



Republic of the Philippines  
**Department of Education**

DepEd MEMORANDUM  
No. **023**, s. 2025

MAR 07 2025

**2025 NATIONAL WOMEN'S MONTH CELEBRATION**

To: Undersecretaries  
Assistant Secretaries  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. The Philippine Commission on Women (PCW) issued Memorandum Circular No. 2025-01, titled Guide for the 2025 National Women's Month Celebration (NWMC), 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 Republic Act (RA) No. 9710, or the Magna Carta of Women—to empower women, promote gender equality, and ensure equitable access to resources and opportunities.
2. The NWMC is anchored on the following issuances:
  - a. Presidential Proclamation No. 224, s. 1988, declaring the first week of March of every year as **Women's Week** and March 8 as **Women's Rights and International Peace Day**;
  - b. Presidential Proclamation No. 227, s. 1988, providing for the observance of the month of March as **Women's Role in History Month**; and
  - c. RA 6949 (1990), declaring March 8 of every year as **National Women's Day**.
3. This celebration covers the entire month of March. It aims to:
  - a. increase awareness and advocacy for gender equality, resulting in greater recognition of women's equal rights, power, and opportunities; and
  - b. enhance 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.



4. In this connection, all levels of governance of the Department of Education (DepEd), including the Central, regional, schools division offices, schools, and private basic education institutions are encouraged to participate in the month-long celebration of Women's Month. The same are encouraged to undertake programs and/or activities based on the suggested events of the PCW and may also initiate their activities within the contemplation of the 2025 NWMC to wit:

- a. **NWMC-themed Flag Raising Ceremony** - All DepEd offices are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies within the month of March. 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/>.
- b. **Bawat Sektor ng Kababaihan Iaangat!** - Under the rallying call to **leave no one behind**, DepEd offices are encouraged to organize interactive activities that address the specific issues and concerns of marginalized women.
- c. **Our Women's Month Stories** - As PCW celebrates its 50th anniversary and continues to build its #PCW50 HerStory, all DepEd offices and schools are encouraged 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 office and inspires others to join the movement.
- d. **2025 NWMC banner of support** - Show that you are for gender equality and an 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 official website and social media accounts.
- e. **#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 spark conversations about Women's Month.
- f. Offer your own **Serbisyo para kay Juana** - DepEd offices that provide direct services, transactions, and products to the public may choose to extend gestures of appreciation to women and girls 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.

- g. Use the official hashtag: **#WEcanbeEquALL** - DepEd offices and employees 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.

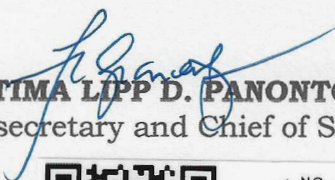
5. The conduct of activities prescribed in this Memorandum shall strictly comply with DepEd Order No. 9, s. 2005 titled Instituting Measures to Increase Engaged Time-On-Task and Ensuring Compliance Therewith.

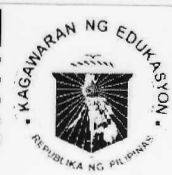
6. For the PCW-organized activities and schedules and further information on the guidelines, all concerned may visit PCW social media accounts at **@PCWgovPH (Facebook, Instagram, X, LinkedIn, YouTube, and Viber)**.

7. For more information and coordination, please contact the **Bureau of Human Resource and Organizational Development-Employee Welfare Division, Gender and Development Secretariat**, Department of Education Central Office, DepEd Complex, Meralco Avenue, Pasig City, through email at [gfps.secretariat@deped.gov.ph](mailto:gfps.secretariat@deped.gov.ph) or the telephone number (02) 8633-7229.

8. Immediate dissemination of this Memorandum is desired.

By Authority of the Secretary:

  
**ATTY. FATIMA LIPP D. PANONTONGAN**  
Undersecretary and Chief of Staff



References:

DepEd Order (No. 9, s. 2005)  
DepEd Memorandum No. 015, s. 2024

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

BUREAUS AND OFFICES  
CELEBRATIONS AND FESTIVALS  
EMPLOYEES  
OFFICIALS  
PROGRAMS  
SCHOOLS  
TEACHERS