



DEPARTMENT ADMINISTRATIVE ORDER NO. 17-08  
Series of 2017

**IMPLEMENTING GUIDELINES ON THE GRANT OF BAGWIS AWARD  
TO BUSINESS ESTABLISHMENTS THAT UPHOLD CONSUMERS' RIGHTS  
AND INTEREST, AND PRACTICE BUSINESS ETHICS**

WHEREAS, Republic Act No. 7394 otherwise known as the Consumer Act of the Philippines ensures the protection of the consumer, promotion of his general welfare and the establishment of standard of conduct for business and industry;

WHEREAS, the Department of Trade and Industry aims to give due recognition to establishments that uphold the rights of consumers and practice responsible business where consumers indeed get value for money;

WHEREAS, the Bagwis award recognizes retail establishments that promote and foster the highest level of business ethics and uphold the rights of consumers by adopting responsible business practices;

WHEREAS, accreditation of a Consumer Welfare Desk (CWD) is no longer required as a stand-alone Program.

NOW THEREFORE, the following rules and regulations are hereby promulgated:

**RULE I  
GENERAL PROVISIONS**

**Section 1. Short Title.** These Rules and Regulations shall be referred to as "Guidelines on the Grant of Bagwis Award".

**Section 2. Objective.** These Guidelines are adopted to ensure the effective recognition on the grant of Bagwis Award and specifically to:

- a) Instill quality consciousness among consumers;
- b) Promote a fair and honest market place through self-regulation;
- c) Uphold product and service excellence;
- d) Assure retail establishments' compliance with consumer and trade laws; and
- e) Provide access to consumer redress.

**Section 3. Coverage.** These Guidelines are applicable to all business establishments nationwide which have been existent for at least one (1) year and may fall to the following store categories, to wit:

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- a) Category I - Supermarket / Grocery Store
- b) Category II - Department Store
- c) Category III - Specialty Store
- d) Category IV - Appliance Center
- e) Category V - Hardware Store
- f) Category VI - Convenience Store
- g) Category VII - DTI-Accredited Service and Repair Shop

Other categories may be included as determined by the CPAB.

## RULE II DEFINITION OF TERMS

**Section 1. Definition of Terms.** For purposes of these Rules, the following terms shall mean or be understood as follows:

- a) **Appliance Center** – establishments engaged in retailing household appliances, home equipment, and electronics such as cameras, computers and related goods.
- b) **Convenience Store**<sup>1</sup> – stores with extended opening hours and in a convenient location, that typically sells limited range of household goods and groceries.
- c) **Department Store** – retail establishments with extensive assortment in variety and range of consumer goods in different product categories (*i.e. apparel, supplies, etc.*).
- d) **DTI-Accredited Service and Repair Shop** – service enterprise or repair shops that are accredited by the DTI under the categories cited in Presidential Decree No. 1572.
- e) **Grocery Store and Supermarket** – stores that can be both a retail and wholesale business which offers wide array of products that are mainly household merchandise and grocery items. General merchandise stores are included herein.
- f) **Hardware Store** – retail stores that sell household hardware for home improvement including tools, supplies, housewares, utensils, construction, etc.
- g) **Specialty Store** – retail stores that focus on specific categories and ranges of consumer products and/or services that are within the DTI jurisdiction (*i.e. jewelry stores, toy stores, bookstores, hair salons, nail salons, etc.*). Car dealers, motorcycle dealers, aesthetics and spa salons, and the likes are not included.

## RULE III BAGWIS COMMITTEE

**Section 1. Creation of a Bagwis Committee.** A Bagwis Committee, which shall have the exclusive power and function to administer and implement the provisions of these Guidelines, is hereby created.

