

# YAMAN GENSAN

MAGAZINE

VOLUME 6

*magandang*  
*JenSan!*

In cooperation with



## 10<sup>th</sup> Yaman Gensan

Yabong Maliliit na Negosyo sa Gensan  
June 20 - July 21, 2012

“Negosyo’y Palaguin,  
Biyayang Kalikasan Pagyamanin”

YAMAN GENSAN  
YABONG  
MALILIIT NA  
NEGOSYO SA  
GENSAN



# MALL OF GENSAN

**Veranza Mall, the newest addition to KCC Malls!**

Veranza Mall is located right in-front of the existing Mall and will soon serve the Generals. This new shopping destination in South Central Mindano will be a house for various fashionable local and international brands, world-class restaurants, an Al-Fresco dining strip, and endless entertainment.

VERANZA Mall is the first GREEN shopping mall in the South that will bring you to a new level in shopping, highlighting the five elements of nature that will feature verdant landscapes, a roof garden, and an elegant waterfall.

**Everything's here at KCC,  
for you and your family!**



# What's Inside



## Yaman GenSan Magazine Staff

**Engr. Maria Theresa S. Pacheco**  
Editor

**Aileen Nolida J. Tolimao | Angel Grace Flores**  
**Bench G. Tacumba | Mary Jean N. Sapalo**  
**Richard Calungsod, Jr | Raymund T. Diaz**  
**Elwyn G. Villavecencio | Al-Caliph A. Ambia**  
Contributors

**Armanikolas Publishing**  
Layout & Design

2

**About General Santos City SMEDCI**

**Vision, Mission, and Programs**

3

**Message from the City Mayor**

Hon. Darlene Magnolia Antonino-Custodio

**Message from the 1st District of South Cotabato and General Santos City Representative**

Hon. Pedro B. Acharon Jr.

4

**Message from the GSC SMEDCI President**

Engr. Maria Theresa Sales-Pacheco

**Yaman GenSan 2012 Opens**

6

**10th Yaman GenSan Carries out Month-Long Activities**

8

**4th Entrepreneurs' Forum**

9

**May Pera sa Basura**

10

**6th Young Entrepreneurs' Fair**

**YG Trade Fair and Exhibit**

## GSC SMEDCI Officers, 2012

<b>President:</b>	<b>Engr. Maria Theresa S. Pacheco</b> Board of Trustee/Past President, City Bankers Association of General Santos (CBAGS)
<b>Vice-Pres:</b>	<b>Engr. Tita B. Suib</b> Chairman, Muslim Business Forum
<b>Secretary:</b>	<b>Ms. Aileen Nolida J. Tolimao</b> President, PhilExport Region XII Chapter Inc.
<b>Treasurer:</b>	<b>Mr. Raymund K. Salangsang</b> President, General Santos City Chamber of Commerce Industry, Inc. (GSCCCI)
<b>Auditor:</b>	<b>Ms. Fely P. Into</b> President, Region XII Producers Association
<b>Members:</b>	<b>Mr. Joaquin Lu</b> President, SOCSARGEN Federation of Fishing Association and Allied Industries, Inc. (SFFAI)
	<b>Bro. Robert McGovern, FMS</b> President, Notre Dame Business Resource Center Foundation, Inc. (NDBRCFI)
	<b>Dr. Dominador S. Dizon</b> President, General Santos Foundation, Inc. (GFI)

Tel. No.: (083) 301-5011  
[www.facebook.com/gscsmeci](http://www.facebook.com/gscsmeci)

# About General Santos City SMED Council, Inc.

**T**he General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI) came into being as a result of the magnitude of the projects undertaken by the Council and its limitations being a policy making body.

The GSC SMED Council then realized the need to empower the private sector partners as implementers of projects for SME Development. Responding to this challenge, the private sector members of the Council organized themselves into an association registered with SEC as General Santos City Small and Medium Enterprise Development Council, Inc.

The GSC SMEDCI has been recognized by the City Government of General Santos as private sector partner for the implementation of its projects for small and medium enterprises such as YAMAN Gensan (YG), Intellectual Property Initiatives and One Town, One Product (OTOP).



GENERAL SANTOS CITY

#### GSC SMED Council, Inc.

- A non-stock, non-profit private organization
- Created in 2005 by virtue of SEC Registration No. CN200530165
- Recognized by the City Government as private sector partner in mSME development (SP Resolution No. 152 series of 2006)

SECRETARIAT CONTACT INFO  
2nd Flr, RA Bldg., South Osmeña St.  
Gen. Santos City, Tel. No. (083) 301 5011  
Email: [smedc\\_gs@yahoo.com](mailto:smedc_gs@yahoo.com)

#### Vision

To be the center of excellence in the promotion, growth and sustainable development of micro, small and medium enterprises in General Santos.

#### Objectives

- To promote, coordinate and facilitate the development of Micro, Small and Medium Enterprises (mSME) in General Santos City
- To provide timely and relevant information to mSMEs
- To create a business climate that will promote the culture of entrepreneurship

#### Programs

- Policy advocacy
- mSME Trainings/Seminars
- Business Consultancy/Advisory Services



Tuna Sashimi

Tourism, Cultural Promotions and Development Division  
Office of the City Economic Management and Cooperative Development

All Rights Reserved | Jing Velos | 2010 | Olympus

*magandang* **JenSan!**  
FACES FACETS PLACES





## Message from the City Mayor

The *Generals* move forward as one toward the holistic development of our city, a feat clearly manifested in the 10th YAMAN Gensan, which has adopted the theme, *Negosyo'y Palaguin, Biyayang Kalikasan Pagyamanin.*"

It is during YAMAN Gensan where we harness and enrich human and capital resources, and look into the core of our potential to meet the demands from local, domestic, and international markets. This is the vital responsibility of small and medium enterprises (SMEs), considered the bloodline of our economy.

