

# An island's gift

As beautiful as the island of Boracay is, so are the many beautiful stories that bloomed here. Its natural beauty attracted many tourists from around the globe, which opened doors of opportunities to many entrepreneurs and generated employment for Filipinos. The island of Boracay itself has been a gift to the locals.

Almie Mondoy, a native of Kalibo, Aklan, embraced this gift. Almie's family moved to Boracay because of her father's business in the island three decades ago. They fell in love with the beauty and people of Boracay. Soon after finishing school, their family established the island's first talipapa restaurant serving fresh seafood.

Unfortunately, their restaurant burnt down, forcing them to

close its doors. "Despite the setbacks, life must go on. In time, everything will be fine," Almie stated.

Almie's mother began creating necklaces and bracelets out of sea shells as her hobby, which she later turned into a business. It became aesthetically attractive among tourists, so they grabbed the opportunity to earn from it.

Soon, Almie made her accessories and started a business. In 2007, she took a loan from CARD Bank to sustain her business production. It also allows her to rent a space for her souvenir shop. The microfinance-oriented rural bank financially assists her in supporting the growth of her business.

In 2018, the island was shut down to the public for six months for its rehabilitation pro-

gram. Since Boracay is highly dependent on its tourists, businesses and livelihoods were hardly affected. "There were no tourists at that time. The temporary closure was challenging since it affected our business operations," said Almie. "I know things will work out better if we maintain a positive outlook."

Boracay was later reopened to the public, allowing them to continue their businesses. The island came back to normal. So was their way of living.

Then the pandemic came that tested her faith and character. Almie's souvenir shop was one of the enterprises forced to close due to the lockdown. "Those were difficult times; we didn't know where to get money for our daily needs," she said. "But I keep telling myself that everything will be just fine."

When things

were tough, Almie saw CARD's helping hands. She said that CARD Bank provided them with assistance throughout the lockdown. "When we didn't know what to do, CARD Bank never left us," she stated.

Everything gradually returned to normal, and Almie restarted her business operation. CARD Bank helped her to stand again on her feet. "No matter what happens, our business will survive with CARD Bank on our side," she says.

The economic recovery has given the island a new vigor. Almie now earns PHP 10,000 daily and uses it to expand her business.

Almie also earns money from her guest house and ukay-ukay store in Romblon. "I can now say that I can thrive in adversities. I am ready to conquer life's challenges," Almie concluded. PR



## Unang coffee processing facility sa Santa Maria, Laguna, itatayo na



Itatayo na ngayong taon ang unang coffee processing facility sa Santa Maria, Laguna. Ang nasabing pasilidad ay bahagi ng proyektong Coffee Processing and Marketing in Santa Maria, Laguna na pinondohan ng Department of Agriculture – Philippine Rural Development Project (DA-PRDP) at ng Juan Santiago Agriculture Cooperative (JSACOP), isang grupo ng mga magsasaka ng kape.

May lawak na 150 square meters ang pasilidad at nagkakahalaga ito ng Php 5,596,973.33. Dito iproproseso ng JSACOP ang kanilang mga nakalap na bunga ng kape upang gawing roasted at ground coffee. Kasama ang mga processing equipment na mula din sa proyekto, inaa-

sahang makakatulong ang pasilidad sa JSACOP sa pataasin ang kanilang produksyon ng ground coffee hanggang 8,523 kilos at ng kanilang kita hanggang Php 2,886,239.

"Dahil magkakaroon na ng processing facility dito sa Santa Maria, maaaring dito na lamang ibenta ng mga lokal na magtanim ang kanilang ani sa halip na ibenta ito sa labas ng Santa Maria. Mas makakasigurado na rin sila na may pagbebentahan na sila ng kanilang produkto," ani Manolo Diaz, pangulo ng JSACOP.

Itatayo ang nasabing pasilidad sa Brgy. Juan Santiago, sa likod ng tanggapan ng JSACOP. Patuloy namang nikipag-ugnayan sa DA-PRDP ang JSACOP upang masiguradong pampa ang konstruksyon ng pasilidad sa mga pamantayan ng DA-PRDP.

Bukod sa pasilidad, nakipag-tulungan din ang DA-PRDP sa lokal na pamahalaan ng Santa Maria, Laguna sa proyektong Kayhacat-Bubucal-Inayapan-Calangay-Coralan-Bagumbayan farm-to-market road na katatapos lamang noong 2022. Bukod sa mga magsasaka at mamimili, makakatulong din ang 7.17 kilometrong kalsada sa JSACOP na mailabas ang kanilang produktong kape sa mas malawak na merkado. PR



# Finance chief: PH debt still manageable



**PBBM assures entrepreneurs of support in time for MSME month**

**ULAT SA BAYAN NI MAYOR JOMAPHER ALVAREZ, NAPUNONG BAGONG PAG-ASA ANG BAYAN NG LUISIANA**

**50 families forcibly evacuated from Mayon danger zone**

**PH, ADB sign 3 loan agreements for Davao public transport modernization**

## PCOL HAROLD P DEPOSITAR bagong talaga bilang Officer-In-Charge ng Laguna PPO

Kampo Heneral Paciano Rizal – Ngayong araw ng Hunyo 30, 2023 sa ganap na 9:00 ng umaga ginanap ang Turn-Over of Office Ceremony

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**Elevating Customer Experiences: The Power of Multilingual Customer Support Outsourcing**

**DOST-CALABARZON conducts this year' Exit Conference to 392 scholars in CALABARZON**



Attention, shoppers! Are you ready for #AweSM deals and BIG savings? Look no further 'coz it's officially SALE Season here at SM City San Pablo! Our 3-day sale is in full swing, offering incredible discounts of up to 70% OFF on all your favorite items from July 14, 15, and 16! Plus, every purchase gives you a chance to WIN a Brand New Suzuki Avenis Motorcycle! Don't wait, come and shop till you drop! #SM3DaySale #EverythingsHereAtSM

## Filipinas' World Cup roster named

MANILA – The Philippine Football Federation (PFF) has officially named the Philippine women's football team's lineup for its historic stint in the FIFA Women's World Cup.

