



Republic of the Philippines
DEPARTMENT OF AGRICULTURE
NATIONAL TOBACCO ADMINISTRATION
3rd & 4th Floor, Benlor Building, 1184 Quezon Ave., Quezon City
Tel No. (02) 374-3987 / Fax. No. (02) 374-2505 / Website: <http://nta.da.gov.ph>
ISO 9001: 2015 QMS CERTIFIED

MEMORANDUM

TO : The DEPUTY ADMINISTRATOR FOR SUPPORT SERVICES
The DEPUTY ADMINISTRATOR FOR OPERATIONS
The DEPARTMENT AND BRANCH MANAGERS/OICs

ATTENTION : GENDER AND DEVELOPMENT (GAD) COMMITTEE
GAD FOCAL PERSONS IN BRANCH OFFICES

FROM : The ADMINISTRATOR / CEO

SUBJECT : ACTIVITIES RELATED TO THE OBSERVANCE OF THE NATIONAL
WOMEN'S MONTH CELEBRATION (NWMC) IN MARCH

DATE : 2 March 2022

In compliance with **Philippine Commission on Women (PCW) Memorandum Circular No. 2022-01**, you are hereby directed to conduct the following activities relative to the National Women's Month Celebration (NWMC):

1. **Display the official 2022 NWMC banner** starting March 1 in front of your offices, the specific layout is attached and can be downloaded in the PCW website at pcw.gov.ph;
2. **Join the #PurpleTuesday initiative** - wear anything purple on all the Tuesday of March to signify support for women's empowerment and gender equality. A t-shirt shall be provided to each **regular employee** following this year's theme and will be worn every Tuesday. The Branch Offices shall be in-charge of the printing of their t-shirts;
3. **Use of the All-Women Cast Lupang Hinirang Video** in NWMC is also encouraged. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang> all-women or Lupang Hinirang Music Video with An All Women Cast from **YouTube**;
4. Encourage participation in the following contests:
 - a. **2nd GAD Photography Contest** - depicting roles of women in the NTA and the tobacco industry. Mechanics is hereby attached (**Annex A**); and
 - b. **Create Your GAD Corner Contest** - creative way of creating awareness of GAD activities through the establishment of GAD bulletin board. (**Annex B**)
 - c. **Support PCW's online advocacy** - through the NWMC Facebook Profile Frame. You may showcase your activities online and join the online thread using **#WomenMakeChange**.

All activities shall be documented and submitted to the GAD Executive Committee to form part of the Agency accomplishment for 2022.

The budget for the activities are herewith attached (**Annex C**) and fund transferred to the Branch Offices, and shall be charged under the GAD Budget for 2022.

For compliance,

ROBERT VICTOR G. SEARES, JR.



“ANNEX A”

NTA 2022 Women’s Month Photo Contest

In line with the celebration of the **National Women’s Month**, the National Tobacco Administration, through the Gender and Development (GAD) Executive Committee, is holding its **2nd Photo Contest** that captures the essential representation of this year’s theme “Agenda ng Kababaihan, Tungo sa Kaunlaran.”

The contest is open to **all NTA employees, regular and Job order appointees**, in the Central Office Branch Offices, extension offices, and Project sites, except members of the NTA Management/GAD Executive Committee/Managers/Division Chiefs.

Submission Mechanics

Theme: Photos should depict the important role played by Filipino women involved in the tobacco industry in leadership, power and decision making to help push the women’s agenda towards progress.

Contest Duration: NTA, through the GAD Committee, will accept entries from **March 1 to March 25, 2022**.

1. Photos must be original, colored and were not digitally altered (colorizing, toning, collage, photo composites, stitched panorama, high dynamic range HDR images etc.) and/or enhanced in any way. Only simple cropping, minor adjustments in color, sharpness, contrast or digital equivalentents are allowed.
2. Only photos captured in the duration of CY 2021-2022, or from August 2021 to March 2022 will be accepted.
3. Photos must be in digital JPEG or JPG format, in high-resolution, 25MB maximum file size. (Recommended resolution: 3,000 pixels whether horizontal image or vertical image at 300 dpi.)
4. Only one entry is allowed per participant.
5. Entry shall be accompanied by Contest Entry Form, to be filled up, scanned and sent via email to neovaldez@yahoo.com with the subject SURNAME_ENTRY NUMBER (e.g. SANTOS_01).
6. Winning entries will be announced through the official NTA FB page and winners will be notified through email.
7. Announcement and awarding of prizes will be held during the culminating activity of the
8. NTA will only accept entries submitted via email. Those that will be submitted through other means will be automatically disqualified.

PRIZES

- 1st Prize – **P5,000**
- 2nd Prize – **P3,000**
- 3rd Prize – **P2,000**
- Consolations Prizes (7) – **P1,000 each**

OTHER CONDITIONS:

- By participating in the 2022 Women's Month Photo Contest, the contestant acknowledges that the submitted photograph is a single work of original material created and taken solely by the participant and no other party has any right, title, claim or interest in the photograph.
- NTA reserves the right to disqualify any photograph or image at any time for any valid cause.
- Submission of entries to the contest indicates full permission granted to NTA to use the photographs, with proper credit to the photographer.

