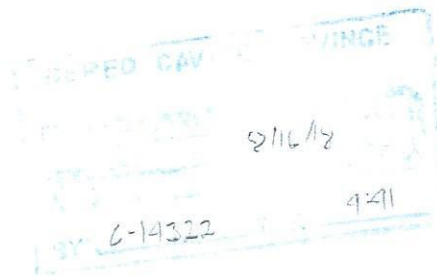


16 August 2018

Dr. Cherrylou D. de Mesa
School Division Superintendent
DepEd, Cavite Province
Trece Martirez City, Cavite

Thru: Dr. Eduarda Zapanta
School Division Supervisor



Dear Dr. de Mesa:

In celebration of the Consumer Welfare Month in October, pursuant to Presidential Proclamation no. 1098 dated September 26, 1997, the Department of Trade and Industry will once again undertake several activities to drum-up further awareness on consumerism. The theme of this year's celebration is "Making Digital Market Places Fairer".


The presence and active involvement of the youth sector is evident in every consumer welfare activity. Thus to highlight students as agents of consumer advocacy, employing their artistic talents to assure our nation of a new breed of aware and vigilant consumers, DTI-Cavite will hold a Tanghalang Pangmamimili for High School students (Grade 7-12). This will be held on October 23, 2018, 1:00 – 5:00 p.m. at The Event Center, Robinson's Place, Gen. Trias, Cavite.

In this regard, may we invite thru your Office, public or DepEd-recognized private schools to participate in the said contest. Attached for your reference is the mechanics of the contest.

Our project account officer, Ms. Lilibeth R. Chavez will coordinate with your office on the details of this activity. You can directly contact her at (046)4191028 local 5 / 5140461 or email at r04a.cavite@dti.gov.ph or LilibethChavez@dti.gov.ph

Thank you for your usual support and cooperation.

Very truly yours,


NOLY D. GUEVARA
Provincial Director
DTI – Cavite




DEPARTMENT OF TRADE AND INDUSTRY – CAVITE PROVINCIAL OFFICE
2nd Floor Government Center Building, Capitol Compound, Trece Martires City, Cavite
Tel. Nos. (046) 419-1028/ 419-0011 Fax Nos. (046)514-0461 E-mail:
r04a.cavite@dti.gov.ph

TO: All Concerned Personnel

September 6, 2018

For your information, guidance and approval as attendance to any activity of school-based personnel and learners is within your discretion. For Official Time Only. No Government / School Funds shall be used.


CHERRYLOU D. REPIA
Schools Division Superintendent

16 August 2018

Dr. Cherrylou D. de Mesa
School Division Superintendent
DepEd, Cavite Province
Trece Martirez City, Cavite

Thru: Dr. Eduarda Zapanta
School Division Supervisor



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Provincial Director
DTI – Cavite

Tanghalang Pangmamimili

Target Participants:

- High school level students (Grade 7-12) currently enrolled in school year 2018 - 2019 in any public school or DepEd recognized private schools
- Teachers/School Administrators
- Mall tenants and administrators

The Tanghalang Pangmamimili is a nationwide role playing competition to be participated in by high school level students, both public and private, who will act out scenarios around the theme of consumer welfare and protection. The activity aimed at heightening consumer awareness and vigilance for quality and safe products among our youth. It intends to impress upon the young minds of Filipino students the importance of knowing their consumer rights and responsibilities which must be respected and protected at all times.

- **Target Participants:** High school level students (Grade 7-12) currently enrolled in school year 2018 - 2019 in any public school or DepEd recognized private schools

Date/Venue:

October 23, 2018, Tuesday, 1:00 p.m. at Event Center, Robinson's Place Gen. Trias, Cavite

Mechanics:

The following Mechanics will generally apply to both Regional and Provincial level *Tanghalan*:

1. Target Participants: high school level students (Grade 7-12), both public and private
2. Date/Venue : October 23, 2018 at Event Center, Robinson's Place, Gen. Trias, Cavite/1:00 – 5:00 PM for the Provincial Tanghalan ; Regional Dulaan: November 22, 2018, *Batangas City/ 1:00-5:00PM*
3. The Provincial Tanghalan Champions from the five (5) CALABARZON shall compete for the Regional level competition.
4. All participating schools and their respective coaches/mentors must have proper endorsement by their respective school heads.
5. Maximum number of participants per school is 25 including coaches/guides; and maximum of twenty (20) participants for the play proper. The program will provide the PM snacks for the 25 pax. The school may send more numbers of participants to watch the contest at their own expense.
6. A one-page typewritten plot and 4 printed copies of the script (in A-4 bond paper) shall be submitted to DTI-Cavite on or before September 28, 2018. Said copies shall become properties of DTI – Cavite.
7. A maximum of five (5) schools will be pre-selected based on the script submitted to DTI-Cavite. They will be the official contestants to the Provincial Tanghalang Pangmamimili.
8. Soft copy of Official Entries
 - a one-page summary or plot (in the case of stage play)
 - Full text of the entries

- Full text of the entries
 - To be submitted not later than a week prior to the regional championship
9. Maximum twenty (20) minutes is allocated per participating school to include setting-up of props and cheering competition. Maximum of two (2) minutes shall be allotted for cheering and must be presented before the play/setting of props. Participants for the "cheering completion" must also be the same students who will participate in the play. **Suggested presentation time for play proper is 10-12 minutes per school.** Excess minutes can be used in setting-up of props.
 10. Timer shall start as soon as all Cheering participants set foot on the stage and shall end the moment the participants take their bow after the play.
 11. The theme of each presentation must adhere to the Consumer Protection Month's theme: **"Making Digital Market Places Fairer"**
 12. Type of Entries:
 - 12.1 For play, a light often comic theatrical piece frequently combining pantomime, dialogue, dancing, and song;
 - 12.2 Other type of entries : it's up to the creativity of the participating school
 13. A covering summary containing the following information shall accompany the script:
 - a) Name, address and contact no. of the school
 - b) contact person/mentor and telephone number
 - c) particular topic/subject (on consumerism) of presentation
 - d) total number of characters involved in the presentation
 - e) estimated time frame of presentation
 11. **Medium: For uniformity and enhanced audibility of voices, recorded voices instead of live conversation must be the medium of communication in the play. On the other hand, cheering must be live.**

12. The following criteria shall be the basis for judging:	
a) Coherence/Comprehensive Script	25%
b) Relevance to Consumerism - Theme	25%
c) Originality/Creativity	25%
d) Audience Impact//Audience Engagement/Entertainment Value	20%
e) Adherence to the Rules	<u>5%</u>
Total	100%

13. Any group exceeding the maximum time limit allotted for their performance will be penalized. One (1) point will be subtracted from 'Adherence to Rules Criterion' for an excess minute and additional one point for each additional minute, and so on. Another one (1) point will also be subtracted from 'Criterion e' for other type of violation (example, non-submission of requirements on time, etc.);
14. The board of judges shall be composed of 3-5 members . The Board elect their own Chairperson.

15. There shall be three (3) top winners for the provincial Tanghalang Pangmamimili and shall be awarded the following prizes:

- a. Champion - P 10,000 Cash/GC + cert
- b. 1st Runner-up - P 7,500 Cash/GC + cert
- c. 2nd Runner-up - P 5,000 Cash/GC + cert

All participating schools will receive a Certificate of Participation

16. Other Prizes/Incentive at stake:

- a) Best Female Performer - P1,000 Cash/GC + medal + cert
- b) Best Male Performer - P1,000 Cash/GC + medal + cert
- c) Best Script - P1,000 Cash/GC + medal + cert
- d) Best Director - P1,000 Cash/GC + medal + cert
- e) Best Cheer - P1,000 Cash/GC + medal + cert

16. Group presentations shall be allowed to bring and use any medium/background necessary to enhance their presentation. They should coordinate and secure the proper permit from the management of the venue for the entry of the said materials.

17. For pre-registration and ingress preparation purposes, the school shall submit an attendance sheet of all the members of their delegation indicating the name, year/section, name/role in the skit and signature.