

DEPARTMENT OF TOURISM REGION IV - A (CALABARZON)

PROCUREMENT OF SERVICE PROVIDER FOR THE LAUNCHING OF THE PHILIPPINE EXPERIENCE PROGRAM: CALABARZON LEG (GROUND HANDLING SERVICES AND PROMOTIONAL MATERIALS PRODUCTION)

TERMS OF REFERENCE

PROJECT NAME	:	Procurement of Service Provider for the Launching of the Philippine Experience Program: CALABARZON Leg
IMPLEMENTATION DATE	:	Ground Handling Services, Promotional Materials Production September 20–22 2023 and September 29 to October 4, 2023 (Inclusive of travel time)
TOTAL PROJECT COST	:	Php 4,500,000.00
SOURCE OF FUNDS	:	FY 2022 Continuing Fund
ATTACHMENTS	:	Budgetary Requirements, Program Activities

BACKGROUND AND RATIONALE

Among the priorities of the Department of Tourism under the leadership of Secretary Christina Garcia – Frasco is the recalibration and promotion of tourism products centered around the country's 'Filipino-ness' and its unique and defining cultural attributes as a nation. The development of the Philippine Experience Program: CALABARZON Leg is part of the cultural tourism products development program conceived to highlight and herald the Filipino brand and identify in all aspects of the travel and tourism experience. It is in line with the following agenda of the Department of Tourism:

- To equalize tourism product development and promotion;
- To diversify the product portfolio through multi-dimensional tourism;
- To maximize domestic tourism; and
- To strengthen tourism convergence through close collaboration with LGUs and stakeholders.

The program draws inspiration from Cebu's Suro-Suroy Sugbo. The Suroy-Suroy Sugbo Program is the flagship heritage and cultural tourism exchange initiative of the Provincial Government of Cebu that showcases tourism and cultural sites and discover underrated destinations, including products and delicacies from respective cities and towns of the province. Since its inception in 2004, the campaign has successfully repositioned Cebu as a prime destination on culture and heritage which was done through its massive community-based participatory cultural tourism circuit program.

The Philippine Experience Program is an expansion of the concept to cover all the regions of the country, in an effort to equalize opportunities and spread the benefits of tourism across lesser known destinations. In line with the Department's thrust to build upon the strength of our cultural identity, the Regional Office plans to launch an established tourism circuit in the CALABARZON Region in the same vein as the Suroy-Suroy Sugbo through the Philippine Experience Program.

PHILIPPINE EXPERIENCE PROGRAM: CALABARZON LEG

Along with the development of the circuit and fine-tuning of caravan modules for the cultural tourism circuits, the launching for the said leg is necessary. This includes the government key officials, national tour operators, media representatives, local government units, tourism industry enterprises and leaders, and selected representatives from target consumer markets.

The following are the targeted thematic modules under the Philippine Experience Program: CALABARZON Region is featured, for a deeper and more immersive experience of the region's culture, heritage and arts:

HAIN / SALO-SALO: Food and Gastronomy Caravan

Hain pertains to the act of preparing and serving food whether for daily fare or fancy feasts. *Salo-salo*, on the other hand, captures the spirit of sharing and communal gathering which is part and parcel of food and gastronomy experiences in the country. Food adventures are always meant to be shared. The *Hain / Salo-Salo* component of the CALABARZON Leg highlights these food journeys that will showcase various tastes, endemic ingredients, culinary treat, iconic dishes and unique flavors of the regions.

Highlights:

- Magdiwang and Magdalo Breakfasts at Aguinaldo Shrine, Kawit, Cavite
- Casa San Pablo Native Cooking Tour: Coconut Module at San Pablo City, Laguna
- Villa Escudero Plantation and Resorts Lunch at Labasin Waterfalls Restaurant
- Tagayan Ritual of Quezon Province
- Native Dishes and Delicacies in Cavite, Laguna, Batangas and Quezon

KALINAW: Pilgrimage and Wellness Caravan

Kalinaw means calmness and serenity. The *kalinaw* component of the CALABARZON Leg will provide pilgrimage and wellness journeys, traversing destinations that offers opportunities to deepen one's spirituality and faith, including the renewal and reinvigoration of one's zest for living through unique Filipino wellness experiences.

