



Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
1100 Quezon City

ADMINISTRATIVE ORDER

No. 20
Series of 2021

SUBJECT : GUIDELINES AND MECHANICS FOR THE “MENTORING AND ATTRACTING YOUTH IN AGRIBUSINESS (MAYA)” SUPPLEMENTAL AWARDS

I. RATIONALE

A. Scope

To complement the **Mentoring and Attracting Youth in Agribusiness (MAYA)**, a youth internship program conceptualized by the Department of Agriculture (DA), three supplemental awards were developed and these are: (1) Success Begins at 40K: Best MAYA Agribusiness Plan; (2) Best MAYA Interns; and (3) Best MAYA Photo Journey. The aforementioned aims to further encourage, inspire, and recognize the interns as well as highlight the experiential learning they develop from the MAYA program.

B. Objective

The MAYA Supplemental Awards generally aims to encourage and inspire the MAYA interns to engage in agriculture, fishery, and agribusiness ventures by providing incentives and starting capital. Moreover, aligned with the overall objectives of the MAYA Program, the awards aim for the continuous creation of ideas and start up originators that may contribute in enhancing DA's “A food-secure and resilient Philippines with empowered and prosperous farmers and fisherfolk”.

II. MECHANICS AND GUIDELINES

A. Success begins at 40K: Best MAYA Agribusiness Plan

1. Participating MAYA interns must submit an accomplished MAYA Micro-Agribusiness Plan template in PDF format (*see Annex A*) to their respective Handling Offices (HOs). An intern can only submit one (1) micro-agribusiness plan and the submitted entry is considered final.
2. The Handling Offices must choose at least three (3) entries based on their own established criteria. The chosen micro-agribusiness plan together with an endorsement letter from the head of the agency and addressed to

*A food-secure and resilient Philippines
with prosperous farmers and fisherfolk*



the MCU should be submitted by the Handling Office to maya@bar.gov.ph on or before May 31, 2021. HOs of the participating interns of the Best MAYA Agribusiness Plan will be notified via email upon receipt of the entry and if it qualifies in the semi-finals.

3. The Selection Committee led by DA-Agribusiness and Marketing Assistance Service (DA-AMAS) shall review, evaluate, and determine the Top 20 entries that will become the finalists based on their criteria.
4. The chosen twenty (20) MAYA interns will present their agribusiness plan virtually before a panel of experts composed of members of different Non-Government Organizations and Private Sector and the MCU on June 10 to 11, 2021. The panelists will serve both as mentors and judges to the top 20. The top ten (10) agribusiness proposals will be selected based on the criteria of the panelists.
5. The top ten (10) winners can receive a grant as much as Php 40,000 that will serve as initial capital for their proposed micro-agribusiness.

B. Best MAYA Interns

1. The different MAYA Handling Offices shall serve as the Selection Committee to choose their own Best MAYA Intern in accordance to their own selection criteria. Chosen intern should be endorsed to the MCU together with the evaluation result on or before May 31, 2021.

Handling Offices	No. of Best MAYA Intern/HO
RF01	1
RF02	1
RF03	1
RF04B	1
RF05	1
RF06	1
RF07	1
RF08	1
RF09	1
RF010	1
RF011	1
RF012	1
RF013	1
RFO CAR	1
MAFAR	1
ACPC	1
ATI	1
BAI	1
BFAR	2
BPI	1
BSWM	1

Handling Offices	No. of Best MAYA Intern/HO
NFRDI	2
NMIS	1
PCC	1
PHILFIDA	1
PRRI	1
TOTAL	28

2. The 28 endorsed Best MAYA Interns of the different HOs shall receive Php 7,500 each and a certificate. These shall be announced on June 11, 2021.
3. All Handling Offices are also encouraged to conduct their own awarding and recognition of their interns. They may give cash incentives to other interns as much as Php 5,000.00 which is based on the criteria that will be set by the HOs. This could be sourced from their MAYA funds or their ancillary support to the MAYA Program.

C. Best MAYA Photo Journey

1. Interns must post in their respective Facebook wall an album containing at least ten (10) best photos of their experience within the duration of the MAYA Program. The posting will be on May 31, 2021 to June 10, 2021.
 - a. Each of the photo must contain the logos of the (1) Handling Office, (2) MAYA Program, (3) Masaganang Ani at Mataas na Kita, and (4) One-DA (*see Annex B*).
 - b. Each photo must be posted with a one-liner caption, and the main post should be composed of a 3-liner caption containing the hashtags **#MAYAProgram** and **#KabataangMAYA**. Entries to this category will only be considered valid upon tagging the official Facebook page of DA-BAR in their posts.
2. Judging will be based on the number of likes and shares. The 30 MAYA photo diary posts garnering the most likes and shares by June 10, 2021 (5:00 pm) will receive Php 4,000 and a certificate. The list of winners under the category will be announced on June 11, 2021.

