

Request for Proposal

Reference No.: *RFP-INDIA MCO-2019-09*

Short films on UN Women's Second Chance Education and Vocational Training Programme & 1 Short film on prevention of violence against girls

Dear Madam/Sir,

Subject: Request for Proposal (RFP) for **Short films on UN Women's Second Chance Education and Vocational Training Programme & One Short film on prevention of violence against girls**

1. The United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) plans to hire **the services of an agency for 2 assignments** as below:

- a. Short films on the Second Chance Education and Vocational Training Programme**
- b. One Short film on prevention of violence against girls in India;**

as described in this Request for Proposal and its related annexes. UN Women now invites sealed proposals from qualified proposers for providing the requirements as defined in these documents.

2. In order to prepare a responsive proposal, you must carefully review, and understand the contents of the following documents:

- a. This letter (and the included Proposal Instruction Sheet (PIS))
- b. Instructions to Proposers ([Annex 1](#)) available from this link:
<http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939>
- c. Terms of Reference (TOR) (Annex 2a & 2b)
- d. Evaluation Methodology and Criteria (Annex 3)
- e. Format of Technical Proposal (Annex 4). **Two separate technical proposals are required to be submitted (one each for each assignment).**
- f. Format of Financial Proposal (Annex 5). **Two separate financial proposals are required to be submitted (one each for each assignment).**
- g. Proposal Submission Form (Annex 6)
- h. Voluntary Agreement for to Promote Gender Equality and Women's Empowerment (Annex 7)
- i. Proposed Model Form of Contract (Annex 8)
- j. General Conditions of Contract (Annex 8)
- k. Joint Venture/Consortium/Association Information Form (Annex 9)
- l. Proposal Security Form- UN Women ([Annex 10](#)) (**not required**)
- m. Performance Security Form ([Annex 10](#)) (**not required**)
- n. Submission Checklist (Annex 11)

3. The Proposal Instruction Sheet (PIS) -below- provides the requisite information (with cross-reference numbers) which is further detailed in the [Instructions to Proposers \(Annex 1 – see above link\)](#)

PROPOSAL INSTRUCTION SHEET (PIS)

4. Detailed Instruction governing below listed summary of the “instructions to proposers” are available in Annex I (“Instruction to Proposers”) accessible from this link: <http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-instructions-en.pdf?la=en&vs=3939>

Cross Ref. to Annex I	Instruction to Proposers	Specific Requirements as referenced in Annex I
4.2	Deadline for Submission of Proposals	<p>Date and Time: 17th January 2020, 17:30 Hours IST</p> <p>City and Country: New Delhi, India</p> <p>reference, see www.greenwichmeantime.com)</p> <p>This is an absolute deadline. Any proposal received after this date and time will be disqualified.</p>
4.1	Manner of Submission	<p><input type="checkbox"/> Personal Delivery/ Courier mail/ Registered Mail</p> <p><input checked="" type="checkbox"/> Electronic submission of Proposal</p>
4.1	Address for Proposal Submission	<p>Electronic submission of Proposal:</p> <p>Dedicated Secure E-mail address(s):</p> <p>Technical Proposal: procurement.india@unwomen.org</p> <p>Financial Proposal: procurement.india@unwomen.org</p> <p>To secure your financial offer please set up a password and share the same at the email ID mentioned above along with financial proposal.</p>
3.1	Language of the Proposal:	<p><input checked="" type="checkbox"/> English</p>

3.4.2	Proposal Currencies	Preferred Currency: INR If no, please indicate Currency: <input type="text" value="INR"/>
3.5	Proposal Validity Period commencing after the deadline for submission of proposals (see 4.2 above)	If other, please indicate: <input type="text" value="90"/> days.
2.4	Clarifications of solicitation documents	Requests for clarification shall be submitted <input type="text" value="7"/> days before the deadline for submission of proposal. UN Women shall endeavor to provide responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UN Women to extend the deadline date, unless UN Women deems that such an extension is justified and necessary.
	Contact address for requesting clarifications on the solicitation documents	Requests for clarification should be addressed to the e- mail address: procurement.india@unwomen.org Clarification emails should include a subject header in the following format: “UNW RFP Reference #, Request for Clarification, Company/Contractor Name” Proposers must not communicate with any other personnel of UN Women regarding this RFP.

2.5	Pre-Proposal/Bid Meeting	<input type="checkbox"/> Not applicable <input checked="" type="checkbox"/> Mandatory: <input type="checkbox"/> Optional: Date and time: 10th January 2020, 11:00 AM at the First Floor Meeting room (failing to attend the mandatory pre-proposal/bid meeting will make the bidder ineligible to participate in the procurement process). UN Women India MCO UN House, 55 Lodhi Estate New Delhi 110003 India
3.9	Proposal Security	<input checked="" type="checkbox"/> Not Required Proposal Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful bidder at any stage.
7.4	Performance Security	<input checked="" type="checkbox"/> Not Required Performance Security is not foreseen to be required by UN Women at this stage; however, UN Women reserve the rights to request a Performance Security from the successful proposer at any stage.
3.2	Waiver & Release of Indemnity (If there is a site visit/inspection)	<input checked="" type="checkbox"/> Not Required No site inspections/visits are necessary and therefore a waiver/release of indemnity is not required.

