EXTENSION ACTIVITIES PROVIDING START-UP ASSISTANCE

AY 2025-2026

1.4.1 Local start-up assistance

1.4.1 Local start-up assistance

NARRATIVE REPORT

Title of the Activity	:	Technical Services and Training for MSMEs: Big Volume & Weight Calibration, Energy Audit, and Calibration Fundamentals
Title of the Project	:	*Title: N/A* *Project Leader:* *Lead Extensionist:* RONA C. APOLINARIO, Ph.D. *Technical Staff:* *(if applicable/delete if not applicable)* *Administrative Staff:* *(if applicable/delete if not applicable)*
Implementer	:	Extension Services Division & DOST XI-PSTO
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	• GAD Agenda: Ensures gender-inclusive participation by prioritizing representation from women-led MSMEs and addressing the unique capacity-building needs of women entrepreneurs. • UN SDGs: Supports SDG 9 (industry, innovation, and infrastructure), SDG 12 (responsible consumption and production), and SDG 7 (affordable and clean energy). • AmBisyon Natin 2040: Contributes to the vision of a "matatag, maginhawa, at panatag na buhay" through improved economic competitiveness and sustainability of MSMEs.
Location	:	Davao De Oro State College-Main Campus-Dome
Duration	:	July 2, 2025/8:00-5:00 PM
Cooperating Agencies	:	DOST XI, Provincial MSMED Council
Target Beneficiaries/Participants	:	MSMEs District I, Davao de Oro
Rationale	:	Micro, small, and medium enterprises (MSMEs) in District I, Davao de Oro play a vital role in the region's economic development. However, many of these enterprises face challenges related to measurement accuracy, quality control, and high energy costs. Inaccurate weighing or volume measurements can lead to product losses, non-compliance with standards, and reduced competitiveness. Similarly, inefficient energy use impacts profitability and environmental sustainability. This extension activity aims to provide MSMEs with access to accurate **big volume and weight calibration services**, promote awareness on **energy efficiency** through audits, and conduct training on the **principles and importance of calibration**. The intervention aligns with the national vision of **AmBisyon Natin 2040**, the **UN Sustainable Development Goals (SDGs)**, particularly **Goal 9 (Industry, Innovation, and Infrastructure)** and **Goal 12 (Responsible Consumption and Production)**, and supports **Gender and Development (GAD)** and **future-proofing principles** by fostering inclusive and resilient local economies through innovation and capacity-building.

Objectives	:	1. To provide on-site calibration services for big volume and weight equipment to ensure measurement accuracy in business operations 2. To conduct an introductory training on calibration principles and their application in various industries. 3. To perform energy audits for selected MSMEs to identify inefficiencies and suggest energy-saving interventions. 4. To raise awareness on the importance of quality assurance and energy management in business sustainability. 5. To integrate inclusive approaches by promoting active participation from women, youth, and underserved enterprise sectors.
Expected Output	:	• 50 MSME participants successfully trained on the principles of calibration and energy efficiency, enhancing their knowledge and capability in applying quality and sustainability practices in their operations. • Calibration services provided to MSMEs, including big volume and weight measurement equipment, with corresponding calibration certificates issued to ensure measurement accuracy and regulatory compliance. • Energy audits conducted for at least 15–20 selected MSMEs, with detailed audit reports and tailored recommendations for energy-saving strategies and operational improvements. • Comprehensive post-activity report prepared, documenting the training outcomes, calibration and audit services delivered, gender-disaggregated participation data, and alignment with GAD, UN SDGs, and AmBisyon Natin 2040 goals.
Narrative	:	The Provincial Government of Davao de Oro, in partnership with the Department of Science and Technology (DOST), the Department of Trade and Industry (DTI), and Davao de Oro State College (DDOSC) through its Extension Services Division (ESD), successfully conducted the activity titled "Technical Services and Training for MSMEs: Big Volume & Weight Calibration, Energy Audit, and Calibration Fundamentals" on July 2, 2025, at the DDOSC Main Campus – Dome. The training aimed to enhance the technical capacity of Micro, Small, and Medium Enterprises (MSMEs) in District I, Davao de Oro, by equipping them with foundational knowledge on calibration standards and energy efficiency. MSME participants took part in the activity, which focused on the importance of accurate measurement in business operations, the principles of calibration, and the role of energy management in reducing operational costs and promoting sustainability. As part of the initiative, the DOST also conducted on-site inspection of weighing scales brought by MSME participants to check for accuracy and compliance with existing standards. This served as a practical complement to the training, reinforcing the significance of measurement precision in ensuring product quality, consumer trust, and regulatory alignment. The activity also emphasized inclusive participation by encouraging the engagement of women, youth, and underserved sectors of the business community. Through this collaborative effort, the Provincial Government of Davao de Oro and its partners reaffirmed their commitment to supporting local enterprise development by delivering relevant and accessible technical learning opportunities to MSMEs in the province.

PHOTO DOCUMENTATION






Prepared by:

KAREN GAY D. BALMORES
Administrative Aide
Date: 7/21/25

Approved by:

RONA C. APOLINARIO, PhD
Director, Extension Services Division
Date: 7/21/25

NARRATIVE REPORT

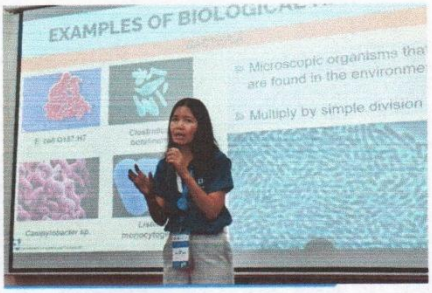
Title of the Activity	:	**A Two (2) Batch Food Safety Packaging and Labelling Training for MSMEs: Ensuring Compliance and Consumer Protection**
Title of the Project	:	*Title: N/A* *Facilitators:* RONA C. APOLINARIO, Ph.D. JERSON M. RENEGADO, MAEE MARLOU C. MONTESILANOS JR. KAREN GAY D. BALMORES LADY LEE S. LEYSON
Implementer	:	Extension Services Division & DOST XI-PSTO
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	This activity supports Gender Mainstreaming by allowing equal participation of men and women. It contributes to the following Sustainable Development Goals (SDGs), (1) **SDG 3** (Good Health and Well-being): Promoting food safety and consumer protection, (2) **SDG 8** (Decent Work and Economic Growth): Enhancing MSME competitiveness through food safety training, and (3) **SDG 12** (Responsible Consumption and Production): Encouraging sustainable packaging and regulatory compliance.
Location	:	Davao De Oro State College-Main Campus-AVR/Dome
Duration	:	July 3, 2025/8:00-5:00 PM
Cooperating Agencies	:	DOST XI, Provincial MSMED Council
Target Beneficiaries/Participants	:	MSMEs District I, Davao de Oro (Batch 1) MSMEs District II, Davao de Oro (Batch 2)
Rationale	:	As a mandate to higher academic institutions, Davao De Oro State College answers the call to recognize the vital role of State Universities and Colleges (SUCS) in local economic development, particularly in the food sector. However, many food-based MSMEs face challenges in meeting food safety standards due to a lack of knowledge and resources. Packaging and labeling are essential components of food safety, ensuring product quality, extending shelf life, and providing critical consumer information such as ingredients, allergens, and expiration dates. To address these challenges, the **Provincial Micro, Small, and Medium Enterprise Development (PMSMED) Council** and **DOST XI,** in partnership with the **Davao de Oro State College (DDOSC)** through **Extension Services**

