



Republic of the Philippines
Department of Education

DepEd-Division
of Batangas

ICT SECTION

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JAN 28 2025

DepEd MEMORANDUM
No. 010, s. 2025

2025 NATIONAL HERITAGE MONTH CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Minister, Basic, Higher, and Technical Education, BARMM
Regional Directors
Schools Division Superintendents
Public and Private Elementary and Secondary School Heads
ALS Community Learning Centers
All Others Concerned

1. Presidential Proclamation No. 439, s. 2003 declared May of every year as the National Heritage Month (NHM) and should be celebrated annually. Relative thereto, the National Commission for Culture and the Arts (NCCA) announces the observance of the **2025 National Heritage Month**.

2. This year's NHM banners the theme, **Preserving Legacies, Building Futures: Empowering Communities Through Heritage**, which highlights the role of heritage to connect and empower future generations by promoting appreciation of heritage conservation through capacity-building initiatives. The theme also advocates communities, including Indigenous people, to work together in building for the future, reflecting the importance of shared heritage among diverse communities so that collaborations will be developed and generations of conservation advocates will be empowered.

3. To promote public awareness in the observance of the event, all regional offices (ROs), schools division offices (SDOs), and schools are encouraged to undertake related activities, such as but not limited to

- a. active use, posting, and sharing of the 2025 NHM advocacy materials, including the official 2025 NHM poster, Facebook banners, and 2025 NHM Calendar of Activities in all ROs, SDOs, and schools' websites and social media accounts;
- b. participation in the online campaign thread about the 2025 NHM celebration by sharing heritage-related content, including photos, videos, news features, and other collaterals released by the NCCA and NHM Facebook Pages (facebook.com/nationalheritagemonthph) using the hashtags #NHM2025 and #NHMEmpoweringCommunitiesThroughHeritage;

- c. organizing their own NHM activities and participation in heritage-related events such as seminars, webinars, workshops, lectures, and exhibits;
- d. organizing their own NHM activities, and fill out the 2025 NHM Activity Proposal Form and send the final information to the NHM Secretariat for inclusion in the Calendar of Activities on or before April 1, 2025 (Monday). The NHM 2025 reference materials can be accessed through this link: <https://tinyurl.com/yu642zms>

For easier consolidation, the activities may be accomplished along with the submission of the agency's high-resolution logo through this link: <https://bit.ly/3UWE2M2>; and

- e. submission of activity implementation reports with high-quality photos to nhmsecretariat@gmail.com in a Word document file with the following details for inclusion in the NHM 2025 Souvenir Program on or before June 13, 2025 (Friday):

- Name of Institution
- Date of Activity
- Venue of Activity
- Brief Description of the Activity

4. Participation of learners and teachers from public and private schools shall be purely voluntary and shall not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 009, s. 2024 titled Implementing Guidelines on the School Calendar and Activities for the School Year 2024–2025, and DO 9, s. 2005, titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith.

5. For more information, please coordinate with the following:

Ms. Renee C. Talavera

NCCA Program Management Division

Telephone Numbers: (02) 8527-2192 and 8527-2210, local 524 or 541

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Email Address: nhmsecretariat@gmail.com

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6. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:




GINA O. GONONG
Undersecretary

References:

DepEd Order (Nos. 009, s. 2024 and 9, s. 2005)
DepEd Memorandum No. 022, s. 2024

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

BASIC EDUCATION
BUREAUS AND OFFICES
CELEBRATION AND FESTIVALS
CULTURE AND ARTS
LEARNERS
SCHOOLS
TEACHERS

MSCM APA MPC, DM 2025 National Heritage Month Celebration
0015 - January 15, 2025