

OFFICIAL NEWSLETTER OF THE  
NATIONAL IRRIGATION ADMINISTRATION

# CURRENTS

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## MANAGERS' CONFERENCE

By: Pops Marie A. Santos-Dadea, PAIS-CO

The National Irrigation Administration (NIA) sets its new directions and thrusts under Administrator Engr. Florencio F. Padernal, DPA.

On July 8, 2014, a Managers' Conference was held at the Administrator's Office Conference Room attended by Office of the Presidential Assistant for Food Security and Agricultural Modernization (OPAFSAM) Undersecretary for Operations Fredelita "Edel" C. Guiza.



NIA Administrator, Dr. Florencio F. Padernal (at the head of the table) discusses his administration's thrusts and directions to all the managers.

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Usec. Guiza and Administrator Padernal put emphasis on the key points of his administration as follows: (1) Review Organizational Structure; 2) Reassignment of Key Officers; 3) Project Implementation; 4) Project Monitoring and Evaluation; 5) Profiles and Status of Ongoing Projects; 6) Accounting and Reporting of Funds; 7) Bids and Awards Committee Reorganization; 8) Institutional Development Program/Capacity Building Program; 9) Investigation of Complaints; 10) El Niño Task Force; 11) Managers' Team Building; 12) Communication Issuances; 13) Administrative Matters; 14) Designation of NIA Spokesperson; 15) Governance Commission for GOCCs (GCG); and 16) Documents Tracking System, among others.

## *In the interest & exigency of the service...*

By: Pops Marie A. Santos-Dadea, PAIS-CO

**B**oard of Directors Resolution No. 8078-14, series of 2014 approved the designation of Engr. Felix M. Razo and Engr. Erdolfo B. Domingo as Acting Senior Deputy Administrator and Acting Deputy Administrator for Engineering and Operations, respectively.

The said resolution was adopted on July 12, 2014 during the 895th Regular Board Meeting attended by its new Chairman, Presidential Assistant for Food Security and Agricultural Modernization (PAFSAM) Secretary Francis N. Pangilinan.

The Board also issued Board Resolution No. 8084, series of 2014, dated August 9, 2014 pertaining to the reassignments of some NIA managers.

NAME	PREVIOUS ASSIGNMENT/ DESIGNATION	NEW ASSIGNMENT
John L. Socalo	CAR	No movement
John N. Celeste	Region 11	Region 1
Mariano G. Dancel	MRIIS	No movement
Antonio C. Lara	Region 2	No movement
Reynaldo D. Puno	Region 3	UPRIIS
Josephine B. Salazar	UPRIIS	Region 3
William P. Ragodon	Region 5	Region 4A
Efren S. Roqueza	Operations Department Manager	Region 4B
Vicente R. Vicmudo	Region 1	Region 5
Gerardo P. Corsiga	Region 6 concurrent JRMP Project Manager	No movement

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# NIA Board in Session...



NIA Board Chairman Sec. Francis N. Pangilinan with Vice-Chairman NIA Administrator Florencio F. Padernal.



Members of the NIA Board from (L-R) DPWH Sec. Rogelio Singson, NEDA Director-General Arsenio M. Balisacan, and NEDA alternate to the Board, NEDA Deputy Director Rolando Tungpalan.



Present during the Board meeting are Deputy Administrator for Administrative & Finance Lorna Grace B. Rosario, RM Mario Sande, Department Manager Josephine B. Salazar, PM Eleuterio Luz, Administrative Department Manager Violeta C. Esguerra, PM Alex Coloma, and Francisco Mananghaya.

## FMR's Surprise Stopover in MMIP II

By: Melodia C. Dismas, SIRMO A, NIA-MMIP



**July 12, 2014** – The day seemed to be business as usual for the employees of MMIP II, but it immediately turned special when Acting Senior Deputy Administrator Felix M. Razo surprised everyone by his arrival. Project Manager Noldin S. Oyod and the MMIP II personnel were surprised and thankful to be visited by Engr. Razo as his presence radiated the changing of administration at NIA Central Office.

PM Oyod led the MMIP Staff in receiving the special guest and introduced him to the personnel who gathered for an impromptu meeting.

Engr. Razo shared that he was tasked by the new Administrator, Dr. Florencio F. Padernal, to inform NIAns of the programs and mandates under the new directions set by the new management. The new Administrator's programs focused on poverty alleviation.

Senior Deputy Administrator Razo said that the new Administrator is an expert who came from the infrastructure group, specifically from DPWH.

A civil engineer by profession, a Doctorate in Public Administration tucked under his belt, and an expertise in civil works, the new Administrator fits best as the new Father of NIA.

