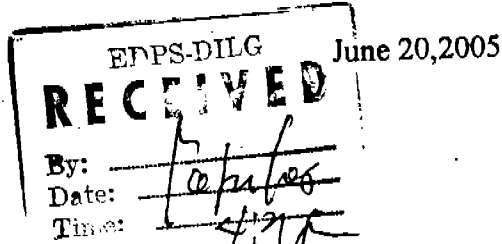




REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT  
A. Francisco Gold Condominium II Edsa Cor. Mapagmahal St.,  
Diliman, Quezon City



**MEMORANDUM CIRCULAR**

NO. 2005-59

**TO: ALL GOVERNORS, CITY AND MUNICIPAL MAYORS, DILG REGIONAL DIRECTORS AND OTHER CONCERNED LOCAL GOVERNMENT-UNITS.**

**SUBJECT: APPROVED TEMPLATE OF DTI'S PURCHASE BOOKLET FOR SENIOR-CITIZENS.**

In connection with the issuance of the DTI Department Administrative Order No. 03, series of 2005 entitled: Guidelines on Granting Special Discount in Special Programs for Senior Citizens, under Section 4, paragraph (1) of Republic Act No. 9257, otherwise known as the Expanded Senior Citizen Act of 2003 and Rule V, Section 14 of its implementing Rules and Regulations, please find attached approved template of DTI's Purchase Booklet for the benefits of the Senior Citizens. The AO was published in Manila Times and Manila Standards on May 6, 2005 and took effect on May 21, 2005.

Please take note that the lists of commodities portion in the Purchase Booklet (enlarged in the template for the purpose) must be in 26 pages, back to back to accommodate 52 weeks (equivalent to 1 year) purchase of the Senior Citizen. The date on the page of the list of commodities is just a sample. The actual date will depend on the start of the issuance of the Purchase Booklet by the respective LGUs. Formats of Templates can be requested through e-mails.

You are hereby directed to immediately inform and furnish your respective Local Government Units a copy of the template for their reproduction of the Purchase Booklet and subsequent distribution to senior citizens for the availment of the 5% discount as stipulated in Section 5 of DTI Department AO No. 3.

Also attached herewith is the Directory of DTI Regional Offices which will be used as reference by the LGUs in indicating in the Purchase Booklet, the address tel. /fax nos. of their respective DTI contact persons. Questions relative to the implementation of the AO shall be directed to the DTI Regional offices.

For strict compliance.

BY AUTHORITY OF THE SECRETARY

*ca soliman jr*  
EDUARDO R. SOLIMAN, JR.  
Undersecretary for Local Government

*may 6/21/05*



Commodities	Quantity	Amount of Purchase	Date of Purchase	Name of Establishment	Signature of Retailer	Commodity Section Representative
1. Canned Sardines; Tuna						
2. Evaporated, Condensed, & Powdered Filled Milk						
3. Coffee						
4. Bread						
5. Whole & Broken Sugar						
6. Coconut Oil						
7. Instant Noodles						
8. Luncheon Meat						
Meatloaf, Corned Beef, Frozen Semigraind, Preserved, Ready-to-Cook Pork, Beef						
9. Chicken Powdered, Liquid, Bar Laundry & Detergent Soap						
<b>TOTAL</b>						

**INSIDE PAGES**

Arial, Bold (Heading: 10, Commodities: 12)

### **CRIMINAL PENALTIES**

Under Section 10 of Republic Act No. 9267:  
**AN ACT GRANTING ADDITIONAL BENEFITS AND PRIVILEGES TO SENIOR CITIZENS AMENDING FOR THE PURPOSE REPUBLIC ACT NO. 7432, OTHERWISE KNOWN AS "AN ACT TO MAXIMIZE THE CONTRIBUTION OF SENIOR CITIZENS TO NATION BUILDING, GRANT BENEFITS AND SPECIAL PRIVILEGES AND FOR OTHER PURPOSES"**

Any person who violates any provision of this Act shall suffer the following penalties:

- (1) For the first violation, a fine of not less than Fifty Thousand Pesos (P50,000.00) but not exceeding One Hundred Thousand Pesos (P100,000.00) and imprisonment of not less than six (6) months but not more than two (2) years; and
- (2) For any subsequent violation, a fine of not less than One hundred thousand pesos (P100,000.00) but not exceeding Two Hundred Thousand Pesos (P200,000.00) and imprisonment for not less than two (2) years but not more than six (6) years.

Any person who abuses the privileges granted herein shall be punished with a fine of not less than Five thousand pesos (P5,000.00) but not more than Fifty thousand pesos (P50,000.00), and imprisonment of not less than six (6) months.

