



REQUEST FOR PROPOSAL

Title of the tender: REQUEST FOR PROPOSAL FOR THE SHABUKA AWARENESS CAMPAIGN.

Client: DEVELOPMENT BANK OF RWANDA PLC

Tender Reference Number: 03/01/2026/BRD/PC&CS/CS

Procurement Method: QUALITY BASED SELECTION (QBS)

Date of Issue: JANUARY 2026



ADVIRTISED TENDER N°: 03/01/2026/BRD/PC&CS/CS

ASSIGNMENT TITLE: CONDUCT SHABUKA AWARENESS CAMPAIGN

The Development Bank of Rwanda wishes to invite all interested and qualified bidders to submit their best proposals for the consultancy services to conduct Shabuka Awareness Campaign. In this regard, the Development Bank of Rwanda (BRD) requests interested firms to submit their Technical and Financial Proposals for the above-mentioned services according to the terms of reference detailed in the Request for Proposal. The tender is subdivided into three (3) lots:

- Lot 1: On-Ground Activations
- Lot 2: Promotional Materials
- Lot 3: Digital Marketing & Media Engagement

The Request for proposal in English may be obtained from procurement office from 3/02/2026 during office hours (8:30 am to 6:00 pm, Local time). The interested bidder must pay a non-refundable fee of Twenty Thousand Rwandan Francs (20,000 Frw) deposited on the account N° 4414310784 of BRD opened in BPR Bank Rwanda Plc.

Well-bound and sealed proposals presented in 1 (one) **Original copy** of the technical and financial bids. These should be sent to the BRD, PO BOX 1341, Kigali Rwanda, not later than 16/02/2026, at **10:00am prompt local time**, and will be opened same time in the presence of bidders or their representatives who wish to attend at **BRD headquarters** – Kigali City, Nyarugenge District, Nyarugenge Sector, Kiyovu Cell, KN34st, N°17. A soft copy well protected with password must be submitted on the following email procurement@brd.rw, brd@brd.rw

Please note that the technical proposals will be separated from financial proposals, put in separate envelope, and written in English. The two proposals being put in an outer envelope will bear name, address of the bidder, reference of the tender notice and shall be marked as follows:

"Conduct Shabuka Awareness Campaign"

Do not open except in public session on 16/02/2026 at 10:30am local time
Enquiries regarding this tender may be addressed in writing to: **Development Bank of Rwanda, P.O. Box 1341 Kigali Rwanda, Email : procurement@brd.rw copying to the brd@brd.rw**

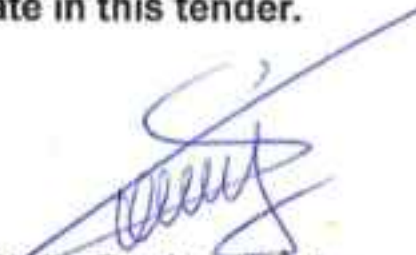
The best Bidder will be selected under and in compliance with the Quality Based Selection (QBS) following selection method and procedures described hereinafter in the present Request for Proposal.

Note: Women led firms/Companies are highly encouraged to participate in this tender.

Sincerely,


Nadine TETA MBABAZI
Director, People, Culture & Corporate Services


Development Bank of Rwanda PLC
P.O Box 1341 Kigali - Rwanda


Stella Rusine Nteziryayo
Chief Executive Officer

☎ 3288

✉ secretariat@brd.rw

🌐 www.brd.rw

DEVELOPMENT BANK OF RWANDA PLC.

P.O Box 1341 KM2 AVE Kigali - Rwanda

I. INSTRUCTIONS TO BIDDERS

1. SUBJECT OF THE TENDER

- This tender consists of the hiring of a consulting firm to conduct Shabuka awareness campaign. BRD seeks to implement a nationwide awareness campaign to increase understanding of SHABUKA, encourage uptake, and reinforce BRD's leadership in gender-inclusive finance.
- Despite the product's successful rollout, awareness and understanding among target beneficiaries remain limited. The campaign will address this gap by promoting SHABUKA through strategic communication and engagement initiatives. It is in this regard; the Bank wishes to invite all interested and qualified bidders to submit their best proposals according to the Terms of References detailed in the tender document.

The tender is subdivided into three (3) lots:

- Lot 1: On-Ground Activations
- Lot 2: Promotional Materials
- Lot 3: Digital Marketing & Media Engagement

2. CONDITIONS OF PARTICIPATION

The participation to the competition is open on equal conditions to all companies specialized in the field and registered in the Rwanda Development Board (RDB).

3. TENDER DOCUMENTS

The tender document shall be comprised of the following documents:

- Invitation to tender.
- Instructions to bidders.
- Technical specifications.
- Submission of other related forms.

4. CLARIFICATION

Bidders requiring any clarification on the Bid Documents may do so via email hereafter not later than five (05) days prior to the Bid closing date/time.

Development Bank of Rwanda (BRD)

B.P.1341: KIGALI-RWANDA

E-mail: procurement@brd.rw

5. AMENDMENTS

- BRD may at any time prior to the submission date/time, for any reason, whether at its own initiative or in response to a clarification, modify the Bid Documents by addendum.
- All bidders shall be notified of this in a reasonable time to take it into account in their submissions.
- BRD may, subject to the nature of the addendum, or otherwise, at their sole discretion, extend the closing date/time for submissions.

