



Republic of the Philippines  
**Department of Education**

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

Advisory No. **038**, s. 2025  
February 25, 2025

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))

**UP ETC CONSCIOUSNESS MONTH**

The University of the Philippines Economics Towards Consciousness (UP ETC) will be launching its annual **Consciousness Month** in **February 2025** at **University of the Philippines Diliman, Quezon City**.

The said activity aims to bring together members of different sectors in pursuit to meaningful social action and positive change.

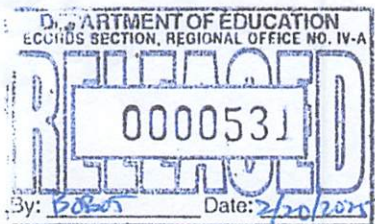
Interested in joining are reminded of the following conditions:

- a. that the Schools Division Office be informed, in writing, of participation in any of the said activities;
- b. participation is strictly on a voluntary basis;
- c. expenses to be incurred shall be on a personal basis or sourced from a legitimate local government unit or donor; and
- d. strict observance of Time-On-Task Policy or the No Disruption of Classes Policy of the Department.

Enclosed is a copy of the communication from the UP ETC for more information.

Immediate dissemination of this Advisory is desired.

SGOD - up etc consciousness month  
RECPST9E-004054/February 25, 2025



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

February 20, 2025

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(Visit [depedcalabarzon.ph](http://depedcalabarzon.ph))

**UP ETC CONSCIOUSNESS MONTH**

With reference to the invitation for participation to the activity of the University of the Philippines Economics Towards Consciousness (UP ETC) organization, this office informs the Schools Division Superintendents of the UP ETC's month-long celebration of Consciousness Month on February at the University of the Philippines Diliman, Quezon City.

The said activity aims to bring together members of different sectors in pursuit of meaningful social action and positive change.

Kindly refer to the attached letter for more details about the activities.

Furthermore, those interested in joining are reminded of the following conditions:

- a) that the Schools Division Office be informed, in writing, of participation in any of the said activities;
- b) participation is strictly on a voluntary basis;
- c) expenses to be incurred shall be on a personal basis or sourced from a legitimate local government unit or donor; and
- d) strict observance of Time-On-Task Policy or the No Disruption of Classes Policy of the Department.

For information of all concerned.

CLMD/ROC7



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Certificate No. PHP QMS  
22 93 0085





January 24, 2025

Greetings!

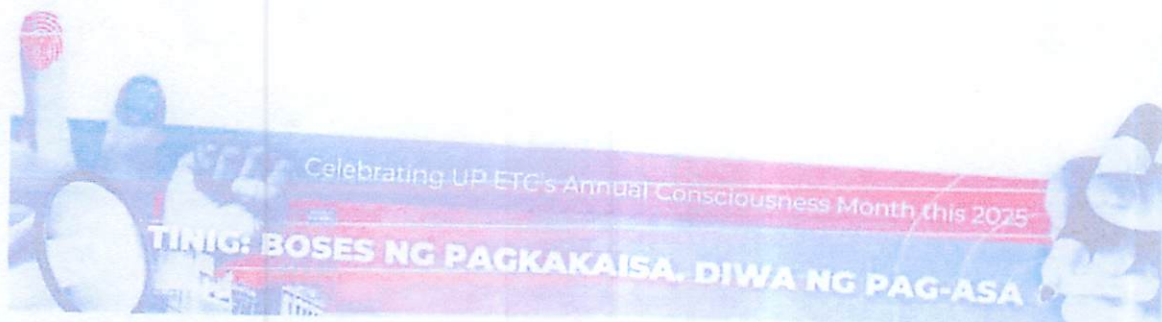
We are the UP Economics Towards Consciousness (UP ETC), a duly recognized academic-political organization based in the School of Economics, University of the Philippines Diliman. For over 46 years, the organization has been a trailblazer for consciousness-raising activities such as discussion groups and educational forums tackling timely, relevant and debatable social issues, with the goal of promoting rational analysis towards social change.