If the offender is a corporation, organization or any similar entity, the officials thereof directly involved shall be liable therefor.

If the offender is an alien or a foreigner, he shall be deported immediately after service of sentence without further deportation proceedings.

Upon filing of an appropriate complaint, and after due notice and hearing the proper authorities may also cause the cancellation or revocation of the business permit, permit to operate, franchise and other similar privileges granted to any business entity that fails to abide by the provision of this Act.

### **INSIDE BACK COVER**

Criminal Penalties: Arial Black, 14  
Title: Arial Bold, 12  
Body: Arial, 12



LGU/  
OSCA  
Logo

DSWD  
Logo

Republic of the Philippines  
City/Municipality \_\_\_\_\_  
Office of the Senior Citizens Affairs

Passport  
Size  
Photo

This  
**PURCHASE BOOKLET**  
Belongs to:

Name	_____
OSCA ID No.	_____
Address	_____
Telephone No.	_____
Signature	_____

\_\_\_\_\_  
OSCA HEAD (Name & Signature)

\_\_\_\_\_  
MAYOR (Name & Signature)

**COVER**

Logos: 2.5 x 2.5 cms

Heading: Arial Black, 16

This: Arial Black, 12  
Purchase Booklet: Arial Black, 25  
Belongs to: Arial Black, 12

Purchase Booklet Owner's Info: Arial, Bold, 18

Signature over printed name: Arial, 12  
OSCA Head: Arial, 16



DEPARTMENT ADMINISTRATIVE ORDER NO. 03, Series of 2005

Guidelines on granting special discounts in special programs for senior citizens under Section 4, Paragraph (L) of Republic Act No. 9257, otherwise known as the Expanded Senior Citizens Act of 2003 and Rule V, Section 14 of its Implementing Rules and Regulations

Section 1. Scope and Coverage. This Order shall apply to all senior citizens and retailers as defined under Section 2 hereof.

Section 2. Definition of Terms. For purposes of this Order, these terms are defined as follows:

- (a) "Basic Necessities and Prime Commodities" areas refer to:
  1. canned sautéed, hot, 1,
  2. evaporated, condensed, and powdered milk
  3. coffee
  4. bread;
  5. white and brown sugar;
  6. cooking oil;
  7. instant noodles;
  8. luncheon meat, meat loaf, corned beef, frozen/refrigerated/preserved, ready to cook pork, beef, and chicken;
  9. powdered liquid, bar laundry and detergent soap

(b) "OSCA" shall refer to the Office for Senior Citizens Affairs established in cities and municipalities under the Office of the Mayor headed by a senior citizen.

(c) "Retailer" shall mean any person engaged in the business of selling consumer products directly to consumers, which shall include among others, supermarkets, grocery stores, convenience and mini-convenience stores and shops, bakeries, but excluding self-service stores, wet markets, informants and cooperative stores.

(d) "Senior Citizen or Elderly" shall refer to any resident citizen of the Philippines at least sixty (60) years old.

Section 3. Discount. Every senior citizen shall enjoy a special discount of Five Percent (5%) of the regular retail price of basic necessities and prime commodities listed under Section 2(a) of this Order.

The total amount of said purchase shall not exceed the amount of Six Hundred Fifty (P650.00) per month. A senior citizen who carries over the unused amount.

Section 4. Valid Identification Document. In order to avail of the discount, a senior citizen must present his/her identification card issued by the OSCA of the city/municipality where he resides.

In the event that the retailer has reasonable doubt as to the identity of a senior citizen availing of such special discount, the retailer may request the senior citizen to present any other government-issued identification document (whether national or local).

Section 5. Purchase Booklet. A record book shall be presented to the retailer every time a purchase of basic necessities and prime commodities is made. The purchase booklet shall be distributed by the OSCA. It shall contain the name of the senior citizen, a list of basic necessities and prime commodities under Section 2 (b) of this Order, the retailer's name and address, date of purchase and the amount.

Section 6. Special Lane. Whenever practicable, retailers shall provide a special lane for senior citizens.

Section 7. Authorized Representative. A senior citizen who cannot personally purchase basic necessities and prime commodities under Section 2 (b) of this Order may, by written authority, appoint a representative to transact with the retailer on his/her behalf. The authorized representative shall be required to present a valid government-issued identification document, together with the OSCA-issued identification document of the concerned senior citizen and an authorization letter.

Section 8. Penalties and Administrative Sanctions. Penalties and administrative sanctions are those which are provided under R.A. No. 9257.

Section 9. Effectivity. This Order shall take effect fifteen (15) days after its publication in two (2) national newspapers of general circulation.

Issued this 28th day of April 2005 in Manila, City, Philippines.

