



Republika ng Pilipinas
KAGAWARAN NG KALUSUGAN
NATIONAL NUTRITION COUNCIL
Nutrition Building, 2332 Chino Roces Avenue Extension
Taguig City, Philippines



REQUEST FOR EXPRESSION OF INTEREST

1. The National Nutrition Council (NNC), through the General Appropriations Act of 2017 intends to apply the Approved Budget for the Contract (ABC) to payment under the contract for the following project. Bids received in excess of the ABC shall be automatically rejected at bid opening.

Item No.	Description	Approved Budget for the Contract	Price of Bid Documents
1	Hiring of Consultancy Services for the Production of a TV Program on ECCD First 1000 days	Php36,000,000.00	Php 25,000.00

2. The NNC now invites bids for the above-stated project. Prospective bidders must have experience of having completed within the last three (3) years (July 2014-July 2017), a single contract similar to the project whose value must be at least 50% of the ABC. The description of an eligible bidder is contained in the Bidding Documents for each project, particularly in Section II. Instructions to Bidders.
3. Bidding will be conducted through open competitive bidding procedures using a non-discretionary "pass/fail" criterion as specified in the Implementing Rules and Regulations (IRR) of Republic Act (RA) 9184, otherwise known as the "Government Procurement Reform Act".
4. Bidding is restricted to Filipino citizens/sole proprietorships, 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 and subject to Commonwealth Act 138.
5. Interested bidders may obtain further information from the NNC BAC Secretariat and inspect the Bidding Documents at the address given below during office hours from 8:00 a.m. to 5:00 p.m.
6. Below are the schedule of Issuance of Bid Documents, Pre-Bid Conference, Submission of Bids and Opening of Bids. Bids will be opened in the presence of the bidder's representative who choose to attend at the address below. All bids must be accompanied by a bid security in any of the acceptable forms and in the amount stated in the ITB Clause 18. Late bid shall not be accepted.

Activity	Schedule	Venue
a. Deadline for submission of Letter of Intent	August 21, 2017	National Nutrition Council, 2332 Chino Roces Avenue Extension Taguig City; Tel. 8164239
b. Submission of Eligibility Documents	August 23, 2017 at 2:00 p.m.	National Nutrition Council, 2332 Chino Roces Avenue Extension Taguig City; Tel. 8164239

c. Issuance of Bid Documents	August 25, 2017	National Nutrition Council, 2332 Chino Roces Avenue Extension
d. Pre-bid Conference	August 25, 2017 at 2:00 p.m.	Board Room, NNC, 2332 Chino Roces Avenue Extension Taguig City; Tel. 8164239
e. Submission/Opening of Bids	September 7, 2017 at 2:00 p.m.	Board Room, NNC, 2332 Chino Roces Avenue Extension Taguig City; Tel. 8164239

7. The NNC 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.
8. The NNC assumes no responsibility whatsoever to compensate or indemnify bidders for any expenses incurred in the preparation of their bids.
9. For further information, please contact the BAC Secretariat at the National Nutrition Council, No. 2332 Chino Roces Avenue Extension, Taguig City, Telefax No. 816-4239.

CHONA M. FERNANDEZ
Chief, Administrative Division and
Chairperson, Bids and Awards Committee

Republic of the Philippines
Department of Health
NATIONAL NUTRITION COUNCIL

PRODUCTION OF TELEVISION PROGRAM ON
EARLY CHILDHOOD CARE AND DEVELOPMENT AS PART OF COMMUNICATIONS PLAN
FOR THE ECCD INTERVENTION PACKAGE FOR THE FIRST 1000 DAYS

Terms of Reference

I. BACKGROUND

In December 2016, the National Nutrition Council contracted the services of ABS-CBN Lingkod Kapamilya Foundation, Inc. for the production and free airtime of a TV program on the Early Childhood Care and Development (ECCD) for the First 1000 Days. The program consists of 25 episodes that focus on various topics concerning the First 1000 Days such as breastfeeding, complementary feeding, growth monitoring, stunting and wasting, water and sanitation, reproductive health, among others. Each episode has a total running time of about 15-18 minutes. The program will be aired on ABS-CBN Channel 2 starting July until December 2017.

Considering the limited running time, the 25 episodes need to be continued to sustain the dissemination of key messages on the First 1000 Days of life particularly on nutrition, health, social services, responsive caregiving and early learning. The Phase 2 will remain a part of the communications component of the ECCD First 1000 Days Program.

Thus, the NNC shall produce Phase 2 of the program targeted to air right after the last episode of Phase 1 for continuity. The NNC shall hire the services of a production group with capacity and experience in producing TV programs to produce and provide free airtime for Phase 2 of the program. The group should be familiar with the storyline of "Ricky Pedia" to ensure smooth transition and continuity of Phase 1 to Phase 2.

