



ADVISORY NO. 92, S. 2018

In compliance with DepEd Order No. 8, s. 2013

This Advisory is issued not for endorsement per DO 28 s. 2001,  
but only for the information of DepEd Office,  
Public Elementary and Secondary Schools

July 24, 2018

(visit [www.depedantipolo.com](http://www.depedantipolo.com))

**LIGHT ENTERPRISES**

IPaint under the company of Light Enterprises through its proprietries, Ms. May G. Gole Cruz is proposing to have an art workshops in the different elementary and secondary schools in the division. Details of the proposed workshop including the objectives of the activity are indicated on the attached communications.

Participation of public should be in voluntary and shall be subject to the **no-disruption-of-classes policy** as stipulated in **DepEd Order No. 9, s. 2005** Entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

This is also subject to the **No Collection Policy** as stated in **DepEd Order no. 41, s. 2012, Section 3 of Republic Act No. 5546**, an Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for Whatever Project or Purpose from students of Public and Private Schools, Colleges and Universities (Ganzon Laws) and **DepEd Order No. 66, s. 2017**, Implementing Guideliness on the Conduct of Off-Campus Activities.

For the information of the field

DEPARTMENT OF EDUCATION  
DIVISION OF ANTIPOLO CITY

RECEIVED  
MAY 23 2018

BY: Beth  
OFFICE OF THE SUPERVISOR

6770 3110

# 3716

# iPaint



## iPaint Kit

# Light Enterprises

70 Boni Ave., Barangka, Marikina City  
Tel. (02) 9480175, 09209118247, 09209120409, 09175579779  
Email: light\_enterprises@yahoo.com



## Light Enterprises

70 Boni. Ave., Barangka, Marikina City  
Tel. No. 948-0175 • Cel No. 0920-9118247  
Email: light\_enterprises@yahoo.com

### LETTER OF INTENT

DEPARTMENT OF EDUCATION  
National Capital Region  
School Division Office of Antipolo City

DR. ROMMEL C. BAUTISTA, CESO V  
Schools Division Superintendent

Dear Sir,

Good Day!

Our company, Light Enterprises, has been supplying quality but affordable corporate giveaways since 1991. We specialize in producing customized gift items such as printed t-shirts, shorts, jogging pants, bags, jackets, pillows, pens, mugs, tumblers and lanyards for company promotion and team building activities.

In addition, we would like to offer our iPaint, an Art Workshop Materials to interested parties. Our satisfied clients include McDonald's Philippines, Ateneo de Manila, and Kenny Rogers among others.

In this regard, we would like to propose to your good office an art workshop material about hand painting that will surely benefit your students in your Art or Mapeh classes.

Our project aims to:

1. Provide quality, safe, and useful but reasonably priced project materials for elementary and high school students. All our materials passed the laboratory tests required for determining lead content both of the cloth and the paints thus making it safe to use even by small kids (Certificate from Intertek Philippines attached).
2. Enhance the artistic ability of every child through fabric painting and paint-mixing. Now kids can enjoy printing without the use of silk screen but with the same permanent result on cloth.
3. Provide a worthwhile activity for kids to keep them busy and to take their interest away from Electronic Gadgets.
4. Provide livelihood for ALS students and other less fortunate students as we intend to hire them on production side as our sub-contractors to help support themselves financially.

Furthermore we would like to propose a Hand Painting Contest in your school where all students can join and exhibit their Artwork at your desired date. We shall be providing all the prizes and equipment for the exhibit.

We will be happy to visit you at the date and time of your convenience so we can discuss this further. We also offer a FREE demonstration with your teachers, kits included.

Thank you very much and we look forward to hearing from you.

