



25 September 2017

DR. FEDERICO P. MARTIN
School Division Superintendent – Baguio City
B2 Military Cut-Off Road
Baguio City

Dear Dr. Martin:

October of every year is celebrated as the Consumer Welfare Month (CWM) by virtue of Proclamation No. 1098, s 1997. This year's CWM theme is dubbed: "Consumer Rights in the Digital Age." Various activities are lined up for the celebration and for the first time, the Department of Trade and Industry – Cordillera Administrative Region has included the "Dulaang Pangmamimili" as one of the highlight activities this year.

The "Dulaang Pangmamimili" is a role playing competition for senior high school students, which aims 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.

In this light, may we again seek for your assistance in inviting contestants from the various Public and Private Senior High Schools in Baguio City only. Interested contestants will be pre-screened and the top five contenders will perform the Dulaan on October 27, 2017 at the City Light Hotel, Baguio City. The Guidelines of the contest is hereby attached for reference.

Our Consumer Protection Division staff in the persons of Atty, Samuel D. Gallardo, Vivian B. Bernabe, and Danilo B. Fontanos, can be contacted at telephone number 442-7859 for communications and further details.

Thank you for your favorable action and usual support.

Truly yours,

MYRNA P. PABLO
Regional Director

To: All School Administrators, Principals & Teachers In-Charge
ALL PSDS (SEC) Secondary (PUBLIC & PRIVATE)
FOR YOUR INFORMATION & APPROPRIATE ACTION

FEDERICO P. MARTIN, Ed.D, CESO-VI
Schools Division Superintendent

Enabling Business, Empowering Consumers

DEPARTMENT OF TRADE AND INDUSTRY - CORDILLERA ADMINISTRATIVE REGION

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DTI-CAR / RO-OUTGOING EXTERNAL COMM
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DULAANG PANGMAMIMILI GUIDELINES

I. ABOUT THE CONTEST

The "Dulaang Pangmamimili 2017" is a role playing competition for Senior 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 Senior High School students in Baguio City, both public and private.
2. There should only be one (1) entry per school, either from public or private school, with proper endorsement from the Head of the school.
3. The group may have a minimum of seven (7) and a maximum of fifteen (15) students only, composed of performers and technical crew (i.e. props, lights, sound), and one (1) coach/mentor
4. The role play should be anchored on the theme of "2017 Consumer Welfare Month" which is: "Consumer Rights in the Digital Age"
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. The video presentation should only be taken on a stage setting, i.e, within the school premises only. The deadline for submission is on or before October 17, 2017
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 phone number
 - c. Particular topics/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 October 18, 2017, and will be coordinated and issued through official email or letter.
5. There will only be five (5) groups from the total entries who will be chosen to showcase their actual presentation on October 27, 2017.

C. Actual Competition

1. The Dulaang Pangmamimili finalists should prepare for an improved version of their video presentation for the actual performance which should last for a maximum of 20 minutes, The actual performance should not deviate far from the submitted video presentation
2. A one-page summary or plot and full text or script of the actual performance should be submitted to DTI-CAR on 23 October 2017
3. Each group shall be given twenty (20) minutes to set up their props and equipment, if any, and 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
4. 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 JUDGING

The following criteria shall be the basis for judging of the 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 | P20,000.00 Plaque of recognition for school Individual Certificates of Recognition with medals For the coaches/mentors and students |
| B | First Runner Up | P15,000.00 Plaque of recognition for school Individual Certificates of Recognition with medals For the coaches/mentors and students |
| C | Consolation | P7,500.00 Plaque of recognition for school Individual Certificates of Recognition with medals For the coaches/mentors and students |
| D | Consolation | P7,500.00 Plaque of recognition for school Individual Certificates of Recognition with medals For the coaches/mentors and students |
| E | Consolation | P7,500.00 Plaque of recognition for school Individual Certificates of Recognition with medals For the coaches/mentors and students |

For junior hi-school

Quiz Bee Provincial and Regional Levels for High School Students.

Through the years, the academe has always been involved when it comes to consumer education. It is deemed that change in the attitude towards consumer vigilance and awareness can easily be assimilated and multiplied in this sector. Starting with them would ideally create a positive view on consumerism.

The Quiz bee will have 2 levels, provincial and regional levels. The DTI provincial office, in coordination with their counterparts in the Department of Education (DEP-ED) will conduct the Quiz Bee Provincial Level. DEP-ED's support and assistance will be solicited by directing the different schools to join the Provincial level contest.

The DTI, DICT, NTC and other agencies will equip contestants, together with their respective coaches, with consumer education through lectures and provision of consumer information materials. The participants must keep abreast with current news and government-initiated development projects;

Mechanics

- a. An initial quiz bee will be held in each of the provinces and the City of Baguio. Public and Private High Schools from the areas will be invited to send one representative from Grade 9-10 for the provincial level competition. Final date for the simultaneous provincial quiz bee is October 20, 2017
oct 17 Div. level Magsaysay Ave. DTI
- b. The contestants will each be provided with answer boards which they will raise during the contest to indicate their answers. The contest will run to a maximum of one hour.
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- c. The quiz bee will be multiple choice and true or false type.

Questions are categorized as follows:

| Level | Points per Correct Ans. | Time Limit | No. of Questions | Total Point Value |
|-----------|-------------------------|------------|------------------|-------------------|
| Easy | 3 | 10 seconds | 10 | 30 |
| Moderate | 5 | 10 seconds | 10 | 50 |
| Difficult | 10 | 10 seconds | 10 | 100 |
| Total | | | | 180 |

- d. In case of a tie, additional questions will be asked until the tie is broken.
- e. Judges will determine if a protest has merit or not. If a protest is meritorious, the question will be stricken from the tally and not counted for all contestants. The judges' decision is final.
- f. Scores will be posted on tally boards that will be updated after a question is answered by all participants.

- g. Three major prizes will be given (Provincial Winners: 1st - P3,000.00, 2nd - P2,000.00; 3rd - P1,000.00) and cash incentives of P200.00 will be given to non-winners
- h. Three major prizes will be given in the regional quiz bee (Winners: 1st - P5,000.00, 2nd - P3,000.00; 3rd - P2,000.00) and cash incentives of P300.00 will be given to non-winners
- i. The 1st and 2nd winners of the provincial Quiz bee shall be qualified to compete in the Regional Level on October 27, 2017 in Baguio City.

Review materials are available at
the Provincial DTI office, Magway,
Avenue, Baguio City