



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE I



CHED Regional Memorandum Order

No. 08, s. 2025

DATE : February 28, 2025

TO : **ALL PRESIDENTS/HEADS**
Higher Education Institutions
Region 1

SUBJECT : **PARTICIPATION IN THE VARIOUS ACTIVITIES
FOR THE 2025 NATIONAL WOMEN'S MONTH CELEBRATION**

1. Pursuant to Republic Act No. 6949 series of 1990, declaring March 8 of every year as the National Women's Day, and Proclamation No. 227, series of 1988, providing for the observance of the Month of March as Women's Role in History Month, this Office will be spearheading various activities from **March 01 - 31, 2025**.
2. Various activities will be carried out with the following objectives:
 - a. to inform and engage women and everyone to push for gender-responsive programs and services in the higher education institutions (HEIs) that empower women in underrepresented communities, 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 and tackling their unique challenges;
 - b. to raise awareness on the importance of gender sensitivity in educational resources and provide practical tools for ensuring that instructional materials promote equality, inclusivity, and respect for diversity, fostering a conducive learning environment for all students;
 - c. to engage students in a competitive and engaging platform that enhances their knowledge and understanding of gender and development (GAD) issues; and,
 - d. to honor our women in their roles and contributions to the society through the provisions of priority lanes in the agency's frontline services, IEC materials and freebies.
3. The schedule of activities are as follows:

Name of Activity	Date	Remarks
Posting of Advocacy Streamer	March 1-31, 2025	Please refer to this link https://pcw.gov.ph/2025-national-womens-month-celebration/ for the branding guide and materials.
Use of Advocacy Materials	March 1-31, 2025	
Purple Movement	March 1-31, 2025	HEIs are encouraged to choose one specific day every week for the month of March, preferably every Wednesday, where



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BAGONG PILIPINAS

		personnel can wear purple t-shirt/polo shirt.
Use of 2025 NWMC Zoom Background and Facebook Profile Frame	March 1-31, 2025	Please refer to this link https://pcw.gov.ph/2025-national-womens-month-celebration/ and click the “digital collaterals” icon.
SerbisyoParaKayJuana	March 5-8, 2025	Higher Education Institutions are encouraged to give female clients privileged access to all of their frontline services, along with the possibility of receiving surprises or small gifts.
Coordinative Meeting with the Higher Education GAD Focal Persons in Region 1	March 20, 2025	A separate memorandum will be issued for further details.
Search for the Best GAD Corner (AVP Format)	Submission of Entries: On or before March 21, 2025	For more details, please refer to the attached guidelines.
GAD Regional Quiz Show (GAD ReQuiSh)	March 25, 2025	For more details, please refer to the attached guidelines.
2024 National Women’s Month Culminating Program	March 28, 2025	A separate memorandum will be issued for further details.

- Participants in the abovementioned activities shall be bona fide college students and personnel of Higher Education Institutions (HEIs) in this region.
- There will be **NO REGISTRATION FEE** to be collected.
- For inquiries, please call Dr. Ricky A. Cera, Education Supervisor II, this Office, at telephone numbers (072) 242 – 0238; (072) 242 – 2750; or email him at rcera@ched.gov.ph.
- Wide dissemination of this Memorandum is desired.

CHRISTINE NABOR - FERRER, EdD
Director IV

Incl.: a/s
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I. REGISTRATION, MECHANICS AND CRITERIA FOR THE GAD REGIONAL QUIZ SHOW

Guidelines:

1. The coverage of the GAD Regional Quiz Show includes the following but not limited to:
 - a. republic acts, house bills, senate bills and other legal documents related to Gender and Development concepts;
 - b. articles, reports, researches and other publications relative to the history and evolution of gender and development; and,
 - c. renowned women that play significant roles in the areas of economy, politics, education, technology and history of the Philippines.
2. Each higher education institution (HEI) is only allowed to send **one (1) group**, composed of two (2) students to participate in the quiz show. For HEIs with multiple campuses, the institution is allowed to send one (1) group per campus.
3. The participants should be bona fide students enrolled in the institution for the 2nd Semester, AY 2024-2025.
4. The contestant will be given letter cards "A, B, C and D" for multiple choice questions and a clean coupon bond/cardboard for non-multiple-choice questions. Also, the participants should write their answers clearly and legibly on the provided answer board.
5. There should be NO abbreviations or acronyms allowed unless instructed to do so.
6. Any participant who will be caught cheating will be automatically eliminated from the competition.
7. Questions will be read twice by the quizmaster.

Registration and Documentary requirements:

1. Participants are required to register and upload the scanned copy of the following to the link <https://bit.ly/2025GADRegionalQuizShow> , **on or before March 21, 2025**:
 - a. Copy of endorsement letter from the president or dean or any equivalent position capable of endorsing the student as the official contestant
 - b. Copy of current student ID duly certified by the registrar or copy of the latest registration/enrollment form/certification duly certified/issued by the registrar indicating the program and year level of the student



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2. Only contestants with complete supporting documents will be allowed to join the competition.

Mechanics:

1. The GAD Regional Quiz Show is comprised of three rounds: EASY, MODERATE, and ADVANCED.

TYPE	EASY	MODERATE	DIFFICULT
Theory	10 seconds	10 seconds	10 seconds
No. of items	10	10	10
Corresponding points	3	5	7

2. Each group shall write their answers before the time allotted has lapsed. Answer boards shall be raised once the quiz master declares so. Any group who fails to comply will receive a warning and their answer may be forfeited depending on the decision of the quiz master.
3. If there is a tie after the three rounds, a tie-breaking question will be asked until the deadlock is broken. The quiz master reads each question twice. Tie-breaking questions shall not affect the participant's overall score. Whoever gets the correct answer first shall be declared as the winner.
4. Cash prizes and certificates will be given to the top three winners.
5. Certificates for the top three coaches will also be awarded.



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II. SEARCH FOR THE BEST GAD CORNER

CONTEST OBJECTIVES:

The competition aims to promote and develop gender responsiveness by mainstreaming gender activities and concepts, re-intensify awareness on GAD activities by creating a corner or designating a focal space to serve as venue for sharing of information about gender and development programs, projects and activities of the higher education institution.

MECHANICS

1. The institution shall devote a space in the school campus to serve as GAD Corner. The space must be accessible to all stakeholders.
2. The GAD Corner may be decorated using purple as a dominant color. It must convey messages of Gender Mainstreaming, Women Empowerment, and Gender Equality. The GAD Corner shall be a permanent part of the institution's building layout, and to be updated from time to time.
3. Interested higher education institutions (HEIs) are only allowed to send **one (1) entry**. For HEIs with multiple campuses, the institution is allowed to send one (1) entry per campus.
4. The institution shall conduct a virtual tour on their GAD Corner and document the same through a video presentation.
5. The video shall have a minimum of one (1) minute and a maximum of three (3) minutes duration.
6. Interested HEIs are required to register and upload their GAD Corner Video Presentation to the link <https://bit.ly/2025BestGADCorner> , **on or before March 21, 2025**.
7. The organizers will upload the entries on the CHED Region 1 Facebook page. CHEDRO1 shall have the intellectual property rights and exclusive use of the videos submitted. CHEDRO1 shall have the sole right to use, produce or reproduce the submitted videos with proper credit/citation.
8. There will be three (3) winning entries that will receive cash prizes and certificates.
9. The criteria for judging are as follows:

Content	50%
Quality of Production	30%
Creativity	20%
Total	100%



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