





In the first quarter of 2011, the Bautista Administration has stepped up its programs in disaster risk reduction management, environment management, and socialized housing. These challenges are difficult and require the cooperation and participation of all our constituents so that we can all work on resolving issues and concerns, and move faster

In January this year, I was invited to represent the Philippines in an international forum in Berlin, Germany, which explored the role of megacities in global sustainable development. I discussed the challenges of urban development not just of Quezon City, but also of Philippine megacities in general. Disaster risk is one of those challenges, along with urban blight, peace and order, and internal

Last March, I convened Quezon City's local Disaster Risk Reduction comprehensive land use plan that

Strengthening the city's urban development initiative

Management Council (QCDRRMC), worried as the whole world is, by climate change and disasters that seem to come in greater scale. We are overwhelmed by the magnitude 9 earthquake that caused so much devastation and triggered as high as 23-foot tsunamis in Japan. That disaster came at a time when the world was still reeling from the magnitude 6.3 earthquake that collapsed highrise buildings in New Zealand.

Indeed, we, in the Philippines, have witnessed our own share of massive disasters. Given our location in the Pacific Ring of Fire, which refers to the string of volcanoes around the Pacific Ocean, Filipinos live in the reality of earthquakes and typhoons. The most recent climactic disaster was Typhoon Ondoy which inundated 23 Quezon City barangays, flooded the homes of 14,561 families and 72,805 individuals, and snuffed the lives of at least 68 people in Bagong Silangan. It was a wake-up call for everyone.

We must be prepared. Our city government has mapped out and began implementing a three-year flood control and waterways management program to prevent a repeat of the disastrous consequences of extreme

We are also adopting a new

should guide builders in deciding where to put up structures. This is important especially since Ouezon City cuts across the West Valley Fault Line that, according to the Philippine Volcanology and Seismology (PHIVOLCS), is forecast to move anytime in the next few years. are in constant coordination with the agency. I have designated a team to identify structures within 5 meters of the faultline within our city, so that we can properly inform, coordinate and assist the owners on what to do to keep the occupants safe. The team is headed by QCDRRMC Vice Chair Elmo San Diego and is composed of Subdivision Administration Unit (SAU) head Pedro Rodriguez, OC Information Technology head Paul Imjada, and City Engineering Office head Joselito Cabungcal.

We must do all we can so that we can keep our residents safe. Our Building Official continues to regularly conduct structural inspections of multi-storey buildings throughout the city and reports those requiring repairs and rehabilitation. He has a dedicated team that inspects school buildings, including daycare facilities, to make sure our children are safe. have ordered that Bagong Silangan Elementary School and High School to be vacated, following findings of the PHILVOCS that the ground on which these buildings stand are

vulnerable to liquefaction. Now, we are tackling the problem of where to accommodate the 12,000 children who will be displaced.

My plan is to build parks and beautiful open spaces on areas five meters from both sides of the faultline, so that there will be no risk of structural collapse, in case of earthquakes.

Our disaster risk preparedness programs includes caring for the vulnerable poor who live in danger areas. Providing more livable communities, especially for the poor, has been one of my prime challenges when I took office in 2010. I am very concerned about the informal settlers residing in danger areas, who need to be relocated to properly situated communities, to reduce the risk that they face everyday as they live in and along the embankments of waterways, on sidewalks and roadways, under transmission lines, and on water pipelines. These very vulnerable poor are the priority beneficiaries of the city government's housing program.

Secretary to the Mayor Tadeo M. Palma, who heads our Socialized Housing Task Force, is spearheading the development of major, new housing projects being developed by The first one the city government. will be developed on the recently

procured Oviedo property along Litex road, which is 1.5 hectares in land The property will be targeted area. for development under the Green Townships framework of the city. Housing construction will have Habitat for Humanity as a major partner. About 400 families will be given new homes in this area. Another project proposed project is the Kaligayahan Housing Project, which will be developed in 4.4 hectares of land, under a joint venture scheme with the property owner. About 1,596 families will benefit from this QC-LGU's project.

The QC-LGU also continues to partner with the National Housing Authority, which has made provision for new housing units for Quezon City relocatees in Southville 8, in Barangay San Isidro, Rodriguez, Rizal,

I want a wholistic approach to resettlement through coordinated efforts and programs of the national government agencies, the Metro Manila Development Authority (MMDA), the city and different stakeholders such as the church and civic and people's organizations so that the programs are sustainable and we are able to share in the resource investments, which are tremendous.

We are also seeking to forge more public-private partnerships to help these projects of the city, particularly socialized housing. These partnerships should also help boost the progress of the city in terms of improving the local economy, and improving the quality of life for more neonle in Ouezon City.

For this issue we share with you the following global information on:

WORLD GENDER



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WORLD GENDER STATISTICS 2010

Population and Household

- The world's population tripled in the period 1950–2010 to reach almost 7 billion.
- There are approximately 57 million more men than women in the world, yet in most countries there are more women than men.
- There is a "gender spiral," with more boys and men in younger age groups and more women in the older age groups.

Health

- Women live longer than men in all regions.
- Women are more likely than men to die from cardiovascular diseases, especially in Europe.
- Breast cancer among women and lung cancer among men top the list of new cancer cases globally.
- Women constitute the majority of HIV-positive adults in sub-Saharan Africa, North Africa and the Middle East.

- The vast majority of the over half a million maternal deaths in 2005 occurred in developing countries.
- Data reveal no significant disparity in the proportion of underweight girls and boys.

Education

- Two thirds of the 774 million adult illiterates worldwide are women – the same proportion for the past 20 years and across most regions.
- The global youth literacy rate has increased to 89%, while the gender gap has declined to 5 percentage points.
- 72 million children of primary school age are not attending school, out of which over 39 million (or 54%) are girls.
- In tertiary enrolment, men's dominance has been reversed globally and gender disparities favour women, except in sub-

Saharan Africa and Southern and Western Asia.

- Women in tertiary education are significantly underrepresented in the fields of science and engineering; however, they remain predominant in education, health and welfare, social sciences, and humanities and arts.
- Worldwide, women account for slightly more than a quarter of all scientific researchers — an increase compared to previous decades but still very far from parity.
- Use of and access to the Internet grew exponentially in the past decade, narrowing the gender digital divide – however, women still do not have the same level of access as men in most countries, whether more or less developed.

Work

 Globally, women's participation in the labour market remained steady in the two decades from 1990 to 2010, whereas that for men declined steadily over the same period; the gender gap in labour force participation remains considerable at all ages except the early adult years.

- Women are predominantly and increasingly employed in the services sector.
- Vulnerable employment ownaccount work and contributing family work – is prevalent in many countries in Africa and Asia, especially among women.
- The informal sector is an important source of employment for both women and men in the less developed regions but more so for women.
- Occupational segregation and gender wage gaps continue to persist in all regions.
- Women spend at least twice as much time as men on domestic

work, and when all work – paid and unpaid – is considered, women work longer hours than men do.

Half of the countries worldwide meet the new international standard for minimum duration of maternity leave – and two out of five meet the minimum standard for cash benefits – but there is a gap between law and practice, and many groups of women are not covered by legislation.

Violence against women

- Violence against women is a universal phenomenon.
- Women are subjected to different forms of violence – physical, sexual, psychological and economic – both within and outside their homes.
- Rates of women experiencing physical violence at least once in
 - continued in page 4



WE CONNECT 3



 Can a rape victim to prove paternity over the illegitimate child that is claiming support from the alleged father who is denying the relationship resort to the use of DNA testing?

The Supreme Court in 2005 allowed the use of the DNA testing in a case decided by Supreme Court with Chief Justice Renato Corona as proponent.

In this case, the child asked his mother to file a case against the alleged father, saying that the relationship can truly be proven by a DNA testing since respondent refused being the father. In the United States courts, this kind of testing was being used to prove the biological relationship, or in rape cases, as a dependable and authoritative form of evidence gathering, and as a valid means of determining paternity. The alleged father-respondent in this case opposed the motion by invoking his constitutional right against self-incrimination. But the Court of Appeals used the trial court to overrule him, and plaintiff went to the Supreme Court which upheld the lower courts and ordered the taking of the DNA testing, ruling that DNA testing is a valid means of determining paternity.

Cases for Annulment of Marriage based on "psychological incapacity" (Art. 36, Family Code) is increasing in numbers now. What is the reason?

The committee in charge of amending provisions in our Civil Code regarding the family, invited Canon Law experts to explain Church Law on marriage, and agreed on the provision on declaration of nullity on the ground of psychological incapacity.

Article 36 Family Code provides:

"A marriage contracted by any party who, at the time of the celebration, was psychologically incapacitated to comply with the essential marital obligations of marriage, shall likewise be void even if such incapacity becomes manifest only after its celebration.

(This article was taken from Cannon Law of the Church. Psychological incapacity "is not defined by law; thus, its meaning is being approved as a ground for nullity of marriage. Examples of psychological incapacity are refusal to live together as husband and wife, homosexuality or lesbianism, and habitual drunkenness, among others. The psychiatrist has a very important role in the determination of Article 36. A social worker who prepared a case study revealed that decisions of the trial court judge which are appealed to the Supreme Court are overturned.

- 3. What are the basic rights of women which the "Magna Carta of Women" makes clear?
- a. All rights provided for by our Constitution, and all rights recognized by international instruments which were duly ratified by our government shall be the basic rights of women to be enjoyed by them without discrimination, convention against all discrimination against women; Beijing Platform.
- b. The State shall protect all women from violence; agencies of government shall give priority to the protection of women against gender - based offences and help them attain justice and healing. Towards this end, the



"The only limit to our realization of tomorrow will be our doubts of today."

These famous lines powerfully put into words by Franklin Delano Roosevelt (1933-1945), 32nd president of the United States of America, clearly stated that fears and misgivings, to a great extent, hold back the possibility of achieving something. And so, to improve our chances of fulfilling our goals, we



must not allow worries and uncertainties get in the way and discourage us And rightly so!

Needless to say, living these days is rather scary and challenging. Above and beyond our great efforts to struggle with the hassles of everyday life, walso suffer from the clutches of abject poverty and all forms of anxieties, from the upshots of political instability, and from the threats of moral debauchery and corruption. These nuisances are apparent just about anywhere, bringing about countless pains, forbidding agonies, ominous depressions, and even hopelessness to a number of people.

Even supposing these so-called "stumbling blocks" are to be expected, they put to the test our perseverance and staying power. In the face of hardships and inconveniences in life, we ought to learn how to contend with each one, and then live one day at a time. Remember that difficulties are meant to rouse, not discourage. The human spirit is to go strong by conflict.

