

INSPIRATIONAL MESSAGE

*Ms. Sonia B. Malaluan, MARINA Administrator
Franchising Consultative Forum, 27 August 2024*

To our Deputy Administrator for Operations, Engr. Nannette Z. Villamor-Dinopol; Franchising Director, Engr. Emmanuel B. Carpio; Directors from Service Units, Division Chiefs, Regional Directors and our colleagues from the Central and Regional Offices; good morning to all of you.

I am delighted to be part of this conference not only to deliver a message in front of you but for all of you to know that just like in a ship, the Master Mariner can plot the chart but the skilled seafarers can steer the vessel and successfully navigate to its destination. While we in the management level can plot the chart, you are the warm bodies well-versed in the franchising aspect. We enjoin all of you to assist us on harmonizing all our efforts towards progressive maritime industry. Individual commitment to a group effort makes a team work.

In the previous months, our agency received from different maritime entities nationwide various concerns involving franchising - pertaining to upward rates, navigational sea lanes, routes and violations of the terms and conditions of the granted Certificate of Public Convenience. These are within the ambit of your expertise that must be addressed or discussed in this forum and advised us of one synchronized answer in an inter-government agency and private entities queries. Also, the issue on phasing out of wooden hulled vessels must be tackled in line with the MARINA Circular 2016-02. Kindly evaluate the results after 8 years monitoring nationwide, assess the impediments for non-fulfillment of the phasing out and recommend the best possible solutions to the arising problems. In line with the MIDP, the concern on coastal and inland waterways transport system (CIWTS) was devolved to the franchising. I understand that you are already working on this matter and I am expecting a vivid report on the study being conducted. Rest assured that you have my support on the possible and workable studies that you may present with the management. The amendments of Republic Act 9295 in view of the enactment of the new Public Service Act and the implementation of the new rule in an appeal case are also

in your organization's tasks. These are key issues that are not only assigned but must be accomplished in accordance with the timelines.

Those personnel from the regional offices, please do not hesitate to give your valuable opinions or experiences from the operations side. Those are important parameters to be considered in crafting policies in the central office. That is why we are one MARINA – one family helping each other for the betterment of our stakeholders.

It is with deep gratitude to Engr. Carpio for his enthusiasm to commence this meaningful activity in the pursuit of uniformity in procedures in the franchising. His dedication and determination to uplift our services are proven with his 35 years in service with the MARINA. Also, I commend the cooperation of all Franchising personnel in the central and regional offices who are with us in developing the maritime industry. Always remember that the success of one institution lies on the performance of its personnel, the most important asset of an organization.

In conclusion, Phil Jackson emphasized that the strength of the team is each individual member and the strength of each member is the team.

Again, thank you and looking forward for more insightful discussions until tomorrow.