Looking forward, it is wise

to prepare for an open market by 2015 in the ASEAN region. It is prudent to strengthen our competitive advantage and keep pace with economic trends. Only then can we say that we really are prepared. I believe that YAMAN GenSan is one of the best channels for these enhancement activities. We will no longer be the *back-door* but the *front door* to the ASEAN community in terms of competitiveness and geographical location.

We believe in the Public-Private Partnerships. The Local Government is open to partner with providers, entrepreneurs and investors from the public and private players,

where the *Generals* will be the end beneficiaries.

In this regard, I commend the General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI) for the success of YAMAN GenSan 2012, and wish that it flourish for the years to come.

Congratulations and thank you for your continued efforts to develop our SMEs. We are your partner in your programs and advocacy.

DARLENE MAGNOLIA  
ANTONINO-CUSTODIO  
General Santos City Mayor



## Message from the Representative

Magandang Gensan!

Our effort is moving forward towards a strong groundwork to support future endeavors in the field of human development. It is a matter of introducing the cornerstones in proper locations to set the motion for a suitable environment for commerce and trade. The thought behind Yaman Gensan aims precisely to lay this foundation which will eventually lead our city to economic progress.

It is vital that we take advantage of our human resource and utilize the same in a manner that will help not only the city fight poverty but at the same time give the people an opportunity to earn a decent source of income. Small medium enterprises play significant roles in bringing the concept of entrepreneurship. Hence, skills training, financing, livelihood seminars and similar support are essential to cater the various demands of future entrepreneurs. The

more people investing, the better it is for the local economy.

We congratulate the SMED Council for once again bringing our dream closer to reality. The office of the undersigned as well the local government is supportive to these endeavors with the end of encouraging the people to undertake business opportunities.

Mabuhay ang 10th Yaman Gensan!

PEDRO B. ACHARON, JR.  
Representative





ENGR. MARIA THERESA PACHECO  
President

## Message from the GSC SMEDCI President

With this year's month-long YAMAN Gensan celebration, we at the General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI) carry on with our tireless pursuit of innovation and inspiration to promote higher productivity, stronger competitiveness, and greater profitability within our area. As always, our YAMAN Gensan activities are engineered to create jobs, encourage entrepreneurship, and spur investments locally.

For many years nurturing the vision of a progressive Micro, Small and Medium Enterprises (MSME) Community in General Santos, thanks to your continued patronage, we strive to remain zealous in bringing forward the interests of the MSMEs. In no small measure, we are partners in growing your business.

The reality remains, however, that a lot is still required to fully develop our MSME sector, realize its potential, and harness its power to en-

hance the local and national economy. We do face many challenges, this much is true, but we are optimistic that through our collective drive we can steer away from hindrances and veer toward fruitful ends. For ten years now, we have proven this time and time again.

Once again we express our heartfelt gratitude for your interest and involvement in YAMAN Gensan 2012. See you again next year!

Magandang Gensan!

## Yaman Gensan Now on its First Decade of Celebration

**C**elebrating General Santos City's business month since 2003, YAMAN Gensan (Yabong Maliliit na Negosyo sa Gensan or YG) caters to the needs of the micro, small and medium entrepreneurs and would-be entrepreneurs for all ages. Its developmental stages recognized by showcasing their best practices and success stories. Through the years -- YG 2003, YG 2004, YG 2005, YG 2006 (*May Malaking Asenso sa Maliit na Negosyo*), YG 2007 (*Galing Pinoy, Galing Gensan*), YG 2008 (*Sa Negosyo Abot Kaya ang Asenso*), YG 2009 (*Negosyo... Kaya Mo*), YG 2010 (*Trabaho... Negosyo... Asenso*), YG 2011 (*Negosyong Lokal sa Pananaw na Global*) -- YAMAN Gensan never failed

to achieve its goals: to provide entrepreneurship and skills training to SMEs for them to grow and develop; strengthen Gensan's position as a hub for national conferences/conventions; showcase the results of all SME development efforts of different implementing agencies (government and private sectors) via fairs and exhibits; and measure the impact of all these activities on the inflow of investments, sales, and tourist/traveler arrivals.

On its first decade of celebration, with the theme, *Negosyo'y Palguin, Biyayang Kalikasan Pagyamanin*, Yaman Gensan paved the way for successful would-be tycoons by incorporating a total of 63 useful and infor-

mational trainings, seminars, fora/congress, exhibits and business matching, and other activities. The city government of General Santos is giving its full support to YAMAN Gensan 2012, allocating PHP 1-million for the event.

The 10th YAMAN Gensan celebration opened on June 20, 2011 with a citywide motorcade and opening ceremony at Robinsons Place Gensan. The Hon. Mayor Darlene Magnolia Antonino-Custodio formally opened the 10th Yaman Gensan, taking pride in the economic and social impact of the activity not just in Gensan but also other parts of Region XII and country.

Ms. Maria Theresa Pacheco,

Yaman Gensan Executive Head and President of General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI), said that Yaman Gensan has been institutionalized since 2003 to spur economic activities during the period perceived as the city's *lean months*. Ms. Pacheco highlighted the month-long celebration of YAMAN Gensan to include 26 Skills and Techno Trainings (9 Food Business, 1 Aqua Business, 4 Industrial Business, 12 Arts, Crafts and Others), 17 Seminars, 10 Fora /Congress, 5 Exhibits and Business Matching, and 5 Other YG activities organized by different partner agencies.

Guest speaker Dr. Justino Arboleda, food chain entre-

preneur that promotes the well-known *VlandEP Pastel* in Camiguin, revealed some of his business secrets.

The 10th YG celebration is spearheaded by SMEDCI in partnership with the City Economic Management Cooperative and Development Office (CEMCO), General Santos City Chamber of Commerce and Industry, Inc. (GSCCCI), Department of Industry-Gensan (DTI-Gensan), Philippine Export Chapter Inc. (Phil-Export), National Economic Research and Business Assistance Center (NERBAC), Department of Science and Technology (DOST), Technical Education and Skills Development Authority (TESDA), Bureau of Fisheries and Aquatic Resources (BFAR), Philippine Coconut Authority (PCA), Public Employment and Service Office (PESO), Department of Labor and Employment (DOLE), CMO-SHEEP and the Local Government of General Santos City.

