



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](mailto:procurement@brd.rw), [brd@brd.rw](mailto: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](mailto:procurement@brd.rw) copying to the [brd@brd.rw](mailto: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