



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

August 3, 2026

In compliance with DepEd Order (DO) No. 8, s.2013
this advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit depedcalabarzon.ph)

**CONDUCT OF THE MALINIS AT MASAGANANG
KATUBIGAN (MMK) JINGLE-MAKING CONTEST 2026**

With reference to the letter of invitation from the Department of Fisheries and Aquatic Resources Region IV-A (BFAR 4A) dated July 7, 2026, this Office, through the Curriculum and Learning Management Division (CLMD), hereby informs all Public and Private Elementary and Secondary Schools, about the conduct of the Jingle –Making Contest.

This activity is a national competition that aims to raise public awareness and strengthen community participation in the protection and sustainable management of aquatic resources through music and creativity. By translating the key messages of the MMK Program into an engaging and memorable jingle, the contest seeks to inspire Filipinos to contribute to the conservation of aquatic ecosystems, promote sustainable fisheries, and support food security for future generations

Deadline of submission of entries will be on August 17, 2026.

In line with this, school heads are advised to take appropriate action, ensuring compliance with the following provisions:

- that the Schools Division Office be informed, in writing, of participation in the said activity;
- participation in the event is strictly voluntary for all teachers and learners;
- participation of learners is subject to the submission of signed written consent from a parent or legal guardian;
- strict adherence to DepEd Memorandum No. 41, s. 2024 “No Collection Policy” shall be ensured and expenses to be incurred shall be on a personal basis or sourced from a legitimate local government unit or donor;
- strict compliance with DepEd Order No. 009 s. 2025 or the Time-On-Task Policy; and
- full compliance with DepEd Order No. 009 s. 2026 or the Guidelines on the Implementation of the Three-Term School Calendar in Basic Education, that the instructional block is designated as a protected, continuous period devoted solely to core teaching, learning, and competency development, without interruptions.



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Certificate No. PHP QMS
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Please see attached for the specific details of the event.

For information and guidance of all concerned.

02/ROC8



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
REGIONAL OFFICE NO. 4-A

Purok 3, Brgy. Bambang, Los Baños, Laguna
Tel. No. (049) 541-0112 to 541-0115; region4a@bfar.da.gov.ph



July 7, 2026

CARLITO D. ROCAFORT
Regional Director
Department of Education Region IV-A (CALABARZON)

Dear **Director Rocafort**:

Greetings!

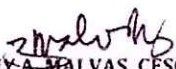
The Bureau of Fisheries and Aquatic Resources Region IV-A (BFAR 4A), through its Malinis at Masaganang Katubigan (MMK) Project, will conduct a Jingle-Making Contest to promote the protection, conservation, and sustainable management of aquatic resources for the benefit of coastal and inland communities.

In line with this, may we respectfully request the assistance and support of the Department of Education Region IV-A in disseminating the attached contest guidelines and other relevant information to all public and private elementary schools, junior high school, and senior high school across the CALABARZON Region. We also encourage your office to endorse and promote the participation of students in this meaningful activity.

Our Information Staff, Ms. Mitzi R. Camilon, will coordinate with your office on this matter and may be reached at 09708134036 or thru email at rflu.4a@bfar.da.gov.ph for any concerns or clarifications.

We would greatly appreciate your favorable consideration and support of this request. Thank you for your continued partnership in promoting environmental conservation and youth engagement.

