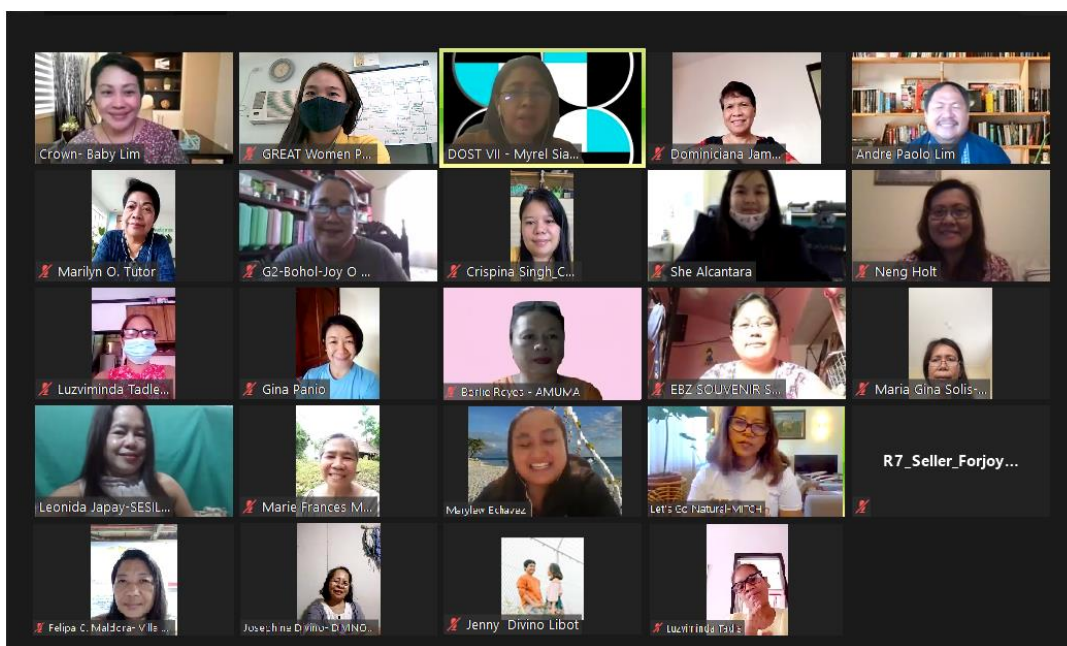


WMEs receive Product Assessment and Innovation Training



The participants and enablers during the Product Assessment and Innovation via Zoom platform on June 29-30, 2021, spearheaded by the DOST 7 in partnership with the Philippine Commission on Women and the Government of Canada.

To foster innovation as a vital component of national development and sustainable economic growth, the Department of Science and Technology Region VII (DOST 7) conducted Product Assessment and Innovation Training to Women Micro-Entrepreneurs (WMEs) of the GREAT Women Project 2 on June 29-30, 2021 through zoom platform.

OIC Regional Director Jesus F. Zamora, Jr. said the training is, “in agreement of the mandate of the State to encourage a culture of strategic planning and innovation so as to result in a more inclusive, competitive and results-oriented development framework... to promote sustainable economic and social development.” The WMEs were provide with inputs on product development, product review and product assessment procedures by Engr. Andre Paolo Lim and Ms. Baby Lim of the Crown Solutions Consultancy.

Ms. Jamora Dominicana Aceron of Lubcanon Association for Cultural and Environmental Heritage (LACEH) said, “ang dami kong natutunan at ...malaking tulong ito sa livelihood namin...dahil kailangan ng mag innovate ng product namin.” While Ms. Joy Sarabia of Ofamen Cacao Farms, expressed, “thank you sa knowledge to help us continue developing our product and how to do business na hindi kami malugi.”

The training heightened the participant’s awareness on product marketability, quality, repeatability and reliability necessary to “best make the enterprises highly competitive especially in this time of pandemic,” RD Jesus Zamora said. The activity was conducted in partnership with the Philippine Commission on Women led by Ms. Shernes Alcantara and Ms. Marylew Echavez.

By Myrel M. Siason