5. The proposer will be selected based on the Evaluation Methodology and Criteria indicated in Annex III.

6. This letter is not to be construed in any way as an offer to contract with your organization.

Yours sincerely,

Meena Kapoor

Operations Manager/OIC

ANNEX 2a

Short films on UN Women's Second Chance Education and Vocational Training Programme

1. Background

In September 2015, world leaders from 193 nations adopted the 2030 Agenda for Sustainable Development, along with a set of 17 Sustainable Development Goals (SDGs). Achieving the 2030 Agenda would create a more sustainable, profitable and equal world. The 2030 Agenda holds the biggest potential gains for adolescent girls and young women aged 15-24. The positive relationship between female education and overall development outcomes is well established. Educating girls and women is especially effective because when we educate them, the benefits are felt throughout the whole community. It's a magic multiplier in the development equation.⁷ Investing in education for young women and women who missed out on education will reap benefits for their families, communities and countries. At the wider societal level, more educated girls lead to an increase in female leaders, lower levels of population growth and the subsequent reduction of pressures related to climate change. The power of education on national economic growth is undeniable: a one percentage point increase in female education raises the average gross domestic product (GDP) by 0.3 percentage points and raises annual GDP growth rates by 0.2 percentage points.⁸ If the benefits of achieving the sustainable development goals are enormous, so would the costs of failing to do so. Based on current trajectories, existing interventions will not suffice to achieve the SDGs by 2030.

The importance of Goal 4—**to ensure inclusive and quality education for all and promote lifelong learning**— cannot be overestimated. Today, the world has the largest youth cohort in history.⁹ Whether this translates into the largest development dividend or the largest development challenge in history will depend a lot on how this cohort of youth is educated and skilled for the changing world of work. However, based on existing trends, the world will be 50 years late in achieving its global education commitments.

According to the UNESCO Institute for Statistics (UIS) data, about **263 million** children and youth are out of school.¹⁰ This includes 61 million children of primary school age (about ten percent of all children of primary school age in low and middle-income countries). The number of primary out-of-school children has increased by seven percent since 2010 and, based on current trends, will continue to increase in many poor countries. The current completion rate of upper secondary education in low-income countries is just 14 percent (UNESCO, 2016).

The education gap is particularly acute for girls from disadvantaged and marginalized groups, who may suffer multiple forms of intersecting discrimination. **Twice** as many girls as boys never start school. According to the UNESCO 2016 Education for All Global Monitoring Report, **48 percent** of out-of-school girls in the world are likely to never enrol in school, leading to lifelong disadvantages. While there has been significant progress over the last 20 years in closing the gender gap in primary education, there remain significant problems with transition to secondary

and tertiary education. In 2014, while 66 percent of individual countries had achieved parity in primary, the same was true for only 46 percent in lower secondary and 23 percent in upper secondary.¹¹ Based on existing trends, girls from the poorest families in sub-Saharan Africa are expected to achieve lower secondary education completion only in 2111.¹²

Root causes and barriers to education equity

The root causes of this education inequality for girls and women are numerous and intersecting. **Poverty** is a prominent barrier, preventing enrolment and retention. In developing countries, the gap in primary school completion rates between the richest and the poorest children is more than 30 percentage points. Indirect and direct education costs often mean the added value of girls' education diminishes compared to the opportunity cost of reducing girls' traditionally significant role in domestic care work or child labour.

Gender-based discrimination is also at the root of many of the challenges that girls and young women face in the education system and in their transition to employment. Negative gender stereotypes and discrimination in education laws and policies, learning content, teaching practices and attitudes, together with unsuitable and unsafe learning environments (including the lack of social and physical infrastructure, such as segregated restrooms), lack of female teachers, geographical isolation and distance from schools heighten the risk of sexual and gender-based violence (SGBV). In turn, this compromises the retention, educational choices and achievement of girls and young women, translating to negative lifetime implications for their economic empowerment.

Early marriage and pregnancy force adolescent girls to drop out of education, leaving them with no options to acquire the skills required to become economically empowered. The **relevance and quality** of education can also hinder the economic empowerment of girls and young women. Too often, girls' education does not prepare them for the job market. As a result, many girls fail to enrol or drop out because working and earning wages is seen as a preferable option to completing a 'worthless education'.

All these barriers are more acute for girls and young women who are **poor** (both urban and rural poor in low, middle and high-income countries); are from **minority and Indigenous** groups; live in crisis affected countries; are **disabled**; or face multiple forms of discrimination (e.g. minority and very poor). These groups are most marginalized and are at risk of further isolation in a changing world of work where digital technology is the future of the labour market.

All these barriers have led to **generations of girls, young women and women missing out on basic educational opportunities that are not only critical to their personal development and growth and their prospects for employment, security, self-reliance and psychosocial welfare,¹⁶ but that are also critical to the social and economic development of their communities and countries.¹⁷**

In the face of this challenge, UN Women and the BHP Billiton Foundation share a commitment to the United Nations' 2030 Agenda for Sustainable Development and Education Equity¹⁸. The Programme, will be focused on creating a world where every 'young woman and woman' (defined as the targeted beneficiaries) has equal access to quality learning opportunities that open the door to continued education, employment and entrepreneurship opportunities.

Second Chance Education

The Second Chance Education and Vocational Learning (SCE) Programme aims to break current trends and provide a comprehensive solution for marginalized women and young women who have missed out on education and who are at risk of being left behind. Despite the scale of the global education challenge faced by marginalized women and girls, there is not yet a proven approach to enabling successful second chance education at scale. This project aims to develop context specific, affordable and scalable learning, entrepreneurship and employment pathways for empowering the world's most disadvantaged women and young women. It offers women and young women, their families, local communities and societies the benefits of access to educational services which are tailored not only to their needs as learners, but also to their future as earners.

1.1. The Purpose

A) 1 Short programme film: 2 – 3 minutes

The main purpose of developing film and is to generate awareness on the fact that women and young women may have lost their chance to be in school/university, and/or may not have had the chance to enhance their skills through vocational training due to multiple and intersectional burdens women and girls face. The video should also highlight the challenges women face in accessing educational/skilling/employment opportunities because of discriminatory gender norms and roles. The video should bring to fore how these issues not only limit women's workforce participation but also negatively impact the economy. The video will need to target both the need to change behaviour/institutions, and policy.

