

**NOTICE OF NEGOTIATED PROCUREMENT**  
**(Small Value Procurement-Consulting Firm)**  
**DSWD NNP No. 20-DFAT-SVCF-004**

**“ENGAGEMENT OF CONSULTING FIRM / SERVICE PROVIDER FOR THE  
DEVELOPMENT OF SOCIAL AND BEHAVIOR CHANGE COMMUNICATION  
(SBCC) MATERIALS FOR YAKAP BAYAN CLIENTS,  
IMPLEMENTERS AND PARTNERS”**  
(PR No. 04-20001-PR-2020-03-00003)

1. The **Government of the Philippines (GOP)**, through the **Department of Foreign Affairs and Trade (DFAT) Funds**, of the **Department of Social Welfare and Development (DSWD)**, intends to apply the sum of **One Million Pesos (PHP 1,000,000.00)** being the Approved Budget for the Contract (ABC) as payment for the **“Engagement of Consulting Firm/ Service Provider for the Development of Social and Behavior Change Communication (SBCC) Materials for Yakap Bayan Clients, Implementers and Partners”** (DSWD NNP No. 20-DFAT-SVCF-004).
2. The project aims to engage consulting firm/ service provider who will develop Audio-Visual Presentation (AVP) materials that would positively influence personal and social norms in support of long-term, sustainable behavior change desired under the Yakap Bayan Program Model. Specifically, the AVP materials aims to:
  - For AVPs Featuring Recovering Persons Who Used Drugs (RPWUDs)
    - Highlight the success stories of RPWUDs; and
    - Serve as information tool during conduct of group sessions, learning assemblies, and other activities for RPWUDs;
  - For Yakap Bayan Program Model AVPs
    - Explain the Yakap Bayan Program Model, including, but not limited to, its objectives, target groups, expected results, and main outputs; and
    - Serve as orientation material of Yakap Bayan Program Model for its clients, partners, stakeholders, and the general public.

**3. Scope of work are as follows:**

The consulting firm/ service provider shall provide the DSWD with services relative to the development and production of the video materials. Specifically, the consulting firm/ service provider shall:

- a. Attend meetings with the DSWD representatives; provide the following key personnel: project manager, director, writer, editor, and full video production crew;
- b. Prepare the concept, script, and story board of the videos in consultation with the DSWD representatives;

- c. Have complete HD-based shooting equipment;
  - d. Conduct talent castings as needed; all talents should be approved by the SMS;
  - e. Shoot footages in three (3) locations identified by DSWD (e.g. Ifugao, Iloilo City, and Davao City);
  - f. Purchase appropriate licenses and royalties for creative works necessary for the production of the video, in favor of the DSWD;
  - g. Develop and produce five (5) videos under the supervision of SMS;
  - h. Edit video footages and graphics in the video using Adobe Premier Pro, Final Cut or equivalent with licensed musical score using digital CD based Network Library or equivalent; and
  - i. Submit copies of all raw footage, executable project files, music and edit masters, project files, and assets used for the production of the composite videos in two (2) 4 TB external hard drive to the SMS.
4. In consideration with the consulting services required, payment of the consultant shall be made in accordance to the following schedule:

Tranche	Outputs/Deliverables	Timelines	Percentage of the Total Contract Price (TCP)
1st	Submission of concept note and work plan	Three (3) days upon receipt of Notice to Proceed (NTP)	15%
2nd	Submission of script and storyboard	Seven (7) days after pre-production meeting	20%
3rd	Submission of edited video for first previewing	Five (5) days after production	25%
4th	Full delivery of all materials	Three (3) days after submission of approved videos	40%
<b>Total</b>			<b>100%</b>

The Department shall pay to the consulting firm / service provider the Total Contract Price (TCP) inclusive of all applicable taxes. The TCP shall likewise cover all production expenses (food, airfare, accommodation, talent fees, equipment rental, among others) for the whole production team, including the representatives of DSWD who will be joining the consulting firm during the production.

