

Republic of the Philippines OFFICE OF THE SECRETARY Elliptical Road, Diliman 1100 Quezon City +63(2) 8928-8741 to 64 and +63(2) 8273-2474

MEMORANDUM CIRCULAR NO. <u>*SI*</u> Series of 2024

SUBJECT : IMPLEMENTING GUIDELINES FOR THE YOUNG FARMERS CHALLENGE (YFC) PROGRAM - YFC INTERCOLLEGIATE COMPETITION

Section 1. Rationale

According to the Commission on Higher Education (2010), data revealed that out of 10,000 students who graduated in agriculture and its related fields, only two percent (2%) were accounted for in the overall Philippine higher education discipline.

In addition, while agricultural education has been recognized over the years as one of the strategic factors in increasing productivity and human resource development in the agriculture sector of the Philippines, it shows that it has failed to provide a sufficient number of competent and skilled graduates (Aquino, 2005).

The Philippine Institute for Development Studies (PIDs) 2013, also noted that to enhance the demand for agriculture graduates, SUCs should adequately supply the needs of other major demanders, which include business and industry. It was realized that SUCs might need to reinvent themselves as producers of a new breed of students and graduates like agribusiness entrepreneurs engaged in lucrative enterprises. When wage employment prospects are dim, graduates can opt to employ themselves through their self-run agricultural businesses.

With this, the Department of Agriculture is expanding the coverage of the Young Farmers Challenge (YFC) Program through an Intercollegiate Category. This will be participated by students of agriculture and other courses in State Universities and Colleges (SUCs) and Local Universities and Colleges (LUCs). The Program will help transform the ideas of the students into profitable agribusiness ventures. The students will be well-trained, skilled, and knowledgeable agripreneurs and professional farmer business owners under the Program. The Intercollegiate Category will be a Business Model Canvas-based Competition.

The YFC Regional Intercollegiate Competition is open to SUCs that are members of the Philippine Association of State Universities and Colleges (PASUC) and Local Universities and Colleges (LUCs).

It will be open to all sophomore-standing students of an SUC and LUC who have business ideas with viability potential and are not more than 30 years old at the time of the competition.

The aforementioned discussion was supported by the study of Dela Cruz (2015), wherein students who remain beyond their sophomore years are often highly motivated individuals who can adapt to the challenging system of the agriculture degree program.

Section 2. Definition of Terms

As used in this Guideline, the following terms shall be construed as:

a. Agri-fishery enterprise refers to a group-managed enterprise engaged in agriculture and fishery-related economic activities, such as the production of crops, poultry, livestock, including inputs, fishery or aquaculture production, processing of agri-fisheries produce, marketing and distribution of agri-fishery commodities and products.

b. **Business Development Services** are provisions of business support and development services by the Department of Agriculture and relevant government agencies that will equip the youth beneficiaries of this Program with the needed foundation to successfully implement their enterprises. This includes provision of entrepreneurial training, assistance in business planning, product development, market linkage, business matching, loan facilitation, and potential collaborations, among others.

c. **Business Model Canvas (BMC)** is a simplified template for visualizing a business model idea in a way that is easy to do and understand by highlighting the critical strategic factors of starting an agribusiness, including customers, route to market, value proposition, and finance. It may serve as the backbone in transforming into a detailed business plan.

d. **Financial Grant** is a financial assistance given to the declared awardees of this Program, which shall serve as their start-up capital for the implementation of their winning Business Model Canvas (BMC). The grants to be provided to the awardees are as follows: Regional Level (PhP 250,000) and National Level (PhP 500,000).

e. **Eligible Participant** shall be a group composed of at least sophomore standing students taking-up agriculture and other related courses with atleast 3members. Each member of the group participants is found to be an eligible youth based on the eligibility criteria set under this implementing guideline. The enterprise is not necessarily registered with the SEC or CDA, i.e., with juridical personality at the time of competition. In the case of a group-managed enterprise awardee, the beneficiaries are the members of the group, however, the grant shall be only utilized as the start-up capital of their group's enterprise.

f. Local Universities and Colleges (LUCs) - as defined in Republic Act (R.A.) No. 10931, otherwise known as the "Universal Access to Quality Tertiary Education Act", refers to a CHED-accredited public Higher Education Institution (HEI) established by the LGUs through an enabling ordinance, financially supported by the LGU concerned, and compliant with the policies, standards, and guidelines of the CHED.

g. **Panel of Judges** – shall be drawn from various representatives from partner NGAs i.e. DTI, DOST, FDA, among others, agribusiness practitioners, and technical and commodity experts from DA, and its attached Agencies and Bureaus. The panel of judges shall rank

and declare awardees for this competition and may serve as a resource person to improve the BMC proposals of the participants.

h.**Program Management Team (PMT)** - oversee the implementation of the YFC program, which includes conducting information campaigns, receiving applications, organizing and facilitating the actual business pitch competition, assessing and monitoring YFC awardees, and providing business development services.

i. **Start-up Enterprise** is a new enterprise or **at the initial stage of project implementation** (no business registration/permit) and not an expansion or scaling-up of an existing enterprise of the applicant or his/her family's enterprise.

j. State Universities and Colleges (SUCs) - refer to public Higher Education Institutions (HEIs) established by the national government and are governed by their respective independent boards of trustees or regents.

(All participating SUCs for the competition shall be a member of the Philippine Association of State Universities and Colleges (SUCs) attached herein as **Annex A**.)

Section 3. Scope and Coverage

The Agri-Business Models for the YFC Regional Intercollegiate Competition shall focus on **start-up** agri-fishery enterprises—from micro to small scale—which are innovative, have the potential to generate income and integrate sustainability into their business strategy. This is to encourage the generation of new agri-fishery enterprises. *Innovative* means the business model can provide new solutions to an identified problem (e.g. production, process, marketing, etc.). *Viability* means the business model has a clear target market and marketing strategy for at least one (1) year that can have a good revenue stream and can show the potential to be scaled up in the future. *Sustainability* means that the enterprise can execute and maintain these strategies in ensuring its continuous enterprise operation. These shall be reflected on the Business Model Canvas (BMC) and Activity and Financial Plan to be submitted by the participants.

Each participating SUC and LUC may endorse two (2) group representatives as their official delegates for the competition provided that proposals shall not be the same in terms of its nature and products.

In case that an SUC have a satellite campus/ branches, only two (2) group representatives shall be endorsed as their official university representatives provided further, that proposals shall not be the same.

However, in the event of an SUC having an inter-regional campus/branches, they are allowed to participate in the competition depending on their campus regional address. Provided that only one (1) group of participants from each region shall be endorsed.

Each YFC Regional Program Management Team (PMT) shall determine the venue for the conduct of the YFC Regional Intercollegiate Competition. The composition of the YFC National and Regional PMT is stipulated under Section 5 of this guidelines.