Respectfully yours,


SAMMY A. MALVAS, CESO V
Regional Director

Department of Agriculture
BFAR REGION IV-A



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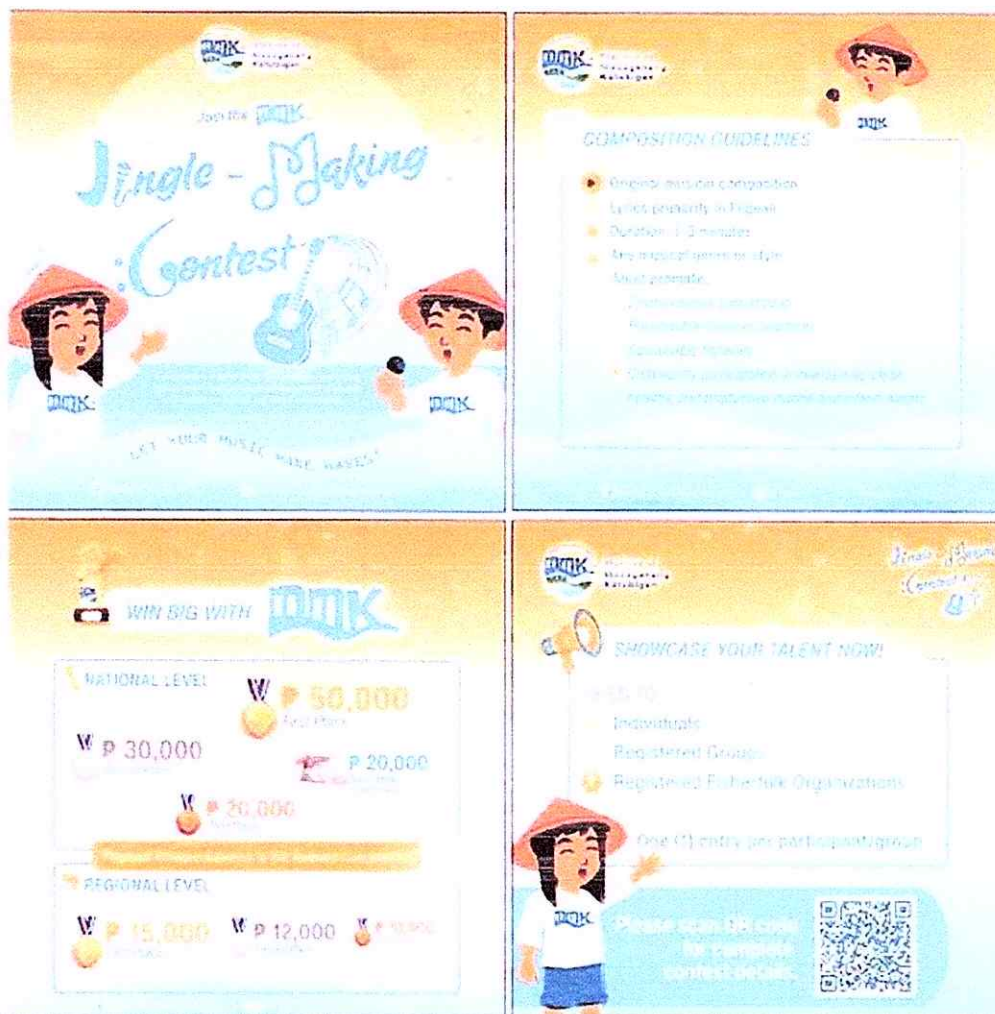
BFAR Region 4A



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
REGIONAL OFFICE NO. 4-A
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Ref. No. 10491543-21 111 report document 4 bloc de gravier



BFAR CALABARZON Region's Post



BFAR CALABARZON Region

July 1 at 11:14 AM · 🌐

IPARINIG ANG IYONG HIMIG PARA SA MALINIS AT MASAGANANG KATUBIGAN! 🎵

Panawagan sa lahat ng Music Creators sa CALABARZON! 🥰💙🎵

Inaanyayahan ng Department of Agriculture – Bureau of Fisheries and Aquatic Resources (DA-BFAR) CALABARZON Region ang mga indibidwal, grupo, at rehistradong samahan ng mga mangingisda na sumali sa **Malinis at Masaganang Katubigan (MMK) Jingle Competition!** 🏆🎵🌊

Lumikha ng orihinal na jingle na nagtataguyod ng pangangalaga, konserbasyon, at napapanatiling pamamahala ng ating yamang tubig, at magbigay-inspirasyon sa mga komunidad upang maging aktibong tagapangalaga ng ating mga dagat at panloob na katubigan. 🌊💙🎧🌟

📖 Tingnan ang mekaniks ng patimpalak sa pamamagitan ng aming infographic o i-access ang kumpletong alituntunin dito: bit.ly/BFAR-MMK-Jingle-Guide

💙 Mag-preregister na: <https://bit.ly/3SsYafb>

📅 Huling araw ng pagsusumite ng entries: Agosto 17, 2026

Ipadala ang inyong mga jingle entry sa Regional Fisheries Information Unit sa rfiu.4a@bfar.da.gov.ph

Sama-sama, lumikha tayo ng mga awiting nagtataguyod ng [#MalinisAtMasaganangKatubigan](https://twitter.com/MalinisAtMasaganangKatubigan) at maghihikayat sa bawat Pilipino na pangalagaan ang ating yamang pangangisda at katubigan! 🏆🎵🌊

I-tag ang isang kaibigan, kabanda, choir member, songwriter, o aspiring artist na dapat sumali sa patimpalak na ito! 🌊💙



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FISHERIES OFFICE
 ORDER NO.
 Series of 2026

**SUBJECT : GUIDELINES GOVERNING THE CONDUCT OF THE
 MALINIS AT MASAGANANG KATUBIGAN (MMK) JINGLE-MAKING
 CONTEST 2026**

In support of the Department of Agriculture-Bureau of Fisheries and Aquatic Resources' (DA-BFAR) Malinis at Masaganang Katubigan (MMK) 2.0 Program, which recognizes and promotes excellence in sustainable fisheries management, environmental conservation, and the protection of coastal and inland water resources, the DA-BFAR invites interested participants to join the MMK Jingle Contest.

