED

81

PRODUCT PACKAGES &
LABELS DEVELOPED

50

NEW PRODUCT
DESIGNS

14

EXECUTED
PROTOTYPES

DTI-CARP PARTICIPATION IN PROVINCIAL FAIRS:

Abra: Cordillera Month Trade Fair on July 9 - 15, 2014 at the Abra Sports Center where sales amounted to P52,000.00.

Kalinga: Patawid Agro-Industrial Fair from June 23-29, for Market promotion and the launching of new products. Sales generated amounted to Php 2.2M, where 102 MSME participated and 11 new products were launched.

DTI-CARP Ifugao participated in the Gotad 2014 Trade Fair on June 15-19, 2014 in Lagawe, Ifugao.

AEC INTEGRATION ADVOCACY

BIGGER MARKETS, BETTER PRODUCTS, BRIGHTER PROSPECTS



The ASEAN Economic Community (AEC) Integration became the focus of various advocacy projects of the DTI-CAR, consistent with the nation's goal of regional economic integration by 2015. The advocacy program highlighted the key characteristics of the AEC which DTI-CAR hoped to cascade in the region, particularly: (1) a single market and production base; (2) a highly competitive economic region; (3) a region of equitable economic development, and (4) a region fully integrated into the global economy.

DTI-CAR implemented three activities in relation to the AEC, beginning with the AEC 2015 Forum in the City of Baguio last June 23, 2014, followed by another forum in Bangued, Abra during the launching of the Cordillera Month Celebration. The latter activity featured no less than DTI Assistant Secretary Ceferino "Perry" Rodolfo providing insights in the potentials as well as challenges of the region, upon full realization of the ASEAN Integration. During the Philippine Export Competitiveness Program held in October 2014, CAR's small and medium enterprises and potential exporters were briefed on export regulations, standards and the AEC in general, and 1,500 copies of the AEC primer were disseminated to all participants.



BOTTOM-UP BUDGETING

Province	On-Going/Total No. of Projects	2014 Allocation	Released	Remaining Balance	Remarks on the Balance
ABRA	4/5	6,460,000	1,460,000	5,000,000	1 Project for Realignment – pending with DBM Legal
BENGUET	6/6	1,712,500	1,712,500	0	Completed
IFUGAO	17/17	5,937,500	4,502,610	1,434,890	Remaining tranches for release to LGU upon liquidation of prior tranche
KALINGA	15/16	2,825,250	2,625,250	200,000	1 Project for Realignment – pending with DBM Legal
MT. PROVINCE	16/17	3,929,400	2,220,000	1,709,400	1 Project for Realignment - pending with DBM Legal
TOTAL	58/61	20,864,650	12,520,360	8,344,290	<i>Continuing appropriation for 2015</i>

ALLEVIATING POVERTY AND PROMOTING GOOD GOVERNANCE THROUGH THE BUB

The Bottom-up Budgeting Process is a new approach on planning and budgeting that allows the local government units and local civil society representatives to jointly propose projects based on the poverty situation analysis in their respective municipalities. These projects consist of trainings and livelihood programs aimed at helping the beneficiaries to generate income, to learn or improve their entrepreneurial skills, and to showcase their existing products. These proposals are submitted to the Regional Poverty Reduction Action Teams for review and then forwarded to the concerned national government agencies for inclusion in their proposed budgets. These are then submitted to Congress and Senate for inclusion in the General Appropriations Act (GAA).



DTI RELEASES FUNDS FOR LIVELIHOOD PROJECTS UNDER THE BOTTOM-UP BUDGETING



DTI-Abra Provincial Office launched its Bottom-up Budgeting Project entitled “Entrepreneurial Development for Producers of Organic Fertilizer” in the municipality of Tayum on August 14, 2013. Photo shows CARP Program Manager Manuel B. Abad, ASsistant Regional Director Carmelita C. Usman, Provincial Director Arell F. Bañez of DTI-Abra, Ms. Filma T. Molina of Abra DAR PARO office witnessing Mayor Placido P eduarte Jr. as he reviews the BUB’s memorandum of understanding.

