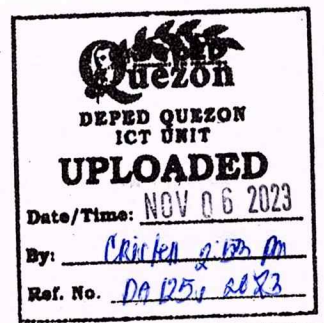




Republic of the Philippines  
**Department of Education**  
Region IV-A  
SCHOOLS DIVISION OF QUEZON PROVINCE



**DIVISION ADVISORY NO. 125, s. 2023**

November 3, 2023

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

**INVITATION TO PARTICIPATE IN THE DTI QUEZON AND ASIAN VISION'S  
INFORMERCIAL VIDEO MAKING CONTEST 2023 TITLED  
#KONSYUMER GENS-TARA NA SA QUEZON**

The Department of Trade and Industry (DTI) invites interested Senior High School students to participate in the DTI Quezon and Asian Vision's Informercial Video Making Contest titled #Konsyumer Gens-Tara na sa Quezon.

Participation of learners and teachers from public and private schools will be purely voluntary and will not hamper instructional time in compliance with the provision of DepEd Order No. 022, s. 2023 titled Implementing Guidelines on the School Calendar and Activities for the School Year 2023-2024 and DepEd Order No. 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 DepEd Order No. 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 Contribution for Whatever Project or Purpose from Students and Teachers of Public and Private Schools, Colleges, and Universities (Ganzon Law).

For more details on the conduct of the said activity, please see attached communication.

Please be guided accordingly.

cid-ims/lsw/rqn/11/03/2023

DEPEDQUEZON-TM-SDS-04-011-003



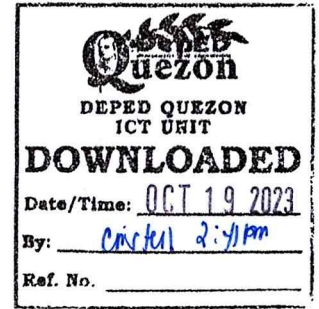
*"Creating Possibilities, Inspiring Innovations"*

Address: Sitio Fori, Brgy. Talipan, Pagbilao, Quezon  
Trunkline #: (042) 784-0366, (042) 784-0164, (042) 784-0391, (042) 784-0321  
Email Address: [quezon@deped.gov.ph](mailto:quezon@deped.gov.ph)  
Website: [www.depedquezon.com.ph](http://www.depedquezon.com.ph)



16 October 2023

**Dr. ROMMEL C. BAUTISTA, CESO V**  
School Division Superintendent, DepEd Quezon  
Sitio Fori, Brgy. Talipan,  
Pagbilao, Quezon



Dear **Dr. Bautista**:

The Department of Trade and Industry (DTI) will once again spearhead the celebration of the Consumer Welfare Month (CWM) this October 2023 pursuant to Proclamation No. 1098, S. 1997. The month-long celebration aims to promote consumer awareness and disseminate consumer-related information on the policies and programs affecting consumer welfare.

For this year, the CWM carries the **theme "GenS: Generation Sustainable"**, highlighting the rise of more sustainability-oriented consumers the importance of responsible consumption, and the adoption of sustainable lifestyles to harness genuine and sustained change.

In line with this, DTI **establishes our collaboration with ASIAN VISION in effectively communicating consumer awareness using TV media.** Through this we have forged a partnership for the company's sponsorship in an **INFOMERCIAL VIDEO CONTEST** – titled as **#KonsyumerGenS-Tara na sa Quezon.**

This collaboration is intended to contribute to the success of the CWM, fostering a greater understanding of consumer issues and advocating for more sustainable choices. Hence, your educational institution has been identified to join in this contest as we engage the students to promote consumer welfare and protection.

The cash prizes for this contest are as follows:

<b>Grand Winner</b>	P10,000.00 Cash (sponsored by Asian Vision), a trophy and certificate
<b>1<sup>st</sup> runner up</b>	5,000.00 Cash (sponsored by Asian Vision), a trophy and certificate
<b>2<sup>nd</sup> runner up</b>	3,000.00 Cash (sponsored by Asian Vision), a trophy and certificate
<i>Non winners will receive a Consolation prize (sponsored by Asian Vision) and certificate of participation</i>	

The deadline of submission is on **October 24, 2023 until 5:00 PM** which can be submitted via email using our email address [r04a.quezon@dti.gov.ph](mailto:r04a.quezon@dti.gov.ph) / [r04a.quezon-cpd@dti.gov.ph](mailto:r04a.quezon-cpd@dti.gov.ph). Every entry should be on mp4 format. Final judging and awarding of winners will be made on October 27, 2023 at 1:00PM at St Jude Coop and Hotel and Event Center, Diversion Rd., Brgy. Isabang, Tayabas City.