UP ETC will be launching its annual **Consciousness Month**, a month-long event aiming to bring together members of different sectors in pursuit of meaningful social action and positive change. With this year's theme **Tinig: Boses ng Pagkakaisa, Diwa ng Pag-asa**, we aim to spotlight the Filipino voters and the socioeconomic implications of key election issues ahead of the 2025 Philippine midterm elections. This initiative will hold engaging interactive events that encourage its participants to critically examine the connections between voter behavior, campaign priorities, and public spending. Tinig envisions civic engagement that is composed of critical minds driven by principles and united in hope for meaningful change.

The DepEd Region IV-A CALABARZON has remained a consistent and steadfast leader in promoting social consciousness, and it has always pursued meaningful initiatives and advocacies that effect lasting and concrete change for the Filipino nation.

It is in this light that we humbly ask for your **endorsement** in this consciousness-raising initiative to the Filipino people, more particularly to the Filipino youth and students of the University of the Philippines.

The schedule and description of events for the month-long celebration are attached to this letter. Should you have any questions, please feel free to contact us through [consciousnessmonth.upetc@gmail.com](mailto:consciousnessmonth.upetc@gmail.com).





positive  
social  
change

We sincerely hope for your positive response on our request. Thank you very much!

In service,

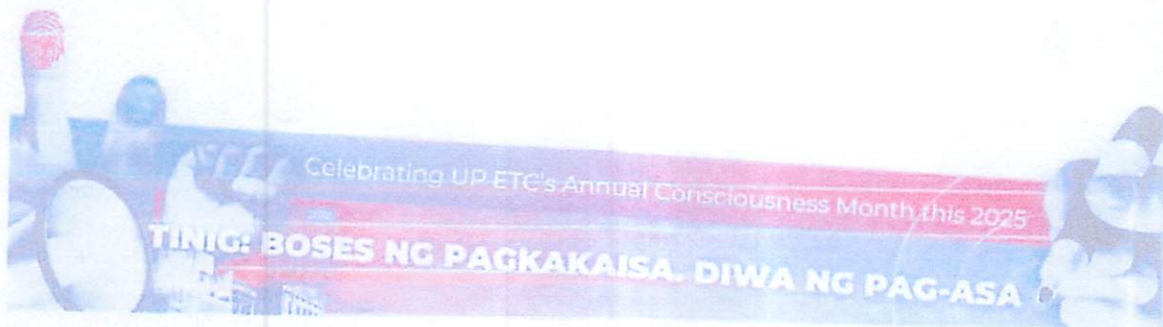
Kyle Christian Arcega

Liaison Committee Head, Consciousness Month 2025  
consciousnessmonth.upetc@gmail.com

Noted by:

Juan Paolo Ignacio

Convener, Consciousness Month 2025  
consciousnessmonth.upetc@gmail.com





46 positive social change

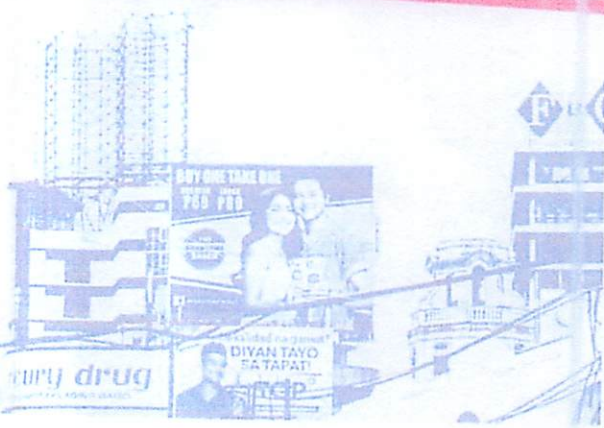
UP ECONOMICS TOWARDS CONSCIOUSNESS



UP ETC's Forty-Sixth Consciousness Month!

# TINiG

BOSES NG PAGKAKAISA. DIWA NG PAG-ASA





# WHO ARE WE?

The **UP Economics Towards Consciousness (UP ETC)** is the **sole official academic-political university-wide organization** based in the University of the Philippines School of Economics, Diliman.

