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# Table of Contents

Introduction: Majestic Pangasinan.....	1
The Birth of Urduja GRC.....	3
Urduja GRC Vision.....	4
Objectives.....	5
Functions.....	6
ISPII-Provided Training.....	7
GAD Initiatives & Accomplishments.....	10
Training.....	10
Mainstreaming in PSU.....	10
Research.....	11
Extension & Networking.....	13
Resource Collection.....	15
Issues & Challenges.....	20
How Urduja Confronts Challenges.....	21
Directory of CC Members.....	22

# The Majestic Pangasinan

As its name denotes in the vernacular, Pangasinan is 'salt country' where salt making is being practiced. Bounded by the Cordillera mountains to the east, the Zambales ranges to the west, the rice plains of Tarlac to the South and the Lingayen Gulf and the South China Sea to the North, Pangasinan is a crescent-shaped province that occupies 5,368.82 square kilometers of strategic positioning.

## Dialect

There is a strong perception that the province is basically of Ilocano stock, since Iloko is more widely spoken than Pangalatok, the dialect of Pangasinan. About half the people of Pangasinan are Pangasinenses, a distinct ethnolinguistic group found along the central coast and interior plains of the province. The rest of the province's people are descendants of Ilocano migrants who settled the eastern and western parts of Pangasinan. In the vicinity of Bolinao, about, 30,000 people speak Sambal-Bolinao.

## Arts and Crafts

The Pangasinenses are noted for their industry and their enterprise. Buri hat making, mat weaving, wooden shoe manufacture, brick and pottery making and metal craft are

among the traditional industries that continue to thrive Pangasinan. Lingayen was once the primary center of commerce in the province. Various industries such as bakesho soap and candle-making, and the manufacture of shoes and slippers are centered in the town. Native Pangasinenses engage in trade, investing in expensive shawls, blankets, white and blue cloth, needles, scissors and mirrors from China as well as other products which they bring to nearby northern provinces.

## Women Advocates

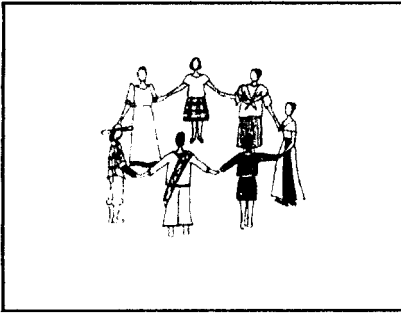
In the province of Pangasinan, there is a strong presence of women advocates in the churches and NGOs. There has been a mass wide rally during women's months and several gender and development orientations were conducted by various women focused NGOs.

Gender and women issues and concerns are special in the sense that the "awakening" on these issues are recently recognized and these issues must be given immediate response. However, cultural orientations

and biases that have been reinforced by the system of socialization makes gender mainstreaming it a more challenging task.

## The Birth of the Urduja GAD Resource Center

The name adopted for the Pangasinan State University GAD Resource Center was taken from Urduja, the legendary Warrior Princess and astute leader who marshaled a band of women warriors to defend a prosperous and civilized domain against invaders and marauders. She is a benevolent and learned woman who could apparently communicate in Arabic.



The establishment of the Regional GRC is a collaborative project of the UP Center for Women's Studies and the National Commission on the Role of Filipino through the Institutional Strengthening Project supported by the Canadian International Development Agency (CIDA). Having its title, "Building Capability of the Regional Women's/Gender Resource Center", the project aims primarily at developing a pool of gender trainers and technical consultants.

4. To promote incentives for and recognition of women's achievements; and
5. To be the organizational umbrella for university wide activities on women's studies

## Functions

1. To collect materials on women and related studies
2. To conduct studies and researches on women and gender studies
3. To offer training programs on women and development
4. To coordinate with the University's activities and programs on women and development
5. To provide expert assistance in the formulation of policies related to women and gender issues
6. To provide extension services that aim to improve the conditions of disadvantaged communities and the conditions of the disadvantaged communities.
7. To set up a publication and information dissemination office that will provide literature on gender studies and issues.