Midfielder Tahnai Annis and defender Hali Long, the team's primary and secondary captains, headline the final 23-woman roster for the Filipinas.

Also joining are goalkeepers Olivia McDaniel and Kiara Fontanilla, defenders Alicia Barker, Reina Bonta, Malea Cesar, Jessica Cowart, Sofia Harrison, and Dominique Randle, midfielders Ryley Bugay, Anicka Castañeda, Sara Eggesvik, Quinley Quezada, and Jaclyn

Sawicki, and forwards Sarina Bolden, Bella Flanigan, Carleigh Friles, Katrina Guillou, Chandler McDaniel, and Meryll Serrano.

Defender Angela Beard, who once played for the Australian national team, makes her debut as a Filipina. At the same time, Kaiya Jota is listed in the seniors' group for her stellar career at the youth level.

"This group of 23 represents the best of us, the best of the indomitable Filipino spirit, and I am excited to see them make all of us even prouder," Jeff Cheng, the Filipinas' team manager, explained their World Cup composition on Sunday night.

"We congratulate the 23 players who were selected for the Philippines in the FIFA Women's World Cup and express our gratitude to the players who have committed and sacrificed to make themselves available throughout the selection process," PFF president Nonong Araneta added.

Inna Palacios, Maya Alcantara, and Bella Pasion have been listed as reserves, while Eva Madarang has not been included in the final lineup.

"It was such an extremely tough choice, but these players were ultimately the ones who put their hands up and impressed the most in recent times and based

on current form. They are the ones that my coaching staff and myself think will represent the Filipinas the best and gives us the best possible chance to perform at our peak in the World Cup."

Grand reveal

The PFF revealed the Filipinas' World Cup lineup in style. The federation released a video with young female footballers introducing themselves as the final 23. Filmed at the PFF National Training Centre in Carmona City in Laguna, the video introduction of the Filipinas' final World Cup team represents the PFF's mission to continue the national team's recent gains through grassroots programs. (PNA)

## NEGOSYO CENTER SARIAYA TAKES PART IN A COFFEE FARM REHABILITATION AND DEVELOPMENT CONSULTATION

20 April 2023 | A Coffee Farm Rehabilitation and Development Consultation was conducted at Brgy. Concepcion Banahaw, Sariaya, Quezon. The government's collaboration efforts between the Department of Agriculture Region IV-A, the Department of Agrarian Reform, the Department of Trade and Industry (DTI) Quezon, through its Negosyo Center Sariaya, Quezon Tourism, and LGU Sariaya showcased their commitment to improving the livelihoods of coffee farmers.

With accurate information from data gathering and statistics, the government can create targeted interventions that address the specific needs of the farmers. The program was an excellent opportunity to gather feedback from coffee farmers, assess their needs, and develop appropriate interventions to address them.

The government's intervention highlights the crucial role of cooperation between government agencies and



farmers in achieving sustainable agricultural development. It is essential for farmers, who are the backbone of our agricultural industry, to recognize the government's efforts and actively participate in the interventions provided to improve their livelihoods. The success of these initiatives relies heavily on the farmers' willingness to cooperate and embrace change.

With the government's commitment and support, coffee farmers have the opportunity to improve their productivity and profitability. It is important to note that when farmers actively participate in the interventions provided, they are not only improving their own livelihoods but also contributing to the development of the coffee industry in the municipality of Sariaya. Therefore, by embracing change, our local farmers can create a positive impact not only for themselves but for their community as well. PR

## EDITORIAL: Crackdown on smuggling

The crackdown on smuggling of agricultural products ordered by President Marcos Jr. is timely and appropriate considering that prices of onion, among other crops, remain abnormally high.

The president's directive to the National Bureau of Investigation (NBI) and the Department of Justice (DOJ) to investigate the smuggling of onion and other agricultural products comes close on the heels of the recent hearing of the House of Representatives committee on agriculture and food that confirmed the existence of an onion cartel.

Committee head Marikina Rep. Stella Quimbo herself relayed the outcome of the panel's hearings to the Chief Executive, who promptly issued the order.

Quimbo told the President the cartel has been operating through Philippine VIEVA Group of Companies Incorporated (PVGCI). This company is also alleged to be engaged in farming, importation, local trading, warehousing, and logistics.

How come this cartel has been allowed to continue operating by authorities? The public deserves a clear answer.

The President believes there is sufficient ground for an investigation as the operation of the cartel constitutes economic sabotage.

"That is why we are going to be very, very strict about finding these people and making sure they are brought to justice," he pointed out.

## 50 families ...

MANILA — At least 50 families were forcibly taken Sunday from their residences located within the 6-kilometer permanent danger zone of Mayon volcano, according to the Department of Social Welfare and Development (DSWD).

DSWD Assistant Secretary and spokesperson Romel Lopez said the Bicol Regional Office initiated the forced evacuation following verified reports that several families refused to leave Barangay Anoling, one of the geographically isolated areas

in Camalig town, Albay province.

