



Republic of the Philippines  
**Department of Education**  
REGION VIII - EASTERN VISAYAS

September 13, 2023

**REGIONAL MEMORANDUM**

No. **962**, s. 2023

**PHILIPPINE BAMBOO MONTH CELEBRATION**

To: Schools Division Superintendents  
All Others Concerned

- Attached is a communication from the Department of Trade and Industry (DTI), Regional Office VIII, relative to Proclamation No. 1401, s. 2022, declaring September as the Philippine Bamboo Month.
- Relative thereto, the DTI requests the Department of Education (DepEd) for support in holding the commemoration by encouraging DepEd employees (teaching and non-teaching) to participate in the online Webinar with the following details:

**Webinar Title:** *Usapang Kawayan: World Bamboo Day & Philippine Bamboo Month Celebrations*  
**Date & Time:** **September 18, 2023**  
**Zoom Credentials: Meeting ID: 952 0858 7059**  
**Passcode: KAWAYAN**

- All other necessary information can be gleaned from the attached communication.
- Immediate dissemination of and compliance with this Memorandum are desired.

  
**EVELYN R. FETALVERO, CESO IV**  
Regional Director

Enclosures: As stated

References: As stated

To be indicated in the Perpetual Index under the following subjects:

CELEBRATION PARTNERSHIP

ESSD-SPPS-EAD



**Address:** Government Center, Candahug, Palo, Leyte  
**Telephone Nos.:** (053) 832-5738  
**Email Address:** region8@deped.gov.ph  
**Website:** <https://region8.deped.gov.ph>

04 September 2023

**DR. EVELYN R. FETALVERO, CESO IV**  
 Regional Director  
 Department of Education Regional Office VIII  
 Palo, Leyte

Office of the Director IV	DEPARTMENT OF EDUCATION
Date and Time Approved: 08 SEP 2023 1:46	RECEIVED
Date and Time Processed: 08 SEP 2023	SECTION: REGIONAL OFFICE NO. VIII
	<b>SEP 08 2023</b>
	9299
	TIME: 11:32

Dear Director Fetalvero:

Bamboohay!

Under Proclamation No. 1401, duly signed by former President Rodrigo Roa Duterte in 2022, September has been officially declared as the "Philippine Bamboo Month". This proclamation aims to raise awareness among Filipinos about the significance of bamboo and its many uses.

Furthermore, this proclamation mandates the Philippine Bamboo Industry Development Council (PBIDC) to spearhead and champion the commemoration of the Philippine Bamboo Month. The PBIDC is tasked to collaborate with various entities, including national government agencies, government-owned and controlled corporations, educational institutions, local government units, pertinent non-governmental organizations, civil society entities, and the private sector to formulate programs, initiatives, and events for the annual celebration.

As the lead agency entrusted with elevating the significance of this celebration, may we earnestly request your strong support and active participation in this year's bamboo month celebration with the theme **"Buong Bansa Magtanim: Kawayan para sa Kalikasan, Kabuhayan, Kaunlaran at Kinabukasan!"**. This could include displaying promotional tarpaulins in your office, disseminating bamboo-themed promotional materials on your organization's social media platforms, and capturing the highlights of your bamboo-centric engagements. Information materials can be accessed through the link: <https://dtir2.page.link/3p3q>

Also, we encourage you and/or your employees to participate in the online webinar with the following details:

**Webinar Title:** Usapang Kawayan: World Bamboo Day & Philippine Bamboo Month Celebrations  
**Date & Time:** September 18, 2023, 9:00 AM  
**Zoom Credentials:** Meeting ID: 952 0858 7059  
 Passcode: KAWAYAN

For your convenience, please see attached promotional guidelines for your reference.

We wish to extend our profound gratitude for your invaluable support in championing these initiatives. Your involvement significantly contributes to the realization of our shared objectives.

Sincerely,

**CELERINA T. BATO, CESO III**  
 Regional Director

For and in behalf of the Regional Director:


  
**MA. DELIA M. CORSIGA**  
 Assistant Regional Director

DEPARTMENT OF TRADE & INDUSTRY

**RECEIVED**

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Signature: 



### List and Schedule of Promotional Initiatives

Date	Communication Method	Action/s to be undertaken	Personnel/ Office Involved
<b>Schedule of Promotional Initiatives</b>			
Sept. 1, 2023	<b>Online Promo Collaterals:</b> A. FB Page Cover Photo B. Website Banner C. FB Profile Frame	For posting	KMIS, All DTI ROs/ POs, Negosyo Centers  Partner NGAs/Stakeholders
Sept. 18, 2023	<b>Social Media Post/Press Release/Microsite re Simultaneous Bamboo Planting</b>	<ul style="list-style-type: none"> <li>Real-time posting of simultaneous bamboo planting activities through Facebook Live or posts using the respective Facebook pages/accounts of the participating institutions;</li> <li>Use the following hashtags for all social media postings:  #BamboohayRehiyon[Your Region Here] #PhilippineBambooMonth2023 #WorldBambooDay2023 #BuongBansaMagtanim #KawayanForLife</li> </ul>	All DTI ROs/ POs, Negosyo Centers, Partner LGUs, NGAs, Stakeholders, Partner NGAs
Sept. 18, 2023	<b>Uploading of the World Bamboo Day FB Banner</b>	<ul style="list-style-type: none"> <li>For posting</li> </ul>	KMIS, All DTI ROs/ POs, Negosyo Centers, Partner NGAs/ Stakeholders
Sept. 1-30, 2023	<b>Hanging of Tarpaulin for the Philippine World Bamboo Month</b>  <b>Conduct of bamboo-related initiatives</b>	<ul style="list-style-type: none"> <li>Letter to NGAs to inform about the initiatives and seek support for the celebration through the ff.:               <ul style="list-style-type: none"> <li>Uploading of Bamboo Month Banner on the agency's Facebook Page Cover Banners</li> <li>Encourage the use of Facebook Profile Frame</li> <li>Hanging of Tarpaulin for the whole month of September in the most strategic/conspicuous place in the office (Partner NGAs, DTI RO/POs)</li> <li>Encourage the conduct/participation in bamboo-related initiatives</li> </ul> </li> </ul>	KMIS, All DTI ROs/ POs, Negosyo Centers, Partner NGAs/ Stakeholders
Sept. 1-30, 2023	<b>Radio Guesting</b>	<ul style="list-style-type: none"> <li>Discussion of Philippine Bamboo Month Celebration/ World Bamboo Day, and/or other bamboo-related topics.</li> </ul>	All DTI ROs/ POs, Partner NGAs/ Stakeholders
<b>Other Relevant Resources</b>			
Sept. 1-30, 2023	<b>Virtual Background</b>	<ul style="list-style-type: none"> <li>To be used for virtual activities (bamboo-related activities)</li> </ul>	All DTI ROs/ POs, Negosyo Centers, Partner NGAs/ Stakeholders

**Note:** Please submit your Accomplishment reports on the above initiatives by uploading a signed report through this link: <https://dtir2.page.link/3p3g>. Templates can also be accessed through the same link.