<sup>1</sup> Does not include drugstores that also cater sales of consumer products that are within the DTI jurisdiction

### 1.1 Regional Bagwis Committee (RBC)

- Chairperson - DTI Regional Director or Assistant Regional Director  
Members<sup>2</sup> - Regional Consumer Protection Division Head  
Business Sector  
DTI-Recognized Consumer Organization (CO)<sup>3</sup>  
Local Government Unit<sup>4</sup>

### 1.2 National Bagwis Committee (NBC)

- Chairperson - Head, Consumer Protection and Advocacy Bureau  
Co-Chairperson - TBD by the Committee among its members  
Members - Bureau of Philippine Standards  
Regional Operations Group  
DTI-Recognized CO  
Philippine Retailers Association

### 1.3 Secretariat

- 1.3.1 The Consumer Protection Division of the DTI Regional Office, or its equivalent, acts as the Secretariat of the RBC.  
1.3.2 The Consumer Protection and Advocacy Division of the Consumer Protection and Advocacy Bureau acts as the Secretariat of the NBC.

**Section 2. Duties and Responsibilities.** For purposes of the full implementation of these Guidelines, apart from the inherent functions in their official duties, the Bagwis Committee is given the following mandates:

#### 2.1 Consumer Protection and Advocacy Bureau (CPAB)

- 2.1.1 Acts as the overall Bagwis Secretariat, through the Consumer Protection and Advocacy Division (CPAD), for the National Bagwis Committee;  
2.1.2 Determines other categories for the program and issue guidelines thereof;  
2.1.3 Provides information, education, and communication (IEC) materials relative to the nationwide implementation of the DTI Bagwis Program;  
2.1.4 Conducts seminar on the DTI Bagwis Program for NCR;  
2.1.5 Conduct initial assessment and/or on-site validation of individual nominee business establishments and company-owned branches located in NCR;  
2.1.6 Endorse consumer complaints to the concerned Bagwis awardee/s for preliminary determination or resolution;  
2.1.7 Consolidates an updated listing and status of the DTI Bagwis Awardees nationwide (i.e. Directory of Awardees, Status Report, etc.);  
2.1.8 Provides the Bagwis Seal of Excellence and any other incentives and awards, through the concerned DTI Regional Offices; and  
2.1.9 Provides FTEB and DTI ROs/POs with list of Bagwis Awardees quarterly.

<sup>2</sup> One representative each Committee member

<sup>3</sup> One representative from a DTI-recognized CO where the nominee establishment is located

<sup>4</sup> One representative from the LGU where the nominee establishment is located

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## **2.2 Fair Trade Enforcement Bureau (FTEB)**

- 2.2.1 Nominate potential Bagwis Awardees subject to the minimum eligibility requirements as stated under Section 1 Rule V of these guidelines and submit the undertaking form to the Bagwis Secretariat;
- 2.2.2 Issue certification of no pending case/s, complaint/s, or formal charge/s filed before the DTI;
- 2.2.3 Endorse consumer complaints to the concerned Bagwis awardee/s for preliminary determination or resolution; and
- 2.2.4 Conduct mandatory quarterly post monitoring of all Bagwis Awardees in NCR to ensure compliance with Trade and Industry Laws and standards.

## **2.3 DTI Regional Offices (ROs)**

- 2.3.1 Promote and implement the DTI Bagwis Program in their respective areas of jurisdiction;
- 2.3.2 Endorse consumer complaints to the concerned Bagwis awardee/s for preliminary determination or resolution;
- 2.3.3 Conduct business/consumer seminars on the DTI Bagwis Program; and
- 2.3.4 Consolidate quarterly monitoring reports submitted by the DTI-POs and submission thereof to the Bagwis Secretariat.

## **2.4 DTI Provincial Offices (POs)**

- 2.4.1 Promote and implement the DTI Bagwis Program in their respective areas of jurisdiction;
- 2.4.2 Conduct initial assessment and/or on-site validation of individual nominee business establishments and company-owned branches located in their respective area of jurisdiction;
- 2.4.3 Issue certification of no pending case/s, complaint/s, or formal charge/s filed before the DTI;
- 2.4.4 Endorse consumer complaints to the concerned Bagwis awardee/s for preliminary determination or resolution;
- 2.4.5 Conduct business/consumer seminars on the DTI Bagwis Program; and
- 2.4.6 Conduct mandatory quarterly post monitoring of the Bagwis Awardees as stated in Section 3.1 Rule VI of these Guidelines and submit report to RO.