The immediate evacuation was jointly conducted by the Camalig Municipal Police Station, Municipal Social Welfare and Development Office, and Municipal Disaster Response and Management Office, DSWD regional director Norman Laurio said in a statement.

"The 50 families from Barangay Anoling will be given temporary shelter at the Baligang Elementary School. Validation is still ongoing to account for the exact number of families,"

Laurio said in his report to DSWD's Disaster Response and Management Group.

Last month, more than 13,000 residents around Mayon's 6-kilometer permanent danger zone were evacuated as the volcano had been spewing lava and sulfuric gas.

The Philippine Institute of Volcanology and Seismology said on Sunday the volcano has registered 26 volcanic earthquakes and 303 rockfall events over the past 24 hours. (PNA)

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## PH. . .

i.e. the Green Climate Fund (GCF) and the ASEAN Infrastructure Fund (AIF).

The GCF component of the loan package, equivalent to US\$50 mil-

lion, will help finance the procurement of electric buses under the DPTMP. This will contribute to the country's first nationally determined contribution (NDC) under the Paris

Agreement on Climate Change, which sets a 75 percent greenhouse gas emission reduction and avoidance target by 2030.

According to Secretary Diokno, the modernization of the transportation system will help enhance the ease of doing business in the country in the medium term and unlock the region's growth in the longer term.

"In the long term, a modern, efficient, and reliable transport system will improve the quality of life of our people and im-

*i am  
with you  
always*  
PATHEON 28-20

## ULAT SA BAYAN NI MAYOR JOMAPHER ALVAREZ, NAPUNO NG BAGONG PAG-ASA ANG BAYAN NG LUISIANA



LAGUNA - Sa isinagawang pag-uulat ni Mayor Jomapher" Mapper" Alvarez ay ibinida niya ang mga programa at kanyang mga proyektong nagawa sa loob ng kanyang isang taong panunungkulan sa bayan ito.

Labis na pinalakpakan naman ng mga mamamayan ng iulat ni Mayor Alvarez .Nang ipakita nito sa Audio visual Presntation ang proyekto para sa farm to market road na mag-uugnay sa bawat barangay ng Luisiana. Inilapit niya umano

sa ilang mga senador ang pondo na siyang gagamitin dito.

Malaking tulong sa bawat residente ang pagkakaroon ng farm to market road dahil mabilis na madadala ang mga inaning prutas at gulay sa palengke. At tataas din ang presyo ng kanilang mga lupa.

Bumili din ng bagong sasakyan gaya ng ambulansya, dalawang dump truck na siya naman maggamit sa pgkolekta ng mga basura. at dalawang recue vehicle. Binahagi rin

ni Mayor Alvarez ang mga naging proyekto na 20% development fund gaya ng dog cage, widening sa barangay San Rafael, iluhan sa 23 brgys., bench mark, pagbili ng lupa sa brgy. San Pablo na siyang pagtatayuan ng bagong covered court, pagbili ng ng Genarator set na 100 KVA. at roofing of composting.

Tanging nais ng punumbayan ang maiayos ang water system, school building, Farm to Market Road, solar street lights, swine, housing, hospital, trading post at 40 Million FMR project sa brgy. San Buenaventura at Brgy. San Juan.

Pawang dumalo sa Ulat sa Bayan sina Vice-Mayor Luibic Jacob, miyembri ng Sangguniang Bayan, samahan ng mga magsasaka, grupo ng kakabaihan, mga senior citizen, liga ng mga barangay at mga guro, maging ang mga mamamayan .

Sa pagtatapos ay pinasalamatan lahat ng Alkalde ang mga senador n anagbigay ng mga tulong sa bayan ng Luisiana maging ang ibang mga personalidad. Dahil sa Ulat sa bayan ni Mayor Jomapher Alvarez ay labis ng natatanaw ang bagong umaga ng bagong Luisiana. (Kevin Pamatmat)

## SMCareslaunchedEmergencyPreparednessForum,makingPWDs,Seniorsdisaster-ready

In celebration of National Disaster Resilience Month, SM Cares recently launched this year's Emergency Preparedness Forum for senior citizens and persons with disabilities (PWDs). The first of eight forums was held last July 5, Wednesday, at the SM Mall of Asia Music Hall in Pasay City. Prior to the forum, a pledge of commitment signing was held between SM Supermalls and its partner organizations. Present at the signing were SM Supermalls Senior Vice President Engr. Bien C. Mateo, Office of Civil Defense (OCD) Administrator Usec. Ariel Nepomuceno, Metropolitan Manila Development Authority (MMDA) Acting Asst. General Manager Atty. Victor Trinidad, National Commission of Senior Citizens Chairperson Atty. Franklin M. Quijano, and National Council on Disability Affairs Executive Director Joniro F. Fredejas. Aside from being signatories, Philippine Atmospheric, Geophysical and Astronomical Services Administration (PAGASA) OIC Administrator Dr. Esperanza O. Cayanan, Philippine Institute of Volcanology and Seismology (PHIVOLCS) Senior Supervising Science Research Specialist Jeffrey S. Perez, and University of the Philippines Resilience Institute Executive Director Dr. Mahar Lagmay shared their insights and observations in a panel discussion on understanding natural hazards, such as earthquakes, floods, and volcanic eruptions, and how to prepare for such situations.