The string of disasters and misfortunes chronicled almost everyday by the media are supposed to give us a picture of the things we should consider and keep in mind to cope with life's problems which, by the way, should not be taken as impediments. On the contrary, they should serve as motivation to cheer us on and keep us going toward the realization of our aspirations.

Adversities, notwithstanding, we should make an extra effort to be efficient in whatever thing that we do, even if confronted with tricky and convoluted situations – perhaps the same things survivors of such disasters and misfortunes experienced but managed to overcome. To cite a wise saying, "Life affords no higher pleasure than that of surmounting difficulties, passing from one step of success to another, forming new wishes and seeing them cratified."

Also, we have to selflessly and caringly do our share to make life easier for our fellowmen, especially the needy, for "no one who has the power of granting can refuse it without guilt." We have got to hang on and remain committed in our calling. Let us continue to be of assistance to others —

ground of psychological incapacity.

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- b. The State shall protect all women from violence; agencies of government shall give priority to the protection of women against gender based offences and help them attain justice and healing. Towards this end, the prosecution and reformation of offenders shall be pursued like;

 - b.1. The establishment of violence against women desks in every barangay; b.2. In situations of armed conflict and militarization, during disasters, calamities and other crisis' situation, women have the right to protection and security.

 b.3. The right to participate and to represent their sector in government.

 - b.4. Empowerment within the civil service; development councils and planning bodies; other policy
 - and decision -making bodies and International bodies and the private sector. b.5. Equal access to educations, scholarships and trainings
 - b.6. Equal access to sports.
 - b.7. Equal access to writing.
 - b.8. Equal rights to health care.
 - b.9. Equal rights to housing, land acquisition, and residences

Extra rights granted to women who belong to the marginalized sectors are rights to resource information, credit, and capital. The marginalized sectors are children, senior citizens, urban poor, indigenous women, women in fishing and agriculture, disabled women and children, and solo parents.

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We should carry on and keep our heads above water. Just like Quezon City, which was once faced with the grim scenario of widespread criminality, unrelenting poverty, and an almost flat broke coffer, we ought to "live to tell the tale" by learning how to survive! We are not supposed to be cowed by life's irritants but instead know how to "bite the bullet" and in the end emerge

The path towards putting together a better-quality city is a daunting task, but we must remain devoted and persistent. We should not waver in our labor – strive harder and help the city government in its strive to build a Quality City. We have to seize every opportunity to make the days ahead better. By all means, let us grab the chance to reaffirm our commitment by way of giving our share in instating the city in its rightful pedestal of esteem, progress and prosperity.

The city government cannot do it alone, so it counts on each one of us to carry out the responsibility with mutual cooperation and confidence to achieve the goal of setting up a potent and sustainable society

This is the challenge that will shape the Quezon City of the future.

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Mayor HB bats for a holistic approach vs. trafficking of women and minors

Quezon City Mayor Herbert M. Bautista yesterday called for a more gender-sensitive and holistic approach in tourism education which includes the knowledge and strict implementation of the law on trafficking of women and children to safeguard them from all forms of abuse and exploitation.

Bautista goaded particularly the socalled "Tourism Police" of the Quezon City Police Department (QCPD), along with the city government's Gender and Development Resource and Coordinating Council (GADRCO) and the Social Services and Development Department (SSDD) to take the lead in the campaign even as they try to forge a working commitment to facilitate support programs for the Anti-Trafficking Law and Ordinance as well as related guidelines including the QC GAD Code

To further support this, Bautista directed the offices concerned to conduct a string of massive and intensive information drive and advocacy campaigns in barangays, non-government organizations, along with the different OC-based government departments and agencies, in an earnest effort to help check abuse of women and minors as well as crimes associated with RA 9262 or the Anti-Violence Against Women and Children Act.

'We deem that a well informed public would be encouraged to report any case of child abuse so that legal assistance, medical and health programs and services can be provided to the victims and their kin," Bautista said.

The countless incidence of women and child abuse - be it physical or sexual - have caused a breakdown in public morals and have inflicted severe damage and untold miseries to scores of women and children, their families, and the society in general.

Bautista emphasized the need for all sectors of society to get involved in the campaign, "insomuch as the men and women of this City are all our active and equal partners in governance, especially so since Quezon City is a pioneer in the enactment of the Gender and Development Code."

While prostitution is prohibited in the country, it has become one of the common destinations for sex tourism -- a serious crime with penalties ranging up to life imprisonment for those involved in trafficking. Although it is covered by the Anti-Trafficking in Persons Act, it is normally but illicitly available through brothels, bars, karaoke bars, massage parlors, street walkers and escort services.

There are roughly 800,000 women working as prostitutes in the country, with up to half of them believed to be underage, most of them defenseless against rape, murder, AIDS and other sexually transmitted diseases. (chie rendon-valeros)

Dep-Ed essay contest winners on the most gender sensitive film

As part of the Women's Month celebration, Mayor Herbert M. Bautista and Vice-Mayor Joy Belmonte and the Department of Education of Quezon City Superintendent Dr. Cora Rubio, represented by Dr. Estrella C. Merca, Education supervisor and GAD focal person announced the criteria and winners of the essay-writing contest on the Most Gender Sensitive Film for the Metro Manila Film Festival 2010 held last December 25, 2010.

Principals, head teachers, teachers, parents, students and Division officers and personnel witnessed the success of the recently concluded celebration which was held on March 28, 2011 at the Division Office Quadrangle, Division of City Schools, Quezon City.

The following won the contest in the teacher and student categories:

Student Category:

1st Place: John Reagan C. Cabanero - Judge Feliciano Belmonte Sr. High School (Rosario: Pag-ibig Nga Ba Ang Dahilan) 2nd Place: Alyanna Jane R. Zarate - Balara High School (Of Movies,

Gender, Love and Reality)
John Steven T. Ganitano – New Era High School (Si Ina At

3rd Place: Ang Karakter Ng Modernang Eva)

Teacher Category:

1st Place: Mrs Sharon A. Gutierez - Judge Feliciano Belmonte Sr. High

School (Rosario - Pantay na Pagtingin) 2nd Place: Mrs. Zenaida P. Galo - Lagro High School

(Rosario - Sumpain o Patawarin) 3rd Place: Mrs. Mary Ann F. Gabito - Novaliches High School

(More than Just A Movie Ticket)

Lending a hand to abused women and families through free legal aid

Scores of so-called "disadvantaged and abused" women and families living in Quezon City got a relief and comfort of some sort after getting support from the free legal assistance program being offered by the city government.

The program is currently being managed by the Gender



World Gender continued from page 2..

their lifetime vary from several per cent to over 59% depending on where they live.

Current statistical measurements of violence against women provide a limited source of information, and statistical definitions and classifications require more work and harmonization at the

countries from both the more developed and the less developed

Women overrepresented among the older poor in the more developed regions.

Married women from the less developed regions do not fully participate in intra-household de-

Lending a hand to abused women and families through free legal aid

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The program is currently being managed by the Gender and Development Resource and Coordinating Office (GAD-RCO) in cooperation with its partners — the Federacion Internacionales de Abogadas (FIDA) and the QC Ladies Foundation, Inc. (QC-LFI) under its chairperson Vice Mayor Joy Belmonte.

It was learned that from its inception on March 2008 to December 2010, roughly 1,750 clients have sought assistance from the program for various reasons. Of the total, 81.25 percent were women and 18.75 percent men.

According to Dr. Ruby M. Palma, GADRCO Head, most cases came from the communities and were brought personally by the barangay GAD focal persons or officials and police of the women and children's desks.

Conversely, Palma said, a substantial portion was brought in by clients assisted by the QC-LFI, QC Hall departments and offices, other agencies and non-government agencies.

Majority of cases involved violations under RA 9262 or the Anti-Violence Against Women and Children



Act comprising 45.56 percent of total cases, followed by child-related cases with more or less 20 percent, land and property-based cases -- almost 10 percent, rape and trafficking -- 3 percent, and others like claims, employment, physical injuries and theft.

"Of all cases filed for assistance, we are glad to report that almost 80 percent were resolved," Palma confided, adding that, "the rest are still being prepared for documentation, with some clients scheduled for interview or counseling with partners and/or spouses."

Further, Palma said, over three percent of the clients were referred to NGOs and other agencies for specific services, with around four percent of total cases prospered as actual cases filed in courts. Outstanding case results include larger number of compromise agreements involving financial support for women and their children, complain and resolution concerning the privacy of an HIV-AIDS victim revealed in the internet, and a current and progressing case of a group of urban poor families displaced by their own urban poor group upon complaining of corruption.

The QC government's free legal assistance program is being held twice a week — Tuesdays under the Office of the Vice Mayor at the 2nd Floor of the Legislative Building, QC Hall Compound and Wednesdays under the Mayor's Office through the GADRCO at the 7th Floor of the Civic Center Building A, QC Hall Compound. ■

reaction category

1st Place: Mrs Sharon A. Gutierez - Judge Feliciano Belmonte Sr. High

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3rd Place: Mrs. Mary Ann F. Gabito - Novaliches High School

(More than Just A Movie Ticket)

World Gender continued from page 2..

their lifetime vary from several per cent to over 59% depending on where they live.

- Current statistical measurements of violence against women provide a limited source of information, and statistical definitions and classifications require more work and harmonization at the international level.
- Female genital mutilation the most harmful mass perpetuation of violence against women – shows a slight decline.
- In many regions of the world longstanding customs put considerable pressure on women to accept abuse.

Key findings on environment

- More than half of rural households and about a quarter of urban households in sub-Saharan Africa lack easy access to sources of drinking water, and most of the burden of water collection falls on women
- Fewer women than men participate in high-level decision-making related to the environment.

Key findings on poverty

- Households of lone mothers with young children are more likely to be poor than households of lone fathers with young children.
- Women are more likely to be poor than men when living in one-person households in many

- countries from both the more developed and the less developed regions.
- Women are overrepresented among the older poor in the more developed regions.
- Married women from the less developed regions do not fully participate in intra-household decision making on spending, particularly in African countries and in poorer households.

Key findings on power and decision making

- Becoming the Head of State or Head of Government remains elusive for women, with only 14 women in the world currently holding either position.
- In just 23 countries do women comprise a critical mass – over 30%– in the lower or single house of their national parliament.
- Worldwide on average only one in six cabinet ministers is a woman.
- Women are highly underrepresented in decision-making positions at local government levels.
- In the private sector, women continue to be severely underrepresented in the top decisionmaking positions.
- Only 13 of the 500 largest corporations in the world have a female Chief Executive Officer.

