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DTI celebrates CWM 2021 with theme “Digital Consumers: The New Normal”



(Upper left) On 5 October 2021, Department of Trade and Industry (DTI) Consumer Protection Group Undersecretary Atty. Ruth B. Castelo started the Consumer Care Webinar series for the month with an overview and introduction of the Consumer Welfare Month Celebration with the theme “Digital Consumers: The New Normal” (upper right photo) professional Zumba instructors Prince Paltu-ob and Madelle Paltu-ob. (Lower left and right) Consumers and merchants practice health and safety protocols during the Presyong Risonable Dapat Frozen Meat Edition and Diskwento Caravan held on 2 October and 4-6 October, respectively.

The Department of Trade and Industry (DTI), through the Consumer Protection Group (CPG), kicked off on 1 October 2021 the month-long celebration of the annual Consumer Welfare Month (CWM). The CPG has lined up various activities for the whole month under the theme, “Digital Consumers: The New Normal.”

Still with the lingering effects of the COVID-19 pandemic, the CWM commenced with a Virtual Zumba organized by the Consumer Policy and Advocacy Bureau (CPAB) held on 1 October 2021. This activity is held in lieu of the traditional annual Fun Run.

In partnership with Surge Fitness + Lifestyle, **Zumba Education Specialists Prince Paltu-ob** and **Madelle Paltu-ob** led the virtual exercise that was attended by 500 participants via Zoom as streamed live on the DTI Consumer Care Facebook Page.

In her opening message during the kick-off activity, **DTI CPG Undersecretary Atty. Ruth B. Castelo** enthusiastically encouraged participants to participate in the fun, high-energy, and healthy celebratory activities for the whole month.

Among the highlights of the CWM 2021 activities is the launch of the *Presyong Risonable Dapat* Frozen Meat Edition last 2 October 2021 at the San Juan City Hall, followed by the *Diskwento Caravan: Presyon Panalo para sa Mamimiling Pilipino* held on 4-6 October at the Paranaque City Hall Grounds.

To further increase the awareness and educate consumers, there will be a series of special informative discussions in DTI's *Teleradyo* Program *Konsyumer, Atbp* via Super Radyo DZBB 594khz. The Consumer Care Webinar series for this month will also focus on this year's CWM theme.

The Bureau of Philippines Standards (BPS) also led the celebration of 47th National Standards Week with the theme, *Shared Vision for a Better World* from 8-14 October 2021. One of the special programs, *Kapihan sa BPS*, an interactive Question and Answer with the BPS Management Committee was held on Monday, 11 October.

"As we celebrate the Consumer Welfare Month and National Standards Week this October, let us all be reminded of the significant changes that this persistent global pandemic has brought not only affecting our lifestyle but also our behavior as consumer," said **Usec. Castelo** in her opening message during the kickoff celebration of the National Standards Week.

A virtual tour of the BPS testing laboratory located at the CMDC Compound, Carlos Trinidad Ave., Salawag, Dasmariñas City, Cavite was also streamed live via Facebook on 12 October, Tuesday. There is also an ongoing Certified Products Market from 12-14 October at the DTI Main Back Door Parking Lot.

Highlighting the weeklong celebration is the Standards Stakeholders Conference 2021 to be held on 14 October 2021, which is recognized as the World Standards Day.

Usec. Castelo further assures consumers that *"In this new normal, we from the DTI Consumer Protection Group assures you that we will be more innovative and more steadfast in making sure that consumers are protected in the online market. We shall continue to craft policies that are relevant and enforce the same so that we can safeguard the rights of the consumers and assist legitimate businesses so they can thrive."*

One of the main events of the month is the conduct of the National Conference: ASEAN Peer Review Report on Philippines' Consumer Protection Policies and Programs to be held on 18 October 2021 to present the key findings of the External Peer Review Report on the country's consumer policy formulation, advocacy, monitoring and enforcement, and redress.

Moreover, the Fair Trade Enforcement Bureau (FTEB) will also hold e-Tanong/e-Sagot @ DTI and the I-REGIS e-Rollout on 25 and 28 October 2021, respectively.

Other CWM events include *Diskwento Caravan @ CWM Online Sale*, 4th Consumer Youth e-Forum, *Bagwis* e-Convention, CWM Debate Tournament, One-day Simultaneous Nationwide Special Price Monitoring, Consumer Protection Division (CPD) e-Forum, 4th Consumer e-Congress, and the e-Consumer Care, an event where resource speakers from *Bangko Sentral ng Pilipinas* (BSP), National Telecommunications Commission (NTC), and the Civil Aeronautics Board (CAB) will present how they respond to concerns and issues within the digital environment.

For more information about the CWM celebration, you may visit DTI-CPG's official Facebook page, <https://www.facebook.com/DTI.ConsumerCare>