



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

SPECIAL ORDER

No. 815

Series of 2022

SUBJECT : AUTHORITY TO CONDUCT THE MONTH-LONG ACTIVITIES FOR THE CELEBRATION OF THE NATIONAL RICE AWARENESS MONTH (NRAM) AND THE CREATION OF ITS NATIONAL STEERING COMMITTEE AND SUB - COMMITTEES

In pursuance of the Proclamation No. 524 (s.2004) directs the observance of the National Rice Awareness Month (NRAM) in November of every year. NRAM is a nationwide celebration of the importance of rice as the country's staple food, which also serves as a nationwide campaign to encourage consumers, farmers, and policymakers to help achieve rice self-sufficiency in our country.

Since 2004, the Department of Agriculture has been leading this celebration - planning and orchestrating its celebration within the whole country, with a different theme each year. This year's theme, "Be RICEponsible," will be the theme of NRAM this year until 2028, to ingrain the message better in the hearts and minds of every Filipino. It aims to ask everyone to be RICEponsible by not wasting rice, eating brown rice and rice mixed with other staples, and buying local rice.

Hence, in the interest of service and to ensure the continued success of National Rice Awareness Month, the following national steering committee and sub-committees are hereby created and constituted:

I. National Steering Committee

Chairperson : **OIC- Dir. VENER L. DILIG**
Field Operations Service

Co-Chairperson : **Dir. JOHN C. DE LEON, Ph.D.**
DA-PhilRice

Members : **OIC-Asec. CHARIE SARAH SAQUING, Finance**
Dr. HAZEL V. ANTONIO, DA-PhilRice
Dr. MARISSA V. ROMERO, DA-PhilRice
Atty. ROLAND A. TULAY, Administrative Service
Ms. LORNA A. VILLEGAS, FPOPD
Ms. LAARNI L. MANDIA, DA-PhilRice
Ms. LEONILA R. BAES, AMAS
Ms. ADORA D. RODRIGUEZ, AFID
Ms. SHERRIE C. DREJE, DA-ATI

Secretariat : **Ms. ADRIEL C. ABANDO**, DA-Rice Program
Ms. PAMELA KRISTINE ABLEN, DA-Rice Program
Ms. VEEJAY RUTH C. DAYANDAYAN, DA-Rice Program
Ms. ESTHER VELASQUEZ, DA-Rice Program
Ms. MARIELLE ANGELINE BONUS, DA-Rice Program
Ms. MICHELLE PARAGAS, DA-Rice Program
Mr. RENANTE M. MIANO, DA-Rice Program

The National Coordinating Group shall supervise the overall implementation of activities and serve as the advisory body of the National Rice Awareness Month. It shall spearhead the holding of meetings, and oversee the implementation of activities to ensure the successful celebration of the event. While the Secretariat, shall ensure close coordination among DA agencies and other concerned offices.

I. Sub-Committees

1. Programme, Invitation, and Registration Committee

Head : **Dr. HAZEL V. ANTONIO**, DA-PhilRice

Members : **Ms. CHRISTINA A. FREDILES**, DA-PhilRice
Ms. SHERRIE C. DREJE, DA-ATI
Ms. PAMELA KRISTINE ABLEN, DA-Rice Program
Mr. RENANTE M. MIANO, DA-Rice Program

The Committee shall be in charge of the invitations and the confirmation of guests, officials, and participants and the registration during the event itself.

2. Social Media Activities

Head : **Dr. HAZEL V. ANTONIO**, DA-PhilRice

Members : **Ms. CHRISTINA A. FREDILES**, DA-PhilRice
Ms. SARAH JOY RUIZ, DA-PhilRice
Mr. JAYVEE P. MASILANG, DA-ATI
Ms. MARIELLE ANGELINE M. BONUS, DA-Rice Program
Ms. VEEJAY RUTH C. DAYANDAYAN, DA-Rice Program

The Committee shall be in charge of the overall flow of the launching program and social media events.

3. Physical Arrangement, Food and Venue Committee

Head : **Ms. LORNA A. VILLEGAS**, FPOPD

Members : **Atty. LORNA T. LUGOD**, Personnel Division
OIC-Chief RONALD C. PAMITTAN, GSD
Ms. ROSEMARIE S. AQUINO, GSD

Mr. RONALDO S. GARCIA, GSD
Mr. RENANTE M. MIANO, DA-Rice Program

The Committee shall take charge of coordinating the venue, agreed arrangements, and food requirements of attendees to the celebration.

4. Exhibit Committee

Head : **Ms. LAARNI L. MANDIA, DA-PhilRice**

Members : **Mr. ALVIN AUDENCIAL, DA-PhilRice**
Ms. ALCEL BEATRIZ ATANACIO, DA-PhilRice
Mr. JOSEPH B. BALDELOMAR, AMAS
Ms. MICHELLE S. PARAGAS, DA-Rice Program
GSD Personnel

The Committee shall organize and facilitate the exhibition of products and distribution of IEC materials in all exhibits (kick-off activity, Eastwood mall, DA lobby)

5. KADIWA Market Committee

Head : **Ms. LEONILA R. BAES, AMAS**

Members : **Ms. MINKY ALBA, AMAS**
AMAS Personnel
GSD Personnel

6. Finance Committee

Head : **OIC-Asec. CHARIE SARAH SAQUING, Finance**

Members : **OIC-Dir. TELMA C. TOLENTINO, FMS**
OIC-Chief SYLVIA L. RELLOSA, Budget
Ms. ADRIEL C. ABANDO, DA-Rice Program

The Committee shall facilitate the allocation of funds for the identified activities for the celebration and process procurement as needed.

7. Transportation, Logistics, and Procurement Committee

Head : **OIC-Dir. ROLAND A. TULAY, Administrative Service**

Members : **Atty. MELINDA D. DEYTO, Chief, Procurement Division**
OIC-Chief RONALD C. PAMITTAN, GSD
Ms. LEAH KATRINA C. MONSANTO, Procurement Division
Mr. YORAM S. LOPEZ, Procurement Division
Ms. LOTIS H. LOPEZ, Procurement Division
Ms. MELINDA M. RESCO, GSD

Mr. ALBERTO E. RIVERA, GSD
Mr. ROLANDO GARCIA, GSD
Ms. ROSEMARIE AQUINO, GSD
Mr. GELBERT CASING, GSD
Mr. ROY SAN DIEGO, GSD
Mr. VICENTE SOLEDAD, GSD
Mr. JIMBERT PANADO, GSD

The Committee shall ensure the availability of transportation and security of the guests and participants.

8. Documentation (Photo and Video) and Publicity Committee

Head : **Ms. ADORA D. RODRIGUEZ, AFID**

Members : **Ms. HELEN GALES, AFID**
Mr. JAYVEE P. MASILANG, DA-ATI
Mr. EMERSON A. DENADO, DA-ATI
AFID Personnel
Press Office Personnel

The Committee shall organize and implement the required publicity activities and media coverage for each activity, in coordination with the specific sub-committee chairpersons.

All expenses relative to the conduct of the various activities for the National Awareness Month Celebration shall be chargeable against the funds of the DA-Rice Program and/or the respective offices of the above-mentioned personnel, subject to the usual accounting and auditing rules and regulations.

This Order shall take effect immediately and shall be considered revoked upon completion of the event. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 10th day of October 2022.

DOMINGO F. PANGANIBAN
Senior Undersecretary



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