



Republic of the Philippines
Province of Cagayan
Tuguegarao City

OFFICE OF THE CITY MAYOR

24 January 2024

THE PRESIDING OFFICER AND MEMBERS
Sangguniang Panlungsod
This City

Dear **Presiding Officer and Members of the Sanggunian:**

Greetings of Solidarity and peace!

We are respectfully forwarding to your level the attached letter and Memorandum Circular No. 2024-003 of the Department of the Interior and Local Government on the "Participation of LGUs in the Katuwang sa Diwa at Gawa Para sa Masaganang Ani at Mataas na Kita (KADIWA) ng Pangulo (KNP) 2023".

Relative thereof, we would like to request the August Body to pass an ordinance institutionalizing the KNP.

For your information and appropriate action.

In the name of public service,


MAILA ROSARIO S. TING-QUE
City Mayor



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
TUGUEGARAO CITY, CAGAYAN
 2nd Floor, Tuguegarao City Hall, Enrile Boulevard, Carig Sur, Tuguegarao City
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OFFICE OF THE CITY LOCAL GOVERNMENT OPERATIONS OFFICER

January 17, 2024

RELEASED

HON. MAILA ROSARIO S. TING-QUE
 City Mayor
 Tuguegarao City, Cagayan

JAN 17 2024
 2:36 PM

THRU : MR. JUANITO A. CALUBAQUIB
 City Administrator

JAN 17 2024
 2:45 PM

Ma'am:

We are providing you a copy of DILG Memorandum Circular No. 2024-003 dated January 12, 2024, with the subject, **"Participation of LGUs in the Katuwang sa Diwa at Gawa Para sa Masaganang Ani at Mataas na Kita (KADIWA) ng Pangulo 2023,"** for your information and reference.

In this light, may we encourage your good office to set up KADIWA ng Pangulo (KNP) every 15th and 30th of the month starting January 30, 2024.

Thank you and our warmest regards.

Very truly yours,

FERNANDO T. CALABAZARON III
 CLGOO_{gr}

DILGTUGCITY
 FTCIII/ein



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
 DILG-NAPOLCOM Center, EDSA cor. Quezon Avenue, West Triangle, Quezon City
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MEMORANDUM CIRCULAR
 NO. 2024-003

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS, DILG REGIONAL AND PROVINCIAL DIRECTORS, DILG FIELD OFFICERS AND ALL OTHERS CONCERNED

SUBJECT : PARTICIPATION OF LGUs IN THE KATUWANG SA DIWA AT GAWA PARA SA MASAGANANG ANI AT MATAAS NA KITA (KADIWA) NG PANGULO 2023

DATE : JAN 12 2024

1. BACKGROUND

- 1.1. **Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita (KADIWA)**, launched and spearheaded by the Department of Agriculture (DA) in 2019, in collaboration with farmers and enterprises registered in the Sagip Saka registry or Registry System for Basic Sectors Agriculture (RSBSA) which seeks to empower the farming community by providing a direct and effective farm-to-consumer food supply chain. The implementation of this program is reiterated by President Ferdinand R. Marcos Jr. during his State of the Nation Address (SONA) citing "The KNP system enabled the public to buy goods at cheaper rates and the farmers to sell their crops without having to worry about transportation costs"
- 1.2. **One Town, One Product (OTOP)** is a priority stimulus program for Micro, Small and Medium-scale enterprises (MSMEs) as government's intervention to drive inclusive local economic growth. Thru the leadership of Department of Trade and Industry, OTOP 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.
- 1.3. **Local governments have a direct impact on the local economy** by encouraging business location and incubation, supporting enterprise development, linking local produce to markets, and facilitating job creation and livelihood developing ultimately encouraging sustainable local economic activities. In rebuilding the pandemic battered economy, local

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 Trunkline No.: 8876-34-54

- 1.4. governments are encouraged to initiate recovery programs and help revive local enterprises in their localities.
- 1.5. **Economic growth is oftentimes driven by business investment, increased productivity, and consumer spending.** Discounts, tax cuts and subsidies are used to return money to consumers and boost spending.
- 1.6. To kick off national and local economic recovery, the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE) and this Department launched an LGU-led bazaar entitled "*KADIWA sa Pasko 2022*" for the months of November and December 2022, taking advantage of holiday season.

