



# TESDA Women's Center NEWSLETTER

First Quarter

A Publication of TESDA Women's Center

January to March 2024

## TESDA Women's Center Joins the "Purple your Icon" Initiative

In observance and celebration of the National Women's Month 2024, the TESDA Women's Center joined the other government agencies in lighting up its facade with purple to signify support for gender equality and women's empowerment starting March 1, 2024.

This advocacy activity became possible through the initiative of the GAD Focal Point System (GFPS). The TWC, as GAD Secretariat supported the activity led by the Center's Acting Chief, Mylene H. Somera, with the Acting Supervising TESD Specialist, Kimberly G. Bautista, GAD Focal, Ms. Joanna Tabu Tattao, and the TWC Units Heads.



TESDA Women's Center at night showing purple-lighted facade as support for the National Women's Month 2024



TESDA Women's Center Purple Your Icon Initiative will be displayed throughout the month of March, 2024.

## TWC Cafe Juana Launches New Product "Juana Banana"

In time for the celebration of International Women's Day on March 8, 2024, the TESDA Women's Center and Pilmico conducted the product launch of the "Juana Banana" at the TWC Cafe Juana. The Juana Banana was a result of a collaborative product development research between Chef Carla Valencia, the Technical Services Manager for Flour Sales at Pilmico Foods Corporation and TWC trainers. Pilmico Foods Corporation is an active industry partner of the Center.

The event was attended by TESDA Chief of Staff Abel G. Arenga, Director Juliet O. Orozco of the TESDA Administrative Services, Atty. Angelyn T. Chavez, District Director of MuntiParLasTaPat District, Pilmico staff, TWC and TESDA employees.



TESDA officials graciously supported the Launch of "Juana Banana" headed by Chief of Staff Abel G. Arenga.

## Center Advisory Council Held First Quarter Meeting



TESDA Women's Center Advisory Council together with the Secretariat during the First Quarter Meeting on February 26, 2024.

The 1st quarter of the TWC Advisory Council meeting held on February 26, 2024 was about the action points from the previous meeting and the CY 2024 Workplan which mainly focused on the registration of new and emerging technologies, program on digital fluency and lifelong learning programs to increase socio-economic empowerment of women in the country.

Unanimously, the CAC members also strongly support the journey of the TWC on becoming the National Training and Development Center for Women through a Resolution.

## TWC Conducts Film Viewing with EdukSine



In collaboration with EdukSine, the TESDA Women's Center (TWC) organized a film screening on February 22, 2024, at the TWC Tandang Sora Hall. The event showcased the critically acclaimed movie *Verdict*, directed by Raymund Ribay Gutierrez.

This initiative by TWC aims to promote awareness and knowledge about violence against women and children, while also inspiring individuals to take an active role in addressing the issue.

Both trainees and employees participated in the event, which also featured a Q&A session where Mr. Roger Macua, the Sales Head and Co-founder of EdukSine, shared insightful messages and addressed questions from the trainees.



# 2024 National Women's Month Celebration

**NWMC Themed Flag Raising Ceremony  
2024 NWMC Banners of Support  
Photo Wall in CO Lobby**

4



7

**Launch of Hataw Program  
in line of NWMC 2024  
Purple your Icon Initiative**



**Participation in the PCW's International Women's Day Activity titled  
"Invest in Women: Accelerate Progress" at SM Aura Premiere, Taguig**

8

**Product Launch at the TWC's Café Juana  
in partnership with Aboitiz Pilimco**



14

**Competition for Women Gamers  
TESDA Talks: Empowering Women, Building Safe  
Spaces, and Advancing Gender Equality  
Women in ICT Forum: IntHERnet Oddseys**



**Product Launch at the TWC's Café Juana  
in partnership with Aboitiz Pilimco**

15



18

**TESDA's Participation in the 68th Session of the  
United Nations Commission on the Status of Women  
(UNCSW) New York, USA**



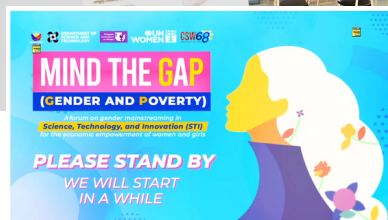
**NWMC Culminating Activity:  
Launching of the GAD Awards sa TVET**

21

**TESDA HATAW Program in line with the 2024 NWMC**

22

**Product Launch at the TWC's Café Juana  
in partnership with Aboitiz Pilimco**



## TESDA - Quezon National Agricultural School (QNAS) Visit TESDA Women's Center for a Benchmarking Activity

On March 8, 2024, the TESDA Women's Center hosted a Benchmarking Activity for the Quezon National Agricultural School. Leading the QNAS team were Vocational School Superintendent Ceferino R. Tolentino Jr. and other employees from QNAS.

