



DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES  
KAGAWARAN NG KAPALIGIRAN AT LIKAS NA YAMAN



**MEMORANDUM**

**TO :** The Regional Executive Directors  
Regions 3, 4A, 4B, 6, 7, 8, 9, 10 and 11  
  
Attention : **DENR RCI-TWG**

**FROM :** The Undersecretary  
Policy, Planning and International Affairs

**SUBJECT :** **NCI-SRD UPDATING OF DATABASE OF THE AFF CLUSTER  
BENEFICIARIES**

**DATE :** **SEP 18 2024**

May we respectfully refer the email dated September 10, 2024 sent by NCI-SRD regarding the submission/updating of the database of the AFF cluster beneficiaries. The database and enterprise profiles are being used by the Agriculture, Forestry and Fisheries Enterprise Cluster and Business Development (AFFECBD) Component Working Group for their capacity-building activities and enterprise cluster assessment workshops.

In view of this, kindly facilitate respective submission/updating of the database of the AFF cluster beneficiaries via <https://tinyurl.com/AFFBeneficiaries>. Furthermore, please submit the AFF enterprise profile for each of the clusters and upload to <https://tinyurl.com/AFFEntProfiles>. Kindly submit respective updates on or before September 20, 2024.

For further clarifications and other concerns, please call NCI SRD National Secretariat at telephone number 89288741 local 2275 or via email at [ncisrd@da.gov.ph](mailto:ncisrd@da.gov.ph).

For your preferential attention and appropriate action, please.

  
ATTY. JONAS R. LEONES

MEMO NO. 2024 - 845



## Request to Facilitate the Updating of AFF Cluster Beneficiaries Database

DA NCISRD <ncisrd@da.gov.ph>

Tue, Sep 10, 2024 at 1:59 PM

To: "Usec. Jonas Leones, Cesol" <ouppia@denr.gov.ph>

Cc: vprealubit.ncisrd@gmail.com, Ermalyn Ulalan <ermalynuc03@gmail.com>, rafaelartemendoza@hotmail.com, jqdevela@alum.up.edu.ph, Marineh Ambrosio <mari.va.danci@gmail.com>

Dear Undersecretary Leones:

This refers to the existing National Convergence Initiative for Sustainable Rural Development's (NCI-SRD) eleven (11) Convergence Areas (CA) with valid Convergence Area Development Plans (CADP). The list of CAs is attached as **Annex A** for your reference.

In this regard, we respectfully request your good office to facilitate the submission/updating of the database of the AFF cluster beneficiaries via <https://tinyurl.com/AFFBeneficiaries>. Moreover, kindly submit the AFF enterprise profile as attached for each of the clusters by uploading it via <https://tinyurl.com/AFFEntProfiles>.

The database and enterprise profiles are being used by the Agriculture, Forestry and Fisheries Enterprise Cluster and Business Development (AFFECBD) Component Working Group (CWG) for their capacity-building activities and enterprise cluster assessment workshops.

The National Secretariat appreciates receiving your submissions **on or before Friday, September 20, 2024**. For other concerns, your staff may contact Ms. Veronica Sophia Realubit of the NCI-SRD National Secretariat at (632) 8928 8741 to 64 local 2275, (632) 8681 7308, or email us at [ncisrd@da.gov.ph](mailto:ncisrd@da.gov.ph).

Thank you and we look forward to your continuous support to the NCI-SRD. Kindly acknowledge upon receipt.

Yours Truly,

**VERONICA SOPHIA P. REALUBIT**

Agriculture, Forestry, and Fisheries Enterprise Cluster and Business Development Component Working Group  
Manager and

Regional Convergence Initiative Technical Working Group Coordinator



**NCI-SRD National Secretariat**

phone: (632) 8928 8741 to 64 local 2275 or (632) 8681 7308

website: [ncisrd.da.gov.ph](http://ncisrd.da.gov.ph)

address: 2nd Floor, Bureau of Soils and Water Management,  
Visayas Avenue corner Elliptical Road, Diliman, Quezon City

facebook

YouTube



Please consider the environment before printing this email

**IMPORTANT:** The contents of this email and any attachments are confidential. It is strictly forbidden to share any part of this message with any third party, without a written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such a mistake does not occur in the future.