In an open forum, Senior Deputy Administrator emphasized that NIA's role is the timely and equitable provision of irrigation water for each farmland in collaboration with other government agencies. He stated that an increase in farm yield or harvest is the result of the collective effort of different government agencies.



# Engr. *Erdolfo B. Domingo:* An Achiever joins the NIA Top Officials

By: Maria Luisa A. Frias, PAIS-CO



Engineer Erdolfo B. Domingo officially joined the NIA top management officials on July 30, 2014. “EBD” or “Dolfo”, as his peers fondly call him, was appointed Acting Deputy Administrator for Engineering and Operations through Presidential Assistant for Food Security and Agricultural Modernization (PAFSAM) Special Order No. 04, s.2014 and NIA Board of Directors Resolution No. 8078-14, s. 2014, both dated July 12, 2014 signed by Secretary Francis “Kiko” N. Pangilinan.

A graduate of Bachelor of Science in Civil Engineering from Northwestern College in Laoag City, this native of Dingras, Ilocos Norte started working as Junior Civil Engineer at Magat River Project Feasibility Study (MRPFS), now Magat River Integrated Irrigation System (MARIIS), in 1972. As EBD worked his way up the ladder to success, NIA sent him to The Netherlands in 1981 and completed the International Course in Hydraulic Engineering at the International Institute for Hydraulic and Environment Engineering in Delft. He was also sent to the United Kingdom in 1989 to take up the Industrial and Infrastructural Project Management Course at the University of Bradford.

EBD untiringly equipped himself with higher education as he finished a Master's Degree in Business Administration. He is a Career Executive Service Eligible (CESE) since 2000. Likewise, he attended various seminars and trainings conducted here and abroad, like Project Planning conducted by Engineering Consultants, Inc. in Colorado, U.S.A. in 1975.

His professionalism and commitment paved the way for higher positions until he became the Project Manager of Water Resources Development Project (WRDP) in 1997. The WRDP was a P2.418-Billion project partly financed by the World Bank and implemented by NIA as the lead agency with National Water Resources Board (NWRB), Department of Environment and Natural Resources (DENR), and Department of Health (DOH). Nearly before the culmination of WRDP in 2005, Engr. Domingo was entrusted to lead Southern Philippines Irrigation Sector Project (SPISP). The SPISP was a P4.169-Billion project partly financed by the Asian Development Bank (ADB) with the primary aim of increasing the income of farm households in the southern part of the country with increased crop production and diversification resulting from development and improvement of irrigation infrastructures, road networks, and other related structures. SPISP was completed on October 2009. Undaunted with the challenges, Engr. Domingo emerged a winner – he was awarded as Project Manager of the Year in 2009.

He became the Manager of Engineering Department at the Central Office in 2009 before his new appointment.

As a leader, he initiates conduct of Trainings and Workshops that would enhance competency of his staff in the performance of their tasks. He adopts “do the task quick, and do it now” (*mabilis pero maayos*). He even shares that staff capacity building is important not only in technical but also in administrative matters. He said “a good education is the worthiest reason for promotion”. EBD's principle is congruent with Richard N. Haass's “You cannot be effective if those who work for you are not. So building their effectiveness ought to be a priority.”



Asked how he would like to be remembered in NIA, he grinned and said, “(he) helped others, shared knowledge, and most importantly, done the right things right”.

A simple, low-profile man yet an achiever, Engr. Erdolfo B. Domingo is truly the right person fit for the right position. XXX



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***In the interest & exigency of the service***

NAME	PREVIOUS ASSIGNMENT/ DESIGNATION	NEW ASSIGNMENT
Mario H. Sande	Division Manager, Central Office	Region 7
Romeo G. Quiza	Region 8	No movement
Diosdado A. Rosales	Region 9	No movement
Julius S. Maquiling	Assistant Administrator	Region 10
Alejandro L. Alberca	Region 7	Region 11
Ali S. Satol	Region 12	No movement
Encarnacion S. Soriano	Caraga	No movement
Florentino R. David	Department Manager, IAS	Operations Department Manager
Guillermo R. Mercado	Division Manager, IAS	Acting Department Manager, IAS

A signed Office Memorandum dated August 13, 2014 followed the said resolution.

