



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
22nd City Council

PO22CC-403

110th Regular Session

ORDINANCE NO. SP- **3430**, S-2025

AN ORDINANCE ESTABLISHING THE QUEZON CITY VENDORS' BUSINESS SCHOOL, APPROPRIATING FUNDS THEREFOR, AND FOR OTHER PURPOSES

Introduced by Councilors VICTOR "Vic" BERNARDO, JOSEPH P. JUICO, ALY MEDALLA, EMMANUEL BANJO A. PILAR, CANDY A. MEDINA and WENCEROM BENEDICT C. LAGUMBAY

Co-Introduced by Councilors Bernard R. Herrera, Tany Joe "TJ" L. Calalay, Dorothy A. Delarmente, M.D., 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, Atty. Anton L. Reyes, Edgar "Egay" G. Yap, Imee A. Rillo, 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, RN, Eric Z. Medina, Vito Sotto Generoso, Jose Maria M. Rodriguez and Jhon Angelli "Sami" C. Neri

WHEREAS, Section 16 of Republic Act No. 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;

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WHEREAS, Section 458(a)(5)(ii) of the Local Government Code of 1991 states:

“SECTION 458. Powers, Duties, Functions and Compensation. – (a) The Sangguniang Panlungsod, as the legislative body of the city, shall enact ordinances, approve resolutions and appropriate funds for the general welfare of the city and its inhabitants pursuant to Section 16 of this Code and in the proper exercise of the corporate powers of the city as provided for under Section 22 of this Code, and shall:

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(5) Approve ordinances which shall ensure the efficient and effective delivery of the basic services and facilities as provided for under Section 17 of this Code, and in addition to said services and facilities, shall:

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(ii) Establish markets, slaughterhouses or animal corrals and authorize the operation thereof by the city government; and regulate the construction and operation of private markets, talipapas or other similar buildings and structures;”

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;

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WHEREAS, according to Section 1, Article II 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, including tiangges and street vending. Paragraphs 2.1.1, 2.1.2, and 2.1.3 under the aforementioned section respectively provide that MDAD shall exercise general supervision and control over the management, operation, maintenance, and development of City markets in accordance with the plans and programs of the City Government; propose policies and prepare, execute and coordinate plans and programs for the improvement and enhancement of the operations of public markets and other market-related activities, including the designation of vending sites; and enforce all laws, rules and regulations affecting the regulation of the establishment, classification and operation of public markets and all other establishments with market-related activities in Quezon City, including tiangges and vending sites;

WHEREAS, Quezon City Ordinance No. SP-2364, S-2014, entitled "An Ordinance Creating the Quezon City Small Business Development and Promotion Office (QC-SBDPO), defining its powers and functions, appropriating funds therefor and for other purposes," created the Quezon City Small Business Development and Promotion Office (QC-SBDPO) under the control and direct supervision of the City Mayor. This was amended by Quezon City Ordinance No. SP-2762, S-2018, which provided for its reorganization and created the Cooperatives Development Section. Thus, QC-SBDPO became QC-SBCDPO or the Quezon City Small Business and Cooperatives Development and Promotions Office;

WHEREAS, Quezon City Ordinance No. SP-1307, S-2003 entitled "An Ordinance Institutionalizing a Quezon City Public Employment Service Office in lieu of Industrial Relations Office to Handle the Employment Programs of the City Government as Enacted by Law under RA 8759, Providing for its Functions and to appropriate the Sum of Ten Million Two Hundred Forty-Two Thousand Three Hundred One Pesos (P10,242,301.00) for the Initial Operation of the Office," created the Quezon City Public Employment Service Office, which was placed under the control and supervision of the City Mayor. Furthermore, Quezon City Ordinance No. SP-2657, S-2017 entitled "An Ordinance Rationalizing the Quezon City Public Employment Service Office (QC PESO), Providing for its Revised/New Organizational Structure and Staffing Pattern, Duties, Functions and Responsibilities, Appropriating Funds Therefor and for Other Purposes," provided additional functions of the QC PESO, such as maintaining and ensuring sustainable employment generation and related services;

