

DepEd Regional Advisory No. 034, s. 2023
March 2, 2023

In compliance with DepEd Order (DO) No. 8, s. 2013
This advisory is issued not for endorsement per DO 28, s. 2001,
but only for the information of DepEd officials,
personnel/staff, as well as the concerned public.
(Visit deped.in/ro8issuances)

**PROMOTION OF THE FILM, *JUAN BALUCAS AT ANG BAYABAS* BY GROUNDHIT
ENTERTAINMENT PRODUCTION**

Attached is a communication from Reymond B. Jamen, Marketing Representative, Groundhit Entertainment Production requesting approval to promote the film, *Juan Balucas at ang Bayabas* to schools, for the School Year 2023-2024.

The film, inspired by the popular tales of *Juan Tamad*, is packed with educational and cultural values as it conveys an overall statement that Filipinos are not lazy. It also promotes antibullying, shadow puppetry, Filipino folkloric characters, kindness, self-confidence, environmental preservation, and proper nutrition.

Participation of both public and private schools shall be subject to the *no-disruption-of-classes policy* stipulated in DepEd Order No. 9, s. 2005 entitled *Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*.

Considering that this is an Advisory, Schools Division Superintendents are given the discretion to act on this matter.

ESSD-SPPS-EAD
DepEd RO8 ATA-F21 (CY2018-v03-r00)

✓



Juan Balucas at ang Bayabas

DEPARTMENT OF EDUCATION
RECEIVED
REGIONAL OFFICE NO. 8
MAR 09 2023 2:37 PM
BY: [Signature] TIME: 1:53 PM
OFFICE OF THE DIRECTOR
Date and Time Received: 9 MAR 2023 2:37
Date and Time Released: [Blank] Signature: [Signature]

January 9, 2023

Ms. Evelyn R. Fetalvero
Regional Director, Region 8
Department of Education
Palo, Leyte

Dear Ms. Fetalvero,

Greetings!

One Hundred years ago, the first "*Juan Tamad*" story was published by J. Martinez Publishing in Intramuros, Manila. Since then, tales about him have continuously brought delight & valuable lessons, making Juan Tamad an iconic character that mirrors many of the values we Filipinos share.

In line with the commemoration of Juan Tamad's centennial year (1919-2019), we from **GROUNDHIT ENTERTAINMENT PRODUCTION** would like to present **JUAN BALUCAS AT ANG BAYABAS**; a full-length feature film top-billed by **Archie Alemania, Nourish "Icon" Lapuz, Rolando Inocencio, Peter Vallejos, Gabby Padilla** and more under the direction of **Franco G. Arce**.


The film is packed with educational and cultural values as it conveys an overall statement that "*We Filipinos have an identity, and we are not lazy*". It has been rated "G" by the MTRCB with a fantasy-adventure-comedy genre which validates suitability for, and garner appreciation of the young audience. Attached herewith, please find, are the endorsement, advisory, and details about the film for your reference, appreciation and consideration.

In view of the above, we would like to seek your indulgence and request for an advisory which will serve as a valuable attachment as we promote the film to schools under your jurisdiction. We do believe that "*Juan Balucas at ang Bayabas*" is an ideal film to be utilized as a contributory instrument of education.

For feedback, queries, and any other concern, please feel free to get in touch with us thru contact number **0995-0225047/09478103225** or email groundhitprod@gmail.com and we will make ourselves available to discuss the details further.

