



Municipality of Taytay
Best Practices
GARMENTS CAPITAL OF THE PHILIPPINES

SUMARRY:

Taytay, Rizal, tagged as Garments Capital of the Philippines, is one of the 14 towns that can be found in the Province of Rizal. Its local garments are the bread and butter of the town's people-- the heart and soul.

The history of tiangge is very rich in culture that it can be traced back to the ancient times.

Long time ago, they say that the town's men did carpentries as their daytime job while the women were usually left at home tending their children, doing household chores and sew dresses. Soon enough, the women took this is an opportunity to earn some money for their family. That's when they began to install little shops on the "silong" of their houses where they sewed and sold some of their home-made dresses.

As time passes, affluent families from Taytay decided to capitalize in this trade. They took advantage and lent the town's women sewing machines and fabrics that they can use for their businesses. The capitalist would then sell their ready-made dresses in Baclaran, Divisoria and Pasig, enduring the heavy traffic jam, the intermittent weather and the busy roads of the city.

This served as a routine for the local garment vendors for the past years. In 2008, Mayor Joric Gacula saw the need and at the same time, the potential of having our local garment vendors to have their own Tiangge marketplace in town. Hence, the Municipal Council signed the Resolution No. 178 authorizing the Municipal Mayor Hon. George Ricardo R. Gacula II, to negotiate and enter a Memorandum of Agreement (MOA) with "Mga Manininda ng Taytay" (Wholesalers and retailers of RTW dresses) Represented by its President Evelyn Domingo, to have a flea market (tiangge) in the vicinity of Taytay at a specified day and time. This established the tiangge in Kalayaan Park in order to encourage small retailers to register and sell their local goods in their town, not having to bear anyone the heat and exhaustion of travel to the city. The Kalayaan Tiangge was a blast and garnered an initial of 400 registered retailers.

After 3 years, the local government decided to authorize a council resolution approving the tiangge to enter into a lease contract with Club Manila East Compound, offering a large space that could accommodate and serve even more micro, small and medium garments manufacturers which is now knows as the Taytay Municipal Tiangge. The new location brought a total of 1,516 registered vendors during its opening.

Due to the institutionalization of tiangge, many informal enterprises were enticed to integrate into the mainstream formal economy, helping the Municipality reap a tenfold increase in term of small business registrants and making Taytay won the 2015 Galing Pook Award for its Local Garments Industry Institutionalization.

At present, the Local Government is taking great steps in order to uplift and elevate the standards and quality of the local products through planning and preparing for upcoming innovations for the current venue set-up.

Moreover, Mayor Joric is developing a proposal to establish a “Mall-engke”, an establishment that will house Taytay Municipal Tiangge offering a more accessible store space, clean and sanitized comfort rooms, and comfortable air-conditioned lounges for its vendors and customers.

Hence, the local government is aiming to put Taytay’s garments trade as the front liner of the TOURISM industry not only in the Philippines but also across the globe by initializing a step on introducing the local garment products to the student and visitors alike.

Project Description

Taytay Municipal Tiangge, a series of small stalls that usually sell cheaper items, considered as a haven by people who love affordable clothes and dresses, entitling the town itself as the Garments Capital of the Philippines. Most of the fabricators started their shops on the ground floor or silong of their houses where the family also sewed.

In 2010, an amendment to Taytay Local tax Ordinance No. 10 was approved engaging Kalayaan Park as the first venue for the local tiangge. As the demand for a larger space arouse, Club Manila East Compound opened its gates to serve more micro, small and medium garment manufactures which is now called as the Taytay Municipal Tiangge. The vendors are merely required to register with Department of Trade and Industry, acquire a Barangay Clearance and obtain a business permit.

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Today, the local government is pushing Taytay's garment trade as the exemplification of the TOURISM industry in the Philippines and across the globe.

Implementation Procedures

LGU Taytay implements and enhances 3 project activities for Taytay Municipal Tiangge: Business, Tourism and Education.

Business

LGU Taytay developed two activities for business: 1) Institutionalization of the local garments market by making Taytay business-friendly and 2) encouraging the participation of CSOs and NGOs. The LGU also gathered inputs from local business organizations and cooperatives such as the Philippine Chamber of Commerce and Industry–Taytay (PCCI Taytay), Taytay Sash Contractors Cooperative, Baclaran Garment Producers Inc. and Freedom Bazaar sellers.

Moreover, Taytay Municipal Tiangge registrants are now recognized as licensed businesses by the local government. The vendors are merely required to register with the Department of Trade and Industry, acquire a barangay clearance and obtain a business permit.

