



Republic of the Philippines
Department of Education


06 FEB 2013

DepEd MEMORANDUM
No. **23**, s. 2013

2013 NATIONAL YEAR OF RICE (NYR) CAMPAIGN

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
All Others Concerned

1. Pursuant to Presidential Proclamation No. 494 dated October 18, 2012, the Department of Agriculture (DA) will lead the celebration of the *2013 National Year of Rice (NYR) Campaign* towards achieving rice self-sufficiency and promoting public awareness on responsible rice consumption.
2. The Campaign aims to promote responsible rice consumption for better health and less rice wastage and productive farming through the promotion of efficient rice technologies and inspiring farmers to do better.
3. The DA may call upon other government agencies, non-governmental organizations, and the private sector to support the national campaign by displaying the NYR tarpaulin (at least 10 ft by 6.25 ft) in the respective offices for the whole year and by reciting the ***Panatang Makapalay*** as the concluding part of the flag raising ceremony. Enclosed is the summary of the NYR activities.
4. The design of the NYR logo can be downloaded at <http://www.nyr2013.com/>; www.facebook.com/; www.twitter.com/yearofrice2013 or contact **Ms. Colleen Tobias** of Philippine Rice Research Institute (PRRI) at telephone nos.: (02) 456-0258 local 512; mobile phone no.: 0917-631-8137 or send a message through email address: mcgtobias@email.philrice.gov.ph.
5. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encl.: As stated
Reference: DepEd Memorandum: (No. 62, s. 2004)
To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN HEALTH EDUCATION SCHOOLS

SGC: 2013 NYR
0119- January 31, 2013



2013
National Year
of
RICE

**SAPAT NA BIGAS
KAYA NG PINAS**

OUR PLANNED ACTIVITIES

ACTIVITY	STRATEGY (AUDIENCE)	SPECIFICS
For the general public (Conserve for more rice)		
JANUARY	Riceponsible government employees	Enjoining of all government employees to support the NYR through the hanging of NYR tarpaulin in their offices and the recitation of PanatangMakapalay
	Riceponsibletexters	Enjoining of all mobile phone users to be responsible rice consumers through sending of text messages
	Riceponsible students	Enjoining of all students to be responsible rice consumers through a lecture
	Riceponsible viewers	Enjoining of the general public to be responsible rice consumers through the playing of NYR teaser video in major television channels, seaports and airports, cinemas, and buses.
	Riceponsible listeners	Enjoining of the general public to be responsible rice consumers through the playing of NYR teaser video in radio stations (AM and FM)
FEBRUARY	Riceponsiblelovers(couples)	Enjoining of the general public to be responsible rice consumers through the distribution of NYR collaterals during the Love-a-palooza
	RiceponsibleJeepneydrivers	Enjoining of jeepney drivers to be responsible rice consumers through the distribution of NYR collaterals during the Jeepney week
MARCH	Riceponsible women	Enjoining of all women to be responsible rice consumers through a meal preparation workshop and distribution of recipes using rice alternatives in malls; all during the women's month
APRIL	Riceponsible researchers	Enjoining of the scientific community to be NYR advocates by anchoring the theme of the FCSSP conference to the NYR advocacies
	Riceponsible broadcasters	Enjoining of all broadcasters to be NYR advocates by presenting the NYR during their conference and asking them to promote NYR during their airtime or play the NYR radio plugs for free
	Riceponsiblepublic	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the World Health Day to the NYR advocacies
JULY	Riceponsible public	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the Nutrition Month to the NYR advocacies, along with a meal preparation workshop for parents
	Riceponsible researchers	Enjoining of the scientific community to be NYR advocates by anchoring the theme of the NAST week to the NYR advocacies, presenting it during the conference along with an exhibit
AUGUST	Riceponsible students	Enjoining of students to be responsible rice consumers by anchoring the theme of the LinggongWika to the NYR advocacies, making it the topic of oratorical contests
	Riceponsible student-writers	Enjoining of student-writers to be NYR advocates by anchoring the theme of all student press conferences related to the NYR advocacies
SEPTEMBER	Riceponsible public	Enjoining of the general public to be responsible rice consumers to prevent obesity through an exhibit during the Obesity prevention awareness week
OCTOBER	Riceponsible public	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the World Food Day to the NYR advocacies along with launching of rice sections in museums
	Riceponsible students	Enjoining of students to be responsible rice consumers by anchoring the theme of the School Health Month related to the NYR advocacies
	Riceponsible public	Enjoining of the general public to be responsible rice consumers by anchoring the theme of the Agrilink related to the NYR advocacies along with an exhibition and distribution of NYR collaterals



PANATANG MAKAPALAY

(Ilagay ang kanang kamao sa dibdib)

Bilang isang mamamayang Pilipino
nakikiisa ako sa panatang huwag magsayang
ng kanin at bigas.

**Magsasaing ako ng sapat lamang
at sisiguraduhing tama ang pagkagaluto nito.**

Kukuha ako ng kaya kong ubusin upang sa aking pinggan
ay walang matirang kanin. Ganun din ang aking gagawin
kung may handaan o kung sa labas ako kakain.

**Ang brown rice o pinawa ay susubukan kong kainin,
pati na ang ibang pagkain bukod sa kanin
tulad ng saba, kamote, at mais.**

Ituturo ko sa iba ang responsableng pagkonsumo
nang mabigyang halaga ang pagod ng mga magsasaka
at nang makatulong na maging sapat
ang bigas sa Pilipinas.

**Aking isasapuso ang panatang ito
dahil sa bawa't butil ng bigas
o kanin na aking matitipid
ay may buhay na masasagip.**



**SAPAT na BIGAS
KAYA ng PINAS**