LGU Hingyon represented by Mayor Gerry Luglug received their first BuB checks for three projects amounting to Php 718,850.00. Awarding the checks are Governor Denis B. Habawel (second from right), Vice Governor Pedro G. Mayam-o (third from right), and DTI-Ifugao Director Val Baguidudol.



Mayor Fausto Labinio and Treasurer Mauel Bagayo of Bakun, Benguet receive the initial release of project fund intended for beneficiaries under the Bottom-up Budgeting Process. Shown turning over the check to finance a recycling and soap-making project are: DILG Benguet Provincial BPLS Coordinator Jonilou Sahoy, Senior Trade and Industry Specialist Johnny Pulay and DTI-Baguio Benguet Provincial Director Freda M. Gawisan.

Mayor Abraham Akilit (third from left) receives the first batch of checks for five out of fourteen activities of the BuB project for the provision of livelihood trainings in Bauko Municipality.



ORGANIZATIONAL CULTURE INITIATIVES

The DTI-CAR has never shied away from operational challenges, and has opted to take on the role of innovator and precursor for many of the changes being introduced by the DTI nationwide. This dedication is echoed in the commitment and dedication of each staff in the Cordillera Administrative Region, proven by the accolades received by the Office in 2014.



DTI-Kalinga was recognized as a Paragon of Excellence in terms of ARTA compliance, being the first government agency in CAR to receive the Citizen Satisfaction Center Seal of Excellence from the Civil Service Commission.

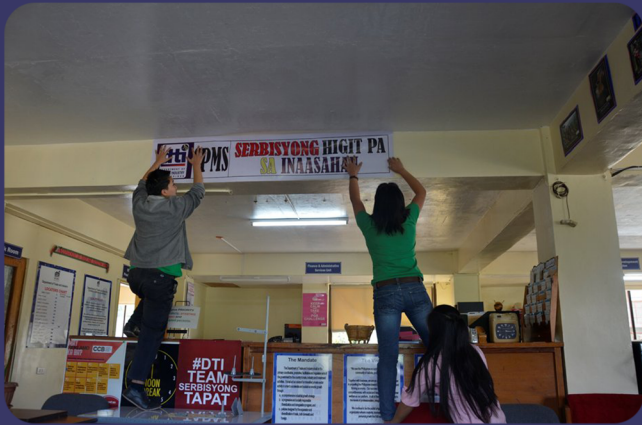


DTI's core value "Professionalism" is heralded with an image of DTI-Benguet that shows Johnny Pulay braving an eroded road that leads to Bakun, Benguet where local officials await them for a BUB fund turnover.

As part of the yearly observance disaster risk reduction awareness month, An operative from Rescue 911 shows how to evacuate a wounded person during a mock exercise.



Unity, solidarity and teamwork are what makes members of an agency work better and achieve their goals ardently with fun and dedication. But, each member must have a sound mind and body to be able to hurdle every task expected from them



DTI-CAR was one of the regions that participated in the pilot-testing of the Strategic Performance Management System.

As part of the community, DTI Provincial Offices showed support to local government units and other agencies as they celebrated festivals and commemorative events such as the Lang-ay Festival in Mountain Province.



Sometimes, the simplest food can be the source of contentment and fun for the busy personnel of DTI-CAR. Boodle fights provided a venue for satisfying the tummy, and relishing the camaraderie of colleagues and partners.

ARD Mely Usman leads the charge for the regional office personnel (above), while PD Arell Banez (Right, 4th from left) indulges in adobo, kamote tops and rice in Abra.





PD Val Baguidudol of DTI Ifugao led his staff in a tree planting activity. The agency is a staunch advocate of environmental protection, and hopes to see more people involved in preserving natural resources.

