DIVISION MEMORANDUM
No. 10/9, s. 2018

Kulturang Kalahi Poster-Making Contest

To : Chief, Curriculum Implementation Division
    Public Schools District Supervisors
    Junior and Senior High School Principals/Heads
    Public and Private Schools

1. Pursuant to an Unnumbered Regional Memorandum dated October 19, 2018, re: “Kulturang Kalahi Poster-Making Contest”, this Office reiterates the details of the said memorandum.

2. The contest is in coordination with the Department of Social Welfare and Development (DSWD) Kapit Bisig Laban sa Kahirapan Comprehensive and Integrated Delivery of Social Services (Kalahi-CIDDS) Program.

3. The said competition is open to all Junior and Senior High School students enrolled at private, public or community-run schools in the Philippines.

4. Attached are the contest mechanics and guidelines.

5. Deadline for submission of entries is on October 23, 2018.

6. For immediate dissemination and compliance.

WINNIE E. BATOON, Ed. D., CESE—
Officer-in-Charge
Office of the Schools Division Superintendent

Ends: Unnumbered Regional Memorandum dated October 19, 2018, DM-OM-PFO-2018-01238
References: Unnumbered Regional Memorandum dated October 19, 2018, DM-OM-PFO-2018-01238
To be included in the Perpetual Index under the following subjects:
Curriculum Competition
gegp: Kulturang Kalahi Poster-Making Contest
date: October 23, 2018
MEMORANDUM

To: Schools Division Superintendents
   OIC-SDS/ASDS/OIC-ASDS

From: ATTY. ALBERTO T. ESCOBARTE, CESO III
       Regional Director

Subject: Kulturang Kalahi Poster – Making Contest

Date: October 19, 2018

Herewith is Memorandum dated 15 October 2018 from Usec. Jesus L. R. Mateo, DepEd Central Office, Meralco Avenue, Pasig City entitled “Kulturang Kalahi Poster-Making Contest.”

The contest is in coordination with the Department of Social Welfare and Development (DSWD) Kapit Bisig Laban sa Kahirapan Comprehensive and Integrated Delivery of Social Services (Kalahi-CIDDS) Program. The contest is open to all junior and senior high school students enrolled at private, public or community-run schools in the Philippines.

All Schools Divisions are enjoined to disseminate the contest guidelines to all schools. Deadline for submission of entries is on October 23, 2018.

Immediate and wide dissemination of this Memorandum is desired.
MEMORANDUM
OM-PFO-2018-01278

TO:
REGIONAL SECRETARY, DEPED ARM
ALL REGIONAL DIRECTORS

FROM:
JESUS L. R. MATEO
Undersecretary

SUBJECT:
KULTURANG KALahi POSTER-MAKING CONTEST

DATE:
15 October 2018

The Department of Social Welfare and Development (DSWD) Kapit Bisig Laban sa Kaharatan Comprehensive and Integrated Delivery of Social Services (Kalahi-CIDDS) program is conducting a poster-making contest nationwide entitled Kultura ng Kalahi, which aims to increase awareness of the youth on the need for and value of volunteering in communities and nation-building.

The contest is open to all junior and senior high school students enrolled at private, public or community-run schools in the Philippines.

In this regard, all are enjoined to disseminate the contest guidelines (copy attached) to all schools at the regional and district levels. Your support will help ensure the opportunity of every student to join and express his/her ideals on volunteerism and nation-building, and possibly winning the cash prize.

The deadline for submission of entries is on October 23, 2018.

For further clarifications you may coordinate with the DSWD Kalahi-CIDDS Communications Unit at Telephone Numbers (02) 931-8101 local 527 or at smuc.kc@dswd.gov.ph.

For your immediate and appropriate action.
Dear Sec. Briones:

We are pleased to inform you that the DSWD Kapit Bisig Laban sa Kahirapan-Comprehensive and Integrated Delivery of Social Services (Kalahi-CIDSS) program is conducting a poster-making contest nationwide entitled Kultura ng Kahali, which aims to increase the awareness of the youth on the need for and value of volunteering in communities and nation-building.

The contest is open to all junior and senior high students enrolled at private, public, or community-run schools in the Philippines. Four (4) winners will be declared as grand winners while (9) others will receive consolation prizes. The winning artworks will also be featured and published in different information, communication, and education (IEC) materials of DSWD Kalahi-CIDSS for 2019.