**List of new assignments also thru Office Memorandum:**

NAME	PREVIOUS ASSIGNMENT/ DESIGNATION	NEW ASSIGNMENT
Dexter G. Patrocinio	BBMP	BBMP concurrent Engineering Dept. Manager
Modesto G. Membreve	Deputy Administrator	Mini-Hydro Projects and other Special Concerns
Genever M. Dionio	Legal Services Manager	Legal Services Manager concurrent Acting Corporate Board Secretary
Conrado V. Cardenas, Jr.	Region 4B	Palawan IMO, Region 4B
Mario M. Hebreo	Palawan IMO, Region 4B	Mindoro Occidental IMO, Region 4B
Romeo M. Lopez	Region 4A	Cavite-Batangas IMO, Region 4A
Hilarion C. Cedeño	Region 10	Laguna-Rizal IMO, Region 4A
Nicasio C. Pagdanganan, Jr.	Cavite - Batangas IMO, Region 4A	Quezon IMO, Region 4A





(L-R): NIA Administrator Florencio F. Padernal, NIA Region 1 Manager Vicente R. Vicmudo, PAFSAM Sec. Francis N. Pangilinan, Chinese Embassy Commercial Counselor Jin Yuan, and Pangasinan Governor Amado T. Espino during the inauguration of ARIIP Re-regulating Pond on August 8, 2014.



(L-R): ARIIP Manager Reynaldo C. Mencias, ABONO Party-list Rep. Rosendo So, PAFSAM Sec. Francis N. Pangilinan, Pangasinan 6th District Rep. Marlene Primicias-Agabas, Pangasinan Governor Amado T. Espino, and NIA Administrator Florencio F. Padernal during the opening of the Re-regulating Pond marker.

## ARIIP Re-regulating *Leaders appealed for*

**San Manuel, Pangasinan** – The National Irrigation Administration's (NIA) Agno River Integrated Irrigation Project (ARIIP) inaugurated the Phase I of its Re-regulating Pond in Barangay San Roque, this town, on August 8, 2014. Leading the activity were Presidential Assistant for Food Security and Agricultural Modernization (PAFSAM) Secretary Francis N. Pangilinan and NIA Administrator Florencio F. Padernal. The event was also attended by farmers and some provincial leaders.

As one of NIA's biggest projects, ARIIP's re-regulating pond was set to irrigate about 34,450 hectares in the four congressional districts of Pangasinan with 28,207 farmer-beneficiaries.

The event started with a ribbon cutting and unveiling of the marker followed by the blessing of the re-regulating pond.

After which, leaders proceeded to the operations house where staff introduced the hi-tech facilities used in monitoring the re-regulating pond, its water level, and the irrigation water flowing down to farmlands.

Thereafter, ARIIP Manager Reynaldo C. Mencias reported the project's accomplishments. He also shared about irrigation development and the possible scenario (additional towns to be irrigated, additional service area, and possible farmers' income) if the proposed Agno River Integrated System Extension Project (ARISEP) will prosper.

Also present during the program aside from Sec. Pangilinan, Administrator Padernal, and PM Mencias are Pangasinan Governor Amado T. Espino, 6th District Representative Marlene P. Agabas,







Sec. Francis N. Pangilinan delivers his speech as Guest of Honor & Speaker of ARIIP's Inauguration & Blessing of Re-regulating Pond.



(L-R): ABONO Representatives Rosendo So & Conrado Estrella III, NIA Administrator Florencio F. Padernal, Pangasinan Governor Amado T. Espino, Sec. Francis "Kiko" N. Pangilinan, Pangasinan 6th District Rep. Marlene Primicias-Agabas, Chinese Embassy Commercial Counselor Jin Yuan, and former Pangasinan 5th District Rep. Mark Cojuangco during ARIIP's Inauguration & Blessing of Re-regulating Pond in San Manuel, Pangasinan.

# Pond inaugurated, for Phase II funding

By: **Mc Kevin L. Francisco**, PR Assistant, NIA-Region 1

ABONO Party-list Representatives Rosendo So and Conrado Estrella III, former Congressman Mark Cojuangco, and Chinese Embassy Counselor Jin Yuan.

In Gov. Espino's speech, he cited irrigation as a big help in agriculture. He said that from ranking third in Luzon's top rice producing provinces, Pangasinan may get back to the top spot if Phase II of the re-regulating pond will be funded and completed.

"If Phase II will be funded and the uncompleted portions of the project will be completed, ten more towns in Eastern Pangasinan, two towns in Tarlac, and one town in Nueva Ecija will benefit from the irrigation project," Espino added.

Cong. Agabas supported Espino's appeal when she said

that the uncompleted 10-kilometer canal and infrastructures, which are not yet connected to the reservoir, will affect Eastern Pangasinan farmers.

With the politicians' appeal, Pangilinan answered, "Let us see what we can do to make the necessary adjustments," and explained that when he was appointed as PAFSAM Secretary on May 6, budget allocations for 2015 was already reviewed by NEDA and DBM.

Further, Pangilinan asked support and cooperation from the local government of Pangasinan to ensure the success of agricultural programs. He pointed out that increase of farmers' income is his ultimate concern with NIA Administrator Padernal executing irrigation projects.







