



Republic of the Philippines  
Department of Agriculture

## SUGAR REGULATORY ADMINISTRATION

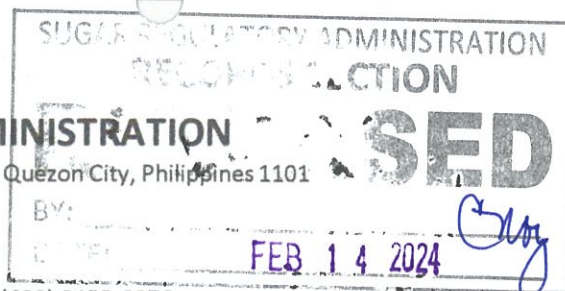
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MEMO-GAD-QC-2024-FEB-001

### MEMORANDUM ORDER NO. 1

Series of 2024

To : ALL SRA EMPLOYEES AND CONTRACT OF SERVICES

From :  **PABLO LUIS S. AZCONA**  
Administrator and Chief Executive Officer

Date : February 5, 2024

Subject : Observance of National Women's Month Celebration in March 2024

The SRA joins the nation in the observance of the annual National Women's Month Celebration (NWMC), which honors women and their contributions to nation-building. It is a platform to spotlight women's accomplishments and address ongoing and emerging issues related to women empowerment, gender equality, and social inclusion.

The passage of the following laws serves as the legal bases for the celebration of National Women's Month in March:

**Proclamation No. 224 s. 1988, "Declaring the First Week of March of Every Year as Women's Week and March 8, 1988, and Every Year Thereafter as Women's Rights and International Peace Day."** Signed on March 1, 1988, it affirmed our solidarity with the United Nations and recognized Filipino women's contribution to the struggle for national independence, civil liberties, equality, and human rights.

**Proclamation No. 227 s. 1988, "Providing for the observance of the Month of March as 'Women's Role in History Month'"** Signed on March 17, 1988, it reinforced the earlier proclamation by emphasizing the role of Filipino women in the social, cultural, economic and political development throughout our history. It provided for a month-long nationwide observance with appropriate ceremonies and activities to be spearheaded by the Commission.

**R.A. 6949 s. 1990, "An Act to Declare March Eight of Every Year as a Working Special Holiday to be Known as National Women's Day"** was signed on April 10, 1990. The law further strengthened the impetus for the celebration by declaring every



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March 8 as a special working holiday and enjoining employees from the government and private sector to participate in activities conducted by their offices.

The 2024 National Women's Month Celebration (NWMC) aims to capitalize on the recurring theme **"WE for gender equality and inclusive society,"** introduced in 2023. This theme, launched to renew commitment to the advocacy, builds upon the accomplishments under the 2016-2022 theme, "WE Make CHANGE Work for Women." The earlier theme stressed the importance of compassionate and harmonized networks towards gender equality and women's empowerment (GEWE). The recurring theme also aligns with the Philippine Development Plan 2023-2028, which aims for "deep economic and social transformation to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high-growth path." The plan also highlights that growth must be inclusive, building an environment that provides equal opportunities to all Filipinos and equipping them with skills to participate fully in an innovative and globally competitive economy.

Grounded on the objective of transforming culture toward a more equal and inclusive future, the 2024 NWMC bears the sub-theme, **"Lipunang Patas sa Bagong Pilipinas: Kakayahan ng Kababaihan, patutunayan!"** It echoes the target outcomes of Chapter 15 in the Updated Gender Equality and Women's Empowerment Plan 2019-2025 towards transforming gender norms and culture.

With "Lipunang Patas sa Bagong Pilipinas," the 2024 sub-theme calls for a Bagong Pilipinas where women are given equitable opportunities and not hindered by gender biases and discriminatory stereotypes. "Kakayahan ng Kababaihan, patutunayan!," aims to showcase and harness the full potentials of women and girls in actively engaging in and reaping the benefits of national growth and development. However, achieving this requires an enabling environment free from discriminatory values, stereotypes, beliefs, treatment, and portrayal of women and girls across family, religion, education, sports, media, and other relevant institutions. The vision extends to government agencies and institutions incorporating gender mainstreaming in the bureaucracy, men joining the cause for equality, and establishing a legal framework that supports the protection of marginalized groups of women, including the girl child, persons with disabilities, Indigenous Peoples, Muslims, and those with diverse Sexual Orientation, Gender Identity, and Expression (SOGIE).

To show support to this celebration and in compliance with the laws, the SRA Gender and Development (GAD) Committee, as part of the 2024 GAD Plan and Budget, will spearhead the following activities:

**NWMC-themed Flag Raising Ceremony.** – The use of the All-Women Cast Lupang Hinirang Video in Flag Raising Ceremonies on March 4, 11, 18, and 25, 2024. SRA will also use this as platform to include all announcements related to NWMC.

**2024 NWMC Banner of Support.** – SRA will display the National Women's Month Celebration banner in front of all SRA offices, and other areas and upload the digital counterpart to the SRA's official website and social media account of SRA GAD/GESI.



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**GFPS members to Participate in International Women's Day (IWD).** – The SRA GAD Focal Point System (GFPS) are mandated to empower women and girls through initiatives addressing poverty, strengthening institutions, financing with a gender perspective, promoting social protection systems, access to public services, and sustainable infrastructure for gender equality. They are invited to attend the onsite event on International Women's Day (March 8), a collaborative event to be conducted in collaboration with UN Women and SM Supermalls.

**#PurpleFridays or #PurpleYourIcon.** – Wear anything purple on all the Fridays of March to signify support for women's empowerment and gender equality. SRA offices may be decorated in purple as celebration of women and their contribution to the society.

**Free Film Showing.** – Movies featuring stories on gender equality, women empowerment, and social inclusion will be shown in SRA Social Hall by batches.

**Serbisyo Para Kay Juana.** – All women stakeholders who have transactions or avail services from SRA offices such as the Regulation department and Cashier on March 8 (Friday) will receive some 'freebies' as token of appreciation to women and girls on the International Women Day (IWD).

NWMC Kick off and culminating activity for month-long celebration (with food carts, photobooth, caricatures, etc.).

**Conduct of Seminar related to Women's Month celebration**

**GAD Corner will feature inspiring stories on gender equality and women empowerment.**

**Distribution of IEC and other advocacy materials**

**Banner of support to other GAD-related activities such as the Girl-Child Week which is to be observed on March 25 to 29, 2024 and led by the Council for the Welfare of Children (CWC) pursuant to Presidential Proclamation No. 759, series of 1996, which declares every fourth week of March as the "Protection and Gender-Fair Treatment of the Girl Child Week" and the Women with Disabilities Day celebration which is to be observed on March 25, 2024 pursuant to Proclamation No. 744, series of 2004, declaring the last Monday of March of every year as Women with Disability Day and led annually by the National Council on Disability Affairs (NCDA).**

All Department Heads are hereby enjoined to advise their respective personnel, including their Contract of Services (COS), to give full support to these activities.

Thank you.



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