The contest aims to raise public awareness and strengthen community participation in the protection and sustainable management of aquatic resources through music and creativity. By translating the key messages of the MMK Program into an engaging and memorable jingle, the contest seeks to inspire Filipinos to contribute to the conservation of aquatic ecosystems, promote sustainable fisheries, and support food security for future generations.

In view thereof, the following guidelines and mechanics are hereby set and approved to govern the conduct of the MMK Jingle Contest:

I. THEME

All entries must reflect the advocacy of **Malinis at Masaganang Katubigan (MMK)** by promoting the protection, conservation, and sustainable management of aquatic resources. Entries should encourage environmental stewardship, responsible fisheries practices, and active community participation in maintaining clean, healthy, and productive marine and inland waters.

II. ELIGIBILITY OF PARTICIPANTS

1. The contest is open to individuals, registered groups, and fisherfolk organizations.
2. Each individual or group may submit only one (1) official entry.
3. Entries must be original works created by the participant(s) and must not have been previously awarded in any contest or competition.
4. Employees of DA-BFAR directly involved in the administration, supervision, screening, judging, or implementation of the contest, members of the Organizing

1 BFARPhilippines
 2 @bfarph
 3 www.bfar.da.gov.ph





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Committee, members of the Board of Judges, and their relatives within the fourth civil degree of consanguinity or affinity shall not be eligible to participate.

By joining the contest, participants certify that they possess all necessary rights and authority over the submitted entry and that the same does not infringe upon the intellectual property rights of any third party.

III. COMPOSITION GUIDELINES

Participants shall comply with the following requirements:

1. The jingle must be an original musical composition.
2. Lyrics shall be written primarily in Filipino. The use of local dialects and indigenous languages may be permitted provided that the overall message remains understandable and aligned with the contest theme.
3. The composition must promote the principles of clean waters, environmental responsibility, sustainable fisheries, and community participation in aquatic resource conservation.
4. The jingle must have a minimum duration of one (1) minute and a maximum duration of three (3) minutes.
5. Participants may use any musical genre or style, including but not limited to acoustic, folk, pop, contemporary, or traditional arrangements.
6. Participants may use standard musical instruments, recording equipment, and conventional audio production software in creating their entries.
7. The use of artificial intelligence (AI) tools solely for grammar checking, audio enhancement, noise reduction, mastering, or other technical post-production functions shall be permitted. However, AI-generated lyrics, melodies, musical compositions, instrumental arrangements, synthetic vocals, or substantially AI-generated creative content shall not be allowed.
8. Participants shall disclose, upon request of the Organizers, the tools, software, and production methods used in the creation of the entry.
9. Entries containing plagiarized material or copyrighted content used without the appropriate authorization, license, or legal basis shall be automatically disqualified.
10. The participant shall ensure that all lyrics, melodies, arrangements, recordings, performances, and other creative elements contained in the entry are original or are lawfully used with the proper consent of the copyright owner.





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IV. TECHNICAL REQUIREMENTS FOR SUBMISSION

A. Audio File Requirements

Format: MP3 or WAV

File Naming Convention: Participant's Name_MMKJingleTitle.mp3

B. Supporting Documents

- Each entry shall be accompanied by the following:
 - Accomplished Entry Form;
 - Concept Note (not exceeding one page), containing:
 - The inspiration behind the jingle.
 - Explanation of how the composition supports the MMK advocacy;
 - Signed Declaration of Originality stating that:
 - The entry is original;
 - The participant owns or has authority over all rights necessary for submission;
 - The entry has not been previously awarded in any competition; and
 - The entry does not violate the intellectual property rights of any third party.
 - Profile of the Composer(s), Lyricist(s), Arranger(s), and Performer(s) as applicable.
- For registered groups, associations, or fisherfolk organizations, attach a proof of registration bearing the group or organization's name.

C. Submission Method

- Entries may be submitted through electronic mail (e-mail) to the designated DA-BFAR Regional Office, or such other submission platforms as may be officially designated by the Organizers.
- Only complete submissions received on or before the prescribed deadline shall be accepted.
- Late, incomplete, corrupted, or improperly submitted entries shall not be considered.

V. COMPETITION STRUCTURE AND ADVANCEMENT

The competition shall be conducted in two (2) stages:

Regional Level

All qualified entries shall first undergo evaluation at the Regional Level.

Regional Screening Committees shall evaluate entries based on the approved criteria.





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Winning entries from each region shall automatically advance to the National Level Competition.

National Level

Regional finalists shall undergo final evaluation by the National Board of Judges. The National Board of Judges shall determine the National Winners and recipients of special awards.

