



Republic of the Philippines
Department of Education
Procurement Management Service

ACQUISITIONS COMMITTEE

Request for Quotation (RFQ)

Reference No.:	2021-PAS1(005)-AC-NPSVP-049
End-user Unit:	PUBLIC AFFAIRS SERVICES-OFFICE OF THE DIRECTOR (PAS-OD)
Due date:	September 27, 2021
If further information is required, please contact:	PUBLIC AFFAIRS SERVICES – OFFICE OF THE DIRECTOR (PAS-OD) Contact No. 8633-2120

September 22, 2021

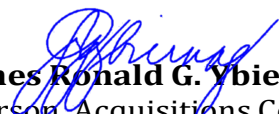
To: All Prospective Proponents

- 1. The Department of Education, through its Acquisitions Committee (AC), requests price quotation for the project *Procurement of Consultancy Services for Media Monitoring* particularly described and detailed in the **Project Reference**, hereto attached as **Appendix “A”**.**
- 2. Said quotation shall be received on or before 10:00 A.M. on September 27, 2021 by courier or by hand-delivery at the address given below:**

Acquisitions Committee
Rm. M-511, 5th Floor, Mabini Bldg.
DepEd Complex, Meralco Avenue, Pasig City, Philippines
depedcentral.bacsecretariat@deped.gov.ph
- 3. The successful proponent must be able to meet the following requirements:**
 - 3.1. The Terms and Conditions of Contract** provided as Item V of the Project Reference. The terms and conditions provided under the General Conditions of Contract of Procurement of Goods and Services under the Philippine Bidding Documents as may be applicable, as well as the provisions of the IRR of R.A. 9184 are deemed to be read into this project.
 - 3.2. The Schedule of Requirements**, as indicated in Item VI of the Project Reference; and
 - 3.3. The Technical Specifications** which lists the details of the requirements, as indicated in Item VII of the Project Reference.
- 4. If proponent is a firm, the same is required to submit the eligibility documents prescribed under Section 23 of the Revised IRR of RA 9184 within five (5) calendar days from receipt of notice as stated in the Terms and Conditions in order to show its legal capacity, and technical and financial capability to undertake the contract. Non-submission of any of the documents shall be a ground for post-disqualification.**

Supplier's Business Name:		TIN:	
Address:			
Telephone No.:		Fax No.:	e-mail:
Authorized Representative's Signature over Printed Name and Designation:			Date:

5. Proponents are required to submit a Financial Proposal indicating its price for the required lot. The Approved Budget for the Contract is **PHILIPPINE PESO TWO HUNDRED FORTY THOUSAND and 00/100 (PhP240,000.00)**. For purposes of the evaluation, comparison and ranking of bids/offers, the proponent who submitted the highest rated responsive quotation shall be awarded the Contract after evaluation by the Acquisitions Committee (AC).
6. Quotation shall be enclosed in a sealed envelope and addressed to the AC Secretariat at the address given above. The envelope should have the RFQ Number boldly and conspicuously identified.
 - 6.1. It is the exclusive responsibility of the bidders to ensure that the sealed envelope containing the quotation reaches the above address before the time and date indicated in Item no.2. If being delivered by hand, the quotations must be delivered at the above address during official working hours. Delivery to any other person or office will be at the risk of the bidder and will not constitute timely delivery. Quotations received after the aforementioned closing time or deadline may be rejected.
 - 6.2. Based on the above-stated provisions, the bidder's quotation sent by email will not be accepted and will be considered as rejected.
7. The quotation should be valid for thirty (30) calendar days from the due date indicated above.
8. The DepEd reserves the right to request any additional information that it deems necessary in order to make any decision on any quotation.
9. Any quotation not supported by the information requested in this RFQ or requested during evaluation, or is patently non-complying with the RFQ requirements may not be considered.
10. The DepEd reserves the right to accept or reject any quotation, to annul the procurement process, or not to award the contract without thereby incurring any liability to the affected bidder or bidders.
11. Submission of quotation in response to this request shall be construed as commitment to undertake the services in accordance with the terms and conditions, specifications, and schedule of implementation set forth in this RFQ.


James Ronald G. Ybiernas
 Chairperson, Acquisitions Committee

Received Copy:

 Remarks:

PROJECT REFERENCE

I. PROJECT TITLE:

Procurement of Consultancy Services for Media Monitoring

II. PROJECT OWNER:

Department of Education –
Public Affairs Services– Office of the Director (PAS-OD)

III. OBJECTIVE:

To procure the project *Procurement of Consultancy Services for Media Monitoring* in the most effective and prompt manner, primarily considering time and resource constraints.

IV. ELIGIBILITY, TECHNICAL AND FINANCIAL REQUIREMENTS/ DOCUMENTS:

The supplier/service provider with the Highest Rated Bid (HRB) shall submit the requirements indicated below within five (5) calendar days from receipt of notice from the AC, which documents shall be validated to determine if the supplier is technically, legally and financially capable prior to the award of contract.