The panel of judges shall be composed of agribusiness practitioners, academe, and technical personnel from the Department of Agriculture, Attached Agencies, and Bureaus.

All participants in the competition shall be given an equal opportunity to pitch their agribusiness models.

3.1 Levels of Competition

The YFC Intercollegiate Competition has two (2) levels:

a. Regional Level Competition

Each YFC Intercollegiate Regional Panel of Judges shall select and declare one (1) enterprise per region operated by a group of youth beneficiaries. Each awardee shall receive PhP 250,000 financial grant and shall be eligible to compete for the National Level Competition.

b. National Level Competition

The YFC National Panel of Judges shall select and declare among the 15 finalists, the **three** (3) YFC Intercollegiate National Awardees through a head-to-head business pitch competition. The national awardee/s shall receive additional financial grant of Php 500,000 per enterprise.

YFC Intercollegiate Competition	Number of Enterprise Awardees	Amount of Financial Grant
Regional Level	15 awardees	PhP 250,000 per enterprise
National Level	3 awardees	PhP 500,000 per enterprise

Table 1. Number of Awardees and Amount of Financial Grant

Section 4. Creation of the YFC Program Management Team, and Regional Panel of Judges

Each Panel of Judges in the regions is recommended to be composed of five members; two (2) representatives from the DA, Bureaus and Attached Agencies; one (1) from other partner government agencies (e.g. DTI, DOST), one (1) academe (e.g. state universities and colleges/private higher education institutions); and one (1) from private sector practitioners (from the agribusiness industry). The members of the panel of judges shall not be personnel, instructors, professors, or otherwise connected to a participating SUC or LUC in the competition.

The AMAS Director, for National and NCR Judges, and the Regional Executive Directors (REDs), for Regional Judges, shall issue a letter addressed to DTI, DOST, and PCAF requesting the endorsement of their duly designated representatives to act as judges. In return, the concerned office shall issue a formal endorsement to NPMT or RPMT clearly stipulating the names and designations of the endorsed judges for each level of competition. The authority of the duly designated representatives of the concerned offices shall be attached to the formal endorsement to the NPMT or RPMT.

A Special Order shall be issued by the DA Secretary for the creation of the National Panel of Judges and its National Program Management Team. The National PMT staff shall be drawn from the Agribusiness and Marketing Assistance Service (AMAS).

Special Orders shall be issued by the DA Regional Executive Directors for the creation of Regional Panels of Judges and the Regional Program Management Team. The Regional PMT shall be drawn from the Agribusiness and Marketing Assistance Division (AMAD).

The DA Regional Executive Directors (REDs) or the Undersecretary for High Value Crops may request representatives from the private sector, i.e. Philippine Chamber of Commerce, Agribusiness Practitioners, Manufacturers, among others, DA Bureaus, and Attached Agencies as Resource Persons to support during the evaluation of the submitted BMCs.

In the event of a conflict of interest between the judges and applicants/awardees due to a filial relationship, the judge shall waive his/her right not to be part of the panel of judges. If already an awardee, the subject judge/s shall give a due written explanation addressed to the Regional Executive Directors (REDs) in case of Regions and AMAS Director in case of NCR.

Section 5. Duties and functions of the National Program Management Team (NPMT), Regional Program Management Team (RPMT), Panel of Judges and Panel of Coaches.

A. Duties and Functions of the National Program Management Team (NPMT)

The National PMT shall provide administrative and technical support in the overall implementation of the YFC program. Specifically, the NPMT shall:

1. Oversee the nationwide implementation of the YFC program and its program components, i.e. Start-Up, Upscale, Intercollegiate, and Business Development Assistance;

2. Prepare the plans, activities, and timelines of the program;

3. Prepare the score sheets and other pertinent documents to be endorsed to the National Panel of Judges;

4. Receive the documents submitted by the NCR applicants and check the completeness of attachments, conduct background checks among NCR applicants, and endorse the eligible NCR applicants to the NCR Panel of Judges;

5. Assist in the evaluation of each proposed Business Model Canvas (BMC);

6. Conduct regular monitoring and assessment for the awardees enterprise implementation;

7. Prepare administrative and accomplishment reports and maintain files and records of the program; and

8. Perform other related tasks as may be assigned by the National Focal Person of the NPMT or the DA Management.

B. Duties and Functions of the Regional Program Management Team (RPMT)

The Regional PMT shall provide administrative and technical support in the regional implementation of the YFC program. Specifically, the NPMT shall:

1. Oversee and facilitate smooth implementation of the YFC program and its program components in their respective regions i.e. Start-Up, Upscale, Intercollegiate, and Business Development Assistance;

2. Spearhead the information dissemination campaign of the YFC program;

3. Facilitate Business Model Canvas (BMC) and Business Plan Orientation;

4. Receive and screen the applications from the YFC regional applicants;

5. Endorse eligible applicants to the Provincial Panel of Judges;

6. Process the release of funds to the declared awardees;

7. Facilitate the provision of business development service assistance to the youth awardees;

8. Conduct regular review, monitoring, and evaluation of the declared awardees enterprise implementation;

9. Provide monthly accomplishment reports to the YFC-NPMT; and

10. Perform other related tasks as may be assigned by the Regional Executive Directors (REDs).

B. Duties and Functions of the YFC Panel of Judges (Regional and National Panel of Judges)

i. National Panel of Judges

The duties and functions of the YFC Intercollegiate National Panel of Judges are the following:

1. Responsible for judging the YFC Intercollegiate National Level Finalists according to the set standard criteria and scoring system;

2. Provide suggestions and recommendations to further improve the enterprise implementation of the YFC awardees; and

3. Declare the three (3) YFC Intercollegiate Component National Level awardees.

ii. Regional Panel of Judges

The duties and functions of the YFC Intercollegiate Regional Panel of Judges are the following:

1. Responsible for judging the eligible YFC Intercollegiate applicants for the Regional Level according to the standard criteria and scoring system;

2. Declare the YFC Intercollegiate Regional Level Awardees; and

3. Provide suggestions and recommendations to further improve the enterprise implementation of the YFC awardees.

Section 6. Eligibility Criteria of Participants

To qualify for the YFC Regional Intercollegiate competition, the following criteria shall be observed:

a. A "**group**" composed of atleast 3 members. All the members shall be 18 to 30 years old at the time of competition¹, natural-born Filipino citizens, and must be at least regular 2nd year students of a State University or College (SUC) who must be members of the Philippine Association of State Universities and Colleges (PASUC) and Local Universities and Colleges (LUCs) with formal or non-formal agriculture or fishery-related experience; and

b. Has the resources, network, or capability to venture/engage in agriculture and fishery business enterprise, the location of which is within the region they are competing.