6. BIDS VALIDITY

The bidder shall be committed to his/her proposal, for 120 days from the bids opening date. BRD can request a validity extension for the bids if necessary. Bidders who do not want the extension to have the right to withdraw their bid, therefore, be excluded from the tender.

7. DELIVERY PERIOD

The delivery period of this activity is to be implemented within 8 months.

8. FINANCIAL CONDITIONS

The bidder shall present a detailed financial proposal including all taxes and duties as per the attached appendices form FIN 1, 2 and FIN 3. The currency under this tender shall be Rwandan francs (FRW).

9. GENERAL PRESENTATION

Well-bound and sealed proposals presented in 1 (one) **Original copy** of the technical and financial bids. These should be sent to the BRD, PO BOX 1341, Kigali Rwanda, not later than **16/02/2026, at 10:00am prompt local time**, and will be opened same time in the presence of bidders or their representatives who wish to attend at **BRD headquarters – Kigali City, Nyarugenge District, Nyarugenge Sector, Kiyovu Cell, KN34st, N°17**. A soft copy well protected with password must be submitted on the following email **procurement@brd.rw, brd@brd.rw**. **Late bids will be rejected.**

The anonymous and sealed different 2 envelopes of technical and financial proposal will contain the following descriptions:

“Conduct Shabuka Awareness & Visibility Campaign”.

Do not open except in public session on **16/02/2026**.

10. REQUIREMENTS OF THE BID

The bid shall be duly signed, dated, and sealed and shall contain at least the following:

- Bid submission form and Price schedules well printed and properly organized as listed in the requirement of bids.
- Copy of company registration from RDB.
- Valid tax clearance certificate of RRA.
- Valid certificate of RSSB.
- Proof of purchase of the Tender Document.
- Bid security of 2% for an estimated quoted amount issued by a reputable financial institution registered in Rwanda for the combined Lot.
- Technical and Financial proposal.
- Fill, signed and submission of application form for establishing business relationship with political exposed person (PEP form with all information requested) (appendix 3)
- Fill and sign beneficial ownership disclosure form (appendix 4)

- Fill and Sign the Conflict-of-Interest Form (appendix 5)
- Preliminary assessment form filled out and signed by the bidder (Technical assessment) (appendix 10&11)
- Provide soft copies of the bid well protected with password should be submitted on the following email procurement@brd.rw, brd@brd.rw
- Fill and sign all the attached required appendices (Appendices 1, 2, 3, 4, 5, 10 &11)

Failure to comply with these requirements, the bid shall be considered non-responsive.

11. TECHNICAL REQUIREMENTS

Criteria	Maximum marks allocated
Technical proposal	100
Proposed Methodology, Approach and Work Plan: <ul style="list-style-type: none"> ○ Clear technical approach aligned with ToR objectives. ○ Detailed work plan with realistic timelines. ○ Organization and staffing structure for execution. 	40
Qualifications and Competence of Key Staff: <ul style="list-style-type: none"> ○ Team Leader / Campaign Strategist: Strong leadership and experience in managing awareness campaigns. ○ Creative Lead: Skilled in concept development, branding, and storytelling. ○ Digital Marketing Specialist: Ability to manage social media, digital ads, and analytics. ○ Content Producer: Capable of creating high-quality audiovisual and graphic content. ○ Event Coordinator: Experienced in organizing on-ground activations and stakeholder engagement. ○ Support Staff: Includes designers, copywriters, and logistics personnel for execution. 	40
Capacity for Nationwide Execution: <ul style="list-style-type: none"> ○ Demonstrated capacity to execute nationwide awareness campaigns within agreed timelines. ○ Evidence submitted in documented format, supported by a portfolio of similar or related activities. ○ Understanding of gender-inclusive finance communication in Rwanda. ○ Technical and creative capacity for national-level execution. 	20

12. OPENING OF THE PROPOSALS

The bids opening will be carried out in a public session, date and hour indicated in the invitation to tender.

The Bidder must submit separately:

- (a) **Technical Proposal:** one (1) original copy
- (b) **Financial Proposal:** one (1) original copy

13. TECHNICAL EVALUATION

The evaluation will be based on Quality Based Selection – QBS methodology.

The evaluation shall follow two stages (2) as follows:

1. Conformance of the administrative and a firm with best technical proposal as per the requirements. Whereby the bidder must also fulfil the following conditions:
 - i. Not under International and RPPA debarment
 - ii. Should not be engaged in any action damage BRD reputation.
 - iii. Not under Non-Performing Loan portfolio in BRD,
2. The qualified bidder on the administrative requirement stated above shall be qualified to the technical evaluation based on the following criteria:

Criteria	Maximum marks allocated
Technical proposal	100
Proposed Methodology, Approach and Work Plan: <ul style="list-style-type: none"> ○ Clear technical approach aligned with ToR objectives. ○ Detailed work plan with realistic timelines. ○ Organization and staffing structure for execution. 	40
Qualifications and Competence of Key Staff: <ul style="list-style-type: none"> ○ Team Leader / Campaign Strategist: Strong leadership and experience in managing awareness campaigns. ○ Creative Lead: Skilled in concept development, branding, and storytelling. ○ Digital Marketing Specialist: Ability to manage social media, digital ads, and analytics. ○ Content Producer: Capable of creating high-quality audiovisual and graphic content. ○ Event Coordinator: Experienced in organizing on-ground activations and stakeholder engagement. ○ Support Staff: Includes designers, copywriters, and logistics personnel for execution. 	40
Capacity for Nationwide Execution: <ul style="list-style-type: none"> ○ Demonstrated capacity to execute nationwide awareness campaigns within agreed timelines. ○ Evidence submitted in documented format, supported by a portfolio of similar or related activities. ○ Understanding of gender-inclusive finance communication in Rwanda. ○ Technical and creative capacity for national-level execution. 	20

3. Detailed evaluation of technical proposal; those technical proposals which will not obtain a minimum of 80% will not be considered for the subsequent stage.
4. The financial proposal of the highest technically qualified firm will be opened for negotiation.
5. Any other criteria which the Tender Committee may set additional criteria if deems necessary during the evaluation process.

14. CORRECTIONS OF ERRORS TO THE AMOUNT OF THE BID

The possible calculation errors contained in the financial proposal are corrected according to the following criteria:

- When the unit prices show a difference between the amount in figures and the amount in letters, the amount in letters is taken.
- When an anomaly on the total amount obtained by multiplying the unit price by the quantity is noted, the unit price stated is taken.
- If, however, the client considers that it is about a visible error of comma in the unit price, the total amount stated is taken, and the unit price is corrected.
- When the prices quoted do not show the taxes and duties, the value added taxes of 18% is added the total amount where applicable.

The amount appearing in the tender is rectified, in accordance with the procedure described above, and will be reputed as committing the bidder. If, after correction, the bidder does not feel committed by the amount of their proposal, this one is rejected, and the bid bond is seized.

15. CONFIDENTIALITY OF THE PROCEDURE

No information relating to the examination, explanations, adjudication of the proposals, and the recommendations relating to the attribution of the tender could be revealed to the bidder or any person not involved in the procedure of examination and evaluation, from the opening of the envelopes until the tender is awarded.

Any attempt carried out by a bidder to influence the client during the procedure of examination, evaluation and adjudication of the proposals and in its decisions relating to the tender award shall lead to rejection of bidder proposal.

16. TENDER AWARD

The Tender shall be awarded to the successful bidder with the best quality proposal. BRD reserves the right to not taking action for this tender, if it has been noted that the bid appears unacceptable or for any reason.

Nevertheless, BRD shall not be liable to any expenses incurred by the bidder during the tender process.

17. CONTRACT SIGNATURE

BRD will send to the successful bidder, with the notification of the tender award, the draft of contract of one-year renewable period for each Lot for signature.

Within five (5) calendar days following the reception date of the notification of the tender award, the bidder will have to sign the framework contract and send it back to the client or propose the necessary amendments.

18. CANCELLATION OF THE TENDER

If the successful bidder does not fulfil any of his/her obligations, the client has the right to cancel the tender awarded and seize the assigned bid security.

19. COMING INTO FORCE OF THE CONTRACT

The terms contained in these instructions shall become enforceable only after the signature of the framework contract by BRD and the supplier.

20. COMMENCEMENT OF THE CONTRACT

The starting date of the contract and the beginning of the contract duration, unless the two parties agreed differently in writing, is fixed immediately after the contract signature by the client.

21. CLAIM AND RIGHTS

21.1 Any complaints about decisions on this tender will be made by registered mail not later than three (3) days after the notification. It shall be sent to the Chief Executive officer of the Development Bank of Rwanda (BRD).

21.2 BRD has the right to cancel or suspend this tender without any explanations or compensation to any bidder for any cost incurred by them regarding the submitted proposals. It has also the right to negotiate with any bidder in relation to this tender when it is deemed necessary and only after the evaluation of proposals and when there is reasonable evidence the successful bidder is not willing to entering into the service contract.

22. POLITICAL EXPOSED PERSON

21.1 is any person who is or has been entrusted with prominent public functions in Rwanda or in other countries, including his/her family members or other persons who are his/her close associates or have business or financial relationships with him or her

21.2 Require rejection of a proposal for award if it is determined that the Consultant recommended for award is Political Exposed Person (PEP), if has engaged in corrupt or fraudulent activities in competing for the contract in question.

23. FRAUD AND CORRUPTION

BRD policy requires that all bidders, Contractors, and contractors, their subcontractors and the procuring entities representatives, observe the highest standard of ethics during the procurement and execution of such contracts. In pursuance of this policy BRD:

- A. Defines, for the purposes of this provision, the terms set forth below as follows:
- a) "Corrupt practice" is the offering, giving, receiving or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
 - b) "Fraudulent practice" is any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
 - c) "Collusive practice" is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
 - d) "Coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
 - e) "Obstructive practice" is
 - deliberately destroying, falsifying, altering or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede a BRD investigation into allegations of a corrupt, fraudulent, coercive or collusive practice; and/or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or
 - acts intended to materially impede the exercise of the BRD inspection and audit rights.
- B. Will reject a proposal for award if it determines that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for the contract in question;
- C. Will sanction a firm or individual, including declaring ineligible, either indefinitely or for a stated period, to be awarded a contract if it at any time determines that the firm has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for, or in executing, a contract; and
- D. Will have the right to require that a provision be included in bidding documents and in contracts, requiring bidders, Contractors, and contractors and their sub-contractors to permit the BRD to inspect their accounts and records and other documents relating to the bid submission and contract performance and to have them audited by auditors appointed by the BRD.

