



MC No. 22, s. 2011

MEMORANDUM CIRCULAR

TO : ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS (LGUs); GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs); AND STATE UNIVERSITIES AND COLLEGES (SUCs)

SUBJECT : Gawing Lingkod Bayani ang Bawat Kawani Campaign


Through the years, the Civil Service Commission (CSC) has initiated various programs and issued policies towards building a competent, credible and motivated bureaucracy. It envisions to make a *lingkod bayani* out of every civil servant. *Lingkod bayani* is a play on the terms *lingkod bayan* (public servant) and *bayani* (hero), thus the need to imbibe among state workers the proper work ethic and to build their capacity to be heroes in their own right. The Commission believes that heroism is powerful, positive and an engaging theme. It also effectively projects a positive image of the Philippine bureaucracy.

Government agencies and instrumentalities are thus enjoined to adopt the *Gawing Lingkod Bayani ang Bawat Kawani* slogan as the bureaucracy's collective battlecry. It challenges all public servants to begin the transformation from being a *lingkod bayan* to a *lingkod bayani* or a servant-hero. In particular, offices are encouraged to produce the *lingkod bayani* button pin as part of the employee uniform.

The design of the button pin is attached and may be downloaded via the CSC's website (www.csc.gov.ph). The particulars of the button pin are as follows:

- Size : 2.25" in diameter
- Color : full color
- Material : metal plate or plastic

Offices may coordinate with the CSC's Public Assistance and Information Office (PAIO) for queries and concerns at 931-4180 / 931-7993 or via csc_pr@yahoo.com.


FRANCISCO T. DUQUE III, MD, MSc
Chairperson

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