



Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman 1100 Quezon City
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MEMORANDUM ORDER

No. 28
Series of 2024

SUBJECT : GUIDELINES ON THE DEPARTMENT OF AGRICULTURE SEARCH FOR OUTSTANDING RURAL WOMEN OR THE “GAWAD PARANGAL SA KATANGI-TANGING KABABAIHAN SA KANAYUNAN”

I. RATIONALE

The Department of Agriculture (DA) is one with the member countries of the United Nations (UN) in recognizing the important role of rural women and their valuable contributions to society.

Based on the report of the UN-International Labour Organization, rural women comprise a quarter of the world's population. They work as farmers, fisherfolk, wage earners and entrepreneurs despite having less access to agricultural/fishery assets, education and markets compared to men. If only rural women have the same access as their male counterparts, agricultural/fishery production could be significantly increased.

Hence, the DA launched the Search for Outstanding Rural Women (SORW) in 2003. This is in line with the gender mainstreaming of DA policies, plans, and programs pursuant to Republic Act 9710 otherwise known as the Magna Carta of Women (MCW). Since then, the SORW has been an annual activity of the DA Gender and Development Focal Point System (DA GFPS).

II. OBJECTIVES

1. To give due recognition to rural women who have shown excellence and made outstanding accomplishments in developing agriculture and fishery sector that made significant impacts on the lives of the people in rural areas; and
2. To document and publicize the success stories and accomplishments of the awardees to serve as inspiration and model of women empowerment.

III. SCOPE

The SORW is open to all Filipino rural women who are non-government employees, currently engaged in agriculture and fisheries and have created positive impacts on the lives of the people in the rural community.

IV. MINIMUM QUALIFICATIONS OF THE NOMINEE

1. The nominee must be a bonafide resident of a rural area, and is engaged in any agriculture and/or fishery-based activities for at least two (2) years;
2. She must belong to the small farmer and fisherfolk (SFF) and/or small entrepreneur category, with no more than three (3) hectares of land ownership and asset of no more than P 15 million, including those arising from loans, but exclusive of the land where the agriculture and/or fishery-based activities is situated;
3. She must be registered with any of the following Registry Systems:
 - a. Registry System for Basic Sector in Agriculture (RSBSA)
 - b. National Program for Municipal Fisherfolk Registration (FishR)
 - c. National Coconut Farmers Registry System (NCFRS)
 - d. Farmers and Fisherfolk Enterprise Development Information System (FFEDIS)
 - e. Intensified research-based enterprise build-up (iREB)
4. She must not be a government employee (whether permanent or contractual), from the national government or local government unit (LGU);
5. She must not be related by affinity or consanguinity with any current elected official in the LGU, and heads of DA offices (Assistant Director level and up) up to the second degree (except in IP Communities);
6. There should be no charges against her involving moral turpitude, filed or pending in any court in the Philippines;
7. She must not be a former national winner of the DA Search for Outstanding Rural Women or Gawad SAKA.

V. CRITERIA FOR EVALUATION

The nominees who met the minimum qualifications shall be evaluated based on the following criteria:

CRITERIA	POINTS
1. Contribution to Food Security/Agricultural and Fishery Development	30
<i>1.1 Productivity (Based on the yield of the major commodity based on share on economic activities such as Crops/Livestock/Aquaculture/Fisheries vs. the average yield in the region)</i>	<i>10</i>
<i>1.2 Profitability of Economic Activities (Scores shall be based on Return on Expenses)</i>	<i>10</i>

<i>1.3 Quality of Products/Services</i>	<i>10</i>
2. Contribution to Sustainable Development and Use of Climate Resilient or Environment/Women Friendly Technologies	30
<i>2.1 Efforts to Protect the Environment and Adapt to Climate Change/Emerging Conditions</i>	<i>10</i>
<i>2.2 Use of Climate Resilient or Environment/Women-Friendly Technologies</i>	<i>10</i>
<i>2.3 Adaptability and Innovativeness</i>	<i>10</i>
3. Impact of Rural Women	40
<i>3.1 Promotion of Women Empowerment and Gender Equality/Equity</i>	<i>10</i>
<i>3.2 Leadership (If a member of different organizations, the organization with the highest level of government unit (e.g, national, regional, municipal, etc.,) should be the basis)</i>	<i>10</i>
<i>3.3 Contribution to Society</i>	<i>10</i>
<i>3.4 Contribution to the Local Economy</i>	<i>10</i>
TOTAL	100