II. OBJECTIVE

To hire the services of a production group for the production of Phase 2 of the TV program on ECCD First 1000 days that will also provide free airtime over a leading television channel.

Specifically, the TV program aims to:

1. Inform parents and care providers the importance of ECCD in the First 1000 Days, and
2. Portray the different positive behaviors and correct misconceptions related to ECCD in the First 1000 Days for information of the parents, mothers, caregivers, workers and the general public.

III. EXPECTED OUTPUTS

1. Production of a minimum of 25 episodes and aired for free over leading TV station continuing from Phase 1 of the program
2. Master copies of all episodes in DVD format at one (1) DVD per episode
3. Replication of the episodes into 3,700 DVD sets

IV. SCOPE OF WORK

1. Contractor
 - a. Produce a minimum of 25 episodes of the ECCD F1K Days TV program featuring the same cast of characters and maintaining the same set of artists as in Phase 1. Creative and substantive concept of the episodes will be developed and approved by both the contractor and the NNC.
 - b. Draft scripts for review and approval of the NNC prior to production and submit each produced episode for review of NNC prior to airing which should take off from the Phase 1 to ensure continuity of the story and concept;
 - c. Provide free airtime of the produced TV program over a leading television network and assure continuing airing for all the episodes. Airing time of the TV program shall be for 30 minutes and in a time slot with considerable audience composed of mothers and children.
 - d. Provide NNC with the results of ratings commissioned by the television station as available that includes rating of the TV program;
 - e. Produce plugs to promote the episodes to be aired in the same channel as well as promotional materials for social media; main characters shall also be featured to promote the TV program;
 - f. Compile the episodes into a single file in DVD format and reproduce 3,700 copies for NNC for distribution to partners to be submitted to NNC within 2 months from the date of last airing of the last episode;
 - g. Air three (3) 15-/30-seconder nutrition plugs before, during and after the program; plugs shall be provided by the NNC.
 - h. Seek advertisers but shall exclude commercials of products covered under Section 3 of Executive Order No. 51, otherwise known as the "National Code of Marketing of Breastmilk Substitutes, Breastmilk Supplements and Other Related Products" or the "Milk Code",

specifically: breastmilk substitutes, including infant formula; other milk products, foods and beverages, including bottle-fed complementary foods, when marketed or otherwise represented to be suitable, with or without modification, for use as a partial or total replacement of breastmilk; feeding bottles and teats; and by its Revised Implementing Rules and Regulations, as well as advertisements that portray or depict or show products or behaviors that are detrimental to the health of children, including cigarette smoking and alcohol drinking. In the event that there shall be disputes related to the products that are covered by the Milk Code, the NNC or the contractor shall refer this to the Food and Drug Administration of the Department of Health which is the government authority on this subject.

- i. Submit to NNC the following:
 - 1) Broadcast order for airing of the episodes;
 - 2) Compilation of all the final approved scripts;
 - 3) Master copies of the final approved episodes in DVD format at one (1) DVD per episode. The NNC as co-producer shall have *co-ownership of the materials and the right to use and reproduce these materials in similar campaigns;*
 - 4) 3,700 DVD copies of all episodes (with MTRCB and OMB approval)
 - 5) Project completion report; and
 - 6) Audited financial report.

2. **National Nutrition Council**

- a. Review and approve the scripts for each episode and the final copy of the episode before airing;
- b. Invite technical resource persons to guest in the episodes as may be needed;
- c. Provide necessary technical assistance and reference materials for the development of the scripts;
- d. Provide focal person(s) (FP) who will provide technical inputs during the concept/script committee meetings, pre-production, production and post-production of the episodes. The FP should be competent in the subject matter, able to participate actively in the in-depth discussion of each episode, and should be efficient in giving feedback and comments on the submitted materials. The FP is expected to be present during the shoot to monitor accuracy of lines where the subject matter is concerned; to give suggestions and

recommendations of institutions and places for external field production requirements and refer technical matters outside of nutrition to experts to ensure technical correctness;

- e. Provide the nutrition TV plugs for airing;
- f. Monitor the airing of the episodes;
- g. Distribute the 3,700 DVD replicates of the TV program; and
- h. Review the contractor's submission of the required outputs and deliverables and process the corresponding payment.

V. DURATION

The project shall be implemented in 12 months from the date of the issuance of the Notice to Proceed, including 3 months of pre-production, 6 months of airing and simultaneous post-production of 3 months.