Note: The previous YFC 2023 regional intercollegiate awardees are eligible to compete in the YFC intercollegiate national level competition, *Provided*, they are required to submit the documentary requirements as prescribed by Section 7 in this guidelines, *Provided further*, that if the same university wins at the regional level in 2023 and 2024, the subject university shall only allow one group of representatives to compete at the national level.

The following are **not eligible** to participate in the competition:

a. Personnel of the DA, its Regional Field Offices, bureaus, attached agencies, and corporations, including their relatives up to the fourth civil degree of consanguinity or affinity¹;

¹ Working as permanent, temporary, substitute, co-terminus, contractual, and casual as defined by CSC Memorandum Circular No. 40, Series 1998

b. Personnel of the Provincial, Municipal, and City Agricultural and Veterinary Offices1;

c. Have an existing application to the Young Farmers Challenge 2024 Start-Up Category;

d. Previous Young Farmers Challenge Program Awardees (start-up open category and upscale) and their corresponding relatives up to 2nd civil degree of consanguinity and affinity;

e. Recipients of any grant assistance or awards either in cash or in kind, amounting to PhP 50,000 and above, from the DA, its Regional Field Offices, bureaus, attached agencies, and corporations within one (1) year before the start of the applications.

Youth applicants from previous years who didn't pass the YFC program are eligible to reapply for the program.

Section 7. Competition Requirements

The YFC Intercollegiate competition application requirements are the following:

a. Application letter addressed to the Regional Executive Directors (for Regions) and AMAS Director (for NCR);

b. Application Form;

c. Business Model Canvas (BMC) and Activity and Financial Plan as prescribed by the program;

d. Clear scanned copy of School ID or Certificate of School Registration indicating the date of birth;

e. Endorsement letter addressed to the DA Secretary in case of NCR and RED in case of regions from the University President indicating that they are the official representative for the competition;

f. Latest 2x2 ID Photo with white background; and

g. Additional supporting documents based on the type of enterprise, as follows:

1. Production, Processing, and Digital Agriculture

The applicant/s shall submit any of the following documents that will fall under the following circumstances with regards to their proposed enterprise activities:

a. Certified true copy of land title or tax declaration if the applicant/s owned the lot/property.

b. Notarized "Authority to Use Land/Property/Facility" or Usufruct Agreement if the lot/property is owned by a guardian, parent, or other party, indicating a three-year agreement free of charge for its usage.

c. Lease agreement if the lot or property owner will charge the applicant/s for its usage.

¹ Working as permanent, temporary, substitute, co-terminus, contractual, and casual as defined by CSC Memorandum Circular No. 40, Series 1998

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2. **Processing**

• Duly accomplished "Suppliers Information"

Proof that he/she has readily available supply directly from his/her farm, his/her familyowned farm, or from other farms. In case of the latter, he/she shall submit the name/s and location of farmers/ fisherfolk that committed to supplying the raw materials for his/her enterprise.

3. **Digital Agriculture**

The applicant/s under this category shall submit any of the following documents that will fall under the following circumstances with regards to their proposed agri-fishery enterprise activities:

- **Blueprint/Autocad Design** A technical blueprint or AutoCAD design that visualizes the digital solution, such as infrastructure, system layout, or technological components being implemented in the agri-fishery sector.
- **Proof of Concept** Demonstration of the functionality of the proposed digital tool, such as prototypes, software applications, or systems relevant to agriculture.
- **Technology Specifications** Detailed descriptions of the technologies used (e.g., sensors, drones, IoT, AI tools, etc.) and how they will be integrated into the agricultural process.

Note: All the documents to be submitted for this program shall become the property of the Department of Agriculture.

Section 8. Selection and Evaluation Procedures

8.1 Evaluation Criteria

The evaluation criteria for the YFC intercollegiate competition shall be the following:

a. Entrepreneurial attributes. Entrepreneurial attributes or traits are the typical characteristics, abilities, and thought patterns associated with successful entrepreneurs. The participant must exhibit basic entrepreneurial attitudinal attributes such as integrity (proof that he/she can be trustworthy), risk-taking (willingness to take calculated risks), passion (exhibits strong motivation to pursue agribusiness), good communication and marketing skills (as evidenced by his/her sales pitch), and leadership qualities (with vision and drive to excel).

b. Innovativeness of the business proposal. Innovativeness means new ways of addressing a problem (e.g. market need, value chain problem, or production system weakness). It should present a unique, simple, attractive to target market/end user, and implementable system innovations. This can be an introduction of new or modern

technologies and/or enhancement of existing techniques and processes in producing goods and services, and/or marketing agricultural products.

c. Revenue stream of the business proposal. The proposed business must show the clear potential of generating a revenue stream. The proposal can show clear plans for achieving business transactions and how the business will be able to expand its market over time.

d. Value Addition. Value adding is the enhancement of a product or service that provides an additional economic value to an agri-fishery commodity/ product to attract more customers and consequently increase revenue/profit. Value can also be added in different ways such as branding a product to differentiate it from others, or adding extra or special features to a product to increase the value of the product or service to its customers.

e. Social Responsibility. The proposed business is socially responsible as shown by:
(a) its potential to scale up operations that can generate jobs for the community,
(b) contribute to the welfare of others such as household savings on consumers by offering quality but affordable agri-fishery commodities/products or services; and
(c) promote environmental protection and conservation.

f. University Engagement. The participant's business model canvas shall explicitly show the involvement of their university in the actual implementation of the agri-fishery enterprise. The proposed enterprise may be in line with the vision, mission, and core values of the institution.

8.2. Competition Scoresheets

The scoresheet for the Intercollegiate Component shall be prepared and approved by the National Program Management Team. Once approved, the scoresheet shall be cascaded to the RPMT as well as the Regional Panels of Judges. Attached as **Annex B** is the YFC Intercollegiate Scoresheets.

Section 9. Screening Process for the Competition

a. The PMT of the concerned offices (DA Central, RFOs) shall receive all documents from the participating SUC/LUC in their area of jurisdiction;

b. Applicants who submit multiple business proposals or apply in multiple categories shall only decide one (1) official entry to proceed with the competition;

c. The PMT shall conduct initial validation, checking based on the eligibility criteria and compliance with the submitted documents;

d. Once assessed as eligible, the PMT will issue a certification of eligibility addressed to the participating SUC/LUC; and

e. The PMT shall endorse the BMC, Activity and Financial Plan, and other pertinent documents to the Panel of Judges.

9.1 Selection of Awardees (YFC Regional Intercollegiate Competition)

a. To proceed with the competition, there must be two (2) participants in each region. However, in the event that there is only one (1) SUC or LUC representative who participated in the competition, the SUC or LUC shall meet the passing scores to be provided by the panel of judges;

b. The Panel of Judges in each region shall give the participants equal opportunity to present their business models. The Panel of Judges may opt to conduct face-to-face or online business pitching event;

c. The Regional PMT shall set the schedule of the Business Pitch Competition in coordination with the National PMT;

d. The Panel of Judges shall be allowed to conduct the business pitching/judging and finalization of scores once there is a quorum of the members of the panel of judges (half of the members plus one); and

e. The Panel of Judges shall certify the declared awardees.

