

Republic of the Philippines
Department of Education
REGION IV-A CALABARZON



13 September 2024

Regional Memorandum
No. 631 s. 2024

PHILIPPINE CREATIVE INDUSTRIES MONTH CELEBRATION 2024

To: **Schools Division Superintendents**

1. In reference to DM-CT No. 2024-319, titled "**Participation in the Philippine Creative Industries Month 2024**," this office, through the Curriculum and Learning Management Division (CLMD), announces that September is the Philippine Creative Industries Month Celebration 2024, with the theme: "**We Are A Creative Nation.**"
2. The celebration aims to showcase the goods, products, and services of the Philippine creative industries and elevate awareness of their vital role in nation-building and socioeconomic advancement.
3. Attached herewith is a copy of the Memorandum for guidance and reference of all concerned. For complete details, you may contact **Jasha Gutierrez** PCIM focal person, through email PCIDCSecretariat@dti.gov.ph, copy furnished to Ms. Jasha Gutierrez at JashaGutierrez@dti.gov.ph
4. Immediate dissemination of this Memorandum is earnestly desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

02/ROC8



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Republic of the Philippines
Department of Education

OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING



MEMORANDUM
 DM-CT-2024- 319

TO : REGIONAL DIRECTORS
 MINISTER, BASIC, HIGHER, AND TECHNICAL
 EDUCATION, BARMM
 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.

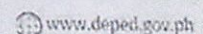
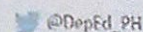
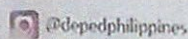
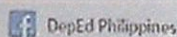
In view of the Department of Education's designation as an ex-officio member of the Philippine Creative Industries Development Council, as well as DepEd's mandate to "support and develop relevant programs related to creative industries", the DepEd is in unity with the rest of the country in celebrating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



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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



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