### 3 attachments



**REFERENCE ONLY NCI-SRD Enterprise Profiling Template (adopted from PRDP).docx.pdf**  
144K



**264 Letter to Usec Jonas Leones.pdf**  
385K



**Annex A.pdf**  
223K



Reference Code:	NCI-SRD_FR_029_3
Reference No.:	NCI-SRD-9-2024-26A
Page No.:	1 of 3

**LETTER**

4 September 2024

**Atty. JONAS R. LEONES, CESO I**  
 Undersecretary for Policy, Planning and International Affairs  
 Department of Environment and Natural Resources (DENR)  
 Visayas Avenue, Diliman, Quezon City

**Dear Undersecretary Leones:**

This refers to the existing National Convergence Initiative for Sustainable Rural Development's (NCI-SRD) eleven (11) Convergence Areas (CA) with valid Convergence Area Development Plans (CADP). The list of CAs is attached as **Annex A** for your reference.

In this regard, we respectfully request your good office to facilitate the submission/updating of the database of the **AFF cluster beneficiaries** via <https://tinyurl.com/AFFBeneficiaries>. Moreover, kindly submit the **AFF enterprise profile** as attached for each of the clusters by uploading it via <https://tinyurl.com/AFFEntProfiles>.

The database and enterprise profiles are being used by the Agriculture, Forestry and Fisheries Enterprise Cluster and Business Development (AFFECBD) Component Working Group (CWG) for their capacity-building activities and enterprise cluster assessment workshops.

The National Secretariat appreciates **receiving your submissions on or before Friday, September 20, 2024**. For other concerns, your staff may contact Ms. Veronica Sophia Realubit of the NCI-SRD National Secretariat at (632) 8928 8741 to 64 local 2275, (632) 8681 7308, or email us at [ncisrd@da.gov.ph](mailto:ncisrd@da.gov.ph).

Thank you and we look forward to your continuous support to the NCI-SRD.

Yours truly

**ENGR. ROGER V. NAVARRO**

Undersecretary for Operations and Agri-Fisheries Mechanization and Rural Credit, Department of Agriculture (DA) and DA Permanent Alternate Representative, National Steering Committee, and National Focal Person, NCI-SRD

*KAR* *RD*



LETTER

Reference Code:	NCI-SRD_FR_029_3
Reference No.:	
Page No.:	1 of 2

Annex A. List of Convergence Areas with Valid CADP

No.	Region	Convergence Area	Areas Covered	Watershed Covered	Year of CADP
1	Central Luzon	San Jose, Tarlac	San Jose, Tarlac (1)	Tarlac Watershed composed of the Moriones and O'donnell river systems	2023-2028
2	CALABARZON	Tayak Adventure Nature and Wildlife (TANAW) de Rizal	Rizal, Laguna (1)	Malabanban-Cabunsood Watershed (1)	2021-2025
3	MIMAROPA	Mag-Asawang Tubig Watershed	Victoria, Oriental Mindoro (1)	Mag-asawang Tubig River Basin (1)	2024-2028
4	Western Visayas	Central Antique	Barbaza, Bugasong, Laua-an, Patnongon and Valderrama, Antique (5)	Central Antique Watershed Dalanas, Paliwan, Cangananan, and Carit-an (4) Rivers	2020-2024
5	Central Visayas	Carood Watershed	Anda, Ubay, Alicia, Candijay, Guindulman, Pilar, and Mabini, Bohol (7)	Carood Watershed (1)	2023-2028
6	Central Visayas	Bateria Watershed	Guihulngan City, Negros Oriental (1)	Bateria Watershed	2025-2029
7	Eastern Visayas	Abuyog, Leyte	Abuyog, Leyte (1)	Abuyog Watershed (1)	2020-2024
8	Zamboanga Peninsula	Ayala District	14 barangays of Ayala District, Zamboanga City: Sinunuc, Maasin, Cawit, Recodo, Ayala, Tulungatung, Talisayan, La Paz, Baluno, Pamucutan, Sinubong, Patalon, Labuan, and Limpapa	Ayala, Saaz River, CADT- ECOZONE (Limpapa), and CADT-ECOZONE (Limpapa, Labuan) Watersheds. (3)a	2021-2025



