

REQUEST FOR QUOTATION

Project Number: _____
Reference PR Control Number: 2020-09-2966

Sir/Madam:

Please quote your best offer for the item/s listed below, subject to the Terms and Conditions provided. Submit your quotation duly signed by you or your duly authorized representative through email at jn.grospe@philrice.gov.ph/courier - if sealed, addressed to Ms. Glenda D. Ravelo or fax at telephone no. **044 456 0650** not later than **October 02, 2020**.

JEZALYN N. GROSPE
BUYER/CANVASSER

RONAN G. ZAGADO
Division Head

PROCUREMENT TERMS AND CONDITIONS

- The Approved Budget for the Contract (ABC) is **PhP 999,000.00**
- Prices quoted are subject to deduction of 5% VAT & 1% EWT (for goods) or 5% VAT & 2% EWT (for services).
- All bids in excess of the ABC will be rejected.
- Complete technical specifications, brand and model must be indicated in the price quotation for evaluation purposes.
- Delivery period shall be indicated in the quotation. Liquidated damages equivalent to 1/10 of 1% per day of delay for the value of undelivered items shall be imposed.
- Goods, supplies, equipment, or work done are subject to inspection/acceptance, PhilRice reserves the right to cancel, reject, or rebid the items which do not conform with the technical specifications.
- NEW suppliers are required to submit a photocopy of valid Mayor's Business Permit, valid PhilGEPS Registration Number and valid PCAB License (if applicable) together with their quotations. Please disregard if you have submitted an updated copy/ies. This shall be subjected for validation.
- The winning Bidder is required to submit a photocopy of Latest Income/Business Tax Return and original copy of Omnibus Sworn Statement prescribed by the GPPB PRIOR TO PAYMENT of the goods delivered/services rendered.
- Supplier warrants that s/he has not given nor promised to give any money or gift to any PhilRice employee to secure this offer and to obtain an award.

Item No.	Quantity	Unit	Item and Description	Unit Price	Total Amount
1	1	LOT	Procurement of a Service Provider to Conduct a Digital Advocacy Campaign for the 2020 National Rice Awareness Month		
			see attached scope of work		

Delivery Period: 30 calendar days 15 calendar days 7 calendar days Others: _____

Place of Delivery: PhilRice CES-Central Warehouse ATI-QC Others: _____

Price Validity: 120 calendar days 60 calendar days 30 calendar days Others: _____

Warranty: 1 year 3 months Others: _____

Payment Term: 30 calendar days 15 calendar days Others: _____

After having carefully read and accepted the Procurement Terms & Conditions, I/We quote you on the item at prices noted above.

PRINTED NAME/SIGNATURE OF AUTHORIZED REPRESENTATIVE

Designation: _____

Company Name: _____

Business Address: _____

PhilGEPS Registration No.: _____

Telephone Number: _____

Email Address: _____

PRRI RFQ Rev 5 Effectivity Date: Oct 29, 2019

PROCUREMENT OF A SERVICE PROVIDER TO CONDUCT A DIGITAL ADVOCACY CAMPAIGN FOR THE 2020 NATIONAL RICE AWARENESS MONTH

I. Project Title

A Digital Advocacy Campaign for the National Rice Awareness Month 2020 with a farm-to-table theme focusing on production, marketing, and consumption of locally produced rice

II. Background/ Objectives

This year's theme for the National Rice Awareness Month, which will be celebrated in November, shall cover and promote the rice value chain (farm to table) from production, marketing, to consumption of locally produced rice. It seeks to rally various rice stakeholders, such as farmers to optimize rice yields, local government units and other institutions to support and buy farmers' produce, and the rice-consuming public to patronize locally produced rice.

This is in response to the call to make our farmers competitive and profitable in view of the rice trade liberalization. In addition to the Rice Competitiveness Enhancement Fund (RCEF), the national government has immensely invested in rice programs: National Rice Program (NRP) and Rice Resiliency Project (RRP) to boost our local rice production and reduce production cost. Supports from various stakeholders are needed to ensure that these programs are implemented well on the ground.

