



DILG Women's Bulletin

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MEET THE Young Filipina Businesswomen AWARDEES

For the past five years, the Philippine economy has been growing at an average annual rate of 6 percent. This is marked by more vibrant entrepreneurial environment. But the common employee may have the notion that only the rich and famous business tycoons like Henry Sy, Manny Pangilinan, John Gokongwei Jr., Andrew Tan, or Lucio Tan have amassed more wealth. But did you know that young Juanas have been making great waves in the Philippine business arena and have even received awards here and abroad?

Reese Fernandez, 31, Executive- Vice President of Rags2Riches. Meet Reese Fernandez, a social entrepreneur who co-founded the Rags2Riches, a social business enterprise creating high-fashion social statements that advocate and promote trade fair and creative recycling. She and her team help the Payatas women to create bags from recycled materials and sell these products at higher cost by skipping the middlemen. In 2014, Fernandez was ranked #15 in the 2015 Forbes list of top 30 Social Entrepreneurs who are below 30 years old. She was awarded by YouthActionNet as one of the 20 young social entrepreneurs and was also awarded as 2010 Young Laureate for Environment by the Rolex Awards for Enterprise.

Joy Canon-Abaquin, 46, Founding Directress of Multiple Intelligence International School. Joy Canon-Abaquin is a Summa Cum Laude graduate of Ed. M in Early Childhood Education from Boston University. She puts up the Quezon City-based Multiple Intelligence International School (MIIS). This school uses the principles of multiple intelligence framework of Harvard University psychologist Dr. Howard Garder. With such educational principle, the schools strong 700 pupils are encouraged to be divergent thinkers, creative, and critical. Canon-Abaquin was recognized during Go Negosyo's 6th Filipina Entrepreneurship Summit.

Aisa Mijeno, 31, Co-Founder and Chief Executive Officer, SALT (Sustainable Alternative Lightning). Engineer Aisa Mijeno is a professor at La Salle University who shared the stage with US President Barack Obama during the Asia-Pacific Economic Cooperation (APEC) Summit 2015. Her invention, the LED lamp which runs on saltwater, got the budgetary back-up of the world billionaire Jack Ma to go on mass production. Her efforts and SALT have received numerous awards both here in the Philippines and abroad. Among the awards received are Ideospace Foundation 2014 in the Philippines; Asia Entrepreneurship Award 2015 in Japan; Echelon TOP100 Asia Summit 2015 in Singapore; Woman in Business Startup of the Year - RBSA 2015 in Malaysia and many others.

Your Smart Guide to Budget your Salary for your SELFIE

Women who are working full time find it difficult to engage in business personally. So here is a smart guide to budget your salary for your SELFIE:

S - Security- 15% - Security is your priority.

- Emergencies cannot be avoided so have at least 3-6 months worth of expenses. Put your budget on Online Saving's account. It has around 1% growth rate per annum.
- Retirement fund. If you are not yet retiring in 10 years, open an investment account in addition to your GSIS and invest regularly. For conservative investment, put your money in mutual Fund with 1-3% growth rate per annum. This is good for 1-4 years investment time horizon. For moderately conservative investment with 1-4 years time horizon, put your money in bonds with 4-7% growth rate per annum. You can also put your money in balanced fund for moderately aggressive investment with 8-10% growth rate per annum. This is good for 5-9 years investment horizon. You can also opt for stocks in aggressive investment with 10-15% growth rate. This is good for >10 years time horizon.

E – Education - 5%

- Conferences, seminars, short courses – Use cash/check for money that are used regularly and time deposit account- for big ticket and short term education expenses.
- Your children's college education – Put your money in stocks if your children are between 0-5 years old. Put it in balanced fund if your children are between 6-10 years old and bonds if your children are above 10 years old.

L – Livelihood- 10%

- This fund is for your business capital, or for your home/car down payment fund. Put your money in stocks for long-term plans, balanced for medium-term plans, and bonds for short-term plans.

F – Fixed Expenses and Priority Purchases- 5%

- This fund is for giving back to God and to the community; home rental or mortgage; utilities; transportation; food, grocery, mobile load, personals; and health (check-up, vitamins, medicine). Use cash/check/credit card for this and always pay in full and on time every month to avoid interest.

I – Insurance- 5%

- This is for your Life Insurance and Health Insurance. For employees in their early years of career, put your money in stocks. If you are in your pre-retirement years, put it in balanced fund. For retired employees, put your money in bonds.

E – Enjoyment- 10%

- Short term: movies, fiction, books, dining out, etc. –Use cash/check or credit card for this. Always pay in full and on time every month to avoid interest
- Long term: vacation trips local and aboard – Use investment accounts for big ticket.

-Evelyn Castino-Quilas, ICRD-PACS
Source: Best-selling book OMG! Where Did Your Sweldo Go?



Left to right: Reese Fernandez (www.entrepreneur.com.ph), Joy Canon-Abaquin (iamisweet.blogspot.com), Aisa Mijeno (www.abs-cbnnews.com)

DILG-CO Quality Policy

We, the DILG Central Office, commit to formulate sound policies and provide effective technical and administrative services to promote excellence in local governance, strengthen local government capacities, and enhance the service delivery of our Regional and Field Offices.