



# PRO I GAD Tindaan nen Juana tan Juan For A Cause

The PhilHealth Regional Office I (PRO I) celebrated the 2022 National Women's Month (NWM) by sponsoring a weeklong bazaar "GAD Tindaan nen Juana tan Juan For A Cause" in support of women empowerment through entrepreneurship.

Formally opened by PRO I Regional Vice President Dennis B. Adre and officers on March 21, 2022, the bazaar highlighted the role of women in nation building, complementing the NWM Celebrations CY 2017-2022 theme "WE Make CHANGE Work for Women", and for this year's sub-theme: "Agenda ng Kababaihan, Tungo sa Kaunlaran".

"PRO I GAD Tindaan nen Juana tan Juan embodies the NWM celebration sub-theme which promotes women empowerment,



recognizes women's valuable role in the society, and encourages the talents of every Juana including every Juan, as social entrepreneurs", Cynthia S. Santos, Vice Chairperson of PRO I Gender and Development Committee, and Chief of the Management Services Division said during the opening ceremony.

A total of thirteen (13) groups of PhilHealth employees have registered to sell quality products and merchandise such as fruits, vegetables, rice, eggs, plants, pots, pastries, meals, and frozen food at reasonable prices during their break time.

The collected registration fees from the budding entrepreneurs will be donated to DSWD's Haven for Women in Dagupan City, a substitute home care for women that provides interventions for victims of gender based violence.







*"It is great experience to be part of Tindahan ni Juana tan Juan. It gives us, women, the opportunity to showcase our entrepreneurial skills and earn income at the same time! Through this, we are empowered!"* Lizbeth Q. Santillan, Employee and owner of YOHLA'S HOMEBAKED GOODIES STORE shared during the event.

Meanwhile, Marizel Apolonio, another employee and owner of MAK-MAK-ZEL STORE added *"Napakagandang venue nito para mabigyan ng recognition ang efforts at ambag ng kababaihan sa pagbangon sa gitna ng pandemya. "Tindaan nen Juana tan Juan" promotes entrepreneurship among employees, inspite of being employees. This is how we bounce back."*

To make the activity more meaningful, purple masks and the "WE Make CHANGE Work for Women" shirts are worn by the PRO I employees. Guests and employees were also encouraged to support the activity by patronizing the employees' various products, which were made available from March 21 to 25, 2022.