



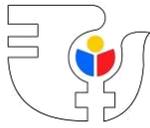
Office of the President  
**PHILIPPINE COMMISSION ON WOMEN**  
Malacañang, Manila

# **MANUAL OF OPERATIONS**

## **PROVISION OF QUICK TECHNICAL ASSISTANCE (QTA)**

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**RESPONSE TO QUERIES/REQUESTS FOR  
INFORMATION ON GENDER AND DEVELOPMENT  
(GAD) MATTERS [INCLUDING REQUESTS FOR  
INFORMATION, EDUCATION, AND COMMUNICATION  
(IEC) MATERIALS]**



## 1.0 INTRODUCTION

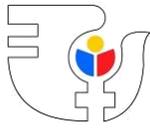
### 1.1 Policy Statement

On June 2, 2007, the 13<sup>th</sup> Congress promulgated Republic Act (RA) No. 9485 or the “Anti-Red Tape Act (ARTA) of 2007” which supported the State’s policy to promote integrity, accountability, proper management of public affairs and public property, as well as to establish effective practices aimed at the prevention of graft and corruption in government. Specifically, this law prescribed the adoption of appropriate measures to promote transparency in each government agency as regards the manner of transacting with the public, which shall encompass the formulation of simplified procedures that will reduce red tape and expedite transactions in the government.

In conformity with the provisions of the ARTA of 2007, the Civil Service Commission (CSC) issued their Resolution No. 081471 dated July 24, 2008 containing the ARTA’s Implementing Rules and Regulations (IRR), Memorandum Circular (MC) No. 12, series of 2008, and Administrative Order (AO) No. 241, as amended by AO No. 241-A, mandating the following policy guidelines:

- a. The agency shall identify its frontline services;
- b. The agency shall undertake reengineering and streamlining of its transactions;
- c. The agency shall set up service standards to be known as the Citizen’s Charter;
- d. The agency shall post the procedures for its identified core processes;
- e. The agency shall establish a Public Assistance and Complaints Desk (PACD) and provide the public with its hotline number/s, where an officer or employee knowledgeable on frontline services shall, at all times, be available for consultation and advice and to receive feedback and monitor customer satisfaction; and

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	1 of 17



- f. The agency shall institute a short message service, information communication technology, or other mechanisms by which the clients may adequately express their complaints, comments or suggestions.

## 1.2 Related Directives

About four (4) years after, to further encourage improvement in government efficiency, AO No. 25 dated December 21, 2011 and Executive Order No. 80 dated July 20, 2012 were issued by President Benigno Simeon C. Aquino III directing the creation of the Inter-Agency Task Force (IATF) for the harmonization of national government performance monitoring, information, and reporting systems and the adoption of a performance-based incentive system (PBIS) for government employees, respectively. These directives, together with the annual IATF circulars issued prescribing the guidelines to be observed for entitlement to the performance-based bonus (PBB), are aimed at achieving effective and good governance by setting as one of the specific conditions the establishment of a Quality Management System (QMS) in each agency. A major part of the QMS journey is the formulation of Manuals of Operations, especially for the agency's core processes.

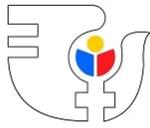
## 1.3 PCW Action

In compliance to the above policy, the PCW has identified the following frontline services and core processes:

- a. Response to queries/requests for information on GAD matters [including requests for IEC materials];
- b. Referral to service providers regarding concerns on women's human rights, including referrals for Violence Against Women (VAW)-related cases; and
- c. Response to requests for technical assistance on gender mainstreaming for government instrumentalities.

As an initial step for the PCW QMS, this Manual of Operations is prepared for the first frontline service "Provision of Quick Technical Assistance (QTA) to give immediate response to queries/requests for information on gender and development (GAD) matters [including requests for information, education, and communication (IEC)

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	2 of 17



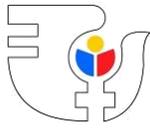
materials]”, which come from walk-in clients or received through the phone, email, agency website, and/or facebook.

