

The Director General's 10 Operational Thrusts

Upon assumption of Gen. Jose S. Gutierrez, Jr. on January 10, 2011 as the new Director General of PDEA, he immediately issued 10 Operational Thrusts which include the following:

1. Strengthening of operations against shabu *tiangge* and drug dens;
2. Intensification of efforts against clandestine laboratories;
3. Prioritization of court duties;
4. Ensuring conviction and incarceration of drug personalities;
5. Application of strategic approach in the conduct of advocacy campaign;
6. Strengthening relationship with all stakeholders and duty bearers;
7. Strengthening of the values of PDEA personnel in line with the thrust of the PNoy's Administration which is "*hindi abusado, magalang, umaakasyon sa tawag ng tungkulin*";
8. Protection and upholding of the reputation of the Agency;
9. Contribution to the National Agenda of the Government; and
10. Boosting the morale and welfare of the personnel.

These have guided the Agency in threading its path throughout the year. Despite being new, the DG has brought the Agency to another auspicious year of successful operations.

