

# REQUEST FOR PROPOSAL

## (Small Value Procurement-Individual Consultant)

### HIRING OF CONSULTANCY ON THE DEVELOPMENT OF HUMAN DEVELOPMENT AND POVERTY REDUCTION CLUSTER (HDPRC) COMMUNICATION PLAN 2021-2022

DSWD NNP NO. 21-GOP-SVP-IC-009  
(PR No. 01-20001-PR-2021-04-00102)

1. The Republic of the Philippines, through the **Department of Social Welfare and Development – Policy Development and Planning Bureau (PDPB)** under **2020 Continuing Appropriation Funds**, of the **Department of Social Welfare and Development (DSWD)**, intends to apply the sum of **Four Hundred Fifty Thousand Pesos (PhP450,000.00)** being the Approved Budget for the Contract (ABC) as payment for the **“Hiring of Consultancy on the Development of Human Development and Poverty Reduction Cluster (HDPRC) Communication Plan 2021-2022”** (DSWD NNP No. 21-GOP-SVC-000).
2. The project aims to engage a consultant to develop a communication plan to share specific information about the HDPRC roadmap and social protection plan at various levels, with measurable result.
3. **Scope of Works:**
  - a. Formative research
    - i. Conduct desk research on social protection programs and communication activities of implementing agencies;
    - ii. Conduct interviews, focus group discussions to assess knowledge levels and map out gaps and paths of possible collaboration;
    - iii. Assess capacities of critical stakeholders to implement, monitor and evaluate communication strategies;
  - b. Development of communication strategy and implementation plan
    - i. Facilitate a multi-stakeholder workshop to identify strategic objectives, key messages, stakeholders and strategies;
    - ii. Document the workshop;
  - c. Attend meetings, brainstorming sessions and other related activities as required by the Project;
  - d. Present the communication strategy and implementation plan for approval;
  - e. Support capacity building for implementers based on identified communication skills gaps.

## Expected Deliverables

- a. Inception Report to include details of the activities with proposed methodology and timeline;
- b. Formative research report
- c. Consolidated 2020 workshop outputs
- d. Conduct and facilitation of validation workshop
  - i. Workshop/Activity Design
  - ii. Actual workshop/documentation report
- e. Detailed Communication Strategy and Implementation Plan with the following components:
  - i. Strategic goals and objectives;
  - ii. Target audiences;
  - iii. Key messages;
  - iv. Channels and touchpoints;
  - v. Communication strategies;
  - vi. Recommended communication materials;
  - vii. One-year implementation plan, with time frame, including responsible agencies/organizations and estimated budget
- f. Monitoring and Evaluation
  - i. Draft M&E framework
  - ii. Draft M&E tool
- g. One final print-ready digital copy
- h. Prototype IEC communication materials
  - i. At least two (2) videos and/or audio visual presentations based on the modules provided by HDPRC;
  - ii. At least five (5) infographics for social media posting;
  - iii. At least five (5) sample copies of brochures/leaflets;
  - iv. At least five (5) sample copies of posters covering the modules provided by HDPRC;
  - v. At least five (5) canned presentations/modules;
  - vi. At least five (5) sample merchandise/tokens.
- i. Monthly progress report as reflected in the Consultant's Inception Report

4. Payment shall be made upon acceptance and/or approval by the Department of the various outputs/deliverables according to the following schedule:

Payment Tranche	DELIVERABLES	Percentage	TIMELINES
1 <sup>st</sup> Tranche	Upon submission and acceptance of the Inception Report	15%	5 calendar days upon receipt of NTP
2 <sup>nd</sup> Tranche	Upon submission and acceptance of the Formative Research Report, Draft Communication Strategy and Implementation Plan	40%	30 calendar days upon receipt of Inception report
3 <sup>rd</sup> Tranche	Upon submission and acceptance of the final, print-ready Communication Strategy and Implementation Plan	45%	40 calendar days upon receipt of Draft Communication on strategy and Implementation Plan

5. This project shall be procured using Section 53.9 (Negotiated Procurement-Small Value Procurement) of the 2016 Implementing Rules and Regulations of Republic Act No. 9184 or the Government Procurement Reform Act and pursuant to the following criteria:

CRITERIA	PERCENTAGE
1. With five (5) years or more working experience in mass communication, public relations, development communication, advocacy communication, and related fields with extensive work experience and proven professional record in communication strategy development, with focus on advocacy, policy and governance.  Ten (10) years and up – 40% Eight (8) to nine (9) years – 35% Five (5) years to 7 (seven) years – 30%	<b>40%</b>
2. Has previously worked with government agencies or donor organizations in communication, advocacy, and strategic management.  <i>More than 2 years' experience assisting government agencies or donor organizations – 30%</i>  <i>1 to 2 years' experience assisting government agencies or</i>	<b>30%</b>

CRITERIA	PERCENTAGE
<p><i>donor organization - 25 %</i></p> <p><i>5 to 11 months' experience assisting government agencies or donor organization - 15 %</i></p> <p><i>With experience assisting private entities only – 10%</i></p>	
<p>3. With bachelor's degree in one of the following disciplines: Mass Communications; Development Communication; Organizational Communications, Journalism, or other relevant fields.</p> <p><i>with advanced degree and/or additional certifications in one or more of the following disciplines: Mass Communications; Development Communication; Organizational Communications, Journalism, or other relevant fields. – 30%</i></p> <p><i>with bachelor's degree in one of the following disciplines: Mass Communications; Development Communication; Organizational Communications, Journalism, or other relevant fields. – 25%</i></p>	<b>30%</b>

\* Failure to qualify in one (1) of the criteria will automatically result to disqualification.

