



Republic of the Philippines
OFFICE OF THE SECRETARY
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SPECIAL ORDER

No. 662
 Series of 2024

SUBJECT: AUTHORITY TO CONDUCT THE NATIONAL ON-THE-SPOT POSTER MAKING CONTEST AND ASSESSMENT AND CONSULTATIVE MEETING OF THE REGIONAL INFORMATION OFFICERS (RIOs)

One of the highlights of the celebration of the World Food Day is the National On-the-Spot Poster Making Contest. The DA-Agriculture and Fisheries Information Division (AFID) is hereby authorized to spearhead the activity on October 14-17, 2024 in Metro Manila.

The Regional winners of the same contest will converge and compete among each other in this contest.

The objectives of the On-the-Spot Poster Making Contest are the following:

1. To raise awareness among grade school students about the current status of food production and the persistent issue of world hunger, highlighting the challenges, disparities, and pressing need for sustainable solutions.
2. To inspire and empower the next generation to become advocates for agricultural innovation, environmental stewardship, and equitable access to nutritious food by emphasizing the importance of resilience, innovation, and perseverance.
3. To encourage the students to contribute positively to food security efforts in their communities and beyond.

The participants in the National On-the-Spot Poster Making Contest are the following:

Participants	Number of Pax
Regional Contestants	16
Escorts or Coaches	16
Guests/Judges	8
Regional Information Officers (RIOs)	16
AFID staff	14

Making the best of the presence of the RIOs, the conduct of the Assessment and Consultative Meeting of RIOs is also authorized to harmonize the communication and information plans and advocacy campaigns of the DA Central Office and Regional Field Offices to ensure that these are in line with the policy directives of the Secretary.


Specifically, the following are the objectives of Assessment and Consultative Meeting of RIOs:

1. To ensure that the Regional Information Officers (RIOs), under the guidance of AFID are well-informed about the priorities and directives of the new administration, including any changes or updates in policies and strategies.
2. To discuss and assess ongoing advocacy campaigns, evaluating their effectiveness, impact, and alignment with organizational objectives.
3. To integrate and harmonize information advocacy strategies and activities for the upcoming year, 2025, taking into account emerging trends, challenges, and opportunities in the field of communication and information dissemination.
4. To foster stronger linkages and networks among information officers, both internally within the organization and externally with relevant stakeholders and partners, enhancing collaboration and synergy for the successful implementation of information advocacy projects and activities.

Expenses for the meals, accommodation, advocacy collaterals, and trophies for the conduct of the On-the-Spot Poster Making Contest and Assessment and Consultative Meeting of RIOs are chargeable against the AFID-Information Component of the Rice and Corn Program Funds, while travelling expenses, per diems and incidental expenses to be incurred by the regional winners, escorts or coaches, and RIOs are chargeable against the respective Regional Information Sections of DA Regional Field Offices and/or Regional Banner Program Funds, subject to existing accounting and auditing rules and regulations.

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

Done this 3rd day of May 2024.


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

