



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Marikina Avenue
Pasig City, Philippines



*Sama-Sama
sa DECS*

*Tanggapan ng Kalihim
Office of the Secretary*

September 28, 2000

DECS MEMORANDUM
No. 445, s. 2000

NATIONAL RICE ENHANCEMENT PROGRAM

To: **Bureau Directors
Regional Directors
Schools Division/City Superintendents
Private Elementary and Secondary Schools Principals**

1. The Philippine Home Economics Association (PHEA) in cooperation with the Department of Education, Culture and Sports (DECS) is promoting the "National Rice Enhancement Through Educational Activities" Program. This Program consists of three components namely: the Rice Walk Project, the Rice Module Project, and Student-Based Rice Awareness in support of the government's food security and sustainable agriculture thrusts to develop in students a lasting appreciation of rice and rice farming and the role of farmers in the face of dwindling supply and production of rice which is not only the country's staple crop but one of the main economic and cultural tools for transmission of values.

2. Considering the unproductivity of rice farms due to erosion and land abuse, agricultural land conversions into other uses, weakening support of rice research and development and public complacency resulting to wanton wastage of rice as food, it is not surprising that experts declare that in 20 years, the country may not have enough food to feed the growing population. Inside the classrooms, owing to the limited time and other curricular requirements, rice cannot be taken as a separate topic, or unit for discussion in the general elementary or secondary curriculum. In this view, cooperation of other sectors, particularly, of professional organizations and private sectors, is welcome.

3. The main objectives of the program are to:
- a. develop an alternative instructional system for students to give them a better understanding of, and deeper insight into, rice as food, commercial commodity and a link to the social, cultural and historical heritage of Filipinos; and
 - b. develop teaching modules on rice for integration into the home economics and agriculture curriculum.

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4. Participants in the Rice Walk are secondary students who will make brief visit to a rice farm and there experience an innovative, multi-sense appeal strategy consisting of film showing, walking through rice bunds with farmer-guides, creative encounter with farmers' families and farm tour.

5. Participants of the Rice Module Project are home economics and agriculture teachers who will write modules on rice.

6. To directly involve students in supporting the Rice Enhancement Program, a series of activities will be held in schools to include contests in rice-cooking, essay-writing, slogan, poster-making, declamation, jingle-making, and others that would make students more aware of the importance of rice in national and individual development.

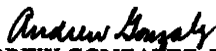
7. This being an extension and development project of the PHEA in cooperation with the DECS, the Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD) and the Bureau of Agricultural Research (BAR)-DA and the Land Farm, no fees will be charged for participants of the Rice Walk. They will, however, have to take care of their transportation and other incidental expenses.

8. Module writers for the Rice Module and resource persons for the workshop which will be held at the Land Farm in Barangay Tartaro, San Miguel, Bulacan may attend on official time only with other expenses being sourced by the Program. They will be notified by letter regarding the schedule which will be set later.

9. For details, please contact:

Philippine Home Economics Association
Tel. No. (02) 456-93-39
Telefax (02) 928-51-17 c/o Menchu

10. Immediate and wide dissemination of this Memorandum is desired.


ANDREW GONZALEZ, FSC
Secretary

Reference: DECS Memorandum: No. 479, s. 1999

Allotment: 1—(D.O. 50-97)

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

~~PROJECTS~~
~~Learning Area, TECHNOLOGY & HOME ECONOMICS~~
~~SOCIETY or ASSOCIATIONS~~