		Division, will conduct a **Food Safety Packaging and Labelling Training for MSMEs.** This initiative will provide food entrepreneurs with the knowledge and skills to comply with food safety standards, use appropriate packaging materials, and create regulatory-compliant food labels. By equipping MSME owners and food processors with essential food safety practices, this training will enhance product marketability, increase consumer trust, and contribute to sustainable business growth.
Objectives	:	The main objectives of this activity are: 1. Educate MSME owners and food processors on food safety principles related to packaging and labeling; 2. Introduce appropriate packaging materials and techniques for different food products; 3. Provide guidance on regulatory compliance, including FDA and DTI labeling requirements; and 4. Enhance participants' ability to design and evaluate food labels that meet industry and market standards.
Expected Output	:	• MSME owners and food processors will be informed about food safety packaging and labeling regulations. • Participants will gain practical skills in selecting appropriate packaging materials and designing compliant food labels. • MSMEs will enhance product quality and compliance, improving their competitiveness in local and global markets.
Narrative	:	Food sector MSMEs in Davao de Oro advanced their operational standards through a Food Safety Training led by the Provincial Science and Technology Office (PSTO) during the 2025 MSME Week Celebration. Themed "Luwas nga Pagkaon, Luwas nga Negosyo: Food Safety Para sa MSMEs," the training emphasized food hygiene, hazard management, and proper packaging and labeling to ensure businesses uphold health and safety standards. The initiative was conducted in partnership with Provincial Local Government Unit of Davao de Oro, Davao de Oro State College, Nabunturan Integrated Cooperative, and DTI Davao de Oro through the Provincial Micro, Small, and Medium Enterprise Development Council, further strengthening multi-sectoral efforts to support MSMEs. Resource persons provided insights on maintaining quality across all stages of food production, from sourcing raw materials to final packaging. PSTO emphasized that strengthening food safety systems among MSMEs contributes significantly to public health and economic resilience.

PHOTO DOCUMENTATION









Prepared by:

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Date: 7/21/25

Approved by:

RONA C. APOLINARIO, PhD
Director, Extension Services Division
Date: 7/21/25

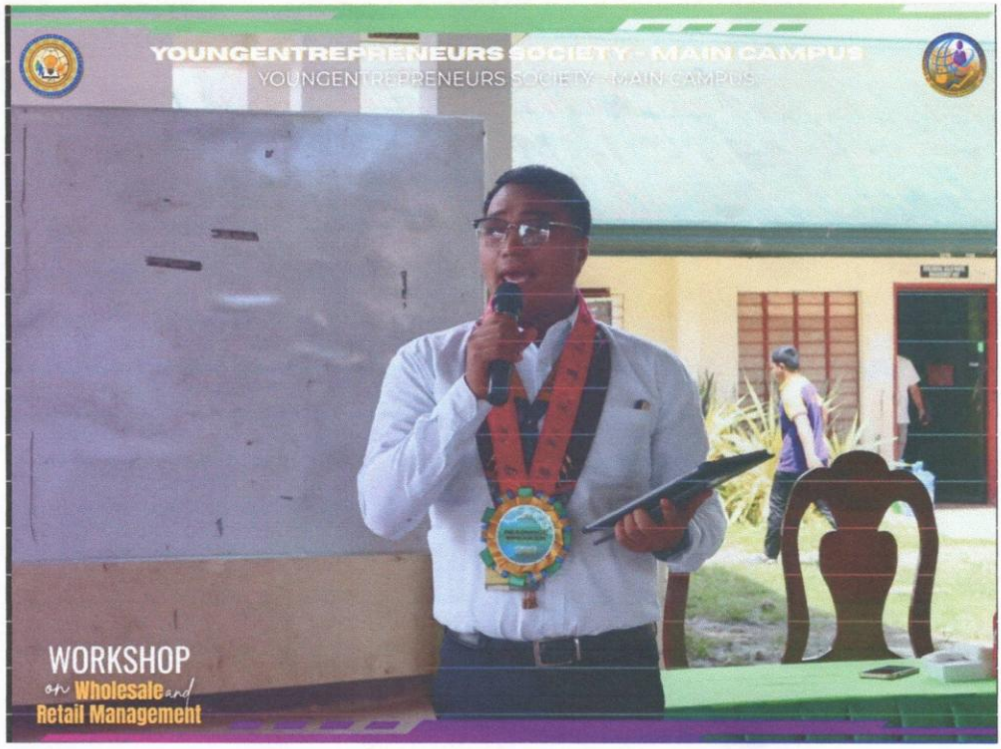
NARRATIVE REPORT

Title of the Activity	:	**EMPOWERING LOCAL ENTREPRENEURS: Training in effective Sales Tools and Technology**
Title of the Project	:	Title: N/A Project Leader: N/A Lead Extensionist: Ninio B. Manialag, MBA Technical Staff: Jerry Jake Hanggam and Tyan Caralde, MBA Administrative Staff: None
Implementer	:	Entrepreneurship Department- Compostela Campus
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	This activity supports: • **GAD Agenda:** Promotes equal access and participation of all gender identities in training, decision-making, and resource utilization. • **UN SDGs:** •SDG 4: Quality Education •SDG 8: Decent Work and Economic Growth •SDG 9: Industry, Innovation, and Infrastructure • **AmBisyon Natin 2040:** Supports the vision of a "matatag, maginhawa, at panatag na buhay para sa lahat "by strengthening livelihood and digital literacy • **Future Proofing Principles:** Introduces digital sales tools and platforms to enable small businesses to adapt to evolving markets and technology trends.
Location	:	Covered Court, Davao de Oro State College – Main Campus, Compostela, Davao de Oro
Duration	:	May 19, 2025 / 8 hours
Cooperating Agencies	:	Micro, Small, and Medium Enterprises (MSMEs)
Target Beneficiaries/Participants	:	Small business owners and farmers from Compostela, especially the family members of enrolled DDOSC students. • Total Participants: 50-100 • Gender Distribution: Inclusive of men, women, and other gender identities • Accessibility: Inclusive for participants with physical disabilities

