



LEYTE NEGOSYO CHRONICLE

THE OFFICIAL NEWSLETTER OF THE DEPARTMENT OF TRADE AND INDUSTRY- LEYTE



Kapatid Mentor Me Launching for Batch 4 in Tacloban City last March 21, 2018.

DTI Leyte kicks off 2018 KMME series, 339 MEs served

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The Department of Trade and Industry Leyte Provincial office recently launched its 2018 Kapatid Mentor Me (KMME) series for Batch 4, 5 & 6 last March 21 to 23, 2018 in key cities in Leyte.

The KMME launching for Batch 4 was held at Eastern Visayas State University (EVSU) Graduate School, Tacloban City on March 21, 2018 while the launching for Batch 5 & 6 were conducted at Sutuwaki Restaurant, Ormoc City and ODREX Visayas State

University Campus in Baybay City, on March 22 & 23, respectively.

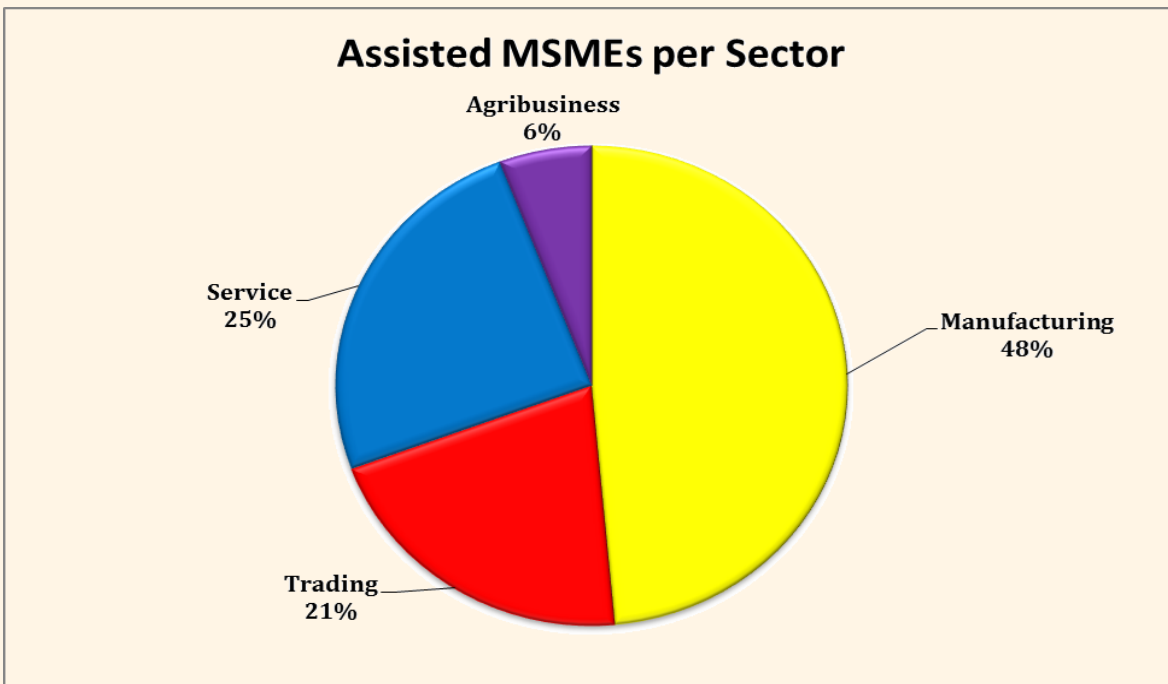
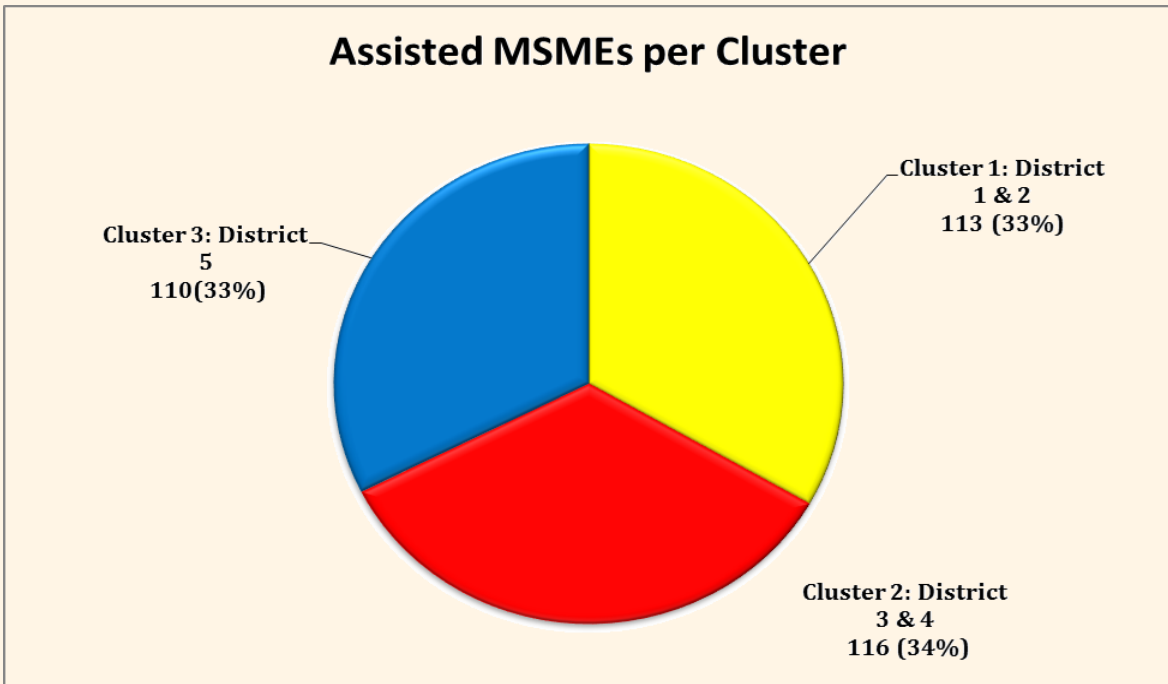
A total of 339 micro small and medium enterprises and stakeholders were capacitated on Module 1: Entrepreneurial Mind Setting by Dr. Neng Caneja and Module 2: Marketing facilitated by KMME Accredited Mentor Mr. Jerry Yao, local mentor Mr. Troy Bumagat and Mr. Paulo Tibig, President of Vcargo Worlwide and Vintel Logistics, Incorporated.



