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REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF FINANCE  
**BUREAU OF CUSTOMS**

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24 February 2025

**CUSTOMS MEMORANDUM CIRCULAR**  
NO. 47 - 2025

**TO :** ASSISTANT COMMISSIONER  
ALL DEPUTY COMMISSIONERS  
ALL DIRECTORS AND DIVISION CHIEFS  
ALL DISTRICT AND SUB-PORT COLLECTORS  
ALL OTHERS CONCERNED

**SUBJECT :** 2025 NATIONAL WOMEN'S MONTH CELEBRATION (NWMC)

Attached herewith is the copy of Memorandum from **Mr. ALVIN P. DIAZ**, Director IV, CAO and Member, GAD Executive Committee dated 19 February 2025 with the above-mentioned subject.

For records purposes, please disseminate this circular throughout your respective offices and submit the necessary confirmation within fifteen (15) days from receipt hereof.

For your information and guidance.

  
**BIENVENIDO Y. RUBIO**  
Commissioner  
  
FEB 27 2025



Gate 3, South Harbor, Port Area, Manila 1018

+63 (02) 8705-6000, +63 (02) 8527-1968 | [www.customs.gov.ph](http://www.customs.gov.ph) | [boc.cares@customs.gov.ph](mailto:boc.cares@customs.gov.ph)




Republic of the Philippines  
**DEPARTMENT OF FINANCE**  
Roxas Blvd. corner P. Ocampo St., 1004 Manila



**MEMORANDUM**

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

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

**FROM :**   
ALVIN P. DIAZ  
Director IV, CAO and  
Member, GAD Executive Committee

**SUBJECT :** 2025 NATIONAL WOMEN'S MONTH CELEBRATION (NWMC)

**DATE :** 19 February 2025

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Annually, for the whole month of March, government agencies are encouraged to participate and initiate activities for the National Women's Month Celebration (NWMC). For this year's celebration, the Philippine Commission on Women (PCW) has released Memorandum Circular No. 2025—01 to guide stakeholders in the preparation and conduct of the 2025 NWMC.

1. **Legal Bases.** The following issuances serves as the legal bases for the 2025 NWMC:
- **Proclamation No. 224, s. of 1988** – Declaring the first week of March each year as **Women's Week** and **March 8** as **Women's Rights and International Peace Day**;
  - **Proclamation No. 227, s. of 1988** – Providing for the observance of the Month of **March** as **Women's Role in History Month**; and
  - **Republic Act No. 6949 (1990)** – Declaring **March 8** of every year as **National Women's Day**.

In addition, the country also celebrates the **Girl Child Week** and the **Women with Disabilities Day** within the NWMC in accordance with the following:

- **Proclamation No. 759, s. of 1996** – Declaring every **fourth week of March** as the **Protection and Gender-Fair Treatment of the Girl Child Week**. This underscores the necessity to afford every girl under the age of 18 equal

underscores the necessity to afford every girl under the age of 18 equal opportunities and sufficient protection, preparing her for a role in community development.

- **Proclamation No. 744, s. of 2004** – Declaring the last Monday of March of every year as Women with Disabilities Day to advocate for the safeguarding and integration of women with disabilities into society, ensuring they receive equal rights in legal matters and across all facets of human pursuits.

2. **Theme.** With the goal of fostering a society where all women have equal rights, power, and opportunities, the 2025 NWMC carries the sub-theme: ***“Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas.”*** This reinforces the core objective of RA 9710, or the Magna Carta of Women—to empower women, promote gender equality, and ensure equitable access to resources and opportunities.

This year’s focus continues to support the administration’s brand of governance and leadership, aligning with its rallying cry for an all-inclusive plan for economic and social transformation. The celebration serves as reaffirmation of our commitment to building a ***“Bagong Pilipinas”***—a nation where women have equitable opportunities, free from gender biases and discriminatory stereotypes. The phrase ***“Babae sa Lahat ng Sektor, Aangat ang Bukas”*** embodies a sense of optimism and hope, symbolizing a future where women’s lives are truly uplifted. It reflects the commitment to translating gender equality efforts from policy into tangible, meaningful changes in the lives of women. This vision seeks to ensure that all women, particularly those from underserved communities and marginalized sectors, reap the benefits of gender equality in their daily lives. By prioritizing these groups, the 2025 NWMC emphasizes the need for inclusive progress, ensuring that no woman is left behind in the journey toward equal opportunities and empowerment.

