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FOUNDATION DAY SOUVENIR PROGRAM

OCTOBER 12, 1981

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MAIN OFFICE

ANG LUNGSOD KO

Ang Lungsod ko'y tanging ikaw
Lungsod Quezon kong mahal
Ang puso ko at buhay man
Sa iyo'y ibibigay
Tungkulin kong gagampanan
Na lagi kang paglingkuran
Ang laya mo'y babantayan
Lungsod Quezon kong mahal

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at Kaunlaran

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Q. C. PUBLIC LIBRARY
LOCAL HISTORY

PROPERTY OF
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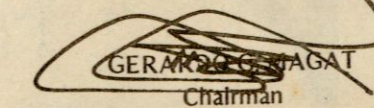
With the so many Souvenir Programs that had been put out in the past on Quezon City's Foundation Anniversary, there is hardly anything very new or unusual in the city's efforts towards continued growth and development that can be featured in this year's Souvenir Program. With the launching of the Kilusang Kabuhayan at Kaunlaran movement, however, there is a new significant twist in the observance of this year's 42nd Foundation Anniversary of Quezon City.

With the promotion of the KKK movement in Quezon City as the theme of this year's celebration, it is only fitting and proper that the main features of this Souvenir Program are the article on Quezon City's KKK component, the "Quezon City Kabuhayan Technology Center," and the brief write-ups on the various development programs of the city government which are supportive, either directly or indirectly, of the KKK movement, such as the Accelerated Manpower Development Program, the Infrastructure Development Program, and the Barangay Development Program.

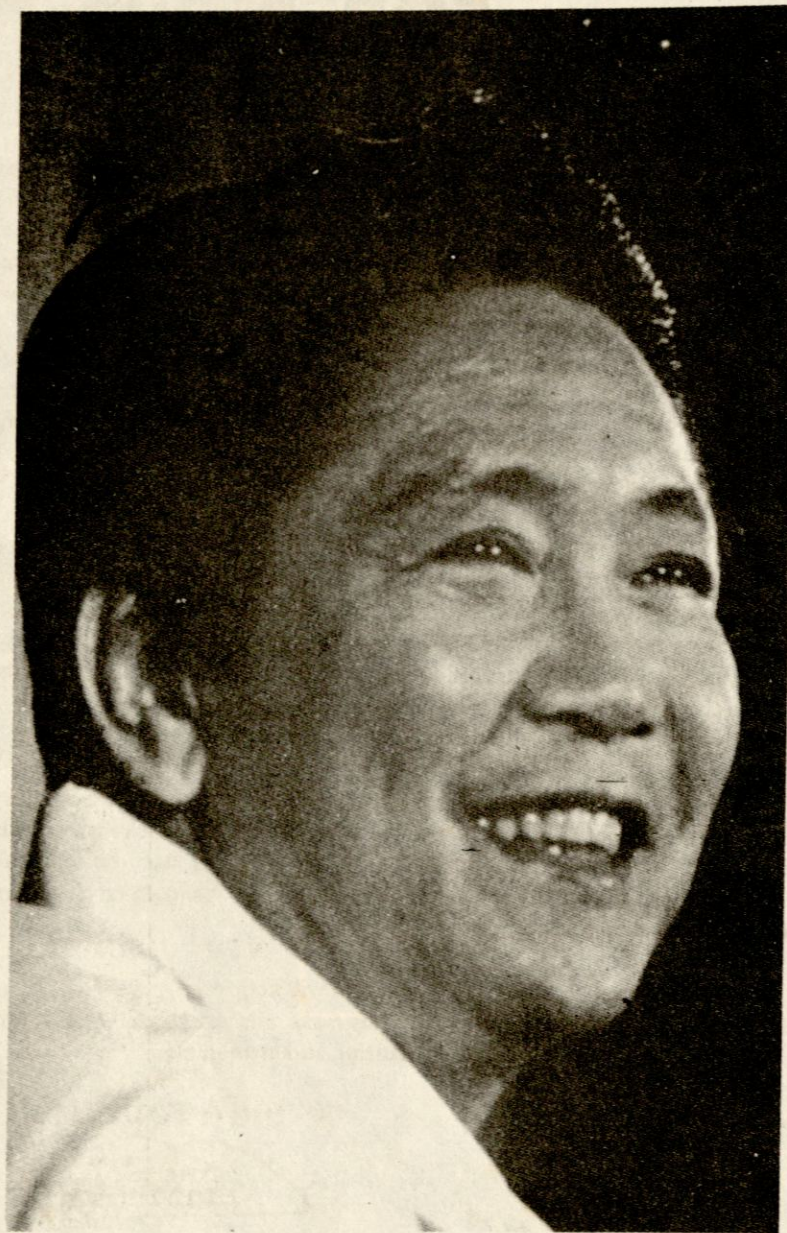
Since the success of the KKK movement will depend primarily on private initiative, talent or know-how, industry, and perseverance, the article on the partnership in progress of the city government and the private sector gains some relevance.

It is now fully eight years ago, in 1973, that the city's Patroness, Our Lady, Queen of the Most Holy Rosary of La Naval, was written about in the Souvenir Program. We feel, therefore, that it is time that we be reminded again of the remarkable history of Her ivory image enshrined at the Sto. Domingo church which has inspired national devotion to it. In recognition of Her role as the city's Patroness, it should be quite proper to invoke Her blessings on the KKK movement in the city.

It is hoped that this Souvenir Program will help, even in a modest way, to boost the KKK movement in Quezon City and thus make this year's celebration of the city's 42nd Foundation Anniversary significant, fruitful, and memorable.


GERARDO C. MAGAT
Chairman

Committee on Souvenir Program



"As a centerpiece project, the livelihood program will not be just a program but a movement to mobilize the productive and entrepreneurial energies of the Filipino people on local levels and to adopt a discipline of industry and self-reliance.

"The Kilusang Kabuhayan at Kaunlaran should not be just an umbrella program for the livelihood projects but should be a national movement to spearhead the spiritual awakening of both the rural and urban areas for self-reliance, self-help, and self-determination, as well as the increase in production of services.

As the Kilusang Bagong Lipunan is the political party for the New Republic, the Kilusang Kabuhayan at Kaunlaran shall be its fundamental concept and platform of national development."

President FERDINAND E. MARCOS



"The cooperation, dedication and determination of the people will be the very factors that will make the livelihood program get off the ground. The broad concept is for the government to help the people, but also, for the people to have a stake in the livelihood program."

MRS. IMELDA R. MARCOS

MESSAGE

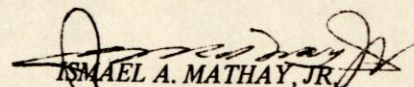
I am pleased to greet the good people of Quezon City and their officials on the occasion of the city's 42nd anniversary celebration.

I am doubly pleased to note that the theme of the anniversary celebration is: "Quezon City Kabalikat sa Kilusang Kabuhayan at Kaunlaran". The choice of this theme demonstrates the readiness of the people of Quezon City to respond to the call of the national leadership for involvement in our country's economic development programs.

Indeed, over the past six years, Quezon City has shown its willingness to support and work for the cooperation and integration of the Metropolitan Manila Area, pursuing programs in consonance with the humanist thrust of the 'City of Man'.

Thus, in the light of its proven willingness to cooperate and support national policies, I am certain that Quezon City will take an active part in the implementation of the KKK program in the region. And as KKK Action Officer for the National Capital Region, I look forward to working closely with you on this project.

More power and mabuhay!


ISMAEL A. MATHAY, JR.
Vice Governor



Republika ng Pilipinas
Lungsod Quezon
Tanggapan ng Punong Lungsod
(OFFICE OF THE CITY MAYOR)

MESSAGE

This year's celebration of the 42nd Anniversary of Quezon City occurs under a slight shadow. Scarcely a month ago today disaster struck when fire destroyed partially the right wing of our City Hall. It would seem not very discreet, therefore, to indulge in as much jubilation as in previous year's anniversary celebrations.

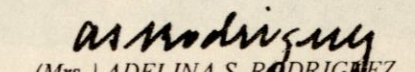
But neither is there any need for undue gloom because of that shadow cast upon City Hall by a fortitious occurrence. For just as we need the darkness to be able to see the stars, adversity could be useful too if we react to it in a wise and proper manner. Let us not grieve too long, let us not be rattled too much, let us not be subdued into inaction.

Let us instead convert the disaster into a boon by making it the force that will boost our energies, strengthen our determination, bolster our courage, fortify our faith, and intensify our hopes. What better time to launch this physical and spiritual invigoration than on this Foundation Day of our beloved city!

Let us look to the past and take heart from the fact that the tremendous progress achieved by Quezon City during the last four decades was made against great odds, that untold difficulties and setbacks were encountered but were surmounted by an indomitable spirit. So, while we celebrate today's anniversary with restrained rejoicing, let us mark this historic date with unrestrained zeal in rededicating and recommitting ourselves to the prospective tasks and challenges that have to be tackled if we are to transform into reality the vast potentials of our city for greater progress.

The most immediate and foremost task and challenge that we face is how to successfully implement the Kilusang Kabuhayan at Kaunlaran movement in Quezon City. Thus, the theme of this day's anniversary celebration is: "Quezon City Kabalikat sa Kilusang Kabuhayan at Kaunlaran." The City Government has already started to lay the groundwork to provide the administrative support and direction in the implementation of the KKK program. But its success will ultimately depend on each and every resident of Quezon City in his individual and private capacity. For the direct, active participants in the livelihood projects, they will need honesty, sincerity, initiative, enthusiasm, industry, and perseverance in their KKK undertakings. For those who will not be actively, directly involved in KKK projects, they can also help by providing the direct, active participants with encouragement and counsel and perhaps with material forms of assistance.

Let us, therefore, make today's anniversary celebration meaningful and fruitful by dedicating and committing ourselves totally to the KKK movement conscious of the fact that its success will mean a better and happier life for everybody.


(Mrs.) ADELINA S. RODRIGUEZ
City Mayor



MESSAGE

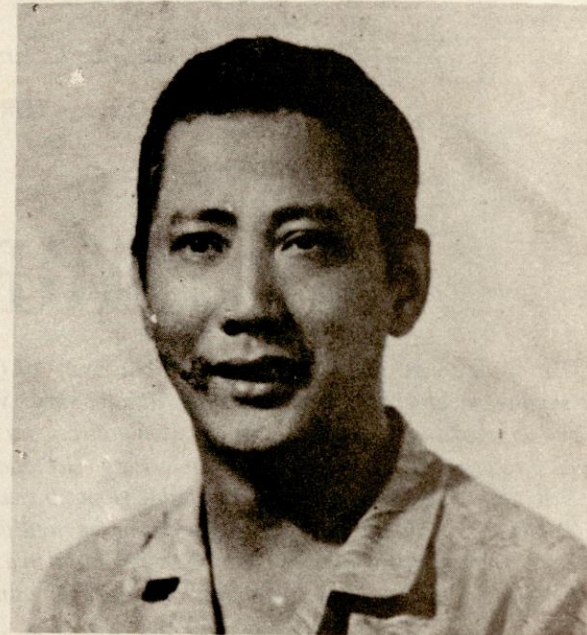
On this founding day of our beloved city, we cannot help but recall the tremendous efforts put forth by our great and noble leaders so that we as a people may endure. The founding and the building of cities and environment does not mean the circumscription of progress within the bounds of that particular territory. It ought to be a welcome development – a continuing process that will eventually build the nation so that it may be made truly habitable for all the citizenry.

As we build our cities and environment, we also see to it that the basic amenities of life are made accessible to the people. This is the only way to make any habitat indeed human. In our time, we cannot fail to appreciate the social value of the recently-launched KILUSANG KABUHAYAN AT KAUNLARAN (KKK) – under the inspired leadership of the President and the First Lady. Aimed at making life more enjoyable and bearable for all of us through intensive economic development and livelihood techniques, it is a program in which we all have a part.

Survival is always associated with having the means to sustain one's life. In every individual, there is a hidden resource and talent that could be further tapped and enhanced for the benefit of the society at large. As we develop the individual and make him a worthy partner in nation-building, so is built a truly progressive society.

Through the KKK, therefore, the individual is harnessed by society so that he may in turn harness himself in the service of society. A cooperative partnership is forged – not a one-sided venture – so that in the spirit of such coalition a nation is renewed and reinvigorated under the aegis of a common social goal.

As we forge ahead towards national development we feel grateful to the national leadership for crystallizing our visions of stable social order in KKK for in such program we are assured of our posterity and safe course as we chart our future!



