



Republic of the Philippines
CITY COUNCIL
City of Manila

REGULAR SESSION NO. 189

12TH CITY COUNCIL

Begun and held in the City Council on Thursday,
the thirtieth day of January, Two Thousand Twenty-Five

ORDINANCE NO. 9101

AN ORDINANCE INSTITUTIONALIZING KATUWANG SA DIWA AT GAWA SA MASAGANANG ANI AT MATAAS NA KITA (KADIWA) NG PANGULO (KNP) IN THE CITY OF MANILA

PRINCIPAL AUTHORS:

HON. RUBEN F. BUENAVENTURA

and

HON. ERNESTO C. ISIP, JR.
Majority Floor Leader




EXPLANATORY NOTE

This Ordinance aims to institutionalize the Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita (KADIWA) program in the City of Manila, in line with Republic Act No. 7160 or the "Local Government Code of 1991" and the Department of the Interior and Local Government (DILG) Memorandum Circular No. 2024-003. The program is designed to foster inclusive economic growth by encouraging local business incubation, enterprise development, market linkages, and facilitating job creation and livelihood. As part of the National Government's efforts to alleviate the effects of the calamities, disasters, and the COVID-19 pandemic and revive the economic growth and development of local enterprises, the Department of Agriculture (DA) launched the Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita (KADIWA) program. This initiative aligns with the 2019 program of Department of Agriculture (DA) by virtue of "Sagip Saka Act", which promotes food security, sustainable local economic activities, and direct support to farmers, fisherfolk and micro, small, and medium enterprises (MISMEs).

The KADIWA program, as an ordinance in the City of Manila, could significantly benefit residents by enhancing access to affordable and high-quality agricultural products while supporting local farmers. The program can reduce intermediaries and establish lower prices of goods for low-income households. Aside from promoting sustainability in the consumption of local products, this program supports public welfare goals, addressing food affordability and livelihood in the city.

This Ordinance shall provide a framework for the collaboration of various government agencies, including the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE), and local government units (LGUs), to enhance the farm to consumer supply chain. By institutionalizing KADIWA, Manila aims to empower the local farming and business community through direct market access, delivery of affordable goods, and economic sustainability. This measure also seeks to promote food security and sustainability while benefiting both producers and consumers in the locality.

In view of the foregoing, the passage of this Ordinance is earnestly sought.


RUBEN F. BUENAVENTURA
Councilor, Second District
Manila

Be it ordained by the City Council of Manila, in session assembled, *THAT*:

SECTION 1. Title. – This Ordinance shall be known as “KADIWA Institutionalization Ordinance of the City of Manila”.

SEC. 2. Purpose. – This Ordinance is intended to institutionalize the implementation of KADIWA ng Pangulo (KNP) in the City of Manila in partnership with the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE) and Department of the Interior and Local Government (DILG) with the aim of attaining the following:

- a. To ensure food security, stabilize prices and guarantee availability of affordable, fresh and nutritious food for the residents of the city;
- b. To provide opportunity for MSMEs to market their products through local product promotion and eliminating as many marketing layers allowing producers to earn bigger income directly selling their products instead of using trader-intermediaries;
- c. To support local farmers and fisherfolk by providing them with a stable market for their product; and
- d. To create a direct link between producers and consumers.

SEC. 3. Scope and Coverage. – For this purpose, the KNP shall cover three (3) market areas or product clusters, particularly:

- a. Agricultural product, such as rice, vegetables, and fruits of farmers for the various provinces;
- b. Processed goods, both food and non-food, produced by MSMEs as One Town, One Product (OTOP) of different localities; and
- c. Mercato stalls (ready-to-eat food) for micro-enterprises of the City of Manila.

SEC. 3. Definition of Terms. – The City Government of Manila shall establish and maintain KADIWA Outlet, a designated marketplace or facility where agricultural products are sold directly by farmers and fisherfolk to consumers, in strategic locations within the City running every 15th and 30th of the month beginning 30 January 2024, to ensure accessibility to all residents.

As used in this Ordinance, KADIWA refers to *Katuwang sa Diwa at Gawa para sa Masaganang Ani at Mataas na Kita (KADIWA)*, launched and spearheaded by the Department of Agriculture (DA) in 2019, in collaboration with farmers and enterprises registered in the *Sagip Saka* registry or Registry System for Basic Sectors Agriculture (RSBSA) which seeks to empower the farming community by providing a direct and effective farm-to-consumer food supply chain. The implementation of this program is reiterated by President Ferdinand R. Marcos Jr. during his State of the Nation Address (SONA) citing “The KNP system enabled the public to buy goods at cheaper rates and the farmers to sell their crops without having to worry about transportation costs”.

One Town, One Product (OTOP) is a priority stimulus program for Micro, Small and Medium-scale enterprises (MSMEs) as the government's intervention to drive inclusive local economic growth. Through the leadership of the Department of Trade and Industry, OTOP enables localities and communities to determine, develop, support, and promote products or services that are rooted in its local culture, community resource, creativity, connection, and competitive advantage.

