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The Ministry of Trade, Investments and Tourism (MTIT) with the Department of Information and Communications Technology (DICT) leads the graduation ceremony of completers of Social Media Marketing Training under the Digital Jobs PH Training Program on Nov. 8, 2023, at the Em Manor Hotel in Cotabato City. (Michael Camsa/BIO)

## Online entrepreneurs ready to apply business tips after completing social media training

By Aisah Abas/Myrna Tepadon

COTABATO CITY—Twenty-five (25) aspiring online entrepreneurs from Maguindanao provinces, who completed a 7-day comprehensive social media marketing training, are ready to incorporate ICT-related inputs to virtually promote their products and services.

On Nov. 8, the completers officially graduated on the activity at the Em Manor Hotel in this city conducted by the Department of Information and Communications Technology (DICT) in partnership with the Ministry of Trade, Investments and Tourism (MTIT).

The training is under the Digital Jobs PH Training Program which aims to decrease the unemployment rate and improve the capacity of the Micro, Small, and Medium Enterprises (MSMEs) in the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM).

In his inspiring message, MTIT Director II Roy Ladiasan said the DICT's initiative will widely contribute to the advancement of MSMEs.

"This milestone is implemented to help you become more innovative and develop strategies for selling and promoting products in social marketing," said Ladiasan.

He further emphasized that MTIT, with the DICT, will play a vital role in economic development via online marketing.

"We offer and implement a number of programs and projects to combat unemployment and increase employability through online," he added.

DICT Regional Director Mario Cufiado said that social

media is creating various opportunities for young people and entrepreneurs during the pandemic.

"We have seen many opportunities in social marketing in the middle of the COVID-19 pandemic. Embrace your knowledge and skills especially in social media as a main platform for doing business," he said.

He also commended the graduates for their strong desire and determination to expand their skills and potential, not only to improve themselves but also to contribute to the economic progress of the region.

The completers basically underwent ICT-related tasks for the promotion of their products such as website development, social media content planning, business blogging, search engine optimization, and e-mail

marketing, including laws pertaining to Data Privacy Law, Cybercrime Law, and Digital Marketing Ethics.

Ivan Lawrence Cornel, owner of Tahoe Cotabato City Project, said he appreciates MTIT and DICT for providing them with strategies and tips that they can immediately apply in their respective social marketing.

"The knowledge, learnings, ideas, and fresh perspective I gained was very informative and helpful. I can say that training is a game changer because as an entrepreneur, I'm always looking for ways to improve my business," he said.

"I highly recommend this training program to anyone who wants to learn about digital marketing, particularly to any entrepreneur who wants to take their business to the next level," he added.

### Timpoek Lake Viewdeck: MTIT opens new tourism destination in Patikul, Sulu

By Alline Jamar M. Undikan

PATIKUL, Sulu — In line with Bangsamoro Government's priority agenda to boost economic development through capitalizing potential tourist destinations in the region, the Ministry of Trade, Investments, and Tourism (MTIT) led the inauguration of Timpoek Lake Viewdeck in this town.

Held on Nov. 16, the event gathered key figures, including Sulu Governor Abdusakur Tan, Ministry of Public Works-Sulu 1st District Engineer Ajan Ajjul, Armed Forces of the Philippines officials, local tourism officers, and representatives of the different Municipal Local Government Units, who played significant roles in the project's realization.

Timpoek Lake Viewdeck, a tourism development project of the MTIT, aims to contribute to the socio-economic development of Sulu. Its groundbreaking ceremony took place last February 5, 2023.

In his message read by MTIT-Sulu Provincial Director Nagdar Sasapan, Minister Abuamri Taddik emphasized that the collaborative effort of various agencies and offices in Sulu Province brought the project to fruition.

"This project is a symbol of our collaborative effort. It is the result of the vision, will, commitment, and hardwork of everyone," Taddik said.

"The purpose of this project is not just to improve the viewing experience of the tourist, but it also aims to boost the economic prospect of the Municipality of

Patikul and Sulu as a whole," he added.

For his part, Gov. Tan expressed his gratitude for the new tourist destination in the province, highlighting the significance of peace and unity.

"Kailangan talaga na kung ano ang inumpisahan natin na nagkakaisa (ang) lahat ay 'yon pa rin ang gagawin natin. We need to strive some more," Tan said.

[It's truly necessary that what we've started while we are united, we have to continue doing it.]

"Kung hindi dahil sa nagkaroon ng peace ay 'di talaga ako makakapunta sa lugar na ito," he added.

[Without peace, I wouldn't be able to reach this place.]

The inauguration ceremony was followed by a tree-planting activity in the area, led by Gov. Tan.

The project's success stands as a testament to the collaborative efforts of various agencies and offices in Sulu Province, serving as a model for other provinces to emulate.



MTIT-Sulu Provincial Director Nagdar Sasapan (in black), Sulu Governor Abdusakur Tan (in green), and officials from the Armed Forces of the Philippines, led on Nov. 16 the inauguration of the Timpoek Lake Viewdeck, a new tourist destination in Patikul, Sulu. (Alline Jamar Undikan/BIO)

### 100 children with disabilities in Cotabato City receive essential kits from MSSD

By Johamin Inok



The Ministry of Social Services and Development (MSSD) provides essential kits to 100 children with disabilities (CWDs) during the culminating event of National Children's Month on November 29, 2023, in Cotabato City. (Marhom Ibrahim/BIO)

COTABATO CITY—A total of 100 children with disabilities (CWDs) were given essential kits by the Ministry of Social Services and Development (MSSD) during the culminating activity of the National Children's Month (NCM) on Wednesday, Nov. 29, at the Center for the Handicapped in this city.

This initiative promotes inclusivity and empowerment of Bangsamoro children's health and well-being, aligned with the celebration of the NCM, pursuant to Republic Act No. 10661.

MSSD Bangsamoro Director-General Atty. Mohammad Mukhtar Estrella emphasized that the Ministry prioritizes children with special needs'

welfare, saying, "We acknowledge and put utmost importance on their visibility and representation."

"We will carry the stories of every Bangsamoro child in this center. We will carry their dreams, and we will make them the dreams of every person and employee of MSSD," Estrella said.

The kits are composed of hygiene essentials, notebooks, umbrellas, and NCM T-shirts.

Furthermore, Center for the Handicapped Head Ombra Sangcupan highlighted that the event is MSSD's first intervention since the successful turnover of the care facility on Nov. 3, which was previously managed by the Department of Social Welfare and Development (DSWD-XII).

Sangcupan also reassured that continued services will be made available for the Bangsamoro CWDs in partnership with the MSSD.

Wednesday's activity was in collaboration with the Bangsamoro Planning and Development Authority (BPDA), Bangsamoro Women Commission (BWC), and Regional Council for the Welfare of Children (RSCWC), chaired by the MSSD.

Focusing on the self-sustaining and inclusive development of the Bangsamoro children and other vulnerable sectors falls under the 12th priority agenda of BARMM Chief Minister Ahod Ebrahim.