



Republic of the Philippines

**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**



**MEMORANDUM CIRCULAR  
NO. 2017-35**

February 23, 2017

**TO :** NAPOLCOM VICE CHAIRPERSON, PNP CHIEF, PPSC PRESIDENT, BFP AND BJMP DIRECTORS, LGA EXECUTIVE DIRECTOR, LG SECTOR UNDERSECRETARIES, ASSISTANT SECRETARIES, BUREAU, SERVICE AND REGIONAL DIRECTORS; AND ALL PERSONNEL OF DILG AND ITS ATTACHED AGENCIES

**SUBJECT :** ADOPTION OF THE NEW DILG SHARED VISION

**I. BACKGROUND**

The current thrusts and priorities of the Administration and the public's strong clamor for a more responsive and effective government service pushed the Department to craft a new DILG Vision that will inspire all the personnel of the DILG and its Attached Agencies to work collectively as one DILG Family to bring about real change in the areas of local governance as well as in the peace and order and public safety fronts.

The crafting of the new DILG Vision was done through a series of consultations with DILG officials, personnel as well as our various stakeholders. It is also anchored on the Ambisyon 2040 crafted by the National Economic and Development Authority (NEDA) which reflects the dreams and aspirations of the Filipino People and the Socio Economic Agenda of President Rodrigo Roa Duterte.

This new Vision will serve as our guide and blueprint in implementing programs, projects and reforms that will help the President fulfil his promises to the people and make the Department a dynamic, responsive and highly-trusted agency of the national government today and in the future.

**II. THE NEW DILG SHARED VISION**

***"A strongly determined and highly trusted Department committed to capacitate and nurture local government units, public order and safety institutions to sustain peaceful, progressive, and resilient communities where people live happily."***

**III. KEY ELEMENTS OF THE NEW VISION**

There are three (3) key elements of the new DILG shared Vision: **DILG as an Agency, Communities, and the People.**

	<b>Key Elements</b>	<b>Description/Definition</b>
<b>DILG</b>	<b>Determined</b> (Masugid, determinado, may paninindigan)	<ul style="list-style-type: none"> <li>• Purposive in performing tasks/functions</li> <li>• Firm in making decisions</li> <li>• Withstands any challenge, difficulty or</li> </ul>

"Matino, Mahusay at Maaasahan"

	Key Elements	Description/Definition
		<p>great pressure</p> <ul style="list-style-type: none"> <li>• Will make things happen despite the obstacles encountered</li> </ul>
	<p><b>Trusted</b> (Naaasahan, Napagkakatiwalaan)</p>	<ul style="list-style-type: none"> <li>• Recognized and relied on by others, esp. its clientele, in its integrity, strength, ability and character in performing its tasks/functions or in the delivery of its services.</li> <li>• This is in keeping with the ultimate outcome desired under Ambisyon Natin 2040 which is a high trust society, where trust is built in government</li> </ul>
	<p><i>Committed to capacitate and nurture local government units, public order and safety institutions</i> (May dedikasyon at tapat sa tungkulin)</p>	<ul style="list-style-type: none"> <li>• Dedicated and will do whatever it takes to enable LGUs, and our Interior agencies and their personnel (PNP, BFP, BJMP) to effectively perform and deliver</li> </ul>
<b>Communities</b>	<p><b>Peaceful</b> (Payapa)</p>	<ul style="list-style-type: none"> <li>• Free or absence of any form of violence, force, duress, conflict, agitation and/or commotion within the people and government living in the community.</li> <li>• A condition where people recognize cultural, religious, and traditional differences but still work together towards a positive cause for the community.</li> </ul>
	<p><b>Progressive</b> (Maunlad)</p>	<ul style="list-style-type: none"> <li>• A developed locality and country characterized by an improved state of life and general welfare of the people.</li> <li>• Steady and sustained growth and development where the people have ample opportunities for employment and livelihood</li> </ul>
	<p><b>Resilient</b> (Matatag, madaling makabangon, mabilis makabawi)</p>	<ul style="list-style-type: none"> <li>• The capacity of the communities and the people to endure all forms of disasters and calamities and bounce back mightily to normalcy in a short period of time.</li> </ul>
<b>People</b>	<p><b>Happy</b> (Maligaya/ Masaya)</p>	<ul style="list-style-type: none"> <li>• People are content with the way their governments works for them, live in a comfortable, nurturing, caring and conducive environment that is free from any life's hardship and worries, able to reach their highest potentials and become productive members of the society.</li> </ul>

#### IV. DISSEMINATION AND ADOPTION

A. All Heads of Agencies/Offices/Units under the DILG Family shall:

1. Ensure that all Programs, Projects and Initiatives of your respective offices are aligned, consistent, and are responsive to the new DILG shared Vision;
2. Disseminate/cascade the Vision to all personnel of his/her Agency/Office/Unit, down to the field offices in cities and municipalities;
3. Ensure that the Vision Statement is posted prominently on the respective Agency/Office/Unit Website, Social Media Accounts, and conspicuous places in your office;
4. Require all personnel to recite the Vision during Flag Raising Ceremony and flash/show the same (in PowerPoint format) during big events sponsored/organized by the Agency/Office/Unit; and
5. Require that PowerPoint presentations emanating from your respective Agency/Office/Unit include the said Vision in the second slide (next to the title slide), if deemed appropriate.

