



Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS
DIVISION OF CITY SCHOOLS - TAGBILARAN CITY

**Office of the Schools
Division Superintendent**

July 10, 2025

DIVISION MEMORANDUM

No. 426 s. 2025

JUAN BALUCAS AT ANG BAYABAS

To: Assistant Schools Division Superintendent
Chief CID and SGOD
Public Elementary and Secondary School Principals
Public and Secondary School MAPEH Coordinators
All Others Concerned

1. This Office disseminates Regional Memorandum NO. 0688, s. 2025 and the attached communication from Mr. Reymond B. Jamen, Marketing Representative of Groundhit Entertainment Promotion of the film "Juan Balucas at ang Bayabas" in schools.
2. Support and recommendation to the said request is purely voluntary.
3. For details, please see attached enclosures.
4. Immediate dissemination of and compliance with this Memorandum are directed.

For the SDS:

WILFREDA D. BONGALOS PhD, CESO V
Schools Division Superintendent


JOHN ARIEL A. LAGURA PhD
OIC, Assistant Schools Division Superintendent

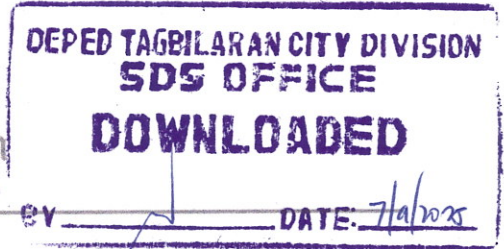
WDB/JAAL/CID/JTB/aal



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Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS



Office of the Regional Director

REGIONAL MEMORANDUM

No. 0688 s. 2025

06 JUL 2025

JUAN BALUCAS AT ANG BAYABAS

To: Schools Division Superintendents
Assistant Schools Division Superintendents
All Others Concerned

1. This Office disseminates the communication received from Mr. Reymond B. Jamen, Marketing Representative of Groundhit Entertainment Production, requesting support and recommendation for the promotion of the film "Juan Balucas at ang Bayabas" in schools.
2. Support and recommendation to the said request is subject to the discretion and approval of the Schools Division Superintendents.
3. For details, please see attached enclosures.
4. Immediate dissemination of, and compliance with this Memorandum are directed.

[Signature]
SALUSTIANO T. JIMENEZ JD, EdD, CESO III
Director IV
Regional Director

STJ/FYA/CLMD/EBE1/jpo



Doña M. Gaisano St., Sudlon, Lahug, Cebu City
Telephone Number: 639773295904 local 700

DepEd Tayo Region VII

region7.deped.gov.ph



JUAN BALUCAS at ang Bayabas

July 1, 2025

RS 2025-16933

Dr. Salustiano T. Jimenez, JD, EDD, CESO III
Director IV
Regional Director Region 7
Department of Education
Lahug, Cebu City

JUL 04 2025

Thru
Dr. Juvelyn P. Otero, EPSVR, MAPEH, CLMD
DEPED Region 7

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Dear Dr. Jimenez,

Greetings!

One Hundred years ago, the first "*Juan Tamad*" story was published by J. Martinez Publishing in Intramuros, Manila. Since then, tales about him have continuously brought delight & valuable lessons, making Juan Tamad an iconic character that mirrors many of the values we Filipinos share.

In line with the commemoration of Juan Tamad's centennial year 2019, we from **GROUNDHIT ENTERTAINMENT PRODUCTION** would like to present **JUAN BALUCAS AT ANG BAYABAS**; a full-length feature film top-billed by **Archie Alemania, Nourish "Icon" Lapuz, Rolando Inocencio, Peter Vallejos, Gabby Padilla** and more under the direction of **Franco G. Arce**.

The film is packed with educational and cultural values as it conveys an overall statement that "*We Filipinos have an identity, and we are not lazy*". It has been rated "G" by the MTRCB with a fantasy-adventure-comedy genre which validates suitability for, and garner appreciation of the young audience. Attached herewith, please find, are the endorsement, advisory, and details about the film for your reference, appreciation and consideration.

In view of the above, we would like to seek your indulgence support and recommendation which will serve as a valuable attachment as we promote the film to schools under your jurisdiction. We do believe that "*Juan Balucas at ang Bayabas*" is an ideal film to be utilized as a contributory instrument of education.

