DARFO2.ORED.73-2

Republic of the Philippines
DEPARTMENT OF AGRICULTURE
Regional Field Office No. 02
Diversion Road, San Gabriel
Tuguegarao City, Cagayan 3500

DEPARTMENT OF EDUCATION
RECEIVED
Date: 05 NOV 2026
Time: 10:15
By:
DIVISION OF NUEVA VIZCAYA
DEPED REGIONAL OFFICE 02
REC 24 OCT 2026
DATE:
BY:

October 19, 2026

DIR. BENJAMIN D. PARAGAS, Ph.D., CESO III
Regional Director
Department of Education
Regional Government Center, Carig Sur, Tuguegarao City, Cagayan 3500

Dear Director Paragas:

The Department of Agriculture Regional Field Office No. 02 (DA RFO 02) will celebrate the **National Rice Awareness Month (NRAM), cum the Masagana Rice Industry Development Program Achievers Awarding**, on **November 18, 2026, at 1:00 P.M.**. This will be held at the **DA Southern Cagayan Research Center (SCRC), Iguig, Cagayan**.

One of the highlights is **"RICEponsableng Himig: The Best Be RICEponsible Jingle Contest,"** a youth-centered competition promoting responsible rice consumption, discouraging food waste, appreciating locally produced rice, and recognizing the vital role of Filipino rice farmers in ensuring food security.

In this regard, we respectfully request the **Department of Education Regional Office No. 02 (DepEd RFO 02)** to facilitate the participation of **one (1) Junior High School representative from each of the eight (8) Schools Division Offices (SDOs) in Region 02**, namely: Cagayan, Tuguegarao City, Isabela, Cauayan City, City of Ilagan, Santiago City, Nueva Vizcaya, and Quirino. Both public and private schools are eligible to participate.

Each participating school shall field a team of **10 Junior High School students**, all of whom must perform as singers or vocalists in both the recorded jingle submission and the live Final Round.

The competition will have two stages. For the **Elimination Round**, participating teams must submit an original recorded jingle with a duration of **three (3) to five (5) minutes** on or before **November 6, 2026**. The **three (3) highest-scoring teams** will advance to the live Final Round on **November 18, 2026**, during the NRAM celebration and awarding ceremony.

The live performance must retain the exact lyrics, melody, music, composition, arrangement, and structure of the submitted recording. Only the delivery and execution may vary, allowing the judges to assess the finalists' vocal performance, stage presence, expression, coordination, and audience engagement. The use of AI-generated content is strictly prohibited.

May we request your assistance in disseminating this invitation to the concerned SDOs and facilitating the nomination of their respective school representatives. Interested schools may register through this link: **https://tinyurl.com/1stCVFVSConfirmDEPED**.

CERTIFICATION

DARFO2.ORED.73-2

Republic of the Philippines
DEPARTMENT OF AGRICULTURE
Regional Field Office No. 02
Diversion Road, San Gabriel
Tuguegarao City, Cagayan 3500

BAGONG PILIPINAS

Masaganang Agrikultura
Maunlad na Ekonomiya

Attached are the official contest guidelines and mechanics, including the judging criteria and submission requirements, for your information and guidance.

For further inquiries or clarifications, your staff may contact **Ms. Barby Balcita, Information Officer II, Regional Agriculture and Fisheries Information Section (RAFIS), DA RFO 02**, at mobile number **0977 832 6976** or through email at **darfo2nram2026@gmail.com**.

Thank you and we look forward to your support and cooperation in engaging our young people in promoting responsible rice consumption and strengthening appreciation for our local rice industry and Filipino rice farmers.

Very truly yours,

ROSE MARY G. AQUINO, Ph.D.
Regional Executive Director

//RAFIS

By the Authority of the Regional Executive Director

ROBERTO CAMSANIA, DVM
Director III
Regional Technical Director for Operations and Extension
Per Special Order No. 381, Series of 2026

November 3, 2026

To: **ALL SCHOOLS DIVISION SUPERINTENDENTS**

In view of this aforementioned activity, this Office reiterates that the participation of public and private schools is voluntary and shall be subjected to the non-disruption-of-class policy as stipulated in DepEd Order No. 9, s. 2005 entitled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.