## 2.0 DEFINITION OF TERMS AND ACRONYMS

### 2.1 Definition of Terms:

- a. Anti-Red Tape Act (ARTA) of 2007 – An act to improve efficiency in the delivery of government service to the public by reducing bureaucratic red tape, preventing graft and corruption, and providing penalties thereof;
- b. Citizen’s Charter refers to an official document, a service standard, or a pledge, that communicates, in simple terms, information on the services provided by the government to its citizens. It describes the step-by-step procedures for availing of a particular service, and the guaranteed performance level that clients may expect for that service;
- c. Frontline services include those services: (a) with regular face-to-face interaction with the public; (b) which are highly demanded or highly needed; (c) which receive the most number of complaints; or (d) which have immediate impact to the public/community;
- d. Gender and Development (GAD) – refers to the development perspective and process that are participatory and empowering, equitable, sustainable, free from violence, respectful of human rights, supportive of self-determination and actualization of human potentials;
- e. Gender Equality (GE) – refers to the principle asserting the equality of men and women and their right to enjoy equal conditions realizing their full human potentials to contribute to and benefit from the results of development, and with the State recognizing that all human beings are free and equal in dignity and rights;

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	3 of 17



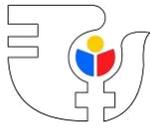
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- f. Gender Mainstreaming (GM) – refers to the strategy for making women’s as well as men’s concerns and experiences an integral dimension of the design, implementation, and monitoring and evaluation of policies and programs in all political, economic, and societal spheres so that women and men benefit equally and inequality is not perpetuated. It is a process of assessing the implications for women and men of any planned action, including legislation, policies, or programs in all areas and at all levels;
- g. Women Empowerment (WE) – refers to the provision, availability, and accessibility of opportunities, services, and observance of human rights which enable women to actively participate and contribute to the political, economic, social, and cultural development of the nation as well as those which shall provide them equal access to ownership, management, and control of production, and of material and informational resources and benefits in the family, community, and society; and
- h. Violence Against Women (VAW) – refers to 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 acts, coercion, or arbitrary deprivation of liberty, whether occurring in public or in private life.

**2.2 Acronyms:**

AO	Administrative Order
ARTA	Anti-Red Tape Act of 2007
CFF	Client Feedback Form
CRF	Client Request Form
CSC	Civil Service Commission
EO	Executive Order
GAD	Gender and Development
GE	Gender Equality
GM	Gender Mainstreaming
IATF	Inter-Agency Task Force created under AO No. 25
IEC	Information, Education, and Communication
IRMD	Information Resource Management Division
IRR	Implementing Rules and Regulations

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	4 of 17



Office of the President  
**PHILIPPINE COMMISSION ON WOMEN**  
 Malacañang, Manila

MC	Memorandum Circular
MCW	Magna Carta of Women
M&E	Monitoring and Evaluation
NCRFW	National Commission on the Role of Filipino Women
PACD	Public Assistance and Complaints Desk
PBB	Performance-Based Bonus
PBIS	Performance-Based Incentive System
PCW	Philippine Commission on Women
QMS	Quality Management System
QTA	Quick Technical Assistance
RA	Republic Act
VAW	Violence Against Women
WE	Women Empowerment

### 3.0 GENERAL INFORMATION ABOUT THE AGENCY

The Philippine Commission on Women (PCW) is the primary policy-making and coordinating body on women and gender equality concerns. As the oversight body on women’s concerns, PCW acts as a catalyst for gender mainstreaming, an authority on women’s concerns and the lead advocate on gender equality, women’s empowerment, and women’s human rights.

The PCW, formerly known as the National Commission on the Role of Filipino Women (NCRFW), was founded on January 7, 1975. It was renamed the Philippine Commission on Women and its mandate was expanded under Republic Act 9710, otherwise known as the Magna Carta of Women (MCW), signed on August 14, 2009.

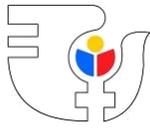
#### 3.1 PCW Vision

“PCW is recognized as the government authority that champions women’s empowerment (WE) and gender equality (GE).”

