

PDIC @ 61

Historical Highlights (1963 – 2024)

Milestone Corporate Events

1970

The first claims settlement operations (CSO) was conducted in the closed Rural Bank of Nabua as authorized by the PDIC Board on July 6, 1970. Initially, one claim agent was assigned to handle the CSO. A transfer deposit scheme with the Rural Bank of Rinconada was later arranged to facilitate deposit insurance claims payment.

1992

PDIC's office building/headquarters located at 2228 Pasong Tamo Street, Makati City was inaugurated.

1993

- For the first time, PDIC exercised its authority to terminate the insured status of 25 delinquent banks.
- Depositors Protection Bureau, a quick response action desk to service depositor queries and complaints, was launched. This is in support of the "Mamamayan Muna, Bago Mamaya Na" program of the Civil Service Commission.

1995

Takeover and presettlement examination activities were jointly and simultaneously implemented, resulting in a shortened turnaround time from bank takeover to start of claims settlement operations.

2003

Presidential Proclamation No. 358 was signed on April 4, 2003, declaring June 16 to 22 of every year as the Depositor Protection and Awareness Week (DPAW). The issuance aims to further strengthen depositor confidence in the country's banking system to complement the government's thrust of sustaining economic growth.

2013

- The International Association of Deposit Insurers (IADI) bestowed the "Deposit Insurance Organization of the Year" Award for 2013 to the Philippine Deposit Insurance Corporation in recognition of its significant achievements in banking resolutions and payouts, core principles and international participation, and deposit insurance system improvements. The award was presented during the 12th IADI Annual General Meeting held in Buenos Aires, Argentina on November 7, 2013. During the courtesy call on Finance Secretary and PDIC Chairman Cesar V. Purisima on December 10, 2013 to present the DIO of the Year award, Purisima congratulated the entire PDIC workforce for the international recognition and commended the Corporation for living up to the advocacy for good governance in Philippine institutions.
- PDIC launched the guidebook, *Usapang Pera: A PDIC Guidebook on Basic Banking and Financial Transactions*, in June during the IADI International Conference on Financial Inclusion. The local launch of *Usapang Pera* followed in August attended by representatives from financial regulators, the banking industry, partner-agencies and members of the academe. The Guidebook was written by finance author and Registered Financial Planner, Mr. Efren Ll. Cruz.
- The Bangko Sentral ng Pilipinas (BSP) issued for public circulation 50-peso commemorative bills to commemorate PDIC's 50th year.
- The PDIC partnered with the Philippine Postal Corporation (PHLPost) for the issuance of PDIC commemorative stamps in celebration of PDIC's milestone 50th year anniversary. The commemorative stamps were circulated in more than 1,000 post offices nationwide and in over 190 Philippine postal administrations

worldwide. This was officially launched on December 16, 2013.

2015

- PDIC led the groundbreaking ceremony for the PDIC-Gawad Kalinga Village in Lawaan, Eastern Samar funded by the proceeds from the PDIC benefit run, “Takbo sa Pagbangon ng Leyte” on January 31, 2015.
- PDIC launched a more visually appealing, streamlined, user-friendly website for greater usability to help ensure that the general public and its clients find important information on PDIC and deposit insurance faster and more efficiently.
- PDIC inaugurated its Public Assistance Center (PAC), a convenient one-stop shop for depositors, borrowers and all stakeholders who transact with the Corporation. The PAC is where depositors file claims, borrowers settle loans, creditors file claims against the assets of closed banks, and prospective buyers inquire about assets for sale. The PAC is located at the 3rd Floor, SSS Bldg., Ayala Ave. corner V.A. Rufino St., Makati City.

2016

PDIC’s official Facebook and Twitter accounts were launched during its 53rd anniversary to promote social media presence, actively engage the public, address the information needs of depositors, and increase public awareness on deposit insurance to promote depositor protection and financial stability.

2017

As part of PDIC’s institutionalization of its corporate brand, the new PDIC logo was approved in October 2017 by the Office of the President following the endorsement of the National Historical Commission of the Philippines (NHCP). The new logo embodies PDIC’s brand qualities as an efficient, effective, responsive, and caring government institution.

2018

On its 55th anniversary on June 22, PDIC launched its corporate brand and new logo. The new logo was complemented by the new PDIC insurance statement and corporate tagline which the PDIC Board of Directors approved in October 2018. From the previous “Member: PDIC”, the new approved statement is now “Deposits are insured by PDIC up to P500,000 per depositor”. Meanwhile, the approved corporate tagline is now: “*Bank deposit mo, protektado!*”

2019

The PDIC successfully conducted the pilot run of the PDIC Caravan – *Abot Lingkod* Program on 18-20 June 2019 in Davao City, bringing its frontline services closer to its regional stakeholders. The pilot run coincided with the observance of the 17th Depositor Protection and Awareness Week (DPAW) on 16-22 June 2019 with PDIC’s corporate tagline “*Bank deposit mo, protektado!*” as the theme.

2021

- The PDIC mounted its nationwide, multi-platform public awareness campaign called “*Maniguro, Magbangko*” during the observance of the 19th Depositor Protection and Awareness Week (DPAW) on June 16-22, 2021. Through radio and TV commercials; and social media materials, the campaign promoted the mindset and lifestyle of saving in banks as a way to safeguard one’s future amidst life’s uncertainties, especially in a time of pandemic.
- The newly renovated 8-storey PDIC Chino Bldg. was blessed and inaugurated on 23 December 2021, marking the PDIC’s homecoming to its original headquarters location. PDIC President Roberto B. Tan led the ceremonial ribbon-cutting and the unveiling of the PDIC Chino Bldg. dedication marker. More than a memento of the historical moment, the dedication marker paid tribute to the contributions of employees then and now to the success of the Corporation.

2022

- Starting January 2022, the PDIC made its services more accessible to stakeholders in two office locations – at the PDIC Chino Bldg. and at the SSS Building on Ayala Avenue, both in Makati City.
- In November 2022, the PDIC hosted the Technical Assistance Workshop of the IADI Asia-Pacific Regional Committee, anchored on the theme, “Boosting Depositor Confidence During Uncertain Times”. The virtual workshop facilitated discussions focusing on two IADI Core Principles (CP) for Effective Deposit Insurance Systems, particularly the CPs on Public Awareness and Reimbursing Depositors.

2023

- Further expanding its presence and contribution in the global deposit insurance arena, the PDIC hosted in March 2023 the Joint Task Force Meeting (JTF) of the IADI Asia-Pacific Regional Committee (APRC) held in Makati City. The APRC-JTF is a multi-jurisdictional group formed by the APRC to review the Committee’s strategic plan and formulate the APRC’s priorities and action plan in the medium-term.
- The PDIC turned 60 on June 22, 2023. The milestone diamond anniversary was celebrated by the PDIC family through its 60th Anniversary Gala anchored on the theme, “60 Years of Championing Depositor Protection and Fostering Financial Stability”. The event, honoring PDIC’s internal stakeholders, was held on 23 June 2023 at the Philippine International Convention Center.
- A decade after their previous partnership, the PDIC once again collaborated with the Philippine Postal Corporation (PHLPost) for the issuance of a new set of PDIC commemorative stamps in celebration of PDIC’s milestone 60th year anniversary. The commemorative stamps feature the diamond-inspired 60th anniversary logo and the PDIC’s anniversary theme, “60 Years of Championing Depositor Protection and Fostering Financial Stability.” The stamps were launched during the PDIC’s 60th Anniversary Gala on June 23, 2023.