



Reference No. 24SS01-087

MEMORANDUM CIRCULAR NO. 2024-12

TO : THE HEADS OF DEPARTMENTS, BUREAUS, OFFICES, AND INSTRUMENTALITIES OF THE NATIONAL GOVERNMENT, GOVERNMENT-OWNED AND -CONTROLLED CORPORATIONS, STATE UNIVERSITIES AND COLLEGES, LOCAL GOVERNMENT UNITS, AND THE PRIVATE SECTOR

SUBJECT : Celebration of the 35th National Statistics Month in October 2024

DATE : 22 April 2024

1. Background/Purpose

This Memorandum Circular is issued to enjoin all agencies of the government, local government units (LGUs), academic institutions, state universities and colleges, and the private sector at the national and subnational levels to actively participate in and support the celebration of the **35th National Statistics Month (NSM) in October 2024**.

The annual observance of the NSM is pursuant to Presidential Proclamation No. 647, "*Declaring the Month of October of Every Year as the National Statistics Month*," issued on 20 September 1990 by then President Corazon C. Aquino.

PSA Board Resolution No. 11, series of 2021, "*Enjoining and Institutionalizing Support to the Annual Celebration of the National Statistics Month*," enjoins all departments, agencies and instrumentalities of the national government, LGUs, government-owned or -controlled corporations, the private sector, and the public to continuously support and actively participate in the NSM celebration.

2. Objectives

The NSM aims to: a) promote, enhance, and instill nationwide awareness and appreciation of the importance and value of statistics to the different sectors of society; and b) elicit the cooperation and support of the general public in upgrading the quality and standards of statistics in the country.



3. Theme

The theme of the 35th NSM this year is:

***“Advancing Data and Statistics Through Digital Transformation:
A Road to an Empowered Nation”***

This theme may be translated into other major Philippine languages and dialects. Depending on the focus and direction of its statistical activities, an agency or region may choose to have its own sub-theme.

4. Suggested activities

Activities to be conducted may be in the form of symposia, workshops, orientation seminars, exhibits, slide shows, webinars, conferences, podcasts, quizzes/contests (such as poster making, jingle making, statistiktok and photography contest), outdoor activities (such as fun run, biking), audio-visual presentations (AVPs), streamers, dashboards, and other digital display as well as publication of statistical reports, indicators, and other relevant information, among others, with particular emphasis on the theme and the agency's/region's sub-theme, if any.

Partner organizations, universities/colleges, and government units are encouraged to attend the Opening and Closing Ceremonies of the 35th NSM in October and take part in the 35th NSM interagency activities. Partners are also requested to display the 35th NSM streamers/tarpaulin in their building façade throughout the month of October 2024, using the prescribed streamer format. To achieve wider reach for NSM advocacy, partners are encouraged to use the NSM hashtags, i.e., #NSM@35 and #NSMroadto35. Likewise, organizations, universities/colleges and units of the government are encouraged to distribute the 35th NSM calendar of activities, 35th NSM posters, and other promotional materials provided by the 35th NSM Secretariat on their respective websites and social media accounts, as well as disseminate copies of such to their stakeholders and local official counterparts.

5. Coordination of activities at the national level

To oversee and coordinate the implementation of the various activities and programs to be undertaken during the month-long celebration, the Steering Committee for the 35th NSM has been established, with composition as follows:

Chair:	Philippine Statistics Authority
Vice-Chair:	Department of Information and Communications Technology
Members:	Bangko Sentral ng Pilipinas
	Commission on Higher Education
	Department of Agrarian Reform
	Department of Budget and Management
	Department of Education
	Department of Energy

Department of Environment and Natural Resources
Department of Finance
Department of Foreign Affairs
Department of Health
Department of the Interior and Local Government
Department of Justice
Department of Labor and Employment
Department of National Defense
Department of Public Works and Highways
Department of Science and Technology
Department of Social Welfare and Development
Department of Tourism
Department of Trade and Industry
Department of Transportation
Governance Commission for GOCCs
Metropolitan Manila Development Authority
National Economic and Development Authority
Philippine Commission on Women
Philippine Statistical Association, Inc.
Philippine Statistical Research and Training Institute
Senate Economic Planning Office
Technical Education and Skills Development Authority
University of the Philippines Los Baños, Institute of Statistics
University of the Philippines School of Statistics

Various subcommittees with specific terms of reference shall also be established, with the PSA as Chair. The PSA technical staff shall provide secretariat support to the Steering Committee and subcommittees.

6. Coordination of activities at the local level

For the regional NSM celebration, the Regional Statistics Committees (RSCs) are hereby designated as the coordinating bodies for all NSM activities. The PSA Regional Statistical Services Offices (RSSOs) shall provide technical and administrative support to their respective RSCs.

7. Funds for NSM activities

Participating agencies shall provide funds for their NSM activities from their respective agency's/organization's budget. As may be necessary, agencies shall be requested to organize/host or share the costs with the PSA in the conduct of NSM interagency activities.

Per PSA Board Resolution No. 11, series of 2021, identified host agencies shall provide funding for the conduct of NSM Opening and Closing Ceremonies. The conduct of the 35th NSM Opening Ceremony at the national level shall be funded by the DICT while funds for the 35th NSM Closing Ceremony at the national and regional levels shall be provided by the BSP, with proposed regional budgets for Closing Ceremony being subject to evaluation by the NSM Secretariat. Likewise, expenses for the activities implemented by the PSA including the

conduct of the NSM Awards and NSM Media Awards, contests and other related activities shall be borne by the PSA from its regular funds.

8. Conduct of agency activities

All concerned are hereby urged to cooperate in ensuring the attainment of the objectives of the NSM. National line agencies are enjoined to issue special orders/circulars to solicit the participation of their field/local offices/bureaus/attached agencies in the celebration of the NSM. Administrators of state universities and colleges are encouraged to issue announcements relating to the 35th NSM celebration to the faculty and students.

Private sector organizations, on the other hand, are encouraged to take part and cooperate in the conduct of the various interagency NSM activities and coordinate organization-wide activities aiming at improving statistical knowledge and awareness. Whenever necessary, the PSA Undersecretary shall issue additional guidelines for the successful conduct of the NSM.



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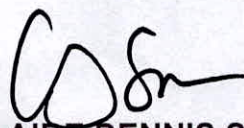
Secretary

National Economic and Development Authority

Chairperson, PSA Board



Attested by:



CLAIRE DENNIS S. MAPA, PhD

Undersecretary

National Statistician and Civil Registrar General

Philippine Statistics Authority

Chairperson, 35th NSM Steering Committee