



OXFAM



Project Title: Women Leadership in Public Life of Sindh "based at District Sukkur and Sanghar,
Supported /Funded By: Funded by EU in partnership with Oxfam GB
Basic Evaluation Criteria for the submission of Financial Proposal

Items Serial #	Pre-Requset Criteria of Financial Proposal	M/s Bhattai Arts Council (13th Second Floor, Saim Apartment, Main Raod Qasimabad Hyderabad Cell: 0300-2688649)		M/S East Line Communication (02 Mezzanine Floor Sir Syed Arcade Hyder Chowk Hyderabad Cell:0333- 2742054)		M/s Media 360 (D-36 Datta Nagar Qasimabad Hyderabad Cell 0333- 2881199)		M/S Dev Con Development Consultant Private (House # 9A Khasara 71 Yousif Coloney Lane # 2 Scheme III Rawalpindi Tel: 051-5133760-61)		Mr. Faheemullah Bhutto (House # 1 Block-5 Gulistan Coloney Khairpur Mirs Cell:0300- 2947509)	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
1	Summary of Cost	Yes		Yes		Yes		Yes		Yes	
2	Breakup of Professional Fee and Other Expenses including all applicable taxes	Yes		Yes		Yes		Yes	No	Yes	
3	Milestone wise Payment Schedule	Yes		Yes		Yes		Yes			No

Pirbhu Lal Berhaman
Manager F&A/HR

Khalid Hussain Memon
Manager Programs

Waheed Bhatti
Admin/Finance Officer-Oxfam EU Project

Nasser Robert
Acting Executive Director

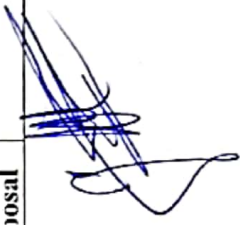
Hiring of consultant(s)/Firms Services for The Development and Production of Docu-Dramas under the Project title "Women Leadership in Public Life of Sindh based at District Sukkar & Sanghar"

CRITERIA						
S#	Description	Bhittai Arts	DevCon & ABES	East Line	Media 360	Faheemullah Bhutto
1	Evidence of Registration with Concerned Government Department	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No/NA*
2	Copy of Income Tax Registration Certificate (FBR)	Yes	No	No	No	NA
3	Affidavit that firm is not debarred or blacklisted by any Government Institution	Yes (NTN)	No	No	Yes	No
4	Copy for Registration with Sindh Revenue Board (SRB) (Optional)	No	No	No	No	NA
5	A Consultant/Media House with at least 5 years' experience in producing dramas/serials/documentaries in areas of social Communication	No	No	No	Yes	NA
		Yes	Yes	No	Yes	Yes

- Not Applicable (NA) in case of individual consultant

S #	Criteria	Total Marks	Obtained Marks				
			Bhittai Arts	East Line	Media 360	DevCon & ABES	Faheemullah Bhutto
1	• Relevant working Experience [Material (DVDs, Link, another form) • Experience in producing package series drama for local channel	30	24	0	18	18	12
2	Technical Proposal	40	40	0	19	15	2
2.1	Proposed Team for Assignment and Staffing	20	20	0	10	5	2
2.2	Execution Methodology using innovative Approach	10	10	0	5	5	0
2.3	Work Plan	10	10	0	4	5	0
	Total Marks	70	64	0	37	33	14
	Qualified/Not Qualified		Qualified	Not Qualified	Qualified	Qualified	Not Qualified
	Reason for Not Qualified		-	No Technical Proposal	-	-	No Technical Proposal



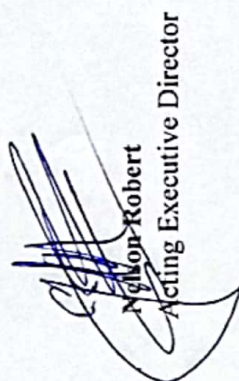



S #	Criteria	Total Marks	Obtained Marks			
			Bhattai Arts	East Line	Media 360	DevCon & ABES
1	Financial Proposal - Summary of Cost - Breakup of Professional Fee and Other Expenses including all applicable taxes	30	20	30	10	22
	Qualified/Not Qualified		Qualified	Not Qualified	Qualified	Not Qualified
	Reason for Not Qualified		-	Proper costing is not provided	-	Proper costing is not provided


