



DepEd MEMORANDUM  
No. **370**, s. 2010

AUG 25 2010

**MITSUBISHI ASIAN CHILDREN'S ENIKKI FESTA 2010-2011**

To: Bureau Directors  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary Schools

1. The Mitsubishi Public Affairs Committee, the Asian Pacific Federation of UNESCO Clubs and Associations ((APFUCA) and the National Federation of UNESCO Associations in Japan (NFUAJ) in cooperation with the Department of Education (DepEd) through the Bureau of Elementary Education (BEE) and the UNESCO National Commission of the Philippines (UNACOM) will launch the **Mitsubishi Asian Children's Enikki Festa** with the theme "*Here is My Life*" from August 1 to October 29, 2010.
2. The contest aims to provide an opportunity for children worldwide to understand Asian people's daily life through illustrated diaries (ENIKKI in Japanese).
3. The participants to this contest are public and private elementary school children aged 6-12. They will show to other children in Asia their daily life and culture by means of a five-page illustrated diary. The Festa will feature the illustrated diaries of children from 24 countries throughout Asia.
4. The National Screening Committee in each participating country will send eight (8) selected entries to Japan where an International Screening Committee will select the final winners from each country. From each of the 24 countries, one (1) entry will be awarded the Grand Prix Award, three (3) entries for the Organizers' Award and four (4) entries for the Excellence Award. The Grand Prix winner with one (1) guardian will be invited to join the Asia Study Tour in the Republic of Korea as part of the prize. Other details of the contest are contained in Enclosure Nos. 1 and 2.
5. For more information, please contact The Secretariat, Mitsubishi Asian Children's Enikki Festa, BEE, DepEd Rm. 205, 2<sup>nd</sup> Floor, Bonifacio Bldg., DepEd Complex, Meralco Avenue, Pasig City at telephone no.: (02) 638-4799.
6. Immediate and wide dissemination of this Memorandum is desired.

**BR. ARMIN A. LUISTRO FSC**  
Secretary

Encls.: As stated  
Reference: None  
Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index under the following subjects:

CONTESTS

PUPILS

Madel:c:Enikki Festa  
8-16-10



## FESTIVAL OF ASIAN CHILDREN'S ART

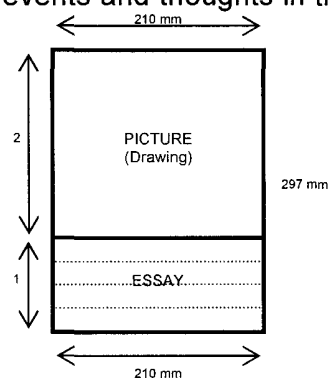
### CONTEST RULES AND REGULATIONS

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1. All Filipino schoolchildren ages 6-12 regularly enrolled during the school year 2010-2011 in the public and private elementary schools are qualified to join. The competition will run from August 1 to October 29, 2010.

2. Each entry should consist of five pages. Each page should contain a drawing and a short essay/description of an event in the child's daily life. This is called an **ENIKKI** in Japanese (Illustrated Diaries). An Enikki portrays daily events and thoughts in the form of a picture and a short essay.

3. The theme of the contest is "**Here is My Life.**" Participants will show their friends in Asia about their daily life and culture by means of ENIKKI, a five-day illustrated diary. They will draw and write about any topic such as nature and climate, favorite games, school life, traditional performing arts, family, friends and local festivals. They should not draw or write about a similar topic on all five pages. Each page should depict a different topic.



4. Entries should be drawn on drawing paper or white cartolina A4 size (297 mm long x 210 mm wide) approximately 11 ¾ x 8 ¼ inches used vertically. The essay about 3-5 lines in length at the bottom of the page as shown in the diagram. Do not use the back side. The essay should be in Filipino (Tagalog) and in the handwriting of the participant.

5. Watercolor, crayon, poster paint, oil pastel, craypas, pentel pen, colored pencil, etc., or any combination of several media may be used.

6. Submit entry together with the ENTRY FORM. Paste the entry form on a separate sheet of paper. The five pages of drawings should be loose. Do **not** bind, staple or paste together. Write your name at the back of each of the five pages and number them consecutively 1-5 also at the back.