The NWMC provides a vital opportunity for everyone to reflect on and challenge the deeply rooted gender norms and biases, particularly those that contribute to the marginalization of women from underserved communities. This annual observance serves as a platform to identify and transform practices, beliefs, and societal expectations that reinforces gender inequality. By fostering discussions, advocating for policy changes, and promoting gender-fair practices, the celebration encourages a cultural shift that ensures that women from all sectors have equal access to opportunities, resources, and the full recognition of their rights. Through collective action, we can reexamine and reshape traditional norms that limit women’s roles and contributions, creating an environment where every woman’s potential is acknowledged, valued and fully supported, regardless of her background or circumstances.

The celebration also highlights the crucial role of men as allies in dismantling systemic barriers and fostering an inclusive society. Together, these efforts aim to make gender equality a reality for all women in the Bagong Pilipinas.

3. **Objectives.** This year's National Women's Month Celebration aims to:

- Increase awareness and advocacy for gender equality, resulting in greater recognition of women's equal rights, power, and opportunities across all sectors;
- Enhance the inclusion of marginalized and vulnerable sectors of women, including indigenous women, rural women, and women with disabilities, through targeted initiatives that ensure their participation and access to programs and resources promoting inclusive development;
- Strengthen multi-sectoral collaboration with government agencies, LGUs, NGOs, CSOs, and other stakeholders, leading to improved policies, access to services, and sustainable opportunities for women; and
- Improve policies and gender-responsive governance, ensuring the sustainability of gender equality efforts beyond 2025.

4. **PCW-led activities.** Stakeholders are encouraged to participate in or support the activities organized by the PCW in celebration of the 2025 NWMC:

- **National Women's Month Celebration Kick-Off Event** – An onsite kick-off event will take place on March 5, 2025, featuring a trade fair and booths offering various services to women, particularly from marginalized sectors. These services will include medical services, legal consultation, and other essential services aimed at empowering women. The trade fair will showcase products from women-owned and women-led micro, small and medium-sized enterprises (MSMEs).

This event is organized in collaboration with government agencies directly supporting these sectors, alongside NGOs and CSOs working on their behalf.

The event will also serve as a platform for several key initiatives:

- Launch of the guidelines for the first-ever State of the Filipino Women regional report;
- Recertification of PCW's partner institutions for GAD Training programs;
- The unveiling of the PCW 50th Anniversary Coffee Table Book:

- Presentation of country's strategies moving forward derived from the BPFA country report; and
  - Launch of the Threads of Empowerment: Weaving Women's Stories, a year-long nationwide symbolic initiative.
- **Threads of Empowerment: Weaving Women's Stories** – A year-long initiative that features symbolic patchwork tapestry, showcasing the diverse stories and challenges of women across the Philippines. Each government body or women's group from various regions in the country will contribute a unique design reflecting a specific advocacy or issue, weaving together a collective tapestry of women's experiences and aspirations. This initiative pays tribute to the cultural and economic contributions of traditional fabric artisans, including quilters, embroidery, artists, weavers, and others specializing in the intricate world of textile crafts. By engaging these talented women—particularly those from the marginalized communities, the project elevates their exceptional skills, honors their heritage, and amplifies their voices. Beyond raising awareness of women's issues, it fosters solidarity and strengthens the call for gender equality and women's empowerment. Through partnerships with regional agencies, LGUs, local NGOs, CSOs, and other stakeholders, the initiative ensures these voices remain at the forefront, weaving a future where no one is left behind.
  - **International Women's Day Celebration: Herstory** - As part of PCW's 50th anniversary celebration, an online screening of the PCW HerStory Video Documentary will be held. This documentary highlights PCW's five-decade journey in championing women's rights, leading progress, and shaping a brighter future for Bagong Pilipinas.
  - **Pakigduyog: Women's Summit** – Organized by the PCW-North Mindanao Field Office, the third Pakigduyog: Women's Summit will be held in Butuan City, Region XII (Caraga). The event will feature a one-stop shop with booths set up by government agencies offering free services to participants, women's bazaar showcasing products by women-owned and women-led MSMEs, commitment pledge to affirm participants' support for gender equality and women's empowerment, and breakout sessions led by various government agencies focusing on lectures and workshops on accessible housing options, mental health, financial literacy, cybersecurity awareness, and others.
  - **#JuanaSays 2025** – Now on its 11<sup>th</sup> year, #JuanaSays campaign will feature statements from women across all walks of life, particularly those from the marginalized sectors. It aims to raise awareness on the specific challenges these women wish to highlight, spark meaningful conversations, inspire action, and foster a deeper understanding of the challenges women face in society.

