



Republic of the Philippines
Department of Education

10 OCT 2013

DepEd MEMORANDUM
No. **188**, s. 2013

2013 CONSUMER WELFARE MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services, Centers and Heads of Units
Regional Directors
Schools Division Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. Pursuant to Presidential Proclamation No. 1098 dated July 26, 1997 entitled *Declaring the Month of October of Every Year as Consumer Welfare Month*, the Department of Education (DepEd) announces the observance of the 2013 Consumer Welfare Month this October with the theme *Health Product Quality, Efficacy, Safety and Transparency – Everybody's Concern*.

2. For this year's celebration, the Department of Health (DOH) has been designated as the host agency for the **2013 Consumer Welfare Month Celebration**. This is in cooperation with the National Consumer Affairs Council (NCAC), government agencies and non-government institutions and organizations.

3. The Celebration aims to:

- a. assess how far the basic consumer rights and responsibilities have been recognized nationally;
- b. provide a venue to flesh out policies, plans, and programs, which will support the NCAC in effectively carrying out its mandates under Republic Act (RA) No. 7394, otherwise known as the *Consumers Act of the Philippines*;
- c. serve as a forum to address the various concerns of consumers in terms of safety and protection; and
- d. encourage dialogue and cooperation among consumers, business and government sectors in advancing and protecting the interests of consumers.

4. The DepEd enjoins all regional and division offices, and schools to participate and conduct appropriate, innovative and creative activities, which will not entail cost or will not disrupt classes.

5. For more information, all concerned may contact:

Ms. Velma Lim

Officer-in-Charge

National Consumer Affairs Council (NCAC)

G/F Trade and Industry Building, 361 Sen. Gil Puyat Avenue

Makati City

Telephone Nos.: (02) 890-4930; (02) 751-4782 to 83

Email Addresses: ncacdti@yahoo.com; ncac@dti.gov.ph

6. Immediate dissemination of this Memorandum is desired.



BR. ARMIN A. LUISTRO FSC

Secretary

Reference:

DepEd Memorandum: No. 421, s. 2010

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

CELEBRATIONS & FESTIVALS
CONSUMER EDUCATION
SCHOOLS

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