

Flowing Success

"It was years of hard work and determination," Daisy Blancad answered when asked how she managed a steady business.

Daisy, 61, resides in Tuguegarao City, the capital of Cagayan Province. She was born in Peña Blanca but met her husband in Tuguegarao City during college, so she eventually stayed there.

They got married in 1983. Her husband was a police officer, while she was a housewife for a long time. Over time, their family grew until her husband's income was no longer enough, so in 2010, she thought of selling peanut butter.

She learned how to make peanut butter from a person who grinds peanuts at a market. Over time, her business flourished, leading her to have a label and packaging. In a single day, she can produce 50-100 bottles of

peanut butter, which even reach as far as Manila. She considers the peak season of her business from September to December.

In 2013, her husband retired from being a police officer but still worked as a head traffic enforcer for nine more years. They used his retirement pay as capital for a water refilling station. Just like with peanut butter, starting this new venture was not easy.

The first three months took a toll on them. From 5:00 pm to 10:00 pm, she would refill water gallons, and when morning came, before her husband went to work, they would deliver the water. While delivering water, she also took time to market her business so that it would become more established and attract more customers.

There came a point when she was on

the verge of giving up, but her husband constantly motivated her to keep going. He reminded her that every business, most of it, does not have an easy start; all of them require perseverance.

So she continued, and after four months of managing the business solely as a couple, they were finally able to hire two employees.

Both her peanut butter and water refilling stations thrive, but during the height of the pandemic in 2020, she had to scale down her peanut butter production because of restrictions. Additionally, her children advised her to avoid overworking herself, saying that she was not getting any younger.

Post-pandemic, her peanut butter has become a made-to-order product, while her water refilling business continues to flourish. Additionally, she partners her water



Daisy Blancad, from Tuguegarao City, stands proudly beside her water refilling station.

refilling with selling ice. She now delivers around Tuguegarao City and neighboring areas, including Peña Blanca.

She was able to purchase refrigerators for her ice production with the help of CARD, Inc. (A Microfinance NGO), a financial institution under CARD Mutually Reinforcing In-

stitutions (CARD MRI). In 2017, she became a client since she was interested in their loan and insurance products. Daisy's husband has also become a CARD, Inc. client.

"CARD, Inc. is truly a reliable institution, especially for clients like us who are in need. Whenever you want to apply for

a loan, they are available, especially if you are a good payer," she said.

With the support of CARD, Inc. and because of her flourishing businesses, she was able to purchase land. Looking ahead, she hopes to reach even more customers and, of course, expand her business.

MPT South Achieves Triple ISO Certification, Strengthening Commitment to Excellence and Sustainability

MPT South, the concessionaire of the Manila-Cavite Expressway (CAVITEX) and Cavite-Laguna Expressway (CALAX), and a subsidiary of Metro Pacific Tollways Corporation, was recently granted three International Organization for Standardization (ISO) certifications. The company achieved certifications for ISO 9001 (Quality Management), ISO 14001 (Environmental Management), and ISO 45001 (Occupational Health and Safety), showcasing its commitment to operational excellence and sustainable business practices.

To celebrate this milestone, an awarding ceremony was held on January 27, 2025, at Sequoia Hotel, where certifying body, DQS Certifica-

tion Philippines President Mr. Romeo Bravo formally presented the certificates to the MPT South Management Committee, led by Officer-in-Charge Ms. Elnora D. Rumawak, along with MPTC's Chief Human Resource Officer, Atty. Maria Antonette V. Alonones.

"This achievement reflects MPT South's unwavering commitment to excellence, sustainability, and the safety of every motorist we serve," said Ms. Rumawak.

About Metro Pa-

cific Tollways Metro Pacific Tollways Corporation is the tollways infrastructure unit of Metro Pacific Investments Corp. Aside from CALAX and CAVITEX networks of toll roads, MPTC's domestic portfolio includes concessions for the North Luzon Expressway (NLEX), the NLEX Connector Road, the Subic-Clark-Tarlac Expressway (SCTEX), and the Cebu-Cordova Link Expressway (CCLEX) in Cebu.



DTI Rizal Enhances MSME Support with SHARP Innovation and 2025 Strategic Goals

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Gatchalian calls out online shopping platforms for allowing sale of illicit tobacco, vapor products



Senator Win Gatchalian called out online shopping platforms, including Shopee, Lazada, Tiktok Shop, Facebook

Market, and Instagram, for allowing the sale of illicit tobacco and vapor products, which he said makes it easy for young people to access these regulated items.

