



Republic of the Philippines
Department of Agriculture
BUREAU OF AGRICULTURAL AND FISHERIES ENGINEERING (BAFE)
Sugar Center, Annex II Building Extension, North Avenue, Diliman, Quezon City
Tel No. (02) 8351-8120, 8294-9741
Email add: bafe@da.gov.ph

REQUEST FOR PROPOSAL (RFP) No. 02-21

PROCUREMENT OF CONSULTING SERVICES FOR THE CONCEPT DEVELOPMENT, PRODUCTION/POST-PRODUCTION SERVICES FOR THE CORPORATE AUDIO-VIDEO PRESENTATION (AVP) OF DA-BAFE THROUGH NEGOTIATED PROCUREMENT - SMALL VALUE PROCUREMENT

1. The Bureau of Agricultural Fisheries and Engineering (BAFE) through its Bids and Awards Committee for Consulting Services, intends to engage the services of a Consultant for the Procurement of the Concept Development, Production/Post-production Services for the Corporate Audio-Video Presentation (AVP) of DA-BAFE through the employment of Section 53.9 (Negotiated Procurement – Small Value Procurement) of the 2016 Revised Implementing Rules and Regulations of Republic Act 9184. Details of the project are specified in the Terms of Reference (TOR), attached hereto as Annex A.
2. The **Approved Budget for the Contract (ABC) is Five Hundred Thousand Pesos (PhP 500,000.00)**, inclusive of all applicable government taxes and charges, professional fees, and other incidental and administrative costs. The final output must be delivered by the consulting firm within sixty (60) calendar days from the issuance of Work Order by DA-BAFE. Proposal received in excess of the ABC shall be automatically rejected at the proposal opening.
3. Bidders shall submit their Eligibility and Technical documents, in one sealed envelope marked "ELIGIBILITY AND TECHNICAL DOCUMENTS." and their Financial Proposal in another sealed envelope marked "FINANCIAL PROPOSAL", sealing them all in another envelope with the Name of the supplier and title of the procurement project and submit on or before 10 December 2021, 12:00 NN, at BAFE Office, Sugar Center, Annex II Building Extension, North Avenue, Diliman, Quezon City. Late submissions shall not be accepted.

A. ELIGIBILITY DOCUMENTS

- a. Mayor's/Business Permit (certified true copy)
- b. PhilGEPS Registration Number/Certificate (certified true copy)
- c. Latest Income/Business Tax Return (certified true copy); and
- d. Omnibus Sworn Statement using GPPB prescribed Form (notarized)

The Omnibus Sworn Statement shall be accompanied by a duly notarized Special Power of Attorney, Board/Partnership Resolution, or Secretary's Certificate, whichever is applicable, granting the representative of the bidder authority to execute and perform any and all acts necessary to participate, submit the bid, and to sign and execute the ensuing contract for the subject procurement.

B. TECHNICAL DOCUMENTS

- a. Company profile showing years of operation and applicable Experience of the Firm, and completed contracts in the last five (5) years in AV production, motion graphics and animation, information design and other such related fields, as well as academic and other credentials related to the project;
- b. List of Personnel to be assigned based on expertise and minimum qualification stated in the TOR (include curriculum vitae showing complete qualifications, experience, and years in service data)

Note: The personnel are requested to indicate in the CV: (1) their role in a specific project, (2) the exact duration that they have worked on the project, as well as their individual tasks in months and years); and (3) a brief description of the tasks that they carried out.)

- c. List of all ongoing and awarded but not yet started contracts similar and relevant to this TOR in the last 5 years from the deadline of submission to determine the current workload relative to capacity.

Note: Indicate the project title, duration, project cost

- d. Technical Proposal which includes the approach, work plan and schedule; and



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C. Financial Proposal

e. Financial Proposal (must be inclusive of all applicable government taxes and charges).

4. The schedule of bidding activities shall be as follows:

ACTIVITIES	SCHEDULE	
	DATE	TIME
Posting of the Request for Proposal	December 3, 2021	N/A
Deadline of submission of Bids/Proposals ¹	December 10, 2021	12:00 NN
Opening of Bids/Proposals (Legal & Technical Documents)	December 10, 2021	2:00 PM

5. Bidding will be conducted through simultaneous opening and evaluation of the legal requirements and technical proposals which will be opened using non-discretionary “pass/fail” criterion as specified in the Revised IRR of RA 9184.