2. PURPOSE

This issuance is intended to encourage local government units (LGUs) to set-up KADIWA ng Pangulo (KNP) in their respective localities in partnership with DA, DTI, DOLE and DILG with the aim of achieving the following objectives:

- 2.1 To increase participation of local government units to KNP.
- 2.2 To ensure food security, delivery of nutritious food and access to affordable goods and commodities.
- 2.3 Support farmers to sell agri-produce, to facilitate product regional exchange of OTOP products, and to provide opportunity for local micro-entrepreneurs to market their products.
- 2.4 To provide market opportunities to MSMEs through local product promotion and eliminating as many marketing layers allowing producers to earn bigger income from directly selling their products instead of using trader-intermediaries
- 2.5 To encourage consumer spending, thereby jumpstarting and reviving local economies

3. SCOPE/COVERAGE

These guidelines cover all Provinces, Cities and Municipalities, DILG Regional and City/Provincial Offices, DILG Field Offices and all others concerned.

4. POLICY CONTENT AND GUIDELINES

- 4.1 KNP shall run every 15th and 30th every month starting January 30, 2024.
- 4.2. The grand launch held last July 17, 2023 commenced the opening of KNP nationwide.
- 4.3. KNP shall have 3 market areas or product clusters:

- 4.3.1 Agricultural produce such as rice, vegetables and fruits of farmers for the various provinces;
 - 4.3.2 Processed goods both food and non-food produce by MSMEs as OTOP products of different localities; and
 - 4.3.3 Mercato stalls (ready-to-eat food) for micro-enterprises of the host LGU.
- 4.4. The venue of the KNP may be in a closed or an open space area provided there are available tents, tables and chairs. It should be well-ventilated and with areas that can accommodate stalls for selling products, area for eating, and parking.
- 4.5 No registration fee shall be collected from participating farmer/MSME merchants nor from visiting consumers.

5. ROLES AND RESPONSIBILITIES

KADIWA ng Pangulo (KNP) is a joint program and collaborative arrangement among concerned government agencies of national government and local government units. It also encourages full participation and support of non-government organizations, business sectors, and cooperatives.

The LGU shall have the following responsibilities in the implementation of the KNP.

Market areas/ Product clusters	Roles and Responsibilities
Providing the venue and ensuring order and security in the KADIWA Ng Pangulo KNP	<ul style="list-style-type: none"> • Lead in the overall management and operation of the KNP. • Facilitate invitation and mobilization of local micro-entrepreneurs, cooperatives and MSMEs to sell local produce products in the KNP including OTOP, livelihood and PDL products (if any). • Identify and secure a suitable venue for KNP. • Assign stalls and provide any logistics support to participating sellers.
Managing market areas for Mercato Stalls (ready-to-eat food)	<ul style="list-style-type: none"> • Lead in the management of the KNP clusters for Mercato Stalls • Facilitate invitation and mobilization of local micro-entrepreneurs and MSMEs to sell ready to eat food and beverages in the KNP

	<ul style="list-style-type: none"> • Assign stalls to participating local MSMEs /sellers
Maintain clean-up/sanitation, order and support services	<ul style="list-style-type: none"> • In coordination with DOLE tap the TUPAD beneficiaries for the operation of KNP including but not limited to the clean-up, maintenance and support services.
Information and campaign	<ul style="list-style-type: none"> • Invite the community/buyers to participate on the KNP day. • Shoulder the costs of printing for all IEC materials (e.g. streamers, tarpaulins, and any IEC materials) • Posting of streamers, tarpaulin and any IEC materials announcing the KNP day to the public.
Coordination with peace and order agencies or related institutions	<ul style="list-style-type: none"> • Provide security and order in the premises of the KNP venue through coordination with the barangay and other peace and order institutions like PNP, military (if needed)
Coordination with partner national government agencies	<ul style="list-style-type: none"> • Assign a Focal Person who will coordinate with partner national government agencies such as DA, DTI, DOLE and DILG. • Coordinate with the regional government agencies for guidance in handling, operating and managing KNP, food and market supply, prospective sellers and other arrangement needed. • Coordinate with DA and DTI on the data on the number of sellers and income or revenue generated during the KNP day. • The Focal Person may coordinate with other concerned Department within the LGU such as Agriculture Office, Social Welfare Office, PESO and Local Economic Development and Investment Promotions Office to assist them in implementing the KNP.
Institutionalization of KNP	<ul style="list-style-type: none"> • All LGUs shall enact an ordinance on the institutionalization of KNP.

