

2012 ANNUAL GAD PALN AND BUDGET

For: Mam Maloz del Castell
CBD

Department:	MARKET ENTERPRISE AND PROMOTION OFFICE
Agency:	LOCAL GOVERNMENT UNIT OF NAGA
Major Final Output:	

Programs	Activity/Projects	Gender Issue/Concern	GAD Objective	Identified GAD Activity	Target	GAD Performance Indicator	GAD Budget
	Develop a comprehensive plan in monitoring and regulating the number and operations of the vendors.	to provide a much proper documentation of vendors and records of this office.	Provide Develop a comprehensive	Develop a comprehensive plan in monitoring and regulating the number and operation of the vendors. 5.1 Computerization Project – data basing	1 complete master list for CBD 1	Master list and proper documentation of all vendors within Central business District 1.	254
	Install a consultative & feedback mechanism	for a more candid and open relationship between the stallholders and the Management.	Provide Installment of consultative & feedback mechanism	provide a forum for continuing dialogue between the office and the stakeholder on the proper planning and evaluation of policies, program and project affecting stakeholders, convening for the purpose, representatives of stallholders, consumer and the general public.	1 suggestion box per section	Install suggestion boxes at all levels and conduct regular meetings of various mall stakeholders.	51.2
	Proper collection, recording and remittance of fees	to avoid red tape and prevent any misuse of public funds.	Provide Proper collection, recording and remittance of fees	rentals and taxes to stallholders and/or vendors doing business at the NCPM and at CBD1.	30 M in collections	Rental: Php 20,500,00.00 Cash Tickets: Php 3,300,000.00 Goodwill: Php 220,000.01	202.2
	Enhanced security measures		Provide & Enhanced security measures	to lessen the commission of petty crimes in NCPM	50 CCTV	Installed CCTV and improved visibility	2,180
	Maximize the utilization of all leasable space in the public market through innovate scheme that will attract not only regular stallholders but also new entitles that can improve over-all market services.	to increase the revenue of NCPM	Provide & Maximize the utilization of all leasable space in the public market through innovate scheme that will attract not only regular stallholders but also new entitles that can improve over-all market services.	identify possible leasable space within the NCPM to magnify the the business opportunity.	50 cases	Resolved perennial problem of cases of selling and sub – leasing of stalls.	48

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Continuous physical improvement of the Naga City peoples Mall.		Enhanced experience of its patrons and stallholders in terms of convenience	Provide Continuous physical improvement of the Naga City peoples Mall.	<ul style="list-style-type: none"> • Repair of MEPO OFFICE • Improvement of sewage and drainage system. • Improvement of inner pasillos at the ground floor • Street lighting at the 3rd floor • Repair of leaking pavement and downspout at the 2nd and 3rd floor. • Repair of PNP Sub-Station At Ramp 1 Ground Level • Transfer of Flower Section Roofing of Open Patio 2 	<ul style="list-style-type: none"> *main office *all sewages *all pasillos at the ground floor *all streetlights at the 3rd floor *all leaking pavement *1 PNP sub-station 	Enhanced experience of its patrons and stallholders in terms of convenience, safety, cleanliness and aesthetic in coordination with stakeholder and government agencies.	3,050
Timely maintenance		cleared passage ways and orderly stalls.	Provide Timely maintenance	maintenance of drainage, lighting, safety of passage ways and stairways, comfort rooms and other physical facilities of the public market in coordination with various city hall offices and mall organizations.	All CRs and pasillos at the vicinity	Well maintained drainage, CR's, cleared passage ways and orderly stalls.	1,291
Marketing and promotions activities		to improved the Saleability of their Product.	Provide Marketing and promotions activities	create awareness of service, products and service in the naga city public market.	Stallholders aware of all activities in NCEM	Well crafted and successfully Implemented marketing program.	426
Provide business development and marketing assistance to vendors and business owners to uplift their financial viability.		to augment financial capabilities and income of the Stallholders	Provide business development and marketing assistance to vendors and business owners to uplift their financial viability.	Marketing assistance to create more inputs for better income.	10 seminars	In coordination with the METROPESO, DTI and other concerned agencies conduct seminars.	44

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In coordination with the government and non-government agencies	to create awareness of the buying public about the the products they are purchasing.	Provide coordination with the government and non-government agencies	ensure the safety and quality of non-food items and services, and fitness of food for human consumption being sold and offered in the public market.	inspectors with technical know how to at least to the safety and quality of the food for consumption.	Regular monitoring are installed for weights and measures including the safety and quality of non food items and services, and fitness of food for human consumption being sold.	4
Appropriate Policies and Regulatory Measures	to provide market policies that will help the administration of the NCPM for the betterment of the stall holders.	Provide Appropriate Policies and Regulatory Measures	recommended to the city mayor or the sangguniang panlungsod that will further improve the service and financial viability and competitiveness of the NCPM.	5 Proposed new ordinances	Amendments to market ordinances are drafted and forwarded to the City Mayor of the Sangguniang Panlungsod whenever necessary.	26.75

TOTAL

Prepared by:	Approved by:	Date:
	RAMON J. FLORENDO	
	Officer-in-Charge HEAD OF AGENCY	
CHAIRPERSON OF GAD FOCAL POINT		DAY/MO/YR