

TERMS OF REFERENCE
Provision of Services for the Development of Audio Visual Presentations
DTI: Disability Towards Inclusivity of Persons with Disabilities

I. PROJECT DESCRIPTION

The project is proposed for the development and production of a Five (5) Minutes of the Audio Visual Presentations (AVPs) of the Department's Persons with Disabilities clients/beneficiaries who availed the different DTI Programs and Services.

The AVP is intended to be shown, among others in the following medium:

- DTI YouTube Channel
- DTI Website and Other Social Media Platforms
- Regional and Provincial Offices
- Negosyo Centers

RATIONALE

The Department of Trade and Industry (DTI) plays a vital role in the government's push for the development of persons with disabilities, particularly in economic empowerment and for them to become productive contributors to and beneficiaries of inclusive growth. The Department has made progress in terms of mainstreaming programs and services, in implementing policies such as designation of persons with disability Focal Persons, and in the development of the Manual on Disability Inclusive Governance (ManDIG) for the benefit of persons with disabilities either as entrepreneurs/would-be entrepreneurs or consumers.

The ManDIG aims to provide guidance among DTI bureaus and offices on how to ensure disability inclusion in planning, implementation and monitoring of programs and services as part of DTI's commitment to effect good governance. It is based on the General Principles of the UN Convention on the Rights of Persons with Disabilities (UNCRPD) which are as follows:

- a) Respect for inherent dignity, individual autonomy including the freedom to make one's own choices, and independence of persons;
- b) Non-discrimination;
- c) Full and effective participation and inclusion in society;
- d) Respect for difference and acceptance of persons with disabilities as part of human diversity and humanity;
- e) Equality of opportunity;
- f) Accessibility;
- g) Equality between men and women;

- h) Respect for the evolving capacities of children with disabilities and respect for the right of children with disabilities to preserve their identities.

This manual also supports the realization of Ambisyon 2040 through the implementation of the Philippine Development Plan 2017-2022 and contributes to the achievement of the Sustainable Development Goals relative to DTI mandate. It covers three areas of governance, namely:

- **Institutional Capacity Building**

To strengthen the capacity of the Department in delivering programs and services to persons with disabilities;

- **Programs and Services**

The programs and services of the DTI should be made accessible through the allocation of funds in all programs and services to ensure full participation of persons with disabilities.

- **Communications and Advocacy**

Communication and advocacy are important tools to ensure that DTI programs and services are able to reach persons with disabilities. Information and education materials should be made available in accessible formats as they are crucial to the meaningful participation of persons with disabilities and in building partnership with various stakeholders.

Given the above, the Department continues to identify measures and appropriate areas of assistance to further enhance its work towards improving the lives of persons with disabilities. Persons with Disability, under normal circumstances, already experience barriers that hinder them from fully participating in society, and are further aggravated by the current circumstances that the COVID-19 pandemic has brought about. Among the programs and initiatives implemented by DTI for PWDs are, as follows:

A. Compliance/Support to Disability Laws

- 1) **Provision of 5% discount** on purchase of basic necessities and prime commodities per JAO 17-01, S. 2017. DTI has issued Joint DTI-DA-DOE Administrative Order (JAO) 17-01, S. 2017 or the Guidelines on Granting Special Discounts to PWDs. A PWD shall enjoy a special discount of 5% of the regular retail price, without exemption from the value added tax, of basic necessities and prime commodities listed under Section 1 of the said Order.
- 2) **Establishment of priority lanes/counters** for PWDs/pregnant women/senior citizens in frontline DTI bureaus/offices (e.g., Fair Trade Enforcement Bureau, Bureau of Philippine Standards, Construction Industry Authority of the Philippines, Intellectual Property Office of the Philippines, Philippine Economic

Zone Authority). Other bureaus, attached agencies, and regional/provincial offices/Negosyo Centers also have help desks/receiving areas that provide assistance/transaction priority to said vulnerable groups.

- 3) **Support to the Equal Employment Opportunity Principle (EEOP).** As of December 2020, there are fifty (50) DTI PWD employees (visual, physical, hearing, psychosocial disabilities) from the Head Office and Regional Offices.
- 4) **Development and maintenance of PWD-compliant DTI website.** The general web accessibility features include shortcuts, toggle high contrast, and incorporation of alt-text in all images/photos for the visually impaired, as well as captioning of uploaded videos in the website.
- 5) **Support to BP 344 through the provision of accessible ramps, handrails, PWD parking spaces** in six of the DTI rented buildings at the Head Office.

