



**SPECIAL ORDER**

No. 503

Series of 2024

**SUBJECT: AUTHORITY TO CONDUCT AND PARTICIPATE IN THE DEVELOPMENT COMMUNICATION TRAINING OF THE SPECIAL AREA FOR AGRICULTURAL DEVELOPMENT (SAAD) PROGRAM PHASE 2**

The Special Area for Agricultural Development (SAAD) Program – Phase 2 is hereby authorized to conduct a Cluster-wide Development Communication Training as part of the FY 2024 activities of the SAAD Program – Phase 2.

The activity aims to capacitate SAAD officers at the national to local level with the concepts and practices of development communication. Specifically, it aims to:

1. Strengthen the knowledge awareness of SAAD Officers on the concepts and practices of development communication;
2. Develop practices using development communication strategies which will increase the knowledge awareness of the SAAD beneficiaries and stakeholders on the SAAD Program;
3. Complement the functions of the DA-SAAD - Public Relations and Development Communication (PRDC) with the development communication processes;
4. Actively engage with the SAAD beneficiaries and collaborators, and integrate innovative communication strategies, thereby ensuring the effective dissemination of information within the SAAD Program; and
5. Craft communication plans and develop on IEC material tailored-fit for SAAD farmer-beneficiaries.

The training will be conducted by cluster with the following schedule and authorized participants:

CLUSTER	REGION	SCHEDULE	PARTICIPANTS	NO. OF PARTICIPANTS	VENUE
Cluster 1	CAR, Region 1, Region 2, Region 3, Region 7	May 27-31, 2024	SAAD NPMO Officers (7) CLSU Resource Speakers (2); Agriculture and Fisheries Information Division (2) BFAR-SAAD (2)	50	Ilocos Norte

			<p>CAR SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8);  Region 1 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (7);  Region 2 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8);  Region 3 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (6);  Region 7 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8)</p>		
<b>Cluster 2</b>	CALABARZON, MIMAROPA, Region 5, Region 10, Region 11	<b>June 3-7, 2024</b>	<p>SAAD NPMO Officers (7);  CLSU Resource Speakers (2);  DA-OSEC (3);  CALABARZON SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8);  MIMAROPA SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (6);  Region 5 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8);  Region 10 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8);  Region 11 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8)</p>	50	Albay




<b>Cluster 3</b>	Region 6, Region 8, Region 9, Region 12, Caraga	<b>June 24- 28, 2024</b>	SAAD NPMO Officers (7), CLSU Resource Speakers (2); BFAR IFCU (2) Region 6 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (7); Region 8 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (9); Region 9 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8); Region 12 SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (8); Caraga SAAD IO, RAFIS, BFAR IO, DA-RFO Area Coordinators (7)	50	Negros Oriental
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Expenses to be incurred in the training such as venue rental, food, accommodation, vehicle rental, supplies, materials, honoraria, travelling expenses of resource speakers shall be chargeable against the SAAD - NPMO funds, while travelling expense and per diem of participants shall be chargeable against their respective offices' funds, subject to the usual government accounting and auditing rules and regulations.

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

Done this 8<sup>th</sup> day of April 2024.

  
**FRANCISCO P. TIU LAUREL JR.**  
 Secretary



DA-CO-FOS-MM20240322-00307

