

**NPM No. 16-2007**

17 July 2007

**HON. SALVADOR S. SALACUP**  
*Assistant Secretary*  
**DEPARTMENT OF AGRICULTURE**  
Elliptical Road, Diliman  
Quezon City

**Re: Production of a Jingle**

Dear Sir:

This pertains to your letter dated 26 October 2006 seeking guidance on the application of limited source bidding for the production of a thirty (30)-second jingle to promote the Agri-Kalikasan Program of the Department of Agriculture (DA).

Under Republic Act No. 9184 (R. A. 9184) and its Implementing Rules and Regulations-Part A (IRR-A), the procuring entity shall adopt public bidding as the general mode of procurement. Alternative methods are resorted to only in highly exceptional cases set forth in Sections 48-54 of R. A. 9184 (Section 10, R. A. 9184 and Section 48.2, IRR-A, R. A. 9184).

Limited source bidding or selective bidding, one of the alternative modes of procurement, may only be employed by a procuring entity under the following circumstances:

- a) Procurement of highly specialized types of goods (e.g. sophisticated defense equipment, complex air navigation systems, coal) and consulting services where only a few suppliers or consultants are known to be available, such that resorting to the public bidding method will not likely result in any additional suppliers or consultants participating in the bidding; or
- b) Procurement of major plant components where it is deemed advantageous to limit the bidding to known qualified bidders in order to maintain uniform quality and performance of the plant as a whole.

Under the foregoing provision, the procurement of services for the production of a jingle do not appear to fall under any of the foregoing circumstances. Said services cannot be classified as highly specialized, considering that the same can be offered by a number of persons.

Should you have any additional questions, please do not hesitate to let us know.

Very truly yours,



**RUBY U. ALVAREZ**  
*Executive Director III*