



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

April 3, 2021

**MEMORANDUM**

**FOR : RADD DONN L. CEDEÑO, DA-RFO 9 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 280,000.

**Table 1. SAAD Publications for Printing**

Title	Purpose
1. SAAD Communications Strategies and Guidelines	A guidebook for the SAAD Public Relations (PR) and Communications (Comms) Officers so they can craft effective communication materials for its target audiences.  Also, the guidelines capture requirements, strategies, and branding with consideration to ethical and responsible journalism.
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)
<b>SAAD Program Operational Manual</b>			
<p><b>SPECIFICATIONS:</b></p> <p><b>Size:</b>            12" width x 9" height (spread)            6" width x 9" height (folded)</p> <p><b>Materials:</b>            220 gsm (cover)            120 gsm (inner)</p> <p><b>Color:</b>            Full Color</p> <p><b>Finishing:</b>            Glossy UV laminated            Softbound            0.125 inches (bleed)            9mm (spine width)</p> <p><b>Pages:</b>            174 pages including covers</p> <p><b>Process:</b>            Offset printing</p>	250 copies	800	200,000



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