



BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE GOVERNOR

CIRCULAR LETTER NO. CL-2019-027

To : ALL BANKING INSTITUTIONS

Subject: Credit Consciousness Week 2019

Pursuant to Proclamation No. 568 dated 25 April 1995 (copy attached) designating 24 to 30 April as Credit Consciousness Week, all banking institutions and their branches are enjoined to undertake during the period promotional and publicity-generating activities such as advertising, window and counter displays, streamers, distribution of give-aways, raffles, and similar incentives and devices.

We enjoin the banking industry to promote more vigorously the benefits derived by our communities from their engagement with banking institutions. We believe that a good appreciation of the important roles that banks play in the lives of our people, and our country is important for economic growth and development.

To unify the campaign for our celebration of Credit Consciousness Week 2019, banks are requested to incorporate the theme, "*Wastong pagpapautang tangkilikin, responsableng pagbabayad siguruhin*" and the phrase "Credit Consciousness Week, April 24-30, 2019" in their promotional materials and print advertisements during the period.

A prescribed tarpaulin layout for this campaign may be downloaded at the BSP website (www.bsp.gov.ph). The preferred size is 3 feet x 10 feet but may be adjusted depending on the size of the wall and/or gate and other collaterals.

For more information, banks may contact the BSP Corporate Affairs Office at telephone number 708-7701 local 2627 and 2698.

BENJAMIN E. DIOKNO

Governor

April 2019

Att.: A/S

MALACAÑANG

Manila

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 568

DECLARING THE PERIOD FROM APRIL 24 TO 30 OF EVERY YEAR AS CREDIT CONSCIOUSNESS WEEK

WHEREAS, PHILIPPINES 2000, the Filipino vision of sound development by the year 2000, recognizes the need for accelerated industrial and agricultural development by generating financial resources through effective financial intermediation and sound lending operations in aid of capital formation;

WHEREAS, the drive towards the attainment of the status of a Newly Industrialized Country by the turn of the century will be effectively boosted if all sectors of society are made fully aware of the vital role that capital formation and responsible credit play in the country's economic development;

WHEREAS, to effectively impart this awareness, it is imperative to institute a continuing campaign that will involve all sectors of society, as well as all levels and instrumentalities of the government;

NOW, THEREFORE, I, FIDEL V. RAMOS, President of the Philippines, by virtue of the powers vested in me by law, do hereby declare the period from April 24 to 30 of every year, as "CREDIT CONSCIOUSNESS WEEK".

For this purpose, the Secretary of Finance, Secretary of Education, Culture and Sport, Secretary of the Interior and Local Government, Director-General of the National Economic and Development Authority, the Governor of the Bangko Sentral ng Pilipinas, as well as all heads of Departments, Bureaus, Offices, Agencies, and Instrumentalities of the Government, Local Government Units of all levels, and Government-owned or Controlled Corporations are hereby directed to undertake activities in accordance with the spirit of this Proclamation.

The Bankers Association of the Philippines, the Chamber of Thrift Banks, the Rural Bankers Association of the Philippines, the Financial Executives Institute of the Philippines, and all members of the mass media, civic and commercial associations and non-governmental organizations are hereby requested to extend their full support and cooperation in this campaign.

Credit Consciousness Week
April 24 to 30 of every year

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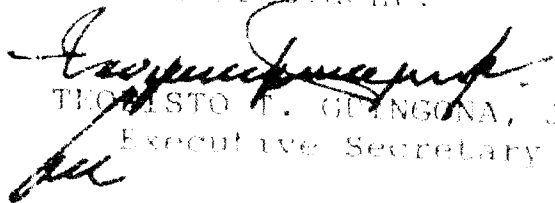
1979 ^h supersedes Proclamation No. 1837, dated March 30,

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed

Done in the City of Manila, this 25th day of April in the year of our Lord, nineteen hundred and ninety five.



By the President:


THOMAS T. GUINGONA, JR.
Executive Secretary

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Date


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