## IMPACT EVALUATION STUDY

**T**his impact evaluation study aims to provide data on the effectiveness of the activities during the business month celebrations in 2012 in terms of achieving the objectives, perceived benefits, threats and areas for improvements, including the value of its consolidated results over the last 10 years.

Actual surveys and personal interviews were conducted among respondents engaged in business and the general public or consumers. The selection process was done by random sampling. Averages and simple percentages were used in the analysis of data, with the aid of IBM® Statistical Package for Social Science (SPSS®) Software.

A total of 238 respondents composed the sample group for 2012, a 44% increase from 2011's 165 respondents. This is to cover a much wider point of view.

Of the 238 respondents surveyed and interviewed, 78 or 33% were from business establishments, and 160 or 67% from the consumer group or general public. The 78 business establishments included 10 hotels/inns (13%), 15 restaurants (19%), 12 mall shop tenants (15%), 3 malls (4%), 5 transport groups (6%), 5 manufacturing firms (6%), 10 public market stalls (13%), 5 refreshment parlors (6%), 4 travel agencies (5%), 3 beauty parlors/spas (4%), 3 printing presses (4%), and 3 academic institutions (4%). The business respondents were further classified into direct and indirect beneficiaries. Those that directly benefited from the conduct of the Yaman Gensan activities included the hotels, malls, mall shops, and restaurants. Those that bene-

fited indirectly were the public market stalls, transport groups (i.e., tricycles, gasoline stations, jeepneys, taxis), refreshment parlors, and health and beauty services.

The 160 consumer respondents were from the 20 major barangays, from 18 barangays in 2011 plus Ligaya and Tinagakan. There were 8 consumer respondents from each barangay: Dadiangas East, West, South, North, Bula, and Lagao; Labangal, Tumbler, Calumpang, Fatima, San Isidro, San Jose, Conel, Sinawal, Katangawan, Baluan; and from City Heights, Apopong, Ligaya and Tinagakan.

The overall awareness level for the 2012 YG program was 95%, slightly below the 95.8% recorded in 2011, mainly due to the consumer group's 57% increase in number of respondents. From 2010 to 2012, respondents from business establishments, both direct and indirect beneficiaries, had maintained a 100% level of awareness of the Yaman Gensan Celebrations.

The 10th Yaman Gensan program reached an excellent milestone as all the 4 categories of activities (namely, exhibits and awards, entrepreneurship seminars, fora and conferences, and industry cluster related activities) registered at least 50% in 'highly aware' level of awareness - ranging from 51.2% to 62.1% in 2012.

From 2010 to 2012, private offices had been the primary source of information by most of the business respondents, with 41.9% in 2012. On the part of the indirect beneficiaries, 39% learned about the 2012 Yaman Gensan activities from billboards and posters. Moreover, around 34.3% of the consumer

respondents were informed through broadcast and print ads in 2012.

There were 63 activities conducted during the 10th YG Celebration. They were classified into 4 groups: 1) trade fair/exhibits (8%), showcasing Gensan's products; 2) seminars/trainings/fora/meetings (68%), aiming to enhance SMEs' competitiveness in product quality, management capabilities and other business skills; 3) congress/conferences (16%), promoting Gensan as preferred site for assemblies; and, 4) other activities (8%) like trade and product competitions (e.g., lechon festival), social/physical activities sponsored by interested groups (e. g., Night Run). The number of cooperators more than doubled to 32 in 2012.

Yaman Gensan's decade-long success has been marked by continuous all-around improvement. Over the years, YG program objectives were met above expectations. To highlight a few results: 26.5% of direct beneficiaries said that activities focused on MSMEs; 31.3% of indirect beneficiaries said that the activities met the objective of the YG program, a view supported by over 22% of consumer respondents.

In 2012, 96% of business respondents claimed increases in their business transactions during the events; 88.5% said new linkages could lead to more future sales. In terms of net income, 94% claimed there was an increase during the business month celebrations.

Yaman Gensan contributed to the city's economic condition as a whole. Majority of business respondents said that production of goods/services rose, coupled with increased consumption in 2012.

Consumer respondents ranked highest the 'increased influx of visitors to the city,' which they also chose as the second highest contribution of the YG program.

In the last five years the primary concern of business respondents was the lack of market for their products. In 2012 40% of direct beneficiaries (over 6% from 2011) and 26% of indirect beneficiaries (lower by 6% from 2011) chose 'no sufficient market for products' as primary problem. Consumer respondents identified 'prices of displayed product is high' as the top challenge, which increased nearly 4% to 48.8% from 45.1% in 2011.

The top benefit perceived by direct beneficiaries in 2012 was 'enhanced entrepreneurial spirit,' an increase of 4% to 32.5%. 'Training/seminar/forum access,' consistently chosen #1 until the current year, was second in rank at 30%. For indirect beneficiaries, 'more product/business awareness,' increasing over 2% to 34.2%, ranked first. Moreover, consumer respondents picked as #1 in 2012 'more employment opportunities' at 33.8%, up from last year's 33.3%.

Consistently from 2009 to 2012, 'opportunities for expanding scope' was cited by direct beneficiaries as YG's foremost opportunity (37.9% in 2009 to 42.5% in 2012). Indirect beneficiaries and consumer respondents ranked this at #2 (28.9% and 27.5% in 2012, respectively). Both respondent groups indicated 'expanding activities' as the topmost opportunity at 39.5% (from 35.7% in 2011) and 36.9% (from 27.5% in 2011), respectively.