Imbued with genuine concern for the less privileged, DTI-CAR personnel gave gifts to children who were orphaned (left), and reached out to far flung communities (Kalinga, right). The experiences were food for the soul, and helped the staff remember the more important things in life.

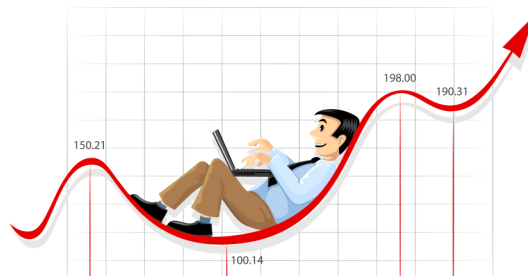


One of the advantages of being a DTI- CAR staff is the opportunity to be one with nature, much like the personnel of DTI Kalinga during this hike to a local tributary in the province.



ACCOMPLISHMENTS BY PROVINCE

2014 INVESTMENTS



2013 Acco	2014 Target	2014 Accomplishment	% Increase
Cordillera Administrative Region			
2,160.42	2,253	2,453.0	13.54%

	2014 Targets	2014 Acco	% Accomplishment
Regional	2,253	2,453	109%
Abra	298	306	103%
Apayao	225	250	111%
Benguet	700	881	126%
Ifugao	330	329	100%
Kalinga	350	332	95%
Mountain Province	350	355	101%



DOMESTIC SALES

2013 Acco	2014 Target	2014 Accomplishment	% Increase
Cordillera Administrative Region			
698.72	720	806.07	15.36%

	2014 Targets	2014 Acco	% Accomplishment
Regional	720	806.06	112%
Abra	123	149.82	122%
Apayao	85	87.72	103%
Benguet	222	222.93	100%
Ifugao	96	97.23	101%
Kalinga	94	141.36	150%
Mountain Province	100	107.01	107%

JOBS GENERATED



2013 Acco	2014 Target	2014 Accomplishment	% Increase
Cordillera Administrative Region			
17,108	20,000	21,823	27.56%
	2014 Targets	2014 Acco	% Accomplishment
Regional	20,000	21,823	109%
Abra	4,000	4,188	105%
Apayao	2,100	2,137	102%
Benguet	7,000	8,405	120%
Ifugao	2,300	2,315	101%
Kalinga	2,200	2,308	105%
Mountain Province	2,400	2,470	103%



MSMEs ASSISTED

2013 Acco	2014 Target	2014 Accomplishment	% Increase
Cordillera Administrative Region			
3,731	4,200	4,454	19.38%
	2014 Targets	2014 Acco	% Accomplishment
Regional	4,200	4,454	106%
Abra	820	886	108%
Apayao	450	512	114%
Benguet	820	807	98%
Ifugao	760	774	102%
Kalinga	700	820	117%
Mountain Province	650	655	101%

SSF ESTABLISHED AND MAINTAINED

	2014 Target	2014 Acco	% Accomplishment
Total	78	60	77%
Abra	12	17	142%
Apayao	8	7	88%
Benguet	17	12	71%
Ifugao	14	15	107%
Kalinga	14	5	36%
Mountain Province	13	4	31%

DISKWENTO CARAVANS

	2014 Target	2014 Acco	% Accomplishment
Total	7	8	114%
Abra	1	2	200%
Apayao	1	1	100%
Benguet	2	2	100%
Ifugao	1	1	100%
Kalinga	1	1	100%
Mountain Province	1	1	100%

SMERA

	2014 Target	2014 Acco	% Accomplishment
Total	44	101	230%
Abra	7	20	286%
Apayao	6	7	117%
Benguet	12	32	267%
Ifugao	5	9	180%
Kalinga	8	18	225%
Mountain Province	6	15	250%

THE DTI CORE VALUES

PROFESSIONALISM
SERVICE ORIENTATION
LOYALTY
CONTINUOUS LEARNING AND GROWTH
CONSCIENTIOUSNESS
CREATIVITY
RESOURCEFULNESS
TEAMMANSHIP
INTEGRITY

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