



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION
NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE – MARIKINA CITY

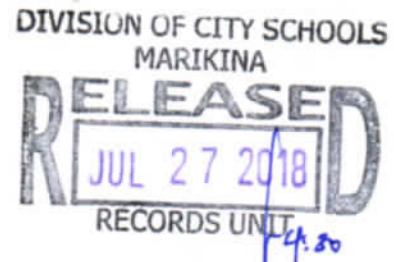
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July 26, 2018

MEMORANDUM TO:

**CID and SGOD Chiefs
Education Program Supervisors
Public Schools District Supervisors
Secondary School Principals
Officers-In-Charge
Public and Private Schools**



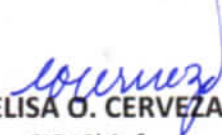
Please find the herein communication dated July 13, 2018 from **MR. RONNEL O. ABRENICA**, *Director, Department of Trade and Industry*, regarding invitation to high school students to join the role play competition dubbed as "**Dulaang Pangmamimili 2018**," content of which is self-explanatory.

For your information and guidance.

For:

SHERYLL T. GAYOLA
Officer-In-Charge
Office of the Schools Division Superintendent

By:


ELISA O. CERVEZA
CID Chief
OIC, Office of the Superintendent



13 July 2018

MS. SHERYLL T. GAYOLA

Officer-in-Charge
MARIKINA CITY DIVISION OFFICE
DepEd Building, Shoe Avenue
Sta. Elena, Marikina City

Dear Ms. Gayola:

With the invaluable assistance extended to our Office by the Department of Education (DepEd), the conduct of last year's role play competition dubbed as "Dulang Pangmamimili", was deemed a success.

Fueled with our commitment to sustain programs and activities that will further reinforce the promotion and strengthening of consumer welfare and protection, the Department of Trade and Industry through the Consumer Protection and Advocacy Bureau (CPAB) will hold, for this year, a re-run of the said competition as part of the celebration of the 21st Consumer Welfare Month (CWM) that carries the theme "Making Digital Marketplaces Fairer" which seeks to address the issues and challenges in buying products and services online.

Relative thereto, we have sought the assistance of the DepEd- National Capital Region in disseminating the mechanics of the competition to secondary schools through the **attached DepEd Advisory No. 95 series of 2018**.

The competition is open to all high school students in **Metro Manila**, both public and private, with proper endorsement from their respective schools. There should only be one (1) entry per school division, either from public or private school, with proper endorsement from the Superintendent of the school division. **The school division may conduct their own elimination round.**

In this light, we would like to request the kind assistance of your Schools Division in disseminating the attached mechanics of the competition to secondary schools.

For further clarification, you may get in touch with Ms. Elsie D. Raquiño and Ms. Catherine B. Diza at 7913152/7510384 local 2229 or email us at cpab-cpad@dti.gov.ph, elsieraquino@dti.gov.ph and CatherineDiza@dti.gov.ph.

We look forward for your favorable response and usual cooperation on this activity/partnership request.

Thank you.

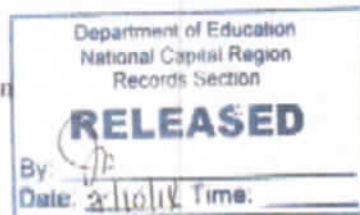
Very truly yours,


RONNEL O. ABRENICA
Director

Enabling Business, Empowering Consumers



Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)



Advisory No. 95 s. 2018
July 9, 2018

Pursuant to DepEd Order No. 8, s. 2013,
this Advisory is issued not for endorsement but
for the information of DepEd Officials, Personnel/Staff, as well as the
concerned public per DepEd Order No. 28, s. 2001
(Visit www.deped.gov.ph)

Dulaang Pangmamimili 2018

The "Dulaang Pangmamimili 2018" is a role playing competition for high school students

It aims to heighten consumer awareness among the youth and intends to impress their young minds the importance of knowing their consumer rights and responsibilities which must be respected and protected at all times.

The target participants are high school students from public and private schools.

For more information, details and mechanics of the contest, please contact Ms. Elsie D Raquiño at landline number 791 31 52/750.03 84 Local 2229 or through email: cpab-cpad@dti.gov.ph.