B) 4 Short profile motivation films: 2 – 3 minutes

The main purpose of developing these 4 short profile films is to capture the journey of 4 women from our project sites: Rajasthan, Bihar, Odisha and Maharashtra. Please note, UN Women and/or its implementing partner will identify these 4 women. Each individual will share about their motivation to join the programme. Each video will capture one specific area of focus, namely 1) Employability 2) Advocacy 3) Social Barriers 4) Education/Vocational training.

C) 4 Short Profile Motivational + Change films: 3 – 4 minutes

The main purpose of developing these 4 short profile films is to capture the journey of 4 women from our project sites: Rajasthan, Bihar, Odisha and Maharashtra. Please note, UN Women and/or its implementing partner will identify these 4 women. Each individual will share about their motivation to join the programme and the change that they have witnessed being a part of

the programme. Each video will capture one specific area of focus, namely 1) Employability 2) Advocacy 3) Social Barriers 4) Education/Vocational training. ***Please note, that these 4 videos need to be merged with the 4 videos developed in section B, to show the full journey of each of the 4 identified women. The total duration of each of these 4 videos shall not exceed more than 5 minutes per video.***

D) Quality high-resolution photographs from all 4 project sites – 35 photographs per project site. These may be a mix of portraits and activity specific photos.

1.2. Target Audience

The target audience will be women and young women, civil society organisations, private sector, training institutes, Central and State Government(s), and multi-lateral and bi-lateral organisations/ Donors. The films and photographs will be circulated on UN Women's social media or any other communication material (digital or print).

2. Details of the Film & Photographs

2.1. Context

The SCE programme targets young women and women from scheduled castes, scheduled tribes and minorities. Despite affirmative action policies by the State(s) that have played a role in mitigating socio-economic challenges of these social and religious groups, their barriers to education and economic opportunities have remained static. For example, the forms of structural discrimination and abuse that Scheduled Caste/Dalit children face in schools by teachers, fellow students and community are often so stigmatizing that they are forced to drop out of school. The poverty rate among scheduled tribes and Muslims are still the highest, despite 271 million people moving out of poverty between 2005-06 and 2015-16 that nearly halved the poverty rate from 55% to 28% over ten years. Dalits, Tribal and Muslims continue to be the worst-hit communities in terms of exclusion from access to public services³. Women within these communities are further marginalized due to mobility constraints, adverse social norms, and violence.

The SCE Programme in India targets 40,000 women aged 18 years and above from the most marginalized communities of Scheduled Castes, Scheduled Tribes and Minorities. Within these communities the programme prioritizes single women, survivors of violence and trafficking as well as those who are geographically isolated. The Programme is being implemented in 12 districts across the 4 states of Bihar, Maharashtra, Odisha, and Rajasthan.

Within the target districts, the labour market is mainly around agriculture and the service sector except for M Ward in Mumbai, Maharashtra which is a key industrial hub and promises job opportunities in industries. Key earning pathways, therefore, include entrepreneurship and employment options in farming, allied and non-farm sector, skill-based jobs, self-employment and entrepreneurship in service sectors and non-gender stereotypical domains ranging from

hospitality, health care, education, telecom, tourism and financial services. Key learning pathways will include return to formal education, skill development in business/entrepreneurship, soft skills and digital literacy.

The Programme will be implemented by a lead organization in partnership with non-governmental organizations. These partnerships will also aim to leverage Government of India's extensive skills development institutional infrastructure spearheaded by the Ministry of Skills Development and Entrepreneurship and the Ministry of Rural Development specifically National Rural Livelihoods Mission, Deen Dayal Upadhyaya Gramin Kaushalya Vikas Yojna (DDU-GKY) in providing training, placement and financial support. Further, the Programme partners with the National Institute of Open Schooling (NIOS) under the Ministry of Human Resource Development for women's access to educational opportunities. The Programme will explore partnerships with private sector organizations including Business Sector Advisory Council as well as HP's World on Wheels Programme that facilitates learning at doorsteps.

The Programme leverages existing content on the Learning Management System (LMS) Kolibri, by Pratham's digital initiative Pradigi, consisting of educational games, videos, and ebooks on language learning, math, science, English, health, and vocational training. The content is available in Odiya, Marathi and Hindi and thus is relevant for all programme states contributing to learning and earning pathways. In the selected areas it is key to offer learning opportunities in local languages. Another online content partner being explored is Digital Green with content on farming relevant for women engaged in agriculture-based livelihood activities in the programme. This content will be reviewed for viability and adaptability to include in Kolibri. The consortium partner Kherwadi Social Welfare Association (KSWA) has developed a livelihood portal that provides centralised support to trainees by linking them to vacancies. The consortium partner Transform Rural India Programme (TRIF) has developed "Sarathi Programme" to link trainees with government aided skills development and job-placement options. The entire programme is built on an android-cloud application and is similar to the design of a "make-my-trip" or "book-my-show" equivalent for the skills sector.

Programme Intervention Site

The SCE Programme is implemented in the following 4 States of Bihar, Maharashtra, Rajasthan and Odisha in 12 districts covering 200 villages:

State	District
Bihar	Gaya, Kishanganj, Muzaffarpur
Odisha	Dhenkanal, Rayagada, Mayurbhanj
Rajasthan	Baran, Chittorgarh, Jaisalmer
Maharashtra	M Ward, Nandurbar, Jalgaon

These 12 districts are prioritized due to high poverty, low gender equality indicators, and presence of UN Women's existing/past partnerships. 8 out of these 12 districts are Aspirational

Districts that are Government of India's priority districts for investment in health, education, financial inclusion, skill development, agriculture/livestock as well as infrastructure due to their overall low socio-economic development indicators.

In the context of the SCE programme, UN Women MCO for India, Bhutan, Maldives and Sri Lanka invites proposals from advertising agencies to make 1 short programme film (2- 3 minute duration), 4 short profile films (2 – 3 Minutes) and 35 high resolution photographs per project location, for awareness generation on the issue.

Along with the proposal, the organization should submit a comprehensive treatment note (a concept on how creatively the film is visualized).