For feedback, queries, and any other concern, please feel free to get in touch with us thru contact number **+639478103225** or email rbjeventsproduction@gmail.com and we will make ourselves available to discuss the details further.

Thank you very much. We are looking forward to your favorable response.

Yours truly,



REYMOND B. JAMEN

Marketing Representative



GROUNDHIT ENTERTAINMENT PRODUCTION

Blk.6 Lt.1 Lane 34 Phase 2 Windward Hills Buro 1 Dasmariñas Cavite 4115
(046) 54070417 | 0906 3928728



JUAN BALUCAS

at ang Bayabas

STARRING NOURISH "ICON" LAPUZ ARCHIE ALEMAMA BOLANNO T. INOCENCIO PETER VALLEJOS GABBY PADILLA BROOKE CHANTELLE ESTILLORE YNAHEL MORAN
MUSIC AND SOUND ENGINEER PAULO AGUDELO ASSISTANT DIRECTOR CZAR BUENAVENTURA PRODUCTION MANAGER NIHAVEN GATMAITAN-BASTO LOCATION COORDINATOR NOEL NIETO
EDITOR CHRISSEL GALENO DESUASIDO VISUAL EFFECTS SUPERVISOR JOHN ANTHONY L. WONG PRODUCTION DESIGNER ZUR DIRECTOR OF PHOTOGRAPHY MARIO OJILIANO
ASSOCIATE PRODUCER IRENE SALES NIHAVEN GATMAITAN-BASTO EXECUTIVE PRODUCERS ORLANDO B. ESTILLORE PENNY COOPER ESTILLORE FRANCO G. ARCE

WRITTEN AND DIRECTED BY FRANCO G. ARCE

GHP
STUDIOFILM

ARCSTILLE
Productions

SQUIDBALL BROS.

Advisory No. **005**, s. 2025

January 16, 2025

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

SHOWING OF THE FILM, *JUAN BALUCAS AT ANG BAYABAS*

The Silverzeno Entertainment Production, an independent film production outfit dedicated to creating and advocating for globally resonating productions that showcase Filipino culture and values, announces the showing of the film, *Juan Balucas at ang Bayabas*, for the School Year 2024-2025.

The film is about a young boy's quest to rescue his father, Juan Tamad, who has been transformed into stone by a mystical bird. *Juan Balucas at ang Bayabas* is a fantasy, adventure, and comedy film that explores a wide array of educational values.

The objectives of the film are to

1. introduce and reinforce Filipino culture, folklore, and values among students;
2. promote environmental conservation and healthy nutrition through engaging and relatable content;
3. nurture positive character traits such as kindness, familial love, and self-belief; and
4. provide a holistic educational experience that complements DepEd existing programs and priorities.

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

Participation of learners and teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 009, s. 2024 titled *Implementing Guidelines on the School Calendar and Activities for the School Year 2024-2025* and DO 9, s. 2005, titled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith* and the policy on off-campus activities stated in DO 66, s. 2017.

This is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546 also known as *An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges and Universities (Ganzon Law)*, issued in DO 19, s. 2008, and reiterated in DepEd Memorandum No. 041, s. 2024.

For more information, please contact:

Ms. Irene S. Gandol
Owner and Executive Producer
Silverzeno Entertainment Production
Lot 35 Blk 41 Ph2 Sorrento Village
Burgos, Rodriguez Rizal 1860
Mobile Phone Number: 0968-709-0037
Telephone Number: (02) 8740-9386
Email Address: desk@silverzeno.com
Website: <https://silverzeno.com>



Office of the President of the Philippines
MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD
 MTRCB Building, No. 18 Timog Avenue, Quezon City, Philippines 1103
 Telephone No. 376-7380 Email Address: admin@mtrcb.gov.ph Website: www.mtrcb.gov.ph

**PERMIT TO EXHIBIT
 THEATRICAL**

This certifies that the material below has been reviewed and classified by the Movie and Television Review and Classification Board:

Movie Title	JUAN BALUCAS AT ANG BAYABAS	
Applicant	GROUNDHIT ENTERTAINMENT PRODUCTION	
Running Time	1hr. 25min. 0sec.	
Classification	Reason/s for Classification	
G GENERAL AUDIENCE VIEWERS OF ALL AGES CAN BE ADMITTED	Material presented is suitable for all ages.	
Permit Number	P-MP-2018-000801	
Date of Issuance	29 May 2018	
Date of Expiration	29 May 2023	

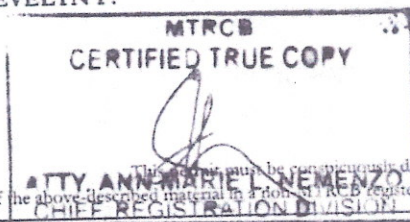
Approved for Public Exhibition by the following Review Committee Members:

MORENO, FEDERICO A.
CORTEZ, GLORIA S.
QUINSAY, EVELYN P.

ISSUED UPON THE APPROVAL OF THE REVIEW COMMITTEE

MARIA RACHEL J. ARENAS
Chairperson

BY:
ANN MARIE L. NEMENZO



This permit must be conspicuously displayed at all times at the ticket-selling area. Use of the above-described material in a non-MTRCB registered place of exhibition shall automatically render this permit invalid.

THIS IS A SYSTEM-GENERATED PERMIT. ANY ALTERATION OR TAMPERING WILL AUTOMATICALLY INVALIDATE THIS PERMIT.



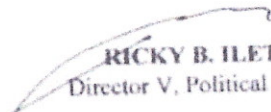
Philippine Senate

Sen. Francis "Chiz" G. Escudé

1st Indorsement
September 4, 2018

Respectfully indorsed for consideration and appropriate action to **Secretary LEONOR M. BRIONES**, Department of Education (DepEd) the herein-included letter from **MR. FRANCO G. ARCE**, Director/Producer, GHP Groundhit Entertainment Production, pertaining to the request to have their movie entitled: "*Juan Balucas at ang Bayabas*" be allowed to have a special screening in public and private schools nationwide.

By the authority of the Honorable Senator


RICKY B. ILETO
Director V, Political Affairs

enc: a/s

"ISANG MUNTING HANDOG PARA SA IKA-100 TAON NI JUAN TAMAD (2019)"

Juan Balucas at ang Bayabas

(an independent film inspired by popular tales of Juan Tamad)

SYNOPSIS

Inspired by popular tales of Juan Tamad, **Juan Balucas at ang Bayabas** features Nourish "Icon" Lapuz, as JUAN BALUCAS, the son of JOHN (*Archie Alemania*) who has been mistaken to be Juan Tamad and turned into stone by the mystical creature IBONG BADARNA (*Randy de Silva*) to avoid him from inflicting laziness to all mankind.

To save his father, Juan enters an agreement with the queen of the fairies REYNA SUKI (*Gabby Padilla*) under some conditions. He must obtain the song of Badarna and some water from the "Bukal ng Buhay" before the full moon passes. With the help of an *engkanto* named APO (*Rolando T. Inocencio*), and NONI (*Peter Vallejos*) a *nuno sa punso*, Juan sets off his quest. To fulfill his mission, he must first possess an object from the dreaded King Crab SIPIT (*Rainier Morales*) and pass thru TAMBO (*Bernard Laxa*) a "kapre" who guards the passage to Badarna's lair before he can reach the mystical bird.

After saving his father, Juan gets stuck in a purgatory between two dimensions. Left with only the water from the "bukal ng buhay", Juan faces self-conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just lie down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.

ABOUT THE FILM

Duration:	85 minutes	Genre:	Fantasy/ Comedy/ Adventure
Cast:	Nourish "Icon" Lapuz, Archie Alemania, Rolando T. Inocencio, Peter Vallejos, Gabby Padilla, Brooke Chantelle Estillo, Ynahbel Moran, Randy De Silva, Rainier Morales, Bernard Laxa		
Production:	GroundHit Entertainment Production	Writer/Director:	Franco G. Arce
Executive Producers:	Orlando B. Estillo & Penny Cooper Estillo	Associate Producer:	Irene Sales
Unit Production Mgr:	Mhayen Gatmaitan-Basto	Cinematographer:	Mario Quijano
Editor:	Chrisel Galeno Desuasido	Production Designer:	Zur
Visual Effects Supervisor:	John Anthony L. Wong	Music & Sound:	Paulo Agudelo