#### 3.2 PCW Mission

“As an oversight agency, we shall make government work for the promotion, protection, and fulfillment of women’s human rights to enable women and men to contribute to and benefit equally from

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	5 of 17



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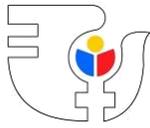
We shall pursue this through policy advocacy, provision of technical assistance, and monitoring and evaluation of the gender-responsive of government policies, plans, programs, and services.”

### **3.3 PCW Service Pledge and Quality Policy Statement**

“We, the officials and staff members of the Philippine Commission on Women, are committed to: provide appropriate, strategic, and effective technical assistance on gender mainstreaming to develop the institutional capabilities of the bureaucracy and its partners; continue to advocate and develop gender-responsive policies and plans; and work toward the full realization of the Magna Carta of Women and gender-related laws through effective, timely, and accurate monitoring and evaluation of their implementation.

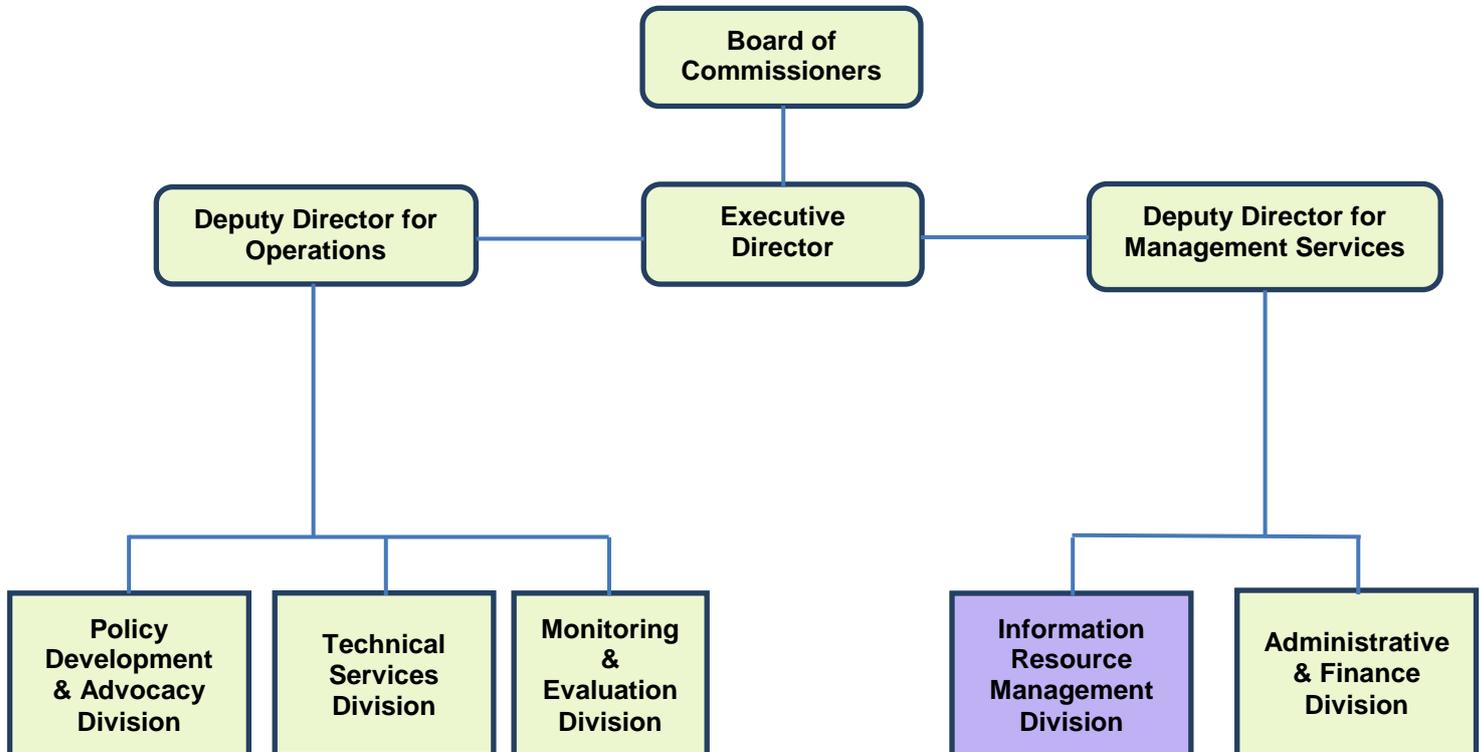
To achieve these commitments, we shall endeavor to continuously improve our services to the satisfaction of our clients and partners and in adherence to our core values of passion for excellence, professionalism, integrity, teamwork, and accountability.”