Yours Truly,

May G. Gole Cruz  
Proprietress  
Light Enterprises

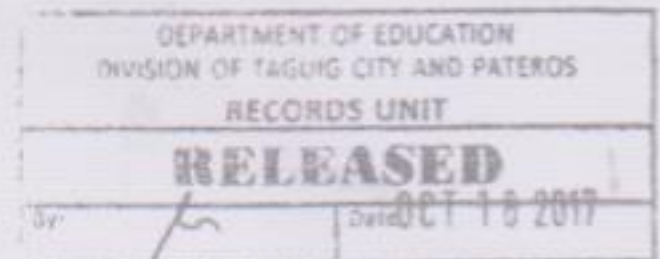


Republic of the Philippines  
DEPARTMENT OF EDUCATION  
National Capital Region  
**SCHOOLS DIVISION OFFICE**  
**TAGUIG CITY AND PATEROS**



October 13, 2017

**MS. MAY G. GOLE CRUZ**  
Proprietress  
Light Enterprises  
No. 70 Boni Avenue, Barangka  
Marikina City



Dear Ms. Gole Cruz,

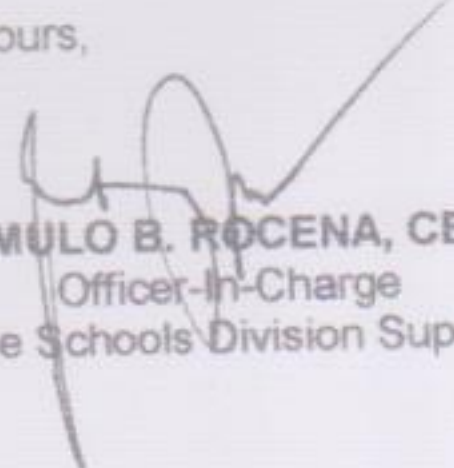
This has reference to your undated letter received by records unit of this office last October 4, 2017.

We would like to inform you that way back July 09, 2001 the Department issued DECS Order No. 28, s. 2001 entitled Prohibiting the Commercialization of the DECS Organization Through Endorsements and Accreditation of Goods and Services as reiterated by DepEd Order No. 39, s. 2009 regarding the strict adherence to such order pursuant to law and public policy.

In number 3 of DECS Order No. 28, s. 2001 it mentioned that: "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".

Please see the attached DepEd Order for your information hence this office cannot grant your request for reasons cited above.

Very truly yours,

  
**ROMULO B. ROCENA, CESE**  
Officer-In-Charge  
Office of the Schools Division Superintendent



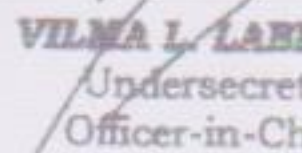
DepED ORDER  
No. 39, s. 2009

APR 24 2009

**STRICT ADHERENCE TO DEPED ORDER NO. 28, S. 2001  
(Prohibiting the Commercialization of the DECS Organization Through  
Endorsements and Accreditation of Goods and Services)**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Directors of Services/Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools  
All Others Concerned

1. It has reached the attention of this Office that various products and services are being advertised as having been accredited by the Department of Education (DepED). For example, desk, food items, school paraphernalia, private teacher training programs, and other services are now being marketed with alleged endorsement from DepED. Whether the products or services may be of good quality or utility, this Office firmly believes that there is no need to give an institutional endorsement to any product or services to prevent distortion of market forces by giving impression of superior quality to a product when this Office has no competence to say so. In addition, the DepED as a government agency is dissuaded from favoring one commercial product or service against the other to avoid creating an impression of private gain.
2. Along this line, this Department has received information and feedback of the rampant violation of the abovementioned Order. It may be recalled that said DECS Order (copy enclosed) was circulated to inform the central and field offices of its strict compliance.
3. In view thereof, this Office deemed it necessary to strongly reiterate the strict implementation and compliance of aforesaid Order to promote the best interest of service. Therefore, all concerned are hereby directed to exert all out effort to put an end to the continued violation of DECS Order No. 28, s. 2001, otherwise this Office will be constrained to initiate administrative disciplinary action against those who may be found responsible for said violation.
4. Immediate dissemination of and compliance with this Order is directed.

  
**VILMA L. LABRADOR**  
Undersecretary  
Officer-in-Charge

Encl.:

As stated

Reference:

DepED Order: (No. 28, s. 2001)

Allotment: 1- -(D.O. 50-97)

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

ACCREDITATIONS  
POLICY

Maricar/DO-Implementation of DO 28, 2001  
02-26-09



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



*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