Rationale	:	The activity addresses the lack of access to modern sales tools and marketing technologies among small entrepreneurs and farmers in Compostela. It also serves as a practical application component of ST 304: Wholesale and Retail Management for graduating students. It bridges theoretical learning with real-world community impact by enhancing the digital and operational capacities of local microentrepreneurs.
Objectives	:	• Introduce digital tools for sales, marketing, and customer relationship management • Equip local entrepreneurs with skills to improve customer engagement and streamline operations • Provide ST 304 students a venue to apply classroom knowledge through direct community engagement
Expected Output	:	• Participants acquire practical skills in using digital sales tools (POS, CRM, online platforms) • At least 80% of attendees demonstrate proficiency in one or more tools • A post-activity report outlining participant challenges and future training needs • Measurable improvement in the operational and marketing strategies of beneficiaries
Narrative	:	The extension activity titled "Empowering Local Entrepreneurs: Training in Effective Sales Tools and Technology" with the theme "Sustaining Livelihoods through Innovation: A Hands-On Approach to Sales and Marketing Tech" was successfully conducted on May 19, 2025, at the DDOSC Covered Court as the culminating requirement for the 4th-year students enrolled in ST 304 – Wholesale and Retail Management. Spearheaded by Mr. Ninio B. Manialag, MBA, the Program Coordinator of the Entrepreneurship Department, this initiative aimed to introduce small business owners and farmers—specifically the family members of the students at Davao de Oro State College—to innovative sales tools and marketing technologies that can enhance their operations and market presence. The program was formally opened by Mr. Jerson Renegado, MAED, Section Head of the Extension Services Division, who emphasized the role of entrepreneurs as vital job creators and economic drivers in local communities. His remarks highlighted the importance of innovation in sustaining livelihoods, especially in a time where adaptability is key to business survival. The event was attended by an estimated 50 to 100 participants, composed mainly of students' family members who are either small business owners or local farmers. The program was also actively facilitated by the 4th-year students themselves, guided by their instructors, allowing them to apply their academic learnings in a real-world, community-centered setting.

		Mr. Manialag's presentation covered several vital topics, starting with the challenges commonly faced by micro-entrepreneurs and farmers, such as limited access to market information, manual sales tracking, lack of branding knowledge, and hesitance toward adopting technology. He then introduced both digital and non-digital sales tools that can streamline business processes and enhance customer engagement. Digital tools such as GCash, Maya, Facebook Marketplace, Canva, and POS systems like Peddlr, Aronium, and Loyverse were presented and demonstrated to the participants. Non-digital tools, including price tags, product bundling sheets, and signage strategies, were also highlighted to accommodate entrepreneurs with limited digital access. A significant portion of the training focused on practical applications for sari-sari stores and farmers. Mr. Manialag discussed how to track sales and inventory in real time, accept digital payments, and use social media for product promotion. He also shared effective techniques in grocery store management such as hiring trustworthy staff, implementing proper monitoring systems, offering competitive pricing, and creating a welcoming store environment. These hands-on strategies were designed to encourage entrepreneurs to become more proactive, informed, and confident in handling their businesses using simple yet impactful innovations. To reinforce the learning, the program concluded with a sales tools simulation activity, where participants were guided in using POS tools like Peddlr and Aronium. This hands-on simulation allowed small business owners to experience how sales recording, inventory management, and customer transactions can be made more efficient and accurate through simple point-of-sale systems. The simulation was highly engaging and gave participants the confidence to explore integrating such tools into their own business operations. The training concluded with positive feedback from the participants, many of whom expressed their eagerness to apply the tools and techniques discussed. The students also gained valuable experience as facilitators and organizers, further enriching their understanding of wholesale and retail management through real-life application. Overall, the activity not only empowered local entrepreneurs but also reinforced the relevance of education in driving sustainable community development. The Department of Entrepreneurship extends its appreciation to Mr. Ninio B. Manialag for his insightful session and to Mr. Jerson Renegado for his unwavering support. This event serves as a testament to Davao de Oro State College's commitment to nurturing both academic excellence and community empowerment.

PHOTO DOCUMENTATION







Prepared by:

NINIO B. MANIALAG, MBA
Lead Extensionist
Date: 05/23/2025

Approved by:

RONA C. APOLINARIO, PhD
Director, Extension Services Division
Date: 5/27/2025

NARRATIVE REPORT

Title of the Activity	:	**TRAINING ON AGROECOLOGICAL FARMING IN MARAGUSAN, DAVAO DE APPROACHES FOR SUSTAINABLE AND CLIMATE-RESILIENT CACAO ORO**
Title of the Project	:	N/A
Implementer	:	Research Extension – Maragusan Branch
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	Gender and Development (GAD) Agenda This training promotes gender-responsive approaches by ensuring inclusive participation of both men and women cacao farmers, extension workers, and community stakeholders. It recognizes the distinct roles, contributions, and needs of women in cacao production, ensuring that they are equipped with knowledge and skills in agroecological practices, climate adaptation, and sustainable farming. Capacity-building sessions integrate gender equity considerations in farm planning and decision-making, aiming to empower women as leaders in sustainable agriculture. UN Sustainable Development Goals (SDGs) The training directly contributes to several key SDGs: • SDG 1 (No Poverty) – by enhancing cacao farmers' productivity and income through sustainable practices. • SDG 2 (Zero Hunger) – by promoting ecological farming systems that secure food and income sources. • SDG 5 (Gender Equality) – by encouraging equal access to training opportunities and leadership for women. • SDG 12 (Responsible Consumption and Production) – through promotion of resource-efficient, non-chemical farming methods. • SDG 13 (Climate Action) – by equipping farmers with climate-resilient strategies to mitigate and adapt to climate change. • SDG 15 (Life on Land) – by fostering biodiversity-friendly and soil-conserving practices in cacao farming. AmBisyon Natin 2040 This initiative supports AmBisyon Natin 2040's vision of a matatag, maginhawa, at panatag na buhay for all Filipinos by empowering local communities through sustainable livelihoods. Agroecological cacao farming builds self-reliant rural communities that are economically

