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Power co-ops urged to support 'Kadiwa Ni Ani at Kita' program

The National Electrification Administration (NEA) urged the electric cooperatives (ECs) to support the "Kadiwa Ni Ani at Kita" marketing program designed to help farmers and fishers amid the coronavirus disease 2019 (COVID-19) pandemic in the country.

NEA Administrator Edgardo Masongsong issued a memorandum enjoining the 121 ECs to extend the necessary assistance to the Department of Agriculture (DA) to ensure the successful implementation of the "Kadiwa Ni Ani at Kita" program in rural communities.

"In the fight to overcome COVID-19 and its effects, collaboration between the private sector and the national government is crucial. This is why the NEA fully supports the Department of Agriculture's 'Kadiwa Ni Ani at Kita' program," Masongsong said.

The "Kadiwa Ni Ani at Kita" program, launched in September 2019, serves as a direct marketing link between farmers and fisherfolk, and consumers. This initiative helps farmers and fishers sell their products directly to consumers at affordable prices.

The NEA, the Department of Energy (DOE), the DA, and the Department of Trade and Industry (DTI) have had initial discussions with the National Association of General Managers of Electric Cooperatives, Inc. (NAGMEC) and the Philippine Rural Electric Cooperatives Association, Inc. (PHILRECA) on how to bring the program to rural areas.

"The NEA is one with the government in bringing this program of the Department of Agriculture at the ECs' doorsteps," Masongsong said, adding that he is counting on the continued cooperation of the power cooperatives.

The NEA chief also reminded the 121 ECs that physical distancing and other health protocols must be strictly observed when taking part in the implementation of the program to prevent the spread of the COVID-19. ###

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