- (i) Mayor's permit issued by the City or Municipality where the principal place of business is located;
- (ii) PhilGEPS Registration Number;
- (iii) Duly Notarized Omnibus Sworn Statement (See attached **Annex "A"**)
 - If a partnership, corporation, cooperative, or joint venture, please provide proof of authorization (e.g. duly notarized Secretary's Certificate as stated in Item no. 2 of the attached Omnibus Sworn Statement);
- (iv) Income Tax Returns (Annual Income Tax Returns of the preceding tax year);
- (v) Business Tax Returns (Value Added Tax or Percentage Tax Returns covering the previous six months);
- (vi) Company profile and other supporting documents;
- (vii) Similar contract on media monitoring project with a government agency for a period of at least one (1) year; and
- (viii) Employment contracts and curricula vitae of the key personnel

To facilitate post-qualification, the bidder **at its option** may submit in advance, i.e., together with its quotation, the above requirements and other documents as may be required. Non-submission of any of the documents shall be a ground for post-disqualification.

In the case of a Joint Venture, or if the parties intend to enter into a joint venture, the requirements are as indicated in the revised Implementing Rules and Regulations of Republic Act No. 9184.

V. TERMS AND CONDITIONS OF CONTRACT:

A. Instructions

1. Proponent shall be responsible to perform in good faith on the Terms of Reference (TOR), and technical specifications of the award or contract. Failure of the proponent to comply with this provision shall be ground for cancellation of the award or contract issued to the proponent.

2. Proponent shall pick-up the Contract and Notice to Proceed issued in its favor within three (3) calendar days from date of receipt of notice to that effect. A Fax transmission or electronic mail shall constitute an official notice to the Proponent. Thereafter, if the contract remains unclaimed, the contract shall be cancelled.

To avoid delay in the delivery of the requesting agency's requirements, all defaulting Proponent shall be precluded from proposing or submitting substitute quotation(s) or item(s).

3. Proponent who accepted a Contract and Notice to Proceed but failed to deliver the required Goods and Services within the time called for in the contract shall be disqualified from participating in DepEd or any of DepEd units' future procurement activities. This is without prejudice to the imposition of other sanctions prescribed under R.A. 9184 and its Revised IRR against the Proponent.

4. Rejected deliveries shall be construed as non-delivery, and shall be replaced by the Proponent subject to liquidated damages for delayed deliveries.

5. All duties, excise, and other taxes and revenue charges shall be paid by the Proponent.

6. All transactions are subject to applicable withholding taxes per relevant revenue regulations of the Bureau of Internal Revenue (BIR) withholding of credible Value Added Tax and/or Expanded Value Added Tax per revenue regulation(s) of the BIR.

B. Delivery and Documents

The delivery terms applicable to this Contract are delivered to the **Asset Management Division, Alonzo Bldg., DepEd Complex, Meralco Ave., Pasig City**. Risk and title will pass from the Supplier to the Procuring Entity upon receipt and final acceptance of the Goods / Services at their final destination.

The Goods and Services supplied to the delivery site shall conform to and comply with the Standards mentioned in Schedule of Requirements, as indicated in **Annex "B"** and Terms of Reference as indicated in **Annex "C"**.

Upon delivery of the Goods/Equipment to the Delivery Site, the Supplier shall notify DepEd thru PAS-OD and present the following documents:

- i. Original and 4 copies of the Supplier's Invoice showing Goods' / service' description, quantity, unit price, and total amount;
- ii. Original and four copies of the Manufacturer's and/or Supplier's Warranty Certificate, where applicable;
- iii. Original (white copy) and scanned copy stored in CD/DVD/Flash Drive of the pre-numbered Inspection and Acceptance Report (IAR) and Delivery Receipt (DR) detailing number and description of items received and duly signed and dated by the Authorized Receiving Personnel (ARP).

For this purpose, the DepEd's Representative at the Project Site: **DepEd Central Office – Ms. BEVERLY G. BERAME for the End-User Unit, and MS. MARITESS L. ABLAY for the Inspectorate Team** as designated by the Assistant Secretary for Procurement and Administration per D.O. 027 s. 2020.

Packaging

As may be applicable for goods to be delivered and as may be indicated in the contract, the Supplier shall provide such packaging as is required to prevent their damage or deterioration during transit to their final destination. The packaging shall be sufficient to withstand, rough handling during transit and exposure to extreme temperatures, salt and precipitation during transit and open storage. Packaging case size and weights shall take into consideration, where appropriate, the remoteness of the Goods' final destination and the absence of heavy handling facilities at all points of transit.

The packaging, marking, and documentation within and outside the packages shall comply strictly with such special requirements as shall be expressly provided for in the Contract, including additional requirements, if any, specified below, and in any subsequent instructions of DepEd.

The outer packaging must be clearly marked on at least four (4) sides as follows:

Name of the Procuring Entity
Name of the Supplier
Contract Description
Final Destination
Gross weight
Any special lifting instructions
Any special handling instructions
Any relevant HAZCHEM classifications

A packaging list identifying the contents and quantities of the package is to be placed on a conspicuous part of the outer packaging. If this is not practical the packaging list is to be placed inside the outer packaging but outside the secondary packaging.