*Continued on page 10 . .*

### Effects on Money in Circulation

The Yaman Gensan Program has been able to increase the money in circulation during the event since its inception and where an increase of around 10% was recorded from 2010 to present. The sales generated during the trade fairs also continued to increase for as differentiated from last year; there was an increase by 5% in 2012. With more industry clusters joining the YG program in the coming years and more efforts to invite visitors to the city during the celebrations, these two indicators could be positively affected by those factors.

**Total Amount of Money in Circulation in Yaman Gensan Program (2003-2012)**

Yaman Gensan Event (Year)	Money in Circulation (Philippines Peso)	Sales Generated in Trade Fairs
1st Yaman Gensan (2003)	4,163,200	404,000
2nd Yaman Gensan (2004)	14,575,000	764,000
3rd Yaman Gensan (2005)	11,275,000	2,500,000
4th Yaman Gensan (2006)	50,167,000	39,600,000
5th Yaman Gensan (2007)	59,000,000	46,828,673
6th Yaman Gensan (2008)	44,000,000	33,346,646
7th Yaman Gensan (2009)	50,000,000	42,385,000
8th Yaman Gensan (2010)	55,000,000	40,892,000
9th Yaman Gensan (2011)	60,500,000	41,914,300
9th Yaman Gensan (2012)	66,247,500	44,010,015
<b>TOTAL</b>	<b>414,927,700</b>	<b>292,644,634</b>



# 10th Yaman Gensan Carries out Month-long Activities

A series of seminars, skills and techno trainings on Food/Aqua/Industrial/Arts & Crafts Businesses, fora and congress, exhibits, business-matching activities, distribution of hito/bangus fingerlings, GSC Business Service Hub Building groundbreaking, the 3rd Lechon Festival and parade competition, and the SunCity Night Fun Run were conducted during the 10th Yaman Gensan. With the theme, *Negosyo'y Palaguin, Biya-yang Kalikasan Pagyamanin*, the Yaman Gensan activities were conducted from June 20 to July 21, 2012.

The city's business month celebration was spearheaded by the General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI), with the 10 government agencies and 18 private institutions assisting also would-be and existing micro, small and medium entrepreneurs in developing their skills, and finding the right market and new alliances to support their businesses.

## Trendy Pastries



To keep abreast with new trends in pastry-making, which is now making its way to compete with the enriching world of baking, the seminar on trendy pastries was conducted on June 13, 2012 at the Golden State College HRM Laboratory, General Santos City. The training was accompanied by Golden State's top-of-the-line chefs and class instructors, and participated in by a number of employees from the local government and private agencies, housewives, students, and other baking enthusiasts.

## Native Culinary



The Philippines' native cuisines offer special dishes that are always worth

having in restaurants, hotels, and even at family gatherings. As part of the celebration of the 10th Yaman Gensan, the Commercial Making of Native Culinary was introduced; this training was conducted on June 13, 2012 at the Golden State College HRM Laboratory with 19 chefs and Golden State class instructors accompanying, and students, housewives, and food lovers in attendance.

## Easy-to-Prepare Waffle



The training on easy-to-prepare waffle was conducted on June 20, 2012 at Robinsons Place Gensan Atrium right after the opening ceremony of the 10th Yaman Gensan. Ms. Caridad Felisilda, former Yaman Gensan trainee and current SACC Foods (catering business) owner presided as trainer. Ms. Felisilda demonstrated waffle baking and the preparation of fillings such as chorizo and cheese.

## Seaweed Processing



One of Bureau of Fisheries and Aquatic Resources' (BFAR) priority thrust is to support post-harvest and production enhancement activities of livelihood programs. With the help of the Regional Fisheries Training Center and the local government unit of General Santos City, the Seaweeds Processing Training was conducted in one of the newly established associations of Barangay Bula, the Bula Seaweed Growers Organization. The hands-on training on seaweed processing was held on June 26, 2012 at the Barangay Hall in Bula. The event aims to give livelihood opportunities to the members of the organization, especially since most of its members belong to families of small-scale fisherfolk that need an extra source of income.

## Condiments



The training on condiments making seeks to provide a healthy way of making homemade condiments that can be used freely without worrying about the added preservatives unlike commercial condiments in the market today. Homemade condiments making, particularly mayonnaise and margarine, was introduced on June 26, 2012 at Robinsons Place Gensan Atrium with constituents from the different barangays attending, including students and some participants from Polomolok, South Cotabato.

## Veggie Noodles



The hands-on demo on veggie noodle (based on carrots, malunggay, saluyot, squash, pechay, and ampalaya) making was conducted on June 26, 2012 at Robinsons Place Gensan Atrium. Resource speaker Caridad Felisilda currently sells veggie crackers and veggie noodles. Veggie noodles captured the attention of health conscious individuals, existing and would-be entrepreneurs, and even parents from Gensan and Polomolok, South Cotabato.

## Brownies, Cookies, and Bars



Gourmet-related businesses like the production of home-baked brownies, cookies, and bars are just a few of the most popular categories of home-based business ideas. A large number of people, especially stay-at-home moms, are turning to baking as hobby and business at the same time. The training on baking brownies, cookies, and bars was conducted on June 26, 2012 at Robinsons Place Gensan Atrium, with Ms. Caridad Felisilda of SACC Foods presiding. Aside from introducing simple baking processes, Ms. Felisilda showed how brownies, cookies, and bars can be reinvented into creative varieties for fun and profit.

## Deboned and Smoked Bangus



The Philippines has an abundant supply of milkfish or bangus, a fish variety regarded as a rich source of Omega-3 fatty acids, which is good for the heart. Due to the luscious fresh meat and health benefits of milkfish (which has a remarkable skeletal system of 265 to 300 bones), the demand for boneless and smoked bangus is high. The training on deboned and smoked bangus was conducted on July 3, 2012 at the Teachers & Employees Multi-purpose Cooperative Building in General Santos, with Ms. Movima Gono of the City Agriculture Office presiding.