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- **#WEcanbeEquALL** – Mobilizing support for the cause of gender equality, the online campaign aims to express our optimism that #WEcanbeEquALL. This hashtag encourages Women and Everyone (WE) to advocate for quality and inclusivity, ensuring that all individuals-regardless of gender, ability, status, or circumstances-receive the respect and rights they deserve. With the rallying cry #WEcanbeEquALL, no one is left behind.
  - **2025 NWMC Sticker Pack** – A digital collection of stickers featuring empowering messages about gender equality and women’s empowerment. These stickers serve as a powerful means to inject positivity into daily digital interactions while promoting the core values of equality and empowerment. Users can effortlessly incorporate these stickers into their conversations, sparking awareness and encouraging discussions on the critical issue of gender parity.
5. **Suggested activities for Stakeholders.** PCW calls on all stakeholders to organize meaningful and relevant activities that directly engage marginalized sectors, as outlined in the Magna Carta of Women. These activities shall align in the central theme and sub-themes of the 2025 NWMC and the GAD objectives. Potential activities may include:
- **NWMC-themed Flag Raising Ceremony** – We are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies during the last week of February and the first week of March (or on other relevant dates). It is strongly recommended that the All-Women Cast of Lupang Hinirang music video be featured in NWMC events.
  - **For GAD Focal Point System (GFPS) Members** – Members of the GFPS from agencies tasked with empowering women and girls in marginalized sectors are invited to participate in the onsite event on **5 March 2025**.
  - **Bawat Sektor ng Kababaihan laangat!** – Under the rallying call to “**leave no one behind**”, stakeholders are encouraged to organize interactive activities that address the specific issues and concerns of marginalized women. Stakeholders may consider the following suggested activities/events:
    - **Sector-specific dialogues and forums**  
Inviting representatives from marginalized sectors, gender experts, and advocates to provide insights on empowering women in underrepresented communities and tackling their unique challenges.
    - **Conduct workshops for inclusion and equality**

Conduct of onsite or online workshops on topics, which includes but is not limited to leadership development, financial literacy, digital literacy, mental health, and livelihood skills.

Facilitate small-group discussions to reflect on the importance of inclusion and equality across all sectors of society. This hands-on approach not only raises awareness but actively engages stakeholders in amplifying the voices of marginalized women and creating a supportive environment for their empowerment.

▪ ***Cultural celebration and awareness events***

Host art exhibits, storytelling sessions, or performances that showcase the traditions, identities, and contributions of marginalized women.

Organize food and craft fairs featuring products made by marginalized women to highlight their economic and cultural significance.

▪ ***Community engagement and co-creation sessions***

Arrange visits to communities of marginalized women to understand their challenges better and gather input for policy recommendations.

Use these sessions to co-create solutions and ensure stakeholders' interventions are responsive to real needs.

▪ ***Interactive online campaigns***

Launch social media initiatives encouraging marginalized women to share their stories.

Host webinars with inspiring women leaders from marginalized sectors to discuss empowerment strategies.

Highlight and celebrate the achievements of women leaders from marginalized communities.