Transportation

Transport of the Goods shall be arranged by the Supplier, and related costs shall be included in the contract price.

DepEd accepts no liability for the damage of Goods during transit. Risk and title will

not pass to DepEd until its receipt and final acceptance at the final destination, through its authorized receiving personnel.

Intellectual Property Rights

The Supplier shall indemnify the Procuring Entity against all third-party claims of infringement of patent, trademark, or industrial design rights arising from use of the Goods or any part thereof.

C. Schedule of Payment

Payment of the monthly invoice submitted by the firm is within thirty (30) days from receipt thereof. The firm shall be paid Php 40,000.00 (inclusive of 12% VAT) per month for the contract period of six (6) months. Provision of the services shall start from the day of the issuance of the Notice to Proceed (NTP). Payment shall be subject to any applicable tax obligation/deduction.

D. Inspections

Pre-delivery

Where applicable for goods to be delivered, pre-delivery inspections shall be conducted by DepEd thru the duly designated Inspectorate Team. The said inspections shall be made upon notice to the DepEd of the readiness of the goods for inspection.

VI. SCHEDULE OF REQUIREMENTS as indicated in Annex "B".

VII. TERMS OF REFERENCE as indicated in Annex "C".

VIII. GENERAL INSTRUCTIONS TO SUPPLIERS

- 1. This Request for Quotation (RFQ) Form is DepEd's standard RFQ to be used when DepEd solicits quotations for the procurement of goods and services. It is a standard template that Suppliers must follow in order to prepare and submit their quotations for consideration by DepEd.**
- 2. This RFQ is composed of one (1) lot. Prospective Proponents shall submit their quote for one (1) lot.**
- 3. Proponent must fill up the spaces with the required and correct information including the offered brand, model, make and specifications, as well as the total price of the item or the items in the lot. They shall likewise indicate the total price of the said lot.**
- 4. Prices must be quoted in Philippine Peso and must include the unit price and total price, inclusive of all taxes, duties and/or levies to be paid and other incidental costs to the delivery site/s if the contract is awarded.**
- 5. Award of contract shall be made to the single/lowest quotation which**

complies with the minimum technical specifications and other terms and conditions stated herein.

The RFQ Form must be duly signed and accomplished, either typewritten or written in indelible ink. Any correction made to the prices, rates or to any information shall be rewritten in indelible ink and initialed by the person signing the RFQ Form.

6. Proponent shall accomplish, provide correct and accurate information and submit, together with the Request for Quotation (RFQ), the following attached documents: (i) Schedule of Requirements (**Annex "B"**); (ii) Terms of Reference (**Annex "C"**); and (iii) Financial Proposal (**Annex "D"**) otherwise, non-submission of which shall result to automatic disqualification of proposal. The proponent should not need to fill out the attached Contract under **Annex "E"**.
7. Proponent requiring any clarifications of the Request for Quotation Document may refer to:

The Chairperson
Acquisitions Committee
Department of Education
Room M-511, 5th Floor, Mabini Bldg.,
DepEd Complex, Meralco Avenue, Pasig City
Tel Nos. 8633-9343 / 8636-6542
depedcentral.bacsecretariat@deped.gov.ph
Look for: Jelly Anne Therese A. Dioso (Project in Charge)

IX. FINANCIAL PROPOSAL QUOTATION FORM as indicated in **Annex "D"**.

Omnibus Sworn Statement

For the Conduct of Procurement Activities under Republic Act No. 11494 or the *Bayanihan* to Recover as One Act

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]*;

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 its association or relation 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;

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 Acquisitions Committee (AC), the Technical Working Group, and the AC 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 Acquisitions Committee (AC), the Technical Working Group, and the AC 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 Acquisitions Committee (AC), the Technical Working Group, and the AC 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 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.

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.

Name and Signature of Bidder's
Authorized Representative

[Jurat]

[Format shall be based on the Rules on Notarial Practice]

Schedule of Requirements

The delivery schedule expressed as weeks/months stipulates hereafter a delivery date which is the date of delivery to the project site.

Lot No.	Description	Delivery Period
	Procurement of Consultancy Services for Media Monitoring	A period of 6 months;
1	Along this line, the media data should be relevant to basic education and the Department, which includes but not limited to its Executive Committee, personnel, learners, programs, projects, and activities. This is timely reported through email and Viber Media Monitoring Groups by the Service Provider with the following format:	
	1. For Viber: Media monitoring report	<p>Real-time reporting or report at the same time when the articles, posts, clips, etc. are available in search engines, Google News, Press Reader, Twitter, Facebook, YouTube (Monday to Sunday)</p> <p>a. Number of days, Number of article/clip/social media post Headline b. Media outlet (put Regional if the data is a regional news) (put the date of the news/post) c. Identify if the news/post is trending or not trending, and include the timestamp for this d. Reach – comments, shares, reactions, retweets, likes, dislikes, views e. Link/s of the article/clip/social media post, and f. Full article/social media post if the data is an article or social media post or the timestamp if the data is a TV or radio clip</p>
	2. For email and Viber: Top 3 issues report (based on volume)	<p>- daily reporting on or before 12 noon (Monday to Friday) - include PR value, number of shares, reactions, retweets, likes, etc. - attachment: 2 MS word files – 1 file for the summary of the top 3 issues (a), and 1 file for the detailed list of the issues (b-e) a. Summary of the top 3 issues</p>

