



Republic of the Philippines
Department of Education
Region VI – Western Visayas
SCHOOLS DIVISION OF CAPIZ

07 October 2024

DIVISION MEMORANDUM

No. **613**, s. 2024

PARTICIPATION TO THE PHILIPPINE CREATIVE INDUSTRIES 2024

To: OIC, Office of the Assistant Schools Division Superintendent
Chief Education Supervisors, SGOD and CID
Education Program Supervisors
Public Schools District Supervisors
Heads of Public Elementary, Secondary, and Integrated Schools
All Others Concerned

1. Attached is Regional Memorandum No. 898, s. 2024 titled **Participation to the Philippine Creative Industries 2024**.
2. Immediate dissemination of this Memorandum is desired.


MIGUEL MAC D. APOSIN EdD, CESO V
Schools Division Superintendent

Encl.: None

Reference: Regional Memorandum No. 898, s. 2024

To be indicated in the Perpetual Index

Under the following subjects:

CELEBRATIONS AND FESTIVALS
PROGRAMS

CURRICULUM
WORKSHOPS



Republic of the Philippines
Department of Education
REGION VI-WESTERN VISAYAS

OCT 01 2024

REGIONAL MEMORANDUM
No. 898, s. 2024

PARTICIPATION TO THE PHILIPPINE CREATIVE INDUSTRIES 2024

To: Schools Division Superintendents
All Others Concerned

1. Attached is DepEd Memorandum No. DM-CT-2024-319 titled Participation to the Philippine Creative Industries 2024.
2. Immediate dissemination of this Memorandum is desired.

RAMIR B. UYTICO EdD, CESO III
Regional Director

Encl.: None
Reference: As stated
To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS AND FESTIVALS
PROGRAMS

CURRICULUM
WORKSHOPS

AVL/CLMD-RM- Philippine Creative Industries 2024
2025/September 30, 2024



Address: Duran Street, Iloilo City, 5000
Telephone Nos: (033) 337-0149; 336-2816
Email Address: region6@depd.gov.ph
Website: region6.depd.gov.ph



Certificate No. PHP QMS
24 93 0184



Republic of the Philippines

Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

MEMORANDUM

DM-CT-2024- 319

Department	Region	Office
REC-CT		
Date	SEP 05 2024	
Control No.	4572	

TO : REGIONAL DIRECTORS
MINISTER, BASIC, HIGHER, AND TECHNICAL
EDUCATION, BARM
SCHOOLS DIVISION SUPERINTENDENTS

FROM : ALMA RUBY C. TORIO
Assistant Secretary
Officer-in-Charge
Office of the Undersecretary for Curriculum and Teaching

SUBJECT : PARTICIPATION TO THE PHILIPPINE CREATIVE
INDUSTRIES MONTH 2024

Date : August 28, 2024

In adherence to Republic Act No. 11904, also known as the Philippine Creative Industries Development Act (PCIDA), the month of September has been declared as the **Philippine Creative Industries Month (PCIM)**. This month-long celebration aims to showcase the goods, products, and services of the Philippine creative industries as well as to elevate awareness of their vital role in nation-building and socioeconomic advancement.

With the theme "We Are A Creative Nation," this year's PCIM celebration reflects the creativity deeply embedded within Philippine society, representing a fundamental aspect of its identity. It honors the rich cultural heritage and inherent drive for innovation and artistic expression among the Filipino people.

In view of the Department of Education's designation as an ex-officio member of the Philippine Creative Industries Development Council, as well as DepEd's mandate to "support and develop relevant programs related to creative industries", the DepEd is in unity with the rest of the country in celebrating the PCIM.

The Department of Education, as part of the PCIM Taskforce and the Department of Trade and Industry (DTI) as one of the lead agencies in implementing the PCIDA, hereby, formally requests the engagement of DepEd's regional and attached agencies in the PCIM activities.

Regional and attached agencies are encouraged to organize activities that align with the **Celebration Pillars of PCIM**:



1/F Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City
Direct Line: (632) 8633-7202/8687-4146 E-mail: ouct@deped.gov.ph



DepEd Philippines



depedphilippines



deped.ph



www.deped.gov.ph



Republic of the Philippines
Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING

1. **Creative Knowledge and Research:** Engage in intellectual pursuits through events like conferences, workshops, and lectures to foster innovation and understanding
2. **Creative Trade and Business:** Facilitate commercial exchange of creative goods and services through activities such as trade fairs and business matches
3. **Creative Performance and Live Production:** Present and display of creative outputs and art pieces through creative exhibitions or cultural tourism
4. **Creative Challenge and Campaign:** Encourage participation through interactive and competitive initiatives, including competitions, community projects, and social media challenges.

To streamline the organization and promotion of these activities, PCIM has launched a dedicated website to serve as a platform for registering activities associated with PCIM: <https://www.pcim.ph/home>. The website also serves as the central repository for materials related to these events, including articles and photographs documenting these endeavors. These materials will be compiled into a video to be showcased in the PCIM closing ceremony to commemorate collective efforts and to inspire continued engagement in future PCIM celebrations.

For any inquiries, please contact the Interim Secretariat of the Philippine Creative Industries Development Council at PCIDCSecretariat@dti.gov.ph, copy furnished to Ms. Jasha Gutierrez at JashaGutierrez@dti.gov.ph.

Immediate dissemination of this Memorandum is requested.

Copy furnished:

ATTY. REVSEE A. ESCOBEDO
Undersecretary for Operations



1/F Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City
Direct Line: (632) 8633-7202/8687-4146 E-mail: ouc@deped.gov.ph

