



# PRESS RELEASE

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## **PSA-Sultan Kudarat Celebrates 35<sup>th</sup> NSM; Underscores the Theme: Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation**

Through the issuance of the PSA Board Memorandum Circular No. 2024-12, signed by NEDA Director General Arsenio M. Balisacan, both government and the private sector, from the national down to the provincial level, are enjoined to actively support and participate in the 35<sup>th</sup> National Statistics Month (NSM) Celebration.

The annual observance of the NSM is pursuant to the Presidential Proclamation No. 647 signed by then President Corazon C. Aquino on September 20, 1990, Declaring the Month of October of Every Year as the National Statistics Month.

The NSM celebration aims to: a) promote, enhance and instill nationwide awareness and appreciation of the importance and value of statistics to the different sectors of society; and b) elicit the cooperation and support of the general public in upgrading the quality and standard of statistics in the country.

This year's theme, "Advancing Data and Statistics Through Digital Transformation: A Road to an Empowered Nation", underscores the efforts in modernizing the statistical system through the adoption of digital tools and platforms to improve the accuracy, timeliness and accessibility of statistics.

One of the most vivid and newest examples of these advancements is the PSA's shift to Computer-Assisted Personal Interview (CAPI) mode of data collection in the implementation of the 2024 Census of Population and Community-Based Monitoring System (POPCEN-CBMS) nationwide. This is the biggest tablet-based census of the PSA by far.

PSA-Sultan Kudarat lined-up various engaging activities/contests in line with this month-long celebration in Sultan Kudarat Province. These activities include fun run, quiz bee, research presentation, digital poster making contest, photo essay contest, among others.

Moreover, the PSA-Sultan Kudarat Provincial Office is enjoining the support of all national government agencies, local government units, academe, media and the private sector in Sultan Kudarat Province to ensure the success of the 35<sup>th</sup> NSM celebration in the province this coming October 2024.

[#NSM@35](#)

Approved for Release:

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