B. Programs and Services. The programs and services of DTI will be made accessible through the allocation of funds in all programs and services to ensure full participation of PWDs. Based on the data encoded in the newly developed **Person with disability Information Management System (PIMS)** there are **662** persons with disability beneficiaries/clients that availed the following DTI programs and services:

1. SME Roving Academy (SMERA) for the continuous learning and development of MSMEs such as conduct of skills and management trainings;
2. Shared Service Facility (SSF) or the provision of processing machine/equipment to improve quality and productivity of MSMEs;
3. Consumer Advocacy (CA) which empowers consumers through enforcement of laws and consumer education;
4. Kapatid Mentor Me (KMME) which assist Micro, Small and Medium Entrepreneurs scale up their businesses thru the weekly coaching and mentoring by business owners and practitioners on different functional areas of entrepreneurship held in Negosyo Centers nationwide.
5. Livelihood Seeding Program – Negosyo Serbisyo sa Barangay thru provision of Livelihood Kits amounting to P5,000-P8,000 containing items that could aid qualified affected individuals to restore and improve their businesses;
6. Business Advisory Services (BAS) which provides advisory and mentoring services to help MSMEs improve operations and enhance organizational sustainability; and
7. Participation to provincial, regional and national trade fairs.

In this context, as part of its advocacy material, the department shall develop additional Audio Visual Presentation using the DTI-ManDIG as the reference document that will showcase **selected successful Person with Disabilities' MSMEs** who availed DTI Programs and Services, and therefore there is a need for consultant/designer to come up with an AVP. The services required for the

development of the AVP is beyond the in house capacity of the procuring office and therefore there is a strong need to contract out the services of a Consultant.

III. OBJECTIVES

The provision of service is for the development and production of PWD advocacy videos, featuring success stories of its PWD clients in the sectors of MSME development and consumer protection.

The production of said videos aims to:

- 1: Increase the awareness of DTI's internal and external stakeholders on the various programs and services that it provides for its Persons with Disabilities (PWD) clients in the enterprise development and consumer protection sectors;
- 2: Effectively utilize knowledge management resources to promote disability inclusivity in DTI.

IV. SCOPE OF WORK AND SPECIFICATIONS OF OUTPUTS

Item 1: Audio-Visual Presentation

- 1.1. Pre-production (including data gathering, storyboard script, and production schedule), and Finalization/Storyboarding based on the DTI approved theme
- 1.2. Production Proper
 - i. on-site/studio production, field interview of resource persons, including DTI officials, employees, and featured PWD clients in Luzon, Visayas and Mindanao and acquisition of talents
 - ii. All equipment (IT and video) must be provided by the outsourced provider
 - iii. Creative info graphics/kinetic typography animation, stop motion animation video inclusive of animator, voice over talent, and original production scores
 - iv. Use photos and videos that will not infringe the intellectual property rights of organization/entity
- 1.3. Post Production including editing, audio recording, production, packaging, and delivery of product.

Item 2: Specification of final videos

- 2.1. The final output shall be a fully edited audio-visual presentation with 3 episodes each lasting from 5 minutes for posting at the DTI YouTube channel:
- 2.2. Proprietary Script, Scoring and Background Sounds
 - i. Original Script must be submitted for approval and once approved will be a property of DTI
 - ii. Development of original music also becomes a property of DTI
 - iii. Use of royalty-free music

Item 3: Final Video/Sound Output Format

- 3.1. The final AVP should be executed on high definition using an industry standard editable digital format i.e. Two (2) copies each of the required AVPs should be delivered using DVD/MP4 format. The DTI has the right to reproduce unlimited copies, use and format, and do reverse engineering.

- 3.2. The final AVP should be in multi system master (PAL, NTSC, SECAM, PAL SECAM) fully edited AVP on DVD format 2 copies each of the required video should be delivered using DVD/MP4 format.
- 3.3. All raw video footages, scoring, and photography taken in line with this TOR will be a property of DTI for reuse in other projects
- 3.4. Purchase of copyright material should be shouldered by the outsourced provider
- 3.5. Minimum standards for the video quality are as follows:
 - i. Frame size and image dimension: 1280x720p High Definition (HD)
 - ii. Variable bit rate: uncompressed
 - iii. Screen aspect ratio: 16:9

Item 4: Sign Language Interpreter and Preparation of Thumbnails and Captions

- 4.1 Insertion of a video of the Sign Language Interpreter in the video Stream
- 4.2 Prepare thumbnails and captions for the three (3) AVPs for uploading to DTI YouTube Channel

V. SKILLS REQUIRED

The provision of service requires a creative team with the following skills/competency:

- a. Script writing and production of video
- b. Videography including editing
- c. Animation and graphics design
- d. All others skills relating to the production of the required video

The creative team shall have a producer/team leader who shall directly coordinate with DTI regarding the production and other details of the provision of service.

VI. WORK DURATION AND LOCATION

Item 1. The duration of the contract is Five (5) months.

Item 2. The provision of service will have video coverage that includes field interviews of resource persons and DTI officials at the following locations:

- 2.1. Luzon : Regions CAR, 1, 2, 4B, 5
- 2.2. Visayas: Regions 6, 7, 8
- 2.3 Mindanao: Regions 9, 10, 11, 12 and CARAGA

Item 3. A maximum of Ten (10) revisions is allowed per submitted output/AVP.

