

September 13, 2018

DIVISION MEMORANDUM
No. 300, s. 2018

**DISSEMINATION OF 2018 DEPARTMENT OF TRADE AND INDUSTRY CONSUMER WELFARE
MONTH CELEBRATION**

To: **Chief Education Supervisors
Education Program Supervisors
Public Schools District Supervisors
Principals/Head Teacher In-Charge of the District
Senior/Education Program Specialists
School Heads of Public/Private Secondary/Integrated Schools**

1. In support to the Provincial Consumer Welfare Month celebration of the Department of Trade and Industry, this Office is encouraging all secondary schools both public and private to participate in the conduct of **2018 Consumer Quiz Bee** and other lined up activities for the said celebration.

2. The quiz bee will be participated by a team composed of **three (3)** students from grade 7- 12 .

3. The elimination round will be conducted at the following sites/districts:

Site	Date
Cluster 1	
• Ibajay Central School Coverage- Buruanga, Malay, Nabas, Ibajay	October 4 (8:00 AM -11:00 AM)
Cluster 2	
• Tangalan Elementary School Coverage- Tangalan, Makato, Lezo, Malinao	October 4 (1:00 PM- 4:00 PM)
Cluster 3	
• Kalibo Pilot Elementary Sch.Covered Court Coverage- Numancia, Kalibo, New Washington, Batan	October 9 (8:00 AM- 11:00 AM)
Cluster 4	
• Aguinaldo Repiedad Sr. IS Coverage- Altavas, Balete, Banga, Libacao, Madalag	October 9 (1:00 PM- 4:00 PM)

4. Winners in the elimination round will compete in the provincial level scheduled on **October 19, 2018** tentatively at the City Mall Kalibo. The provincial winner will compete in the Regional Level on **October 29 , 2018** in Iloilo City.

5. Attached herewith the Quiz Bee mechanics and contest rules for other activities.

6. Furthermore, the **District Secondary Araling Panlipunan Coordinator** shall coordinate with the concerned **School Head** of the site/venue in terms of preparation and other details.

6. Immediate and wide dissemination of this Memorandum is earnestly desired.


SALVADOR O. OCHAVO, Jr., Ed.D, CESO VI
Schools Division Superintendent

Reference: No. 2018-09-163
To be indicated in the Perpetual Index
under the following subjects:

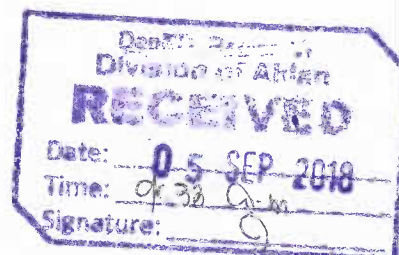
CONTESTS

ECONOMICS

CONSUMERISM

SECONDARY

RABE/cdb



Ref. No. 2018-09-163
3 September 2018

DR. SALVADOR O. OCHAVO, JR., CESO VI
Division Schools Superintendent
DEPARTMENT OF EDUCATION
Kalibo, Aklan

Attention: Ruby Agnes B. Estrada
Education Program Supervisor

Dear Dr. Ochavo:

October every year is declared as the Consumer Welfare Month pursuant to the Presidential Proclamation No. 1096 dated 26 September 1997. This annual celebration aims to broaden the scope of consumer education by raising consumer awareness.

To highlight this year's celebration with a theme: "Making Digital Marketplaces Fairer", the Department of Trade and Industry has lined up various activities:

1. Consumer Fun Run on 29 September 2018 will be the kick off the 2018 Celebration.
2. Consumer Quiz Bee to be participated by a team composed of three (3) Grade 7-12 students from the same school regardless of gender and grade level.

The elimination round will be clustered accordingly:

Cluster

Cluster 1	Buruanga, Malay, Nabas, Iba Jay
Cluster 2	Tangalan, Makato, Lazo, Malinao
Cluster 3	Numancia, Kalibo, New Washington, Batan
Cluster 4	Altavas, Balete, Banga, Libacac, Madalag

Proposed date for the elimination round is 4 October 2018 for Clusters 1 & 2 and 9 October 2018 for Clusters 3 & 4, respectively. We are seeking your assistance in identifying school sites where we can conduct the elimination rounds.