"The online platforms should do a much better job in terms of filtering these illicit products. You have become the gateway to an increase in smoking prevalence," Gatchalian told representatives of Shopee and Lazada at a recent hearing conducted by the Senate Committee on Ways and Means on the rising incidence of illicit trade on excisable products, partic-

cont. on Page 2

BACOR CITY LAUNCHES WIRELESS ACCESS FOR HEALTH (WAH) TRAINING FOR OCHS PERSONNEL, INCLUDING PATIENT PROFILING

Bacoor City, February 4, 2025 - The City Government of Bacoor, led by Mayor Strike B. Revilla, through the Office of the City Health Services (OCHS) headed by Dr. Ivy Marie Yrastorza, has launched a four-day Wireless Access for Health (WAH) training program for OCHS personnel.

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Statement on the Appointment of Dr. Edwin Mercado as New President and CEO of PhilHealth



Governor Athena Bryana D. Tolentino reinforced her commitment to women's empowerment during this week's rounds of the Women's Welfare Program, distributing Php 2,000 each to 2,000 women in Naic on Janu-

ary 27, and another batch in Tagaytay City on January 28, 2025. Accompanied by Mayor Bambol Tolentino, she emphasized the vital role women play in building strong communities. The initiative continued in Mendez on

January 30, where another 2,000 women received financial assistance, with 8th District Congresswoman Aniela Tolentino, Mayor Francisco Mendoza Jr., and other local officials showing their support. On January 31, the program expanded to Alfonso and Magallanes, furthering its mission to uplift Caviteño women.

The Women's Welfare Program remains a cornerstone of inclusive progress, providing financial aid, hope, and empowerment to women throughout the province. - R. Dones

Cayetano: Maximizing the value of time through purpose, priorities, and planning

In today's fast-paced world, time is one of our most precious resources. However, it is not unlimited, making it even more valuable to how we live.

This message was highlighted by Senator Alan Peter Cayetano during his 365 series on his official Facebook page on January 16, 2025.

Asking his viewers to reflect on how to

maximize the value of time, the senator said, "Please think about it. How valuable is time to us? If it is valuable, what are the elements that can help us to maximize its worth?"

"May I propose that it is the purpose that leads us to priorities, to planning, and that also leads us to preparation," he added.

Cayetano emphasized that under-



standing the value of time cont. on Page 2



MINDFULNESS EXERCISES & ACTIVITIES FOR ADULTS

• Repeated exposure to an addictive substance result in hypersensitization, meaning that the substance or substances will have a greater effect on neurobehavioral response in the future;

• Hypersensitization leads to incentive salience, a desire for the substance that is well beyond a simple preference;

• The incentive salience all but guarantees the individual will repeat the behavior;

• This unconscious process develops into a conscious craving for the substance.

The result of this process is a very strong association between the substance and the “reward” (the feeling an individual gets when using the substance).

Following this theory, it is not the fault of the individual that they experience cravings. They are not punished with cravings for being weak, or lazy, or unwilling to stop. Cravings are like intruders on the mind, uninvited guests that try to influence behavior.

Thus, those struggling with addiction can use mindfulness to pause, identify the cravings and label them as intruders, and thereby give themselves permission to ignore them. Mindfulness can turn the cravings into passing thoughts that may disappear simply by acknowledging their presence (“Mindfulness meditation”, 2017).

Statement...

The Philippine Health Insurance Corporation (PhilHealth) welcomes the appointment of Dr. Edwin M. Mercado as its new President and Chief Executive Officer (PCEO). The entire PhilHealth family extends its full support to Dr. Mercado as he steers the Agency to new heights.

With Dr. Mercado's solid experience in the medical field and proven leadership and management expertise, we are confident that through his

Cayetano...

requires recognizing the importance of purpose in guiding our actions.

He said a clear sense of purpose allows us to identify our priorities and make intentional decisions.

“If you know your purpose, and prioritize, the key is planning,” he explained, further noting that preparation is also essential to leverage those plans

DTI...

ANTIPOLLO CITY, 24 January 2025 – The Department of Trade and Industry (DTI) Rizal, through its Business Development Division (BDD), recently held a SHARP Retooling Orientation for Business Counselors, marking a significant step toward improving its support for Micro, Small, and Medium Enterprises (MSMEs) in Rizal.

