



MC No. 20, s. 2018

MEMORANDUM CIRCULAR

FOR : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT, LOCAL GOVERNMENT UNITS, GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS, AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : 2018 National Rice Awareness Month Celebration

Proclamation No. 524, s. 2004, declares November as the National Rice Awareness Month (NRAM). This year's theme is "**Quality rice. Quality life**", which aims to strengthen the bond between farmers and consumers by tapping their consciousness on the value of rice towards achieving quality life.

To promote public awareness in the observance of the event, all government Agencies are enjoined to actively participate in the NRAM Celebration through the following activities:

- Print and display a tarpaulin/streamer bearing this year's theme (please visit <http://www.bericeponsible.com/downloads/> for the sample design);
- Conduct an activity that would facilitate participation of the whole department in NRAM;
- Recite the Panatang Makapalay every flag-raising ceremony for the whole month;
- Serve brown rice on November 9 (Brown Rice Day), and rice mix on November 16 (Rice Mix Day) in your cafeterias;
- Promote the campaign advocacies through quad media and other ways within your capacity; and
- Send at least 10 participants to attend the kick-off (November 5) and culminating activities (November 27) at the Quezon Memorial Circle.

For more information, you may coordinate with **Ms. Adeline P. Gomez**, Be RICEponsible Secretariat, at telephone number (044) 456-0277 loc. 300 or through mobile number 0947-9962556 or through email at ap.gomez@philrice.gov.ph.


ALICIA dela ROSA-BALA
Chairperson

08 NOV 2018



Bawat Kawani, Lingkod Bayani