Apart from reforms in business licensing, the LGU granted incentives that entice informal investors to be integrated into the formal mainstream economy. Among the incentives to small business are exemptions from the business tax and minimum wage requirements. The small businesses were also bestowed priority status in obtaining business loans from government banks. Free training assistance and market linkages were also provided through partnership with various government agencies.

Tourism

Municipal Tourism implements different kinds of events and activity to showcase the Taytay Municipal Tiangge and also the skills of every Taytayeños.

1) Light and Sound Show of the Garment Industry

Tourism Department launched a project about promoting local industry to the students and guests and encouraging them to supports our local product by featuring the simple process of Clothing one of man's three basic needs.

There are 4 stages in this show

- Raw Materials
- Type of Fabric
- Sewing – (pattern making / cutting / sewing / cleaning / folding / packaging)
- Taytay Municipal Tiangge Tour - to show actual product of local garments.

Estimated time for the activity: 45 min (Introduction & Actual Demo) + Taytay Municipal Tour (30 min)

2) Pageant showing Taytayeños hand-made cloth

Tourism office conduct pageant activities where they showcase the clothes made from Taytay by well-know fashion designers like Bobby Galang and Gener Gozum.

Pageant Events

- Ginoong Taytay
- Binibining Taytay
- Mr and Mrs Taytay
- Mutya ng Taytay
- And more

Education

The Local Chief Executive aims to have Free TESDA Certified Course in Dressmaking related to garment industry which can be a great aid to Taytay Municipal Tiangge vendors, giving them additional knowledge to produce more state-of-the-art clothes. In addition, Haberdashery, Tailoring and Dressmaking are already part of the new Senior High School Curriculum of the DepED which will help the students of Taytay Rizal learn and understand more their culture.

Project Result/Impact

With the current boosts of Taytay Municipal Tiangge, the Municipality reaped a tenfold increase of success.

Business

From small business registrants from only 400 in 2011 to 4,830 by 2016 and upsurge of collection from special permits from 1,445 in 2011 to 494,398.8 by 2016 and still increasing, the municipality won the 2015 Galing Pook Award for its Local Garment Industry Institutionalization programs. This resulted with the ingress of even more businesses forecasting bigger income.

Tourism

Through the various activities initiated by the Tourism Office, Taytay, Rizal is starting to build its name globally. The Number of students having their educational trip at the Lights and Sounds Show incredibly increased with 21,350 guests, as the program started to get known among schools not only in Taytay, Rizal but even on adjacent Municipalities and Cities. Taytay Municipal Tiangge is even published at the LGU Section of MANILA STANDARD, one of the well-known newspaper providers in the country and even on numerous TV Shows like GMA's Unang Hirit, State of the Nation by Jessica Soho and ABSCBN Umagang kay Ganda.

Education

Through Mayor Joric's administration, in cooperation with TESDA Rizal and the Department of Education, businessmen and the students of Taytay Rizal are given the opportunity to learn dressmaking, haberdashery

and tailoring. Furthermore, understand the culture of their own town-
TAYTAY RIZAL; THE GARMENTS CAPITAL OF THE PHILIPPINES.

----- THE END -----

Approved by:

A handwritten signature in black ink, appearing to read "George Ricardo R. Gacula II", is written over a faint, dotted grid background.

HON. GEORGE RICARDO R. GACULA II
Municipal Mayor

APPENDICES

WORKING ON 'THE BEST TAYTAY'

Back for an unprecedented fourth term, Mayor Jarik Gacula talks about leaving a legacy for this booming town just outside Metro Manila.

By Arlene Gable

It's a rare occasion when a local government official is elected to a fourth term. Mayor Jarik Gacula of Taytay, Rizal, is one of the few in the country to have done so. He was first elected in 1992 and has since been re-elected in 1995, 1998, and 2001.

Gacula's fourth term is a testament to his leadership and the trust of the Taytay electorate. He has served the town for over a decade, during which he has implemented various development projects and improved the quality of life for his constituents.

WORKING FOR THE PEOPLE

Mayor Gacula has a long history of public service. Before entering politics, he worked in the private sector and was involved in various community organizations. His experience in the business world has helped him understand the needs of the town's residents and businesses.

During his tenure, Gacula has focused on infrastructure development, social services, and economic growth. He has successfully secured funding for various projects and implemented them to the benefit of the town. His leadership has resulted in significant improvements in the town's infrastructure and quality of life.

DEVELOPING LEADERS

Gacula is committed to developing local leaders and empowering the community. He has implemented various programs and initiatives to support the growth and development of the town's residents. He believes in the power of education and training to create a more prosperous and self-sufficient community.

LOOKING FORWARD

As he enters his fourth term, Mayor Gacula is looking forward to continuing his work for the people of Taytay. He has a clear vision for the town's future and is committed to achieving it. He believes that with hard work and dedication, Taytay can become one of the best towns in the country.