The SHARP (Systematic Harmonized Accomplishment Report Preparation) innovation was introduced in 2021 through the collaborative efforts of the BDD and Mr. Genebee Nofuente,

Gatchalian...

ularly tobacco and vapor products.

“It's the responsibility of the platforms to make sure that these products do not end up in the hands of the youth,” he added.

According to Gatchalian, the availability of these highly regulated products on online shopping platforms may have contributed to the rising prevalence of smoking in the country, especially among adolescents.

He cited a study conducted in Australia showing that the rate of smoking initiation was nearly five times higher among those who tried vaping compared to those who never vaped. In the Philippines, data from the Department of Science and Technology (DOST) Food and Nutrition Research Institute (FNRI) revealed that new smokers increased to 9.53 million in 2023 from 2021. Among these, 1.13 million are adolescents, or those aged 10 to 19 years.

Gatchalian emphasized that online platforms should be the first line of defense in preventing young individuals from accessing health-risk products such as cigarettes and vapes. “The platforms know all the products being posted and sold on their sites. If these

former DTI Negosyo Center Business Counselor and an IT graduate. Mr. Nofuente played a pivotal role in developing and adopting SHARP, which is now used by sixteen Negosyo Center Business Counselors (NCBC) and Flagship Program Account Officers.

SHARP innovation was developed to address challenges in reporting, including voluminous documentation, erroneous data, double counting, inconsistent formats, and slow report preparation. But with the system's successful implementation, it has improved productivity, decision-making, and or-

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platforms allow these transactions, then they're enabling this harmful practice,” he said.

In addition to the Sin Tax Reform law, Republic Act 11967 or the Internet Transaction Act (ITA) covers the sale of these products on online shopping platforms. “These are highly regulated products, and we enacted the ITA precisely to prevent this from happening,” he said.

PAPER. Ph Inc. welcomes new officers

The Prime Alliance of Publishers, Editors and Reporters (Ph), Inc. or PAPER Ph. Inc. held its induction of officers and turnover ceremony on February 3, 2025, at the Supreme Court of the Philippines, Manila.

Hon. Raul B. Villanueva, Court Administrator of the Supreme Court of the Philippines, served as the solemnizing officer. In his remarks, Villanueva expressed his enthusiasm and support to the organization especially when it comes to clarifications and issuance of legal concerns and court orders.

The newly elected officers are as follows:

President
Bonifacio C. Dacayanan

External Vice President
Vladimir G. Asprez

Internal Vice President
Joy V. Estrellado

Secretary General
Katrina A. Crucena

Zerryvi C. Octavio

Administrative Secretaries

From Page 1

ganizational collaboration, while also contributing to greater employee satisfaction.

In fact, last December 2024, it was recognized during the DTI SPRINTS Awards 2021 under the category of Most Innovative Idea.

This year, to further enhance the NCBCs and account officers' skills and align with the division's strategic goals for 2025, DTI Rizal hosted a retooling orientation.

Chief Dioco emphasized the importance of continuous skills development and leadership upgrading, as well as enhancing documentation

and database management. “I hope na itong gagawin natin for SHARP ay makatulong para maimprove natin ang ating desire na makapaglingkod kasi ang labanan ngayon ay hindi lang pagalingan, hindi kung sino ang mauuna kundi kung sino yung makakatagal sa laban,” said Chief Dioco.

The orientation was part of DTI Rizal's ongoing efforts to ensure that its personnel are equipped with the latest tools and knowledge to achieve the division's objectives for the year, ultimately supporting the growth of Rizal's MSMEs. PR

BACOR...

From Page 1

hance efficiency, and improve the overall service delivery of the OCHS.

The training, which began today, Tuesday, February 4, will continue until Friday, February 7, 2025, at the Gawaran Hall. Mayor Strike B. Revilla emphasized the importance of this training program in modernizing the OCHS and providing a more efficient and accessible healthcare system for Bacoor residents

AboitizPower turns waste collection into a purposeful activity

To promote a circular economy of resource recycling, what is otherwise considered as facility waste is turned into a viable raw material for construction and industry.

In the promotion of sustainable industrialization and grassroots development, Aboitiz Power Corporation (AboitizPower) partners with various organizations for local communities to benefit from innovating on the uses of fly ash, which is a byproduct of the combustion of coal in power generation.