- ***GAD Forum / GAD Agenda Setting*** – We are encouraged to hold onsite, virtual, or hybrid activities that address gender issues within their scope, aligned with their respective mandates. These initiatives can focus on tackling gender-related challenges and assessing internal concerns that require immediate attention. Through GAD agenda setting, we can reflect on our GAD journey and strategically plan future initiatives to promote gender-responsive governance. This approach aims to enhance the well-being of both their clients/constituents and internal stakeholders.

- **#GADtoKnow** – We are also encouraged to create, circulate, and/or disseminate information materials (both online and in print) that showcase their gender-responsive programs and services for women. These materials should include simplified steps and requirements for women to access these services. Additionally, we are urged to develop and distribute various Information, Education, and Communication (IEC) materials related to the NWMC and relevant women-related laws. You can access these information materials at <https://library.pcw.gov.ph>.
- **Our Women's Month Stories** – As PCW celebrates its 50th anniversary and continues to build its #PCW50 HerStory, they are encouraging all government agencies to share their NWMC stories through photos, videos, or other forms of media on their social media platforms. Reflecting on how they have celebrated Women's Month through the years, these stories will not only showcase their ongoing commitment to gender equality but also highlight how the celebration empowers their agency and inspires others to join the movement.
- **2024 NWMC banner of support** – Show that we are for gender equality and inclusive society! Exhibit the NWMC banner prominently in front of your offices, landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts.
- **#PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile** – Show your commitment to women's empowerment and gender equality by wearing purple every Wednesday throughout March. Extend your support by illuminating offices, landmarks, and public spaces with purple elements as a tribute to women and their invaluable contributions to society. Join the online movement by updating your profile picture with PCW's official frame through #PurpleYourProfile, helping to amplify awareness and engagement in digital spaces. These simple yet impactful actions not only celebrate women but also sparks conversations about Women's Month.
- **Musika ng Kababaihan Fridays (#MNKFriday)** – Tune into gender equality through melodies and harmony! Every Friday throughout March, share the empowering songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes in office spaces, public and private establishments, parks, and across social media platforms. Let these anthems of women's empowerment inspire action and amplify the message of gender equality: <https://library.pcw.gov.ph/search/?q=musikjuana>.
- **Offer your own "Serbisyo para kay Juana"** – Public and private entities that provide direct services, transactions, and products to the public may choose to



extend gestures of appreciation to women and girls on IWD (March 8) and throughout March. These tokens may include freebies, discounts, priority lanes, and other special promotions in honor of the celebration. These events can serve as platforms to showcase initiatives and programs aimed at empowering women. Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW's official announcements are invited to fill out the form on the NWMC webpage.

- **Coordination with regional and local GAD mechanisms** – Government agencies may facilitate inter-agency efforts to enhance the implementation and monitoring of key legislation, including the Magna Carta of Women and other laws on women's rights and GAD. Strengthening cooperation at regional and local levels ensures a more cohesive and effective approach to advancing gender equality and empowering women in their communities.
- **Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration** – Everyone is encouraged to join the Girl Child Week, observed every fourth week of March, which is led by the Council for the Welfare of Children (CWC), as well as the Women with Disabilities Day celebration spearheaded annually by the National Council on Disability Affairs (NCDA).
- **Using the official collateral designs released by PCW** – DOF, including its bureaus and attached agencies are encouraged to use the official branding design released by PCW for the 2025 NWMC. The branding guide, standard banner, and sample collateral designs are available for download on the NWMC webpage.
- **Use the official hashtag: #WEcanbeEquALL** – Stakeholders are invited to use this hashtag to express their dedication, showcase their activities, engage in online conversations, and share their commitments and action plans for advancing gender equality and fostering an inclusive society.
- **Support PCW's online advocacy** – Maximize the digital sphere to amplify the advocacy by promoting PCW's official social media accounts and creating NWMC campaigns tailored to your agency using the 2025 NWMC digital collaterals.
- **Be featured in the NWMC Calendar of Activities and Activity Photos** – The PCW encourages agencies with planned activities to share the details with the Commission for inclusion in the NWMC Calendar of Activities. Additionally, agencies are invited to submit photos of their events for potential posting on PCW's Facebook page, pending review and compliance with deadlines. Activity

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lineups and photos can be submitted via the links provided on the NWMC webpage.