ORD/Public Affairs Unit

Premier region: home of world-class lifelong education

2018 DULAANG PANGMAMIMILI (METRO MANILA MECHANICS)

I. ABOUT THE CONTEST

The "Dulaang Pangmamimili 2018" is a role playing competition for high school students, which aim to heighten consumer awareness among the youth. It intends to impress upon the young minds of Filipino students the importance of knowing their consumer rights and responsibilities which must be respected and protected at all times.

II. MECHANICS

A. General

1. The competition is open to high school students in Metro Manila, both public and private.
2. There should only be one (1) entry per school division, either from public or private school, with proper endorsement from the Superintendent of the school division. The school division may conduct their own elimination round.
3. The group may have a minimum of ten (10) and maximum of fifteen (15) students only composed of performers and technical crew (i.e. props, lights, sound), and maximum of two (2) coaches/mentors.
4. The role play should be anchored on the theme of "2018 Consumer Welfare Month" which is "Making Digital Marketplaces Fairer".
5. For play, a light often comic theatrical piece which may be combined with a song and dance. It is up to the creativity of the participating school.
6. The dialogue should generally be in Filipino, including the song and dance materials.
7. The use of offensive acts or language shall be a ground for disqualification.

B. Pre-screening

1. The participating schools division may send their video presentation for pre-screening either through hand-carry or courier to DTI-Consumer Protection and Advocacy Bureau at 2F Trade and Industry Building, 361 Senator Gil Puyat Avenue, 1200, Makati City, Philippines. The deadline for submission is on or before **24 August 2018, 5:00PM**.
2. The following information should be enclosed together with the CD presentation:
 - a. Name, address and contact number of the school
 - b. Contact person of the group, email address and telephone number
 - c. Particular topic/subject of presentation
 - d. Information on group members (name, age, high school level, and signature)
 - e. Total number of members
 - f. Total time of presentation
 - g. A one-page summary or plot
 - h. Full text or script
3. The video presentation should only last for a maximum of 10 minutes. It should contain a gist or summary of chosen topic/s with 2-3 minute introduction at the beginning of the video.
4. The announcement of the final list of schools to perform during the actual competition will be on **10 September 2018**, and will be coordinated and issued through official email or letter.



- There will only be five (5) groups from the total entries who will be chosen to showcase their actual presentation during the Consumer Welfare Month (CWM) 2018, tentatively on **12 October 2018**. The final date and venue will be further announced.

C. Actual competition

- The Dulaang Pangmamimili finalists should prepare for an improved version of their video presentation for the actual performance which should last for a minimum of 15 minutes and maximum of 20 minutes. Thus, the actual performance should not deviate far from the submitted video presentation.
- A one-page summary or plot and full text or script of the actual performance should be submitted to CPAB on **01 October 2018**
- Each group shall be given five (5) minutes to set up their props and equipment, if any, and a minimum of 15 minutes and maximum of twenty (20) minutes to introduce and showcase their performance. A one (1) point deduction shall be imposed upon the group that will exceed the allotted time, and failure to comply with other requirements.
- The group shall bring all the necessary requisites for their role play i.e. props and must secure clearance from the office.

III. Criteria for DTI Judging:

The following criteria shall be the basis for judging of the DTI panelists:

| CRITERIA | SCORE |
|---|-------------|
| a) Coherence/Comprehensive Script | 20% |
| b) Relevance to Consumerism- Theme | 40% |
| c) Originality/Creativity/Entertainment Value | 30% |
| d) Audience Impact | 10% |
| TOTAL | 100% |

IV. Prizes

The winners shall be awarded with the following prizes:

| LEVEL OF AWARDS | AWARDS |
|---------------------|---|
| a) Champion | P30, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students |
| b) First Runner Up | P20, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students |
| c) Second Runner Up | P15, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students |
| d) Consolation | P10, 000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students |



| | |
|----------------|--|
| e) Consolation | P10,000.00 (GCs), Plaque of Recognition for the school, individual medals and certificates of recognition for the coaches/mentors and students |
|----------------|--|

V. EXPENSES

The DTI-CPAB will only shoulder the following expenses relative to the conduct of the activity:

- a. Transportation expenses of the students and coaches/mentors
- b. Food expenses of the students and coaches/mentors

For clarification, you may get in touch with Ms. Elsie D. Raquiño or Ms. Catherine B. Diza at 7913152/7500384 local 2229 or email us at cpab-cpad@dti.gov.ph, elsieraquino@dti.gov.ph and CatherineDiza@dti.gov.ph. Thank you.