24. COMPLAINT

Any complaint about the decisions relating to the offer will be made through procurement@brd.rw and copy to brd@brd.rw within three (03) calendar days of the provisional notification is issued. The complaint shall be addressed to the Chief Executive Officer of Development Bank of Rwanda.

TERMS OF REFERENCE FOR A FRAMEWORK CONTRACT FOR THE SHABUKA AWARENESS AND VISIBILITY CAMPAIGN.

Client	:	Development Bank of Rwanda Plc.
Duration	:	8 months
Department	:	CEO'S OFFICE- PR, Marketing & Communications (PRMC)

#	STEPS FOR TORS	GUIDANCE
1	BACKGROUND OF THE ASSIGNMENT	<p>General Project Information: SHABUKA is a gender-inclusive finance initiative aimed at promoting equal access to financial resources for women entrepreneurs.</p> <p>Nature of the Project: It focuses on increasing financial inclusion and supporting women's participation in national economic growth through tailored financial solutions.</p> <p>What is the assignment about in brief? BRD seeks to implement a nationwide awareness and visibility campaign to increase understanding of SHABUKA, encourage uptake, and reinforce BRD's leadership in gender-inclusive finance.</p> <p>Brief of the issue(s) or gap(s) to solve: Despite the product's successful rollout, awareness and understanding among target beneficiaries remain limited. The campaign will address this gap by promoting SHABUKA through strategic communication and engagement initiatives.</p>
2	OBJECTIVE OF THE ASSIGNMENT	<p>Objectives:</p> <ul style="list-style-type: none"> • To design and implement a nationwide awareness and visibility campaign for SHABUKA, promoting understanding and uptake of the product among women-led and women-owned micro and small enterprises (MSEs). • To ensure consistent messaging and branding across all campaign activities, reinforcing BRD's leadership in gender-inclusive finance. • To leverage creative communication strategies and culturally relevant content to engage diverse audiences effectively.
3	SCOPE OF WORK	<p>Lot 1: On-Ground Activations</p> <p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Community workshops and stakeholder engagement sessions. • Roadshows and mobile activations across all five provinces. • Billboards and outdoor visibility installations. • Pop-up information booths at selected markets and community events. • Partnership events with women advocacy groups and cooperatives.

		<p>Lot 2: Promotional Materials</p> <p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Branded apparel (T-shirts, caps, etc.), utility items (water bottles, notebooks, pens, tote bags). • Institutional visibility materials (pull-up banners, posters, signage). • Printed information kits (brochures, flyers, FAQs). <p>Lot 3: Digital Marketing & Media Engagement</p> <p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Animated explainer videos in Kinyarwanda and English. • Social media content (short clips, graphics, infographics). • Media tour (radio, TV, press interviews). • Paid digital ads on social platforms and local news sites. • Success story features showcasing SHABUKA beneficiaries.
4	KEY RESULTS EXPECTED	<p>Expected Results:</p> <ul style="list-style-type: none"> • Increased awareness and understanding of SHABUKA among target beneficiaries and stakeholders. • Enhanced visibility of BRD as a champion of gender equality and financial inclusion. • Higher uptake of SHABUKA financial products by women-led and women-owned businesses nationwide. • Delivery of high-quality campaign materials and activations that align with BRD's corporate identity and SHABUKA brand standards.
5	TECHNICAL STANDARDS	<ul style="list-style-type: none"> • All campaign materials must comply with BRD corporate identity guidelines and SHABUKA brand standards. • Content must be produced in Kinyarwanda and English.
6	QUALIFICATION AND COMPETENCE OF THE FIRM	<ul style="list-style-type: none"> • Demonstrated capacity to execute nationwide awareness campaigns within agreed timelines. • Evidence submitted in documented format, supported by a portfolio of similar or related activities. • Administrative compliance and eligibility (valid Company Registration, Valid Tax clearance, Valid RSSB compliance). • Understanding of gender-inclusive finance communication in Rwanda. • Technical and creative capacity for national-level execution.
7	QUALIFICATIONS AND COMPETENCY OF KEY STAFF	<p>Team Leader / Campaign Strategist: Strong leadership and experience in managing awareness campaigns.</p> <p>Creative Lead: Skilled in concept development, branding, and storytelling.</p> <p>Digital Marketing Specialist: Ability to manage social media, digital ads, and analytics.</p> <p>Content Producer: Capable of creating high-quality audiovisual and graphic content.</p> <p>Event Coordinator: Experienced in organizing on-ground activations and stakeholder engagement.</p>