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The Urduja Regional GAD Resource Center was launched on February 15, 2000 at PSU Lingayen, the Administrative Seat of the University.

The PSU is selected to house the GRC as it is "... a leading institution in the region which has a long and good track record of providing extension service and consultancy work for the government". Furthermore, PSU already has its own Gender Studies Center, and in its GenED program for various curricula, the inclusion of a three-unit GAD course. There is also a growing number of faculty members who can provide leadership in gender work.

## Urduja GRC Vision

The Urduja GRC is envisioned to Provide all the necessary material and human resources to enable government agencies, Local Government Units (LGUs) and schools to mainstream GAD goals and strategies in their plans, policies and programs.



## Advisory Board Members

The Urduja GRC has an Advisory Board chaired by the PSU University President, the members of which are the Regional Directors of the NEDA, CHED, DILG, DOLE, NCIP and the LGU (Mayor's Office) of Dagupan City and the President of the DMMSU.

## Coordinating Committee

The Coordinating Committee is composed of ten members of the faculty from various colleges of the University and the rest, from GOs, specifically from NSO (Dagupan), DSWD (Lingayen), PNP (Pingayen), regional DILG and DENR representatives and a faculty member of the DMMSU in La Union. The NGO members are the President of the MBBCI of Bolinao and the Coordinator of the Pangasinan Rural Initiatives in Community Empowerment and Sustainable Development (PRINCESA). The Population Office of the province as well as the Prosecutor's Office and Governor's Office have representatives who occasionally participate in some activities.

## Objectives

1. To create and sharpen awareness of women and gender-related issues in the University
2. To encourage and strengthen teaching advocacy programs
3. To integrate gender concepts

4. To promote incentives for and recognition of women's achievements; and
5. To be the organizational umbrella for university wide activities on women's studies

## Functions

1. To collect materials on women and related studies
2. To conduct studies and researches on women and gender studies
3. To offer training programs on women and development
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## ISP II-Provided Training



### **GAD Strategic Planning**

### **Workshop.**

This was held at PSU main on 27-28 April 2000.

It equipped the participants with

the knowledge in institutionalizing

GAD in the PAPs in the region. It

was also in that the Urduja GRC

Coordinating Committee de-

defined its vision-mission as “... a

lighthouse for the transformation

of women and men for nation-

building composed of highly pro-

fessional and dynamic members

committed to institutionalizing

GAD activities in Region I so as

to ensure that women and men

equally contribute to and enjoy

the fruits of development”.

## Training



**GAD Planning and Budgeting.** This training was conducted on 14-16 August 2000 at the ORT, San Fernando City La Union. It equipped the participants with the principles and techniques of GAD Planning and Budgeting.

**Seminar-Workshop on Gender-Responsive Leadership and Management.** Held at the Little Convent, Baguio City on 06-08 December. It enhanced the gender-responsive leadership styles and management skills of key members of the GRCs for Region I.

**Seminar-Workshop on Feminist Research Methodology.** This training, held on April 24-25, 2001 at the HRM-Training Center, PSU Lingayen, was conducted to equip the participants with the Feminist research principles and methods and various data collection techniques.

**Teambuilding Workshop.** This was held at the PSU Audio-Visual Room on July 23, 2001. Aimed primarily at building and enhancing the unity of members in the fulfillment of their roles vis-a-vis GRC's Programs, Projects and Activities. The GRC also laid down its plans to sustaining the GRC as it was recognized that there is specifically the need to enhance the knowledge and skills of its human resource along the GAD discipline. Furthermore, a scheme at generating income from activities was also identified.

