



## I-BUILD Component holds CY 2023 Technical Workshop, 1st Quarter Assessment

The Department of Agriculture – Philippine Rural Development Project's (DA-PRDP) I-BUILD Component held its Technical Workshop and First Quarter Assessment for CY 2023 on May 2-6, 2023 in Puerto Princesa, Palawan.

The five-day workshop attended by the staff from different clusters underlined the implementation and operation of the I-BUILD subprojects in their respective regions.

In his opening message, Bureau of Agricultural and Fisheries Engineering (BAFE) Director Engr. Ariodear C. Rico emphasized that the workshop aims to assess the overall progress and success of implementing the I-BUILD component in the respective clusters.

Director Rico also underscored that the main objective of the activity is to present the implementation assessment, including the identification of the

challenges, crafting of strategies to address the gaps along with the implementation of the project, and conferring interventions in reiterating to the local government units (LGUs) to fast track the subproject completion timelines now that the project is gearing towards its scale-up.

[Read more on p. 2](#) 



BAFE Director and NPCO I-BUILD Component Head Engr. Ariodear C. Rico opens the activity with a reminder to constantly assess the I-BUILD's performance in implementing infrastructure development, especially with the PRDP Scale-Up on the way.



PRDP National Deputy Project Director Shandy M. Hubilla presents the developments regarding the PRDP Scale-Up appraisal. He reiterates that the I-BUILD component has to be always on the top of the game, given that the component has the biggest share in allotment.



### I-BUILD Component holds...(from Page 1)

“To maintain our exceptional performance, we need to evaluate our performance for the 1st semester and look at where we are with our implementation in the second semester,” Director Rico added.

Moreover, the 1st-semester accomplishment report was also presented, highlighting significant achievements based on the key performance indicators. The presentation also discussed the implementation bottlenecks and how to address these setbacks in the field.

The clusters also presented their issues, concerns and solicited inputs from the National Project Coordination Office (NPCO) on how to address these for a guaranteed successful

implementation of the subprojects at the LGUs. Also, the clusters shared their best practices and success stories in the field.

To further provide quality service to the beneficiaries and stakeholders and prepare for the scaling up of the project, the components and units presented their revised Project Operations Manual (POM) to guide the implementers in achieving the goals of the project.

DA-PRDP National Deputy Director Shandy M. Hubilla extended his gratitude and encouraged the regional and field staff to maintain excellence throughout the year. He reminded everyone to stick to the directives of the region to get through different hurdles along the way

and accomplish all targets. “I would like to thank you all for your efforts, dedication, and commitment for us to achieve these accomplishments for this semester. Yes, we have our share of successes but we must be consistent as we continue our work. Again, the NPCO will continue to monitor and mentor those in the field,” Dir. Hubilla said.

On the last day of the activity, the participants conducted a field visit to the PhP111-million worth “Maruyugon to Buenavista Farm-to-Market Road” in Puerto Princesa to evaluate the status and impact on the beneficiaries of the subproject funded by the World Bank. *(Julie Ace Brandon Barao, NPCO InfoACE)* ■



## DA-PRDP capacitates implementers for strengthened environmental mechanisms

To further strengthen environmental mechanisms and measures in the implementation of its subprojects, the Department of Agriculture – Philippine Rural Development Project (DA-PRDP) Social and Environmental Safeguards (SES) Unit recently conducted its Coordination and Assessment Meeting on May 15-19, 2023 in Puerto Princesa, Palawan.

The workshop, attended by SES officers from Project Support Offices (PSOs) of all clusters, aims to provide technical assistance to key implementers to guide them in capacitating target beneficiaries in complying with all subprojects' environmental and social

safeguards requirements.

“The SES is an integral part in designing subprojects to correspond to environmental management measures and in being responsive to the different hazards and current climate phenomena, wherein its effects are unique for each community that we serve,” Angelita D. Martir, National Project Coordinating Office SES Unit head said.

Representatives from different components and units also presented updates on the project scale-up and discussed interventions they can provide to support the implementation of the SES in different localities.

A series of workshops were also conducted on the concepts and mechanisms of environmental sustainability to reduce community risks and prepare target beneficiaries to be more proactive and ready for the increasing environmental adversities. Also discussed were the environmental and social frameworks and the various tools and instruments used for SES requirements.

The framework discussion also emphasized conflict-sensitivity measures, indigenous people's welfare, and Grievance Redress Mechanisms.

[Read more on p. 4](#) 



NPCO SES Unit Head Angelita Martir opens the coordination meeting by discussing the recent updates on the application of the new SES tools to be taken into account in the implementation of the PRDP Scale-Up.



