



Republic of the Philippines  
OFFICE OF THE PRESIDENT  
COMMISSION ON HIGHER EDUCATION

**CHED MEMORANDUM ORDER**

No. 32

Series of 2005

**SUBJECT: GUIDELINES FOR THE SELECTION OF SUC PROPOSALS UNDER THE CHED UMBRELLA TECHNOLOGY COMMERCIALIZATION PROGRAM ENTITLED: "STRENGTHENING THE SUCs/HEIs IN TECHNOLOGY COMMERCIALIZATION FOR POVERTY ALLEVIATION, EMPLOYMENT GENERATION, FOOD PRODUCTION AND SUSTAINABLE DEVELOPMENT"**

In accordance with the pertinent provisions of Republic Act (RA) No. 7722 otherwise known as the "Higher Education Act of 1994," and for the purpose of encouraging and supporting higher education institutions to become self-sustainable, the Commission hereby adopts and promulgates the guidelines herein attached for the implementation, support and evaluation of SUCs/HEIs applying for the program under the aforementioned program.

These guidelines shall be in effect immediately and until such time that a new CMO is hereafter issued to supersede the same.

Pasig City, Philippines September 15, 2005.

**CARLITO S. PUNO, DPA**  
Acting Chairman

**I. PROGRAM TITLE: STRENGTHENING THE SUCs/HEIs IN TECHNOLOGY COMMERCIALIZATION FOR POVERTY ALLEVIATION, EMPLOYMENT GENERATION, FOOD PRODUCTION AND SUSTAINABLE DEVELOPMENT**

**II. RATIONALE**

- a. The Philippine government has declared its commitment to give utmost priority to modernize the agriculture and fishery sectors in accordance with the principles of poverty alleviation and social equity; food security; rational use of resources; sustainable development and people empowerment. This commitment is embodied in Republic Act No. 8435 otherwise known as "The Agriculture and Fisheries Modernization Act (AFMA) of 1997".
- b. CHED as the governing body for Higher Education Institutions (HEIs) by virtue of Republic Act No. 7722, is mandated to ensure the advancement of learning and research, among others. Pursuant to this, it is responsible in supporting HEIs especially the SUCs to become centers of research and development and extension services and serve as a prime mover of the nation's socio-economic growth and sustainable development.
- c. Under RA 8435, SUCs as state institutions of higher education are mandated to give priority to research and development. Moreover, SUCs should primarily utilize research results through formal and non-formal education, extension and training services. Most SUCs, recognized as the Centers of Excellence in agriculture and related fields, are mandated by their respective charters to provide advanced quality education. Further to this, they are given the task to generate technological breakthroughs and aggressively push for technology transfer and commercialization.
- d. The Local Government Code provides the devolution of the delivery of extension services from the Department of Agriculture to the Local Government Units. However, most of the LGUs lack the capacity and are not ready to assume these daunting and challenging tasks. In pursuance to the abovementioned mission, the LGUs therefore must strengthen their capability to effectively execute this ever-challenging task. It is along this premise that R.A. 8435 Section 90 specifically states that, the SUCs are mandated to primarily focus their extension services in the improvement of the capability of the LGUs in the delivery of extension services.

### III. GOALS

The overall goal of the project is to strengthen the capability of the SUCs to become "engines of growth" thus contributing significantly to poverty alleviation, food production and sustainable natural resource management through massive technology promotion and commercialization.

A partnership model will be developed which aims at capacitating the SUCs to become the prime mover of economic growth in their respective areas of specialization or communities together with their host LGUs. Success stories and learned experiences out of the program shall then be widely promoted and replicated to the other municipal LGUs and to the other SUCs' host provinces and regions.

### IV. OBJECTIVES

1. To massively promote and commercialize proven economically viable technologies with farmers in the SUCs' host communities;
2. To improve farming systems and natural resource management for increased and sustained productivity among farmers;
3. To link young farmers with financing and marketing institutions to make agribusiness a lucrative and sustainable venture;
4. To develop and institutionalize CHED-SUC-LGU-GFIs-Farmer partnership mechanism; and
5. To generate employment and increase income for both young graduates/farmers, parents, entrepreneurs and the SUCs.

### V. EXPECTED OUTPUTS

1. Employment generated and increased income for both young farmers, parents and SUCs;
2. Improved and sustained farming systems through adoption of appropriate technologies (crop diversification, use of drought resistant crops/varieties, use of bio-organic farming, water harvesting technologies, etc.)

3. Institutionalization of a CHED-SUCs-LGU-GFIs-Farmers Partnership Scheme.

## **VI. GUIDELINES FOR SELECTION OF DIRECT BENEFICIARIES**

Direct beneficiaries must be:

### **1. Preferably Unemployed Graduates**

- a. Unemployed young Filipino graduates from reputable SUCs
- b. Must be graduates of agriculture or related fields
- c. Determined to put up an agribusiness

### **2. With land owned by parents who are farmers**

Young graduates whose parents are:

- a. farm owners; or
- b. who do farming and own a small piece of land appropriate for farming/agriculture shall be prioritized in this project.