9.2 Selection of Awardees (YFC National Intercollegiate Competition)

a. The National PMT shall set deadline for submission of updated Business Model Canvas and Work and Financial Plan for YFC 2024 regional level awardees and announce the dates of judging;

b. For the previous YFC 2023 regional level awardees, they shall submit all the documentary requirements stated under Section 7 of this Guidelines;

c. The Regional PMTs shall conduct monitoring and assessment of the National YFC Intercollegiate Nominees;

d. The National PMT shall schedule the YFC Intercollegiate Competition head-to-head business pitch competition; and

e. The YFC National Intercollegiate Panel of Judges shall certify the declared YFC Intercollegiate National Awardees.

Attached as **Annex C** is the YFC program implementation timelines.

Section 10. Duties and Responsibilities of the Awardees and their Respective SUCs/LUCs

The recipients of the awards shall have the following duties and responsibilities:

a. Submit a notarized Sworn Statement of the duties and responsibilities of the awardees.

b. Open a new bank account, preferably with the Land Bank of the Philippines (LBP), or use an existing bank account under his/her name upon the receipt of the Notification of Awards. For group awardees, any of its members may opt to open an individual or joint bank account, or use an existing individual bank account under any of its members' names. The group shall indicate in a Sworn Statement whose bank account they agreed to use to receive the financial grant. The said bank account shall strictly be used for the implementation of the agri-fishery enterprise;

c. The amount received shall strictly be used for the implementation of the planned agrifishery enterprise;

d. The awardee/s shall strictly implement their proposed agri-fishery enterprise within one (1) month after the receipt of the financial grant;

e. Submit updates/reports to the DA-concerned offices (AMAS/AMADs) based on the following timelines:

- i. Status report on the initial implementation of the project after the release of financial grant;
- ii. Semestral progress report; and
- iii. Terminal report one (1) year after the receipt of financial grant (report should attach evidence of the progress of venture, e.g. pictures).

The above-stated reports shall be prepared by the youth awardees and must be verified and approved by their respective University President or his/her authorized representative.

f. The SUC/LUC shall provide Business Development Services to their respective youth awardees relative to the implementation of the proposed agri-fishery enterprise i.e. training and mentoring, research and development, among others.

g. Notify in writing and seek approval from the concerned offices (AMAS, AMADs) in case of any changes, delays due to force majeure, late release of the financial grants, etc., or any concerns affecting the implementation of the agribusiness venture;

h. Ensure availability of documents and other information relevant for the monitoring and evaluation of the project;

i. Shall participate to any related DA activities such as trainings and capacity building activities, KADIWA, local and international trade expositions;

j. Misuse of the financial grant and non-compliance with the above undertakings will result in a return or refund of the unused grant amount to the DA. The DA YFC PMT will conduct an assessment of enterprise implementation and examine the latest progress report, including the liquidation of expenses and the challenges encountered by the enterprise, to determine the misused amount. The amount shall be returned to the DA within sixty (60) days from the date of the notice/ letter; k. Inform the DA within five (5) working days if any of the enterprise group members are no longer connected with the enterprise. Replacement by the remaining active youth members of the group will continue the implementation of the project venture provided and all the funds granted will be fully utilized per the approved project venture. Should the enterprise fail to inform the DA of the said changes within five working (5) days from the change of circumstance, the unused grant amount must be refunded/returned to the DA based on the assessment of the YFC PMT.

Section 11. Release of Funds (Financial Grants)

A Certificate of Award shall be issued by the DA Secretary for the NCR YFC Intercollegiate Awardees and national YFC Intercollegiate Awardees, and by the respective Regional Executive Directors for Regional YFC Intercollegiate Awardees. The Certificate shall be co-signed by the Chair/Co-Chair of the Panel of Judges.

The fund release to the Awardees shall be supported by the following documents:

a. Certificate of Award;

b. Business Model Canvas (BMC), and Activity and Financial Plan;

c. Notarized Sworn Statement of the Awardees;

d. Certified True Copy of Land Title or Tax Declaration or Notarized Authority to Use Land/Facility or Usufruct Agreement for not less than three (3) years of operation or Lease Agreement for production, processing and digital agriculture category;

e. Photocopy of the bank account to which the award will be deposited duly signed by the awardees. For Awardees with group members with individual bank accounts, the group shall indicate in a Sworn Statement whose bank account they agreed to use to receive the financial grant; and

f. A certified true copy of one (1) valid ID of the awardee/s.

Section 12. Business Development Services (BDS)

The Business Development Services (BDS) Assistance to the youth awardees shall be provided to further assist in their agri-fishery enterprise operations.

The BDS to be provided to Awardees shall include: a) Training Programs and Assistance in Business and Product Registration and Certification; b) Mentoring Assistance; c) Market Linkage and Business Networking; and d) Monitoring and Enterprise Assessment.

Section 13. Data Privacy

The information of the applicants and awardees shall adhere to the data privacy policies of the Department of Agriculture (DA) and the National Privacy Commission. All data and information received by the DA shall be kept secure and will not be shared with anyone except designated personnel who are authorized to process the information solely for the purpose of facilitating this competition. Additionally, the DA ensures that all handling and processing of personal information comply with existing laws and regulations to safeguard the privacy and rights of all individuals involved.

Section 14. Funding Source

All expenses incurred in the conduct of the Program including the provision of a financial grant to awardees, honoraria, and/or token of Panel of Judges, and Resource Persons shall be charged against the Young Farmers Challenge Fund under the Appropriations Act subject to existing government accounting and auditing rules and regulations. The basis for the computation of the honorarium of the Panel of Judges and Panel of Coaches shall be the Department of Budget and Management (DBM) Budget Circular No. 2007-1.

The DA-Central Office will release the financial grant to the declared three (3) YFC Intercollegiate National Level Awardees.

Section 15. Supplementary Guideline

The Regional Executive Directors (REDs) are hereby authorized to issue a supplementary guideline as deemed necessary to facilitate the orderly implementation of the program in their respective regions. However, supplementary guidelines shall be consistent with the provisions of this Memorandum Circular.

Section 16. Repealing Clause

All DA issuances, order, rules and regulations, or parts thereof that are inconsistent with the provisions of this Memorandum Circular are hereby repealed or modified accordingly.

Section 17. Separability Clause

If any provisions under these guidelines are declared unlawful or unconstitutional, the other provisions not stated as such shall continue to be in full force and effect.

