



BANGKO SENTRAL NG PILIPINAS

OFFICE OF THE DEPUTY GOVERNOR SUPERVISION AND EXAMINATION SECTOR

CIRCULAR LETTER NO. CL-2015-044

To : ALL BANKS

Subject : Showing of Savings Videos in Head Office (HO) and Branches of Banks

The Bangko Sentral ng Pilipinas highly enjoins banks, their HO and branches, to show the following savings videos in their TV screens and monitors, if these are available within the HO and branch premises, for a duration of six months, in support to the consumer protection and education advocacies of the BSP:

Title/Links to Youtube	Description
Live Simply, Save Early https://www.youtube.com/watch?v=DWsYdnFFh-4	Shows the different features of bank savings products
Live Within Your Means, Live Life to the Fullest https://www.youtube.com/watch?v=ZdIPZN1LWVY	Shows the importance of saving in a bank vs. keeping money at unsafe places; provides "protect your money" tips.
Be a Wise Saver https://www.youtube.com/watch?v=B5SfyVVMhkw	Shows how and why college students should develop the habit of savings, i.e. for future consumption, investment, education, emergency needs, etc.

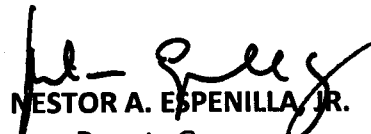
The savings videos is part of the "Protect Your Money" (PYM) campaign of the Consumer Protection and Education Committee (CPEC) of the Financial Sector Forum (FSF)¹ which includes the BSP as a member. It was developed through a project supported by the Alliance for Financial Inclusion (AFI), a network of financial sector regulators from developing countries. Its target audience are college students, with the objective of raising awareness and consciousness on the importance of developing the discipline of saving in banks among them.

¹ The FSF is a voluntary cooperative endeavor of the country's financial regulators to provide an institutionalized framework for coordinating the supervision and regulation of the financial system while preserving the mandate of each FSF member agency, namely, the BSP, the Securities and Exchange Commission (SEC), the Insurance Commission (IC), and the Philippine Deposit Insurance Corporation (PDIC).

You may obtain a copy of the savings videos through the following means:

- a. download from the youtube links provided above
- b. download through the BSP website* or through the BSP's facebook account (<https://www.facebook.com/BangkoSentralngPilipinas>)
- c. secure a CD of the savings videos from the Office of the Managing Director, Supervision and Examination Subsector III, 14/F, Multi-Storey Bldg., BSP Head Office (telephone number 708-7408)
- d. secure a CD of the savings videos from the BSP Regional Branches/Units nearest your bank/branch (please see Annex A)

For compliance and immediate implementation.


NESTOR A. ESPENILLA, JR.
Deputy Governor

26 July 2015

* The savings videos may be downloaded from the BSP website at www.bsp.gov.ph under Multimedia.

REGIONAL MONETARY AFFAIRS SUB-SECTOR BSP REGIONAL OFFICES AND BRANCHES					
Regional Office/Branch	Address	Head	Position	Telephone	Fax Number
LUZON					
BSP La Union Regional Office	Quezon Avenue, San Fernando City, La Union	Rogel Joseph V. Del Rosario	Acting Director	(072) 888-2083	(072) 888-3793
BSP San Fernando Branch	Greenfields Subdivision, MacArthur Highway, Sindalan, San Fernando, Pampanga	Joseph Norbert S David	Deputy Director	(045) 455-4014	(045) 455-3835
BSP Batac Branch	National Hi-way, Quiling Norte, Batac City, Ilocos Norte	Buenafe F. Alinio	Deputy Director	(077) 792-2103	(077) 792-2105
BSP Cabanatuan Branch	Corner Del Pilar and Paco Roman Streets, Cabanatuan City	Robinson I. Dagdagan	Deputy Director	(044) 463-1735/ 36	(044) 463-2180
BSP Dagupan Branch	Tondaligan, Bonon Guesset, Dagupan City	Luzviminda G. Soriano	Deputy Director	(075) 653-1026	(075) 614-3026
BSP Legazpi Branch	Brgy. 18 Rizal Street, Cabagñan, Legazpi City	Marlyn J. Paje	Deputy Director	(052) 480-5519	(052) 480-5585
BSP Lucena Branch	Quezon Avenue, Lucena City	Tomas D. Carino	Deputy Director	(042) 373-7323	(042) 373-7323
BSP Naga Branch	Roxas Avenue, Triangulo, Naga City	Edna A. Aquino	Acting Deputy Director	(054) 473-9895	(054) 473-9895
BSP Tuguegarao Branch	Regional Government Center, Tuguegarao City, Cagayan	Susie O. Fiesta	Acting Deputy Director	(078) 844-4755	(078) 844-4933
VISAYAS					
BSP Cebu Regional Office	Corner Osmeña Boulevard & P. del Rosario street, Cebu City	Leonides B. Sumbi	Acting Director	(032) 254-0973	(032) 254-0702
BSP Bacolod Branch	Lacson corner Luzuriaga Sts., Bacolod City	Job T. Nepomuceno	Deputy Director	(034) 434-7755	(034) 435-2816
BSP Dumaguete Branch	North Road, National Highway, Daro, Dumaguete City	Nicasio Z. Parco	Deputy Director	(035) 422-9326	(035) 422-9326
BSP Iloilo Branch	BSP Building, Solis St., Iloilo City	Joanne Marie D. Castelo	Acting Deputy Director	(033) 335-1180	(033) 338-0573
BSP Roxas Branch	Arnaldo Boulevard, Brgy. Baybay, Roxas City	Victor Ariel Dey	Acting Deputy Director	(036) 621-7823	(036) 621-7812
BSP Tacloban Branch	Airport Road, San Jose, Tacloban City	Ludivina M. Realina	Acting Deputy Director	(02) 708-7701 local 7153	
MINDANAO					
BSP Davao Regional Office	Quirino Avenue, Davao City	Thelma C. Pantig	Acting Director	(082) 227-9051	(082) 226-4130
BSP Cagayan de Oro Branch	National Hi-way corner Velez St., Capitol Ground, Cag. de Oro City	Onofre Pascua	Deputy Director	(088) 857-4179	(088) 857-4146
BSP Cotabato Branch	Quezon Ave.corner Sinsuat Ave., Cotabato City	Perry B. Dequita	Deputy Director	(064) 421-7370	(064) 421-3117
BSP General Santos Branch	Daprosa Street corner Pendatum Avenue, General Santos City	Felicitas C. Concha	Acting Deputy Director	(083) 552-1905	
BSP Ozamiz Branch	Circumferential Road, Ozamiz City	Eduardo Marbida	Acting Deputy Director	(088) 521-2678	(088) 521-2678
BSP Zamboanga Branch	N.S. Valderosa St., Pettit Barracks, Zamboanga City	Vicente Celestial	Acting Deputy Director	(062) 991-2151	(062) 992-3055
BSP Butuan Branch	J.C. Ave., Brgy Libertad, Butuan City	Henry C. Franial	Deputy Director	(085) 815-1502	