While the participating government offices shall have the following responsibilities in the implementation of KNP:

Market areas/ Product clusters	Responsible Office/Partner	Roles and Responsibilities
Managing market areas for Agricultural Produce	Department of Agriculture (DA)	<ul style="list-style-type: none"> • Serve as the lead convener • Lead the operations of the KNP by ensuring adequate supply of agricultural produce and agri-based products in KNP and • Facilitate the market linkage and display of local agricultural produce from various farmers and fisherfolk in KNP • Submit the report to the LGUs, PMS, DILG and other partner agencies on the total number of participating farmers/sellers and their total income earned
Managing market areas for Processed Goods (Food and Non-food)	Department of Trade and Industry (DTI)	<ul style="list-style-type: none"> • Serve as Co-convenor in the operations of KNP at the local levels; • Support in the operation of KNP by ensuring the implementation of discounted prices of basic and prime commodities. • Facilitate the pooling and showcasing of OTOP processed goods both food and non-food products. • Ensure mobilization of MSMEs and stakeholders from the cooperatives and manufacturing stakeholders to showcase regional/provincial products; and • Support the local economy from various regions. • Submit the report to the LGUs, PMS, DILG and other partner agencies on the total number of participating sellers and their total income earned
Maintaining clean-up/sanitation, order and support services	Department of Labor and Employment (DOLE)	<ul style="list-style-type: none"> • Serve as Co-convenor in the operations of the KNP at the local levels; • Provide labor requirement through the TUPAD program for

		<p>the operation of the KNP including but not limited to the clean-up maintenance and support services; and</p> <ul style="list-style-type: none"> • Facilitate the pooling and showcasing of products from DOLE Integrated Livelihood Program beneficiaries.
Managing livelihood products from the vulnerable sectors	Department of Social Welfare and Development	<ul style="list-style-type: none"> • Support in the operations of KNP by showcasing products and goods produced by Sustainable Livelihood Program Associations (SLPAs) and accredited DSWD Centers and Residential Care Facilities
Mobilizing and providing guidance to LGUs	Department of the Interior and Local Government	<ul style="list-style-type: none"> • Serve as the Co-convenor. • Mobilizing support and participation of LGUs, and provide guidance on their holding of the KNP including public awareness campaign. • Extend assistance in the operations of KNP to LGUs in coordination with national government agencies involved (DA, DTI, DOLE, DSWD) through DILG Regional and Provincial Field Offices; • Assist the LGUs in maintaining peace and order through PNP. • Monitor the implementation of KNP initiative and recommend future follow-up-actions. • In coordination with the Bureau of Jail Management and Penology (BJMP) may showcase products of Persons Deprived of Liberty (PDL) during the KNP day.

6. MONITORING AND EVALUATION

1. The regional DA shall submit report on the number of farmers/sellers that participated including the revenue generated during the KNP day and submit to the LGUs including the regional agency partners.
2. The regional DTI shall submit report on the number of entrepreneurs that participated including the revenue generated during the KNP day and share it to DILG LGU and other partner national government agencies;
3. The LGUs shall provide the estimated number of people that visited the KNP, time and place of KNP activity, and shall submit report to DA and DTI copy furnished the DILG.
4. The Central DTI and DA shall submit a consolidated report (including regional status) to the DILG Central Office through the Office of Project Development Management.

Likewise the Office of Undersecretary Odillon L. Pasaraba through the Bureau of Local Government Development (BLGD) shall assess, evaluate, and prepare recommendations on the overall implementation of this initiative based on the reports provided by the DA and DTI

7. EFFECTIVITY

This Memorandum Circular shall take effect immediately.

All DILG Regional Directors are hereby directed to cause the widest dissemination of this Memorandum Circular to the LGUs and partner national government agencies within their respective areas of jurisdiction.

For the information and guidance of all concerned.

8. APPROVING AUTHORITY

ATTY. BENJAMIN C. ABALOS, JR.
Secretary



9. ANNEX

- Print and layout of banner or tarpaulin or streamer which can be accessed through the link provided:

<https://drive.google.com/KADIVWAPrintandLayout>



NO FEEDBACK

For more information or related queries, kindly visit DILG website at www.dilg.gov.ph or contact the Office of Undersecretary for Project Development Management at Telephone Number 8876-3454 or email address olpasaraba@dilg.gov.ph

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