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WHEREAS, Quezon City Ordinance No. SP-2512, S-2016, entitled “An Ordinance Providing for the Basic Framework for the Development Programs for the Workers in the Informal Economy in Quezon City, Appropriating the Necessary Funds Therefor and for Other Purposes,” also known as the Quezon City Informal Economy Ordinance or “QC-IEO,” created the Informal Economy Development Council (IEDC) with duties and functions that include the following: formulate, implement, coordinate and monitor all non-financial government programs to support and promote entrepreneurial spirit among the poorest of the poor; conduct training programs and upgrade the technical and entrepreneurial skills which will provide new ideas to the informal economy workers; develop program for the transition of informal economic units to the formal economy; and develop on-site development for the vendors and other workers;

WHEREAS, on 01 June 2023, the City Mayor, Honorable Ma. Josefina G. Belmonte, issued Executive Order No. 20, Series of 2023 designating the QC PESO as the interim secretariat of the IEDC;

WHEREAS, markets and their activities are crucial for sustaining and enhancing our Country’s economy, culture, and social interactions. These vibrant public spaces facilitate diverse community interactions, foster commerce and business in collaboration with various societal sectors, create economic opportunities, rejuvenate neighborhoods, bridge urban and rural communities, and promote public health. Market vendors play a pivotal role in these markets, contributing to the local economy and providing essential goods and services;

WHEREAS, hawking, peddling and street vending and similarly situated informal means of earning a living are deeply ingrained in our nation’s culture and tradition being an early mode of marketing one’s products and services. These economic activities significantly contribute to the economy of the City by helping in keeping the supply of goods and services readily available and affordable to the common people;

WHEREAS, over the years, the existence and proliferation of hawkers, peddlers, vendors and other similarly situated informal workers are most often considered and interpreted as a reflection of the City’s economic maldevelopment and the lack or limited income opportunities for its constituents;

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WHEREAS, by their number alone, hawkers, peddlers, vendors and other similarly situated informal workers contribute significantly to the City's revenue through regulatory fees and by serving as retailers of products from manufacturers and farmers. Their activities create jobs, stimulate local economic activity, support local producers, enhance accessibility to essential goods and services often at lower prices, and generate tax revenue for the City;

WHEREAS, hawkers, peddlers, vendors and other similarly situated informal workers have often been negatively perceived and treated as eyesores, traffic obstructionists, and disorganized. These perceptions not only undermine the dignity and contributions of these workers but also hinder efforts to integrate them into the formal economy, which could enhance community cohesion and economic development;

WHEREAS, because of this negative perception and treatment, hawkers, peddlers, vendors and other similarly situated informal workers are often vulnerable to exploitation and illegal collections. This treatment, coupled with being regarded as marginalized individuals, has led many of them to feel hopeless and resigned to their fate, resulting in diminished confidence and an individualistic attitude as a means of survival;

WHEREAS, most hawkers, peddlers, vendors and other similarly situated informal workers belong to the marginalized sector and have not completed formal schooling, highlighting the need for compassionate and considerate regulations to support their livelihood and protect them from exploitation;

WHEREAS, there is also a need for programs that empower and reorient these hawkers, peddlers, vendors and other similarly situated informal workers, transforming their mindset and perspective through formal and informal education, values formation, and livelihood and skills training, with the aim of unlocking their innate entrepreneurial abilities;

WHEREAS, on October 16, 2023, the Quezon City Government entered into a Memorandum of Agreement with CGIAR (formerly known as the Consultative Group on International Agricultural Research), a global partnership that unites international organizations engaged in research about food security for its Resilient Cities Through Sustainable Urban and Peri-Urban Agrifood Systems Project;











WHEREAS, the Resilient Cities Through Sustainable Urban and Peri-Urban Agrifood Systems Project brought the “Vendor Business School” (VBS) Work Package to the Quezon City Government, aiming to empower vendors by providing them with vital knowledge, skills and resources to overcome the challenges of their daily business operations and improve their food safety measures. The VBS recognizes and uplifts the dignity and expertise of local vendors, specifically focusing on enhancing our food markets and food safety in the City. It seeks to develop vendors who are key actors in our City’s long-term plan of achieving food security;

WHEREAS, the ten-week VBS Program, the first of its kind in the country, enabled vendor-students to participate in group sessions covering topics such as business record-keeping, sales growth strategies, food safety, customer relations, leadership, climate change adaptation, and crop seasonality. The Program also included three months of one-on-one coaching sessions to further support the vendors. The initial pilot run of the VBS was completed in August 2023; 108 out of 120 participating vendors successfully graduated, equipping them with essential business skills to improve their livelihoods. The CGIAR reported positive outcomes, and many VBS graduates expressed the need for the program to continue;

