



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS

20 February 2019

CUSTOMS MEMORANDUM CIRCULAR
NO. 57-2019

To: All Deputy Commissioners
All Directors and Division Chiefs
All District/Port Collectors
And Others Concerned

Subject: March 2019/National Women's Month (NWM) Celebration

Attached is the Memorandum dated 13 February 2019 from the Department of Finance enjoining the government agencies to participate actively in the celebration of the **2019 NATIONAL WOMEN'S MONTH**. This year's theme is **"We make change work for women"**.

This Memo also indicates the various activities for the month of March 2019.

For your information and guidance.

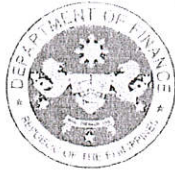
For record purposes, please confirm the dissemination of this circular throughout your offices within fifteen (15) days from receipt hereof.

REY LEONARDO B. GUERRERO
Commissioner

FEB 22 2019



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Republic of the Philippines
DEPARTMENT OF FINANCE
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Time: 4:20

MEMORANDUM

FOR : ALL HEADS OF BUREAUS AND ATTACHED AGENCIES
(See Distribution List)

ATTENTION : GENDER AND DEVELOPMENT (GAD) FOCAL POINTS

FROM : 
Director ALVIN P. DIAZ
Central Administration Office



SUBJECT : 2019 National Women's Month Celebration (NWMC)
March 1, 2019 to March 31, 2019



DATE : 13 February 2019

Please be informed that pursuant to Presidential Proclamation Nos. 224 and 227, series of 1988 and Republic Act 6949 s. 1990, declaring the month of March as National Women's Month (NWM), all government agencies are once again enjoined to participate actively in the celebration of the 2019 National Women's Month. This year's theme is "WE Make Change Work for Women".

Elements of the theme:

- WE stands for Women's Empowerment
- Make Change Work = MCW = Magna Carta of Women
- Change - also means Compassionate and Harmonized Actions and Networks for Gender Equality
- We / us or "kami / tayo" in Filipino

OBJECTIVES:

The 2019 celebration aims to:

1. **inform and engage** women as stakeholders of government programs and services – to promote citizen-centric governance and make "change" a conscious effort to know, understand, and provide what ALL citizens need;
2. **create and facilitate** platforms to discuss good practices, gaps, challenges, and commitments in pursuing gender and development (GAD) – to strengthen implementation of the Magna Carta of Women; and

3. **inspire and empower women and girls to be agents of change – to contribute in promoting gender equality and the empowerment of all women.**

In support of the 2019 National Women's Month Celebration, the DOF shall undertake the following activities:

- I. **Display event's streamer bearing 2019 NWMC logo in DOF Gate for the whole month of March 2019**
- II. **Issue Memorandum to Bureaus and Attached Agencies enjoining participation to 2019 NWM celebration**
- III. **PRODUCTION AND DISTRIBUTION OF IEC MATERIALS**

Section 26 of the Magna Carta of Women (Right to Information) provides that "Access to information regarding policies on women, including programs, projects, and funding outlays that affect them, shall be ensured. "Relative thereto, the DOF-GFPS shall produce flyers containing information on the 2019 NWMC for distribution to DOF employees, subject to approval of the DOF-GFPS.
- IV. **Announcement of National Women's Month Celebration (NWMC) in Flag Raising Ceremony on March 04, 2019 (Monday) at 7th floor, lobby, DOF**

The National Women's Month Celebration shall be announced during the Flag Raising Ceremony on March 4, the Monday before the start of Women's Month. The objective of this event is to enjoin DOF officials and employees to join the national celebration and to support the GAD initiatives of DOF. Flyers on the Magna Carta of Women and the 2019 NMWC shall be distributed to the attendees of the Flag Raising Ceremony, along with the announcement of the 2019 NWMC activities.
- V. **Serbisyo para kay Juana (March 8, 11 and 12, 2019) - Free Facial & Spa Services**
- VI. **Purple Fridays (March 8, 15, 22, 29, 2019)**

Purple Fridays is an advocacy activity in calling women and men advocates to advance women's rights and gender equality, break gender stereotypes and stop gender-based violence and discrimination against women. Wear anything purple every Fridays of March to show your support.

VII. Online Advocacy: #JuanaSays (March 1 to 31, 2019)

First initiated by PCW in 2015, Juana Says is a daily dose of inspirational quotes of Filipino women from different fields or profession. Personalities who will be invited to share their inspiring words include heads of government agencies, private corporations/companies, celebrities and artists, women from various sectors (e.g. rural, IP, Moro, youth, formal employment, entrepreneurs), among others.

The following activities are prepared for the DOF 2019 Women's Month Celebration:

1. Women Inspiring Women Forum
Venue to be announced- March 19, 2019 - AM (Tentative)

This event is a gathering of women leaders of DOF, its Bureaus and Attached Agencies to celebrate women's journey and share inspiring stories of change as leaders in their chosen fields and to encourage their fellow women to be empowered change agents. This will also serve as a venue for women to inspire and appreciate each other, and create an environment supportive of each other.

Women officials of DOF, women Heads of Bureaus and Attached Agencies shall be invited as the guests of honor. Participants shall be selected GAD Focal Points and representative from DOF, Bureaus and Attached Agencies.

Additional guidelines may be issued by the DOF-GFPS, as needed.

2. Women's Economic Empowerment
Venue to be announced- March 19, 2019 - PM (Tentative)

This event will feature workshops that will empower women on various areas such as personal grooming and livelihood activities. Participants shall be selected DOF personnel.

3. Lecture on Work-Life Balance
Venue to be announced- March 20, 2019 - AM (Tentative)

4. Lecture on Women's Health
Venue to be announced- March 20, 2019 - 3:00-4:30 PM

Your agencies may conduct other relevant activities in celebration of the 2019 NWM. All costs that will be incurred shall be charged against the 2019 GAD Budget of respective agencies.

For further details, please visit the PCW Website at www.pcw.gov.ph for PCW-led activities or contact Ms. Maria Carmela P. Romerosa, DOF-GFPS, at tel. no. 525-0244 for DOF specific activities.

Thank you once again for your support in the DOF GAD initiatives. Happy Women's Month.

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