### **3. Belonging to low income bracket**

- a. Priority is given to families/individuals who belong to the lower income bracket or those living below the poverty line
- b. Beneficiaries considered are those who could not afford to financially operate or support their owned land to become productive farms

## **VII. GUIDELINES FOR SITE SELECTION**

### **1. Preferably those coming from areas that have poor resource endowments**

- a. Semi-arid areas with no irrigation systems
- b. Priority is given to the government declared poor provinces
- c. Areas with greater population of poor farming families

### **2. Preferably a developing SUC or SUC campuses**

Budding state universities or colleges or their campuses are prioritized to spread the transfer of technologies equally and to help these institutions realize their potentials.

### **3. May also include off-farm agribusiness that have direct bearing to poverty alleviation and employment generation (e.g. small-scale industry)**

Projects may include off-farm livelihood activities as long as it could contribute to poverty alleviation.

- 4. Initial area of at least fifty (50) hectares shall be targeted by each recipient SUC.**
- 5. The proposal must be endorsed by the partner LGU stipulating commitment of support**

#### **VIII. GUIDELINES FOR SELECTION OF TECHNOLOGY TO BE COMMERCIALIZED**

**1. Must be matured, economically viable and can be easily adapted**

- a. Technologies that are well developed/matured
- b. Technologies that needs less refinement or already verified

**2. Should have a gestation period of one (1) year**

Technologies that are mature in a shorter period of time and can yield greater opportunities are highly preferable.

**3. Technologies must yield highly marketable products**

Products of chosen technologies should be able to attract larger markets which should include clienteles from varying sectors and a possibility of drawing attention from investors or other entrepreneurs.

**4. Must be sustainable and environment-friendly**

- a. Technologies should be able to support environmental protection and management
- b. Should also support economic sustainability of a community for a long period of time

#### **IX. PROCEDURE FOR APPLICATION OF BENEFICIARIES AND RECIPIENT SUC**

1. A host SUC, together with pre-identified beneficiaries who are young graduate-farmers, shall endorse/submit a proposal for technology commercialization.
2. A Technical Working Group (TWG) composed of CHED Officials and specialists from various agencies evaluate the application using assessment instruments reflecting the criteria for selection prescribed above.

3. Should the TWG approve the application, it shall then endorse the proposal to the Commission en banc for approval and release of grant.
4. A Memorandum of Agreement (MOA) shall be signed between CHED and the host SUC. All involved parties shall forge commitments, lay down the responsibilities of each party and stipulating other arrangements and operational activities.
5. Following the MOA signing, an initial amount of fifty percent (50%) of the approved budget shall be given to the grantee to jumpstart operations. The remaining fifty percent (50%) shall then be periodically released, subject to results of periodic evaluation of the project to be conducted by the TWG.

#### **X. PROJECT MANAGEMENT/IMPLEMENTING STRATEGY**

1. In each province, the project implementation will be spearheaded by the leading SUC in partnership with the host LGUs. The implementing SUC together with the partner provincial and municipal LGUs are expected to share their resources and expertise to ensure success of the project. At the municipal level, the host municipality shall be given preference in the selection of project sites.
2. A Project Management Office (PMO) shall be set up at the CHED Central Office. The PMO shall be responsible in the overall coordination, monitoring and evaluation and other managerial functions of the program at the national level.
3. At the local level, the overall management and supervision shall be the responsibility of a Project Steering Committee (PSC). This inter-agency committee shall be composed of by a SUC President, Municipal Mayor, Area Manager of Government Funding Institutions (GFIs), Provincial Local Government Unit (LGU) representative. The PSC shall be responsible in providing policy direction and guidelines and approval of proposals before these are endorsed to the CHED for initial funding.
4. The PSC shall agree on the project organizational structure and designate a Project Manager/Director. A Project Manager (PM)/Director who is preferably the incumbent Research Director or VP for Research and Extension of the implementing SUC will administer the project. He shall be in-charge of the day-to-day operation of the project in close coordination with the LGU point person preferably the Municipal Agricultural Officer. Under the PM will be the Unit Heads for CO/IEC and Training, Technology Application/Commercialization,

- Credit and Marketing. Each Unit Head shall implement their specific concerns and activities with the farmers-cooperators who are willing to be involved.
5. A mechanism shall also be set up to effectively monitor and evaluate the implementation of the programs and determine progress and impact and outcomes vis-à-vis set goals. The information needs of the LGU and farmers as far as science and technology advancements, markets, costs and prices as well as problems and issues and concern of target clientele shall also be monitored and attended to.
  6. Periodic evaluation of the program shall be necessary to assess performance and institute improvements and/or corrective actions in cases of slippages.
  7. The number of agriculture and fishery-based rural enterprises established and an increase in income among farmer-beneficiaries shall gauge the ultimate measure of success of the program.