		Support Staff: Includes designers, copywriters, and logistics personnel for execution.
8	SELECTION PROCEDURES & EVALUATION CRITERIA	<p>2. Proposed Methodology, Approach and Work Plan</p> <ul style="list-style-type: none"> ○ Clear technical approach aligned with ToR objectives. ○ Detailed work plan with realistic timelines. ○ Organization and staffing structure for execution. <p>3. Qualifications and Competence of Key Staff</p> <ul style="list-style-type: none"> ○ Team Leader and key experts' experience in similar projects. ○ Relevant skills for creative, digital, and activation roles. <p>4. Capacity for Nationwide Execution</p> <ul style="list-style-type: none"> ○ Demonstrated ability to deliver across all provinces. ○ Logistics and operational readiness.
9	DURATION OF SERVICES	The assignment will be implemented over eight (8) months from the date of contract signing, covering phased campaign preparation, nationwide activations, and visibility rollout activities.
10	REPORTING REQUIREMENTS	<p>Final Inception Report – End of Month 1 <i>(Includes detailed work plan, timelines, and approved methodology)</i></p> <p>Draft Report – End of Month 3 <i>(Covers progress, deliverables completed, challenges, and mid-term recommendations)</i></p> <p>Final Report – End of Month 8 <i>(Comprehensive summary of activities, outputs, reach, lessons learned, and recommendations)</i></p>
11	APPROVAL PROCEDURES	All deliverables, including creative concepts, production plans, and campaign materials, must be reviewed and approved by the PRMC Unit and relevant BRD departments prior to execution.
12	CONFIDENTIALITY & INTELLECTUAL PROPERTY	All concepts, designs, content, and reports produced under this assignment remain the exclusive property of BRD. Suppliers must maintain confidentiality and may not disclose or reuse any campaign materials without prior written authorization.

II. BIDDING FORMS

i. APPENDIX 1: BIDDER INFORMATION FORM

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

Date: *[insert date (as day, month and year) of Bid Submission]*

Tender No.: *[insert number of tender notices]*

Page _____ of _____ pages

1. Bidder's Legal Name: <i>[insert Bidder's legal name]</i>	
2. In case of Joint Venture (JV), legal name of each party: <i>[insert legal name of each party in JV]</i>	
3. Bidder's actual or intended Country of Registration: <i>[insert actual or intended Country of Registration]</i>	
4. Bidder's Year of Registration: <i>[insert Bidder's year of registration]</i>	
5. Bidder's Legal Address in Country of Registration: <i>[insert Bidder's legal address in country of registration]</i>	
6. Bidder's Authorized Representative Information Name: <i>[insert Authorized Representative's name]</i>ID/Passport Number <i>[Insert the ID or Passport Number]</i> Address: <i>[insert Authorized Representative's Address]</i> Telephone/Fax numbers: <i>[insert Authorized Representative's telephone/fax numbers]</i> Email Address: <i>[insert Authorized Representative's email address]</i>	
7. Attached are copies of original documents of: <i>[check the box(es) of the attached original documents]</i> <input type="checkbox"/> Articles of Incorporation or Registration of firm named in 1, above, in accordance with ITB Sub-Clauses 4.1 and 4.2. <input type="checkbox"/> In case of JV, letter of intent to form JV or JV certified agreement, in accordance with ITB Sub-Clause 4.1. <input type="checkbox"/> In case of government owned companies from Rwanda, documents establishing legal and financial autonomy and compliance with commercial law, in accordance with ITB Sub-Clause 4.5.	

ii. Appendix2: TECHNICAL& FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: **Chief Executive Officer,**
Development Bank of Rwanda
P.O. Box 1341 Kigali-Rwanda

Ladies/Gentlemen:

We, the undersigned, offer to provide the following services for *[Insert title of assignment]* in accordance with your Request for Proposal dated *[Insert Date]* and our Technical Proposal. Our attached Financial Proposal is for the sum of *[Insert amount(s) in words and figures¹]*.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. before the date indicated in the request for proposal.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature and stamp:

Name and Title of Signatory:

Name and legal status of the Consultant:

Address:

iii. APPLICATION FOR ESTABLISHING BUSINESS RELATIONSHIP WITH POLITICAL EXPOSED PERSON

A **political Exposed person (PEP)** is any person who is or has been entrusted with prominent public functions in Rwanda or in other countries, including his/her family members or other persons who are his/her close associates or have business or financial relationships with him or her.

As required by Law N° 001/2025 of 22/01/2025 on prevention and punishment of money laundering, financing of terrorism and financing of proliferation of weapons of mass destruction to obtain the authorization from the senior management of the reporting persons before establishing business relationships with such a politically exposed person, the following information is mandatory:

Business name:

Company Registration N°:..... **Date of Registration:**.....

If the company has PEP in its shareholding structure, board of directors and or staff, please provide the information below (where applicable):

Provide the information below:

Full legal and any other names,	Fill Yes, if PEP	Fill No if not PEP	Position with the company/ Project	Telephone number & Email address	Date and place of birth	Nationality	Occupation, a public position held or name or Employer	Residence and domicile address	Share holding (%)

Name and signature

iv. APPENDIX 4: BENEFICIAL OWNERSHIP DISCLOSURE FORM

Tender No.: *[insert number of RFB process]*

To: *[insert complete name of Employer]*

In response to your request in the Letter of Acceptance dated *[insert date of letter of Acceptance]* to furnish additional information on beneficial ownership: *[select one option as applicable and delete the options that are not applicable]*

(i) we hereby provide the following beneficial ownership information.

