

**NOTICE FOR NEGOTIATED PROCUREMENT**  
**(Small Value Procurement-Consultancy Firm)**

**HIRING OF CONSULTANCY FIRM FOR THE DEVELOPMENT OF  
COMMUNICATION PLAN FOR SOCIAL PROTECTION**

DSWD NNP No. 20-DFAT-SVCF-006-A  
(PR No. 04-20001-PR-2020-07-00004)

1. The Republic of the Philippines, through the **Policy Development and Planning Bureau – Department of Social Welfare and Development – Department of Foreign Affairs and Trade (DWSD-DFAT) Funds**, of the **Department of Social Welfare and Development (DSWD)**, intends to apply the sum of **Five Hundred Thirty Thousand Pesos (PhP 532,000.00)** being the Approved Budget for the Contract (ABC) as payment for the **“Hiring of Consultancy Firm for the Development of Communication Plan for Social Protection”** (DSWD NNP No. 20-DFAT-SVCF-006-A)
  
2. The project aims to engage a consulting firm who will develop a communication plan to share specific information about the social protection operational framework and social protection plan at various levels with, measurable results. Specifically the project aims to:
  1. Conduct formative research to assess the level of knowledge of stakeholders on the concept of social protection; previous and existing communication strategies and initiatives; and identify gaps and points of collaboration in terms of communication;
  2. Organize and convene planning workshops with stakeholders, implementers and partners to co-create a communication strategy that is doable and acceptable to all;
  3. Identify strategic communication objectives and a set of key messages that are aligned with the SP Plan 2020-2022;
  4. Develop an analysis of stakeholders, audiences and influencers;
  5. Identify appropriate communication interventions and activities;
  6. Develop a clear and measurable monitoring and evaluation plan;
  7. Develop a detailed calendar with activities linked to short-term and long-term objectives;
  8. Establish clear institutional roles and responsibilities in the implementation and monitoring of the Communication Strategy.

3. **Scope of Work:**

The consultancy firm will be working under the direct supervision of the Policy Development Planning Bureau (PDPB), the consultancy firm shall be responsible for the following:

1. Formative research.
  - a. Conduct desk research on social protection programs and communication activities of implementing agencies
  - b. Conduct interviews, focus group discussions to assess knowledge levels and map out gaps and paths of possible collaboration
  - c. Assess capacities of critical stakeholders to implement, monitor and evaluate communication strategies

2. Development of communication strategy and implementation plan.
  - a. Facilitate a multi-stakeholder workshop to identify strategic objectives, key messages, stakeholders and strategies
  - b. Document and consolidate results of the workshop
  - c. Submit to the PDPB the final draft of the Communication Plan.
3. Attend meetings and other related activities as required by the Project.
4. The Consultant (Firm) is expected to come up with the following deliverables, to wit:
  1. Inception Report to include details of the activities with proposed methodology and timeline;
  2. Formative research report;
  3. Conduct and facilitation of advocacy and communication planning workshop:
    - a. Workshop/Activity Design
    - b. Virtual workshop/documentation report
  4. Detailed Communication Strategy and Implementation Plan with the following components:
    - a. Strategic goals and objectives;
    - b. Target audiences;
    - c. Key messages;
    - d. Channels and touchpoints;
    - e. Communication strategies;
    - f. Recommended communication materials;
    - g. One-year implementation plan, with time frame, including responsible agencies/organizations and estimated budget
  5. Monitoring and Evaluation;
    - a. Draft M&E framework
    - b. Draft M&E tool
  6. One final print-ready digital copy; and
  7. Prototype IEC communication material.
5. Payment shall be made upon acceptance and/or approval by the Department of the various outputs/deliverables according to the following schedule:

| Payment Tranche         | % of the Contract Price | Payment Requirements (Output/Deliverables)  | Timelines                    |
|-------------------------|-------------------------|---|------------------------------|
| 1 <sup>st</sup> tranche | 30%                     | Submission and acceptance of the formative research report  | Within the month of October  |
| 2 <sup>nd</sup> tranche | 50%                     | Upon submission and acceptance of the draft communication strategy and implementation plan              | Within the month of November |
| 3 <sup>rd</sup> tranche | 20%                     | Upon submission and acceptance of the final, print-ready communication strategy and implementation plan | Within the month of December |

6. 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 |
|--|------------|
| <b>A. Consulting Firm</b>  | <b>65%</b> |
| a) With progressive experience and proven track record in development of communication plans and strategies <ul style="list-style-type: none"> <li>- At least 2 years experience in Comm. Plan Development – 7%</li> <li>- 3-4 years' experience in Comm. Plan Development – 8%</li> <li>- 5 years of experience in Comm. Plan Development – 10%</li> </ul>  | 10%        |
| b) Has experience working with the government <ul style="list-style-type: none"> <li>- At least 3 government engagement on Comm. Plan Development and other communication-related projects – 28%</li> <li>- 4-7 government engagement on Comm. Plan Development and other communication-related projects – 29%</li> <li>- 8 or more government engagement on Comm. Plan Development and other communication-related projects – 30%</li> </ul> <p><i>*Bidders to submit supporting documents as MOV, i.e. contracts, acceptance of output. etc.</i></p> | 30%        |
| c) Shall provide their plan of action for the development of the Communication Plan for Social Protection including timelines which shall not exceed beyond the timeline as stated   | 25%        |