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 (GPRA) and pursuant to the following criteria and qualification:

Criteria	Points
<p><b>1. Experience</b> – Preferably with five (5) years’ experience and proven track record on the development and production of AVPs. The Consulting Firm must also have engagements with government agency/ies within the past five (5) years</p> <ul style="list-style-type: none"> <li>• Five (5) years and above = 40%</li> <li>• Four (4) years &gt; Five (5) years = 30%</li> <li>• Three (3) years &gt; Four (4) years = 20%</li> <li>• &lt; Three (3) years = 0%</li> </ul>	<b>40%</b>
<p><b>2. Competent and experienced production staff</b> – The Consulting Firm’s production team (complete pre-production, production, and post-production technical and support staff) must submit detailed resumes that will show their appropriate education, trainings, and experience in the development and production of AVPs. The Consulting Firm must also submit a list of equipment to be used for the project.</p> <ul style="list-style-type: none"> <li>• Complete and detailed resumes of all the members of the production team with three (3) and above members with five (5) years’ experience in the production of AVP and complete list of equipment to be used = 40%</li> <li>• Complete and detailed resumes of all the members of the production team with two (2) with five (5) years’ experience in the production of AVP and complete list of equipment to be used = 30%</li> <li>• Complete and detailed resumes of all the members of the production team with one (1) with five (5) years’ experience in the production of AVP and complete list of equipment to be used = 20%</li> </ul>	<b>40%</b>
<p><b>3. Samples of Work</b> – The Consulting Firm must be able to provide five (5) samples of work, the quality of which will be assessed by SMS</p> <ul style="list-style-type: none"> <li>• Five (5) samples provided = 20%</li> <li>• Four (4) samples provided = 10%</li> <li>• Three (3) samples provided = 5%</li> <li>• Two (2) samples provided = 0%</li> </ul>	<b>20%</b>
<b>Total</b>	<b>100%</b>

**Passing Rate: 85%**

6. The DSWD now invites interested consulting firms to submit the following:
- i) Proof of PhilGEPS Registration/ PhilGEPS Registration Number;
  - ii) Mayor's / Business Permit;
  - iii) Income or Business Tax Return;
  - iv) Notarized Omnibus Sworn Statement (Annex B), to be submitted by the awarded consulting firm;
  - v) Expression of Interest (Application) highlighting the personal attributes, qualities, skills, knowledge and significant outcomes with the qualification requirements;
  - v) Technical Proposal (proposed methodology and approach);
  - vi) Company Profile including the list of previous engagement in private or in government and SEC Registration Certificate;
  - vii) Comprehensive Curriculum Vitae (CVs) of team members; and
  - viii) Financial Proposal Form (Annex A).

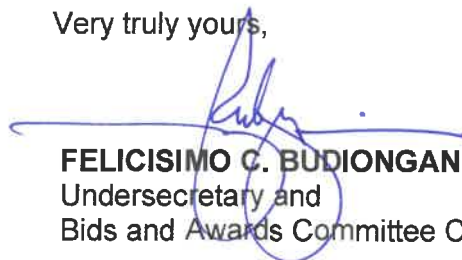
The Consulting Firm shall be required to issue Official Receipt (OR) as acceptable evidence of receipt of payment for disbursements.

Interested Consulting Firms may submit the said required documents 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 18 May 2020.**

**THE CHAIRPERSON**

Bids and Awards Committee  
c/o BAC Secretariat  
Ground Floor Matapat Building,  
DSWD Central Office,  
IBP Road, Constitution Hills, Quezon City  
Facsimile No.: (02) 8951-7116  
Trunkline No.: (02) 8931-8101 local 121 and 123

Very truly yours,



**FELICISIMO C. BUDIONGAN**  
Undersecretary and  
Bids and Awards Committee Chairperson



## Annex A

**Financial Proposal**DSWD NNP No. 20-DFAT-SVCF-004

<b>Lot No.</b>	<b>Particulars</b>	<b>Quantity</b>	<b>Total Contract Price</b> <i>(including all applicable taxes, amount in Phil. Peso)</i>
1	Engagement of Consulting Firm/ Service Provider for the Development of Social and Behavior Change Communication (SBCC) Materials for Yakap Bayan Clients, Implementers, and Partners	1-Lot	

Name of Consulting Firm: \_\_\_\_\_

Signature of Authorized Representative: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

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

## Annex B

## OMNIBUS SWORN STATEMENT

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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), 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 Consulting Firm] with office address at [address of Consulting Firm];

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

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

*If a sole proprietorship:* As the owner and sole proprietor, or authorized representative of [Name of Consulting Firm], 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 the Consulting Firm] 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. *[Name of the Consulting Firm]* 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 Consulting Firm]* 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 Consulting Firm/s]* 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 Consulting Firm]* complies with existing labor laws and standards;
8. *[Name of Consulting Firm]* is aware of and has undertaken the following responsibilities:
  - a) Carefully examine all of the Notice of Negotiated Procurement;
  - 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. *[Name of Consulting Firm]* 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 \_\_\_\_\_, 2020 at \_\_\_\_\_, Philippines.

