



Republic of the Philippines
Department of Education



PROCUREMENT MANAGEMENT SERVICE

OD ☎ 633.7232 PPMD ☎ 636.6543 CMD ☎ 635.3762

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PROJECT NO. 2019-10-EPS(007)-BV-CB-017

**REQUEST FOR EXPRESSION OF INTEREST FOR
PROCUREMENT OF SERVICE – CREATIVE
PRODUCTION OF BRIGADA ESKWELA (BE) JINGLE
AUDIO/VIDEO AND REPRODUCTION OF BE JINGLE
IN DVD FORMAT**

1. The **Department of Education (DepEd), External Partnerships Service** intends to apply the sum of **Philippine Pesos One Million, Five Hundred Thousand and 00/100 only (PhP1,500,000.00)** being the Approved Budget for the Contract (ABC) to payments under the contract for **Procurement of Service-Creative Production of Brigada Eskwela (BE) Jingle Audio/Video and Reproduction of BE Jingle in DVD Format**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.

This project is in connection with the Brigada Eskwela implementation, an annual repair and maintenance week in preparation for the opening of class in all public schools nationwide.

The contest aims to encourage schools to showcase the talents of the learners in coming up with a campaign jingle which will be used for the 2019 Brigada Eskwela marketing and advocacy activities to attract more volunteers and partners for the schools' maintenance efforts before the opening of the school year.

Project Major Activities

The following activities shall be undergone to achieve the above-stated objectives:

- ✓ Provision of director, music arrangers and other crew staff for the production of the Brigada Eskwela Jingle using the winning entry;
- ✓ Package with equipment needed for the production (e.g. video cameras and lightning equipment);
- ✓ Submit the story outline of the music video and enhanced version of the music track for the approval of DepEd;
- ✓ Coordinate with DepEd on all aspect of the production and turn-over the final output;
- ✓ Final Output will include:
 - Hard drive with raw and final footages
 - Original Copy in DCP Format
 - Tarpaulin lay-out
 - Poster Lay-out and Teaser

- ✓ Submit all raw footages and materials used for the project;
 - ✓ Reproduction of the final music video: 250 copies in DVD Format (Storage Capacity – 4.7 GB)
 - ✓ Copyright of the produce music video will be owned by DepEd;
 - ✓ The final music video will be at-least three minutes and maximum of five minutes.
2. The **DepEd** now calls for the submission of eligibility documents for **Procurement of Service-Creative Production of Brigada Eskwela (BE) Jingle Audio/Video and Reproduction of BE Jingle in DVD Format**. Eligibility documents of interested consultants must be duly received by the BAC Secretariat on or before **October 24, 2019; 1:00 P.M. at Rm. M-511, Fifth Floor, Mabini Building, Meralco Ave., DepEd Complex, Pasig City**. Applications for eligibility will be evaluated based on a non-discretionary “pass/fail” criterion.
 3. Interested bidders may obtain further information from **DepEd Procurement Management Service** at Telephone Nos. **8636-6542 or 8633-9343** and inspect the Bidding Documents at the address given below during office hours.
 4. A complete set of Bidding Documents may be acquired by interested Bidders from the DepEd Procurement Management Service – BAC Secretariat Division, Room M-511, 5th Floor, Mabini Bldg., DepEd Complex, Meralco Avenue, Pasig City, upon accomplishing a bidder’s information sheet and payment of a non-refundable fee for the Bidding Documents to the DepEd Cashier in the amount of **Philippine Pesos One Thousand, Five Hundred and 00/100 (Php1,500.00)**.

Payment in checks should be made payable to **DECS – OSEC Trust**.

It may also be downloaded free of charge from the website of the Philippine Government Electronic Procurement System (PhilGEPS) www.philgeps.gov.ph and the website of the Procuring Entity www.deped.gov.ph, provided that Bidders shall pay the applicable fee for the Bidding Documents not later than the submission of their bids.

5. The BAC shall draw up the short list of consultants from those who have submitted Expression of Interest, including the eligibility documents, and have been determined as eligible in accordance with the provisions of Republic Act 9184 (RA 9184), otherwise known as the “Government Procurement Reform Act”, and its Implementing Rules and Regulations (IRR). The short list shall consist **minimum of three (3)** prospective bidders who will be entitled to submit bids. The criteria and rating system for short listing are as follows:

CRITERIA	Rating	
	Nominal Score	Rate
Experience and Capability of Consultants (70%)		
Years of Experience in the industry (10%)		
a. Below 1 year – 3%		
b. 1 to 3 years – 6%.		
c. Above 3 years – 10%		

Years of Relevant Experience (10%) a. Below 1 year – 3% b. 1 to 3 years – 6% c. Above 3 years – 10%		
Total Amount of Completed Contracts (10%) a. Below 1 Million – 3% b. 1 Million to 3 Million – 6% c. Above 3 Million – 10%		
Qualification of Consultants (20%) a. Years of experience (15%) Below 1 year – 8% 1 year to 3 years – 11% Above 3 years – 15% b. Relevant/Specialized Outputs (5%) Produced music video – 3% Produced music video and other campaign videos – 5%		
Proposal (20%) a. Develop 1 study cases – 10% b. Develop 2 -3 study cases – 15% c. Develop 4 study cases with story board – 20%		
Sub-Total		
Current Workload (30%)		
Number of on-going projects (15%) a. 7 projects and above – 5% b. 4 to 6 projects – 10% c. 1 to 3 projects – 15%		
Amount of on-going projects (15%) a. Above P20M – 5% b. P10M to 20M – 10% c. Below P10M – 15%		
Sub-Total		
Overall Score		

The firm must garner a minimum rating of **fifty percent (50.00%)** to be shortlisted.

6. Bidding will be conducted through open competitive bidding procedures using a non-discretionary “pass/fail” criterion as specified in the 2016 Revised Implementing Rules and Regulations (IRR) of Republic Act (RA) 9184, otherwise known as the “Government Procurement Reform Act”.

Bidding is restricted to Filipino citizens/sole proprietorships, partnerships, or organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to RA 5183.

7. The Procuring Entity shall evaluate bids using the **Quality Based Evaluation (QBE)** procedure. The criteria and rating system for the evaluation of bids shall be provided in the Instructions to Bidders.

8. The contract shall be completed within **ninety days (90) calendar days** from the date of issuance of the Notice to Proceed (NTP).
9. The **DepEd** reserves the right to 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. For further information, please refer to:

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SGD.
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