III. TERMS AND CONDITIONS

1. The mechanics, guidelines, and dates of the MAYA Supplemental Awards may be amended in the event of any unforeseen circumstances outside MCU's control. The Handling Offices and participants will be notified these changes.
2. The Selection Committee can disqualify or reject any entry that does not meet the set criteria and mechanics of the awards.
3. To ensure that personal information in the entries are secured and protected, all collection, storage, processing, and sharing of personal and sensitive information of the participants shall comply with the provisions of Republic Act No. 10173, also known as the Data Privacy Act of 2012 (DPA).

4. The MCU reserves the right to use the photos submitted to the MAYA Supplemental Awards. Participants may exercise the right to withdraw the use of their photos and ask to cease the use thereafter.
5. Entry to any of the MAYA Supplemental Awards categories will be deemed as acceptance of these terms and conditions.
6. All expenses to be incurred for the duration of the activities, are subject to existing government accounting and auditing rules and regulations.

IV. DATES ANNOUNCEMENT, WINNERS, AND AWARDING CEREMONY

1. The MAYA Supplemental Awards will start on May 31, 2021.
2. Winners for all three categories under the Awards will be announced on June 11, 2021.
3. An awarding ceremony for the MAYA Supplemental Awards winners will be conducted on June 28, 2021.

V. EFFECTIVITY

This Administrative Order shall take effect immediately upon signing and shall supersede other issuances that are inconsistent herewith.

Done in this 24th day of May, 2021.


WILLIAM D. DAR, Ph.D.
Secretary

DEPARTMENT OF AGRICULTURE

in replying pls cite this code :
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SUCCESS BEGINS AT40K A 40K Business Plan

Proponent's Profile

Name	:	
Birthday (M/D/Y)	:	
Address	:	
Email address	:	
Contact umber	:	
Holding office	:	

Executive Summary

In writing the Executive Summary, be guided with the following.

- a. Present your product. What is its name? What are its quality attributes? What is it made of? Who are your target consumers?
- b. How do you intend to process your product to make them available to the consumers? What are your marketing strategies?
- c. With a beginning capital of P40K, how many production cycles will you be able to recover it? How much profit will you realize after one, two, or three years?

THE BUSINESS

- I. The Product.** Describe the product or the service in detail. What are the necessary materials that you will need to produce or make the service available? Provide the details or specifications of the materials that you need to produce the product. An illustration or photo of the product should be provided.
- II. Production Process.** Present in details how will you produce the product. For example, your product is Smoked Fish, discuss in details the procedures in producing this product. Indicate the source of the materials, quantity, and unit cost.

What activities will the proponent employ in ensuring that the product they will produce will be safe to eat? Present in a table the computation of the unit price of your product. Example, cost per piece, cost per kilo, cost per bottle, cost per pack/weight. The unit cost of the packed product is a good presentation. There may be overhead costs, which you also need to factor, like labor, fuel, rent, and others. This should also be composite of your product unit cost.

Illustration on the production process may be provided for better appreciation



III. Market and Consumer Description. Describe the market where your product would be introduced. How does this market behave related to your product? What is the present market demand and supply of the kind of product you will produce? Your consumers, who are they? What is the typical demographic profile of your consumers?

IV. Competition. Who are your competitors in the market? What are the product brands or labels that your product is competing with? How stiff or loose the competition? With the existing competition, how will product be able to survive or stay afloat?

V. Marketing Strategies. What activities will be undertaken for the products to be sold? Details on marketing strategies should be provided. Product promotion, product labels, and others should be indicated.

VI. Financial Projections.

A sample monthly income statement is provided as a guide to the proponent.

Monthly Income Statement

Gross Sales	P30,000.00	
Less: Cost of goods sold	11,500.00	
Gross Income		P18,500.00
Operating Expenses		
Labor	5,000.00	
Utilities- Electricity, fuel, water and others	1,500.00	
Delivery and Transportation	2,000.00	
Ingredients	10,000.00	
Others	3,000.00	
Total expenses		11,500.00
Net income before tax		7,000.00
Less: Income tax	3,000.00	
Net Income before tax		4,000.00

Assumptions:

- Net sales based on P300.00 per unit
- Cost of goods sold is the total operating expenses
- Income tax is 10% of the gross sales
- Labor is based on per piece rate or "pakyaw"
- Net income shall be used in the next monthly production process or cycle

The proponent may add assumptions as to sales forecasts, increase in operational cost, percent of income to be used in the next production cycles or any other cost items. The monthly income statement could be reflected for 12 months to determine the annual income that will be derived from the micro agri-venture.

ANNEX B



MAYA LOGO



ONE-DA LOGO



**MASAGANANG ANI MATAAS
NA KITA LOGO**

