

**EXECUTIVE ORDER
NO. 210**

**ADOPTING THE MAUNLAD NA NIYUGAN TUGON SA
KAHIRAPAN PROGRAM AND ESTABLISHING
MECHANISMS FOR ITS IMPLEMENTATION**

WHEREAS, 70 percent of our coconut land or about 2.1 million hectares of land are underutilized and unproductive;

WHEREAS, the underutilized areas can be tapped for diversified farming to increase the income of coconut farmers and improve their socio-economic condition;

WHEREAS, the Philippine Coconut Authority, in coordination with other agencies, devised the *Maunlad na Niyugan Tugon sa Kahirapan Program*, which embodies the strategies to enhance the productivity of coconut lands;

WHEREAS, there is a need to establish a mechanism to ensure the integrated and sustained implementation of the *Maunlad Program*.

NOW, THEREFORE, I, JOSEPH EJERCITO ESTRADA, President of the Republic of the Philippines, by virtue of the powers vested in me by law, do hereby order:

SECTION 1. Adoption of the *Maunlad na Niyugan Tugon sa Kahirapan Program*. The *Maunlad na Niyugan Tugon sa Kahirapan Program*, hereinafter referred to as the *Maunlad Program*, is hereby adopted. The *Maunlad Program* shall serve as one of the components of *Agri'kulturang Makamasa Program*, the national agricultural productivity program.

The *Maunlad Program* shall seek to improve coconut productivity and increase the annual income of coconut farmers from P10,000 to P100,000 per hectare through an efficient integrated coconut-based farming system. It shall also seek to

increase coconut production through conservation, replanting and rehabilitation of the palm population.

SECTION 2. Components. The *Maunlad* Program shall include the following components:

- a. Establishment of Model Coconut Farms. A model coconut farm shall be a contiguous cluster of small coconut farms with an aggregate area of 15 to 20 hectares, fully intercropped with cash and commercial crops, provided with livestock, poultry and small ruminants, and equipped with water supply, production and processing facilities. It shall be owned or operated by a cooperative formed by coconut farmers, farm workers and members of their families living or working within the model farm site. Model coconut farms shall be established in 1,195 barangays covering 64 coconut-producing provinces and shall be replicated in 500,000 hectares of coconut land within the next four years.
- b. Coconut Replanting and Establishment of Local Nurseries. A coconut replanting program shall be implemented to regain lost hectareage due to the rampant cutting of coconut trees. Towards this, the Philippine Coconut Authority (PCA), in coordination with the Department of Agriculture (DA), its bureaus, attached agencies, regional field units, concerned national government agencies, local government units and accredited coconut farmer organizations, shall carry out the establishment and maintenance of provincial, city, municipal and barangay nurseries for coconut and for high-value crops.
- c. Provision of Agricultural Infrastructure. The DA, Department of Public Works and Highways (DPWH), Department of Energy (DOE), Department of Transportation and Communications (DOTC), Department of the Interior and Local Government (DILG) and the Local Government Units (LGUs) shall include in their respective plans and programs the provision of irrigation, farm-to-market roads, postharvest facilities, energy infrastructure, communication systems and

other agricultural infrastructure to accelerate agricultural and fishery production, processing and marketing in coconut areas, particularly in model coconut

The Program shall also have the following components: farmer development and socio-institutional services; livestock, poultry and aquaculture dispersal; credit and marketing assistance; research and development, extension and information services; institutional networking and linkaging; planning, policy and project development; and monitoring and evaluation.

SECTION 3. National Inter-Agency Management Committee. A National Inter-Agency Management Committee on the *Maunlad* Program, hereinafter referred to as NIAMC, is hereby constituted. The NIAMC shall be composed of the following:

Department of Agriculture	Chairman
Philippine Coconut Authority	Co-Chairman
Department of Agrarian Reform	Member
Department of Environment and Natural Resources	Member
Department of Education Culture and Sports	Member
Department of Trade and Industry	Member
Department of Science and Technology	Member
Department of the Interior and Local Government	Member
Department of Public Works and Highways	Member
Department of Social Welfare and Development	Member
Department of Budget and Management	Member
National Economic and Development Authority	Member
Presidential Management Staff	Member
National Anti-Poverty Commission	Member
Land Bank of the Philippines	Member

Development Bank of the Philippines	Member
Cooperative Development Authority	Member
Technical Education and Skills Development Authority	Member
Philippine Information Agency	Member
National Youth Commission	Member
National Irrigation Administration	Member
Bureau of Post Harvest Research and Extension	Member
Bureau of Fisheries and Aquatic Resources	Member
Livestock Development Council	Member
Fibers Industry Development Authority	Member
Fertilizers and Pesticides Authority	Member
Quedan and Rural Credit Guarantee Corporation	Member
Technology and Livelihood Resource Center	Member

Representatives from accredited coconut farmer organizations, non-governmental organizations and other concerned government agencies may be invited to become members of the Committee.