Winners from the elimination round will compete in the provincial level on the 19 October 2018 tentatively at the CityMall Kalibo. The provincial winner will compete in the Regional Level on 29 October 2018 in Iloilo City.



Enabling Business, Empowering Consumers

DTI AKLAN PROVINCIAL OFFICE

JSM Building, Veterans Avenue 5600 Kalibo, Aklan, Philippines
Tel: (6336) 268 3405 • Fax: (6336) 268 5280 • E-mail: r06.Aklan@dti.gov.ph

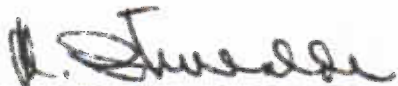
3. Search for the Best Advocacy Program on Consumerism is a showcase of best practices where contestants shall present before the judges the schools' or their creative ideas/concepts to advocate consumerism or consumer welfare.

In this regard, we are enjoining the participation of students and teachers on said activities. Attached are the contest rules and mechanics for your reference and guidance.

Our staff, Ms. Pamela S. Roldan, will be closely coordinating with your office regarding this activities.

We will greatly appreciate your support to DTI's programs and advocacies.

Sincerely,



MA. CARMEN I. ITURRALDE
Officer-In-Charge, DTI - Aklan



Enabling Business, Empowering Consumers

DTI AKLAN PROVINCIAL OFFICE

JSM Building, Veterans Avenue 5600 Kalibo, Aklan, Philippines

Tel: (6336) 268 3405 • Fax: (6336) 268 5260 • E-mail: ro6.Aklan@dti.gov.ph

Consumer Fun Run 2018

29 September 2018

I. About the Activity

This October 2018, as part of the annual observance of the Consumer Welfare Month (CWM) pursuant to the Proclamation No. 1098, the DTI Regional Office 6 and in partnership with the Iloilo Provincial Office, will organize a Consumer Fun Run on 06 October 2018 to kick-off the celebration of the CWM.

The activity aims to provide an avenue to advocate consumer rights and responsibilities while promoting health and wellness at the same time.

The fun run may be simultaneously conducted in Iloilo City, Bacolod City and in **Kalibo, Aklan**.

II. Program

The Consumer Fun Run 2018 activities:

1. Morning Warm-up exercise prior to the Consumer Fun Run
2. Consumer Fun Run (3k and 5k categories -- Men; 3k and 5k categories -- Women)
3. Awarding of winners

Tentative Program

5:30 AM	Invocation and National Anthem
5:35 AM	Introduction/Greetings
5:40 AM	Warm-up exercise
6:00 AM	Start
7:30 AM	Awarding of Winners Raffle/Trivia

III. Venue

Iloilo City, Bacolod City and Kalibo, Aklan

IV. Prizes

3k category (Men)

- | | | |
|---------------------------|---|-------------------|
| a) 1 st placer | - | P 2,000.00 (cash) |
| b) 2 nd placer | - | P 1,500.00 (cash) |
| c) 3 rd placer | - | P 1,000.00 (cash) |

3k category (Women)

- | | | |
|---------------------------|---|-------------------|
| a) 1 st placer | - | P 2,000.00 (cash) |
| b) 2 nd placer | - | P 1,500.00 (cash) |
| c) 3 rd placer | - | P 1,000.00 (cash) |

5k category (Men & Women)

- | | | |
|---------------------------|---|-------------------|
| a) 1 st placer | - | P 3,000.00 (cash) |
| b) 2 nd placer | - | P 2,500.00 (cash) |
| c) 3 rd placer | - | P 2,000.00 (cash) |

5k category (Women)

- | | | |
|---------------------------|---|-------------------|
| a) 1 st placer | - | P 3,000.00 (cash) |
| b) 2 nd placer | - | P 2,500.00 (cash) |
| c) 3 rd placer | - | P 2,000.00 (cash) |