In this regard, may we request your assistance in disseminating the contest guidelines to all schools at the regional and district levels? Your support will help ensure the opportunity of every student to join and express his/her ideals on volunteerism and nation-building, and possibly win the cash prize.

The deadline of submission of entries is on October 23, 2018. The participating school shall send a digital copy of the entries to smu.ko@dswd.gov.ph as proof and notice of submission. On the other hand, the physical copies of the entries shall be sent to the nearest DSWD Field Office or DSWD Kalahi-CIDSS Regional Program Management Office on October 24, 2018.

Kapit-Bisig Laban sa Kahirapan Comprehensive and Integrated Delivery of Social Services—National Community-Driven Development Program (KALAHi CIDSS-NCDDP)
Kalahi-CIDSS NPMO Building, DSWD Central Office, Basilian Complex Constitution Hills, 1126 Quezon City, Philippines
Tel. No.: (02) 931-6497, (02) 931-6410 local 513-519 FMX: (02) 931-6114
Website: www.nndp.dswd.gov.ph
The winners will be announced online on November 8, 2018. They will be informed via phone call from the DSWD Kalahi-CIDSS National Program Management Office.

For the complete contest guidelines, you may refer to the document attached in this mail. You may also contact us for further clarifications through e-mail at smu.kc@dswd.gov.ph or through landline at (02) 931-6101 local 527 and look for any staff from the DSWD Kalahi-CIDSS Communications Unit.

Thank you and we look forward to a fruitful partnership ahead.

Sincerely,

USEC. MARIA LOURDES T. JARABE
Deputy National Program Director and
OIC KALAHI CIDSS-NCDDP
KULTURANG KALAHI
POSTER-MAKING CONTEST GUIDELINES

The Kulturang Kalahi poster-making contest of DSWD Kalahi-CIDSS aims to promote volunteerism as a means to contribute to nation-building. The contest is open to high school students (public, private, and community-run schools) nationwide to increase awareness of the youth on the need for and value of volunteering in communities.

About the organizer
This contest is organized by Kapit-Bisig Laban sa Kahirapan Comprehensive and Integrated Delivery of Social Services - National Community-Driven Development Program (DSWD Kalahi-CIDSS), which promotes the community-driven development (CDD) approach that gives communities control over decisions and resources. Here, residents actively participate to identify and co-implement solutions to community-identified needs and problems.

The program helps ensure a truly people-centered development by providing development assistance, capacity-building, and implementation support to poverty-disadvantaged and disaster-affected municipalities.

Categories / themes
Posters must creatively and clearly present the essence of volunteering in communities as a practical and valuable contribution to nation-building that can be done by all.

Contestants may choose from any of the four categories, which are based on the principles of the DSWD Kalahi-CIDSS program:

1. Participation — Community residents voluntarily engage in the planning, decision-making, and implementation of community projects and activities in their localities. They work hand-in-hand with the local government officials, community-based organizations, and other residents to improve the condition of their community.

2. Transparency — People’s active participation is key to ensuring transparency. Community leaders and local government officials are honest and regularly convene barangay assemblies, committee meetings, and consultation with various sectors as a venue to disclose information that should be public knowledge such as budget allocation for projects and activities, transactions with project partners, and other local development agenda. This practice strengthens public trust towards an improved local governance.

Kapit-Bisig Laban sa Kahirapan Comprehensive and Integrated Delivery of Social Services - National Community-Driven Development Program (KALAHI CIDSS-NCCDDP)
Kalahi-CIDSS building, DSWD Central Office, Basseyan Complex Constitution 168A, 1234 Quezon City, Philippines
Email: klc@dswd.gov.ph Tel. No. (02) 931-6101 loc 513
Website: www.nccddp.dswd.gov.ph
3. **Accountability** — Officials and volunteers elected by the people take full responsibility of their actions and decisions whatever the result may be. They closely monitor the progress of their projects and activities to ensure a successful outcome that is aligned with the priorities collectively set by the people.

4. **Inclusivity** — People are mobilized to become involved in decision-making and local activities regardless of their age, gender, ethnicity, disability status, and race. All sectors of the community are encouraged to actively participate to ensure that development interventions reflect the genuine needs of the community and they have ownership over the development projects.

