

**[ EXECUTIVE ORDER NO. 737, September 29, 1981 ]**

**CREATING THE KILUSANG KABUHAYAN AT KAUNLARAN (KKK) MARKETING COORDINATION CENTER, DEFINING ITS FUNCTIONS AND FOR OTHER PURPOSES**

WHEREAS, the government has launched a nationwide movement, the Kilusang Kabuhayan at Kaunlaran to be the centerpiece of the development thrust of the New Republic which aims to establish viable productive enterprises in communities through self-help and self-reliance;

WHEREAS, it has been exercised that availability of marketing support is among the vital factors to the continued viability of livelihood enterprises;

WHEREAS, in order to provide these enterprises comprehensive marketing guidance and assistance, NFA has been tasked in coordination with other government ministries and agencies to provide the marketing component of the movement;

WHEREAS, in order to enhance effective marketing complementation, it is imperative to establish closer linkages among the various components, both the private and government sectors, so as to harmonize strategies in providing market conduits between the livelihood enterprises and markets;

NOW, THEREFORE, I, FERDINAND E. MARCOS, President of the Philippines, by virtue of the powers vested in me by the Constitution and the authority vested in me by Presidential Decree No. 1416, as amended, do hereby order and ordain:

SECTION 1. Kilusang Kabuhayan at Kaunlaran (KKK) Marketing Coordinating Center. The KKK Coordination Center is hereby established to institutionalize the linkage between livelihood enterprises and its buyers and to bring about coordinated marketing support to the national livelihood program. The center aims to:

1. Monitor livelihood production and evaluate its demand in both domestic and foreign markets;
2. To assist in providing timely and comprehensive marketing information to livelihood enterprises; and
3. Encourage the establishment of more private marketing facilities and services.

SECTION 2. The KKK Coordination Center, in addition shall have the following functions and powers:

1. To develop and adopt a national marketing strategy supportive to the livelihood program;