Details of beneficial ownership

Identity of Beneficial Owner	Directly or indirectly holding 25% or more of the shares (Yes / No)	Directly or indirectly holding 25 % or more of the Voting Rights (Yes / No)	Directly or indirectly having the right to appoint a majority of the board of directors or an equivalent governing body of the Bidder (Yes / No)
<i>[include full name (last, middle, first), nationality, country of residence]</i>			

OR

(ii) We declare that there is no Beneficial Owner meeting one or more of the following conditions:

- directly or indirectly holding 25% or more of the shares
- directly or indirectly holding 25% or more of the voting rights
- directly or indirectly having the right to appoint a majority of the board of directors or equivalent governing body of the Bidder

OR

(iii) We declare that we are unable to identify any Beneficial Owner meeting one or more of the following conditions. *[If this option is selected, the Bidder shall provide explanation on why it is unable to identify any Beneficial Owner]*

- directly or indirectly holding 25% or more of the shares
- directly or indirectly holding 25% or more of the voting rights
- directly or indirectly having the right to appoint a majority of the board of directors or equivalent governing body of the Bidder]

Name of the Bidder: **[insert complete name of the Bidder]*

Name of the person duly authorized to sign the Bid on behalf of the Bidder: ***[insert complete name of person duly authorized to sign the Bid]*

Title of the person signing the Bid: [insert complete title of the person signing the Bid]

Signature of the person named above: [insert signature of person whose name and capacity are shown above]

Date signed [insert date of signing] day of [insert month], [insert year]

* In the case of the Bid submitted by a Joint Venture specify the name of the Joint Venture as Bidder. In the event that the Bidder is a joint venture, each reference to "Bidder" in the Beneficial Ownership Disclosure Form (including this Introduction thereto) shall be read to refer to the joint venture member.

** Person signing the Bid shall have the power of attorney given by the Bidder. The power of attorney shall be attached to the Bid Schedules.

v. APPENDIX 5: CONFLICT OF INTEREST DECLARATION FORM

#	Relationship Category	Conflict of Interest		If Yes Provide Relationship details (Name & Relationship)
		Yes	No	
1	Board of Directors, Employees of the Bank (BRD).			
2	Former Board of Directors & Employees of BRD before 3 Years			
3	Direct relatives (Grandfather, Grandmother, father, mother, Children, Siblings, Spouses, Father in-law, Brother-in-law, Sister-in-law) of members of the Board of Directors or BRD Employee			

Note:

- Lack of filling in information and signing off this Conflict-of-interest form the bid shall be considered non-responsive.
- Providing false information or attempting to gain an unfair advantage can result in disqualification.

I hereby declare that the information provided in this form is accurate to the best of my knowledge.

Authorized Signature:

Name and Title of Signatory:

vi. **APPENDIX 6: BID SECURITY (BANK GUARANTEE)**

[The Bank shall fill in this Bank Guarantee Form in accordance with the instructions indicated.]

[Bank's Name, and Address of Issuing Branch or Office]

Beneficiary: _____ *[Name and Address of Procuring Entity]*

Date: _____

BID GUARANTEE No.: _____

We have been informed that *[name of the Bidder]* (hereinafter called "the Bidder") has submitted to you its bid dated (hereinafter called "the Bid") for the execution of *[name of contract]* under Tender Notice / Invitation for Bids No. *[Tender Notice /IFB number]* ("the Tender / IFB").

Furthermore, we understand that, according to your conditions, bids must be supported by a bid guarantee.

At the request of the Bidder, we *[name of Bank]* hereby irrevocably undertake to immediately pay you any sum or sums not exceeding in total an amount of *[amount in figures]* (*[amount in words]*) upon receipt by us of your first demand in writing accompanied by a written statement stating that the Bidder is in breach of its obligation(s) under the bid conditions, because the Bidder:

- (a) has withdrawn its Bid during the period of bid validity specified by the Bidder in the Form of Bid; or
- (b) having been notified of the acceptance of its Bid by the Client during the period of bid validity,
 - (i) fails or refuses to execute the Contract Form; or (ii) fails or refuses to furnish the performance security, if required, in accordance with the Instructions to Bidders; or
- (c) refuses to accept the correction of errors in its bid price in accordance with the Instructions to Bidders.

This guarantee will expire: (a) if the Bidder is the successful bidder, upon our receipt of copies of the contract signed by the Bidder and the performance security issued to you upon the instruction of the Bidder; or (b) if the Bidder is not the successful bidder, upon the earlier of (i) our receipt of a copy of your notification to the Bidder of the name of the successful bidder; or (ii) thirty (30) days after the expiration of the Bid Validity Period.

Consequently, any demand for payment under this guarantee must be received by us at the office on or before that date.