In particular, AboitizPower's Therma South and Therma Visayas power plants, together with the Aboitiz Foundation, Inc., helped establish and sustain the Building Resilient Infrastructure and Communities through Kaibigans, or the BRICK Hub project, which upcycles the fly ash along with plastic waste to high-value eco-bricks and eco-pavers.

Following standardized guidelines on solid waste management, AboitizPower employs environmentally sound methods to efficiently collect and send its fly ash for free to BRICK Hub operators. Although initially tagged as hazardous, the fly ash from the facilities is conditioned to be non-hazardous before being sent to its partners to use as raw materials.

Green Antz Builders, Inc. is the social enterprise that serves as the BRICK Hub project's technical partner, having provided the eco-brick model and the necessary skills training to become brick makers and installers. About 100 plastic sachets are mixed with fly ash and a special mixture by Green Antz to produce an eco-brick, which is nine times stronger than the typical hollow block.

The entire enterprise benefits the community in two ways. First, the host communities are encouraged to collect and give their plastic waste via collection points and

eco-stores, where bags of plastic sachets — like those from shampoo and coffee products — can be traded in for sacks of rice or school supplies, courtesy of the BRICK Hub. Second, cooperatives that operate the BRICK Hub also provide livelihood as people in the community are hired to produce and sell the eco-bricks and eco-pavers. Barangays Binugao and Inawayan in Davao del Sur and barangays Bato, Awihao, and Cabitoonan in Toledo City, Cebu are the beneficiaries.

The Therma South and Therma Visayas power plants helped set up their iterations of the BRICK Hub in 2021 and 2022, respectively, with the Aboitiz Foundation providing funding for site development. The power plants also look to assist in expanding the BRICK Hubs' partners and linkages, including the exploration of research and development initiatives for more sustainable construction materials.

Given the resilience of eco-bricks and eco-pavers, as well as its positive contribution to solid waste management, some local government units have also shown interest in replicating the BRICK Hub in support of sustainable infrastructure development in their localities.

Therma Visayas is the 340-megawatt (MW) baseload power plant in barangay Bato, Toledo City, while Therma South is the 300-MW baseload power plant located in Binugao, Toril, Davao City. These coal-fired facilities both have coal domes, which safely stores coal deposits and prevents dust pollution caused by its combustion.

Scubasureros Last year, AboitizPower invited diving enthusiasts called Scubasureros — a combination of the words scuba divers and basureros or garbage collectors — to dive in the jetty of its 340-megawatt Therma Visayas power plant. Locat-



(Left) A brickmaker from Toledo City, Cebu inspects shredded plastic waste before it is mixed with fly ash and concrete to produce eco-bricks and eco-pavers. (Center) Using a mechanical molder, the formed brick is carefully removed to be set aside to dry. (Right) Over at Therma South's host community in Barangay Binugao in Davao, a worker adds to the day's production of eco-pavers that are almost nine times stronger than traditional hollow blocks.

ed at the western coast of Cebu Island bordering Toledo City, the plant faces the Tañon Strait Protected Seascape, the largest marine protected area in the Philippines, covering 534,589 hectares.

“Usually, in other areas, we already see trash on the way to the dive site. But before the dive in the power plant jetty, we didn't see any trash,” said Agnes Sabon-solin-Bautista, diver and marine biologist. “During the dive, the reef was pretty clean, and in the rock and rubble area, a lot of new coral growth was observed. We saw several fish species too.”

“When we volunteered for this Scubasurero dive, our assumption was that we'd be collecting trash underwater. We thought the columns of the jetty would be entangled with a lot of trash. But when we went down, it was the exact opposite. Instead of trash, we found a thriving ecosystem instead,” added Roxie Diaz, marine biologist.

This was verified by a Marine Biodiversity Assessment Report by environmental firm Ridge to Reef, which found 56 spe-

cies of fishes residing in coral reefs within the power plant's vicinity. It also recorded six seagrass species and 28 genera of phytoplankton in the area, as well as 15 species of macroinvertebrates. To date, 14 different species of mangroves have been recorded across the coastline.

These results and observations reflect Therma Visayas' regular monitoring of the marine biodiversity within and near its site of operations, complying with the provisions of its Environmental Compliance Certificate and other environmental plans to protect and conserve the coastal area and the waters. Moreover, Therma Visayas also holds regular coastal clean-up drives along Toledo's shores together with the local community, with over 9,300 kilograms of trash collected in shore areas since 2022.

