



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF FINANCE
BUREAU OF CUSTOMS
Manila 1099

27 February 2015

CUSTOMS MEMORANDUM CIRCULAR

NO. 23-2015

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

**Subject: 2015 National Women's Month Celebration
March 1, 2015-March 31, 2015**

Attached is the Memorandum dated February 10, 2015 of M. Teresa S. Habitan, Assistant Secretary and Chair, DOF GAD Focal Point System, informing this Bureau 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).

For your information and guidance.

Please confirm the dissemination of this circular throughout your offices within fifteen (15) days from receipt hereof.


ARTURO M. LACHICA, CESO II
Deputy Commissioner, IAG



Republic of the Philippines
DEPARTMENT OF FINANCE

Roxas Boulevard Corner Pablo Ocampo, Sr. Street
Manila 1004

MEMO FOR : Commissioner **KIM S. JACINTO-HENARES**
Bureau of Internal Revenue
Commissioner **JOHN PHILLIP P. SEVILLA**
Bureau of Customs
Treasurer of the Philippines **ROBERTO B. TAN**
Bureau of the Treasury
Executive Director **SALVADOR M. DEL CASTILLO**
Bureau of Local Government Finance
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Central Board of Assessment Appeals
Officer-in-Charge **EULOGIO T. CASTILLO**
Cooperative Development Authority
Commissioner **EMMANUEL F. DOOC**
Insurance Commission
Executive Director **TRINIDAD A. RODRIGUEZ**
National Tax Research Center
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Philippine Deposit Insurance Corporation
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Privatization Management Office
Chairperson **TERESITA J. HERBOSA**
Securities and Exchange Commission
President & Chief Executive Officer **GIL S. BUENAVENTURA**
Development Bank of the Philippines
President & Chief Executive Officer **GILDA E. PICO**
Land Bank of the Philippines
President and General Manager **ROBERT G. VERGARA**
Government Service Insurance System
President & Chief Executive Officer **EMILIO S.
DE QUIROS, JR.**, Social Security System

ATTENTION : **GENDER AND DEVELOPMENT (GAD) FOCAL POINTS**

SUBJECT : **2015 National Women's Month Celebration
March 1, 2015 to March 31, 2015**

DATE : 10 February 2015

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

A handwritten signature in black ink, appearing to be "Mun" or similar, with a flourish underneath.

Women's Month (NWM), your agency is hereby enjoined to participate in the celebration of the 2015 National Women's Month. This year's theme "*Juana, Desisyon Mo ay Mahalaga sa Kinabukasan ng Bawat Isa, Ikaw Na!*" pays tribute to all women leaders who passionately led and continue to advance women's advocacies. Their key roles and accomplishments in leadership, power and decision-making will be highlighted in order to influence and break the conservative mindset and belief that politics and leadership are not for women. The celebration will also be a perfect time to drum up the call for "Juanas" to run in public office since the last quarter of 2015 is the period of filing of candidacy for 2016 election.

To promote GAD awareness among your officials and employees and to capacitate the GFPS on various gender-related trainings, your agency is encouraged to undertake the following activities:

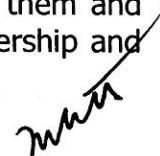
- I. Display event's streamer bearing NWM logo in conspicuous places in your agency for the whole month of March 2015**
- II. Issue Memorandum to concerned District/Regional Offices enjoining participation to 2015 NWM celebration**
- III. Participate in the International Women's Day Program and Simultaneous Nationwide Street Dance on March 8, 2015, 5:00AM at Quezon Memorial Circle, Quezon City**

The Philippine celebration of the International Women's Day (IWD) will have two major highlights - the Report on the State of the Filipino Women, and the simultaneous street dance to celebrate our achievements in empowering Juanas and encourage more Juanas to step up, participate and lead in different sectors.

Your agency may decide on the number of participants to be sent to this event.

- IV. Forum on Women in Leadership, Power and Decision Making: "Why Women? Why Now? Why You?" - March 24, 2015, Venue: TBA**

This forum is open to women employees of the government, particularly those occupying second level positions. It will serve as a venue for them to learn from the sharing of experiences of different women leaders in civil society, academe, bureaucracy and electoral body, thus, inspiring them and creating opportunities for them to exercise and develop their leadership and decision-making skills.



Your agency GAD Focal Points may be sent to this forum.

V. Women and Media Summit - March 26, 2015, 1:00M at GSIS Theater, Pasay City

The Women and Media Summit is a venue of sharing best practices of women in the media. This will also highlight media's role and influence on "Juana's" political power and leadership, and her participation to promote gender-sensitivity and gender-responsiveness in all forms of media. Women media experts, covering TV, radio, film, print and online media, will be invited. It will also be the venue for the awarding ceremony of the 2015 GADtimpala Awards for media and Women's Month Photo Contest.

Agency GAD Focal Points are invited to attend the women summit.

VI. Conduct agency specific activities to celebrate the 2015 NWM:

1. Workshop on the Development of GAD Framework using Results-Based Management (RBM) - March 2-3, 2015/Visayas Room, 6th Floor, DOF Building

This training-workshop is aimed at sharpening the skills of the GAD Focal Points of DOF, Bureaus and Attached Agencies on the development of a Gender and Development Framework using Results-Based Management. The GFPS lacks the capacity to determine relevant data for sex-disaggregation, the use of collected data and the analysis of such data. This training shall be an introductory course on sex-disaggregated data collection.

There will be about forty (40) GAD Focal Points including the RIPS Core Team in charge of collection of data on women involved in graft and corruption who shall participate in this training.

Each agency is required to send one (1) GAD Focal Point and one (1) in charge of data collection.

2. Gender Sensitivity Training (GST) and Sexual Harassment Awareness Training with Gender Analysis for RIPS Personnel- March 19-20, 2015/hotel in Manila

This is a gender-related capacity development activity for staff of the Revenue Integrity Protection Service (RIPS), being the GFPS' partner in the DOF anti-corruption activities. The RIPS staff undergone a Gender Learning Session last December 10, 2014 with expenses charged against the MCA/P. The GFPS targets a more purposeful action on pursuing studies on women's

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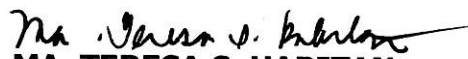
involvement in graft and corruption and the analysis on its surrounding causes. This project was commended by MCA/P and USAID i3 Project Team.

There will be thirty-two (32) RIPS personnel and five (5) DOF-GFPS members to attend this activity.

Your agency may conduct other activities in celebration of the 2015 National Women's Month. All expenses for the activities shall be charged against the GAD Budget of your respective agencies.

For more information about the 2015 Women's Month Celebration, please contact the Information Resource Management Division of PCW at 735-1654 loc. 131 or 735-8509 or email irmd@pcw.gov.ph or visit www.facebook.com/philippine.commission.on.women, follow [@PCWgovph](https://www.facebook.com/PCWgovph) and subscribe to PCW's Youtube.

I wish everyone a more empowering Women's Month!


MA. TERESA S. HABITAN
Assistant Secretary and
Chair, DOF GAD Focal Point System