Stephen N. Sarino
STEPHEN N. SARINO
Vice Mayor

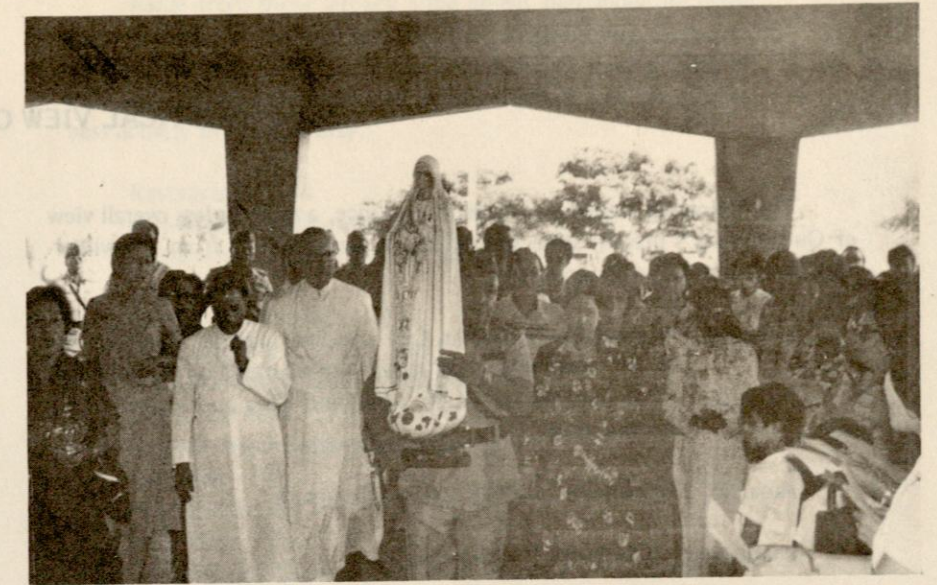
PATRONESS OF QUEZON CITY PATRONESS OF QUEZON CITY

In Resolution No. 9645, S-73 enacted on August 21, 1973, the erstwhile City Council adopted our Lady, Queen of the Most Holy Rosary of "La Naval" as the Patroness of Quezon City. The adoption was subsequently approved by the Vatican. The ivory image of Our Lady, a gift of Governor Luis Perez Dasmaringas in 1595, is enshrined at the National Shrine of the Rosary in Sto. Domingo Church.

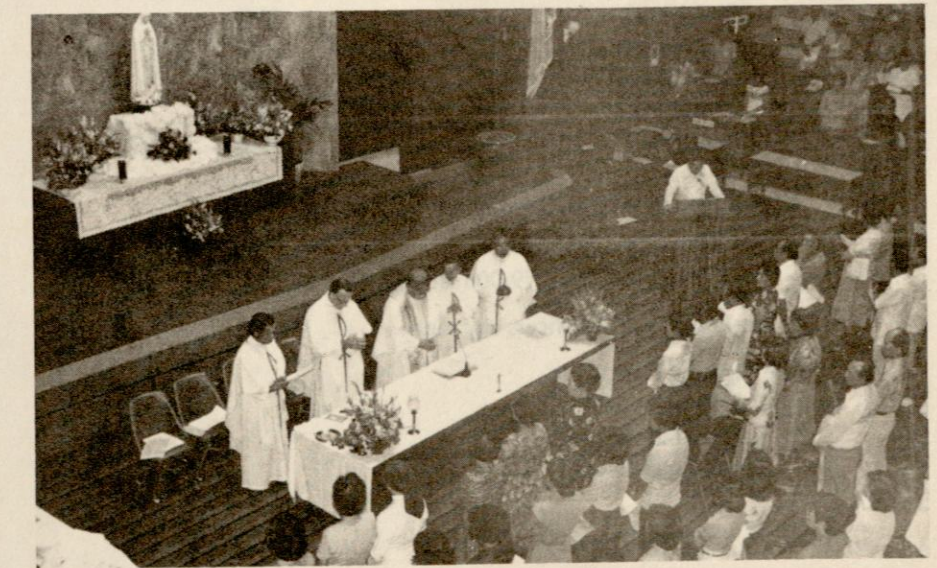
Every year on October 12, Foundation Day of Quezon City, the ivory image of Our Lady is brought to the City Hall where a concelebrated mass is held.

Before World War II, the Sto. Domingo Church was located in Intramuros and it was there that the ivory image of Our Lady was enshrined. Before the ivory image was donated by Gov. Dasmaringas in 1595, a wooden image had been brought to the church by a group of Dominican missionaries. This was installed atop of the facade of the Sto. Domingo church in Intramuros and remained exposed there until it perished together with the entire building when it was hit by Japanese bombs during the early days of the war in December 1941. But the ivory image inside the church was miraculously saved for future generations of Filipinos who now consider it a precious treasure of their faith.

Gen. Douglas MacArthur, though not a Catholic, had gone several times to the Sto. Domingo church at its old site in Intramuros before the war to see the venerable image of the Blessed Virgin. He knew its history and how it had inspired national devotion to it. One of the first battlecries that he adopted, therefore, was: "REMEMBER STO. DOMINGO."



The ivory image of Our Lady, Queen of the Most Holy Rosary of La Naval arrives at City Hall (above) and is brought to an altar before which a concelebrated mass is held (below).



A STATISTICAL VIEW OF QUEZON CITY TODAY

The following statistics provide, at a glance, a more or less overall view of Quezon City's present state and extent of development, from the wilderness that it was 42 years ago today:

Location: Bounded by Caloocan City and San Juan del Monte on the north, Montalban, San Mateo and Marikina on the east; San Juan and Manila on the west; and Pasig and Mandaluyong on the south.

Area: 15, 359 hectares or 153.6 square kilometers

Population: 1, 165,990 (1975 census)

Density: 76 persons/ha.

Land Use

	(%)
Residential	70%
Commercial	3%
Open Space	5%
Institutional	10%
Industrial	12%

Annual Income of Q.C. Government:

1980 - 245,594,666.00

1981 - 279,597,379.00 (estimated)

Police Force: 1,278 officers and men

Fire Fighting Force:

Firemen - 289

Fire Stations - 14

Fire Engines - 13

No. of Schools:

Public Elementary Schools - 26 Main, 5 Annexes - 81

Public Secondary Schools - 30 Main, 2 Annexes - 32

No. of Teachers:

Elementary - 3,653

Secondary - 2,563

No. of Pupils/Students

Elementary - 125,589

Secondary - 60,621

Private Secondary Schools - 31 integrated elementary and secondary.

Vocational/Technical Schools: 18

Colleges and Universities: 27

No. of Churches: 39 (various denominations:

Roman Catholic, Protestant, Baptist, Iglesia ni

Kristo, Adventist, Jehovah's Witnesses, etc.)

PHHC (now NHA) Housing Projects: 8

BLISS Projects: 3

No. of Public Libraries:

QC Government-owned - 12

No. of Parks and Playgrounds: 54

No. of Hospitals:

Public - 13 Semi-gov't. - 2

Private - 23

No. of Health Centers: 39

No. of Public Markets:

Government-owned - 9

Privately owned - 12

No. of Supermarkets: 20

No. of Movie Theaters: 18

No. of TV Stations and Broadcasting Companies: 6

No. of Banks: 43 (which have some 70 branches in various places in Q.C.)

No. of Hotels: 6

No. of Sauna Bath and Massage Parlors: 20

No. of Business Establishments:

There are about 40,000 of them big and small, of which 20,000 of the bigger ones are listed in the Quezon City Chamber of Commerce and Industry (QCCCI) Business Directory '80, representing all imaginable kinds of businesses from A (Abaca) to Z (Zippers).

Aside from those already cited above, hereunder are listed other leading kinds of business with the corresponding number of business establishments under each kind. They are the kinds of businesses which reflect the nature and extent or volume of business activity in Quezon City.

Restaurants: 174

Automobile Equipment: 240

Automobile Repairing & Service: 212

Chemicals: 118

Construction Supplies: 189

Contractors & Builders: 206

Drug Manufacturers and Druggists: 83

Furniture: 101

General Merchandise Wholesale: 151

Groceries: 148

Handicrafts: 80

Hardware: 193

Exporter & Exporter-Importers: 141

Lumber: 129

Machine Shops, Machine Tools, Machinery: 148

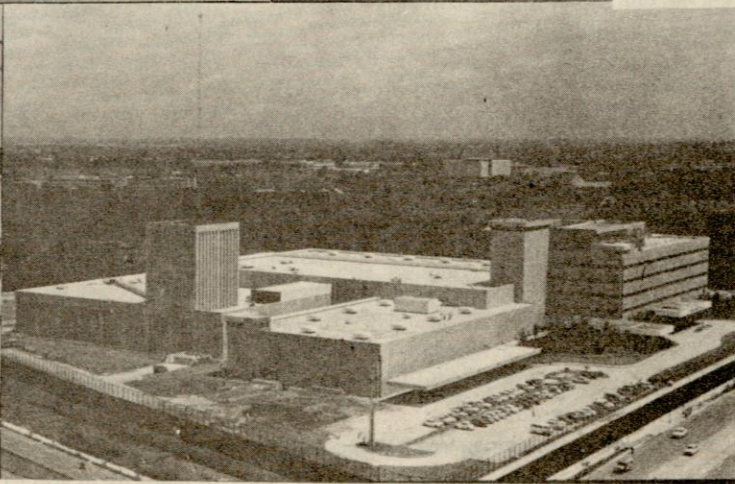
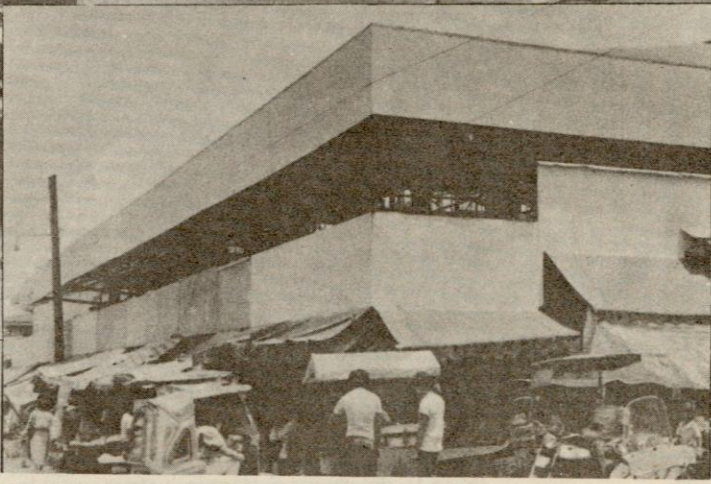
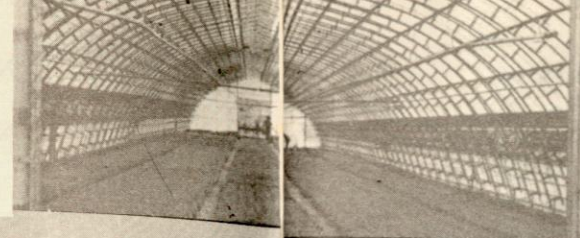
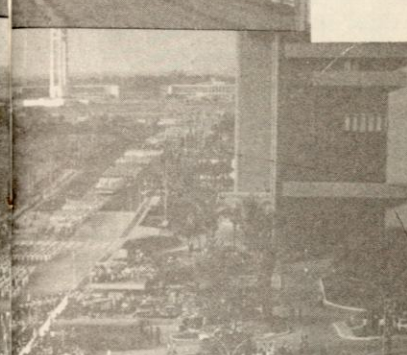
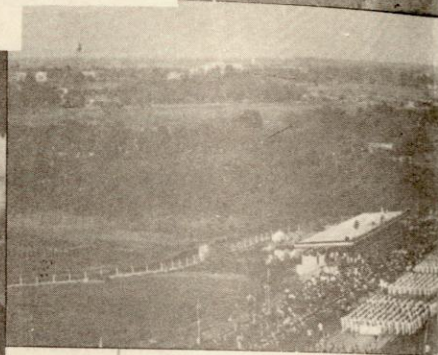
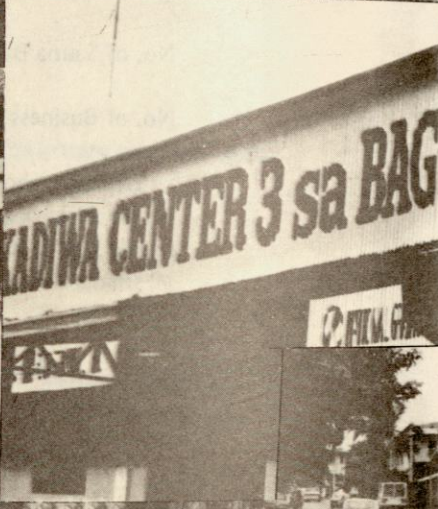
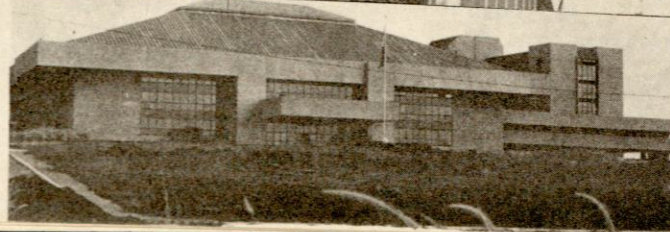
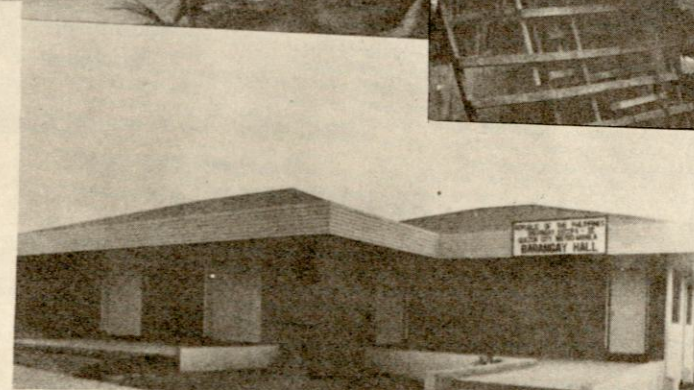
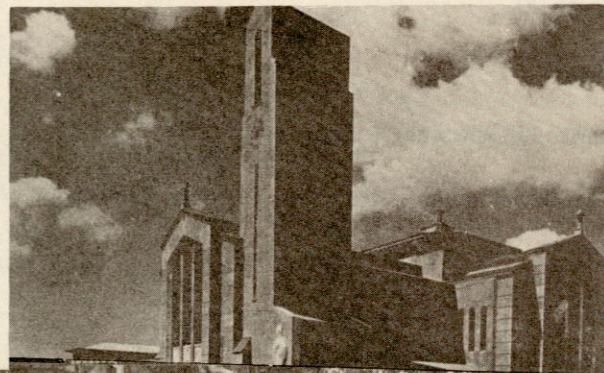
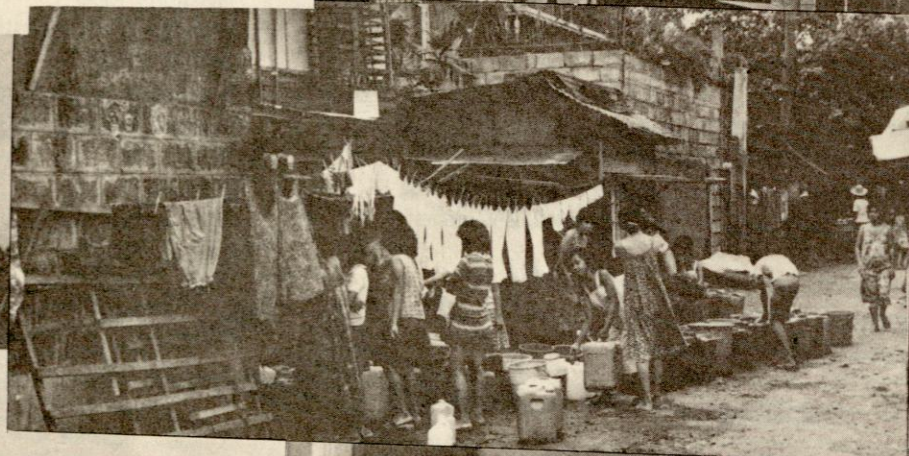
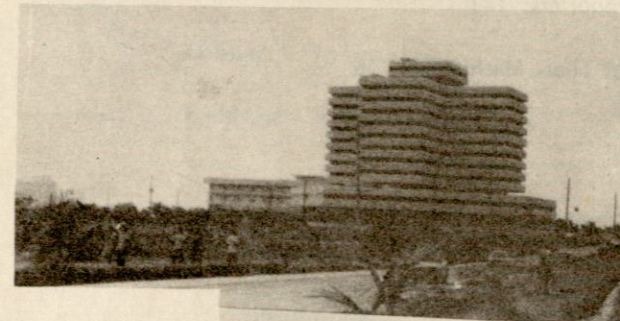
Marine Hardware: 193

