

DTI MIMAROPA Briefefer

DTI Programs and Services for Micro, Small, and
Medium Enterprises (MSMES)



7Ms

for MSME Development



DTI has identified strategies and summed them up in 7Ms to describe the elements of the approaches and frameworks in enabling and fostering the country's MSMEs.





**MINDSET
CHANGE**



MASTERY



MENTORING



MONEY



MACHINE



**MARKET
ACCESS**



**MODELS OF
NEGOSYO**

MINDSET



M1

M2

M3

M4

M5

M6

M7

The growth of MSMEs
starts with the right
entrepreneurial mindset



MASTERY

M1



M2

M3

M4

M5

M6

M7

A successful MSME is
a master of his/her
own business



MENTORING

M1

M2



M3

M4

M5

M6

M7

Develop and nurture a vibrant entrepreneurial spirit among Filipinos and establish a life-long mentoring program for entrepreneurs as they start, grow, and expand their businesses.





NEGOSYO CENTER



- ✓ The Negosyo Center Program is responsible for promoting ease of doing business and facilitating access to services for Micro, Small, and Medium Enterprises (MSMEs). Republic Act No. 10644 otherwise known as the “Go Negosyo Act,” seeks to strengthen MSMEs to create more job opportunities in the country.



NEGOSYO CENTER



- ✓ Negosyo Centers are found in strategic areas convenient for existing and would-be entrepreneurs, such as DTI offices, Local Government Units (LGU), academe, Non-Government Organizations (NGOs), and malls.



NEGOSYO CENTER SERVICES





NO. OF NEGOSYO CENTERS PER PROVINCE	
Occidental Mindoro	11
Oriental Mindoro	15
Marinduque	8
Romblon	11
Palawan	16

61

TOTAL ESTABLISHED

 **NEGOSYO**
CENTER

As of March 21, 2022





BARANGAY MICRO-BUSINESS ENTERPRISE (BMBE)

Are you qualified?

- ✓ Any business entity or enterprise involved in the production, processing or manufacturing of products or commodities, including agro-processing, trading and services;
- ✓ With assets not exceeding Php 3 million (excluding land);
- ✓ Excluding those rendered by anyone, who is duly licensed by the government after having passed a government licensure examination, in connection with the exercise of one's profession.



BARANGAY MICRO-BUSINESS ENTERPRISE (BMBE)

Incentives & Benefits

1

**INCOME TAX
EXEMPTION**

2

**NONCOVERAGE
OF MINIMUM
WAGE**

3

**BUSINESS
ASSISTANCE**



KAPATID MENTOR ME



- ✓ To produce confident **entrepreneurs** with the right mindset and business know-how who will be able to **sustain and scale up their enterprises**



KAPATID MENTOR ME



- ✓ To help MSEs **develop a good business sense** by capacitating them through **fundamentals of entrepreneurship**; and
- ✓ To assist MSMEs **scale up and sustain their enterprises** by equipping them with the needed skill sets by way of theoretical / conceptual discussions (lectures) and mentoring / coaching sessions.



PHASE 1 Developing Good Business Sense	
Module 1	Entrepreneurial Mind Setting and Values Formation
Module 2	Marketing Mindset



PHASE 2 Key Areas of Entrepreneurship	
Module 3A & 3B	Business Model Canvass
Module 4	Operations Management
Module 5	Digitalization
Module 6	Supply and Value Chain Management
Module 7	Accounting & Finance for Small Businesses
Module 8	Human Resource Management
Module 9A	Market Driven Innovation I: Product Development
Module 9B	Market Driven Innovation I: Product Development
Module 10	Good Governance & Ethics



MARKET ACCESS

M1

M2

M3



M4

M5

M6

M7

Markets are more accessible to small firms with good communication and transport infrastructure linking them readily with buyers





ONE TOWN ONE PRODUCT



- ✓ The program enables localities and communities to **determine, develop, support, and promote products or services** that are rooted in its local culture, community resource, creativity, connection, and competitive advantage.



REGIONAL INTEGRATED PRODUCT DEVELOPMENT ASSISTANCE (RIPDA)



Sample Prototypes developed under Regional Integrated Product Development Assistance (RIPDA)

Marinduque



Sample Prototypes developed under Regional Integrated Product Development Assistance (RIPDA)

Occidental Mindoro



Sample Prototypes developed under Regional Integrated Product Development Assistance (RIPDA)

Oriental Mindoro



Sample Prototypes developed under Regional Integrated Product Development Assistance (RIPDA)

Palawan



Sample Prototypes developed under Regional Integrated Product Development Assistance (RIPDA)

Romblon

OTHER MARKET DEVELOPMENT ASSISTANCE



- ✓ Assistance to laboratory analysis, nutritional facts, IPO Trademark Registration, Food Safety/cGMP/SSOP Seminars and Workshops etc. to secure FDA LTO and CPR)

AYA LIFE ENTERPRISES





PALAWAN TRADE FAIR

**MIMAROPA
Naturally**

KALAKALAPAN

NATIONAL
TRADE FAIR

WORLD BAZAAR
FESTIVAL

PASINAYA

NATIONAL FOOD FAIR

MANILA FAME

MORIONES FESTIVAL

AGBILIWA TRADE FAIR

ROMBLON
PROVINCIAL

IFEX

TRADE FAIRS

MONEY

M1

M2

M3

M4



M5

M6

M7

Access to funding through
DTI's [P3 microfinance
program](#)—in cooperation
with SB Corp.—or
connection to micro finance
institutions (MFIs)





P3 CARES



- ✓ Bayanihan CARES is an **interest-free** and **collateral-free** financing program that aims to assist micro, small, and medium enterprises (MSMEs) recover from the adverse effects of the pandemic. The borrower MSMEs will only need to pay a one-time service fee, which is set at a maximum of eight (8) percent for a 4-year loan term.