Section 18. Termination Clause

The DA shall turn-over the YFC Start-Up: Intercollegiate Category awardees to the concerned SUC/LUC one (1) year after the receipt of financial grant and submission of a terminal report. Once turned-over by the DA, the SUC/LUC is expected to undertake the monitoring and evaluation of the youth awardees to support the continuity of the awardee's agribusiness enterprise. The YFC awardees may still avail of the other business development services of the Department should they be considered eligible. The YFC Start-Up enterprise will be considered/declared terminated when the operation is affected with the factors provided for under Section 18, Force Majeure of this guideline.

Section 19. Force Majeure

Neither the implementing units nor the awardees will be held responsible for any delays or failures in carrying out these guidelines as long as they are caused by events or circumstances that are beyond their control, such as natural disasters, war, civil unrest, government actions, strikes, labor disputes, or difficulties in obtaining materials or transportation.

Section 20. Effectivity

This Guideline shall take effect immediately upon publication in the DA Website and/or in a newspaper of general circulation, and its filing with the University of the Philippines Law Center - Office of the National Administrative Registrar.

Done this <u>lot</u> day of <u>DELEMBER</u>, 2024.

FRANCISCO P. TIU LAUREL JR. Secretary



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PHILIPPINE ASSOCIATION OF STATE UNIVERSITIES AND COLLEGES No. 142 Scout Rallos Extension, Brgy. Sacred Heart, Diliman, Quezon City 1103 Email addresses: <u>secretary@pasuc.org.ph</u>, <u>pasucoffice@gmail.com</u> Tel. Nos. (02) 8376-6213 / 8376-6217

CHARTERED COLLEGES AND UNIVERSITIES IN THE PHILIPPINES

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MOUNTAIN PROVINCE STATE POLYTECHNIC COLLEGE Bontoc, Mountain Province	Tabuk, KalingaApayao	KALINGA STATE UNIVERSITY	Lamut, Ifugao	IFUGAO STATE UNIVERSITY	La Trinidad, Benguet	BENGUET STATE UNIVERSITY	Conner, Apayao	APAYAO STATE COLLEGE	Lagangilang, Abra	ABRA STATE INSTITUTE OF SCIENCE AND TECHNOLOGY		Vigan, Ilocos Sur	UNIVERSITY OF NORTHERN PHILIPPINES	Lingayen, Pangasinan	PANGASINAN STATE UNIVERSITY	Batac, Ilocos Norte	MARLANO MARCOS STATE UNIVERSITY	Sta. Maria, Ilocos Sur	ILOCOS SUR POLYTECHNIC STATE COLLEGE	Bacnotan, La Union	DON MARIANO MARCOS MEMORIAL STATE UNIVERSITY		INSTITUTION
DR. EDGAR G. CUE President	President	DR. EDUARDO T. BAGTANG	President	DR. EVA MARIE C. DUGYON	President	DR. FELIPE S. COMILA	President	DR. JOHN N. CABANSAG	President	DR. GREGORIO T. TURQUEZA JR.		President	DR. ERWIN F. CADORNA	President	DR. ELBERT M. GALAS	President	DR. SHIRLEY C. AGRUPIS	Cince in CimBe	DR. CHRISTINE N, FERRER	President	DR. JAIME I. MANUEL JR.		неар
(074) 602-11-34					(074) 422-22-81	(074) 661-18-42		0917-712-2820		(074) 752-81-71			(077) 722-72-10	(075) 542-86-94	(075) 542-42-61		(077) 600-04-59		(077) 732-55-12		(072) 242-11-17		TEL. NO.
mpsps@mpspc.edu.ph mpspc_op@yahoo.com		ksumail@ksu.edu.ph		president@ifsu.edu.ph	vp.acad@bsu.edu.ph	president@bsu.edu.ph			boardsec@asist.edu.ph	asistmain@yahoo.com			op@unp.edu.ph	1	president@psu.edu.ph		op@mmsu.edu.ph		isnsc 2705@vahoo.com		president@dmmmsu.edu.ph		WEBSITE/E-MAIL ADDRESS

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Т	5	BATANES STATE COLLEGE	ND RIGHT D NIDAWTE		diovidurantedna@email.com
		Basco, Batanes	President		
	13	CAGAYAN STATE UNIVERSITY	DR. URDUJAH G. ALVARADO		uat203@csu.edu.ph
		Tuguegarao, Cagayan	President	(078) 844-04-30	president@csu.edu.ph
	14	ISABELA STATE UNIVERSITY	DR. RICMAR P. AQUINO	(078) 305-90-13	president@isu.edu.ph
		Echague, Isabela	President		president isu@yahoo.com
	15	NUEVA VIZCAYA STATE UNIVERSITY	DR. WILFREDO A. DUMALE	(078) 321-21-12	wilfredodumaleir@gmail.com
		Bayombong, Nueva Vizcaya	President	(078) 321-30-37	boardsec@nvsu.edu.ph
	16	QUIRINO STATE UNIVERSITY	DR. HERMENEGILDO F. SAMOY JR.	(078) 305-10-06	info@qsu.edu.ph
			L TESIMETIT		
	17	AURORA STATE COLLEGE OF TECHNOLOGY Baler, Aurora	DR. LORA L. YUSI Officer-In-Charge	(042) 714-59-15	president@ascot.edu.ph
	18	BATAAN PENINSULA STATE UNIVERSITY	DR. RUBY S. MATIBAG	(047) 237-23-50	president@bpsu.edu.ph
		Balanga, Bataan	President	(047) 237-58-30	boardsec@bpsu.edu.ph
	19	BULACAN AGRICULTURAL STATE COLLEGE	DR. JAMESON H. TAN	(044) 697-12-40	jamesontan@basc.edu.ph
		San Ildefonso, Bulacan	President		
	20	BULACAN STATE UNIVERSITY	DR. TEODY C. SAN ANDRES	(044) 791-01-53	
		Malolos, Bulacan	President		teody.sanandres@bulsu.edu.ph
•	21	CENTRAL LUZON STATE UNIVERSITY	DR. EVARISTO A. ABELLA	(044) 456-06-88	
		Muñoz, Nueva Ecija	President	(044) 456-52-02	oubs@clsu.edu.ph
N	22	DON HONORIO VENTURA STATE UNIVERSITY	DR. ENRIQUE G. BAKING	(045) 901-01-72	<u>dhvtsu150@gmail.com</u>
		Bacolor, Pampanga	President		ranie.canlas@gmail.com
N	23	NUEVA ECIJA UNIVERSITY OF SCIENCE AND TECHNOLOGY	DR. FELICIANA P. JACOBA	(044) 463-02-26	fely jacoba@yahoo.com
		Cabanatuan City	President	(044) 600-35-94	lornacian@yahoo.com
N	24	PAMPANGA STATE AGRICULTURAL UNIVERSITY	DR. ANITA G. DAVID		presidentoffice@psau.edu.ph
		Magalang, Pampanga	President	(045) 866-08-00	
N	25	PHILIPPINE MERCHANT MARINE ACADEMY	COMMO. JOEL Y. ABUTAL	(047) 913-43-95	
		New PMMA-Complex Site, San Narciso, Zambales	President	(047) 913-43-96	oop_pmma@yahoo.com
N	26	PRESIDENT RAMON MAGSAYSAY STATE UNIVERSITY	DR. ROY N. VILLALOBOS	(047) 811-16-83	
		Iba, Zambales	President		rmtupresident@yahoo.com
N	27	Camiling Tarlac	DR. MAX P. GUILLERMO	(045) 934-02-16	presoffice@tau.edu.ph
ſ			rresident		