Plastics: 84

Printers: 155

Real Estate: 211

Textile: 98



QUEZON CITY KABUHAYAN TECHNOLOGICAL CENTER

Quezon City marked the President's birthday last September 11 in the most significant manner: On this day it launched the Quezon City Kabuhayan Technology Center, billed as a joint project of the First Lady and Metro Manila Governor, Madam Imelda R. Marcos, and Mayor Adelina S. Rodriguez. "Alay sa Mamamayan sa Kaarawan ni Pangulong Ferdinand E. Marcos," the streamers proclaimed. To further emphasize the importance of the KKK movement, "Quezon City: Kabalikat sa Kilusang Kabuhayan at Kaunlaran" has been chosen as the theme of the City's 42nd Foundation Anniversary celebration.

The Quezon City Kabuhayan Technological Center covers an area of about 2.5 hectares located at North Avenue corner Agham road, commonly known as the Quezon City Central Fire Station open space. The project was conceived by Mayor Rodriguez and is being developed and managed by the Community Relations Office, Office of the Mayor, under Community Relations Officer Melencio Castelo, assisted by other offices and departments of the city government. Even an outsider extended assistance: Through the representations of Castelo, PTA Chairman-General Manager Demetrio P. Tabije provided the farm tractor that levelled the land. A task force under the CRO worked night and day to rush the preparation of the Center in time for its launching on the President's birthday.

Experimental Pilot Modules

Experimental pilot modules embracing Agro-Industrial and Forest development are being put up at the Center. These modules, which will serve as models, are on the following livelihood projects:

1. Swine breeding/fattening. The Bureau of Animal Industry has supplied 100 piglets on a deferred payment plan. Ninety (90) piglets have been dispersed to various barangays in the depressed areas. Ten (10) piglets have been retained for the pig pen that will be constructed within the Center.
2. Poultry raising. A hatchery will be put up to produce chicks for egg and broiler production.
3. Vegetable gardening. Vegetable seeds and seedlings have been distributed to barangay residents who are ready to plant them and to the Adelina Farms at Barangays Matalahib, Botocan, and Escopa.



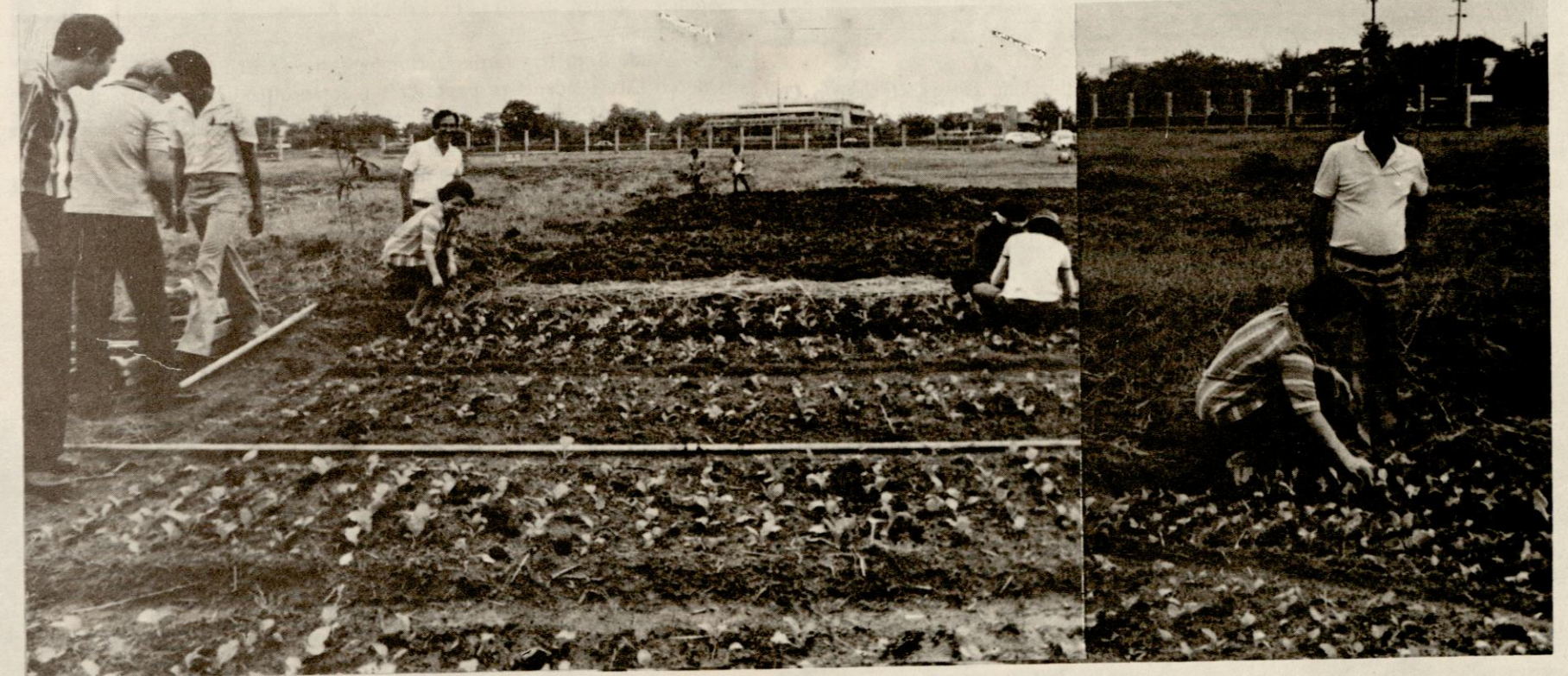
The Mayor inspects the 2.5-hectare site of the Quezon City Kabuhayan Technological Center. Leading the way is Community Relations Officer Melencio M. Castelo who has been designated by the Mayor to be in charge of the development of the Center.

4. Fish Polyculture Nursery. A fishpond within the Center has been seeded with tilapia, hito, and dalag fingerlings. Mayor Rodriguez did the chore during the launching of the Center last September 11.
5. Rice seed bank. Several mini-rice paddies have been planted to the IR-54 variety utilizing the direct seeding technique perfected by the IRRI. The seed (palay) produced will be distributed to the farmers in Quezon City to replace the obsolete poor-yielding varieties they are still using.
6. Cottage industry. With the help of Nacida, a study is being undertaken to determine cottage industries suitable under urban conditions.

The Barangay Operations Center has many on-going and prospective livelihood assistance projects in the barangays. The City Planning and Development Office has its Accelerated Manpower Development program and its pilot barangay development program in Barangay Sta. Lucia, Novaliches. These are programs that support the KKK movement. The manpower program will provide skills needed in certain livelihood projects while the initial success of a swine dispersal project in Barangay Sta. Lucia is an indication that the "newly launched Kilusang Kabuhayan at Kaunlaran program has all the chances to succeed" according to the Ministry of Local Governments.

Led by Mayor Rodriguez and Vice Mayor Stephen Sarino, the officials

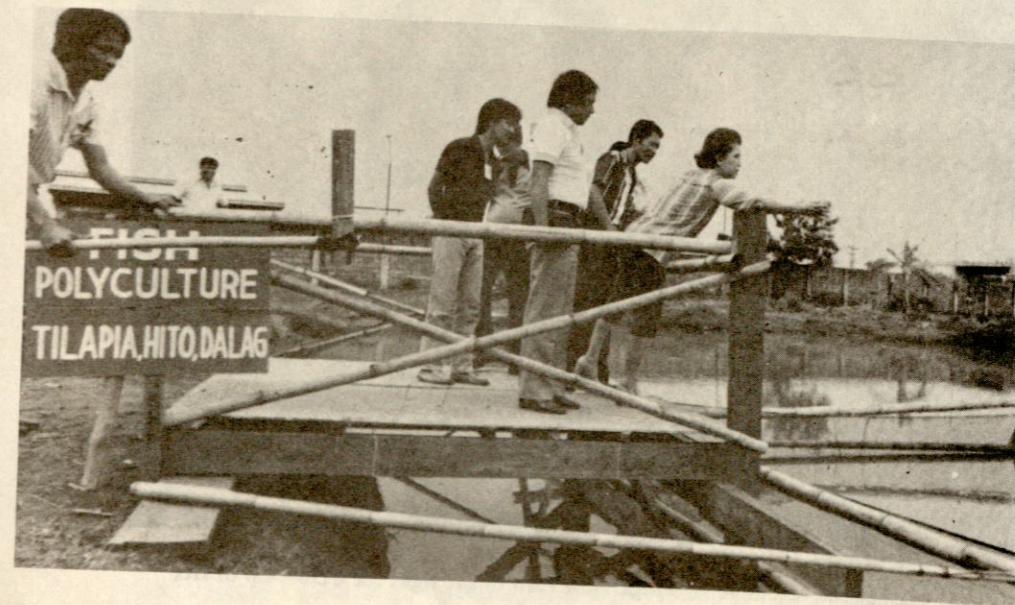
and employees of Quezon City, the 138 barangays and the private organizations are totally committed to the successful implementation of the KKK movement. They realize its supreme importance from the fact that the President and the First Lady themselves are personally and directly leading the movement. Indeed, the success of the KKK movement is imperative because it is the ultimate measure, without any conceivable alternative or substitute, in a last ditch door-die effort of the government to achieve the economic emancipation of the masses from their bondage to poverty.



In the picture at left, the Mayor is shown as she prepares to squat and try her hand at weeding the vegetable seedlings. Now turn to the right for a close-up of Her Honor weeding the seedlings. Behind her is CRO Castelo.