The opening of Philippine rice market to the world has intensified competition in the domestic market, with consumers now having more rice choices. However, non-standard rice labelling practices of rice retailers arising from their non-compliance to the set labelling guidelines disable consumers from distinguishing local from imported rice. In line with this, truthful labelling of rice sources is essential in promoting locally produced rice to help local rice farmers while ensuring quality rice for consumers. Following the policy recommendations obtained from one of the workshops during the 2019 National Rice Industry Stakeholders Conference, there is a need for LGUs to create an ordinance that will mandate retailers to put proper labelling of rice sources - local or imported.

Hence, this year's NRAM policy advocacy shall not only encourage the rice-consuming public to buy locally produced rice, but also to urge local government officials and other stakeholders to support rice farmers through palay buying as well as encourage truthful labelling to ensure consumers that what they are buying are indeed produce of our local rice farmers, which results in better economic opportunities for farmers or group of farmers.

The KADIWA ni Ani at Kita Program of DA shall be employed as a marketing platform for farmers to sell directly their locally produced rice to consumers. It also offers an opportunity to become the brand name for our local varieties - KADIWA Rice. This way, farmers will enhance their access to market and result in higher income attributed to reduced marketing cost while enabling and ensuring consumers to confidently determine and choose safe and quality rice. Other platforms, such as the DTI's Go Lokal Campaign, shall also be tapped.

Raising consumer awareness on the benefits of buying and eating KADIWA Rice will lead to demand creation that may boost farmers' confidence to continue producing safe and quality rice and may provide opportunities to influence the price of local rice.

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III. Target Audience

Farmers, Policymakers, LGUs, and Rice-consuming public

IV. Budget

The Approved Budget of Contract (ABC) for the campaign is P999,000 (Nine hundred ninety nine thousand) inclusive of all applicable taxes, commissions, bank charges, production costs (pre-post), conversion fees, talent fees, honoraria for resource persons, travel and food expenses, and other fees as may be incurred in the process of conducting the campaign.

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V. **Scope of work, schedule of requirements, and technical specifications**

Activity	Expected Outputs/Outcomes	Remarks/ Specification	Schedule of Requirement															
			October				November				December							
			Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2						
Design and conduct a digital advocacy campaign in consultation with PhilRice and DA, including (but not limited to) the following activities:																		
Conceptualize and produce a campaign video	1 2-3min campaign video produced	With a message focusing on behavioral change																
Optimize social media reach and engagements of at least 5 campaign multimedia materials with a total of 500,000 reach and 2500 engagements	5 campaign multimedia materials published with boosting with a total reach of 500,000 and 2500 engagements	1 content is the campaign video; the others will be produced by the end-user								1	2	1	1					

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	marketing platform (through online survey after the webinar organized by the end-user)	November										
	80% of the LGUs who participated in the policy forum/webinar show interest to implement the truthful labelling policy and palay buying (through online survey after the webinar organized by the end-user)	The webinar will be organized sometime in November										

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VI. Payment Terms

1. This contract will run for two months - October (Preparation) and November (Implementation)
2. The proposed payment scheme for the campaign will be billed progressively based on the timeline below:

Accomplishments	Payment
Upon the approval of campaign proposal	40%
Upon submission of all deliverables, raw and edited materials, and weekly and end-of-the-project reports	60%
Total	100%

VII. Other terms and conditions

1. The agency must have been handling relevant nationwide advocacy campaigns using digital platforms for the last five years.
2. The company must use a social listening tool or other appropriate methodology that can measure key performance output and outcome indicators, such as reach, engagements, conversations, interest, and support.
3. They must be flexible in responding to emerging issues and willing to adjust strategies as needed.
4. PhilRice will evaluate bids using the Quality-Cost Based Evaluation/Selection: 80% for quality and 20% for cost. All materials must be original and subject to the assessment and approval of PhilRice and experts before they are launched to the public. Editing and modifications of the materials to achieve quality outputs will not be given additional costs by the winning bidder to PhilRice.
5. All materials (raw and edited) designed and produced during the campaign will be owned by PhilRice, with full and exclusive rights. These materials will be packaged and submitted in hard drives. Produced materials after the campaign may be modified for future use for a maximum of six revisions in a span of 6 years with no additional costs.
6. PhilRice reserves the right to terminate the contract should the deliverables infringe copyrights, commit plagiarism, and be deemed unsatisfactory.