KMME Launching for Batch 5 in Baybay City last March 22, 2018.



339 MSMEs
*were served during the KMME
Opening*



NEWS

DTI Leyte opens five additional Negosyo Centers



The launching of Negosyo Center La Paz (left) and MOA Signing w/ Mayor Silvestre Lumarda & DTI Leyte PD Desiderio P. Belas, Jr.

The Department of Trade and Industry Leyte Provincial Office headed by its Provincial Director Desiderio P. Belas, Jr., CESO III, launched five additional Negosyo Centers in the Province last March 26 to 27, 2018.

These Negosyo Centers are lodged at the Local Government Units (LGUs) of La Paz, Inopacan, Merida, Babatngon and Leyte, Leyte. In total, DTI Leyte now has thirty two (32) Negosyo Centers established in the Province.

The activity started with a mass followed by the Ribbon Cutting and the unveiling of the Negosyo Center Signage. After that was the signing of the

Memorandum of Agreement (MOA) between the LGU represented by the Municipal Mayor and DTI Leyte, represented by PD Desiderio P. Belas, Jr..

Likewise, a Go Negosyo Act Orientation and Entrepreneurial Mindsetting Seminar was conducted in the afternoon to orient LGU Officials and MSMEs of the locality of the salient features of the Go Negosyo Law or Republic Act 10644. The establishment of the Negosyo Centers is a provision in RA 10644 or the Go Negosyo Act wherein the DTI has been given the responsibility as the lead and supervising agency in establishing Negosyo Centers in all provinces, cities, and municipalities

nationwide.

On the other hand, an Entrepreneurial Mindsetting Seminar was conducted to teach a total of 510 MSMEs the right mindset to possess and the right actions to do in order to become a successful entrepreneur.



Ribbon Cutting Ceremony during the launching of NC La Paz w/ La Paz Mayor Lesmes Lumen & DTI Leyte PD Desiderio P. Belas, Jr.



NEWS

Negosyo Center Launching w/ SMERA Training



The launchings of Negosyo Center Inopacan (left photo) and Negosyo Center Merida (right photo)



A Go Negosyo Act Orientation and Entrepreneurial Mindsetting Seminar was conducted after the launching



NEWS

DTI Leyte intensifies consumers' awareness in Villaba, Leyte



CPD Chief Lily Larraga orients the participants of the 8 consumer rights & responsibilities

DTI Leyte intensifies awareness of consumers in Villaba, Leyte through a Consumer Education Seminar conducted last March 21, 2018.

The Consumers Forum which was held in the morning was participated by sixty consumers of the municipality.

Mrs. Josefina Simbajon, Head staff of Senior Citizens Office, delivered the welcome message to the participants, in behalf of the Villaba Municipal Mayor Hon. Juliet A. Larrazabal. According to her, the activity will be beneficial to the consumers as they will be able to know their rights and responsibilities. She encouraged the participants to listen attentively and never hesitate to ask questions. She thanked DTI Leyte for organizing such an activity and assured the DTI Leyte employees present that LGU-Villaba through Mayor Larrazabal will always support the different programs, projects and activities of DTI for the development of their MSMEs and the promotion of consumer protection in their

municipality.

CPD Chief Araceli D. Larraga provided the participants with knowledge on the eight Consumer Rights and five Responsibilities, as well as the different types of consumers. While TIDS Siali Cosares tackled the salient features of Republic Act 7394, otherwise known as the Consumer Act of the Philippines. She also discussed the legal basis for Consumer Complaints. Further, the participants were also guided on the process of filing of consumer complaints and the necessary requirements to attach on their complaints.

The Consumer Protection Division is also conducting inspection of Cement and other Mandatory Products for Certification. As of this March 2018, DTI Leyte were able to inspect a total of 12,400 sling bags of cement or 25,000.00 metric tons in six warehouses in Tacloban City.



CPD Chief Larraga signs a bag of cement inspected and which will be brought to a BPS –accredited Testing Center.



NEWS

DTI Leyte celebrates Womens Month with WEE Forum

In celebration of the National Womens' Month, DTI Leyte Provincial Office pays tribute to all women through the conduct of the Leyte Women Economic Empowerment (WEE) Forum last March 19, 2018 in Tacloban City.

A total of 200 participants including women micro entrepreneurs, women beneficiaries and representatives from partner government and private agencies coming from the different provinces of Region 8, attended the said activity which was held at the Tacloban Convention Center. The participants were oriented on the following topics: R.A. 9710 known as the Magna Carta for Women by Rebecca Rosales Ada of Tacloban Local Council of Women, Savings Scheme for Micro Entrepreneurs by Christopher Ereso of CARD Pioneer Micro Insurance, Incorporated (CPMI) and topics on Micro-financing by Mr. Elmer Garado of Small Business Corporation.

In the afternoon, four break-out group sessions were simultaneously conducted by partner agencies. DTI Leyte facilitated the Negosyo Mindset for Women Micro Entrepreneurs while Department of Agriculture-R08 led the Techno Demo on Organic Fertilizer. On the other hand, DOST Leyte conducted the Food Safety, Packaging, Labeling

and Designs Clinic. TESDA Leyte also offered free makeover services for the participants which include haircut, hair and make-up, manicure and pedicure, and head and body massage.



