



Department of Agriculture
Special Area for Agricultural
Development Program
DA New Building, Elliptical Road,
Quezon City, Philippines

April 3, 2021

MEMORANDUM

FOR : ABEL JAMES I. MONTEAGUDO, DA-RFO 13 Regional Executive Director
ATTN : SAAD Focal Person
FROM : DIRECTOR, Special Area for Agricultural Development (SAAD)
Program
SUBJECT : Request for Printing of SAAD National Program Management Office's
(NPMO) Publications

The Special Area for Agricultural Development (SAAD) NPMO would like to request for the printing of three publications (Table 1) with an estimate amount of Php 300,000.


Table 1. SAAD Publications for Printing

Title	Purpose
1. Agricultural Extension and Communication: A Theoretical Guide to Social Preparation of the Special Area for Agricultural Development Program	It aims to provide the SAAD Program's stakeholders a reference to basic theories and concepts of extension service. It may also be a head start for other departments, local government offices, universities, and practitioners for the continuous improvement of extension service.
2. SAAD Program Operational Manual	A guidebook for the SAAD national, regional, and provincial staff for the program's effective implementation. The manual also serves as a reference with a clear definition of duties and roles of each of the development actor, guided by the whole of nation approach to impactful development.

Please see Annex A for the terms of references. The cost of the publications is subject for change based on the quotation of the nearby suppliers.

Hoping for your favorable response.

Thank you.


MYER G. MULA, PhD
SAAD Program Director



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Annex A. SAAD Publications' Terms of References

Item Description	Quantity	Unit Cost (Php)	Total Cost (Php)
Agricultural Extension and Communication: A Theoretical Guide to Social Preparation of the Special Area for Agricultural Development Program			
<p>SPECIFICATIONS:</p> <p>Size: 12" width x 9" height (spread) 6" width x 9" height (folded)</p> <p>Materials: 220 gsm (cover) 120 gsm (inner)</p> <p>Color: Full Color</p> <p>Finishing: Glossy UV laminated Softbound 0.125 inches (bleed) 6mm (spine width)</p> <p>Pages: 100 pages including covers</p> <p>Process: Offset printing</p>	200 copies	500	100,000



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Item Description	Quantity	Unit Cost (Php)	Total Cost (Php)
SAAD Program Operational Manual			
<p>SPECIFICATIONS:</p> <p>Size: 12" width x 9" height (spread) 6" width x 9" height (folded)</p> <p>Materials: 220 gsm (cover) 120 gsm (inner)</p> <p>Color: Full Color</p> <p>Finishing: Glossy UV laminated Softbound 0.125 inches (bleed) 9mm (spine width)</p> <p>Pages: 174 pages including covers</p> <p>Process: Offset printing</p>	250 copies	800	200,000