## **2.5 Committee Members**

- 2.5.1 Review and approve/disapprove nominations;
- 2.5.2 Regularly attend in Bagwis deliberation/evaluation meetings; and
- 2.5.3 For the member industry, promote the DTI Bagwis Program to their member establishments and encourage self-regulation to ensure compliance with the Bagwis Parameters.

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## RULE IV AWARD

**Section 1. Levels and Parameters of Awards.** Business establishments, upon evaluation, shall be awarded according to store categories and based on the following parameters:

PARAMETER	LEVEL OF AWARD		
	BRONZE	SILVER	GOLD
Compliance with applicable Consumer Laws (i.e. Consumer Act, Price Act, Gift Check Policy, No Shortchanging Act, etc.)	✓	✓	✓
Effective Customer Relations Services (i.e. presence of a CWD, and consumer complaints handling and customer feedback mechanisms)	✓	✓	✓
Efficient Store Management Operations (i.e. clean and orderly workplace, implementation of green measures, and proper placement of signage/s)	✓	✓	✓
Exemplification of Social Commitment and Responsibility (i.e. involvement in any regular corporate social responsibility programs/activities)		✓	✓
Established Quality Orientation Management (i.e. existence of company vision and mission, operations manual for complaints handling, and standard forms)			✓

**Section 2. Corporate Award.** A corporation, including its company-owned branches, may be recommended as potential Bagwis Awardees through a blanket nomination provided that the corporation has been existent for **at least three (3) years**. To be qualified, majority<sup>5</sup> of its company-owned branches that has been existent for **at least one (1) year** must be applied. Franchisee business is not included herein.

- 2.1 Only those company-owned branches found to be compliant with the parameters of the Program will be granted an award, *provided that* majority of all qualified branches passed the assessment. Those branches that failed to meet the parameters will be given 30 days to comply, subject to re-assessment. Failure to pass will be subject to six (6) months prohibition.
- 2.2 Succeeding the grant of award to a corporate nominee, its other qualified company-owned branches should be applied separately by the corporation, subject to the same process of assessment and evaluation.
- 2.3 Company-owned branches can apply individually provided that no existing award has been granted to the corporation.

**Section 3. Validity of Award.** The Bagwis Award shall be valid for three (3) years from date of conferment. Validity period will be indicated in the Bagwis seal.

- 3.1 Closure of the business establishment of the Bagwis awardee will automatically revoke and seize the grant of award. In such case that the business establishment will re-open, it should undergo the same nomination and screening process.

<sup>5</sup> Majority is equals to fifty percent of the qualified company-owned branches plus one (50% + 1)

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- 3.2 Relocation of the business establishment carries with it the Bagwis Award. In case the transfer from one place to another, whether at the provincial or regional level, the registrant<sup>6</sup> DTI Office must endorse the concerned awardee to the DTI Office that has jurisdiction over the new business location. The latter will then perform the assigned responsibilities set by these Guidelines.
- 3.3 In case of mergers and acquisition of business establishments, new nomination and screening process will be applied to the prevailing<sup>7</sup> business establishment.

## **Section 4. Incentives and Awards**

**4.1 DTI Bagwis Awardees/Establishments.** The Bagwis Awardees will be entitled to the following incentives:

- 4.1.1 Publication of awardees through quad-media;
- 4.1.2 Special mention during information campaigns;
- 4.1.3 Usage of the DTI Bagwis logo for approved store promotions and/or advertisements (must submit a copy to the concerned DTI office);
- 4.1.4 Regular training/s relevant for their sector (i.e. Complaints Handling, Small Medium Enterprise Roving Academy (SMERA), etc.)
- 4.1.5 Participation in the Annual Bagwis Convention;
- 4.1.6 Automatic qualification for the Bagwis Consumers' Choice Award; and
- 4.1.7 Express lane for DTI Services such as Sales Promotion Permit Application, Accreditation of Service and Repair Shops, and all other applicable DTI services being availed of by business establishments.