The late 70s saw social and political turmoil under the Marcos dictatorship, a turmoil which the administration could neither hide behind the facades of peace and progress it sought to project nor through outright repression of dissent among people. It was in this context that twelve economics students led by founding Chairperson Orville Solon, who later served as Dean of the UPSE Faculty, formally established then the UP Economics Towards Consciousness on **February 10, 1979** seeking to debunk the mythical "golden age" of Marcos's economy.



UNIVERSITY OF THE PHILIPPINES  
ECONOMICS TOWARDS CONSCIOUSNESS



46

ANNIVERSARY

TiNiG



## ETC @ 46

Forty-six years later, UP ETC continues to produce **quality leaders of the university and the nation**, being home to 3 UP Diliman University Student Council (USC) Chairpersons and an Associate Justice on the Supreme Court, among others. We take pride in honing leaders who are instilled with the values of being **critical and assertive**, working to achieve positive social change for the development of the academe and the Filipino community.

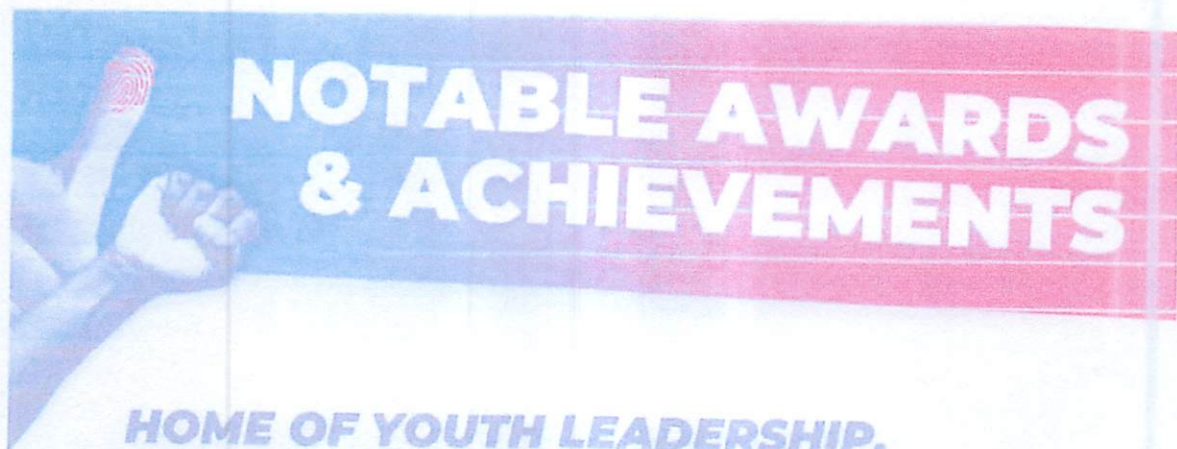
UP ETC is known for its many discussion groups, educational discussions, and other events that promote critical and rational analysis of social issues at the university, local, and national levels, using various fields of study, mainly economics and politics. Among our flagship events are **Kapekonomiya** and **Youth in Action**, with the former being the main event to be pursued for this year's Consciousness Month.

Every February, UP ETC celebrates its anniversary month called **Consciousness Month**, wherein we have a lineup of events that showcase the very best of what ETC has to offer.



UNIVERSITY OF THE PHILIPPINES  
ECONOMICS TOWARDS CONSCIOUSNESS





## HOME OF YOUTH LEADERSHIP, HONOR AND EXCELLENCE

UP ETC values and hones members for **academic excellence and leadership**. Some noteworthy members of the organization are Jonathan Yabut, the Season 1 winner of Apprentice Asia, Arjay Mercado and AJ Montesa, who won in the University Student Council as Chairperson and Vice Chairperson.