	<ul style="list-style-type: none"> b. Top 3 issues from mainstream media c. Other issues from mainstream media d. Top 3 issues from social media e. Other issues from social media
<p>3. For email and Viber: News summary report (based on sentiment)</p>	<ul style="list-style-type: none"> - daily reporting on or before 12 noon (Monday to Friday) - include PR value, number of shares, reactions, retweets, likes, etc. - separate the news from the top media outlets (Broadcast: ABS-CBN News, GMA News, TV5/News5, Print: Philippine Daily Inquirer, Manila Bulletin, Philippine Star, Online News/Social Media posts of the said media outlets for print and broadcast) - attachment: 2 MS word files - 1 file for the top media outlets, and 1 file for the other media outlets <ul style="list-style-type: none"> a. Positive News – National News b. Positive News – Regional News c. Neutral News – National News d. Neutral News – Regional News e. Negative News – National News f. Negative News – Regional News
<p>4. For email and Viber: News summary report (based on media)</p>	<ul style="list-style-type: none"> - daily reporting on or before 12 noon (Monday to Friday) - include PR value, number of shares, reactions, retweets, likes, etc. - separate the news from the top media outlets (Broadcast: ABS-CBN News, GMA News, TV5/News5, Print: Philippine Daily Inquirer, Manila Bulletin, Philippine Star, Online News/Social Media posts of the said media outlets for print and broadcast) - attachment: 2 MS word files - 1 file for the top media outlets, and 1 file for the other media outlets <ul style="list-style-type: none"> a. TV b. Radio c. Online News (top media – GMA News, ABS-CBN News, TV5/News5, Manila Bulletin, Philippine Daily Inquirer, Philippine Star)

		<p>d. Print (newspapers – broadsheets)</p> <p>e. Print (newspapers – tabloids)</p> <p>f. Print (newspapers – provincial)</p> <p>g. Print (magazines, etc.)</p> <p>h. Social Media</p>
	<p>5. For Google Sheet/excel file: DepEd Order, Press Release and Statement pick-ups report</p>	<p>- real-time updates</p> <p>DepEd Order</p> <p>a. DepEd Order (title and link)</p> <p>b. Date Released</p> <p>c. Media Outlet</p> <p>d. News Link</p> <p>PR/Official Statement</p> <p>a. PR/statement (title and link)</p> <p>b. Date Released</p> <p>c. Media Outlet</p> <p>d. News Link</p>
	<p>6. Monthly Summary Report</p>	<p>- Deadline: five working days after each month ends</p> <p>- For email: MS word file of the report</p> <p>- 2 hard copies of the monthly summary signed by the agency’s representative and monthly CDs (2 copies, 1 for communications division, and 1 for accounting division) including the soft copies of the aforementioned reports, articles, clips, etc.</p>
	<p>Aside from this, the Service Provider should also provide the following:</p>	
	<p>7. Online platform/s where an excel file of the media data can be exported and the soft copies of the articles, posts, clips, etc. can be easily accessed and downloaded [separated files and consolidated file] by end-user any time</p>	<p>any time</p>
	<p>8. A dedicated Account Management Team who can coordinate with the end-users about the media monitoring services any time. The team should include 3 personnel – 1 Account Manager, 1 Assistant Account Manager, and 1 Account Executive.</p>	<p>any time</p>

A. Delivery Schedule

The consultancy services shall start from the receipt of the Notice to Proceed (NTP), or from the commencement date indicated therein, in coordination with DepEd PAS-OD.

B. Project Site

Goods/Services shall be delivered to **DepEd Central Office, Meralco Avenue, Pasig City.**

C. Delivery and Receiving Instructions

The Supplier shall observe the following instructions:

- 1) Goods/Services as specified in this Schedule of Requirements and/or Technical Specifications /Terms of Reference (TOR) shall be delivered only to the address indicated herein.
- 2) The Supplier/Service Provider shall notify the indicated authorized receiving personnel at the Project Site at the scheduled date of delivery at least three (3) working days in advance, and shall ensure that the authorized receiving personnel of the Purchaser is present during the date and time of delivery.
- 3) The Supplier/Service Provider shall make delivery or deliveries to the Project Site on regular working days, during Office hours from 8:00 A.M. to 2:00 P.M. The Receiving Personnel reserves the right to refuse to receive/accept delivered Goods made before 8:00 A.M. or after 2:00 P.M., and on non-working days.
- 4) The Supplier/Service Provider shall coordinate with DepEd Administrative Service- Asset Management Division for purposes of Inspection and Acceptance.