Disaster Management Specialist, Emergency Medical Technician, and Wilderness Search and Rescue Philippines Instructor Gerard "Doki" Natividad was also invited to share survival tips and tricks tailored to the needs of the attendees. Participants in the forum were provided an SM Emergency Pack, which consists of an emergency string bag, a 4mm rope, an emergency blanket, a whistle with lanyard, a mini-flashlight, and a survival tool card. Earthquake and flood simulators were also prepared by PAGASA and DOST to add to the participants' learning experience. "In



during the Emergency Preparedness Forum on July 5, 2023



(L-R) SM Markets AVP Rey Del Valle, UPRI Executive Director Dr. Mahar Lagmay, NCDA Executive Director Don Fradejas, NCSC Chairperson Atty. Frank Quijano, OCD Administrator and NDRMC Executive Director Ariel Nepomuceno, SM Supermalls SVP and SM Cares Director of Program for Persons with Disabilities Engr. Bien C. Mateo, MMDA Acting Asst. General Manager Atty Vic Trinidad, PHIVOLCS Supervising Science Research Specialist Jeffrey Perez, and PAGASA OIC Administrator Esperanza Cayanan, during the Pledge of Commitment signing.

preparing for emergencies and calamities, SM Cares believes that no one should be left behind. That is what inspires us to continue mounting this Emergency Preparedness Forum," said Mateo. "Our goal is to empower our senior citizens and PWDs with the essential survival skills and know-how so that they will be ready for any circumstance."

Since the forum first began in 2015, SM Cares has been able to provide training to 7,417 senior citizens and PWDs across the country since the forum's conception, and was awarded Gold in 2020 and Silver in 2023 at the Public Relations Society of the Philippines' annual Anvil Awards.

This initiative shows SM Cares' support for the United Nations' Sustainable Development Goals (SDGs), particularly "SDG 3: Good Health and Well-being", "SDG 10: Reduced Inequalities", and "SDG 11: Sustainable Cities and Communities".



Senior citizen attendees pose for a photo op with their SM Cares emergency go-bags



Delegates from Tahanang Walang Hagdan, Inc.

SM Cares is the corporate social responsibility arm of SM Supermalls, supporting initiatives focused on communities and the environment. Its advocacies include Programs for the Environment, Persons

with Disabilities, Women & Breastfeeding Mothers, Children & Youth, Senior Citizens, and the SM Bike-friendly initiative.

To learn more about these programs, visit [www.smsupermalls.com/smcars](http://www.smsupermalls.com/smcars).



Disaster Management Specialist Doki Natividad teaching a PWD delegate the cardiopulmonary resuscitation (CPR) technique without using mouth-to-mouth breathing

## Laycom opens at SM City Rosario



More options for gadgets and accessories await you with the opening of LayCom at SM City Rosario. Visit its store in the cyberzone, 2nd level and grab their promo for selected items.

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# The search is over for the perfect cup of Joe!

Filipinos love their coffee! It's a staple beverage among Pinoys for a reason: a cup of Joe fuels their day and boosts their energy.

This is why SM Supermalls makes everyone's coffee time a leveled-up experience with only the best deals and promos for the love of a perfect cup of Joe!

## Grab the best in-store coffee time deals

From July 1 to 16, coffee lovers can get over 800 deals available on artisan and specialty iced coffee from well-loved coffee shops at SM. There will also be hot bundles and pairings for those who love their coffee piping hot.

## Where art, coffee, and locals come together

A consideration among avid coffee drinkers is having the ambi-

## Experience coffee time at its finest at SM Supermalls this July



Baristas will also show off their skills at the Barista Face-Off, while musicians fill the lounge with mellow music on weekends from July 1 to 16.

## Let your #Coffee-Tok skills shine through

If you are on TikTok, this is your sign to make the most creative content about coffee! AweSM prizes are at stake for the best Coffee Hang-out TikTok entries, with the most likes and views. For details on how to join, go to @SMSupermalls on all social media.

## Enjoy an adventurous ride and sip at the same time

Just outside the malls, SM will be dressing up designated areas for a Coffee Time Biker's Pit Stop. Bike, stop, and sip

ance to the perfect cup and conversation. Look no further because trendy spots are up at SM! Your favorite malls will set up booths where coffee-preneurs can sell their products. Treat your senses to different blends and varieties of coffee made by a pop-up of small and medium businesses owned by the locals in your area. These spots will have comfortable lounges and eye-catching art backdrops.



your fave drink as SM creates a special stop where bikes may be temporarily parked near the café or at the malls with available open areas or al fresco. Whether it's a morning pick-me-up or a midday break, SM Supermalls

makes coffee time even more special with its own blend of caffeinated activities from July 1 to 16. To know more about Coffee Time at SM, check out www.smsupermalls.com or follow @SMSupermalls on social media.

# The Leading Brand of Sportswear is now at SM City Dasmariñas



**Level up your sportswear with Anta Sports. It is a Chinese sports equipment multinational corporation. Visit its new store at the 2nd level of SM City Dasmariñas.**

# INSIDIOUS: THE RED DOOR UNLOCKS AT SM CINEMA

Screams resounded at SM Cinema at SM Megamall during the movie premiere where celebrities and top influencers gathered for the goosebumps. A special midnight screening will also be held on July 5 at exactly 12:01AM at SM Cinema Cebu, SM Cinema Davao, SM Cinema Iloilo, SM Cinema Mall of Asia, SM Cinema Marikina, SM Cinema Megamall, SM Cinema North EDSA, and SM Cinema Seaside. Unravel Lambert's Darkest Family Secret as you watch Insidious: The Red Door at SM Cinema. Lurk into The Further with the terrifying final chapter of the franchise, wrapping up the mysteries the Lambert family cracked open ten years ago. The movie stars Ty Simpkins, reprising his role as Dalton, the son of Josh and Renai Lambert (portrayed by the original casts Patrick Wilson and Rose Byrne), who discovered his ability of astral projection – leaving his body while his soul travels into The Further



scenes of the movie. Comfortable cushioned seats, huge screens and Laser Projector with a perfect display of color, vibrancy, and sharpness - paired with the best digital surround sound of Dolby 7.1 and Dolby Atmos makes the scenes even more terrifying as if you also are in The Further. Pair them with the bestselling freshly popped popcorns, burgers, and delectable meals at the Snack Time to make your horror movie date night even more fun.

