



Republic of the Philippines
 Department of Agriculture
AGRICULTURAL CREDIT POLICY COUNCIL
 28/F One San Miguel Avenue (OSMA) Bldg.,
 San Miguel Ave cor Shaw Blvd.,
 Ortigas Center 1605 Pasig City
 Tel. Nos. 8634-3320 to 21; 8634-3326/
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REQUEST FOR QUOTATION-SMALL VALUE PROCUREMENT

PRODUCTION OF SIX (6) ANIMATED AVPs FEATURING ACPC AND ITS PROGRAMS (ABC: PHP2,000,000.00)			
Approved Budget for the Contract (ABC):	Php2,000,000.00	RFQ No.	2025 – 050
Purchase Request/s No:	2025-06-323	Deadline for Submission of Bids:	June 25, 2025, Friday, 5:00 PM
Mode of Procurement	Small Value Procurement (Sec. 34.1)	Delivery Period:	Within 5 days after NOA & PO has been approved and issued

Date: June 18, 2025

The Agricultural Credit Policy Council (ACPC) through the Bids and Awards Committee (BAC), intends to procure the item/s indicated in this Small Value Procurement (SMV) in accordance with Section 34.1 2024 revised Implementing Rules and Regulations of Republic Act No. 12009.

Interested bidders/supplier of known qualifications are hereby invited to submit quotation signed by its authorized representative at the below address and/or thru email to the following address:

Agricultural Credit Policy Council
 28F One San Miguel Ave. Building, San Miguel
 Ave. cor. Shaw Blvd., Ortigas Center, Pasig City
procurement@acpc.gov.ph
 (02) 8634-3321

RACHEL A. BUSTAMANTE
 Head, BAC Secretariat

Documentary Requirements:

1. Mayor's/Business Permit (in case of expired permit, submit a copy of recently expired permit and Official Receipt as proof of renewal)
2. PhilGEPS Registration Certificate
3. Notarized Omnibus Sworn Statement
4. Tax Clearance Certificate

<u>INSTRUCTION TO SUPPLIER</u>
<ul style="list-style-type: none"> • Submit your quotation using the prescribed Quotation Form (Annex A of the RFQ). • Accomplish the Quotation Form and do not alter the contents of the form in any way. • Non-compliance with the submission of the accomplished prescribed/standard Quotation Form and Documentary Requirements within the prescribed deadline shall automatically be disqualified.

Proof of authorization shall be a duly notarized Secretary's Certificate, Board/Partnership Resolution, or Special Power of Attorney, whichever is applicable, in case of a corporation, partnership, or cooperative, or joint venture; or a duly notarized Special Power of Attorney in case of a sole proprietorship, giving full power and authority to its officer to sign the OSS and do acts to represent the Bidder

Very truly yours,


OIC-ED MAGDALENA S. CASUGA
 Chairperson, Bids and Awards Committee



QUOTATION FORM

Name of Company : _____
 Address : _____
 Contact Person : _____
 Contact Number : _____
 Email address : _____

After having carefully read and accepted the Terms and Conditions of this RFQ, hereunder is our quotation/s for the item as follows:

PRODUCTION OF SIX (6) ANIMATED AVPs FEATURING ACPC AND ITS PROGRAMS (ABC: PHP2,000,000.00)		
TERMS OF REFERENCE		
1.0 Project Title		
	Procurement of Fully Animated Audio-Visual Production (AVPs) Featuring Agricultural Credit Policy Council (ACPC) and its Programs	
2.0 Objective		
	The purpose of the project is to engage a video production company to create fully animated AVPs that will enhance the ACPC's information dissemination efforts thru:	
	<ul style="list-style-type: none"> • Increasing public awareness of ACPC's mandates and programs, highlighting loan features, eligibility requirements, and the step-by-step process for availing loans. • Educating and informing stakeholders by ensuring that vital information about ACPC's services is accessible, clear, and engaging to the target audience 	
3.0 Approved Budget for the Contract		
	The total budget for the project amounts to Php 2,000,000. Said budget is included in the ACPC Supplemental Budget for FY 2025 under the Communications and Public Affairs Division (CPAD).	
4.0 Implementation Period		
	The schedule of video production will be within three (3) months.	
5.0 Qualification Requirements of the Service Provider		
	The Service Provider must be duly registered with PhilGEPS.	
6.0 Evaluation Criteria for Sample Outputs		

