Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF ROXAS

OFFICE OF THE SANGGUNIANG BAYAN

EXCERPTS FROM THE JOURNAL OF THE 65TH REGULAR SESSION OF THE 10th SANGGUNIANG BAYAN OF ROXAS, ORIENTAL MINDORO HELD ON 05 OCTOBER 2020, 1:00 P. M. AT THE SANGGUNIANG BAYAN SESSION HALL.

Present:

Vice Mayor Gualberto V. Magno	- Presiding Officer
Councilor Jerwin S. Dimapilis	- Member
Councilor Agustin L. Cusi	- Member
Councilor David D. De La Cruz	- Member
Councilor John John S. Yason	- Member
Councilor Robert S. Quiatchon	- Member
Councilor Lucille T. Bacay	- Member
Councilor Juan Rafael M. Talens	- Member
Councilor Ronel S. Sescar	- Member
Councilor Celso M. Dimapilis	- President, Liga ng Barangay
Councilor Elmira May V.Tarac	- MSKF President

Absent: NO N E

MUNICIPAL ORDINANCE NO. 21
Series of 2020

AN ORDINANCE PROMOTING AND SUPPORTING THE MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) DEVELOPMENT AND ASSISTANCE PROGRAM, GIVING PRIORITY TO LOCALLY MADE PRODUCTS AND SERVICES, PROVIDING FUNDS FOR THE IMPLEMENTATION THEREOF.

Author:
Councilor DAVID D. DE LA CRUZ

Co-Author:
Councilor JUAN RAFAEL M. TALENS

WHEREAS, Article II, Section 20 of the 1987 Constitution provides that the State recognizes the indispensable role of the private sector, encourages private enterprise, and provides incentives to needed investments;

WHEREAS, Republic Act No. 9501 or the Magna Carta for Micro Small and Medium Enterprises (MSMEs) recognizes that MSMEs have the potential for more employment generation and economic growth and therefore can help provide a self-sufficient industrial foundation for the country, and thus declared the policy of the state to promote, support. Strengthen and encourage the growth and development of MSMEs in all productive sectors of the economy particularly rural/agri-based enterprises;

WHEREAS, Section 4 of Republic Act No 9501 or the Magna Carta for MSMEs provide that eligible MSMEs shall be entitled to a share at least ten percent (10%) of total

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procurement value of goods and services supplied to the Government, its bureaus, offices and agencies annually;

WHEREAS, to qualify under this Ordinance, the requirements set forth in Section 4 of Republic Act No. 9501 or the Magna Carta for MSMEs are hereby adopted;

WHEREAS, the Municipality of Roxas has approximately 1,100+ Micro, Small and Medium Enterprises (MSMEs) who are into manufacturing/processing, making up at least 80% of the total number of registered _businesses in the municipality;

WHEREAS, the Municipal Government of Roxas has a legal and moral obligation to recognize the specific needs of the MSMEs and shall undertake to promote entrepreneurship, support entrepreneurs, encourage the establishments of MSMEs and ensure their continuing viability and growth thereby attain countryside industrialization;

NOW, THEREFORE, BE IT ENACTED by the Sangguniang Bayan of Roxas Oriental Mindoro in session duly assembled:

SECTION 1. **SHORT TITLE**. This ordinance shall be known as the "2020 MSME DEVELOPMENT AND ASSISTANCE PROGRAM OF THE MUNICIPALITY OF ROXAS";

SECTION 2. **DEFINITION OF TERMS, WHEN USED IN THIS ORDINANCE.**

a) Locally-produced goods and services - these are food and non-food products and services made/provided in the Municipality
b) MSME — Micro, Small and Medium Enterprises, including cooperatives, rural improvement clubs, association and existing businesses without registrations, with a capitalization not exceeding 100 Million; has an existing product, food or non- food, or has commenced operation but is in process of developing its product;
c) Pasalubong Centers - Municipal Government-administered outlets where MSMEs may display/sell their products;
d) BPLO — Business Permit and Licensing Office
e) GSO - General Services Office
f) Rural/Agri-based Enterprises — businesses that are into:
    a) Agricultural production; and/or,
    b) Processing agricultural produce/raw materials into finished goods;
g) Tourism-related Establishments — establishments offering services in support to tourism such as hotels, restaurants, shops, museums, training centers, homestays, sports and recreational clubs, among others.

SECTION 3. **COVERAGE AND ELIGIBILITY FOR ASSISTANCE.** To qualify under this Ordinance, businesses must be:

a) Residents of Roxas whose business capitalization does not exceed 100 Million Pesos;

b) All manufacturing, processing, and/or production of agricultural produce and provision of services which are duly registered with the appropriate agencies as presently provided by law and have the requisite Mayors permit;
c) One hundred percent (100%) owned, capitalized by Filipino citizens, whether single proprietorship or partnership or cooperative, If the enterprise is a juridical entity, at least sixty percent (60%) of its capital or

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outstanding stock must be owned by a Filipino citizens residing in Roxas; and

d) A business activity within the major sectors of the economy namely; industry, trade, services, including the operation of tourism-related establishments, and rural/agri-based enterprises.

SECTION 4. **MICRO, SMALL AND MEDIUM ENTERPRISE (MSME) REGISTRY.** Within three (3) months after the activity of this Ordinance, the Business Permit and Licensing Office (BPLO), shall submit to the Municipal Mayor and the Sangguniang Bayan a complete list of all MSMEs eligible to avail the benefits of this Ordinance.