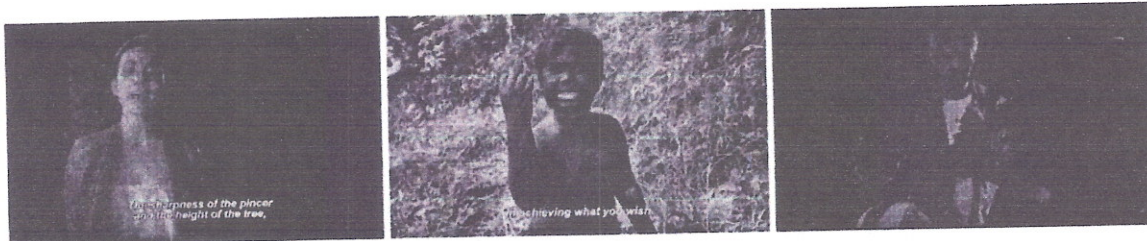
AN EDUCATIONAL FILM: „JUAN BALUCAS AT ANG BAYABAS“



Inspired by **Juan Tamad**, a Filipino iconic character who is believed to have originated from "*Buhay na Pinagdaanan ni Juan Tamad na Anac ni Fabio at ni Sofia*". It was written by an unknown author, and was published by Limabagan ni **J. Martinez** in Intramuros Manila in the year 1919. That makes Juan Tamad 100 years old this coming 2019.

"**Juan Balucas at ang Bayabas**" is a film inspired by "Juan Tamad". He was even more popularized by the celebrated National Artist for film **Mr. Manuel Conde** who have created numerous films featuring the iconic character.

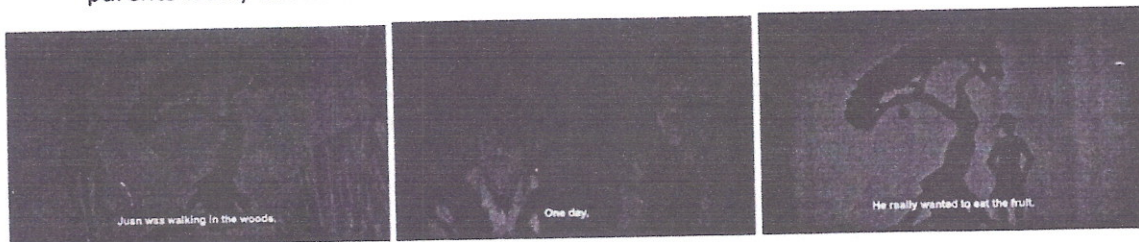
Packed with education culture and values, Juan Balucas at ang Bayabas is an ideal offering for students. Listed below are some of the highlights the film aims to promote:



1. **PROMOTION OF MOTHER TONGUE** – the film is incorporated with "*tula*" as part of the delivered dialogues. Said dialogues include a number of original poems written by the filmmaker. To sum up, the film promotes not only our mother tongue, but also the use and appreciation of Filipino poems through film.



2. **ANTI-BULLYING** – a scene in the film is dedicated to show that any form of bullying is not tolerated in school, and bullying does not go unpunished. The film also aims to show the bullies how their parents worry about them and their future.



3. **JUAN TAMAD STORY RETOLD** – as part of the tribute to the iconic character, Fabio tells his grandchildren the famous story of Juan Tamad using shadow puppetry.

