



REPUBLIC OF THE PHILIPPINES
SANGGUNIANG PANLUNGSOD
CITY OF MANDALUYONG



ORDINANCE NO. 978, S-2024

**AN ORDINANCE INSTITUTIONALIZING
KATUWANG SA DIWA AT GAWA SA
MASAGANANG ANI AT MATAAS NA KITA
(KADIWA) NG PANGULO (KNP) IN THE CITY
OF MANDALUYONG**

WHEREAS, Republic Act No. 7160 or the Local Government Code of 1991 provides that, every local government unit shall exercise, among other powers, such other powers which are essential to the promotion of the general welfare;

WHEREAS, as provided under the Department of the Interior and Local Government (DILG) Memorandum Circular No. 2024 – 003, 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;

WHEREAS, as part of the National Government's efforts to alleviate the effects of the calamities, disasters, and the COVID-19 pandemic and revive the economic growth and development of local enterprises, the Department of Agriculture (DA) conceptualized and launched the Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita (KADIWA);

WHEREAS, KADIWA was launched by the Department of Agriculture in 2019 by virtue of Republic Act No. 11321, otherwise known as the "Sagip Saka Act", and is considered a worthwhile endeavor which promotes the establishment of KADIWA stores to help local farmers and fisherfolks by providing a direct market for their produce;

WHEREAS, through this program, it intends to seek collaboration with registered farmers and enterprises to enhance implementation and sustainability across the Philippines, while empowering the farming community through a provision of direct and effective farm-to-consumer food supply chains;

WHEREAS, for the City of Mandaluyong, it seeks to put forth its intent for Micro, Small and Medium Enterprises (MSMEs) to be involved in this KADIWA project as government intervention to drive inclusive local economic growth;

WHEREAS, the DILG Memorandum Circular No. 2024 – 003 was thereafter issued to encourage local government units (LGUs) to set-up KADIWA ng Pangulo (KNP) in their respective localities in partnership with the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE), and the DILG to, among other purposes, increase participation of LGUs to the KNP, ensure food security, delivery of nutritious food and access to affordable goods and commodities, and provide opportunity for local micro-entrepreneurs to market their products;

WHEREAS, as part of the responsibilities of the LGU in the implementation of the KNP, there is a need to institutionalize the KADIWA program in the City of Mandaluyong, through an enabling ordinance, to ensure food security, sustainability and continuous benefit to both producers and consumers.

NOW THEREFORE, BE IT ORDAINED AS IT HEREBY ORDAINED BY THE SANGGUNIANG PANLUNGSOD OF THE CITY OF MANDALUYONG, METRO MANILA, IN SESSION DULY ASSEMBLED THAT:

SECTION 1. SHORT TITLE. This Ordinance shall be known as the "KADIWA Institutionalization Ordinance of the City of Mandaluyong".

SECTION 2. OBJECTIVES. This Ordinance is intended to institutionalize the implementation of KADIWA ng Pangulo (KNP) in the City of Mandaluyong in partnership with the DA, DTI, DOLE, and DILG with the aim of attaining the following:

- a. To ensure food security, stabilize prices and guarantee availability of affordable, fresh and nutritious food for the residents of the City;
- b. To provide opportunity for MSMEs to market their products through local product promotion and eliminating as many marketing layers allowing producers to earn bigger income directly selling their products instead of using trader-intermediaries;
- c. To support local farmers and fisherfolk by providing them with a stable market for their produce; and
- d. To create a direct link between producers and consumers.

For this purpose, the KNP shall cover three (3) market areas or product clusters, particularly:

- a. Agricultural produce, such as rice, vegetables, and fruits of farmers for the various provinces;
- b. Processed goods both food and non-food produce by MSMEs as One Town, One Product (OTOP) products of different localities; and
- c. Mercato stalls (ready-to-eat food) for micro-enterprises of the City of Mandaluyong.

SECTION 3. ESTABLISHMENT OF KADIWA OUTLET. The City Government of Mandaluyong shall establish and maintain KADIWA Outlet, a designated marketplace or facility where agricultural products are sold directly by farmers and fisherfolk to consumers, in strategic locations within the City, running every 15th and 30th of the month beginning 30 January 2024, to ensure accessibility to all residents.

The Department of Agriculture (DA), in coordination with the City of Mandaluyong, shall oversee the operations and ensure that the KADIWA stores are adequately staffed and equipped to handle operations, including procurement, storage and sale of goods.

SECTION 4. ROLES AND RESPONSIBILITIES OF THE IMPLEMENTING OFFICE. For the purpose of implementing the provisions of this Ordinance, the Mandaluyong Manpower and Technical-Vocational Training Center as the lead Implementing in cooperative with the Liga ng mga Barangay and the City Barangay Affairs and Community Services Department shall spearhead the overall management and operation of the KNP. Further, Ms. Maria Majella G. Tampinco is hereby appointed as the Focal Person for the KNP.