You can also book your whole company for a special block screening to enjoy watching with your colleagues. Book your cinema now through https://bit.ly/BookACinema and enjoy watching this much awaited horror movie in groups. Insidious: The Red Door will arrive at SM Cinemas nationwide on July 5 so reserve your tickets and cinemas now.

**#Insidious5  
#InsidiousTheRedDoor  
#Insidious5AtSMCinema**

where evil entities race to occupy his body. What evil force will be unleashed this time to hunt Dalton and the rest of the Lamberts?

**WARNING:** Don't watch this alone! A lot of supernatural shocks are coming so BOOK A CINEMA now and gather all your friends

and families to share the screams and thrill as you dare to accompany Dalton and his family on their journey to end the horror where it all began. Watch Insidious: The Red Door at the Director's Club and SM Cinema Events Screen and experience extraordinary comfort as you lookout for the terrifying

# POINT OF VIEW 100 ways to Improve Mental Health

30. Read a good book or listen to an audiobook.
31. Go for a walk – even if it's just to your mailbox.
32. Open your blinds and let sunlight in.
33. Get out of bed and get dressed daily.
34. Keep a journal of your thoughts.
35. Call someone to let them know you love and appreciate them.
36. Color in a coloring book.
37. Include omega-3 fatty acids in your diet like wild salmon, tuna, walnuts, or flaxseed.
38. Smile.
39. Take a mental health day.
40. Create a night-time ritual to help you fall asleep and stay asleep.
41. Cut back on sugary snacks – candies, cakes, sodas, etc.
42. Establish healthy boundaries.
43. Focus on what you accomplish versus what you don't.
44. Allow yourself to feel emotions – especially the ones that are not "warm and fuzzy".
45. Listen to music.
46. Do a brain dump.
47. Start a task or project that you have been putting off.
48. Do a crossword or sudoku puzzle
49. Diffuse essential oils
50. Look at yourself in the mirror and say "I love you".
51. Declutter your space.
52. Create a self-soothing kit.
53. Use a mental health app
54. Have face-to-face interaction with family and friends.
55. Watch a sunset or sunrise.
56. Take a road trip.
57. Try a new recipe.
58. Make self care a priority.
59. Be still and fully take in your surroundings focusing on your five senses. (This especially helps if you are having a panic attack)
60. Limit your time on technological devices. Strive to be off all tech products 1-2 hours before bed.
61. Go to bed at the same time each night.
62. Practice intentional gratitude.
63. Learn something new – skill, language, hobby, word, fun fact, etc.
64. Limit your time on social media.
65. Go for a swim.
66. Join a gym
67. If you work from home, use a co-working space for a change of scenery and to interact with others.
68. Ask for help when you need it.
69. Set long-term goals.
70. Create a vision board.
71. Surround yourself with positive words and images.
72. Do some sort of quick physical activity once every hour – jump-n-jacks, walk in place, stretches, etc

**to be cont. fo next issue**

# PCOL...

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para sa Provincial Director ng Laguna PPO at ang panauhing pang dangal ay si PRO CALABARZON Regional Director, PBGEN CARLITO M GACES.

Nagpasalamat ang outgoing Acting Provincial Director, PCOL RANDY GLENN G SILVIO sa pagsuporta sa kanya ng personnel ng Laguna PPO sa sampung buwan niyang paglilingkod ay di siya iniwan sa lahat ng oras kaya siya ay lubos na nagpapasalamat sa mga kapulisan ng Laguna.

Sa mensaheng ibinigay ng incoming Officer-In-Charge PCOL HAROLD P DEPOSITAR, sinabi nito na pag-iigihin niya ang pamumuno sa Laguna PPO at hindi siya nangangako na hihigitan ang nagawa ni PCOL SILVIO subalit sisikapin niya na pantayan ang mga nagawang accomplishment ng naunang Provincial Director. Humihingi siya ng suporta sa buong kapulisan upang ang kapayapaan at kaayusan sa buong Laguna ay mapanitili.

Sa pangunguna ni PBGEN GACES ay isinagawa ang pag turn-over ng Office Symbol at Property and Equipment Book mula sa outgoing

Acting Provincial Director sa incoming Officer-In-Charge.

Sa mensaheng binigay ni PBGEN GACES ay kanyang binigyan din na kailangang suportahan ang programa ni PGEN BENJAMIN C ACORDA JR, Chief PNP ang 5 point agenda. Ang hangarin ng kanyang pamunuan ay tumulong sa pagbuo ng dedikadong serbisyo sa Police Regional Office CALABARZON, at sa komunidad. Ang atin pagkaka-isa at patutulungan sa pagsisikap ay magiging daan para sa mas ligtas at maliwanag na kinabukasan para sa lahat, aniya nito.