(from top middle clockwise) NPCO SES Alternate Unit Head Batsheba Aprailla, SES Officers Roan Nuelan and Romaeca Joy Pascual, Rural Infrastructure Engineer Frederick Agasen, Enterprise Development and Marketing Specialist Gian Manzano, Economist Harry Omana, and Procurement Alternate Unit Head Romeo Malong present the implications of the new SES tools in the PRDP Scale-Up's implementation of infrastructure and enterprise development and overall subproject approval process.

### DA-PRDP capacitates implementers...(from Page 3)

“The SES can be best described as a thread that sews all parts of the process of a subproject. Without it, the project implementation will not be successful. We encounter a lot of setbacks and challenges in this day and age of disasters. Through SES, we were able to lessen the risks and hazards that may harm the communities and beneficiaries we serve,” Melissa Theodora U. Macasaet, Puerto Princesa’s City Agriculturist shares.

She added the more the government introduces interventions in communities, it should double the effort to ensure programs and services will not be at the expense of the environment.

During the activity, The cluster areas presented their best practices and success stories in the field. They were also urged to improve their subproject data collection and documentation.

Last April, the SES unit also convened its attached

agencies, engineers, safeguard officers, and other representatives from the Regional Offices for a five-day training on Integrated training Environmental and Social Safeguards to capacitate participants and help them develop policies, plans, and strategies to mainstream the Environmental and Social Safeguards mechanisms of the PRDP processes to the Department of Agriculture’s regular systems (*Julie Ace Brandon Barao, NPCO InfoACE*) ■

# DA-PRDP levels up information, advocacy initiatives

In preparation for the scaling up of the Department of Agriculture - Philippine Rural Development Project (DA-PRDP), the Information, Advocacy, Communication, and Education (InfoACE) Units from the National Project Coordination Office (NPCO), Project Support Offices (PSOs), and Regional Project Coordination Offices (RPCOs) convened for the 2023 InfoACE Unit Coordination Meeting and Workshop from May 22 to 26, 2023 in Coron, Palawan.



The activity aimed to harmonize and enhance the communication strategies of the InfoACE Unit toward a unified messaging and branding for the PRDP Scale-Up. It also served as a venue for the Unit to revitalize its mechanisms for collaboration amongst one another and with other components and units.


The Coordination Meeting was led by NPCO InfoACE Unit Head Cheryl Suarez, who urged the information officers to continue exploring new ways of promoting the project and engaging its stakeholders, especially the private

sector. “I’m challenging everyone to think of ideas on how we can engage our target audience to listen, search for, try, and experience PRDP,” she said.

Suarez also discussed the updated InfoACE Operations Manual for PRDP Scale-Up highlighting the urgent need for manpower, especially at the RPCOs, to successfully implement the innovations the Unit will employ. NPCO I-SUPPORT Alternate Component Head Ophelia Agawin who welcomed the participants, reassured the InfoACE team that their concerns, especially manpower, will

be addressed in the Scale-Up.

These new strategies were consolidated and presented to the World Bank during the Preparation Mission for PRDP Scale-Up and are the foundation of InfoACE’s approach for this new phase of the project. These were reiterated during the Strategic Communications Plan presentation for PRDP Scale-Up by NPCO Information Specialist Ana Victoria Margallo to ensure the alignment of all InfoACE Units across all clusters and regions.

[Read more on p. 6](#) 



NPCO InfoACE Unit Head and DA-AFID Division Chief Cheryl C. Suarez presents the enhanced operations manual of the InfoACE Unit for the PRDP Scale-Up.



NPCO I-SUPPORT Alternate Component Head Ophelia P. Agawin provides updates on the recent development of the proposed PRDP Scale-Up.



NPCO InfoACE Information Specialist Ana Victoria Margallo presents the 2024-2029 Strategic Communications Plan for the PRDP Scale-Up.



NPCO InfoACE Information Officer Jan Kyle Carrillo hosts and shows the remaining InfoACE 2023 calendar of activities; NPCO Writer Julie Ace Brandon Barao discusses the key agreed actions and ways forward to wrap-up the sessions.



## DA-PRDP levels up...(from Page 5)



**In-house Talents.** (Clockwise) Award-winning communicator PSO Mindanao Deputy Project Director and former InfoACE Unit Head Noel T. Provideo provides his insights and advice in his presentation titled “Communicating Success Stories”, NPCO Information Specialist and DA-AFID Assistant Division Chief Adora Rodriguez lectures on *Scriptwriting and Storyboarding*, PSO Mindanao Information and Advocacy Specialist Dr. Joseph John Palarca shares his expertise based on personal experience in his presentation on *Strategies for Social Media Advocacy*, RPCO 1 Media Production Officer Alex Belgica and RPCO 2 Writer Mark Anthony Gallibu share their knowledge on *Photography and Cinematography in Agricultural Landscapes* and *Microcontent Creation*, respectively. (Photos from RPCO 1 and PSO Mindanao)

Resource speakers from PRDP PSOs and RPCOs also conducted lectures and workshops on different communication strategies that will help advocate the project.

