



SPECIAL ORDER

No. 904
 Series of 2024

**SUBJECT: CREATION OF COMMITTEES FOR THE BUSINESS INDUSTRY PARTNERS
 IN AGRICULTURE AND FISHERIES RECOGNITION PROGRAM**

The Department of Agriculture (DA) will spearhead a recognition program to honor major business industry partners in agriculture and fisheries development. This event aims to give due recognition to major industry players for their support to agri-fishery producers and their contributions to national food security and economy. To facilitate the conduct of this activity, the following committees are hereby created:

A. Steering Committee :

Composition:

Chairperson:	Usec. Roger V. Navarro, for Operations
Vice Chairpersons:	Asec. Philip C. Young, for Export Development Asec. Daniel Alfonso N. Atayde, for Logistics
Members:	Usec. Nora C. Oliveros, for Finance
	Usec. Deogracias Victor B. Savellano, for Livestock
	Usec. Drusila Esther E. Bayate, for Fisheries
	Usec. Cheryl Marie Natividad-Caballero, for HVC
	Usec. Christopher V. Morales, for Rice Industry Development
	Asec. Telma C. Tolentino, for Finance
	Asec. Paz J. Benavidez II, for Policy and Regulations
	OIC Asec. U-Nichols A. Manalo, for Operations
	Asec. Genevieve E. Velicaria-Guevarra, for Consumer Affairs
	Chairpersons of the Technical Evaluation Committee of concerned agencies
Secretariat:	DA-PCAF
	DA-AMAS

Responsibilities:

1. Set the overall directions for the conduct of the recognition program and ensure the successful implementation of the event.
2. Allocate resources, including budget, personnel, and logistical support, to the other committees based on their needs and requirements.
3. Provide guidance and direction to other committees responsible for specific aspects of the program, such as selection, technical evaluation, events management, and promotion.
4. Develop contingency plans and protocols to handle unforeseen emergencies or crises that may arise during program implementation.
5. Review and endorse to the Secretary the final list of partners/honorees for approval.
6. Perform other tasks as needed.

B. National Selection Committee :

Composition:

Chairperson:	OIC Asec. U-Nichols A. Manalo, for Operations
Vice Chairperson:	Dir. Junibert E. De Sagun, AMAS
Members:	Dir. Milo D. Delos Reyes, NCP
	Dir. Gerald Glenn F. Panganiban, HVC, BPI, NUPAP
	Dir. Jonathan V. Sabiniano, NLP
	Asec. Constante S. Palabrica, BAI
	OIC Dir. Isidro M. Velayo, Jr., BFAR
	ED Clarita M. Sangcal, NMIS
	ED Liza G. Battad, PCC
	OIC ED Julieta E. Opulencia, PCAF
	OIC DED Cyril L. Soliaban, PCAF
	OIC Admin Gavino Alfredo C. Benitez, NDA
	Admin Pablo Luis S. Azcona, SRA
	Admin Dexter R. Buted, PCA
Secretariat	DA-FOS

Responsibilities:

1. Oversee the activities of the Technical Evaluation Committees
2. Review the nominees submitted by the TECs.
3. Recommend to the Steering Committee the lists of honorees who exemplify excellence in supporting the agriculture and fisheries sectors.

C. Technical Evaluation Committees (TEC/s):

Composition:

Each concerned DA banner program, bureau and attached agency/corporation shall create their respective TEC/s. The Committee shall be chaired by the head of the concerned DA offices.

The TEC/s shall determine the list of possible honorees per commodity sector for the "Business Industry Partners in Agriculture and Fisheries Recognition Program."

Responsibilities:

1. Identify partners from the commodity sectors that have demonstrated exemplary contributions to agriculture and fisheries.
2. Coordinate with concerned private sector individuals, government agencies, and business sector entities, including those in the regions to gather comprehensive profiles of partners, including their background, achievements, innovations, and contributions to the agri-fishery sector.
3. Assess and evaluate partners based on criteria such as contribution to the economy, support to primary production, adoption of innovative technologies, and community engagement initiatives, among others.
4. If necessary, gather additional information on the accomplishments and contributions of potential honorees, including case studies, success stories, testimonials, and impact assessments.
5. Verify the accuracy and authenticity of information provided by potential honorees, ensuring that their achievements and contributions are aligned with the purpose of the event.

6. Submit and present to the National Selection Committee the list of potential honorees, along with their profiles and documented accomplishments, for evaluation and final selection.
7. Prepare highlights and summaries of the accomplishments and contributions of selected honorees, which will be featured during the recognition program ceremony to showcase their exemplary achievements and inspire others in the industry.

D. Program (Events Management) Committee :

Composition:

Chairperson:	OIC ED Julieta E. Opulencia, PCAF
Vice Chairperson:	Lorna A. Villegas, OIC DA-FOS FPCMD
Members:	DA-PCAF
	DA-AMAS
	DA-HVC
	DA-AFID
	DA-FOS
	DA-OSEC

Responsibilities:

1. Develop a creative concept and theme for the recognition program ceremony, aligned with the overall objectives of the event.
2. Prepare the program agenda, including the sequence of events, speeches, and presentations.
3. Liaise with other concerned committees re: confirmation of the participation of keynote speakers, guest presenters, and dignitaries.
4. Collaborate with content creators, scriptwriters, and multimedia specialists to develop engaging presentations, videos, and visuals for the ceremony.
5. Coordinate logistical arrangements, including venue setup, audio-visual requirements, seating arrangements, and stage management, to ensure the smooth execution of the program
6. Responsible for hiring/recruitment of the master of ceremonies.
7. Facilitate procurement of garlands for the guests and VIPs.