Source-UN-NGLS Website

WE CONNECT 5

Launching of NDC-GADRCO paralegal and psychosocial services

Tadeo M. Palma, secretary to Mayor Herbert Bautista and administrator of the Novaliches District Center (NDC) led the officers and staff of the NDC in welcoming guests at the launching of the NDC- GADRCO Paralegal and Psychosocial Services.

The activity was coordinated by Ma. Emilia Licuanan, GAD focal person of the NDC, with the assistance of barangay GAD focal persons of District 2. Local attendees included officers of women organizations which are also members of their respective Barangay Development Councils.

Around 70 women filled the seats of the NDC Hall. The QC-GADRCO program team members came in full force together with their head, Dr. Mary Ruby M. Palma who pushed for strengthening gender-responsive delivery of services particularly paralegal and psychosocial services to QC constituents in the district. She added that the Women's Crisis Center at the East Avenue Medical Center (EAMC) headed by Teresita Balayon also offers feminist counselling to women in crisis situations.

Part of the launch was an orientation on GAD programs implemented by the GADRCO at the QC main office. Marie Roño, information and training officer and team leader of the Gender Mainstreaming Program (GEM), oriented the GAD focal persons, women desk officers, and local women organization officers on the paralegal services offered by QC-GADRCO through the assistance



Agreement with then Mayor Sonny Belmonte, Jr.

The free legal assistance is being continued through a new agreement between FIDA and the office of Vice-Mayor Joy Belmonte who is in-charge of the overall management of the city government's social services for its constituents.

At present, some 2000 clients have been recorded to have availed of the free legal services. Ms. Rono said violence is committed not only against women who are resource/income poor but even women who are economically better off.

Dr. Palma further explained that the free legal assistance service is not just for VAWC victims but also for other QC-based clients with problems other than VAWC. She introduced lawyer Alma Martin who answered questions from the women and men of NDC. Attorney Martin explained

men because women are burdened or affected if the men in their families have problems.

Most of the questions raised by the women were on securing child support and division of properties between husband and wife/live-in partner, and on legal issues related to violence committed by mentally deranged persons. Atty. Martin offered to provide legal advice to a few clients with actual cases during the launch.

Thefree legal assistance sessions are held every Thursday at 10 a.m. at the NDC. Dr. Palma requested Ms. Roño and Ms. Licuanan to prepare step-by-step information on the program which should be disseminated to District 2 barangays.

Dr. Elizabeth Pineda, a clinical psychologist and GAD volunteer psycho-therapist came with a team from the East Avenue Medical Health Office, and Lorena Perdigon and Rosalinda Catain – public health staff for psychosocial service.

Dr. Pineda shared that she wanted to be of service to VAWC clients since psychological counselling is not within the purview of volunteer lawyers. She said EAMC has a pilot project on awareness-raising at a men and a women's health class that includes orientation on VAWC and related-laws for the protection of women and children. She said the District 2 GAD focals need a MOA for referrals coursed through the hospital for psychological counselling. EAMC has available psychological services from 8 a.m. to 5 p.m.

Aside from psychological support, clients can also avail of medical check-ups, making the project a "one-stop-shop." As to the procedure for psychological services, Dr. Pineda will be a psychologist-on-call but will require at least three cases/clients and with a two-day advance notice.

Dr. Palma said she will coordinate with the team in making a MOA between QC and EAMC in order to

institutionalize the first psychosocial services for all QC clients at the Office of the Vice-Mayor (every Tuesday), GADRCO (on Wednesdays), and NDC (every Thursday). The audience also viewed the audio-visual material on the nine-year experience of the local government of QC in implementing the city's GAD programs.

Atty. Reslyn (RY) Yambao from the office of Councilor Jesus Manuel "Bong" Suntay of District 4 and head of the newly-organized QC Paralegal Team arrived together with some paralegal volunteers representing the offices of City Councilors Crisologo, Hipolito, Coseteng, Reyes and Sotto from Districts 1, 2 and 3.

Atty. Yambao, who represented the Office of Councilor Suntay, shared that the learnings and insights gained from the GAD orientation seminars and paralegal training initiated by GADRCO and EngenderRights inspired them to serve as paralegal volunteers every Tuesday morning at the Vice Mayor's office. She also answered questions from some GAD focal persons.

Minarilou cerillal

Barangay Bagbag resolves to make life better

Barangay Bagbag recently formulated six Barangay Resolutions last January 17, which aim to respond to issues involving women and their families, namely:

- Youth and Rugby Addiction,
- Youth and Computer Addiction,
- Child Labor in commercial establishments and household,
- Establishment of Barangay Council for the Protection of Children

BR-013: s-2011 allocates an amount equivalent to one (1%) percent only, from the duly-approved Barangay budget for the CY-2011, for the budget of the Barangay Council for the Protection of Children (BCPC), in this Barangay.

BR- 014: s-2011 allocates the amount equivalent to one half (.05%) percent from the duly-approved Barangay budget for CY-2011, for the

for strengthening gender-responsive delivery of services particularly paralegal and psychosocial services to QC constituents in the district. She added that the Women's Crisis Center at the East Avenue Medical Center (FAMC) headed by Teresita Balayon also offers feminist counselling to women in crisis situations.

Part of the launch was an orientation GAD programs implemented by the GADRCO at the QC main office. Marie Roño, information and training officer and team leader of the Gender Mainstreaming Program (GEM), oriented the GAD focal persons, women desk officers, and local women organization officers on the paralegal services offered by QC-GADRCO through the assistance of volunteer lawyers from FIDA by virtue of a Memorandum of Mayor Joy Belmonte who is in-charge of the overall management of the city government's social services for its

At present, some 2000 clients have been recorded to have availed of the free legal services. Ms. Rono said violence is committed not only against women who are resource/ income poor but even women who are economically better off.

Dr. Palma further explained that the free legal assistance service is not just for VAWC victims but also for other QC-based clients with problems other than VAWC. She introduced lawyer Alma Martin who answered questions from the women and men of NDC. Attorney Martin explained that the free legal assistance has to be expanded to both women and

support and division of properties between husband and wife/live-in partner, and on legal issues related to violence committed by mentally deranged persons. Atty. Martin offered to provide legal advice to a few clients with actual cases during the launch.

The free legal assistance sessions are held every Thursday at 10 a.m. at the NDC. Dr. Palma requested Ms. Roño and Ms. Licuanan to prepare stepby-step information on the program which should be disseminated to District 2 barangays.

Dr. Elizabeth Pineda, a clinical psychologist and GAD volunteer psycho-therapist came with a team from the East Avenue Medical Center composed of Dr. Marilyn C. Barza, head of the EAMC Public between QC and EAMC in order to focal persons. ■ (marilou cerilla)

Barangay Bagbag resolves to make life better

Barangay Bagbag recently formulated six Barangay Resolutions last January 17, which aim to respond to issues involving women and their families, namely:

- Youth and Rugby Addiction, Youth and Computer Addiction,
- Child Labor in commercial establishments and household,
- Establishment of Barangay Council for the Protection of Children (BCPC),
- Establishment of Office of the Senior Citizens (OSCA), and
- Gender and Development Mainstreaming

Objectives of such policies are the following:

BR- 011: s-2011 prohibits the sale of rugby to minors as a deterrent to the proliferation of "rugby addiction" among the youth and as a part of the continuing efforts of this Barangay's anti-drug abuse council, with the corresponding sanctions stated herein.

BR- 012; s-2011 strictly implements the provisions of Act 7610 for the protection of children/minors, particularly on child labor, in all commercial establishments.

BR-013: s-2011 allocates an amount equivalent to one (1%) percent only, from the duly-approved Barangay budget for the CY-2011, for the budget of the Barangay Council for the Protection of Children (BCPC), in this Barangay.

BR- 014: s-2011 allocates the amount equivalent to one half (.05%) percent from the duly-approved Barangay budget for CY-2011, for the budget of the Office of the Senior Citizens (OSCA), in this Barangay

BR- 015: s-2011 allocates an amount equivalent to five (5%) percent, from the duly-appointed Barangay. Budget for CY-2011, for the Gender and Development (GAD) Office, of said Barangay.

BR- 016: s-2011 delineates time limitation and accommodation by computer shops for the children and minors of this Barangay, to cure the adverse effects resulting there from particularly on school children.

Punong Barangay Carlito R. Bernardino and the entire Barangay Council have done a good job, especially if said ordinances shall take effect as planned and their implementation is sustained.

ng Payatas.I was mesmerized by how they expressed their full support and cooperation to their barangay and its programs and activities. Likewise, their Punong Barangay and the entire barangay council expressed their commitment and dedication by implementing concrete plans and programs.

Unknown to many, Payatas has been progressing without fanfare, and its constituents, through a dedicated leadership, is slowly proving that through hard work and determination, that their community will become prosperous. (fave lauron)

Barangay Payatas 35th founding anniversary

Alongside the Women's Month Celebration, Barangay Payatas celebrated its 35th founding anniversary.

The month-long festivity, themed "Payatas @ 35: Para sa Patuloy na Pag-unlad," was highlighted by various activities, trainings, and seminars which aimed to promote camaraderie and stir up proficiency of barangay constituents in an assortment of knowledge and skills.

ing forward and making progress

Barangay Payatas has been movmore rapidly than we could imagine,



thanks to the efforts of the barangay Council headed by Punong Barangay Rosario "Rose" Dadulo.

I was a college student when I first set foot on Payatas to complete a school requirement and to participate in an immersion program or *Pakikipamuhay." Payatas was then infamous as a venue for outreach programs and its ill-famed mountainous waste disposal site. Years passed, and as a City Hall employee representing the Gender and Development Resource and Coordinating Office, I was invited to one of Barangay Payatas' culminating activity, the Mutya ng Payatas 2011.

Warm and friendly faces of barangay constituents flocked at the baragay hall, eagerly waiting and anticipating each episode that would later lead to the coronation of the Mutya

QC WOMEN UNDER THE FIRST 8 MONTHS OF THE HERBERT BAUTISTA ADMINISTRATION

(From the report of the Mayor, Women's Month March, 2011)

Magandang umaga po sa inyong lahat at isang makasaysayang WOMEN'S MONTH sa Quezon City!

Sinabi ko pong makasaysayan sapagkat ito po ang unang pagdiriwang ng buwan ng kababaihan sa ilalim ng kasalukuyang pangangasiwa at ng ika -18 Sangguniang Panlungsod.