North Diversion Canal 5 Council of Irrigators Association (NDC 5 CIA) was organized on December 10, 1998 with seven (7) Irrigators Associations (IAs) and was registered under the Securities and Exchange Commission (SEC) on April 20, 1999. The association signed the Irrigation Management Transfer (IMT) in December 1999, which hailed them as the pilot area of IMT implementation in the Philippines. The signing of the contract was the biggest milestone of the association and of the farmers towards productivity and vitality since the level of participation in the operations, management, and maintenance of the irrigation systems at lateral level was introduced and handed to them. Presently, its service area is 1,610 hectares with 56 turn-outs and 1,100 members.

## NOW AND THEN

It takes hardships and determination to build a tough association that stands firmly in the midst of a storm and NDC 5 endured it all since it started in 1999. Its humble beginning was never easy. Back then, farmers were adamant to embrace the changes and modernization of farming. Their usual practices were really imbibed to them, thus the organization of farmers were viewed as impossible. But these circumstances never waned their defenses, instead it motivated them to strive more for their betterment. These struggles came into fruition by means of Irrigators Association (IA) and Farmers Irrigators Group (FIG).

NDC 5 has gone its major leap, from a struggling association to a thriving one due to the assiduousness of the officers in collecting Irrigation Service Fee (ISF) and their dedication in performing their responsibilities.

Currently, it has reached its most commendable status.

## Behind the Success...

# NDC 5 CIA: RANK AS

"Diligence, patience and dedication made NDC 5 as the NO.1 CIA in Division III," said Mr. Gilbert Nitura, NDC 5 Manager.

He was doing some paper works when I entered his office. He nodded, smiled at me, and stopped what he was doing. Then he started sharing their top secret why NDC 5 received such award.

*"Masaya ako dahil nagbunga ang pinaghirapan namin bilang isang team".* That's how he described the feelings when he represented his team.

NDC 5 went through many struggles since it started on December 10, 1998 with seven IAs (REGTA, BALUARTE, BAGONG PAG-ASA, TAGUMPAY,

BAGNOS, ESPERANZA, BACNOR).

He recalled those times when collecting irrigation fees from the farmers were really difficult.

*"Hesitant silang magbayad sa kanilang obligasyon, hindi nila matanggap at minsan nami-misinform din kaya yun, mahirap maningil",* he said.

It really tested the patience of the organization but they were able to surmount it because they took it as a challenge.

According to Mr. Nitura, constant meeting with the team, information dissemination to the farmers concerning the irrigation facilities and structures, good water

deliveries, and livelihood programs like animal dispersal and loan assistance from Rice Production Program (RPP) are the techniques in achieving the target collection efficiency. He even said that the success of their group is due to their concern during the collection and their effort in reaching the target collection efficiency and assiduousness in doing their tasks.

"Give equal share and incentives from CIA to IAs and IAs to FIGs" he answered when asked what he can advice to the CIAs. He said that a key to maintain good performance is to plan what strategies to undertake. This includes conducting regular meeting with the IAs and making



It now has a fully equipped office and few vehicles (motorcycles and van) most necessary for collection drives. It has also acquired different farm machineries (two harvester, dump truck, backhoe, *kuliglig*, thresher, and cement mixer) which serve as additional resources. Through its active linkages with the DA, it has also built MPDPs, Palay Sheds, and Flat-bed Dryer and members also avail the RPP loan of the LBP.

On its operation and maintenance, the participation of members coupled with the concerted effort of IA and FIG officers is seen on resolving technical problems like deteriorated farm ditches, illegal turn-outs, and flooding during rainy season particularly at the downstream areas. Construction of appurtenant structures and canal clearings were jointly performed through '*bayanihan*'. A higher yield was experienced by the farmers thru information dissemination concerning their farming activities and engaging in various demonstration farming in cooperation with other agencies and private entities. Implementation of policies concerning farmers' discipline on the operation activities and maintenance of facilities were observed and other sources of income were being brought to them thru livelihood programs such as hog dispersal. Projects undertaken by NDC 5 benefited the IA such as the construction of check gate at BALUARTE IA; riprapping of main farm ditch at REGTA IA; spot gravelling at the area of seven (7) IAs; installation of culvert at BACNOR IA & BAGNOS IA; and construction of MPDP at BAGONG PAG-ASA IA & TAGUMPAY IA.