We sincerely appreciate your attention to this request and look forward to the possibility of working together to promote consumer welfare and sustainability. Please find attached the information materials with reference to the theme. Also, kindly complete the entry and agreement form upon submission.

For further clarifications and other details, you may contact Mr. Philip Lee J. Oliveros or Mr. Ruel Y. Gabiola at tel. no.: (042) 795-0382 or cell. No.: 09178249605.

Thank you.

Very truly yours,

*Julieta L. Tadiosa*  
**JULIETA L. TADIOSA, CESO V**  
Provincial Director

**DEPARTMENT OF TRADE AND INDUSTRY REGION 4A-QUEZON**  
Certified ISO 9001:2015

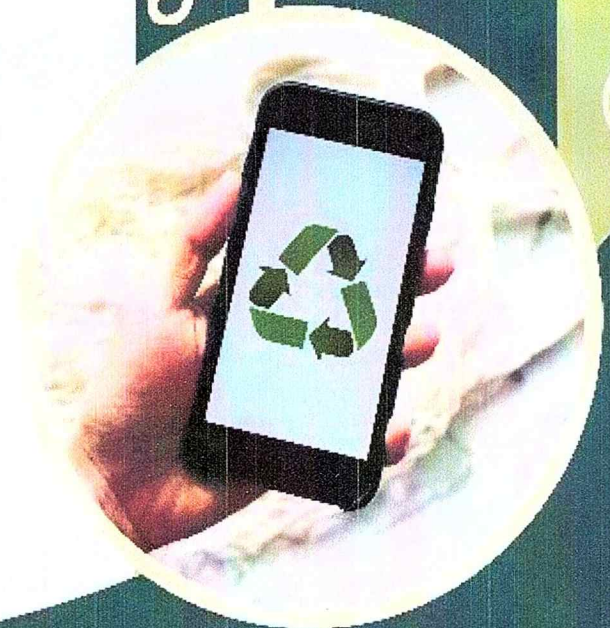


# October is Consumer Welfare Month.

2023 CWM Theme:  
**GenS: Generation Sustainable**

*Put the 7Rs of Sustainability into action and make a lasting impact on our planet.*

1. **Rethink**
2. **Refuse**
3. **Reduce**
4. **Reuse**
5. **Repurpose**
6. **Recycle**
7. **Repair**



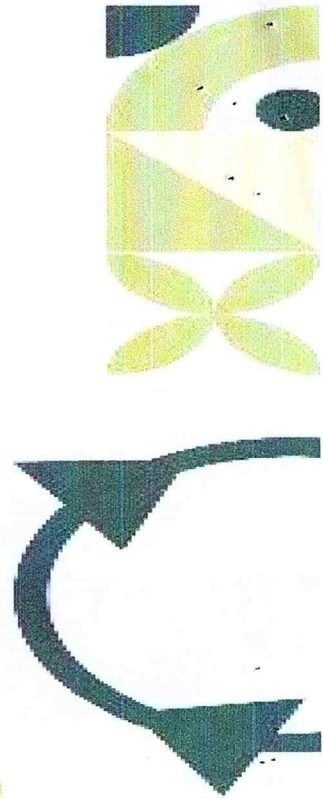
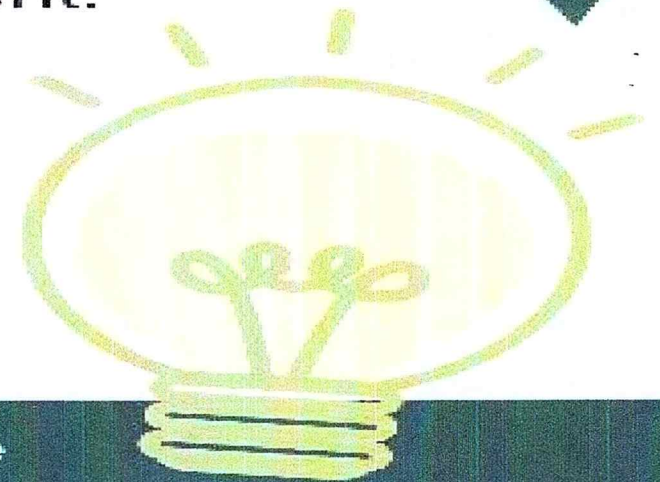