## **4.2 DTI Regional and Provincial Offices**

4.2.1 The Provincial Office in each Region which garnered the highest number of awardees in each level per year will be given a plaque of recognition and funds for consumer welfare projects amounting to:

- Highest in Gold Level - Fifty thousand pesos (PhP 50,000.00)
- Highest in Silver Level - Thirty thousand pesos (PhP 30,000.00)
- Highest in Bronze Level- Twenty thousand pesos (PhP 10,000.00)

4.2.2 The Regional Office which garnered the highest number of awardees in each level per year will be given a plaque of recognition and funds for consumer welfare projects amounting to:

- Highest in Gold Level - Eighty thousand pesos (PhP 80,000.00)
- Highest in Silver Level - Fifty thousand pesos (PhP 50,000.00)
- Highest in Bronze Level- Thirty thousand pesos (PhP 30,000.00)

4.2.3 The Provincial and Regional Offices that garnered the highest award in two or all levels can only win once. The highest level of award will be considered and be disqualified to the other levels. The next higher in rank will then be entitled to the other level of awards and its corresponding

<sup>6</sup> Registrant refers to the DTI Office that originally granted the award to the concerned business establishment

<sup>7</sup> Prevailing refers to the newly-formed business establishment under new management

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incentives. In case of tie, the monetary incentives will be split evenly among the awardee Offices.

4.2.4 Awardee Provincial and Regional Offices will be notified through a formal memorandum signed by the Undersecretaries of Consumer Protection Group and Regional Operations Group.

4.2.5 The plaque of recognition shall be conferred annually to awardee Provincial and Regional Offices during the Consumer Welfare Month (CWM) celebration every October, while the monetary incentive will be transferred to the concerned ROs/POs within the first quarter of the following year.

**4.3 Bagwis Consumers' Choice Award.** There will be an annual recognition of Bagwis "Consumers' Choice" Award, a national and inter-island<sup>8</sup> competition among the roster of Bagwis Awardees nationwide, that is conferred every October, in celebration of the CWM. Refer to Annex C for the mechanics.

**Section 4. Bagwis Awardees' Responsibilities.** The following are the roles and responsibility of the Bagwis Awardees:

- a) Ensure establishment's compliance to Bagwis parameters;
- b) Efficiently manage Consumer Welfare Desk or its equivalent;
- c) Act immediately on consumer complaints and queries;
- d) Report the action taken and status of complaints endorsed by the DTI FTEB or DTI ROs/POs, within seven (7) days upon receipt of the endorsement letter;
- e) Prepare and submit semi-annually, a Bagwis Compliance Report (See Annex D);
- f) Coordinate with DTI on complaints which cannot be resolved at their level;
- g) Update the concerned DTI Office on any changes in business profile such as:
  - Business name, business address, contact details, etc.
  - Closure of the business establishment
  - Transfer or relocation of the business establishment
- h) Display in conspicuous places and in appropriate sizes within the store, relevant information materials to help promote consumer vigilance and responsible consumerism (*i.e. posting of DTI flyers, DTI SRP list, etc.*); and
- i) Provide space for One-Town-One-Product (OTOP) goods (optional).

## RULE V TECHNICAL STANDARDS AND REQUIREMENTS

**Section 1. Minimum Eligibility Requirements.** The following are the minimum eligibility requirements that a business establishment must possess to be qualified as a potential Bagwis Awardee:

- a) Must be registered with the Department of Trade and Industry (for sole proprietorship) or Securities and Exchange Commission (for corporations and partnerships) or Cooperative Development Authority (for cooperatives);
- b) Must be licensed to engage in the business as applied before the Local Government Unit;

<sup>8</sup> Inter-island refers to NCR, Luzon, Visayas and Mindanao.

