



Republic of the Philippines
Department of Education

NATIONAL CAPITAL REGION

SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division
Superintendent

MEMORANDUM

**BUREAU OF FISHERIES AND AQUATIC RESOURCES (BFAR)- NCR
REQUEST FOR DISSEMINATION OF THE MALINIS AT MASAGANANG
KATUBIGAN (MMK) JINGLE-MAKING CONTEST 2026**

To: Assistant Schools Division Superintendent
Chief Education Supervisor, Curriculum Implementation Division
Chief Education Supervisor, School Governance and Operations Division
Public and Private Elementary and Secondary School Heads/OICs
All Others Concerned

1. Attached is a letter from Ms. Noemi SB. Lanzuela, D.F.Tech., Regional Director, Bureau of Fisheries and Aquatic Resources (BFAR)- NCR, dated July 28, 2026, regarding the above-captioned subject, the contents of which are self-explanatory, for the information and guidance of all concerned.
2. Schools are encouraged to participate in the said contest that aims to promote awareness and appreciation of marine and aquatic resources through music while fostering learners' creativity, promoting environmental stewardship, and strengthening advocacy for sustainable fisheries. School heads, teachers, and parents are requested to support and encourage interested learners to join the competition. Participants are advised to comply with the attached contest mechanics, eligibility requirements, and submission guidelines set by BFAR-NCR.
3. Moreover, the participation of public and private schools shall be subject to the no disruption of classes policy stipulated in DepEd Order No. 9, s. 2005 titled, Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith, and DepEd Order No. 9, s. 2026 titled, Guidelines on the Implementation of the Three-Term School Calendar in Basic Education.
4. Immediate and wide dissemination of this Memorandum is desired.


VIOLETA M. GONZALES CESO VI
Schools Division Superintendent

Enclosure: As stated

References: None

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

KSJT / BFAR-NCR REQUEST FOR DISSEMINATION OF THE MALINIS AT MASAGANANG KATUBIGAN (MMK) JINGLE-MAKING CONTEST 2026

315 / AUGUST 4, 2026

UN-2026-315



Student Center for Life Skills Bldg., Centennial Ave, Brgy. Tunasan, Muntinlupa City
8805-9935, 8805-9940
sdo.muntinlupa@gmail.com
deped-muntinlupa.com



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
National Capital Region
8 Kalayaan Ave., Brgy. Malaya,
Diliman, Quezon City
| ord.ncr@bfar.da.gov.ph | records.ncr@bfar.da.gov.ph



July 28, 2026

VIOLETA M. GONZALES, CESO VI

Superintendent

Muntinlupa City Division

Laguerta St., Tensuam Site, Poblacion, Muntinlupa City

skmuntinlupa@bfar.gov.ph

**SUBJECT : REQUEST FOR ENDORSEMENT AND DISSEMINATION OF THE MMK
JINGLE- MAKING CONTEST 2026**

Dear **Superintendent Gonzales**,

Warm greetings from the BFAR-National Capital Region!

The BFAR-NCR's Fisheries Resource Management Section respectfully seeks your office's support in endorsing and disseminating information about the **Malinis at Masaganang Katubigan Jingle-Making Contest 2026**.

The contest aims to increase public awareness and encourage community participation in the conservation and sustainable management of aquatic resources through music and creative expression. By transforming the core messages of the MMK Program into a compelling and memorable jingle, the contest seeks to inspire Filipinos to actively contribute to environmental stewardship, promote sustainable fisheries, and support food security for present and future generations.

Key details of the contest are as follows:

Pre-Registration Form: <https://bfarncr.bfar.gov.ph/bfarncr>

Deadline of submission of entries: August 17, 2026, 5:00 PM, via bfarncrmmk2026@gmail.com

SUPPORTING DOCUMENTS TO BE SUBMITTED TOGETHER WITH THE ENTRY:

1. Each entry shall be accompanied by the following:
 - Accomplished Entry Form;
 - Concept Note (not exceeding one page), containing:
 - The inspiration behind the jingle;
2. Explanation of how the composition supports the MMK Advocacy;
3. Signed Declaration of Originality stating the following:
 - The entry is original;
 - The participant owns or has authority over all rights necessary for submission;
 - The entry has not been previously awarded in any competition; and
 - The entry does not violate the intellectual property rights of any third party;
 - Profile of the Composer(s), Lyricist(s), Arranger(s), and Performer(s), as applicable.
4. For registered groups, associations, or fisherfolk organizations, attach a proof of registration bearing the group or organization's name.

 /ncr.bfar.gov.ph

 /BFARncr

Propelling innovative fisheries investment, productivity, and resource sustainability.