Table of Rating Factors

FACTOR WEIGHT (%)	RATING FACTORS	WEIGHT (%)	RATING
I. Technical Skills. Technical and Graphics (based on sample AVP submitted)			
1.	3D Animation and graphics – Effective use of 3D animation	(30)	
2.	Audio/Sound quality	(20)	
3.	Quality – AVP is clear and uses high resolution and aspect ratios	(20)	
4.	Story Pacing – pacing is not dragging and with adequate focus. Story moves with smooth transitions.	(15)	
5.	Over-all impact – visuals are creative, effective with professional appearance, engaging to target audience and compelling enough to capture viewers’ attention.	(15)	
Total		100	___%
Passing Rate		80%	

Note:

Service Provider must submit the following:

- Company’s Work Portfolio – list and description of recent similar undertakings.
- At least three (3), 3–5-minute video as sample output to be sent through email at info@acpc.gov.ph on or before the deadline of submission.

**Failure to provide sample output would result in a zero (0) rating*

7.0 Specifications and Scope of Work

7.1 The Service Provider shall produce six (6) animated 4K high-resolution videos for a maximum of five (5) minutes featuring the following:

- ACPC Institutional Video
- AgriNegosyo (ANYO) Loan Program
- Kapital Access for Young Agripreneurs (KAYA) Loan Program
- Survival and Recovery (SURE) Assistance Program
- Agripuhunan at Pantawid Program (APP)
- How to become an ACPC Partner Lending Conduit

7.2 Pre-production preparations services namely: (a) conceptualization; and (b) development of video script and storyboard with three (3) major revisions in consultation with the Communications and Public Affairs Division (CPAD)

7.3 May include the services of the following personnel: Creative Writer/Producer, Director, Voice Over Talent, Master Editor, Graphics Team, Sound Design, and Animator, etc.

7.4 Post-production services, namely: (a) sound/ musical scoring; (b) voice over artist; (c) special effects rendering; (d) subtitling; and (e) post production editing with three (3) major revisions in consultation with CPAD.

7.5 The six (6) final video outputs must be in .mp4 and .avi formats and must be submitted in an external hard drive and via electronic email to CPAD

7.6 The CPAD will provide the content and other necessary information for the video production

7.7 The Service Provider shall observe the following work plan for the project, any adjustments made shall be relayed to CPAD through email, and it must be approved by the CPAD:

Activities		Target Date of Delivery
1	Collate technical content and other reference materials for the Development of the six (6) video output to be provided by CPAD	Must be completed within five (5) calendar days after Notice to Proceed has been approved and issued
Storyboarding		
2	Development of video content (storyboard)	
a	Creation and submission of the first draft of storyboard for the six (6) videos based on the technical content and reference materials	Must be completed within thirty (30) calendar days upon turnover of technical content and other reference materials for the development of the six (6) video outputs to be provided by CPAD
b	Presentation of the revised storyboard after the first presentation/revision	Must be completed within five (5) calendar days after the recommended revision on the first version
c	Submission of the final version of the storyboard	Within five (5) calendar days after the recommended revision on the final version
Video Production		
3	Development of the six (6) animated videos	
a	Submission of the 1st draft of animated videos (1st version)	Must be completed within thirty (30) calendar days upon submission of the final and approved storyboard
b	Revision and editing of animated videos (2nd version)	Must be completed within twenty (20) calendar days after the recommended revision on the first version of the animated videos
c	Revision and editing of animated videos (3rd version)	Must be completed within ten (10) calendar days after the recommended revision on the second version of the animated videos
d	Submission of the final version of the animated videos for approval of CPAD	Within ten (10) calendar days after the recommended revision on the third version of the animated videos
8.0	Ownership and Confidentiality of Data	
8.1	The videos developed under this project, including raw outputs as a material for the video development such as graphics, storyboard, and script, shall be owned by the ACPC.	
8.2	The Service Provider shall, in no case, be authorized to use, disseminate, and produce copy of the videos for any purpose.	
8.3	The Service Provider agrees to hold all information in the project in strict confidence. The Service Provider further agrees not to reproduce or disclose any confidential information to third parties without the prior written approval of the ACPC.	
9.0	Terms of Payment	
9.1	The payment schedule for the video production and layout design shall be in accordance with the following delivery schedule, subject to the usual government accounting and auditing requirements:	

Project Milestone		Percentage of Payment
1	Approval by CPAD of the final storyboard for the six (6) animated videos	20%
2	Submission by the Service Provider of the 1st version of the six (6) animated videos	20%
3	Submission by the Service Provider of the 3rd version of the six (6) animated videos	30%
4	Approval and acceptance by CPAD of the final versions of the six (6) animated videos	30%

9.2 Payment shall be subject to any applicable tax obligation/deduction.

9.3 The service provider shall not be held liable for any delays in the production and delivery of Audio-Visual Presentations (AVPs) or radio plugs that are caused by the unavailability or untimely provision of necessary content and materials from the Agricultural Credit Policy Council (ACPC).