Here the Mayor examines ipil-ipil seedlings in plastic bags. Looking on are CRO Castelo, City Planning and Development Office Executive Director Gerry Magat, and "Pate" Alvarez, Cultural Affairs and Tourism Officer.



Mayor Rodriguez extends herself to seed the fishpond at the Center with tilapia, hito, and dalag fingerlings. CPDO Executive Director Magat is watching her with obvious great interest.

7. "Tree of Life Nursery." Seeds and seedlings of different kinds of fruit and shade trees are being produced for use the greening project of the First Lady for Metro Manila. Initial target is the production of 300,000 ipil-ipil seedlings and 100,000 fruit tree seedlings. The Center has organized a Market Master Force to collect all kinds of fruit and vegetable seeds from discards and refuse at market places. It will also encourage Quezon City employees to collect seeds.

Transfer Technology

With the foregoing modules, the Quezon City Kabuhayan Technological Center will provide the technical know-how or expertise that will be transferred or "radiated" (to use CRO Castelo's word) to participants in KKK projects. Demonstrations and seminars will be held in pursuance of this objective of transferring or radiating technology for which the services of technicians of such government offices as the Bureau of Plant Industry, Bureau of Animal Industry, Bureau of Fisheries and Aquatic Resources, and Nacida will be engaged.

Aside from transferring technology, the Center will open the eyes of Quezon City residents to opportunities for profitable ventures in their respective areas. CRO Castelo cities, as an example, the putting up of kangkong farms in areas where there are bodies of standing water available for the purpose. Thus, at the Center, a model kangkong farm has been started using a portion of the fishpond. From the kangkong farm and the other projects, the Center will eventually become self-sufficient.

KKK Action Committee

Mayor Rodriguez has constituted a KKK Action Committee chaired by Atty. Braulio Arriola, Jr. of the Quezon City Barangay Operations Center. The members are Community Relations Officer Melencio Castelo, City Planning and Development Office Executive Director Gerardo G. Magat and City Development Officer Reynaldo Dionisio. The Committee is making an inventory of existing livelihood enterprises in Quezon City to determine which are the viable enterprises that can be expanded and made more productive with financial assistance from the KKK fund consisting of an initial amount of P 1 billion.



The Mayor and CRO Castelo pose in front of — well, there is the sign for you to read



Mayor Rodriguez is hilling up a young mango tree. That partially shown sign reads: "These Mango trees were donated by Mayor Rodriguez." With the Mayor are Secretary to the Mayor Valentin Asuncion, Jr., Cultural Affairs and Tourism Officer Alvarez, CRO Castelo, Assistant Secretary to the Mayor Veronica A. Ramos, and City Superintendent of Public Libraries Paciencia Buendia.



This rice paddy is planted to IR-54, a high yielding rice variety. The seed (palay) produced will replace the obsolete poor yielding variety the farmers of Quezon City are still planting. The Mayor seems to be throwing something into the paddy.

HIGH GOALS

ACCELERATED MANPOWER DEVELOPMENT PROGRAM

In May, 1980, the Quezon City government, through the Local Manpower and Youth Council, launched a manpower training program with the following objectives:

1. To provide basic skills training to out-of-school youths and unemployed adults.
2. To provide placement services and/or self-employment to the graduates.

Vocational classes in nine (9) different courses were organized in six barangays in the four (4) districts of the city. A total of 381 trainees graduated from these vocational classes of whom 256 or 70.13% were subsequently employed by private firms or self-employed. Four (4) graduates in Practical Electricity found overseas employment in Saudi Arabia.

This year, the City Planning and Development Office under Executive Director Architect Gerardo G. Magat, prepared an "Accelerated Development Program for Quezon City." Heading the Planning Staff that prepared the program were Mayor Rodriguez, City Administrator Manuel T. Santos and Arch. Gerardo Magat. Others on the staff were Edgar del Val, Romulo T. Chan, Corazon Angelio, Beth Giron, Tito Cortez, Denia delos Santos, Cynthia Estrella, Dorothy Monserate and James Borbon.

The program was formally launched on May 4, 1980 with Vice Governor Ismael Mathay, Jr. as guest speaker and with the participation of the prestigious U.P. Concert Chorus which presented a musical comedy play entitled: "Wanted: Malikhain mga Kamay" written by A.O. Flores, Chief of Publications, U.P. Information Office. The play depicted the main thrust of the city's manpower program: To train out-of-school youths in employable skills, drawing them away from crime. Theme song of the program is entitled "Ang Pag-gawa'y Pagmamahal", music and lyrics by Prof. Rodolfo de Leon of U.P. Conservatory of Music.

At the launching ceremony, Mayor Rodriguez stated the high goals of the Accelerated Manpower Development Program, as follows:

"We want Quezon City in the coming years to become the leading city in vocational training, particularly in labor intensive, export oriented skills.

"We want our City's public and private schools to be the best in vocational training in the Philippines.

"We want our City's industries to be competitive with the industries of the major cities of South Korea, of Taiwan, and eventually of Singapore.

"We want our City to become the Electronics City of the country, because electronics is the industry of the future."

Mayor Rodriguez appeared on Channel 4, by special arrangement, to make an appeal for public assistance to the city's manpower program which, she said, could consist of the following:

Trainers, Training Materials, Training Equipment, Apprentice Site for Graduates of Vocational Courses or Classes, and Cash donations.

Arch. Magat also appeared on the "Good Morning Manila" TV program to explain the mechanics of the City's Accelerated Manpower Development Program. As a result of their TV appearances plus letter-appeals of the Mayor to some 65 civic business, religious, and professional organizations, the response of these private organizations have been quite generous. They have sponsored vocational classes which have graduated so far, 495 trainees.

How well the implementation of the Accelerated Manpower Development Program has risen to meet the high goals declared by the Mayor at the launching ceremony may be surmised from the Accomplishment Report for the period January 1 to July 31, 1981 on the next page.

ACCOMPLISHMENT REPORT:

ACCELERATED MANPOWER DEVELOPMENT PROGRAM

January 1 to July 31, 1981

COURSE	DURATION	NO. OF GRADUATES	TRAINING CENTERS
1. Macrame	1/5/81-4/30/81	39	Bgy. Old Balara
2. Automotive	2/1-4/30/81	45	Quirino High School
3. Electronics	2/1/81-4/30/81	49	-do-
4. Dressmaking	2/9/81-5/15/81	37	Bgy. Nagkaisang Nayon
5. Basic Practical Electricity	2/9/81-5/15/81	39	-do-
6. Switchboard Operator	2/15/81-4/15/81	46	Quirino High School
7. Electronics	3/2/81-5/14/81	27	Bgy. Pasong Putik
8. Cosmetology	3/2/81-5/14/81	27	-do-
9. Tailoring	3/5/81-6/81	31	Bgy. San Antonio
10. Cosmetology	3/5/81-6/9/81	29	Bgy. San Francisco Del Monte
11. Automotive	3/9/81-6/15/81	16	Lions Presidents League Center
12. Dressmaking	3/9/81-6/15/81	11	-do-
13. Ref. Air-conditioning	3/9/81-6/15/81	17	-do-
14. Electronics	3/9/81-7/15/81	23	-do-
15. Prac. Electricity	3/9/81-7/15/81	16	-do-

Carried on Training Courses from 1980

1. Dressmaking	11/24/80-2/27/81	25	Bgy. Veterans Village
2. Automotive	11/27/80-2/17/81	20	Bgy. Sta. Lucia
3. Hair Service	12/31/80-1/30/81	24	Bgy. Nagkaisang Nayon
4. Tailoring	11/27/80-2/17/81	42	Bgy. Sta. Lucia

Total Trainees

Total Beneficiaries employed

GRAND TOTAL

On-Going Programs

1. Dressmaking	7/6/81-9/81	16	Bgy. Damayan
2. Tailoring	7/6/81-9/81	29	Bgy. Bagong Silangan
3. Automotive	6/1/81-8/81	26	Bgy. Tatalon
4. Cosmetology	5/27/81-8/81	27	Bgy. Hall, Escopa III
5. Dressmaking	7/8/81-10/81	31	Bgy. Libis
6. RAC	6/8/81-9/3/81	55	Lagro Elem. School
7. Food preservation	5/18/81-8/8/81	39	Lagro Elem. School
8. Dressmaking	7/13/81-10/15/81	38	Bgy. Gulod
9. Electronics	7/13/81-10/15/81	39	-do-
10. Cosmetology	8/8/81-11/15/81	37	Old Balara

TOTAL

337

**SUMMARY
OF
ACCOMPLISHMENT REPORT**

A. Training Program

1. 298 Trainees	=	Hard Trade Courses
2. 265 Trainees	=	Soft Trade Courses
3. 247 Trainees	=	Batarisan Program (In-plant Training)
810 Trainees	=	Total
315 Trainees	=	LMYC Sponsored Projects
495 Trainees	=	LMYC Monitored Projects (Sponsored by Private Organizations)
810 Trainees		

B. Job Placement Program

Companies	Number of Beneficiaries
1. TMX	150
2. Herrera Construction	40
3. Power Resource & Engr. Corp.	14
4. IRAQ Automotive	18
5. Medical Plastic Corp.	4
6. Bgy. Nagkaisang Nayon Construction	21
TOTAL	247

Beneficiaries of Job Placement Program come from various Barangays of Quezon City

Prepared by:

CORA ANGELIO
Program Promotions Officer
City Planning and Development Office

**Theme Song:
Accelerated Manpower Development
Program**

Ang Pag-gawa'y Pagmamahal
Titik at Tugtugim ni
Robello Cda Leon

ang pag-lik ha — ay pag-ga-wa — na nag-mu la kay Bat-ha
la — ta-yo'y ta-ong — bu-ngang ga-wa — Pag-ma la-kit Huwa
ma-ki-ya — la-lang ta-yo — sa pag-i-big — Si Bat-ha
-la ang ka-ha-wig — ka-yot sa 'ing bi-sig ma kulong sa-man
diq Sa ga-wa-ing sakdol ki-sig Ang an-yo ng — ka-li-ka
san — Da-pot na-ting pa-ma-ri-san — Sa-pag-ga-wa — Ay hu-w
ran — ng bu-ti at ka-gan-da-han — Ang pag-ga-wa'y-pag-ma-ma
hal — pa-ki-ta na-ting moy da-ngal Ang pal-tos ng -pa
lad sa Ba-ya'y pag-un-lad 'yan anga-ting ta-ning ngad-



Vice Governor Ismael, Jr. was guest speaker at the launching ceremony of Quezon City's Accelerated Manpower Development Program. He pledged the support of the MMC to the program.



Highlight of the launching ceremony was the presentation of a musical-comedy play by the prestigious U.P. Concert Chorus. The play depicted the main thrust of the city's manpower program: To train out-of-school youths in employable skills, drawing them away from crime.



Mayor visits high speed sewing machine class under the city's Accelerated Manpower Development Program.



