



Republic of the Philippines  
**Department of Education**

REGION IV- A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

Advisory No. **177**, s. 2026  
August 06, 2026

In compliance with DepEd Order (DO) No. 8, s. 2013  
This advisory is issued not for endorsement per DO 28, s. 2001  
but only for the information of DepEd Officials,  
personnel/staff, as well as the concerned public.  
(Visit [www.deped.gov.ph](http://www.deped.gov.ph))

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

With reference to the Regional Advisory dated August 3, 2026, this Office informs all Public and Private Elementary and Secondary Schools of the conduct of Jingle-Making Contest sponsored by the Department of Fisheries and Aquatic Resources Region IV-A (BFAR 4A).

Interested teachers and learners may submit their entries on or before **August 17, 2026**. School heads are likewise advised to take appropriate action and ensure compliance with the provisions stipulated in the Regional Advisory.

Attached are the Regional Advisory and the Guidelines Governing the Conduct of the MMK Jingle-Making Contest 2026, for the specific details.

For information and guidance of all concerned.

SGOD- conduct of the malinis at masaganang katubigan (mmk) jingle-making contest 2026  
RECNT330-009953/August 06, 2026



Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON



August 3, 2026

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

With reference to the letter of invitation from the Department of Fisheries and Aquatic Resources Region IV-A (BFAR 4A) dated July 7, 2026, this Office, through the Curriculum and Learning Management Division (CLMD), hereby informs all Public and Private Elementary and Secondary Schools, about the conduct of the Jingle -Making Contest.

This activity is a national competition that 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

Deadline of submission of entries will be on August 17, 2026.

In line with this, school heads are advised to take appropriate action, ensuring compliance with the following provisions:

- that the Schools Division Office be informed, in writing, of participation in the said activity;
- participation in the event is strictly voluntary for all teachers and learners;
- participation of learners is subject to the submission of signed written consent from a parent or legal guardian;
- strict adherence to DepEd Memorandum No. 41, s. 2024 "No Collection Policy" shall be ensured and expenses to be incurred shall be on a personal basis or sourced from a legitimate local government unit or donor;
- strict compliance with DepEd Order No. 009 s. 2025 or the Time-On-Task Policy; and
- full compliance with DepEd Order No. 009 s. 2026 or the Guidelines on the Implementation of the Three-Term School Calendar in Basic Education, that the instructional block is designated as a protected, continuous period devoted solely to core teaching, learning, and competency development, without interruptions.

Please see attached for the specific details of the event.

For information and guidance of all concerned.

02/ROC8





Republic of the Philippines  
Department of Agriculture  
**Bureau of Fisheries and Aquatic Resources**  
**REGIONAL OFFICE NO. 4-A**  
Purok 3, Brgy. Bambang, Los Baños, Laguna



July 7, 2026

**CARLITO D. ROCAFORT**  
Regional Director  
Department of Education Region IV-A (CALABARZON)

Dear Director Rocafort:

Greetings!

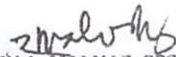
The Bureau of Fisheries and Aquatic Resources Region IV-A (BFAR 4A), through its Malinis at Masaganang Katubigan (MMK) Project, will conduct a Jingle-Making Contest to promote the protection, conservation, and sustainable management of aquatic resources for the benefit of coastal and inland communities.

In line with this, may we respectfully request the assistance and support of the Department of Education Region IV-A in disseminating the attached contest guidelines and other relevant information to all public and private elementary schools, junior high school, and senior high school across the CALABARZON Region. We also encourage your office to endorse and promote the participation of students in this meaningful activity.

Our Information Staff, Ms. Mitzi R. Camilon, will coordinate with your office on this matter and may be reached at 09708134036 or thru email at [rhu.4a@bfar.da.gov.ph](mailto:rhu.4a@bfar.da.gov.ph) for any concerns or clarifications.

We would greatly appreciate your favorable consideration and support of this request. Thank you for your continued partnership in promoting environmental conservation and youth engagement.

Respectfully yours,

  
**SAMMY A. MALVAS, CESO V**  
Regional Director



[bfar-da.gov.ph](http://bfar-da.gov.ph)

BFAR Region 4A



Republic of the Philippines  
Department of Agriculture  
**Bureau of Fisheries and Aquatic Resources**  
**REGIONAL OFFICE NO. 4-A**  
Purok 3, Brgy. Bantiang, Los Baños, Laguna



## Jingle-Jaking Contest

**OBJECTIVES:**

- To promote and popularize the use of fish and fish products in the community.
- To encourage the use of fish and fish products in the community.
- To promote the use of fish and fish products in the community.