**Eligibility**
The contest is open to all junior and senior high students enrolled at private, public, or community-run schools in the Philippines. Children of community volunteers under the DSWD Kalahi-CIDSS program are highly encouraged to join the contest.

**Artwork requirements**
- All entries must be drawn by hand using any medium. The poster should be A4 in size and must be in landscape orientation. See below for guide:

![Landscape](image1)

![Portrait](image2)

- Entries should be submitted in two versions: outline and colored. Scan or take a photo of the outline of the artwork first before applying color. See below for guide:

![Outline](image3)

![Colored](image4)
All entries must bear the logos of DSWD and Kalahi-CIDSS. Participants may use and portray the logo to best present the concept of their entries.

Criteria
Entries will be judged using the criteria below:

Relevance to the theme 40%
Creativity and originality 30%
Impact:
  Judges: 15%
  Online: 15%
Total: 100%

Submission of entries

- All entries should be accompanied by an application form (see attached) and a photocopy of the student’s school I.D.
- Contestants may submit one entry per category, but participating schools may submit at most three entries per category or a total of twelve entries for four categories.
- The school must submit the original entries to the DSWD Field Office near the school. The entries may be hand-carried or mailed.
- You may send an advance soft copy (scanned or photographed) of the artwork and other requirements to DSWD Kalahi-CIDSS National Program Management Office (NPMO) via e-mail at smu.kc@dswd.gov.ph.

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 17, 2018</td>
<td>Start of Kulturang Kalahi poster-making contest</td>
</tr>
<tr>
<td>October 23, 2018</td>
<td>Submission of advance copy of entries to DSWD Kalahi-CIDSS e-mail</td>
</tr>
<tr>
<td>October 24, 2018</td>
<td>Submission of original entries to DSWD Field Office or DSWD Kalahi-CIDSS Regional Program Management Office</td>
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</table>
Selection of winners

1. Pre-screening of entries
Artworks will be screened based on the completeness of requirements. All entries will be evaluated by a panel of judges from the DSWD Kalahi-CIDSS National Program Management Office.

2. Posting and validation of short-listed entries
Twenty (20) entries will be shortlisted and will be posted on DSWD Kalahi-CIDSS Facebook account. For one week, Facebook fans and participants will be encouraged to react and share the entries. The total number of like, love, wow, and share of each entry will be counted to compute the 15% online impact, which will then be added to the entry's total score.

3. Final deliberation
A panel of judges convened by the DSWD Kalahi-CIDSS National Program Monitoring Office will evaluate the top 20 short-listed entries. Out of the 20 short-listed entries, the judges will select one grand winner and two consolation prizes per category, which makes a total of four grand prize winners and eight consolation prizes.

Announcement of winners
Winners will be announced on November 8, 2018 online. Winners shall be contacted via phone for instructions on how to claim the prize.

Prizes
PhP4,000.00 – Grand prize (1 grand winner per category)
PhP1,000.00 – Consolation prize (2 consolation prizes per category)
Both winners and their respective will be recognized. Winning schools will receive a plaque.

Other conditions
• By participating in the contest, the contestant grants permission to DSWD Kalahi-CIDSS to use his/her entry in its publications and other publicity materials.
• The contestant attests that the submitted entry is his/her original artwork. DSWD Kalahi-CIDSS reserves the right to verify this through various means and disqualify any entry at any time.

• All submitted entries will be deemed property of DSWD Kalahi-CIDSS, while its copyright shall be co-owned by the contestant and DSWD Kalahi-CIDSS.

• DSWD reserves the right to cancel the contest at any time for any reason in its sole and absolute discretion without any obligation to furnish any reasons.

Prepared by:

Gabrielle Marian V. Teodoro
National Social Marketing Officer
KALAHI CIDSS-NCDDP

Approved by:

Usec. Maria Lourdes T. Jarabe
Deputy National Program Director and
OIC KALAHI CIDSS-NCDDP
KULTURANG KALAH
DSWD Kalahi-CIDSS poster-making contest

APPLICATION FORM

<table>
<thead>
<tr>
<th>Name:</th>
<th>Last Name</th>
<th>First Name</th>
<th>Middle Name</th>
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</table>

Complete residential address:

Contact number(s):

Age:   Gender:

Name of school:

Year and section:

School address:

Name of teacher or adviser of the contestant:

Contact number:

Title of entry:

Artwork medium:

Description (maximum of 200 words either English or Filipino):

By entering the contest, participants agree that all entries will become property of the DSWD Kalahi-CIDSS and may be used in its publications, website, and social media accounts. Deadline of submission is on October 31, 2018.

