



URUNANA DEVELOPMENT COMMUNICATION  
P.O BOX 2774, KIGALI, RWANDA

**INDIVIDUAL CONSULTANCY OFFER**

**Financing:** Urunana DC Program; **Category:** Tender;  
**Reference No.:** 21/Mid Term Review/05/UDCPP/2025

**TITLE: CONDUCTING A MID-TERM REVIEW TO IDENTIFY GAPS IN KNOWLEDGE, ATTITUDES, MINDSET AND PRACTICES IN REGARD TO NUTRITION UNDER THE NUTRITION SENSITIVE DIRECT SUPPORT PROGRAM**

Urunana Development Communication (Urunana DC) is a National Non-Government Organization specialised in social behaviour change communication (SBCC). The organization was founded in 2004 by Rwandans with the support of a UK based organization, Health Unlimited, currently trading as "Health Poverty Action (HPA)". Urunana DC secured its legal entity under ministerial order N° 138/11 of 27<sup>th</sup> December 2006 which was published in the National Gazette in 2007. Urunana DC implements a national SBCC program that uses various communication approaches, notably; Entertainment - Education (commonly known as Edutainment), community engagement through interpersonal communication and other community outreach activities. The national SBCC program of Urunana DC addresses priority public health and other social sector issues, including Maternal and Child health, Reproductive Health, Family Planning, Nutrition, Hygiene and sanitation, to mention but a few.

In Rwanda, malnutrition has declined significantly from 51.1% in 2005 to 33% in 2019/2020. Reducing malnutrition is one of the government priorities, with a range of interventions in place or being introduced to fast track the achievements. Although a wide range of issues need to be addressed such as uptake of ante- and post-natal care services, child feeding, personal hygiene and access to clean water and sanitation, and other child health practices, low incomes remain a key contributory factor to the high stunting rate. The Nutrition Sensitive Direct Support (NSDS) under VUP and other complementary interventions have been established by the Ministry of Local Government to ensure that the poor have improved income and consumption of improved diet particularly among pregnant women, lactating mothers and children. Urunana DC in collaboration with the Ministry of Local Government is currently implementing SBC interventions with focus on Nutrition since September 2023, to disseminate SBC messages to communities on nutrition and specifically on VUP's nutrition sensitive direct support program.

Urunana DC wishes to request proposals from qualified and competent individual consultants in Rwanda to conduct a Mid Term review to assess the progress made in addressing the identified gaps and the effectiveness of the strategies implemented to promote positive nutritional practices and behaviours among the target population. The consultant that will offer the best technical proposal and price quotation as per the terms of reference will conclude a consultancy contract with Urunana DC to provide the required service as per the ToR.

The bid documents should be submitted to Urunana Development Communication via email: [urunanadc2004@gmail.com](mailto:urunanadc2004@gmail.com) NOT later than the 19<sup>th</sup> of August 2023 at 3:00 PM, Kigali Time. For any clarification about this offer, you can send an email to [urunanadc2004@gmail.com](mailto:urunanadc2004@gmail.com) not later than the 18<sup>th</sup> of August at 5:00PM. For more information about this offer please read the attached Terms of Reference (ToR). **NB: Applications documents in hard copy shall NOT be accepted.**

Done at Kigali, the 8<sup>th</sup> August 2025

Management  
Urunana Development Communication