		secure, environmentally sustainable, and socially inclusive. The training reinforces long-term goals of equitable growth, resilient food systems, and ecological integrity. Future Proofing Principles The training embodies future-proofing by: • Building resilience to climate change through the adoption of diversified, low-input, and regenerative farming systems. • Promoting local knowledge and innovation, encouraging farmer-led experimentation and agroecological solutions. • Enhancing adaptive capacity of farming communities via knowledge-sharing and climate-smart decision-making. Strengthening ecosystems by reducing reliance on chemical inputs and encouraging biodiversity conservation in cacao-based agroecosystems.
Location	:	Covered Court, Barangay Coronobe, Maragusan Davao de Oro
Duration	:	June 19, 2025 – 8: 00 AM to 5:00 PM 8 training hours
Cooperating Agencies	:	CIFOR-ICRAF Philippines http://cifor-icraf.org/
Target Beneficiaries/ Participants	:	Agriculture Students, Faculty and Staff -10 participants Cacao Farmers – 35 participants Barangay Council- 5 participants Total – 50 participants
Rationale	:	Cacao cultivation is a vital component of the agricultural landscape in Davao de Oro, contributing significantly to the local economy and the livelihoods of many smallholder farmers. Despite the province's inherent potential for cacao production, current productivity levels indicate substantial room for improvement. In 2020, Davao de Oro produced approximately 741.68 metric tons (MT) of cacao from 5,580 hectares of planted area. This yields an average productivity of about 0.13 MT per hectare, which is notably lower compared to neighboring provinces such as Davao del Norte, which achieved 1,435.59 MT from 5,999 hectares (approximately 0.24 MT per hectare), and Davao del Sur, with 1,247.93 MT from just 915 hectares (approximately 1.36 MT per hectare). The Davao Region, encompassing Davao de Oro, is recognized as the "Cacao Capital" of the Philippines, contributing approximately 80% of the nation's total cacao production. However, within this region, Davao de Oro's contribution remains modest, highlighting a significant opportunity to enhance its productivity and share in the lucrative cacao industry. Several factors contribute to the current production challenges in Davao de Oro, including suboptimal farm management practices, limited access to quality planting materials, and inadequate implementation of sustainable agricultural techniques. Notably, the province has been

		identified as moderately suitable for cacao cultivation, suggesting that with the adoption of appropriate agroecological practices, there is considerable potential to improve yields. In response to these challenges and opportunities, the provincial government, in collaboration with various stakeholders, has initiated a five-year Sustainable Cacao Development Roadmap. This strategic plan aims to strengthen technical support, regulatory frameworks, and policy environments to scale up and mainstream inclusive, sustainable, and transparent small-scale cacao production in Davao de Oro. Given this context, there is a pressing need to equip students and farmers with comprehensive knowledge and practical skills in agroecological approaches tailored to cacao farming. Training is essential to promote sustainable, environment-friendly, and climate-resilient cacao cultivation practices. By integrating agroecological principles into farm planning and management, stakeholders can work towards enhancing productivity, ensuring environmental sustainability, and improving the economic well-being of cacao farmers in Davao de Oro.
Objectives	:	At the end of the training, the participants are expected to: 1. Understand the concepts and importance of agroecology and agroforestry in sustainable cacao production. 2. Apply agroecological principles in farm planning, soil and water management, and pest and disease control. 3. Develop climate-resilient and environmentally-sound farm plans for cacao-based systems. 4. Gain practical experience through hands-on application and field exposure in model agroecological farms.
Expected Output	:	• Capacitated Farmers and Stakeholders • Improved Knowledge on Agroecological Practices • Adoption of Climate-Resilient Techniques
Narrative	:	A one-day training program on agroecological practices in cacao farming was successfully conducted on June 19, 2025, at the Covered Court, Barangay Coronobe, Maragusan, Davao de Oro. The event gathered agriculture students, Barangay council, faculty members, and local cacao farmers with the goal of strengthening their knowledge and competencies in sustainable, ecologically sound cacao production. The morning session opened with registration and an opening program facilitated by the extension staff. Dr. Jeson Geroche, the project leader, formally welcomed the participants. The first lecture was delivered by Mr. Erwin Albios, SFITAL Site Coordinator of World Agroforestry, who introduced the fundamentals of agroforestry. This was followed by an

in-depth discussion led by Dr. Jeson Geroche on agroecological farm planning and design. Mr. Albios returned to the podium to deliver two essential lectures: the benefits of cacao-based agroecological systems and the critical role of soil and water conservation in cacao cultivation.

In the afternoon, the focus shifted to agroecological pest and disease management, with Ms. Livy Sarucam and Dr. Geroche sharing integrated, eco-friendly strategies. A hands-on workshop on farm planning and application of agroecological techniques followed, facilitated by Mr. Albios. Participants collaborated in groups and presented their outputs, culminating in a synthesis and feedback session.

The session transitioned into a field exposure activity themed "Applying Agroecological Practices in Real-World Cacao Farming", held at a designated partner learning site. It commenced with an orientation and safety briefing led by the extension team and host farm representatives. Mr. Albios demonstrated soil and water conservation techniques—particularly contouring on sloped areas to prevent erosion. He also showcased shade management practices, including proper pruning, farm sanitation, and the use of trash alley systems.

The day concluded with a reflective discussion, open forum, and a closing program, where certificates were distributed and evaluation forms were accomplished. In summary, the training significantly enhanced participants' understanding of agroecological principles and empowered them with practical skills to promote sustainable and climate-resilient cacao farming.

PHOTO DOCUMENTATION










Prepared by:

PRINCES LUISE DELA TINA-PICAZA
Project Member
Date: June 25, 2025

Approved by:

RONA C. APOLINARIO, PhD
Director, Extension Services Division
Date: _____

NARRATIVE REPORT

Title of the Activity	:	*Grow & Glow: Strengthening Customer Experience and Scaling Pathways for Microenterprise Success*
Title of the Project	:	*Title: Grow & Glow: Strengthening Customer Experience and Scaling Pathways for Microenterprise Success* *Project Leader:* ***Jade Mark C. Salubre, PhD*** *Lead Extensionist:* ***April Rose Dianne A. Villaro, DBM*** ***Juma P. Wabinga, MBA*** ***Gelli S. Nanca, MBA*** ***Judy Mae D. Dehan, MBA*** ***Honey Mae M. Mangal, MBA*** ***Jonalyn S. Bustamante, MBA*** ***Demi Liza A. Ozoa, CHRA*** ***Ryan M. Caralde, MBA*** ***Jerry Jake B. Hanggam***
Implementer	:	*Entrepreneurship Department – Main Campus*
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	*The activity strongly aligns with the GAD Agenda, UN SDGs, AmBisyon Natin 2040, and future-proofing principles. It promotes inclusive economic empowerment by ensuring equal access to training for women-led and youth-led microenterprises, encouraging gender-responsive customer service practices, and supporting the capacity-building of marginalized groups. In relation to the UN Sustainable Development Goals, the initiative directly contributes to SDG 1 (No Poverty) by enhancing livelihood opportunities and strengthening entrepreneurial resilience, SDG 5 (Gender Equality) by ensuring the active participation of women microentrepreneurs, SDG 8 (Decent Work and Economic Growth) by improving microenterprise productivity, SDG 9 (Industry, Innovation, and Infrastructure) through the introduction of service innovation practices, and SDG 17 (Partnerships) by fostering collaborative linkages among the academe, community, and local enterprises. Aligned with AmBisyon Natin 2040, the activity supports the vision of a "matatag, maginhawa at panatag na buhay" by helping microentrepreneurs build more stable income sources and improve family economic security through strengthened entrepreneurial capabilities. Finally, the design incorporates future-proofing principles by integrating digital tools such as social media marketing and digital customer engagement, promoting adaptability and service innovation, and developing competencies essential in a fast-changing service industry landscape.*
Location	:	*December 4, 2025, 8:00 AM – 12:00 PM* *DDOSC Main Campus Activity Center, Poblacion, Compostela, Davao de Oro*
Duration	:	*The extension activity will only be conducted for 4 hours.*
Cooperating Agencies	:	***N/A***
Target Beneficiaries/Participants	:	*34 Microentrepreneurs in Compostela, Davao de Oro* *4th Year BS Entrepreneurship students enrolled in* *ST 303 – Managing a Service Enterprise*

Rationale	:	*Microentrepreneurs play a vital role in local economic growth, yet many struggle with customer retention, service differentiation, and scaling strategies. In a highly competitive market, small service enterprises often lack access to structured training on customer service management and business expansion. This seminar-workshop aims to bridge that gap by equipping microentrepreneurs with practical knowledge and skills that enhance service quality, strengthen customer loyalty, and support sustainable business growth.* *The activity also serves as a platform for course-driven application, allowing students to engage with community partners, understand real microenterprise challenges, and contribute to local capacity-building efforts.*
Objectives	:	*To enhance the customer service competencies and growth readiness of microentrepreneurs by providing targeted training on service excellence, client relationship management, and practical strategies for sustaining and expanding service-based enterprises. Specifically, it aims to:* • *To develop participants' skills in delivering consistent, high-quality customer service.* • *To introduce customer relations tools and techniques for building loyalty and trust.* • *To equip microentrepreneurs with basic growth strategies.* • *To encourage reflection on customer-centric business models for long-term sustainability.*
Expected Output	:	*At the end of the activity, participants will demonstrate confidence and improved practical skills they need to strengthen their customer service and prepare for business growth. They will also share personal reflections on how a customer-centered approach can shape the future of their businesses. Meanwhile, students and facilitators will document the experience through attendance records, evaluation forms, and a narrative report to highlight the key insights and impact of the activity.*
Narrative	:	*"Do more marketing. Be consistent. Sell benefits, not just features." These core insights captured the essence of the Microenterprise Advancement Training organized by the Entrepreneurship Department of Davao de Oro State College on December 4, 2025, held at the Main Campus Activity Center.* *The seminar-workshop, facilitated by Entrepreneurship Department faculty* ***Leo E. Wenceslao, MBA***, ***Wendy C. Licayan, MBA***, *and* ***Jade Mark C. Salubre, PhD***, *gathered local microentrepreneurs and BS Entrepreneurship students for the training titled* ***"Microenterprise Advancement: From Social Impact to Marketing and Service Mastery."*** *The activity was also streamed live on Facebook to extend its reach.* *Three expert speakers delivered focused sessions aimed at strengthening microenterprise performance and growth readiness.* ***Cheri-Lou R. Aranjuez, MPA***, *discussed how community needs can be transformed into viable business opportunities.* ***Allimar M. Nuevo, PhD, CGSP***, *elaborated on elevating customer experience and identifying pathways for scaling service-based enterprises. Finally,* ***Ninio B. Manialag, MBA***, *provided practical, low-cost digital marketing strategies tailored for small businesses.* *Overall, the training successfully enhanced the participants' competencies in identifying community-rooted business opportunities, strengthening customer*

		service practices, and applying effective digital marketing techniques for sustainability and growth.

PHOTO DOCUMENTATION





Prepared by:

JADE MARK C. SALUBRE, PhD
Project Leader
Date: December 5, 2025

Approved by:

JESON N. GEROCHE, PhD
Director, Extension Services Division
Date: _____

NARRATIVE REPORT

Title of the Activity	:	**"Empower MSMEs: Practical Marketing Strategies for Business Growth"**
Title of the Project	:	*Course Driven Extension Activity* *Project Leader: Sharmine Faith A. Mahumas, MM* *Lead Extensionist:* Karren Gay S. Redoblado, Dbm Aisa D. Sacabin, Mm *Gina L. Hitgano, Mba* *Technical Staff: N/A* *Administrative Staff: N/A*
Implementer	:	*Davao de Oro State College – Montevista Bramch*
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	*This activity supports Gender and Development (GAD) by providing equal access to entrepreneurial knowledge and skills for all genders, empowering both male and female MSME owners to enhance their businesses. It also aligns with AmBisyon Natin 2040's vision of a "Matatag, Maginhawa, at Panatag na Buhay para sa Lahat" by fostering self-reliance, business growth, and sustainable livelihood opportunities that contribute to inclusive economic progress.*
Location	:	*DDOSC-Montevista Branch Gymnasium*
Duration	:	*December 5, 2025 from 8:00am-5:00pm*
Cooperating Agencies	:	*NONE*
Target Beneficiaries/Participants	:	• *Local Micro, Small, and Medium Enterprise (MSME) owners and aspiring entrepreneurs within the province.* • *DDOSC Faculty and Staff*
Rationale	:	*Micro, Small, and Medium Enterprises (MSMEs) play a vital role in local economic development but often lack access to updated marketing knowledge and skills. Many MSME owners rely on traditional methods and struggle to compete in today's dynamic business environment. This activity aims to help MSME owners and entrepreneurs enhance their marketing capabilities through practical, low-cost strategies suitable for small businesses. It also allows entrepreneurship and business students to apply classroom concepts in real-life situations by facilitating the training and engaging with actual entrepreneurs.*
Objectives	:	*At the end of the activity, the participants should be able to:* • *Understand the importance of effective marketing strategies in business growth.*

