



*Tanggapan ng Kalihim
Office of the Secretary*

April 20 1999

DECS MEMORANDUM
No 172 , s 1999

1999 NATIONAL SAVINGS CONSCIOUSNESS CAMPAIGN

To
Bureau Directors
Regional Directors
Schools Division Superintendents
Presidents, State Colleges and Universities


1 In celebration of National Savings Consciousness Week from June 30 to July 6, 1999 the TIPID Movement Inc (TMI) and the Philippine Chamber of Commerce and Industry – Investment and Savings Committee (PCCI-ISC) will conduct an intensive information and publicity campaign from June to December 1999

2 With the theme Progress Through Savings Towards the New Millenium the campaign aims to create awareness on the value of thnft and promote savings consciousness among Filipinos

3 In view of the importance of imparting to our pupils and students the need to lead frugal lifestyles and to save all concerned are encouraged to observe appropriate projects and activites on thnft and savings in public and private elementary secondary and tertiary schools The said projects and activites may include but may not be limited to the following

- a Discussion of savings consciousness the importance of savings in national development and related topics in appropriate subject areas such as social studies economics & values education
- b Holding of school-community activities such as convocations and general assemblies where resource speakers from the DECS the Bangko Sentral ng Pilipinas (BSP) Local Government Units (LGUs) local banks or industry associations may be invited
- c Putting-up of bulletin board displays on savings the materials for which may be requested from banks other financial institutions and relevant GOs and NGOs
- d Publication of TIPID tips news and photo releases in school papers/publications and

- e. Launching of projects, such as school cooperatives, which would encourage saving and investment by students, teachers and parents.
4. Information about the other activities which may be spearheaded by the Organizing Committee at the national level, such as the launching of the TIPID movement and membership campaign in schools, on-the-spot poster making contest, and essay-writing contest, among others, shall be disseminated upon availability of the same.
5. For the other details of the campaign, you may get in touch with Mr. Joey Pelaez of the DECS Center for Students and Co-Curricular Affairs at telephone nos. (02) 636-3603 / 631-8495 or Ms. Sol Ogatis of the PCCI Tipid Secretariat at telephone nos. (02) 833-3981/ 833-8591 local 107.
6. Immediate dissemination of this Memorandum to all concerned is desired.


NILO L. ROSAS
Undersecretary
Officer-in-Charge

Reference:
DECS Memorandum No. 224, s. 1997

Allotment:
1--(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CAMPAIGN
CELEBRATIONS & FESTIVALS