VI. CRITERIA FOR JUDGING

Criteria	Percentage
Relevance to MMK Advocacy	30%
Creativity and Originality	25%
Musical Arrangement and Composition	20%
Clarity and Strength of Message	15%
Overall Appeal and Production Quality	10%
TOTAL	100%

VII. ANNOUNCEMENT OF WINNERS

1. Entries shall be evaluated by a Board of Judges composed of individuals with expertise in music, communication, environmental advocacy, fisheries, or related fields.
2. The decision of the Board of Judges shall be final, irrevocable, and non-appealable.
3. Winners shall be officially announced through DA-BFAR communication channels and/or during an official awarding ceremony.
4. The Organizers reserve the right not to declare a winner in any category if the entries fail to satisfy the standards of originality, quality, or relevance established for the contest.





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VIII. PRIZES AND AWARDS

National Level

Award	Prize
First Place	P50,000.00 and a Plaque of Recognition
Second Place	P30,000.00 and a Plaque of Recognition
Third Place	P20,000.00 and a Plaque of Recognition
Top Five (5) Non-Winning National Finalists	P10,000.00 Consolation Prize and a Certificate of Recognition
Social Media Choice Award	P20,000.00 and a Certificate of Recognition

Regional Level

Award	Prize
First Place	P15,000.00 and a Certificate of Recognition
Second Place	P12,000.00 and a Certificate of Recognition
Third Place	P10,000.00 and a Certificate of Recognition
Top Seven (7) Non-Winning Entries	P5,000.00 Consolation Prize and a Certificate of Recognition

Additional special citations and awards may be granted at the discretion of the Organizers.

The release of prizes shall be subject to applicable government accounting, auditing, budgeting, taxation, and disbursement rules and regulations.

Winners shall submit all documentary requirements required by DA-BFAR and other government agencies before the release of prizes.

IX. INTELLECTUAL PROPERTY RIGHTS AND GRANT OF LICENSE

- Copyright ownership over all submitted entries shall remain with the respective composer(s), lyricist(s), arranger(s), performer(s), and creator(s), in accordance with Republic Act No. 8293, otherwise known as the Intellectual Property Code of the Philippines.
- By submitting an entry, participants represent and warrant that:
 - The entry is original,





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- b. The entry does not infringe upon any copyright, trademark, privacy, publicity, or other proprietary rights of any person or entity;
 - c. All necessary permissions, licenses, and authorizations have been secured from all contributors involved in the creation of the entry.
3. For winning entries, the participant grants DA-BFAR a perpetual, non-exclusive, royalty-free, transferable, nationwide license to reproduce, publish, broadcast, communicate to the public, perform, display, adapt, distribute, synchronize with audiovisual materials, and otherwise use the winning entry for government, educational, informational, advocacy, and promotional purposes related to the MMK Program.
 4. DA-BFAR may edit, shorten, reproduce, arrange, adapt, translate, subtitle, or otherwise modify the winning entry as reasonably necessary for official government purposes, provided that appropriate attribution is given whenever practicable.
 5. Nothing in these Mechanics shall be construed as a waiver of the moral rights of the creator(s) under the Intellectual Property Code of the Philippines.
 6. Participants shall hold DA-BFAR, its officers, employees, and representatives free and harmless from any claims, liabilities, losses, damages, or expenses arising from copyright infringement, plagiarism, unauthorized use of protected works, or breach of any representation made under these Mechanics.
 7. The names of the winning participants, groups, organizations, associations, cooperatives, or other eligible entities shall be officially announced through the official social media accounts, websites, digital platforms, and other communication channels of the Organizers. Such publication shall constitute the official declaration of the results of the competition unless otherwise specified by the Organizers.
 8. Notwithstanding the announcement and initial declaration of winners, the Organizers reserve the right to conduct post-evaluation, verification, and validation of all entries, supporting documents, representations, and compliance with the competition mechanics.
 9. Should any winner be subsequently found to have committed any act constituting fraud, misrepresentation, plagiarism, falsification of documents, concealment of material information, violation of the competition mechanics, breach of eligibility requirements, or any other act that would have rendered the participant ineligible or disqualified had the same been discovered prior to the declaration of winners, the Organizers shall have the authority to revoke, cancel, or withdraw the award, prize, title, recognition, or incentive previously granted.





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X. RESERVATION CLAUSE

1. DA-BFAR reserves the right to verify the eligibility of participants and the authenticity, originality, and compliance of all entries with these Mechanics.
2. The Organizers may disqualify any participant who:
 - Violates these Mechanics;
 - Submits false or misleading information;
 - Engages in fraud, misrepresentation, or misconduct; or
 - Infringes upon the intellectual property rights of any person or entity.
3. DA-BFAR reserves the right to modify, suspend, postpone, or cancel the contest due to force majeure, public emergencies, budgetary limitations, government directives, or circumstances beyond its reasonable control.
4. Any clarification, amendment, or modification shall be announced through official DA-BFAR communication channels.
5. In all instances, the Organizers shall exercise such authority in good faith and in accordance with applicable laws, rules, regulations, and government policies.