		• *Identify and apply basic marketing tools and techniques suitable for MSMEs.* • *Develop simple promotional plans to increase customer engagement and sales.* • *Strengthen linkages between the academe and local entrepreneurs.*
Expected Output	:	*The activity is expected to result in increased knowledge and awareness of effective marketing strategies among MSME participants, enabling them to apply practical approaches to improve their business performance. Likewise, student facilitators will prepare reflection reports documenting their learning experiences, insights, and the skills they gained in organizing and delivering the training, thereby reinforcing their understanding of marketing concepts through real-world application.*
Narrative	:	*The course-driven extension activity under ELECT 401 entitled "Empower MSMEs: Practical Marketing Strategies for Business Growth" was successfully conducted in December 5, 2025 at Davao de Oro State College – Montevista Campus. The activity aimed to equip Micro, Small, and Medium Enterprise (MSME) owners and aspiring entrepreneurs with practical and applicable marketing strategies while allowing students to apply their classroom learning through community engagement.* *The program formally started with an audio-visual presentation (AVP) featuring the opening prayer, the Philippine National Anthem, and the DDOSC March. This was followed by the opening remarks delivered by Sharmine Faith A. Mahumas, MM, an ELECT 401 instructor, who welcomed the participants and emphasized the importance of bridging academic knowledge with real-world entrepreneurial practice through extension activities.* *Subsequently, the rationale of the activity was presented by Gina Hitgano, MBA, also an instructor, who discussed the relevance of the activity in addressing the marketing challenges commonly faced by MSMEs. She highlighted the need for practical, low-cost, and effective marketing strategies to help small businesses remain competitive and sustainable.* *After the rationale, the resource speaker from the Department of Trade and Industry (DTI), Ms. Shiela Mae Honrada, was formally introduced by Aisa Damalerio. The introduction underscored the speaker's expertise and experience in supporting MSMEs and promoting entrepreneurial development.* *The discussion proper followed, wherein Ms. Honrada shared valuable insights on practical marketing strategies, business growth opportunities, and government support programs for MSMEs. The session was interactive and informative, allowing participants to gain practical knowledge applicable to their respective enterprises. This was followed by an open forum, where participants actively raised questions, shared experiences, and sought clarifications, further enriching the learning experience.* *After the discussion, an awarding of certificates was conducted to formally recognize the participation of the resource speaker and attendees. The program concluded with closing remarks delivered by Karren Gay S. Redoblado, DBM, also an instructor, who expressed gratitude to the resource speaker, organizers, facilitators, and participants for their active involvement and support. She*

		encouraged the participants to apply the insights gained from the activity in improving their business operations. *Overall, the extension activity was successfully implemented and achieved its objectives of enhancing marketing knowledge among MSMEs, strengthening academe-industry collaboration, and reinforcing experiential learning among students.*

PHOTO DOCUMENTATION







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Project Leader
Date: December 12, 2025

Approved by:

JESON N. GEROCHE, Ph.D.
Director, Extension Services Division
Date: December 12, 2025

NARRATIVE REPORT

Title of the Activity	:	*Community Outreach*
Title of the Project	:	*BASIC ENTREPRENEURSHIP & OPPORTUNITY SEEKING TRAINING, ENTREPRENEURIAL MIND SETTING SEMINAR* *Lead Extensionist:* MERLIE T. ARMOHALIAS, AIREN C. CAGAS, RIZEL P. PELAEZ *Project Leader: Wendy Mae W. Dulos*
Implementer	:	*DDOSC –New Bataan Entrepreneurship Faculty Members of Project LIPAD*
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	*Promote gender equity and inclusivity in this seminar by ensuring that youth, women, indigenous peoples, PWDs, and barangay workers are empowered to participate in decision-making and community development.* • ***Gender and Development (GAD) Agenda*** *The seminar promotes gender equality by ensuring inclusive participation of women, youth, PWDs, and other community sectors. It empowers women to engage in livelihood opportunities, enhances leadership among YES officers, and provides adaptive skills for PWDs—thus supporting equal access to resources, training, and economic opportunities regardless of gender or social status.* • ***United Nations Sustainable Development Goals (SDGs)*** *This initiative directly contributes to several SDGs:* • ***SDG 1 (No Poverty)** – by promoting livelihood and income-generating activities.* • *SDG 4: Quality Education – Provides accessible training that enhances leadership, critical thinking, and community management skills.* • ***SDG 5 (Gender Equality)** – by empowering women and ensuring inclusivity.* • ***SDG 8 (Decent Work and Economic Growth)** – by cultivating entrepreneurial skills and self-reliance.* • ***SDG 9 (Industry, Innovation, and Infrastructure)** – by fostering innovation and resource optimization within the community.* • ***SDG 10:** Reduced Inequalities – Prioritizes the participation of underserved populations, enabling them to take on leadership roles in community development.* • ***SDG 11:** Sustainable Communities – Cultivates leaders who can promote inclusive, participatory, and resilient community planning and engagement.* • ***AmBisyon Natin 2040*** *The training supports the national vision of a "Matatag, Maginhawa, at Panatag na Buhay" by equipping participants with skills for sustainable livelihood and financial independence. It aligns with the aspiration of building a strong, inclusive middle class by empowering individuals to contribute to economic productivity and social resilience.*

		• ***Future-Proofing Principles*** *By instilling adaptability, creativity, and resilience, the seminar prepares participants to cope with evolving challenges such as economic disruptions, limited resources, and changing labor markets. It fosters a forward-looking mindset that encourages continuous learning, innovation, and community-driven solutions—ensuring long-term sustainability and relevance.*
Location	:	*Barangay San Roque, New Bataan, Davao de Oro (Brgy. Gymnasium)*
Duration	:	*Ocotber 24, 2025 (8 hours)*
Cooperating Agencies	:	*Barangay Local Goverment of San Roque* *Sagguniang Kabataan of San Roque*
Target Beneficiaries/Participants	:	*Barangay Local Government of San Roque Staff ,Officials, Stakeholders, Youth, Women, Person with Disabilities, and YES officers.*
Rationale	:	*The LIPAD Extension Project continues its mission of capacitating marginalized sectors by enhancing their entrepreneurial mindset and opportunity-seeking abilities. In today's competitive and rapidly changing economy, entrepreneurship serves as a vital tool for reducing poverty, promoting innovation, and empowering communities.* *This training aims to instill basic entrepreneurial knowledge among youth, women, indigenous peoples, PWDs, barangay workers, and YES officers, helping them identify, evaluate, and pursue viable business opportunities that address community needs and market demands.* *Through this initiative, participants will gain confidence, resourcefulness, and practical skills in entrepreneurship, enabling them to contribute to local economic development and self-sufficiency. The training aligns with the national agenda for inclusive growth, employment generation, and sustainable community development.* *The LIPAD Extension Project seeks to uplift communities by fostering self-reliance and economic resilience through entrepreneurship. In Brgy. San Roque, New Bataan, Davao de Oro, many individuals—particularly youth, women, PWDs, barangay workers, and YES officers—possess talents and potential that can be maximized through proper guidance and training. However, limited access to entrepreneurial knowledge and opportunities often hinders them from pursuing innovative and sustainable livelihood ventures.* *The **Entrepreneurial Mind Setting Seminar** aims to address this gap by equipping participants with the right mindset, values, and basic skills needed to recognize opportunities, optimize available resources, and develop resilience in the face of challenges. By nurturing creativity, resourcefulness, and leadership, the seminar will enable beneficiaries not only to improve their household income but also to contribute to the collective progress of the barangay.* *Ultimately, this initiative promotes inclusive growth by empowering different sectors of the community. Whether through youth innovation, women-led enterprises, PWD-adaptive livelihoods, or barangay worker and YES officer leadership, the seminar will help build a culture of entrepreneurship that supports long-term development and sustainability in Brgy. San Roque.*
Objectives	:	• *Equip participants with foundational entrepreneurship knowledge and skills to identify business opportunities and apply them in community-based or individual enterprises.* • *Understand the basic principles and functions of entrepreneurship.*

