



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
22nd City Council

PR22CC-187

14th Regular Session

RESOLUTION NO. SP- **9095**, S-2022

A RESOLUTION AUTHORIZING THE CITY MAYOR, HONORABLE MA. JOSEFINA G. BELMONTE, TO DISTRIBUTE MOBILE PHONES WITH SIM CARDS AS PART OF THE E-COMMERCE STARTER KITS (DIGITAL PACKAGE) TO BENEFICIARIES OF QUEZON CITY SMALL BUSINESS AND COOPERATIVES DEVELOPMENT AND PROMOTIONS OFFICE (QC-SBCDPO) PROGRAMS.

Introduced by Councilors CANDY A. MEDINA and ALY MEDALLA.

Co-Introduced by Councilors Bernard R. Herrera, Dorothy A. Delarmente, M.D., Joseph P. Juico, Nikki V. Crisologo, Charm M. Ferrer, Fernando Miguel "Mikey" F. Belmonte, Dave C. Valmocina, Tatay Rannie Z. Ludovica, Godofredo T. Liban II, Kate Galang-Coseteng, Geleen "Dok G" G. Lumbad, Albert Alvin "Chuckie" L. Antonio III, Don S. De Leon, Wencerom Benedict C. Lagumbay, Atty. Anton L. Reyes, Edgar "Egay" G. Yap, Raquel S. Malañgen, Irene R. Belmonte, Nanette Castelo-Daza, Marra C. Suntay, Joseph Joe Visaya, Alfred Vargas, MPA, Ram V. Medalla, Shaira "Shay" L. Liban, Aiko S. Melendez, Mutya Castelo, Maria Eleanor "Doc Ellie" R. Juan, O.D., Kristine Alexia R. Matias, Eric Z. Medina, Emmanuel Banjo A. Pilar, Vito Sotto Generoso, Victor "Vic" Bernardo, Alfredo "Freddy" Roxas and Noe Dela Fuente.

WHEREAS, the Quezon City Government, through the Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO), implements various programs and projects that provide capital assistance and mentorship to existing and aspiring micro-entrepreneurs such as Pangkabuhayang QC (PBQC), QC Essentials, QC Community Savings Group etc.;

WHEREAS, aside from money or capital assistance provided by the QCG for micro-entrepreneurs, there is a need to provide digital training and market linkage for their livelihood or business to grow and flourish;

WHEREAS, eight out of ten QC-SBCDPO beneficiaries face challenges in finding customers and selling their products in a fixed physical location. E-commerce has played a vital role in the entrepreneurial ecosystem especially during the onset of the pandemic. While technology has been able to level the playing field for entrepreneurs, it also puts at a disadvantage those who lack digital readiness and access to technology;

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WHEREAS, the Quezon City Government, through QC-SBCDPO, will provide a series of digital marketing training such as Digital Readiness, Facebook Marketing 101, Basics of E-Commerce and E-Commerce Platform On-Boarding to program beneficiaries involved or with potential in online selling, to improve market reach and gain customers online;


WHEREAS, to fully realize the goal of integrating digital marketing and to complement existing programs of the city, the Quezon City Government will provide an E-Commerce starter kit to qualified QC-SBCDPO program beneficiaries;

WHEREAS, the Quezon City Government, through QC-SBCPDO, procured one thousand five hundred (1,500) of mobile phones and sim cards that will be distributed as part of the E-Commerce Starter Kits for qualified QC-SBCDPO program beneficiaries that will undergo Digital Marketing Training by the end of 2022.

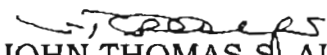
NOW, THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED, to authorize, as it does hereby authorize, the City Mayor, Honorable Ma. Josefina G. Belmonte, to distribute mobile phones with sim cards as part of the E-Commerce Starter Kits (Digital Package) to beneficiaries of Quezon City Small Business and Cooperatives Development and Promotions Office (QC-SBCDPO) programs.

ADOPTED: November 14, 2022.


GIAN G. SOTTO
City Vice Mayor
Presiding Officer

ATTESTED:


Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III

CERTIFICATION

This is to certify that this Resolution was APPROVED by the City Council on Second Reading on November 14, 2022 and was CONFIRMED on November 21, 2022.


Atty. JOHN THOMAS S. ALFEROS III
City Government Dept. Head III
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