Republic of the Philippines  
DA - DAR - DENR - DILG

**National Convergence Initiative for Sustainable Rural  
Development (NCI-SRD)**

**LETTER**

Reference Code:	NCI-SRD_FR_029_3
Reference No.:	
Page No.:	2 of 2

No.	Region	Convergence Area	Areas Covered	Watershed Covered	Year of CADP
9	Zamboanga a Peninsula	Siocon-Lituban Watershed	Siocon, Zamboanga del Norte (1)	Siocon Resource Reserve, Lituban and Siocon rivers (3)	2021-2025
10	Northern Mindanao	Muleta Watershed	Pangantucan, Bukidnon (1)	Muleta Watershed	2023-2027
11	Davao Region	Suawan-Kulafu Subwatershed	7 barangays of Marilog District, Davao City: Tamugan, Magsaysay, Salaysay, Dalag- Lumot, Marilog Proper, Malamba	Suawan- Kulafu Subwatershed under the Davao River Basin (1)	2020-2024

2nd floor, Bureau of Soils and Water Management, Visayas Avenue  
corner Elliptical Road, Diliman, Quezon City  
(632) 8928 8741 to 64 local 2275 or (632) 8681 7308

[ncisrd@da.gov.ph](mailto:ncisrd@da.gov.ph)



[ncisrd.da.gov.ph](http://ncisrd.da.gov.ph)

[facebook.com/nationalconvergence](https://facebook.com/nationalconvergence)



**CONVERGENCE WORKS!**  
@ncisrd

**NCI-SRD AFF Enterprise Profiling Template**  
(adopted from Philippine Rural Development Program)

**A. BASIC BUSINESS INFORMATION**

Name of Business : \_\_\_\_\_  
(Enterprise name)

Type of Business ownership :  Sole Proprietorship     Corporation     Others  
 Partnership     Cooperative

Business registration :  SEC     DTI  
 CDA     Mayor's Permit  
 DOLE     Others \_\_\_\_\_

Date Registered : \_\_\_\_\_

Capitalization :  Up to Php3,000,000 in assets (micro)  
 Php3,000,001 to Php15,000,000 (small)  
 Php15,000,001 to Php100,000,000 (medium)  
 Php100,000,001 and above (large)

Major business activity :  Farming     Trading     Custom servicing  
 Processing     Retailing     Others (specify) \_\_\_\_\_  
 Consolidating     Wholesaling

Coverage of Business :  Barangay-wide     Municipal-wide     Province-wide

No. of Years of Business Operation : \_\_\_\_\_

Accreditation/ Certification :  FDA     Halal  
 GAP     Organic  
 GHAP     Others \_\_\_\_\_  
 GaqP

Employment :

Function	No. of Employees		Remarks
	Regular	Non-Regular	
<i>Admin</i>			
<i>Marketing</i>			
<i>Production/Operation</i>			
<i>Finance</i>			
<i>Others</i>			

Employment Distribution : Sex: \_\_\_\_\_ Male    \_\_\_\_\_ Female    \_\_\_\_\_ Total  
\_\_\_\_\_ LGBTQ    \_\_\_\_\_ IP    \_\_\_\_\_ PWD    \_\_\_\_\_ Senior Citizen

Enterprise Profile Type :  Supplier/Producer     Trader  
 Processor     Exporter  
 Consolidator     Others \_\_\_\_\_

Contact Details:

- Contact Person : \_\_\_\_\_
- Position : \_\_\_\_\_
- Telephone No. : \_\_\_\_\_
- Facsimile No. : \_\_\_\_\_
- Mobile Number : \_\_\_\_\_
- Email address : \_\_\_\_\_
- Website : \_\_\_\_\_
- Business Address : \_\_\_\_\_

- Business Strategy :
- Vision
  - Mission
  - Strategic Plan
  - Business Model
  - Business Plan
  - Annual Plan
  - Operations Manual
  - Others \_\_\_\_\_

- Financial Management :
- Journal
  - Ledger
  - Cash Book
  - Financial Statement
  - Financial Reports
  - Vouchers
  - Official Receipt
  - Financial Analysis
  - Others \_\_\_\_\_

**B. DETAILED BUSINESS INFORMATION**

As Supplier/Producer: (please provide specific details for Tables 1 & 2 below)

**Table 1: Farm Production Information**

Commodity (Specify)	Variety/Breed/Species	Area Planted (ha)	Production Capacity per Cropping / Production Period (kg/ha)		Months Available/ Period		Selling Price (Price Range per unit)	
			Lean Months	Peak Months	Lean Months	Peak Months	Lean Months	Peak Months