# GAD Initiatives & Accomplishments

## Training

*"First Provincial Seminar on Gender and the Woman Issue"*  
September 27, 1997

*Involvement in the NCC-Women's Sector-sponsored search for the  
Provincial Centennial Woman*  
September 1997-March 1998

## Mainstreaming GAD in PSU

*"Breakfast Meeting" with the President". A presentation of accomplishments lead to greater appreciation of sectoral discipline programs.*

*August 15, 2000.*

*Presentation and critiquing before the Administrative Council of the  
2-year GAD Plan (2002-2003)*

*Inclusion of GAD concepts in the Licensure Exam for Teachers*

*Continued offering of the 3-unit course on Gender and Development  
in various curricula*

*Development and submission of the 3-year GAD Plan (2001-2004)  
NCRFW*

*Meetings with PSU Coordinating Committee members and Teachers on GAD to review the GAD core messages (February 8, 2000) and to discuss immediate plans and activities including implementation of the seed money provided by the project (December 28, 2000)*

*Inclusion of a 3-unit GAD course in some General Education degree programs*

*Inclusion of GAD perspectives in the University Code; administrative council meetings*

*Gender Sensitivity Training for PSU Faculty and provision of GAD data/information*

*Proposal for the inclusion in the University Code of a "preferential right" of women in the recruitment and hiring of personnel*

## Research

*Gender Situationer of Sap-sapang, San Jose (an Agrarian Reform Community in Caba, La Union), a research funded by the NEDA Region I.*

*Proposal on a comparative study of women and men in fishing communities in Pangasinan was prepared and submitted to the Director of the Research and Development department of the PSU. This was approved in principle by the*

Department of Agriculture.

Research Proposals on Gender and Development submitted to  
CHED Region I, July 30 1998

- ‡ Silongan: A shelter for Disadvantaged Women in  
Region I
- ‡ Women Intreprenuer in Region I
- ‡ Mga Babaeng Manunulat ng Di-Kanonisadong  
Literaturang Pangasinan
- ‡ The coping Mechanisms of Urban Poor in Region I

Gender Situationer Questionnaire (GSQ) for San Jose, Caba, La  
Union, submitted to NEDA Region I on August 13 1998

Field work for the Gender Situationer Analysis of San Jose, Cab  
La Union

Documentating/Writing an historical event “ *The Women in the  
1930 Colorum Movement in Layug, Pangasinan*”

Initial data on gender-related beliefs/values of the Zambals of  
Bolinao and Pangasinan

## Sex-disaggregated Data

Database for PSU Faculty and Staff

Involvement in the UCWS/NCRFW/CIDA sponsored data for  
Region I, specifically Pangasinan and La Union



# Extension and Networking

*(Accomplished by the Coordinator)*

*“ Gender and Women Issues”*

Resource Speaker

National Council of Women in the Philippines,

20 March 2000, Bolinao, Pangasinan

*“The Concept of Sex and Gender and Violence Against Women”*

Resource Speaker

Region I Rural Improvement Club

March 2000, Magaldan, Pangasinan

*Women/Gender Issues*

Resource Speaker

Provincial Capitol, March 2000

*“ Seminar on Gender and VAW*

Resource Speaker

Department of Agriculture

27-29 September 2000

*“Survey of Intervention Programs and Services to Prevent and Eliminate  
Gender-based Violence”*

Field Editor

UCWS and DOH

November 2000

# Extension and Networking

*Search for the GAD Friendly Agency*

Evaluator

NEDA Region I

2000

*“Empowering the Filipino Women through Gender Statistics”*

Speaker, National Statistics Month

NEDA Region I

02 October 2000

*National Statistics Month Celebration*

Guest Speaker

Provincial Government

03 October 2000

Involvement in the Focus Group Discussion held at NEDA Region I, intended to generate input for the tool on the *“How Tos of Mainstreaming Gender at the Regional and Local Level Development Planning”*

Linkages established in the Provincial Level:

- ‡ National Council of Women in the Philippines
- ‡ The Girl Scout of the Philippines