2.2. Time Frame: February 2020 - December 2020 (11 months)

2.3. Geographical Scope

- The 1 short programme film will not require any visits to the 4 project states and can be shot in a controlled/studio set up.
- The 4 short profile films and photographs will be shot in locations across the 4 states where the Second Chance Education and Vocational Training Programme is being implemented by UN Women.

2.4 The agency applying for this RFP must have the following:

- Portfolio in making films and capturing quality high resolution photographs on issues of gender equality.
- Experience of making films for digital media space.
- Experience of working with international not-for-profit organizations and other UN agencies desirable.

2.5. Products expected

a. Deliverable 1 – Creative solutions/ concepts (ideas on the film), Scripting and Story Boarding

The agency is to propose a creative solution on the issue of women's access to education, skilling and employment opportunities. The agency would be expected to meet with UN Women to discuss and agree on the proposed concept. After the concept is approved by UN Women, the agency shall submit a script and storyboard for agreement on the same.

b. Deliverable 2 – First raw edit

A pre-shoot meeting with UN Women would be scheduled to discuss details of the cast and crew. The agency would then carry out the primary shooting for the film and submit the first raw edit to UN Women for feedback.

c. Deliverable 3 - Final films and photographs

A) 1 Short programme film: A series of post-shoot meetings with UN Women to discuss the feedback on the raw edit to finalize the spot and create the final version (2-3 minutes) of the film.

B) 4 Short profile motivation films: 2 – 3 minutes: A series of post-shoot meetings with UN Women to discuss the feedback on the raw edit to finalize the spot and create the final version (2-3 minutes) of the film.

C) 4 Short Profile Motivational + Change films: 3 – 4 minutes
A series of post-shoot meetings with UN Women to discuss the feedback on the raw edit to finalize the spot and create the final version (3 - 4 minutes) of the film.

D) Quality high-resolution photographs from all 4 project sites – 35 photographs per project site. These may be a mix of portraits and activity specific photos.

2.6. Tentative Schedule

The suggested schedule for 1 short programme film could be as follow:

Deliverables – February to March 2020	Time Schedule
Deliverable 1	Week 1-2
Deliverable 2	Week 2-3
Deliverable 3	Week 3-4

The suggested schedule for 4 Short Profile Motivation film could be as follow:

Deliverables – February – April 2020	Time Schedule
Deliverable 1	Week 1- 3
Deliverable 2	Week 3 - 6
Deliverable 3	Week 6 - 12

The suggested schedule for 4 Short Profile Motivation + Change film could be as follow:

Deliverables – September – November 2020	Time Schedule
Deliverable 1	Week 1- 3
Deliverable 2	Week 3 - 6

Deliverable 3	Week 6 - 12
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The suggested schedule for Quality High Resolution photographs could be as follow:

Deliverables – February - April 2020	Time Schedule
Deliverable 1	Week 1- 3
Deliverable 2	Week 3 - 6
Deliverable 3	Week 6 - 12

I. Proposed Payment Schedule

S. No	Product	Payment schedule	Proposed Timeline
1	1 short programme film	20%	February to March 2020
2	Quality High Resolution Photographs	5%	February - April 2020
3	4 Short profile Motivation films	35%	February - April 2020
4	4 Short profile Motivation + Change films	40%	September – November 2020
	TOTAL	100%	

A campaign for primary prevention of gender-based violence and 1 short film on transforming gender-inquitable social norms and harmful practices

1. Background

A transformative Sustainable Development Agenda was adopted by UN Member States in 2015. The Sustainable Development Goals (SDGs) have the objective of making the world a more peaceful, inclusive, and sustainable one – for this generation and for those to come. At the heart of this new agenda, is the principle: leave no one behind. The Agenda includes a stand-alone goal – Goal 5 – on gender equality. It signals the determination of the international community to work towards a more equal world, a Planet 50:50, by 2030. With the SDGs, it's for the first time that Violence Against Women and Girls (VAWG) including Intimate Partner Violence and sexual harassment) has been identified and articulated as a development issue. [Click here for more about the SDGs in India and Goal 5.](#)

VAWG including Intimate Partner Violence (IPV) and sexual harassment persists in every country in the world as a pervasive violation of human rights and a major threat to realizing gender equality and women's empowerment. Global estimates show that over 1 in 3 women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime, with this figure being as high as 7 in 10 in some countries. Research shows that violence against women leads to a wide range of physical, mental and sexual health problems, including g death, and it affects families and whole communities. It also has a significant economic impact and impedes the achievement of any global development goals.

Although it is important to have response services to support the women and girls who have already experiences violence, in order to realize a world free of violence for women and girls in the long term, the circumstances and conditions that give rise to this form of violence must be addressed comprehensively. Primary prevention of VAWG recognizes that gender-based violence is driven by a power imbalance between men and women and that patriarchal norms promote this imbalance. Therefore, the primary prevention of VAWG approach focuses on strengthening the protective factors and minimizing or eliminating risk factors related to violence. In India, there have been successful approaches looking at men's perpetration of VAWG by transforming gender inequitable norms through social communication.

1.1. The Purpose

The main purpose of the campaign and developing 1 short film as part of the campaign is to promote healthy and respectful relationships between girls and boys and raise awareness on the attitudes and behaviours that lead to gender-based violence.

1.2. Target Audience

The target audience for this campaign will be young girls and boys. The agency will be expected to disseminate the communication products through a public event as well as on digital and social media.

2. Details of the Film

2.1. Context

Over the past two decades there has been a growing momentum and a growing body of empirical evidence to prevent and eliminate all forms of violence against women and (EVAWG), mainly due to the sustained efforts of the women's rights movement. Governments have demonstrated their obligations and commitments to address VAWG including IPV and sexual harassment through the further elaboration of international and regional policy and legal agreements. General Recommendation No. 19 of the CEDAW Committee affirmed that violence against women was a form of discrimination, confirming that States must address violence through this Convention. The Beijing Platform for Action (1995) identified violence against women as one of the 12 critical areas of concern that required urgent action to achieve the goals of equality, development and peace. The recently agreed agenda on the sustainable development goals (SDGs) included ending VAWG including IPV and sexual harassment and harmful practices, as target areas under Goal 5, confirming that they need to be urgently addressed to achieve gender equality, women's empowerment and overall sustainable development.