No. of farmer members/suppliers (for coop/assn only): \_\_\_\_\_





Product(s)	Name of Supplier(s) (specify name & company)	Location	Contact Details	Buying Price (Price Range) per unit)	Average Volume Bought (unit per month)	Mode of Payment	Mode of Delivery

As Consolidator/Trader: (please provide specific details below)

**Table 1. Procurement or Local Sourcing Data**

Commodity / Product	Specification s (Class, size, weight, variety, etc)	Weekly Volume Requirement (unit)	Supplier (specify name/orgn)	Buying Price (Price Range/ unit)	Marketing arrangements (payment, delivery, etc)	Distribution Location (local/export)

**Table 2: Market/Buyer Information**

Commodity / Product	Specification s	Name of Buyer(s) (specify)	Location	Contact Details	Selling Price (Price Range) per unit)	Average Volume Sold (per month)	Mode of Payment	Mode of Delivery

**C. EXISTING EQUIPMENT AND FACILITIES**

Equipment	Quantity	Condition (no. Of years acquired, utilization rate, etc)	Frequency of Repair and Maintenance

**D. INTERVENTIONS AND ASSISTANCE INFORMATION**

Problems encountered in the business (please put a check mark on the appropriate responses below)

\_\_\_ Leadership/Management

\_\_\_ Operations/Production

- Human Resource / Personnel
- Marketing
- Logistics / Market Access
- Others, please specify \_\_\_\_\_
- Financial Management
- Technology
- Registrations/Certifications

**Assistance Received (please list down below type of support provided by any government and non-government agencies)**

Type of Assistance (trainings, facilities, equipment, credit or financial)	Date/Year Received	Name of Agency/Organization	Remarks*

\*other details such as number of participants trained

**Assistance/Investment needed (please list down assistance/investment needed in order to sustain/ upgrade business operations e.g. training, learning exchange/exposure trip, facilities, equipment, production support, working capital, etc)**

Type of Assistance/ Investment Needed	Amount/Budget	Source/Provider of Assistance/ Investment	Remarks*

\*other details such as number of participants to be trained

Name of Interviewer	
Date of Interview	
Name of Respondent	
Contact Information	

**Enterprise Maturity Level (Annex A):** \_\_\_\_\_

*I hereby attest to the truthfulness of the information provided in this survey questionnaire. Furthermore, I give permission to the National Convergence Initiative for Sustainable Rural Development to use my information for an enterprise assessment and evaluation and to upload database without violating the Data Privacy Law.*

\_\_\_\_\_  
**Printed Name and Signature of the Respondent**

## **Annex A. Maturity Levels**

**Start-up (0-1.0)** - "existence and business viability phase" where it is still testing its business model, its market, and determining products and services they need to position to become a reliable business entity.

- a. The AFF Enterprise Cluster in this stage has not finished business registration processes.
- b. Individuals involved (administrative, finance, operations, marketing) have not settled under defined roles, and are currently multi-tasking.
- c. Start-ups may not have a defined strategy yet, and proper financial recording is also not being observed.

**Survival (1.1-2.0)**- early stage of growth and with strategic focus. In this stage, the AFF Enterprise Cluster has demonstrated that there is demand for their commodity / product or service, with its business starting to pick up. The enterprise has:

- a. viable business models that can compete within the greater market;
- b. fully complied with business registration, and
- c. defined basic structure, with financial management in place

**Success (2.1-3.0)** - stage of accelerating growth and systems building. The AFF Enterprise Cluster has:

- a. become stable with a profitable business, and is able to grow and upscale;
- b. fully complied with all necessary business registration;
- c. a clear and fully-functional structure following complete staff requirements;
- d. a well-defined strategic direction, business plan, and operations manual;
- e. an established accounting / financial management system that shows an increasing profit (20%, annually).

**Scaling-up (3.1-4.0)** - refers to the stage of sustaining growth and expansion. The AFF Enterprise Cluster has:

- a. fully complied with all necessary business registration requirements,
- b. a well-defined and fully functional organizational structure with at least 15 employees, and
- c. an established accounting / financial management system that shows an increasing profit (at least 25%, annually)

**Mature (4.1-5.0)** - enterprise clusters at this stage has:

- a. fully complied with all necessary business registration,
  - b. well-defined and fully functional structure with at least 20 employees;
  - c. well-defined strategic direction, business plan, and operations manual, and
  - d. an established accounting / financial management system that shows an increasing profit (of at least 25%, annually)
-