**PASSING RATE = 65%**

6. The DSWD now invites interested individual applicants to submit the following:
  - a. Expression of Interest (Application) highlighting the personal attributes, qualities, skills, knowledge and significant outcomes with the qualification requirements;
  - b. Curriculum Vitae (CV) (with TOR or diploma, proof of experiences and trainings);
  - c. Financial Proposal (Annex A);
  - d. Notarized Omnibus Sworn Statement (Annex B);
  - e. BIR Certificate of Registration;
  - f. PhilGEPS Registration Number; and
  - g. Sample written work related.
7. Project duration is three (3) months.
8. The required documents shall be submitted at the address below or through email at [quotations@dswd.gov.ph](mailto:quotations@dswd.gov.ph) not later than **05:00 p.m. of 15 June 2021**. The total

amount of contract is **Four Hundred Fifty Thousand Pesos (PhP450,000.00)** and **will be engaged from receipt of Notice to Proceed (NTP).**

9. The Individual Consultant shall be required to issue Official Receipt (OR) as acceptable evidence of receipt of payment for disbursements.

**THE CHAIRPERSON**

Bids and Awards Committee  
c/o Bids and Awards Committee Secretariat  
Procurement Management Service  
DSWD Central Office  
IBP Road, Constitution Hills, Quezon City  
Facsimile No.: (02) 951 7116  
Telephone Nos.: (02) 931 8101 to 07 voip 10007

*(Original Signed)*  
**RENE GLEN O. PAJE**  
Undersecretary and Chairperson  
Bids and Awards Committee

## Financial Proposal

NNP No.: 21-GOP-SVP-IC-009

Particulars	Quantity	Total Contract Price (including all applicable taxes, amount in Phil. Peso)
<b>HIRING OF CONSULTANCY ON THE DEVELOPMENT OF HUMAN DEVELOPMENT AND POVERTY REDUCTION CLUSTER (HDPRC) COMMUNICATION PLAN 2021-2022</b>	1 Lot	

Name of Consultant: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Omnibus Sworn Statement (Revised)**  
***[shall be submitted with the Bid]***

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REPUBLIC OF THE PHILIPPINES )  
CITY/MUNICIPALITY OF \_\_\_\_\_ ) S.S.

**AFFIDAVIT**

I, [Name of Affiant], of legal age, [Civil Status], [Nationality], and residing at [Address of Affiant], after having been duly sworn in accordance with law, do hereby depose and state that:

1. *[Select one, delete the other:]*

*[If a sole proprietorship:]* I am the sole proprietor or authorized representative of [Name of Bidder] with office address at [address of Bidder];

*[If a partnership, corporation, cooperative, or joint venture:]* I am the duly authorized and designated representative of [Name of Bidder] with office address at [address of Bidder];

2. *[Select one, delete the other:]*

*[If a sole proprietorship:]* As the owner and sole proprietor, or authorized representative of [Name of Bidder], I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached duly notarized Special Power of Attorney;

*[If a partnership, corporation, cooperative, or joint venture:]* I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for [Name of the Project] of the [Name of the Procuring Entity], as shown in the attached [state title of attached document showing proof of authorization (e.g., duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable)];

3. [Name of Bidder] is not "blacklisted" or barred from bidding by the Government of the Philippines or any of its agencies, offices, corporations, or Local Government Units, foreign government/foreign or international financing institution whose blacklisting rules have been recognized by the Government Procurement Policy Board, **by itself or by relation, membership, association, affiliation, or controlling interest with another blacklisted person or entity as defined and provided for in the Uniform Guidelines on Blacklisting;**

4. Each of the documents submitted in satisfaction of the bidding requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. [Name of Bidder] is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;

6. *[Select one, delete the rest:]*

*[If a sole proprietorship:]* The owner or sole proprietor is not related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working

Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a partnership or cooperative:]* None of the officers and members of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

*[If a corporation or joint venture:]* None of the officers, directors, and controlling stockholders of *[Name of Bidder]* is related to the Head of the Procuring Entity, members of the Bids and Awards Committee (BAC), the Technical Working Group, and the BAC Secretariat, the head of the Project Management Office or the end-user unit, and the project consultants by consanguinity or affinity up to the third civil degree;

7. *[Name of Bidder]* complies with existing labor laws and standards; and
8. *[Name of Bidder]* is aware of and has undertaken the responsibilities as a Bidder in compliance with the Philippine Bidding Documents, which includes:
  - a. Carefully examining all of the Bidding Documents;
  - b. Acknowledging all conditions, local or otherwise, affecting the implementation of the Contract;
  - c. Making an estimate of the facilities available and needed for the contract to be bid, if any; and
  - d. Inquiring or securing Supplemental/Bid Bulletin(s) issued for the *[Name of the Project]*.
9. *[Name of Bidder]* did not give or pay directly or indirectly, any commission, amount, fee, or any form of consideration, pecuniary or otherwise, to any person or official, personnel or representative of the government in relation to any procurement project or activity.
10. **In case advance payment was made or given, failure to perform or deliver any of the obligations and undertakings in the contract shall be sufficient grounds to constitute criminal liability for Swindling (Estafa) or the commission of fraud with unfaithfulness or abuse of confidence through misappropriating or converting any payment received by a person or entity under an obligation involving the duty to deliver certain goods or services, to the prejudice of the public and the government of the Philippines pursuant to Article 315 of Act No. 3815 s. 1930, as amended, or the Revised Penal Code.**

**IN WITNESS WHEREOF**, I have hereunto set my hand this \_\_\_ day of \_\_\_, 21\_\_ at \_\_\_\_\_, Philippines.

*[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]*

*[Insert signatory's legal capacity]*

Affiant

**[Jurat]**

*[Format shall be based on the latest Rules on Notarial Practice]*