

ugnayan



Photo courtesy of CMA

Bagoong maker hailed 2014 CMA National Winner

BSP, Citi and MCPI honor 7 micro business owners from Luzon, Visayas and Mindanao

After a six-month nationwide search, Bangko Sentral ng Pilipinas (BSP), the Microfinance Council of the Philippines, Inc. (MCPI) and Citi Philippines announced the winners of the 2014 Citi Microentrepreneurship Awards (CMA) in the awarding ceremonies held last December 3 at the Bangko Sentral ng Pilipinas, Manila.

The national honors went to Teresita Valdez, manufacturer of sautéed shrimp paste and anchovy sauces based in Malolos, Bulacan. Joining Valdez in the prominent roster are regional awardees Ernanie Llema (Luzon), Teresita Nicanor (Visayas), and Edamil Patta (Mindanao). Llema is a seafoods buyer and dealer, while Nicanor won acclaim for her squid rings. Patta operates a coffee shop in Bongao, Tawi-Tawi.

Present to commend the winners were members of the CMA National Selection Committee, led by co-chairs Bangko Sentral ng Pilipinas Governor Amando M. Tetangco, Jr. and Citi Philippines Chief Executive Officer Batara P. Sianturi.

“Each year, we find ourselves in a very difficult position of choosing our winners,” related Sianturi during his welcome remarks. “Even after 12 years, it is very clear that there continues to be great wealth in this country, when it comes to men and women who through sheer grit and determination, escaped extreme poverty and brought prosperity to their families and to their communities. Their accomplishment sends a strong signal to other aspiring entrepreneurs to never give up. They very well deserve this recognition for their valuable contribution to the microfinance industry and the Philippine economy.”

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Microfinance Council of the Philippines, Inc.



MFCouncilPHL



Funded by Citi Foundation, the CMA annually awards outstanding microfinance clients who have used microfinance and entrepreneurship to improve their lives as well as their communities. Launched in 2002 on Citi's centennial year in the Philippines, the program this year reached a new milestone of having recognized 100 outstanding Filipinos for their stories of hope and triumph over poverty through entrepreneurship. This award-winning public-private-civic partnership has become a strong recognition of the good work many microfinance practitioners do to alleviate poverty and promote inclusive growth.

Governor Tetangco delivered the keynote address during the

ceremonies. During the CMA launch in June, the Governor said: "As a regulator, it is a joy to see tangible proof that our microfinance policies and regulations have such a powerful impact on families and communities. Let us continue to spread the good word about microfinance and the stories of our CMA winners. Through them, we are reassured again and again that microfinance is a viable option for entrepreneurial *Pinoys*."

Special awards were also given during the ceremonies: the Special Award for Agri Micro-business went to Johnny Laraño, an advocate of modern farming; the Special Award for Innovation was presented to *pandan* craftsman Purificacion Tagulinao; and the Special Award for Community

Leadership was handed to Rosma Cabillon, a seaweed, squid and crabs buyer and seller from Estancia, Iloilo.

All the seven winners received cash prizes totaling PhP870,000, a laptop, and a scholarship to a 4-week entrepreneurship training at the Citi Microenterprise Development Center in Quezon City. In addition, they were provided computer training and health and life insurance coverage; all these to help maximize their potentials.

After the awarding ceremonies, MCPI Chairperson Maria Anna Ignacio led the induction of the newest set of winners into the CMA Alumni Network, welcoming them into a group of individuals who will be provided with enterprise development mentoring to further accelerate their progress to success.

Ignacio commented on the sidelines: "The quality of nominations received for the Citi Microentrepreneurship Awards gets better each year. The success story in each nomination shows us the good in microfinance and gives a face to persevering *nanays* and *tatays* all over the country."

After a successful launch in the Philippines, the CMA is now a global program rolled out in over 30 countries in various regions including Africa, Asia Pacific, Europe, Latin America, Middle East and North America. ♦



Winners (seated from left) Rosma Cabillon, Teresita Nicanor, Johnny Laraño, Teresita Valdez, Edamil Patta, Purificacion Tagulinao and Ernanie Llema proudly hold their trophies after the awarding ceremonies. With them are National Selection Committee (NSC) members (standing from left) Mr. Antonino L. Alindogan, Jr., Sec. Imelda M. Nicolas, Mr. Batara P. Sianturi, BSP Gov. Amando M. Tetangco, Jr., Mrs. Marixi Rufino-Prieto, Dr. Darwin D. Yu, and Mr. Jose Ma. A. Concepcion III. Not in photo are Committee members Atty. Felipe L. Gozon and Ms. Robina Gokongwei-Pe. Photo courtesy of CMA.

Oikocredit Southeast Asia turns 25, honors outstanding partners and peers

On its 25th anniversary celebration last October 23, social investor Oikocredit Southeast Asia recognized partners and peers in the Philippines for their outstanding social and financial transformations. Among the honorees were MCPI member institutions Ahon sa Hirap, Inc. (ASHI), Alalay sa Kaunlaran, Inc., and Gata Daku Multi-purpose Cooperative (GDMPC).

ASHI's award was in recognition of the institution's best practice in financial literacy for clients. ASKI was recognized for its exemplary performance in client protection. GDMPC's responsible institutional efforts in promoting environmental

sustainability was also acknowledged. Other awardees include ASHI's Sonia Zamora who was recognized for her accomplishment in financial wellness through persistent efforts in financial literacy. An award for exemplary performance in transformative services to primary stakeholders was also given to Davao Provinces Rural Development Institute, Inc. Abrasa Multi-purpose Cooperative was hailed for its outstanding performance in the innovative creation of value for clients, while its member, Venus Sadang, was honored for her role in creating value for the community as micro-social entrepreneur. Pecuaría Development Cooperative, Inc.'s Miller Bicaldo also received an award for his role in

creating value for the community as social entrepreneur in agriculture. To know more about the awardees, please go to <http://sea.oikocredit.coop/k/n6799/news/view/100963/98105/microfinance-partners-honoured-in-the-philippines.html> ♦