The association went beyond performing the basics due to its impact to families and the community. It is responsive on gender sensitivity and equality issues as it encourages

women's involvement in meetings, programs, and even as officer of the irrigators association. Group of farmers also spearheaded the preparation of town fiestas and numerous tree-planting activities, attending TEP cum Team Building and various trainings. Members have attested that through farming, they were able to produce college graduate children as well as to establish a comfortable house to live in. Their personality also developed from being shy and timid to a more confident one when it comes to dealing with different classes of people. They are also more adaptive to new farming technologies and more responsive to the challenge of higher crop production. For them, constant communication all throughout their farming activities made the farmers closer which builds solid foundation among the association.

Yet this achievement did not stop them from aiming for more. Despite this esteemed feat, the commitment of NDC 5 CIA to serve is continuous as they envisioned their association in the near future as being independently engaged in entrepreneurship and having its own land and office building. This endeavor has always been their pillar to strive harder and perform better.

Indeed, road to success is sometimes winding; but diligence, confidence, and deference towards your colleagues will get you to your destination. These seem to be the main ingredients that guide the association to be more active and receptive most especially to the sector they are representing-the farmers. Notwithstanding the success of proving that farming can indeed endow them with reputable and modest life nowadays, they are amenable that they still have "lots of rice to eat" as the cliché goes for them to reach the heights of their imaginings. - **Cherryfie A. Villeza, NIA-MARIIS**

# NO. 1

them aware about the operations of NIA in terms of the Irrigation Service Fee Collection, he said.

He is thankful to NIA-MARIIS Division III for the support given to them in the conduct of the barangay based-meetings last December. Through the said meetings, the farmers in their areas were able to understand the collection policies. "*Malaking tulong ang NIA sa pag-unlad ng NDC 5. Dahil sa kanilang suporta kaya naabot namin yung target collection.*"

On the latter part of our conversation, he beamingly told me that NDC 5 will do its best to remain on the top spot.



The NDC 5 CIA Officers and Employees, together with Mr. Domingo V. Pine, FCIA President and the NIA Employees spearheaded by Engr. William B. Oppuer, Division Manager, OMEIDS Chief Engr. Isagani R. Concepcion, Mr. Efren C. Tagacay, Head of IDU, Area Supervisor Engr. Gilbert I. Busto, IDO-A Engr. Marianne B. Antonio, Technician Ms. Wellialou Asuncion.



## CAR



NIA Administrator Florencio F. Padernal meets with NIA-CAR Engineering people at NIA-CAR regional office in Wangal, La Trinidad, Benguet to get updates on project implementation on July 19. First row seated (L-R): Engr. Raymundo Apil, NIA-CAR EOD Manager and the Administrator; 2nd row (L-R): Engr. Delfin Aglit, Kalinga IMO Engineering Head, Engr. Jone Dulnuan, NIA-Ifugao Provincial Coordinator, Engr. Leonardo Lamangen, NIA-Mt. Province Area 2 Coordinator, Engr. Benito Espique Jr., Kalinga IMO Manager; and Engr. Winston Daoas, NIA-Mt. Province Area 1 Coordinator.

## BBMP

Site of the proposed Balog-Balog Dam and Reservoir in Brgy. Maamot, San Jose, Tarlac.



## REGION 1

(L-R): RM Vicente R. Vicmudo, Administrator Florencio F. Padernal, and PM Reynaldo C. Mencias during Padernal's visit on July 18, 2014. Behind them is the main canal of the project.



## Sec. Pangilinan praises MARIIS for focus on farmers' income

By: Melissa C. Agbisit, PRO, NIA-MARIIS

**S**ecretary Francis "Kiko" N. Pangilinan, Presidential Assistant for Food Security and Agricultural Modernization, praised the Magat River Integrated Irrigation System for its focus not just on rice production but also on farmers' income.

On his July 26, 2014 visit during the MARIIS celebration of the National Irrigation Administration's 51st Anniversary and awarding ceremony of the system's top performers, Sec. Pangilinan commended MARIIS Operations Manager Mariano G. Dancel for including the farmers' income in his presentation.

He said that most presentations he had seen so far only include irrigated areas, equipment, and fund allocation and it was the first time that the farmers' income was reported.

"While NIA focuses on increasing the area of irrigated lands, it must always be in tandem with increasing the farmers' income," he added.

He said having 3-4 harvests a year does not matter if our farmers earn the same and continue to live a hard life. He shared what his then 9-year old daughter told him that we should treat farmers the same way we treat our parents because they are the ones feeding us.

He said that some farmers are over 50 years old and they are earning an average income of P23,000 a year and it is sad how they are preyed upon by bogus farmer organizations and foundations.

He said that the Philippines would not be able to establish a progressive economy with a sustainable growth if we could not increase the income of our farmers. Sec. Pangilinan said this is the strategy the PAFSAM is adapting to be able to provide real support to improve the lives of Filipino farmers.

