

Local Start-Up Assistance Through Digital Skills Training

HCCCI supports local start-up assistance through initiatives such as *Handuraw 2025: Photography and Videography Workshop*, organized in collaboration with Pitik South Cotabato. Open to all interested individuals, the workshop gathered 50 participants and provided practical training in photography, videography, and visual storytelling. The initiative aimed to make relevant creative skills accessible to community members, aspiring entrepreneurs, and individuals interested in developing competencies that could support business promotion and livelihood opportunities.

Recognizing the growing influence of social media on consumer behavior, the workshop emphasized the importance of compelling visual content in attracting customers and promoting products and services. Participants gained practical knowledge of capturing appealing photographs and videos that local entrepreneurs can use to strengthen their online presence, showcase their offerings, and reach potential buyers. These skills can help aspiring business owners promote their products more effectively while reducing their initial reliance on paid promotional services. Participants may also apply their learning to offer photography and videography services to local businesses, creating potential opportunities for freelance work and self-employment.

Through this initiative, HCCCI contributes to local start-up assistance by providing accessible, skills-based training that participants can apply when launching, developing, or promoting small businesses. By strengthening digital marketing capabilities and encouraging the practical use of

creative skills, the workshop helps build the capacity of aspiring entrepreneurs to establish market visibility, engage potential customers, and explore additional income-generating opportunities. While the program did not directly provide start-up funding or formal business incubation, it offered foundational knowledge that can support entrepreneurial development and contribute to financially sustainable livelihoods and a more digitally capable local business community.