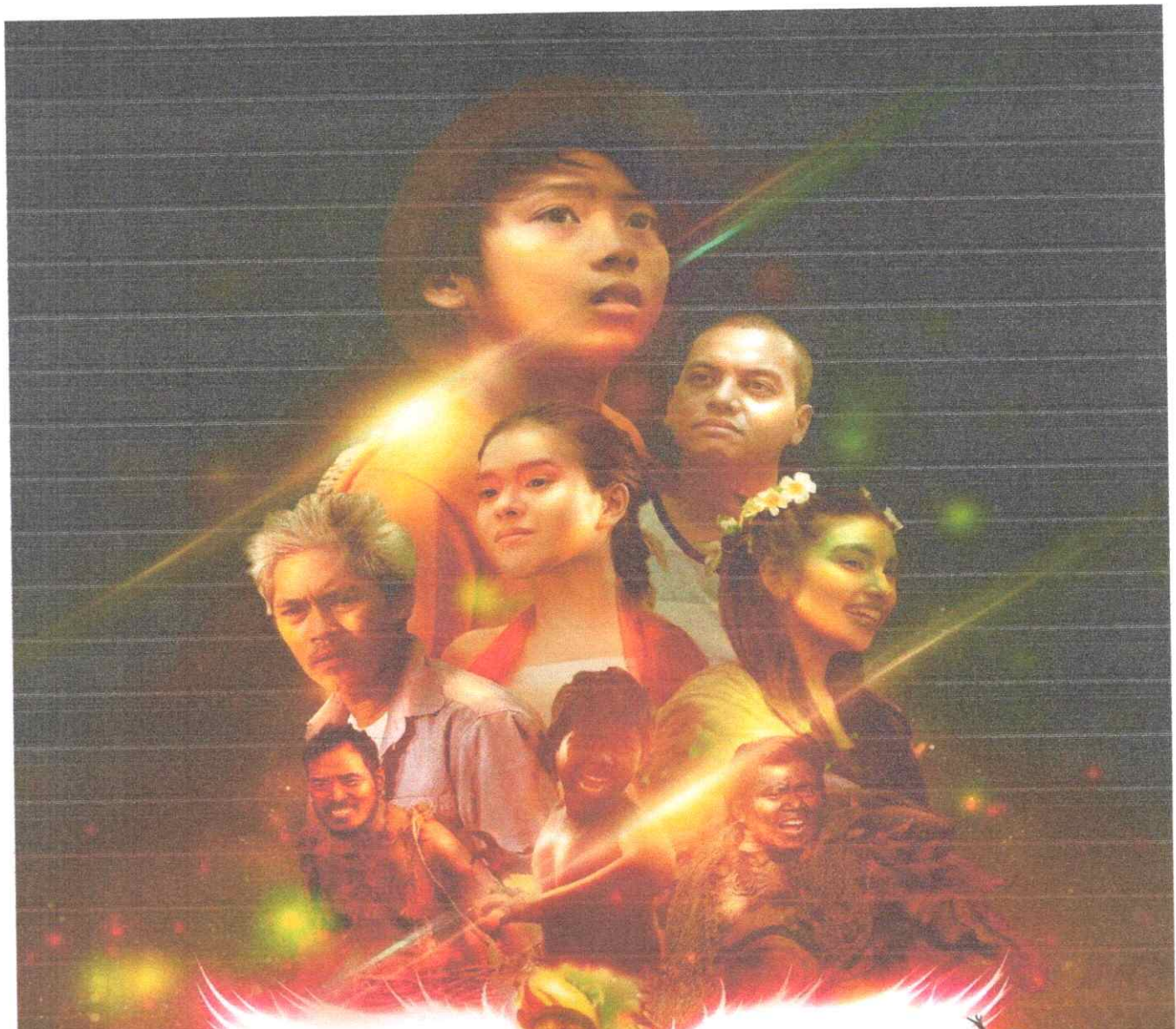
Thank you very much. We are looking forward to your favourable response.

Yours truly,


REYMOND B. JAMEN
Marketing Representative

GROUNDHIT
GROUNDHIT ENTERTAINMENT PRODUCTION
Blk.6 Lt.1 Lane 34 Phase 2 Windward Hills Bural 1 Dasmariñas Cavite 4115
(046) 54070417 | 0906 3928728

OKD email
3/1/23



Juan Balucas

at ang Bayabas

STARRING: NOURISH "ICON" LAPUZ ARCHIE ALEMANIA ROLANDO T. INCENCIO PETER VALLEJOS GABBY PADILLA BROOKE-CHANTELLE ESTILLORE YNABEL MORAN
MUSIC AND SOUND ENGINEER: PAULO AGUDELO ASSISTANT DIRECTOR: CZAR BUENAVENTURA PRODUCTION MANAGER: MHAYEN GATMAITAN-BASTO LOCATION COORDINATOR: NOEL NIETO
EDITOR: CHRISSEL GALENO DESUASIDO VISUAL EFFECTS SUPERVISOR: JOHN ANTHONY L. WONG PRODUCTION DESIGNER: ZUR DIRECTOR OF PHOTOGRAPHY: MARIO OJAJANO
ASSOCIATE PRODUCER: IRENE SALES MHAYEN GATMAITAN-BASTO EXECUTIVE PRODUCERS: ORLANDO B. ESTILLORE PENNY COOPER ESTILLORE FRANCO G. ARCE