Highlights:

- Minor Basilica of Saint Martin of Tours – Taal, Batangas
- Minor Basilica of Saint Michael the Archangel – Tayabas, Quezon

PAMANA: Living Cultures and Heritage Caravan

Pamana means heritage, inheritance and legacy. The *pamana* component of the leg will cover visits to the country's heritage destinations including UNESCO World Heritage Sites, National Cultural Treasures, School of Living Tradition (SLT), etc. This covers the experience of living traditions that have been handed down from generation to generation, including culture-based tourism previews of scintillating festivals, tradition-laced rituals and colorful celebrations supported by interesting stories and narratives. This will also raise awareness on indigenous knowledge, systems and practices of the country's indigenous communities.

Highlights:

- Tagayan Ritual – Quezon Province
- Weaving Traditions of Quezon, Cavite and Laguna
- Wood Carving in Paete, Laguna
- Embroidery of Lumban, Laguna

SINING LIKHA: Culture and Arts Caravan

Sining Likha is a term coined to combine Sining, the Filipino term for 'art' with Likha, that means 'creation.' Sining Likha evoked inspiration and creativity, to which covers the creative cities and emerging art destinations in the country. This will highlight the creative and innovative destinations and attractions in the region, and exploration of various art forms and artistic expressions identified by the National Commission for Culture and the Arts (NCCA) – architecture and allied arts, dramatic arts, films, music, dance, visual arts and literary arts – as well as the traditional arts, performing arts and handicrafts.

Highlights:

- Flag Raising Ceremony at Aguinaldo Shrine at Kawit, Cavite

- Marching Band Parade and Field Show at Bacoor City, Cavite
- Taal Heritage Village Culture and Heritage Tour
- Heritage Landmarks (Casa Comunidad de Tayabas)
- Pagsanjan Falls Shooting the Rapids

SCHEDULE OF ACTIVITIES

The whole program will cover the following activities on the implementation of the Philippine Experience Program CALABARZON Leg:

- September 20 to 22: Dry Run of the Philippine Experience Program: CALABARZON Leg Tour Circuit
- September 29: Final coordination for the Philippine Experience Program CALABARZON Launch
- September 30 to October 3: Philippine Experience Leg: Cavite, Laguna, Batangas and Quezon

SUPPORT AND PARTICIPATION OF THE STAKEHOLDERS

The target tourism industry stakeholders that will participate in the launching are the following:

- Ambassadors to the Philippines
- Department of Tourism Key Officials and Regional Directors
- National and Regional Tourism Organizations and Associations
- Provincial, City and Municipal Tourism Officers in CALABARZON Region
- Media Representatives and Content Creators
- Academe Stakeholders and Representatives

The program shall be led by the Department of Tourism Region IV – A and coordinated through the Office of Product and Market Development (OPMD). The following will be involved at the local level:

- DOT Region IV – A as lead focal on the ground
- Partner Provincial, City and Municipal Local Government Units
- Local stakeholders including: local culture and arts councils, tour operators/ground handlers, tourism associations, historians, artists, culture workers, writers, media, tourism associations, etc.

SCOPE OF WORK AND DELIVERABLES

The objectives of the procurement of the services of an experienced service providers for the following:

- To usher in a new era for tourism built upon the strength of our cultural identity, our unity as a nation and renewed global interest in our country’s offerings towards sustainable, inclusive, and resilient tourism;
- To launch the Philippine Experience Program: CALABARZON Leg as part of the recalibration of tourism products centered around the country’s “Filipino-ness” and its unique and defining cultural attributes as a nation;
- To create and produce the Philippine Experience Materials and Tour Kits;
- To provide services for ground handling and travel arrangements (accommodation, function hall, meals, air, land and sea travel)

SCOPE OF WORK	DELIVERABLES
Lot A: Ground Handling and Travel Arrangements for Dry Run on September	<u>DRY RUN ON SEPTEMBER 20-22, 2023</u>

20-22, 2023 (Accommodation, Meals and Transportation) and **Actual Implementation of PEP on September 29 to October 4, 2023**

(Accommodation, Function Halls, Meals, Air and Land Travels. Inclusive of travel time of DOT Region IV-A Staff and invited Regional Directors)