SECTION 4. Duties and Functions of the NIAMC. The NIAMC shall serve as the overall coordinating body in the implementation of the *Maunlad* Program. The NIAMC shall specifically have the following functions:

- a. Periodically review the *Maunlad* Program and introduce modifications whenever necessary;
- b. Formulate the guidelines for the preparation of the regional, provincial, city and municipal workplans to give flesh to the *Maunlad* Program;
- c. Review and oversee the consolidation of the regional, provincial, city and municipal workplans into a national workplan;

- d. Generate and mobilize resources from domestic and foreign sources for the implementation of projects and activities under the *Maunlad* Program; and
- e. Enlist the support of other government agencies and coordinate with the National Food Security Council as may be necessary in the performance of its functions.

SECTION 5. Regional, Provincial, City and Municipal Inter-Agency Management Committees. The NIAMC shall oversee the organization and coordinate the activities of parallel committees at the regional, provincial, city and municipal levels to ensure the attainment of the goals and objectives of the *Maunlad* Program.

- a. Composition. The Regional, Provincial, City and Municipal Inter-agency Management Committees shall be composed of the following:
 - (1) Regional Inter-Agency Management Committees. The Regional Inter-Agency Management Committee, hereinafter referred to as RIAMC, shall be composed of the PCA regional manager as Chairman and the DA regional director as Co-Chairman, with the heads of the regional offices of DA-attached agencies, heads of the regional offices of the NIAMC member organizations, chairmen of the provincial interagency management committees, representatives of accredited coconut farmer organizations and as Members.
 - (2) Provincial Inter-Agency Management Committees. The Provincial Inter-Agency Management Committee, hereinafter referred to as PIAMC, shall be composed of the PCA provincial coconut development manager as Chairman, with the provincial agriculturist, provincial planning and development coordinator, provincial veterinarian, provincial agricultural engineer, chairmen of the city/municipal inter-agency management

committees and other representatives of concerned provincial offices of government, private agencies, and the accredited coconut farmer organizations as Members.

(3) City/Municipal Inter-Agency Management Committees.

The City/Municipal Inter-Agency Management Committees, hereinafter referred to as CIAMC or MIAMC shall be composed of the PCA city/municipal coconut development officer as Chairman with the city/municipal agriculturist and other concerned heads/representatives of municipal agencies of government and private agencies operating in the city/municipal level, and representatives of accredited coconut farmer organizations as Members.

- b. Duties and Functions. The local committees of the *Maunlad* Program shall provide assistance to the NIAMC, as follows:
- (1) Prepare and submit to the NIAMC the regional, provincial, city and municipal workplans. The workplans must include, among others, specific targets, timetable of activities and resource requirements;
 - (2) Coordinate and monitor the implementation of the workplans and submit regular assessment reports to the NIAMC;
 - (3) Operate as support committees to the Provincial and Municipal/City Councils on Food Security constituted under Executive Order No. 86, s. 1999 (Providing for the Creation of the National Food Security Council, Councils of Food Security for the Provinces, Independent Component Cities and Highly Urbanized Cities); and
 - (4) Perform other functions as may be necessary for the successful implementation of the *Maunlad* Program.

SECTION 6. Composite National Technical Working Group. The NIAMC shall organize a composite national technical working group, which shall assist in the formulation of guidelines for the preparation of local workplans, and the preparation of annual work and financial plan of the NIAMC.

SECTION 7. Technical and Administrative Support. A Program Management Office, hereinafter referred to as PMO, is hereby organized under the PCA to provide administrative and technical support to the NIAMC, local committees and the composite national technical working group. Likewise, the DA shall mobilize its concerned bureaus, attached agencies and regional field units to actively support the implementation of the *Maunlad* Program pertinent to their respective areas of jurisdiction and mandates.

SECTION 8. Funding. An initial amount of P3 million from the Agrikulturang MAKAMASA Program shall be provided for the, operations of the PMO. Thereafter, the PMO shall have its own budget to be incorporated in the yearly appropriations of the PCA.

The DA, PCA and other concerned (Government agencies which form part of the NIAMC (except banking or financial institutions) shall allocate from their respective budgetary appropriations such sufficient amounts to implement the various components of the *Maunlad* Program. Government financial institutions shall ensure that suitable lending windows sufficient to support the credit needs of *Maunlad* participants shall be made available.

SECTION 9. Implementing Guidelines. The NIAMC shall formulate implementing guidelines as may be necessary to implement this Order.

SECTION 10. Reporting Requirements. The NIAMC shall submit to the President a regular report on the status of its activities.

SECTION 11. Effectivity. This Executive Order shall take effect immediately.

DONE in the City of Manila, this 10th day of February, in the Year of our Lord, Two Thousand.

(Sgd.) JOSEPH EJERCITO ESTRADA

By the President

(Sgd.) RONALDO B. ZAMORA
Executive Secretary