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	6 of 17



## 4.0 ORGANIZATION AND RESPONSIBILITIES

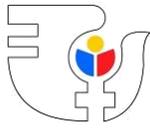
### 4.1 PCW Organizational Structure



### 4.2 Functions and Responsibilities of the Information Resource Management Division

- a. Collects data and information on women and GAD;
- b. Provides information services to the public and stakeholders which includes acting as the focal unit for the provision of quick technical assistance and referral services;
- c. Produces and disseminates information and reference materials on women and GAD;
- d. Conducts activities and events to advocate and promote gender equality and women's empowerment, such as the celebration of the Women's Month on March of every year and the 18-Day Campaign on Anti-VAWC;
- e. Conceptualizes, plans, coordinates, and/or conducts/implements advocacy and promotion campaigns, information dissemination,

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	7 of 17



and public affairs activities to increase awareness about PCW and women's and GAD concerns through various channels, including social media; and

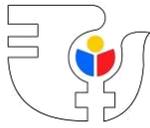
- f. Develops and maintains the PCW information systems and website, local area network (LAN), and IT infrastructure and assets.

## 5.0 Operational Control and Supervision

The operational control for the implementation of this frontline service/core process is lodged at the Information Resource Management Division headed by a Division Chief. The focal position who will provide the immediate assistance is the Information Desk Officer.

The required oversight supervision is provided by the Deputy Executive Director for Management Services (DDMS), who is reporting directly to the Executive Director of the PCW.

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	8 of 17

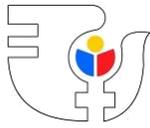


## 6.0 Operating Procedures – Response to Queries/Requests for Information on GAD Matters (Including Requests for IEC Materials)

### 6.1 Walk-In Clients

Procedure/Activity	Area of Responsibility	Time Frame	Form
a. Approaches the Security Personnel and registers in the Log Form for visitors.	Client	1-2 minutes	Log Form
b. Assists the client and gives the Client Request Form (CRF) and Client Feedback Form (CFF) .	Security Personnel	1-2 minutes	CRF & CFF
c. Accomplishes the CRF and gives it to the Information Desk Officer.	Client	1-2 minutes	CRF
d. Assists/provides the client the information and assistance needed .	Information Desk Officer	13-118 minutes	
e. Fills out and drop the accomplished Client Feedback Form (CFF) in the Suggestion Box located at the PCW lobby.	Client	1-2 minutes	CFF

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	9 of 17



### 6.2 By Phone

Procedure/Activity	Area of Responsibility	Time Frame	Form
a. Contacts the PCW thru telephone numbers 735-5249 and 736-7712, local 122, and provides the necessary details.	Client	3 minutes	
b. Listens to the request/inquiry and provides the information/assistance needed.	Information Desk Officer	30 minutes	
c. Records the query for proper filing/monitoring.	Information Desk Officer	3 minutes	Logbook