NIA Administrator Florencio F. Padernal, who also graced the occasion, called on farmers to provide NIA officials feedback so it could work effectively and efficiently in delivering irrigation services.



## MARIIS

with Secretary Francis "Kiko" N. Pangilinan in the photo are MARIIS OM Mariano G. Dancel (right), and MARIIS Confederation of Irrigators Associations President Nemesio S. Yadao (left).



## REGION 6

Barely a week after his appointment, NIA Administrator Florencio F. Padernal surprised farmers and employees in Negros Occidental by his unannounced visit. He attended various activities such as attending a dialogue with farmers, participating in the pre-construction conference of Maragandang Augmentation Project, and meeting with the contractors to talk about strategies in fast-tracking projects. - report from Florentina L. Magbanua, Sr. IDO, NIA-NOIMO



July 21, 2014 - Despite the heavy rains brought about by an impending storm, Administrator Florencio F. Padernal in his rain boots, braved the downpour and mud to visit the project sites of Barotac Viejo Small Reservoir Irrigation Project (BVSRIIP) in Barotac Viejo, Iloilo; Jalaur River Multipurpose Project Stage II (JRMP II) in Calinog, Iloilo; and Aganan Dam in San Miguel, Iloilo. In his message, Administrator Padernal said he will develop a case study based on JRMP II and BVSRIIP to replicate in other parts of the country.

# VISAYAS

# MINDANAO

## ARMM



August 14, 2014 – Administrator Florencio F. Padernal, together with other NIA officials, met with Autonomous Region of Muslim Mindanao (ARMM) Governor Mujiv S. Hataman to discuss irrigation development in the autonomous region. Padernal is the first NIA head to visit ARMM. Through a consultative meeting, NIA & ARMM agreed to create a coordinating body that would oversee irrigation activities in the region. Present in the meeting were NIA 12 Manager Ali S. Satol, NIA 9 Manager Diosdado Rosales, Lanao del Sur IMO Manager Benitez Derogongan, and Department of Agriculture and Fisheries (DAF)-ARMM Secretary Makmod D. Mending Jr. and Director for Operations Keise Tan Usman.





# PAIS CONDUCTS NATIONAL WORKSHOP FOR PROs

*By: Lioneil G. dela Cruz, NIA PAIS-CO*

**Quezon City** - In light of improving NIA's public relations efforts, the Public Affairs and Information Staff (PAIS) headed by Manager Pilipina P. Bermudez conducted the Mid-year Assessment and Planning Workshop for the Public Relations Officers (PROs) of regional and project offices nationwide on August 4-6, 2014 at the NIA Central Office Penthouse, this city.

The three-day activity became the venue to assess the accomplishment of each regional/project office in terms of their public relations activities for 2013 and the first semester of 2014.

The participants also presented their 2014 Communication Plan and discussed PR programs and strategies for the second semester. A planning session was also programmed to plan the future of NIA's PR-related pursuits to improve the agency's communication with its stakeholders. It addressed areas for improvement and moves the program forward to new accomplishments. All activities aim to steer pro-active stance of all PRO to bring the best for the Agency.

Issues that affect PR-efforts were also raised and resolved to give way to the strengthening of NIA's PR.

Acting Senior Deputy Administrator Felix M. Razo graciously spent some time with the NIA PR team on the first day of the workshop to talk, inspire, and somehow explain the PR directions the new administration would like to tread on.

Administrator Florencio F. Padernal graced the second and third days of the event to share his thoughts in improving NIA's public relations.



Acting Senior Deputy Administrator Felix M. Razo (at the head of the table) during his welcome and inspirational message to the PR Team.



NIA Administrator Dr. Florencio F. Padernal speaks before the NIA PROs nationwide.

He emphasized the importance of frequent information dissemination to let the public know what NIA does. Dr. Padernal also pointed out that information to be disseminated should be clear, organized, and focused. In line with this, he encouraged the PROs to properly network with the press. The participants in revising their Communication Plans took these points into consideration.



**NIA Public Relations Team**





# NIA INTENSIFIES PRESS RELATIONS, “MEDIA SHY” NO MORE

By: *Lionel G. dela Cruz, NIA PAIS-CO*

**Quezon City** – More than 30 news practitioners representing online, TV, radio, and print media attended a consultative meeting with the NIA Public Affairs and Information Staff headed by Manager Pilipina P. Bermudez on August 1, 2014 to discuss the strengthening of relations between the agency and the press. This is in line with Administrator Florencio F. Padernal's goal to “institutionalize and professionalize NIA's media relations” and to heighten the public's awareness about the agency.

According to Ms. Bermudez, the agency had been “media shy” in previous administrations. As a result, the public had little to no idea about the programs and projects of the National Irrigation Administration and some didn't even know the existence of the agency. News about the agency and its efforts in improving agriculture had been seldom thus clouding the importance of irrigation in agricultural productivity and economic advancement.