“This shows how Therma Visayas is a partner when it comes to resource management, protection, and preservation in the area where they operate. We see how they take care of the sites where their structures are,

as well the fulfillment of their social responsibilities to the community,” Diaz said.

“The power plant has a coastal resource management program, which includes our information, education, and communication campaign for our host community regarding solid waste management and policies on the Strait Protected Seascape,” said Therma Visayas Environmental Supervisor Emalyn Sevilla.

“We also support the livelihood of our local fisherfolks through training like how to build and maintain fiber glass boats, done in partnership with the Bureau of Fisheries and Aquatic Resources and the Department of Environment and Natural Resources,” she added.

The Scubasurero project is being managed closely with the De-





Recognizing the crucial role of local media in fostering more targeted information dissemination, the DA-ATI CALABARZON held its first 'Kapehan at Huntahan sa ATI CALABARZON' with the management committee of the Center and 12 representatives from various media outfits based in Cavite.

The DA-ATI CALABARZON, led by Center Director Dr. Rolando Maningas and Asst. Center Dir. Sherylou Alfaro, shared its frontline services including the accreditation of extension service providers, as well as the provision of extension grants, e-Learning courses, training, and scholarship programs.

On top of these, the DA-ATI CALABARZON and the participating media outlets that are members of the Prime Alliance of Publishers, Editors, and Reporters Ph (PAPER, Inc.) agreed on



The Department of Science and Technology- Philippine Textile Research Institute (DOST-PTRI) is calling on local designers to develop creative footwear designs that highlight Filipino identity, through storytelling, design, and materials.

As part of the celebration of Philippine Tropical Fabrics Month, with the theme "Weaving Circularity", the DOST-PTRI recently launched the 10th Filipino Footwear Design Competition, which will be a platform to highlight Filipino creativity and promote the local footwear industry in the country.

"The local footwear industry may not currently match its previous level of international recognition and scale, but it is poised for a resurgence, driven by growing global trends in sustainability and innovative design. By connecting the textile and footwear industries, sustainable textile technologies can be applied to create eco-friendly footwear, meeting the demand for both sustainable options and iconic local designs," DOST-PTRI said.

As the lead agency responsible for advancing the textile and footwear industries, the DOST-PTRI launched the Shoes and Footwear Accessories R&D Towards



The grand winner of the 9th Filipino Footwear Design Competition 2023 designed by Ritchie Rodulfo. (Photo from Philippine Footwear Federation Inc.'s Facebook page)

Omnibus Solutions, commonly known as SAFATOS in 2022.

The agency said the program seeks to include the power of computer-aided tools and digitalization in the textile and footwear manufacturing sector.

"Through the SAFATOS Program, textile-based innovations have been developed, such as the re-engineering of handloom woven textiles to meet the requirements for footwear applications and the creation of woven uppers using bamboo and banana textile fibers," DOST-PTRI said.

The 10th FFDC is a joint effort among the Philippine Footwear Federation, Inc. (PFFI), the Department of Trade and Industry – National Capital Region Office (DTI-NCRO), and the DOST-PTRI.

In this year's competition, the FFDC will collate the designs from the participants and hold a pre-judging event, which will narrow down the submissions for the next step.

The semi-finalists will have an opportunity to prototype their designs in partnership with local footwear manufacturers, turning their designs into reality. Final judging will be based on the finished prototypes with a presentation from the designers.

According to the DOST-PTRI, aside from the cash prize of P50,000, the winners of the FFDC will also get a chance to present their prototypes in the International Footwear Design Competition to be held in Guangzhou China.

"This year's theme, Weaving Circularity, reflects a dedication to crafting pathways for growth, collaboration, and inclusivity within the textile industry. It builds on 2023's Pushing Boundaries and 2024's Spinning Innovations, emphasizing the fusion of science, technology, and sustainable practices," the agency said.

Samsung Electronics, Google develop TV with 3D audio tech

SEOUL – Samsung Electronics Co. said Friday it will unveil a new television featuring new three-dimensional audio technology developed in partnership with Google at the upcoming CES 2025.

The 3D audio technology, Eclipsa Audio, will be integrated into its 2025 TV and soundbar lineup to be premiered at this year's CES starting Tuesday in Las Vegas, according to Samsung Electronics.

