



Republic of the Philippines
DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS
CENTRAL OFFICE
Manila



097.7 DPWH
11.23.2023

23 NOV 2023

DEPARTMENT MEMORANDUM)

CIRCULAR NO.)
Series of 2023)

81

11/23/2023

FOR / TO : SENIOR UNDERSECRETARY
UNDERSECRETARIES
ASSISTANT SECRETARIES
REGIONAL DIRECTORS
BUREAU DIRECTORS
SERVICE DIRECTORS
HEADS OF UPMOs
DISTRICT ENGINEERS
HEADS OF ATTACHED AGENCIES
OTHERS CONCERNED
This Department

For information and guidance, attached is a copy of **Memorandum Circular No. 39** dated November 9, 2023 signed by Executive Secretary Lucas P. Bersamin, entitled: **"DIRECTING ALL NATIONAL GOVERNMENT AGENCIES AND INSTRUMENTALITIES, INCLUDING GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS, GOVERNMENT FINANCIAL INSTITUTIONS, AND STATE UNIVERSITIES AND COLLEGES, AND ENCOURAGING ALL LOCAL GOVERNMENT UNITS, TO ATTEND, PARTICIPATE AND PROVIDE FULL SUPPORT TO THE BAGONG PILIPINAS OFFICIAL CAMPAIGN KICK-OFF RALLY"**.

A copy of the said Memorandum Circular may also be downloaded from the DPWH website: <http://dpwhweb>. If an office cannot access the DPWH website, a hard copy may be obtained from the Records Management Division, HRAS, upon request.

For dissemination to all concerned.


MARICHU A. PALAFOX, CESO II
Assistant Secretary for Support Services

Encl: As stated

cc: Office of the Secretary

10.1.4 JVL/CDP/VGV

**Office of the President
of the Philippines
Malacañang**

MEMORANDUM CIRCULAR NO. 39

**DIRECTING ALL NATIONAL GOVERNMENT AGENCIES AND
INSTRUMENTALITIES, INCLUDING GOVERNMENT-OWNED
OR -CONTROLLED CORPORATIONS, GOVERNMENT FINANCIAL
INSTITUTIONS, AND STATE UNIVERSITIES AND COLLEGES, AND
ENCOURAGING ALL LOCAL GOVERNMENT UNITS, TO ATTEND,
PARTICIPATE AND PROVIDE FULL SUPPORT TO THE *BAGONG
PILIPINAS* OFFICIAL CAMPAIGN KICK-OFF RALLY**

WHEREAS, Executive Order No. 14 (s. 2023) approved and adopted the Philippine Development Plan 2023-2028, which seeks to steer the economy back to a high-growth path, towards building an environment that provides equal opportunities to all Filipinos, and equipping them with skills to participate fully in an innovative and globally competitive economy;

WHEREAS, the Administration, through Memorandum Circular (MC) No. 24 (s. 2023) launched the *Bagong Pilipinas* campaign as its brand of governance and leadership towards attaining a promising future, focused on implementing an all-inclusive plan for deep and fundamental social and economic transformations in all sectors of society and government, and to foster the State's commitment towards the attainment of comprehensive policy reforms and full economic recovery;

WHEREAS, MC No. 24 (s. 2023) directed all national government agencies and instrumentalities, including government-owned or -controlled corporations (GOCCs), and state universities and colleges (SUCs), to be guided by the principles, strategies, and objectives of the *Bagong Pilipinas* brand of governance and leadership in planning their programs, activities and projects, as well as in their branding and communications strategy; and

WHEREAS, the success of the *Bagong Pilipinas* brand of leadership, characterized by a principled, accountable and dependable government and reinforced by unified institutions of society, would require the dynamic participation of all national government agencies and Local Government Units (LGUs);

NOW, THEREFORE, the following are hereby ordered:

The Presidential Communications Office (PCO) is hereby directed to lead and organize the conduct of the *Bagong Pilipinas* Official Campaign Kick-Off Rally.

All national government agencies and instrumentalities, including GOCCs, government financial institutions, and SUCs are hereby directed, and all LGUs are

encouraged, to extend full support for and cooperation with the PCO in the conduct of the *Bagong Pilipinas* Official Campaign Kick-Off Rally, and to provide the PCO with the necessary assistance in spearheading the call for deep and fundamental transformations in all sectors of society and government towards the attainment of comprehensive policy reforms and full economic recovery.

DONE, in the City of Manila, this 9th day of November, in the year of our Lord, Two Thousand and Twenty-Three.

By authority of the President:


LUCAS P. BERSAMIN
Executive Secretary