VI. SELECTION PROCESS

1. The DA GFPS shall disseminate the Guidelines on the SORW to all DA offices and to the general public through all possible platforms such as the Department's website, social media, and print media to reach the greatest number of target audiences.
2. The DA Regional Field Offices (RFOs) shall receive and evaluate the nominees from areas within the region and shall determine the regional winner. Nominations may come from the Local Government Units, DA Operating Units such as DA Bureaus, Attached Agencies/Corporations, other National Government Agencies, and Non-Government Organizations.
3. The DA RFOs shall nominate their regional winner for the national award. They shall submit the below documentary requirements via online to the DA

Central Office through the DA GFPS Secretariat's email address at gad@mail.da.gov.ph based on the schedule presented in Annex A. Late submissions will not be entertained.

The following are the requirements for submission:

- a. Letter of Endorsement duly signed by the DA Regional Executive Director to the DA GAD Chairperson endorsing the nominee;
- b. Affidavit of no pending civil or criminal case;
- c. Profile of the Nominee using the prescribed template via this link: <https://bit.ly/2024SearchNomineeProfile>;
- d. Farm Record documenting the past two years based on records that are kept and maintained and Means of Verification (MOV) for the computation of the gross income, cost of production, net income and return on expenses;
- e. Success Story;
- f. Video featuring the nominee and area of operation (maximum of five minutes); and
- g. PowerPoint Presentation including highlights of the credentials of the nominee.

Submission of scrapbooks of the nominee is not required.

4. The DA GFPS Secretariat shall receive the nominations online and shall review and organize the information for the meetings and deliberations of the National Technical Committee (NTC) and the Board of Judges (BOJ).
5. The NTC shall undertake the technical evaluation of the nominees based on the criteria of the SORW through table evaluation, online interview, and field validation of those shortlisted. The NTC shall endorse the results of their evaluation to the BOJ to serve as basis for the selection process.
6. The BOJ shall review the NTC's evaluation and deliberate on the ranking of the finalists.
7. The decision of the BOJ is final and irrevocable.

Furthermore, the composition of the NTC is presented in Special Order No. 767 Series of 2024 (see Annex B), while the BOJ will be issued thereupon.



VII. PRIZES

The prizes are as follows:

1. Cash Awards for the National Awardees to be given by the DA Central Office:

Award	Prize (P)
National Winner	180,000.00
First Runner-Up	120,000.00
Second Runner Up	90,000.00
Third Runner-Up	60,000.00
4th Runner-Up	36,000.00
Consolation Prizes (6th to 7th placers)	24,000.00

2. Cash Awards of the Regional Winners to be given by the DA Regional Field Offices:

Award	Prize (P)
Regional Winner	50,000.00
First Runner-Up	30,000.00
Second Runner Up	20,000.00

3. Projects for the National Awardees (National Winner, 1st Runner Up, 2nd Runner Up, 3rd Runner Up, and 4th Runner up) coming from the Region

The concerned DA RFOs may provide additional prizes in the form of a project or interventions needed by the awardees for their farm/enterprise such as production inputs, production/post-harvest machinery, equipment or facility, and others that are available in the DA RFO programs or projects to enhance the productive activities of the national awardees.

4. Cash Prize for the Extension Worker/Staff who assisted the National Winner

The concerned DA Office (either RFO, Bureau, Attached Agency or Corporation) shall provide a cash prize of P15,000 to the agricultural extension worker or staff who has assisted the national winner the most in her success (e.g. municipal, provincial, or regional level except for the GAD focal person), subject to the availability of funds.

VIII. SPECIAL RECOGNITION FOR EXEMPLARY CONTRIBUTION TO RURAL AGRICULTURE

If in case the Board of Judges (BOJ) has decided to recognize a nominee who has made an exemplary contribution to rural agriculture outside of the criteria of the SORW, she shall be given a Special Citation. The concerned DA RFO that nominated her shall be authorized to provide a suitable project from among the existing programs or projects in the region such as production support services (PSS), machinery/equipment/facility, and other interventions from the banner programs or special projects of the DA.

IX. FUNDING

The fund for the SORW activities and prizes shall be charged against GAD funds of concerned DA Operating Units (OUs), Banner Programs, RFOs, Bureaus, Attached Agencies or Corporations, subject to the availability of funds and existing accounting and auditing rules and regulations.

