BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE GOVERNOR

CIRCULAR LETTER NO. CL-2020-028

To : **ALL BANKING INSTITUTIONS**

Subject: **Savings Consciousness Week 2020**

Pursuant to Proclamation No. 380 dated 15 May 1994 (copy attached) designating June 30 to July 6 as Savings 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 consistent with existing minimum health standards and social distancing protocols.

We enjoin the banking industry to continuously encourage the public to save in banking institutions and further raise awareness on the vital role of savings in the country's economic development.

To unify the campaign for our celebration of Savings Consciousness Week 2020, banks are requested to incorporate the theme, ***"Sa panahon ng kagipitan, bunga ng pag-iipon ay maaasahan"*** and the phrase "Savings Consciousness Week, June 30-July 6, 2020" in their promotional materials and print advertisements during the period. In particular, we encourage the banking community to post the theme slogan in their respective websites and/or social media pages.

For more information, banks may contact the BSP Communication Office by email at bspmail@bsp.gov.ph.

BENJAMIN E. DIOKNO
Governor

17 June 2020

Att.: A/S

MALACAÑANG
MANILA

BY THE PRESIDENT OF THE PHILIPPINES

MPU 1023

PROCLAMATION NO. 380

DECLARING THE PERIOD FROM JUNE 30 TO JULY 6, 1994 AND EVERY YEAR THEREAFTER AS SAVINGS CONSCIOUSNESS WEEK

WHEREAS, Philippines 2000, the Filipino peoples vision of development by the year 2000 recognizes that the purpose of hastening capital formation through non-inflationary means, particularly through savings with banks and other financial intermediaries, is that of accelerating the country's economic progress and development; and

WHEREAS, the drive towards the country's reaching an industrialized status by year 2000 can be achieved only if all sectors of society fully realize, and have a continuing awareness of the vital role of savings in the development process;

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 June 30 to July 6 of this year, and every year thereafter, Savings Consciousness Week, and hereby direct the Department of Finance, the Bangko Sentral ng Pilipinas and the Department of Education, Culture and Sports to undertake such measures as may be necessary to ensure successful observance thereof, and enjoin all sectors of our society and all levels of the government -- national, provincial, city and barangay -- to extend their cooperation to this national effort.

This Proclamation supersedes Proclamation No. 1868 dated June 18, 1979.

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 15th day of May in the year of Our Lord, nineteen hundred and ninety-four.

By the President:

TEOFISTO T. GUINGONA, JR.
Executive Secretary

PHS IBRARY
Received
MAY 19 1994
Date