B. All Personnel of DILG and its Attached Agencies shall:

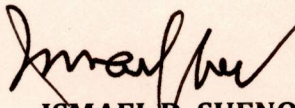

1. Memorize the new DILG shared Vision;
2. Embody the ideals and aspirations reflected in the new DILG Vision; and
3. Fully support, cooperate and collaborate in the implementation of all the Programs, Projects, and Activities leading to the achievement and realization of the new DILG Vision.



#### V. REFERENCE MATERIAL

To ensure the consistency of messaging in the dissemination/cascading of the new DILG Vision to all personnel of the DILG Family, attached is a one-paged briefer for reference.

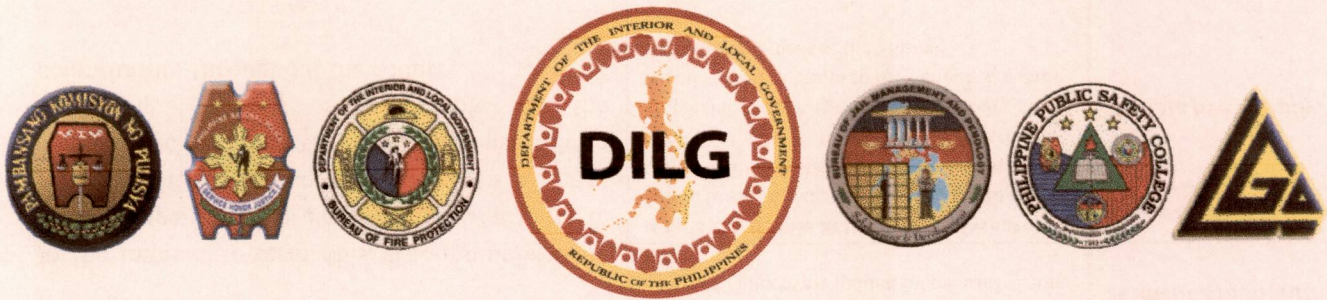
Likewise, the Planning Service (PS), in partnership with the Public Affairs and Communications Service (PACS), shall craft and implement a communication plan for the successful cascading and dissemination of said Vision, for easier understanding of our personnel and even stakeholders.

For strict and immediate compliance and widest dissemination.

  
**ISMAEL D. SUENO**  
Secretary 

   
DILG-OSEC 07012018-8848

This initiative is being spearheaded by the DILG-Planning Service in partnership and collaboration with the Local Government Sector Central, Regional and Field Offices; the National Police Commission; Philippine National Police; Bureau of Fire Protection; Bureau of Jail Management and Penology; Philippine Public Safety College; and Local Government Academy



# THE NEW DILG VISION: A VISION FOR REAL CHANGE

**BACKGROUND:**

- ⇒ This vision is a product of a journey that began last October 2016 when Secretary Ismael D. Sueno, articulated his vision for the Department, the country and the people. A series of consultations ensued until Secretary Sueno finally made it official during the New Year’s Call held at Camp Crame last January 6, 2017.
- ⇒ It supports, and is anchored on, the Ambisyon Natin 2040, the government’s long term vision for the country, government, society and the Filipino people which envisions a future of “high trust society” where an effective, efficient and clean government is trusted by the people and where Filipinos also trust each other.
- ⇒ In the immediate term, this vision supports the 20 @ 22 agenda the of President Rodrigo Duterte the where he wants a corrupt-free, clean and hard-working government taking an immense role in improving the lives of the people and the communities throughout the country.

Features of the New DILG Vision	Part of the DILG New Vision
<p><b>It recognizes the need to strengthen the internal capacity of the Department</b> to enable it to perform its mandate and any assignments/tasks given to it more effectively and efficiently, without any tinge of corruption, thus earning the trust of the people.</p>	<p><i>“A strongly determined and highly trusted Department...”</i></p>
<p><b>It is in keeping with the mandate of the Department</b> thru well defined responsibilities of and collective partnership and collaboration of all the agencies under the DILG family as well as active involvement of our stakeholders.</p>	<p><i>“to capacitate and nurture local government units, public order and safety institutions”</i></p>
<p><b>It is inclusive as the mandates, duties and responsibilities of both the Local Government and Interior Sectors are clearly stated</b>, thereby inspiring everyone to work singly or collectively guided by the said vision.</p>	<p><i>“sustain peaceful, progressive, and resilient communities”</i></p>
<p><b>It puts the people at the center of what the Department does.</b> This recognizes that the sole or main beneficiary of what the Department does, be it by the LG sector by the Interior agencies, are the people and that everything we do should redound to the benefit, satisfaction and happiness of the Filipino people.</p>	<p><i>“people live happily.”</i></p>

**DILG FAMILY NEW VISION STATEMENT**

**A strongly determined and highly trusted Department committed to capacitate and nurture local government units, public order and safety institutions to sustain peaceful, progressive, and resilient communities where people live happily.**