## 7Rs of Sustainability: **RETHINK**

Critically assess your choices and behaviors with an emphasis on long-term environmental and social impacts

- Step back and think about the type of consumer you want to be and what this means for the environment.
- Consider your travel; walk, bike, or take public transport
- Eat more vegetables
- Buy local, shop local

*Source:  
Consumers International, United Nations,  
Winnipeg Public Library*



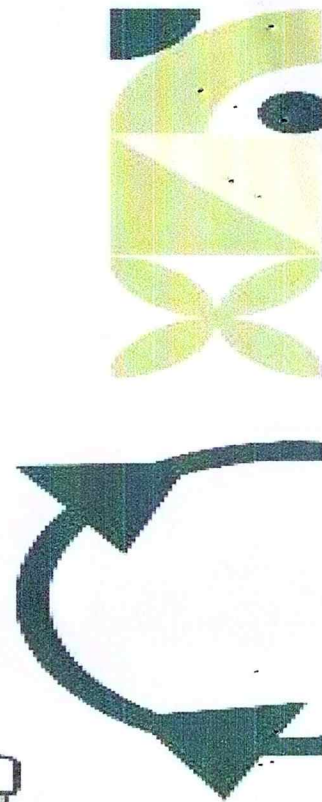
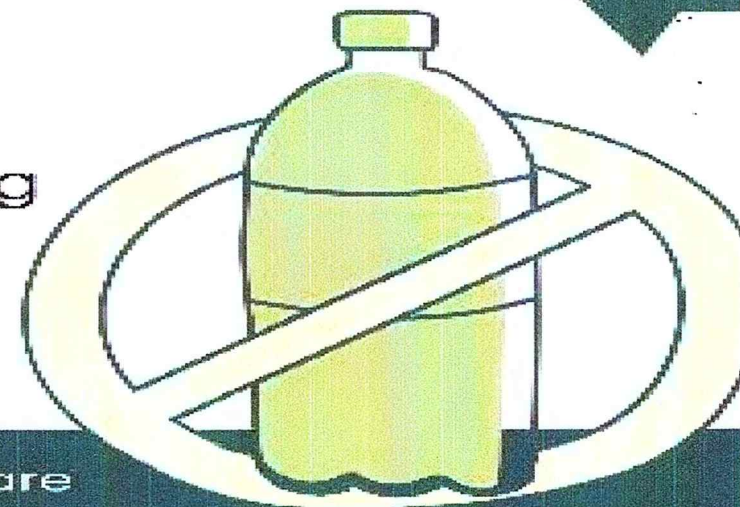


## 7Rs of Sustainability: **REFUSE**

Reject items that are disposable, wasteful, or have a significant negative impact on the environment

- Think before you buy and be prepared not to buy at all
- Saying no to disposable plastics
- Bringing your own utensils
- Refuse non-recyclable packaging
- Choose eco-friendly products

*Source:  
Consumers International, United Nations,  
Winnipeg Public Library*



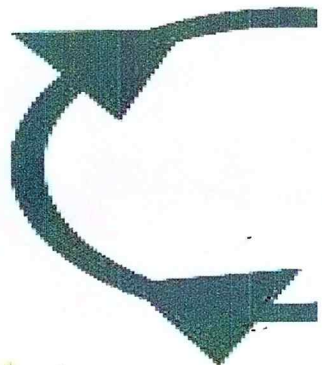
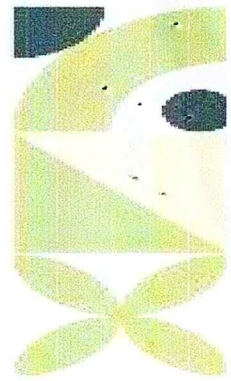


## 7Rs of Sustainability: **REDUCE**

Minimize the generation of waste and the consumption of resources.