JOSE S. SORIANO  
 Mayor  
 Department of Trade & Industry

Witnessed and signed by:  
**VICTORIO MARIO A. DIMAYORA**  
 Secretary  
 Bureau of Trade Regulation  
 and Consumer Protection  
 Department of Trade & Industry

Witnessed and signed by:  
**LENTI REC. J. WHITMAN R. POJON**  
 Chief of Staff, Department of Trade  
 and Consumer Protection  
 Department of Trade & Industry

PAGES 2-31 Title: Anal. 11; Body: Anal. 11

## DTI Regional Offices

PD Emma C. Asusano – National Capital Region  
12<sup>th</sup> Floor Trafalgar Plaza Bldg.  
H.V. Dela Costa Street  
Makati City  
Tel. No. 811-8231  
Fax No. 811-8271

PD Marites F. Damlan – Cordillera Autonomous Region  
Jesnor Bldg., # 4 Carlño Street  
Baguio City  
Tel. No. (074) 443-9715; 443-0549  
Fax No. (074) 442-7859

RD Florante O. Leal – Region I  
4<sup>th</sup> Floor Juanita Commercial Bldg.  
Quezon Avenue, San Fernando  
La Union  
Tel. No. (072) 700-4152; 700-4153  
Fax No. (072) 700-4153

RD Ma. Esperanza C. Bafiares – Region II  
4<sup>th</sup> Floor Tony Go Bldg.,  
Corner Luna & Burgos Sts.  
Tuguegarao, Cagayan  
Tel. No. (078) 846-2370; 846-4637  
Fax No. (078) 846-4635

RD Blesila A. Lantayona – Region III  
2<sup>nd</sup> Floor Angeles Business Center  
Teresa Ave., Nepo Mart Complex  
Angeles City  
Tel. No. (045) 888-8570; 887-2577  
Fax No. (045) 888-4899

RD Marilou Q. Toledo – Region IV-A  
3<sup>rd</sup> Floor, Marcellita Bldg.  
Barangay Real, Calamba  
Laguna  
Tel. No. (049) 545-7570; 545-7571  
Fax No. (049) 545-7573

PD Amor R. Morente – Region IV-B  
5<sup>th</sup> Floor, Oppen Bldg.  
349 Sen. Gil Puyal Ave.  
Makati City  
Tel. No. 895-3582; 896-3302  
Fax No. 890-4685

RD Jocelyn Lb. Blanco – Region V  
Jomil Bldg. Georgetown Park  
Rizal St., Cabangan  
Legaspi City  
Tel. No. (052) 480-5749; 480-5720; 480-5718  
Fax No. (052) 214-3176

RD Dominic P. Abad – Region VI  
DTI Bldg., JM Basa-Peralta Sts.  
Iloilo City  
Tel. No. (033) 335-0548; 335-0060  
Fax No. (033) 335-0083

RD Asteria C. Caberte – Region VII  
3<sup>rd</sup> Floor Rm 311, WDC Bldg.  
Osmena Blvd. Cor. Burgos St.  
Cebu City  
Tel. No. (032) 255-0036  
Fax No. (032) 253-7465

RD Cynthia R. Nierras – Region VIII  
NACIDA BLDG., Govt. Center  
Pawing, Palo, Leyte  
Tel. No. (053) 323-4163; 323-3035; 323-5680  
Fax No. (053) 323-4082

RD Nazrullah B. Manzur – Region IX  
Governor Ramos Ave.  
Sia Maria, Zamboanga City  
Tel. No. (062) 991-3237; 991-3238; 993-1621  
Fax No. (062) 991-3232

PD Linda O. Boniao – Region X  
NACIDA Bldg. cor. Luna &  
Corrales St.  
Cagayan de Oro City  
Tel. No. (08822) 72-74-22; 72-88-19; 72-21-39  
Fax No. (08822) 72-63-54

RD Merly M. Cruz – Region XI  
3<sup>rd</sup> Floor Mintrade Bldg.  
Corner Monteverde & Sales St.  
Davao City  
Tel. No. (082) 222-4625; 221-0511; 200-0580



Koronadal City  
Tel. No. (083) 228-9837  
Fax No. (083) 520-0071

RD Brielgo O. Pagaran - CARAGA  
764 Silaga Bldg.,  
Capitol Ave., Butuan City  
Tel. No. (085) 342-5615; 225-5955  
Fax No. (085) 815-1271

Regional Secretary Ishak V. Mastura - ARMM  
2<sup>nd</sup> Floor, Chiong Building  
Don Rufino Alonzo St.  
9600 Cotabato City  
Tel. No. (064) 421-3441; 421-3442  
Fax No. (064) 421-7729