SEC. 4. Content and Guidelines. –

- a. KNP shall run every 15th and 30th every month starting January 30, 2024.
- b. The grand launch held last July 17, 2023 commenced the opening of KNP nationwide.

c. KNP shall have 3 market areas or product clusters:

1. Agricultural products such as rice, vegetables and fruits of farmers for the various provinces;
2. Processed goods both food and non-food product by MSMEs as OTOP products of different localities; and
3. Mercato stalls (ready-to-eat food) for micro-enterprises of the host LGU.

d. The venue of the KNP may be in a closed or an open space area, provided, there are available tents, tables, chairs. It should be well-ventilated and with areas that can accommodate stalls for selling products, area for eating, and parking

e. No registration fee shall be collected from participating farmer/MSME merchants nor from visiting consumers.

SEC. 5. Implementing Agency. – With the support of key implementing agencies within the Manila City Hall, the program seeks to strengthen local industries, empower farmers and MSMEs, and create accessible markets for high quality, affordable products, benefiting both producers and the community.

Implementing Agency/City Departments	Roles and Responsibilities
Market Administration	<ul style="list-style-type: none"> • Identify and allocate market spaces for vendors • Manage stall assignments and maintain order in the market area • Ensure equitable distribution of stalls for farmers and MSMEs • Monitor compliance with market guidelines
Bureau of Permits	<ul style="list-style-type: none"> • Expedite permits for vendors and ensure compliance with local regulations • Provide guidance to vendors on necessary documentation
Manila Public and Employment Service Office (PESO)	<ul style="list-style-type: none"> • Recruit and mobilize TUPAD beneficiaries for labor support (e.g. set-up, logistics) • Provide workforce assistance for clean-up and stall operations • Coordinate deployment of workers and ensure fair compensation
Manila Barangay Bureau	<ul style="list-style-type: none"> • Facilitate barangay-level coordination for venue preparation and crowd management • Engage barangays in mobilizing community participation and maintaining order
Public Information Office	<ul style="list-style-type: none"> • Organize information and education campaigns (IECS) to raise awareness about the KNP • Publish schedules, vendor highlights and program details • Distribute materials (e.g. tarpaulins, streamers) and engage local media

Department of Public Services	<ul style="list-style-type: none"> • Oversee sanitation and clean-up of KNP venues before, during and after events • Provide logistical support for waste management and maintaining cleanliness • Deployment of sanitation teas and provision of cleaning supplies
Social Welfare Bureau	<ul style="list-style-type: none"> • Identify and mobilize low-income families, MSMEs and cooperatives as beneficiaries • Provide support services, including livelihood assistance and program • Verify eligibility of participants and assist with logistical needs
Manila Traffic and Parking Bureau	<ul style="list-style-type: none"> • Ensure smooth traffic flow around the sites by deploying traffic enforcers • Allocate and regulate parking spaces • Collaborate with other city departments to inform the public about traffic adjustments
Manila Tourism and Cultural Affairs	<ul style="list-style-type: none"> • Promote the KNP program as local and economic cultural event • Attract tourists and local buyers to the event • Disseminate information through promotional campaigns and social media
City Treasurer's Office	<ul style="list-style-type: none"> • Monitor and manage financial transactions • Ensure transparent financial reporting for the program • Oversee financial assistance to MSMEs
Parks Development Office	<ul style="list-style-type: none"> • Allocate and prepare public spaces such as parks and open areas for market stalls • Provide basic facilities like stalls, tents and waste management systems • Promote the program within communities by utilizing parks as venues

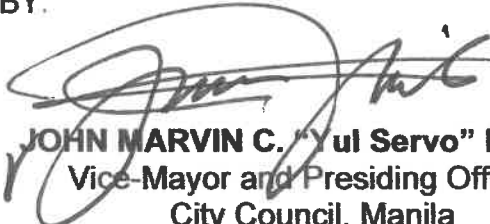
SEC. 6. Separability Clause. – If any part or provision of this ordinance is held or declared invalid or unconstitutional, the other provisions not affected thereby shall remain in full force and effect.

SEC. 7. Repealing Clause. – All other local laws, decrees, orders, issuances, rules and regulations which are inconsistent with the provisions of this ordinance are hereby repealed or modified accordingly.

SEC. 8. Effectivity. – This Ordinance shall take effect within sixty (60) days after its publication in any newspaper of local or general circulation.

This Ordinance was finally enacted by the City Council of Manila on February 13, 2025.


PRESIDED BY:


JOHN MARVIN C. "Yul Servo" NIETO
Vice-Mayor and Presiding Officer
City Council, Manila


ATTESTED:


LUCH R. GEMPIS, JR.
City Government Department Head III
(Secretary to the City Council)

 APPROVED BY HER HONOR, THE MAYOR, ON MAR 05 2025


MARIA SHEILAH "Honey" H. LAGUNA-PANGAN, MD, FPDS
Mayor
City of Manila

ATTESTED:


ATTY. MARLON M. LACSON
City Government Department Head III
(Secretary to the Mayor)