Participants consult with SBC Desk Officer Elmer Garado concerns on microfinancing during the one-on-one consultations.

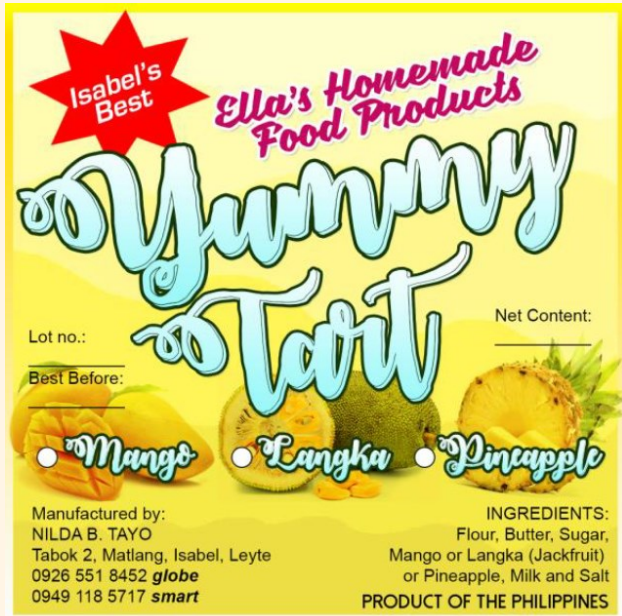
A one-on-one consultation was conducted after the break out group sessions.

A Mini Trade Fair was likewise held to showcase the products of women entrepreneurs in Leyte.



SUCCESS STORY

Ella's Homemade Products: "Brimming with Hope"



The outlook of being an entrepreneur is not always about making money. But more importantly having the passion in making things you make money out of, knowing where to find a sensible market and building a good network among them. Though it is a given objective to make it big, these points must still always exist in the mind, heart and body of every entrepreneur. Hence, this story about a woman who lives by her incomparable certainty.

Ella's Homemade Food Products, a small, home-based business owned and managed by 52-year old mother at her residence in Isabel in barangay Matlang, commercializes on fruits: pineapple, mango and jackfruit. Although she cooks various food products and creates her own home

recipes. She is well-known in their area for her delicious variety of goodies. Making only a maximum of 30 packs a day, she thought she was doing enough.

Nilda Tayo, a doting mother of five, said she started the business in 2013 by establishing her invented brand which she called "yummy tart". Since some of her buyers were her close friends, they encouraged her to attend seminars and trainings to better develop her skills. And so, they referred her to the Local Government Unit of Isabel whose Officer in-Charge of the Public Employment Services Office (PESO) referred her to the Department of Trade and Industry (DTI) Leyte Provincial Office for assistance.

When she began participating in a series of Entrepreneurial Development Trainings, she knew she had the chance to become big in the industry someday. She was able to join in the Bahandi Regional Trade Fair in 2013 together with 3 other food producers in the municipality.

But then everything was changed when super typhoon Yolanda came about in 2014. Hundreds of locals in Isabel, including Nilda, were in devastation and almost lost all of their properties.



SUCCESS STORY *Ella's Homemade Products...*

"With so little hope and thinking it could be my end in this world, God worked in special ways to save me and get me back on my feet," she said.

Four years later, she thoroughly started her business again and reconnected with DTI through the newly functional Negosyo Center in Isabel managed by the Business Counselor. This time, with a responsible person, she was given primary assistance because of her uniqueness as a client. Learning from her past experience, she had the urge to continue what she started.

Thus, she enrolled in the Kapatid Mentor ME (KMME) Program of DTI and Go Negosyo and became one of the twenty one (21) lucky entrepreneurs from Districts 3, 4 and 5 in Leyte chosen as the official mentees attend all the Free Mentoring Sessions with highly accredited mentors of different expertise in business.