Cost: Php 3,079,275.00

I. Overall Coordination and Facilitation of Tour for 3 days

- Logistical arrangements and Management of Tour

II. Accommodation

- 17 twin sharing rooms for 1 night (September 20, 2023) in San Pablo City, Laguna
- 17 twin Sharing Rooms for 1 night (September 21, 2023) in Quezon Province

III. Transportation

- 1 Unit Bus for 3 days (Makati-Cavite-Batangas-Quezon-Laguna-Makati)

IV. Meals

- Meals (Breakfast, Lunch and Dinner) for 34 pax for 3 days

ACTUAL IMPLEMENTATION OF PEP on September 29 – October 4, 2023 (Inclusive of Travel Time of DOT Region IV-A Staff and invited Regional Directors)

I. Overall Coordination and Facilitation of the Tour

- Provision of Tour Head
- Provision of Tour Coordinators per Bus
- Tour Guide
- Police Officer (non-uniformed) per bus
- Logistical Arrangements and Management of the Tour
- HPG (Regional) and Medical Team all throughout the tour (with provision of accommodation, food, and other logistical requirements necessary e.g. fuel, etc.)
- Provide and facilitate the meals for the Technical Staff and Coordinators
- Provide and facilitate the meals for the Performers

II. Accommodation

- September 29, 2023** (1 night)
Makati
 - 6 Twin Sharing Rooms for Regional Directors
 - 2 Twin Sharing Rooms for DOT Region IV-A Staff***Kawit, Cavite***
 - 5 (Single, Twin and Triple) Rooms for DOT Region IVA staff
- September 30 – October 2, 2023**
 - 3 nights in various location in the region
 - 75 Twin Sharing Rooms for 150 Participants
 - 17 Twin and Triple Sharing for 40 Tour Technical Staff and Coordinators
- October 3, 2023** (1 night)

	<p style="text-align: center;"><i>Makati</i></p> <ul style="list-style-type: none"> - 6 Twin Sharing Rooms for Regional Directors - 2 Twin Sharing Rooms for DOT Region IV-A staff, who will assist the transfer <p>III. Transportation</p> <p>a. <u>Land Transport</u></p> <p>September 29, 2023</p> <ul style="list-style-type: none"> - 1 Van for Airport transfer from NAIA to Makati (Hotel) for Regional Directors <p>September 30 – October 3, 2023</p> <ul style="list-style-type: none"> - 4 Buses in 4 days (Makati-Cavite-Batangas-Quezon-Laguna-Makati) - 3 Vans (Captain Seats) (Makati-Cavite-Batangas-Quezon-Laguna-Makati) <p>October 4, 2023</p> <ul style="list-style-type: none"> - 1 Van for Airport Transfer from Makati (Hotel) to NAIA for the Regional Directors <p>b. <u>Air Transport</u></p> <ul style="list-style-type: none"> - Roundtrip Airline Tickets for 10 Regional Directors which will be coming from various regions <p>IV. Meals</p> <ol style="list-style-type: none"> a. Meals for Participants for the whole duration of the tour (4 days) b. Meals of Performers for the whole duration of the tour (4 days) (To be facilitated by the winning bidder) c. Meals of Technical Staff and Coordinators (HPG, etc.) for the whole duration of the tour (4 days) (To be facilitated by the winning bidder) <p>V. Function Halls and Venue Rental</p> <ol style="list-style-type: none"> a. Venue Rental in five (5) locations and venues. To be facilitated by the winning bidder – the set up (tables and chairs) as required by the Office
<p>Lot B: Creation and Production of the Philippine Experience Materials and Tour Kits Production (Design and Production) Cost: Php 1,420,725.00</p>	<p>I. Overall Production Coordinator and Facilitator on the Design and Production of Philippine Experience Program (PEP) Marketing Materials and Tour Kits</p> <p>II. Design and Production of Philippine Experience Program (PEP) Marketing Materials and Tour Kits</p> <ol style="list-style-type: none"> a. Passport Booklet <ul style="list-style-type: none"> - Size: 4.9 x 3.4 inches, Hard Bound Cover, Glossy Paper, Full Color Print (200 pcs) b. Stamps with customized logos/label