**PRIZES:**

**NATIONAL LEVEL:**

- 1st Place: ₱ 50,000
- 2nd Place: ₱ 30,000
- 3rd Place: ₱ 20,000
- 4th Place: ₱ 10,000

**REGIONAL LEVEL:**

- 1st Place: ₱ 15,000
- 2nd Place: ₱ 12,000
- 3rd Place: ₱ 8,000
- 4th Place: ₱ 5,000

**How to Enter:**

1. Fill out the entry form and attach a photo of the participant.

2. Submit the entry form to the BFAR Regional Office No. 4-A.

3. The winner will be announced on the BFAR website.

## BFAR CALABARZON Region's Post



BFAR CALABARZON Region

July 1 at 11:14 AM

**IPARINIG ANG IYONG HIMIG PARA SA MALINIS AT MASAGANANG KATUBIGAN!**

**Panawagan sa lahat ng Music Creators sa CALABARZON!**

Inaanyayahan ng Department of Agriculture – Bureau of Fisheries and Aquatic Resources (DA-BFAR) CALABARZON Region ang mga indibidwal, grupo, at rehistradong samahan ng mga mangangisda na sumali sa **Malinis at Masaganang Katubigan (MMK) Jingle Competition!**

Lumikha ng orihinal na jingle na nagtataguyod ng pangangalaga, konserbasyon, at napapanatiling pamamahala ng ating yamang tubig, at magbigay-inspirasyon sa mga komunidad upang maging aktibong tagapangalaga ng ating mga dagat at panloob na katubigan.

Tingnan ang mekaniks ng patimpalak sa pamamagitan ng aming infographic o i-access ang kumpletong alituntunin dito: [bit.ly/BFAR-MMK-Jingle-Guide](https://bit.ly/BFAR-MMK-Jingle-Guide)

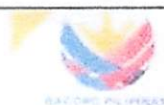
Mag-preregister na: <https://bit.ly/3SsYafb>

Huling araw ng pagsusumite ng entries: Agosto 17, 2026

Ipadala ang inyong mga jingle entry sa Regional Fisheries Information Unit sa [rfiu.4a@bfar.da.gov.ph](mailto:rfiu.4a@bfar.da.gov.ph)

Sama-sama, lumikha tayo ng mga awiting nagtataguyod ng **#MalinisAtMasaganangKatubigan** at maghihikayat sa bawat Pilipino na pangalagaan ang ating yamang pangangisda at katubigan!

I-tag ang isang kaibigan, kabanda, choir member, songwriter, o aspiring artist na dapat sumali sa patimpalak na ito!



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Bureau of Fisheries and Aquatic Resources  
Office of the Director, Bureau of Fisheries and Aquatic Resources  
Department of Agriculture, Republic of the Philippines  
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#### FISHERIES OFFICE

ORDER NO. 2026-01

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







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Villages Ave., Quezon City  
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[info@bfar.da.gov.ph | records@bfar.da.gov.ph]



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.







Bureau of Fisheries and Aquatic Resources  
Department of Agriculture



#### IV. TECHNICAL REQUIREMENTS FOR SUBMISSION

##### A. Audio File Requirements

Format: MP3 or WAV

File Naming Convention: *Participant's name* + *MP3 or WAV* + *entry no.*

##### B. Supporting Documents

- Each entry shall be accompanied by the following:
  - Accomplished Entry Form
  - Consent Note (with the signature of the participant)
  - The aspiration on the envelope
- Explanation of how the entry was created (e.g., MMIX or song)
  - Signed Declaration of Originality (for song)
  - The entry was original
  - The participant owns the rights to the entry submitted
  - The entry has not been submitted in any other competition
  - The entry does not infringe on the intellectual property of any third party
  - Problema sa mga Kompetisyon sa mga Aklatang mga Dokumental as applicable
- For registered assets, the participant shall provide a copy of the registration bearing the signature of the participant

##### C. Submission Method

- Entries may be submitted through the online submission system designated by DA-BAR Regional Office or through the designated address physically designated by the organizers
- Only complete entries submitted on or before the deadline shall be accepted
- Late submissions will not be accepted and will not be considered for judging

#### V. COMPETITION STRUCTURE AND ADVANCEMENT

The competition shall be conducted in three 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**  
Roxas Building Complex, BFA Compound, P.O. Box 100  
Dagupan Ave., Quezon City  
t: (02) 8628-6000, records@bfar.da.gov.ph  
r: (02) 8628-6000



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%         |
| <b>TOTAL</b>                          | <b>100%</b> |

#### 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.





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HEADQUARTERS



## VIII. PRIZES AND AWARDS

### 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                   |

### Regional Level

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

- 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.
- By submitting an entry, participants represent and warrant that:
  - The entry is original.







Republic of the Philippines  
Department of Agriculture  
**Bureau of Fisheries and Aquatic Resources**

Palanca Building, Complex, 4th Floor, Legaspi, Alabang  
1550 Alabang, Muntinlupa City, 1550  
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Fax: (02) 8866-1002



- 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 authorization have been secured from all contributors involved in the creation of the entry;
4. 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;





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#### X. RESERVATION CLAUSE

1. DA-BFAR reserves the right to accept or reject any submission for publication, and to require the author to make any necessary changes to the manuscript.
2. The Organizational Committee reserves the right to:
  - Violate the Organizational Committee's policies.
  - Submit the manuscript to any other journal.
  - Engage in the publication of the manuscript in any other form.
  - Integrate the manuscript into any other publication.
3. DA-BFAR reserves the right to use the manuscript in any form, without limitation, for the purpose of the Department's research, development, and extension activities.
4. DA-BFAR reserves the right to use the manuscript in any form, without limitation, for the purpose of the Department's research, development, and extension activities.
5. In all instances, the Organizational Committee reserves the right to accept or reject any submission for publication, and to require the author to make any necessary changes to the manuscript.