



Republic of the Philippines  
Department of Education

NATIONAL CAPITAL REGION  
SCHOOLS DIVISION OFFICE OF MUNTINLUPA CITY

Office of the Schools Division  
Superintendent

FEB 17 2025

**MEMORANDUM**

No. 076 s. 2025

**2025 NATIONAL WOMEN'S MONTH CELEBRATION**

To: OIC-Assistant Schools Division Superintendent  
Chief Education Supervisor, Curriculum Implementation Division  
OIC, Chief Education Supervisor, School Governance and Operations Division  
Public Elementary and Secondary School Heads/OICs  
All Others Concerned

1. Attached is Regional Memorandum No. 125 s. 2025, dated February 5, 2025, on the above-captioned title, the contents of which are self-explanatory, for the information and guidance of all concerned.
2. Relative to this, this Office and all public schools shall play the version of the Philippine National Anthem produced by the Philippine Commission on Women, during the conduct of flag-raising ceremonies throughout the month of March 2025 as SDO's support to the said celebration. Please see the attached file video in the link: <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>, for your reference.
3. Please see attached matrix of SDO's activities, for reference. Likewise, all schools are encouraged to conduct their activities on NWMC as part of their advocacies.
4. For strict compliance and immediate dissemination of this Memorandum.

  
**VIOLETA M. GONZALES**

Assistant Schools Division Superintendent

Officer-in-Charge

Office of the Schools Division Superintendent

Enclosure: None

References: As Stated

To be indicated in the Perpetual Index  
under the following subjects:

**PROGRAMS**

CTCC/ DM 2025 NATIONAL WOMEN'S MONTH CELEBRATION

076 / 2/14/2025

NUM-2025-076

076

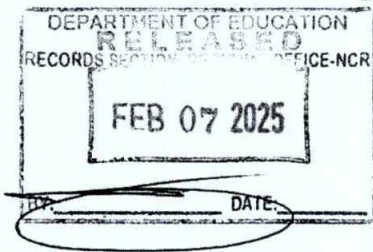
## 2025 NATIONAL WOMEN'S MONTH CELEBRATION

### Matrix of Activities

DATE	Activities	References
March 3	<ul style="list-style-type: none"> <li>Division Kick off Ceremony for NWMC</li> <li>Posting of NWMC 2025 banner/streamer at SDO Website and hanging of tarp at SDO Façade</li> <li>SDO's First Flag raising with Philippine National Anthem produced by PCW</li> </ul>	<a href="https://tinyurl.com/NWMC-RollUP-Banner">https://tinyurl.com/NWMC-RollUP-Banner</a>
March 10	Honoring Solo-Parent, Seasoned and Differently Abled SDO Personnel as Significant Contributor to the Operations of SDO Muntinlupa	<a href="https://pcw.gov.ph/republic-act-no-11861-expanded-solo-parents-welfare-act/">https://pcw.gov.ph/republic-act-no-11861-expanded-solo-parents-welfare-act/</a> RA No. 9994 Expanded Senior Citizen Act IRR of BP 344 Accessibility Law
March 17	#PurpleWednesday Change of profile with purple background to support the advocacy	<a href="https://tinyurl.com/NWMC-Streamer">https://tinyurl.com/NWMC-Streamer</a>
March 24	Monitoring of Schools on the conduct of School NWMC activities	Division Memorandum
March 31	Division Webinar: <i>Republic Act 7192: Women in Development and Nation Building Act</i>	RA 7192



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION



February 5, 2025

**REGIONAL MEMORANDUM**

No. 125 s. 2025

**To:** GAD Focal Point System  
Schools Division Superintendents  
Regional Functional Division Chiefs, Units and Section Heads  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

**2025 NATIONAL WOMEN'S MONTH CELEBRATION**

1. DepEd NCR along with the 16 Schools Division Offices joins the commemoration of the **2025 National Women's Month Celebration (NWMC)**, which honors women for their invaluable contribution in every sphere and at every level of governance in the Department of Education.
2. This year's celebration will continue to support the administration's brand of governance and leadership, aligning with the rallying cry for an all-inclusive plan for economic and social transformation. The 2025 NWMC carries the sub-theme: **Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas**". This embodies a sense of optimism and hope, symbolizing a future where women's lives are truly uplifted.
3. The objectives of the 2025 NWMC are the following:
  - a. Increased awareness and advocacy for gender equality resulting in greater recognition of women's equal rights, power, and opportunities across all sectors;
  - b. Enhanced inclusion of marginalized and vulnerable sectors of women, including indigenous women, rural women, and women with disabilities, among others, through targeted initiatives that ensure their participation and access to programs and resources promoting inclusive development;
  - c. Strengthen multi-sectoral collaboration with national government agencies (NGAs), local government units (LGUs), non-governmental organizations (NGOs), civil society organizations (CSOs), private sector, and other stakeholders leading to improved policies, access to services, and sustainable opportunities for women; and
  - d. Improved policies and gender-responsive governance, ensuring sustainability of gender equality efforts beyond 2025.



