



Republic of the Philippines

DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT

Regional Office 1, City of San Fernando, La Union

Telephone Number (072) 888 2108 • 700 5746 • 888 2289 • 700 2701 • 700 3979 • 607 1245

www.dilgregion1.com



file copy

January 23, 2015

CORAZON Y. PADUA

Municipal Local Government Operations Officer

Bacnotan, La Union

THRU: OIG-PD PAULINO G. LALATA, JR.
DILG – La Union Provincial Office

Dear MLGOO Padua:

This has reference to your letter seeking clarification on whether or not placing picture and name of a local official to the business permits issued by the LGU to the business owners is prohibited by Memorandum Circular No. 2010-101, entitled "Banning Names or Initials and/or Images or Pictures of Government Officials in Billboards and Signages of Government Programs, and Properties.

Memorandum Circular No 2010-101 (Anti-Epal) was issued for the very purpose of prohibiting local officials from associating their personality and identity by putting up their names, initials or images to government programs or projects.

The memorandum circular is silent with respect to document or instrument issued by the Local Government Unit, like the business permit. The business permit does not fall to the very definition of government projects or programs. Applying strictly the provisions of the said memorandum, the placing of picture and names of local official in the business permit is not prohibited.

Although it is not prohibited, this Office discourages local officials from placing their pictures or images in said business permit because it is not material or necessary in the legality of the business permit.

The picture or image of a local official is not within the ambit of signatory as defined by DILG-DTI Joint Memorandum Circular No. 01, Series of 2010, entitled "Guidelines in Implementing the Standards in Processing Business Permits and Licenses in all Cities and Municipalities." Under said JMC, *signatories refer to the final approving*



f

Received by:
G. L. L.
1/24/15

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authority or authorities whose signatures are affixed to a business permit or mayor's permit to make the document legal and binding in the eyes of law.

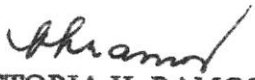
Under said JMC, it is only the signature of the approving authority that must be present in the business permit and not the picture or image of the approving authority.

We hope to have enlightened you on the issues at hand. Our opinion, however, is without prejudice to any ruling or opinion rendered by a higher authority or a competent tribunal.

Warm regards.

JULIE J. DAQUIOAG, Ph.D., CESO IV
Officer-in-Charge

By:


VICTORIA H. RAMOS, CESO V
OIC-Asst. Regional Director

gal/jos