- c) Must be registered with the Bureau of Internal Revenue;
- d) Must be registered and compliant with SSS, Phil-Health and Pag-Ibig;
- e) Must have no pending case<sup>9</sup> for violation of any consumer and trade laws; and
- f) Must have a functional CWD or its equivalent
- g) Additional requirements:
  - For Service and Repair Shops, must be accredited by the DTI under PD 1572 and DAO 3, s.2006)
  - For Silver and Gold Level, must be implementing a regular Corporate Social Responsibility (CSR) Program
  - For Gold Level, must have an established Quality Orientation Management

**Section 2. Documentary Evidence.** The following documents may be requested by the DTI Consumer Protection Division (CPD) Officer to validate the establishment's compliance with the Bagwis parameters and to ensure truthfulness of details indicated in the undertaking form:

- a) Valid Bureau of Internal Revenue (Form 0605) and BIR Registration
- b) Updated PhilHealth, SSS, PAGIBIG Proof of Payment/Remittances
- c) Proof of regular CSR programs/projects
- d) Quality Orientation Compliance/Manual
- e) Complaints Handling Mechanism/Reports
- f) Other relevant documents

DOCUMENTARY REQUIREMENTS	LEVEL OF AWARD		
	BRONZE	SILVER	GOLD
*Notarized Bagwis Undertaking Form (See Annex E)	✓	✓	✓
*Bagwis Assessment Sheet accomplished by DTI	✓	✓	✓
DTI or SEC or CDA Registration Certificate	✓	✓	✓
Local Government Unit / Mayor's Permit	✓	✓	✓
Compliance with BIR, SSS, PAGIBIG, Phil Health	✓	✓	✓
Consumer Welfare Desk or its equivalent	✓	✓	✓
Proof of regular CSR programs/projects		✓	✓
Company Manual of Operations or Procedures			✓
Certificate of Accreditation (Service and Repair Shop)	✓	✓	✓

\* Note: First two requirements are mandatory requirements for the processing of the award to be submitted by the business establishment and/or respective DTI Office, as the case may be. All others should be available upon request of the concerned DTI Office.

## RULE VI COMPLIANCE PROCEDURE

**Section 1. Nomination.** In determining a potential Bagwis awardee, the concerned DTI office shall perform the following:

- 1.1 **Individual Award.** The DTI Office (CPAB for NCR, DTI Provincial Office/s for outside NCR) will secure pertinent documents from the eligible retail establishment which includes business franchisee.

<sup>9</sup> Pending case refers to those cases subject to DTI adjudication process.



**1.2 Corporate Award.** The head/main office of the corporation shall submit its undertaking form to the concerned DTI Office. It shall include the names of its branches that are company-owned, but excluding those under franchise agreement. Store branches are subject to the validation of the DTI Regional/Provincial Offices.

- 1.2.1 The head/main office of the corporation shall be responsible in ensuring the compliance of all its branches with the Bagwis parameters to maintain the award.
- 1.2.2 Applicants for the Corporate Award whose head/main office is located in NCR should apply before the CPAB while those located outside NCR should apply before the concerned DTI-PO.

**Section 2. Assessment, Evaluation, and Deliberation.** In screening nominated business establishments, the Committee shall perform the following:

**2.1 Bronze and Silver Level**

- 2.1.1 PO CPD Officer assesses compliance of establishments with the minimum eligibility requirements within one (1) working day;
- 2.1.2 PO CPD Officer conducts on-site assessment, and prepares report within two (2) working days\*\*;
- 2.1.3 PO CPD Officer submits the relevant documents to the RO for final evaluation within two (2) working days;
- 2.1.4 RO CPD Officer prepares and routes (electronically) the evaluation reports to the RBC members within three (3) working days;
- 2.1.5 RBC reviews the evaluation reports and approves/disapproves the grant of recognition by majority decision through ad referendum within three (3) working days. In case of disapproval of the majority, the RBC convenes to deliberate its decision within seven (7) working days;
- 2.1.6 RBC Secretariat notifies in writing the business establishment/s and POs on the results of its deliberation within three (3) working days;
- 2.1.7 RO CPD Officer informs, in writing, the Bagwis Secretariat of its latest awardee business establishments to prompt the grant of recognition within two (2) working days (See Annex F); and
- 2.1.8 DTI RO conducts the awarding ceremony within the year.

