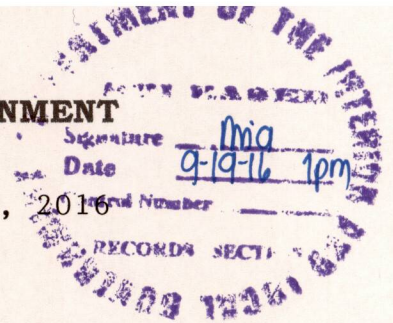


Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**



September 19, 2016

**MEMORANDUM CIRCULAR**  
NO. 2016-127

**T O :** ALL PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS,  
THE ARMM REGIONAL GOVERNOR, AND DILG REGIONAL DIRECTORS

**SUBJECT :** OBSERVANCE OF THE 2016 CONSUMER WELFARE MONTH

Pursuant to Presidential Proclamation No. 1098, the country will be celebrating the Month of October as *Consumer Welfare Month*. Hosted by the Bangko Sentral ng Pilipinas, this year's celebration carries the theme, *Consumer Protection: A Shared Responsibility*.

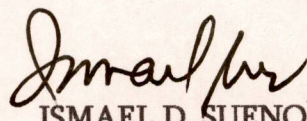
Relative thereto, and per request of the National Consumer Affairs Council (NCAC), under the Department of Trade and Industry, all Local Chief Executives are hereby encouraged to support above-mentioned celebration by undertaking related activities, such as, but not limited to the following:

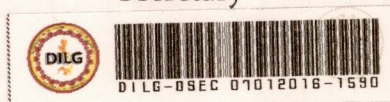
- σ Display/hanging of streamers, poster and other information materials in conspicuous places (i.e. design layout for the streamer shall be coordinated with the NCAC);
- σ Briefing during the flag raising ceremony;
- σ Posting of Consumer Welfare related information materials in the LGU website; and
- σ Inclusion of consumer welfare-related LGU activities;

For the purpose of consolidating the nationwide celebration events and posting in member-agencies websites, LGUs are further advised to submit list of activities directly to Chairperson, Jose P. Pepito, National Consumer Affairs Council, 2<sup>nd</sup> Floor Trade and Industry Building, #361 Sen. Gil J. Puyat Avenue, Makati City, or send through email address: [ncacdti@yahoo.com](mailto:ncacdti@yahoo.com)/ [lim\\_vel@yahoo.com](mailto:lim_vel@yahoo.com).

Related inquiries may be directed to Ms. Velma Lim, Mr. Paul Gomes, or Flo Deluso of NCAC, at Telephone No. (02) 751-3309.

All DILG Regional Directors and ARMM Regional Governor are directed to cause the widest dissemination of this Memorandum Circular to LGUs, within their respective areas of jurisdiction.

  
ISMAEL D. SUENO  
Secretary



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