MEMORANDUM TO:

OIC, Office of the Asst. Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Elementary and Secondary School Principals
Officers-in-Charge
Public Schools

AGRIKONOMIYA 2019 ESSAY WRITING, EXTEMPORANEOUS SPEAKING AND PHOTOJOURNALISM COMPETITIONS

Attached is Regional Letter No. 188, s. 2019 dated July 17, 2019 re: Agrikonomiya 2019 Essay Writing, Extemporaneous Speaking and Photojournalism Competitions on September 28, 2019 at REDREC Auditorium, University of the Philippines, Los Baños, Laguna, content of which is self-explanatory, for information and appropriate action.

Immediate and wide dissemination of this Memorandum is desired.

For:

JOEL T. TORRECAMPO
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent

By:

ELISA O. CERVEZA
Chief Education Supervisor, CID
Officer-In-Charge
Office of the Assistant Schools Division Superintendent
OIC, Office of the Schools Division Superintendent
To: Schools Division Superintendents

Dear Sirs/Mesdames:

Attached is a letter from Mary Louise P. Secretario, Activity and Delegation Head, UP Agricultural Economics Circle dated July 15, 2019, inviting the participation of Junior and Senior High School students to the Agrikonomiya 2019 Essay Writing, Extemporaneous Speaking and Photojournalism Competitions scheduled on September 28, 2019 at REDREC Auditorium, University of the Philippines, Los Banos, Laguna, contents of which are self-explanatory, for information and appropriate action.

For inquiries, please contact Emmanuel G. Vecino, Managing Editor at 0927-7368231 or send email to vecino.eg@pnu.edu.ph.

Thank you.

Very truly yours,

WILFREDO E. CABRAL
Director III
Officer-in-Charge
Office of the Regional Director

Regional Letter No. 188
/cingacq2019/

Work toward excellence. . . play to win!
Letter of Endorsement
2 messages

Agrikonomiya 2019 UPAEC <upaec.agrikonomiya@gmail.com> Mon, Jul 15, 2019 at 2:58 PM
To: DepEd CALABARZON PAU <pau.calarbarzon@deped.gov.ph>, region4a@deped.gov.ph, ncr@deped.gov.ph, mariets.atienza@deped.gov.ph, ps.emisd@deped.gov.ph

Good day, Ms. Leonor Briones!

I am Mary Louise P. Secretario from the UP Agricultural Economics Circle (UPAEC). UPAEC is a recognized academic organization based at the Department of Agricultural and Applied Economics, College of Economics and Management, University of the Philippines Los Baños, which aims to promote Agricultural and Applied Economics as a field of study and as a career. It is also a member-organization of the Junior Philippine Economics Society (JPES).

This year, in accordance with our purpose-driven objectives as an academic organization, we will be conducting a scholastic competition for junior and senior high school students. Agrikonomiya 2019 is a one-day event composed of four (4) different competitions and one (1) forum. With the theme “Breaking Barriers: Building the Future Through Agricultural and Applied Economics”, students from different schools all over CALABARZON and NCR will compete with each other in an essay writing competition, an extemporaneous speaking competition, a photojournalism competition, and lastly, an agricultural resolutions pitch competition. This will be held on September 28, 2019 (Saturday) from 8:00 A.M to 4:00 P.M at the REDREC Auditorium, University of the Philippines, Los Baños, Laguna.

In this regard, we are writing this to your good office to request an endorsement about our said activity. Attached herewith is a formal invitation letter and the official event primer for further details.

We, at UPAEC, strongly believe that you can help in advancing the welfare and instilling greater knowledge to the students all over CALABARZON and NCR. Your endorsement will be of great help to promote Agricultural and Applied Economics as a career and as a field of study through activities like Agrikonomiya.

We look forward to your office in taking part on the success of this activity. Should you have any concerns or inquiries, do not hesitate to contact us through upaec1975@gmail.com or Mary Louise Secretario (0917 886 8478). Thank you!

