

Negotiated Procurement
(Scientific, Scholarly or Artistic Work,
Exclusive Technology and Media Services)

RESOLUTION NO. 0102
Series of 2025

WHEREAS, the Department of Agriculture has a Purchase Request for the Procurement of One Job Order for 30-second TV ads/reels over four major airports in Western Visayas to air agricultural advocacies- Direct Contracting with a total budget under GAA 2025 for Approved Budget for the Contract in the amount of Nine Hundred Two Thousand Eight Hundred Eighty Pesos Only (Php 902,880.00);

WHEREAS, R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL is the only commercial digital queuing network operating in the Western Visayas;

WHEREAS, R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL has simultaneous broadcast of National Government Agencies and Local Government Units advocacies, programs and activities in all airports and seaports terminals and with the Island Living Channel on cable TV providers in the region;

WHEREAS, R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL has made history being recognized as the Asia's Tourism Channel of the Year;

WHEREAS, R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL offers a broadcast package at a very reasonable and affordable cost of P 110,880.00 per month (inclusive of VAT) in four major Airports within Western Visayas to feature the Department's advocacies, programs and activities;

WHEREAS, R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL has consistently aired agricultural-tourism news features and agricultural entrepreneurs in the region;

WHEREAS, through these digital queuing advocacies and quad-media exposures R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL has established a pool of viewers consisting of travelers, businessmen, entrepreneurs, and professionals who are interested and are practicing integrated farming practices in their respective areas;

Thus, it is it is right to have our digital queuing advocacies aired over R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL as our partner in disseminating agricultural information and updating stakeholders of the latest development and innovations in the agricultural industry because of its captured viewership among various sectors in the region;

Most importantly, the R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL has proven its worth as a credible provider of digital queuing advocacies and it continues to acquire a high rating viewership in the region. We can claim and be proud of that we've been part of it.



NOW, THEREFORE, We the Members of the Bids and Awards Committee, hereby RESOLVE as it is hereby RESOLVED:

a.) To recommend Negotiated Procurement (Scientific, Scholarly, Artistic Work, Exclusive Technology and Media Services) as appropriate mode of procurement;

b.) To recommend the award of contract through Negotiated Procurement for Scientific, Scholarly or Artistic Work, Exclusive Technology and Media Services for the Procurement of One Job Order for 30-second TV ads/reels over four major airports in Western Visayas to air agricultural advocacies- Direct Contracting with a price quotation of Nine Hundred Two Thousand Eight Hundred Eighty Pesos Only (Php 902,880.00) to R CARAM MULTIMEDIA CORP./ISLAND LIVING CHANNEL;

c.) To recommend for approval by the Regional Executive Director of Department of Agriculture Western Visayas of the foregoing findings.

RESOLVED, at DA Western Visayas, Brgy. Buntatala, Jaro, Iloilo City, this 18 day of August, 2025.

ZARLINA B. CUELLO
Chairperson

DR. JONIC F. NATIVIDAD
Member

LORIE D. DEASIS
Member

MAE P. NONES
Member

Approved:

DENNIS R. ARPIA
Regional Executive Director