\_\_\_\_\_  
*(Authorized Representative/Signatory)*

**SUBSCRIBED AND SWORN** to before me this \_\_\_ day of \_\_\_\_\_, 2020 at \_\_\_\_\_, Philippines. Affiant is 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 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 \_\_\_\_\_, 2020.

**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 2020



## TERMS OF REFERENCE

Hiring of Service Provider for the Development of Social and Behavior Change Communication (SBCC) Materials for Yakap Bayan Clients, Implementers, and Partners

### RATIONALE:

The Department of Social Welfare and Development (DSWD), a member of the Inter-Agency Committee on Anti-Illegal Drugs (ICAD), strongly supports the administration's fight against illegal drugs as it is aware of its destructive effects on the level of the individual, family, and the community.

As a devolved agency, the Department's main contribution to the administration's anti-illegal drugs efforts is the empowerment of local government units (LGUs) and other stakeholders in the provision of aftercare and reintegration services to recovering persons who used drugs (RPWUDs) through the provision of technical assistance and capacity building.

Since 2016, DSWD has been championing the Yakap Bayan Framework of Interventions, an inter-agency collaborative framework that weaves together all existing government programs, projects, resources, and activities in order to create a holistic and sustainable approach for the rehabilitation, aftercare, reintegration, and provision of support services for RPWUDs. Currently, several local governments at the provincial, city, and municipal levels are following the framework in providing aftercare and support services to RPWUDs.

Earlier this year, the Social Technology Bureau conducted a documentation of the processes and success stories of the Yakap Bayan Framework of Interventions in different regions. The results of the process documentation, together with the results of the series of consultation with various stakeholders, have been translated into a model reintegration program for RPWUDs—the Yakap Bayan Support Services and After Care Program Model—which will be promoted to be institutionalized at the local government level through a Dangerous Drugs Board resolution.

The Yakap Bayan Support Services and After Care Program aims to contribute in ensuring that RPWUDs are reintegrated and fully functional individuals. Specifically, it aims to provide adequate preparation/transition for reintegration among clients, enhance their coping capacities with the demands of their dynamic environment upon return to their communities, facilitate an enabling environment for their transformation in communities, and enhance knowledge, attitudes, and skills of families to serve as co-journeymen of clients towards recovery.

In support of the implementation of the Yakap Bayan Program Model and to help attain its core objectives, the Social Marketing Service (SMS) is preparing the Social & Behavior Change Communication (SBCC) Plan for the model in consultation with different partners and stakeholders. Part of the communication plan is the development of SBCC materials, including audio visual presentations (AVPs), that would positively influence personal and social norms in support of long-term, sustainable behavior change desired under the Yakap Bayan Program Model.

### OBJECTIVES:

#### General:

To develop AVP materials that would positively influence personal and social norms in support of long-term, sustainable behavior change desired under the Yakap Bayan Program Model.

#### Specific:

Specifically, the AVP materials aim to:

#### For AVPs Featuring RPWUDs

- Highlight the success stories of Recovering Persons Who Used Drugs.
- Serve as information tool during conduct of groups sessions, learning assemblies, and other activities for RPWUDs.

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*For Yakap Bayan Program Model AVPs*

- Explain the Yakap Bayan Program Model, including, but not limited to, its objectives, target groups, expected results, and main outputs.
- Serve as orientation material of Yakap Bayan Program Model for its clients, partners, stakeholders, and the general public.