## Coco Processing and Polvoron Making



Coconut is abundant in the region, thus making coco processing (particularly coco sugar) a viable and profitable venture for local farmers. The hands-on demo on coco processing was conducted on July 11, 2012 at the Dadiangas East Session Hall, General Santos, with resource speaker Priscilla Abrasolo of the Philippine Coconut Authority presiding, and private sector and government employees, would-be entrepreneurs, plain housewives, and students from General Santos and Polomolok in attendance.

## Makeup Technology

Cosmetology is making its mark every





where in the world. It is a combination of art and self-improvement. The training on makeup technology, which aims to share makeup and beauty tips, hygiene, and proper makeup applications, was conducted on June 23, 2012 at Casa Luisa Restaurant. Mary Kay Philippines, a well-known beauty product company, spearheaded the training, which was participated in by beauty parlor owners, employees, and other beauty enthusiasts.

#### Detergent Powder, Fabric Softener, and Dishwashing Liquid



Detergent powder, fabric softener, and dishwashing liquid are basic household needs that are surprisingly easy to manufacture. There are number of varieties for these products, varying in percentages of active matter present and color

effects. Recognizing the market impact of these product even to small sectors, Yaman Gensan conducted the training on making detergent powder, fabric softener, and dishwashing liquid on July 7, 2012 at Robinson's Place Gensan Atrium. The training was sponsored by Mr. Peter Nazareth of Adulam Marketing, manufacturer and seller of ingredients for making detergent powder, fabric softener, and dishwashing liquid.

#### Perfumes and Colognes



Yaman Gensan recognizes the emerging industry on perfumes and colognes. Several fragrances are being introduced in the market today, and the industry's rapid growth is admirable. Consumers buy fragrances as gifts as well as for personal consumption. The development of perfumes and cologne requires a synthesis of both artistry and practicality. The training on perfumes and colognes was conducted on July 7, 2012 at Robinsons Place Gensan Atrium, with about 70 participants in attendance.

#### T-Shirt Printing

There are several methods for printing on t-shirts, such as by silkscreen, digital printing (heat press) using transfer paper



and vinyl, and sublimation. These different methods gave rise to the number of printing shops in the country today, with the demand for customized t-shirts steadily growing. This opportunity and the minimal equipment needed in t-shirt printing prompted Yaman Gensan to conduct this livelihood skill on July 12, 2012 at Gensan Gardeners MPC. Mr. Regie Palparan, who currently has his own t-shirt printing shop, conducted the workshop with out-of-school youths, students, mothers, and existing micro entrepreneurs of General Santos in attendance.

#### Basic Photography



With so many cameras available today,

figuring out how all the specifications and options translate into your everyday use is complicated. The training on basic photography was conducted on July 17, 2012 at Café Amoree and an actual field training at Amandari Cove. Presided by trainer Jing Velos, a well known photography enthusiast in General Santos, the training on basic photography aims to show how cameras work, its practical application, what to consider in choosing the right camera, and how that choice affects your photographs and lifestyle.

#### Cornhusk Crafts



While most people are familiar with corn's importance as food, the cornhusk, a by-product, has been useful as well. With an abundance of corn in Region XII, cornhusk crafts have enough resources. As part of the goal of Yaman Gensan to teach livelihood skills, the training on cornhusk crafts was conducted on July 18, 2012 at the Gensan Gardeners MPC, with well-known cornhusk artist Liza Alcala presiding, and students, housewives, out-of-school youth and existing entrepreneurs in attendance.



Palaza Heneral Santos

Tourism, Cultural Promotions and Development Division  
Office of the City Economic Management and Cooperative Development

All Rights Reserved | Jing Velos | 2010 | Olympus





# 4th Entrepreneurs' Forum: Igniting Entrepreneurial Light

*"Our success has really been based on partnerships from the very beginning."*  
— Bill Gates

Entrepreneurs' Forum is a yearly activity of the city's business month celebration, which stands as a mechanism for enlightening the entrepreneurial spirit among would-be micro, small and medium entrepreneurs through inspirational stories of success. Entrepreneurs' Forum showcases the success of different entrepreneurs, making the participants appreciate, understand, aspire, and acquire the knowledge and insights on how and why entrepreneurs came out to be contenders in the business world.



Various resource speakers of the 4th Entrepreneurs' Forum last July 19, 2012, who are champions in their own businesses, graced the forum. Dr. Dominador Dizon of Gensantos Foundation College, Inc. (GFI) talked on how "Focusing on a Specific Market Niche" gains business composure. On the other hand, Mr. Jan S. Ced shared on "Running Family Businesses," which is differently competitive. While Mr. Rodilon Lacap,



CPA, as a government employee, discusses "The Barangay Micro-Business Enterprise (BMBE) Law," and how MSMEs may be able to take advantage of the government programs.

The "Souper Stewry of Aweng's Balbacua" was shared by Mrs Esolde Maglimas, supported by her husband Mr. Maglimas. She proudly related their experience on how a P5,000 worth of privately-owned tricycle gave birth to the delicious and famous balbacua in General Santos City. On the other hand, Dr. Rafael Romero conveyed "A Success Story: The Durian Garden Key to the Garden of the Door Yan," where the place of invested land not so far from the city became a prime spot to indulge and unwind.

This whole-day forum, conducted by the General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI), Growth with Equity in Mindanao (GEM), and in cooperation with Notre Dame Business Resource Center Foundation, Inc. was participated mostly by entrepreneurs and representatives of the academe in General Santos City. The delegates were very thankful for the free business consultation offered by the presenters. Each one of them drew a big smile on their faces as the speakers answered their questions relating to their experiences in raising their own business.