28	TARLAC STATE UNIVERSITY Tarlac, Tarlac	DR. ARNOLD E. VELASCO President	(045) 606-81-01
N			
29	BATANGAS STATE UNIVERSITY	DR. TIRSO A. RONQUILLO	(043) 300-22-02
	Batangas City	President	
30	CAVITE STATE UNIVERSITY	DR. HERNANDO D. ROBLES	(046) 415-00-10
31	LAGUNA STATE POLYTECHNIC UNIVERSITY	DR. MARIO R. BRIONES	(049) 554-99-10
	Los Baños, Laguna	President	
32	SOUTHERN LUZON STATE UNIVERSITY	DR. NILO H. DATOR	(042) 540-48-16
	Lucban, Quezon	Officer-In-Charge	
33	UNIVERSITY OF RIZAL SYSTEM	DR. NANCY T. PASCUAL	(02) 401-49-00
	Morong, Rizal	President	
MIMAROPA			
34	MARINDUQUE STATE COLLEGE	DR. DIOSDADO P. ZULUETA	(042) 332-20-28
	Boac, Marinduque	President	(042) 332-27-28
35	MINDORO STATE UNIVERSITY	DR. CHRISTIAN ANTHONY C.AGUTAYA	(043) 286-23-68
	Victoria, Oriental Mindoro	Officer-In-Charge	
36	OCCIDENTAL MINDORO STATE COLLEGE	DR. ELBERT C. EDANIOL	(043) 457-02-31
	San Jose, Occidental Mindoro	President	
37	PALAWAN STATE UNIVERSITY	DR. RAMON M. DOCTO	(048) 433-23-79
	Puerto Princesa City	President	
38	ROMBLON STATE UNIVERSITY	DR. MERIAN C. MANI	(042) 567-52-73
	Odiongan, Romblon	President	
39	WESTERN PHILIPPINES UNIVERSITY	ATTY. JOSELITO C. ALISUAG	(048) 433-43-67
	Aborlan, Palawan	Officer-In-Charge	
۷			
40	BICOL STATE COLLEGE OF APPLIED SCIENCES AND TECHNOLOGY	DR. ALEX H. NAVARROZA	(054) 472-04-15
	Naga City	President	
41	BICOL UNIVERSITY	DR. BABY BOY BENJAMIN D. NEBRES III	(052) 480-01-67
;	Legaspi City	President	(002) 780-01-07

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WEST VISAYAS STATE UNIVERSITY La Paz, Iloilo City	Sibalom, Antique	UNIVERSITY OF ANTIQUE	STATE UNIVERSITY OF NORTHERN NEGROS Sagay City	NOKTHERN ILOILO STATE UNIVERSITY Estancia, Iloilo	La Paz, 110110 City	ILOILO SCIENCE AND TECHNOLOGY UNIVERSITY	ILOILO STATE UNIVERSITY OF FISHERIES SCIENCE AND TECHNOLOGY Barotac Nuevo, lloilo	GUIMARAS STATE UNIVERSITY Buenavista, Guimaras	CENTRAL PHILIPPINES STATE UNIVERSITY Kabangkalan City, Negros Occidental	Talisay, Negros Occidental	CABI OS UIT ADO MEMODIAI STATE INVIREDSITY	CAPIZ STATE UNIVERSITY	Banga, Aklan	AKLAN STATE INIVERSITY		SORSOGON STATE UNIVERSITY Sorsogon, Sorsogon	PARTIDO STATE UNIVERSITY Goa, Camarines Sur	OF AGRICULTURE AND TECHNOLOGY Cabitan, Mandaon, Masbate	DR. EMILIO B. ESPINOSA, SR. MEMORIAL STATE COLLEGE	CENTRAL BICOL STATE UNIVERSITY OF AGRICULTURE Pili, Camarines Sur	CATANDUANES STATE UNIVERSITY Virac, Catanduanes	Nabua, Camarines Sur	CAMARINES SUR POLYTECHNIC COLLEGES	CAMARINES NORTE STATE COLLEGE Daet, Camarines Norte
DR. JOSELITO F. VILLARUZ President	President	DR. PABLO S. CRESPO JR.	DR. RENANTE A. EGCAS	DR. BOBBY D. GERARDO President	President	DR. GABRIEL M. SALISTRE JR.	DR. NORDY D. SIASON JR. President	DR. LILIAN DIANA P. PARREÑO President	DR. ALADINO C. MORACA President	DR. NOKBEKTO P. MANGULABNAN President	PD WODDEDTO D WANCIT ADVAN	DR. EDITHA C. ALFON	President	DD EMILY M ADANCOTE		DR. GERALDINE F. DE JESUS President	DR. ARNEL B. ZARCEDO President	President	DR. ARNEL B. MILLESCA	DR. ALBERTO N. NAPERI President	DR. PATRICK ALAIN T. AZANZA President	President	DR. AMADO A. OLIVA JR.	DR. MARLO M. DE LA CRUZ President
(033) 320-08-79	(036) 543-81-61		(034) 722-41-20	(033) 397-03-14	(033) 320-71-90		(033) 361-23-69	(033) 580-82-44	(034) 702-99-03 09173015565	(034) / 12-00-03	024 710 00 02	(036) 6515-347	(030) 207-03-30	1036) 767-65 36		(056) 211-01-78	(054) 871-20-90		(056) 333-42-07	(054) 871-55-31		(054) 288-44-25		(054) 440-11-99 (054) 721-20-15
<u>president@wvsu.edu.ph</u>	boardsecretary@antiquespride.edu.ph	president@antiquespride.edu.ph	president@nonescost.edu.ph	president@nipsc.edu.ph		<u>mail@isatu.edu.ph</u>	<u>iscofpresident@iscof.edu.ph</u> nordysiason@gmail.com	guimstate@gsc.edu.ph	<u>cpsu_main@cpsu.edu.ph</u>	college.secretary@chmsc.edu.ph	admin@capsu.edu.pn	ecalfon@capsu.edu.ph	<u>pres.cumpwasu.cuu.pn</u> asumail@asu.edu.ph	nter emilipacii edii nh		ssc records@sorsu.edu.ph	<u>op@parsu.edu.ph</u> zards.psu@gmail.com	debesmscat.masbate@gmail.com		<u>cbsua.boardsecretary@gmail.com</u> op@cbsua.edu.ph	csu2012@catanduanesstateu.edu.ph ptazanza@yahoo.com		boardsecretary@cspc.edu.ph	president@cnsc.edu.ph

