



Republic of the Philippines  
**Department of Education**

18 NOV 2019

DepEd MEMORANDUM  
No. **171**, s. 2019

**CELEBRATION OF NATIONAL RICE AWARENESS MONTH**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Minister, Basic, Higher, and Technical Education, BARMM  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. Pursuant to Presidential Proclamation No. 524, s. 2004, the Department of Agriculture (DA) celebrates the **National Rice Awareness Month (NRAM)** this November 2019 with the theme, Buy Local. Eat Local. Support our Rice Farmers.
2. The celebration aims to impart the importance and advantage of eating safe and nutritious rice to consumers, instilling the value of patriotism in supporting the local rice farmers, and helping the Philippine rice industry as a whole.
3. For the whole duration of the NRAM, the Department of Education officials and school personnel are requested to:
  - a. print and display a tarpaulin/streamer bearing this year's theme (visit <https://bit.ly/32jNC32> for the sample design);
  - b. conduct an activity that would facilitate participation of the whole department in NRAM;
  - c. recite the *Panatang Makapalay* during Flag Raising Ceremony; and
  - d. promote the campaign advocacies through quad media and other ways within your capacity.
4. For more information, please contact **Mr. Ajea C. Alcantara** of the Be RICEponsible Secretariat through email at [ac.alcantara@philrice.gov.ph](mailto:ac.alcantara@philrice.gov.ph), or telephone no. (044) 456-0277 local 300, or mobile phone no. 0995-815-8494.
5. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary

Reference:

DepEd Memorandum No. 211, s. 2017

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

AGRICULTURAL EDUCATION  
BUREAUS AND OFFICES  
CAMPAIGN  
CELEBRATIONS AND FESTIVALS  
HEALTH EDUCATION  
LEARNERS  
SCHOOLS