



Republic of the Philippines
Department of Agriculture
OFFICE OF THE SECRETARY
Eliptical Road, Diliman
Quezon City 1100, Philippines

BIDS AND AWARDS COMMITTEE
Supplemental Bid Bulletin No. 01
Series of 2016

**SUBJECT: HIRING OF SERVICE PROVIDER TO FACILITATE THE PRODUCTION AND AIRING OF
A SEGMENT/PORION FEATURING OUTSTANDING RICE AND CORN FARMERS'
SUCCESS STORIES WITHIN AN EXISTING TV PROGRAM IN COMMERCIAL AND
CABLE TV STATIONS (SECOND BIDDING) UNDER ITB NO. 077-15**

DATE: 14 JANUARY 2016

I. Clarifications by the end-user:

Response to the **clarifications** raised during the Pre-bid conference on 05 January 2016, included in the revised Terms of Reference attached as **Annex "A"** of this supplemental bid Bulletin.

This bid bulletin also serves as the minutes of the pre-bid conference held.

II. Additional Instructions:

1. Attached is the revised checklist, (Marked as **"Annex B"** of this supplemental bid bulletin)
2. **All bidders are reminded to provide dog-ear codes/tabs in the presentation of their eligibility and Technical documents** following the instructions under Bid Data Sheet Cl. 20.5 of the bidding documents issued for its contract. Failure to comply the mandatory documents shall result to automatic disqualification of the bidder.

Please be reminded that all bidders must familiarize themselves with other Bid Requirements and not limited to those in the TOR, Bid Bulletin, Pertinent Guidelines in GPPB rules and regulations, etc.

III. Deadline for the Submission and Opening of Proposals:

The deadline for the submission of proposals is immediately before the Opening of Bids scheduled on **26 January 2016** to the DA-Procurement Division Office, 2nd Floor DA-ICTS Building. **The opening of bids is scheduled on the same date at 9:00 a.m. at the DA-ICTS Director's Conference Room.**

The DA-Procurement Division clock shall be used as time reference for this activity.


ASST. SECRETARY LEANDRO H. GAZMIN, CESO II
Chairperson, Bids and Awards Committee





TERMS OF REFERENCE

TITLE : Hiring of Service Provider to facilitate the production and airing of a segment/portion featuring Outstanding Rice and Corn Farmers' Success Stories within an existing TV program in Commercial and Cable TV stations.

COMPONENT : Agri-Pinoy Rice and Corn Program

Implementing Unit : Agriculture & Fisheries Information Division (AFID)

Rationale/Objective:

To effectively promote the advocacy campaign of the government towards the attainment of the Food Staples Sufficiency Program (FSSP), the Rice and Corn Programs through the Agriculture and Fisheries Information Division (AFID), will hire a Service Provider to facilitate the production and airing of a Segment/Portion featuring Outstanding Rice and Corn Farmers' Success Stories within an existing TV program in Commercial and Cable TV station.

The TV Segment/Portion will convey and share every region's successful rice and corn farmers (individual or group) that will serve as an inspiration to many. It will highlight the technologies used and programs availed from the Department.

To further intensify the advocacy campaign, DA representative will participate during the interview and will discuss the thrusts and programs of the Department.

Reporting Responsibilities

The DA- AFID shall acquire the services of a firm/ service provider which will facilitate the production and airing of the segment/portion.

Scope of work:

The service provider shall undertake the following physical outputs:

- Coordinate and conduct pre-production meeting with the Technical Working Group of the DA-AFID, Rice and Corn Programs representatives/staff. AFID will be the approving body for the production, content, script and other materials for the segment/portion;
- Prepare production activity schedule of the segment/portion incorporating inputs from AFID and other concerned agencies;
- Present script, segment content and other production materials based on concept of AFID for review and approval;
- Guarantee a full production crew composed of a director, cameraman, assistant cameraman, video editor, production assistant, scriptwriter and host/s.
- Field shoots/interviews (Luzon-Regions 2, 3 and 4B; Visayas -Regions 6, 7 & 8; and Mindanao- Regions 9, 10 & 12) and other production activities and schedules shall be coordinated with AFID staff. AFID will identify individuals/groups to be featured in each episode;
- Provide TOA (Tape on Air) of each aired segment with corresponding photos and videos. All photos/videos (un edited) in high resolution (CD format) must be submitted to and will be the property of the DA-AFID;
- Each segment/portion will have 3-5^{Agda} minutes running time per episode, and will include announcement of major activities of DA.

Deliverables:

- A total of 12 segments for Rice (6 for Commercial TV and 6 for Cable TV) and 12 segments for Corn (6 for Commercial TV and 6 for Cable TV);
- One (1) master copy of each aired segment which can be reproduced on the department's discretion.
- Certificate of Airing as requirement for billing.
- The segments will be aired weekly in existing primetime TV program in leading commercial and cable networks.