\*\* Note: Timeline excludes slack time (i.e. schedule of assessment)

**2.2 Gold Level**

- 2.2.1 PO CPD Officer performs 1.1.1 (a) to (c) as enumerated above;
- 2.2.2 RO CPD Officer submits the relevant documents to the Bagwis Secretariat for final evaluation within two (2) working days;
- 2.2.3 Bagwis Secretariat prepares and routes (electronically) the evaluation reports to the NBC members within three (3) working days;
- 2.2.4 NBC reviews the evaluation reports and approves/disapproves the grant of recognition by majority decision through ad referendum within three (3) working days. In case of disapproval of the majority, the NBC convenes to deliberate its decision within seven (7) working days;
- 2.2.5 NBC notifies, through the Bagwis Secretariat, the ROs on the results of its deliberation within three (3) working days;

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- 2.2.6 RO CPD Officer notifies, in writing, the awardee business establishment/s and POs upon receipt of the NBC's deliberation results within three (3) working days; and
- 2.2.7 RO conducts the awarding ceremony within the year.
- 2.3 Failure to pass the assessment, re-assessment, evaluation, and/or deliberation will be subject to six (6) months prohibition before new nomination and screening process will be applied.

### **Section 3. Post Monitoring**

- 3.1 National Capital Region. The FTEB shall perform the following functions:
- 3.1.1 Conduct mandatory quarterly monitoring of at least 25% of the total number of awardees in NCR provided that, all awardees must be monitored within a year, and submits report to the Bagwis Secretariat for consolidation;
  - 3.1.2 Report immediately its findings and recommendations if any violation has been found to the Bagwis Secretariat for the latter's appropriate action;
  - 3.1.3 Submit a monitoring report to the Bagwis Secretariat every last Monday of the quarter.
- 3.2 Regions and Provinces. The PO CPD shall perform the same functions as the FTEB in their respective areas of jurisdiction and submit all relevant reports to the DTI RO for consolidation and appropriate action.

### **Section 4. Granting and Display of the DTI Bagwis Seal**

- 4.1 The following are conferred to the recognized Bagwis awardee:
- a) Two (2) DTI Bagwis Seal of Excellence
    - 50cm x 60cm acrylic
    - 15cm x 23cm acrylic
  - b) Certificate of Recognition
- 4.2 The DTI RO should request for the seal from the Bagwis Secretariat, in writing (See attached template in Annex F).
- 4.3 The DTI Bagwis Seal of Excellence shall be displayed at the entrance of the establishment. Reproduction/reprinting of the Bagwis logo/seal is strictly prohibited unless approved by the DTI-CPAB.
- 4.4 Damaged DTI Bagwis Seal of Excellence can be replaced upon request of the RBC before the DTI-CPAB at the expense of the requesting awardee.
- 4.5 Based on the quarterly monitoring, an awardee found to be conforming to the parameters may be recommended for a higher level after a period of one (1) year from the time the award was granted.

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## RULE VII PROHIBITION AND SANCTIONS

### Section 1. Grounds for Suspension and Revocation of the DTI Bagwis Award

- 1.1 Commission of any of the following grounds may result to suspension and/or revocation of the award after due process:
- a) Failure to maintain compliance with the Bagwis parameters;
  - b) Found administratively liable in a case, whether consumer complaint or formal charge, that is decided through the DTI adjudication process;
  - c) Non-display of the DTI Bagwis Seal at the store entrance;
  - d) Usage of the DTI Bagwis logo for malicious circumstances;
  - e) Display of different Bagwis seal/logo from what was awarded; and
  - f) Failure to submit Bagwis Compliance Report to DTI.