The technology creates an immersive 3D sound experience by dynamically adjusting audio data, such as sound location, intensity, and spatial reflections.

It is based on the Immersive Audio Model and Formats, an advanced 3D spatial audio technology that was adopted by the Alliance for Open Media (AOM) in October 2023.

AOM includes global big tech such as Samsung Electronics and Google.

Samsung Electronics

will be the first in the industry to implement this technology, incorporating it across its 2025 TV lineup, ranging from the Crystal UHD series to the premium flagship Neo QLED 8K models.

Samsung Electronics said viewers using its 2025 devices will be able to enjoy YouTube videos enhanced with the Eclipsa Audio technology.

To maintain consistent audio quality, Samsung and Google are collaborating with Korea's Telecommunications Technology Association (TTA) to establish a certification program for devices utilizing Eclipsa Audio.

"We are proud to lead the industry with the integration of Eclipsa Audio into our 2025 TV and soundbar lineup," Vice Chairman Son Tae-young said.

"This innovation opens new possibilities for immersive audio experiences and reinforces our commitment to shaping the future of home entertainment." (Yonhap)



EDITORIAL:

THE Commission on Elections is on the right track in proposing compulsory debates for candidates, both for national and local positions.

This, we hope, will give the electorate the opportunity to closely examine the qualifications of candidates and what they propose to do once elected to public office.

The Constitution, after all, only lists down the most basic qualifications for all candidates: they should have reached a certain age, are Filipino citizens, able to read and write, registered voters, and residents of the Philippines.

Those are the basic requirements. But candidates should be able to explain to voters what they stand for, whether on national or local issues and concerns, and to offer a clear platform on what they intend to do after they have been sworn into public office.

The fundamental law also makes it very clear: "Public office is a public trust. Public officers and employees must at all times be accountable to

Compulsory poll debates

the people, serve them with utmost responsibility, integrity, loyalty and efficiency, act with patriotism and justice, and lead modest lives."

Voters should be able to sift the chaff from the grain, so to speak, and not rely solely on the basis of name recall or popularity of candidates.

Should you vote for a candidate who declines to explain what he wants to do in public office and says that he would do so only when he has been declared among the winners? Of course not.

Voters should be able to distinguish between candidates who make false or empty promises and those who have the proven competence and expertise to make a difference in the lives of Filipinos.

And we need to remind the electorate that no less than the fundamental law frowns on political dynasties: "The State shall guarantee equal access to opportunities for public service, and prohibit political dynasties as may be defined by law."

The Comelec, as explained by Chairman

George Garcia, has the power given to it by the Constitution to issue rules and regulations pertaining to elections.

Hence, it can compel compulsory attendance by candidates in public debates, in the same way that it can regulate the size of campaign posters, or require the registration of social media accounts, violations of which can lead to a candidate's disqualification from the race.

What the Comelec wants is for public debates to be conducted by media would be "just and fair to everyone" and that all candidates will have equal opportunity whether they belong to any party or not, or whatever their beliefs are.

Candidates should comply with Comelec guidelines or else they will face the corresponding punishment if they fail to do so.

Debates are important as these allow voters to know the stand of candidates on key political, economic and social issues.

This is democracy at work and runs counter to vote-buying, intimidation or coercion that undermines our goal of free and fair elections.

Estandardisasyon at Intelektuwalisasyon ng Wikang Pambansa, Isusulong ng KWF–Kom. Casanova

Patúloy na isusulong ng Komisyon sa Wikang Filipino (KWF) ang estandardisasyon at intelektuwalisasyon ng Wikang Pambansa, ito ang ipinahayag ni Kom. Arthur P. Casanova, Tagapangulo ng KWF sa katatapos na Gawad Julian Cruz Balmaseda na ginanap sa Bulwagang Romualdez, 2/P Gusaling Watson, 1610 Kalye Jose P. Laurel, San Miguel, Lungsod Maynila.

Binanggit din ni

Tagapangulong Casanova na ang Gawad Julian Cruz Balmaseda ay isang halimbawa ng pagpupunyagi ng KWF na lalò pang mapagiting ang pagiging intelektuwalisado ng Wikang Pambansa. Ibinahagi pa niya na ng wikang Filipino bilang intelektuwalisadong wika ay nása mataas na level na at patúloy na nagsusumikap ang KWF upang higit pang maitaas ang level ng intelektuwalisasyon ng wikang pambansa.