	<ul style="list-style-type: none"> - Size: 77mm x 38mm Self-ink (color red) (20 pcs) c. Tote Bag <ul style="list-style-type: none"> - Size: 15 x 15 x 10 inches, Canvass Bag, 2 Sling (short and long), Full Color Print (230 pcs) d. Drawstring Bag <ul style="list-style-type: none"> - Size: 13.5 x 16 inches, Canvass Bag, Black String, Full color print (230 pcs) e. T-Shirt <ul style="list-style-type: none"> - Size: Assorted (S to XXL), Color: White, Print: Heat press, Screen Print, Sublimation, Full Color Print, 180 gsm, polyester and cotton made (230 pcs) f. Fan <ul style="list-style-type: none"> - Assorted Color, made from local materials (230 pcs) g. Umbrella <ul style="list-style-type: none"> - Color Black, with logo, silk screen print (230 pcs) h. Cap <ul style="list-style-type: none"> - Assorted color, print screen logo, with open and close pockets (230 pcs) i. Hygiene Kit <ul style="list-style-type: none"> - Locally made bag (Burlap/jute/weave) pouch bag size: 6 x 4 x 2 inches, includes tissue, wet tissue, alcohol. sunblock, mosquito patch (230 pcs) j. Bamboo Utensils <ul style="list-style-type: none"> - Baboo rack, 6 sets of bamboo utensils (230 pcs) k. Coaster <ul style="list-style-type: none"> - Wooden Coaster, with Logo (230 pcs) l. Paper Tower Holder <ul style="list-style-type: none"> - Wooden Paper Towel Holder with Logo (230 pcs) m. Canvass Tote Bag <ul style="list-style-type: none"> - Size: 12 x 13 x 4, Canvass, full color print 230 pcs) n. Shot Glass <ul style="list-style-type: none"> - With Full Color Print Sticker (250 pcs) o. Identification Tags (bag tags is color coordinated with the bus banners and number) <ul style="list-style-type: none"> - Size: 2.55 x 4 inches (ATM Card Size), PVC, Ribbon Loop Tag (different colors), back to back print, full color print (200 pcs)
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	<p>III. Design and Production of Philippine Experience Program (PEP) Banners and Flags</p> <p>a. Production of welcome banners (all destinations), bus banners, bus numbers and flags</p> <ul style="list-style-type: none"> - Tarpaulin material, 80 gsm, 175 g (20 pcs – 6 x 4, 5 pcs – 6 x 3, 5 pcs – 11.5 x 13, 5 pcs – half long bond paper triangle flag) <p>IV. Design and Production of Philippine Experience Program (PEP) IDs, Menu Cards, Invitations, Certificates and Plaques</p> <p>a. Production of Ids</p> <ul style="list-style-type: none"> - Size: 5.1 x 8 inches (ATM Card Size), PVC, Personalized ID Lace, back to back print, full color print (200 pcs) <p>b. Production of Certificates, Menu Card, Invitations (500 pcs)</p> <ul style="list-style-type: none"> - Full Color Print, A4, Laser Print <p>c. Production of Plaques</p> <ul style="list-style-type: none"> - Acrylic, 10-inch height, 3/4-inch-thick with base, Full Color Print (Design to follow) - (20 pcs)
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FLEXIBILITY TO PROGRAM SCHEDULE

The service providers are expected to be flexible for changes in the implementation of the event schedule due to unforeseen circumstances.

DOT DOMESTIC AND INTERNATIONAL PROMOTION FOR RECOVERY

The initiative of the DOT to develop tourism products to support Domestic and International Tourism is one of the key components of the Tourism Recovery and Response Plan (TRRP). The program will streamline development efforts in close coordination with the local government units for the re-opening of tourism destinations and attractions, to ensure that the public minimum health and safety protocols are properly implemented to mitigate the spread of COVID-19.

LEGAL BASIS

Republic Act 9595 provides the mandate of DOT as the primary planning, programming, coordinating, implementing and regulatory government agency in the development and promotion of the tourism industry, both domestic and international.

As stipulated in Section 2 of the Republic Act 9593 or otherwise known as Tourism Act of 2009, one of the core functions of the Regional Office is to “develop responsible tourism as a strategy for environmentally sound and community participatory tourism programs, enlisting the participation of local communities in conserving bio-physical and cultural diversity, promoting environmental understanding and education, providing assistance in the determination of ecotourism sites and ensuring full enjoyment of the benefits of tourism by the concerned communities.”