6. Proposals shall be evaluated using the Quality-Cost Based Selection/Evaluation (QCBS/QCBE) procedure at a weight ratio of 80% for the Technical Proposal and 20% for the Financial Proposal. The criterion and recommended weights for evaluation are provided in the IRR.

The technical proposal together with the financial proposal shall be considered in the evaluation of Consultants. The technical proposals shall be evaluated first. The financial proposals of the Consultants who meet the minimum score for Technical Proposal shall then be opened.

7. In case of two or more bidders determined to have submitted the Highest Rated and Responsive Proposal, the BAFE shall adopt and employ “draw lots” as the tie-breaking method to resolve such occurrence in accordance with GPPB Circular 06-2005.

8. The complete set of Request for Proposal and TOR may be acquired by interested Consultants at the BAC Secretariat, c/o Procurement Section, BAFE Office, Sugar Center, Annex II Building Extension, North Avenue, Diliman, Quezon City. It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) and the BAFE.

9. The **BAFE** reserves the right to accept or reject any and all bids, declare a failure of bidding, or not award the contract at any time prior to contract award in accordance with Section 41 of RA 9184 and its IRR, without thereby incurring any liability to the affected bidder or bidders.

10. The **BAFE** shall in no case be held responsible or liable for any and all costs incurred by the bidder.

11. For further information, please contact the BAC Secretariat:
Procurement Section
Sugar Center, Annex II Building Extension, North Avenue
Diliman, Quezon City
bafe.procurement@gmail.com
(02) 8924-9741

Issued on 03 December 2021.

ORIGINAL SIGNED
ENGR. NOEMI L. CARPIO
Chairperson, Bids and Awards Committee (BAC)

¹ Eligibility, Technical, and Financial Proposals



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TERMS OF REFERENCE

Title: Consultancy Services for the Concept Development, Production/Post-production Services for the Corporate Audio-Video Presentation (AVP) of DA-BAFE

Implementing Unit : DA-BAFE

Location of Project : Quezon City

Approved Budget Contract (ABC): Php 500,000.00 (inclusive of taxes, all revision fees, and other pertinent fees relative to the scope of work and deliverables)

Rationale/Objective:

The Department of Agriculture - Bureau of Agricultural and Fisheries Engineering (DA-BAFE) shall acquire the services of a consulting firm which will carry out the concept development, production/post-production services for the corporate audio-video presentation (AVP) of DA-BAFE with shoots in various locations. The AVP aims to inform, educate, and communicate DA-BAFE's mandate, mission, vision, core values, quality policy, brief history, functions, and action plans.

Reporting Responsibilities

The DA-BAFE shall acquire the services of a firm that will carry out the conceptualization, production, post-production of a five (5) to seven (7) minute high quality corporate AVP.

Qualifications

The consulting firm must:

1. Have at least five (5) years of experience in AV production, motion graphics and animation, information design and other such related fields, as well as academic and other credentials related to the project;
2. Have previously worked on similar AV productions;
3. Have demonstrated proficiency in developing and executing creative concepts, narrative flow, treatment for video, and production design for video, as well as consistent ability to deliver technically outstanding audiovisual output; and
4. Have substantial capability in producing, managing, and directing AVPs.



Expertise	Minimum Qualifications
Director (1)	With at least 5 years of experience in directing corporate AVPs
Production Manager (1)	With at least 5 years of experience in handling and overseeing AVP
Producer (1)	With at least 5 years of experience in handling AVP conceptualization and execution
Script Writer (1)	With at least 5 years of experience in writing AVP script
Videographers (2)	With at least 3 years of experience in videography
Animators (2)	With at least 3 years of experience in video animation
Colorists (2)	With at least 3 years of experience in color grading
Video Editors (3)	With at least 5 years of experience in video editing
Production Assistants (3)	With at least 2 years of experience in working under a production company

Scope of work

A. Content and Format

1. The corporate AVP shall cover DA-BAFE's mandate, mission, vision, core values, quality policy, brief history, logo, functions, and action plans.
2. The AVP shall be shown and used as information material for the general public and DA-BAFE's stakeholders during meetings, conferences, trainings, workshops, and other corporate events.
3. There shall be at least ten (10) segments in the corporate AVP which includes but not limited to the following:
 - a. Mandate
 - b. Mission
 - c. Vision
 - d. Core Values
 - e. Quality Policy
 - f. Brief History
 - g. Logo
 - h. Functions
 - i. Action Plans
 - j. Closing

B. Creative Treatment and Production

1. Pre-production

All concepts, outputs and other deliverables identified shall be presented to (for comments and suggestion) and approved by BAFE-MANCOM.

