Republic of the Philippines
Province of Oriental Mindoro
MUNICIPALITY OF ROXAS

OFFICE OF THE SANGGUNIANG BAYAN

EXCERPTS FROM THE JOURNAL OF THE 130TH REGULAR SESSION OF THE 11TH SANGGUNIANG BAYAN OF ROXAS, ORIENTAL MINDORO HELD ON 17 FEBRUARY 2025, 1:00 P.M. AT THE SANGGUNIANG BAYAN SESSION HALL

Present:

Municipal Vice Mayor Jerwin S. Dimapilis	- Presiding Officer
Councilor Robert S. Quiatchon	- Member
Councilor John John S. Yason	- Member
Councilor Lucille T. Bacay	- Member
Councilor Juan Rafael M. Talens	- Member
Councilor King Philip B. Dimapilis	- Member
Councilor Robert A. Baticos	- Member
Councilor Veil Charlleo B. Cusi	- Member
Councilor Marietta R. Pajila	- Member
Councilor Hermis S. Catapang	- Member, ABC President
Councilor Sheikinah Grace C. Sanz	- Member, MSKF President

Absent:

NONE

MUNICIPAL ORDINANCE NO. 52
Series of 2025

AN ORDINANCE ESTABLISHING THE ONE TOWN, ONE PRODUCT (OTOP) PROGRAM IN THE MUNICIPALITY OF ROXAS, ORIENTAL MINDORO, AND PROVIDING FUNDS THEREOF

Author: Councilor MARIETTA R. PAJILA, PhD

Co-authors:

Councilor KING PHILIP B. DIMAPILIS
Councilor ROBERT A. BATICOS

WHEREAS, the Local Government Code of 1991 (Republic Act No. 7160) empowers local government units to promote economic development and provide an environment conducive to the growth of enterprises in their jurisdiction;

WHEREAS, Executive Order No. 176 of 2003 under President Gloria Macapagal Arroyo institutionalized the "ISANG BAYAN, ISANG PRODUKTO, ISANG MILYONG PISO" Program to stimulate local economic activity.

WHEREAS, Republic Act No. 11960 or the "OTOP Philippines Act" institutionalizes the One Town, One Product (OTOP) Philippines Program, which aims to develop a self-reliant and independent national economy by supporting micro, small, and medium enterprises (MSMEs) in promoting and improving their locally produced goods and services;

WHEREAS, the One Town, One Product Philippines of the Department of Trade and Industry 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;

LEO G. CUSI, SR. **JERWIN S. DIMAPILIS** **FERDINAND V. TALENS, MPA**

WHEREAS, the Municipality of Roxas seeks to strengthen its economic development, generate employment, and enhance its unique identity by supporting and promoting locally made products through the OTOP Program;

NOW, THEREFORE, be it ordained by the Sangguniang Bayan of Roxas, Oriental Mindoro:

SECTION 1. TITLE. This ordinance shall be known as the "One Town, One Product (OTOP) Ordinance of Roxas, Oriental Mindoro."

SECTION 2. DECLARATION OF POLICY. The Municipality of Roxas hereby adopts the OTOP Program as a strategy for promoting entrepreneurship, boosting local products, and improving the economic well-being of its constituents.

SECTION 3. OBJECTIVES. The objectives of this ordinance are as follows:

a. To identify, develop, and promote a product or service that represents the "pride of place" or product where Roxas can be the best at or best renowned for it.
b. To enhance the quality, design, and marketability of the chosen OTOP.
c. To provide technical, financial, and promotional support to local producers.
d. To strengthen partnerships with relevant government agencies, non-governmental organizations, and private entities.

SECTION 4. IDENTIFICATION OF OTOP. The OTOP for Roxas shall be identified through a participatory process involving consultations with stakeholders, including local producers, barangay officials, and community organizations. The chosen product or service must reflect the municipality's culture, resources, and skills. The products covered by OTOP are tangible products and skills-based services. Experiences, tourism activities and festivals are not covered. DTI's OTOP Philippines Program should be followed on the said selection.

SECTION 5. CREATION OF THE OTOP TECHNICAL WORKING GROUP (TWG)

An OTOP Technical Working Group (TWG) shall be created to oversee the implementation of the program.

Composition of the TWG:

- Municipal Mayor as Chairperson
- Municipal Planning and Development Officer as Vice-Chairperson
- Representatives from relevant municipal offices (e.g., Agriculture, Tourism, Trade, and Industry)
- Representatives from local producer groups, cooperatives, and business organizations
- A representative from the DTI

SECTION 6. FUNCTIONS OF THE TWG. The TWG shall have the following functions:

a. Formulate and implement the OTOP Development Plan.
b. Conduct capacity-building activities for local producers in Roxas.
c. Collaborate with government agencies and private partners for funding and technical support.
d. Monitor and evaluate the progress of the OTOP Program.

LEO G. CUSI, SR. **JERWIN S. DIMAPILIS** **FERDINAND V. TALENS, MPA**

SECTION 7. FUNDING. The Municipality of Roxas shall allocate an annual budget for the implementation of the OTOP Program, sourced from the General Fund or other available funding sources.

SECTION 8. INCENTIVES. To encourage participation, the municipality may grant incentives to local producers, such as tax exemptions, training opportunities, and assistance in accessing markets.

SECTION 9. IMPLEMENTING RULES AND REGULATIONS. The TWG shall prepare and issue the Implementing Rules and Regulations (IRR) within 60 days from the approval of this ordinance.

SECTION 10. REPEALING CLAUSE. All ordinances, resolutions, or issuances inconsistent with this ordinance are hereby repealed or amended accordingly.

SECTION 11. EFFECTIVITY. This ordinance shall take effect 15 days after its publication in a local newspaper of general circulation or posting in at least three (3) conspicuous places in the municipality.

On motion of Councilor Marietta R. Pajila duly seconded by Councilor King Philip B. Dimapilis and Councilor Robert A. Baticos, this Ordinance is hereby ENACTED.

Adopted: 17 February 2025

CERTIFIED CORRECT:

FERDINAND V. TALENS, MPA
Secretary to the Sangguniang Bayan

ATTESTED:

JERWIN S. DIMAPILIS
Presiding Officer

2/24/2025

ADELINE C. ALDAY
NEGOSYO CENTER - LGU ROXAS

02-24-25
10:01 am

RECEIVED
FEB 24 2025
10:01 am

APPROVED:

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

Received by: Niel Ranagsagan 10:08 am
02-24-25

2-24-25