In particular, content related to the enhanced credit programs (e.g., ANYO, KAYA, and SURE) is subject to the review and approval of the ACPC Governing Council. Therefore, any delay resulting from pending approvals or the untimely provision of required content by ACPC shall not constitute a fault, breach, or negligence on the part of the service provider.

Accordingly, the agreed payment schedule shall remain in effect and shall proceed as planned, as such delays are attributable to ACPC and outside the control of the service provider.

10.0 Penalty for Delay

When the winning company fails to satisfactorily deliver goods under the contract within the specified delivery schedule, the supplier shall be liable for damages for the delay and shall pay ACPC liquidated damages, by way of penalty, 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 by ACPC.

ACPC need not prove that it has incurred actual damages to be entitled to liquidate damages. Such amount shall be deducted from any money due or which may become due to the supplier, or collected from any securities or warranties posted by the supplier, whichever is convenient to the procuring entity concerned. In no case shall the total sum of liquidated damages exceed ten percent (10%) of the total contract price, in which event the procuring entity concerned may rescind the contract and impose appropriate sanctions over and above the liquidated damages to be paid.

I hereby certify to comply and deliver all the above requirements.

Signature over Printed Name

Designation

Date

**PRODUCTION OF SIX (6) ANIMATED AVPs FEATURING ACPC AND ITS PROGRAMS
(ABC: PHP2,000,000.00)**

Lot No.	Item Description	ABC (Php)	Qty	Unit	Unit Cost	Total Amount
1	PRODUCTION OF SIX (6) ANIMATED AVPs FEATURING ACPC AND ITS PROGRAMS	2,000,000.00	1	LOT		
TOTAL OFFERED QUOTATION: (Total amount for all items)				In words:		
				In figures: ₱		

PAYMENT DETAILS:

Banking Institution:	
Account Number:	
Account Name:	
Branch	

TERMS AND CONDITIONS:

- Price quotation/s, to be denominated in Philippine peso shall include all taxes, duties and/or levies Payable.
- Price validity shall be valid for a period of thirty (30) calendar days from the date of submission.
- Quotations exceeding the Approved Budget for the Contract shall be rejected.
- Any interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by you or any of your duly authorized representative/s.
- Warranty shall be for a minimum of three (3) months for supplies & materials; one (1) year for equipment, three (3) years for IT equipment from date of acceptance by the end-user.
- The bidders are required to submit brochures, pictures and technical data pertaining to the brand and model of the item being offered.
- In case two or more bidders are determined to have submitted the Lowest Calculated Quotation, ACPC shall adopt a tie-breaking method to finally determine the single winning provider in accordance with GPPB Circular 06-2005.
- Award of Contract shall be made to the supplier/bidder with the lowest quotation and who has complied with the minimum technical specifications and other terms and conditions stated herein.
- Payment shall only be processed after the submission of billing statement/invoice and upon completion of delivery of all services listed in the Purchase Order/ Contract as well as upon inspection and acceptance of the goods by the end-user.
- Liquidated damages equivalent to one-tenth of one percent (0.1%) of the cost of the unperformed portion for every day of delay shall be imposed. The ACPC may rescind the contract once the

cumulative amount of liquidated damages reaches ten percent (10%) of the amount of the contract, without prejudice to other courses of action and remedies open to it.

- ACPC shall have the right to inspect and/or to test the goods to confirm their conformity to the specifications. Supplier shall, within 3 calendar days from notice, replace all defective items at no cost to the ACPC
- The Procuring Entity may cancel or terminate the contract at any time in accordance with the grounds provided under RA No. 12009 and its Implementing Rules and Regulations and associated issuances.

I hereby certify to comply and deliver all the above requirements.

Signature over Printed Name

Designation

Date