Wahid Bux Bhutto
 F & A Officer EU Project


Khalid Hussain Memon
 Manager Programs


Pirbhu Lal Berhman
 Manager F&A


Niglon Robert
 Acting Executive Director

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Technical Proposal Evaluation					
Firm	Technical Score Obtained	Total Marks	Ratio of Technical Proposal	Score Obtained	
M/S Bhattai Arts	64	100	70	45	
M/S East Line	0	100	70	0	
M/S Media 360	37	100	70	26	
M/S Devcon & ABES	33	100	70	23	
Mr. Faheem Bhutto	14	100	70	10	
Financial Proposal Evaluation					
Firm	Price	Lowest Price	Ratio of Financial Proposal	Marks Obtained	
M/S Bhattai Arts	3,500,600	2,532,570	30	22	
M/S East Line	2,532,570	2,532,570	30	30	
M/S Media 360	4,717,300	2,532,570	30	16	
M/S Devcon & ABES	3,277,500	2,532,570	30	23	
Mr. Faheem Bhutto	2,670,000	2,532,570	30	23	
Cumulative Score					
Firm	Technical Score	Financial Score	Total	Remarks	Recommendation
M/S Bhattai Arts	44.8	22	66.50402217	Qualified	1st
M/S East Line	0	30	30	Disqualified due to no technical proposal costing of all items	Not recommended
M/S Media 360	25.9	16	42.00605643	Qualified	2nd
M/S Devcon & ABES	23.1	23	46.28141876	Disqualified due to proposing only cost of documentary not other requirements. However the cost of documentary is also conditional.	Not recommended
Mr. Faheem Bhutto	9.8	28	38.2558427	Disqualified due to unresponsive technical proposal and not covering cost of all items mandatorially required.	Not recommended



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Comparative Statement for the Evaluation of Financial Proposal of Donor/Grant

Serials	Pre- requisite Criteria of Financial Proposal	Mix Bhairavi Arts Council					Mix Media 360					M/S Dev Con Development Consultant Private					Mr. Fahimullah Jhangir				
		Unit	Unit Cost	Total Cost	Duration offered	Cost for duration (unit)	Unit	Unit Cost	Total Cost	Duration offered	Cost for duration (unit)	Unit	Unit Cost	Total Cost	Duration offered	Cost for duration (unit)	Unit	Unit Cost	Total Cost	Duration offered	Cost for duration (unit)
1	Documentation/ Finance 1. Terms of reference 2. Studio work 3. Location 4. Logistics of team 5. Transport of team 6. Food 7. Lodging & Accommodation 8. Fuel 9. Transportation of team	6	253,667	1,522,000	6 dramas 5 minutes each Total 30 minutes per minute documentary cost for evaluation	59,733	6	110,000	660,000	Not provided for same evaluation of per minute cost.	48,250	6	546,250	3,277,500	6 dramas 5 minutes each Total 30 minutes per minute documentary cost for evaluation	109,250	6	175,500	1,053,000	Not provided for same evaluation of per minute cost	
2	Communication/ Dissemination 1. Media coverage 2. 360° Screen 3. Copy of team 4. Referrals for participants 5. Accreditation of team 6. Self remuneration	8	58,500	468,000	Total person coverage 8 sessions (4 days 30 minutes) 250-2800 Per participant cost for evaluation	234	8	75,000	600,000	For same evaluation, 8 sessions (4 days and 250 participants in each session has been calculated	413	-	-	-	Not Provided	Not Provided	8	52,500	420,000	For same evaluation, 8 sessions (4 days and 250 participants in each session has been calculated	210
3	Local Cable TV	1	240,000	240,000	2 cable TV networks one in each Sanghar and Sukkur One month Per month per cable TV channel cost	120,000	2	445,000	890,000	2 cable TV networks one in each Sanghar and Sukkur One month	300,000	-	-	-	Not Provided	Not Provided	-	-	-	-	-
4	QW AIR TV Channels	14	51,000	714,000	2 Sindh TV Channels (per drama per day) 7 days commitment		6	115,000	690,000	1 Sindh TV Channels (per drama per day) 18 days commitment		-	-	-	Not Provided	Not Provided	6	200,000	1,200,000	days for on-airing are not provided	
5	Social Media Management	1	100,000	100,000	dissemination of documentaries through Facebook, WhatsApp, YouTube and Instagram. 2 months commitment Per month cost	50,000	1	500,000	500,000	dissemination of documentaries through Facebook, WhatsApp, YouTube and Instagram. 1 month commitment	500,000	-	-	-	Not Provided	Not Provided	-	-	-	Not provided	
6	Grand Total	-	-	458,000	Not applicable		1	550,850	550,850		615,300	-	-	-	Above cost is mentioned inclusive of taxes. No %age of taxes is determined		-	-	-	Not mentioned in the Financial Proposal	
Total Cost inclusive of taxes				3,500,000					4,717,300					3,277,500					2,670,000		

Khalid Hussain Memon
 Manager FE&HR

Khalid Hussain Memon
 Manager Program

Waheed Durrani
 Admin/Finance Officer-Oxfam EU Project

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