D. Evaluation of Quotations

Quotations shall be compared and evaluated on the basis of the following criteria:

- 1) Completeness of Submission
- 2) Compliance with Technical Specifications and Terms of Reference (TOR) (see attached Annex "C")
- 3) Quality-Based Cost Evaluation: 70% for quality and 30% for the financial offer
- 4) Evaluation Criteria (see attached Annex "C")

Statement of Compliance

After having carefully read and accepted your Request for Quotation and its Terms and Conditions, I/We quote you on the item/s at price noted in the RFQ. The quotation shall be binding upon us for thirty (30) calendar days reckoned from last day of submission indicated in the Submission Requirements. The corresponding Award on Contract shall be accepted by us at any time before expiration of this period.

The DepEd- Acquisitions Committee reserves the right to accept or reject any bid, to annul the bidding process, and to reject all bids at any time prior to contract award, without thereby incurring any liability to the affected bidder or bidders.

Name and Signature of Provider's Authorized Representative

Terms of Reference

Lot No.	Terms of Reference	Bidder's Statement of Compliance	Bidder's Actual Offer
1	<p style="text-align: center;">MEDIA MONITORING SERVICES</p> <p>I. SCOPE OF WORK</p> <p>A. Monitoring of the following media channels:</p> <p>1. Newspapers</p> <p>a. Broadsheets</p> <ul style="list-style-type: none"> • Philippine Daily Inquirer • Manila Bulletin • The Philippine Star • Business World • Business Mirror • Malaya • Manila Times • Manila Standard • The Daily Tribune <p>b. Tabloids</p> <ul style="list-style-type: none"> • Abante • Abante Tonite • Bagong Sagad • Balita • Bulgar • Hataw • People's Journal • People's Tonight • Pilipino Mirror • Pilipino Star Ngayon • Pang-Masa • Police Files Tonight • Remate • Tempo • Bandera <p>c. Provincial</p> <ul style="list-style-type: none"> • Punto Central • SunStar Pampanga • Zambales Herald • SunStar Baguio • Baguio Chronicles • ZigZag Weekly • Baguio Midland Courier • Amianan Balita Ngayon • Mindanao Times • Sunstar Davao 		

- Bandera Mindanao
- Mindanao Daily Mirror
- Edge Davao
- SunStar Cebu
- The Freeman
- SunStar Super Balita
- Banat News
- Daily Zamboanga Times
- Mindanao Gold Star Daily
- SunStar Cagayan
- Mindanao BusinessWeek
- Mindanao DailyNews
- Visayan Daily Star
- SunStar Bacolod
- Negros Daily Bulletin
- Watchmen Daily Journal
- Panay News
- The Daily Guardian
- The Capiz Times
- Palawan News

d. International

- Financial Times
- United Daily News
- World News
- Chinese Journal Today
- Chinese Commercial News
- The Foreign Post

2. Magazines

*delayed reporting of magazines is acceptable but if there is an online version of the magazine article, it should be reported on time (please see schedule abovementioned)

- Agriculture (Manila Bulletin Issue)
- Animal Scene (Manila Bulletin Issue)
- C!
- Gadgets
- Lifestyle Asia
- Metro
- Mega
- Metro Society
- Orient Aviation
- Philippine Tattler
- Pulp
- Speed
- Travel Leisure
- Philippine Primer
- Smile
- Mabuhay
- Caliber Magazine
- Cook
- Garage
- La Isla

- Art+
- Madrid Agribusiness
- People Asia
- Sparkling!
- High Life (Business World Issue)
- Inflight
- Madrid Agribusiness
- The Corporate
- D + C
- Travelife
- Bravo Filipino Mag
- VIP Magazine
- Archikonst
- BluePrint
- Torque
- F&B Report
- Grid
- Lantawan
- Asian Dragon
- Garage
- People Asia
- Inside Racing
- Travel Now
- Metro Home & Entertaining
- Asian Traveller
- Metro Home
- Money Sense
- Philippine Tatler Traveller
- Wedding Essentials
- Biz News Asia
- Philippine Graphic
- Liwayway
- Starweek (Philippine Star Issue)
- Panorama (Philippine Star Issue)
- Health & Fitness (Business Mirror Issue)

3. TV

- ABS-CBN
- PTV 4
- TV 5
- GMA 7
- GMA News TV
- CNN Philippines
- IBC 13
- Net 25
- Aksyon TV
- UNTV
- ANC
- Sports & Action
- Teleradyo DZMM
- One News
- DZIQ TV
- DZRH TV
- CNN International
- Metro Channel

- CNBC
- Fox Sports News
- ETC
- AXN
- Fox Life

4. Radio

- DZXL 558 – Radyo Trabaho
- DZBB 594 – Super Radyo
- DZMM 630 – Radyo Patrol
- DZRH 666
- DZRB 738 – Radyo Pilipinas
- DWIZ 882
- DZIQ 990 – Radyo Inquirer
- Radyo Singko FM
- Bombo Radyo FM
- DZRJ 810 – Radyo Bandido
- Jam 88.3
- Magic 89.9
- Love Radio 90.7
- Monster Radio 93.1
- Barangay LS 97 .1