# May Pera sa Basura Technology paves its way to General Santos

The General Santos City Small and Medium Enterprise Development Council Incorporated (GSC SMEDCI) supported by the City Agriculturist Office, City Environment and Natural Resources Office (CENRO), Interim Integrated Waste Collection and Service Unit (IIWCSU), Municipal Economic Enterprise Development Office (MEEDO) of Tupi, South Cotabato successfully conducted the "May Pera sa Basura" Technology Seminar on July 10, 2012 at the City Agriculture Training Center followed by a hands on sequel on August 15, 2012 held at Laguindam Farm, Brgy. Ligaya, General Santos City and Mindanao State University-College of Education Training Department (MSU-CETD) Covered Court. This newly enrolled activity in line with the celebration of the 10th Yaman Gensan are participated by the General Santos City Local Government Unit (GSC-LGU) employees, representatives from the 26 barangays led by the Barangay Captains of General Santos and several advocates from Polomolok, South Cotabato.

The event is inspired to provide a long term solution to minimize the continuous concerns on waste products in General Santos City. The target participants develop their skill in waste management through the introduction of a livelihood program that adopts the technology such as but not limited to the production of Vermicast, Vermi-compost, Plastic Pellets, Paper Briquettes and Charcoal Briquette.

Mr. Ferdinand Pareja and Mr. John Hitalia of Interim Integrated Waste Collection and Service Unit (IIWCSU) introduced how and why waste becomes the most serious and pressing problem facing the country, if left unchecked, would have an adverse impacts on human health, not to mention economic well being. The resource speakers convey the personal responsibility for one's own garbage and choosing the right item that can be recycled.

One of the best ways to address waste problems is through emerging technologies and innovations to achieve better waste and recycling outcomes. General Santos City currently owned a technology which can help eliminate or minimize plastic waste in the city. The technologies available to convert waste plastics into a resource are the Plastic Shredder Machine and the Plastic Oven. Out of this equipment, we can now produce Plastic Briquettes and Plastic Hollow blocks. The price of the technology is amounting to PHP 480,000.00, conservative enough to help eliminate plastic waste. Plastic Briquettes and Hollow blocks can be use for pavements and highly structured buildings.



As Mr. John Hitalia said "The plastic briquettes and hollow blocks may not qualify to building standards, but for decorative structure purposes, these provide an environment friendly pavements in which the Generals can truly be proud of."



Plastics are not the only problem existing in General Santos City but also include the rotten fruits and vegetables and animal manures in the public market, supermarkets, farms and even at homes. Ms. Mary Rose Laguindam from the City Agriculture Office demonstrated how these waste products can be recycled using the Technology in Vermicast and Vermi Compost.

In support of the goal of the Department of Agriculture to revive and strengthen the organic farming in the Philippines, vermicast and vermi composting had been introduced to the Generals. Instead of using chemical based fertilizers, vermicast can be applied in growing agricultural products. A sack of vermicast weighing 50 kilos only cost Php250.00-300.00 pesos. Aside from the cheaper price compared to those commercial fertilizers, vermicasting also produce good yield of harvest. Application of organic fertilizer can provide sufficient nutrients for the soil.

Aside from Plastic Briquettes and Vermicast, Vermi Composting, paper charcoal and paper briquettes were also introduced. With the involvement of Engr. Warlito Lauron from Municipal Economic Enterprise Development Office of Tupi, South Cotabato, had introduced the Technology on Paper and Charcoal Briquette Production. The cost of the technology is much cheaper than of Plastic Briquettes. The participants look forward to have an on-site demonstration on paper charcoal and paper briquette production.

"May Pera Sa Basura!" as always quoted by Ms. Fely Into, President of Producers Association XII and a Board of Director of GSC SMEDCI. "Plastic, scrap materials, rotten vegetables and fruits were considered as waste just being thrown anywhere. With the introduction of the technology, these we hope can open the wilderness of our constituents that there is really May Pera sa Basura. This we also hope that this technology can be materialized by all barangays because this is also a good livelihood program to our constituents. People will just disregard the waste around having in mind that they are just waste, but if you will add money at the end of it, everyone will make a move collecting all those waste thrown everywhere."



# 6th Young Entrepreneurs' Fair

The 6th Young Entrepreneurs Fair kicked off to a good start with a motorcade participated in by the different schools in Gensan and other program partners, with the support of Gensan's Traffic Management Office. The motorcade started at 9:30 am, culminating at Robinsons Place Gensan at 11:30 am. Shortly thereafter, a ceremonial balloon flying, to represent the different colors of the participating schools, formally opened the three-day fair. A welcome 3D animation show added excitement to the ceremony. AMA Computer Learning Center (ACLC) College Chairman Atty. Rey Cartojano, in his speech, motivated the participants by recapping his own entrepreneurial journey, which became his inspiration to reach his goals.

The three-day fair, which included a product competition and talent showcase, is an avenue for young, energetic and talented entrepreneurs to showcase their resourcefulness and entrepreneurial skill by creating unique products and capturing buyers that will potentially become their loyal customers and/or investors. The fair showcases an inter-school competition for Best Young Entrepreneurs in three categories: Food, Non-Food, and Best-Dressed Booth.

Twenty groups of young entrepreneurs from different schools and universities participated the event, showcasing their own distinctive products and innovative concepts: *Kalavash*, *Chiroll*, *Tunamit*, *Scaliach*, *Sweet Potato King*, *Banana Overload*, *Balut Express*, *Ubodelicious*, *Recytech*, *Kamochi*, *Inno-Bag*, *Toyummy*, *Mugna Arts*, *Arte de Azuelo*, *Bamboosh*, *Shkhavengerz*, *Starters Sumthing's Fishee*, *Its Siolay*, *Squash Eat*, and *Malungkong*.

The winners are as follows: **Food Category** -- 1st Prize, Ubodelicious (NDDU); 2nd Prize, Kamochi (STI); 3rd Prize, Chiroll (HTC) | **Non-Food Category** -- 1st Prize, Scaliach Collections (NDDU), 2nd Prize, Mugna Arts (HTC); 3rd Prize, Arte De Azuelo (HTC) | **Best Booth** -- 1st Prize, Kalavash (MPC); 2nd Prize, To yummy (HTC); 3rd Prize, Mugna Arts (HTC).