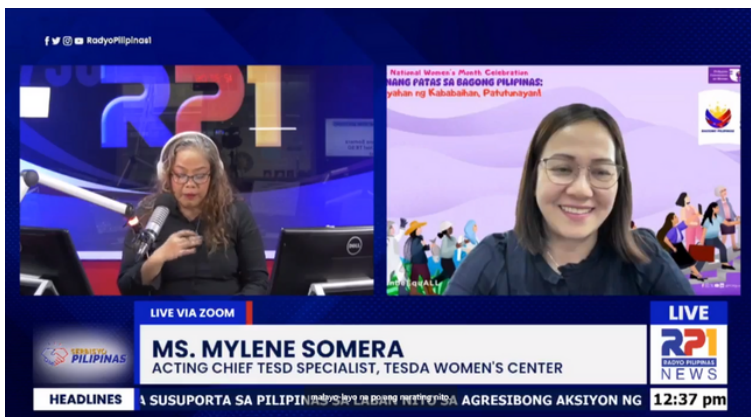
The purpose of the benchmarking activity was to showcase the TWC's APACC journey and share the center's best practices that contributed to its achievement of the APACC Platinum award.

As part of the visit, the QNAS team also had the opportunity to tour the TWC facilities and gain insights into their operations.



TESDA Women's Center Acting Chief, Mylene H. Somera accepts the Certificate of Appreciation from QNAS Superintendent Ceferino R. Tolentino Jr.

## Various Radio and Television Channels Feature TESDA Women's Center's Programs and Services



TESDA Women's Center's Acting Chief Mylene H. Somera during her interview with Janet Bayan for Radyo Pilipinas

The TESDA Women's Center's programs and services were featured on various radio and television channels.

On March 7, Audrey Gorriceta interviewed Ms. Joanna Tabu-Tattaa, Senior TESD Specialist and TWC GAD Focal, on Rise & Shine Pilipinas TV Show, which was livestreamed on PTV 4 Channel.

On March 12, Ms. Janet Bayan interviewed Mylene H. Somera, Acting Chief of TWC, on Radyo Pilipinas. This interview was broadcasted simultaneously on Radio:738 kHz, GMA, ABS CBN Channel 3, and livestreamed on their Facebook Page.

Additionally, on the same day, Ms. Sheryl Cosim interviewed Ms. Kimberly Bautista, Acting Supervising TESD Specialist, and Jennifer Caoile, Senior TESD Specialist, on Radyo Singko True FM, and the interview was also livestreamed on their Facebook Page.

These interviews primarily focused on discussing the various programs offered by the TWC, including details about the registration and enrollment process, trainee entry requirements, other services provided for trainees and graduates aside from free trainings, and the availability of full online programs.



Ms. Joanna Tabu Tattaa

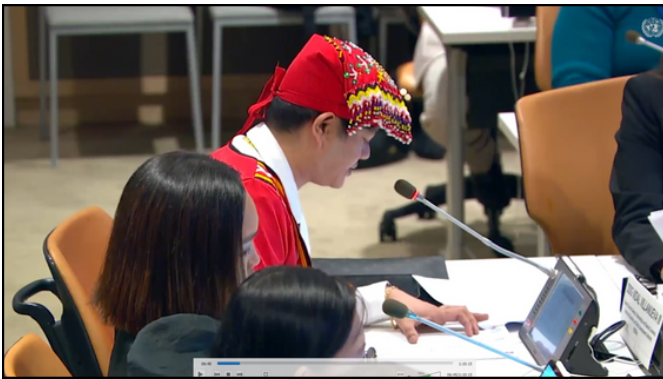


Ms. Kimberly G. Bautista



Ms. Jennifer O. Caoile

## TESDA Participates in the 68th Session of the United Nations Commission on the Status of Women (UNCSW)



DDG for Partnerships and Special Concerns Vidal D. Villanueva talks about making women's empowerment in TVET digital during the UNCSW68 side event in New York City, USA

The DDG for Partnerships and Special Concerns Vidal Villanueva III expressed the need to address the low access and unavailability of ICT tools especially for women and girls. In TVET, it is imperative to bridge the digital divide and unlock the digital empowerment of women to build their full capacities and foster sustainable development.