Ito po ang unang pagkakataon na kasama namin sa pagdiriwang na ito hindi lamang mga kaopisina at kabarangay, hindi lamang mga bisita mula sa NGO's, Peole's and Civic Organizations, schools at akademya, kundi pamga iba't ibang ahensya ng pamahalaan na nasa Quezon City. (Palakpakan po natin ang ating mga opisina ang ating mga barangay, NGO's at Civic Organizations at mga ahensya na narito ngayon- Mabuhay po kayo!)

Nuong isang taon, ipinasa namin ng ika-17 sangguniang panglungsod ang Implementing Rules and Regulations (IRR) ng ating City Gender and Development (GAD) Code. Pinagtibay po ng ating kautusan at alintuntuning nagpapatupad ng ating GAD Code ang pag-ulat ng Punong Lungsod tuwing buwan ng Marso, ang katayuan ng kababaihan sa lungsod.

Our Gender and Development Code is the National Capital Region's First Gender and Development Legislation. The GAD Code was approved in 2004, thus tearing down the barriers and paving the way for equal opportunities without bias or favor to men or women. In fact, we set the benchmark and has now become the model for aspiring LGUs who are in the process of mainstreaming Gender and Development.

Integrating gender concerns and responses in all aspects of local governance has been Quezon City to LGU development throughout the country.

Our pioneer effort and leadership in the field of Gender and Development is legendary. Quezon City continues to serve as a model in the guidelines issued by the DBM, Philippine Commission on Women, NEDA and the DILG. We are a recognized leader both locally and abroad by institutions, such as the Canadian International Development Agency, UNIFEM; We are also used as reference in various country reports and citations.

With these accomplisments, I know that our Gender Sensitivity and responsiveness shall be measured not only in sustaining such gains but by doing more to achieve equal opportunities and equity among women and men in our city and the advancement of disadvantaged groups particularly the status of women across all ages.

- I commend the organizers and technical experts in organizing the women and children's summit kung saan pinag-ibayo nila ang aksyon sa 12-point sectoral agenda of QC Women.
- 7. Ipagpapatuloy natin ang Libreng Legal Assistance. Libo na din po ang pamilyang natulungan nito sa pamamagitan ng compromise agreements sa pagbigay ng katahimikan at financial assistance sa mga babae at kanilang anak na binugbog at iniwanan ng mga asawa o partners. Sa pamamagitan din ng ating free legal assistance desk, nahaharap na sa pagsasakdal ang mga kasong paglabag ng confidentiality ng HIV-AIDS patients sa QC, bukod pa rito, katulong natin ang FIDA sa hain ng kaukulang aksyong legal sa mga biktima ng squatter syndicates.
- 8. Sa ilalim ng aking panunungkulan, naging maigting ang executive offices sa pagpaplano ng kani-kanilang GAD Plan at budget. Congratulations sa ating City Budget Office, GADRCO at Planning Dept.
- 9. Sapagkat kakailanganin ang makakatulong sa paglinaw at pagsubaybay ng ating Gender Mainstreaming program, we put to taks and activated our in-house participatory gender audit team of 15 trained personnel under the ILO and GADRCO to complement the GAD Mainstreaming, monitoring and reporting efforts pati na rin ng COA, na masigasig din sa kanilang gender audit activities. (Palakapakan po natin ang ating PGT Team na nagmula pa sa iba't ibang mga opisina.)
- 10. We realize that GAD concerns are cross-cutting in terms of sectors kaya nga sa mga una nating ginawa ay ang isama ang GADRCO sa disaster management council. (Alam nating di lang pangalan ng bagyo, mainit na sopas, bubong para sa mga bata at matatanda ang concern ng mga maybahay tuwing me natural na sakuna. Isang gender concern din ang paglika sa gitna ng disaster at maging sa paghahanap at management ng evacuation centers.)
- 11. Ang GADRCO ay kasapi sa anti-poverty task force upang higit pang maipakita na ang kahirapan ay may mukha, at ang mukhan it oay mukha ng mga kababaihan at kabataang nagdadala ng pamumuhay ng ating urban poor families. (Sa ginawang profile of OC Women ng GADRCO at batay sa report ng anti-poverty task force, napatunayan na mas maraming kababaihan at batang nagtatrabaho bilang miyembro ng urban poor sa OC) Maraming babae ang umaalis ng ating bansa upang magtrabaho bilang OFW, at kung magkaminsan nga'y nagiging biktima pa ng human traffickers sa ibang bansa.
- 12. We are active in the forefront of negotiating with the national government for better terms and conditions to put into motion our mass and socialize housing programs for the poor and underserved, especially those who choose

Novaliches District Center sa gagawin ni 18. Kasama din po ang mga attached c ating kapulisan na patuloy na nagbibiga information hinggil sa mga bikitima ng pagbaba ng bilang simula 2009) sa at

ngayon sa reporting system ang mga gng city performance; at ang QC General ng crisis unit para sa kababaihan at kaba at iba pa.

- 19. Ilan lamang po ang mga ito sa mg dapat gawin - tulad ng pagpasa ng mga i sa mandato ng Magna Carta of Women, i sa tulong ng City Council, DILG at GADF
- 20. Pinasasalamatan kong muli ang pamahalaan na nagpapakita naman ng Sensitive ang kani kanilang mga opisini tingnan ang mga exhibits nila sa covered sa buong Marso.

Magandang Umaga sa inyong lahat at Team QC! ■



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With these accomplisments, I know that our Gender Sensitivity and responsiveness shall be measured not only in sustaining such gains but by doing more to achieve equal opportunities and equity among women and men in our city and the advancement of disadvantaged groups particularly the status of women across all ages.

Allow me to report the major strides taken by our city government during the first 8 months:

- 1. We have taken into consideration the mandates of equality and empowerment under national laws, as well as other international mandates like the Millenium Development Goals (MDG) and the Convention on the Ellimination of Discrimination Against Women (CEDAW) in our 2010-2011 plans, programs and projects wehave not only tackled concers of women by themes or issues (such as violence against women and children, or health and population, housing, etc.) but integrate all these concerns in our new city comprehensive development plans. Ang ating city development plan, tulad ng ating GAD Code ay hindi lang institutional, physical structural at welfare approach kundi rights-based.
- Pinag-aaralan na din po natin kung paano ma-integrate ang probisyon ng mga bagong batas at magna carta of women- at ang 12 point sectoral agenda of QC Women 2011-2013, dito sa mga sectoral plans na kaakibat ng City Development Plan.
- 3. Moreover, we have shown political will by making the city budget more than GAD-Compliant. Our 2010 and 2011 GAD Budget are 6 to 7% of the entire city budget, way above the mandated 5%. This will shoot up even more if we include the GAD Budgets of our barangays and legislative offices.
- 4. Kung kaya hinihikayat ko ang mga punong barangay na isakatuparan ang minimum na 5% GAD Budget, pati na din ang provision ng GAD Code IRR na bigyan ng buwanang P1,000.00 allowance ang kanilang GAD Focal persons.
- Akin ding hinikayat ang sangay ng legislatura na pag-aralan ang pagkakaroon ng isang unified and synchonized GAD Legislative Agenda for 2011-2013, ang pagsama nito sa total legislative budget at sa ating pagrulat

ibang mga opisina.)

- 10. We realize that GAD concerns are cross-cutting in terms of sectors kaya nga sa mga una nating ginawa ay ang isama ang GADRCO sa disaster management council. (Alam nating di lang pangalan ng bagyo, mainit na sopas, bubong para sa mga bata at matatanda ang concern ng mga maybahay tuwing me natural na sakuna. Isang gender concern din ang paglika sa gitna ng disaster at maging sa paghahanap at management ng evacuation centers.)
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- 12. We are active in the forefront of negotiating with the national government for better terms and conditions to put into motion our mass and socialize housing programs for the poor and underserved, especially those who choose to live along river and water waste which are legal easement and danger zones to the point of nagging, I do not want to see a repetition where a child's life was snuffed out because the family chose to live under a bridge.
- 13. Ayon naman sa BPLO at Sikap buhay parami na rin ng parami ang kababaihan na nangangasiwa ng pormal at impormal na negosyo sa pamamagitan ng Business One Stop Shop o BOSS, Ialong napapabilis at mapapalakas ang pakikilahok at economic empowerment ng kababaihan sa pormal na ekonomikal ng lungsod ng pagtatayo at renewal ng mga business sa OC.
- 14. Ang pakikilahok at volunterismo ng kababaihan sa mga program ng QC Government ay makikita naman sa mga streetsweeper ng ating EPWDM, mga barangay health workers ng health department at lalo na sa mga miyembro ng ating mga NGOs sa local development council. (Andito din po sila-palakpakan po natin sila)
- 15. Nais ko ding batiin ang ating DEP-Ed QC si Dr. Cora Rubio at GAD Focal person nila na si Dr. Merca, sa aktibong suporta sa pagkalat ng edukasyon tungkol sa makabuluhan at gender-sensitive na pelikula, at paggamit nito bilang materyal sa pagtuturo ng values, english, pilipino, makabayan at journalism subjects at tayo po sa QC ang nanguna sa ganitong gender mainstreaming sa edukasyon at cinema.
- 16. Tayo din po sa QC ang nagbibigay pansin sa mga problema ng ating mga kababaihan at kalalakihang security guards at janitors sa pamamagitan ng workshops tungkol sa anti-sexual harassment law, at iba pang gender bias sa pamilya at trabaho pati po ang ating engineering department ay kumilala na din ng kanilang women engineers (Palakpakan natin ang GSD sa kanilang mainstreaming strategy na ito).
- 17. Hindi rin natin dapat kaligtaan ang mga pagsasanay sa kaalaman sa Magna Carta of Women at iba pang batas sa gender planning at budgeting mga barangay kasama ng kanilang focal persons, at binabati din ang



8 MONTHS INISTRATION

rch, 2011)

and technical experts in organizing the women an pinag-ibayo nila ang aksyon sa 12-point

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sa anti-poverty task force upang higit pang may mukha, at ang mukhang ito ay mukha ng iagdadala ng pamumuhhan ng ating urban poor QC Women ng GADRCO at batay sa report ng ayan na mas maraming kababaihan at batang ng urban poor sa QC) Maraming babae ang iagtrabaho bilang OFW, at kung magkaminsan man traffickers sa ibang bansa.

ont of negotiating with the national government to put into motion our mass and socialize and underserved, especially those who choose Novaliches District Center sa gagawin nilang expansion ng GAD DESK.