PRIZES AND AWARDS

Regional Level

Award	Prize
First Place	P15,000.00 and a Plaque of Recognition
Second Place	P12,000.00 and a Plaque of Recognition
Third Place	P10,000.00 and a Plaque of Recognition
Top Seven (7) Non-Winning Entries	P5,000.00 Consolation and a Certificate of Recognition

National Level

Award	Prize
First Place	P50,000.00 and a Plaque of Recognition
Second Place	P30,000.00 and a Plaque of Recognition
Third Place	P20,000.00 and a Plaque of Recognition
Top Five (5) Non-Winning National Finalists	P10,000.00 Consolation Prize and a Certificate of Recognition
Social Media Choice Award	P20,000.00 and a Certificate of Recognition

For the complete guidelines and mechanics, please access the following link:
<https://tinyurl.com/MMK-Jangle-Making>

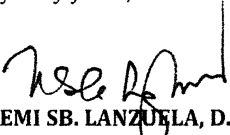
In this regard, we respectfully request your good office to endorse this competition to all Fisherfolk Organizations and Cooperatives, as well as to the youth within your City. We likewise seek your kind assistance in disseminating information about this initiative and in allowing the posting of the official competition poster on your institution's bulletin boards and official online platforms to ensure wider reach and encourage participation among eligible individuals.
<https://tinyurl.com/3vfp75>

Our focal person, **Mr. Timothy Reyes**, will closely coordinate with your office regarding this activity. Should you have concerns or clarifications, you may contact us at **0939 789 6269** or via **fmred.ncr@bfar.da.gov.ph**.

We look forward to your favorable response and partnership in making this meaningful initiative a success.

Thank you very much.

Very truly yours,


NOEMI S.B. LANZUELA, D.F.Tech.
Regional Director



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Fisheries Building Complex, BPI Compound, Bryn Mawr
Visayas Ave. Quezon City
(do@bfar.da.gov.ph | records@bfar.da.gov.ph)
+63(02) 8539-5555



FISHERIES OFFICE
ORDER NO. _____
Series of 2026

**SUBJECT : GUIDELINES GOVERNING THE CONDUCT OF THE
MALINIS AT MASAGANANG KATUBIGAN (MMK) JINGLE-MAKING
CONTEST 2026**

In support of the Department of Agriculture-Bureau of Fisheries and Aquatic Resources' (DA-BFAR) Malinis at Masaganang Katubigan (MMK) 2.0 Program, which recognizes and promotes excellence in sustainable fisheries management, environmental conservation, and the protection of coastal and inland water resources, the DA-BFAR invites interested participants to join the MMK Jingle Contest.

The contest aims to raise public awareness and strengthen community participation in the protection and sustainable management of aquatic resources through music and creativity. By translating the key messages of the MMK Program into an engaging and memorable jingle, the contest seeks to inspire Filipinos to contribute to the conservation of aquatic ecosystems, promote sustainable fisheries, and support food security for future generations.

In view thereof, the following guidelines and mechanics are hereby set and approved to govern the conduct of the MMK Jingle Contest:

I. THEME

All entries must reflect the advocacy of **Malinis at Masaganang Katubigan (MMK)** by promoting the protection, conservation, and sustainable management of aquatic resources. Entries should encourage environmental stewardship, responsible fisheries practices, and active community participation in maintaining clean, healthy, and productive marine and inland waters.

II. ELIGIBILITY OF PARTICIPANTS

1. The contest is open to individuals, registered groups, and fisherfolk organizations.
2. Each individual or group may submit only one (1) official entry.
3. Entries must be original works created by the participant(s) and must not have been previously awarded in any contest or competition.
4. Employees of DA-BFAR directly involved in the administration, supervision, screening, judging, or implementation of the contest, members of the Organizing



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Fisheries Building Complex, BPI Compound, Brgy. Vasra
Visayas Ave. Quezon City
| do@bfar.da.gov.ph | records@bfar.da.gov.ph |
+63(02) 8539-5685



Committee, members of the Board of Judges, and their relatives within the fourth civil degree of consanguinity or affinity shall not be eligible to participate.

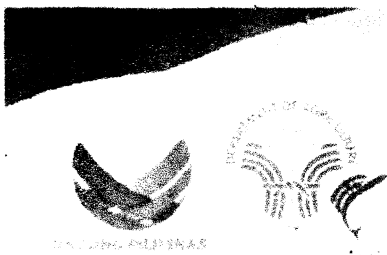
By joining the contest, participants certify that they possess all necessary rights and authority over the submitted entry and that the same does not infringe upon the intellectual property rights of any third party.