VII	
60	BOHOL ISLAND STATE UNIVERSITY Tagbilaran City
61	CEBU NORMAL UNIVERSITY
	Cebu City
62	CEBU TECHNOLOGICAL UNIVERSITY
63	NEGROS ORIENTAL STATE UNIVERSITY
	Dumaguete City
64	SIQUIJOR STATE COLLEGE
	Larena, Siquijor
VIII	
59	EASTERN SAMAR STATE UNIVERSITY
	Borongan, Eastern Samar
. 66	EASTERN VISAYAS STATE UNIVERSITY
	Tacloban City
67	LEYTE NORMAL UNIVERSITY
	Tacloban City
68 ·	BILIRAN PROVINCE STATE UNIVERSITY Naval, Biliran
69	NORTHWEST SAMAR STATE UNIVERSITY
	Calbayog City
70	PALOMPON INSTITUTE OF TECHNOLOGY
	r atompoin, reyte
71	SAMAR STATE UNIVERSITY
72	SOUTHERN LEVTE STATE UNIVERSITY
	Sogod, Southern Leyte
73	UNIVERSITY OF EASTERN PHILIPPINES
	Catarman, Northern Samar
74	VISAYAS STATE UNIVERSITY Baybay, Leyte

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DAVAO DE ORO STATE COLLEGE Compostela, Davao de Oro		UNIVERSITY OF SCIENCE AND TECHNOLOGY OF SOUTHERN PHILIPPINES Cagayan de Oro City	NORTHERN BUKIDNON STATE COLLEGE ManoloFortich, Bukidnon	NORTHWESTERN MINDANAO STATE COLLEGE OF SCIENCE AND TECHNOLOGY Labuyo, Tangub City	CENTRAL MINDANAO UNIVERSITY Musuan, Bukidnon	CAMIGUIN POLYTECHNIC STATE COLLEGE Balbagon, Mambajao, Camiguin	BUKIDNON STATE UNIVERSITY Malaybalay, Bukidnon		ZAMBOANGA STATE COLLEGE OF MARINE SCIENCES AND TECHNOLOGY Fort Pilar, Zamboanga City	ZAMBOANGA PENINSULA POLYTECHNIC STATE UNIVERSITY Zamboanga City	WESTERN MINDANAO STATE UNIVERSITY Zamboanga City	JOSE RIZAL MEMORIAL STATE UNIVERSITY Dapitan City	J.H. CERILLES STATE COLLEGE San Miguel, Zamboanga del Sur	BASILAN STATE COLLEGE Isabela, Basilan		
DR. CHRISTIE JEAN V. GANIERA President		DR. AMBROSIO B. CULTURA II President	DR. CATHERINE ROWEEN C. ALMADEN President	DR. NELSON P. CABRAL Officer-In-Charge	DR. ROLITO G. EBALLE President	DR. MACARIO B. OCLARIT President	DR. JOY M. MIRASOL President		DR. JAIME G. JALON President	DR. NELSON P. CABRAL President	DR. MA. CARLA A. OCHOTORENA President	DR. MARIA RIO A. NAGUIT President	DR. EDGARDO H. ROSALES President	DR. HAIPA A. SALAIN President		
		(088) 856-17-38		(088) 586-01-73	(088) 222-57-48	(088) 889-01-83	(088) 813-27-17		(062) 992-30-92	(062) 991-38-15	(062) 992-42-38	(065) 908-82-94	(062) 925-05-11			
<u>cj@ddosc.edu.ph</u> president@ddosc.edu.ph		<u>president.office@ustp.edu.ph</u> ambrosio.cultura@ustp.edu.ph	crcalmaden@nbsc.edu.ph opnbsc@nbsc.edu.ph	op@nmsc.edu.ph	cmu1910op@cmu.edu.ph	camiguinpolytechnic95@gmail.com	buksupresoffice@buksu.edu.ph shahanijane17@buksu.edu.ph		pres@zscmst.edu.ph	zppsu@zppsu.edu.ph npcabral@zcspc.edu.ph	<u>carla@wmsu.edu.ph</u> pres@wmsu.edu.ph	university.president@jrmsu.edu.ph katipunan@jrmsu.edu.ph	president@jhcsc.edu.ph	<u>salainhaipa8@gmail.com</u>		

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SURIGAO DEL NORTE STATE UNIVERSITY Surigao City	Tandag, Surigao del Sur	Ampayon, Butuan City	Bunawan, Agusan del Sur	AND TECHNOLOGY	AGUSAN DEL SUR STATE COLLEGE OF AGRICULTURE		Kabacan, North Cotabato	UNIVERSITY OF SOUTHERN MINDANAO	SULTAN KUDARAT STATE UNIVERSITY Tacurong, Sultan Kudarat	SOUTH COTABATO STATE COLLEGE Surallah, South Cotabato	Marawi City	MINDANAO STATE UNIVERSITY	Cotabato City	COTABATO STATE UNIVERSITY	Doroluman, Arakan, Cotabato	COTABATO FOUNDATION COLLEGE OF SCIENCE AND TECHNOLOGY		UNIVERSITY OF SOUTHEASTERN PHILIPPINES Davao City	Malita, Davao del Sur, P.O. Box 811328, Davao City	SOUTHERN PHILIPPINES AGRI-BUSINESS, MARINE AND AQUATIC SCHOOL OF TECHNOLOGY	Mati, Davao Oriental	DAVAO ORIENTAL STATE UNIVERSITY	Digos City, Davao del Sur	DAVAO DEL SUR STATE COLLEGE	New Visayas, Panobo City
DR. GREGORIO Z. GAMBOA JR. President	DR. NEMESIO G. LOAYON President	DR. ROLYN C. DAGUIL President		President	DR. JOY C. CAPISTRANO		President	DR. FRANCISCO GIL N. GARCIA	DR. SAMSON L. MOLAO President	DR. EDWARD LOVELL B. BRILLANTES President	President	ATTY. BASARI D. MAPUPUNO	President	DR. SEMA G. DILNA		DR. ALI K. DILANGALEN President		DR. BONIFACIO F. GABALES JR. President		DR. LYNETTE A. BONTIA President		DR. ROY G. PONCE President	President	DR. AUGIE E. FUENTES	DR. JOY M. SORROSA President
(086) 826-63-46	(086) 211-42-21	(085) 341-77-39 (085) 342-10-79			(085) 266-25-25			(064) 248-21-38	(064) 200-51-48 (064) 200-42-87	(083) 238-51-43	0917-548-3728	(02) 852-643-25		(064) 552-18-10		(064) 288-13-43		(082) 227-81-92		(082) 553-88-94 (082) 296-12-34		(087) 388-31-95		(082) 293-91-36	(084) 628-43-01
<u>surigaostatecollege@yahoo.com</u> <u>msjradlaon@yahoo.com</u>	nemsuop@sassu.eau.pn	op@carsu.edu.ph teamerictus02@gmail.com		op@asscat.edu.ph			op@usm.edu.ph	fgngpres@gmail.com	pressammolao@gmail.com	south cotabatostate college@gmail.com edward lovel lbbrillantes@gmail.com	mio@msumain.edu.ph	op@msumain.edu.ph	op@cotsu.edu.ph	dr_sem01@yahoo.com.ph		<u>akdilangalen@yahoo.com</u> jpmoreno@cfcst.edu.ph		president@usep.edu.ph		op@spamast.edu.ph	op@dorsu.edu.ph		augie.fuentes@dssc.edu.ph	president@dssc.edu.ph	joysorrosa@dnsc.edu.ph

