

NOTICE OF NEGOTIATED PROCUREMENT
(Small Value Procurement-Consultancy)
DSWD NNP No. 17-GOP-SVCF-001

**HIRING OF CONSULTANCY FIRM FOR THE DEVELOPMENT AND
PRODUCTION OF PUBLIC SERVICE ANNOUNCEMENT (PSA)**
(PR No. 2017103192)

1. The Department of Social Welfare and Development (DSWD) through the *Standards Bureau Current Appropriations Fund* intends to apply the sum of **Six Hundred Fifty Thousand Pesos (Php 650,000.00)** being the Approved Budget for the Contract (ABC) for the **Hiring of Consultancy Firm for the Development and Production of Public Service Announcement (PSA)**.
2. The DSWD now calls for the submission of the following documents on or before **01:00 p.m., 16 November 2017:**
 - Valid Mayor's/Business Permit;
 - Latest Income/Business Tax Returns
 - Proof of PhilGEPS Registration/PhilGEPS Registration Number;
 - Price Quotation Form [Annex A];
 - Omnibus Sworn Statement [Annex B], whichever is applicable; and
 - The following Technical Documents:
 - Curriculum Vitae of the Team Leader/Editor;
 - List of On-going and Completed Contracts similar to the subject procurement within 3 years prior to the deadline of submission and receipt of documents;
 - Technical Proposal with Concept Plan/Note;
 - Company profile including copies of the valid registration certificates (DTI/SEC/CDA) and applicable licenses;
 - Location map of the company's business address;
 - Sample works/materials;
 - List of active and regular clients.
 - Certificate of satisfactory or any proof of documents from at least 3 clients of the services rendered/goods delivered similar to the subject procurement

Interested Consultancy Firm may submit the required documents at the BAC Secretariat Office, Ground Floor, DSWD Central Office, IBP Road, Batasan Hills, Quezon City or email at bacsec@dswd.gov.ph.

3. The contract shall be completed within 56 calendar days upon receipt of Notice to Proceed (NTP).

4. The Consultant shall be selected through Negotiated Procurement under Small Value Procurement pursuant to Section 53.9 of the 2016 Revised Implementing Rules and Regulations of Republic Act No. 9184 (R. A. No. 9184) or the Government Procurement Reform Act (GPRA).
5. For further information, please refer to herein attached Terms of Reference and Criteria for Evaluation or you may contact:

THE CHAIRPERSON

Bids and Awards Committee-I

c/o BAC Secretariat

Ground Floor, DSWD Central Office,

IBP Road, Constitution Hills, Quezon City

Telefax No.: (02) 951-7116

Trunkline No.: (02) 931-8101 loc. 122 to 124

FLORITA R. VILLAR

Undersecretary and Chairperson

Bids and Awards Committee-I

TERMS OF REFERENCE (TOR)

Hiring of a Consultancy Firm for the Development and Production of Information, Education and Communication/Campaign (IEC) Materials for the DSWD-Standard Bureau's Regulatory Processes

I. Background/Rationale:

The Standards Bureau, under the Institutional Development Group of the Department of Social Welfare and Development (DSWD) is responsible for fulfilling the regulatory and quality assurance roles of the Agency along with developing quality assurance measures in the management of social welfare and development agencies (SWDAs) and in the implementation of programs and services of the poor, vulnerable, and marginalized. It sets standards along registration, licensing of NGOs and accreditation of service providers and SWDAs implementing social welfare and development programs and services. (AO#02 S2015).

The frontline services of the Standards Bureau (SB), which includes the Registration of Auxiliary SWDAs, Registration and Licensing of Social Welfare Agencies (SWAs) and Resource Agencies providing direct services and the Accreditation of Programs and Services of SWAs and Resource Agencies providing direct services, Accreditation of Civil Society Organizations (CSOs) as Beneficiaries of DSWD Projects and/or Programs, have processes which needs to be updated and further simplified in order for the clients and/or stakeholders to easily understand the process. The legal bases of these services include:

1. Republic Act No. 4373 – An Act to Regulate the Practice of Social Work and the Operation of Social work Agencies in the Philippines and for other purposes
2. Republic Act No. 5416 – Providing for Comprehensive Social Services for Individuals and Groups in Need of Assistance, Creating the Department of Social Welfare
3. Republic Act No. 10924 – General Appropriations Act of 2017 Decentralization of CSO Accreditation Role and Accountability to Each Government Agency.
4. Republic Act No. 10847 – An Act Lowering the Age Requirement for Applicants Taking the Board Examination for Social Workers, Providing for Continuing Social Work Education, and Upgrading the Sundry Provisions Relative to the Practice of Social Work
5. Presidential Decree 603 – The Child and Youth Welfare Code
6. Executive Order 292 – Administrative Code
7. Executive Order 221 series of 2003 – Amending EO No. 15 series of 1998, entitled Redirecting the Functions and Operation of the DSWD
8. DSWD MC No.17, s.2014 – Revised Omnibus Rules and Regulations on Public Solicitation
9. DSWD AO No.14, s.2009 – Omnibus Guidelines in the Accreditation of Marriage Counselors

