

REPUBLIKA NG PILIPINAS
TANGGAPAN NG SANGGUNIANG PANLUNGSOD
LUNGSOD NG BAKOLOD

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CITY ORDINANCE NO. 08-13-656

October 9, 2013

AN ORDINANCE ESTABLISHING THE BACOLOD CITY INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) TRAINING SCHOLARSHIP PROGRAM, PROVIDING FUNDS THEREFOR, AND FOR OTHER PURPOSES PERTINENT THERETO.

WHEREAS, the Philippine IT-BPO Road Map 2011-2016 launched in November 2012, identified directions the industry should undertake to sustain its growth from 2011 to 2016. As of end 2009, the IT-BPO industry annual revenues amounted to some US\$7.2B and generated some 442,000 employment; the Road Map had indicated that the revenues could reach up to \$25 billion – equivalent to a 10% share of the global market and employ up to 1.3 million Filipinos by 2016;

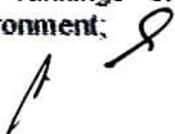
WHEREAS, the Philippines is currently among the most cost-competitive destinations for IT-BPO services, having established itself as a mature Tier-1 destination in a competitive global environment, with government and industry efforts supporting the development of the Philippines' proposition;

WHEREAS, while voice-based BPO's continue to grow, non-voice BPO's will drive market growth, and hence there is a need to increase the industry's visibility internationally, and enhance awareness of the range of non-voice, complex services, that the Philippines is able to provide. Other priority activities to support the sustained growth of the industry were also identified, such as conduct of aggressive internal marketing of the industry to the local talent pool; strengthening the awareness of the value proposition in IT, voice and non-voice BPO services in existing and new markets; advocacy for high impact public policies; and pursuit of targeted talent development programs;

WHEREAS, in 2010 the Philippines became the world's largest exporter of voice-driven BPO, edging out India as the global call center hub, according to the Everest Group (Everest). In non-voice BPO, involving back-office services and complex business services, the Philippines is a strong second to India with over 200,000 employees providing global sourcing services to the world.

WHEREAS, as the Philippines' IT BPO hubs become saturated, local governments are opening up alternative locations and setting up ideal and conducive environments for ICT-BPO investments;

WHEREAS, Metro Bacolod as part of The Next Wave Cities™, was awarded last May 20, 2013 as the Center of Excellence for 2012, with The Next Wave Cities™ as a program which provides alternative locations for sustaining industry growth and company expansions and have high rankings on indicators such as talent availability, cost, infrastructure and business environment;



WHEREAS, to create as synergy between the City of Bacolod and the Province of Negros Occidental in creating programs geared towards increasing the number of qualified graduates and professional in the various field of Information and Communications Technology (ICT)-enabled industries and businesses, the City needs to augment and come up with counterpart to national programs aimed at to help generate jobs, attract investments and opportunities, and increase local revenues;

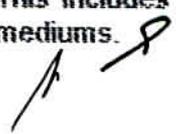
WHEREAS, to drive talent intervention programs successfully in the national and local, concerted action across various key effort areas is essential. These includes rapid increase in employable talent, increase in skills to succeed in emerging services and geographies, establishing vibrant talent development ecosystem, and aggressive in-country sector promotion;

WHEREAS, as non-voice, complex services assume the role of principal engine of growth for the industry, demand for industry-specific services is expected to increase. As it does, industry-specific services will grow into a larger percentage of the non-voice market by 2016. Prominent industry verticals will include banking, health care, media, engineering, and creative services compared with traditional non-voice services such as finance and accounting and human resource services.

WHEREFORE, LET IT BE ORDAINED AS IT IS HEREBY ORDAINED BY THE SANGGUNIANG PANLUNGSOD IN SESSION ASSEMBLED THAT:

ARTICLE 1. DECLARATION OF POLICY. The City of Bacolod recognizes the value of embedding Information and Communication Technology (ICT)-based skills and competencies to its human resource as a major economic driver of the city with high potential for job generation, attraction of foreign and local investments, and increased global connectivity and competitiveness.