		• *Develop skills in opportunity seeking and market needs assessment.* • *Introduce ideation, feasibility checking, and business planning.* • *Encourage participants to develop small-scale, sustainable business concepts.* • *Foster inclusive participation of marginalized sectors in entrepreneurial activities.* • *To develop an entrepreneurial mindset that fosters creativity, innovation, and resilience among participants.* • *To equip community members with basic entrepreneurial knowledge and skills for identifying opportunities and creating sustainable livelihood ventures.* • *To empower different sectors—youth, women, PWDs, barangay workers, and YES officers—to become active contributors to local economic growth and community development.*
Expected Output	:	• *Participants are able to present at least one viable and locally relevant business idea, either individually or in groups, using simple materials such as manila paper, cartolina, or oral presentation.* • *Each sector (youth, women, PWDs, barangay workers, YES officers) submits a short livelihood proposal or idea summary, written or illustrated, with basic components such as business name, target customers, and products or services.* • *To establish an informal Barangay Entrepreneurship Support Group, composed of participants and barangay leaders, that will serve as a peer network for encouraging idea development, information sharing, and identifying potential partners or resources for starting microenterprises.* • *Enhanced entrepreneurial mindset among participants, reflected in improved creativity, innovation, and problem-solving skills.* • *Increased awareness and knowledge on identifying livelihood opportunities and maximizing local resources for sustainable income generation.* • *Sector -specific empowerment where youth, women, PWDs, barangay workers, and YES officers gain confidence to apply entrepreneurial concepts in their respective roles.*
Narrative	:	***Basic Entrepreneurship, Entrep Mindsetting & Opportunity Seeking Training*** *The **Project LIPAD** under the **Extension Banner Program of the DDOSC Extension Services Section – Program LEAD** successfully conducted a **Basic Entrepreneurship, Entrep Mindsetting & Opportunity Seeking** training on **October 24, 2025**, as part of its continuing mission to empower and capacitate marginalized sectors toward sustainable livelihood and community development.* *The training aimed to equip **youth, women, indigenous peoples, PWDs, barangay workers, and YES officers** with foundational entrepreneurial knowledge—helping them identify, evaluate, and pursue viable business opportunities that address both community needs and market demands.* *Through this initiative, participants are expected to develop confidence, creativity, and practical entrepreneurial skills, enabling them to contribute meaningfully to local economic growth and sustainable community development.*

		*This training was facilitated by Project Leader **Wendy W. Dulos, MBA**, with the full support of the **Entrepreneurship Department faculty**, under the leadership of **Dr. Robegin Campomayor**, Dean of the Bachelor of Science in Entrepreneurship.*

PHOTO DOCUMENTATION






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EXTENSION SERVICES SECTION

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NARRATIVE REPORT

Title of the Activity	:	***Seminar/Workshop***
Title of the Project	:	***INCOME GENERATION TRAINING*** *Lead Extensionist:* **AIREN C. CAGAS** *Project Leader:* ***WENDY MAE W. DULOS***
Implementer	:	*DDOSC –New Bataan Entrepreneurship Faculty Member and Project LIPAD*
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	*The Income Generation Seminar strongly supports the Gender and Development (GAD) Agenda by promoting inclusivity and equal opportunities for women, youth, PWDs, barangay workers, and YES officers. By providing training tailored to their specific capacities, the program ensures that vulnerable and underrepresented groups gain access to livelihood opportunities and the confidence to actively participate in the local economy. This addresses gender gaps while empowering marginalized sectors to contribute to community progress.* *In alignment with the United Nations Sustainable Development Goals (SDGs), the seminar contributes to key global targets: SDG 1 (No Poverty) by promoting livelihood and income-generating activities; SDG 5 (Gender Equality) through the empowerment of women and inclusive participation; SDG 8 (Decent Work and Economic Growth) by developing entrepreneurial skills and self-reliance; and SDG 10 (Reduced Inequalities) by giving PWDs and disadvantaged groups the tools to earn and thrive. It also touches on SDG 9 (Industry, Innovation, and Infrastructure) by encouraging resource-based innovation within the community.* *The program also supports the national vision of AmBisyon Natin 2040, which aspires to a "Matatag, Maginhawa, at Panatag na Buhay." By enhancing the ability of participants to generate income and sustain livelihoods, the seminar directly contributes to the goal of achieving a stable and comfortable life for Filipino families. It nurtures financially independent individuals who can actively contribute to a productive middle class and resilient communities.* *Finally, the seminar is grounded in Future-Proofing Principles by promoting adaptability, resourcefulness, and innovation. Through capacity-building, it equips participants to withstand economic disruptions, adjust to shifting market conditions, and develop long-term, sustainable livelihood ventures. This ensures that the skills and knowledge gained remain relevant and useful, preparing the community of San Roque, New Bataan to thrive in an uncertain and rapidly changing future.*
Location	:	*Brgy. San Roque, New Bataan Davao de Oro(Brgy. Freedom Stage)*