7. All entries must reach on or before the close of office hours (5:00 p.m.) on Friday, October 29, 2010 to:

**The Secretariat, MITSUBISHI ASIAN CHILDREN'S ENIKKI FESTA**  
Bureau of Elementary Education (BEE)  
Department of Education (DepEd)  
DepEd Complex, Rm. 205, Bonifacio Bldg., 2F,  
Meralco Ave., Pasig City  
Tel. No. (02) 638-4799

8. The National Screening Committee shall select eight (8) winning entries (no ranking shall be made) to be sent to Japan for final screening by the International Screening Committee who shall select the final winners.

9. The final winners shall receive the following awards:

- ✎ GRAND PRIX AWARD: (1 winner per participating country)  
Certificate of Commemoration and a Commemorative medal;  
An invitation with one (1) guardian to join the study tour in Republic of Korea
- ✎ ORGANIZERS' AWARD:
  - Mitsubishi Public Affairs Committee Award (1 winner) – Certificate of Commemoration and a Commemorative gift
  - Asian Pacific Federation of UNESCO Clubs and Associations (1 winner) Certificate of Commemoration and a Commemorative gift
  - National Federation of UNESCO Associations in Japan Award (1 winner) – Certificate of Commemoration and a Commemorative gift
- ✎ EXCELLENCE AWARD: (4 winners)- Certificate of Award and Commemorative gift

10. Non-winning participants will receive a Certificate of Participation and a token from the National Executive Committee.

11. Participating countries are: Bangladesh, Bhutan, Brunei Darussalam, Cambodia, People's Republic of China, India, Indonesia, Kazakhstan, Republic of Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, Timor-Leste, Vietnam and Japan.

12. Application Forms will be distributed through the following centers:

- ▶ **The Secretariat, MITSUBISHI ASIAN CHILDREN'S ENIKKI FESTA**  
Bureau of Elementary Education, Rm 205 Bonifacio Bldg., 2F  
DepEd Complex, Meralco Ave., Pasig City
- ▶ DepEd Regional Office (in your locality)  
c/o Elementary Education Division
- ▶ DepEd Division Office (in your locality)  
c/o Division Art Supervisor/Coordinator
- ▶ DepEd District Office/Principal's Office

**ORGANIZERS:**

- ✚ MITSUBISHI PUBLIC AFFAIRS COMMITTEE
- ✚ ASIAN PACIFIC FEDERATION OF UNESCO CLUBS AND ASSOCIATIONS
- ✚ NATIONAL FEDERATION OF UNESCO ASSOCIATIONS IN JAPAN

**LOCAL ORGANIZER:**

- ✚ BUREAU OF ELEMENTARY EDUCATION (BEE)  
DEPARTMENT OF EDUCATION (DEPED)

**SUPPORTED BY:**

- ✚ UNESCO NATIONAL COMMISSION OF THE PHILIPPINES

**DEADLINE FOR SUBMISSION OF ENTRIES:**

*Friday, October 29, 2010  
(5:00 p.m.)*

## MITSUBISHI ASIAN CHILDREN'S ENIKKI FESTA

### OPISYAL NA ENTRY FORM (Official Entry Form)

Sagutin ang mga sumusunod sa iyong sulat-kamay.  
(Answer the following in your own handwriting.)

Pangalan: ..... Gulang: .....  
(Name) (Age)

Kasarian: ..... Kapanganakan: .....  
(Sex) (Date of Birth)

Tirahan:  
(Home Address)

Numero at kalye: .....  
(Number and Street)

Baranggay/Bayan: .....  
(Barangay/Town)

Siyudad/Lalawigan: .....  
(City/Province)

Bansa: ..... Zip Code: .....  
(Country)

Nasyonalidad: .....  
(Nationality)

Pangalan ng Paaralan: ..... Baitang: .....  
(Name of School) (Grade)

Direksiyon ng Paaralan: .....  
(Address of School)

Distrito: .....  
(District)

Dibisyon: ..... Rehiyon: .....  
(Division) (Region)

.....  
Lagda ng Kalahok  
(Signature of Participant)

.....  
Pangalan at Lagda ng Punong-guro ng Paaralan  
(Name and Signature of School Head/Principal)