_____ *[Name, Position, signature(s) and stamp of the authorized bank official(s)]*

vii. APPENDIX 7: FORM OF BID SECURITY (BID BOND)

BOND NO. _____

BY THIS BOND *[name of Bidder]* as Principal (hereinafter called "the Principal"), and *[name, legal title, and address of surety]*, **authorized to transact business in** *[name of country of Employer]*, as Surety (hereinafter called "the Surety"), are held and firmly bound unto *[name of Employer]* as Obligee (hereinafter called "the Employer") in the sum of *[amount of Bond]* *[amount in words]*, for the payment of which sum, well and truly to be made, we, the said Principal and Surety, bind ourselves, our successors and assigns, jointly and severally, firmly by these presents.

WHEREAS the Principal has submitted a written Bid to the Employer dated the ____ day of _____, 20__, for the construction of *[name of Contract]* (hereinafter called the "Bid").

NOW, THEREFORE, THE CONDITION OF THIS OBLIGATION is such that if the Principal:

- (a) withdraws its Bid during the period of bid validity specified in the Form of Bid; or
- (b) having been notified of the acceptance of its Bid by the Employer during the period of Bid validity; (i) fails or refuses to execute the Contract Form, if required; or (ii) fails or refuses to furnish the Performance Security in accordance with the Instructions to Bidders.

then the Surety undertakes to immediately pay to the Employer up to the above amount upon receipt of the Employer's first written demand, without the Employer having to substantiate its demand, provided that in its demand the Employer shall state that the demand arises from the occurrence of any of the above events, specifying which event(s) has occurred.

The Surety hereby agrees that its obligation will remain in full force and effect up to and including the date 28 days after the date of expiration of the Bid validity as stated in the Invitation to Bid or extended by the Employer at any time prior to this date, notice of which extension(s) to the Surety being hereby waived.

IN TESTIMONY WHEREOF, the Principal and the Surety have caused these presents to be executed in their respective names this ____ day of _____ 20__.

Principal: _____

Surety: _____

Corporate Seal (where appropriate)

(Signature)

(Printed name and title)

(Signature)

(Printed name and title)

viii. APPENDIX 8: PERFORMANCE SECURITY

¹ The amount of the Bond shall be denominated in the currency of the *Employer's* country or the equivalent amount in a freely convertible currency.

[The Bank, as requested by the successful Bidder, shall fill in this form in accordance with the instructions indicated]

Date: *[insert date (as day, month, and year) of Bid Submission]*

Tender No. and title: *[insert no. and title of bidding process]*

Bank's Branch or Office: *[insert complete name of Guarantor]*

Beneficiary: *[insert complete name of Purchaser]*

PERFORMANCE GUARANTEE No.: *[insert Performance Guarantee number]*

We have been informed that *[insert complete name of Supplier]* (hereinafter called "the Supplier") has entered into Contract No. *[insert number]* dated *[insert day and month]*, *[insert year]* with you, for the supply of *[description of Goods and related Services]* (hereinafter called "the Contract"). Furthermore, we understand that, according to the conditions of the Contract, a Performance Guarantee is required.

At the request of the Supplier, we hereby irrevocably undertake to pay you any sum(s) not exceeding *[insert amount(s) in figures and words]* upon receipt by us of your first demand in writing declaring the Supplier to be in default under the Contract, without cavil or argument, or your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

This guarantee shall expire, no later than the . . . Day/month/year..., and any demand for payment under it must be received by us at this office on or before that date. However, before that expiration date, if the planned contract execution period has been delayed or extended, or its value increased, the contractor shall respectively extend the validity period of this performance security or increase its amount accordingly.

This guarantee is subject to the Uniform Rules for Demand Guarantees, ICC Publication No. 458, except that subparagraph (ii) of Sub-article 19(a) is hereby excluded.

[Signatures of authorized representatives of the Bank and the Supplier]

[signature(s) and stamp of authorized representative(s) of the Bank]

ix. APPENDIX 9. BANK GUARANTEE FOR ADVANCE PAYMENT

[The Bank, as requested by the successful Bidder, shall fill in this form in accordance with the instructions indicated on a bank's letterhead.]

Date: [insert date (as day, month, and year) of Bid Submission]

Tender No. and title: [insert number and title of bidding process]

Beneficiary: [insert legal name and address of Purchaser]

ADVANCE PAYMENT GUARANTEE No.: [insert Advance Payment Guarantee no.]

We, [insert legal name and address of bank], have been informed that [insert complete name and address of Supplier] (hereinafter called "the Supplier") has entered into Contract No. [insert number] dated [insert date of Agreement] with you, for the supply of [insert types of Goods to be delivered] (hereinafter called "the Contract").

Furthermore, we understand that, according to the conditions of the Contract, an advance is to be made against an advance payment guarantee.

At the request of the Supplier, we hereby irrevocably undertake to pay you any sum or sums not exceeding in total an amount of [insert amount(s) in figures and words] upon receipt by us of your first demand in writing declaring that the Supplier is in breach of its obligation under the Contract because the Supplier used the advance payment for purposes other than toward delivery of the Goods.