1<sup>st</sup> Offense: Issuance of a Warning Letter by the RBC or NBC, as the case may be, requiring the violating Bagwis awardee to rectify the ground committed within thirty (30) days from date of letter, upon recommendation of the concerned DTI Office. Failure to do so would result to the suspension of the award.

2<sup>nd</sup> Offense: Issuance of a Notice of Suspension of Award by the RBC or NBC, as the case may be, requiring the violating Bagwis awardee to immediately remove the award from public display, upon recommendation of the concerned DTI Office. The awardee will be given thirty (30) days from date of notice to rectify the ground committed. Failure to do so would result to the revocation of the award.

3<sup>rd</sup> Offense: Issuance of a Notice of Revocation and Seizure of Award by the RBC or NBC, as the case may be, upon recommendation of the concerned DTI Office.

Commission of two or more grounds is tantamount to automatic revocation and seizure of award as notified by the RBC or NBC, as the case may be, upon recommendation of the concerned DTI Office.

- 1.2 Six (6) months from the suspension of the award, the concerned DTI Office, after conducting re-assessment, may recommend its reinstatement upon findings that the business establishment is in compliance with the Bagwis parameters.
- 1.3 One (1) year from the revocation of the award, the concerned DTI Office, after conducting re-assessment, may recommend its reinstatement upon findings that the business establishment is in compliance with the Bagwis parameters.
- 1.4 If the award of at least three company-owned branches has been revoked, all remaining awards conferred to the entire corporation will be ceased.

**Section 5. Revalidation of Bagwis Award.** The Bagwis Award is automatically revalidated upon confirmation, through the conduct of a re-assessment by FTEB for NCR and POs for awardees outside NCR, that an awardee establishment is consistently complying with the Bagwis parameters within three (3) consecutive

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**years.** Re-assessment of all existing Bagwis awardees in the respective jurisdiction could be done within three years before expiry of the Award.

The NBC and RBC, as the case may be, will issue a Certificate of Continuous Compliance extending the validity of the Bagwis Award (See Annex G) upon receipt of the recommendation or re-assessment results from FTEB or POs. Validation stickers will be issued by the Bagwis Secretariat upon notice request from the POs through the ROs.

## **RULE VII FINAL PROVISIONS**

**Section 1. Separability Clause.** If any clause, provision, paragraph or part thereof shall be declared unconstitutional or invalid, such judgment shall not affect, invalidate or impair any other part hereof but such judgment shall be merely confined to the clause, provision, paragraph or part directly involved in the controversy in which such judgment has been rendered.

**Section 2. Effectivity Clause.** These Guidelines shall take effect fifteen (15) days after its publication in the Official Gazette or in a major daily newspaper of national circulation in the Philippines.

**Section 3. Repealing Clause.** All administrative orders, rules, regulations, memoranda, circulars, resolutions, and other issuances that are contrary to or inconsistent with the provisions of these Guidelines are hereby modified, superseded, or repealed accordingly.

**Section 4. Transitory Provision.** All existing Bagwis Awardees from 2006 to 2014 will be subjected to re-assessment for the revalidation of the award within one (1) year from the adoption of these Guidelines *provided that*, it falls in the categories listed in Section 3 Rule I. *Provided further*, all those awarded from 2015 onwards will be subjected to re-assessment, revocation, and/or seizure after three years from date of conferment. *However*, those awards that were granted to business establishments that do not fall in the same categories will be revoked upon expiry of the three-year validity period from date of award. They will no longer qualify for revalidation and seals will be collected.

Adopted this 22<sup>nd</sup> day of December 2017 in Manila, Philippines.