- Buy less, buy products that last a long time
- Borrow instead of buy
- Buying “naked”/unpackaged goods
- Reducing your own plastic footprint by using reusable products
- Reduce waste, especially food waste
- Save energy at home

*Source:  
Consumers International, United Nations,  
Winnipeg Public Library*





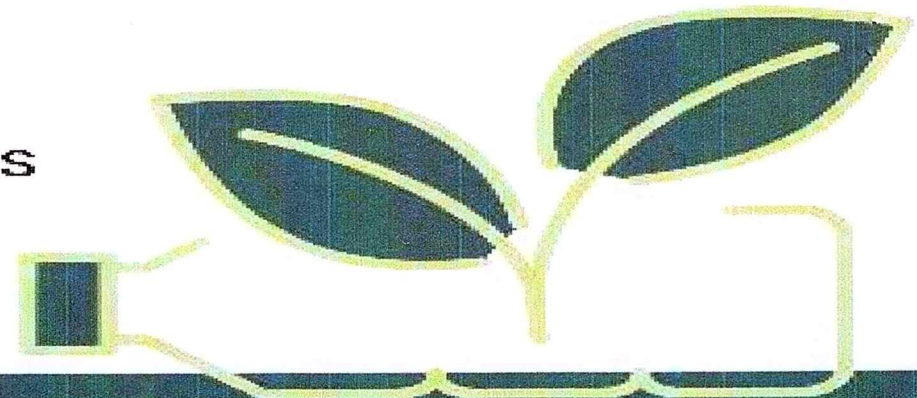
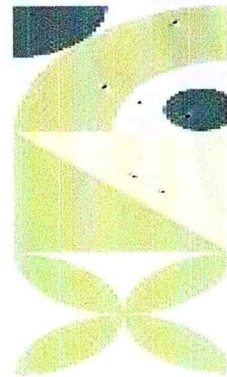
7Rs of Sustainability:

# REUSE

Extend the lifespan of products or materials by using them multiple times, often for their original purpose or for a different purpose, without significantly altering their form or composition.

- Upcycle instead of throwing away stuff
- Repurpose item to extend its lifetime

*Source:  
Consumers International, United Nations,  
Winnipeg Public Library*



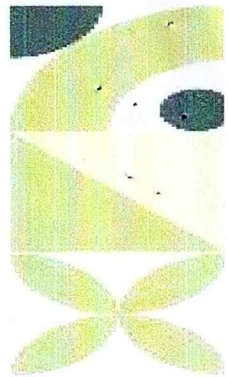
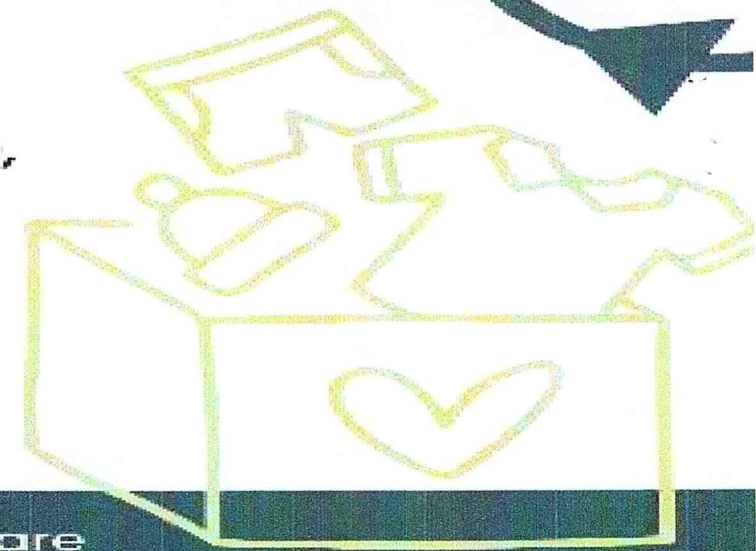


## 7Rs of Sustainability: **REPURPOSE**

Make an item, material, or resource for a new or altered purpose in a creative or innovative way.