It is a condition for any claim and payment under this Guarantee to be made that the advance payment referred to above must have been received by the Supplier on its account [insert number and domicile of the account]

This Guarantee shall remain valid and in full effect from the date of the advance payment received by the Supplier under the Contract until [insert date].

This Guarantee is subject to the Uniform Rules for Demand Guarantees, ICC Publication No. 458.

[signature(s) and stamp of authorized representative(s) of the Bank]

x. APPENDIX 10: SUMMARY OF EVALUATION

The bidder is mandatory required to provide the answer for required information in table below

1. The table below summarizes the Administrative Evaluation of the bids.

No	Criteria of Conformity	Compliance
1	Bid submission form and Price schedules well printed and properly organized as listed in the requirement of bids;	Ex: Ok
2	Copy of company registration from RDB.	
3	Valid tax clearance certificate of RRA	
4	Valid certificate of RSSB.	
5	Proof of purchase of the Tender Document	
6	Bid security of 2% for an estimated quoted amount issued by a reputable financial institution registered in Rwanda for the combined Lot.	
7	Technical and Financial proposal.	
8	Fill and Provide application form for establishing business relationship with politically exposed person (PEP form with all information requested)	
9	Fill and sign beneficial ownership disclosure form	
10	Fill and Sign the Conflict-of-Interest Form	
11	Preliminary assessment form filled out and signed by the bidder	
12	Provide soft copies of the bid well protected with password	
13	Provide soft copies of the bid well protected with password should be submitted on the following email procurement@brd.rw , brd@brd.rw	
14	Fill and sign all the attached required appendices (Appendices 1, 2, 3, 4, 5, 10 & 11)	

xi. APPENDIX 11: DETAILS OF PREMILIMINARY EVALUATION REPORT

1. The table below shows details of the preliminary report.

Technical requirement	Comply/not comply	Bidder's Detailed Response (including page no. in technical literature where specifications are reflected)
1. Proposed Work Plan, Approach and Methodology: Clear technical approach aligned with ToR objectives. Detailed work plan with realistic timelines. Organization and staffing structure for execution.		
2. Qualification and competence of the firm: <ul style="list-style-type: none"> - Demonstrated capacity to execute nationwide awareness campaigns within agreed timelines. - Evidence submitted in documented format, supported by a portfolio of similar or related activities. - Understanding of gender-inclusive finance communication in Rwanda. - Technical and creative capacity for national-level execution. 		
3. Qualifications and Competence of Key Staff <ul style="list-style-type: none"> a) Team Leader / Campaign Strategist: Strong leadership and experience in managing awareness campaigns. b) Creative Lead: Skilled in concept development, branding, and storytelling. c) Digital Marketing Specialist: Ability to manage social media, digital ads, and analytics. d) Content Producer: Capable of creating high-quality audiovisual and graphic content. e) Event Coordinator: Experienced in organizing on-ground activations and stakeholder engagement. f) Support Staff: Includes designers, copywriters, and logistics personnel for execution. 		
4. Capacity for Nationwide Execution: <ul style="list-style-type: none"> - Demonstrated ability to deliver across all provinces. - Logistics and operational readiness 		

N: B: Failure to fill the preliminary self-assessment form may result in the rejection of the bid.

APPENDIX 12: FINANCIAL EVALUATION

The supplier must submit a clear, itemized financial proposal covering the listed items and any additional costs necessary for successful delivery, clearly stating all assumptions, providing transparent unit pricing, demonstrating value for money with no hidden charges, and proposing more than one signage design option for consideration.

Lot 1: On-Ground Activations

Item	Description of item
<p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Community workshops and stakeholder engagement sessions. • Road shows and mobile activations across all five provinces. • Billboards and outdoor visibility installations. • Pop-up information booths at selected markets and community events. • Partnership events with women advocacy groups and cooperatives. 	<p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Community workshops and stakeholder engagement sessions. • Road shows and mobile activations across all five provinces. • Billboards and outdoor visibility installations. • Pop-up information booths at selected markets and community events. • Partnership events with women advocacy groups and cooperatives.

Lot 2: Promotional Materials

Item	Description of item
<p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Branded apparel (T-shirts, caps, etc.), utility items (water bottles, notebooks, pens, tote bags). • Institutional visibility materials (pull-up banners, posters, signage). • Printed information kits (brochures, flyers, FAQs). 	<p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Branded apparel (T-shirts, caps, etc.), utility items (water bottles, notebooks, pens, tote bags). • Institutional visibility materials (pull-up banners, posters, signage). • Printed information kits (brochures, flyers, FAQs).

Lot 3: Digital Marketing & Media Engagement

Item	Description of item
<p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Animated explainer videos in Kinyarwanda and English. • Social media content (short clips, graphics, infographics). • Media tour (radio, TV, press interviews). • Paid digital ads on social platforms and local news sites. • Success story features showcasing SHABUKA beneficiaries. 	<p>Activities under this lot may include but are not limited to:</p> <ul style="list-style-type: none"> • Animated explainer videos in Kinyarwanda and English. • Social media content (short clips, graphics, infographics). • Media tour (radio, TV, press interviews). • Paid digital ads on social platforms and local news sites. • Success story features showcasing SHABUKA beneficiaries.

NB: All prices must be quoted inclusive of VAT