

Republic of the Philippines
Province of Cagayan
TUGUEGARAO CITY

NINTH CITY COUNCIL

COMMITTEE REPORT NO. 154-2024

April 25, 2024

Submitted by: **COMMITTEE ON TOURISM, CULTURE AND ARTS**

PRESENT:

HON. IMOGEN CLAIRE M. CALLANGAN	- Chairman (Tourism, Culture and Arts)
HON. TIRSO V. MANGADA	- Vice Chair, (Tourism, Culture and Arts)
HON. MARIA ROSARIO B. SORIANO	- Member (via zoom)
HON. KARINA S. GAUANI-VIERNES	-Member (via zoom)

GUESTS:

HON. JUDE T. BAYONA	- City Councilor
HON. CERENE PEARL T. QUILANG	- Ex-Officio Member
HON. GRACE B. ARAGO	- City Councilor

RESOURCE PERSON:

JHASMINE SMYLL POBLETE	- People's Choice Awardee, Urban Farmer TV
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SUBJECT:

Draft Resolution Commending Jhasmine Smyll Poblete of Urban Farmer TV for winning the People's Choice Award in the recently held Lifter Asia-Pacific Grand Pitch Night in Melbourne Australia held last March 27, 2024

FINDINGS:

1. Section 13, Article II of the 1987 Constitution declares as policy that the State recognizes the vital role of the youth in nation-building and shall promote and protect their physical, moral, spiritual, intellectual, and social well-being, and shall inculcate in the youth patriotism and nationalism, and encourage their involvement in public and civic affairs.
2. LiftHER is a global program under LIFTwomen Group, designed to empower women and girls in Australia and Asia to achieve their dreams and live their lives to the fullest potential.
3. Urban Farmer TV, Inc. is an educational platform on a mission to make high-quality fresh food accessible for all. We are building the first-ever "Netflix of Gardening Education" empowering everyone to build mini farms at home using innovative methods that require less space, water, and energy than traditional methods.
4. Out of the 10 women-led startup teams, Urban Farmer TV was awarded the People's Choice Award in the recently held LiftHer Grand Pitch Night.

5. Ms. Jhasmine Smyll Poblete is one of the members of Urban Farmer TV which has been recognized as one of the top 10 women-led game-changing startups out of 300 applicants in the APAC region.

RECOMMENDATION:

Finding the subject resolution to be in order and with merit, the Committee favorably recommends for its approval.

Respectfully submitted by:



HON. IMOGEN CLAIRE M. CALLANGAN
Chairman



HON. TIRSO V. MANGADA
Vice Chair



HON. MARIA ROSARIO B. SORIANO
Member

HON. KARINA S. GAUANI-VIERNES
Member

DRAFT RESOLUTION COMMENDING JHASMINE SMYLL POBLETE OF URBAN FARMER TV FOR WINNING THE PEOPLE'S CHOICE AWARD IN THE RECENTLY HELD LIFTHER ASIA-PACIFIC GRAND PITCH NIGHT IN MELBOURNE AUSTRALIA HELD LAST MARCH 27, 2024

**SPONSOR: HON. CERENE PEARL T. QUILANG
HON. ARNEL T. ARUGAY
HON. GRACE B. ARAGO
HON. MARK ANGELO B. DAYAG
HON. RONALD S. ORTIZ**

WHEREAS, Section 13, Article II of the 1987 Constitution declares as policy that the State recognizes the vital role of the youth in nation-building and shall promote and protect their physical, moral, spiritual, intellectual, and social well-being, and shall inculcate in the youth patriotism and nationalism, and encourage their involvement in public and civic affairs;

WHEREAS, Section 2 of Republic Act (RA) No. 11337 provides that the State shall provide incentives and remove constraints aimed at encouraging the establishment and operation of innovative new businesses, businesses crucial to their growth and expansion, and to strengthen, promote, and develop an ecosystem of businesses and government and nongovernment institutions that foster an innovative entrepreneurial culture in the Philippines;

WHEREAS, LiffHER is a global program under LIFTwomen Group, designed to empower women and girls in Australia and Asia to achieve their dreams and live their lives to the fullest potential. Our core pillars include education, grant programs, community support. We believe that every woman has the ability to define her future, embrace who she is, and change the world. Our team is committed to providing the resources and support needed to make this a reality for every woman. Join us on this journey of empowerment today;

WHEREAS, Urban Farmer TV, Inc. is an educational platform on a mission to make high-quality fresh food accessible for all. We are building the first-ever "Netflix of Gardening Education" empowering everyone to build mini farms at home using innovative methods that require less space, water, and energy than traditional methods;

WHEREAS, Out of the 10 women-led startup teams, Urban Farmer TV was awarded the People's Choice Award in the recently held LiffHer Grand Pitch Night;

WHEREAS, Ms. Jhasmine Smyll Poblete is one of the members of Urban Farmer TV which has been recognized as one of the top 10 women-led game-changing startups out of 300 applicants in the APAC region;

WHEREAS, Ms. Jhasmine Smyll Poblete is a resident of Barangay Atulayan Sur, Tuguegarao City;