WRITTEN AND DIRECTED BY FRANCO G. ARCE

GHP
GROUNDHIT

ARCSTILLE
COURTESY

SQUIDBALL BROS.

Advisory No. 067, s. 2019

May 2, 2019

In compliance with DepEd Order (DO) No. 8, s. 2013
this advisory is issued not for endorsement per DO 28, s. 2001,
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personnel/staff, as well as the concerned public.
(Visit www.deped.gov.ph)

**SHOWING OF THE FILM. *JUAN BALUCAS AT ANG BAYABAS* BY GROUNDHIT
ENTERTAINMENT PRODUCTION FOR SCHOOL YEAR 2019-2020**

The Groundhit Entertainment Production announces the showing of the film,
Juan Balucas at ang Bayabas for School Year 2019-2020.

The film, inspired by the popular tales of *Juan Tamad*, is packed with educational
and cultural values as it conveys an overall statement that Filipinos are not lazy. It
also promotes the following themes:

1. Use of mother tongue,
2. Anti-bullying,
3. Shadow puppetry,
4. Filipino folkloric characters,
5. Kindness,
6. Self-belief/Confidence,
7. Environmental Preservation, and
8. Proper nutrition.

The film is rated G [General Audiences] by the Movie and Television Review and
Classification Board (MTRCB) and is suitable for viewers of all ages.

Participation of public and private schools shall be subject to the no-disruption-
of-classes policy stipulated in DepEd Order (DO) No. 9, s. 2005 entitled *Instituting
Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith*. This
is also subject to the no-collection policy as stated in Section 3 of Republic Act No. 5546,
*An Act Prohibiting the Sale of Tickets and/or the Collection of Contributions for
Whatever Project or Purpose from Students and Teachers of Public and Private Schools,
Colleges and Universities (Ganzon Law)*.

For more information, contact:

Mary Irene S. Gandol
Associate Producer
Groundhit Entertainment Production
Blk. 6, Lot 1, Phase 2, 34th Lane
Windward Hills Subdivision, Buro 1
Dasmariñas, Cavite
Telephone No.: (046) 540-7041
Mobile Phone Nos.: 0927-724-0425, 0917-121-0908
Email Addresses: juanbalucasfilm@gmail.com
groundhitprod@gmail.com

1439 DA Juan Balucas at ang Bayabas SY 2019-2020
0169 April 22, 24, 2019



Office of the President of the Philippines
MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD
 MTRCB Building, No. 18 Timog Avenue, Quezon City, Philippines 1103
 Telephone No. 376-7380 Email Address: admin@mtrcb.gov.ph Website: www.mtrcb.gov.ph

**PERMIT TO EXHIBIT
 THEATRICAL**

This certifies that the material below has been reviewed and classified by the Movie and Television Review and Classification Board:

Movie Title	JUAN BALUCAS AT ANG BAYABAS
Applicant	GROUNDHIT ENTERTAINMENT PRODUCTION
Running Time	1hr. 25min. 0sec.

Classification	Reason/s for Classification
<div style="font-size: 48px; font-weight: bold; margin: 0;">G</div> <div style="font-weight: bold; margin: 5px 0;">GENERAL AUDIENCE</div> <div style="font-size: 10px; margin: 0;">VIEWERS OF ALL AGES CAN BE ADMITTED</div>	<p>Material presented is suitable for all ages.</p>
Permit Number	P-MP-2018-000801
Date of Issuance	29 May 2018
Date of Expiration	29 May 2023



Approved for Public Exhibition by the following Review Committee Members:

MORENO, FEDERICO A.
CORTEZ, GLORIA S.
QUINSAY, EVELYN P.