DDG Vidal also encouraged everyone to explore various strategies to digitally empower women in TVET, boost women's economic empowerment through access to resources and financing opportunities, and learn from the best practices to be shared by the speakers from Malaysia and the USA to recognize that greater inclusion of women in the digital economy will bring value, both social and economic.

The Technical Education and Skills Development Authority (TESDA) together with Coca-Cola Philippines participated in the United Nations Commission on the Status of Women in its 68th Session (UNCSW68) through a Philippines-led side event titled "Women in TVET: Unlocking Digital Empowerment" on March 18, 2024 at CR-12, UN Headquarters, New York City, USA.

The side event hosted by the UN Women's National Goodwill Ambassador for the Philippines, Karen Davila, highlighted the transformative digital programs for women, stressing their integration into a holistic ecosystem encompassing business skills training, capital access, coaching, mentoring, and networking.



AED Katherine Amor Zarsadias elaborates TESDA's efforts on TVET digitalization bridging competency gap for women.



(L-R) Mylene H. Somera, Acting Chief, TESDA Women's Center; DDG Vidal D. Villanueva III, TESDA DDG for Partnerships and Special Concerns; Karen Davila, UN Women's National Goodwill Ambassador for the Philippines; and Katherine Amor Zarsadias, AED of the TESDA Planning Office

The Assistant Executive Director of the TESDA Planning Office, Katherine Amor Zarsadias talks about digitalization as key driving force to economic development and influences the way we do things including the world of work. She introduced TESDA's efforts to provide the necessary knowledge and skills responsive to industry needs through TVET, which includes strategies which covers upskilling and reskilling of women. She highlighted the TESDA Women's Center as the only TVET Center for women, served the role of catalyst enabler in showcasing gender-specific program for TVET, with all training programs offered in the Center integrated with basic competencies on information and communication technology.

Other speakers included Hon. Geraldine Roman, House of Representatives of the Republic of the Philippines; Ivanna Dela Torre, the Senior Director of Coca-Cola East Region (PH, Vietnam, Cambodia); Joy Munsayac-Cacal, Coca-Cola Philippines Senior Manager Public Affairs, Communications & Sustainability (PACS); Carol Fung, Malaysian Association for Women in Digital & Technology Advisor, and Bama Athreya, United States Agency for International Development (USAID) Deputy Assistant Administrator.

## TESDA GFPS Officially Launches "GAD Awards sa TVET"



The TESDA GFPS officially launched the TESDA "GAD Awards sa TVET" during the National Women's Month Celebration Culminating Activity on March 21, 2024 at the Tandang Sora Hall, TESDA Women's Center.

The TESDA GAD Awards sa TVET" is TESDA's gender mainstreaming strategy which highlights the Gender and Development (GAD) initiatives and achievements of TESDA offices, officials, and personnel.

It consists of two (2) categories - Most Outstanding Gender-Responsive TESDA Office and Most Outstanding Gender-Responsive TESDA Official and Employee. The Most Outstanding Gender-Responsive TESDA Office shall be awarded to the Office with the most outstanding performance through gender-responsive policies, programs, and activities and efficient utilization of the GAD budget. On the other hand, the Most Outstanding Gender-Responsive TESDA Official or Employee shall be given to one (1) TESDA Official or personnel, who have a proven record and achievements of championing GAD and women economic empowerment in TVET.

The pilot implementation of the GAD Awards sa TVET shall cover the performance and accomplishments of TESDA Executive and/or Regional Offices and TESDA Officials or Employees for the period of three (3) years from 2021 to 2023.

An Audio Visual Presentation was prepared by the TESDA Women's Center to present basic eligibility requirements of the award.

DDG Rosanna A. Urdaneta, CESO II, as GFPS Chair, encouraged all TESDA offices and employees to apply for the TESDA "GAD Awards sa TVET" in her Culminating Message .



DDG Rosanna Urdaneta, CESO II, DDG for Policies and Planning, and also the GFPS Chairperson, delivers Culminating Message during the Culminating Activity with HATAW Program in support of the National Women's Month Celebration

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### TESDA WOMEN'S CENTER

#### VISION

*"To be the leading TESDA Polytechnic Institute for Women in 2028."*

#### MISSION

*"As the lead Polytechnic Institute for Women Empowerment, we advocate and provide programs and services geared towards quality Assured, Inclusive and Gender-Fair TVET."*

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