**SCOPE OF WORK AND DELIVERABLES OF THE SERVICE PROVIDER:**

The service provider shall provide the DSWD with services relative to the development and production of the video materials. Specifically, the service provider shall:

- Attend meetings with the DSWD representatives; provide the following key personnel: project manager, director, writer, editor, and full video production crew;
- Prepare the concept, script, and story board of the videos in consultation with the DSWD representatives;
- Have complete HD-based shooting equipment;
- Conduct talent castings as needed; all talents should be approved by the SMS;
- Shoot footages in **three (3) locations** identified by DSWD (e.g. Ifugao, Iloilo City, and Davao City);
- Purchase appropriate licenses and royalties for creative works necessary for the production of the video, in favor of the DSWD;
- Develop and produce **five (5) videos** under the supervision of SMS;
- Edit video footages and graphics in the video using Adobe Premier Pro, Final Cut or equivalent with licensed musical score using digital CD based Network Library or equivalent; and
- Submit copies of all raw footage, executable project files, music and edit masters, project files, and assets used for the production of the composite videos in two (2) 4 TB external hard drive to the SMS.

**QUALIFICATIONS OF SERVICE PROVIDER:**

Qualification	Percentage
<p><b>1. Experience</b> – With five (5) years of experience and proven track record in the development and production of AVPs. The Consulting Firm must also have engagements with government agency/ies within the past five (5) years.</p> <ul style="list-style-type: none"> <li>• Five (5) years and above</li> <li>• Four (4) years &gt; Five (5) years</li> <li>• Three (3) years &gt; Four (4) years</li> <li>• &lt; Three (3) years</li> </ul>	<p style="text-align: center;"><b>40%</b></p> <p>40% 30% 20% 0%</p>
<p><b>2. Competent and experienced production staff</b> - The Consulting Firm's production team (complete pre-production, production, and post-production technical and support staff) must submit detailed resumes that will show their appropriate education, trainings, and experience in the development and production of AVPs. The Consulting Firm must also submit a list of equipment to be used for the project.</p> <ul style="list-style-type: none"> <li>• Complete and detailed resumes of all the members of the production team with three (3) and above members with five (5) years' experience in the production of AVP and complete list of equipment to be used</li> <li>• Complete and detailed resumes of all the members of the production team with two (2) members with five (5) years' experience in the</li> </ul>	<p style="text-align: center;"><b>40%</b></p> <p>40% 30%</p>

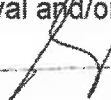
<ul style="list-style-type: none"> <li>production of AVP and complete list of equipment to be used</li> <li>Complete and detailed resumes of all the members of the production team with one (1) member with five (5) years' experience in the production of AVP and complete list of equipment to be used</li> </ul>	20%
<b>3. Samples of Work</b> - The Consulting Firm must be able to provide five (5) samples of work; the quality of which will be assessed by SMS. <ul style="list-style-type: none"> <li>Five samples provided</li> <li>Four samples provided</li> <li>Three samples provided</li> <li>Two samples provided</li> </ul>	<b>20%</b> 20% 10% 5% 0%
<b>Total</b>	<b>100%</b>
<b>Passing Rate: 85%</b>	

**KEY DELIVERABLES AND PAYMENT SCHEDULE:**

DELIVERABLES FOR THE PRODUCTION OF YAKAP BAYAN AVPs		TIMELINE
Pre-production	<ul style="list-style-type: none"> <li>Submission and presentation of concept note and work plan</li> </ul>	Three (3) days after awarding of project
	<ul style="list-style-type: none"> <li>Pre-production meeting with SMS and OAS OSEC</li> </ul>	Immediately after approval of concept and work plan
	<ul style="list-style-type: none"> <li>Submission of scripts and storyboards</li> </ul>	Seven (7) days after pre-production meeting
Production	<ul style="list-style-type: none"> <li>Production</li> </ul>	Within fifteen (15) days after the pre-production meeting with SMS and OAS OSEC
Post-Production	<ul style="list-style-type: none"> <li>Submission and presentation of edited videos (1st viewing)</li> </ul>	Five (5) days after production
	<ul style="list-style-type: none"> <li>Submission and presentation of revised videos based on comments (2<sup>nd</sup> viewing)</li> </ul>	Five (5) days after first viewing
	<ul style="list-style-type: none"> <li>Submission and presentation of color - graded final videos for approval (3<sup>rd</sup> viewing)</li> </ul>	Five (5) days after second viewing
	<ul style="list-style-type: none"> <li>Submission of approved videos</li> </ul>	Five (5) days after third viewing
	<ul style="list-style-type: none"> <li>Submission of copies of all raw footages, executable project files, music and edit masters, project files, and assets used for the production of the composite videos in two (2) 4 TB external hard drive.</li> </ul>	Three (3) days after submission of approved videos