V. Singlets

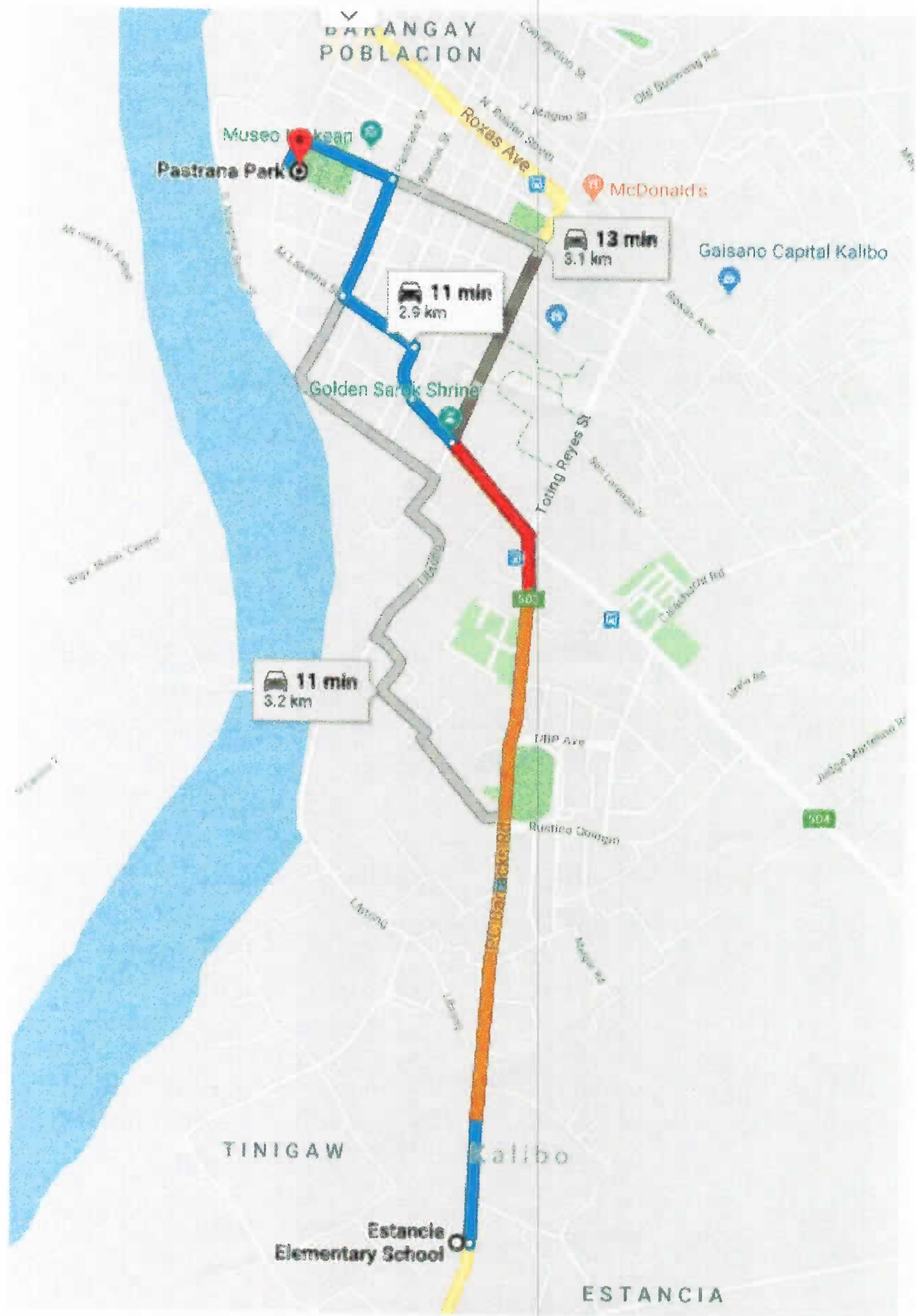
Singlets for the fun run will be provided for the 1st 150 registrants.

- Participants who are unable to secure a singlet shall wear any blue shirt.

VI. Registration

Registration is open from 1 September until 25 September 2018. Registration is Free. Runners may register at **DTI Aklan Provincial Office, JSM Building, Veterans Avenue, Kalibo, Aklan.**

3K Route: Estancia Elem. School to Pastrana Park, Kalibo, Aklan



5K Route: Numancia Public Market to Pastrana Park, Kalibo, Aklan



PROVINCIAL QUIZ BEE MECHANICS

This year the Department of Trade and Industry takes the lead in the celebration of the Consumer Welfare Month 2018 with the theme "Making Digital Marketplaces Fairer".