ISSUED UPON THE APPROVAL OF THE REVIEW COMMITTEE

MARIA RACHEL J. ARENAS
Chairperson

BY: 
ANN MARIE L. NEMENZO



This permit must be conspicuously displayed at all times at the ticket-selling area.
 Use of the above-described material in a non-MTRCB registered place of exhibition shall automatically render this permit invalid.

THIS IS A SYSTEM-GENERATED PERMIT. ANY ALTERATION OR TAMPERING WILL AUTOMATICALLY INVALIDATE THIS PERMIT.



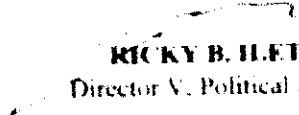
Philippine Senate

Sen. Francisco "Bert" L. Espino

1st Indorsement
September 4, 2018

Respectfully indorsed for consideration and appropriate action to **Secretary LEONOR M. BRIONES**, Department of Education (DepEd) the herein-included letter from **MR. FRANCO G. ARCE**, Director/Producer, GHP Groundhit Entertainment Production, pertaining to the request to have their movie entitled: "*Juan Balugas at ang Bayabas*" be allowed to have a special screening in public and private schools nationwide.

By the authority of the Honorable Senator


RICKY B. HETO
Director V, Political Affairs

enc: w/s

"ISANG MUNTING HANDOG PARA SA IKA-100 TAON NI JUAN TAMAD (2019)"

Juan Balucas at ang Bayabas

(an independent film inspired by popular tales of Juan Tamad)

SYNOPSIS

Inspired by popular tales of Juan Tamad, **Juan Balucas at ang Bayabas** features Nourish "Icon" Lapuz, as JUAN BALUCAS, the son of JOHN (Archie Alemania) who has been mistaken to be Juan Tamad and turned into stone by the mystical creature IBONG BADARNA (Randy de Silva) to avoid him from inflicting laziness to all mankind.

To save his father, Juan enters an agreement with the queen of the fairies REYNA SUKI (Gabby Padilla) under some conditions. He must obtain the song of Badarna and some water from the "Bukal ng Buhay" before the full moon passes. With the help of an *engkanto* named APO (Rolando T. Inocencio), and NONI (Peter Vallejos) a *nuno sa punso*, Juan sets off his quest. To fulfill his mission, he must first possess an object from the dreaded King Crab SIPIT (Rainier Morales) and pass thru TAMBO (Bernard Laxa) a "kapre" who guards the passage to Badarna's lair before he can reach the mystical bird.

After saving his father, Juan gets stuck in a purgatory between two dimensions. Left with only the water from the "bukal ng buhay", Juan faces self-conflicts, hunger and struggles to keep his sanity under the dead guava tree. Will he be able to have something to eat? Is there still a chance for him to get back to his family in the real world? Or will he just lie down like Juan Tamad, waiting for the fruit to fall from its tree. What he does next will dictate his fate.

ABOUT THE FILM

Duration:	85 minutes	Genre:	Fantasy/ Comedy/ Adventure
Cast:	Nourish "Icon" Lapuz, Archie Alemania, Rolando T. Inocencio, Peter Vallejos, Gabby Padilla, Brooke Chantelle Estillore, Ynahbel Moran, Randy De Silva, Rainier Morales, Bernard Laxa		
Production:	GroundHit Entertainment Production	Writer/Director:	Franco G. Arce
Executive Producers:	Orlando B. Estillore & Penny Cooper Estillore	Associate Producer:	Irene Sales
Unit Production Mgr:	Mhayen Gatmaitan-Basto	Cinematographer:	Mario Quijano
Editor:	Chrisel Galeno Desuasido	Production Designer:	Zur
Visual Effects Supervisor:	John Anthony L. Wong	Music & Sound:	Paulo Agudelo

AN EDUCATIONAL FILM: 'JUAN BALUCAS AT ANG BAYABAS'



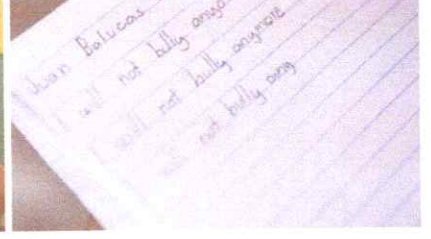
Inspired by **Juan Tamad**, a Filipino iconic character who is believed to have originated from "Buhay na Pinagdaanan ni Juan Tamad na Anac ni Fabio at ni Sofia". It was written by an unknown author, and was published by Limabagan ni **J. Martinez** in Intramuros Manila in the year 1919. That makes Juan Tamad 100 years old this coming 2019.