Yaman Gensan's Young Entrepreneurs Fair is an annual event of the General Santos City Small and Medium Enterprise Development Council, Inc. (GSC SMEDCI), in partnership with the Local Government Unit of General Santos City and the Department of Trade and Industry (DTI-Gensan) and participated in by the different schools and universities in Gensan. The host of the 6th Young Entrepreneurs Fair, conducted

July 18-20, 2012 at Robinsons Place Atrium, was ACLC. The goal of the 6th Young Entrepreneurs' Fair is to promote and develop small business entrepreneurial spirit among the youth of the society.



GSC-SMEDCI President, Engr. Tess Pacheco (right), together with ACLC President, Atty. Rey Cartojano (left), do some rounds of the exhibitors' area as they chat with participating students regarding their respective product entries.



The transfer of the ceremonial key of responsibility for the next Young Entrepreneurs' Fair from current host ACLC College to the 2013 host, STI College.



The Ubodelicious of Notre Dame of Dadiangas University ranked first place in the Food Category. Ubodelicious offers a unique food product "ubod" (bamboo shoot) as main ingredient: ubod sticks, ubod fries, pancake de ubod, and the ubod chips. The products captured the taste buds of the judges and buyers because of their taste, which suits the Filipino palate.



The Scaliach Collection of NDDU ranked first place in Non-Food Category. Scaliach brings innovation to the fashion realm with their uniquely fashionable accessories made from fish scales.

## Impact Evaluation... from page 5

In 2012, there were activities targeted to new participants or cluster in the economy like taxi drivers and public market vendors for tourism, and quality trainings for appropriate industries. Among all respondents, to expand the scope and activities of the program have been widely expected over the years.

All respondents shared a general view that the 2 most probable threats to YG's existence were 'changing priorities of the local government,' and 'economic instability.' For direct beneficiaries, those 2 share the top rank at 32.5% apiece. But the 'changing priorities of the local government' at 32.5% in 2012 was higher nearly 10% from 22.9% in 2011. The upcoming elections could have influenced this year's result as the LGU-Gensan provided

the funds for the annual YG celebrations. On the other hand, the threat on 'economic instability' that showed a dip of almost 10% from 42.9% last year reflected a more positive outlook from respondents due to improved economic conditions in the city and country. For indirect beneficiaries the topmost threat was 'changing priorities of local government,' which showed an increase in 2012 to 34.2% from 28.6% last year. For the consumer respondents, 'economic instability' ranked #1 at 33.8% in 2012, a dip from 42.1% in 2011. This further widened the general positive perception of better economic conditions today at local/national levels.

From 2009 to 2012, more direct beneficiaries have continuously given the YG program a 'highly commendable' assessment—from

62.1% in 2009 to 72.5% in 2012. About 52.6% of indirect beneficiaries gave the same assessment in 2012, though this was lower than last year's 64.3%. Consumer respondents (32.5% in 2012) gave a 'highly commendable' mark, which was higher than 2011's 29.4%.

Ten recommendations were presented to YG organizers, 9 of which were included in last year's impact study, with relevant updates. The tenth was the recommendation on the 'revival of the Yaman Gensan Awards,' which used to be the crowning moment of the achievements of our local micro, small and medium entrepreneurs. The other 9 recommendations are: 1) Continuous involvement of barangay officials/stakeholders (DTI, CEMCDO) in information dissemination; 2) Continuous involvement of transport

group/market vendors/micro producers as participants/recipients; 3) More cooperation with existing business MSME/professional groups; 4) More focus on efforts of promoting YG outside the city; 5) Proposal for additional YG funding; 6) YG business financing center; 7) YG partner registry; 8) Inclusion of tourism and information technology enabled services as part of major scope of YG; and, 9) Review of YG's sustainability and Term of reference for the Impact Study Evaluation.

The decade-long Yaman Gensan Program has helped MSMEs in Gensan, and the provinces of South Cotabato and Sarangani. More opportunities are seen for YG to assist our MSMEs over the years as more business clusters get involved.

In 2012 'Magandang Gensan!' tallied a 95% level of awareness.





# PACQUIAO GROUP OF COMPANIES



TEAM PACQUIAO  
*By: Manny Pacquiao*

PACMAN  
CONVENIENCE STORE



FLAWLESS  
less is more.

JINKEE'S  
fashion world



# VIRTUOUS BUSINESS SOLUTION



**Ellyne's**  
SPECIAL TUNA  
CHICHARON

**GENSAN'S BEST!**

**ELLYNE'S TUNA PRODUCT**  
129 Molave St., Rosario Village, Lagao, Philippines  
Tel. #3013622, cell # 09087678737



#### **GENSAN**

RD Plaza, Osmeña Avenue  
General Santos City  
Tel. No. (083) 554 - 2680  
TeleFax No. (083) 554 - 2681

#### **POLOMOLOK**

Tuazon Subd., Poblacion,  
Polomolok, South Cotabato  
Tel. No. (083) 225 - 2681; 225 - 2682



#### **GENSAN**

P. Acharon Blvd.  
General Santos City  
Tel. No. (083) 552 - 3533

#### **SURALLAH**

P. Claudio St., Poblacion  
Surallah, South Cotabato  
Tel. No. (083) 238 - 3032



**GRAB A CRAB**  
**COFFEE CLUB 101**

#### **BRANCHES:**

JP. LAUREL ST., GEN. SANTOS CITY

GROUND FLR., ROBINSONS PLACE, GEN. SANTOS CITY

AL FRESCO AREA, SM CITY, GEN. SANTOS CITY

3<sup>RD</sup>. LEVEL, ABREEZA AYALA MALL, DAVAO CITY

GROUND FLR., THE ANNEX, SM CITY, DAVAO CITY

2<sup>ND</sup> LEVEL, SM PREMIERE, DAVAO CITY

SM CITY, CEBU CITY





Viewing Mt. Matutum at Sniper's Viewdeck, Klaja Karsts Ecotourism Park, Brgy. Mabusay

