



AUG 03 2010

DepEd MEMORANDUM
No. **346**, s. 2010

INDIGENOUS PEOPLES MONTH 2010

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Secondary Schools

1. The National Commission for Culture and the Arts (NCCA) is organizing the celebration of the Indigenous Peoples (IP) Month 2010 with the theme "Dayaw" this October at the Clamp Shell 1, Intramuros, Manila.
2. The objectives of the activity are to:
 - a. bring together representatives of 110 ethno-linguistic groups all over the country by providing a venue that would highlight their best cultural practices;
 - b. promote and cultivate a deeper understanding of Indigenous Peoples' Cultural Heritage, both tangible and intangible, for all sectors both local and international;
 - c. recognize the invaluable contribution of traditional artists and cultural masters to Traditional Knowledge Preservation and Dissemination;
 - d. spearhead the continuing discussion and debate on IP rights and other concerns on preservation, promotion, development of traditional culture and eco-tourism; and
 - e. develop cultural awareness and link Philippine indigenous communities to the international community of indigenous leaders, international media and advocates.
3. Throughout the month of October 2010, activities may be undertaken by agencies or institutions in accordance with their own capabilities. They may opt to consider the following:
 - a. allow their representatives to attend the actual celebration in October 2010 in Manila (subject to the availability of their agency's funds in accordance to COA rules);
 - b. host activities in their particular agency that maybe in the form of a symposium, music, dance or theater performances, film or visual exhibits, visits to museums or cultural sites, or any other forms relevant to this year's IP month theme and selected sub- theme of the agency/organization/local government unit; and



- c. provide their own streamers to be displayed at their building façade throughout the month of October 2010. Likewise, they are encouraged to post and disseminate posters and other information materials (including the official publicity materials from NCCA) within or outside their offices.
4. For further inquiries, please contact the NCCA Secretariat at telephone no.: (02) 527-2209 and e-mail address: www.ogie_nicolas@yahoo.com.
5. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Reference:

None

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

BUREAUS & OFFICES
CELEBRATION & FESTIVALS
SCHOOLS

D-MCR/DM-Indigenous People Festival
07-26-10