18. Kasama din po ang mga attached offices natin sa efforts na ito - tulad na ating kapulisan na patuloy na nagbibigay ng proteksyon at sax disaggregated information hinggil sa mga biktima ng karahasan (na kapuna-puna ang pagbaba ng bilang simula 2009) sa ating IT Department na isinasama na ngayon sa reporting system ang mga gender indicators bilang measurement ng city performance; at ang QC General na nag-iisip na kung paano maglagay ng crisis unit para sa kababaihan at kabataan; ang ating courts fire department at iba pa.

19. Ilan lamang po ang mga ito sa mga naisagawa natin. Marami pa pong dapat gawin - tulad ng pagpasa ng mga pagbabago sa GAD CODE na naayon sa mandato ng Magna Carta of Women, pagbuo ng isang bagong GAD Council sa tulong ng City Council, DILG at GADRCO, atbp.

20. Pinasasalamatan kong muli ang mga bisita nating mga ahensya ng pamahalaan na nagpapakita naman ng mga nagawa nila upang maging GAD Sensitive ang kani kanilang mga opisina. Inaanyayahan ko kayong lahat na tingnan ang mga exhibits nila sa covered walk, at iba pang mga activities natin sa buong Marso.

Magandang Umaga sa inyong lahat at salamat sa inyong pakikipagkaisa sa





Some facts abou International Women

Compiled by Maria Luisa Vidal

International Women's Day (8 March) is a global di

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- In some places like China, Russia, Vietnam and Bulg. Women's Day is a national holiday.
- The first International Women's Day was observed of in Germany following a declaration by the Socialist.
 The idea of having an international women's day wa at the turn of the 20th century amid rapid world ince economic expansion that led to protests over working.
- In the Philippines, the late President Corazon (Proclamation No. 224 on March 1, 1988, "Declarir of March of Every Year as Women's Week and Mi Every Year Thereafter as Women's Rights and Ini Day," On March 18 of the same year, she signed 227, "Providing for the Observance of the Month of Nole in History Month," which designated the Nati on the Role of Filipino Women (NCRFW), now Philip on Women (PCW) as the secretariat to coordina observance. On April 10, 1990, she signed Republic. Act to Declare March Eight of Every Year as a Specia to be Known as National Women's Day," to encouragthe government and the private sector to participate activities.
- The celebration in Quezon City has become an occa and discussions on various gender-related issur Convention on the Elimination of All Forms of Disc Women, the Beijing Platform for Action, the Millenni Goals (2000-2015), the Philippine Plan for G Development (1995-2025), and the Framework Plar

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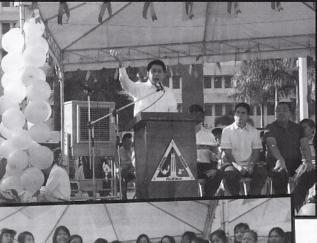
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yong pakikipagkaisa sa





Some facts about International Women's Day

Compiled by Maria Luisa Vidal

International Women's Day (8 March) is a global day celebrating the

QC CELEBRATES WOMEN'S MONTH

By Monica Marcelo

To signal the start of the first Women's Month under his administration, Mayor Herbert Bautista announced the series of activities lined up for the month-long celebration during a kick-off program held at the Quezon City Hall Plaza March 7.

Dubbed "Kababaihan, Kalikasan: Ingatan, Pahalagahan," this year's theme highlights the importance of integrating gender concerns in all aspects of local governance, including environmental protection and disaster risk management.

According to Mayor Bautista, "Quezon City continues to serve as a model in the field of gender and development." He then made a report on the major strides taken during the first eight months of his administration. Among them are the following:

- Taken into consideration the mandates of equality and empowerment under national laws, as well as international mandates like the Millennium Development Goals and the Convention on the Elimination of Discrimination Against Women in our 2010-2011 plan integrating all these in the city's comprehensive development plan, and under all sectoral plans.
- Showing political will by making the city budget more than GAD-compliant. Our GAD 2010-2011 budgets are 6 to 7% of the entire city budget, above the mandated 5%. This will further shoot up if we include the GAD budgets of the barangays and legislative offices.
- The organizers and technical experts behind the Women and Children's Summits helped to fortify the implementation of the 12-point sectoral agenda of QC Women.
- Continuing the free legal assistance program for the city's indigents. Through compromise agreements and financial assistance, this program has effectively helped families and women who have experienced abuse from their partners. We were also able to help a number of victims of squatter syndicates.
- Realizing that GAD concerns are cross-cutting in terms of sectors, GADRCO has been included in the Disaster Management Council, as well as the Anti-Poverty Task Force to further protect women's



Some facts about **International Women's Day**

Compiled by Maria Luisa Vidal

- International Women's Day (8 March) is a global day celebrating the economic, political and social achievements of women past, present and future
- In some places like China, Russia, Vietnam and Bulgaria, International Women's Day is a national holiday.
- The first International Women's Day was observed on March 19, 1911 in Germany following a declaration by the Socialist Party of America. The idea of having an international women's day was first put forward at the turn of the 20th century amid rapid world industrialization and economic expansion that led to protests over working conditions.
- In the Philippines, the late President Corazon C. Aquino signed Proclamation No. 224 on March 1, 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." On March 18 of the same year, she signed Proclamation No. 227, "Providing for the Observance of the Month of March as Women's Role in History Month," which designated the National Commission on the Role of Filipino Women (NCRFW), now Philippine Commission on Women (PCW) as the secretariat to coordinate its nationwide observance. On April 10, 1990, she signed Republic Act No. 6949, "An Act to Declare March Eight of Every Year as a Special Working Holiday to be Known as National Women's Day," to encourage employees from the government and the private sector to participate in Women's Day
- The celebration in Quezon City has become an occasion for meetings and discussions on various gender-related issues, such as the Convention on the Elimination of All Forms of Discrimination Against Women, the Beijing Platform for Action, the Millennium Development Goals (2000-2015), the Philippine Plan for Gender-Responsive Development (1995-2025), and the Framework Plan for women.

ntegrating all these in the city's comprehensive development plan, and under all sectoral plans

- Showing political will by making the city budget more than GADcompliant. Our GAD 2010-2011 budgets are 6 to 7% of the entire city budget, above the mandated 5%. This will further shoot up if we include the GAD budgets of the barangays and legislative offices.
- The organizers and technical experts behind the Women and Children's Summits helped to fortify the implementation of the 12point sectoral agenda of QC Women.
- Continuing the free legal assistance program for the city's indigents. Through compromise agreements and financial assistance, this program has effectively helped families and women who have experienced abuse from their partners. We were also able to help a number of victims of squatter syndicates.
- Realizing that GAD concerns are cross-cutting in terms of sectors. GADRCO has been included in the Disaster Management Council, as well as the Anti-Poverty Task Force - to further protect women's interests in these areas.

"With these achievements in the past eight months alone, I am confident that Quezon City will continue to make milestones in gender and development in the years to come, especially now that we have the support of various government agencies, NGOs, civic organizations, and academic institutions," Mayor Bautista said.

For her part, Dr. Ruby Palma, head of the QC Gender and Development Resource and Coordinating Office (GADRCO) said, "The line up of activities will focus on raising public awareness on gender equality and celebrating the city's achievements in fostering women empowerment."

The major activities for the 2011 Women's Month Celebration are

- Information dissemination and/or seminars on the GAD Code. Magna Carta of Women, Violence Against Women and Children (VAWC), Anti-Trafficking Act, and Juvenile Justice Law.
- Seminars on reproductive health
- Free legal consultations
- Run for a Mammogram (a benefit run for breast cancer awareness)
- Mass feeding activities for malnourished children
- Medical missions including free pap smear and blood screening
- Operation Birthright (free birth registration)
- Registration of Kasambahay
 Various livelihood programs in the barangays
- Job fairs for local and international employment

GADRCO THROUGHOUT THE YEARS

Moving ahead on the right track

By Limon S. Valeros

or GAD.

- It is the first city in Metro Manila to pass a City GAD ordinance allocating for a gender budget, the first to create a Gender and Development Resource and Coordinating Office or GADRCO, the first to constitute a City Gender and Development Council, and as part of its Gender Empowerment and Mainstreaming or GEM Program, the first to enact a GAD Code
- The city was also first in Metro Manila to institutionalize a localized GAD Focal Point System for the barangays and for the departments and/or units under the Mayor's Office, and to initiate the Most Gender-Sensitive Film Award in local cinema through the annual Metro Manila Film Festival.
- Finally, it is the first local government unit in the National Capital Region to produce a GAD newspaper. The paper, titled "We Connect," which carries contributions from the city departments, NGOs, media, and the academe, gets funding from the city government.

Gender and Development (GAD) has come a long way in Quezon City! From a simple but clear-cut and well-defined initiative of an all-woman NGO --Sentro ng Manggagawang Pilipina or SENTRO

- which started with working for the rights of women overseas Filipinos, it has now become a major "rallying call" for "gender-responsive governance"

SENTRO, along with partner NGOs and women leaders in Quezon City, started the ball rolling after it successfully won over the support of the QC government in 1997 as they inked a memorandum of agreement to carry out citywide gender-sensitivity awareness activities with SENTRO as initial GAD Focal Point. This has been made possible through the tireless efforts and sheer determination of Justice Leonor Luciano, the first representative of women appointed in Congress, and SENTRO founding



Quezon City boasts of many "firsts" in the area of gender and development seminar cum workshop for officials of four pilot barangays, wherein a prototype module was developed in coordination with the United Nations Development Program and UP-National College of Public Administration and Governance.

> The year also saw the first publication of "Women Connect," GADRCO's official publication, which was later changed to "We Connect" to symbolize mainstreaming -- a prime strategy for gender-responsive local governance.

> Year 2003 witnessed the formulation of the framework for the City GAD Code and Plan, the designation of the first set of GAD Focal Points from the city government's various offices and departments, as well as the inauguration and eventual institutionalization of the QC Award for the Most Gender-Sensitive Film in the Metro Manila Film Festival or MMFF- the only award of its kind in the country.