"**Juan Balucas at ang Bayabas**" is a film inspired by "Juan Tamad". He was even more popularized by the celebrated National Artist for film **Mr. Manuel Conde** who have created numerous films featuring the iconic character.

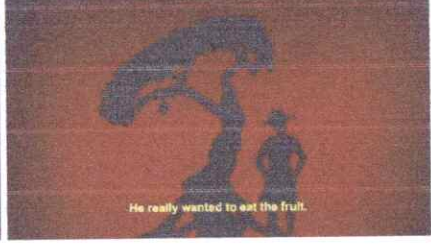
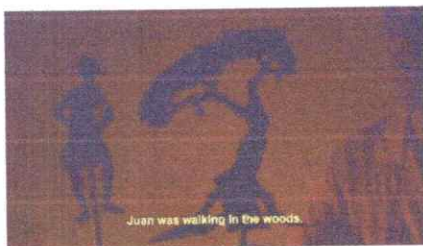
Packed with education culture and values, Juan Balucas at ang Bayabas is an ideal offering for students. Listed below are some of the highlights the film aims to promote:



1. **PROMOTION OF MOTHER TONGUE** – the film is incorporated with "**tula**" as part of the delivered dialogues. Said dialogues include a number of original poems written by the filmmaker. To sum up, the film promotes not only our mother tongue, but also the use and appreciation of Filipino poems through film.

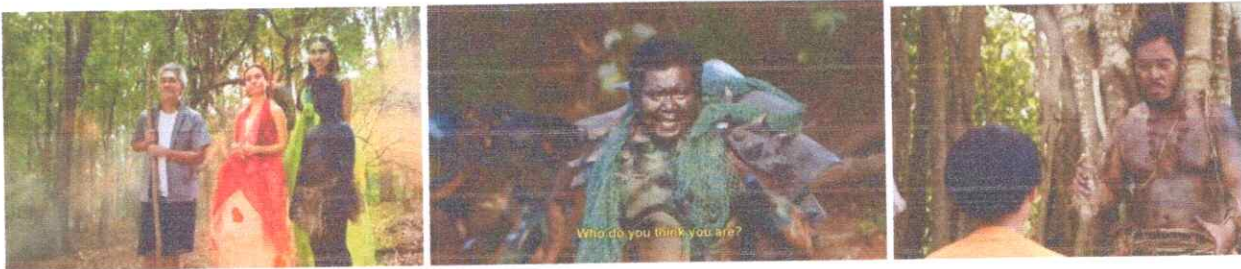


2. **ANTI-BULLYING** – a scene in the film is dedicated to show that any form of bullying is not tolerated in school, and bullying does not go unpunished. The film also aims to show the bullies how their parents worry about them and their future.



3. **JUAN TAMAD STORY RETOLD** – as part of the tribute to the iconic character, Fabio tells his grandchildren the famous story of Juan Tamad using shadow puppetry.

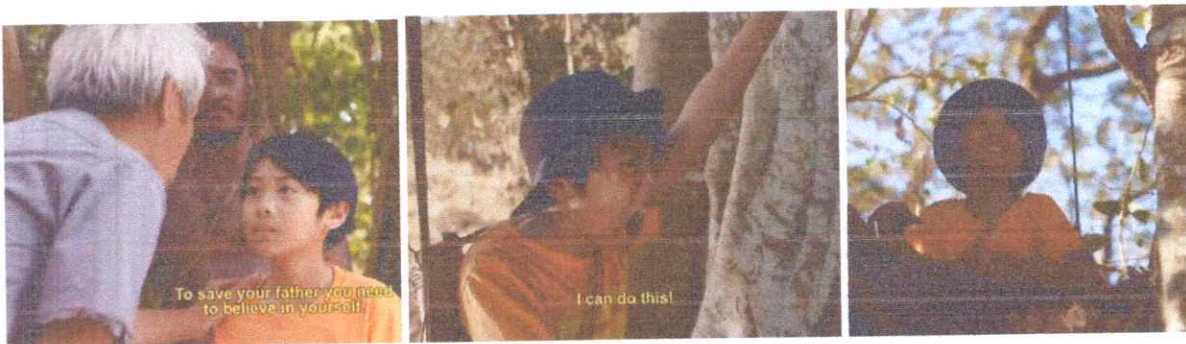
4. **SHADOW PUPPETRY** – believed to be the oldest form of storytelling presentation (or one of the oldest), the film exhibits shadow puppetry to show how children used to enjoy stories told by the elders. It is incorporated with modern 2D animation for added appreciation, and to exhibit the evolution of a native form over time.