Kabilang din sa mga dumalo sa naturang aktibidad si Hon. Ramil L. Hernandez, Governor ng Laguna, na nagbigay mensahe na ang kanyang pamunuan ay handang suportahan ang Laguna PNP sa anumang proyekto at pangangailangan upang maging mas maayos ang pag lilingkod ng kapulisan dito sa Laguna. Dumalo rin ang ilan sa mga City/Municipal Mayors at lahat ng mga Chief of Police ng City/Municipal Police Station at mga pinuno ng PNP National Support Units.#gtgacana (KEVIN PAMATMAT)

# Metaofficiallylaunches Twitter rival, Threads

WASHINGTON – Facebook's parent company Meta officially launched Threads, its text-based Twitter competitor, on Wednesday.

Built by the Instagram team, the new app aims to provide a platform for real-time online conversations and sharing text updates.

According to the company, posts can be up to 500 characters in length and can include links, photos and videos that are up to 5 minutes long.

"We are working toward making Threads compatible with the open,

interoperable social networks that we believe can shape the future of the internet," it said.

In a Threads post, Meta chief executive officer Mark Zuckerberg said the new app's vision is to create an option and friendly public space for conversation.

"We hope to take what Instagram does best and create a new experience around text, ideas, and discussing what's on your mind," he said.

The Threads app is available in more than 100 countries for iOS and Android. (Anadolu)

# Mother...

Citing the lack of studies on the use of mother tongue-based education in a multilingual setting prior to the policy's implementation, Senator Win Gatchalian described the Mother Tongue-Based Multilingual Education (MTB-MLE) in the Philippines as an experiment.

"After conducting four hearings, my short summary of this exercise is that the Philippines has become an experiment in terms of implementing mother tongue in a multilingual setting," said Gatchalian, chairperson of the Senate Committee on Basic Education.

Gatchalian quizzed the Department of Education (DepEd), whether a study on mother tongue-based education was conducted before it was institutionalized through the Enhanced Basic Education Act of 2013 (Republic Act No. 10533) or the K to 12 Law. The department confirmed that the studies done were mostly in homogeneous or monolingual settings.

"When I asked about the implementation strategy on a multilingual setting, we do not have that also. So, we became the de facto experiment for mother tongue in a multilingual setting. And that experiment is now creating a lot of confusion and negative feedback from our teachers," Gatchalian added.

During the hear-

## PH...

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ings on the implementation of MTB-MLE, the lawmaker pointed out that schools end up using regional languages that children are unfamiliar with, a scenario that is not consistent with the intention of the law to teach learners in their first language. Gatchalian repeatedly pointed out that while the MTB-MLE covers 19 languages, the Philippine Statistics Authority's 2020 Census of Population and Housing lists as many as 245 languages being used nationwide.

State think tank Philippine Institute for Development Studies (PIDS) also pointed out that based on its survey of 16,827 schools, less than 10% have complied with the minima for the program's effective implementation: writing big books on language, literature and culture, documentation of the orthography of the language, documentation of grammar, and documentation of a dictionary of the language.

Gatchalian also asked the DepEd to come up with a strategic plan on its implementation of MTB-MLE. "We know that implementation is not a simple department order. We need to come up with a strategic plan to make it strategic in terms of implementation. We need to know if this can be implemented or not," Gatchalian concluded.

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in travel demand and accelerate inclusive economic growth in the city.

"The administration of President Ferdinand Marcos, Jr. recognizes that modernizing our transportation systems will be critical in building a sustainable and globally-competitive economy," Secretary Diokno said in his message of commitment.

The DPTMP will be supported by loans amounting to US\$1.074 billion from the ADB and ADB-administered funds,

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Elevating...

In an increasingly connected world, support plays a crucial role in building and maintaining strong relationships with customers. To meet the diverse language needs of customers, businesses are turning to multilingual customer support outsourcing. The Philippines has emerged as a preferred destination for outsourcing customer and technical support, offering a highly skilled and adaptable workforce that can deliver elevated customer experiences.

Multilingual customer support outsourcing enables businesses to cater to the specific language requirements of their customers. The Philippines, with its multicultural society, provides access to a diverse talent pool of call center agents proficient in various languages. Whether it's Spanish, French, German, or any other language, companies can rely on the Philippines to provide skilled professionals who

can effectively communicate with customers in their preferred language.

By outsourcing multilingual call center requirements to the Philippines, companies can leverage the country's language proficiency to provide seamless and accurate assistance. Filipino call center agents undergo rigorous language training to ensure fluency and proficiency in their respective languages. This linguistic expertise enables them to understand customer inquiries, address concerns, and provide solutions effectively, resulting in improved customer satisfaction and loyalty.

In addition to language skills, the Philippines' multilingual customer support agents possess cultural intelligence that enhances customer experiences. They are familiar with the cultural nuances and preferences of different customer segments, allowing them to tailor their interactions accordingly. This cultural sensitiv-

ity helps to build trust and rapport with customers, ensuring that their needs are understood and met in a respectful and empathetic manner.

Outsourcing multilingual customer support to the Philippines offers cost advantages for businesses. The country's lower labor costs compared to Western countries enable companies to achieve significant savings without compromising on service quality. This cost-effectiveness allows businesses to allocate resources strategically and invest in other areas of their operations, driving overall business growth.

In addition, the Philippines' strong business process outsourcing (BPO) industry provides a robust infrastructure and technology support for multilingual customer support operations. Leading call center companies in the country invest in advanced communication systems, customer

relationship management (CRM) software, and data analytics tools. These technological capabilities enable call center agents to handle multilingual interactions efficiently, manage customer data effectively, and provide personalized support tailored to individual customer preferences.

