



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

DILG NAPOLCOM CENTER, EDSA cor. QUEZON AVENUE, QUEZON CITY

<http://www.dilg.gov.ph>



2020 CELEBRATION OF THE NATIONAL RICE AWARENESS MONTH

Memorandum Circular No. 2020-161

26 NOV 2020

1. Background

Pursuant to Proclamation No. 524, series of 2004, declaring the month of November of every year as the National Rice Awareness Month. The celebration is spearheaded by the Department of Agriculture.

2. Purpose

The purpose of the policy is to enjoin all Local Chief Executives and DILG officials and employees to participate in the activities of the month-long celebration.

3. Scope/Coverage

All Provincial Governors, City Mayors, Municipal Mayors, Punong Barangays, DILG Regional Directors, The Chief Minister of BARMM, and all others concerned.

4. Policy Content and Guidelines

4.1 This year's celebration with the theme, "**Grow Local. Buy Local. Eat Local. #SupportOurRiceFarmers**", seeks to rally various rice stakeholders, such as farmers to optimize farm yields by using yield-enhancing and cost-reducing technologies; local government units and other institutions to support our farmers especially in buying their harvests at a reasonable price; and the rice-consuming public to patronize our locally-produced rice.

4.2 All Provincial Governors, City Mayors, Municipal Mayors, and Punong Barangays are hereby encouraged to undertake the following suggested activities for the whole month of November:

4.2.1 Print and display a tarpaulin/streamer bearing this year's NRAM theme, which can be accessed at http://bit.ly/2020_NRAM. There are other campaign collaterals in that link, which you may also want to produce such as t-shirt;

4.2.2 Share social media campaign materials posted on NRAM Facebook account (RiceponsibleAko) to your FB account with a hashtag #GrowLocalBuyLocalEatLocal_SupportOurRiceFarmers_Campaign; and

4.2.3 Recite the ***Panatang Makapalay*** every flag-raising ceremony (if allowed).

5. Dissemination

All DILG Regional Directors, Field Officers, and the BARMM Minister of Local Government are hereby enjoined to cause the widest and immediate dissemination of this issuance to all local government units within their Regions.

6. References

5.1 Letter from Engr. Ariel T. Cayanan, Undersecretary for Operations of the Department of Agriculture

5.2 Proclamation No. 524, s. 2004

7. Approving Authority


EDUARDO M. AÑO
Secretary



8. Feedback

For related queries, please call NRAM Secretariat through Ms. Gladys May Cristobal at the telephone number (O44) 456-0258 loc. 501, mobile phone 0921-339-7133, or via email gmg.cristobal@philrice.gov.ph or cristobaladysmay@gmail.com