



Republic of the Philippines

ATI Building, Elliptical Road, Diliman, Quezon City, Metro Manila 1100  
 Tel. Nos. (63-2) 8929-8541 to 49 & 8928-7397 Fax No. (63-2) 8920-9792  
 Email: ati\_director@ati.da.gov.ph & ati\_director@yahoo.com  
 URL: http://www.ati.da.gov.ph; www.e-extension.gov.ph

**PURCHASE ORDER**

SUPPLIER: <b>KNOWLEDGE CHANNEL FOUNDATION, INC.</b>		P.O. No.: <u>2021-08-144</u>
ADDRESS: 3rd Floor Main Building, ABS-CBN, Sgt. Esguerra St. South Triangle, Diliman, Quezon City		DATE: <u>4-Aug-21</u>
TIN: 202-959-370-000	MODE OF PROCUREMENT: NP- Scientific, Scholarly, Artistic work, Exclusive Tech and Media Services	

Gentlemen:  
 Please furnish this Office the following article(s) subject to the terms and conditions contained herein.

Place of Delivery: <b>ATI, Diliman, Quezon City</b>	Delivery Terms: <b>30 WORKING DAYS</b>
Date of Delivery:	Payment Term: <b>LDDAP</b>

STOCK NO.	UNIT	DESCRIPTION	QTY	UNIT COST	TOTAL COST
	videos	<b>AGRIKID: Digital Learning Resources for Future Farmers</b> Specifications: <b>Consult and Develop</b> *Five to seven minute video lessons on Agriculture *Pre and Post test results *FGD with students to check the Appeal and Comprehension Develop 10 materials for subgroup 1 (K1-3) These knowledge products will help in explaining concept, ideas and principles in agriculture. Ex: Photosynthesis, Food Pyramid, Botany, Life Cycle, etc.	10		₱ 1,500,000.00
	sessions	<b>Integrate</b> *Trainings of Teachers on the use of video materials produced *Consultation to the Hard to Teach topics *3 consultations should be conducted (Luzon, Visayas, Mindanao) 30 pax each consultation *Each school should include 1 principal and 2 master teachers <b>Airtime Inclusions</b> <b>On-Air</b> *Airtime of 3-5 times per episode in one year for a minimum of 3 years, including broadcast to all carrier stations <b>Online</b> *Upload the Website and Youtube Channel of the Provider (for promo) <b>Off-line</b> *Access through a portable hardware like television and Portable Media Library and connectivity such as cable TV satellite  Note: Supplier should have existing partnership with DepEd divisions and with experience in learning pedagogy and development of child centric learning materials  Purpose: For dissemination of agri-related concepts and technologies among school-age children (AGRIKIDS PROGRAM)	3		500,000.00

**TOTAL AMOUNT IN WORDS: TWO MILLION PESOS ONLY** ₱ 2,000,000.00

In case of failure to make the full delivery within the time specified above, a penalty of one-tenth (1/10) of one percent (1%) for everyday of delay shall be imposed.

COMFORME: Elvira L. Bautista  
 Signature Over Printed Name of Supplier  
 August 10, 2021  
 Date

Very truly yours, Alfredo S. Aton  
**ALFREDO S. ATON, MPS-DM**  
 DIRECTOR IV

FUNDS AVAILABLE: **JOAN E. SINGSON**  
 HEAD, ACCOUNTING UNIT *del*

OR/BUR No.: 2021-08-899  
08-05-21  
 Amount: Php. 2,000,000

ADD DA-ATI  
 BAC-Sec.  
 RECEIVED  
 8/11/21