The consulting firm shall:

- a. attend periodic meetings.



- b. present the concept note and draft script for editing, comments, and suggestions.
- c. prepare the revised concepts and script of the AVP incorporating inputs
- d. provide a final script for the AVP which shall be subject to the approval
- e. Conceptualization of the story and overall thematic flow, design look of the AVP based on the approved script and theme.

2. **Production**

All concepts, draft outputs, production material outputs and deliverables shall be presented to and approved by BAFE-MANCOM. The consulting firm shall:

- a. prepare a production activity schedule of the AVP;
- b. provide broadcast system standard video production equipment for shooting and editing.
- c. Production team shall be accompanied by the DA-BAFE Information Officer and/or other concerned BAFE staff during the location shoots.
- d. Conduct location photo and video shoots/interview and other production activities as determined.
- e. Cover all production crew-related expenses, including travel, transport, insurance, food, and materials.

3. **Post-production**

The consultancy firm shall be able to provide:

- a. Non-linear editing: flash/motion/ information graphics, 3D/2D animation, digital effects, color grading, and English subtitling.
- b. AV dubbing and musical scoring that is licensed for website and social media use.

C. Equipment, production staff, talent and other service requirements

1. Equipment - High definition digital video cameras [minimum of two (2) camera set-up per shoot], tripods, professional lighting system, green screen facilities (rental of studio), microphone/lapel, audio recording system for voice-over dubbings and interviews, tripod or gimbal stabilizer, drone (for aerial shots), digital video editing system (motion graphics, 3D animation, digital effects), non-linear editing system and other equipment as may be necessary.
2. Production Staff and Editors - The consulting firm shall provide all production staff who shall complete all phases of the pre-production, production, and post-production of the corporate AVP.
3. Talent - The consulting firm shall suggest talents for approval of the DA-BAFE Information Officer. DA-BAFE talents may be tapped and arranged by the consulting firm through the DA-BAFE Information Officer.
4. Provide licensed musical score for website, social media, and public screening.
5. All visual support required for the AVP must be provided by the consulting firm.



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6. All production expenses shall be shouldered by the consulting firm including expenses incurred for food, transportation, and other logistics.
7. The consulting firm shall be responsible in securing necessary permits/reservations if video and photo shoot is required outside DA-BAFE's office.
8. Location shoot shall be identified by the consulting firm either in the DA-BAFE's office in Quezon City or outside Metro Manila depending on the AVP requirement.
9. Video is subject to one (1) re-shoot and several re-editing until final approval.
10. The consulting firm shall closely coordinate with DA-BAFE Information Officer for DA-BAFE sourced materials.

AVP Format Output and Deliverables

Final Master Format

1. External hard drive for AVPs, high resolution AVI files, raw project files and materials.
2. MP4 for video file, at least full HD 1080p resolution
 - 10 USB MP4 Format
 - 100 reproduced DVD copies in MP4 format (with approved cover/label design)

Timeline and Delivery

The final output must be delivered by the consulting firm within 60 calendar days from the issuance of Work Order issued by DA-BAFE.

Ownership

The final AVP shall be owned by DA-BAFE, with appropriate credits to the creator/consulting firm. Reproduction, splicing or use of the AVP or any portion thereof in any other production shall pertain exclusively to DA-BAFE. The consulting firm cannot use the AVP, including shots taken within the DA-BAFE office premises and identified locations or with DA-BAFE personnel talents for any other purpose, without the express written consent of DA-BAFE.

Payment

A one-time payment shall be made upon the issuance of Certificate of Completion and Acceptance by DA-BAFE and upon submission of all required documents, as indicated in the Scope of Works/Terms of Reference and other bidding documents subject to accounting and auditing rules and regulations.

Anti-COVID-19 measures

The consulting firm shall:

1. not deploy personnel who exhibit symptoms associated with COVID-19, or those who have history of relevant travel or exposure to persons with confirmed or probable case, whether symptomatic or asymptomatic.