PSO Mindanao Deputy Project Director Noel T. Provideo gave a lecture on “Communicating and Sharing Success Stories” as this is one of the key strategies for PRDP Scale-Up—to humanize the accomplishments and impact of PRDP. As the former PSO Mindanao InfoACE Unit Head, Dir.

Provideo shared valuable tips on properly capturing and effectively communicating the success stories of the project beneficiaries.

NPCO Information Specialist Adora Rodriguez also lectured on “Scriptwriting for Video Production,” followed by PSO Mindanao Information and Advocacy Specialist Joseph John Palarca’s lecture on “Strategies for Social Media Advocacy.”

RPCO 1 Media Production Officer Alex Belgica shared his “Photography and Cinematography

in Agricultural Landscapes” knowledge. At the same time, RPCO 2 Writer Mark Anthony Gallibu, a content creator, discussed “Micro Content Creation,” one of the new forms of content that InfoACE will develop in PRDP Scale-Up.

After the lecture, the resource speakers conducted workshops where the InfoACE staff applied what they learned from them.

[Read more on p. 7](#)



**People behind the camera and stories.** The information and media arm of the DA-PRDP, the InfoACE Units from the NPCO, PSOs, and RPCOs, gather once again to discuss the communication plan for the PRDP Scale-Up to reflect more success stories by focusing on human interest, to engage more with local audience by using vernacular language, to reach more people by conducting more information caravans and venturing into new avenues of content creation.

## DA-PRDP levels up...(from Page 6)

To cap off the workshop, the InfoACE NPCO recognized the outstanding contributions of the PSO and RPCOs in promoting the project on its Awards Night. Cheryl Suarez, InfoACE Unit Head, presented the awards as follows:



**PSO North Luzon**  
Outstanding Photography and Videography



**PSO South Luzon**  
Outstanding Newsletter Write-Ups and Design



**PSO Visayas**  
Outstanding Broadcast Content Contributor



**PSO Mindanao**  
Outstanding Media Production



**RPCO CAR**

- Best in Article Writing
- Best in Social Media Engagement
- North Luzon Best Performing RPCO InfoACE Unit



**RPCO 4A**

- Best in Featuring Commodities and PG Products
- Most Captured Testimonials
- Best in Social Media Content
- Recognition for Using Local Language in Communication Materials
- South Luzon Best Performing RPCO InfoACE Unit



**RPCO 6**

- Best in Project/Subproject Updates
- Visayas Best Performing RPCO InfoACE Unit



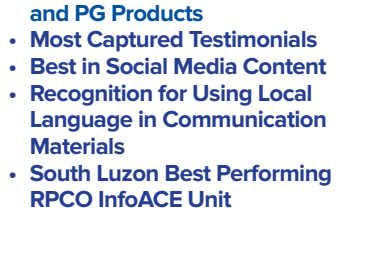
**RPCO 9**

- Most Captured Testimonials



**RPCO 1**

- Best in Photo



**RPCO 4B**

- Best in Project/Subproject Updates



**RPCO 7**

- Best in Microcontent Creation



**RPCO 10**

- Best in Project/Subproject Updates



**RPCO 2**

- Best in Microcontent Creation
- Most Captured Testimonials



**RPCO 4C**

- Best in Project/Subproject Updates



**RPCO 11**

- Best in Project/Subproject Updates



**RPCO 11**



**RPCO 12**

- Best in Project/Subproject Updates



**RPCO 3**

- Best in Project/Subproject Updates



**RPCO 5**

- Best Initiative (PRDP Bicol Podcast)
- Best in Microcontent Creation



**RPCO 8**

- Best in Project/Subproject Updates



**RPCO 13**

- Best in Microcontent Creation
- Most Captured Testimonials
- Mindanao Best Performing RPCO InfoACE Unit



**RPCO BARM**

- Best in Project/Subproject Updates

With the conclusion of the 2023 InfoACE Coordination Meeting and Workshop, the information officers vowed to continue producing quality content and exploring new and innovative ways of promoting PRDP, especially the treasured stories of its beneficiaries in rural communities. (Jan Kyle Carrillo, NPCO InfoACE) ■

## North Luzon

### Bataan FMR undergoes 94-M rehab

The provincial government of Bataan and the DA-PRDP spearheaded the groundbreaking ceremony of the Php94 million “Improvement of the Sitio Nazareno-Culis Farm-to-Market Road (FMR)” in Hermosa, Bataan.

