




Republic of the Philippine
DepED
DEPARTMENT OF EDUCATION
Region I
DIVISION OF CITY SCHOOLS
Dagupan City

RELEASED
DATE: 7/5/17
BY: [Signature]

Division Memo No. 110, s. 2017

To : Assistant Schools Division Superintendent
Chiefs, CID and SGOD
Education Program Supervisors
Public Schools District Supervisors
School Heads/Principals
Department Heads/Teachers

From : 
LORNA S. BUGAYONG, CESO VI
Schools Division Superintendent

Date : July 4, 2017

Subject: Planting and Propagation of "Rosal" (Gardenia), Official flower of Dagupan City

1. This is to inform and instruct all schools, elementary and secondary, public and private, to plant and propagate "rosal" (gardenia), the official flower of Dagupan City as mandated by City Ordinance No. 2069-2016
2. Copy of said ordinance is attached.
3. For your information, guidance and compliance.

ORDINANCE NO. 2069-2016

AN ORDINANCE RECOGNIZING ROSAL AS THE OFFICIAL FLOWER OF THE CITY OF DAGUPAN.

WHEREAS, Republic Act No. 8491, otherwise known as "An Act Prescribing the Code of the National Flag, Anthem, Motto, Coat-of-Arms and Other Heraldic Items and Devices of the Philippines", declares that the national symbols of the Philippines consist of symbols that represent traditions and ideals and convey the principle of sovereignty and national solidarity.

WHEREAS, symbols embody ideals and traditions of citizens which express the principles of virtues, a just pride and resiliency in their native land;

WHEREAS, the official seals and the flags, flowers and other official symbols adopted by the national and/or the local government have a deep meaning and have roots in history or tradition, evocative of the people's aspirations, hopes and estimate of themselves and their place in the world;

WHEREAS, on pages 26-27 of the book titled "Symbols of the State Republic of the Philippines" published by the Bureau of Local Government in 1975 are shown the official symbols of Dagupan City. The book is a compilation of the official Coat-of-Arms of the Republic, the different government offices, provinces and chartered cities including their histories and official banners and flowers with their meanings extant at that time;

WHEREAS, the National Coat-of-Arms and symbols of the provinces and chartered cities included in the book are covered by Section B of Executive Order No. 313 s. 1940 requiring the Coat-of-Arms/symbols of provinces and chartered cities to be registered and approved by the President upon recommendation of the Philippines Heraldry Committee (PHC) created through Executive Order No. 310 s. 1940;

WHEREAS, the book "Symbols of the State Republic of the Philippines" compiled the products of the labor of the PHC until 1973 which were approved by the President including the official symbols of the City of Dagupan being a chartered City by virtue of Republic Act No. 70 on June 20, 1947;

WHEREAS, on page 27 of the book "Symbols of the Sate Republic of the Philippines" *Rosal* is shown as the official flower of Dagupan City;

WHEREAS, *Rosal* scientifically known as *Gardenia jasminoides* Ellis is historically known to flourish in the plazas and home gardens of the Dagupeños having very fragrant flowers with a corolla that is double and white but soon become yellowish;

WHEREAS, the *Rosal* flower, aside from being decorative, is a source of essential oil used in perfumery and cosmetic preparations. The different parts of the plant have various medicinal properties as shown in its folkloric use and by scientific studies pointing to its antioxidant, anti-inflammatory, antifungal, anti-breast cancer, anti-diabetic and anti-hyperlipidemic activity among others;

WHEREAS, *Rosal* plants are now rarely seen in the City of Dagupan and therefore there is a need to promote its propagation;

WHEREAS, this Ordinance seeks to mandate planting of the *Rosal* plant in all schools both public and private within the territorial jurisdiction of the City of Dagupan with corresponding penalty for failure to implement under the Civil Service Law where and when applicable;

WHEREAS, this same Ordinance also seeks the massive propagation of *Rosal* in all open unused public places, parks, orchards and gardens in the city with the City Agriculture Office as the lead agency;

WHEREAS, for the realization of those aforementioned, a certain amount of the 2017 annual budget should be segregated for the promotion and propagation of *Rosal*;


NOW, THEREFORE, on joint motion of Councilors Jeslito C. Seen, Jose Netu M. Tamayo, Alvin T. Coquia, Dennis C. Canto, duly and jointly seconded by Councilors Luis M. Samson, Jr., Nicanor D. Aquino, Guillermo P. Vallejos, and Marcelino DS. Fernandez, be it ordained by the Sangguniang Panlungsod of the City of Dagupan in its regular session assembled that:


Section 1. This Ordinance recognizes *Rosal* as the official flower of the City of Dagupan;

Section 2. This Ordinance encourages fellow Dagupeños to plant *Rosal* in their gardens, every entrance and exit points, city plaza and arcs of the City;

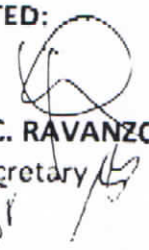
RESOLVED, as it is hereby resolved, to forward copies of this Ordinance to Mayor Belen T. Fernandez, copies furnished the academe, the Dagupan City History, Culture and Arts Office, all this city, for information and proper dissemination to the public.

ENACTED UNANIMOUSLY.


AUTHOR:
COUNCILOR JESLITO C. SEEN


REDFORD CHRISTIAN P. ERFE-MEJIA
Temporary Presiding Officer

ATTESTED:


RYAN C. RAVANZO
City Secretary

APPROVED:

BELEN T. FERNANDEZ
City Mayor