The list shall be known as the "MSME Registry" and shall serve as the basis of the procurement of locally-produced goods and services.

The MSME Registry shall be posted in the official website of the Municipality and shall be subject to validation by the Office of the Municipal Mayor, in coordination with the Department Of Trade and Industry and various CSOs in the Municipality within 3 months from posting thereof. The registry shall be subject to periodic updating quarterly following the effectivity of this Ordinance.

SECTION 5. **STATEMENT OF POLICY.** The Municipal Government believes that the role of Micro, Small and Medium Enterprises (MSMEs) is vital in the prosperity of the Municipality. At least ten percent (10%) Of the business registered comprise of the processing/manufacturing/ service sectors, and they contribute much to the resources of the Municipality. With reference to this data, the Municipal Government deems it necessary to develop a vibrant MSME sector by improving their access to market within 5 years from effectivity of this Ordinance.

SECTION 6. **PROGRAM GUIDELINES.** The various programs, projects and activities to be implemented by virtue of this Ordinance shall be guided by the following principles.

a) In every purchase of goods and services by the Municipal Government, NGAs, RLAS and other government agencies holding offices in Roxas, consideration must first be made whether or not there are local counterparts of these products/services deemed to be purchased;

b) All tokens to be given in all activities of the Municipal Government, NGAs, RLAS and other government agencies holding offices in Roxas must be locally produced goods and/or services;

c) At least eighty percent (80%) of the goods displayed in Roxas Pasalubong Centers must be locally produced;

d) At least ten percent (10%) of total procurement value of goods and services supplied by to the Municipal Government, NGAs, RLAS and other government agencies holding offices in in Roxas annually must be solely devoted to locally-produced goods and services

SECTION 7. **PRIMARY IMPLEMENTING OFFICES.** The General Service Office (GSO) must ensure that the provisions of this Ordinance are strictly observed. They are hereby tasked to be the Primary Implementing Offices with respect to the procurement as embodied in this Ordinance.

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As such, the Primary Implementing Offices are mandated to:

a) Within three (3) months after this ordinance shall have taken effect, in coordination with each other, prepare the general rules and guidelines implementing the provisions of this Ordinance and submit the same to the Sangguniang Panlalawigan for its review and approval;
b) Design and prepare a Procurement and Marketing Plan to be carried out pursuant to the provision of this Ordinance, subject to the approval of the Municipal Mayor and the availability of funds. For purposes of defining tasks, the GSO shall implement the procurement and marketing activities;
c) Regularly coordinate with National Government Agencies (NGAs), Regional Line Agencies (RLAS) and other government agencies holding offices in Roxas with respect to the strict implementation of the provisions of the Ordinance;
d) Submit semi-annual report to the office of the Mayor and to the office of the Vice Mayor of the status of implementation Of this Ordinance;
e) Exercise such other functions expressly granted and those necessarily implied therefrom, as well as those functions necessary, appropriate and incidental to the effective and efficient implementation of the provisions of this Ordinance.

SECTION 8. **FUNDS.** The Municipal Mayor, within one (1) year after this Ordinance shall have taken effect, shall propose the necessary appropriation of funds to be used in the implementation of the Municipal Governments Procurement and Marketing Plan to be taken from the General fund, subject to the approval of the Sangguniang Bayan.

The Municipal Government is hereby authorized to accept funds from other GOs, NGAs, RLAs, NGOs, CSOs, POs and the Business Sector to be used in the implementation of the Procurement and Marketing Plan, Subject to proper government accounting and auditing procedures.

SECTION 9. **PRIORITY ACTIVITIES.** The Procurement and Marketing Plan shall give priority to the following activities for implementation:

a) Micro financing project including the availment of collateral-free financing agreements;
b) Intensive product development of existing products to conform with the requirements of the market and of pertinent laws;
c) Upgrading of skills of workers/crafters of existing products;
d) Provision of financial literacy and entrepreneurship trainings and seminars to MSMEs, including continuous mentoring/coaching and provisions of consultancy services;
e) Mandatory promotion, use and consumption of locally-made food and non-food products during official activities of the municipal government, NGAs, RLAs and other government agencies holding offices in the municipality;
f) Development of MSMEs, to act as consolidators of locally-produced goods and services to help facilities marketing of these products;
g) Establishments of more Pasalubong Centers or Market Outlets for MSMEs to display/sell their products.

SECTION 11. **SEPARABILITY CLAUSE.** If, for any reason or reasons, any part of provision of this Ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall stand and continue to be in full force and effect.

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SECTION 12. **REPEALING CLAUSE**. All local ordinance and enactments, executive orders, resolutions, memoranda, circulars or any part thereof contrary to or inconsistent with the provisions of this Ordinance is hereby repealed, modified or amended accordingly.

SECTION 13. **EFFECTIVITY**. This ordinance shall take effect fifteen (15) days after its posting at the municipal hall and at least three (3) conspicuous places in the municipality.

On motion of Councilor David D. De La Cruz duly seconded by Councilor Juan Rafael M. Talens this Ordinance is hereby ENACTED.

Adopted: 05 October 2020

CERTIFIED CORRECT:

FERDINAND V. TALENS, MPA
Secretary to the Sangguniang Bayan

ATTESTED:

GUALBERTO V. MAGNO
Municipal Vice Mayor

APPROVED:

LEO G. CUSI, SR.
Municipal Mayor
Date: 10.27.2020

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Elizabeth C. Pajila
11-19-2020

Rec'd: GSO/ECD
11/19/2020