> In 2004, the much-awaited QC GAD Code was enacted and approved by the 16th City Council, presided by then Vice Mayor Herbert M. Bautista, through Ordinance No. 1401. Above and beyond strengthening and expanding GADRCO's functions, it provides among others, an all-inclusive framework of development that ensures that all of the city's constituents, regardless of age and gender, participate fully and equally benefit from all the programs, projects and activities of the various departments of the city government, which is being done through effective gender mainstreaming

> > Also passed by the City Council during the year were: Ordinance No. 1459 mandating the holding of an annual city gender summit 2943 urging Resolution Sangguniang Barangays to designate GAD Focal Person for every barangay to serve as coordinator and authorizing each barangay to appropriate at least 5 percent from their annual budget for Gad-related programs, projects and activities; Resolution 2421 congratulating the Mayor for sponsoring an award for the most gender-sensitive movie in the Metro Manila Film Festival in 2003 and instituting award yearly with corresponding fund allocation, and Executive Order No. 6 creating the

FOR EVERY WOMAN

By Nancy Smith

For every woman who is tired of acting weak

When she knows she is strong there is a man who is tired of appearing strong when he feels vulnerable

For every woman who is tired of acting dumb

There is a man who is burdened with the constant expectation of "knowing everything"

For every woman who is tired of being called

"an emotional female there is a man who is denied the right to weep and be gentle

For every woman who feels "tied down' by her children

There is a man who is denied the full pleasure of shared parenthood

For every woman who is denied meaningful employment and equal pay

There is a man who must bear full financial responsibility for another human being

For every woman who was not taught the intricacies of an automobile, simple but clear-cut and well-defined initiative of an all-woman NGO --Sentro ng — done through ellective gender mains

Manggagawang Pilipina or SENTRO - which started with working for the rights of women overseas Filipinos, it has now become a major "rallying call" for "gender-responsive governance".

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lady officials of the Mathay administration, led by then city councilors Nanette Castelo-Daza and Fresca Biglang-Awa.

The following year, an informal GAD Technical Working Group, composed mainly of female experts and activists in the government, academe and NGO sectors residing in the city, was invited to help SENTRO in its work. Almost immediately, this LGU-NGO partnership caused the subsequent institutionalization of GAD structures -- with a GAD office put in place, a GAD Council formed, and a budget allocated for equality and empowerment programs as mandated by RA 9172 otherwise known as the Women in Nation Building Act.

In 2001, after four years of grounding and advocacy work by SENTRO and the PROGAD technical working group, the Gender and Development Resource and Coordinating Office or GADRCO was formally established via Ordinance 1036, also known as the QC GAD Ordinance. From then on, GADRCO has been in charge of assisting in the advocacy and capacity-building of the departments through gender mainstreaming -- whether in planning and program development, implementation, monitoring and evaluation, as well as serving as the secretariat for the GAD Council. Eventually, GADRCO became the hub of all gender mainstreaming activities, projects and programs, over and above initiatives not just in the entire city government but all throughout Quezon City.

Consistent with his administration's vision for a Quality Community through efficient, viable and gender-responsive local governance, then Mayor Feliciano Belmonte, Jr. inaugurated GADRO in 2002 and appointed Dr. Palma as head of office. He then swore into office the first members of the QC-GAD Council from his departments and NGOs who volunteered to be interim members.

Conducted the same year was a gender mainstreaming and local governance



the MMFF

The following year, Quezon City was awarded *Best Practice in GAD" by the National Commission on the Role of Filipino Women or NCRFW, a government machinery for women under the Office of the President.

Also passed by the City Council

during the year were: Ordinance No. 1459 mandating the holding of an annual city gender summit, Resolution 2943 urging all

Sangguniang Barangays to designate a GAD Focal Person for every

barangay to serve as coordinator

and authorizing each barangay to

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Executive Order No. 6 creating the

Steering Committee for the QC Award

for the Most Gender-Sensitive Film in

Also the same year, the Best Practice Award in Gender-Sensitive and Socially-Barangays, for the first time, were included in the list of recognition awards received by barangays for the city's annual Foundation Month and Barangay Day celebrations

Likewise, Executive Order No. 8 was issued amending EO No. 16-S-2002, thereby strengthening and redefining

and its functions. 2006, a centerpiece of showmanship was seen in the annual Woman's Month Celebration wherein

the composition of the GAD Council

the city government hosted the national celebration in cooperation with NCRFW. Roughly 15,000 women from various organizations and groups attended the celebration and participated in numerous activities

Cluster Meetings of GAD Focal Persons continued the same year and 15 most active among them were trained as speakers and facilitators in barangays. This was followed by who feels "tied down' by her children

There is a man who is denied the full pleasure of shared parenthood

For every woman who is denied meaningful employment and equal pay

There is a man who must bear full financial responsibility for another human being

For every woman who was not taught the intricacies of an automobile,

There is a man who was not taught the satisfaction of cooking.

For every woman who takes a step toward her own liberation.

There is a man who finds that the way to freedom has been made a little easier.



Council members and public school principals.

With almost all the essentials now already in place -- capacity-building for gender mainstreaming, information, research and education, and partnership building, networking and advocacy-- GADRCO spent the next four years (2007 to 2010) by promoting GAD to the widest audience through an all-embracing course of action described as a "bottom-up process" where the agenda is driven not by the central office but by the collective aspirations and needs of the people in barangays along with focal persons in terms of gender response to various challenges.

What is more, significant efforts were undertaken by GADRCO in creating targets and indicators now being used to monitor the progress made and the gaps in the implementation. Said results-based development management approach brought about greater clarity on the impact and outcomes of the projects, programs and initiatives on the ground and motivated all the critical actors especially the GAD Focal Persons to start with concrete ends in mind.

Highlights during the period include: the launching of the 1 million signature campaign as part of the city's No to Violence Against Women Program or NO VAW; the stepping up of Learning Caravans to make QC's GAD best practice known and shared with other local government units and national agencies; the conduct of Town Hall Assemblies as a new city-wide venue for consultations, sharing and acknowledgement of GAD focal persons and friends; and the start and eventual expansion of the city government's free legal assistance program to include barangays as venues, managed by GADRCO in cooperation with its partners — the Federacion Internacionales de Abogas or FIDA and the QC Ladies Foundation, Inc. under the headship of now Vice Mayor Joy Belmonte-Alimurung.

As part of the city government's legacy in gender responsive governance, information materials have been developed extensively by GADRCO to document and share best practices modules and other resource materials made in, by and for the city's GAD focal persons and officers.

The series of GAD planning and budgeting also continued during the time, culminating in a participatory gender audit training for QC facilitators that paved the way for the integration of GAD plans and budget in the sectoral and the new city development plan.





With the passing of the Magna Carta of Women, the QC government, again through the initiative of GADRCO, developed a 12-Point Gender Agenda as its commitment in the pursuit of an all-inclusive Gender and Development program.

These and other significant and beneficial efforts are indications of GADRCO's passion to do well, get something done, accomplish more, and pursue its vision of a gender-sensitive and gender-fair city. Composed of competent and hardworking people, and guided by sincere and able leaders, it still may well go far above the ground in the years to come.



GAD DICTIONARY

Gender refers to roles, attitudes and values assigned by culture and society to women and men. These roles, attitudes and values define the behaviors of women and men and the relationship between them. They are created and maintained by social institutions such as families, governments, communities, schools, churches and media. Because of gender, certain roles, traits and characteristics are assigned or ascribed distinctly and strictly to women or to men.

Sex refers to the natural distinguishing variable based on biological characteristics of being a woman or a man. It refers to physical attributes pertaining to a person's body contours, features, genitals, hormones, genes, chromosomes and reproductive organs.

Gender equality means that women and men enjoy the same status and conditions and have equal opportunity for realizing their potential to contribute to the political, economic, social and cultural development of their countries.

Gender Division of Labor is the allocation of differential tasks, roles, responsibilities and activities to women and men according to what is considered socially and culturally, appropriate.

Commodification of Women

As part of the city government's legacy in gender responsive governance, information materials have been developed extensively by GADRCO to document and share best practices modules and other resource materials made in, by and for the city's GAD focal persons and officers.

The series of GAD planning and budgeting also continued during the time, culminating in a participatory gender audit training for QC facilitators that paved the way for the integration of GAD plans and budget in the sectoral and the new city development plan.



Women's Market: The place for healthy products and ideas

By Marilou B. Cerilla

Five rural women's organizations assisted by Oxfam organized a Women's Market which carried the theme "Healthy ka na, nakatulong ka pa." The QC Hall covered walk became a women's market for two days — March 24 and 25, Also a fitting activity for the Women's Month, the market was carried out by the Pambansang Koalisyon ng mga Kababaihan sa Kanayunan (PKKK) which coordinated with the QC government through the QC GADRCO.

Among the guests were Remedios Rikken-, chair of the Philippine Commission on Women (PCW), organizers, women leaders, and members of different organizations.

The SARILAYA Community Theater Group presented a one act play with the theme, "Women as Food Producers." The women leaders then took turns in sharing their testimonies and advocacies of their respective economic sectors. Trinidad Domingo, president of the PKKK, a farmers' group advocated for the inclusion of the name of the wife in the land or Torrens Title.

Rosario Mendoza, a fisherfolk leader from Naic, Cavite, said women contribute substantially to the fisheries sector, from the preparation phase to the selling of the fish catch, thus, fishermen's wives should also be included in the registry of fishers and their names also appear as co-owners when registering their family's fishing boats. She also shared that organized fishers living in

above the ground in the years to come.



tsunami-prone areas have been pushing for a permanent fisherfolk settlement and that they should be assisted in preparing themselves for occurrences of tsunami, and the impact of climate change on the environment and their livelihood.

Ka Mary of PATAMABA made a call for social protection and women-focused anti-poverty strategies. As a member of Homenet, PATAMABA also advocates for a Magna Carta of Workers in the Informal Economy in recognition of the big contribution of the informal sector in Philippine economy.

Prior to the booth tour, Ms. Karla of Oxfam took the floor to recognize and give token bouquet of flowers to Remedios Rikken, the Sarilaya Youth Theater Group, Trinidad "Ka Trining" Domingo, and to Faye Lauron of GADRCO. Also included in the program of the two-day Women's Market were a forum on Food as Medicine and a Healthy Lifestyle, demonstrations on the preparation of budbod sustansiya, healthy and guilt-free peanut butter, organic composting and urban gardening, and fermented plant juice spray.

The QC covered walk became a busy ground as employees and guests bought food items, health products, bags and accessories produced by the members of the participating women's organizations and cooperatives from the provinces of Batangas, Cavite, Quezon, Tariac, Bulacan, and Palayan City.

Items exhibited for sale included veggie bread, free-range chicken eggs, duck eggs, organic rice and vegetables, malunggay polvoron, boneless bangus, tilapia, fruit jams, organic soaps and other wellness products, and plants for propagation.

The Philippine Legislators Committee on Population and Development Foundation, Inc. (PLCPD) also had a booth which displayed and distributed Information Education and Communication (IEC) materials on the Reproductive Health Bill and responsible parenthood.

hormones, genes, chromosomes and reproductive organs.

Gender equality means that women and men enjoy the same status and conditions and have equal opportunity for realizing their potential to contribute to the political, economic, social and cultural development of their countries.

