



SPECIAL ORDER

No. 035
Series of 2022

SUBJECT: AUTHORITY TO CONDUCT THE SPECIAL AREA FOR AGRICULTURAL DEVELOPMENT (SAAD) PROGRAM'S COMMUNICATION FOR DEVELOPMENT (C4D) WORKSHOP

To conduct an introductory course on Communication for Development (C4D) of the Public Relations and Communication Unit, the Special Area for Agricultural Development (SAAD) Program is hereby authorized to hold a series of workshop in three (3) installments on:

- October 24-28, 2022 - CAR
- November 7-11, 2022 - Region VI
- November 21-25, 2022 - Region VII

This workshop shall facilitate the improvement of specific SAAD communication strategies, aimed at developing collective thinking and perception of the program's brand of communication. In addition, this is geared towards unifying and strengthening public relations approaches to reflect in the information, education, and communication materials produced by the central office and the regional support offices.

More importantly, as the program progresses, this will equip SAAD's staff with knowledge and principles of communication for development as a different but complementary practice to mass media communication. This will respond to the changing landscape of communication due to technological development, and prompt communication skills augmentation anchored in development-oriented principles.

Participants from the following offices are hereby authorized to physically attend this workshop:

No.	SAAD NATIONAL PROGRAM MANAGEMENT OFFICE (NPMO)
1	Mr. Ulysses J. Lustria, Jr.
2	Ms. Juliet F. Cruz
3	Mr. Martin German D. Biter
4	Mr. Edmer N. Abanto
5	Ms. Jessa Mae D. Gabon
6	Mr. Ray Bart B. Manoguid
7	Ms. Jennifer A. Valcobero
8	Ms. Marie Francie L. Ciasico
9	Ms. Allanes T. Bagoso
10	Administrative Officer



Republic of the Philippines
OFFICE OF THE SECRETARY
 Elliptical Road, Diliman
 1100 Quezon City

11	Administrative Officer	
DA SAAD CAR		
12	Ms. Maria Elena Catajan – Regional Information Officer	
13	Kathleen Faye B. Agonoy – Provincial Information Officer	
14	Sheena Phine P. Dayagon – Provincial Information Officer	
15	Florde Liza A. Afidchao – Provincial Information Officer	
16	BFAR Information Officer	
DA SAAD IV-B		
17	Ms. Dianne Francis Sy – Regional Information Officer	
18	Provincial Area Coordinator	
19	Provincial Area Coordinator	
DA SAAD V		
20	Juan Paulo A. Quizana – Regional Information Officer	
21	Jay A. Ogaya – Provincial Information Officer	
22	Jovinel M. Gianan – Provincial Information Officer	
23	Pauline Trixia D. Borja – Provincial Information Officer	
DA SAAD VI		
24	Christ John Gamarcha – Provincial Information Officer	
25	Cedie Bataga – Provincial Information Officer	
DA SAAD VII		
26	Jolina T. Daño – Provincial Information Officer	
27	Provincial Information Officer	
28	BFAR Information Officer	
DA SAAD VIII		
29	Provincial Area Coordinator	
30	Provincial Area Coordinator	
31	Provincial Area Coordinator	
32	Provincial Area Coordinator	
DA SAAD IX		
33	Aimee Lou D. Madjus – Provincial Information Officer	
34	Ellaine Quiamco – Provincial Information Officer	
DA SAAD X		
35	Andrea Dawn Boycillo – Regional Information Officer	
36	Jessie Velasquez – BFAR Regional Information Officer	
37	Jeanette Heredia – BFAR Regional Information Officer	
DA SAAD XI		
38	James Brian Flaga – Regional Information Officer	
DA SAAD XII		
39	Naire Junas Demello	



Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman
1100 Quezon City

40	Aisa Tina	
41	Provincial Area Coordinator	
DA SAAD XIII		
42	Mark Angelo Pineda – Regional Information Officer	
43	Provincial Information Officer	
Resource Speakers		
44	Resource Speaker	
45	Resource Speaker	
46	Resource Speaker	
SAAD PHASE 2 Regions		
47	SAAD Region 1 – Information Officer	
48	SAAD Region 2 – Information Officer	
49	SAAD Region 3 – Information Officer	
50	SAAD Region CALABARZON – Information Officer	

The expenses of participants from DA-OSEC and Regional Field Offices, including traveling expenses, lease of venue, food and accommodation, transportation, and supplies and materials for the workshop shall be charged against current funds and subject to the availability of funds and the usual government accounting and auditing rules and regulations.

Done this 4th day of September, 2022.


DOMINGO F. PANGANIBAN
Senior Undersecretary



DA-CO-FOS-SO20220908-00019