

# What's up @ dti

DEPARTMENT OF  
TRADE & INDUSTRY  
PHILIPPINES

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## DTI ramps up activities for Consumer Welfare Month 2018



The Department of Trade and Industry (DTI) continues to commit to its mission to protect the welfare of consumers by celebrating the Consumer Welfare Month for the whole month of October.

The Department, together with other government agencies, is continuously protecting the rights of consumers through various efforts such as the intensified price monitoring nationwide. The *Presyong Risonable Dapat* (PRD) program was also recently launched prescribing the Suggested Retail Price (SRP) for milled rice.

*“The proclamation of the Consumer Welfare Month in 1997 reminds the whole nation how important it is that we protect our consumers. Right now, we look ways on how we can address inflation. We diligently monitor the prices and do everything we can for our consumers. In DTI, it’s not only about business, but more importantly, we think of what’s*

*best for our consumers,”* says **DTI Secretary Ramon M. Lopez** during the opening of the Consumer Welfare Month.

For this year, the month-long activity with the theme “Making Digital Marketplaces Fairer” highlighted the need for greater vigilance for modern consumers when transacting their online purchases. It aims to increase consumer education in the digital economy and called for the responsible use of technology in doing business and trade transactions online.

The celebration started with a Consumer Fun Run held last 29 September 2018 at SM Mall of Asia (MOA) Concerts Grounds which was attended by roughly 2,300 participants.

Every year, the Department celebrates the event through the conduct of various activities such as *Dulaang Pangmamimili*, Consumer Quiz Bee, *Diskwento* Caravan, Search for the Best Advocacy Program, and Consumer Forum. The first Consumer Roadshow was also conducted this year at Adamson University–Manila, Far Eastern University–Makati, and Polytechnic University of the Philippines–Sta. Mesa.

The *Dulaang Pangmamimili* held at the Philippine International Convention Center (PICC) is a competition for high school students in Metro Manila which aims to heighten consumer awareness among the youth through role-playing. The group from Caloocan High School emerged as the overall champion.

On its part, the Bureau of Philippine Standards (BPS) spearheaded the celebration of the National Standards Week (NSW) from 8 to 14 October with the theme “International Standards and the Fourth Industrial Revolution.” The week-long event showcased the importance of standardization activities in upholding the Filipino consumers’ right to safety.

Various competitions in support of NSW were held such as the 8<sup>th</sup> Standards Essay Writing Contest, 2<sup>nd</sup> Standards Poster Making Contest, and the 5<sup>th</sup> Broadcasting Seminar for *Bidang Konsumer*. BPS also hosted the ISO-PH Congress High Level Dialogue on National Quality Infrastructure (NQI) where **ISO-Secretary General Sergio Mujica** discussed about Quality Infrastructure (QI) and International Standards. The ISO-Standards Professional Dialogue and Technical Committee Forum, on the other hand, talked about Economic Development, Robotics, and Internet Privacy.

A Standards Week *Diskwento* Caravan was also put up at the parking lot of the DTI Head Office building from 10-12 October wherein various products such as appliances, accessories, and food were sold at discounted prices.

Several events were also held in the regions, including the Consumer Fun Runs, Provincial and City Consumer Quiz Bee in Oriental Mindoro; Green Marketing: Green Business for Green Consumers Seminar for Graduating Business Administration Students in Davao del Norte; and Consumerism Advocacy and Information in Radio in Zambales, among others.

Through Proclamation No. 1908 of 1997, the month of October was declared as Consumer Welfare Month. This proclamation gives national attention to the basic rights of consumers and demand that they should be respected and protected at all times.

The month-long activities offered a glimpse of DTI’s commitment to strengthen the consumer’s public awareness of its rights and responsibilities.