Gender Division of Labor is the allocation of differential tasks, roles, responsibilities and activities to women and men according to what is considered socially and culturally appropriate.

Commodification of Women is a practice which puts women in subordinate situation which results in the treatment of women as both consumers and objects.

Discrimination Against Women is any distinction, exclusion or restriction made on the basis of sex has purpose or effect of impairing or nullifying the recognition, enjoyment or exercise by women of their rights irrespective of their marital status.

Violence Against Women is any act of gender-based violence that results in, or is likely to result in, physical, sexual, or psychological harm or suffering to women, including threats of such act, coercion, or arbitrary deprivation of liberty, whether occurring in public or private life as defined in the UN Declaration on the Elimination of Violence Against Women.

GAD Advocate - one who supports, defends, pleads or recommends active espousal of gender and development principles, objectives and processes.

Councilor Candy Medina:

A woman of substance

By Reslyn Yambao

As a woman leader, a mother, a sister and a daughter, Councilor Candy Medina, chairperson of the Committee on Women and Family Relations of the 18th City Council welcomes the responsibilities that go with her position. She now explores the possibility of working for changes that matter for the women of Quezon City and their families.

As a legislator she introduced and sponsored measures for women empowerment and women's rights. In her eight months as councillor, she was able to sponsor and pass 14 resolutions and seven ordinances mostly revolving around the advancement of women, protection of children, and strengthening family bond

It is worthwhile mentioning that Councilor Candy Medina at several times supported Congress in notable bills such as "An Act Defining Cybercrime, Providing for the Prevention, Investigation and Imposition of Penalties," and "An Act Providing for the Establishment of Breast Care Centers in Every Region." Among the trailblazing measures she sponsored in the City Council are the following:

- A Resolution urging the City Mayor, Hon. Herbert M. Bautista to establish a modernized Quezon City public funeral program under the office of the City Mayor to help indigent residents of Quezon City.
- An ordinance establishing a crisis center for street children in Quezon City, appropriating funds thereof and for other purposes.
- converting An ordinance commonwealth elementary school annex as an independent educational institution separate from its main



commonwealth

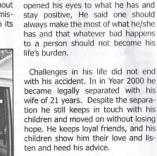
- An ordinance changing the name of the commonwealth elementary school annex to Benigno Aquino Jr., Elementary School
- and Development Department study and report this
- An ordinance on Anti-Truancy for all elementary and high school students and creating board

Councilor Medina is reviewing and making a draft on the creation of a Committee on Decorum and Investigation (CODI) in every barangay and the training of CODI members as well as the establishment and guidelines for VAWC centers in the barangay and health centers.

Her most recent project is a partnership with the Philippine Foundation for Breast Care Inc. involving early detection of breast cancer through in formation dissemination. The program

Cecilio Racca: Service driver of Sikap Buhay

A physical disorder can sometimes hinder a person towards realizing a better life and the capacities he/she possesses, but not for Cecilio Baldomar Racca who lost both his hands but is still capable of working different jobs. Cecilio is a 57 year-old employee of Sikap Buhay in Quezon City Hall. In the 38 years that he lived without both his hands, he remained optimistic and continued living his life to its



fated incident he became a born-again Christian which he said gave him strength. Losing both his hands opened his eyes to what he has and stay positive, He said one should always make the most of what he/she has and that whatever bad happens to a person should not become his Challenges in his life did not end with his accident. In in Year 2000 he became legally separated with his

In 1972 Cecilio's job was to make

pillbox bombs, which was what activists' used for rallies in his time,

but unfortunately this job caused

him his hands. A year after the ill-

hope. He keeps loyal friends, and his children show him their love and listen and heed his advice. Cecilio has been able to take on various jobs despite his condition, such as working with the Quezon City rescue team in 1995, to liaison officer, and currently as a service driver at





These rights are the following:

- To good and quality education
- To comprehensive health services,

Women's Rights

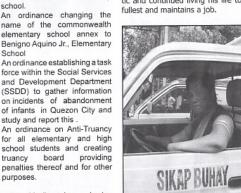


By Kathlyn Elarde

Being a single mother in a timeconsuming job is not a tough job for Pinky Rose Villamar, our 30-year-old lady guard from Lockheed Agency. Pinky worked different jobs before as a sales lady and a parking teller, but she has been working as a lady guard in the treasurer's office at Quezon City Hall for six months now.

Pinky's struggles through life started when she had to go through an ar





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Pinky Villarama: Lady guard, single parent

By Kathlyn Elarde

Being a single mother in a timeconsuming job is not a tough job for Pinky Rose Villamar, our 30-year-old lady guard from Lockheed Agency. Pinky worked different jobs before as a sales lady and a parking teller, but she has been working as a lady guard in the treasurer's office at Quezon City Hall for six months now.

Pinky's struggles through life started when she had to go through an arranged marriage when she was 19, to a 37-year-old man. They separated when she was pregnant and only received his financial support for one year after her son's birth. How they separated was her choice, and she never saw her husband again. Her situation was very difficult not only because she has been supporting her child solo; the worst part was explaining to her young son where his father was. Like every mother, all that Pinky wants for her son is to have good health and to finish school.

A single parent for five years, Pinky maintained a positive outlook and worked hard to put her son to school with her gross monthly income of P15, 000-P16, 000, depending on the number of days she worked. Pinky had taken a vocational course in sewing, but she only works on contractual jobs, the main being a security guard. She works seven days a week for 12 hours a day which gives her less time to bond with her son. However; she keeps herself strong for the good of her son, a characteristic admirable in most mothers.

In her six months as security guard, she has good words for the city's



leadership: "Yung performance ni Mayor Herbert ay ok lalo na yung projects niya sa youth tsaka deserve niya yung pagka panalo niya. Sana ituloyniyalangyungmganaumpisahan ng dating mayor Belmonte." Her wish for Vice Mayor Joy Belmonte is quite uplifting: "Sana gaya ng father niya si House Representative Sonny Belmonte, lahat ng magandang nagawa masundan niya, para kung maganda din magawa niya mag. tuloy-tuloy yung pagtakbo niya baka sa susunod siya naman yung maging mayor, di ha "

Pinky suggests that Quezon City can stand improvement by way of cleaning up its squatter areas. "May mga kailangan pa ayusin sa Quezon City kasi madami dami pa rin yung mga squatters area, kailangan lang siguro maayos na relocation sana ma-reach out din yun ng mga officials at mapunan ng mga projects nila."

 An ordinance on Anti-Truancy for all elementary and high school students and creating truancy board providing penalties thereof and for other purposes.

Councilor Medina is reviewing and making a draft on the creation of a Committee on Decorum and Investigation (CODI) in every barangay and the training of CODI members as well as the establishment and guidelines for VAWC centers in the barangay and health centers.

Her most recent project is a partnership with the Philippine Foundation for Breast Care Inc. involving early detection of breast cancer through information dissemination. The program is introduced in every barangay with free breast screening conducted by doctors from the East Avenue Medical Center. This advocacy is one of the most treasured by Councilor Medina as she helps battle the increasing incidence of the affliction.

Moreover, she continues to provide basic services in her district such as medical missions, optical missions, bingo bonanza, book- giving, anti-rabies vaccination and mass feeding. As summer is just around the corner and vacation is about to start, she would be launching Operation Tule for young males of District 2.

Councilor Medina's charming looks may be disarming, but behind those sweet smiles is a woman of substance. She was a recipient of the Manuel L. Quezon Bantayog Award for being adjudged again as one of the Most Outstanding Councilor of Quezon City in her Second Term.

Reflecting on her political and social goals, Councilor Medina is guided by a famous quotation from George Bernard Shaw: "Some men see things as they are and ask why, I dream things that never were and ask why not."



Cecilio has been able to take on various jobs despite his condition, such as working with the Quezon City rescue team in 1995, to liaison officer, and currently as a service driver as Sikap Buhay, proving that there is no discrimination at work, and that one can lead a useful life despite physical bandicas.

Women's Rights are Human Rights

These rights are the following:

- To good and quality education
- To comprehensive health services, including family planning
- To access loans and other forms of financial credit
- To join leisure, sports, and cultural activities
- To decide on the number of children on the number of years between pregnancies.
- To shared parenting responsibilities
- To have equal access to jobs, benefits, and social security
- To be paid equally based on the work she does
- To be free from all forms of violence, physical, sexual, emotional, mental, economic
- To be free from all forms of slavery and prostitution
- To vote, run for election and hold public office
- To represent the country internationally
- To acquire, change, or retain nationality and citizenship



Entrepreneurship 101: How to become an entrepreneur

By Sikap Buhay Entrepreneurship and Cooperative Office

Do vou want to run your own business instead of working for others? Are you tired of working for other people, and receiving low income? Do you want to become a part of select group of innovators who made a name for themselves by putting-up their own business enterprise?

Are you willing to risk your hardearned money and have variable earnings in place of a permanent job with a steady low monthly income?

Having your own business has fantastic rewards, but one must weigh potential returns against potential losses. Being an entrepreneur is a way of life. Being entrepreneurial means being able to spot, start, and maintain a profitable business. and the best way is starting a small

Considering the volatile business environment, one may immediately think that going into business means having a special type of experience, education, hobbies and interests. But starting your own small business or micro-enterprise really begins looking within yourself. you have what it takes to go into business? Do you have the qualities that will help you, maging masikap (motivated) in local parlance, in order to be successful? Remember that an aspiring entrepreneur is an achiever, goal-oriented, and power-driven.

An entrepreneur is an Achiever

possible opportunity, acting quickly to

stacles and makes sacrifices or efforts to get things done. She accepts full liability to encountered problems, guides employees to finish jobs and orders, and values customer satisfaction. S/he consider challenges as calculated risks but prefer the lesser disadvantageous ventures. S/he seek higher product standards, and strive to excel, be better, and work at a cost-effective but faster pace.

An entrepreneur is goal-oriented

A motivated entrepreneur sets clear and definite objectives for her/his business while visioning long-term goals. S/he looks up appropriate information about clients, suppliers, and competitors. S/he values technical advice from experts and experienced individuals, and use important information from reliable contacts and networks.

An entrepreneur makes step-bystep plans to reach her/his stated goals. Detours or alternatives are alse considered. Progress of the business is monitored, and new ways to attain the necessary goals are thoroughly

An entrepreneur is power-driven

A power-driven entrepreneur has confidence that is built from within and shows its own ability to finish a hard task or face-up to challenges. S/he must be convinced enough to influence others and be competent to make business and personal contacts believe in her/his reachable goals.

Technical training attended. A strong passion for a potentially risky business rather than a 9 to

5 stable job.