VII. BUDGET ALLOCATION

The allocated budget for the contract of the project is **Php 650,000.00 inclusive of taxes**, cost of travel and lodging, compliance to health requirements and other expenses. Cost of this provision of service is charged to the **DTI RGMS Regular Funds**.

VIII. TIMELINES AND DELIVERABLES

The following key outputs are expected to be delivered within the prescribed timeline indicated below:

Tasks	Outputs	Duration	Payment Scheme
Submission of final and acceptable storyboard and script (1 idea)	Acceptable Final storyboard and script	2 weeks after contract signing	20%
Production and submission of rough cut video	Rough cut of first, second and third videos	10 weeks after concept and script writing	40%
Post-production and submission of AVP of first and second videos	Final and acceptable AVP for first and second videos	5 weeks after submission of rough cut	20%
Submission of AVP for third video	Final and acceptable AVP for third video	3 weeks after submission of AVP for first and second videos	20%

XI. QUALIFICATIONS

Item 1: The identified key members of the creative team must have at least five (5) years of professional experience in the industry, specifically in the areas of advertising, graphic design, production, creative writing and dealing with the media, and other related fields;

Item 2: The identified key members of the creative team must have handled at least two (2) projects similar in nature to the requirement, with other government institutions and other prominent business establishments;

Item 3: The identified key members must have at least two (2) recognition and commendations received from distinguished clients and;

Item 4: Must be registered online with the Philippine Government Electronic Procurement System (<http://www.philgeps.net>) as a legitimate service provider for government requirements;

Item 5: Must guarantee timely delivery of the AVP.

XII. SELECTION CRITERIA

The following criteria will be used to assess responding bidders based on Quality-Cost based Evaluation/Selection (QCBE/QCBS) procedure:

a. Technical Proposal (maximum 70 points)

There is no cut-off for the evaluation of technical proposals, but the bidder must be able to obtain a total score of not less than 60 points for the 3 criteria.

1. Track Record (maximum 18 points)

Each bidder shall identify similar projects with contract amounts no less than P100,000. Similar projects (100%) shall refer to scriptwriting and video

production. Bidders are required to submit the above using the following format:

Name on Similar Project	Date of Contract	Amount of Contract	Completion Date	Client

2. Qualification of key members (maximum 18 points)

Each bidder shall submit the curriculum vitae of the Project Manager and other members of the production team (scriptwriter, video editors, animators) assigned to the project, who shall be assessed based on experience (70%) and education (30%). Bidders should state the number of years, educational attainment, similar projects handled, and references among others.

3. Previous works (maximum 34 points)

Each bidder shall submit samples of work products featuring their skills in scriptwriting and video production.

b. Item 2: Financial Proposal (maximum 30 points)

c. Item 3: Total Evaluation (100 points)

XIII. CONFIDENTIALITY CLAUSE

The service provider warrants the full confidentiality of all information gathered for the consultancy service contract given by DTI unless the latter indicates the contrary. The service provider shall not disclose any communication disclosed to him for the purpose of this consultancy service contract. After the completion of the contract, all materials, data, and other related documents provided must be returned to DTI.

XIV. TERMINATION CLAUSE

DTI, thru prior written notice, terminate this contract during its effectivity when any of the following conditions attend its implementation:

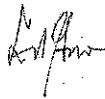
- a. Outside of force majeure, failure of the service provider to deliver or perform the outputs and deliverables within the specified period(s) herein or within any extension thereof granted by DTI;
- b. As a result of force majeure, the service provider is unable to deliver or perform a material portion of the outputs and deliverables within a period of time granted by the DTI to the service provider or for a period of not less than sixty (60) calendar days after the service provider's receipt of the notice from the DTI stating that the circumstance of force majeure is deemed to have ceased;
- c. Determination by the Head of the Procuring Entity or its duly authorized official or representative of the existence of conditions that will make the implementation of the contract economically, financially or technically impractical and/or unnecessary such as, but not limited to, fortuitous events or changes in law and national government policies;

- d. Declaration of bankruptcy or insolvency of the service provider as determined with finality by a court of competent jurisdiction; in which event, the termination will be without compensation to the service provider; provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the DTI and/or the service provider;
- e. Prima facie determination that the service provider has engaged, before or during the implementation of this contract, in unlawful deeds and behaviors relative to contract acquisition and implementation;
- f. Failure by the service provider to remedy a failure in the performance of its obligations hereunder, within thirty (30) days of receipt of a notice of suspension of payment from DTI;
- g. Breach or failure by any of the party to fulfill its obligations under this contract;
- h. If the service provider falls short of the standards in terms of performing the assigned duties and responsibilities;
- i. Upon mutual agreement and reasons acceptable to both parties;
- j. Prima facie determination that the service provider violated any policy being implemented by DTI; and
- k. Any other justifiable reason.
- l. All raw and finished materials made by the service provider if paid for by DTI for services rendered should be turned over to DTI.

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