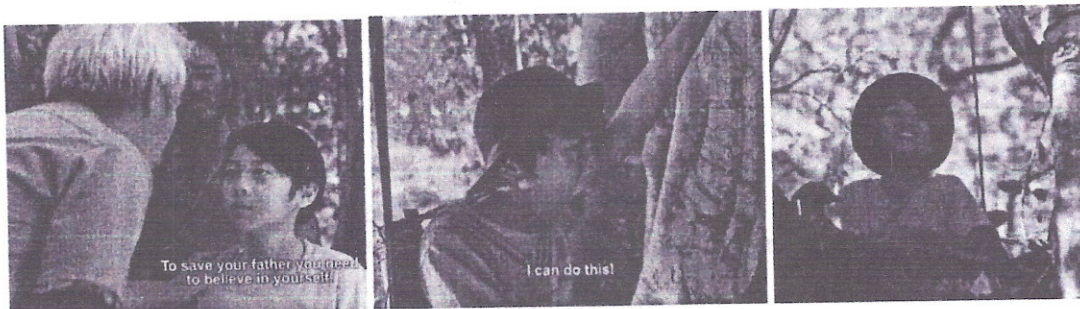
4. **SHADOW PUPPETRY** – believed to be the oldest form of storytelling presentation (or one of the oldest), the film exhibits shadow puppetry to show how children used to enjoy stories told by the elders. It is incorporated with modern 2D animation for added appreciation, and to exhibit the evolution of a native form over time.



5. **PROMOTION OF FILIPINO FOLKLORIC CHARACTERS** – The film also aims to promote awareness of characters like the "diwatas" and "engkantos" who are embedded in our culture.



6. **KINDNESS** – the film demonstrates that "kindness" has a positive effect on the lives of others others (directly or indirectly) as testified by the dreaded king crab Sipit.



7. **SELF BELIEF/ CONFIDENCE** – shows the importance of overcoming fears and believing in one's self.



8. **ENVIRONMENTAL** – as a contribution to the efforts to protect the nature, a scene is dedicated to show the importance of its preservation, and that even a young boy can do something for the environment.



9. **NUTRITION** – The film includes promotion of eating healthy foods like vegetables and fruits to grow healthy and strong.

BONUS TRIVIA - The universe of the film includes actualities for the audience to appreciate the tales of Juan Tamad even more. To cite some are the following:

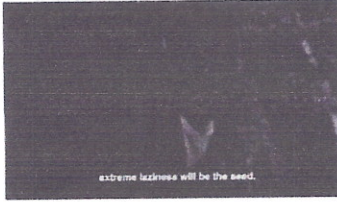


SIPIT gives Juan Balucas the object that he needs because he owes his life to Juan Tamad. In the universe of the film, Sipit is one of the crabs who the Filipino iconic character had set free in the story "*Si Juan Tamad at ang mga Alimango*".



Juan Balucas gets stuck under a dead GUAVA tree between two dimensions. On that tree hangs a shrunken dead fruit. That tree is the same tree, with the very same bayabas that Juan Tamad slept under and waited to fall in the story "*Si Juan Tamad at ang Bayabas*". It never fell off its branch!

DIALOGUES USED IN LINE WITH THE PROMOTION OF MOTHER TONGUE IN FILM



Apo casts a curse upon Fabio and Sofia which caused their son John, to become lazy:

*"Saksi ang buwan at mga bituin
babaguhin ko ang inyong mga hiling
Sa halip na kasipagang hinihingi
lubos na katamaran ang magiging binhi
Katamaran, katamaran ang magiging binhi."*



Delivered after a popular quote by Francisco Baltazar during a ritual to grant the wish of John and Maria:

*"Pagibig na nagbibigay buhay sa lahat
patibayin ang iyong pagiging tapat
Diwatang umiibig sa taong nilalang
pagbabagong uri ang kaniyang inaasam
Ito pagibig ang aming ipinagdarasal."*



Apo's enchantment to clear John's and Maria's memory about the world of the fairies so they can live as a normal couple:

*"Kahiilingang pinagbigyan, ating natunghayan
'Gaya ng inyong hiling, kayo ngayon ay magkapiling
Kayo ay hahayo sa lupang malayo
at doon mamumuhay kayo bilang tao
Ang inyong alaala tungkol sa mundo ng engkanto at diwata
ay akin nang pinawawalang bisa...."*



Reyna Suki's riddle for Juan Balucas:

*"Malawak na tubigin iyong bagtasin
Mga batong puti iyong tatahakin
Talim ng sipit at taas ng puno
Iyan ay kailangan mong magupo.*

*Mahiwagang huni iyong dapat mahuli
At ang tubig sa bukal ay iyong maiuwi
Kabilugan ng buwan ang magsisilbing saksi
Sa pagkamtan ng iyong minimithi."*