Looking at the external environment

After looking within, to check if you have the required entrepreneurial qualities, your next step is to look beyond yourself. You need to examine the business environment to see if the kind of business you have identified has a viable market. Your small enterprise is about to join the world of MSMEs or micro, small and medium enterprises.

MSMEs in the Philippines

A micro-enterprise is defined as a business that is valued at PhP 3M or less and employs 1 to 9 workers. MSMEs comprise 99.6% of the total number of firms around the country. They represent 61% of the total labor force. Nearly half of the MSMEs are into the wholesale and retail trade business. They play a major role in the country's economic development through their contribution in the

- Rural industrialization;
- Rural development and decentralization of industries;
- Creation of opportunities employment and equitable income distribution;
- Use of indigenous resources; Earning of foreign exchange;
- Creation of backward and forward linkages with existing

- 1. Are infrastructure (power, water, telephone, postal, internet, roads and bridges) sufficient for your business in the community, city or province?
- 2. Is the environment safe, peaceful and orderly?
- 3. How's the institutional support from the local government units (LGU's) and other government agencies? Do they offer any assistance, incentives, low-interest financing, marketing and promotional
- 4. Are business registration procedures simple and clear? Are civil servants service-oriented and respect-
- 5. Study the whole business growth of the community, trends at the market, and product demands. Study what your community consume from the outside? Do they demand more products from Manila or from the big
- 6. Think of other options: subcontracting by supplying parts or services to big companies; public sector purchase; and franchising, which is cost-effective in promotions and marketing.

Lucrative revenue streams

The Bureau of Small and Medium Enterprise Development of the Department of Trade Industry (BSMED-DTI) recommends businesses found

- wares and Holiday Décor) Engi-Construction Materials, Engi-neering Consulting and Contracting Services
- Organic Herbal and Natural Products
- Processed Food and Beverage
- (Commercial, Halal) Marine Products (Food and Non-Food)
- Electronics
- ICT
- Motor Vehicle (Parts, Accessories and Assembly)
- Mineral Products
- Logistics Services
- Health and Wellness
- Development and (Spa Retirement)

For further inquiries contact us:

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Considering the volatile business environment, one may immediately think that going into business means having a special type of experience, education, hobbies and interests. But starting your own small business or micro-enterprise really begins by looking within yourself. Do you have what it takes to go into business? Do you have the qualities that will help you, maging masikap (motivated) in local parlance, in order to be successful? Remember that an aspiring entrepreneur is an achiever, goal-oriented, and power-driven.

An entrepreneur is an Achiever

An entrepreneur seizes every possible opportunity, acting quickly to grab unusual prospects and obtaining resources (financing, equipment, land, and workspace) and assistance to turn the opportunity into profit.

A determined entrepreneur takes continuous actions to overcome obcontacts and networks.

An entrepreneur makes step-bystep plans to reach her/his stated goals. Detours or alternatives are also considered. Progress of the business is monitored, and new ways to attain the necessary goals are thoroughly weighed.

An entrepreneur is power-driven

A power-driven entrepreneur has confidence that is built from within and shows its own ability to finish a hard task or face-up to challenges. S/he must be convinced enough to influence others and be competent to make business and personal contacts believe in her/his reachable goals.

Other entrepreneurial qualities that could draw from when starting a business are the following:

- Skills from a previous job.
 A hobby that could expand interest.
- A hobby that could expand into
 business

MSMEs comprise 99.6% of the total number of firms around the country. They represent 61% of the total labor force. Nearly half of the MSMEs are into the wholesale and retail trade business. They play a major role in the country's economic development through their contribution in the following:

- · Rural industrialization;
- Rural development and decentralization of industries:
- Creation of employment opportunities and more equitable income distribution;
- Use of indigenous resources;
 Earning of foreign exchange;
- Creation of backward and forward linkages with existing industries: and
- Entrepreneurial development.

Entrepreneurial environment

In assessing the viability of your planned business the following may be considered:

market, and product demands. Study what your community consume from the outside? Do they demand more products from Manila or from the big cities?

 Think of other options: subcontracting by supplying parts or services to big companies; public sector purchase; and franchising, which is cost-effective in promotions and marketing.

Lucrative revenue streams

- The Bureau of Small and Medium Enterprise Development of the Department of Trade and Industry (BSMED-DTI) recommends businesses found along the following lines:
- Fashion (Garments, Accessories and Designs)
- Home-style and Living (Home Furnishing, Gifts, Toys, House

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QC family survives Libyan ordeal, keeps hope alive for a better life

By Roy Pelovello

Dreams of a better life for Mrs. Irene Herrero, mother of three and resident of Brgy. Bahay Toro in Quezon City, were shattered when she heard the news about the uprising of forces opposed to Libyan strongman Muammar Gaddafi in mid-February

this year.

By then, Irene's husband Jesus had been in Libya for barely seven months. Jesus had been employed by French company SMC Navalin International to work as a carpenter in its contract for the construction of a modern airport in Benghazi, the

second largest city in Libya.

For his work in Libya, Jesus received around P20,000 a month, which he could not get as a carpenter in the Philippines.

On February 21, the anti-Gaddafi forces have taken our Benghazi, which has become the center of the revolutionary government, prompting the Philippine government to call for the evacuation of Filipino nationals in Libya.

"I was so cared for the safety of my husband", said Irene in an interview. "Everyday, I was calling their recruitment office to find out what was happening."

The uncertainty, according to Irene, nagged at her everyday even as she coped with the task of taking care of their children.

Jericho, the couple's eldest son is a Grade 6 pupil and is set to graduate by April. Jennelyn, the second in Grade 2, while the third, five-year old Cyril, is in preparatory school.

Irene said she felt relieved when she learned her husband was safe

Jose was among the more than 50 overseas Filipino workers repatriated from Libya and whom Mayor Bautista feted last March 9

and coming home.

The Mayor promised the returning OFW various forms of assistance, including P5,000 cash as a token of the city government's appreciation for their contributions to the progress of the city.

"That would be a big help, along with the P10,000 we received from the OWWA (Overseas Workers Welfare Administration)," said Jose.

With Jose back in her arms, Irene said their day-to-day challenge is to feed their children and find money for

their education.

"I have a small sari-sari store and the meager income we get from it somehow lets us survive," Irene said.

"I am driving a tricycle so I could at least earn something for my family", Jose said.

Facing the harsh realities of living, the Herrero couple said they are willing to be separated again if Jose finds another job opportunity abroad, despite the emotional ordeal they faced as a result of the on-going war in Libya.

Fortunately, Jose said his company has promised its workers displaced by the trouble in Libya to be given the first crack at employment in its other projects abroad.

And maybe next time, lady luck will smile for the Herrero family.

WE CONNECT

From the Office of the Vice Mayor



2011 WOMEN'S MONTH CELEBRATION

MAMMOTHON: Run For A Mam

March 6, 6:00 am QC Memorial Circle

In celebration of the International Women's Month, the Quezon City Government, thru the Office of Vice Mayor, sponsored the "MAMMO-THOM" - a benefit run to increase awareness on breast cancer, save lives by enabling women to undergo early screening and promote healthy lifestyle last March 6, 2011 at the QC Memorial Circle. Participants were given 40% discount for a mammogram at St. Luke's Medical Center and other freebies and giveaways from other sponsors.







BASIC GENDER SENSITIVITY TRAINING for OVM staff

March 10 Legislative Conference Room

Law students from Ateneo de Manila University (ADMU), with their class professor Atty. Patty Sison, gave a basic gender sensitivity orientation to OVM staff. The ADMU team discussed basic information on gender and development and salient points on mandates related to women such as Violence Against Women and their Children, Anti-Rape and Anti- Sexual Harassment Law.



BUNTIS SUMMIT

March 24 and 28 Brgy, Pansol / Tatalon





A "Laban ni Maria" booth also installed and served as information center for cervical cancer.

Freebies were given away such as ballpens, notebooks, keychains, stickers, etc. for women who posted their thoughts about cervical cancer in the freedom wall.

TREATS FOR WOMEN

MARCH 14

8am to 4pm, Covered Walk, QC Hall

Almost 400 city hall employees and walk-ins from various QC barangays were given free hair cut by volunteer stylists from Hair Asia Philippines headed by Evelyn Cruz and James Cooper. Nu Skin Inc also pampered them with free facial treatment and experienced free massage from trained masseurs of TESDA.







A Benefit Breakfast complemented by an auction was also held on the same day, wherein artworks of women artists and some paintings donated by other advocates plus a travel package from Star Cruise were the items auctioned.



Proceeds of both activities will be donated to the "Cancer-Free OC" project of Vice Mayor Joy G. Belmonte in cooperation with the Phil. Cancer Society. Cancer-free QC aims to raise funds for an early cancer screening mobile machine for the less fortunate women of Quezon City.

BUNTIS SUMMIT

March 24 and 28 Brgy. Pansol / Tatalon



Pregnant women gathered last March 24 and 28, 2011, respectively, which includes pre and post-natal services, promotion of breastfeeding, responsible and safe methods of family planning, prevention and management of reproductive tract illness, prevention of abortion and management of pregnancy-related complications

Medical mission, health education, Philhealth registration and distribution of Buntis Kits (sponsored by Vice Mayor Joy Belmonte) were also given to almost 900 pregnant women who participated said activity in partnership with Mayor Herbert M. Bautista, Office of Speaker Feliciano Belmonte, Cong. Bolet Banal, Philhealth, QC Health Dept., SSDD, Inst. of Politics & Governance, Mercks and Dohme, Inst. of Popular Democracy, SINAG, Bgy. Pansol and Bgy. Tatalon.

"LABAN NI MARIA"

MARCH 14 Covered Walk, OC Hall

Basic Orientation on Cervical Cancer and Adoption of the "QC Fight Against Cervical Cancer" Project to the barangays was conducted and attended by officials from various barangays.

A "Forum on Women Voters" was also conducted to inform Bgy. officials and constituents and prepare them for the upcoming local elections. This forum encouraged them to participate, support and be involved in political issues and concerns within their communities. This activity was in partnership with the Commission on Elections.

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FREE FILM SHOWING FOR SOLO PARENTS March 14

QC Memorial Circle

A free film showing "PasangKrus", an indie film about the challenges and triumphs of a single parent played by actress Rosanna Roces, was held at Quezon Memorial Circle. of the association of solo parents in QC thru the support of Social Services and Development Department.

Cover shows some activities during Women's Month such as : The Mayor delivers message to the women and men of Quezon City

top left) The Vice Mayor tries the majorettes' dance (top right) Rondalla by the students of Commor alth Elementary School (Below)