P3 CARES FOR TRAVEL



- ✓ Through the DOT and SB Corporation's CARES for TRAVEL program, **tourism-engaged MSMEs** will have access to **zero interest, no-collateral loans**. The borrower MSMEs will only need to pay a one-time service fee, which is set at a maximum of eight (8) percent for a 4-year loan term.



P3 HEROES



- ✓ Helping the Economy Recover thru OFW Enterprise Start-ups (HEROES) is a program of the National Government that provides an opportunity for **displaced, repatriated, or returning OFWs** to rebuild their lives here in the Philippines by helping them establish their start-up businesses.

MACHINE

M1

M2

M3

M4

M5

→ **M6**

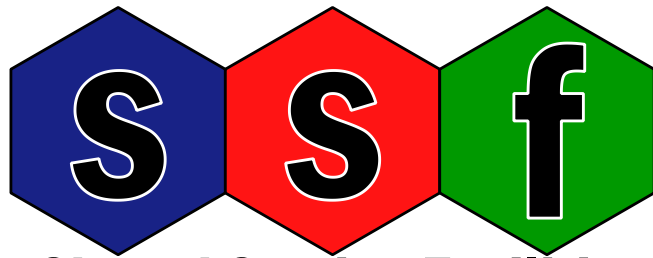
M7

With innovation and
technology, entrepreneurs
can produce more products
more efficiently.





SHARED SERVICE FACILITIES



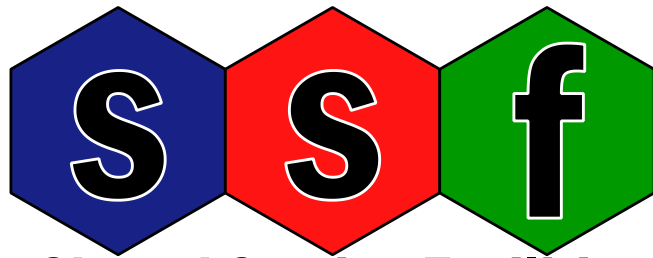
Shared Service Facilities

“Shared Success for Filipino MSMEs”

- ✓ Enable MSMEs to increase their productivity;
- ✓ Accelerate MSMEs competitiveness by giving them access to **energy efficient technologies** and more **sophisticated equipment**;
- ✓ Encourage the graduation of MSMEs to the next level where they could tap a better and wider market share and be integrated in the global supply chain.



SHARED SERVICE FACILITIES



Shared Service Facilities

“Shared Success for Filipino MSMEs”

- ✓ Beneficiaries could be any juridical entity such as but not limited to:
 - ✓ Non-government organizations
 - ✓ Cooperatives
 - ✓ Industry/Trade/Business associations
 - ✓ Local Government Units
 - ✓ State Universities/College technical vocational schools

MODELS OF NEGOSYO

M1

M2

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M6



M7

Different business ideas to help you get into business, from traditional enterprises to direct selling and franchising



LIVELIHOOD SEEDING PROGRAM – NEGOSYO SERBISYO SA BARANGAY



- ✓ A program of DTI that allows a wider reach of business development assistance by bringing government services closer to the people through the provision of **livelihood starter kits**.



PANGKABUHAYAN SA PAGBANGON AT GINHAWA PROGRAM



- ✓ DTI aims to provide assistance package for **victims of fire, typhoons, and other calamities** nationwide.



COMPREHENSIVE AGRARIAN REFORM PROGRAM



- ✓ The program is in support of the government's thrust towards the economic development of the countryside through **rural industrialization**.



COMPREHENSIVE AGRARIAN REFORM PROGRAM



- ✓ It has the following objectives:
- Tap the **manpower of farmer - beneficiaries** and their immediate families for MSME development, thereby increasing their household incomes and stimulating industrial activity in their communities; and
 - To harness the landowners' land compensation toward investments in viable agro-industrial projects in their respective communities

SAFETY SEAL CERTIFICATION



- ✓ A voluntary certification scheme that affirms that an establishment is **compliant with the minimum public health standards** set by the government and uses or integrates its contact tracing with StaySafe.ph.



SAFETY SEAL CERTIFICATION



The DTI issues the Safety Seal for **supermarkets, groceries, convenience stores, membership shopping clubs, construction supply/hardware stores, logistics service providers, barbershops and salons, and service and repair shops.**



Thank you!

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