The meeting became an avenue to solicit experiences and suggestions from the practitioners themselves that may guide NIA in successfully bringing forward to the public its initiatives through the media. The attendees gave pointers relating to press relations such as press release preparation and dissemination, organizing press conferences/briefings, and accreditation of reporters to ensure legitimacy of news. The gathering also paved the way to a possible formation of a full-pledged NIA Press Corps.

The consultation became the commencement of NIA's efforts in improving its public exposure. As of writing time, more broadcasters and journalists have been reporting about NIA and therefore widening the awareness of vast audiences both in the rural and urban areas regarding irrigation.







# KAHON

*Isinulat ni: Excelsior*



# M

alinaw sa karamihan sa inyo kung ano ang inyong mga trabaho. Maaari ninyong sabihin kung ano at hanggang saan lang ang pwede ninyong gampanang tungkulin.

Pero sa akin, hindi. Hindi ko mai-kahon ang trabaho ko.

Nagsimula ako sa NIA bilang isang contractual worker o job order. Nakalahad sa aking kontrata ang mga tungkulin na nakaatang sa akin. At para sa akin, malinaw ang lahat.

Ngunit pagkaraan ng ilang buwan, nang ang trabaho ay di ko na alam ang pinanggagalingan, nagsimulang lumabo ang lahat. Bilang PRO, ako dapat ay nasa ilalim ng Regional Irrigation Manager, at dapat, sa opisina niya ako. Ngunit nasaan ako? Nasa Engineering and Operations Division.

Lalakaran mo ang pagkuha ng Environmental Compliance Certificate. Magsisilbing over-all incharge sa training ng construction. Mag-organize ng isang public consultation para sa isang proyekto. Gawin ang 4-5 memo ng kung anu-anong section at dibisyon, araw-araw. Sumama sa Operations para sa kampanya upang mapataas ang koleksiyon. Dumalo sa training na wala namang kinalaman sa pagiging PRO ko. Pati minsan sa Finance, hinihila ako.

Pati yata mga kasamahan ko sa opisina ay hilo na rin sa posisyon ko. Minsan, noong nakita ko ang travel order, Operations Staff ang nakalagay na position ko. Nang sumunod, sa meeting ng Equipment Management Section, Information Officer naman ako. Pero okey lang yun, di ako nagreklamo.

Sumusunod ako. Ang mahirap doon, sumusunod lang ako, ako pa ang naging masama. Sa paningin ng iba, dahil sa mga dami ng memong ginagawa ko, gawin na lang daw akong sekretarya ng Engineering and Operations Division (EOD). Tapos, narinig ko pang sinabi ng iba, "Wala bang makuhang ibang aplikante ang Admin para maging PRO natin?"

Aray! Medyo masakit pero itinikom ko lang ang aking bibig.

Pati kamerang hawak mo, big deal pa pala sa iba. Minsan, binigyan pa ng kung anu-anong kulay ang mabuting samahan niyo sa ilang mga bossing.

Aray!! Masakit din yon. Gusto kong magpaliwanag. Ngunit, muli, itinikom ko ang aking mga labi.

Noong nakaraang buwan, may isang malaking pagdiriwang ang opisina. Katakot-takot na trabaho ang kaakibat, halos lumawit ang aking dila. Aligaga ako, naglalagare sa loob at labas ng opisina. Nang mairaos ang lahat, akala ko, okey na. Ngunit bigla akong sinita ng isang empleyado. Mataas ang boses niyang sinabi:

"Bakit wala tayong intermission number? Tayo lang ang walang ipinakita kay Direktor? Ikaw na nga lang nag-emcee di mo pa kami tinawag! Nakakahiya tayo! Hindi mo ba naisip yun?"

Aray!!! May kasamang duro ng daliri yun ah! Ako ang gumawa ng programa, binigyan ko naman sila ng kopya. Eh kung wala silang intermission number, alangang tatawagin ko pa sila? Ako pa ba ang ang mag-iisip at magpapapraktis ng gagawin nila? Eh nasa invitation naman na dapat may eksena sila. Kung wala silang naihanda, kasalanan ko pa din ba?

Magpapaliwanag sana ako, pero di niya ako pinasingit. Kaya sa ikatlong pagkakataon, kagat labi na lang ako. Sa puntong ito, ang ikinahong emosyon ay lumabas na. Umalpas ang luhang kinimkim. Mapait.

Biyernes nangyari yun. Nag-weekend akong sambakol ang mukha. Nag-aalimpuyo ang aking damdamin. Malamang pati paso nami'y nagtataka kung bakit ko nasipa, kasi dati'y di ko naman ginagawa.