5. **PROMOTION OF FILIPINO FOLKLORIC CHARACTERS** – The film also aims to promote awareness of characters like the “diwatas” and “engkantos” who are embedded in our culture.



6. **KINDNESS** – the film demonstrates that “kindness” has a positive effect on the lives of others (directly or indirectly) as testified by the dreaded king crab Sipit.



7. **SELF BELIEF/ CONFIDENCE** – shows the importance of overcoming fears and believing in one's self.



8. **ENVIRONMENTAL** – as a contribution to the efforts to protect the nature, a scene is dedicated to show the importance of its preservation, and that even a young boy can do something for the environment.



9. **NUTRITION** – The film includes promotion of eating healthy foods like vegetables and fruits to grow healthy and strong.

BONUS TRIVIA - The universe of the film includes actualities for the audience to appreciate the tales of Juan Tamad even more. To cite some are the following:

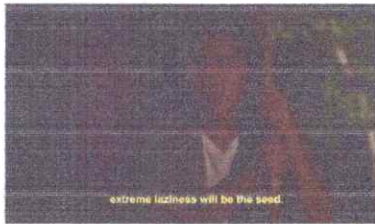


SIPIT gives Juan Balucas the object that he needs because he owes his life to Juan Tamad. In the universe of the film, Sipit is one of the crabs who the Filipino iconic character had set free in the story “*Si Juan Tamad at ang mga Alimango*”.



Juan Balucas gets stuck under a dead GUAVA tree between two dimensions. On that tree hangs a shrunken dead fruit. That tree is the same tree, with the very same bayabas that Juan Tamad slept under and waited to fall in the story “*Si Juan Tamad at ang Bayabas*”. It never fell off its branch!

DIALOGUES USED IN LINE WITH THE PROMOTION OF MOTHER TONGUE IN FILM



Apo casts a curse upon Fabio and Sofia which caused their son John, to become lazy:

*"Saksi ang buwan at mga bituin
babaguhin ko ang inyong mga hiling
Sa halip na kasipagang hinihingi
lubos na katamaran ang magiging binhi
Katamaran, katamaran ang magiging binhi."*



Delivered after a popular quote by Francisco Baltazar during a ritual to grant the wish of John and Maria:

*"Pagibig na nagbibigay buhay sa lahat
patibayin ang iyong pagiging tapat
Diwatang umiibig sa taong nilalang
pagbabagong uri ang kaniyang inaasam
Ito pagibig ang aming ipinagdarasal."*



Apo's enchantment to clear John's and Maria's memory about the world of the fairies so they can live as a normal couple:

*"Kahiilingang pinagbigyan, ating natunghayan
'Gaya ng inyong hiling, kayo ngayon ay magkapiling
Kayo ay hahayo sa lupang malayo
at doon mamumuhay kayo bilang tao
Ang inyong alaala tungkol sa mundo ng engkanto at diwata
ay akin nang pinawawalang bisa...."*



Reyna Suki's riddle for Juan Balucas:

*"Malawak na tubigin iyong bagtasin
Mga batong puti iyong tatahakin
Talim ng sipit at taas ng puno
Iyan ay kailangan mong magupo.*

*Mahiwagang huni iyong dapat mahuli
At ang tubig sa bukal ay iyong maiuwi
Kabilugan ng buwan ang magsisilbing saksi
Sa pagkamit ng iyong minimithi."*