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Republic of the Philippines  
QUEZON CITY COUNCIL  
Quezon City  
23<sup>rd</sup> City Council

PROPOSED ORDINANCE No. \_\_\_\_\_ S-2025

**AN ORDINANCE INSTITUTIONALIZING THE KADIWA NG PANGULO PROGRAM IN QUEZON CITY, AND APPROPRIATING FUNDS THEREFOR.**

Introduced by Councilor VICTOR "VIC" D. BERNARDO.

**WHEREAS**, Section 16, Chapter II, Title I, Book I of Republic Act No. 7160 (RA 7160), otherwise known as the "Local Government Code of 1991", provides that every local government unit shall exercise the powers expressly granted, those necessarily implied therefrom, as well as powers necessary, appropriate, or incidental for its efficient and effective governance, and those which are essential to the promotion of the general welfare, and shall enhance economic prosperity;

**WHEREAS**, Quezon City Ordinance No. SP-2459, S-2015, As Amended, entitled "An Ordinance Revising the Quezon City Market Code Regulating the Establishment, Classification, Operation, and Administration of Public Markets and All Other Market-Related Activities in Quezon City", also known as the "Revised Quezon City Market Code" or the "Revised Market Code", regulates, public markets, street vending, and other market-related activities within Quezon City;

**WHEREAS**, pursuant to Article II, Section 1 of the Revised Market Code, the Market Development and Administration Department (MDAD) is mandated to implement and enforce the Revised Market Code and other city ordinances and laws pertinent to the administration of city markets and regulation of the establishment and operation of public markets and all other market related activities in Quezon City;

**WHEREAS**, market governance initiatives are aligned with the 14-Point Executive Agenda of Honorable Mayor Ma. Josefina G. Belmonte. These priorities include responsive and cost-effective social services, inclusive and equitable economic development, sustainable environmental management, resilient infrastructure, and participatory and accountable governance;

**WHEREAS**, rice continues to be the staple food for Filipino households. The demand for affordable, safe, and quality rice remains a major concern, especially for vulnerable sectors;

**WHEREAS**, the national government under President Ferdinand R. Marcos Jr. has adopted targeted programs to address food affordability and accessibility. Among these is the *Benteng Bigas Meron Na!* initiative, which makes rice available at PHP 20 per kilo through *KADIWA ng Pangulo* outlets and designated public markets;

**WHEREAS**, a Memorandum of Agreement was executed on 17 July 2023 among the Department of Agriculture (DA), Department of Trade and Industry (DTI), Department of Labor and Employment (DOLE), Department of Social Welfare and Development (DSWD), Department of the Interior and Local Government (DILG), Presidential Management Staff

(PMS), and the Presidential Communications Office to institutionalize the *KADIWA ng Pangulo* (KNP) program. "KADIWA", which stands for "Katuwang sa Diwa at Gawa para sa Masaganang ani at Mataas na Kita", was launched and spearheaded by the DA in 2019, in collaboration with farmers and enterprises registered in the *Sagip Saka* registry or Registry System for Basic Sectors in Agriculture (RSBSA) and covered under the *Sagip Saka* Act. It aims to strengthen farm-to-market linkages and empower agricultural producers through direct engagement with consumers;

**WHEREAS** DILG Memorandum Circular No. 2024-003 articulates the participation of LGUs in the implementation of KNP. This includes site identification, coordination with farmer cooperatives, provision of logistics, and facilitation of consumer access;

**WHEREAS**, local government units play a catalytic role in sustaining local economic development. They encourage entrepreneurship, support enterprise incubation, facilitate access to markets for local produce, and promote inclusive livelihood opportunities that generate jobs and foster community resilience;

**WHEREAS**, it is the declared objective of President Ferdinand R. Marcos Jr. to ensure the availability of affordable, fresh, and safe agricultural products to Filipino consumers while ensuring fair compensation for farmers and reinforcing national food security through localized market interventions;

**WHEREAS**, institutionalizing the *KADIWA ng Pangulo* (KNP) program within Quezon City is essential to sustaining its economic, social, and food security impact. By embedding its operations within local ordinances and administrative frameworks, the city can ensure program continuity, enhance market stability, ensure consistent support for farmers and consumers, and uphold inclusive access to affordable agricultural products, particularly among the marginalized and low-income sectors.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

**SECTION 1. Short Title.** - This Ordinance shall be known as the "Quezon City KADIWA ng Pangulo Ordinance".

**SECTION 2. Declaration of Policy.** - It is hereby declared as a policy of the Quezon City Government to institutionalize the *KADIWA ng Pangulo* (KNP) program as a strategic mechanism for improving access to affordable, safe, and fresh agricultural products. The Quezon City Government affirms the importance of promoting inclusive economic development and empowering local agricultural producers by enabling direct farm-to-consumer transactions that lower food prices and enhance market transparency.