BARMM 103 104	ADIONG MEMORIAL POLYTECHNIC STATE COLLEGE Ditsaan-Ramain, Lanao del Sur SULU STATE COLLEGE	DR. SHERIFA ROHANNIE K. President DR. CHARISMA S. UTUTA	ent s. ututalum
94	SULU STATE COLLEGE Jolo, Sulu	DR. CHARISMA S. UTUTALUM President	
105	TAWI-TAWI REGIONAL AGRICULTURAL COLLEGE Bongao, Tawi-Tawi	DR. MUTTI A. ASAALI President	
NCR			
106	EULOGIO "AMANG" RODRIGUEZ INSTITUTE OF SCIENCE	DR. ROGELIO T. MAMARADLO	
	AND TECHNOLOGY	President	
	Nagtahan, Sta. Mesa, Manila	-	
107	MARIKINA POLYTECHNIC COLLEGE	DR. RENE M. COLOCAR	
	Marikina City	President	
108	PHILIPPINE NORMAL UNIVERSITY	DR. BERT J. TUGA	
	Taft Avenue, Manila	President	
109	PHILIPPINE STATE COLLEGE OF AERONAUTICS	DR. MARWIN M. DELA CRUZ	
	Piccio Garden, Villamor Airbase, Pasay City	President	
110	POLYTECHNIC UNIVERSITY OF THE PHILIPPINES	DR. MANUEL M. MUHI	
	iota. micsa, mattua	President	
111	RIZAL TECHNOLOGICAL UNIVERSITY Boni Avenue Mandaluvong City	DR. MA. EUGENIA M. YANGCO	
110	TECUNOI OCIONI INVIJEDSITY OF THE BITT INDIVES		
112	TECHNOLOGICAL UNIVERSITY OF THE PHILIPPINES Ayala Street, Manila	DR. REYNALDO P. RAMOS President	
113	UNIVERSITY OF THE PHILIPPINES SYSTEM	ATTY. ANGELO A. JIMENEZ	
	Diliman, Quezon City	President	

*As of JANUARY 2024

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ANNEX B. YFC INTERCOLLEGIATE PROGRAM IMPLEMENTATION TIMELINES-

Particulars	Schedule
Application	4th Quarter prior to the start of new Fiscal Year
Regional Level Competition	1st Quarter
National Level Competition	2 nd Quarter
Monitoring and Assessment of National Awardees	3 rd Quarter



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DEPARTMENT OF AGRICULTURE FY 2024 YOUNG FARMERS CHALLENGE PROGRAM- INTERCOLLEGIATE COMPETITION



SCORESHEET

Agri-fishery Enterprise Name:				
Name of University Represented				
Location of the Proposed Business:				
Enterprise Category:				
Total Capital Reguirement:				
Name of Applicant/s	Age		-	Address
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Main Criteria	Weight		Equivalent	Comments / Remarks
Entrepreneurial Attribute	weight	30016	Equivalent	connents / nemarks
Entrepreneurial attributes or traits are the typical characteristics, abilities and thought]	
patterns associated with successful entrepreneurs. The applicant must exhibit basic				
entrepreneurial attitudinal attributes such as: integrity (proof he/she can be				
trustworthy), risk-taking (willingness to take calculated risks), passion (exhibits strong				
motivation to pursue agribusiness), good communication and marketing skills (as	10%		0%	
evidenced by his/her sales pitch), and leadership qualities (with vision and drive to				
excel). The applicant/s must also show people management; planning and				
implementation skills, flexibility and openness to change strategy when necessary.				
Innovativeness of the Business Proposal				
Innovativeness means new ways of addressing a problem (e.g. market need, value chain				
problem or production system weakness). This can be an introduction of new or	20%		0%	
modern technologies and/or enhancement of existing techniques and processes in		1		
producing goods and services, and/or in marketing agricultural products.				
Revenue Stream of the Business Proposal				-
The proposed business must show clear potential of generating revenue stream. The				
proposal can show clear plans on achieving business transactions and how the business	20%		0%	
will be able to expand its market over time.				
Value Addition				
Value adding is the enhancement of a product or services that provides additional				
economic value of an agri-fishery commodity/ product to attract more customers and				
consequently increase revenue/profit. Value can also be added in different ways such as	20%		0%	
branding a product to differentiate it from others, or adding extra or special features to			0,0	
a product to increase the value of the product or service to its customers. The BMC				
proposal must show replicability and upscaling potentials			ļ	
Social Responsibility		ł		······································
The proposed business is socially responsive as shown by: (a) its potential to scale-up				
operations that can generate jobs for the community, (b) contribute to welfare of others				
such as household savings on consumers by offering quality but affordable agri-fishery	20%		0%	
commodities/products or services and (c) promote environment protection,		1		
sustainable production and lesser carbon foot prints.				
University Engagement				
	1			
The participant's business model canvas shall explicitly show the involvement of				
their university in the actual implementation of the agri-fishery enterprise. The	10%	}	0%	
proposed enterprise may be in line with the vision, mission, and core values of				
the institution.				
Total Score	100%		0%	و این وستان که بهمان سوم از این در چار و ا

SCORE SCALE OF VALUES	SCORE INTERPRETATION
95-100	Excellent
90-94	Very Satisfactory
85-89	Satisfactory
81-84	Needs Improvement
80 pts below	Failed

Note: Each judge independently rates the applicant entries on a scale of 1-100. Passing score is 83%. The judge may choose to use decimal points (e.g., 87.5, 92.1) if the application's quality does not fall precisely on one of the abovementioned number values.

RATED BY:

NAME OF JUDGE Designation