Tourism, Cultural Promotions and Development Division  
Office of the City Economic Management and Cooperative Development

All Rights Reserved | Jing Velos | 2010 | Olympus



Camping at Sanchez Peak, Klaja Karsts Ecotourism Park, Brgy. Olympog

Tourism, Cultural Promotions and Development Division  
Office of the City Economic Management and Cooperative Development

All Rights Reserved | Jing Velos | 2010 | Olympus





## AUGUIS CLINIC & HOSPITAL

PHILHEALTH ACCREDITED

#32 North Osmeña St. cor. Quezon Ave., General Santos City

Tel. No.: 083-552-4911

Mobile No.: 0922-871-6384

e-mail: tlc\_ach@yahoo.com

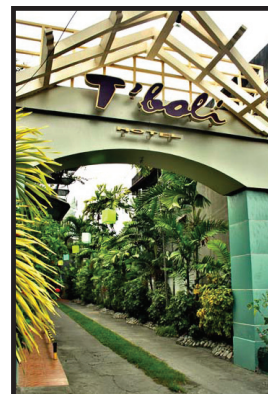
### Services:

- 24 hours Emergency Room
- 24 hours Out-Patient Services
- Pharmacy
- Laboratory
- X-ray
- ECG

**“Caring for you & your family for more than 30 years...”**



# T'BOLI HOTEL



T'boli Hotel and Restaurant

National Highway, General Santos City

Telephone no: (+63) 083-553-7586 | (+63) 083-302-2648

Email address: info@tbolihotelgensan.com | hoteltboli@yahoo.com



*HOME OF THE GENERALS*

J. CATOLICO SR. AVE., LAGAO, GENERAL SANTOS CITY



(083) 553-9200  
0920-917-1943



Natasha GenSan Branch  
Natasha Business

*Natasha*  
MAKES YOUR DREAMS COME TRUE!



# DAVAO HOLIDAY TRANSPORT SERVICES CORPORATION

SAMCO Compound, F. Bangoy St.,

Davao City, Philippines 8000

Tel. (082) 227-5055

Fax (082) 226-3683



*Mas maganda dito!*



ROBINSONS  
place  
GENSAN



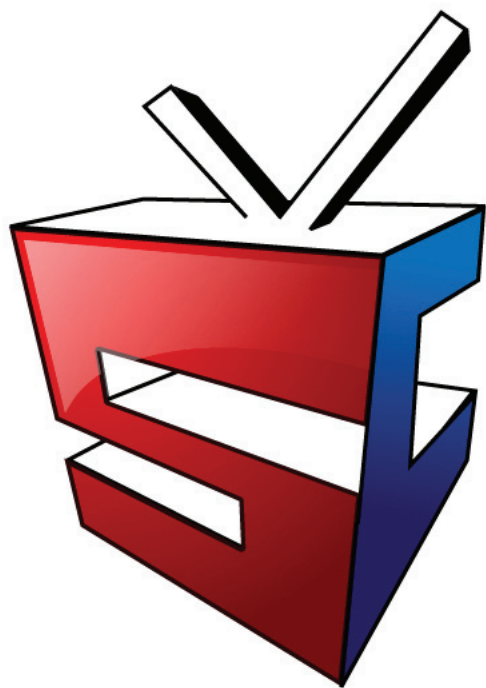


A member of the AMA Education System

**World-Class IT Education**



*Making everything electronically possible!*



**SKC 28**



**SOCOTECO II**

South Cotabato II Electric Cooperative, Inc.





## GROWTH WITH EQUITY IN MINDANAO (GEM) PROGRAM



# YOUR PARTNER IN MINDANAO'S DEVELOPMENT

GEM Program works with private companies and multi-sectoral groups:

- ▶ To accelerate economic growth in Mindanao and help assure that as many people as possible benefit from the economic growth and that the benefits are equitably distributed; and
- ▶ To help bring about and consolidate peace in Mindanao.

Please contact us for information and assistance on:

- ✓ Support to Business Support Organizations
- ✓ Investment and Trade Opportunities for Fruits, Vegetables, Fish and Aquaculture Ventures
- ✓ Commodity Market Linkages
- ✓ Business Matching Services
- ✓ Export Industry Development

Visit our website: [www.mindanao.org](http://www.mindanao.org)

The GEM Program is financed by the U.S. Agency for International Development and implemented in partnership with the Mindanao Development Authority (MinDA).



**A Peso saved earns interest.  
A Peso saved at Plantersbank  
serves the interest of SMEs  
in your community.**

The hard-earned money that you deposit is put into service by funding the interests of our Small and Medium Enterprises (SMEs). Considering that over 90% of registered businesses in the country are SMEs, you can say that every peso you save in Plantersbank fuels the economy in your community.

For the past 4 decades, Plantersbank has been the strategic partner of the Filipino SMEs, having gone beyond banking by offering special deposit products, IT business solutions, SME information and training hub, and infrastructure through the country's first SME Business Park in Naga City, Cebu.

Together with our institutional partners: The World Bank's International Finance Corporation (IFC), the Asian Development Bank (ADB), and the Netherlands Development Finance Company (FMO) we continue to pursue initiatives and projects that are totally focused on the evolving needs of SMEs, in keeping with our commitment to support Filipino entrepreneurs.



## ENABLING ENTREPRENEURS



**PLANTERSBANK**

*The SME Bank*

Member:

**MEGALink**

Member of the Philippine Deposit Insurance Corporation.  
Maximum deposit insurance for each depositor P500,000.

- 
- Regular Peso and Dollar Savings Account
  - Regular Checking Account
  - B Club Checking Account
  - Premium Time Deposit
  - Premium Five Term Placement
  - Premium One Term Placement
  - Regular Dollar Time Deposit
  - Top Dollar Term Placement
  - SME Kiddie Club
  - SME Teen Club
-