With leading experts, and in consultation with UN agencies and stakeholders, UN Women developed a Global Flagship Programme Initiative (FPI) on "Safe Cities and Safe Public Spaces" and "Prevention and Access to Essential Services to End Violence against Women". It is based on a theory of change substantiated by evidence and emphasizes that to effectively address VAWG including IPV and sexual harassment, a comprehensive and transformative approach towards gender equality and women's empowerment is required including: comprehensive EVAW laws and policies, prevention, provision of essential services, and VAWG data collection. One of the key components of the FPI is the prevention of VAWG including IPV and sexual harassment, by addressing its causes, including social norms that condone and tolerate such violence. The EVAW unit of UN Women Multi-Country Office for India, Bhutan, Maldives and Sri Lanka focuses on working with women from socially excluded communities on issues of sexual violence. UN Women's project in Assam is aimed at preventing and responding to violence against women out growers and plantation workers, youth and children by making strategic alliances with communities and service providers and empowering women and girls. The project is in select tea estates in Assam, India and aims to ensure that women and girls are socially, economically and politically empowered.

In the context of its prevention of violence against women and girls programme, UN Women MCO for India, Bhutan, Maldives and Sri Lanka invites proposals from advertising agencies to develop a campaign (digital and social media)

As part of the campaign, develop 1 short-film on the same thematic area.

Along with the proposal, the organization should submit a comprehensive treatment note (a concept on the campaign idea and the thematic area underpinning the 1 film).

2.2. Time Frame: February 2020 – March 2020

2.3. Geographical Scope

The campaign activity will happen in Assam/ Kolkata

2.4 The agency applying for this RFP must have the following:

- Demonstrable experience in developing and implementing campaigns (digital and....)
- Portfolio in making films on issues of gender equality.
- Experience of making films for digital media space.
- Experience of working with international not-for-profit organizations and other UN agencies desirable.

2.5. Products expected

d. Deliverable 1 – Creative solutions/ concepts (ideas on the film), Scripting and Story Boarding

The agency is to propose a creative solution on building respectful relations between boys and girls in the context of women and girls's safety. The agency would be expected to meet with UN Women to discuss and agree on the proposed concept for the film. After the concept is approved by UN Women, the agency shall submit the script and storyboard for agreement on the same.

Video 1

Video production agencies are expected to submit a script for 1 film (3-minute duration) for awareness generation on the women and girls's safety, for which the primary shoot must be carried out in a studio.

e. Deliverable 2 – First raw edit

A pre-production meeting with UN Women would be scheduled to discuss details of the cast and crew. The agency would then carry out the primary shooting/ development of the film and submit the first raw edit of to UN Women for feedback.

f. Deliverable 3- Final film

A series of post-shoot meetings with UN Women to discuss the feedback on the raw edit to finalize the spots and create the final version of the film.

2.6. Tentative Schedule

The suggested schedule could be as follows:

Deliverables	Time Schedule
Deliverable 1- Campaign Idea/ Concept with timeframes for implementation	Week 1-2
Deliverable 2- Video 1	Week 3-5
Deliverable 3 – Final Film	Week 6

II. Proposed Payment Schedule

S. No	Major deliverables	Payment schedule	Proposed Timeline
1	Deliverable 1	25%	End of 2 nd Week
2	Deliverable 2	25%	End of 5 th Week
3	Deliverable 3	50%	End of 6 th Week
	TOTAL	100%	

ANNEX 3

EVALUATION METHODOLOGY AND CRITERIA

1. Preliminary Evaluation

The preliminary evaluation is done to determine whether the offers meet the administrative requirements and Eligibility Criteria of the RFP. The standard eligibility criteria for suppliers wishing to engage in a contract are laid out below. Further information on doing business with UN Women/ how to become UN Women vendor can be found on [UN Women's website](#).

Legal Capacity: Bidders may be a private, public or government-owned legal entity or any association with legal capacity to enter into a binding Contract with the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women).

Conflict of Interest: Bidders must disclose any actual or potential conflict of interest and they shall be deemed ineligible for this procurement process unless such conflict of interest is resolved in a manner acceptable to UN Women. Conflict of interest is present when:

- A Bidder has a close business or family relationship with a UN Women personnel who: (i) are directly or indirectly involved in the preparation of the bidding documents or specifications of the contract, and/or the bid evaluation process of such contract; or (ii) would be involved in the implementation or supervision of such contract;
- A Bidder is associated, or has been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by UN Women to provide consulting services for the preparation of the design, specifications, Terms of Reference, and other documents to be used for the procurement of the goods, services or works required in the present procurement process;
- A Bidder has an interest in other bidders, including when they have common ownership and/or management. Bidders shall not submit more than one bid, except for alternative offers, if permitted. This will result in the disqualification of all bids in which the Bidder is involved. This includes situations where a firm is the Bidder in one bid and a sub-contractor on another; however, this does not limit the inclusion of a firm as a sub-contractor in more than one bid.

Failure to disclose any actual or potential conflict of interest may lead to the Bidder being sanctioned further by UN Women.

Ineligibility Lists: A Bidder shall not be eligible to submit an offer if and when at the time of quotation submission, the Bidder:

- is included in the Ineligibility List, hosted by [UNGM](#), that aggregates information disclosed by Agencies, Funds or Programs of the UN System;
- is included in the [Consolidated United Nations Security Council Sanctions List](#), including the [UN Security Council Resolution 1267/1989 list](#);
- is included in any other Ineligibility List from a UN Women partner and if so listed in the RFP Instructions;
- is currently suspended from doing business with UN Women and removed from its vendor database(s).