BENJAMIN D. PARAGAS PhD, CESO III
Director IV/ Regional Director

MEMORANDUM Date: 11/12/2026 Released (Records):

To: (✓) PSDS/DICs (✓) Elem/Sec School Heads
( ) Private Schools ( ) Others:

For: (✓) Information (✓) Dissemination
(✓) Guidance ( ) Strict Compliance

ORLANDO E. MANUEL PhD., CESO V
Schools Division Superintendent

By: ASDS CID Chief SGOD Chief AO Atty. Signature

DEPED REGIONAL OFFICE 02
RELEASED
DATE: 11-05-2026
BY:
RECORDS SECTION

CERTIFICATION

RICEponsableng Himig: The Best Be RICEponsible Jingle Contest

Official Guidelines and Mechanics

I. RATIONALE AND OBJECTIVES

The Department of Agriculture – Regional Field Office No. 02 (DA RFO 02), in celebration of National Rice Awareness Month (NRAM), shall conduct the **RICEponsableng Himig: The Best Be RICEponsible Jingle Contest** to promote responsible rice consumption, appreciation of locally produced rice, and recognition of the vital role of Filipino rice farmers through creative, engaging, and youth-oriented musical performances.

Specifically, the competition aims to:

1. Raise awareness among Junior High School students about responsible rice consumption and rice's importance to food security.
2. Promote appreciation for, and support for, Filipino rice farmers and their contributions to society.
3. Encourage students to use their creativity and musical talents in communicating agricultural messages.
4. Strengthen youth involvement in promoting responsible rice consumption, reducing food waste, and supporting the local rice industry.

II. ELIGIBILITY AND TEAM COMPOSITION

1. The competition is open to public and private Junior High Schools in Region 02.
2. Each of the following eight (8) Schools Division Offices (SDOs) shall nominate one (1) representative Junior High School to participate in the competition:
    - SDO Cagayan
    - SDO Tuguegarao City
    - SDO Isabela
    - SDO Cauayan City
    - SDO City of Ilagan
    - SDO Santiago City
    - SDO Nueva Vizcaya
    - SDO Quirino
3. Each participating school shall field exactly one (1) team composed of ten (10) Junior High School students.
4. **All ten (10) registered team members must actively participate as singers or vocal performers** in both the recorded jingle submission and the live Final Round.
5. Teams may assign different vocal roles, including lead vocals, backup vocals, harmonies, group chorus, and rap or rhythmic vocals, as appropriate to their original composition.
6. Instrumental accompaniment and technical recording requirements may be handled by authorized personnel or through a pre-recorded instrumental backing track.

However, all ten (10) registered team members must contribute vocally to the jingle.

7. The use of additional singers who are not among the ten (10) registered team members is prohibited.
8. Each participating school shall designate a team coordinator or adviser who will oversee the team's preparation, submission, and compliance with the competition guidelines.

III. COMPETITION FORMAT AND MECHANICS

The competition shall consist of two (2) stages: the Elimination Round and the Final Round.

A. Elimination Round – Recorded Jingle Submission

1. Each participating team shall submit an original recorded *Be RICEponsible* jingle with a duration of three (3) to five (5) minutes, inclusive of the musical introduction and ending.
2. Entries must be submitted on or before **November 6, 2026**, through the official submission channel: **darfo2nram2026@gmail.com**
3. Each submission must include:
    - The recorded jingle in MP3 or WAV format;
    - A complete copy of the lyrics;
    - The names of all ten (10) team members; and
    - A signed declaration of originality and compliance with the prohibition on AI-generated content.
4. The recorded entries shall be evaluated by the Board of Judges using the Elimination Round judging criteria specified in Section VI.
5. The three (3) teams with the highest total scores shall advance to the Final Round.
6. The evaluation of recorded entries and selection of the Top 3 finalists shall be conducted on **November 11, 2026**.
7. The organizers shall notify the selected Top 3 finalists after the evaluation and before the live Final Round on November 18, 2026.
8. In case of a tie affecting qualification for the Top 3, the team with the higher score in Message and Relevance shall prevail. If the tie remains, the higher score in Catchiness and Memorability shall be considered.

B. Final Round – Live Jingle Performance

1. The Final Round shall be held on **November 18, 2026, at 1:00 P.M. at the DA Southern Cagayan Research Center (SCRC), Iguig, Cagayan**, as part of the NRAM celebration and awarding ceremony.
2. The Top 3 teams from the Elimination Round shall perform their respective jingles live before the Board of Judges and audience.
3. The live performance must be an exact rendition of the recorded jingle submitted during the Elimination Round.