A cosmetology class in Barangay Old Balara



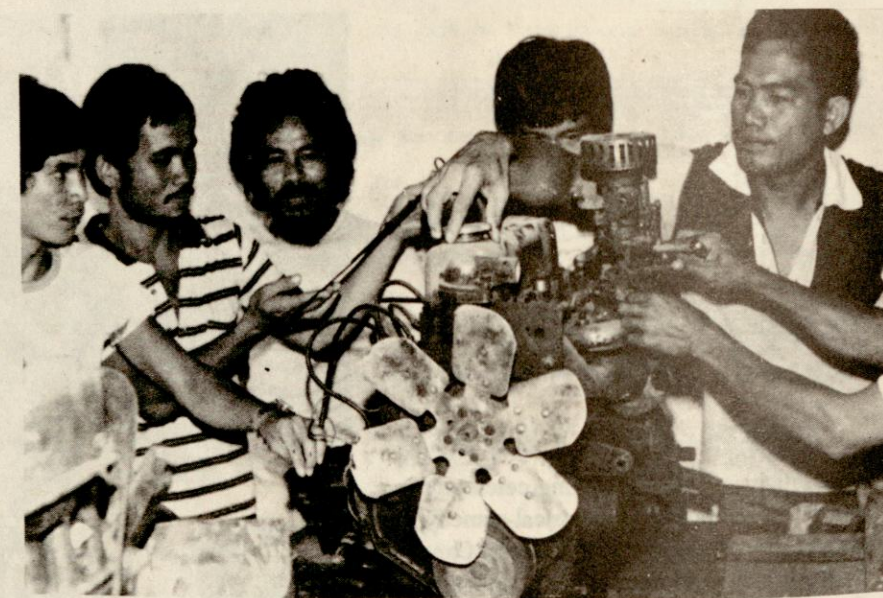
Radio Electronics class



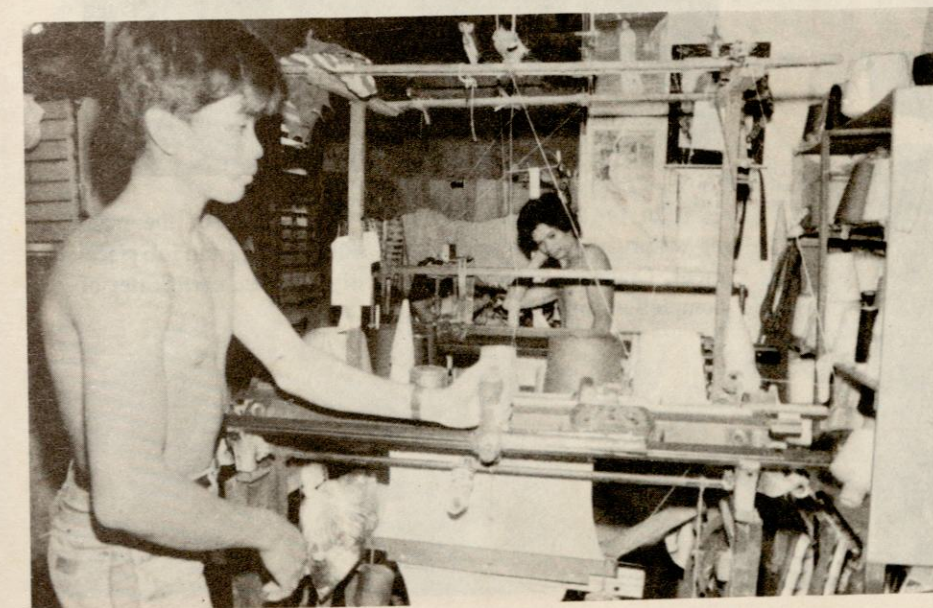
A dressmaking class in Barangay Libis



A dressmaking class in Escopa



A class on automotive mechanics



Class on knitting in Escopa



Another dressmaking class in Escopa

GRADUATION



After three months, trainees under the city's manpower program graduate. The Mayor hands a certificate of completion to one of the graduates. From left to right: City Administrator Manuel T. Santos, CPDO Executive Director Gerry Magat, Atty. Braulio Arriola, Jr., the Mayor, Damayan Barangay Captain Reynaldo Calacay. Promotions Officer Cora Angelio, and Trainor Ernesto Macalinaw.



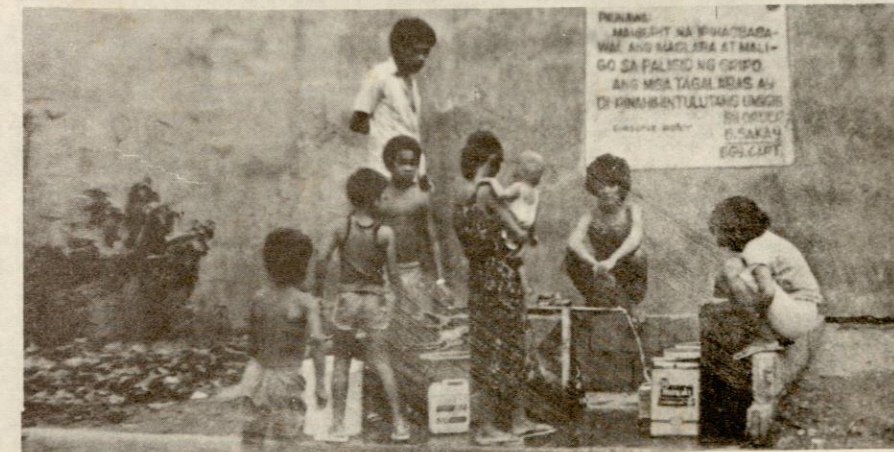
Another graduation. The Mayor congratulates a graduate after having handed him his certificate.



In the launching ceremony, two aspects of the manpower program were emphasized: skills training and job placement. Graduates were simultaneously awarded certificates of completion and job contracts.



Under this year's Road Network Development Program, 15.83 kms. of city roads will be concreted.



Under the Waterworks Development Program artesian wells, like the one shown above, will be constructed in depressed areas.

High Point

INFRASTRUCTURE DEVELOPMENT PROGRAM

It is always with a sense of reaching a high point in my report that I come to the city's infrastructure development program because, unquestionably, it is over and above all the other programs in magnitude and significant.

For this year's Infrastructure Development Program, for which we have an infrastructure fund of ₱54,832,448.00 in the 1981 budget (it was ₱40,284,191.00 last year), the main thrust is to support the program of the Ministry of Human Settlements in the delivery of the 11 basic needs in a community. The proposed projects come under seven (7) categories: Road Network, Waterworks, Market, School, Public Building, Site and Land Acquisition development programs.

In this year's Road Network Development Program, the city government will embark on a citywide concreting of a total of 15.83 kms. of roads entailing a cost of ₱21,269,283.00, which will benefit 22 barangays.

As to our Waterworks Development Program, the priority needs of the 138 barangays have already been determined through our "Palagiang Paglingap sa Mamamayan" program. Fifteen (15) public faucets, nine (9) artesian wells and four (4) deep wells will be installed in 13 barangays at a total cost of ₱378,179.00.

Under our Market Development Program, the Kamuning Market, which has been found to be very dilapidated, is slated for improvement this year, for which the amount of ₱6,000,000 is earmarked for the construction of a new building and the land development of its premises.

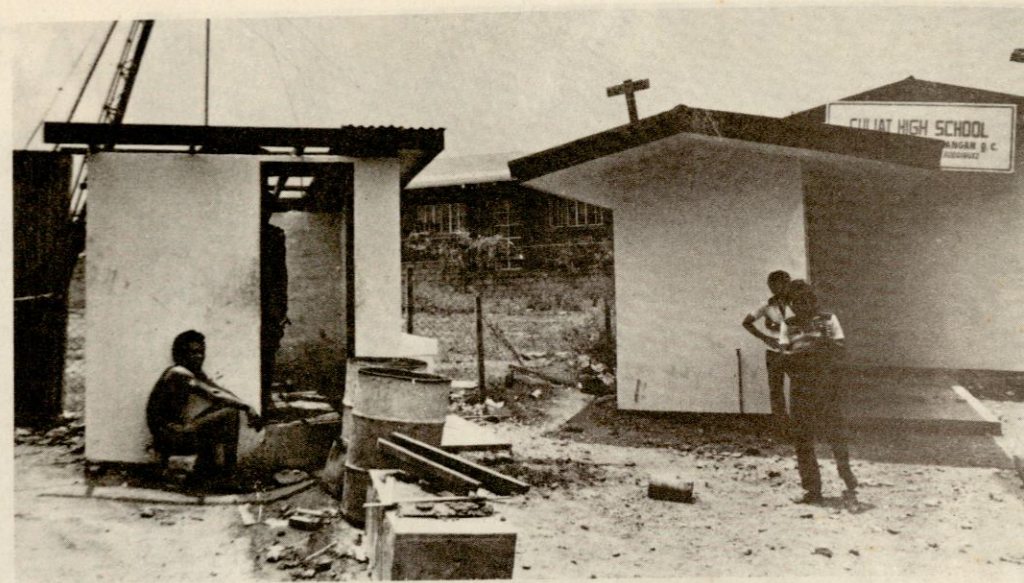
Under the School Development Program, the Judge Juan Luna, Culiati, Quezon City Science, and Alejandro Roces High schools will be improved and enlarged at a cost of ₱9,500,000.

A second floor for the Molave Youth Hall of the Juvenile and Domestic Relations Court will be constructed under the Public Building Development Program at a cost of ₱1,617,000.00.

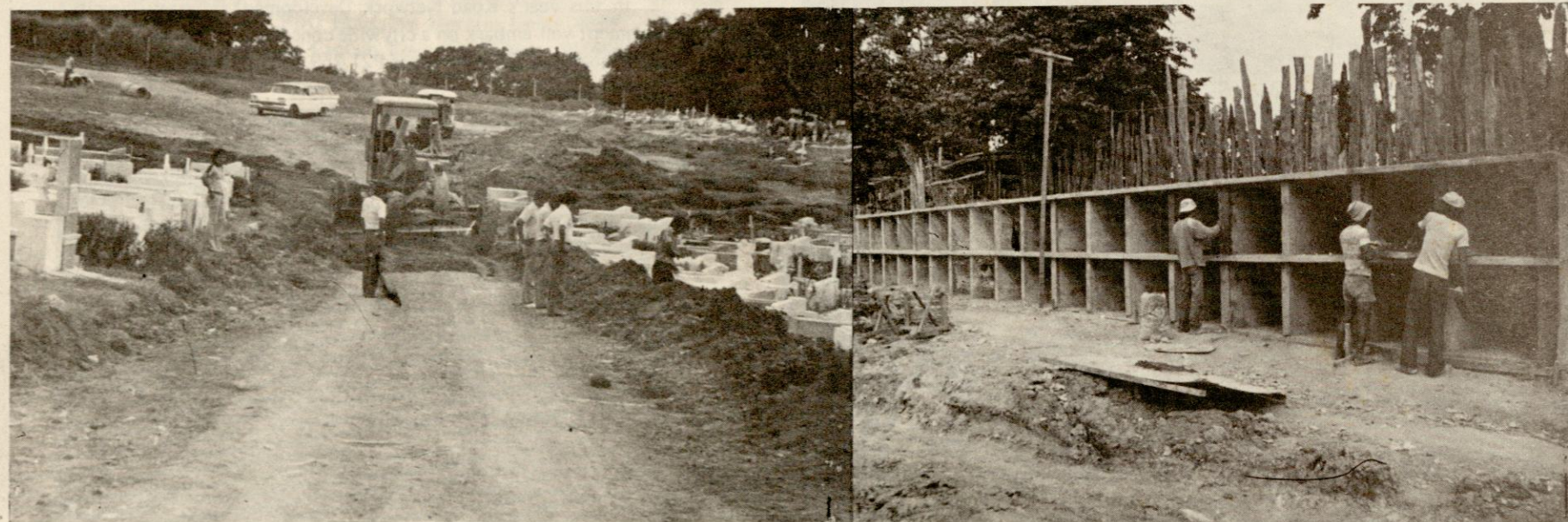
The Site Development Program aims to provide residents with a wholesome environment and promote ecological balance. For this year, it is proposed to develop the Loyola creek by rip-rapping its sides at a cost of ₱440,000. Also for development is the Novaliches Government District Center where public plazas, driveways, parking spaces, and a drainage system will be constructed. The Center will also be landscaped. This project, which has already been started, has an appropriation of ₱1,500,000.

Finally, under the Land Acquisition Development Program, school sites will be acquired for the Valencia Elementary School at a cost of ₱320,000 and for the Carlos P. Garcia High School at a cost of ₱968,800. Also to be acquired is a site for the Duyan-Duyan Park and Playground at a cost of ₱57,000.

Additional road improvement projects will be undertaken with the reserve fund of ₱19,503,509. — State of the City address of Mayor Adelina S. Rodriguez, delivered January 23, 1981.



The Culiat High School is one of the four high schools slated to be improved under this year's School Building Development Program.



Even the dead are not forgotten. The Bagbag public cemetery is a major infrastructure project. At left, picture shows the road to the cemetery being constructed. At right, niches for paupers' burial.

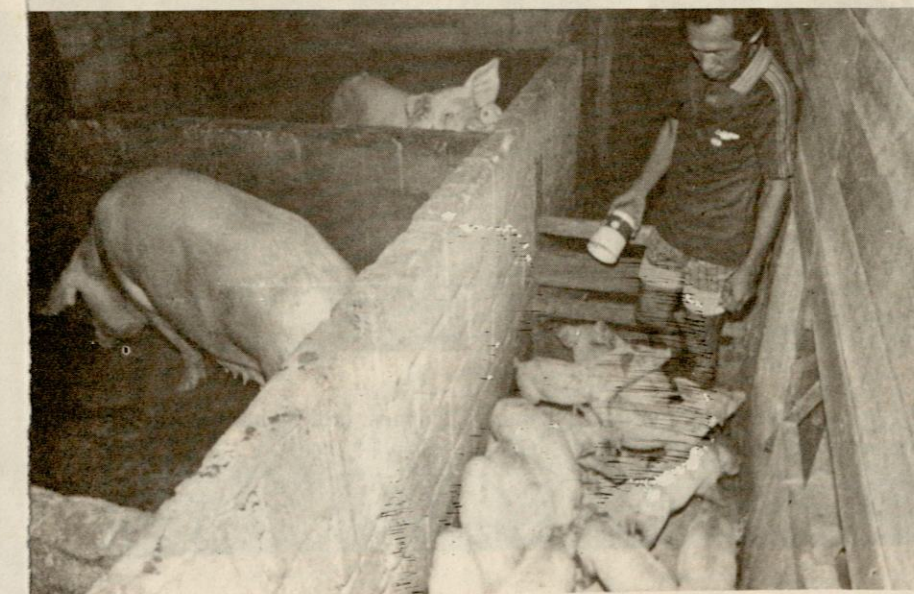
ADELINA FARM



Mayor Rodriguez inspects the ADELINA FARM at Barangay Matalahib, named after her. With her are Barangay Captain Alicia Vergel de Dios, former movie star and Arch. Gerry Magat.