Note to bidders:

- Expenses to be incurred by the Service Provider within the duration of the project shall be covered by the Firm/Service Provider including permit fees.
- AFID staff (2-3) will accompany the Service Provider during the shoots and interviews. Fare and TEV of these staff will be shouldered by AFID.
- Interviewees will be identified by the end-user. Each segment will feature one farmer/group leader and one technical expert from DA.
- Field shoots and interviews will be conducted in 18 locations (2 each from each of the regions identified)

Start of Implementation : 15 working days upon approval/receipt of the Notice to Proceed (NTP)

Experience/Qualification and Additional Requirements:

- 2 -year experience in TV program/segment production, airing and/or general advertising.
- To submit at least two (2) Certificates of Good Performance from its recent (2011-2015) clients served (private or government).
- To submit Certificate of Accreditation from the TV Networks (for Ad Agency) or Authorization Letter to participate the bidding (for TV Network).
- To submit CVs of director, cameraman, assistant cameraman, video editor and production assistant.
- To submit TV program lists (at least 3) where the segment maybe aired/shown with corresponding viewership rating.

Schedule/Time Table

1st Quarter 2016 – Pre production meeting
2nd Quarter 2016 – presentation of scripts for the shoot/interview
3rd & 4th Quarter – airing of the output

TERMS OF PAYMENT :

1 st billing	-	20%	upon approval of the segment content and script
2 nd billing	-	20%	after airing of the 6 th rice and corn episodes
3 rd billing	-	20%	after airing of the 12 th f rice and corn episodes
4 th billing	-	20%	after airing of the 18 th rice and corn episodes
Final billing	-	20%	after airing of the 24 th for rice and corn episodes and submission of Certificate of Acceptance and Satisfaction

Approved by:

CSuarez
CHERYL C. SUAREZ ✓
Chief, AFID

Revised Checklist of Bid Requirements

HIRING OF SERVICE PROVIDER TO FACILITATE THE PRODUCTION AND AIRING OF A SEGMENT/PORION FEATURING OUTSTANDING RICE AND CORN FARMERS' SUCCESS STORIES WITHIN AN EXISTING TV PROGRAM IN COMMERCIAL AND CABLE TV STATIONS INCLUSIVE OF LOCATION SHOOT (SECOND BIDDING)

ITB NO. 077-15

Dog Ear Code	CHECKLIST
ENVELOPE A – LEGAL DOCUMENTS	
A	REGISTRATION
	Securities and Exchange Commission (Corporation/Partnership)
	Department of Trade and industry (Sole Proprietorship)
	Cooperative Development Authority (Cooperative)
B	Valid Mayor's Permit/Municipal License or any proof of renewal (Official Receipt)
C1	<p>Statement of the prospective Bidder of all its ongoing and Single Largest Completed Government and Private contracts within two years (CY 2014 and CY 2015), where, applicable, including contracts awarded but not yet started, if any. The statement shall state for each contract whether ongoing, completed or awarded but not yet started within the relevant periods, where applicable.</p> <p>For this purpose, the bidder shall provide a dog-ear codes/tabs as follows:</p> <p>For the statement of ongoing contracts, including contacts awarded but not yet started; and</p> <p>For the statement of Single Largest Completed Contract (SLCC).</p>
C2	
D	Audited Financial Statements for CY 2014 (with comparative analysis CY2013 and CY2014) <u>stamped "received"</u> by the BIR or its duly accredited and authorized Institutions.
E	Computation of the Net Financial Contracting Capacity (NFCC) equivalent to 100% of the ABC.
F	Tax Clearance per Executive Order 398, Series of 2005, as finally reviewed and approved by the BIR

G	BID SECURITY:
	Cash, Cashier's/Manager's Check, Bank Draft/Guarantee, or Irrevocable Letter of Credit issued by a Commercial or Universal Bank equivalent to 2% of the ABC ;
	Surety Bond callable upon demand issued by a surety or insurance company duly certified by the Insurance Commission as authorized to issue such security equivalent 5% of the ABC ;
	Bid-Securing Declaration as an additional form of bid security under the Implementing Rules and Regulations (IRR) of Republic Act No. 9184, otherwise known as "The Government Procurement Reform Act".
H	At least two (2) Certificate of Good Performance from the most recent and/or previous clients served (government and/or private) within the period of 2011 to 2015.
I	Two (2) years' experience in TV program/segment production, airing ad /or general advertising certification shall be from the network (for Ad Agency)
J	Certification of Accreditation from TV Networks (for AD Agency) or Authorization Letter to participate the bidding (for TV Network)
K	Curriculum vitae of the following: Director
	Cameraman
	Assistant Cameraman
	Video Editor
	Production Assistant
L	TV Program lists (at least 3) where the segment may be aired/shown with corresponding viewership rating
M	Conformity with the Technical Specifications
N	Omnibus Sworn Statement in accordance with Section 25.2 (b)(iv) of the IRR of RA 9184 using the prescribed form.
O	Secretary's Certificate (for the Corporation)
ENVELOPE B – FINANCIAL STATEMENT	
	Financial Proposal Forms on pages 53 and 55
ENVELOPE C – DUPLICATE COPY	
	Duplicate copies in two (2) sets, of the foregoing documents enclosed in Envelope A and B

Note: This is by no means exclusive. The bidder must familiarize himself/herself with other Bid Requirements not otherwise included herein such as, but not limited to those in the TOR, Bid Bulletins, Pertinent Guidelines in GPPB rules and regulations, etc.