



ADVISORY

TO : ALL ELECTRIC COOPERATIVES
ATTENTION : General Managers, ISD/MSD Department Managers
DATE : February 22, 2018

Pursuant to Presidential Proclamation No. 224, s.1998 and Republic Act 6949, s. 1990, the National Electrification Administration joins the Philippine Commission on Women in celebrating the 2018 National Women's Month Celebration (NWMC).

This year's theme entitled "WE Make Change Work for Women" highlights the empowerment of women as active contributors to and claimholders of development. This pursuit of development is anchored on the commitment of "Malasakit at Pagbabago" or True Compassion and Real Change.

To promote Member-Consumer-Awareness' awareness in the observance of the event, all Electric Cooperatives are encouraged to include the following in your March Calendar of Activities:

1. Announcement of National Women's Month Celebration in Flag Raising Ceremony (March 5, 2018) to enjoin all EC officials and employees to join the national celebration. You may also use the All-Women Cast Lupang Hinirang Video during your Flag Raising Ceremony. The music can be downloaded at <http://tiny.cc/allwomenlupanghinirang>.
2. Hanging of 2018 NWMC official streamer in all ECs' Head Office.
3. ECs can also distribute T-Shirts designed by PCW, for your officials and employees. The 2018 NWMC T-Shirt design may be downloaded thru this link <http://pcw.gov.ph/WomenMakeChange2018>.
4. Development, production, and distribution of Information, Education and Communication Materials for 2018 NWMC which include collaterals designed by PCW and EC-specific materials like flyers featuring EC activities, programs and services that can be accessed by women stakeholders.
5. To support the "Serbisyo Para Kay Juana" program of PCW, ECs may also offer treats to the stakeholders like freebies, discounts or distribution of IEC materials on March 8 which is the International Women's Day (IWD) and any chosen dates within March, making the celebration more publicly known and felt.
6. Adoption of the PCW National Women's Photo and Poster Making Contest in your own ECs. This activity will utilize arts, particularly photography and poster-making to promote women's empowerment.
7. Kindly visit the PCW's official social media accounts to join their Online Advocacy: #JuanaSays which will start from March 1-31, 2018. 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 and women from various sectors, among others.

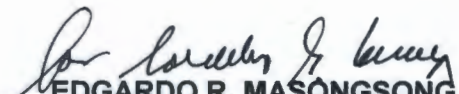
8. ECs may organize their own film showing that will feature films that tackle women's empowerment, gender equality, or issues confronting women in the marginalized and vulnerable sectors in conjunction with PCW's CineJuana Film Festival.

May we request you to furnish the NEA-EC Training Institute (NETI) a copy of your activities related to the Women's Month Celebration, including all expenses incurred, for documentation purposes.

Please visit www.pcw.gov.ph to download copies of available IEC materials.

For more information, you may coordinate with the NEA-EC Training Institute thru Ms. Jeizel Rose DC. Boñales at telephone numbers (02) 929-2032 or 929-2123 or email us at nea.ocet.gov@gmail.com.

Please be guided accordingly.


EDGARDO R. MASONGSONG
Administrator
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