



Republic of the Philippines  
**Department of Education**  
 Region III  
**SCHOOLS DIVISION OF PAMPANGA**

15 November 2024

**DIVISION MEMORANDUM**

No. 751 s. 2024

**BEST IMPLEMENTER OF THE KALAHI PROGRAM CONTEST**  
 (In Partnership with Congresswoman Dr. Anna York Bondoc)

To: Assistant Schools Division Superintendents  
 Chief Education Supervisors  
 Public Schools District Supervisors  
 School Heads Concerned  
 Kalahi Young Professionals  
 All Others Concerned

1. This pertains to the letter from Honorable Congresswoman Dr. Anna York Bondoc on their initiative **“Best Implementer of the KALAHI Program Contest”** to recognize the outstanding efforts of schools in effectively implementing the KALAHI Program.

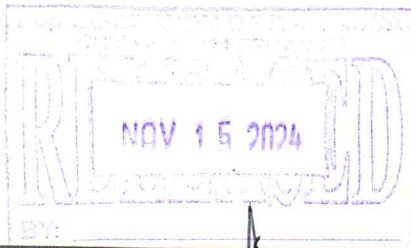
2. The objectives of the activity are:
- to reward the KALAHI participants and the schools for their excellence in program implementation.
  - to showcase best practices that can be shared across the education community; and
  - to motivate others to strive for greater efficiency and effectiveness in the delivery of services that will contribute to the development of learners and community.

3. The Grand Prize of the contest is P20,000.00 for KALAHI Participants (Group Entries) and Two Million Pesos (P2,000,000.00) worth of School Repair for the School where the KALAHI participants were assigned.

4. Attached herewith is the official mechanics for the Best KALAHI Implementers Video Contest for guidelines of all concerned.

5. Immediate and wide dissemination of this memorandum is earnestly desired.

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*[Handwritten Signature]*

**ROMEO M. ALIP, PhD, CESO V**  
 Schools Division Superintendent

SMN-DDS



# **Best Kalahi Implementers Video Contest**

## **Official Mechanics**

### **Objectives:**

1. Document Kalahi Program's impact within the Department of Education (DepEd) through creative video presentations.
2. Promote school and town history, culture, and the local community.

### **Contest Mechanics:**

#### *Eligibility:*

1. The contest is open to Kalahi Program participants from both Elementary and Secondary schools under the Department of Education (DepEd).
2. The contest is open to group entries consisting of up to 10 members. (If there is only one Kalahi in school they may also join but this primarily a group work).
3. Each school may submit maximum one entry.
4. Themes for the Video Presentation:

Participants are encouraged to choose from the following themes (but may also combine them):

- i. School History and Culture
- ii. School Pride
- iii. Town History and Culture (e.g., local food, tourist attractions, products)
- iv. Kalahi Activities
- v. Kalahi Learnings and Realizations
- vi. Advantages of the Kalahi Program
- vii. Hopes and Dreams for the Future
- viii. What Kapampangan word best describes you or your assigned school
- ix. What Kapampangan dish best describes your experience

#### *Video Requirements:*

1. The video must be 2 minutes or less in duration. Short-form video formats such as Facebook, TikTok or Instagram Reels are encouraged.
2. The video can be musical, dance, animation, documentary, silent, slides, conversational, or a combination. Use of Kapampangan songs is highly encouraged to enhance local cultural representation.

3. The video must highlight the contribution of the Kalahi Program in the school and the students.
4. Preferably in Kapampangan, though other languages or dialects may be used.
5. Kalahis are encouraged to wear their uniforms and IDs in the videos.
6. Videos must be positive, uplifting and educational

#### *How to Submit*

1. Submit your video entries through a public post on each member and the school's Facebook account.
2. Ensure your post is on public setting and follows the required caption format and includes the hashtag #KalahiniDrAnnaBondoc

#### *Posting Instructions:*

1. The entry must be posted on Facebook and include the following details in the caption:

Name of School  
Municipality

2. Participants must use the official hashtag when posting the video:

#KalahiniDrAnnaBondoc(name of municipality)

Example: #KalahiniDrAnnaBondocMacabebe

3. Please TAG our FB page Dr Anna York Bondoc

#### **Judging Criteria:**

Entries will be judged based on the following criteria:

Creativity and Originality (20%)

Impact and Relevance to the Kalahi Program (20%)

Video Quality and Production (20%)

Use of Kapampangan Cultural Elements (20%)

Audience Impact {most likes and shared videos} (20%)

#### **Submission Deadline:**

All entries must be submitted and posted by 5:00PM on **November 18, 2024**.  
Late submissions will not be considered.

**Prizes and Awards:**

- i. Municipal Level Awards:
  - a. For Kalahi Participants (Group Entries):  
First Prize: PHP 5,000.00  
Second Prize: PHP 3,000.00  
Third Prize: PHP 2,000.00
  - b. For Schools where the Kalahi participants were assigned:  
Construction Materials for school improvement projects.
- ii. Grand Prize:
  - a. For Kalahi Participants (Group Entries):  
**Grand Prize: PHP 20,000.00**
  - b. For the School where the Kalahi participants were assigned  
**Grand Prize: PHP 2,000,000.00 worth of school repairs.**
- iii. Special Awards
  - Most Reacted/Liked Video
  - Most Shared Video
  - Best Script (Kapampangan)
  - Best Background Music (Kapampangan Song)
  - Best Use of Kapampangan Culture and Language
  - Best School Participation

**Announcement of Winners:**

Winners shall be announced during the culmination activity of the Kalahi Program with the DSWD scheduled on \_\_\_ of November.

**Additional Rules & Guidelines:**

1. Outside photographers or editors are NOT allowed. Effort must be by the Kalahi participants with assistance of the school community as actors and interviewed persons.
2. Use of AI is not allowed.
3. Participants agree to allow the Office of Congw. Dr. Anna York Bondoc, the DSWD and the DepEd to use their videos for purpose of promoting school and town history, culture, and the local community and the Kalahi program, including social media platforms.
4. Entries must be original and should not infringe on the intellectual property rights of others. Any plagiarism or use of copyrighted material will disqualify the entry.
5. The judges' decision is final and not subject to appeal.

**Good luck to all participants, and may your creativity shine in showcasing the wonderful impact of the Kalahi Program!**