6. **DOF-organized Activities.** In support to the 2025 NWMC, DOF shall undertake the following activities:

- **Display of 2025 NWMC banner of support** – To join the promotion of the 2025 NWMC, a campaign banner will be displayed at the DOF main entrance in the whole month of March. A digital banner will also be displayed in all desktop computers of DOF employees and TV monitors.
- **NWMC-themed Flag Raising Ceremony and Kick-off Activity – 03 March 2025** shall serve as the kick-off activity of DOF for the 2025 NWMC. DOF Offices assigned for undertaking the flag raising ceremony on 3 March 2025 and in all Mondays of March are encouraged to deliver inspirational messages relative to the 2025 NWMC.
- **#PurpleWednesdays, #PurpleYourIcon, and #PurpleYourProfile** – On all Wednesdays of March (**March 5, 12, 19, and 26**), all DOF personnel are encouraged to wear anything purple to signify support for gender equality and women’s empowerment. Further, the lighting of the DOF building’s facade with purple for the whole month of March will be undertaken.
- **Film Showing of “Distance” directed by Perci M. Intalan** – A Cinemalaya Independent Film Festival awardee with a theme on Health and Wellness and Mental Health featuring Ms. Iza Calzado as the lead character. This will be open for a private screening on **07 March 2025**, from 1:00pm to 4:00pm at the DOF Podium Conference Room. All personnel from the DOF, including the bureaus and attached agencies are encouraged to participate in this activity.
- **Forum on Gender-Specific Concerns on Mental Health** – In partnership with Mental Health PH, the DOF is organizing a Forum highlighting topics on gender-specific issues about mental health of women and men. Participants will be oriented on the current status of mental health in the Philippines and interventions available. This will be held on **11 March 2025**, from 9:00am to 12:00nn at the DOF.
- **Self-defense Training** – A one-day self-defense training will be organized for DOF employees on **18 March 2025** at the DOF Gym. Participants will be taught with *Krav Maga* – an Israeli self-defense system using combining techniques derived from aikido, boxing, judo, karate, and wrestling.

- **Gender and Finance Summit** – Started in 2022, Gender and Finance Summit has been a collaborative campaign during the celebration of National Women’s Month. Bureaus and attached agencies of DOF have been educating Filipino women and men of their gender-focused programs and services through this initiative. On **24 March 2025**, from 9:00am to 12:00noon, another set of discussant/presenters from various agencies will be presenting on various topics such as investments, social insurances, loans, mining regulation, and other relevant topics. Employees, clients, and partners are invited to participate in this activity.
  - **Women Inspiring Juan/a Forum** – A regular part of the annual celebration of NWM, women leaders from various agencies of the finance sector were invited to share their inspiring stories and journey as women and as leaders. For this year’s celebration, Women Inspiring Juan/a Forum aims to inspire both women and men in the government service to work together and be partners in creating a supportive environment for the advancement of all. This will be the focus of the afternoon session from 1:30pm to 4:00pm on **24 March 2025** at the Landbank Plaza, Malate, Manila. Female and male employees are encouraged to participate in this activity.
7. **Use of Gender and Development (GAD) Budget.** NWMC is organized as an annual advocacy event, in line with existing legal and GAD mandates. This initiative seeks to raise public awareness of women’s issues and recognize the vital contributions of women in society. DOF bureaus and attached agencies may allocate expenses for the NWMC from their GAD Budget and include them in their GAD Accomplishment Reports, provided that the activities align with the theme, objectives, and focus areas specified in PCW’s guidelines and fall within the mandate of the implementing agency.

Your agencies may conduct other relevant activities for the celebration of the 2025 National Women’s Month. Please visit this link for more information, downloadable collateral designs, and updates about the 2025 NWMC:

<https://pcw.gov.ph/2025-national-womens-month-celebration/>

For further questions and clarifications, stakeholders may contact PCW’s Corporate Affairs and Information Resource Management Division through Trunk Line: (02) 8735-1654, 0917-845-4814, and look for Ms. Jescel Aquino and Ms. Shiekah Sandigan or email: [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph) and [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

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

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