TESDA CIRCULAR

SUBJECT: Implementing Guidelines on the "Tatak TESDA Video Making Contest"		Page 1 of 4 page/s Number 18 Series of 2013
Date Issued : October 21, 2013	**Effectivity :** As indicated	**Supersedes:**

In the interest of the service and in view of the implementation of the Tatak TESDA Video Making Contest", the following guidelines are hereby issued:

OBJECTIVES OF THE CONTEST

1. To document success stories of tech-voc graduates;
2. To propagate Technical Vocational Education and Training (TVET) through testimonials from tech-voc graduates themselves using digital and social media;
3. To give recognition to successful tech-voc graduates; and
4. To create greater awareness on TESDA and its programs and services

CONTEST MECHANICS

I. WHO CAN JOIN:

- There shall be two categories for the entries to this contest as follows:

  a. Individual Category

  - A TVET graduate of any qualification/course from 1996 onwards;
  - Holder of an NC or CoC;
  - Working in the Philippines or abroad either as wage employed or self-employed in the qualification where he was trained; and
  - Of any age

  b. School Category

  - TVET graduates endorsed by their Technical Vocational Institution (TVI)
  - TVI must be a holder of Certificate of TVET Program Registration for any qualification covered by TWSP;
  - TVI must be a Holder of Certificate of TVET Program Registration for the qualification of the graduate on the video and currently offering the said program; and
  - Of good standing, i.e compliant to all the UTPRAS requirements including passing the compliance audit

- TESDA Employees and their relatives up to the third degree of consanguinity and affinity are not eligible to participate in the contest.

II. HOW TO JOIN:

a. Create a 2-3 minute video using any recording device. Language used can be in English, Filipino or combination of English and Filipino. The entry shall be submitted/uploaded by the graduate or by the TVI.

The video shall comply with the following requirements:

1. Should be taken at the workplace/work setting
2. Can be taken by a video camera, cellphone, Ipad, etc.
3. Duration is 2-3 minutes
4. May be in the form of dramatization, storytelling or music video and contains the answers to the question: **How did your tech-voc training change your life?**

The closing statement of the video should include "Ako si ____(e.g. Juan Dela Cruz), Tatak TESDA."

b. Upload the video on your Facebook account and send the link (URL) of this entry to email address, tataktesda@tesda.gov.ph, along with an accomplished entry form which can be downloaded from the TESDA website. (www.tesda.gov.ph)

c. Entries will be accepted from November 4 – December 30, 2013.

d. The TESDA Screening Committee shall review the entries and notify the graduate/TVI if the video is considered an official entry to the contest. The first 1,000 entries that pass the screening shall receive a token from TESDA.

e. The TESDA Screening Committee shall upload the video on the TESDA Facebook account.

f. The graduate/TVI shall promote the video to their friends and relatives. Entries that get 1,500 Likes shall be entitled to one TWSP scholarship slot. This is a one time availment during the submission/uploading period.

g. The videos shall remain on the TESDA Facebook account until the end of February 2014.

III. SHORTLISTING OF ENTRIES/REFINEMENT FOR THE TATAK TESDA FILM FESTIVAL

a. The TESDA Screening Committee shall convene to review all the entries and select the top 20 entries (10 graduates and 10 TVIs) based on the criteria.

b. The TESDA Screening Committee shall notify the graduate/TVI about their inclusion in the top 20 entries. Only the graduates for Individual Category will be given ten thousand pesos each (P10,000) for the refinement of their videos. The qualifying graduates shall have the prerogative to spend more than the P10, 000 subsidy to improve their entries. Qualifying TVIs shall be required to refine their videos as well.

c. The graduate/TVI shall upload the refined video on their Facebook and send the link (URL) to email address, tataktesda@tesda.gov.ph.

d. The TESDA Screening Committee shall upload the video on the TESDA Facebook account.

e. The TESDA Screening Committee and the members of the Board of Judges shall screen the entries and choose the winners for the two categories.

f. The top 20 videos shall be shown during the "Tatak TESDA" Film Festival. Winners shall be announced and awarded during this event.

g. All entries shall be considered property of TESDA which the agency can use in its advocacy activities.

IV. CRITERIA FOR JUDGING

For Screening:

Criteria	No. of Points
Passing the entry level requirements a. tech-voc graduates of any qualification from 1996 onwards b. holder of an NC or CoC c. working in the Philippines or abroad either as wage employed or self-employed in the qualification where he was trained d. of any age	40
Video quality	30
Content	30
Total	**100**

NOTE: A rating of 75% entitles the entry to a token.

For Top 20:

Criteria	No. of Points
Content	30
Video quality	20
Viewers' Choice	50
Total	**100**

For Grand Prize Winners:

Criteria	No. of Points
Best in Video (cinematography)	30
Best in Story (screenplay)	20
People's Choice Award	50
Total	**100**

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V. PRIZES

1. First 1,000 entries that pass the screening shall receive a token and Certificate of Recognition.
2. Entries that receive 1,500 likes within the contest period shall receive a TWSP scholarship slot for a training program of his choice. The scholarship can be used by the graduate/TVI or by a friend or relative of his/her choice.
3. Top 10 entries from the Individual Category shall receive the P10,000 for the refinement of their videos.
4. Winners during the Film Festival shall win any of the following:

Award Category	Graduate	TVI
1. Best in Video (Cinematography)	P25,000.00 and trophy	P250,000 worth of TWSP Scholarship and trophy
2. Best in Story (Screenplay)	P25,000.00 and trophy	P250,000 worth of TWSP Scholarship and trophy
3. People's Choice Award	P50,000.00 and trophy	P500,000 worth of TWSP Scholarship and trophy
4. Grand Winner	P100,000.00 and trophy	P1 million worth of TWSP Scholarship and trophy

5. A graduate/TVI can win only one of the first three (3) categories and the Grand Winner Award.
6. The award and utilization of the TWSP slots by the graduate and the TVI shall be subject to and in accordance to the existing guidelines of TESDA.

SCHEDULE OF IMPLEMENTATION

Date	Activity
October 29	Contest launching
November 4	Start of Phase I: Uploading of videos
December 30	Last day for submission of entries
January 6 – 10	Selection of top 20 entries
January 10 – 20	Phase II: Refinement of the entries
January 20-30	Uploading of the refined entries
February 10-14	Review of the entries/Judging
February 14	Tatak TESDA Film Festival and Awarding Ceremony

This Circular shall take effect as indicated.

SEC. EMMANUEL JOEL J. VILLANUEVA
Director General