WHEREAS, although the number of participants in the VBS is small compared to the thousands of hawkers, peddlers, street vendors and market vendors in Quezon City, it is nonetheless impactful. This initiative reflects the Quezon City Government’s commitment to this sector, which constitutes a large portion of its population. The six-month course covers a comprehensive range of subjects, providing a solid foundation for a robust business culture that incorporates climate change adaptation;

WHEREAS, the establishment of a vendors’ business school is essential as it will empower hawkers, peddlers, street vendors and market vendors who are integral to the City’s economy, culture and social fabric. By offering formal and informal education, values formation and skills training, such school will help integrate vendors into the formal economy, enhancing their entrepreneurial skills and fostering a resilient business culture that includes climate change adaptation. This initiative also addresses the negative perceptions and vulnerabilities faced by the workers, promoting their dignity and economic stability. Furthermore, it supports sustainable development by equipping them with knowledge on climate change and sustainable practices, ensuring that market economies can thrive in an environmentally-responsible manner.

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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 Vendors’ Business School Ordinance.”*

SECTION 2. DECLARATION OF POLICY. – *It is hereby declared as a policy of the Quezon City Government to recognize and honor the vital contributions of hawkers, peddlers, vendors and other similarly situated informal workers to the City’s economy, community and cultural heritage. It is committed to fostering an environment where local commerce flourishes and food security is ensured for all constituents. By empowering these informal workers through comprehensive business education, values formation and skills training, it aims to elevate their business practices to meet recognized entrepreneurial standards.*

It is likewise its policy to integrate climate change adaptation and sustainable development goals in its initiatives to ensure that the local economy remains resilient and sustainable. Furthermore, it seeks to address and rectify the negative perceptions and vulnerabilities faced by these workers, promoting their dignity, economic stability and social inclusion to create a more equitable and prosperous Quezon City for all.

SECTION 3. DEFINITION OF TERMS. – *As used in this Ordinance:*

- a. *IEDC – refers to the Quezon City Informal Economy Development Council which has the primary responsibility for the promotion, growth and development of the informal economy in the City by way of facilitating and coordinating local efforts to promote the sector’s viability and growth, including creating social protection programs;*
- b. *MDAD – refers to the Market Development and Administration Department of Quezon City 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, including tiangges and street vending;*

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- c. PESO – refers to the Quezon City Public Employment Service Office mandated to ensure the prompt, timely and efficient delivery of employment service in the city;
- d. SBCDPO – refers to the Quezon City Small Business and Cooperatives Development and Promotions Office, which has the role of promoting, supporting, strengthening, and encouraging the establishment, continuing viability, and sustainable growth and development of innovative micro and small enterprises and cooperatives;
- e. Public Market – refers to any structure, building or place of any kind which has been established, designated or authorized by the Quezon City Council, whether government or privately-owned and operated, dedicated to the service of the general public, where wet and dry products may be bought and sold. It shall embrace the whole plot of ground intended for, or assigned to, such market site, as delimited by their respective technical descriptions, location plans, subdivision surveys and building plans, and shall include all market stalls, kiosks, booths, buildings, roads, subways, waterways and drainage and other connections, parking spaces and other appurtenances which are integral parts thereof.

It shall include the following, but excludes supermarkets, hypermarts, minimarts, groceries and establishments of similar nature:

- (1) City Market – refers to government-owned and/or-operated public markets established out of public funds or those leased or acquired by any legal modes or means from persons, natural or juridical, to be operated by the Quezon City Government through its instrumentality, branch or political subdivision;
- (2) Private Market – refers to public markets established by an individual or group of individuals out of private funds and operated by a private entity, natural and juridical, under government franchise and permit;
- (3) Talipapa or Satellite Market – refers to a type of public market with less than 50 stalls and minimum required facilities and usually caters to a limited number of customers found in small community;