- Donate your pre-loved items
- Turning pallets into furniture or garden planters
- Transforming used clothing into, bags, or other textile products
- Repurposing glass jars as storage containers

*Source:  
Consumers International, United Nations,  
Winnipeg Public Library*





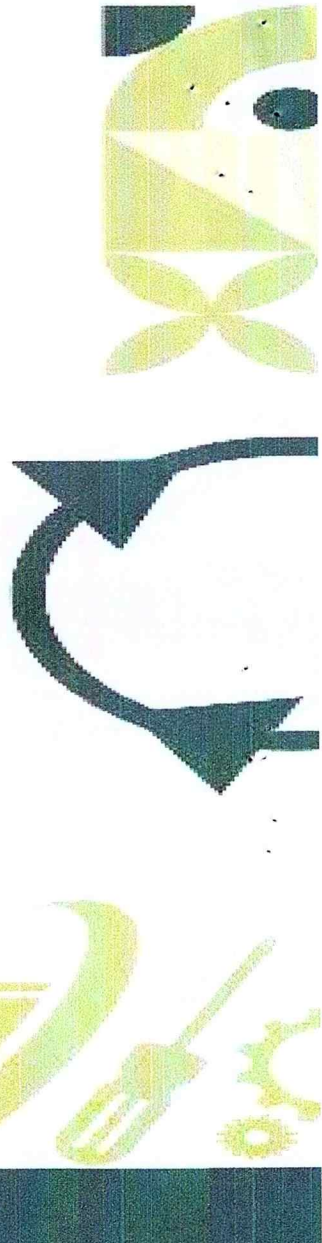


## 7Rs of Sustainability: **REPAIR**

Find creative ways to repair or restore products, equipment, or items that are damaged, broken, or no longer functioning properly instead of discarding them and replacing them with new ones

- Repair broken or damaged items; sew up holes in clothing to extend their wearability; fix a leaky faucet or a malfunctioning appliance.

*Source:*  
Consumers International, United Nations,  
Winnipeg Public Library



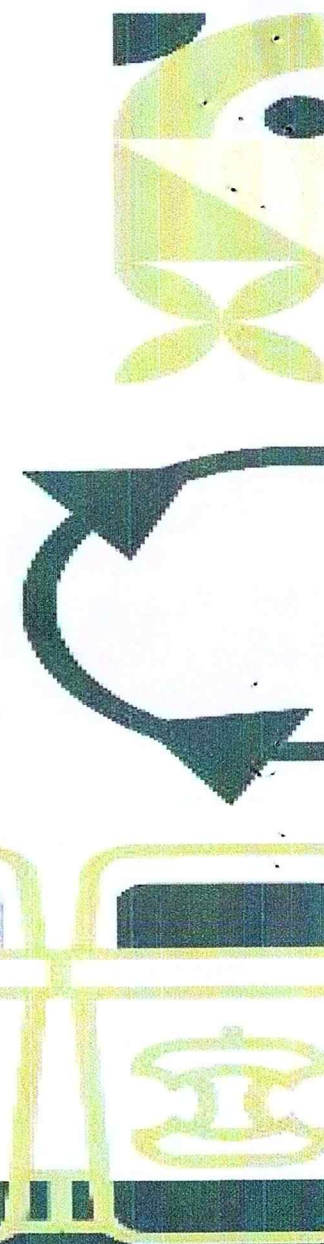


## 7Rs of Sustainability: **RECYCLE**

Collect, sort, process, and convert used or discarded materials into new products or raw materials.

- Look for a community recycling drop-off center
- Demand better access to waste infrastructure and collection

*Source:  
Consumers International, United Nations,  
Winnipeg Public Library*



## DTI Quezon **INFOMERCIAL VIDEO MAKING CONTEST** in Partnership with Asian Vision, Inc.

- The Contest is open to all Senior High and College Students from Quezon Province.
- School entry is limited to one per level. (1 entry for high school department and/ or 1 entry for college department).
- Participants shall form a group up to 8 students including production team.
- All characters shall be real actors (student) enrolled at current school year. Animated characters are not allowed. Pure animation videos are discouraged.
- All entries shall be inspiring to engage in celebration of 2023 Consumer Welfare Month with the theme: “GenS: Generation Sustainable”
- Infomercial Video entries requirements:
  - Each video entries must be an original composition;
  - Bear the theme of 2023 Consumer Welfare Month Celebration which is “GenS: Generation Sustainable”;
  - Run for a maximum time of three (3) minutes including credit titles;
  - Begin with a 5-second ‘title screen’ that includes the title of the video, section of the entrants, and producers’;
  - Contain photos and footage or any object that are original. Copyrighted music material may be used but must be duly cited.
- Entries/Final output must be submitted in high resolution MP4 format together with the accomplished Entry Form and Agreement/Waiver.
- Schools may submit their entries through email at [r04a.quezon@dti.gov.ph](mailto:r04a.quezon@dti.gov.ph) / [r04a.quezon-cpd@dti.gov.ph](mailto:r04a.quezon-cpd@dti.gov.ph) or may submit directly at DTI Quezon Provincial Office, Grand Central Terminal, Lucena City on or before 5:00 pm of October 24, 2023, Tuesday.