## TEN ACCOMPLISHED YOUTH ORGANIZATIONS

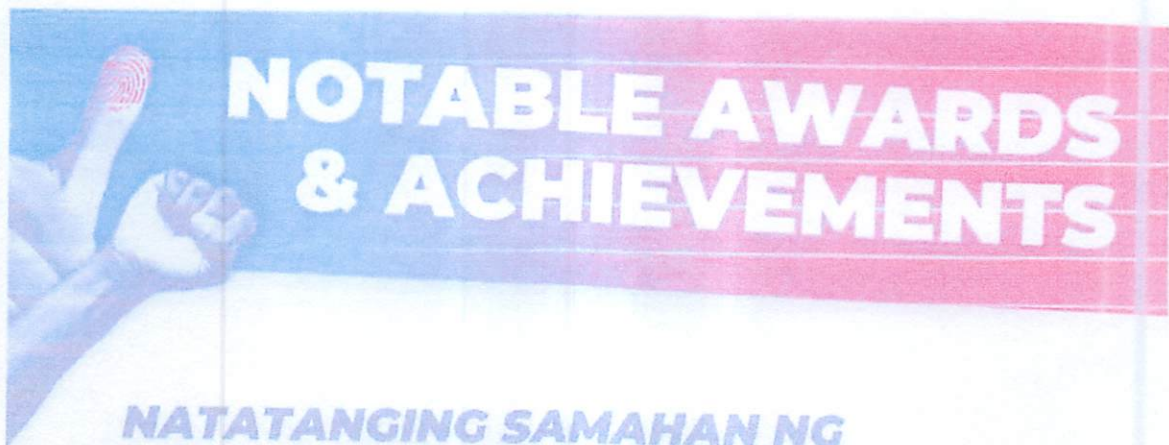
Recognizing outstanding groups of young Filipinos, the search for the Ten Accomplished Youth Organizations (TAYO) distinguished UP ETC, proving that it is truly **one of the best organizations** not only in the university, but also **in the country**.

## TEN OUTSTANDING YOUTH GROUPS

UP ETC was also awarded the **OUTSTANDING YOUTH GROUP** in **2011** by the Manila Bulletin and Yahoo! News.







### **NATATANGING SAMAHAN NG MGA ISKOLAR NG BAYAN**

UP ETC was awarded the **Natatanging Samahan ng mga Iskolar ng Bayan in 2013** by the UP Office of Student Activities.

### **CONVENER AND FOUNDER OF THE YOUTH FOR SIN TAX MOVEMENT**

UP ETC founded the Youth for Sin Tax Movement, a coalition of student organizations and councils from various colleges **campaigning for a true pro-nation Sin Tax Bill**. The organization convenes the national YFST Congress, attended by member organizations and councils from different parts of the Philippines.

### **CONVENER OF FREEDOM OF INFORMATION YOUTH INITIATIVE**

UP ETC is a convener for the FOI Youth Initiative, a coalition **campaigning for**



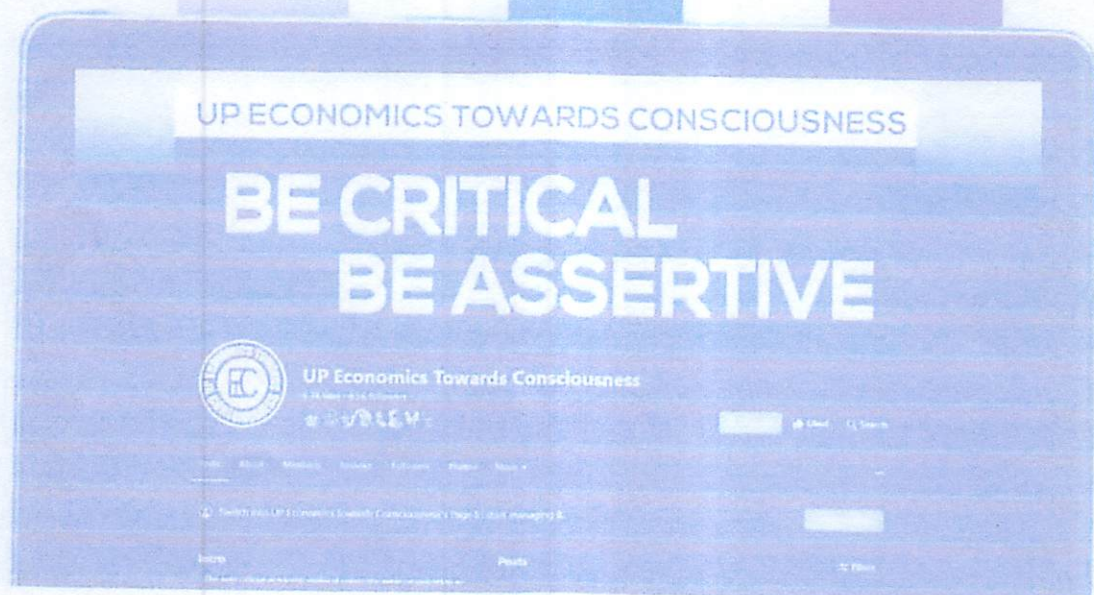
# EXPAND YOUR REACH AND MAKE AN IMPACT WITH OUR FACEBOOK PAGE!

