



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

**INDIVIDUAL CONSULTANCY OFFER NOTICE**

**TITLE: END TERM EVALUATION TO DETERMINE THE IMPACT AND SUSTAINABILITY OF SOCIAL BEHAVIOUR CHANGE INTERVENTIONS UNDER THE NUTRITION SENSITIVE DIRECT SUPPORT PROGRAMME**

**Financing:** Urunana DC Program;

**Category:** Open Tender;

**Reference No.:** 21/ETE/02/UDCPP/2026

**Background and Context of The End Term Evaluation**

Rwanda has made significant strides in combating malnutrition, with stunting rates declining from 51.1% in 2005 to 33% in the 2019/2020 RDHS, and further to an estimated 30% by 2024 according to the most recent national data (WFP, 2025). The EICV7 (2023/24), conducted by the National Institute of Statistics of Rwanda, further corroborates this positive trajectory, reflecting continued improvements in household welfare and food security across the country. Despite this progress, malnutrition persists as a critical concern, particularly among the poorest and least educated households.

The Nutrition Sensitive Direct Support (NSDS) Programme, implemented by MINALOC through LODA under the Vision Umurenge Programme (VUP), provides income transfers to pregnant women, new mothers, and young children to improve dietary quality and incentivise uptake of key health and nutrition services.

Urunana Development Communication (Urunana DC), in partnership with MINALOC, has been implementing Social Behaviour Change (SBC) interventions to address gaps in knowledge, attitude, and practice related to nutrition under NSDS program. These interventions mainly used two strategic SBC tools to reach out to the target population with the desired key messages on nutrition, primarily targeting NSDS program beneficiaries.

- **The popular and audience driven Urunana Radio Soap Opera, a long running audio serial drama addressing social norms and behaviour change around nutrition, health-seeking, and gender dynamics within households.**
- **Community Outreach live theatre performances, a community-level mobilisation engaging beneficiaries and gatekeepers at the village and sector levels, where skits carry key messages on nutrition and particularly focusing on NSDS Program.**

A Baseline Assessment was conducted at programme inception to map knowledge, attitude, and practice gaps. The Mid-Term Review (MTR) subsequently assessed progress at the halfway point and showed significant progress in addressing identified gaps in knowledge, attitude, behaviour and nutrition practices among the target population, affirming the effectiveness of the SBC modalities deployed. This End Term Evaluation (ETE) now marks the close of the project cycle and is designed to rigorously assess the final impact of the

SBC interventions, trace the pathways through which change occurred, identify who drove that change, and determine what structures and practices can be sustained beyond the project's lifecycle.

Urunana DC wishes to request proposals from qualified and competent individual consultants in Rwanda to conduct an End Tern Evaluation to assess the final impact of the SBC interventions, trace the pathways through which change occurred, identify who drove that change, and determine what structures and practices can be sustained beyond the project's lifecycle. 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 **15<sup>th</sup> of July 2026 at 5:00 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 7<sup>th</sup> July 2026 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 30<sup>th</sup> June 2026

Management

Urunana Development Communication