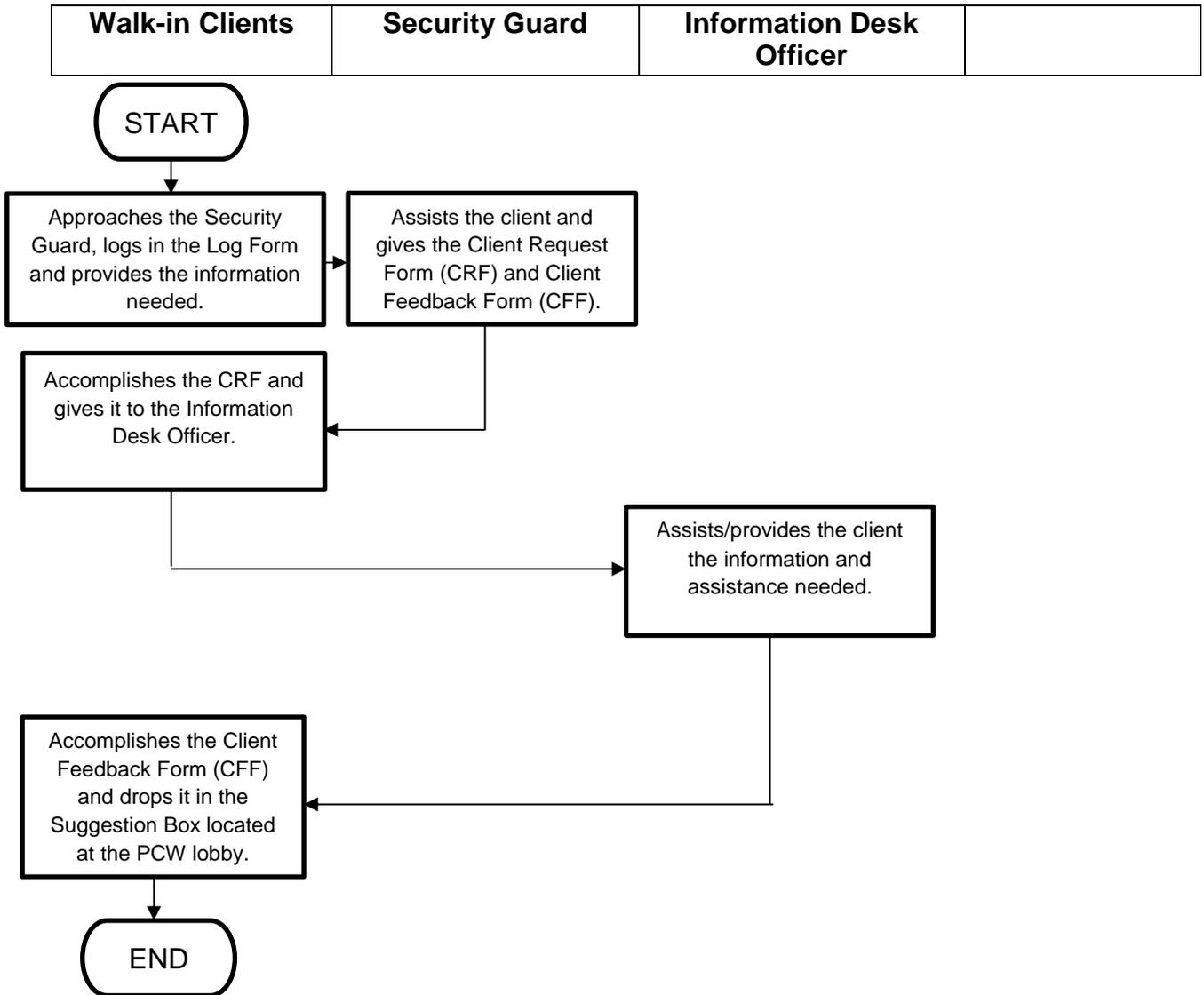
### 6.3 Thru E-mail/Website/Facebook

Procedure/Activity	Area of Responsibility	Time Frame	Form
a. Sends query/request to PCW via email, PCW official website, and/or facebook.	Client	5-10 minutes	
b. Forwards the request to the Records Section for recording in the Document Tracking System (DTS) and to the Information Desk Officer (library@pcw.gov.ph).	Receiving Division/Unit (for emails) Webmaster (for PCW website) Information Desk Officer (for PCW official Facebook)	30 minutes	
c. Acknowledges and/or replies to the query and/or provides the assistance requested by the client.	Information Desk Officer	3 working days	

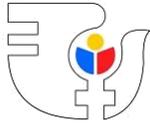
PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	10 of 17