5. Online

- Official websites of the abovementioned newspapers, magazines, TV and radio stations
- Other websites related to DepEd, its Executive Committee, personnel, learners, programs, projects, and activities, and other websites on basic education
- Blogs
- YouTube and other video streaming sites
- Q&A sites
- Forum sites
- Review Sites
- Petition sites (e.g. change.org)

6. Social Media

- Official social media and online accounts of the abovementioned newspapers, magazines, TV and radio stations
 - Facebook
 - Twitter
 - Instagram
 - Others (if applicable): TikTok, SnapChat
- Official social media accounts of DepEd, its Executive Committee (public pages and accounts they use for DepEd-related posts), programs, projects, and activities, and other DepEd-related social media accounts (e.g. DepEd Tayo, DepEd Regional and Division Offices, DepEd Schools, DepEd ALS, DepEd BHROD, etc.)
- Official social media accounts of organizations related to basic education (e.g. UNICEF,

World Vision, Save the Children, Save Our Schools Network, Alliance of Concerned Teachers, Teacher' Dignity Coalition, etc.)
d. Other social media accounts that are related to basic education

B. Deliverables and Schedule

Along this line, the media data should be relevant to basic education and the Department, which includes but not limited to its Executive Committee, personnel, learners, programs, projects, and activities. This is timely reported through email and Viber Media Monitoring Groups by the Service Provider with the following format:

1. For Viber: Media monitoring report

Real-time reporting or report at the same time when the articles, posts, clips, etc. are available in search engines, Google News, Press Reader, Twitter, Facebook, YouTube (Monday to Sunday)

- a. Number of days, Number of article/clip/social media post
- Headline
- b. Media outlet (put Regional if the data is a regional news) (put the date of the news/post)
- c. Identify if the news/post is trending or not trending, and include the timestamp for this
- d. Reach – comments, shares, reactions, retweets, likes, dislikes, views
- e. Link/s of the article/clip/social media post, and f. Full article/social media post if the data is an article or social media post or the timestamp if the data is a TV or radio clip

2. For email and Viber: Top 3 issues report (based on volume)

- daily reporting on or before 12 noon (Monday to Friday)
- include PR value, number of shares, reactions, retweets, likes, etc.
- attachment: 2 MS word files – 1 file for the summary of the top 3 issues (a), and 1 file for the detailed list of the issues (b-e)

- a. Summary of the top 3 issues
- b. Top 3 issues from mainstream media
- c. Other issues from mainstream media
- d. Top 3 issues from social media
- e. Other issues from social media

3. For email and Viber: News summary report (based on sentiment)

- daily reporting on or before 12 noon (Monday to Friday)
- include PR value, number of shares, reactions, retweets, likes, etc.

	<p>- separate the news from the top media outlets (Broadcast: ABS-CBN News, GMA News, TV5/News5, Print: Philippine Daily Inquirer, Manila Bulletin, Philippine Star, Online News/Social Media posts of the said media outlets for print and broadcast)</p> <p>- attachment: 2 MS word files - 1 file for the top media outlets, and 1 file for the other media outlets</p> <ol style="list-style-type: none"> Positive News – National News Positive News – Regional News Neutral News – National News Neutral News – Regional News Negative News – National News Negative News – Regional News <p>4. For email and Viber: News summary report (based on media)</p> <p>- daily reporting on or before 12 noon (Monday to Friday)</p> <p>- include PR value, number of shares, reactions, retweets, likes, etc.</p> <p>- separate the news from the top media outlets (Broadcast: ABS-CBN News, GMA News, TV5/News5, Print: Philippine Daily Inquirer, Manila Bulletin, Philippine Star, Online News/Social Media posts of the said media outlets for print and broadcast)</p> <p>- attachment: 2 MS word files - 1 file for the top media outlets, and 1 file for the other media outlets</p> <ol style="list-style-type: none"> TV Radio Online News (top media – GMA News, ABS-CBN News, TV5/News5, Manila Bulletin, Philippine Daily Inquirer, Philippine Star) Print (newspapers – broadsheets) Print (newspapers – tabloids) Print (newspapers – provincial) Print (magazines, etc.) Social Media <p>5. For Google Sheet/excel file: DepEd Order, Press Release and Statement pick-ups report</p> <p>- real-time updates</p> <p>DepEd Order</p> <ol style="list-style-type: none"> DepEd Order (title and link) Date Released Media Outlet News Link <p>PR/Official Statement</p>		
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<p>a. PR/statement (title and link) b. Date Released c. Media Outlet d. News Link</p> <p>6. Monthly Summary Report</p> <ul style="list-style-type: none"> - Deadline: five working days after each month ends - For email: MS word file of the report - 2 hard copies of the monthly summary signed by the agency's representative and monthly CDs (2 copies, 1 for communications division, and 1 for accounting division) including the soft copies of the aforementioned reports, articles, clips, etc. <p>7. Online platform/s where an excel file of the media data can be exported and the soft copies of the articles, posts, clips, etc. can be easily accessed and downloaded [separated files and consolidated file] by end-user any time</p> <p>8. A dedicated Account Management Team who can coordinate with the end-users about the media monitoring services any time. The team should include 3 personnel – 1 Account Manager, 1 Assistant Account Manager, and 1 Account Executive.</p> <p>The Account Management Team should have at least three (3) members with the following qualifications:</p> <ul style="list-style-type: none"> a) One (1) Account Manager: Bachelor's Degree related to media or communications and 5-year- work experience in account management; b) One (1) Assistant Account Manager: Bachelor's Degree related to media or communications and 3-year work experience in assistant account management; and c) One (1) Account Executive: Bachelor's Degree related to media or communications and 1-year work experience in account management 		
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Evaluation