III. COMPOSITION GUIDELINES

Participants shall comply with the following requirements:

1. The jingle must be an original musical composition.
2. Lyrics shall be written primarily in Filipino. The use of local dialects and indigenous languages may be permitted provided that the overall message remains understandable and aligned with the contest theme.
3. The composition must promote the principles of clean waters, environmental responsibility, sustainable fisheries, and community participation in aquatic resource conservation.
4. The jingle must have a minimum duration of one (1) minute and a maximum duration of three (3) minutes.
5. Participants may use any musical genre or style, including but not limited to acoustic, folk, pop, contemporary, or traditional arrangements.
6. Participants may use standard musical instruments, recording equipment, and conventional audio production software in creating their entries.
7. The use of artificial intelligence (AI) tools solely for grammar checking, audio enhancement, noise reduction, mastering, or other technical post-production functions shall be permitted. However, AI-generated lyrics, melodies, musical compositions, instrumental arrangements, synthetic vocals, or substantially AI-generated creative content shall not be allowed.
8. Participants shall disclose, upon request of the Organizers, the tools, software, and production methods used in the creation of the entry.
9. Entries containing plagiarized material or copyrighted content used without the appropriate authorization, license, or legal basis shall be automatically disqualified.
10. The participant shall ensure that all lyrics, melodies, arrangements, recordings, performances, and other creative elements contained in the entry are original or are lawfully used with the proper consent of the copyright owner.





Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Luzon Center Complex, BFI Compound, Brgy. Vayna
Marikina City, Metro Manila
Tel. (02) 8335-5000
Fax (02) 8335-5001



IV. TECHNICAL REQUIREMENTS FOR SUBMISSION

A. Audio File Requirements

Format: MP3 or WAV

File Naming Convention: Participant's Name_MMK[English Title].mp3

B. Supporting Documents

1. Each entry shall be accompanied by the following:
 - Accomplished Entry Form;
 - Copyright Notice (if applicable); and
 - Declaration of Ownership.
2. Explanation of how the entry relates to the MMK activity.
3. Signed Declaration of Origin, stating that:
 - The entry is original;
 - The participant has no claim to any copyright or other rights in the submission;
 - The entry has not been previously awarded in any competition; and
 - The entry does not violate the intellectual property rights of any third party;
 - Profile of the Composer(s), Artist(s), Arranger(s), and Performer(s), as applicable.
4. For registered groups, associations, or fisherfolk organizations, attach a proof of registration bearing the group's registration number.

C. Submission Method

1. Entries may be submitted through electronic mail (e-mail) to the designated DA-BAR Regional Office, or such other submission platform as may be officially designated by the Organizers.
2. Only complete submissions received on or before the prescribed deadline shall be accepted.
3. Late, incomplete, corrupted, or otherwise deficient submission entries shall not be considered.

V. COMPETITION STRUCTURE AND ADVANCEMENT

The competition shall be conducted in two (2) stages:

Regional Level

All qualified entries shall first undergo evaluation at the Regional Level.
Regional Screening Committees shall evaluate entries based on the approved criteria.



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Fisheries Building Complex, BPI Compound, Brgy. Vasra
Visayas Ave. Quezon City
(do@bfar.da.gov.ph | records@bfar.da.gov.ph |
+63(02) 8539-5685



Winning entries from each region shall automatically advance to the National Level Competition.

National Level

Regional finalists shall undergo final evaluation by the National Board of Judges. The National Board of Judges shall determine the National Winners and recipients of special awards.

VI. CRITERIA FOR JUDGING

Criteria	Percentage
Relevance to MMK Advocacy	30%
Creativity and Originality	25%
Musical Arrangement and Composition	20%
Clarity and Strength of Message	15%
Overall Appeal and Production Quality	10%
TOTAL	100%

VII. ANNOUNCEMENT OF WINNERS

1. Entries shall be evaluated by a Board of Judges composed of individuals with expertise in music, communication, environmental advocacy, fisheries, or related fields.
2. The decision of the Board of Judges shall be final, irrevocable, and non-appealable.
3. Winners shall be officially announced through DA-BFAR communication channels and/or during an official awarding ceremony.
4. The Organizers reserve the right not to declare a winner in any category if the entries fail to satisfy the standards of originality, quality, or relevance established for the contest.





Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Fisheries Building Complex, BFI Compound, Brgy. Vasra
Visayas Ave., Quezon City
| do@bfar.da.gov.ph | records@bfar.da.gov.ph |
+63(02) 8539-5685



VIII. PRIZES AND AWARDS

National Level

Award	Prize
First Place	₱50,000.00 and a Plaque of Recognition
Second Place	₱30,000.00 and a Plaque of Recognition
Third Place	₱20,000.00 and a Plaque of Recognition
Top Five (5) Non-Winning National Finalists	₱10,000.00 Consolation Prize and a Certificate of Recognition
Social Media Choice Award	₱20,000.00 and a Certificate of Recognition

Regional Level

Award	Prize
First Place	₱15,000.00 and a Certificate of Recognition
Second Place	₱12,000.00 and a Certificate of Recognition
Third Place	₱10,000.00 and a Certificate of Recognition
Top Seven (7) Non-Winning Entries	₱5,000.00 Consolation Prize and a Certificate of Recognition

Additional special citations and awards may be granted at the discretion of the Organizers.

The release of prizes shall be subject to applicable government accounting, auditing, budgeting, taxation, and disbursement rules and regulations.

Winners shall submit all documentary requirements required by DA-BFAR and other government agencies before the release of prizes.

IX. INTELLECTUAL PROPERTY RIGHTS AND GRANT OF LICENSE

1. Copyright ownership over all submitted entries shall remain with the respective composer(s), lyricist(s), arranger(s), performer(s), and creator(s), in accordance with Republic Act No. 8293, otherwise known as the Intellectual Property Code of the Philippines.
2. By submitting an entry, participants represent and warrant that:
 - a. The entry is original;



Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Fisheries Building Complex, BPI Compound, Brgy. Vasil
Visayas Ave. Cebu City
(03) 8639-4600 | records@bfar.da.gov.ph |
+63(02) 8639-5685



- b. The entry does not infringe upon any copyright, trademark, privacy, publicity, or other proprietary rights of any person or entity;
 - c. All necessary permissions, licenses, and authorizations have been secured from all contributors involved in the creation of the entry.
3. For winning entries, the participant grants DA-BFAR a perpetual, non-exclusive, royalty-free, transferable, nationwide license to reproduce, publish, broadcast, communicate to the public, perform, display, adapt, distribute, synchronize with audiovisual materials, and otherwise use the winning entry for government, educational, informational, advocacy, and promotional purposes related to the MMK Program.
 4. DA-BFAR may edit, shorten, reproduce, arrange, adapt, translate, subtitle, or otherwise modify the winning entry as reasonably necessary for official government purposes, provided that appropriate attribution is given whenever practicable.
 5. Nothing in these Mechanics shall be construed as a waiver of the moral rights of the creator(s) under the Intellectual Property Code of the Philippines.
 6. Participants shall hold DA-BFAR, its officers, employees, and representatives free and harmless from any claims, liabilities, losses, damages, or expenses arising from copyright infringement, plagiarism, unauthorized use of protected works, or breach of any representation made under these Mechanics.
 7. The names of the winning participants, groups, organizations, associations, cooperatives, or other eligible entities shall be officially announced through the official social media accounts, websites, digital platforms, and other communication channels of the Organizers. Such publication shall constitute the official declaration of the results of the competition unless otherwise specified by the Organizers.
 8. Notwithstanding the announcement and initial declaration of winners, the Organizers reserve the right to conduct post-evaluation, verification, and validation of all entries, supporting documents, representations, and compliance with the competition mechanics.
 9. Should any winner be subsequently found to have committed any act constituting fraud, misrepresentation, plagiarism, falsification of documents, concealment of material information, violation of the competition mechanics, breach of eligibility requirements, or any other act that would have rendered the participant ineligible or disqualified had the same been discovered prior to the declaration of winners, the Organizers shall have the authority to revoke, cancel, or withdraw the award, prize, title, recognition, or incentive previously granted.





Republic of the Philippines
Department of Agriculture
Bureau of Fisheries and Aquatic Resources
Fisheries Building Complex, BPI Compound, Bicutan, Manila
1155, Alabang, Muntinlupa City
[mailto:da.gov.ph_records@bureau.da.gov.ph]
[mailto:da.gov.ph_records@bureau.da.gov.ph]



X. RESERVATION CLAUSE

1. DA-BFAR reserves the right to verify the eligibility of participants and the authenticity, originality, and compliance of all entries with these Mechanics.
2. The Organizers may disqualify any participant who:
 - Violates these Mechanics;
 - Submits false or misleading information;
 - Engages in fraud, misrepresentation, or misconduct; or
 - Infringes upon the intellectual property rights of any person or entity.
3. DA-BFAR reserves the right to modify, suspend, postpone, or cancel the contest due to force majeure, public emergencies, budgetary limitations, government directives, or circumstances beyond its reasonable control.
4. Any clarification, amendment, or modification shall be announced through official DA-BFAR communication channels.
5. In all instances, the Organizers shall exercise such authority in good faith and in accordance with applicable laws, rules, regulations, and government policies.