**3,000 - 10,000**

ORGANIC REACH  
OF ADVOCACY RELEASES

**6,500+**  
FOLLOWERS

**6,300+**  
LIKES





## OUR LONG-STANDING PARTNERS

- UP Alyansa
- Youth for Sin Tax Movement
- Freedom of Information Youth Initiative
- Action for Economic Reforms



## EDUCATIONAL DISCUSSIONS

WITH NOTABLE SPEAKERS



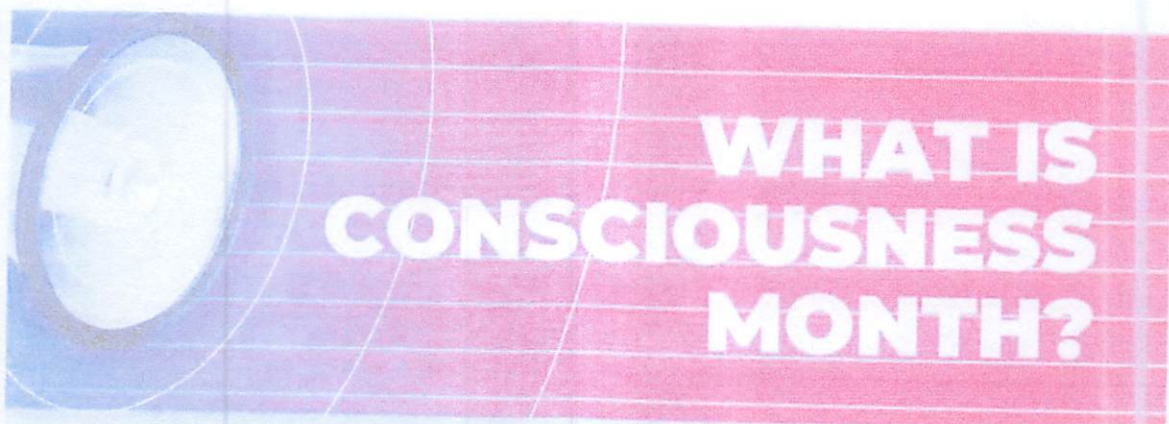
## DISCUSSION GROUPS

WITH VARIOUS SECTORS OF THE COMMUNITY



## OTHER RAISING INITIATIVES





UP ETC's Consciousness Month, is an **annual month-long event** aiming to bring together members of **different sectors** in pursuit of meaningful **social action and positive change**. Consciousness Month aims to:

1

Provide our members, partners, and all of our audiences with avenues such as forums, discussion groups, and educational discussions to express their ideas and thoughts about pressing social and national issues;

2

Develop consciousness-raising skills and nurture the passion for critical thinking and positive social change among organization members and external participants; and