Further, the Implementing Office, along with the implementation of the relevant guidelines for the KNP as directed by national or local issuances and legislations, shall be tasked with the following responsibilities:

- a. Lead in the management of the KNP clusters for Mercato stalls;
- b. Facilitate invitation and mobilization of local micro-entrepreneurs, cooperatives, and MSMEs to sell local product products in the KNP, including OTP, livelihood, and PDL products;
- c. Identify and secure a suitable venue for KNP;
- d. Assign stalls and provide any logistics support to participating sellers;
- e. Facilitate invitation and mobilization of local micro-entrepreneurs and MSMEs to sell ready to eat food and beverages in the KNP;
- f. Assign stalls to participating local MSMEs and sellers;
- g. Tap the TUPAD beneficiaries for the operation of the KNP, including but not limited to the clean-up, maintenance, and support services;
- h. Invite the community to participate on the KNP day;
- i. Shoulder costs of printing publication materials;
- j. Provide security and order in the premises of the KNP, in coordination with the Barangay and other peace and order institutions;
- k. Assign a Focal Person who will coordinate with partner National Government agencies;

- l. Coordinate with regional government agencies for guidance in handling, operating, and managing KNP and the food and market supplies therein;
- m. Coordinate with the DA and DTI on the data on the number of sellers and income or revenue generated;
- n. Coordinate with the DILG in the mobilization of support and participation; and
- o. Any or all other related functions and responsibilities as may be designated by the proper authorities.

SECTION 5. IMPLEMENTING GUIDELINES. The City Mayor, as far as practicable, shall be allowed to delineate and establish suppletory guidelines and provide support mechanisms to facilitate and ensure effective implementation and operation of the KNP.

SECTION 6. MONITORING AND EVALUATION. The Implementing Office shall, likewise, be tasked to collate, manage, and report the necessary information and metrics in the conduct of the KNP in the City of Mandaluyong, including the particulars of the KNP conducted within the City and the estimated number of participating population, to the DA and DTI, copy-furnishing the local DILG. Further, an Annual Report shall be prepared detailing the performance and impact of the KNP in the City of Mandaluyong.

SECTION 7. FUNDING. The City Government shall allocate funds for the initial implementation of this Ordinance and for the establishment, maintenance and operation of the KNP in the annual City budget.

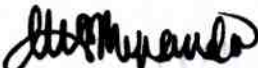
SECTION 8. SEPARABILITY CLAUSE. If, for any reason, any section or provision of this Ordinance is declared unconstitutional or invalid by a competent court, the remaining sections or provisions shall not be affected thereby and shall continue to be in full force and effect.

SECTION 9. REPEALING CLAUSE. All ordinances, resolutions, rules, or regulations which are inconsistent with or contrary to the provisions of this Ordinance are hereby repealed, amended or modified accordingly.

SECTION 10. EFFECTIVITY. This Ordinance shall take effect upon its approval, and after its publication in a newspaper of general circulation in the City.

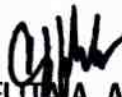
ENACTED on this 6th day of May 2024, in the City of Mandaluyong.

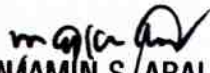
I HEREBY CERTIFY THAT THE FOREGOING ORDINANCE
WAS ENACTED BY THE SANGGUNIANG PANLUNGSOD
OF MANDALUYONG IN A REGULAR SESSION HELD ON
THE DATE AND PLACE FIRST ABOVE GIVEN.


MA. TERESA S. MIRANDA
Sanggunian Secretary

ATTESTED BY:

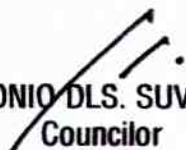
APPROVED BY:


CARMELITA A. ABALOS
City Vice Mayor
& Presiding Officer


BENJAMIN S. ABALOS
City Mayor

Date: MAY 08 2024

DISTRICT I

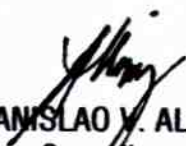

ANTONIO DLS. SUVA, JR.
Councilor


ANJELO ELTON P. YAP
Councilor

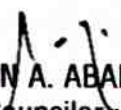

DANILO L. DE GUZMAN
Councilor

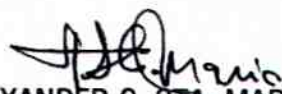

RODOLFO M. POSADAS
Councilor


CARISSA MARIZ S. MANALO
Councilor


ESTANISLAO V. ALIM III
Councilor

DISTRICT II


BENJAMIN A. ABALOS III
Councilor


ALEXANDER C. STA. MARIA
Councilor


REGINALD S. ANTIOJO
Councilor


LESLIE F. CRUZ
Councilor


MICHAEL R. OCAMPO
Councilor


MICHAEL ERIC G. CUEJILO
Councilor


DARWIN A. FERNANDEZ
LMB President


AEROL SEDRICK A. MANGALIAG
SK Federation President