👤 NGO-PRINCESA

👤 GOs and LGUs

## Resource Collection

- 📖 *Highlights of the Diwata Training on Organizational Development, Project Management & Cooperative Management*
- 📖 *Tales of Courage & Compassion, Stories of Women in the Philippine Revolution*
- 📖 *Making Choices in GOOd Faith: A Challenge to the Catholic Church's Teachings on Sexuality & Contraception*
- 📖 *A Framework for Women and the Built Environment (Diwata Foundation, INC)*
- 📖 *MGA BAGWIS NG PANGARAP*
- 📖 *Women's Socio Economic Experiences (Diwata Foundation)*
- 📖 *DOBOL Helix: Mga Piling Tula 1971-1991)*
- 📖 *Women, Development & Aid: Protecting Women's Gains from Aid that Traps*
- 📖 *State of the Nation Reports: Saving the Present Future: The State of the Environment*
- 📖 *State of the Nation Reports: Philippine Science & Technology: Time for Bold Moves*
- 📖 *State of the Nation Reports: Devolution and Empowerment: The Local Government Code of 1991 & Local Autonomy in the Philippines*

# Resource Collection



State of the Nation Report: The Philippine Congress Executive-Legislative Relations and the Restoration of Democracy



State of the Nation Reports: Imperatives for Sustainable Industrialization



State of the Nation Reports: The Filipino Elderly



State of the Nation Reports: Philippine Industrialization and Industrial Relations



State of the Nation: Research Reports



State of the Nation Reports: The Politization of the Military



State of the Nation Reports: Assessment of Primary Health Care in the Philippines



State of the Nation Reports: Ending the Armed Conflict-Peace Negotiations in the Philippines














State of the Nation Reports: State of Philippine Education-Tension between Equity & Equality











State of the Nation Reports: Philippine Privatization Experience, Issues & Lessons



State of the Nation: Research Reports-Views on the Parliamentary Versus Presidential Government

-  State of the Nation: Research Reports-Third World Studies Center Policy Issues, Responses & Constituencies: State-Civil Society Relations in Policy Making
-  State of the Nation: Research Reports-Baseline Assessments: The State of the Philippine Environment
-  Toward A Gender-Responsive Legislation Volumes 1 & 2
-  PPGD (1995-2025)
-  Q & A on GAD Budget Policies
-  IRR of RA 7192
-  Waging Peace in the Philippines: Resolutions and Recommendations for Action
-  The 1986-87 Peace Talks: A Reportage of Contention: Peace, Conflict Resolution & Human Rights
-  Peace, Conflict Resolution & Human Rights Occasional Papers Series No. 96-7: The Legal Dimensions of the Peace Process
-  Peace, Conflict Resourlution & Human Rights Occasional Papers Series No 94-4: Amnesty in the Philippines, The LEgal Concept as a Political Tool
-  Peace, Conflict Resolution & Human Rights Occasional Paers Series 95-5: Physicians & Torture: Knowledge, Attitude & Practice

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 Peace, Conflict Resolution & Human Rig  
 Occasional Papers Series No 95-6: ASEAN Persp  
 tives on Human Rights & Democracy in Internatic  
 Relations
- 
 Peace, Conflict Resolution & Human Rig  
 Occasional Papers Series No 94-2: The View  
 wards Peace of Filipinos, Americans and Ameri...k  
 During the Philippine-American War
- 
 Peace, Conflict Resolution & Human Rig  
 Occasional Papers Series No 94-1: Reflections  
 the Peace Process
- 
 Peace, Conflict Resolution & Human Rig  
 Occasional Papers Series No 94-3:Peace-Build  
 and Mediation in the Philippines
- 
 U.P Assessments on the State of the Nation: A M  
 Disciplinary Research and Outreach Program-  
 Meaning and Measurementof Well-Being A Rev  
 of the Research Literature
- 
 Guidelines for Developing and Implementing G  
 der-Responsive Programs and Projects, NCRFV
- 
 Population Human Resources & Development
- 
 The Quest for Justice: Obstacles to the Redress  
 Human Rights Violations in the Philippines PEa  
 Conflict Resolution & Human Rights Research  
 ports 1994/No. 4



U.P Assessment Project on the State of the Nation:  
Philippine Education-Promise & Performance (UP)



Population Human Resources & Development  
(Volume II)



Mga Tinig Mula sa Ibaba



Population Human Resources & Development  
(Volume I)



Torutre Survivors & Caregivers: Proceedings of the  
International Workshop on Therapy & Research Is-  
sues



