



SPECIAL ORDER

No. 921

Series of 2023

SUBJECT : CREATION OF THE STRATEGIC COMMUNICATIONS GROUP OF THE MASAGANA RICE INDUSTRY DEVELOPMENT PROGRAM (MRIPD) UNDER THE OFFICE OF THE UNDERSECRETARY FOR RICE INDUSTRY DEVELOPMENT

In the interest of service, a Strategic Communications (StratComms) Group is hereby created to promote the Masagana Rice Industry Development Program (MRIDP) under the supervision of the Office of the Undersecretary for Rice Industry Development.

It shall be composed of the respective chief information officers and their designated representatives of the member agencies of the MRIDP that include DA Bureaus, Attached Agencies, Corporations, and Regional Field Offices. It shall be headed by **Mr. Noel. O. Reyes**, of the Office of the Undersecretary for Rice Industry Development.

The Group is tasked to perform the following tasks and responsibilities:

1. Formulate the Strategic Communications Plan of the MRIDP for consideration and approval of the undersigned;
2. Implement the approved Plan, aimed at promoting the MRIDP and increasing the public's awareness on its strategies, objectives, benefits, and desired outcomes;
3. Craft and popularize MRIDP key messages that include: enhancing rice production for improved food security and self-sufficiency; empowering farmers through technology, training, and access to resources; promoting sustainable and climate-resilient agricultural practices; strengthening the rice value chain and supporting rural livelihoods; enhancing the general public's understanding of the importance of increasing national rice production and farmers' incomes; encouraging active participation among industry stakeholders and value chain players;
4. Provide timely and accurate information on the program's progress, achievements, and challenges;
5. Address potential concerns, misconceptions, and questions related to the program; and
6. Perform other tasks as assigned by the undersigned

The MRIDP Group members are entitled to travelling expenses, per diems, and other incidental expenses that may be incurred in the performance of their functions, chargeable against the National Rice Program and their respective offices, subject to existing government accounting and auditing rules and regulations.



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All officials and employees of the Department including the Bureaus, Attached Agencies and Corporations, Service Units, and Regional Field Offices are hereby enjoined to give their support and cooperation to the members of the MRIDP StratComms Group in the performance of their duties and responsibilities.

This Order shall take effect immediately and shall remain in force until revoked in writing. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 31 day of July 2023.


LEOCADIO S. SEBASTIAN, Ph.D., CESO I
Undersecretary for Rice Industry Development



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