### 6.4 Flowchart (Walk-in)

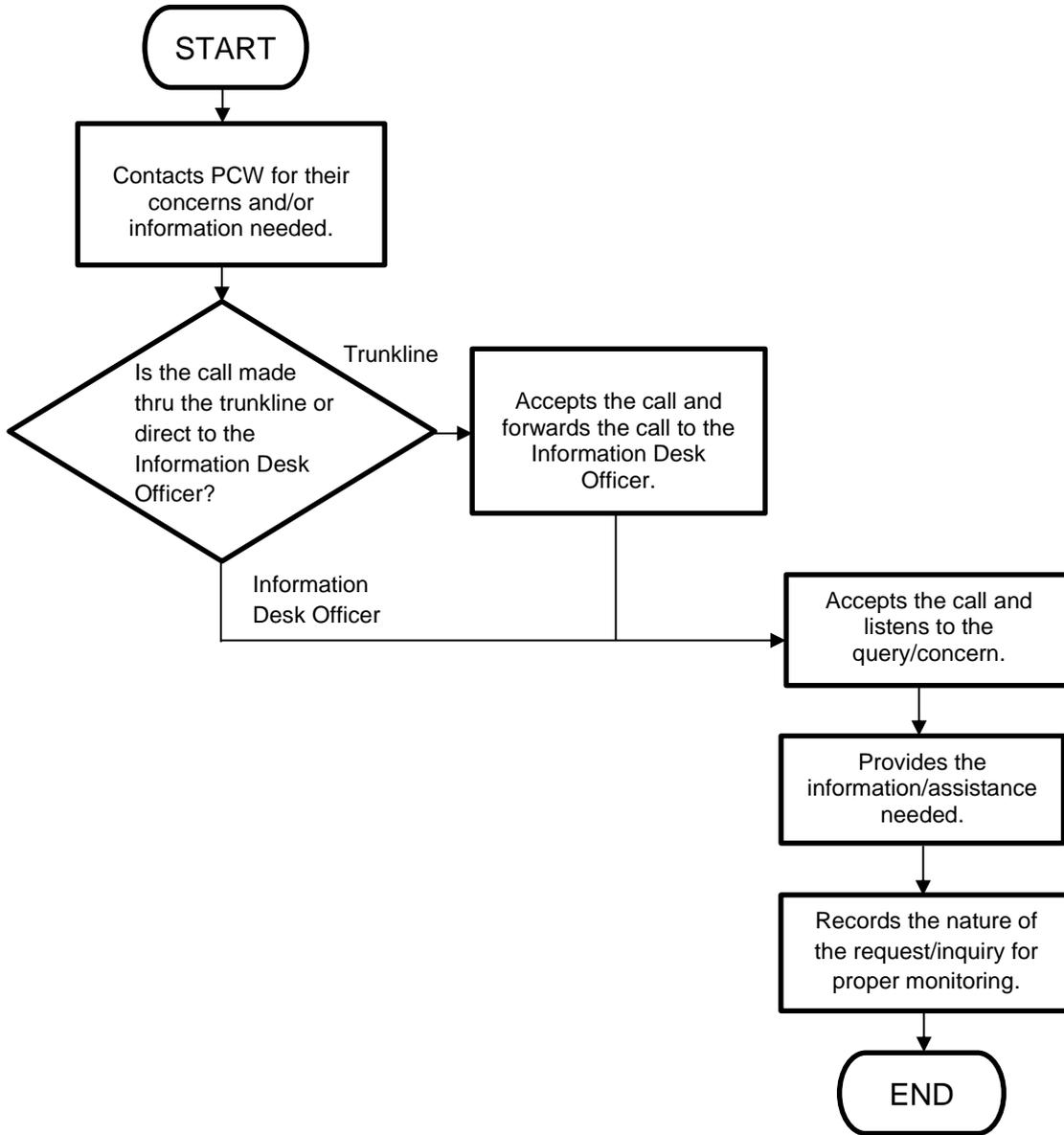


PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	11 of 17



### 6.5 Flowchart (Phone)

