



Republic of the Philippines
Department of Education
Region VII, Central Visayas
CITY SCHOOLS DIVISION-TAGBILARAN
City of Tagbilaran



August 28, 2018

DIVISION MEMORANDUM
NO. 490 s. 2018

2018 DULAANG PANGMAMIMILI

TO: All Division Chiefs
Education Programs Supervisors
Public Schools District Supervisor
Public and Private School Principals
All Others Concerned

1. Enclosed is a communication received from the Department of Trade and Industry (DTI) dated August 20, 2018 for the information and guidance of all public and private secondary school administrators for their awareness.
2. **October is Consumers' Welfare Month** celebration wherein the **2018 Dulaang Pangmamimili** is one of the highlighted activities.
3. In this connection, DTI-Bohol Provincial Office in cooperation with Consumer Watch-Bohol, Inc. requests all public and private secondary school heads to let their students participate in this competition.
4. Please read attached mechanics for your information and guidance.
5. Immediate and wide dissemination of this memorandum is highly desired.


VIRGINIA C. ZAPANTA, Ed. D., CESO V
Schools Division Superintendent 

Ref:BHL-CPD-2018-08- 135

August 20, 2018

Dr. Virginia Zapanta
Schools Division Superintendent
Tagbilaran City Division
Tagbilaran City

Dear **Dr. Zapanta**:

The Department of Trade and Industry - Bohol Provincial Office, in cooperation with the Consumer Watch-Bohol, Inc., is organizing the **2018 Dulaang Pangmamimili Contest** this coming October 2018 as one of the activities of this year's Consumer Welfare Month celebration.

This activity is a province-wide role play competition for high-school students (public and or private), which is aimed 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 regard, we are requesting your assistance in disseminating this activity to all principals of the different high-schools under your division and encourage them to participate in this competition. Attached is a copy of the mechanics for your reference.

For any clarifications, please call us at 501-8828 or 501-8260 and look for Mary Lou P. Torreon or Miguel C. Abuyabor, or email us at r07.bohol@dti.gov.ph.

Thank you and we look forward to your support on this project.

Truly yours,

klap
MARIA SOLEDAD L. BALISTOY
OIC-Provincial Director

J. Palmio *3243*
8/22/18

**DEPARTMENT OF TRADE AND INDUSTRY
Bohol Provincial Office
Tagbilaran City**

2018 DULAANG PANGMAMIMILI CONTEST

I. ABOUT THE CONTEST

The Dulaang Pangmamimili 2018 is a provincewide role play competition for high school students (public and private), which is aimed 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 both public and private schools in the province of Bohol.
2. There should only be one (1) entry per school, either from public or private school, with endorsement from the Head of the school.
3. The group should have a maximum of **fifteen (15) participants** which shall include the performers, technical crew (i.e. props, lights, sound) and the two (2) coaches/mentors.
4. The role play should be anchored on the theme of the 2018 Consumer Welfare Month which is **“Making Digital Marketplaces Fairer”**. It shall be a light often comic theatrical piece with a combination of song and dance, depending on the creativity of the participating school.
5. The dialogue shall generally be in Filipino, including the song and dance materials.
6. The use of offensive acts or language shall be a ground for disqualification.

B. Pre-Screening

1. The participating school shall send their video presentation in DVD disk for pre-screening either through hand-carry or courier to the DTI Bohol Provincial Office, 2/F, FCB Bldg, CPG Avenue, Tagbilaran City.
2. The following information should be printed separately in an A4 size bond paper and submitted together with the DVD 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 of group members (name, age, high school level, and signature)
 - e. Total number of participants
 - f. Total time of presentation
 - g. One-page summary or plot
3. The deadline for the submission of entries for the pre-screening at the provincial level is on **21 September 2018** at 5:00 PM.
 4. The video presentation should only last for a maximum of 15 minutes. It should contain a gist or summary of chosen topic/s with 2-3 minute introduction at the beginning of the video.
 5. The announcement of the final list of schools to perform during the actual competition will be on or before **October 5, 2018** through official email or letter.
 6. There will be five finalists, representing the different high-schools in the province of Bohol, who will showcase their actual presentation during the 2018 Consumer Welfare Month (CWM) on **October 30, 2017** in the Activity Center of Island City Mall, Dao-Dampas District, Tagbilaran City.

C. Actual Competition

1. The Dulaang Pangmamimili finalists should prepare an improved version of their video presentation for the actual performance which should last for a maximum of 30 minutes. Thus, 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 the DTI Bohol Provincial Office on or before **21 October 2018**.
3. Each group shall be given five (5) minutes to set up their props and equipment's, if any, and a maximum of thirty (30) 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.
4. The group shall bring all necessary requisites for their role play i.e. props and must secure clearance from their office.

III. Criteria for Judging

The following criteria shall be the basis for judging by the DTI panellists:

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 at the final competition shall be awarded with the following prizes:

LEVEL OF AWARDS	AWARDS
a. Champion	P15,000 GCs + Plaque of Recognition for the School + Certificate of Participation for the Participants
b. 1 st Runner Up	P10,000 GCs+ Plaque of Recognition for the School + Certificate of Participation for the Participants
c. 2 nd Runner Up	P7,000 GCs + Plaque of Recognition for the School + Certificate of Participation for the Participants
d. Consolation Prizes	P2,000 GCs per non-winning entry+ Plaque of Recognition for the School + Certificate of Participation for the Participants

V. Expenses

The DTI Bohol will shoulder the following expenses in relation to the conduct of the final competition:

- a. Snacks during the actual competition.