2. ensure that all personnel to be deployed shall strictly observe precautionary measures implemented by DA-BAFE to keep the workplace free, and to prevent the transmission of COVID-19, e.g. physical distancing, frequent handwashing, wearing of face mask and other measures that may be issued by DA-BAFE.
3. supply the necessary personal protective equipment (PPE) and related supplies for all its personnel, such as face masks and face shields, in connection with the prevention of infection in the performance of their duties, the cost of which shall be borne by the consulting firm.

Mode of Procurement and Criteria for Shortlisting

1. The mode of procurement shall be through "Negotiated-Small Value Procurement under Consultancy Service"
 - a. Prospective Consulting Firms will be evaluated based on their previous contracts/engagements related to this TOR and will be rated based on the criteria shown in ANNEX B ("Criteria for Shortlisting"). Prospective bidders are required to submit the following:
 - 2.1 Applicable Experience of the Firm (within the last 5 years);
 - 2.2 Qualification of Officials, Key Organic Personnel who may be assigned to the field work; and
 - 2.3 Current workload relative to capacity

Note:
Related experience includes previous contracts/services similar and relevant to this TOR. The key experts are requested to indicate: (1) their role in a specific project; (2) the exact duration that they have worked on the project as well as on their individual tasks (in months and years); and (3) a brief description of the tasks that they carried out.

 - 2.4 The Consulting Firm shall be selected using the Quality-Cost Based Selection/Evaluation (QCBS/QCBE) procedure under RA 9184, or the Government Procurement Reform Act (GPRA), and its Revised Implementing Rules and Regulations (IRR) and shall be based on the following criteria: Eighty (80) percent Technical and Twenty (20) percent Financial.

NO.	RATING FACTOR	POINTS/WEIGHT
1	Applicable experience of the Consultant	50
2	Qualification of Personnel	30
3	Current workload relative to capacity	20
	TOTAL	100



ANNEX A

PROJECT DURATION

1	Story Treatment and Peg for the AVP	Within two (2) weeks from receipt of Notice to Proceed from DA-BAFE. DA-BAFE will forward background materials to the consulting firm.
2	Storyboard for the AVP and TVC	Within three (3) days after DA-BAFE's approval of story treatment/peg.
3	Submission of proposed background music and VO	Within two (2) days after approval of
4	Video shoot and interviews	2 weeks allotted for video shoot/interviews. Transcription should be submitted to DA-BAFE the day after the interview.
5	Final Approved Script for the AVPs incorporating sound bites from the interviews	Two (2) days after consulting firm submits all transcription of interviews
6	1 st rough edit of the AVPs	Within two (2) days after DA-BAFE's approval of the final approved script.
7	2 nd rough edit of the AVPs	Within two (2) days after DA-BAFE's approval of 1 st rough edit.
8	Online edit of the AVPs (including color grading)	Within two (2) days after DA-BAFE's approval of 2 nd rough edit
9	Final approved AVPs	Within two (2) days after online edit
10	Submission of AVPs and raw materials in one (1) unit of one (1) terabyte portable external hard drive	One (1) day after completion and delivery of final approved AVP to DA-BAFE



ANNEX B

CRITERIA FOR SHORT LISTING OF INTERESTED CONSULTING FIRM

	RATING FACTOR	POINTS
I	Experienced and Capability of Firm	50 points
	• Years of Operations	5 points
	• Related Experiences/Previous Engagements	45 points
	-Similar Projects	Max 45 points
	-Relevant Projects	Max 22 points
II	Qualification of Personnel	30 points
	• Educational Attainment	6 points
	• Project Experience	15 points
	• Professional Experience	9 points
III	Job Capacity	20 points
	TOTAL	100 points

Note: The Consultancy Firm should get a total of **at least 70 points** from the above-mentioned criteria to be shortlisted.

Prepared by:

MR. MARSHALL LOUIE M. ASIS
Permanent Procurement Coordinator, OD

Noted by:

MR. GLENN M. ERLANO
Chief, Budget Section



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Omnibus Sworn Statement (Revised)

[shall be submitted with the Bid]

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;



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[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 ___, 20__ at _____, Philippines.

[Insert NAME OF BIDDER OR ITS AUTHORIZED REPRESENTATIVE]

[Insert signatory's legal capacity]

Affiant



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[Format shall

be based on the latest Rules on Notarial Practice]

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