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- (4) *Bagsakan* – refers to a type of public market where fish, seafoods, livestock, fruits, vegetables and other food merchandise are sold on wholesale basis;
- c. *Market Stall* – refers to any allotted stand, space, compartment, store or booth in the public market wherein merchandise is sold or offered for sale or intended for such purpose;
- d. *Market Premises* – refer to any open space in the market compound, the market lot consisting of bare grounds not covered by the market building, and the total area designated as the marketplace;
- e. *Tiangge or Flea Market* – refers to a place where goods or services are sold for a brief duration in a stall or outlet which is not permanently fixed to the ground and is normally set up in places like the shopping malls, hospitals, office buildings, hotels, villages or subdivisions, churches, parks and other private or public places except public roads and streets;
- f. *Vendor* – refers to a natural person who sells goods as a means of livelihood;
- g. *Market Vendor* – refers to a vendor who operates from a fixed location in a public market, city market, private market, talipapa or satellite market and bagsakan;
- h. *Tiangge Vendor* – refers to a vendor who sells goods or services at a tiangge or flea market;
- i. *Ambulant, Transient or Itinerant Vendor* – refers to a vendor who does not permanently occupy a definite place or stall in the public market but who comes either daily or occasionally to sell his or her goods within the market premises;
- j. *Hawker or Peddler* – refers to an ambulant or mobile vendor who sells his or her goods outside the premises of a public market, usually in sidewalks, streets, thoroughfares, government lot and other public spaces;

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- k. *Street Vendor* – refers to a vendor who offers goods or services for sale on streets, sidewalks and other public areas, and may be stationary by occupying space on the pavements or other public areas or may be mobile which is moving from place to place carrying their wares on push carts, in cycles or baskets on their heads, or may sell their wares in moving buses, etc. The term includes hawkers, peddlers or sidewalk vendors;
- l. *Qualified Beneficiary* – refers to a natural person who is eligible to enroll in a course or program offered by the Quezon City Vendors' Business School; and
- m. *Learner* – refers to a qualified beneficiary who is enrolled in any training course or program under the Quezon City Vendors' Business School.

SECTION 4. QUEZON CITY VENDORS' BUSINESS SCHOOL. – The Quezon City Vendors' Business School (QC VBS), a training institution to be operated and supported by the Quezon City Government, is hereby established.

The QC VBS shall provide its learners with training on entrepreneurship, food safety, market technology, adaptation to climate change, sustainability practices, nutrition, and other topics that is consistent with and will be in furtherance of the QC VBS' objectives enumerated in this Ordinance. All training costs shall be free of charge to the qualified beneficiaries.

SECTION 5. QC VBS' OBJECTIVES. – The QC VBS shall have the following objectives:

- a. *Empower the learners by equipping them with the knowledge and skills that can develop and expand their businesses, enhance their operations, and explore other opportunities;*
- b. *Emphasize to the learners about the importance of adopting innovative and sustainable business practices that enhance their economic resilience and contribute to the overall growth of the local economy;*

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- c. *Ensure that the learners acquire current and relevant knowledge and skills to enable them to effectively respond to and meet the evolving demands and challenges of the market, thereby fostering a competitive and adaptable workforce;*
- d. *Leverage existing City programs such as scholarship programs, livelihood programs, and employment assistance;*
- e. *Produce and develop an ethical, productive, efficient, innovative, and proactive workforce through skills and livelihood training;*
- f. *Ensure food security for all constituents by promoting sustainable and reliable sources of food through the support and development of the learners; and*
- g. *Integrate climate change adaptation and sustainability practices into the business operations of the learners, ensuring that their activities contribute to a resilient and sustainable local economy.*

SECTION 6. QUALIFIED BENEFICIARY. –

- a. *Who may apply. – Any market vendor, tiangge vendor, ambulant vendor, hawker or peddler, or street vendor who fulfills the following requirements, as well as their paid or unpaid staff, biological and adopted children and persons under their care and supervision, may apply as a learner in a course or program offered by the QC VBS:*
 - (1) *Resident of Quezon City;*
 - (2) *Engaged in selling goods or services in designated vending sites within the jurisdiction of Quezon City;*
 - (3) *Registered with the Business Permits and Licensing Unit (BPLU) of the MDAD, if applicable;*
 - (4) *Registered in the Market One-Stop-Shop (MOSS) system; and*
 - (5) *Holder of QCitizen ID.*