In order to disseminate vital information of these regulatory services to the stakeholders, the need to develop simple, relevant and easily understood Information, Education and Communication/Campaign (IEC) materials is necessary. Thus, this Terms of Reference (TOR) for the Consultancy Firm (SP) together with the attached proposal seeks to hire his/her services to develop quality IEC materials.

Relative to the foregoing, the SB with technical assistance from the Social Marketing Service (SMS) will outsource the services of a Consultancy Firm to develop the contents of the IEC materials.

Objectives:

General Objective:

1. To increase awareness of the target public on the regulatory functions of the Department enabling them to understand the processes and requirements of services.

Specific Objectives:

1. To enable uniformity of understanding of the processes and requirements of the regulatory services.
2. To engage public participation in the implementation of the regulatory services.

II. Qualification Requirements:

A. Criteria for consultancy firm for the development and production of PSA: .

Criteria	Percentage
Applicable experience on social marketing and advocacy of the team leader/editor <ul style="list-style-type: none"> • A minimum of 10 years of related professional experience • Five (5) to Nine (9) Years • Less than five (5 years) 	30%
Track record on social marketing and advocacy of the consultancy firm <ul style="list-style-type: none"> • Proven track record in developing and producing various quality audio materials for the past three (3) years • Expertise in producing and developing quality audio materials and with experience on social welfare themes • Expertise in working with print and audio format • Experience in dealing with government sector 	30% 10% 10% 7.5% 2.5%
Quality of technical proposal is of excellent level which is unique, comprehensive, and creative. This must include concept plan/note.	30%
Expertise in translating the language of the base format which is from the production of English to other languages	10%
TOTAL SCORE	100%

Passing rate: 75%

The Consultancy Firm must provide SB with the following:

1. Company profile including copies of the valid registration certificates and applicable licenses.
2. Location map of the company’s business address.
3. Sample materials of print and audio materials/format.
4. List of active and regular clients.
5. Feedback from satisfied clients regarding the services delivered.

III. Scope of Work and Deliverables of a Consultancy Firm:

The Consultancy Firm is expected to perform the following tasks:

1. Develop and produce Public Service Announcement (PSA) which will cover Public Solicitation, Guidelines on the Accreditation of Pre-Marriage Counselors, Accreditation of Civil Society Organizations (CSOs), and Registration and Licensing of Social Welfare and Development Agencies (SWDAs) and Accreditation of Social Welfare and Development (SWD) Programs which includes to conceptualize and record audio materials to be approved by the SB Director.
2. Regularly coordinate with the representatives of the SB and SMS from the conceptualization phase to and development phase of the PSA.
3. Present to the SB and SMS at least three (3) study lay-outs/draft formats per material for approval.
4. Deliver the services from the conceptualization up to the final development and production of materials.

Specifically, the Consultancy Firm is expected to deliver the following:

1. Complete development and production of PSA according to the requirements of SB according to the agreed timeline;
2. Produce best quality PSA that will be at par with other PSA;
3. Final layout, formatting and inclusion of relevant photos to support the contents of the PSA;
4. Ensure that the PSA to be produced are (1) gender-sensitive and (2) suitable to a culturally diverse environment, in accordance to national and international commitments of the Department aimed to promote policies for the advancement of cultural minorities; and
5. PSa developed and produced based on the following specifications:

Target Audience: External (LGUs, Prospective Applicants)

Specifications: 1 minute duration/airing (1 cut, in MP3 format/USB)

100 flash drives (USB) with all the cuts of the materials

Verions (Language): Filipino/Taglog, English, Cebuano/Visayan, Hiligaynon, Ilocano

Voice Talent from the Consultancy Firm

1 PSA for Public Solicitation (in 5 languages) and

1 PSA for RLA (in 5 languages)

Summary of the target timeline of key deliverables submission and payment schedule is as follows:

Key Deliverables	Timeline of Submission	Payment Schedule
A. Development and submission of the script for the Public Service Announcement (PSA)	Ten (10) calendar days after receipt of Purchase Order (PO)	10% of the total contract cost
B. Submission of 2nd draft of script for the PSA	Five (5) calendar days after the submission of first draft	10% of the total contract cost
C. Submission of final draft of the script for the PSA	Five (5) calendar days from receipt of final comments and/or 3 rd pre-production meeting	20% of the total contract cost
D. Recording of the PSA	Three (3) calendar days after receipt of approved script	
E. Preview of PSA	Five (5) calendar days after recording	
F. Revision, if any	Three (3) calendar days after the preview	
G. Final review	Five (5) calendar days after revision	
H. Submission of the approved PSA recordings	Ten (10) calendar days after final review	60% of the total contract cost

IV. Reporting Requirement

The Consultancy Firm shall closely coordinate with and report to the SB, issues or concerns affecting the scope of work/deliverables and other provisions/conditions set in the TOR. Likewise, the SB Director or his/her designated representative shall act as coordinator with the Consultancy Firm.

V. Key Deliverables and Payment Schedule

The Consultancy Firm for the Development and Production of the Public Service Announcement shall be paid (*charged to SB 2017 Appropriation*) the sum of Six Hundred Fifty Thousand Pesos only (Php650,000.00) inclusive of tax.

For the consultancy firm that will handle the development and production of the Public Service Announcement (PSA), this shall be paid in four tranches:

- 10% of total contract price or Php65,000.00. Ten calendar days after submission of the script for the PSA
- 10% of total contract price or Php65,000.00. Seven working days after submission of the 2nd draft of the script for the PSA
- 20% of total contract price or Php130,000.00. Five working days upon submission of the final draft of the script for the PSA
- 60% of total contract price or Php390,000.00. Fifteen working days after the submission of the approved PSA recordings: 1 for Public Solicitation (in 5 languages) and 1 for RLA (in 5 languages), both of which contained in 100 flash drives (USB).

There shall be appropriate penalty for undue delays in the submission of deliverables. A sum equivalent to one-tenth of one percent (1/10 or 1%) of the corresponding price/tranche payment shall be deducted for each day of delay up to a maximum of ten percent (10%).

The Consultancy Firm shall be paid the corresponding amount/tranche fifteen (15) to thirty (30) calendar days after submitting a portion of the services delivered or particular deliverable accomplished.

The total cost of development and production which is Php650,000.00 for the consultancy firm and shall be charged against the Approved CY 2017 budget of the Standards Bureau.

The intended outcome of the project shall benefit the SWDAs, CSOs, LGUs which will become partners of National Government Agencies (NGAs) including and other stakeholders.

VI. *Implementation Arrangement:*

In order to facilitate the implementation of the activity, the following roles and responsibilities shall be enforced between DSWD and the hired Consultancy Firm.

1. The DSWD shall:
 - a. Set qualifications and standards in the selection of Consultancy Firm as stated.
 - b. Designate counterpart support team who will work closely with the Consultancy Firm regarding technical and administrative requirements of the activity.
 - c. Be made available for consultations during the series of validation and presentation of the draft materials.
 - d. Finalize the activity based on the final output of the Consultancy Firm.
 - e. Pay the total service cost of Php650,000.00 for the consultancy firm.
2. The Consultancy Firm shall be responsible for:
 - a. Delivering the required deliverables on the agreed timeframe.
 - b. Active coordination with the DSWD team (set meetings, brainstorming activities).
 - c. Development of quality and at par PSA.

PRICE QUOTATION FORM

Notice of Negotiated Procurement No: **17-GOP-SVCF-001**

Lot No.	Particulars	Quantity	Total Contract Price <i>(including all applicable taxes; amount in Phil Peso)</i>
1	HIRING OF CONSULTANCY SERVICE FOR THE DEVELOPMENT AND PRODUCTION OF PUBLIC SERVICE ANNOUNCEMENT	1 lot	
TOTAL CONTRACT PRICE			

NOTE: In case of discrepancy between unit price and total price, the unit price will prevail.

Name of Bidder:

Name of Authorized Representative:

Signature of Authorized Representative:

Date: _____

PhilGEPS Registration Number: _____

Omnibus Sworn Statement
(For Partnership, Corporation, Cooperative and Joint Venture)

Important Reminder: The Affiant in this Omnibus Sworn Statement should be the same person who signed the Purchase Order.