The bottom line: Multilingual customer support outsourcing to the Philippines empowers businesses to elevate their customer experiences and build stronger customer relationships. The country's skilled and adaptable workforce, language proficiency, cultural intelligence, cost advantages, and advanced infrastructure make it an ideal destination for companies seeking to provide exceptional customer support in multiple languages. By embracing multilingual customer support outsourcing, businesses can enhance their competitive edge and achieve customer service excellence. PR

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Ms. Izzy Trazona-Aragon and her kids, Yana, Zoe and Shekinah enjoy playing and learning at the new kids' attraction installed at the event center of SM City Tanza, the Super Kids Park. Super Kids Park has three sections where kids can learn and have fun at the same time; Soft Play, Sensory Garden and Musical Corner. What are you waiting for? Let your kid enjoy and have fun at our Super Kids Park today. Simply present a Php1,000 single receipt or 3 Cinema receipts to get a free play pass! See poster for more details.

Finance...

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Romualdez...

MANILA — Speaker Ferdinand Martin G. Romualdez said Monday over 600,000 agrarian reform beneficiaries (ARBs) can realize their dreams and aspirations for their families with the enactment of Republic Act (RA) 11953 or the New Emancipation Act.

"Before, our farmers have been restrained by the crippling thought of losing the land they till to huge and unpaid debts. They can now put all of their efforts into cultivating their lands and providing for their families' needs instead of being immobilized by debt," Romualdez said in a statement.

These farmers, he said, would have extra resources to spend on food, education, shelter, wellness and other family expenses as the new law gave them a clean slate by its condonation of their PHP57.56 billion debt.

"They can now dream big and persevere for the sake of their families. They have been spared from having to contend with indebted-

ness. Masarap mangarap para sa ating pamilya lalo na't walang iniisip na problema (It's a nice feeling to dream for our families, especially if there's no problem to think of)," he said.

"This is why I am proud to be a part of the 19th Congress that crafted and passed the New Agrarian Emancipation Act. It is indeed a 'legacy legislation' that will benefit not only the beneficiaries of the agrarian reform program but their families, their communities and the whole nation as well," he added.

President Ferdinand "Bongbong" R. Marcos on July 7 signed RA 11953, which condones PHP57.56 billion worth of debt of 610,054 ARBs who are cultivating a total of 1.173 million hectares of land. These beneficiaries are all under the Comprehensive Agrarian Reform Program (CARP).

Under the new law, the Department of Agrarian Reform (DAR) will issue Certificates of Condonation in favor of ARBs, which shall be annotated on the Emancipa-

tion Patent (EP) or Certificate of Land Ownership Award (CLOA), as the case may be.

Then the condonation takes effect, and the appropriate Registry of Deeds shall register the EP, CLOA, or any other title under the applicable agrarian reform law, along with the annotation of the Notice of Condonation.

"For me, this is the true intent of agrarian reform, for our farmers to own the land they till and for them to cultivate it without the burden of debt. It has now become a reality for more than 600,000 of our farmers with the signing of the law," Romualdez

said.

He added that aside from the condonation of the indebtedness, additional benefits of RA 11953 include the mandatory inclusion of ARBs in the Registry System for Basic Sectors in Agriculture (RSBSA) entitling them to support services from government agencies; preference to credit facilities, support services, and relevant programs; exemption of awarded land from gross estate for purposes of estate tax; and restitution of the agrarian reform award in case of forfeiture solely due to non-payment of annual amortization and interest. (PNA)

BSP wins international award for 1000-piso polymer banknote public engagement program

The communication campaign of the Bangko Sentral ng Pilipinas (BSP) for the 1000-Piso polymer banknote was recognized as the "Best New Currency Public Engagement Program" by the International Asso-

ciation for Currency Affairs (IACA) at the 2023 Excellence in Currency Awards held in Mexico City on 16 May 2023. The award is conferred on institutions for exceptional initia-

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MANILA — Finance Secretary Benjamin Diokno said outstanding debt may exceed the PHP14.63 trillion assumption but debt to gross domestic product (GDP) ratio remains to be manageable.

In his weekly press briefing, Diokno said that the right metric for assessing debt is its proportion to economic output.

"Usually, we [assess] the debt as a percent of GDP. It will be around 60-61 percent this year but still manageable," Diokno said.

Diokno said that pre-pandemic, the debt to GDP was around 39 percent.

"It went up because we had to borrow money for medicines, plus revenues went down. But the last number in the first quarter was about 61 percent. And as a result of the pandemic, it's reasonable," he said.

Diokno said the government targets to bring down the debt to GDP to 51 percent by the end of President Ferdinand R. Marcos Jr.'s term.

"By 2028 it's 51.2 and that's a combination of lower debt plus higher GDP," Diokno said.

Economic managers are aiming to achieve 6 to 7 percent economic growth for this year.

For 2024 to 2028, the economy is expected to grow by 6.5 to 8 percent.

"Like I said it also depends on where you put your borrowings. It's not bad to borrow money. We are using the money for infrastructure, we are expanding the capacity of the economy. And also, productivity-enhancing measures, like improvement of teacher education," added Diokno.

National Treasurer Rosalia de Leon said that in terms of debt, "we're not thinking of it in terms of nominal, but debt to GDP, how we're managing and using the debt to grow the economy."

She also noted that repayments would help reduce debt.

De Leon added that credit rating agencies are also not concerned about the country's debt.

"We have two visits by credit rating agencies. They are not really concerned by the debt, because they saw that our debt profile continues to be resilient," De Leon said. (PNA)

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PBBM assures entrepreneurs of support in time for MSME month

QUEZON CITY (PIA)—President Ferdinand Romualdez Marcos Jr. expresses his support to local businesses days before Micro, Small, and Medium Enterprise (MSME) Month this July.

