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## DTI lauds the first batch of Project *Dalubhasa* graduates

BATCH I BUSILAK  
BUSINESS DEVELOPMENT TRACK | CONSUMER PROTECTION TRACK  
**GRADUATION CEREMONY**

dti PHILIPPINES ACADEMY

*Thank you and Congratulations, Class Busilak!*  
2018-2020



*Forty-seven (47) learners from different Department of Trade and Industry (DTI) offices all over the country were presented as the first batch of DTI Academy Project Dalubhasa graduates during the virtual graduation ceremony on 19 April 2021 via Zoom.*

**Department of Trade and Industry (DTI) Secretary Ramon M. Lopez** led the DTI Family in congratulating the 47 learners who composed Class *Busilak* or the first batch of graduates of the DTI Academy's Project *Dalubhasa*. The graduation ceremony was held on 19 April 2021 via Zoom.

In his inspirational message to the graduates, the Secretary noted the importance of having a growth and development mindset to achieve mastery in various areas of competencies, especially in providing service to the people.

He even shared his personal development principles – of integrity, competence, and energy. *“Hindi puwede mawala ang isa. Mawalan ka ng integrity, mayroon kang competence and energy, delikado tayo diyan. Mayroon kang integrity and energy, wala kang competence, mahirap din iyan. May integrity ka nga and competence, wala ka namang energy, ika nga ay tatamad-tamad, talo rin tayo diyan. Parang paa ng silya, three-legged chair, kapag nawala ang isa, tutumba iyon. Napakahalaga ng tatlong bagay na ito. Huwag naman sana mawala sa atin hanggang tayo ay tumanda na.”*

As he closes, he encouraged all graduates to use and apply all the learning they gained to continuously stay true to the Department's mantra *“Serbisyong Higit pa sa Inaasahan!”*

*“The past year may have been challenging for all of us, but with you helping to lead the way, we are confident that DTI as an organization remains capable of taking on this challenge. We hope that all your actions will always be for the good of our people, and that the good of the people will always be your true north to guide you on your journey,”* he added.

On the same note, **Office of the Secretary (OSEC) Chief of Staff and Management Services Group (MSG) Undersecretary Ireneo V. Vizmonte** shared the story on how the project started and how the learners greatly endured the challenges all throughout their course duration.

*“This is indeed, a bittersweet moment. We often saw them in person, but now we are separated physically, yet united with the same purpose – to celebrate them, their achievements, and the persons who supported them,”* Usec. Vizmonte said.

In a span of 17 months, Batch 1 Class *Busilak* completed their Foundational, Business Development (Product and Market Development and Branding Tracks) and Consumer Protection (Enforcement, Mediation, and Adjudication tracks) courses. Aside from accomplishing the course requirements, they were also successful in the submission of their capstone projects, which they will continuously implement in their respective offices and for the Department.

Highlighting the ceremony was the recognition of outstanding graduates who have showed excellence through their capstone project and their overall course performance.

The Outstanding *Dalubhasa* award for Business Development: Branding Track was given to **Vierna Teresa C. Ligan** from DTI-Bohol Provincial Office, the Outstanding *Dalubhasa* Award for Business Development: Product and Market Development Track was given to **Marvin V. Genita** from the General Santos Satellite Office, and the Outstanding *Dalubhasa* Award for Consumer Protection Track was given to **Fernale J. Solis** of the DTI-Davao Oriental Provincial Office.

Moreover, the Best in Capstone Award for the Business Development: Branding Track, Business Development: Product and Market Development Track, and Consumer Protection Track were given to **Epifania F. Suralta** (DTI-Negros Oriental), **Marvin V. Genita**, and **Fernale J. Solis** and **Christopher M. Dalhog** (DTI-Davao City), respectively.

Also present in the graduation ceremony were **Competitiveness and Innovation (CIG) Undersecretary Rafaelita M. Aldaba**, **Consumer Protection Group (CPG) Undersecretary Ruth B. Castelo**, **Regional Operations Group (ROG) Undersecretary Blesila A. Lantayona**, and **Trade Promotions Group (TPG) and Special Concerns Undersecretary Abdulgani M. Macatoman**.

#### *DTI Academy Project Dalubhasa*

Led by the Human Resource and Administrative Service (HRAS) through **Management Team Head Director Joel R. Cruz** and governed by the Performance Management Team (PMT), the DTI Academy was established through Department Order No. 18-34, Series of 2018 to carry out the vision of building a cadre of high-performing leaders and professionals through training, research, and innovation. It aims to (1) Develop highly competent and professional knowledge workers attuned to the changing global environment; (2) Promote research-based competencies in support of strategies, policy formulation, and program implementation; and (3) Foster a culture of innovation.

The DTI Academy focuses on targeted components of human capital development, categorized into four pillars: foundational courses, specialist development programs, executive classes, and research innovation.

Under the specialist development programs is the Project *Dalubhasa* which aims to support the strategic objective of developing a credible and robust human resources system in the Department by producing in-house specialists in key functional areas.

Learners are selected among top-performing technical staff and supervisors by their respective Heads of Office. The program concludes with a capstone project, and the learners are expected to put their acquired expertise into practice and share them in their workplace.

In 2018 the Business Development pillar was launched, which includes four tracks, namely Branding, Product & Market Development, Market & Business Intelligence, and Financing. In the same year, the Consumer Protection pillar was also rolled out, which includes Enforcement, Mediation, and Adjudication tracks.