



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



Sama-Sama  
sa DECS

*Tanggapan ng Kalihim*  
*Office of the Secretary*

**JUL 09 2001**

DECS ORDER  
No. 28, s. 2001

**PROHIBITING THE COMMERCIALIZATION OF THE DECS  
ORGANIZATION THROUGH ENDORSEMENTS AND  
ACCREDITATION OF GOODS AND SERVICES**

To : Undersecretaries  
Assistant Secretaries  
Directors of Bureaus/Centers/Services  
Regional Directors  
Schools Division/City Superintendents  
School Principals  
Heads of Private Elementary and Secondary Schools

1. Pursuant to law and public policy, the Department of Education, Culture and Sports has two goals: to raise the academic standards of basic education and enhance administrative efficiency in the delivery of educational services. The DECS also seeks to promote good governance, leadership by example and enhanced services to the poor in line with the programs of Pres. Gloria Macapagal Arroyo.
2. Recently however, it has been called to the attention of the Secretary that various products and services are advertised as DECS-accredited. Thus, desks, food items, school paraphernalia, private teacher training programs, and other services are marketed with endorsements from the DECS. While the products and services may be of good quality or utility, there is no need to give them institutional endorsements.
3. Henceforth, there will be no endorsements or accreditation officially issued or sanctioned by DECS. Goods and services must compete for the attention of all schools, teachers and students, in the ordinary course of the free market. If there is need or value in the goods and services, they will be purchased or utilized without the coercive persuasion of DECS issuances.
4. There are cogent reasons for this policy:
  - 4.1 Endorsements by DECS distort market forces and may give the impression of superior quality or performance. Yet DECS has no competence or duty to say so.
  - 4.2 Government agencies are dissuaded from favoring one commercial product or service as against another. Thus, transparent public bidding is required for whatever government buys or uses. Experience also shows that market forces instead of government intervention, creates better products and more efficient services.

- 4.3 Endorsement or accreditation tends to create the impression of private gain. This should be avoided.
- 4.4 The DECS institutional name and logo must only be used for public purposes as determined by the Department. Constant use of the DECS name and logo for all sorts of goods, services and projects, depreciates the Department's goodwill.
5. The DECS may, at times, disseminate information on events, scholarships and training opportunities for teachers and students. This will be issued as ADVISORIES purely for the information of the organization. You may participate on the basis of your own judgment, time and resources. Deductions to teacher's salaries and compulsory contributions from students for these activities, will not be allowed and are prohibited under the Ganson Law (RA 5546).
6. For your information and guidance.

*Rauls Roco*  
RAUL S. ROCO  
Secretary

Reference:  
None

Allotment: 1—(D.O. 50-97)

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

ACCREDITATION  
POLICY