



Republic of the Philippines  
**Department of Education**

SEP 19 2024

DepEd MEMORANDUM  
No. **050**, s. 2024

**CALL FOR PARTICIPATION FOR THE 2024 NATIONAL COMMISSION  
FOR CULTURE AND THE ARTS MUSEUMS AND GALLERIES  
MONTH CELEBRATION**

To: Undersecretaries  
Assistant Secretaries  
Minister, Basic, Higher and Technical Education, BARMM  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
ALS Community Learning Centers  
All Others Concerned

1. Pursuant to Presidential Proclamation No. 798, s. 1991, the Museums and Galleries Month (MGM) is annually celebrated during the month of October. It underscores the importance of arousing national consciousness and pride in our rich Filipino culture and heritage embodying the aspirations of the nation, expressed in all media of art as well as historical and religious artifacts. This rich Filipino cultural heritage embodies the aspiration of the nation. The observance recognizes that these cultural and art forms are necessary for nation-building and shaping national destiny.

2. **Honoring Traditions, Fostering Innovation**, the MGM 2024 theme, encapsulates the delicate balance between preserving the past and shaping the future. It connects the past, present, and future by seamlessly threading together our time-tested local traditions while encouraging innovation to make our world better. Through research and education, the two over-arching tasks of museums and galleries, we seek to inculcate in every Filipino the notion that traditions matter in an era marked by rapid technological advancement and globalization where the significance of preserving cultural heritage has never been more critical.

3. To promote public awareness in the observance of the event, the National Commission for Culture and the Arts (NCCA) encourages all public and private elementary and secondary schools, including all state colleges and universities to undertake related activities, such as:

- a. Posting and sharing of the 2024 MGM advocacy materials including the 2024 MGM Official Poster, 2024 MGM Facebook Banners, and 2024 MGM Calendar of Activities on the agency's website and social media accounts;

- b. Participating in the online campaign thread about the 2024 MGM celebration by sharing heritage-related content including photos, videos, news features, and other collaterals released by the NCCA using the hashtags #MGM2024 and #MGMHonoringTraditionsFosteringInnovation;
- c. Organizing own MGM activities and participating in heritage-related events such as webinars, online workshops, online lectures, and online exhibits; and
- d. Everyone organizing their own MGM 2024 activities is also requested to fill out the 2024 MGM Activity Proposal Form and send the final information to the MGM secretariat for inclusion in the 2024 MGM Calendar of Activities on or before **September 19, 2024**.

4. The MGM 2024 Activity Proposal Form and other reference materials can be accessed through this link here: <https://tinyurl.com/yp24v2b8>. For easier consolidation, the accomplished Activity Proposal Form may be submitted along with the agency's high-resolution logo through this link: <https://tinyurl.com/3xrrhe78>. **In the event that the link cannot be accessed, you may email the accomplished proposal form and other documents to [ipps@ncca.gov.ph](mailto:ipps@ncca.gov.ph).**

5. The activity implementation reports, including high-quality photos, should be submitted to [ipps@ncca.gov.ph](mailto:ipps@ncca.gov.ph) in a Word document file by November 14, 2024. The following details shall be included:

- a. Name of Office,
- b. Date of Activity,
- c. Venue of Activity, and
- d. Brief Description of Activity.

6. To further promote the agency's activities, the NCCA highly recommends the submission of a 15-second video (in MP4 format, 1920x1080px resolution) of the highlights of the agency's event that will be used as potential content for the MGM Culmination Video **on or before October 31, 2024**.

7. Participation of learners and teachers from public and private schools shall be purely voluntary and shall not hamper instructional time in compliance with the provisions of DepEd Order No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith even if the activities are via online participation.

8. For more information, please coordinate with the following:

**Ms. Gladys Mae Z. Argonza**

NCCA Institutional Programs and Project Section

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9. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:



  
**GINA O. GONONG**  
Undersecretary

Reference:

DepEd Order (No. 9, s. 2005)

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

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