Mayor Rodriguez participates in the distribution of piglets to registered cooperators in Sta. Lucia. With him is CPDO Executive Director Gerry Magat.



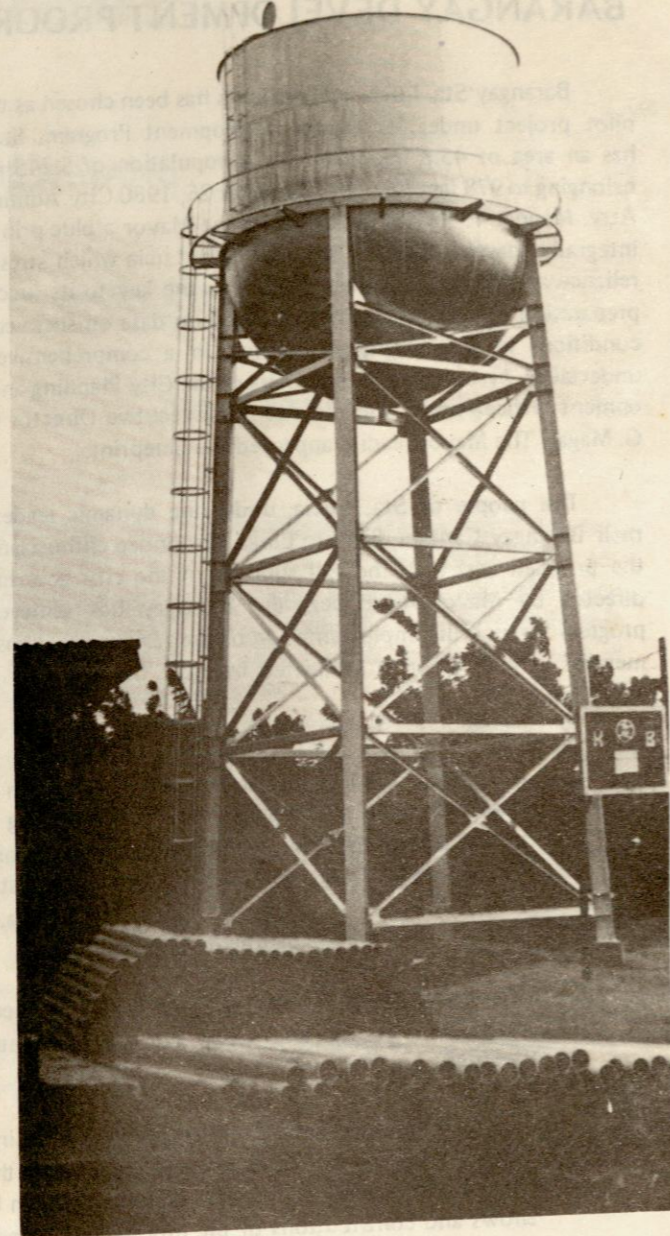
ove picture is a concrete proof of the success of the city government's swine dispersal program. Sta. Lucia. It's the kind of livelihood project that will be promoted under the KKK.

4. *Swine Fattening.* Last February 102 piglets were distributed by the city government to 51 Sta. Lucia registered cooperators. After five months, 28 of the 102 piglets were fattened and sold for a total amount of P22,000, although nine died. Net profit from the sale was about P5,000 or about P320 per cooperator. The participants in this swine dispersal project attended first a Swine Management seminar conducted by the city government.

The Sta. Lucia experience in barangay development will be applied to other barangays of Quezon City.



The water problem in Sta. Lucia, once the most critical, has been solved by this joint project of the QC government and the MMC.



At the inauguration of a deepwell in Sta. Lucia. With Mayor Rodriguez are Atty. Braulio Arriola, Jr. of the QC Barangay Operations Center, CPDO Executive Director Gerry Magat, and Sta. Lucia Barangay Captain Ernesto Linga.



The Mayor hands certificates to the graduates assisted by Atty. Arriola.



Arch. Gerardo G. Magat, CPDO Executive Director, addresses graduates in water services cooperative and swine management training in Sta. Lucia.



The graduates, all Sta. Lucia residents.

PLANNING THE CITY FOR ONE MILLION RESIDENTS

Whenever the term *comprehensive planning* is encountered in any programming exercise for the improvement of the environment, participants tend to shirk away from applying the concept. It is invariably associated with high cost, elitist orientation, unmanageability, or a highly technical approach. What is not immediately perceived, however, is that comprehensive planning is the best system that can be applied to rationalize any undertaking to solve urban problems. Basically, it involves a multi-sectoral approach by which each program component is made to relate with the other components to the extent that a symbiotic relationship is developed. It is premised on the fact that the activities of the residents of a community are not entirely divorced from each other. Rather, they tend to support each other.

It is without wonder, therefore, that the national government efforts since the inception of the New Society have been geared towards the adoption of this approach in the generation, planning and execution of regional development programs. This was realized with the creation of Regional Development Councils (RDC) - - the policy-determining bodies in the regional territories of the country. Since its membership includes the regional directors of line ministries, provincial governors and city and town mayors, problem areas are readily identified and programs are better coordinated and monitored. Above all, since the RDC's have a wider perspective of the planning area, development thrusts are more rationally formulated.

Program components of the Five-Year Development Plan have likewise adopted this holistic approach such as the Bicol River Basin Project and the Integrated Area Development (IAD). Under these programs, projects which are mutually reinforcing are properly integrated. The idea behind packaging these projects which are mutually reinforcing is that when they are objectively taken together, they are more effective in achieving the desired end rather than when each of the project is created separately.

In Quezon City, comprehensive planning was applied with the assumption of Mayor Adelina S. Rodriguez into office in 1976. The plan, however, was not limited to the concepts formulated by the city planners. The Mayor has always insisted that the people should be consulted in the preparation of the plan. She argued that since the people are the partners of the city government in the execution of project components, they should be involved in the preparation of the plan as well. Since the Preliminary Planning Report on the City Comprehensive Development Program was completed in 1976, the Mayor saw to it that no decision by the city administration is made unless it is consistent with the objectives set under the Program.

The Program is classified under the four planning areas, namely: social, economic, physical and institutional development programs. Specific projects fall under each of these programs, but these are made to relate with other projects. Broadly, social development programs cover health, housing, education and culture, sports and recreation, public safety and order, and social welfare and community services. Economic Development Programs include industrial development, commerce and trade, tourism development, food production, manpower training, and entrepreneurial assistance. Physical development programs cover land use evaluation (rezoni-

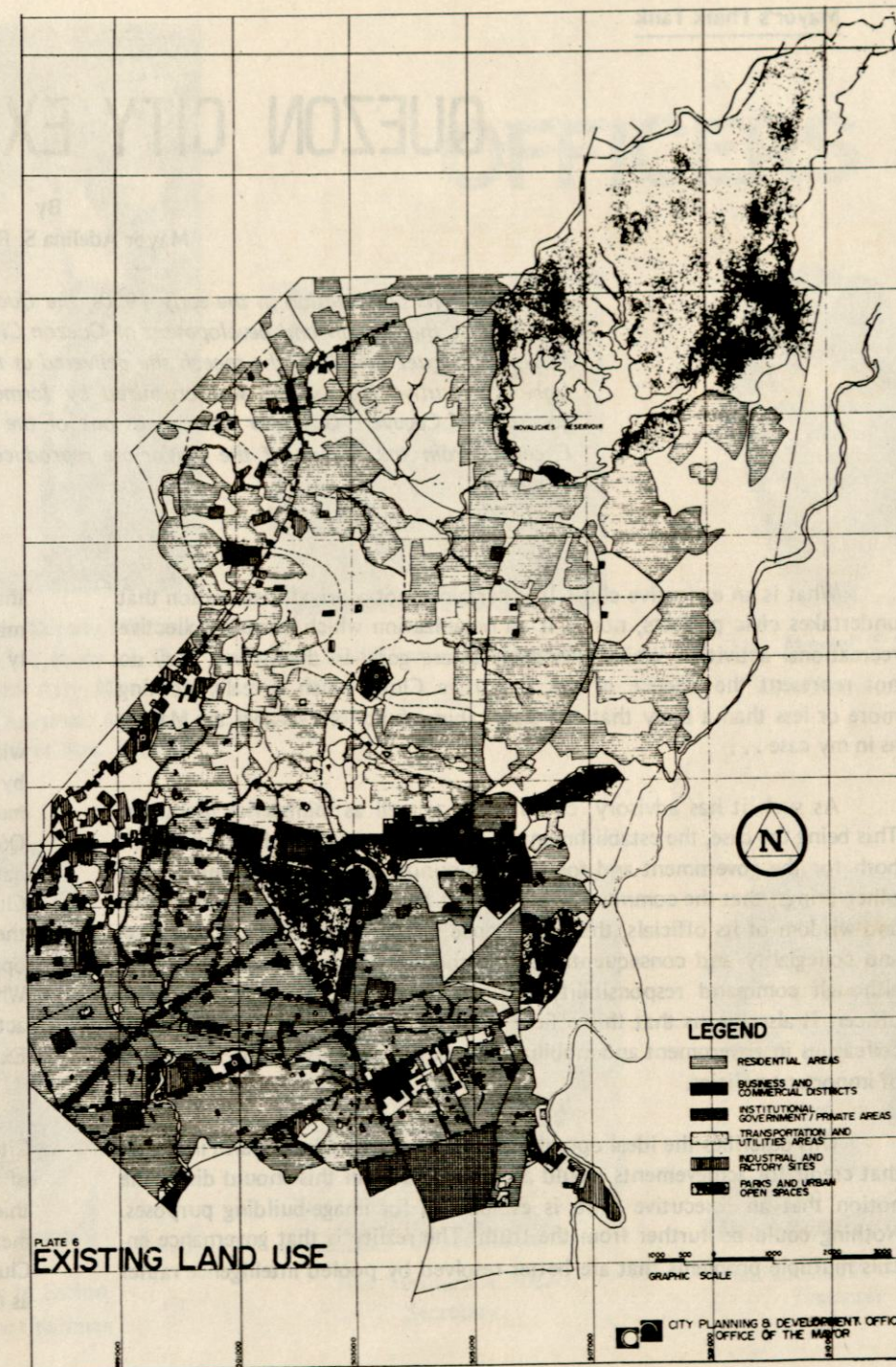


fication, building codes, zonal improvement and areas for priority development), infrastructure, school building development, conservation and maintenance of open spaces and tourism facilities development. Institutional development programs on the other hand include local fiscal operations, capital improvement, staff development, local investment priorities, and administrative development. These programs serve as basis for annual executive budget preparation, which are also made to conform with the priorities of the metropolitan government.

Lest it is misconstrued, the integrative approach is only one aspect of the comprehensive development program. It can also simulate the future in a manner which allows the city administration to see, evaluate and discard far greater number of alternative courses of action that it might otherwise consider. It also applies the systems approach which permits the city administration to see things as part of the whole. It stimulates the development of aims and achievement since it identifies the basic missions of the city government, long range goals and short range objectives. Above all, it prevents piecemeal decisions, because long range programs are provided to guide activities.

It may take a few more years before the full effects of the comprehensive program are appreciated. The groundwork, however, has been set. What is required by the program is a wider dissemination of the concept until the approach is institutionalized. It may not take long, however, as long as the chief executive sustains her drive for the maximum participation of all. (LTC)

Planning the city is for its teeming
population - 1,169,000 by the latest count.



QUEZON CITY EXECUTIVE CLUB

By
Mayor Adelina S. Rodriguez

(Since its organization in the early 1950s, the Quezon City Executive Club has played an important role in the growth and development of Quezon City. How it has played this role is described by Mayor Rodriguez herself in the speech she delivered at the induction of the officers of the Cagayan de Isabela Executive Club which was organized by former Quezon City Fiscal Justiniano Cortez, now governor of Cagayan. Governor Cortez was one of the founders of the Quezon City Executive Club. Excerpts from the speech of the Mayor are reproduced hereunder — Souvenir Program Committee Chairman)

What is an executive club? It is certainly not a private association that undertakes civic projects, nor is it an organization which pursues collective recreational activities. While such projects are good in themselves, they do not represent the essence of the Executive Club, which is really nothing more or less than a body that exercises cabinet functions vis-a-vis the Mayor, as in my case . . .

As such it has advisory, consultative as well as ministerial functions. This being the case, the establishment of an executive club is of great moment both for the government and for the community it serves. It means, among other things, that the community will benefit from the collective competence and wisdom of its officials, that governance will be a matter of collaboration and collegiality and consequently that accountability would also be shared, although command responsibility would remain with the chief executive officer. It also means that this officer would seek the advice and ideas of his colleagues in government and mobilize their active assistance in the execution of important policies.

This describes the ideal operation of an Executive Club. It also indicates that credit for achievements would also be shared. All this should dispel the notion that an Executive Club is established for image-building purposes. Nothing could be further from the truth. The reality is that governance entails multiple problems that are better resolved by pooled intelligence rather

than by one mind alone no matter how brilliant. An Executive Club also permits parallel or simultaneous thought and action on several issues. It is actually democratic government in action.