It likewise directs DOT to develop an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country and the Filipino people in the international community as stipulated in the below sections:

SECTION 2. Declaration of Policy:

- (a) Create a favorable image of the Philippines within the international community, thereby strengthening the country's attraction as a tourism destination and eventually paving the way for other benefits that may result from a positive global view of the country;
- (b) Develop the country as a prime tourist hub in Asia, as well as a center of world congresses and conventions, by promoting sustainable tourism anchored principally on the country's history, culture and natural endowments, and ensuring the protection, preservation and promotion of these resources; and
- (c) Encourage private sector participation and agri-tourism for countryside development and preservation of rural life.

SECTION 3. Objectives.

- (a) Encourage activities and programs which promote tourism awareness, preserve the country's diverse cultures and heritage, and instill a sense of history and a culture of tourism among the youth and the populace;
- (b) Promote the progressive development of existing civil aviation, land and sea transportation policies as they relate to tourism, in consonance with existing bilateral agreements and inter-agency pronouncements;
- (c) Enhance international business relations for the support of tourism projects of the private sector, through partnerships, joint ventures and other cooperative undertakings involving local and foreign investors.

SECTION 6. Powers and Functions

- (a) Formulate tourism policies, plans and projects for the development of tourism as an engine of socioeconomic and cultural growth;
- (b) Supervise and coordinate the implementation of tourism policies, plans and projects;
- (c) Provide an integrated market development program to attract people to visit the Philippines and enhance the prestige of the country and the Filipino people in the international community;

SECTION 12. Office of Tourism Development Planning, Research and Information Management.

- (a) Formulate policies and programs for global competitiveness and national tourism development, and approve local government tourism development plans;
- (b) Formulate an integrated marketing and promotions plan, identifying strategic market areas and niches.

The National Tourism Development Plan (NTDP) likewise recognizes heritage and culture as both a key product and an opportunity /niche product that can deliver larger number of visitors, longer length of stay, and higher expenditure along a broad spectrum of destinations and communities and should therefore be given the highest priority due to their strong attractiveness to a wide range of country markets.

SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENT

1. The project will commence upon the receipt of the Notice to Proceed (NTP) up to the 4th Quarter of 2023 of which marks the target completion of the project.
2. The Approved Budget of Contract (ABC) is Four Million Five Hundred Thousand Pesos (Php 4,500,000.00) inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
 - a. The compensation to be paid for the agency/ies shall be pegged in the amount equivalent to maximum of 12% of their proposed budget for the entire project.
 - b. DOT does fund transfers through the Landbank of the Philippines (LBP). If the supplier does not have a Landbank account, fund transfers may still be done but bank charges to be borne by the supplier.
 - c. Must have free cancellation, rebooking, transferable or refundable policies due to travel restrictions based on resolutions and pronouncements made by the IATF, Philippine Government or concerned Local Government Units.
3. The proposed payment scheme for the campaign will be billed upon completion of each respective lot deliverables. In each lot, the Awarded Agency/ies will be required to submit (1) an accomplishment report; (2) Certification of Acceptance signed by DOT Project Proponent and Superior:

LOT DELIVERABLES	AMOUNT
Lot A: Ground Handling and Travel Arrangements for Dry Run on September 20-22, 2023 (Accommodation, Meals and Transportation) and Actual Implementation of PEP on September 29 to October 4, 2023 (Accommodation, Function Halls, Meals, Air and Land Travels. Inclusive of travel time of DOT Region IV-A staff and invited Regional Directors)	Php 3,079,275.00
Lot B: Creation and Production of the Philippine Experience Materials and Tour Kits Production (Design and Production)	Php 1,420,725.00

QUALIFICATIONS

1. The agency / company must be duly established in the Philippines with the required manpower/personnel and staff, with projects involving the prescribed services in the last three (3) years.
2. The company must have been in existence for at least three (3) years.
3. Other qualifications of the required agency / company for this project are stated in the Bid Data Sheet (BDS).