President Marcos said during the Kanegosyo Center launch in Parañaque City on 29 June 29, 2023, "We have now extended the definition. MSMEs are micro, small [and medium-sized] enterprises."

"We have begun to include what we call non-enterprises which are so small that they do not actually fall into any category of economic activity because they're way below the radar," PBBM said as he emphasizes the need for an inclusive business sector.

2021 Department of Trade and Industry data indicates 99.58% or 1,076,279 business enterprises in the country are MSMEs with 978,613 (90.54%) micro businesses, 93,230 small businesses (8.63%) and, 4,437 (0.41%) medium enterprises, majority of which are located in the Central Luzon, CALABARZON and National Capital Regions.

Existing and new government partnerships and initiatives are in place for Filipinos to utilize this MSMEs Month whether as consumers or entrepreneurs in line with the president's directive to boost local businesses.

Kanegosyo & Negosyo for MSMEs

The newly-launched Kanegosyo Center (KNC) is an effort by Cebuana Lhuillier guiding business owners through a one-stop-shop in line with the president's whole-of-nation approach.

KNC provides skills and knowledge to entrepreneurs leading to increased competitiveness by assisting clients in accessing government permits, registration services and providing skills development through https://kanegosyocenter.com and KNC kiosks located in select Cebuana Lhuillier branches.

Kanegosyo Assist gives entrepreneurs access to forms such as barangay clearance permits, business permits, DTI registration, Bureau of Internal Revenue registration, and Barangay Micro Business Enterprise registration.

Similar to the Kanegosyo center, the DTI's nationally established Negosyo Centers (NC) provide business registration services and business coaching on a community level resulting in ease of doing business.

In addition, DTI NCs also empower MSMEs through the Kapatid Mentor ME (KMME) Program, a 10-day coaching program facilitated by successful entrepreneurs sharing their best practices via face-to-face, online or hybrid methods.

NCs give access to government services especially in far-flung areas with little to no telecommunications connectivity through their physical offices headed by trained business counselors.

Go Lokal! Concept Stores

DTI Go Lokal Concept Stores are also an avenue to popularize MSME products and ser-

vices to the mainstream market.

The program, launched in 2017, is seen as a way to funnel spending and product consumption towards local MSMEs.

Go Lokal! boosts new and developing businesses through market access provided by retail operators and malls such as a recently-opened Go Lokal Store in Intramuros on March 2023, which offers food and non-food products for both locals and tourists alike.

Increased visibility in areas with high foot traffic coupled with online promotion and marketing provided by the program are seen to introduce more local products to the mainstream market and contribute both to economic growth and MSME revenues.

Locally-made MSME products are showcased nationwide in Go Lokal Stores and social media via Instagram at dti.



DTI South Cotabato recently conducted a business improvement plan presentation of the 1st batch of mentees from the Kapatid Mentor Me-Money Market Encounter (KMME-MME) program that showcased the achievements of 8 aspiring entrepreneurs from the municipalities in South Cotabato. Photo: DTI South Cotabato

golokal and the Go Lokal Official Facebook Page, Facebook.com/DTI.GoLokal.

The currently implemented whole-of-nation approaches are seen to hasten business development and income generation through help of both government and non-government partners. (GG/PIA with reports from PCO, DTI Go Lokal)

DOST-CALABARZONconductsthisyear'sExit Conferenceto392scholarsinCALABARZON

Last June 30, 2023, the Department of Science and Technology (DOST)-CALABARZON, through its Scholarships Unit, conducted the DOST-Science Education Institute (DOST-SEI) Scholars' Exit Conference simultaneously at the Lima Park Hotel in Malvar, Batangas, via Zoom and Facebook live.

Gathering a total of 392 scholars from the whole region (50 from Cavite; 179 from Laguna; 90 from Batangas; 21 from Rizal; and 52 from Quezon), the conference aims to recognize the scholars' hard work and perseverance and to re-orient them of their obligations based on the Scholarship Agreement.

DOST officials graced the event by expressing their support, including Usec. Maridon Sahagun, DOST Undersecretary for Scientific and Technical Services and Engr. Francisco R. Barquilla III, Assistant Regional Director for Technical Operations of the DOST-CALABARZON and the Senior Technical Staff for Scholarship. Meanwhile, Ms. Emelita P.



Bagsit, Regional Director of DOST-CALABARZON, expressed her support through a message delivered by ARD Barquilla during the Opening Remarks.

Moreover, speakers from various sectors provided comprehensive discussions for the outgoing scholars, namely, Mr. Peter Gerry P. Gavina, Chief Science Research Specialist from the DOST-SEI where he discussed the "DOST-SEI Scholarship Policies on Service Obligation and Issuance of Clearances" and the DOST-SEI Graduate Scholarship Programs"; Mr. Vergel P. Rebuta, Science Research Specialist II from the DOST-SEI and his discussion on the Tracking Actual Ca-



reer Experience Report (TRACER); Ms. Evelyn A. Calderon, Administrative Officer IV from the Department of Education (DepEd) Calamba and her presentation on the DOST-SEI Hiring Arrangements for RA 10612/RA 7687 Scholars.

The latter part of the program featured previous DOST scholars who shared their journey and

success stories including Mr. Mhark Ellgine A. Libao, Science Research Specialist from the Provincial S&T Office of Batangas (PSTO-Batangas); Ms. Andreana Amor M. Gulay, Special Science Teacher I of the Camp Vicente Lim Integrated School; and Ms. Lyn A. Fernandez, the Assistant Regional Director for Finance and Administrative Services of the