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- b. *How to be a qualified beneficiary. – To be a qualified beneficiary of the QC VBS, an applicant must submit the following to the MDAD:*
- (1) *A duly notarized affidavit of undertaking signed by the applicant stating that he or she will complete the program or course to which he or she will be enrolled in;*
 - (2) *A clearance from MDAD that the applicant is in good standing; and*
 - (3) *Photocopy of applicant’s QCitizen ID with the original QCitizen ID presented for verification.*

SECTION 7. ENROLLMENT. – A qualified beneficiary shall be considered enrolled in a course or program under the QC VBS and shall gain the status of a “learner” upon the completion of the following steps:

- a. *Submission of required documents under Section 6.b. of this Ordinance;*
- b. *Verification of the applicant’s eligibility as a qualified beneficiary by the MDAD;*
- c. *Written confirmation of acceptance by a qualified beneficiary into a course or program under the QC VBS by the MDAD; and*
- d. *Signing of the qualified beneficiary of an acknowledgment form confirming his or her commitment to complete the training course or program.*

Additional requirements for enrollment in a course or program may be prescribed in the implementing rules and regulations of this Ordinance, provided that such additional requirements neither restrict nor extend beyond the allowed applicants to the QC VBS that are enumerated in the preceding Section. Any additional requirement prescribed for enrollment in any course or program under this Ordinance shall be fair, reasonable and designed to facilitate access and participation without imposing undue burdens on a qualified beneficiary.

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SECTION 8. CORE COURSES AND EDUCATIONAL PROGRAMS. – The following core courses and educational programs shall be offered in the QC VBS; the core courses and educational programs shall be regularly developed and updated according to the evolving needs of the vendor sector and shall remain consistent with the QC VBS’ objectives enumerated in this Ordinance:

- a. *Basic*
 - (1) *The Quezon City Vision, Mission, Goal;*
 - (2) *The City Mayor’s Governance Agenda;*
 - (3) *Introducing the MDAD and the MOSS;*
 - (4) *Laws, Rules and Regulations related to Hawkers and Street Vending;*
 - (5) *Why is there hawking and street vending? The national and local situation;*

- b. *Intermediate*
 - (1) *Gender Sensitivity and Related Laws;*
 - (2) *Values Formation;*
 - (3) *Basic Marketing;*
 - (4) *Basic Accounting;*
 - (5) *Occupational Safety and Health for Food and Non-food Products;*

- c. *Advanced*
 - (1) *Skills-based Training;*
 - (2) *Interest-based Livelihood Training;*
 - (3) *Financial Management for Small Business Owners;*
 - (4) *Entrepreneurial Training;*

- d. *Technical Education.*

SECTION 9. QUEZON CITY VENDORS’ BUSINESS SCHOOL TECHNICAL COMMITTEE. – The QC VBS Technical Committee is hereby created, and shall be composed of the following:

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- b. Formulate the following within one (1) year from the date of effectivity of this Ordinance:
 - (1) List of specific course or program offerings under the QC VBS;
 - (2) Curriculum and handouts for each course or program offering under the QC VBS; and
 - (3) QC VBS Learners' Handbook which shall contain essential information about the institution's policies and rules and learner's rights and responsibilities;
- c. Convene at least once in every two years from the date of effectivity of this Ordinance to evaluate and update the course or program offerings of the QC VBS.

SECTION 10. IMPLEMENTATION. – The QC VBS shall be operated by the MDAD, as the lead implementing office of this Ordinance. The SBCDPO and the PESO shall also be involved in the operation. The implementation by the MDAD, SBCDPO, and PESO shall be based on their respective mandates and their roles within the Investment and Economic Development Council (IEDC).

The MDAD shall have the authority to determine the final list of qualified beneficiaries for each course or program offering, to assess whether a learner has sufficiently fulfilled the course or program requirements, and to issue a certificate of completion upon such determination.

SECTION 11. 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.

SECTION 12. 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.

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SECTION 13. 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 14. EFFECTIVITY CLAUSE. – This Ordinance shall take effect 15 days after its publication in a newspaper of general circulation within the territorial jurisdiction of Quezon City.

ENACTED: March 3, 2025.


CANDY A. MEDINA
City Councilor
Acting Presiding Officer

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(City Council Secretary)

APPROVED: APR 28 2025


MA. JOSEFINA G. BELMONTE
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on March 3, 2025 and was PASSED on Third/Final Reading on March 10, 2025.


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(City Council Secretary)





