



**Urunana Development Communication**

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## **TERMS OF REFERENCE**

### **REQUEST EXPRESSION OF INTEREST TO SUPPLY OFFICE REFRESHMENTS**

Reference No.: 21/Supply of Office Refreshments/06/UDCPP/2025



November 2025

## **Background**

Urunana Development Communication (Urunana DC) is a National Non-Government Organization, specialised in implementation of strategic social behaviour change (SBC) interventions. 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 Development Communication office is located at Kimironko opposite Engen petrol station at plot No. 628 along KG 17<sup>AV</sup>.

Currently, the organization implements a national SBC program that uses various communication approaches, notably; Entertainment – Education (commonly known as Edutainment), community engagement through interpersonal communication and other community outreach activities. Urunana Radio Soap Opera is the flagship program of Urunana Development Communication. To-date, over 2780 Urunana Radio Soap Opera episodes have been broadcast since 1999. Recent program assessment reports indicate that over 70% of the population in Rwanda listen to Urunana Radio Soap Opera. It is also estimated that about 3.5 million people in the great lakes region listen to Urunana Radio Soap Opera episodes, weekly.

The Urunana DC SBC program is implemented by Urunana Development Communication in collaboration with partners and key stakeholders. Urunana DC has skilled and experience staff team and creative artists who ensure that the program is audience driven and therefore responds to the identified gaps in knowledge, attitudes, behaviours and increases positive/healthy practices among the target population. Much of the SBC program production activities are carried out in-house but with strong program monitoring approaches mainly involving field activities to engage the target audience.

Urunana DC wishes to request expression of interest from registered companies in Rwanda to supply office refreshments as specified below. The company that will offer the best quotation as per these terms of reference will conclude a one-year contract with Urunana DC for the supply of office refreshments.

### **Objective of this offer**

To supply office refreshments to Urunana Development Communication as per the need that shall be described in a local purchase order that shall be provided by the organization to the successful bidder;

### **Specifications of the required refreshments:**

For purposes of this offer the successful bidder will be required to supply office refreshments with the following specifications:

1. Inyange or Mukamira Long Life UHT fresh milk (whole milk and low fat) in cartons of 500mls packets
2. Mineral water in cartons of 500mls bottles
3. Mineral water in 20litre bottles
4. Fresh juice in cartons of 500mls bottles

**Profile of the supplier**

- Company must be registered with Rwanda Development Board as Inyange/Mukamira Authorized Product Distributer
- Must be able to deliver the required supplies to the client

**Duration of the contract:** One Year (12 months) which may be renewed

**Number of Suppliers required:** 1

**Ref. Number:** 21/Supply of Office Refreshments/06/UDCPP/2025

**Application requirements:**

The application file will be comprised of;

- Letter expressing interest to carry out the consultancy service;
- A technical and financial proposal written in English describing; office location with full address, experience in supply of similar commodities, price quotations with discounts and other incentives;
- Copy of valid Tax Clearance Certificate issued by RRA;
- At least one proof of similar engagements

**Deadline for application**

The Expression of Interest bid documents should be submitted to Ururana Development Communication via email: [urunanadc2004@gmail.com](mailto:urunanadc2004@gmail.com) not **later than 5<sup>th</sup> December 2025 at 2:00 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 1<sup>st</sup> **December 2025**

**NB:**

1. *All application documents must be in pdf format and put in one Zip folder*
2. *Applications documents in hard copy shall NOT be accepted*

Done at Kigali on the 24<sup>th</sup> November 2025.

  
**MANAGEMENT**  
**URUNANA DEVELOPMENT COMMUNICATION**