|   |             |
|---|-------------|
| <ul style="list-style-type: none"> <li>- Strategy as shown in the submitted Inception Plan is complete with clear methodology and approach (considering the current pandemic and physical distancing measures) and the timeline for completion – 18%</li> <li>- Strategy meeting the minimum requirement, but is ahead of the timeline as indicated (should be feasible) – 20%</li> <li>- Strategy submitted is exceptional and has additional input/value to the project and the participants – 25%</li> </ul> <p><i>*Bidders to submit proposal.</i></p>            |             |
| <b>B. Project Team Leader</b>   | <b>35%</b>  |
| Educational Background<br><br>Holder of a degree in Development Communication, Mass Communication, or related field   | 10%         |
| Work Experience/Expertise <ul style="list-style-type: none"> <li>- Completed/rendered Communication Planning consultancy services with 100% completion rate for two (2) government agencies and donor organizations – 15%</li> <li>- Completed/rendered Communication Planning consultancy services with 100% success rate for three (3) government agencies and donor organizations – 20%</li> <li>- Completed/rendered Communication Planning consultancy services with 100% success rate for four (4) government agencies and donor organizations – 25%</li> </ul> | 25%         |
| <b>Total</b>  | <b>100%</b> |

The passing rate/score is **Eighty Percent (80%)**.

7. The DSWD now invites interested individual applicants to submit the following:

- a. SEC Registration/DTI Registration;
- b. Company Profile;
- c. Comprehensive Curriculum Vitae of Project Manager;
- d. Price Quotation Form (Annex A);
- e. Income/Business Tax Return;
- f. Proof of PhilGEPS Registration/ PhilGEPS Registration Number;
- g. Mayor's/ Business Permit;
- h. Notarized Omnibus Sworn Statement (Annex B) with Secretary's Certificate, to be submitted by the awarded consulting firm; and
- i. Means of Verification such as Notice of Award, contracts, Purchase Orders, etc
- j. Project Proposal.

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 **12:00 p.m. of 29 September 2020**. The total amount of contract is **Five Hundred Thirty-Two Thousand Pesos (PhP 532,000.00)** and **will be engaged from receipt of Notice to Proceed (NTP) until 15 December 2020**.
9. The Consultant shall be required to issue Official Receipt (OR) as acceptable evidence of receipt of payment for disbursements. Nonetheless, the DSWD will hold payments of Consultants in case they are unable to issue an (OR). If the DSWD is the sole source of income of the Consultant, he/she may avail of the substituted filing and will not be required to issue an OR, in which case a Notice of Availment of Substituted Filing of Percentage Tax Return shall be submitted by the Consultant.<sup>1</sup>

**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 local nos. 122, 123 and 124

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

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<sup>1</sup> In accordance to the Memorandum issued by the Office of the Undersecretary, General Administration and Support Services Group, Department of Social Welfare and Development dated 07 February 2017

**Annex A****Financial Proposal**

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NNP No.: 20-DFAT-SVCF-006-A

| <b>Particulars</b>  | <b>Quantity</b> | <b>Total Contract Price</b><br><i>(including all applicable taxes, amount in Phil. Peso)</i> |
|---|-----------------|--|
| <b>Hiring of Consultancy Firm for the Development of the Communication Plan for Social Protection</b> | 1               |  |

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

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

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

**OMNIBUS SWORN STATEMENT  
(For Partnership, Corporation, Cooperative or Joint Venture)**

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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. I am the duly authorized and designated representative of *[Name of Bidder]* with office address at *[address of Bidder]*;
2. 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;
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 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 following responsibilities as a Bidder:
- a) Carefully examine all of the Bidding Documents;
  - b) Acknowledge all conditions, local or otherwise, affecting the implementation of the Contract;
  - c) Made an estimate of the facilities available and needed for the contract to be bid, if any; and
  - d) Inquire or secure 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.

IN WITNESS WHEREOF, I have hereunto set my hand this \_\_\_ day of \_\_\_, 20\_\_\_ at \_\_\_\_\_, Philippines.

\_\_\_\_\_  
Bidder's Representative/Authorized Signatory

**SUBSCRIBED AND SWORN** to before me this \_\_\_ day of *[month]* *[year]* at *[place of execution]*, 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 Community Tax Certificate No. \_\_\_\_\_ issued on \_\_\_ at \_\_\_\_\_.

Witness my hand and seal this \_\_\_ day of *[month]* *[year]*.

**NAME OF NOTARY PUBLIC**

Serial No. of Commission \_\_\_\_\_

Notary Public for \_\_\_\_\_ until \_\_\_\_\_

Roll of Attorneys No. \_\_\_\_\_

PTR No. \_\_\_\_\_ *[date issued]*, *[place issued]*

IBP No. \_\_\_\_\_ *[date issued]*, *[place issued]*

Doc. No. \_\_\_\_\_

Page No. \_\_\_\_\_

Book No. \_\_\_\_\_

Series of \_\_\_\_\_