PARENTAL CONSENT FORM

Student’s name: ____________________________

Year and section: __________________________

Name of parent / guardian: __________________

☐ Yes, I give my consent for my child to participate in the Kulturang Kalahi poster-making contest.

☐ No, I do not want my child to participate in this contest at this time.

Signature over printed name ____________________________ Date: ____________________________

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# APLIKASYON PARA SA
# KULTURANG KALAHI
**DSWD Kalahi-CIDSS poster-making contest**

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<thead>
<tr>
<th>Buong pangalan ng kalahok</th>
<th>Apelyido</th>
<th>Pangalan</th>
<th>Apelyido ng lola</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Titulo ng obra:</strong></td>
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**Ilayaraw ang obra (hindi lalampas sa 200 salita, masring sa Filipino o inyong wika)** |

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**PAHINTULOT NG MAGULANG O TAGAPAG-ALAGA**

Pangalan ng kalahok/mag-aaral: ________________________
Baitang at seksyon: ________________________
Paaralan: ________________________

**Pangalan ng magulang/tagapag-aliaga:** ________________________

☐ Oo, pinahintulutan ko ang aking anak na lumahok sa Kulturang Kalahi poster-making contest.

☐ Hindi ko pinahintulutan ang aking anak na lumahok sa kulturang kalahi poster-making contest.

Lagda at pangalan ng magulang/tagapag-aliaga: ________________________

Petsa: ________________________
Kulturang Kalahi

IKAW BA AY JUNIOR O SENIOR HIGH STUDENT SA PRIBADO, PAMPUBLIKO, O ALTERNATIBONG PAARALAN?
Igihit at ibida na ang mga prinsipyo para sa masigla at same-same pagdilos sa ating pamilya! Ang mga mapiliing obra ay katampok sa libro at kalendaryo para sa 2019 ng programang Kalahi-CIDSS ng Department of Social Welfare and Development (DSWD).

TEMA AT KATEGORiya

SUPERVISION

QUALITY

CRITERIA

40% 30% 15% 15%
Kasikiman
sa tema Pagkakatula
at orihinal
ang mga
Pagkakataon
sa pahayag

PAG-AYOS AT EKSTENSION

A4 super size paper
LANDSCAPE format
May OUTLINE version
May FULL COLOR version

PHILMY

PHP4,000.00
GRAND PRIZE
1 grand winner sa bawat tema

PHP1,000.00
CONSULTATION PRIZE
2 consolation prizes sa bawat tema

Para sa karanasan at sumakay sa igong guro o pumunta sa DSWD Kalahi-CIDSS Facebook page.

DIGITAL COPIES
OCTOBER 23, 2018
at
ORIGINAl COPIES
DSWD Regional Office

TUNGKOL SA DSWD KALAHi-CIDSS
Ang Kapital Bulakan sa Kalahi is an Integrated Program of the Department of Social Welfare and Development (DSWD) that promotes and implements the various programs and projects of the Department. It aims to improve the quality of life of pag-iwasan malalim sa mga mabuting solunon para dito.
October 9, 2018

ATTY. ALBERTO T. ESCOBARTE  
Regional Director  
DepEd Region XI  
F. Torres St., Davao City

Dear ATTY. ESCOBARTE:  

The Bureau of Learning Delivery (BLD) through the Student Inclusion Division (SID) will conduct the Program Implementation Review of the Special Programs for Sports (SPS) and Arts (SPA) on November 5-9, 2018 in General Santos City at a specific venue to be announced later. The activity aims to discuss and address issues and challenges of program implementation; share best practices of schools implementing the program; and to draft policy recommendations that will improve program implementation.

In this connection, this office would like to request the region to accept the downloading of funds for the transportation of two (2) participants from your region amounting to Four Thousand Pesos (Php 4,000.00).

However, to download the said amount, this Bureau needs your acceptance letter which is a requirement for processing the downloading of funds. We hope to receive your Acceptance Letter the soonest possible time through telefax number (02) 631-99-93 or email address: bld.sid@deped.gov.ph

Thank you.

Very truly yours,

LEILAA. P. AREOLA  
Director IV