The evaluation is a **Quality-based Cost Evaluation (QCBE)**. Specifically, the criteria's ratio is **70:30**

- **70% for quality and 30% for the financial offer.**

Basis for quality is the following technical evaluation:

1. Qualifications of the Account Manager, Assistant Account Manager, and Account Executive to be assigned in the job - 25%

a.	Education		9%
	For Account Manager		
	Bachelor's Degree related to media or communications	3%	
	Any Bachelor's Degree	1%	
	For Assistant Account Manager		
	Bachelor's Degree related to media or communications	3%	
	Any Bachelor's Degree	1%	
	For Account Executive		
	Bachelor's Degree related to media or communications	3%	
	Any Bachelor's Degree	1%	
b.	Working Experience		9%
	Of the Account Manager is		
	Equal or more than 5 years	3%	
	Less than 5 years but is not less than 3 years	2%	
	Less than 3 years but is not less than 2 years	1%	
	Less than 2 years	0%	
	Of the Assistant Account Manager is		
	Equal or more than 3 years	3%	
	Less than 3 years but is not less than 2 years	2%	
	Less than 2 years but is not less than 1 years	1%	
	Less than 1 year	0%	
	Of the Account Executive is		
	Equal or more than 1 year	3%	
	Less than 1 year but is not less than 8 months	2%	
	Less than 8 months but is not less than 6 months	1%	
	Less than 6 months	0%	
c.	Training		7%
	For Account Manager		
	Equal or more than 3 hours of training related to media monitoring	3%	
	Less than 3 hours but is not less than 2 hours	2%	
	Less than 2 hours but is not less than 1 hour	1%	
	Less than 1 hour	0%	
	For Assistant Account Manager		
	Equal or more than 3 hours of training related to media monitoring	3%	
	Less than 3 hours but is not less than 2 hours	2%	
	Less than 2 hours but is not less than 1 hour	1%	
	Less than 1 hour	0%	
	For Account Executive		
	Equal or more than 1 hour of training related to media monitoring	1%	
	Less than 1 hour	0%	
	Total Grade		25%

2. Experience and Capability of Consulting Firm - 25%

a.	Experience similar to the Project		25%
	Equal or more than 1 year	25%	
	Less than 1 year but is not less than 8 months	10%	
	Less than 8 months but is not less than 6 months	15%	
	Less than 6 months	0%	
	Total Grade	25%	25%

3. Plan of Approach and Methodology

a.	Innovativeness (availability of mobile app)		25%
	Availability of desktop and mobile apps for the media monitoring platforms	5%	
	Availability of either desktop or mobile apps for the media monitoring platforms	3%	
	Desktop and mobile apps for the media monitoring platforms are not available	0%	
b.	Feasibility		10%
	Software and equipment for media monitoring are available all the time, including non-working days/holidays	10%	
	Software and equipment for media monitoring are only available during working days	5%	
	Software and equipment for media monitoring are not available	0%	
c.	Work plan adequacy, completeness, viability and workability		10%
	Online platform/s and reports for media monitoring are available all the time, including non-working days/holidays	10%	
	Online platform/s and reports for media monitoring are only available during working days	5%	
	Online platform/s and reports for media monitoring are not available	0%	
d.	Comprehensive and completeness, thoroughness or adequacy (media list in the terms of reference)		25%
	The media monitoring services include the complete media list, and other media channels.	25%	
	The media monitoring services include the complete media list.	20%	
	The media monitoring services lack 1 media channel based on the given media list.	15%	
	The media monitoring services lack 2 media channels based on the given media list.	10%	
	The media monitoring services lack 3 media channels based on the given media list.	5%	
	The media monitoring services lack 4 media channels or more based on the given media list.	0%	
	Total Grade		50%

*** Minimum passing rate for the Technical Evaluation is 75%.

ANNEX "D"

Lot No.	Description	Contract Duration	Monthly Payment (Php)	Price Ceiling (Php)	Monthly Payment (Php)	Total Price
1	Procurement of Consultancy Services for Media Monitoring	6 months	40,000.00	240,000.00		
TOTAL ABC		PHp240,000.00		Total Price Offer		
Total Price Offer (in words)						

After having carefully read, understood, and accepted the terms and conditions specified in the Request for Quotation, above-cited is our financial proposal (quotation) for the item/s.

We undertake, if our Quotation is accepted, to deliver the above items/goods/consultancy services within six (6) months from the date of receipt of the NTP or the date indicated in the NTP.

