



Page	:	1 of 1
ADM 2021 - MEMO - 11-30		
0021 - MEMO - 134 - 144		
Reference Numbers		

March 4, 2021

MEMORANDUM

TO : ALL BAFS EMPLOYEES

FROM : OFFICE OF THE OIC-DIRECTOR

SUBJECT : PURPLE MONDAYS INITIATIVE

In support of 2021 Women's Month with the theme "*We Make Change Work for Women*" that aims to inform and engage women as stakeholders of government programs and services – to promote citizen-centric governance and make "change" a conscious effort to know, understand, and provide what all citizens need, create and facilitate platforms to discuss good practices, gaps, challenges, and commitments in pursuing gender and development (GAD) – to strengthen implementation of the Magna Carta of Women, and inspire and empower women and girls to be agents of change – to contribute in promoting gender equality and the empowerment of all women. This year's campaign titled, "Juana Laban sa Pandemya: Kaya", highlights women's participation in battling the pandemic as well as discusses gender issues exacerbated by the pandemic.

In line with this, all employees are enjoined to wear anything purple on all Mondays of March or even color your hoods with purple to signify support for women's empowerment and gender equality.

This order shall take effect starting on March 8, 2021.

For guidance and strict compliance.


MYER G. MULA, Ph. D. 