The current condition of the road makes it impossible for delivery trucks to pick up the farmers’ products during the rainy season and limits their market only to the local area due to the high cost of transportation. The FMR rehabilitation aims to address these constraints and is expected to reduce the input and hauling cost and travel time by 50 percent.

“The main objective of this subproject is to connect our agricultural produce from the two barangays, Sitio Nazareno and Culis, and efficiently transport them to trading centers and markets,” Regional Project Coordination Office 3 I-BUILD Component Head Engr. Elmer Tubig said.

In her message, Project Support Office North Luzon Deputy Project Director Elma Mananes urged the beneficiaries to partake in monitoring the subproject. “In PRDP, we want to involve you, the beneficiaries, in the monitoring of the construction. We have a grievance hotline in case you experience or observe any bad practices in the construction of the FMR,” Mananes said. *(Ram Bill Bautista, RPCO 3 InfoACE)*

## South Luzon

### NEDA EDC approves PRDP Scale-Up implementation in MIMAROPA

The National Economic and Development Authority (NEDA) MIMAROPA’s Economic Development Committee (EDC) approved the implementation of the DA-PRDP Scale-Up during their Second Quarter Meeting on May 4, 2023. The EDC will then endorse the said project to the Regional Development Council (RDC) for their approval during their meeting in June.

Led by Deputy Project Director Engr. Annielyn Del Rosario, PRDP’s background, highlights and notable accomplishments, as well as PRDP Scale-Up’s social acceptability were presented to the members of the EDC.

The EDC, in return, presented their comments and recommendations, particularly raising concerns about the benefit-cost ratio. This was addressed by highlighting the numerous economic benefits provided by PRDP subprojects to their respective communities, including social and non-financial benefits. The EDC was assured that PRDP subprojects undergo multiple economic analyses to ensure the success of the project. *(Danica Brutas, RPCO MIMAROPA InfoACE)*

## Visayas

### Antique goat production and marketing enterprise undergoes final inspection

In view of the joint inspection activity on I-REAP subprojects in Antique, the Goat Production and Marketing Enterprise underwent a final inspection on May 3-5, 2023.

Spearheaded by the DA-PRDP RPCO 6 Procurement Unit, the Joint Inspectorate Team (JIT) comprised of the I-REAP Component and Finance Unit alongside PSO Visayas Geomapping and Governance Unit (GGU) and SES Unit conducted Geotagging activities at Pajo, Libertad; Cuyapiao, Patnongan; and Camanggahan, Bugasong, Antique, respectively.

The Geotagging activity ensures accuracy in the documentation of the items purchased and utilized as per the Procurement Plan.

Ensued thereafter was an exit conference with the Antique PPMIU and the lead Proponent Group (PG) to deliberate the financial status of the subproject, declare the completion of the procurement process, and orient the lead PG, Bugasong Multi-Purpose Cooperative, on the documentary requirements on the expected turnover of the subproject.

Tranquilino Pillado Sr., Chairperson of Brgy. Cuyapiao Farmers Association shared that although there have been many setbacks with the implementation, they remain grateful for the enterprise that has been a huge help to the members.

The Php6.85 million subproject is set to be turned over to the respective proponent groups from the Provincial Local Government Unit (PLGU) and will be subjected to monitoring activities of the DA-PRDP. *(Eunice Gregorio, RPCO 6 InfoACE)*

## Mindanao

### DA-PRDP builds more infra projects in Mindanao

The DA-PRDP continues to positively impact the lives of farmers and fisherfolk in Mindanao with infrastructure subprojects under the Second Additional Financing and European Union Co-Financing Grant (AF2-EU).

The AF2-EU has allowed DA-PRDP to accommodate the increased demands from the Mindanao agri-fishery sector not just FMRs and bridges but also for income-generating infrastructures under the other infra types of subprojects such as post-harvest facilities, processing centers, solar dryers and warehouses.

There are currently 46 infrastructure subprojects in Mindanao amounting to Php2.49 billion under the AF2-EU funding. These subprojects primarily consist of FMRs, FMRs with bridge, warehouse with solar dryer, and Potable Water System which are being implemented across the six regions in the Mindanao cluster.

Of the 46 total subprojects, 11 are being implemented by the RPCO 9; seven (7) by RPCO 10; three by RPCO 11; 7 by RPCO 12; two by RPCO 13; and 16 in the RPCO BARMM. Another nine subprojects are funded exclusively by the Second Additional Financing are also being implemented in RPCO 10 with five subprojects, and RPCO 12 with four subprojects bringing the total to 55 subprojects amounting to Php2.64 billion in Mindanao.

With the upcoming implementation of the PRDP Scale-Up and the Mindanao Inclusive Agriculture Development Project (MIADP), more farming and fishing communities in Mindanao can expect additional interventions from DA-PRDP. *(Joy Montecalvo, PSO Mindanao InfoACE)*

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