Sa ginawang programang Gawad Julian Cruz Balmaseda 2025, tinanggap ni Mariyel Hiyas C. Liwanag, PhD ang sandaang libong piso (PHP100,000.00) plake, at medalya para sa kaniyang disertasyon sa DL-SU-Maynila na pinamagatang "Isabuhay: Isang Larong Disenyo para sa Diskurso ng mga Wikang Katutubo" bilang pinakamahasay na disertasyon sa taóng 2025.

Tumanggap din si Kristine Mae M. Nares ng sandaang libong piso (PHP100,000.00), plake, at medalya para sa kaniyang tesis masterado sa Bicol University na pinamagatang "Pagmamapa ng Kalinangang Bayan ng Munisipalidad ng Guinobatan, Albay" bilang pinakamahasay na tesis sa taóng 2025.

Ibinahagi rin ni Tagapangulong Casanova na bahagi pa rin ng pagpupunyagi ng KWF para sa intelektuwalisasyon ng Wikang Pambansa ay ang patúloy na pagsasagawa ng ahensiya ng mga proyektong pangwika kabilang ang paggawa ng diksiyonaryo na patúloy na pinaunlad at nirerebisa bilang kongkretong patunay na ang wikang Filipino ay tinatangkilik, pinahahalagahan, at



ginagamit ng mga Pilipino.

Ipinahayag naman ni Kom. Benjamin Mendillo Jr. na ang araw ni Balmaseda ay selebrasyon ng mahuhusay na saliksik na nakabatay sa pagiging angkop, napapanahon, at nakaililang ng kritikal na kaisipan gamit ang wikang nauunawaan ng madla upang lalong pakinangin ang pananaliksik sa akademya gamit ang wikang Filipino.

Hinihikayat naman ni Kom. Carmelita C. Abdurahman ang mga magsusulat pa lámang ng kanilang mga saliksik na gamiting midyum ang Filipino upang lalò pa nating maisulong ang intelektu-

walisasyon nitó.

Ang Gawad Julian Cruz Balmaseda ay ang pinakamataas na pagkilála na handog ng KWF para sa natatanging tesis at disertasyon sa agham, matematika, agham panlipunan, at iba pang kaug-

nay na larang gamit ang wikang Filipino. Si Julian Cruz Balmaseda (28 Enero 1885–18 Setyembre 1947) ay itinuturing na isa sa mga haligi ng panitikang Pilipino dahil sa malaking kontribusyon niya sa panitikan ng bansa.



SMDC, SM Supermalls partner with the National Museum in landmark service donation

The National Museum of the Philippines (NMP) recently received a significant boost with a service donation from SM Development Corporation (SMDC), underscoring a milestone in the museum's history. The donation was formally accepted on January 31.

Better consumer experience
This partnership signifies a commitment to enriching Filipino lives through cultural heritage. The donation from SMDC includes crucial repairs and maintenance for the air conditioning system at the National Museum of Natural History, ensuring a comfortable and enjoyable experience for visitors.

"We at the NMP look forward to making the most out of this donation, and we hope to achieve the same level of quality of operations that SM produces," stated NMP Director-General Jeremy Barns.

"We're thrilled to be a part of this exciting collaboration," said SM Supermalls Executive Vice President (EVP) for Marketing Jonjon San Agustin. "Through strategic promotions across our malls, we aim to significantly amplify the reach of the NMP and its mission of universal access to cultural heritage."

SM Supermalls' marketing efforts will ensure the NMP can connect with a wider audience over the next three years. This aligns perfectly with SMDC's sentiment, as expressed by SMDC EVP for Project Development Grace Evangeline Sta. Ana, SM Supermalls EVP for Marketing Jonjon San Agustin, SM Supermalls VP for Corporate Compliance Group Liza Silerio, and SM Prime Holdings VP for Legal Atty. Helene Go



The Ceremonial Signing of the Deed of Donation between SM Development Corporation (SMDC) and the National Museum of the Philippines highlights SMDC's commitment to supporting the museum, including air conditioning repairs at the National Museum of Natural History and marketing support from SM Supermalls to promote its cultural mission. Photo from the National Museum of the Philippines.

conditioning system and strategic marketing initiatives will undoubtedly enhance the visitor experience and ensure the NMP's treasures are accessible to all Filipinos for years to come.

