

# PSFI launches

## Program and Contact Center Training

On 28 March 2006, Pilipinas Shell Foundation, Inc., Five9 Philippines, and JFK Center Foundation sealed a partnership to equip the youths of Batangas and Manila with the appropriate skills for employment in the contact center industry. The event also served to launch the latest addition to the menu of PSFI programs – eSKIL (or, Electronic Sanayan sa Kakayahang Industriyal).

“This partnership is geared towards bringing jobs to areas where job opportunities are limited...ICT aids in bringing jobs to the provinces,” says SciP Country Chairman Edgar O. Chua in a short talk during the launch. SPEX Managing Director for External Affairs and Representative of the Malampaya Joint Venture Partners Ding Roco expresses that Malampaya is proud to be part of the partnership, then adds, “I see that with the advent of new technologies, we can train the youth to work even in their own homes”.

Five9 USA CEO Brian Silverman shares, “I personally want Five9 to be involved in these activities because when that tombstone comes up, you want to be known for something more. We want to be known as a responsible company more than just a technology innovations company”.

Assistant Secretary Aletho Cruz was present to represent the Presidential Management Staff, tasked by President Gloria Macapagal-Arroyo to oversee the Government’s Roadmap for Jobs Generation. Assec. Cruz shares that of the 2,850,316 jobs created in 2005, only 62,000 came from the ICT sector which, he says, means that jobs generation for the ICT sector must be stepped up to meet growing demands. He continues, “Imagine call centers set up all over the country, employing thousands. It has been estimated that putting up call centers in 200 areas alone will provide employment to 700,000 Filipinos.”

### Contact center training for Batangueños

A total of 431 youths applied for the call center training course held in Batangas on 27 March 2006, where 100 applicants qualified for training. A Launching Program was held on 3 May 2006 at the Batangas Country Club to welcome the participants, graced by PSPC Vice President for Manufacturing Ms. Rebecca Alivio, SPEX Sustainable Development Assistant Grace Diamante, Executive Committee of Batangas City Member Reginald Dimacuha, PSFI Executive Director Edgardo Veron Cruz, TALIM-TSR barangay captains, and representatives from the Technical and Educational Skills Development Authority (TESDA), Provincial Information Office, City Council for Youth Affairs, and local media. Training was held at TESDA and Teacher’s Conference Center from 8-26 May 2006.

Ninety-eight trainees successfully completed the course and were immediately referred to Viventis (a JFK tie-up recruitment company) for interview and endorsement to call centers. Sixty percent (60%) are already working, undergoing training, and/or completing employment requirements at various call center operators such as HSBC, Parlance (e-PLDT), Intellisite, Blessed Trinity, PNI-KMG, Inc., ACS, and APAC where salaries range between P10,000.00 and P22,000.00. Thirty-two percent (32%) are on active file and awaiting the status of their application, while the remaining 8 percent have yet to apply due to financial, health, and other personal reasons. Non-passers were given an intensive 2-day supplementary training course by JFK on -8 June 2006.

### “Hello Manila!”

A total of 269 youths from Metro Manila pre-qualified for call center training of which, 100 passed the final screening but then only 85 proceeded with the formal training. On 13 June 2006, an opening program was held to launch the eSKIL Call Center Training in Manila, graced by Manila City District 6 Councilor Elizabeth Rivera. The trainees completed the course on 12 July 2006.