Code of Conduct: All Bidders are expected to embrace the principles of the [United Nations Supplier Code of Conduct](#), reflecting the core values of the Charter of the United Nations. UN Women also expects all its suppliers to adhere to the principles of the [United Nations Global Compact](#) and recommends signing up to the [Women's Empowerment Principles](#).

2. Cumulative Analysis Methodology: A proposal selected on the basis of *cumulative analysis* where total score is obtained upon a combination of the weighted technical and financial attributes.

A two-stage procedure will be utilized in evaluating of the proposals; the technical proposal will be evaluated with a minimum pass requirement of [70%] of the obtainable [700] points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [70%] of the obtainable score of [700] points prior to any price proposal being opened and compared. The financial proposal will be opened only for those entities whose technical proposal achieved the minimum technical threshold of [70%] of the obtainable score of [700] points and are determined to be compliant. Non-compliant proposals will not be eligible for further consideration.

The total number of points which a firm/institution may obtain for its proposal is as follows:

Technical proposal: [700 points]

Financial proposal: [300 points]

Total number of points: [1000 points]

Evaluation of financial proposal:

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion.

A formula is as follows:

$$p = y (\mu/z)$$

Where:

p = points for the financial proposal being evaluated

y = maximum number of points for the financial proposal

μ = price of the lowest priced proposal

z = price of the proposal being evaluated

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal.

Evaluation of technical proposal:

An Evaluation Committee will be constituted by UN Women to evaluate the proposals. The technical proposal is evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this solicitation documents. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of [700] points):

Part 1. Expertise of agency submitting the proposal		Points obtainable
1.1	Competence / Reliability of the firm/individual based on : Specialized Knowledge on issues related to gender Experience on similar film making assignment Experience on working with the United Nations, Multi-lateral/ Bi-lateral agencies or International Not-for-profit organizations	100
Total part 1		100
Proposed		Points Obtainable
2.1.	Is there a clear understanding of the issue, its linkages to UN Women's mandate and priorities?	100
2.2.	The depth and understanding of the issue as demonstrated in the treatment note	350
2.3.	Have timeframes/target dates been establish for all key tasks, milestones and deliverables	50
Total Part 2		500
Part 3. Resource Plan: Personnel		Points Obtainable

3.1.	Is the team composition relevant to the subject? (Applicable to firms only)	50
3.2.	Was the experience and expertise of team clearly explained? (Applicable to firms only)	50
<i>Total Part 3</i>		100
GRAND TOTAL		700
70% of 700 pts = 490 pts needed to pass technical		

A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of **70%** of the obtainable score of **700** points for the technical proposal.

ANNEX 4

FORMAT OF TECHNICAL PROPOSAL

Technical Proposals not submitted in this format may be rejected.

Financial Proposals must be submitted in a separate envelope or attached in a separate e-mail to a different e-mail address where electronic submission is required.

Proposer is requested to include one-page value statement indicating why they are most suitable to carry out the assignment.

Name of Proposing Organization:	
Country of Registration:	
Type of Legal entity:	
Name of Contact Person for this Proposal:	
Address:	
Phone:	
E-mail:	

Section 1.0: Expertise and Capability of Proposer

1.1 Organizational Architecture

- **Background:** Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.
- **Financial capacity:** The Proposer shall demonstrate its financial capacity and reliability regarding the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited Financial Statements duly certified by a public accountant.

[Request for financial capacity of intuition should depend on the nature/complexity of the work, as defined in the TOR]

1.2 Adverse judgments or awards

- Include reference to any adverse judgment or award.

1.3 General Organizational Capability

- Outline General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).
- Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.
- Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously.

1.4 Subcontracting

- Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability.

1.5 Quality assurance procedures, risk and mitigation measures

- Describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes, policy e.g. ISO etc.

1.6 Relevance of Specialized Knowledge and Experience on Similar Projects

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region.
- Describe the experience of the organization performing similar goods/services/works. Experience with other UN organizations/ major multilateral / or bilateral programmes is highly desirable.
- Provide at least 3 references

Project	Client	Contract Value	Period of performance (from/to)	Role in relation to the undertaken to goods/services/works	Reference Contact Details (Name, Phone, Email)
1-					
2-					
3-					

Section 2.0: Proposed Work Plan and Approach

2.1 Analysis approach, methodology

- Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization's understanding of UN Women's needs for the goods/services/works.
- Identify any gaps/overlaps in UN Women's coverage based on the information provided.
- Describe how your organization will adhere to UN Women's procurement principles in acquiring services on behalf of UN Women. UN Women's general procurement principles:
 - a) Best Value for money
 - b) Fairness, integrity and transparency
 - c) Effective competition
 - d) The best interests of UN Women

2.2 Management - timeline, deliverables and reporting

- Provide a detailed description of how the management for the requested goods/services/works will be implemented in regard to the TOR

2.3 Environment-related approach to the service/work required

- Please provide a detailed description of the methodology for how the organization/firm will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment.

Section 3.0: Resource Plan, Key Personnel

3.1 Composition of the team proposed to perform TOR, and the work tasks (including supervisory)

Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. An organigram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted. Please provide information on demonstrable skills of your human resources in developing and producing animated videos.

3.2 Profile on Gender Equality

- Proposer is strongly encouraged to include information regarding the percentage of women: (1) employed in the Proposer's organization, (2) in executive and senior positions, and (3) shareholders. While this will *not* be a factor of evaluation, UN Women is collecting this data for statistical purposes in support of its mandate to promote gender equality and women's empowerment

- Proposers are also invited to: (1) become a signatory to the Women Empowerment Principles (if more than 10 employees) <http://weprinciples.org/Site/PrincipleOverview> ; or (2) sign the Voluntary Agreement to Promote Gender Equality and Women's Empowerment (if less than 10 employees). Good practices of gender-responsive companies can be found here: <http://weprinciples.org/Site/CompaniesLeadingTheWay/>

Provide Curriculum vitae of the proposed personnel that will be involved either full time or part time.

Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.

Substitution of key personnel shall only be permitted in accordance with section 2.4 of the General Conditions of Contract.

Please use the format below, with each CV no more than THREE pages in length.

Sample CV template:

Name:		
Position for this Assignment:		
Language Skills:		
Educational and other Qualifications		
Employment Record: [Insert details of as many other appropriate records as necessary]		
From [Year]: _____ To [Year]: _____		
Employer: _____		
Positions held: _____		
Relevant Experience (From most recent; Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under the TOR) [Insert details of as many other appropriate assignments as necessary]		
Period: From – To	Name of project/organization:	Job Title, main project features, and Activities undertaken

References (minimum 3)	(Name/Title/Organization/Contact Information – Phone; Email)	

ANNEX 5

FORMAT OF FINANCIAL PROPOSAL

The financial proposal must be prepared as a separate PDF file from the rest of the RFP response as indicated in Clause 3.4.1 of the Instruction to Proposers. The components comprising the total price must provide sufficient detail to allow UN Women to determine compliance of proposal with requirements as per TOR of this RFP. The proposer shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out-of-pocket expenses should be listed separately.

In case of an equipment component to the service provided, the financial proposal should include figures for both purchase and lease/rent options. UN Women reserves the option to either lease/rent or purchase outright the equipment through the contractor.

In addition, the financial proposal must include, but not necessarily be limited to, the following documents:

1. A summary of the price in words and figures

- i. **Price breakdown:** The price must cover all the services to be provided and must itemize the following:
 - a. An all-inclusive fee rate per working day for each expert to be assigned to the team. The fee rate must include remuneration of each expert, all administrative costs of employing the expert and the margin covering the proposer's overhead and backstopping facilities.
 - b. An all-inclusive daily subsistence allowance (DSA) rate (otherwise known as a "per diem rate") for every day in which the experts shall be in the field for purposes of the assignment.
 - c. An all-inclusive amount for necessary international travel and related expenses by the most appropriate means of transport and the most direct economy class practicable route. The breakdown shall indicate the number of round trips per team member.
 - d. An all-inclusive amount for local travel, if applicable.
 - e. If applicable, other costs required for purposes of the assignment not covered in the foregoing or beneath paragraphs such as communication, printing and dispatching of reports to be produced during the assignment, rental and freight of any instruments or

equipment required to be provided by the proposer for the purposes of the services, office accommodation, investigations, surveys, etc.

f. Summary of total cost for the services proposed.

- ii. **Schedule of payments:** Proposed schedule of payment might be expressed by the proposer, and payment will be made by UN Women in the currency of the proposal. The payment schedule must be linked to the delivery of the outputs specified in your technical component.

All prices/rates quoted must be exclusive of all taxes, since the United Nations, including its subsidiary organs, is exempt from taxes.

In case two (2) proposals are evaluated and found to be equal in terms of technical competency and price, UN Women will award contract to the company that is either women-owned or has women in the majority in support of UN Women's core mandate. In the case that both companies are women-owned or have women in the majority, UN Women will request best and final offer from both proposers and shall make a final comparison of the competing proposers.

A. Cost Breakdown per Deliverables

	Deliverables [list them as referred to in the RFP]	Percentage of Total Cost	Total Cost (Lump Sum, All Inclusive)	Delivery time/time period
1	Deliverable 1			
2	Deliverable 2...			
3	Deliverable 3...			
	Total	100%	INR	

B. Cost Breakdown by Resources/Cost Component:

The Proposers are requested to provide the cost breakdown for the above given prices for each deliverable based on the following format. UN Women shall use the cost breakdown to assess value for money as well as the calculation of price in the event that both parties agreed to add new deliverables to the scope of Services.

Description of Activity	Quantity	Number of Unit	Unit Cost (INR)	Total Cost (INR)
Creative Director	1 person	Day/week/month		
Copywriter	XX person	Day/week/month		
Art director	XX person			

Director	XX person			
Cinematographer	XX person			
Art director	XX person			
Agency Producer	XX person			
Account Director	XX person			
Editor etc.	XX person			
Actor (s)	XX persons			
Operational cost- (to be reimbursed on actuals) Please detail the following: 1. No of trips/days, no of tickets, lodging/boarding for each trip etc 2. Local transportation 3. Any relevant costs (communication, stationary, printing, translation etc.) 4. Overhead costs	Unit wise cost Unit wise cost Unit wise cost Unit wise cost			
Other Related Costs/ Administrative overheads	Unit wise cost			
TOTAL				

[Note: This spreadsheet should be accompanied by a short narrative summary that explains the figures supplied and that adds any relevant information that has been used to make the calculations]

Signature of Financial Proposal

The Financial Proposal should be authorized and signed as follows:

"Duly authorized to sign the Proposal for and on behalf of

(Name of Organization)

Signature/Stamp of Entity/Date

Name of representative: _____

Address: _____

Telephone: _____

Email: _____

ANNEX 6

PROPOSAL SUBMISSION FORM

[The proposer shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.]

To:

UN Women
UN House, 55 Lodhi Estate
New Delhi 110003 INDIA
Tel: +91-11-4653 2250

Date:

We, the undersigned, declare that:

- (a) We have examined and have no reservations to the Proposal Solicitation Documents;
- (b) We offer to supply in conformity with the Proposal Solicitation Documents the following *'Advocating for Change Promoting Women's political participation & leadership'* and undertake, if our proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.
- (c) We ensure any due diligence regarding the legal review and ability to be compliant to all contract terms and conditions has been undertaken prior to the submission of our offer. Submission of this offer is confirmation of accepting a UN Women contract included herein.
- (d) We offer to supply for the sum as may be ascertained in accordance with the Financial Proposal submitted in accordance with the instructions under the Proposal Instruction Sheet;
- (e) Our proposal shall be valid for a period of 90 days from the date fixed for opening of proposals in the Request for Proposal, and it shall remain binding upon us and may be accepted at any time before the expiration of that period;
- (f) If our proposal is accepted, we commit to obtain a performance security with the instructions under the Proposal Instruction Sheet;
- (g) We, including any subcontractors or suppliers for any part of the contract, have nationality from India.
- (h) We have no conflict of interest in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (i) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by UN Women, in accordance with Clause 1.2 (*Eligible Proposers*) of the RFP Instructions to Proposers;
- (j) We understand that you are not bound to accept the lowest evaluated proposal or any other proposal that you may receive.