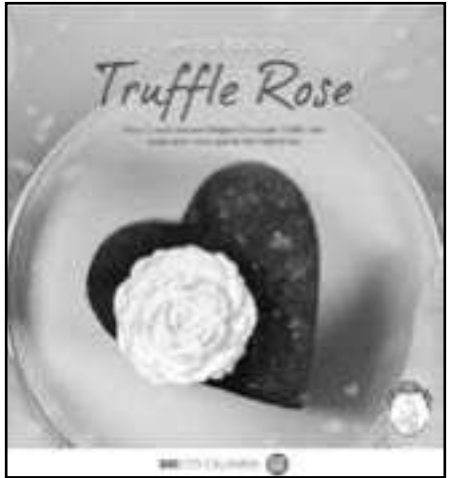
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po na pag-apak at nakarat-ing dito sa Kataastaasang Hukuman at mangha po kami sa inyong napaka-init na pagtanggap sa aming grupo ng mga media.

A lasting impact
This collaborative effort between SMDC, SM Supermalls, and the NMP exemplifies a shared commitment to cultural preservation and accessibility. The improved air



Indulge in pure chocolate bliss this season of love! Our special limited-edition cake features a rich, moist chocolate cake base, layered with lusciously smooth chocolate mousse, a decadent dark chocolate swirl, and irresistible crunchy walnut praline bits. Visit No-no's at SM City Santa Rosa.



This Valentine's Day, show your love with Mary Grace's Truffle Rose! Catch this limited edition Belgian Chocolate Truffle cake at SM City Calamba.

This Valentine's Day, go beyond the usual and turn moments into memories at your favorite SM malls in Laguna. Whether you're planning a romantic rendezvous, a barkada date, or a solo self-love day, we've got everything to make your heart (and your feed) happy!

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Barkada date? Make your friends feel good with Jamaican Pattie's buy 5 get 1 free! Head over to SM Center San Pedro and make it a #JamaicanMeFeelGood moment.



Grab your besties and head to Krispy Kreme at SM City San Pablo for a matcha-filled day of love, laughter, and delicious treats!

let's be real—nothing sets the mood like a good love song! Listen to your favorite hits on Feb 12 at SM City San Pablo, Feb 13 at SM Center San Pedro, Feb 14 at SM City Calamba & SM City Santa Rosa.

Strike a Pose, Steal Some Hearts – Love is meant to be shared (and posted!), so capture your cutest, cheesiest, and most kilig moments at our Valentine's-themed installations. Tag us with #LoveHappensAtSM and let your love story shine!

Valentine's Day isn't just about one day—it's about making every moment count. So, whether you're here for romance, self-love, or just a good time, SM is where love happens!

EK welcomes prosperity and happiness with the Year of Snaptooth the Snake, a Chinese New Year celebration



Enchanted Kingdom, the first and only world-class theme park in the Philippines, welcomes magic and luck with a vibrant and immersive Chinese New Year celebration as it kicks off its 30th anniversary this 2025!

The Year of Snaptooth the Snake is set to leave guests forever enchanted with breathtaking cultural showcases, special food and dining offers inspired by the tradition, and festive decorations among others from January 29 to February 9.

The celebration commenced at EK with the first 300 guests receiving red envelopes upon the opening of EK's magical gates. Everyone was also given the opportunity to meet and greet EK's beloved character Snaptooth, as well as dig into the limited time offer Snaptooth's Prosperity Set Meal from Amazon Grill and LaunchTime restaurants. Plus, there is a 10% special food offering discount for those who



witnessed the Enchanted Lunar New Year Parade followed by the colorful performance of the LED lion dance to the beat of traditional Chinese drums. Snaptooth even joined the two mighty lions as they made their stop in front of the Eldar's Theater to shower even more good luck to the crowd.

EK topped off the festivities with the enchanting spectacle of lights at the Sky Wizardry Fireworks Display.

Schedule Your Lucky Day
Head on to Enchanted Kingdom and welcome prosperity, happiness, and good fortune this year with your family and loved ones until February 9, Sunday!

*Schedules may be subject to change without prior notice

For more information and updates regarding these and EK's other upcoming events and offers, visit <https://www.enchantedkingdom.ph> and EK's official social media accounts @enchantedkingdom.ph for Facebook and TikTok, and @ek_philippines for Twitter and Instagram.