ARTICLE 2. DEFINITION OF TERMS. For purposes of this ordinance, the following terms shall be defined as follows:

- a) **TVI** – a Technical-Vocational Institution is any training and educational institution that offer or are qualified to offer Technical-Vocational Education and Training (TVET) programs under the Technical Education and Skills Development Authority (TESDA)
 - b) **TVET** – stands for Technical-Vocational Education and Training (TVET) programs or any of the programs registered under TESDA.
 - c) **Bridging courses** – short term course designed to equip trainees or students with the entry-level skills necessary to join the ICT industry.
 - d) **ICT** – stands for information and communications technology refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones and other communication mediums.
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- e) **IT-BPM** – is information technology – business process management or the new term coined by national industry stakeholders in 2013 to replace IT-BPO as business process outsourcing, which refers to the “holistic management” approach of aligning an organization’s business processes with the wants and needs of clients and promotes business effectiveness and efficiency while striving for innovation, flexibility and integration with technology.
- f) **Back Office Services** – The back office is generally considered to be the technology, services and human resources required to manage a company itself. Back office includes such systems as the IT, human resources and accounting departments. The back office is supported by a back end system.
- g) **Creative Services** – are a subsector of the creative industries, a part of the economy that creates wealth by offering creativity for hire to other businesses. Creative Services also means a department within a company that does creative work such as writing, designing and production.
- h) **Non-voice BPO (Business Process Outsourcing)** – a subsection of BPO in which employees do not talk with customers, but are place in jobs performing back-office tasks; thus, they do not use their voice. So while voice BPO applicants will be stringently tested on their language acumen for whatever country is sponsoring the job, non-voice BPO does not test vocal skills; it instead tests writing skills, because these employees often will be answering emails or filling out forms for customers. Unlike voice BPO, in which employees just need to be able to speak, non-voice BPO employees commonly need formal training in their particular field to fulfill their job duties.

ARTICLE 3. ESTABLISHMENT OF THE BACOLOD CITY INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) TRAINING SCHOLARSHIP PROGRAM

Section 1. The City of Bacolod hereby establishes the Information and Communications Technology training Scholarship Program (BC-ICT-TSP).

Section 2. The Ordinance shall cover Technical-Vocational Education and Training (TVET) programs, and courses offered by Technical-Vocational Institutions (TVI’s), colleges and universities, which courses are accredited or registered by the Technical Education and Skills Development Authority (TESDA).

Section 3. The Ordinance shall also cover short term bridging courses offered by recognized industry national and international certifications institutions.

Section 4. ICT-related technical-vocational courses accredited with TESDA offered by the Bacolod City College shall be prioritized under this Ordinance.

Section 5. Courses shall refer to ICT-based courses or trainings for ICT service activities or activities which involve the use of any IT software and/or system for value addition, or courses catering to the manpower requirement of industries engaged in ICT service activities such as business process outsourcing, call centers, data encoding, transcribing and processing, and the like; software development and application, including programming and adaptation of system softwares and middlewares; for business, media, e-commerce, education, entertainment, content development for multi-media or internet purposes.

Section 6. Courses will focus on voice and non-voice, complex services especially for industry-specific services to include, but not limited to, banking and finance, health care, media, engineering and creative services.

Section 7. New courses shall also be pursued under TESDA guidelines for skills upgrading of city government employees and public school teachers in ICT-related services.

ARTICLE 4. COMPOSITION OF THE MANAGEMENT BOARD

Section 1. There is hereby established BC-ICT-TSP Management Board to be composed of the following:

1. City Mayor – who shall serve as Chair
2. SP Committee on Education – who shall serve as Co-Chair
3. SP Committee Chair on Communications and Energy – who shall serve as Co-Chair
4. Local TESDA
5. Local CHED
6. Local DepEd
7. Local ICT Council recognized by National Industry Association and/or ICT National Agency
8. Two (2) Representative from TVIs
9. Two (2) Industry Representatives

Section 2. Term of Office. Once composed, chosen, or designated, the term of office of the members shall be coterminous with the Mayor. In case of change of administration, their services shall continue until replaced by the new Mayor. The Mayor shall convene the Board within thirty (30) days from the effectivity of this Ordinance or from the beginning of his or her term.



ARTICLE 5. FUNCTIONS OF THE MANAGEMENT BOARD.

Section 1. General Functions. The Board, which shall meet quarterly, shall have the following general powers and functions:

- a. Propose and recommend guidelines and policies subject to the approval of the Mayor relative to the Bacolod City ICT Training Scholarships Program and other related matters
- b. Oversee, supervise and guide the actions and program manager and staff
- c. Research, compile, organize, study and analyze data as may be needful and relevant to the ICT industry, such as but not limited to availability of workforce or graduates to serve in the ICT industries; or in the alternative, access to such groups, entities, or institutions who have such data and retain the same for its purposes and information;
- d. Provide data and advice to potential as well as existing ICT investors;
- e. Advise the city on the challenges and possible solution, as well as policies needed, to encourage and promote the industry.
- f. Do such other functions and duties analogous as above.