Mayor Gacula's leadership has been instrumental in the development of Taytay. He has successfully implemented various projects and initiatives that have improved the town's infrastructure and quality of life. His commitment to public service and his dedication to the people of Taytay have earned him the trust and support of his constituents.

WORKS

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Gacula's focus on infrastructure development has resulted in the construction of roads, bridges, and public facilities. He has also implemented various social service programs and initiatives to support the needs of the town's residents. His leadership has resulted in significant improvements in the town's infrastructure and quality of life.

Mayor Gacula is committed to continuing his work for the people of Taytay. He has a clear vision for the town's future and is committed to achieving it. He believes that with hard work and dedication, Taytay can become one of the best towns in the country.

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Manila Standard, a nationally circulated newspaper published daily in the Philippines since February 1987, featured the Municipality of Taytay and its booming Garments Industry on their LGUs Section



MEDIA FEATURED TAYTAY

MUNICIPAL TIANGGE



GALING POOK AWARDEE





LIGHTS AND
SOUNDS SHOW OF
THE GARMENTS
INDUSTRY





PAMAHALAANG BAYAN NG TAYTAY
TANGGAPAN NG SANGGUNIANG BAYAN

**EXCERPT FROM THE MINUTES OF THE REGULAR
SESSION OF THE SANGGUNIANG BAYAN, TAYTAY, RIZAL,
HELD ON DECEMBER 4, 2008, AT THE SESSION HALL
OF BARANGAY SAN ISIDRO, TAYTAY, RIZAL**

PRESENT:

Hon. Janet DL. Mercado - Vice Mayor/Presiding Officer
Hon. Joselito T. Calderon - Councilor
Hon. Sharon DL. Macabebe - "
Hon. Arturo R. Valle - "
Hon. Reggie Lynn G. Mascardo - "
Hon. Trece S. Cayton - "
Hon. Anastacio V. Alcantara - "
Hon. Dinme Eliza G. Esguerra - "
Hon. Olivisano G. Valera - "
Hon. Chito J. Esguerra - ABC President
Hon. Jean Antonette M. Bermillo - SK President

AUTHORED/SPONSORED BY: Coun. Sharon DL. Macabebe
CO-AUTHORED BY: Coun. Anastacio-V. Alcantara

RESOLUTION NO. 178

**AUTHORIZING THE MUNICIPAL MAYOR HON. GEORGE
RICARDO R. GACULA II, TO NEGOTIATE AND ENTER INTO
A MEMORANDUM OF AGREEMENT (MOA) WITH "MGA
MANININDA NG TAYTAY" (WHOLESALE AND RETAILERS
OF RTW DRESSES) REPRESENTED BY ITS PRESIDENT EVELYN
DOMINGO, TO HAVE A FLEE MARKET (TIANGGE) IN THE
VICINITY OF TAYTAY AT A SPECIFIED DAY AND TIME**

WHEREAS, the Municipality of Taytay is known for its garments,
textile and ready to wear (RTW) dresses industries, thus it is called the
"Garment Capital of the Philippines";

WHEREAS, the proposed Flee Market shall reinstate the ready to
wear(RTW) business as the basic source of income, this municipality;




WHEREAS, in order to promote and advertise these garments, it is imperative for traders (wholesaler and Retailer) to appropriately showcase their product on a particular occasion;

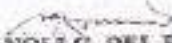
WHEREAS, the Memorandum of Agreement shall be ratified first by the Sangguniang Bayan before its full implementation;

NOW THEREFORE, BE IT RESOLVED, as it is hereby resolved by the Sangguniang Bayan of Taytay, Rizal duly assembled in session, hereby authorizes the Municipal Mayor Hon. George Ricardo R. Gacula II, to negotiate and enter into a Memorandum of Agreement (MOA) with "Mga Manininda ng Taytay" (Wholesaler and Retailer of RTW dresses) represented by its President Evelyn Domingo to have a flea market in the vicinity of Taytay at a specified day and time;


RESOLVED FURTHER, that copy of this resolution be furnished to all concerned for their information and appropriate action;

ADOPTED, this 4th day of December, 2008 at the Session Hall of Barangay San Isidro, Taytay, Rizal.

I HEREBY CERTIFY, to the correctness of the foregoing Resolution which was duly enacted by the Sangguniang Bayan of Taytay during Regular Session held on the 4th day of December, 2008;


NOEL G. DEL ROSARIO
SB Secretary

ATTESTED AND CERTIFIED TO BE DULY
ENACTED BY HER HONOR


HON. JANET DE LEON MERCADO
Vice Mayor/Presiding Officer