Lunes, nakita ko ang isa sa mga driver ng opisina. Sabi niya:

"Napasaya mo siya (Direktor)! Aba'y tuwang-tuwa siya sa'yo."

"Ha?! Ano bang ginawa ko?"

"Nung ininterview mo si Gobernador para mag-greet sa kanya, tapos inirecord mo at ipinarinig sa lahat. Ikaw lang daw nakaisip gumawa non. Sa pagda-drive ko, ikaw ang bida sa usapan. Sa lahat daw ng nag-apply, ikaw ang pinili niya. 'Di ako nagkamali sa pagpili sa batang 'yon!' aniya!"

"Talaga po? Thank you!" Kinamayan ko siya ng pagkahigpit-higpit, sabay takbo sa CR. Nagtatatalon ako sa tuwa. Sa mga mata ko, sumungaw ang luha...luha ng kaligayahan. Ipinost ko sa Facebook: Masarap ang feeling na malaman mong na-appreciate niya ang efforts mo!

Pagkatapos ng mahabang panahon na laging mali and aking ginagawa, sa wakas may tama ding nagawa. Ang tao talaga hindi mo din pwedeng ikahon. Kung kailan hindi ka umaasa, saka ka mabubulaga.

Nang mabasa ng mister ko ang fb status ko at nag-comment ng "Sino siya?" Patay na! Paano ko ito i-explain sa kanya?

Pero ibang usapan na naman yan eh. Hanggang sa susunod na lang uling kwentuhan!

*Want to be featured? We welcome contributions that share your life and experiences being a NIAN. Send your articles at [niapais@gmail.com](mailto:niapais@gmail.com)*





## HEALTH AND WELLNESS

# AMPALAYA

(scientific name: **Momordica Charantia**)

## from Bitter to Better

Source: Tacio, Henrylito D. "AMPALAYA"

Business Mirror - Health & Fitness, November 13, 2013

- Known to be an ally of those with diabetes
- Folklorically validated as herbal medicinal plant
- Research showed that this plant has insulin that triggers the production of beta cells in the pancreas that could therefore lead to development of insulin.
- One of the best sources of Vitamin C. One ampalaya fruit contains 174% of the average daily requirement for Vitamin C.
- Good sources of folate; it contains 22% of the average daily requirements for folate. (protective against strokes, breast cancer, and colon cancer)
- Ampalaya is a good source of carbohydrates, used for quick energy;
- Ampalaya has Vitamin A, for good vision, and the minerals phosphorus and potassium.
- Is free of cholesterol and fats.
- Those with cough and fever, worms and diarrhea are advised to drink spoonful of ground and juiced ampalaya leaves everyday.
- Crushed Ampalaya leaves can be applied on wounds, burns and other skin diseases.
- Leaves are also used for children's cough and sterility of women.
- It stimulates digestion and can be very potent in people with dyspepsia and constipation.

## Alam N'yo Ba?

Source: Kaunlaran Magazine (Pangkat Kaunlaran ng Bayan, Inc.)

- Na 84% ng mansanas ay tubig at 96% ng pipino ay tubig din.
- Ang isang puso ng mais na puno ng laman ay karaniwang nagtataglay ny 800 butil na nakaayos sa 16 na hilera.
- Sa lahat ng prutas, ang abokado ang may pinakamataas na calorie content.
- Ang pagnguya ng luya ay napatunayang mabisa laban sa pagkahilo sa byahe o hilo sa paggalaw.
- Ang isang libra (1lb.) ng pinulbos na dahon ng tsaa ay maaaring makagawa ng hanggang 300 tasa ng inumin.
- Ang mga dalanghita, kamatis, melon, at pakwan ay mga halamang nabibilang sa berries.
- Ang mga orkidyas ang halamang nagtataglay ng pinakamaliit na buto. Ang isang gramo ng mga buto ay nagtataglay ng higit sa isang milyon na mga binhi.
- Ang amoy ng mga bulaklak ay nagmumula sa langis na kanilang napo-produce.
- Ang pinya ay isang sagisag ng pagtanggap sa mga bisita na ginagamit sa New England noong unang panahon. Kaya sa ibang bayan sa Europa at sa Amerika, mayroong imahe o inukit na larawan ng pinya na nakalagay sa kanilang mga pintuan, tarangkahan, o kaya ay sa mga arko.
- Ang mga halamang luntian sa karagatan ay higit na marami kaysa mga halamang luntian sa lupa.
- Ang halamang saging ay isang halamang herba o damo. Sa katunayan, ang saging ay namamatay pagkatapos nito mamunga tulad din ng ibang herbs.

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