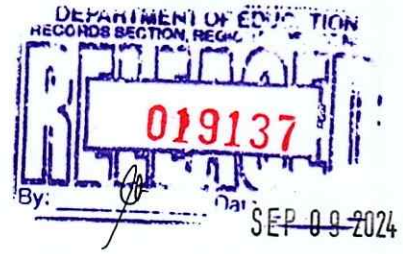




Republic of the Philippines  
**Department of Education**  
REGION I



**REGIONAL MEMORANDUM**

No. 1067, s. 2024

**PARTICIPATION TO THE PHILIPPINE CREATIVE INDUSTRIES MONTH**

To: Schools Division Superintendents

1. In adherence to Republic Act No. 11904, also known as the Philippine Creative Industries Development Act (PCIDA), the month of September has been declared as the Philippine Creative Industries Month (PCIM). This month-long celebration aims to showcase the goods, products, and services of the Philippine creative industries as well as to elevate awareness of their vital role in nation-building and socioeconomic advancement.

2. With the theme “We are a Creative Nation,” this year’s PCIM celebration reflects the creativity deeply embedded within Philippine society, representing a fundamental aspect of its identity. It honors the rich cultural heritage and inherent drive for innovation and artistic expression among the Filipino people.

3. Division and attached agencies are encouraged to organize activities that align with the Celebration Pillars of PCIM:

1. Creative Knowledge and Research: Engage in intellectual pursuits through events like conferences, workshops, and lectures to foster innovation and understanding
2. Creative Trade and Business: Facilitate commercial exchange of creative goods and services through activities such as trade fairs and business matches
3. Creative Performance and Live Production: Present and display of creative outputs and art pieces through creative exhibitions or cultural tourism
4. Creativity Challenge and Campaign: Encourage participation through interactive and competitive initiatives, including competitions, community projects, and social media challenges.

4. To streamline the organization and promotion of these activities, PCIM has launched a dedicated website to serve as a platform for registering activities associated with PCIM: <https://www.pcim.ph/home>. The website also serves as the central repository for materials related to these events, including articles and photographs documenting these endeavors. These materials will be compiled into a video to be showcased in the PCIM closing ceremony to commemorate collective efforts and to inspire continued engagement in future PCIM celebrations.

4. For any inquiries, please contact the Interim Secretariat of the Philippine Creative Industries Development Countries at PCIDCSecretariat@dti.gov.ph, copy furnished to Ms. Jasha Gutierrez at JashaGutierrez@dti.gov.ph.

5. Immediate dissemination of this memorandum is requested.

For the Regional Director:

  
**RHODA T. RAZON**  
Director III

Encl.: None

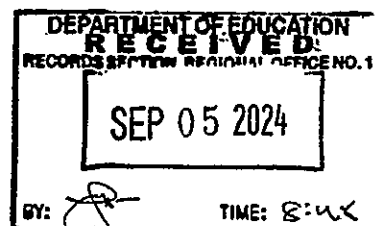
Reference: DM-CT-2024-319

To be included in the Perpetual Index

Under the following subjects:

PHILIPPINE CREATIVE MONTH  
INDUSTRIES

CLMD/jra/RM\_PhilippineCreativeMonth2024  
September 9, 2024



Republic of the Philippines  
**Department of Education**

**OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING**

**MEMORANDUM**  
**DM-CT-2024- 319**

**TO :** REGIONAL DIRECTORS  
 MINISTER, BASIC, HIGHER, AND TECHNICAL  
 EDUCATION, BARMM  
 SCHOOLS DIVISION SUPERINTENDENTS

**FROM :** ALMA RUBY C. TORIO  
 Assistant Secretary  
 Officer-in-Charge  
 Office of the Undersecretary for Curriculum and Teaching

**SUBJECT :** PARTICIPATION TO THE PHILIPPINE CREATIVE  
 INDUSTRIES MONTH 2024

**Date :** August 28, 2024

In adherence to Republic Act No. 11904, also known as the Philippine Creative Industries Development Act (PCIDA), the month of September has been declared as the **Philippine Creative Industries Month (PCIM)**. This month-long celebration aims to showcase the goods, products, and services of the Philippine creative industries as well as to elevate awareness of their vital role in nation-building and socioeconomic advancement.

With the theme “We Are A Creative Nation,” this year’s PCIM celebration reflects the creativity deeply embedded within Philippine society, representing a fundamental aspect of its identity. It honors the rich cultural heritage and inherent drive for innovation and artistic expression among the Filipino people.

In view of the Department of Education’s designation as an ex-officio member of the Philippine Creative Industries Development Council, as well as DepEd’s mandate to “support and develop relevant programs related to creative industries”, the DepEd is in unity with the rest of the country in celebrating the PCIM.

The Department of Education, as part of the PCIM Taskforce and the Department of Trade and Industry (DTI) as one of the lead agencies in implementing the PCIDA, hereby, formally requests the engagement of DepEd’s regional and attached agencies in the PCIM activities.

Regional and attached agencies are encouraged to organize activities that align with the **Celebration Pillars of PCIM**:

1/F Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City  
 Direct Line: (632) 8633-7202/8687-4146 E-mail: [ouct@deped.gov.ph](mailto:ouct@deped.gov.ph)



DepEd Philippines @depedphilippines @DepEd\_PH www.deped.gov.ph





Republic of the Philippines

**Department of Education**

**OFFICE OF THE UNDERSECRETARY FOR CURRICULUM AND TEACHING**

1. **Creative Knowledge and Research:** Engage in intellectual pursuits through events like conferences, workshops, and lectures to foster innovation and understanding
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For any inquiries, please contact the Interim Secretariat of the Philippine Creative Industries Development Council at [PCIDCSecretariat@dti.gov.ph](mailto:PCIDCSecretariat@dti.gov.ph), copy furnished to Ms. Jasha Gutierrez at [JashaGutierrez@dti.gov.ph](mailto:JashaGutierrez@dti.gov.ph).

Immediate dissemination of this Memorandum is requested.

Copy furnished:

**ATTY. REVSEE A. ESCOBEDO**  
Undersecretary for Operations



1/F Bonifacio Building, DepEd Complex, Meralco Avenue, Pasig City  
Direct Line: (632) 8633-7202/8687-4146 E-mail: [ouet@deped.gov.ph](mailto:ouet@deped.gov.ph)

DepEd Philippines @depedphilippines @DepEd\_PH [www.deped.gov.ph](http://www.deped.gov.ph)