Section 2. Specific Functions of the Management Board. Aside from its general functions aforesated, the Board shall assist present and potential investors or locators through the following:

- a. Set criteria, accredit and recommend Technical-Vocational Institutions (TVIS) approved by the Technical Education and Skills Development Authority (TESDA), or other nationally or internationally recognized industry training providers for eligibility to host the scholarships under this ordinance
 - b. Set up a system of retraining of graduates or applicants who may have been rejected upon first application
 - c. Assist in helping improve the English and ICT skills at the elementary, high school and college levels in consortium with participating schools
 - d. Assist the city in building a human resource data bank to help in investments generation
 - e. Enter into linkages and the conduct of market studies and trade missions
 - f. Encourage the set up with the national government and private sector of vocational government and private sector of vocational courses to ICT-related work. 
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Section 3. Selection of private sector members of the Board shall be based, among other factors, on the written endorsements secured from stakeholders representing the majority sentiment and stand of their sector.

ARTICLE 6. The Board shall take pro-active measures that will help and protect the industry by means other than those mentioned in this Ordinance, by making recommendations to the Mayor and the Sangguniang Panlungsod along this line. Once constituted, the Board is hereby tasked to formulate Implementing Rules and Regulations as soon as possible to effect full compliance and implementation of this Ordinance.

ARTICLE 7. SELECTION CRITERIA. Scholars who shall be entitled under this Ordinance must be:

- a) at least eighteen (18) years of age
- b) high school graduate, except when required to have higher education by a specific ICT course or training
- c) a resident and a registered voter of Bacolod City
- d) possess other credentials as may be required by the specific ICT course or training or as specified by the Board

Section 1. Immediately after training, the scholars under this Ordinance shall render voluntary services to the City of Bacolod for a reasonable period in order to hone their acquired skills.

ARTICLE 8. BUDGET. The City shall allocate an annual budget of at least Five Million Pesos (Php5,000,000.00) beginning for purposes of this ordinance.

ARTICLE 9. SUPPLEMENTARY APPLICATION. City Ordinance No. 386 or the Ordinance amending City Ordinance No. 102, series of 1993, known as the Bacolod City Scholarship Program, and Establishing a More Responsive and Comprehensive Student Financial Assistance and Scholarship Program for the City of Bacolod and Providing Funds therefore shall have supplementary effect to this Ordinance.

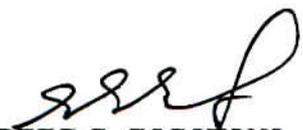
ARTICLE 10. SEPARABILITY CLAUSE. Should any portion of this Ordinance be declared ultra vires unconstitutional by competent authority, the remainder not so affected shall continue to be in full force and effect insofar as it is susceptible to enforcement and application.

ARTICLE 11. EFFECTIVITY. This ordinance shall be effective immediately upon approval.



CARRIED BY THE VOTE OF:

- Affirmative :
Councilors : El Cid M. Familiaran, Jocelle Batapa-Sigue, Roberto M. Rojas,
Caesar Z. Distrito, Archie S. Baribar, Alex A. Paglumotan, Sonya M.
Verdeflor, Ana Marie V. Palermo, Mona Dia G. Jardin.
- Negative : None.
- Absent : None.
- Official Travel : Councilor Wilson C. Gamboa, Jr.
- Official Leave : Councilor Keith Emmanuel L. Ramos.
- Main Author : Councilor Jocelle Batapa-Sigue.
- Co-Authors : Councilors Archie S. Baribar and Alex A. Paglumotan.
- Passed : October 9, 2013 (15th Regular Session of the 8th Council).
- Comments : Passed.
Councilors Em L. Ang, Carlos Jose V. Lopez and Claudio Jesus
Raymundo A. Puentevella were not yet around when this ordinance
was passed.


GREG G. GASATAYA
Vice Mayor
Presiding Officer

ATTESTED:


for: **ATTY. VICENTE C. PETIERRE III**
Secretary to the Sanggunian

APPROVED: October, 2013.

MONICO O. PUENTEVELLA
City Mayor

VCP/HPL/jbz

18 DAYS LAPSED
AS OF 09.31.2013