**SECTION 3. Definition of Terms.** - As used in this Ordinance:

**3.1. *KADIWA ng Pangulo* (KNP) program** - stands for the "*Katuwang sa Diwa at Gawa para sa Masaganang ani at Mataas na Kita*" *ng Pangulo*, which is a joint program and collaborative arrangement among concerned government agencies of national government and local government units. It also encourages full participation and support of nongovernment organizations, business sectors, and cooperatives.

**3.2. Quezon City Market Development and Administration Department (MDAD)** - mandated to implement and enforce the Revised Quezon City Market Code and other city ordinances and laws pertinent to the administration of city markets and regulation of the establishment and operation of public markets and all other market related activities in Quezon City.



**3.3. Micro, Small and Medium-scale enterprises (MSMEs)** – refers to any business enterprise engaged in the production, processing or manufacturing of products, including agro-processing, as well as trading and services, with total assets of not more than PHP15,000,000; such assets shall include those arising from loans but not the land on which the plant and equipment are located.

For the purpose of this Ordinance, "services shall exclude those rendered by anyone, who is duly licensed by the government after having passed a government licensure examination, in connection with the exercise of one's profession (e.g., Accountant, Lawyer, Medical Doctor, etc.).

**3.4. One Town, One Product (OTOP)** – refers to a priority stimulus program for Micro, Small and Medium-scale enterprises (MSMEs) as government's intervention to drive inclusive local economic growth. Through the leadership of 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.

**SECTION 4. KADIWA ng Pangulo Program** . - The *KADIWA ng Pangulo* (KNP) program is hereby institutionalized in Quezon City with the aim of achieving the following objectives:

- 4.1 To ensure food security, delivery of nutritious food and access to affordable goods and commodities;
- 4.2. Support farmers to sell agri-produce, to facilitate product regional exchange of OTOP products, and to provide opportunity for local micro-entrepreneurs to market their products;
- 4.3. To provide market opportunities to MSMEs through local product promotion and eliminating as many marketing layers, allowing producers to earn bigger income from directly selling their products instead of using trader intermediaries; and
- 4.4. To encourage consumer spending, thereby jumpstarting and reviving local economies.

**SECTION 5. Guidelines.** - The KNP guidelines are as follows:

5.1. he KNP shall run every 15th and 30th of the month. The Quezon City Government, through the Market Development and Administration Department (MDAD), shall designate well-ventilated venues for the KNP that may be in closed or open spaces. These venues shall be equipped with tents, tables, and chairs, and must have clearly defined areas for selling products, consuming food, and providing adequate parking.

5.2. The KNP shall have three (3) market areas or product clusters:

- 5.2.1. Agricultural produce such as rice, vegetables, and fruits of farmers from various provinces;
- 5.2.2. Processed goods both food and non-food produce by Micro, Small, and Medium-scale Enterprises (MSMEs) as One Town, One Product (OTOP) of different localities; and

5.2.3. Mercato stalls (ready-to-eat food) for micro-enterprises in Quezon City.

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

5.4. Each stallholder shall maintain clean-up/sanitation, order and support services.

**SECTION 6. Implementation.** - The Market Development and Administration Department (MDAD) shall be the lead implementing office of this ordinance. It shall have the following roles and responsibilities:

6.1. Provide venue and ensure order and security in the KNP;

6.2. Manage market areas for mercato stalls (ready-to-eat food);

6.3. Ensure that proper clean-up/sanitation, order and support services are maintained by each stallholder;

6.4. Information and dissemination campaign;

6.5. Provide security and order in the premises of the KNP venue through coordination with the barangay and other peace and order agencies and institutions; and

6.6. Monitor and evaluate the KNP through an after-event report. The report shall indicate the estimated number of people that visited the KNP, and the time and place of KNP activity. The report shall be submitted to the Department of Agriculture and Department of Trade and Industry. The Department of the Interior and Local Government shall be furnished with a copy of the report.

**SECTION 7. Appropriation.** - The annual fund necessary for the implementation of this ordinance shall be included in the yearly appropriation from the General Fund of the Quezon City Government. The MDAD is hereby authorized to allocate the necessary funds for the effective implementation of this ordinance, subject to existing accounting, budgeting, and auditing rules and regulations..


**SECTION 8. Repealing Clause.** - All ordinances, resolutions, executive orders, memorandum circulars, and administrative orders and other issuances or parts thereof, which are inconsistent with any provisions of this Ordinance, are hereby repealed or modified accordingly.

**SECTION 9. Separability Clause.** - If any provision of this ordinance is declared void or unconstitutional, the remaining portions shall not be affected and shall remain in full force and effect.

**SECTION 10. Effectivity Clause.** - This Ordinance shall take effect fifteen (15) days after its publication in a newspaper of general circulation within the territorial jurisdiction of Quezon City.

Enacted: \_\_\_\_\_, 2025

Submitted by:

  
Councilor VICTOR D. BERNARDO  
City Councilor, District VI