Duration	:	*November 24, 2025 (8 hours)*
Cooperating Agencies	:	*BLGU San Roque* *Sangguniang Kabataan (SK) – San Roque*
Target Beneficiaries/Participants	:	*San Roque New Bataan , Davao De Oro* *Either/or of the following:* • *Youth-15 Participants* • *Women-15 Participants* • *PWDs-15 Participants* • *Brgy Workers-15 Participants* • *YES Officers-15 Participants*
Rationale	:	*The Income Generation Training aims to provide participants from Brgy. San Roque, New Bataan, Davao de Oro—composed of youth, women, PWDs, barangay workers, and YES officers—with the essential knowledge and practical skills needed to start and sustain livelihood activities. The training will focus on financial planning, resource management, and basic enterprise development to help participants create income opportunities that are both sustainable and responsive to the local context. By equipping them with these competencies, the seminar seeks to strengthen their ability to contribute to household income and improve their overall quality of life.* *Beyond skills-building, the seminar also strives to empower each sector to play an active role in the economic progress of the barangay. Youth participants will be encouraged to explore entrepreneurship as a career option, women will be guided to develop small-scale businesses that enhance family stability, PWDs will be introduced to adaptive livelihood strategies, while barangay workers and YES officers will be prepared to lead by example and share their learnings with peers. Collectively, these objectives aim to foster inclusive growth, strengthen resilience against economic challenges, and build a culture of self-reliance and innovation within the community.*
Objectives	:	• *To equip participants with practical knowledge and skills in financial planning, resource management, and basic enterprise development.* • *To guide community members in identifying and developing sustainable income-generating activities suited to their needs and local resources.* • *To empower different sectors—youth, women, PWDs, barangay workers, and YES officers—to contribute to household income, strengthen economic resilience, and support inclusive community growth.*
Expected Output	:	• *Improved financial literacy and resource management skills among participants, enabling them to make informed decisions about income-generating activities.* • *Developed livelihood ideas or action plans tailored to the needs and available resources of Brgy. San Roque, New Bataan.* • *Strengthened community participation in local economic development, with participants serving as role models and multipliers of knowledge.*
Narrative	:	Income generation initiatives play a vital role in improving the socio-economic condition of communities, particularly in rural areas where access to stable employment and livelihood opportunities is limited. In Barangay San Roque, New Bataan, Davao de Oro, many residents including youth, women, persons with disabilities (PWDs), barangay workers, and YES Officers face challenges in identifying sustainable sources of income due to limited financial literacy, resource constraints, and lack of entrepreneurial exposure. Addressing these concerns is essential to enhancing household income, promoting self-reliance, and

		fostering long-term community development. In response to these needs, the Income Generation Training was conducted on November 24, 2025, at Barangay San Roque, New Bataan, Davao de Oro. The activity was designed to equip participants with essential knowledge and practical skills necessary to initiate and sustain livelihood activities that are feasible, sustainable, and aligned with the local context. The seminar/workshop focused on financial planning, effective resource management, and basic enterprise development to help participants transform available resources into viable income opportunities.

PHOTO DOCUMENTATION






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EXTENSION SERVICES SECTION

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NARRATIVE REPORT

Title of the Activity	:	***Course Driven Extension Activity*** *This course-approved extension asks students in ELECT 401: Entrepreneurial Marketing Strategies to design and deliver marketing training for MSME owners, applying classroom concepts—segmentation, value proposition, pricing, promotion, and digital marketing—into practical tools and workshops. Students develop marketing plans, training materials, and facilitation skills, assess short-term learning, collect participant feedback, and produce reflective reports. The activity reinforces theory through hands-on practice, builds professional competencies and supports MSMEs with low-cost marketing solutions while strengthening community partnerships.*
Title of the Project	:	**Empower MSMEs: Practical Marketing Strategies for Business Growth — Interactive Breakout Sessions on Advertising, Content & Social Media** *Lead Extensionist:* WENDY MAE W. DULOS, ROBEGIN C. CAMPOMAYOR, ALLYSSA T. HIPOLAN
Implementer	:	*DDOSC –New Bataan Entrepreneurship Faculty Member*
Responsiveness to GAD Agenda, UN Sustainable Development Goals, AmBisyon Natin 2040, and Future Proofing Principles	:	*This activity supports Gender and Development (GAD) by providing equal access to entrepreneurial knowledge and skills for all genders, empowering both male and female MSME owners to enhance their businesses. It also aligns with AmBisyon Natin 2040's vision of a "Matatag, Maginhawa, at Panatag na Buhay para sa Lahat" by fostering self-reliance, business growth, and sustainable livelihood opportunities that contribute to inclusive economic progress.*
Location	:	*DDOSC-New Bataan, Davao de Oro (Actiivty Center)*
Duration	:	*December 17, 2025 (8 hours)*
Cooperating Agencies	:	*Extension Services Section-New Bataan*
Target Beneficiaries/Participants	:	• *Local Micro, Small, and Medium Enterprise (MSME) owners and aspiring entrepreneurs within the province.* • *DDOSC Faculty and Staff*
Rationale	:	*Micro, Small, and Medium Enterprises (MSMEs) are essential to local economies but frequently lack current marketing know-how. Many owners depend on traditional approaches and find it hard to compete in today's fast-changing marketplace. This activity equips MSME owners with practical, low-cost marketing tactics tailored to small businesses, while giving entrepreneurship and business students the opportunity to apply classroom theories in real-world settings by leading trainings and working directly with entrepreneurs.*

Objectives	:	*At the end of the activity, the participants should be able to:* • *Equip MSME owners with practical, low-cost marketing strategies in advertising, content, and social media.* • *Enable MSME owners to apply these strategies to improve visibility, customer engagement, and sales.* • *Allow students to apply their learnings by facilitating trainings and supporting MSME implementation.* • *Foster university–community partnerships and promote sustainable, responsible entrepreneurship.* • *Collect participant feedback and outcomes to evaluate learning and inform future support.*
Expected Output	:	*Participants are expected to gain greater knowledge and awareness of effective advertising, content, and social media marketing techniques, enabling them to apply practical methods to boost their business performance. Student facilitators will produce reflection reports detailing their experiences, insights, and skills developed in designing and delivering the training, reinforcing their grasp of marketing strategies through hands-on application.*
Narrative	:	Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in strengthening local economies and creating employment opportunities within communities. Despite their significance, many MSME owners continue to rely on traditional marketing practices and have limited access to affordable and up-to-date strategies, particularly in advertising, content creation, and social media marketing. As business environments become increasingly digital and competitive, this gap in marketing knowledge makes it challenging for small business owners to reach wider markets and sustain growth. To address this need, the course-driven extension activity "Empower MSMEs: Practical Marketing Strategies for Business Growth" was conducted on December 17, 2025, at the DDOSC–New Bataan Activity Center in New Bataan, Davao de Oro, as part of ELECT 401: Entrepreneurial Marketing Strategies. The activity aimed to bridge classroom learning and real-world application by allowing students to actively apply marketing concepts such as market segmentation, value proposition development, pricing strategies, promotion, and digital marketing. Through hands-on training sessions and direct engagement with MSME owners, the activity provided practical, accessible tools while fostering meaningful collaboration between the university and the local business community.

PHOTO DOCUMENTATION






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