CRITERIA

The criteria for judging will be as follows:

- Adherence to theme/content – 40%
- Creativity and originality – 30%
- Visual impact – 15%
- Photographic quality – 15%



National Tobacco Administration
National Women's Month Celebration March 2022
Budget for Central/Branch Offices

Branch	Number of Personnel (Permanent)	Items/Particulars							TOTAL
		NWMC Banner (@PhP 600)	NWMC T-shirt (@PhP 350)	Face mask PCW design (@P70)	Photography Contest Prizes*	GAD Corner/ Icon contest*	AM Snacks (@PhP 100 for 4 Mondays)		
Central Office	68	800.00	22,750.00	4,550.00	17,000.00	22,000.00	27,200.00	93,100.00	
FTSD	11	800.00	3,850.00	770.00			4,400.00	9,820.00	
Abra	10	800.00	3,500.00	700.00			4,000.00	9,000.00	
Batac	19	800.00	6,650.00	1,300.00			7,600.00	16,380.00	
IRD Batac	21	800.00	2,400.00	420.00			2,400.00	2,520.00	
Vigan	24	800.00	8,400.00	1,680.00			9,600.00	20,480.00	
Candon	37	800.00	12,950.00	2,590.00			14,800.00	31,140.00	
La Union	28	800.00	9,800.00	1,960.00			11,200.00	23,760.00	
Pangasinan	24	800.00	8,400.00	1,680.00			9,600.00	20,480.00	
Isabela	18	800.00	6,300.00	1,260.00			7,200.00	15,560.00	
Cagayan	12	800.00	4,200.00	840.00			4,800.00	10,640.00	
Agripinoy		800.00						800.00	
COA, Central Office	6	800.00	2,100.00	420.00			2,400.00	4,920.00	
TOTAL	259	8,800	94,000	18,290	17,000	22,000	104,000	258,690	

25,560
18,020

90,650
18,150
103,600
2,60,180

*Details contained in the Mechanics
Note: Budget for the Branch Offices will be fund transferred

Prepared by:

[Signature]
FORTUNA C. BENOSA
Manager, CPD &
Chairman, GAD GFPS

Funds Available: ₱260,180

[Signature]
MA. TERESA B. LAUDENCIA
Manager, Finance Dept. &
Vice-Chairman, GAD GFPS

Approved by:

[Signature]
ROBERT VICTOR G. SEARES, JR.
Administrator / CEO

66,200

NTA 2021 Women's Month Photo Contest

Contest Entry Form

Name of Photographer: _____

Position: _____ Department/Branch Office: _____

Certification:

I certify that the submitted photograph is a single work of original material created and taken solely by me and no other party has any right, title, claim or interest in the photograph.

Permission:

I give permission to NTA to use the photograph, with proper credit to the photographer, in any publication.

SIGNED OVER PRINTED NAME

DATE

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“ANNEX B”

Create Your Own GAD Corner Contest

This initiative aims to inspire employees to support Gender and Development (GAD) frameworks (Gender Roles and Social Relations Analysis) and to communicate GAD's goal which is to equalize the status and conditions and relations between women and men, addressing gender issues and concerns affecting full development of women

CONTEST PERIOD: March 1-31,2022

JUDGING PERIOD: March 25, 2022

CONTEST OBJECTIVES:

1. To re-intensify awareness on GAD Activities by creating a corner or focal space solely on GAD.
2. To serve as venue for sharing of information on gender and development programs, project and activities in the Branch Office.

MECHANICS:

1. Assign an extra space in the office to serve as GAD's corner. The space must be accessible to all employees.
2. The corner must have a bulletin board 4 x 4 ft in size.
3. The corner may be decorated using purple as dominant color.
4. The GAD Corner must convey messages of Gender Mainstreaming, Women Empowerment, and Gender Equity.
5. The GAD corner will be a permanent fixture on workplace layout, and to be updated from time to time.
6. Send the photo or video of the GAD's corner to _____ for judging.

CRITERIA FOR JUDGING:

1. Relevance to the GAD Program	50%
2. Creativity & Originality	30 %
3. Quality of Construction	20%

	100%

Prize: Cash Prize and Certificate

Grand Prize : Php 7,000

1st Prize: Php 5,000

2nd Prize: Php 3,000

(Consolation of P1,000 to participating Branch Office)

PERSONNEL STRENGTH
as of 01 March 2022

CENTRAL OFFICE:

	Total Positions	Filled Positions	Unfilled Positions
Office of the Governing Board	2	2	0
Internal Audit Service	5	3	2
Office of the Administrator	7	6	1
Corporate Planning Department	13	8	5
Project Management Office	2	0	2
Office of the Deputy Administrator for Operations	2	0	2
Industrial Research Department	24	12	12
Regulation Department	14	11	3
Office of the Deputy Administrator for Support Services	2	2	0
Finance Department	14	10	4
Administrative Department	<u>19</u>	<u>14</u>	<u>5</u>
Sub-Total:	104	68	36

BRANCH OFFICE:

Farm Technology & Services Department	20	11	9
Ilocos Norte - Batac Branch	28	21	7
Ilocos Sur - Candon Branch	49	37	12
Ilocos Sur - Vigan Branch	28	24	4
Abra - Bangued Branch	17	10	7
La Union - San Fernando Branch	36	28	8
Pangasinan Branch	27	24	3
Isabela - Ilagan Branch	25	18	7
Cagayan - Tuguegarao Branch	<u>16</u>	<u>12</u>	<u>4</u>
Sub-Total:	<u>246</u>	<u>185</u>	<u>61</u>
GRAND TOTAL:	<u>350</u>	<u>370</u>	<u>97</u>

SUMMARY:

CENTRAL OFFICE :	68
BRANCH OFFICES:	<u>185</u>
Filled:	<u>253</u>
Unfilled:	<u>97</u>
TOTAL:	<u>350</u>

Certified correct:


PERLA C. MANZON
Chief, ASD