E. Invitation, Registration, and Ushering Committee :

Composition:

Chairperson:	OIC Dir. Lorna Belinda L. Calda, DA-FOS
Vice Chairperson:	Ralph Alan C. Ceniza, OIC DA-FOS FPOPD
Members:	DA-Osec
	DA-FOS Staff
	DA-HVC Staff
	PCAF Staff

Responsibilities:

1. Prepare a masterlist of guests, including industry stakeholders, government officials, honorees, and media representatives in coordination with the other committees.
2. Send out formal invitations and confirm attendance of all invited guests, including personalized invitations to honorees and speakers, and track RSVPs for attendance confirmation.
3. Submit a final guest list to the Presidential Management Staff for security vetting and approval in advance of the event (if conducted in Malacañang).

4. Organize ushering teams to welcome guests upon arrival, assist with registration and check-in procedures, and provide directions to seating areas and facilities.
5. Prepare seating arrangements and assist the participants during the event to ensure their comfort and convenience.
6. Provide assistance and support to guests and winners throughout the event, addressing any inquiries, concerns, or special requests promptly and courteously.
7. Ensure adherence to protocol and etiquette standards during the ceremony, including proper introductions, acknowledgments, and timing of events.

F. Promotion and Publicity Committee :

Composition:

Chairperson:	Cheryl C. Suarez, DA-AFID
Vice Chairperson:	Adora D. Rodriguez, DA-AFID
Members:	Bethzaida Sarian, DA-AFID
	Solita Onquit, DA-Press Office
	Gumamela Celes Bejarin, DA-AFID
	PCAF KMS Staff
	AFID Staff
	DA-OSEC Staff

Responsibilities:

1. Develop and implement promotional strategies, including press releases, social media campaigns, and partnerships with relevant stakeholders.
2. Create compelling content showcasing the success stories of awardees and their impact on food security.
3. Coordinate with media outlets and communication channels to ensure maximum visibility and coverage of the program
4. Responsible for the design and installation of billboards in strategic locations.
5. Document proceedings during the recognition program ceremonies.

G. Finance, Ways, and Means Committee :

Composition:

Chairperson:	Asec. Telma C. Tolentino, for Finance
Vice Chairperson:	OIC-Dir. Charie Sarah D. Saquing, FMS
Members:	Joey Andrew Albos, OIC-Budget Division
	Lolita M. Jamela, OIC-Accounting Division
	Atty. Melinda D. Deyto, Procurement Division
	FMS Staff
	Procurement Division Staff

Responsibilities:

1. Review and consolidate budgetary requirements for the recognition program, including all other expenses related for the conduct of activities.
2. Allocate financial resources for the event.
3. Facilitate procurement processes for goods and services required for the recognition program, ensuring compliance with applicable procurement regulations, policies, and procedures. Coordinate with procurement officers to prepare, evaluate bids or proposals, and award contracts to qualified suppliers.
4. Manage contracts and agreements with suppliers, service providers, and consultants involved in supporting the recognition program. Ensure that contracts are executed in accordance with procurement policies and contractual obligations are fulfilled satisfactorily.

5. Ensure compliance with relevant laws, regulations, and internal policies governing financial management, and procurement activities.

H. Venue, Food, and Accommodation Committee:

Composition:

Chairperson:	Jessamin B. Aranas, Personnel Division
Vice Chairperson:	Carolyn O. Tabangcura, PCAF
Members:	Rheeda Antoinette A. Cabrera, DA-Osec
	Personnel Division Staff
	PCAF Staff

Responsibilities:

1. Identify and ensure availability of the venue, food and accommodation for the event/activity.
2. Coordinate meal and accommodation requirements of the guests/participants of the event.
3. Maintain liaison with the other committees/working groups.
4. Perform other related duties as required by the Steering Committee.

I. Physical Arrangements, Transportation, and Security Protocol Committee:

Composition:

Chairperson:	Ronald C. Pamittan, DA-GSD
Vice Chairperson:	Agustin M. Manganip, Jr., HRDD
Members:	DA-GSD Staff
	DA-HRDD Staff

Responsibilities:

1. Coordinate with other committees about the transportation needs of the guests, participants, and other invited entities.
2. Facilitate the provision of vehicles and drivers including pick-up and drop-off during and after the conduct of event/activity.
3. Take charge of stage and venue decorations and audio/video system
4. Collaborate with venue security and medical personnel to maintain a safe and secured environment for all attendees, crowd management and emergency response procedures as necessary.
5. Perform other related tasks that may be assigned by the Steering Committee.

All necessary expenses related for the conduct of this activity will be charged against DA Central Office Fund.

This Order shall take effect immediately and shall be considered revoked upon the completion of the event. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

FRANCISCO P. TIU LAUREL, JR.
Secretary



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