The programs and projects of Quezon City have been conceptualized within the atmosphere of the Executive Club. They have been implemented by various members. Another benefit is that such a club minimizes communication gaps. As we all know the more complex an organization, such as Quezon City for example, the more urgent the need for the proper dissemination of information. Communication among members of the Executive Club reduces the likelihood of needless duplication and saves the resources of the government. Since we have adopted the integrated approach to city development, the Executive Club has proven its value in pursuing such integration. Whether it be in the area of peace and order, housing, education, or other welfare activities, the coordination of activities has been facilitated through the Executive Club.

We do have occasions for purely social purposes: in fact, the Quezon City Executive Club takes charge of all traditional public celebration activities of Quezon City. Essentially, however, the Quezon City Executive Club is a think tank for the Mayor and sometimes it is also trouble-shooter and implementor of key programs and projects. In sum the Quezon City Executive Club is indispensable to the business of governing a city as large and complex as Quezon City.



Officers of the Quezon City Executive Club take their oath of office before Deputy Minister of Justice Jesus Borromeo while Mayor Rodriguez, honorary chairman of the Club, looks on. The officers, from left: City Fiscal Sergio A.F. Apostol, Chairman: City Administrator Atty. Manuel T. Santos, Vice Chairman: City Administrator Atty. Manuel T. Santos, Vice Chairman: Assistant Secretary to the Mayor Mrs. Veronica A. Ramos, Secretary: and Budget Officer Mrs. Estrella Gerardo, Treasurer.

OFFICERS



Fiscal Sergio AF Apostol
Chairman



Atty. Manuel T Santos
Vice Chairman



Hon. Adelina S. Rodriguez
Honorary Chairman



Hon. Stephen N. Sarino
Honorary Vice Chairman



Mrs. Veronica A. Ramos
Secretary



Mrs. Estrella P. Gerardo
Treasurer

QUEZON CITY EXECUTIVE CLUB

Members



Judge Aloysius C. Alday
Executive Judge City Court



Mr. Francisco B. Alvarez
Cultural Affairs and Tourism Officer



Dr. Esperanza I. de Castro
City Health Officer



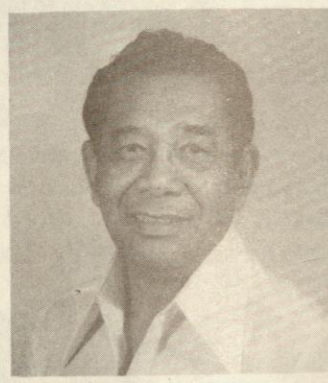
Dr. Fe Villanueva-Fernandez
Director, Quezon City General Hospital



Mr. Eduardo T. Fiel
Executive Officer
Barangay Operations Center



Mr. Alberto M. Galarpe
Chief
Permits and License Office



Mr. Florentino A. Lapus
Chief
Public Affairs and Information Office



Atty. Antonio B. Sahagun
City Secretary



P/Col Ernesto San Diego
Station Commander
Station I, MPD, MPF



Engr. Pablo S. Suarez
City Engineer



Atty. Reynaldo P. Dionisio
City Development Officer



Atty. Jose T. Torcuator
City Attorney



Atty. Valentin C. Asuncion, Jr.
Secretary to the Mayor



Atty. Braulio Arriola, Jr.
President
Katipunan ng mga Barangay



Mrs. Edna B. Azurin
Actg. Superintendent of Schools



Mrs. Paciencia J. Buendia
City Superintendent
Public Libraries



Atty. Melencio M. Castelo
Community Relations Officer



Judge Leonor Ines Luciano
Juvenile and Domestic Relations Court



Arch. Gerardo G. Magat
Executive Director
City Planning and Development Office



Mr. Jose J. Paculdo
Chief
Civil Security Office



Judge Ernani Cruz Pano
Executive Judge, CFI



Mrs. Eleuteria R. Ruiz
City Auditor



F/Major Arturo V. Torres
Chief
Fire Department



Atty. Ramon R. Valencia
City Assessor



Mrs. Lourdes Vergara
Chief
Social Services Division



Arch. Luciano V. Aquino
City Architect
Sector Head, North Sector, ESC



Atty. Anselmo O. Regis
City Treasurer

AUGUST AFFAIR

Mayor Rodriguez's birthday, which falls on August 6 (Leo), has been dubbed the "August Affair." No matter how many birthdays she has celebrated, it is said that for her "there is no passage of time," for she looks eternally youthful. Main feature of the Mayor's birthday celebration is always a blood-letting project for the benefit of the Philippine National Red Cross held at the Quezon City Hall covered lobby. On her last birth, 857 pints of blood of various types were procured. Other features of the celebration were "Awitan '81 - Alay sa Kaarawan ni Mayor", a Quezon City Inter-Departmental and Office songfest, Parade and Review in honor of the celebrant by the Northern Police District, and a Program and Dinner Dance at the Banquet Hall, V.V. Soliven Towers, EDSA, Quezon City tendered by the Quezon City Executive Club.



Blood letting on the Mayor's birthday last August 6. Eight hundred fifty seven (857) bottles were procured for the Philippine National Red Cross, QC Chapter, eight percent (8%) more than last year's 785 bottles.



City Hall officials and employees jostle each other to greet the Mayor on her birthday. Among those in the picture are City Assessor Ramon Valencia, CRO Castelo, City Engr. Pablo Suarez, Dr. Fe Villanueva Fernandez, Chief Librarian Paciencia Buendia, and Assistant City Treasurer and MMC Chief Accountant Mrs. Lourdes Rances.



A delegation of high school students wish the Mayor Happy Birthday.

QUEZON CITY GOVERNMENT AND THE PRIVATE SECTOR: PARTNERS IN PROGRESS

"From a veritable wilderness to a throbbing, bustling metropolis."

This has become the classic expression describing dramatically, in a nutshell, the progress that Quezon City has achieved. It may not sound as dramatic but the Quezon City government and the private sector have been partners in this progress. The growth and development of the city has been undertaken by them jointly, except perhaps during the early years of the city when only a few brave souls inhabited the semi-wilderness.

During these early years, it was the government with very little, if any, assistance from the private sector (how could a handful of brave souls extend any appreciable assistance) that started the development of the city by clearing the cogonal lands and forests, which were the lair of criminal elements; laying down a network of roads in accordance with the Frost Plan; and finally putting up the PHHC housing projects.

Start of Partnership

It was probably in the late 1950's or early 1960's when the population of the city became considerable, that the partnership of the Quezon City government and the private sector started in earnest and became increasingly significant. Private sector, of course, refers to persons and entities not under the jurisdiction of the government. The term chiefly calls to mind, however, the civic, business, professional, religious, and homeowners organizations or associations, of which there are hundreds in Quezon City although the most well known are the Jaycees, Lions, Rotary, Kiwanis, the Quezon City Chamber of Commerce and Industry and the Quezon City Federation of Women Civic Organizations.

It is not possible to quantify, in percentage, the extent of the contribution of the private sector to the growth and development of Quezon City. It may be observed, however, that while the government provides the planning, direction, infrastructure, essential services, and incentives, it is, particularly with respect to economic activities, the vision, initiative, talent, industry, and zeal of the private sector that are behind the projects and enterprises that have effected the progress of the city.

Peace and Order

There are certain conditions which are necessary or conducive to the progress of the city, foremost of which is peace and order, an absolute necessity. In this area, the private sector has given significant and substantial assistance. In the first place, the people of Quezon City are law-abiding, a virtue which is manifested in their readiness and willingness to fulfill their obligations to the government, such as the payment of taxes. Many civic organizations have organized their own mobile patrols and have donated vehicles and equipment to the police while homeowners associations have maintained



The "Search for the Ten Outstanding Policemen of Quezon City" is now on its 20th year. A joint project of the city government and the Capitol Jaycees, it exemplifies the partnership of the city government and the private sector in enhancing the quality of the city's police force.

rondas in their respective areas. The "Search for the Ten Outstanding Policemen of Quezon City" sponsored jointly by the city government and the Capitol Jaycees is now on its 20th year. The private sector is represented in the Police Advisory Council, recently renamed Peace and Order Council by Executive Order 727. Speaking before a Lions Club, Chief State Prosecutor Artemio G. Tuquero of the Ministry of Justice said:

"It is in the field of crime prevention that we (the Ministry of Justice and the Lions club being addressed) can maintain a working relationship and evolve in the process an effective front against criminality. Concededly, the stature of your organization and the standing of its members in the community provide you an edge in the initiation of measures that will help bring about a social environment conducive to the repression of criminal activities."

Top Partner

It has been truly said that a city or any community for that matter can progress only as far and as fast as the wheels of trade, commerce, and industry would carry it. The Quezon City Chamber of Commerce and Industry (QCCCI) which is composed of more than 400 of the most progressive and prestigious business establishments in Quezon City and which has been steering the wheels of trade, commerce, and industry in Quezon City may, therefore, be considered the top partner in progress of the city government. In a speech delivered by Mayor Adelina S. Rodriguez on the occasion of the 21st Anniversary of the QCCCI, she said:

"The QCCCI can truly look back with pride to the last 21 years of its existence, for they were years when it played a leading role in the growth and development of Quezon City. Those 21 years represent almost one half of the 41 years that Quezon City has been in existence since its founding in 1939. Without the QCCCI Quezon City would not be what it is today, a bustling metropolis with more than 40,000 business establishments, big and small."

In recognition of the major role of the QCCCI in spurring the progress of Quezon City, the Mayor proclaimed the period, March 24 to 28, 1980 "Commerce and Industry Week" and March 25, 1981 "Quezon City Chamber of Commerce and Industry Day" in connection with the 20th and 21st anniversary celebration of the Chamber, respectively.

Aside from peace and order and trade, commerce, and industry, the private sector has involved itself in virtually all fields or aspects of the city's growth and development, to wit: health, education, sports and physical fit-



In the field of public health, the private sector through its many civic, business, religious, and professional organizations assists the city government by conducting free dental and medical clinics in the depressed areas, such as shown in picture above.

ness, youth development, green revolution, cleanliness and beautification, tree planting, slum improvement and squatter resettlement, disaster relief, culture and tourism, governmental reform, etc.

Public Health

In the field of public health, the private sector has been actively and deeply involved. All the private organizations — civic, business, religious, and professional — are continually conducting free dental and medical clinics in depressed areas, giving free medicines to the indigents. Other health services rendered are in connection with nutrition, family planning, immunization, day-care nurseries, environmental sanitation, and blood procurement. A specific example of the health services of the private sector may be cite:

In 1965, the Capitol Jaycees launched "Operation Combat", the name it gave to its dental and medical services, at first confined to the squatter areas but eventually expanded to cover the entire city. The Quezon City Federation of Women Civic Organizations, which has 62 affiliates, reported recently that more than 2,000 children and adults have been the recipients of its medical services. The other civic clubs — Lions, Rotary, Kiwanis — and medical associations also have their respective health projects. Supplementing the 13 public hospitals in Quezon City are 23 private hospitals.

Educational Progress

With respect to educational progress in Quezon City, the private sector has been a very potent partner. There are at present 31 private elementary and secondary schools and 27 colleges and universities in Quezon City. In her



Another joint project of the city government and the Capitol Jaycees also in pursuance of their being partners in progress. The streamer tells what the project is all about.

state of the city, address delivered on January 23, 1981, Mayor Adelina Rodriguez cited the generous assistance of the private sector to the educational efforts of the city government. She said:

"About 100 scholarships were granted to poor but deserving pupils by civic, religious, and social agencies, like the Silangan Lodge, Catholic Christian Charities, Youth Christian Club, Knights of Columbus, and some District Teachers Associations. The Thursday Club of Quezon City, under its "Operation Helping Hand," granted 30 scholarships to Grade VI pupils in the public schools. The Quezon City Jayceettes in cooperation with the Division of City Schools conduct an annual search for 10 outstanding elementary and secondary school teachers."

The generous assistance of the private sector to the cause of education has also taken the form of donations of school buildings. This year four such buildings have been donated, as follows:

1. A two-classroom Pre-Fab building donated by the Metro Manila Business and Professional Ladies Circle to the Sergio Osmena High School located at the corner of Del Monte and Araneta Avenues, SFDM, Quezon City.
2. A three-classroom Pre-Fab building donated by the Aguman Kampilan to the Balara High School Annex located at Krus-na-Ligas, Diliman, Quezon City.
3. A three-classroom Pre-Fab building donated by the Quezon City Filipino-Chinese Chamber of Commerce Inc. to the San Antonio Elementary School, located at San Antonio Subdivision, SFDM, Quezon City.
4. A three-classroom Pre-Fab building donated by Fortune Tobacco Corporation through the efforts of the Federation of Filipino-Chinese Chamber of Commerce and Industry, Inc. to the Bungad Elementary School, located at M.H. del Pilar Street, Bungad, Project 7, Quezon City.

