



Republic of the Philippines
Department of Education
REGION IV-A CALABARZON
SCHOOLS DIVISION OF IMUS CITY

21 Oct 2025

DIVISION MEMORANDUM

No. 643, s. 2025

ENDORSEMENT OF MEMORANDUM CIRCULAR (MC) NO. 95

To: OIC - Assistant Schools Division Superintendent
OIC - CID Chief Education Supervisor
OIC - SGOD Chief Education Supervisor
School Heads/OICs (Public and Private Elementary and Secondary Schools)
All Others Concerned

1. Attached is the Memorandum OM-OASOPS-2025-A479 titled "Endorsement of Memorandum Circular (MC) No. 95," directing all government agencies and instrumentalities, local government units, and private sector, to support the 2025 Philippine Creative Industries Month, for information and guidance.
2. Immediate dissemination of this Memorandum is earnestly desired.

for [Signature]
HOMER N. MENDOZA

Assistant Schools Division Superintendent
Officer-in-Charge
Office of the Schools Division Superintendent.

Encl.: As stated
References: None

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

CELEBRATIONS AND FESTIVALS
PROGRAMS

sgod/gaso/10-15-2025



Republika ng Pilipinas
Department of Education

OFFICE OF THE ASSISTANT SECRETARY FOR GOVERNANCE AND OPERATIONS

MEMORANDUM

OM-OASOPS-2025- A479

TO : **ALL REGIONAL DIRECTORS**
ALL SCHOOLS DIVISION SUPERINTENDENTS
ALL OTHERS CONCERNED

FROM : **JOCELYN DR ANDAYA**
Regional Director, NCR
concurrent Officer-in-Charge,
Office of the Assistant Secretary for Governance and Operations



SUBJECT : **ENDORSEMENT OF MEMORANDUM CIRCULAR (MC) NO. 95**

DATE : September 24, 2025

This pertains to the memorandum from Malcolm S. Garma, Undersecretary for Governance and Operations, dated September 19, 2025, regarding the request of the Office of the President for the dissemination of Memorandum Circular (MC) No. 95, dated September 2, 2025, entitled "Directing All Government Agencies and Instrumentalities, Local Government Units, and the Private Sector to Support the 2025 Philippine Creatives Month".

Pursuant to the provisions of the aforementioned Circular, the Department is directed to extend full support and actively participate in the various programs and activities for the celebration of the 2025 Philippine Creatives Month.

In view of the foregoing, this Office respectfully endorses the attached Memorandum Circular, for your appropriate action, subject to the provisions of all relevant rules and regulations of the Department of Education.

Kindly see attached file, for your reference and immediate action.

Enclosure: as stated

Copy furnished:
OFFICE OF THE SECRETARY
osec@deped.gov.ph

MALCOLM S. GARMA
Undersecretary for Governance and Operations



Office of the President
Malacañang

Manila, 3 September 2025

SECRETARY JUAN EDGARDO MANALANG ANGARA
Department of Education
Pasig City

Sir:

I have the honor to transmit for your information and guidance, a certified copy of Memorandum Circular No. 95 dated September 2, 2025 entitled **"DIRECTING ALL GOVERNMENT AGENCIES AND INSTRUMENTALITIES, LOCAL GOVERNMENT UNITS, AND PRIVATE SECTOR, TO SUPPORT THE 2025 PHILIPPINE CREATIVE INDUSTRIES MONTH"**.

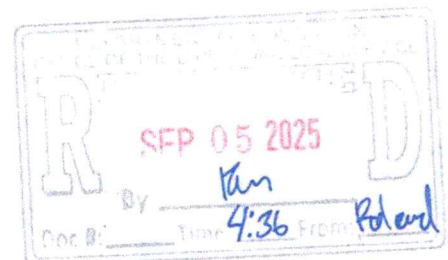
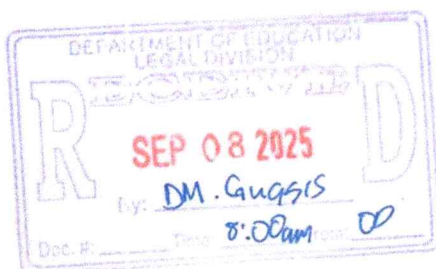
Thank you.

Very truly yours,

ATTY. LOVELY V. TOLENTINO-NAVA
Director IV

DEPARTMENT OF EDUCATION
LEGAL AFFAIRS
HELP DESK

SEP 05 2025
By: *Cam* Time: *2:19pm*
Doc. #: *107321*
From: *Patricia (Ricardo)*





Office of the President
Malacañang

MEMORANDUM CIRCULAR NO. 95

**DIRECTING ALL GOVERNMENT AGENCIES AND
INSTRUMENTALITIES, LOCAL GOVERNMENT UNITS,
AND THE PRIVATE SECTOR, TO SUPPORT THE 2025
PHILIPPINE CREATIVE INDUSTRIES MONTH**

WHEREAS, Section 2 of Republic Act (RA) No. 11904 or the "Philippine Creative Industries Development Act" declares it a policy of the State to promote and support the development of Philippine creative industries by protecting and strengthening the rights and capacities of creative firms, artists, artisans, creators, workers, indigenous cultural communities, content providers, and stakeholders in the creative industries;

WHEREAS, Section 4 of RA No. 11904 created the Philippine Creative Industries Development Council (PCIDC) to spearhead the development and promotion of the creative industries of the Philippines;

WHEREAS, Section 24 of RA No. 11904 declared the month of September of every year as the "Philippine Creative Industries Month" to promote the goods, products and services of the Philippine creative industries, and to raise awareness of their role in nation building and socioeconomic advancement;

WHEREAS, Section 24 of RA No. 11904 also mandates the Department of Trade and Industry (DTI), as Secretariat of the PCIDC, in partnership with the private sector and the academe, to ensure the successful celebration of the Philippine Creative Industries Month, and to determine the mechanisms, programs, and activities for the celebration thereof;

WHEREAS, Section 24 of RA No. 11904 directs all government agencies and instrumentalities of the National Government, including government-owned or -controlled corporations (GOCCs), local government units (LGUs), and the private sector, to extend full support to and actively participate in the programs and activities of the Philippine Creative Industries Month; and

WHEREAS, according to DTI, the 2025 Philippine Creative Industries Month, bearing the theme, "We are a Creative Nation," shall feature a variety of programs and activities intended to showcase the Filipino people's rich cultural heritage and diverse artistic expression, with the end in view of propelling the Philippines towards becoming Asia's Premier Creative Hub by 2030;

NOW, THEREFORE, the following are hereby ordered:

Pursuant to Section 24 of RA No. 11904, the PCIDC, through the DTI, shall lead the observance of the 2025 Philippine Creative Industries Month.

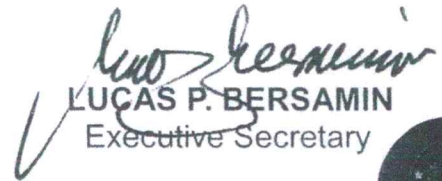
All departments, agencies, and instrumentalities of the National Government, including GOCCs, LGUs, and the private sector, are hereby directed to extend full support to and actively participate in the programs and activities for the celebration of the 2025 Philippine Creative Industries Month.

The funding requirements for the implementation of this Circular shall be charged against the available appropriations of the concerned agencies, subject to pertinent budgeting, accounting, and auditing laws, rules, and regulations.

This Circular shall take effect immediately.

DONE, in the City of Manila, this 2nd day of September, in the year of our Lord, Two Thousand and Twenty-Five.

By authority of the President:


LUCAS P. BERSAMIN
Executive Secretary