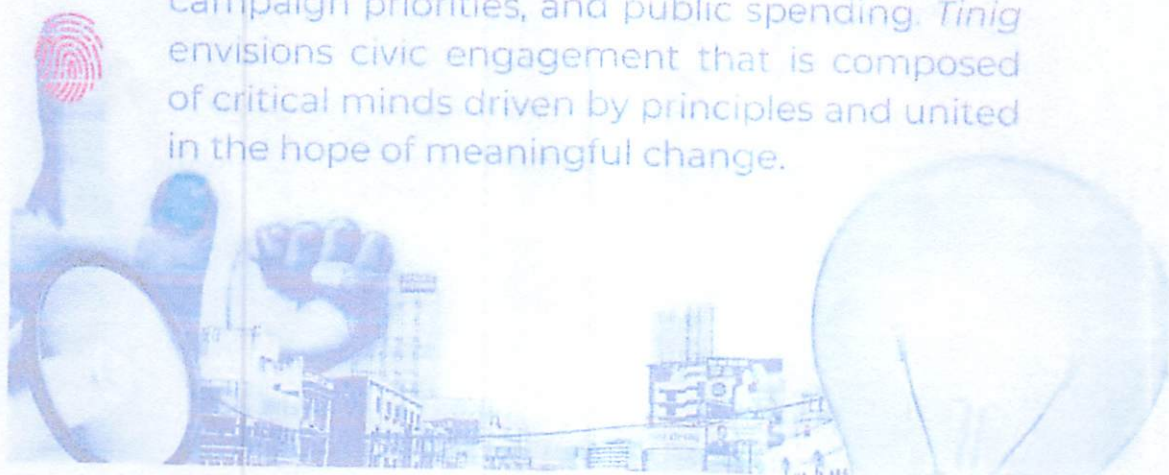
3

Increase awareness of and share the organization's advocacies and activities with all participants for future engagement and collaboration purposes.



## WHAT IS THIS YEAR'S THEME ALL ABOUT?

For 46 years, ETC has been a space for collaboration and action in pursuit of positive social change. For this year's Consciousness Month, with the theme **TINIG: Boses ng Pagkakaisa, Diwa ng Pag-asa**, we want to spotlight the Filipino voters and the socioeconomic implications of key election issues ahead of the 2025 Philippine midterm elections. This month-long initiative will hold engaging interactive events that encourage its participants to critically examine the connections between voter behavior, campaign priorities, and public spending. *Tinig* envisions civic engagement that is composed of critical minds driven by principles and united in the hope of meaningful change.



# WHAT EVENTS ARE IN STORE FOR THIS YEAR'S CONSCIOUSNESS MONTH?

## KAPEKONOMIYA

A marketplace forum on timely and pressing issues where various experts from different sectors are invited to share their valuable expertise and knowledge. Kapekonomiya partners with the UP School of Economics Student Council (UP SEC) in co-organizing the event.

## ALLIANCE DAY

Alliance Day is when our partner organizations, corporations, and government agencies come together to set up their own booths. This interactive event offers participants a unique opportunity to learn about a variety of cause activities and services firsthand from our partners. As you pass by the booths, you'll find engaging activities such as merchandise sales, organizational projects, and chances to connect with many opportunities.

## CM DISCUSSION GROUPS

A continuation of the discussion groups that will aim to initiate discussion groups within the UP School of Economics. The CM-DIC is a forum for discussion where the CM-DIC offers various topics to carefully discuss and work on. The CM-DIC is a forum for discussion where the CM-DIC offers various topics to carefully discuss and work on.

## YOUTH IN ACTION

With a rich history of involvement in community service, high school and college students to have a greater understanding of the issues facing the country is facing today. Through Youth in Action, we hope to provide a platform for the youth to discuss and be involved in the issues facing the country. Through Youth in Action, we hope to provide a platform for the youth to discuss and be involved in the issues facing the country.



## TIMELINE OF ACTIVITIES FOR CONSCIOUSNESS MONTH 2025

**FEBRUARY 3, 2025**

CM LAUNCH

**FEBRUARY 12 & 19, 2025**

CM DISCUSSION GROUPS

**FEBRUARY 21 & 22, 2025**

YOUTH IN ACTION

**FEBRUARY 28, 2025**

KAPEKONOMIYA &  
ALLIANCE DAY



**WITH US!**

FEEL FREE TO REACH US THROUGH ANY OF THE  
CONTACT DETAILS BELOW:

**CM 2025 OFFICIAL EMAIL**

[consciousnessmonth.upetc@gmail.com](mailto:consciousnessmonth.upetc@gmail.com)

**UP ETC OFFICIAL EMAIL**

[executive.upetc@gmail.com](mailto:executive.upetc@gmail.com)

**UP ETC FACEBOOK PAGE**

<https://www.facebook.com/@upetc1979>



positive  
social  
change

**TiNiG**

BOSES NG PAGKAKAISA  
DIWA NG PAG-ASA