- The following criteria shall be the basis for judging:

Criteria	Description	Rating
<b>Relevance to the Theme</b>	The content must be highly related to the theme.	40%
<b>Creativity and Originality</b>	The entrants must convey their ideas, messages, or thoughts in an artistic and imaginative manner through lens, narrative, performance, etc. The video should be unique from any other published works.	30%
<b>Production Quality</b>	The overall quality of the video should include smooth transitions, sharp focus, proper lightning, dynamically balanced audio and sounds, and engaging music.	30%
<b>TOTAL</b>		<b>100%</b>

- Presentation of entries and awarding of winners will be on October 27, 2023. Maximum three (3) persons including the coaches’/school representative are required to attend the presentation and awarding ceremonies.
- There will be 3 winners as follows:

Level of Awards	Awards
Champion / Grand Winner	P 10, 000.00 + Trophy and Certificate
Second Placer (2 <sup>nd</sup> Runner Up)	P 5, 000.00 + Trophy and Certificate
Third Placer (3 <sup>rd</sup> Runner Up)	P 3, 000.00 + Trophy and Certificate
<i>Non-winning entries will be given consolation prizes and certificate</i>	

- All submitted entries will automatically be the property of the Department of Trade and Industry- Quezon.

**PARTICIPANTS' ENTRY AND AGREEMENT FORM****I SCHOOL PROFILE**

Title of Entry: \_\_\_\_\_

NAME OF SCHOOL: \_\_\_\_\_

SCHOOL ADDRESS: \_\_\_\_\_

SCHOOL AUTHORIZED REPRESENTATIVE: \_\_\_\_\_

POSITION: \_\_\_\_\_

TELEPHONE No.: \_\_\_\_\_ Cellphone No.: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

**II PARTICIPANTS' PROFILE**

Coach/Mentor: \_\_\_\_\_

Position in School: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

List of Student Participants:

Full Name (Last, First, MI)	ID Number	Course / Track	Contact Number	Address (Municipality, Province)
Team Leader:				
1.				
Members:				
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

**III WAIVER AND AUTHORIZATION**

1. WE, the participants, agree to abide by the rules and regulations of the DTI Quezon Provincial Office
2. WE, certify that all given information herein is true, complete, and correct to the best of my knowledge, and any misinterpretation of facts, by omission or addition, shall be grounds for disqualification in this contest.
3. We, declare that the entry we submitted is ORIGINAL and in cases of fraud, deception or plagiarism on my part, shall be grounds for disqualification in all current and future contests and activities on the DTI Quezon, as well as forfeiture of any prize won by fraudulent means.
4. WE, agree that DTI Quezon has the right to modify, use, assign, or dispose of my entry however, it sees fit without the approval of participants or any third party. Participants grant DTI Quezon the right to use their names, images, likeness, photographs, voices and biographical materials, and videos submissions, for advertising, publicity, and promotion purposes including posting the videos or screen names online for any purpose or on a winner's list and other online announcements, and for sharing the videos with the media for viewing, without additional compensation, unless prohibited by law. Neither participants nor winners shall receive any compensation or credit for the use of entries, other than that disclosed in these rules.
5. DTI Quezon has no obligation of any nature to publish, promote, display, or otherwise use any information provided by the participants, including but not limited to biographical or video content.
6. DTI Quezon is not responsible for any claim involving copyright, trademark, credits, royalty infringement or any other violations related to the work.

We, the undersigned, acknowledge and agree to the following:

We have read, understood and fully complied with the statement above and eligibility requirements of the contest;  
We certify that this entry has not been, in any way, commercially exhibited.\_\_\_\_\_  
**School Principal / Dean / Adviser/ Authorized Representative**

Date: \_\_\_\_\_

\_\_\_\_\_  
**Entry Coach / Mentor**

Date: \_\_\_\_\_

\_\_\_\_\_  
**Team Leader (Participants' Representative**

Date: \_\_\_\_\_

*Note: Please attach photocopy of School ID of all participants.*