REPUBLIC OF THE PHILIPPINES)

CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, _____ (*name of affiant*), of legal age,
_____ (*civil status*), _____ (*nationality*) and residing at
_____ (*address*), after having been duly sworn in accordance with
law, do hereby depose and state that:

1. I am the duly authorized and designated representative of _____ (*business name*) with office address at _____ (*business address*);
2. I am granted full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid/proposal, and to sign and execute the ensuing contract for _____ (*business name*), for _____ (*name of project*) of the Department of Social Welfare and Development (DSWD), as shown in the attached proof of authorization;
3. _____ (*business name*) 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;
4. Each of the documents submitted in satisfaction of the requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;

5. _____ (*business name*) is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;
6. None of the officers and members (*for partnership or cooperative*) or officers, directors and controlling stock holders (*for corporation or joint venture*) is not related to the Head of the Procuring Entity (HOPE), members of the Bids and Awards Committee (BAC), the Technical Working Group (TWG), 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. _____ (*business name*) complies with existing labor laws and standards;
8. _____ (*business name*) is aware of and has undertaken the following responsibilities:
 - a. Carefully examine all of the Request for Quotations;
 - b. Acknowledge all conditions, local or otherwise, affecting the implementation of the Contract/Purchase Order;
 - c. Made an estimate of the facilities available and needed for the project, if any; and
 - d. Inquire or secure Supplemental/Bid Bulletin(s) issued for the _____
_____ (*name of project*).
9. _____ (*business name*) 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.

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of _____, 2017 at _____, Philippines.

(*Authorized Representative/Signatory*)

SUBSCRIBED AND SWORN to before me this ____ day of _____, 2017 at _____, Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her [insert type of government identification card used], with his/her photograph and signature appearing thereon, with no. _____ and his/her ID No. _____ issued on _____ at _____.

Witness my hand and seal this ____ day of _____, 2017.

NAME OF NOTARY PUBLIC

Serial No. of Commission _____

Notary Public for _____ until _____

Roll of Attorneys No. _____

PTR No. _____

IBP No. _____

Doc. No. _____

Page No. _____

Book No. _____

Series of _____

Omnibus Sworn Statement (For Sole Proprietorship)

Important Reminder: The Affiant in this Omnibus Sworn Statement should be the same person who signed the Purchase Order.

REPUBLIC OF THE PHILIPPINES)

CITY/MUNICIPALITY OF _____) S.S.

AFFIDAVIT

I, _____ (name of affiant), of legal age,
_____ (civil status), _____ (nationality) and residing at
_____ (address), after having been duly sworn in accordance with
law, do hereby depose and state that:

10. I am the sole proprietor or authorized representative of _____ (business name) with office address at _____ (business address);
11. As the owner and sole proprietor, or authorized representative of _____ (business name), I have full power and authority to do, execute and perform any and all acts necessary to participate, submit the bid/proposals, and to sign and execute the ensuing contract/purchase order for _____ (name of project) of the Department of Social Welfare and Development (DSWD);
12. _____ (business name) 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;
13. Each of the documents submitted in satisfaction of the requirements is an authentic copy of the original, complete, and all statements and information provided therein are true and correct;
14. _____ (business name) is authorizing the Head of the Procuring Entity or its duly authorized representative(s) to verify all the documents submitted;
15. The owner or sole proprietor is not related to the Head of the Procuring Entity (HOPE), members of the Bids and Awards Committee (BAC), the Technical Working Group (TWG), 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;

16. _____ (*business name*) complies with existing labor laws and standards;
17. _____ (*business name*) is aware of and has undertaken the following responsibilities:
 - a. Carefully examine all of the Request for Quotations;
 - b. Acknowledge all conditions, local or otherwise, affecting the implementation of the Contract/Purchase Order;
 - c. Made an estimate of the facilities available and needed for the project, if any; and
 - d. Inquire or secure Supplemental/Bid Bulletin(s) issued for the _____
_____ (*name of project*).
18. _____ (*business name*) 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.

IN WITNESS WHEREOF, I have hereunto set my hand this ___ day of _____, 2017 at _____, Philippines.

(*Authorized Representative/Signatory*)

SUBSCRIBED AND SWORN to before me this ____ day of _____, 2017 at _____, Philippines. Affiant/s is/are personally known to me and was/were identified by me through competent evidence of identity as defined in the 2004 Rules on Notarial Practice (A.M. No. 02-8-13-SC). Affiant/s exhibited to me his/her [insert type of government identification card used], with his/her photograph and signature appearing thereon, with no. _____ and his/her ID No. _____ issued on _____ at _____.

Witness my hand and seal this ____ day of _____, 2017.

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Roll of Attorneys No. _____

PTR No. _____

IBP No. _____

Doc. No. _____

Page No. _____

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Series of _____