We agree to abide by this Quotation for a period of **thirty (30) calendar days-bid validity** after the deadline for submission specified in the RFQ. We understand that payment for the goods/items delivered will be made to the winning supplier after inspection and acceptance of the goods/items delivered. The above-quoted prices are inclusive of all costs and applicable taxes.

Name and Signature of Authorized Representative

Name of the Company:

Company Address:

Contact Number/s:

Email Address:



PROJECT: **Procurement of Consultancy Services for Media Monitoring**

CONTRACT NO.: **2021-PAS1(005)-AC-NPSVP-049**

CONTRACT AGREEMENT

THIS CONTRACT made and entered into this ____ day of _____ 20__ by and between **DEPARTMENT OF EDUCATION**, located at DepEd Complex, Meralco Avenue, Pasig City, Philippines, represented herein by its _____, _____ (hereinafter referred to as "**DepEd**"); and _____, represented herein by its _____, _____, with office address at _____, Philippines, (hereinafter referred to as "_____").

DEPED and _____ are collectively called "**PARTIES.**"

WHEREAS, **DEPED** invited bids for the **Procurement of Consultancy Services for Media Monitoring** consisting of one (1) lot and received bids from ____ (__) bidders; **DEPED** opened, read, and evaluated the bids of the ____ (__) bidders, and, after evaluation, **DEPED** post-qualified and declared the bid of _____ as the highest rated responsive bid/quotation for **Lot 1** in the sum of **PHILIPPINE PESOS TWO HUNDRED FORTY THOUSAND, and 00/100 (PhP240,000.00) ONLY**, (hereinafter called the "**Contract Price**"), detailed as follows:

Lot No.	Description	Monthly Payment (Php)	Contract Duration	Amount (in Php)
1	Procurement of Consultancy Services for Media Monitoring	40,000.00	6 months	240,000.00

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

1. In this Agreement, words and expressions shall have the same meanings as are respectively assigned to them in the Conditions of Contract referred to;
2. The following documents as required by the 2016 revised Implementing Rules and Regulations of Republic Act No. 9184 shall be deemed to form and be read and construed as part of this Agreement, viz:
 - i. Request for Quotations (RFQ);
 - a. Schedule of Requirements;
 - b. Technical Specifications/Terms of Reference;
 - c. Terms and Conditions of the Contract; and
 - ii. _____'s bid, including the Eligibility Requirements, Technical and Financial Proposals, and all other documents or statements submitted;

8.1. Payment of the monthly invoice submitted by the firm is within thirty (30) days from receipt thereof. The firm shall be paid Php 40,000.00 (inclusive of 12% VAT) per month for the contract period of six (6) months. Provision of the services shall start from the day of the issuance of the Notice to Proceed (NTP). Payment shall be subject to any applicable tax obligation/deduction.

9. _____ shall be liable for liquidated damages for the delay in delivery of goods in an amount equal to one-tenth (1/10) of one percent (1%) of the cost of the delayed goods scheduled for delivery for every day of delay until such goods are finally delivered and accepted at the delivery site. **DEPED** shall deduct the liquidated damages from any money due or which may become due to _____, or collect from any of the securities posted by the _____, whichever is convenient to **DEPED**. Once the cumulative amount of liquidated damages reaches ten percent (10%) of the Contract Price, **DEPED** may rescind or terminate the contract, without prejudice to other courses of action and remedies available under the circumstances.
10. The Parties shall make every effort to resolve amicably and by mutual consultation any and all disputes or differences arising between the parties in connection with the implementation of the Agreement. Should such dispute not be resolved amicably, it shall be submitted to arbitration in the Philippines according to the provisions of Presidential Decree No. 242 and Executive Order No. 292. Provided, however, that by mutual agreement, the parties may agree in writing to resort to other alternative modes of dispute resolution.

IN WITNESS WHEREOF, the parties hereto have caused this Contract to be executed in accordance with governing laws on the day and year first above written.

SIGNED, SEALED AND DELIVERED BY:

DEPARTMENT OF EDUCATION

SIGNED IN THE PRESENCE OF:

DepEd's Witness

_____ 's Witness

CERTIFIED FUNDS AVAILABLE:

Chief Accountant

DepEd's Witness

DepEd's Witness

on

REPUBLIC OF THE PHILIPPINES)
_____, METRO MANILA) S.S

ACKNOWLEDGMENT

BEFORE ME, a Notary Public in and for _____, Philippines, this _____ day of _____ 20__ personally appeared:

NAME

GOVERNMENT ISSUED ID
(Number, Issued On, Issued By)

DEPARTMENT OF EDUCATION

Known to me and to me known to be the same persons who executed the foregoing instrument and acknowledge to me that the same is the free and voluntary act and deed of the entities which they respectively represent.

The foregoing instrument is a CONTRACT consisting of six (6) pages (exclusive of attachments), including this page on which this acknowledgment is written and signed by the parties hereto and their instrument witness on the left-hand margin of each and every page hereof.

WITNESS MY HAND AND SEAL on the date and place first above written.

Doc. No. _____;
Page No. _____;
Book No. _____;
Series of _____.

NOTARY PUBLIC