The cost is **\*One Million Pesos (P1,000,000.00)** inclusive of tax chargeable against the grant funds under DSWD-DFAT Agreement No. 70597. This shall be released in tranches, based on the delivery of scheduled outputs and upon approval and/or acceptance by the Client, as follows:

Signed: \_\_\_\_\_



Tranche	Output / Deliverables	%	Amount in Peso
1 <sup>st</sup>	Submission of concept note and work plan	15%	150,000.00
2 <sup>nd</sup>	Submission of script and storyboard	20%	200,000.00
3 <sup>rd</sup>	Submission of edited video for first previewing	25%	250,000.00
4 <sup>th</sup>	Full delivery of all materials	40%	400,000.00
<b>TOTAL</b>		<b>100%</b>	<b>P1,000,000.00</b>

## SPECIFICATIONS

No. of videos and its total running time	Five (5) videos <ul style="list-style-type: none"> <li>One (1) <b>7 to 10-minute</b> video on the Yakap Bayan Program Model, including, but not limited to, its objectives, target groups, implementation, and success stories.</li> <li>One (1) <b>3 to 5-minute edit down</b> of the 7 to 10-minute video</li> <li>Three (3) <b>2 to 3-minute testimonial videos</b> of RPWUDs/clients of Yakap Bayan (one video on each of the three locations [Ifugao, Iloilo City, and Davao City])</li> </ul>
Shooting format	Digital HD
Versions (Language)	Filipino with English subtitles
Length of shoot	15 days
Location	Ifugao, Iloilo City, and Davao City
Editing format	Digital non-linear
Audio format	Digital non-linear with complete musical scoring
Release format	All materials, including raw footage will be submitted in to two (2) 4 TB external hard drive
Delivery Site	DSWD Central Office

## BUDGETARY REQUIREMENTS:

The cost of production (Approved Budget for the Contract), amounting to **One Million Pesos (P1,000,000.00)** shall be charged against DFAT 70507 (SARO \_\_\_\_\_) inclusive of applicable taxes. This shall cover **all production expenses** (food, airfare, accommodation, talent fees, equipment rental, among others) for the whole production team, including the representatives of DSWD who will be joining the service provider during the production.

## REPORTING REQUIREMENT

The service provider shall assign a focal person/Project Manager who will be in direct coordination with the Office of the Assistant Secretary for OSEC Concerns (OAS-OSEC) and SMS in all matters pertaining to the production of the videos. The OAS-OSEC and SMS likewise will have a designated representative each who shall act as coordinators with the service provider.

The Secretary, Undersecretary for Social Welfare and Development, Assistant Secretary for Luzon Affairs and OSEC Concerns, and SMS OIC-Director shall approve all materials produced.

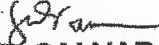
## PROJECT DURATION:

The whole project duration will cover two (2) months.


**CERTIFIED TRUE COPY**

Signed: \_\_\_\_\_


Prepared by:

  
**JOY F. CALVAR**  
Information Officer III  
Media Production Division  
Social Marketing Service

Reviewed by:

  
**MATILDE MYLA B. MONSOD**  
Information Officer V / Division Chief  
Public Affairs and Advocacy Division  
Social Marketing Service

Submitted by:

  
**IRENE B. DUMLAO**  
OIC Director  
Social Marketing Service

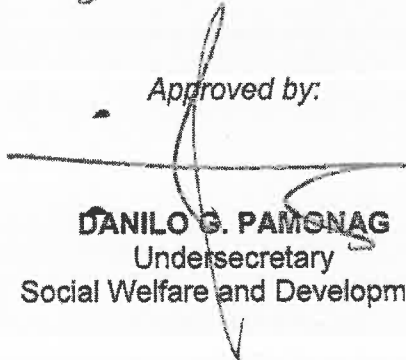
Certified as to Availability of Funds:

**MERIEL P. CASTILLO**  
Chief, Budget Division *8m 2/19*

Recommending Approval:

  
**JOSE ANTONIO R. HERNANDEZ**  
Assistant Secretary  
OSEC Concerns

Approved by:

  
**DANILO G. PAMSNAG**  
Undersecretary  
Social Welfare and Development

Title: Development of Social and Behavior Change Communication (SBCC) Materials for Yakap Bayan Clients, Implementers, and Partners  
Fund Source: DFAT 7050 Technical Assistance Projects  
Amount: P1,000,000.00

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Signed: 