<b>Clients</b>	<b>Security Guard</b>	<b>Information Desk Officer</b>	
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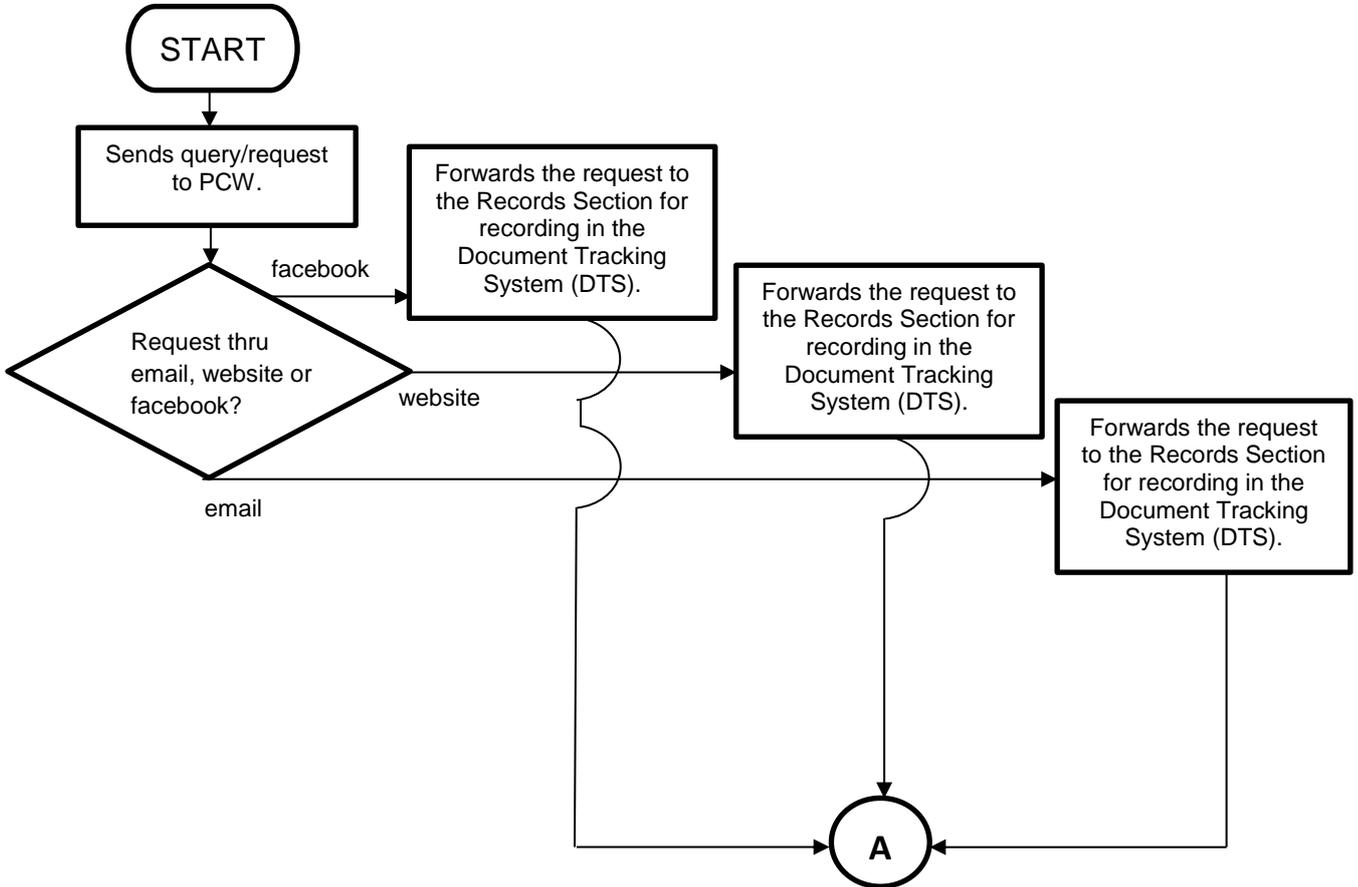


PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	12 of 17

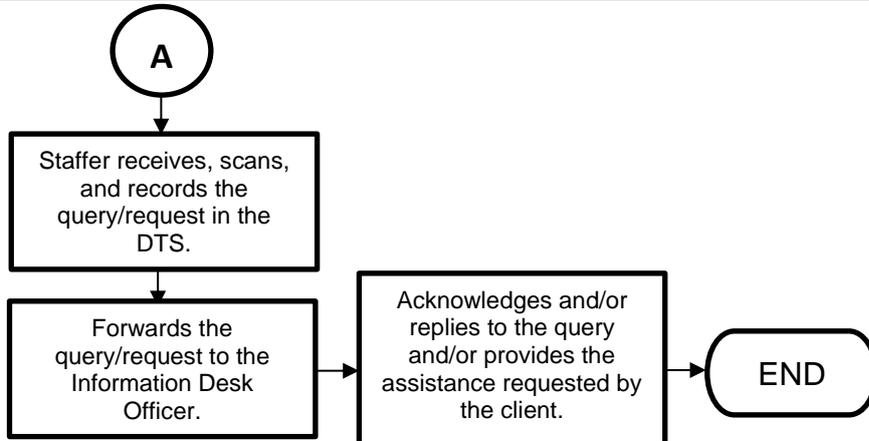


**6.6 Flowchart (Email/Website/Facebook)**

<b>Clients</b>	<b>Information Desk Officer</b>	<b>Webmaster</b>	<b>Concerned Division</b>
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<b>Records Section</b>	<b>Information Desk Officer</b>		
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PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	13 of 17





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**7.2 Client Request Form**

	<b>PHILIPPINE COMMISSION ON WOMEN (PCW)</b> <b>Client Request Form</b> <i>(Kahilingan)</i>	Form no.: _____ Series: <u>January 2015</u>
		Date <i>(Petsa)</i> _____
Name of Requesting Party: _____ <i>(Pangalan ng Humihingi ng Tulong)</i>		Tel./Fax/Cellphone No. _____ <i>(Telepono)</i>
Office/Address: _____ <i>(Tanggapan/Lugar)</i>		
Residence Address: _____ <i>(Tahanan)</i>		E-mail Address (if any) _____
Assistance Requested <i>(Hinihingi ng Tulong)</i> : _____		
_____		
_____		
_____		
_____		
*You may use the back page for additional information. <i>(Maging gamitin ang likuran ng papel para sa karagdagang impormasyon.)</i>		
Signature: _____ <i>(Lagda)</i>		

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	15 of 17



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### 7.3 Client Feedback Form

	<b>PHILIPPINE COMMISSION ON WOMEN (PCW)</b> Client Feedback Form <i>(Pananaw o Puna)</i>	Form no.: _____ Series: <u>January 2015</u>			
<p>Please let us know how we have served you. You may use this form for compliments, complaints, or suggestions for improvement of services. Simply check the corresponding box.  <i>(Ipaalam po ninyo sa amin kung paano namin kayo napaglingkuran. Maaaring gamitin ito para sa papuri, reklamo, o mungkahi upang mapabuti pa ang serbisyo. Mangyaring I-tsek lamang ang kahong naaayon.)</i></p>					
<input type="checkbox"/>	Suggestion <i>(Mungkahi)</i>	<input type="checkbox"/>	Compliments <i>(Papuri)</i>	<input type="checkbox"/>	Complaints <i>(Reklamo)</i>
Person(s) Unit/Office Concerned or Involved: _____ <i>(Mga) tao/pangkat/tanggapan na may kinalaman sa serbisyo, papuri, reklamo o mungkahi)</i>					
Facts of Details Surrounding the Incident: <i>(Kaganapan o detalyeng bumabalot sa pangyayari)</i>					
<i>(Please use additional sheet/s if necessary)</i> <i>(Mangyaring gumamit ng karagdagang papel kung kinakailangan)</i>					
Recommendation(s)/Suggestion(s)/Desired Action from our Office <i>(Rekomendasyon/Mungkahi/Nais na aksyon mula sa aming tanggapan)</i>					
<i>(Please use additional sheet/s if necessary)</i> <i>(Mangyaring gumamit ng karagdagang papel kung kinakailangan)</i>					
Name <i>[optional]</i> : _____ <i>(Pangalan)</i>		Office/Agency: _____ <i>(Tanggapan/Ahensya)</i>			
Address: _____ <i>(Tirahan)</i>					
Contact Number(s) (if any): _____			E-mail Address (if any): _____		
Signature: _____ <i>(Legda)</i>			Date: _____ <i>(Petsa)</i>		

PCW Quality Manual	IRMD	Document No.	
		Issued by:	Date:
		Revision:	16 of 17