The Consumer Welfare Quiz Bee shall be a game-style competition where contestants shall answer questions in writing before a live audience

A. General Mechanics

1. Contestants shall be a team composed of three students from the same school regardless of gender and grade level.
2. The student-contestants shall be Grade 7-12 (High School) students.
3. 2017 provincial and regional champions shall be ineligible to join.
4. The student-contestants shall wear their complete school uniform (with identification card) during the contest.
5. The contestants' personal belongings such as bags, cellphones, tablet PCs, and writing and information materials shall be left in a designated area in the venue during the course of the contest.
6. The coaches of the students are advised to occupy the designated place at the venue. During the course of the contest, private communications between or among students and their respective coaches and/or their supporters are not allowed.
7. The results of the contest as proclaimed by the Board of Judges will be final and executory.
8. The questions for this competition will be formulated from the following topics:
 - a) DTI mandate, functions and services
 - b) Consumer Act of the Philippines
 - c) Price Act
 - d) Fair Trade Laws
 - e) General Information related to Consumer Welfare Programs and CWM 2018 Theme
9. Winners shall be awarded prizes right after the contest.

Elimination Round (Per cluster)

1 st Prize	-	₱ 3,000 worth of prizes and certificates
2 nd Prize	-	₱ 2,000 worth of prizes and certificates
3 rd Prize	-	₱ 1,000 worth of prizes and certificates

All cluster winners are qualified to compete in the Provincial Level.

Provincial Level

Champion	-	₱ 6,000.00 worth of prizes and certificate
First Runner-up	-	₱ 4,500.00 worth of prizes and certificate
Second Runner-up	-	₱ 3,000.00 worth of prizes and certificate
3 Consolation Prizes	-	₱ 1,500.00 worth of prizes and certificate

10. The Provincial Champion shall represent the province in the Regional level. In case the provincial champion is unable to compete in the Regional level, the duly certified 1st Runner - up will take the place of the champion and officially represent the province in the Regional level.

B. Reading Mechanics

1. Each question shall be read twice by the Quizmaster.
2. After the second (2nd) reading, the Quizmaster shall say "go"—only then will the contestants be allowed to write their answer.

C. Answering Mechanics

1. Automatically, the ten (10) second time limit will begin with the word "go" by the Quizmaster.
2. The contestants shall use the writing materials (White Board and Marking Pen) provided in answering the questions.
3. Before every question is read, the contestants must raise their Marking pens.
4. The contestants shall write his/her answer legibly on the board/paper provided.
5. After the time limit and the bell sounds the contestants must stop writing and raise their answer cards overhead facing the judges and Quiz Master.
6. The Quizmaster shall read and verify the participant's answer.
7. There will be four (4) rounds: Easy, Average, Difficult and Clincher. The Clincher round takes place only if there is a tie.
8. In the Easy round, three (3) questions will be asked; in the Average Round, five (5) questions; in the Difficult Round, seven (7) questions, and in the Clincher Round, as many questions as needed until the tie is broken.
 - a. During the clincher round, first to score shall be declared the winner.
9. Points are assigned for each question answered correctly:

Easy Question	1 point
Average Question	2 points
Difficult Question	3 points
Clincher Question	First to Score

10. All contestants shall participate in all the three (3) rounds except when they will have violations of the mechanics, in which case they will be disqualified.
11. For multiple choice questions, the contestants shall write the letters of their selected answers.
12. For True or False questions, the Contestants shall write the word True or False
13. For identification, fill in the blank and enumeration questions, the contestants shall write the words asked for.
14. Answers that are incorrectly spelled are considered wrong. Popular/common abbreviations and acronyms are accepted.
15. Contestants must wait for the "GO" signal before writing their answers.

16. A contestant caught writing after the "STOP" signal will be dealt with as follows:

- First Offense - FIRST WARNING
- Second Offense - ANSWER CONSIDERED INVALID
- Third Offense - DISQUALIFICATION

D. Scoring Mechanics

1. The contest shall follow a point system of scoring.
 - a. Easy Round - 1 point
 - b. Average Round - 2 points
 - c. Difficult Round - 3 points
 - d. Clincher Round - First to Score
2. At the end of each round, the cumulative score of each participant shall be computed and announced by the Quiz Master.
3. At the end of the contest, the contestant with the highest cumulative score shall be declared the Champion. The next two highest scoring contestants shall be declared First and Second Runners up, respectively.