X. EFFECTIVITY

This Order shall take effect immediately and shall remain in force unless revoked in writing. All orders, memoranda, and issuances inconsistent herewith are deemed revoked.

Done this 5th day of July 2024.


FRANCISCO P. TIU LAUREL JR.
Secretary



DA-CO-USECF-MM20240701-00051

2024 SORW TIMETABLE OF ACTIVITIES

26 June 2024	Dissemination of the Guidelines
26 June - 26 July 2024	Conduct of the Regional Search and documentation of the success stories of the nominees Evaluation and selection of the Regional Winners
2 August 2024	Deadline of the online submission for the nomination of the Regional Winner to the DA GAD Focal Point System Secretariat (GFPS), DA Central Office
5 - 9 August 2024	Review of the nominations by the GFPS Secretariat
13 August 2024	1st Meeting of the DA SORW National Technical Committee (NTC) to determine the comparative credentials of the nominees
16 August 2024	2nd Meeting of the NTC to conduct a pre-validation interview and to plan the schedule of the field validation for qualified nominees
19 August - 8 October 2024	Field validation of the 2024 shortlisted nominees by the NTC
11 October 2024	3rd Meeting of the NTC for deliberation of the results of field validation and preparation of the recommendations to the DA SORW Board of Judges (BOJ)
14 October 2024	Meeting of the BOJ, NTC, and the Secretariat for the presentation of results of table and field validation for the national award
16 October 2024	Presentation of the outstanding rural women during the celebration of the World Food Day and the International Day of Rural Women Interview of the nominees and final deliberation with the BOJ
6 December 2024	Awarding Ceremony



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ANNEX B

SPECIAL ORDER

No. 767
Series of 2024

SUBJECT : CREATION OF A NATIONAL TECHNICAL COMMITTEE (NTC) FOR THE DEPARTMENT OF AGRICULTURE CY 2024 SEARCH FOR OUTSTANDING RURAL WOMEN OR THE "GAWAD PARANGAL SA KATANGI-TANGING KABABAIHAN SA KANAYUNAN"

In the interest of service and to ensure the success of the Department of Agriculture's CY 2024 Search for Outstanding Rural Women (SORW) or "Gawad Parangal Sa Katangi-Tanging Kababaihan Sa Kanayunan," a National Technical Committee (NTC) is hereby created and shall be composed of the following:

STEERING COMMITTEE

Chairperson : **AGNES CATHERINE T. MIRANDA**
Undersecretary and Chairperson of Gender and Development Focal Point System (GAD FPS)

Vice-Chairpersons : **ATTY. GENEVIEVE E. VELICARIA-GUEVARRA**
Assistant Secretary and Vice Chairperson of GAD FPS

JAMES A. LAYUG
Assistant Secretary and Vice Chairperson of GAD FPS

TECHNICAL WORKING GROUP

Chairperson : **DR. DIADEM B. GONZALES-ESMERO**
Supervising Science Research Specialist
Philippine Rice Research Institute

Vice-Chairperson : **MILDRED MERCENE-BUAZON**
Chief Administrative Officer
Bureau of Fisheries and Aquatic Resources (BFAR)

Members : **GAD FOCAL PERSONS/REPRESENTATIVES**
PMS, FOS, AFID, BFAR, PhilMech, PhilRice, PCA, BSWM, ACPC, ATI, National Banner Programs (Rice, Corn, Livestock, High Value Crops, Organic Agriculture)

Documentation : AFID Staff

Secretariat : GAD Secretariat
Staff of Undersecretary for Attached Agencies and Corporations


As such, the members of the NTC shall review and update the Guidelines on the SORW stipulated in Memorandum Order No. 42 series of 2023, conduct a table evaluation and field validation of the nominees for the National Award, and provide technical inputs to the members of the Board of Judges (BOJ) in their deliberation and selection of winners.

The offices identified above as members of the Technical Working Group are directed to submit the names of the GAD Focal Person who shall serve as their permanent and alternate representatives to the Secretariat five (5) days after the approval of this Order.

All expenses to be incurred in the conduct of the SORW and the NTC members such as travelling expenses, per diem, and incidental expenses shall be chargeable against their respective offices' GAD funds, subject to existing accounting and auditing rules and regulations.

This Order shall take effect immediately and shall be considered revoked upon completion of the activity. All orders, memoranda and issuances inconsistent herewith are deemed revoked.

Done this 30th day of May 2024.


FRANCISCO P. TIU LAUREL JR.
Secretary



42 30 MAY 2024



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