Best Regards,
MARY LOUISE P. SECRETARIO
Activity and Delegation Head
UP AGRICULTURAL ECONOMICS CIRCLE

2 attachments

- Agrikonomiya 2019 Primer.pdf
  678K

- Letter of Endorsement - DepEd.pdf
  671K

DepEd Region IV-A CALABARZON <region4a@deped.gov.ph> Mon, Jul 15, 2019 at 2:51 PM
To: Agrikonomiya 2019 UPAEC <upaec.agrikonomiya@gmail.com>
Cc: DepEd CALABARZON PAU <pau.calarbarzon@deped.gov.ph>, DepEd-NCR <ncr@deped.gov.ph>, MARIETA ATIENZA <mariets.atienza@deped.gov.ph>, Education Management Information System Division <ps.emisd@deped.gov.ph>
July 15, 2019

Ms. Leonor Magtolis Briones
Secretary
Department of Education

Greetings!

The UP Agricultural Economics Circle (UPAEC) is a recognized academic organization based at the Department of Agricultural and Applied Economics, College of Economics and Management at the University of the Philippines Los Baños, which aims to promote Agricultural and Applied Economics as a field of study and as a career. It is also a member-organization of the Junior Philippine Economics Society (JPES).

This year, in accordance with our purpose-driven objectives as an academic organization, we will be conducting a scholastic competition for junior and senior high school students. Agrikonomiya 2019 is a one-day event composed of four (4) different competitions and one (1) forum. With the theme “Breaking Barriers: Building the Future Through Agricultural and Applied Economics” students from different schools all over CALABARZON and NCR will compete with each other in an essay writing competition, an extemporaneous speaking competition, a photojournalism competition, and lastly, an agricultural resolutions pitch competition. This will be held on September 28, 2019 (Saturday) from 8:00 A.M to 4:00 P.M at the REDREC Auditorium University of the Philippines, Los Baños, Laguna.

In this regard, we are writing this to your good office to request an endorsement about our said activity. We, at UP AEC, strongly believe that your credentials and authority can help in advancing the welfare and instilling greater knowledge to the students all over CALABARZON and NCR. You endorsement will be of great help to promote Agricultural and Applied Economics as a career and as a field of study through activities like Agrikonomiya.

We look forward to your office in taking part on the success of this activity. Should you have any concerns or inquiries, do not hesitate to contact us through upaec1975@gmail.com or Mary Louise Secretario (0917 886 3478). Thank you!

Respectfully yours,

MARY LOUISE SECRETARIO
Activity Head

DOMINIQUE KIARA LANTICAN
Activity Head

FRANZ JOSEF PASCUAL
Head Circle

Noted by:

ANTONIO JESUS QUELLOY
Senior Adviser
AgriKonomiya 2019 is one of UP Agricultural Economics Circle’s flagship projects for the year 2019. It is a one-day event composed of four (4) different competitions and one (1) forum. With the theme “Breaking Barriers: Building the Future through Agricultural and Applied Economics”, students from different schools all over CALABARZON and NCR will compete with each other in an essay writing competition, an extemporaneous speaking competition, a photography contest and lastly, an agricultural resolutions pitch competition.

This event shall be joined by junior and senior high school students from different high schools around CALABARZON and NCR, Philippines. Six representative students shall compose one whole team for the event. Three shall participate in the agricultural resolutions pitch competition, one for the essay writing competition, one for the extemporaneous speaking competition, and one for the photojournalism competition.

The event will be held on September 28, 2019 (8:00AM-4:00PM) at the REDREC, UP Los Baños.

By the end of this event, we hope to have increased the awareness of the participants on the current state of agriculture in the country and to have inspired the students to recognize Agricultural and Applied Economics as a good field of study.