E. Tie Breaking Mechanics

1. In case of ties, clincher questions shall be asked.
2. Clincher questions shall be identification-type.
3. Contestants are given 15 seconds to answer the clincher question.
4. The winner shall be determined on a first-to score basis.

F. Protest Mechanics

1. The duly registered teacher - coach of the contestant is the only person authorized to make a protest.
2. All protests should be referred to the Board of Judges immediately, before the Quizmaster reads the next question. Protests raised after the next question is read shall not be entertained.
3. The parent and teacher - coach will act as the Official Chaperon/Guardian of the contestant to the Regional Quiz Bee.
4. The Board of Judges shall be in complete control of the contest. Their decision shall be final in all questions/ protests.

SEARCH FOR THE BEST ADVOCACY PROGRAM ON CONSUMERISM MECHANICS

This year the Department of Trade and Industry takes the lead in the celebration of the Consumer Welfare Month 2018 with the theme "Making Digital Marketplaces Fairer".

The Search for the Best Advocacy Program on Consumerism is a showcase of best practices where contestants shall present before the judges the schools' or their creative ideas/concepts to advocate consumerism or consumer welfare.

Objectives:

1. To create awareness on consumerism between students, faculty, family and community.
2. To generate support and strengthen partnership with academe in the campaign on consumer education.

Expected Results: Active participation of the academe through the students and faculty in creating awareness on consumer welfare through school based consumer education program.

Prizes:	Best	-	₱ 10,000.00 (cash)
	7 Consolation Prizes		₱ 4,000.00 (cash)

Opening Registration: 05 September 2018

Closing Date for Registration: 14 September 2018

A. General Mechanics

1. Contestants shall be a team composed of a maximum of three students which shall represent their school regardless of gender and grade level.
2. The student-contestants shall be Grade 7-12 (High School) students.
3. The contestants shall prepare teaser/video/documentation of their advocacy program.
4. The activities/programs to be presented must be relevant to advocating consumerism/consumer welfare/consumer education.
5. The program must have been Implemented for at least 1 week (test run) prior to the contest/live presentation.
6. The contest date and location shall be announced by the respective DTI Provincial Office.
7. The student-contestants shall wear their complete school uniform (with identification card) during the contest/presentation.
8. Each team/contestant shall submit their material (email/hard copy) one week before the contest/live presentation to the respective provincial offices.

B. Live Presentation

1. Each team will be given 3 minutes to set up (Laptop, Presentation Materials, etc.)
2. The presentation shall be given a maximum time of 20 minutes per team.
3. The Presentation may use the following outline, but not limited to:
 - a. Title of the Advocacy Program
 - b. Objective
 - c. Expected Results
 - d. Beneficiaries (Who? Number of Beneficiaries?)
 - e. Partnerships/Collaborations (If the team/school have partnered with other organizations)
 - f. Budget Sources, if any
 - g. Online Presence (If the team/school is using any of the social media sites in its project/operational endeavors)
 - h. Description/Concept of the program/project
 - Brief background
 - How was it implemented?
 - Who were involved in the implementation?
 - Duration of the implementation?
 - i. Impact of the program
 - j. Video Teaser (at least 1 minute)
4. 10 minutes shall be allotted for the question & answer session which shall be an opportunity for the panel of judges to ask/critic/evaluate the project/program presented.
5. The competition room is open to all registered contestants. Teams and visitors are invited to watch, but they will be asked to enter and leave rooms only during the set-up period and breaks. No one (except members of media and DTI staff) may exit the room during the presentations or Question and Answer period.

C. Criteria

The advocacy program shall represent the objective and shall ensure recognizable basic consumerism/consumer welfare:

Relevance to Consumerism/Consumer Welfare	- 40 points
Implementation and Impact	- 30 points
Uniqueness/Originality	- 20 points
Presentation	- 10 points
Total	- 100 points

D. The Board of Judges shall be in complete control of the contest. Their decision shall be final in all questions/ protests.