Gender Mainstreaming: A Handbook for Local  
Development Workers, NCRFW



The People Power” Phenomenon A Survey of Par-  
ticipants’ Perceptions, UP



Assessments on the State of the Nation: A Mult-  
Disciplinary Research & Outreach Program-Where  
Food & Population Meet: The Filipino Household  
Among other Households

## Issues & Challenges

- ‡ How to elicit and sustain commitment of the Advisory Board Coordinating Committee members and the GAD Trainers' Po
- ‡ Lack of top level support as the Board of Regents do not consider GAD a priority concern
- ‡ Lack of credible and capable members
- ‡ Assertive decision-making capability of GRC Coordinator and personnel
- ‡ Assertive implementation of GAD Budget
- ‡ Lack of skills and even interest among members in implementing a gender-responsive project/GRC activities
- ‡ Family problems hinder members to be active in the GRC
- ‡ Lack of coordination among members
- ‡ GAD mapping results not being utilized to address GAD-related needs of the region
- ‡ Not being invited or tapped by other agencies because the agencies have their own GAD activities



# How Urduja Confronts Challenges

- † Time management
- † More Training and Self-study for members
- † Compromise but not surrender of decision
- † well-prepared PAPs
- † Need for a situationer and needs assessment of a target group
- † MOU between MMSU and PSU for the integration of a 3-unit course on GAD in DMMSU curriculum
- † Partnership with PNP in implementing GAD activities (PNP is utilizing its GAD Budget)

# Directory of Coordinating Committee Members

## **PSU-Center for Gender Studies**

Dr. Fe Andico

## **PSU-College of Arts & Technology, Asingan**

Salome Tiong de Guzman

## **PSU-College of Education, Bayambang**

Amelia Cayabyab

## **PSU-College of Fisheries, Binmaley**

Ronilda S. Perez

## **PSU-Agriculture, Infanta**

Jesua B. Sanchez

## **PSU-CAS, Lingayen**

Ana Lorraine A. Gadiano

Magnimmydel A. Fernandez

Presley V. De Vera

## **PSU-College of Technology, Lingayen**

Catalina C. Platon

Rosario L. Valencerina

## **PSU-Graduate School, Urdaneta**

Priscilla L. Jimenez

## **PNP Pangasinan**

Anita Aquino

## **FRINCESA**

Sally Navata

## **University of Pangasinan, Dagupan City**

Rosie Fernandez

## **Lyceum Northwestern, Dagupan City**

Encarnacion Escalante

# Directory of Coordinating Committee Members

**MBCCI, Bolinao**

Margaret Celeste

**Metro Dagupan Colleges, Mangaldan**

Olivia N. De Guzman

**DMMMSU, La Union**

Virginia Hidalgo

**PSU-Office of VP for R&D**

Ruby Rosa V. Cruz

# Board of Adviser

## **REGIONAL DIRECTOR**

National Economic and Development Authority  
San Fernando City, La Union

## **REGIONAL DIRECTOR**

Commission on Higher Education  
San Fernando City, La Union

## **REGIONAL DIRECTOR**

Department of Labor and Employment  
San Fernando City, La Union

## **PRESIDENT**

Don Mariano Marcos Memorial State University  
San Fernando City, La Union

## **REGIONAL DIRECTOR**

Department of Interior and Local Government  
San Fernando City, La Union

## **PRESIDENT**

Pangasinan State University  
Chair, Urduja GRC



**Urduja**, the benevolent Princess who marshalled a band of woman warriors to defend her territory against invaders and marauders with zeal that have stirred local pride and to some extent, nationalist sentiment, was a learned woman who represents bravery, wisdom and leadership.

Urduja embodies the values we consider vital to our identity, the quality we admire, the ideals we cherish.

Her historical certainty has become of secondary importance. The legend of Urduja has left an indelible imprint on the national consciousness.



**For information and technical support, please contact:**

**The Program Development Division  
OFFICE OF THE PRESIDENT  
National Commission on the Role of Filipino Women  
(NCRFW)**

*National Machinery for the Advancement of Women  
and Policy-making Body of the*

*President and the Cabinet on Women's Concerns*

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