Squatter Relocation

In the resettlement of squatters, the private sector has also taken an active part. The best example is that of Capri in Novaliches where creekside dwellers were relocated some years ago. In this human settlement project,

some 27 civic, religious, business, and professional organizations participated under the umbrella of the Mabuhay ang Pilipino Movement. Another instance of government-private sector partnership in the relocation of squatters has been reported very recently in the newspapers:

Some 2,000 squatter families in the Batasang Pambansa area and along Don Mariano Marcos Avenue will be relocated to nearby sites in Metro Manila. The relocation will be undertaken jointly by the National Housing Authority (NHA) and the Batasan Ladies Circle in accordance with a memorandum of agreement. While the NHA will develop sites and services projects, the Batasan Ladies Circle will institute, supervise, and administer the program of delivery of the 11 basic needs in coordination with the NHA.

In the promotion of culture and tourism the Capitol Jaycees has done outstanding work in assisting the government. The museum at the basement of the Quezon monument at the Quezon Memorial Circle is a joint project of

the Capitol Jaycees and the city government and so are the annual search for Miss Quezon City Tourism and the annual trade fair within the City Hall Compound held during the Culture and Tourism Week which is observed in December. In recognition of the Capitol Jaycees outstanding role as a partner in progress of the city government, Mayor Rodriguez recently proclaimed September 5 to 12 as Capitol Jaycees Week.

On July 29, 1976, shortly after Mayor Rodriguez had assumed office, a testimonial dinner was tendered for outgoing Mayor Norberto S. Amoranto and incoming Mayor Adelina S. Rodriguez at the Aberdeen Court. On this occasion, 65 civic, business, and professional organizations presented a scroll to Mayor Rodriguez pledging their all out support to her administration. That it was not a mere scrap of paper has been proven by the fact that during the past five years there has been an upsurge in the support the private sector has been giving to the administration of Mayor Rodriguez.

In a testimonial dinner for then outgoing Mayor Norberto S. Amoranto and incoming Mayor Adelina S. Rodriguez held at the Aberdeen Court on July 29, 1976, sixty five (65) civic, business, and professional groups presented to the Mayor a scroll pledging their support to her administration. The upsurge in the cooperation and assistance given the city government by these organizations during the past five years proves that the scroll was not just a mere scrap of paper. With the honorees in the picture are the Mayor's husband, Governor Isidro Rodriguez of Rizal, Civic Leader Fred Lingad, and Fiscal Lea T. Castelo.



QUEZON CITY COUNCIL OF WOMEN

The Kilusang Kabuhayan at Kaunlaran was officially established by Executive Order No. 715 on August 6, 1981, coinciding with the birthday of Mayor Adelina S. Rodriguez. On this day too the Mayor inducted into office the officers of a new women's group she had founded known as Quezon City Council of Women or QC-COW for short. Fiscal Lea T. Castelo is the president of this new women's organization with its founder, Mayor Rodriguez, as adviser. The other officers and directors are Nena Sanchez, Felisa Fernandez, Rhodora Sulit, Telly Gruenberg, Nora Moulic, Lourdes Rances, Mercedes Evangelista, Lolita Amores, Luz Agbayani, Linda Ribo, Yollie Abrazaldo, Nena Daza, Ligaya Perez, Rosie Medina, Eulalia Flores, Arsenia Maximo, Lydia Perocho, Adelina Rebolledo, and Emerlina Rubio.

This new women's organization has immediately involved itself in the KKK movement. Last October 9, it distributed free kangkong and camote cuttings, and malungay stems for propagation as well as 2,000 packets of assorted seeds from the Bureau of Plant Industry. The distribution was made at the Quezon City Kabuhayan Technology Center. After the distribution, the local chapter of the Loyalists for Marcos, (LFM) of which Mayor Rodriguez is the chairman, planted a symbolic LFM tree as a kick-off of a massive tree-planting project that the Marcos Loyalists intend to undertake.

QC-COW President Castelo says that the new women's organization does not necessarily supersede the Quezon City Federation of Women Civic Organizations of which she is also the president. In fact, with respect to the KKK they have established a symbiotic relationship. The Women's Council will produce food products while the Federation will market them. The two organizations are putting up jointly, with the assistance of Mayor Rodriguez, a P70,000 KKK Marketing and Promotional Center.

While QC-COW will concentrate on its KKK involvement, particularly on food production, the Federation will continue with its civic projects. It is giving free skills training to out-of-school youths at its Federation building. About a hundred of them have graduated in dressmaking, tailoring, and cosmetology. The Federation has been rendering free medical services, including the distribution of free medicines, to the indigents. It has already served about 2,000 children and adults.

The Federation also maintains a Nursery School for low-income families charging only P400 a year compared to the P1,000 other nursery schools charge.

The Federation has also launched the BALIKATAN MOVEMENT in Quezon City.



Mayor Rodriguez in front of the booth of the BALIKATAN SA KAUNLARAN OF QUEZON CITY in last year's Christmas Trade Fair. With her are Mrs. Rosario Villar, Director of the National Federation of Women's Clubs in the Philippines, and Fiscal Lea T. Castelo, President of the Federation of Women's Civic Organizations in Quezon City and the QC Council of Women.



Mayor Rodriguez is crowned with fresh orchids by ladies of the Federation: Fiscal Castelo, Mrs. Rhodora Sulit, Mrs. Lolita Amores, Mrs. Rosie Medina, and Ms. Loreto Santos. Occasion was the Mayor's last birthday.



Fiscal Castelo receives papers on three sewing machines donated by the Ministry of Social Welfare for the Federation's dress-making and tailoring course for out-of-school youths.



Free medical clinic conducted by the Federation, which has three doctor members serving: Drs. Godofredo Lising, Leonides Milan, and Lilia Baculi.



Bgy. San Vicente recently sponsored a Miss Nutrition '81 contest to raise funds for the Nutrition and Health Scholar's Program, a joint project of the First Lady, Mrs. Imelda R. Marcos, and Mayor Adelina S. Rodriguez. The contest was managed by the Federation officers of San Vicente headed by Ms. Leonor Sibayan as president and Ms. Araceli Adriano as vice president.

The winners in the contest are, from left: Flor de May Batac, Miss Arts and Culture; Ma. Luisa Marzo, Miss Health; Lolaine Austria, Miss Nutrition; Marites Rempis, Miss Humanity; and Elem; Concillo, Miss Arbor.

PROGRAM OF ACTIVITIES

QUEZON CITY 42ND FOUNDATION ANNIVERSARY

Theme: QUEZON CITY: "KABALIKAT SA KILUSANG KABUHAYAN AT KAUNLARAN"

October 4-11, 1981

4:00 PM Novena in honor of Our Lady, Queen of the Most Holy Rosary of La Naval Official Patroness of Quezon City
5:00 PM Conference Room, Office of the Mayor, Quezon City, Metro Manila

October 6-12, 1981 Quezon City Development Pictorial Exhibits

October 6, 1981

9:00 AM Opening of the Quezon City Development Pictorial Exhibits
By: Mayor Adelina S. Rodriguez
Vice Mayor Stephen N. Sarino

Assisted by:
Quezon City Officials
Quezon City Hall Lobby

October 9, 1981

9:30 AM Launching of the QUEZON CITY COUNCIL OF WOMEN'S participation in the City's KKK Program
President: Fiscal Lea T. Castelo
Executive Coordinator: Mrs. Yollie Abrazaldo

8:50 AM Kick-Off Ceremony of the tree planting of the National LOYALIST FOR MARCOS (LFM)

Headed by:
Hon. Victor C. Nituda
Presidential Assistant
& National Chairman, LFM

Sponsored by:
LFM, Quezon City Chapter
Chairman: Mayor Adelina S. Rodriguez
Coordinator: Fiscal Lea T. Castelo

Government Participation:
Chairman: Mrs. Veronica A. Ramos
Co-Chairman: Mrs. Estrella P. Gerardo

October 9, 1981

10:00 AM Launching of a Quezon City KKK Pilot Project - Swine Dispersal and Vegetable Seedling Distribution at the Quezon City KKK Center at Adelina Farms and Barangays in Quezon City
Agham Road corner North Avenue
Quezon City, Metro Manila

October 12, 1981

6:30 AM Arrival of the City Officials, employees, Honor Guards and Motorcycle Escorts, Station I, NPD, MPF at the Sto. Domingo Church

7:00 AM Fetching of Our Lady, Queen of the Most Holy Rosary of La Naval
Official Patroness of Quezon City
(Motorcade Procession from the Sto. Domingo Church to Quezon City Hall)

7:20 AM Floral Offering at the President Manuel L. Quezon Monument
Quezon City Hall Quadrangle

By: Hon. Adelina S. Rodriguez
City Mayor, Quezon City
Hon. Stephen N. Sarino
Vice Mayor, Quezon City

Assisted by:
Quezon City Officials
Quezon City Hall Quadrangle

7:30 AM Arrival of the Image of Our Lady, Queen of the Most Holy Rosary of La Naval at the Quezon City Hall Quadrangle

Religious Songs By:
The Singing Metro Aides
Environmental Sanitation Center
Metropolitan Manila Commission

7:40 AM Flag Ceremony
Quezon City Hall Flagpole Area
Quezon City, Metro Manila

8:00 AM Holy Rosary and Novena Prayers to be led by:
Mrs. Wilma Amoranto-Sarino
Mrs. Veronica A. Ramos
Atty. Braulio A. Arriola, Jr.

8:30 AM Concelebrated Mass in honor of Our Lady, Queen of the Most Holy Rosary of La Naval

Main Celebrant:
* Very Rev. Fr. Benjamin L. San Juan, O.P.
Prior and Parish Priest
Sto. Domingo Convent
Quezon City, Metro Manila

Co-Celebrants
* Very Rev. Msgr. Cesar B. Pagulayan, P.C.
Parish Priest, Our Lady of Perpetual Help
Parish
Murphy, Quezon City, Metro Manila
* Rev. Fr. Virgilio M. Mascardo, S.V.D.
Parish Priest, Sacred Heart Parish
Kamuning, Quezon City, Metro Manila
* Rev. Fr. Marcelo Ponpon, O.F.M.
Parish of San Pedro Bautista
San Francisco del Monte, Quezon City
Metro Manila
* Rev. Fr. Augusto G. Laban
Parish of the Most Holy Redeemer
Galas, Quezon City, Metro Manila

HOMILY
Very Rev. Msgr. Cesar B. Pagulayan, P.C.

ACT OF CONSECRATION:
Hon. Adelina S. Rodriguez
City Mayor, Quezon City

Choir
Tiples Choir of Sto. Domingo Parish

9:20 AM Visit of Our Lady, Queen of the Most Holy Rosary of La Naval in Districts I, II, III and IV – Quezon City

9:20 AM Cultural Presentation
Under the Cultural and Tourism Affairs Office
Office of the Mayor
Quezon City, Metro Manila

11:00 AM Investiture of the new Members of the Distinguished Order of Quezon

by: Ambassador Proceso Sebastian
Grand Master
Distinguished Order of Quezon

Quezon Memorial Shrine
Quezon City, Metro Manila

1:30 PM Launching Ceremony of Quezon City Amateur Boxing

4:30 PM Development Program

Guest Speaker:
Ms. Imee R. Marcos
Multi-purpose Hall
Amoranto Stadium
Quezon City, Metro Manila

4:30 PM Inauguration of the Training and Boxing Gym

Ribbon Cutting Ceremony by:
Ms. Imee R. Marcos

Assisted by:
Mayor Adelina S. Rodriguez
Vice Mayor Stephen N. Sarino

Boxing Exhibition
Training and Boxing Gym
Amoranto Stadium
Quezon City, Metro Manila

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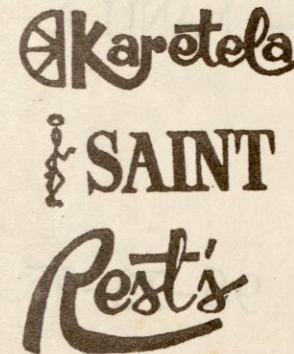
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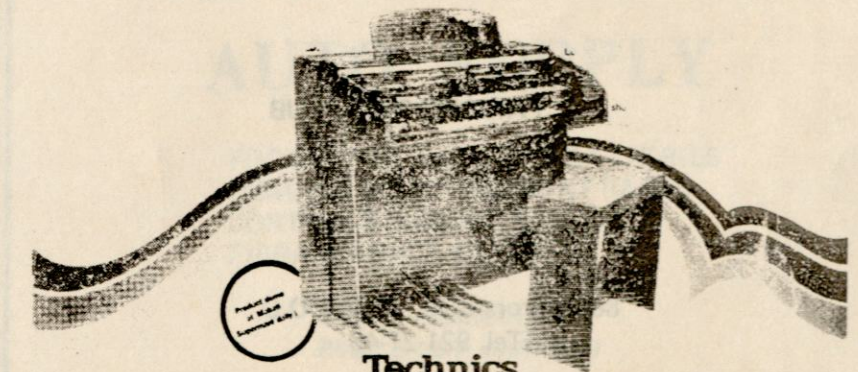
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