

Message from the PDIC President and CEO

# 19th Depositor Protection and Awareness Week

(June 16-22, 2021)

Theme: *“Maniguro, Mag-impok, Mag-deposito sa Bangko.”*



The Philippine Deposit Insurance Corporation (PDIC) leads the observance of the 19th Depositor Protection and Awareness Week (DPAW) on 16 - 22 June 2021, with the theme *“Maniguro, Mag-impok, Mag-deposito sa bangko.”*

Every year of the DPAW observance is a fresh undertaking and a new challenge that has evolved through the years, addressing pressing issues and concerns of the depositing public and the banking sector. This year's theme takes off from last year's as the world is still reeling from the effects of COVID-19. The extraordinary scale of this crisis left no part of the world unaffected, and many of us still worry about the future as we continue to grapple and adapt to the New Normal when life as we know it, changed significantly in early 2020.

Even with the quarantine restrictions and other pandemic-related risks and challenges, the banking sector remained operational and accessible to the public, whether through physical branches, ATMs, or through digital means. Filipinos could rely on banks to safeguard their savings. They could count on the services provided by banks that allowed them to pay for their essentials, settle bills, and send money to loved ones. The radical changes brought on by the pandemic highlighted how crucial the services are that banks provide to the Government, businesses, and households.

Thus, financial regulators, with their shared goal of promoting financial inclusion, provided incentives and appropriate policy interventions to the banking sector to mitigate risks and ensure financial stability.

**Maniguro.** The sudden and radical changes brought on by the pandemic emphasize the need for Filipinos to be prepared - at all times.

**Mag-impok.** Recovery from the aftermath of the pandemic is on the horizon, but in the meantime, Filipinos need to safeguard their financial resources, set aside even a small amount consistently, and ensure that they have enough in case of emergencies.

**Mag-deposito sa bangko.** It is important for Filipinos to secure their hard-earned money and ensure peace of mind. The best way to do this is to save in banks. Depositing in banks protects their money from risks of theft, fire, or other fortuitous events. More importantly, bank deposits are insured by the PDIC up to Php500,000 per depositor.

The Corporation aims to create meaningful strides that will promote renewed confidence in the banking industry. These are by way of depositor protection and promotion of financial inclusion initiatives towards a more stable financial environment. Thus, PDIC trusts that generating awareness about the importance of saving and being prepared for hard times will resonate with Filipinos to become more financially literate and more informed in their financial decisions.

To commemorate DPAW, the Corporation is launching its public awareness materials through various traditional media and social media platforms to reach even those who live in remote areas, and engage and persuade more Filipinos to save in banks. These materials feature the benefits of having bank accounts, easier process to open a bank account, and practical tips and life lessons on saving. We trust that our message will inspire more Filipinos to save in banks.

*Maniguro. Mag-impok. Mag-deposito sa bangko. Dahil sa PDIC, “Bank deposit mo, protektado!”*

  
**ROBERTO B. TAN**  
President and CEO