Approved by

  
**RAMON M. LOPEZ**

Secretary

Department of Trade and Industry


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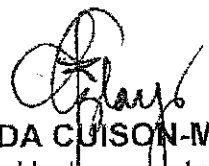
  
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RECOMMENDED FOR APPROVAL

  
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## MECHANICS ON BAGWIS CONSUMERS' CHOICE AWARD

There will be an annual recognition of Bagwis "Consumers' Choice" Award, a national and inter-island<sup>1</sup> competition among the roster of Bagwis Awardees nationwide, that is conferred every October, in celebration of the Consumer Welfare Month.

### 1. Minimum Qualifications

- (a) The competition is open to all business establishments and corporations that were conferred with the Bagwis Award within July of previous year up to June of present year.
- (b) Qualified Bagwis awardees must have no pending case before the DTI or any other government agency, and must be compliant with the Bagwis parameters.

### 2. Criteria

Criteria	Points
Customer Satisfaction/Quality Service	40
Customer Relations	30
Store Operations	20
Creativity	10
<b>TOTAL</b>	<b>100</b>

### 3. Mechanics

#### 3.1 Submission of Entry

- 3.1.1 For individual awardees, qualified business establishments must submit a maximum of three-minute video showcasing its worthiness for the title "Consumers' Choice" and how it has benefitted from the Bagwis Program.
- 3.1.2 For corporate awardees, they must submit one (1) video entry showcasing all its company-owned branches per level of award, based on the same criteria.
- 3.1.3 The entry video must be submitted to the concerned DTI-PO **on or before July 31** of every year in high-definition mp4 format.

#### 3.2 Elimination Round

- 3.2.1 The DTI-PO will conduct an initial screening by choosing **one (1) finalist for each level** of award among the entries submitted based on the above criteria.
- 3.2.2 The DTI-PO will submit its finalist to the DTI-RO and RBC as its provincial entry for the elimination round **on or before August 15** of every year.

<sup>1</sup> Inter-Island refers to NCR, Luzon, Visayas and Mindanao

### 3.3 Semi-Final Round

- 3.3.1 The DTI-RO will conduct an unannounced on-site validation on the provincial finalists before endorsing the same to the RBC for the second screening.
- 3.3.2 The RBC will conduct the second screening by choosing one (1) finalist for each level of award among the entries submitted by the DTI-POs, as validated by the DTI-RO, based on the above criteria.
- 3.3.3 The RBC will submit its finalist to the NBC as its regional entry for the semi-final round **on or before August 31** of every year.

### 3.4 Final Round (Inter-island)

- 3.4.1 The NBC will determine the finalists for each level of award for the final round based on the above criteria **on or before September 15 of every year.**
- 3.4.2 The finalists will be notified through registered mail and their video entry will be posted in the DTI website and its official social media pages.
- 3.4.3 The winners will be decided by the CPG and ROG Undersecretaries will be declared per level of award.

Judges	Percentage
CPG Undersecretary	20%
ROG Undersecretary	20%
Consumer's Vote (Likes)	60%
<b>TOTAL</b>	<b>100%</b>

## 4. Awards and Incentives

- (a) Plaque of Recognition
- (b) Special guesting in Konsyumer at Iba Pa (KATBP) Teleradyo and Negosyo at Iba Pa (NATBP) Teleradyo and its local counterpart;
- (c) Feature article in leading newspapers of general circulation and/or business magazines;
- (d) Free participation in one (1) DTI local Trade Fairs; and
- (e) Recognition during the Annual Bagwis Conventions.

- 5. **Hall of Fame.** A Bagwis Consumers' Choice Awardee that won for five (5) consecutive years will be considered as a "Hall of Famer" and is a lifetime award, provided that it continuously conforms with the Guidelines of the Bagwis Program.

~~CERTIFIED TRUE COPY~~

*my hand*  
**MA. CARLA YVETTE L. ILARDE**  
 Head, Records Section  
 Department of Trade & Industry