4. **No changes, revisions, or alterations to the lyrics, melody, music, composition, arrangement, or overall structure of the submitted jingle shall be allowed.**
5. The only difference between the recorded entry and the live performance shall be the delivery and execution of the piece, including vocal projection, expression, stage presence, confidence, vocal blending, synchronization, and audience engagement.
6. All ten (10) registered team members must actively participate as singers or vocal performers during the live presentation.
7. A pre-recorded instrumental backing track may be used during the live performance, provided it follows the exact musical arrangement of the submitted entry. All ten (10) team members' vocal contributions must be performed live. Pre-recorded vocals, including backing vocals, are not allowed during the Final Round.
8. No additional singers, lyrics, musical sections, or new creative elements may be introduced during the live performance.
9. The live performance shall be evaluated using the Final Round judging criteria in Section VI, which includes a separate criterion for Live Delivery and Stage Performance.
10. The team obtaining the highest total score in the Final Round shall be declared Champion. The teams with the second- and third-highest scores shall be declared First Runner-Up and Second Runner-Up, respectively.
11. The winners shall be announced on **November 18, 2026**, following the Final Round.
12. In case of a tie for any final ranking, the team with the higher score in Live Delivery and Stage Performance shall prevail. If the tie remains, the higher score in Message and Relevance shall determine the ranking.

IV. JINGLE REQUIREMENTS

All entries must comply with the following requirements:

1. **Duration:** Three (3) to five (5) minutes, inclusive of the musical introduction and ending.
2. **Theme:** The jingle must be centered on the *Be RICEponsible* campaign and promote responsible rice consumption, appreciation of rice, reduction of food waste, and support for Filipino rice farmers.
3. **Originality:** The lyrics, melody, musical composition, arrangement, and creative concept must be original.
4. **Language:** Entries may use Filipino, English, or any Philippine regional language, including appropriate combinations, provided the message is clear and relevant to the intended audience.
5. **Content:** The lyrics must be appropriate for a school-based competition, respectful of farmers, and free from offensive, discriminatory, or politically partisan content.
6. **Recording quality:** The submitted recording must have clear vocals, audible musical accompaniment, and acceptable audio quality for judging.
7. **Submission format:** The recorded jingle must be submitted in MP3 or WAV format, accompanied by the complete lyrics and required team documents.

8. **Consistency of entries:** The recorded jingle submitted for the Elimination Round shall serve as the official and final version of the entry for the entire competition. No alterations shall be permitted for the live Final Round.
9. **Copyright compliance:** The use of copyrighted songs, melodies, recordings, or other third-party materials without the necessary authorization is prohibited.

V. PROHIBITION ON THE USE OF ARTIFICIAL INTELLIGENCE

To uphold authenticity, originality, and fairness, the use of artificial intelligence (AI) to generate or develop any creative component of the contest entry is strictly prohibited.

1. Lyrics, melodies, musical compositions, arrangements, vocals, and other creative elements must be produced by the participating students and their human collaborators.
2. Generative AI tools or platforms must not be used to write or rewrite lyrics, compose or generate melodies, create musical arrangements, generate vocals, or produce any part of the submitted audio.
3. AI-generated voices, music, lyrics, and other AI-generated creative content are prohibited in both the recorded entry and the live Final Round.
4. Conventional recording, editing, mixing, and mastering tools may be used, provided they do not generate, replace, or substantially alter creative content through AI.
5. Each participating team shall submit a signed declaration confirming that the jingle is original and contains no AI-generated content.
6. The organizers may request supporting materials, such as draft lyrics, composition notes, rehearsal recordings, or other evidence of the creative process, when necessary to verify compliance.
7. Any entry found to have violated this provision may be disqualified after verification by the organizers and an opportunity for the concerned team to explain.

VI. JUDGING CRITERIA

The judging criteria shall differ between the Elimination Round and the Final Round to reflect the distinct objectives of each stage.