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

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4. Please find the attached Regional Office NWMC activities and the list of the Philippine Commission on Women (PCW) recommended activities. The link to the NWMC advocacy materials are as follows:

<https://tinyurl.com/NWMC-T-shirt-design>  
<https://tinyurl.com/NWMC-RollUP-Banner>  
<https://tinyurl.com/NWMC-Streamer>  
<https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>  
<https://tinyurl.com/GADvocate-Prayer>

5. To commence the activity, a kick-off program will be conducted on **March 3, 2025**, during the flag-raising ceremony and a simultaneous hanging of the 2025 NWMC Streamer in the Regional Office and across the 16 Schools Division Offices. In this regard, regional and SDO GFPS shall have a **face-to-face GAD pocket** meeting on **February 18, 2025, 9:00 am-5:00 pm at DepEd NCR Conference Room**.

6. Should you have clarifications, you may contact Dr. Rhea B. Eden, at [rhea.eden@deped.gov.ph](mailto:rhea.eden@deped.gov.ph) or call at 0917-7358915.

7. Immediate dissemination of this Memorandum is directed.

**JOCELYN DR ANDAYA**  
Regional Director, NCR  
concurrent Officer-In-Charge, Office of the  
Assistant Secretary for Operations



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

Enclosure No. 1 s. 2025

**Regional Office Proper Women's Month Celebration Activities**

<b>ACTIVITIES</b>	<b>DATE</b>	<b>MODALITY</b>
<b>GAD Pocket Meeting Launching of the development / production of contextualized GAD IEC / Advocacy Materials Competition</b>	<b>February 18, 2025</b>	<b>Face-to-face RO Conference Room</b>
<b>NWMC kick-off program and simultaneous hanging of the 2025 NWMC Streamer #PurpleWednesday, # PurpleYourIcon and #PurpleYourProfile</b>	<b>March 3, 2025</b>	<b>Hybrid</b>
<b>Posting of updated SDD in DepEd NCR website GAD Corner</b>	<b>March 5, 2025 WEDNESDAY</b>	<b>Online</b>
<b>Maintenance of the of gender friendly facilities in the regional office</b>	<b>March 14, 2025</b>	<b>Online</b>
<b>Development of Data Collection System for GPB, GAR, and HGDG</b>	<b>March 1-31, 2025</b>	
<b>Honoring Solo-Parent. Seasoned Personnel, and Differently Abled RO Personnel in their contribution to the realization of DepEd NCR 5 Priorities</b>	<b>March 21, 2025</b>	<b>Face-to-face</b>
	<b>March 31, 2025</b>	<b>Fac-to-face</b>



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

Enclosure No. 2 s. 2025

**Suggested Activities for Stakeholders**

**NWMC-themed Flag Raising Ceremony** – NGAs and LGUs 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 Lupang Hinirang music video be featured in NWMC events. The video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.

**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 March 5, 2025. Further updates with specific details will be posted on the NWMC webpage.

**Bawat Sektor ng Kababaihan Iaangat!** – 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 related to this:

- a. 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. 5.3.2 Conduct workshops for inclusion and equality
- b. 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.
- c. 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.
- d. 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.
- e. Community engagement and co-creation sessions
  - Arrange visits to communities of marginalized women to understand



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

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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** – NGAs and LGUs 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, NGAs and LGUs can reflect on their 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** – NGAs and LGUs are 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, participating agencies and stakeholders are urged to develop and distribute various Information, Education, and Communication (IEC) materials related to the NWMC and relevant women-related laws. Agencies 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, we encourage 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 you are for gender equality and inclusive society! Exhibit the NWMC banner prominently in front of your offices,



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

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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 (#MNKFRidays)** – 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).

**Use the official collateral designs released by PCW** – Stakeholders 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.



Republic of the Philippines  
**Department of Education**  
NATIONAL CAPITAL REGION

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**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.

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