

TESDA, Coca-Cola launch Centres for Entrepreneurship in Philippines

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The Philippine Technical Education and Skills Development Authority (TESDA), in collaboration with Coca-Cola, has recently launched the Centres for Entrepreneurship (CFE) in Tagum City, Davao del Norte. The initiative aims to empower sari-sari store owners in Mindanao, as reported by the Philippine News Agency.

Floramel Joy Songsong, the Executive Director of TESDA's Partnerships and Linkages Office, stated, "Through the establishment of CFE, we aim to ensure the sustainability of the STAR (Sari-Sari Store Training and Access Resources) program, which is designed to equip sari-sari store owners and other micro-entrepreneurs with the necessary skills for their businesses to thrive."

Moreover, Songsong, who also chairs the iSTAR program, the upgraded version of STAR, mentioned that the establishment of CFE seeks to professionalise the entrepreneurs in the communities, aiming to have fewer struggling stores and more successful sari-sari stores and carinderia owners.

TESDA's partnership with Coca-Cola has been instrumental in the STAR and iSTAR programs. Initially, STAR was open to women sari-sari store owners, while the enhanced version, iSTAR, is accessible to both men and women, as well as anyone interested in starting a business.