A. Elimination Round – Recorded Jingle

Criteria	Description	Weight
1. Message and Relevance	Clarity, accuracy, and relevance of the message to the Be RICEponsible campaign, responsible rice consumption, and support for Filipino rice farmers.	25%
2. Catchiness and Memorability	Ability of the jingle to capture attention and leave a lasting impression through memorable lyrics, melody, rhythm, and refrain.	25%
3. Creativity and Originality	Uniqueness of the concept, lyrics, melody, composition, arrangement, and creative presentation.	20%

4. Musicality and Performance	Quality of vocals, rhythm, timing, harmony, vocal blending, synchronization, and overall musical execution as heard in the recording.	15%
5. Farmer-Friendliness	Positive portrayal of Filipino rice farmers, recognition of their contribution, and encouragement of appreciation and support for their livelihood.	10%
6. Overall Impact	Overall effectiveness, appeal, and potential of the jingle to inspire responsible rice consumption and meaningful action.	5%
TOTAL		**100%**

The Elimination Round scores shall determine which three (3) teams advance to the live Final Round.

B. Final Round – Live Jingle Performance

Criteria	Description	Weight
1. Message and Relevance	Clarity and relevance of the campaign message, including responsible rice consumption and support for Filipino rice farmers.	20%
2. Catchiness and Memorability	Ability of the jingle to engage listeners and leave a lasting impression through its lyrics, melody, rhythm, and refrain.	20%
3. Creativity and Originality	Originality and quality of the submitted composition and arrangement, assessed without allowing changes to the recorded entry.	15%
4. Musicality	Vocal quality, pitch, rhythm, timing, harmony, blending, and synchronization of the ten-member team during the live performance.	10%
5. Farmer-Friendliness	Positive portrayal of Filipino rice farmers and encouragement of appreciation and support for their livelihood.	10%
6. Overall Impact	Overall effectiveness and potential of the performance to inspire responsible rice consumption and meaningful action.	5%
7. Live Delivery and Stage Performance	Vocal projection, confidence, facial expression, stage presence, coordination, audience engagement, and effective live delivery of the original jingle.	20%
TOTAL		**100%**

The Final Round scores shall determine the Champion, First Runner-Up, and Second Runner-Up.

The separate Live Delivery and Stage Performance criterion is intended to reward the team's live execution of the original jingle. It shall not be used to justify or reward changes to the lyrics, music, melody, arrangement, or structure of the submitted entry.

VII. DISQUALIFICATION

An entry may be disqualified on any of the following grounds:

1. Failure to comply with the team composition requirements, including the requirement that all ten (10) registered members participate vocally in both rounds.
2. Use of AI-generated content in violation of Section V.
3. Plagiarism or unauthorized use of copyrighted material.
4. Failure to comply with the required duration or other mandatory submission requirements.
5. Submission of false information or a false declaration of originality.
6. Unauthorized alteration of the original jingle for the live Final Round.
7. Use of additional singers or pre-recorded vocals during the live Final Round.
8. Failure to submit the required entry and documents by the prescribed deadline.

The organizers shall verify reported violations and provide the concerned team an opportunity to explain before making a final disqualification decision.

VIII. IMPORTANT DATES

Activity	Date
Deadline for submission of recorded jingle entries	**November 6, 2026**
Evaluation of recorded entries and selection of Top 3 finalists	**November 11, 2026**
Notification of the Top 3 finalists	**November 11, 2026**
Live Final Round and Announcement of Winners	**November 18, 2026**

Venue for the Final Round: DA Southern Cagayan Research Center (SCRC), Iguig, Cagayan.

IX. GENERAL PROVISIONS

1. Participation in the competition signifies acceptance of these guidelines and mechanics.
2. Participating schools shall ensure that their students and advisers comply with all competition requirements.
3. The organizers shall provide or confirm the official submission channel and any additional logistical instructions to participating schools.
4. The organizers may use the submitted jingles and related contest documentation for official information, education, and promotional purposes, subject to applicable consent and intellectual property requirements.

5. Any matter not covered by these guidelines shall be resolved by the organizers in consultation with the appropriate authorities.
6. The decision of the Board of Judges shall be final, subject to these guidelines.

X. CONTACT INFORMATION

For inquiries and clarifications regarding the competition, please contact:

Ms. Barby Balcita
Information Officer II
Regional Agriculture and Fisheries Information Section (RAFIS)
Department of Agriculture – Regional Field Office No. 02

Mobile: 0977 832 6976
Email: darfo2nram2026@gmail.com