Signed: _____ [*insert signature of person whose name and capacity are shown*]

In the capacity of _____ [*insert legal capacity of person signing this form*]

Name: _____ [*insert complete name of person signing the Proposal Submission Form*]

Duly authorized to sign the proposal for and on behalf of: _____ *[insert complete name of proposer]*

Dated on _____ day of _____, _____ *[insert date of signing]*

ANNEX 7

VOLUNTARY AGREEMENT

Voluntary Agreement to Promote Gender Equality and Women's Empowerment

Between

(Name of the Contractor)

And

The United Nations Entity for Gender Equality and the Empowerment of Women

The United Nations Entity for Gender Equality and the Empowerment of Women, a composite entity of the United Nations established by the United Nations General Assembly by its resolution 64/289 of 2 July 2010 (hereinafter referred to as "UN Women") strongly encourages **(Name of the Contractor)** (hereinafter referred to as the "Contractor") to partake in achieving the following objectives:

- ☐ Acknowledge values & principles of [gender equality](#) and [women's empowerment](#);
- ☐ Provide information and statistical data (that relates to policies and initiatives that promote gender equality and women empowerment), upon request;
- ☐ Participate in dialogue with UN Women to promote gender equality and women's empowerment in their location, industry and organization;
- ☐ Establish high-level corporate leadership for gender equality;
- ☐ Treat women and men fairly at work and respect and support human rights and nondiscrimination;
- ☐ Ensure health, safety and wellbeing of all women and men workers;
- ☐ Promote education, training and professional development for women;
- ☐ Implement enterprise development, supply chain and marketing practices that empower women;
- ☐ Promote equality through community initiatives and advocacy;
- ☐ Measure and publicly report on progress to achieve gender equality.

On behalf of the contractor:

Name : _____, Title : _____

Address : _____

Signature : _____

Date: _____

ANNEX 8

UN WOMEN MODEL FORM OF CONTRACTS AND GENERAL CONDITIONS OF CONTRACTS

[Note to Proposers]

UN Women forms of contracts and General Conditions can be accessed at:

<http://www.unwomen.org/en/about-us/procurement/contract-templates-and-general-conditions-of-contract>

ANNEX 9

JOINT VENTURE/CONSORTIUM/ASSOCIATION INFORMATION FORM

(to be completed and returned with your technical proposal)

JV / Consortium/ Association Information	
Name of leading partner (with authority to bind the JV, Consortium/Association during the Bidding process and, in the event a Contract is awarded, during contract execution)	[insert name, address, telephone/fax or cell number, and the e-mail address]
JV's Party Legal Name:	[insert JV's Party legal name] {Attach original copy of document of incorporation/registration of the JV, in accordance with Clause 3 (Eligible Bidders)}
JV's Party Country of Registration:	[insert JV's Party country of registration]
JV's Party Year of Registration:	[insert JV's Part year of registration]
JV's Party Legal Address in Country of Registration:	[insert JV's Party legal address in country of registration]
Consortium/Association's names of each partner/authorized representative and contact information	
Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____	Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____
Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____	Name of partner: _____ Address : _____ Phone Number(s) : _____ Email Address(es) : _____
Consortium/Association Agreement	<p>Attached are copies of original documents of:[check the box(es) of the attached original documents]</p> <p><input type="checkbox"/> Articles of Incorporation or Registration of firm named in 2, above, in accordance with Clause 3 (Eligible Bidders).</p> <p><input type="checkbox"/> JV Agreement, or letter of intent to enter into such an Agreement, signed by the legally authorized signatories of all the parties</p>

Signatures of all partners/authorized representatives:

We hereby confirm that if the contract is awarded, all parties of the Joint Venture, or Consortium/Association shall be jointly and severally liable to UN Women for the fulfillment of the provisions of the Contract.

Name of partner: _____	Name of partner: _____
Signature: _____	Signature: _____
Date: _____	Date: _____

Name of partner: _____	Name of partner: _____
Signature: _____	Signature: _____
Date: _____	Date: _____

ANNEX 10

SECURITY INSTRUMENTS (Not Applicable)

The Proposal and Performance Security Forms can be accessed by the proposer by following the below link.

<http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/procurement/un-women-procurement-rfp-security-instruments-en.docx?la=en&vs=1034>

ANNEX 11

SUBMISSION CHECKLIST

Technical Proposal PDF sent to the technical e-mail address specified in the Invitation Letter includes:	
• Technical Proposal	
• Proposal Submission form	
• Joint Venture Form (if a joint venture)	
• Voluntary Agreement to Promote GE & WE (Voluntary)	
• Proposal Security Form (if required)	
• Performance Security Form (if required)	
Financial Proposal PDF sent to the financial e-mail address (password protected) as specified in the Invitation Letter includes:	
• Financial Proposal	
• Financial Excel Spreadsheet	

Please check-off to confirm the below:	
MODEL FORM OF CONTRACT HAS BEEN READ AND UNDERSTOOD	
THE GENERAL CONDITIONS OF THE CONTRACT HAVE BEEN READ, UNDERSTOOD, DULY REVIEWED BY A LEGAL ENTITY FOR MY ORGANIZATION'S ABILITY TO COMPLY AND ACCEPT ALL TERMS.	