"With the help of Negosyo Center Isabel, I was able to strengthen my linkage with



Nilda Tayo receives her KMME Certificate of Completion from DTI RD Cynthia Nierras & PCE Mentor Willy Arcilla

DTI, find a stable market and improve my products," she said.

She was able to increase the volume of her production and gained a strong competitive advantage. She now has her products displayed in two (2) pasalubong centers, three (3) local cooperatives in Isabel, and exports outside the Visayas

"DTI's KMME is a tool to help us become more productive and globally competitive."

-Nilda Tayo

area. ###

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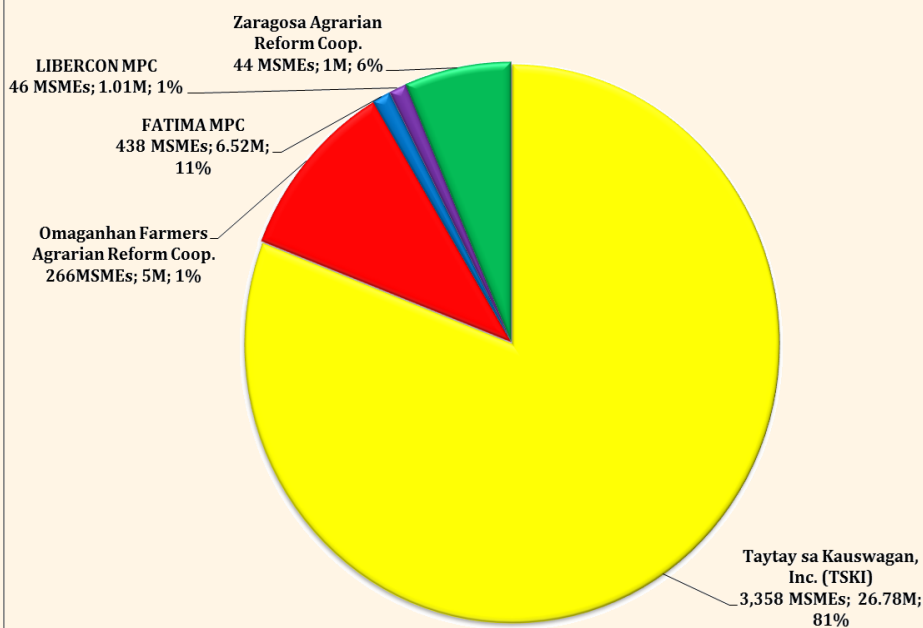


DTI LEYTE & SMALL BUSINESS CORPORATION COLLABORATION



Distribution of Entrepreneurial Kits granted by SBC at Ormoc City last March 5, 2018 with Ormoc City Mayor Richard Gomez, DTI Leyte PD Desiderio P. Belas, Jr. & SBC VP Melvin E. Abanto

P3 Beneficiaries as of March 2018



Total Approved Loans:
46.825M



MSMEs who availed loans:
4,590



ACTIVITIES IN PHOTOS



DTI Leyte NCBCs and Staff give hygiene kits to elderlies and orphans during the Organizational Cultural Initiative last March 15, 2018 at Pope Francis Orphanage and Center for the Poor, Arado, Palo, Leyte



Simplified Bookkeeping Seminar for Non-Accountants conducted by Negosyo Center Isabel last March 16, 2018 in Isabel, Leyte



ACTIVITIES IN PHOTOS



Simplified Bookkeeping Seminar conducted by Negosyo Center Hilongos, March 26, 2018



A workshop was conducted during the Go Negosyo Act Orientation and Entrepreneurial Mindsetting Seminar facilitated by Negosyo Center Bato

last March 27, 2018



ACTIVITIES IN PHOTOS



Entrepreneurial Mindsetting Seminar conducted by Negosyo Center Inopacan,



*Go Negosyo Act Orientation and Entrepreneurial Mindsetting Seminar by
NegosyoCenter Babatngon, March 28, 2018*