



Tanggapan ng Kalihim
Office of the Secretary

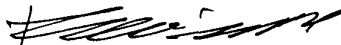
FEB 14 2005

DepED MEMORANDUM
No. 46, s. 2005

CONSUMER 101
(Promoting Awareness on the Quality and Safety of the Products)

To: Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools

1. The Department of Trade and Industry (DTI), in cooperation with the Department of Education (DepED), Philippine Product Safety and Quality Foundation (PPSQF) and DZMM, shall sponsor a one-season (13 weeks) radio program entitled "Consumer 101" (Promoting Awareness on the Quality and Safety of the Products).
2. The program aims to promote awareness among consumers regarding the quality and safety of the products that they patronize. The radio program shall also seek to institutionalize a consumer education program of four (4) segments through the use of broadcast medium:
 - a. Bantay Bilihin (12 minutes)
 - b. School on Air (15 minutes)
 - c. Gawang Pinoy, Galing Pinoy, Bidang Pinoy (15 minutes)
 - d. Tulungan Tayo (15 minutes)
3. The radio program shall be pilot-tested in the National Capital Region (NCR). The target listeners are parents, specially the mothers, and their children. The program will kick-off on Sunday, February 13, 2005 over DZMM from 9:00-10:00 a.m.
4. School heads and teachers are advised to inform the pupils/students of the schedule and engage in a follow-up of the topics discussed/shared in the radio program.
5. Immediate and wide dissemination of this Memorandum is desired.


FLORENCIO B. ABAD
Secretary

Reference: None
Allotment: 1- -(D.O. 50-97)
To be indicated in the Perpetual Index
under the following subjects:

PROGRAMS
STUDENTS

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