CRITERIA FOR RATING

LOT A: Ground Handling and Travel Arrangements for Dry Run on September 20-22, 2023 (Accommodation, Meals and Transportation) and Actual Implementation of PEP on September 29 to October 4, 2023 (Accommodation, Function Halls, Meals, Air and Land Travels, Inclusive of travel time of DOT Region IV-A Staff and invited Regional Directors)

A. Eligibility Check and Shortlisting Criteria and Rating (70% passing score)

PARTICULARS		RATING
I.	Applicable Experience	50%
A.	At least 3 years in travel and tour operations	30%
	With more than 3 years experience	30
	With 3 years experience	25
	With less than 3 years experience	10
B.	Member in any nationally-recognized tourism association (provide proof of membership)	20%
	With membership in nationally-recognized tourism association	20
	No membership in nationally-recognized tourism association	0
II.	Qualifications of Personnel who will be Assigned to the Project	30%
A.	All key personnel must have at least 3 years of work experience in travel and tour operations	
	All key personnel have more than 3 years of relevant work experience	30
	All key personnel have 3 years of relevant work experience	25
	Some or all key personnel have less than 3 years relevant work experience	5
III.	Current Workload Relative To Capacity	20%
A.	The company is currently handling maximum 10 projects	
	Currently handling 5 or less projects	20

	Currently handling 6-10 projects	15
	Currently handling more than 10 projects	5

B. Technical Bid / Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be Assigned to the Project	50%
I	For Tour Head: Handled at least 3 travel coordination and/or ground handling services satisfactorily in the last 3 years	25
II	For Tour Coordinator: Handled at least 3 travel coordination and/or ground handling services satisfactorily in the last 3 years	25
B.	Expertise and Capability of the Company	30%
	Services rendered in completed projects in the past 2 years	
	Ground Handling and/or Travel Arrangement Services	15
	Coordination and Logistical Arrangements	15
C.	Plan of Approach and Methodology	20%
	Feasibility and flexibility to the implementation schedule	20
TOTAL		100%

LOT B: Creation and Production of the Philippine Experience Materials and Tour Kits Production (Design and Production)

A. Eligibility Check and Shortlisting Criteria and Rating (70% passing score)

PARTICULARS		RATING
I.	Applicable Experience	50%
A.	At least 3 years in production and design of promotional materials	30%
	With more than 3 years experience	30
	With 3 years experience	25
	With less than 3 years experience	10
B.	Member in any nationally recognized association (provide proof of membership)	20%
	With membership in nationally recognized association	20
	No membership in nationally recognized association	10
II.	Qualifications of Personnel to be Assigned to the Project	30%
A.	All key personnel must have at least 3 years of work experience in production and design of promotional materials	
	All key personnel have more than 3 years of relevant work experience	30
	All key personnel have 3 years of relevant work experience	25
	Some or all key personnel have less than 3 years' relevant work experience	5
III.	Current Workload Relative To Capacity	20%
	The company is currently handling maximum 10 projects	
	Currently handling 5 or less projects	20
	Currently handling 6-10 projects	15
	Currently handling more than 10 projects	5

B. Technical Bid / Proposal Criteria and Rating (70% passing score)

CRITERIA		RATING
A.	Quality of Personnel to be Assigned to the Project	50%
I	For Production Coordinator: Handled at least promotional material production and/or design satisfactorily in the last 3 years	25
II	For Production Facilitator: Handled at least 3 promotional material production and/or design satisfactorily in the last 3 years	25
B.	Expertise and Capability of the Company	30%
	Services rendered in completed projects in the past 2 years	
	Promotional Material Production	15
	Promotional Material Design	15
C.	Plan of Approach and Methodology	20%
	Feasibility and flexibility to the implementation schedule	20
TOTAL		100%

Terms and Conditions


1. Segment(s) or phase(s) of the project not implemented for whatever reason shall be revised/modified by the winning bidder at no cost on the part of DOT for the purpose of translating said segment(s) or phase(s) for future implementation;
2. The selected full service winning agency/ies shall be subject to assessment of the DOT as to the success of the project launched;
3. The DOT reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the DOT deemed the agency incapable of the project. Reason/s for termination will be based on the guidelines subject to the termination guidelines issued by the Government, Procurement Policy Board (GPPB).

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