Activity	Schedule, by Month											
	1	2	3	4	5	6	7	8	9	10	11	12
1. Development of scripts	x	x	x									
2. Pre-production (scout for talents for new characters, set design finalization, art department requirements determined)		x	x									
3. Production of episodes				x	x	x	x	x	x	x	x	
4. Editing of taped materials					x	x	x	x	x	x		
5. Airing of episodes						x	x	x	x	x	x	
6. DVD Replication and Mastering (preview by script committee, revision, re-editing and mastering)								x	x	x	x	x
7. Submission of deliverables to NNC												x

VI. PROJECT COST

The total project cost is **Php36,000,000.00** chargeable against the Locally-Funded Project Funds for the ECCD First 1000 Days program subject to the usual government accounting and auditing rules and regulations inclusive of VAT and other fees (letter of credit). The amount covers the production cost and excludes airtime that will be the counterpart of the contractor. The breakdown of expenses is as follows:

Items of Expenditure	Amount (Php)
1. Talent fees of artists (at least 6 major characters and other support cast)	10,000,000
2. Professional fees of personnel and crew (director, writer, psychologist, production staff, musical arranger/scorer, computer graphics artist, production designer, make-up artist, utility, etc.)	9,500,000
3. Props and other supplies and materials (includes labor for fabrication of sets, costumes, truck rental, equipment rental and other supplies and materials)	5,000,000
4. Logistics (includes transportation, warehouse rental, electric and water consumption, tokens/merchandising materials, network charges e.g. studio fees, replication fees, entry fees for award-giving bodies, research and development)	3,500,000
5. Meals	1,250,000
6. Creative and concept fees (including opening billboard)	1,000,000
7. Promotions	750,000
8. Management fee and administrative cost	5,000,000
TOTAL	36,000,000

VII. TERMS OF PAYMENT


The contractor shall be paid through domestic letter of credit (LC) upon presentation of certificate of acceptance from the NNC of which shall be based upon submission of required deliverables for each of the following tranches of payment:

Schedule of Payment	Amount (Php)
First payment (15%) – upon receipt of billing statement and approved TV program concept within one month from the issuance of notice to proceed	5,400,000
Second payment (20%) – upon receipt of billing statement, broadcast schedule and approved scripts for episodes 1-8	7,200,000
Third payment (20%) – upon receipt of billing statement and approved scripts for episodes 9-16	7,200,000
Fourth payment (15%) – upon receipt of billing statement and certificates of performance for the airing of episodes 1-8 and approved scripts for episodes 17-25	5,400,000
Fifth payment (15%) – upon receipt of billing statement and certificates of performance for the airing of episodes 9-16	5,400,000
Sixth and final payment (15%) – upon receipt of billing statement, certificates of performance of airing of episodes 17-25, compilation of all final scripts, master copies, 3,700 DVD copies containing all episodes, completion report and audited financial report within one month from the date of last airing.	5,400,000
TOTAL	36,000,000


VIII. PENALTY

Failure on the part of the contractor to comply with the requirements shall be cause for imposition of penalty of 1/10 of 1% per day of delay or the contract's termination as provided by existing government accounting and auditing rules and regulations.

Prepared by:


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Reviewed by:

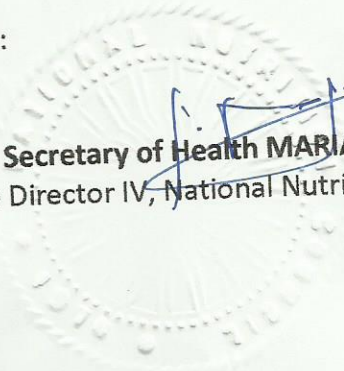

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Approved:


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Checklist of Eligibility Requirements

Class "A" Documents

Legal Documents

- Department of Trade and Industry (DTI) business name registration or SEC Registration Certificate, or CDA for cooperatives or any proof of such registration.
- Valid and current Mayor's permit/municipal license issued by the city or municipality where the principal place of business of the prospective bidder is located.
- Tax Clearance

Technical Documents

- Statement of the prospective bidder of all its on-going government and private contracts including contracts awarded but not yet started if any, whether similar in nature and complexity to the contract to be bid within the relevant period as provided in PBD.
- Statement of all completed government and private contracts for the last three (3) years (July 2014 – July 2017) a single or three accumulated similar/related contracts whose value is at least 50% of the Approved Budget for the Contract.

Statement of on-going and completed contract should be submitted in separate sheet and categorized whether government or private, if none, indicate "None."

- At least 3 certifications of satisfactory performance from three (3) previous clients.
- Statement of the consultant specifying his/her nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions.
- Curriculum Vitae of personnel to be assigned to the project.

Financial Documents

- Consultant's audited financial statements, stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two years from the date of submission, showing among others the total assets and liabilities.
- Computation of Net Financial Contracting Capacity (NFCC)

Class "B" Documents

- Valid joint venture agreement (JVA), in case a joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of JVA in the instance that the bid is successful shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security.

NOTE:

The bidder shall submit four (4) sets of each eligibility documents, technical and financial proposal. 1 original and 3 sets of duplicate copy. Each set of documents must be securely fastened in a legal size folder enclosed in a sealed and a properly labeled envelope.