**PROGRAM FLOW**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-8:30</td>
<td>Registration</td>
</tr>
<tr>
<td>8:30-8:35</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>8:35-9:15</td>
<td>Forum: Agriculture Amidst Modernization and Industrialization</td>
</tr>
<tr>
<td>9:15-12:00</td>
<td>Competition Proper</td>
</tr>
<tr>
<td>12:00-1:00</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>1:00-3:00</td>
<td>Competition Proper</td>
</tr>
<tr>
<td>3:00-3:15</td>
<td>Intermission Number</td>
</tr>
<tr>
<td>3:15-3:55</td>
<td>Awarding Ceremony &amp; Presentation</td>
</tr>
<tr>
<td>3:55-4:00</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td>4:00</td>
<td>Photo-Op &amp; Egress</td>
</tr>
</tbody>
</table>
COMPONENTS

AGRICULTURAL RESOLUTIONS PITCH COMPETITION

- Each team of three members is required to formulate an innovative and realistic resolution that would address the agricultural issue that they would draw from a box on the event itself. The resolution would somehow serve as a foundation of an agricultural policy.
- Participants will be given 50 minutes to discuss and create a PowerPoint presentation that will highlight the following:
  - Introduction (agricultural issue addressed)
  - design of the policy
  - benefits and beneficiaries
- Each team is given a maximum of seven (7) minutes to pitch their new policy to the board of judges.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriateness to the Agricultural Issue</td>
<td>30%</td>
</tr>
<tr>
<td>Feasibility of proposed policy</td>
<td>20%</td>
</tr>
<tr>
<td>Analytical Depth</td>
<td>15%</td>
</tr>
<tr>
<td>Coherence</td>
<td>15%</td>
</tr>
<tr>
<td>Innovation</td>
<td>10%</td>
</tr>
<tr>
<td>Presentation</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
ESSAY WRITING COMPETITION
- One participant from each school will be given an hour to create an essay about the given topic.
- The essay may be written in English or Filipino. Code-switching is not allowed.
- Scratch papers will be given on the contest proper. The actual essay to be submitted must contain no erasures as these would incur deductions from the score.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content and Relevance to the theme</td>
<td>40%</td>
</tr>
<tr>
<td>Originality and Creativity</td>
<td>20%</td>
</tr>
<tr>
<td>Organization/Development of Thought</td>
<td>20%</td>
</tr>
<tr>
<td>Grammar/Mechanics</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

EXTEMPORANEOUS SPEAKING COMPETITION
- One participant from each school will be given a broad topic, days before the competition to aid them in studying and researching. Note cards are allowed but must be checked by the organizers on the day of the competition.
- On the contest proper, each contestant will have to draw a question from an envelope and will be given a maximum of five (5) minutes to answer the question or to discuss about the topic.
- The speech must be delivered only in English. Code-switching is not allowed.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Content, Clarity, and Organization</td>
<td>40%</td>
</tr>
<tr>
<td>Delivery</td>
<td>20%</td>
</tr>
<tr>
<td>Pronunciation, Enunciation, Diction</td>
<td>20%</td>
</tr>
<tr>
<td>Stage presence (eye contact, poise, personality)</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
PHOTOJOURNALISM COMPETITION

- One participant from each school will be given two (2) hours to take photos within the campus about the given topic.
- Each contestant should bring their own camera (DSLR, Digital Camera, Mobile Phones) and must also bring his/her own camera cable, card reader, and laptop for uploading and saving of pictures.
- All participants must use an empty memory card for the contest. Moderators will check the storage card of each contestant before the contest proper.
- A soft copy of a news article will be given to the participants for them to save in their respective laptops. They will be given thirty (30) minutes to analyze the article.
- Participants are allowed to take unlimited shots, but only one (1) shot will be submitted as an official entry.
- A copy of the final photo will be submitted to the assigned moderators directly after the first part of the contest proper.
- The participants will be given 15 minutes to think of a caption and to lay out their final photo in the news article using MS Word and saved as PDF.
- Any form of post-processing is not allowed.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Appropriateness to the content of the article</td>
<td>35%</td>
</tr>
<tr>
<td>Composition</td>
<td>25%</td>
</tr>
<tr>
<td>Construction of the caption</td>
<td>20%</td>
</tr>
<tr>
<td>Photographic Quality and Visual Impact</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>