



**YOUTH ASSOCIATION FOR HUMAN RIGHTS PROMOTION AND
DEVELOPMENT
(AJPRODHO- JIJUKIRWA) a.s.b.l. (AJPRODHO- JIJUKIRWA)**



**CALL FOR EXPRESSION OF INTEREST BY COMPETENT FIRMS TO PROVIDE
MEDIA SERVICES AND TRAINING SERVICES
TO AJPRODHO JIJUKIRWA**

January 12, 2017

1. Who we are

The Youth Association for Human Rights Promotion and Development (AJPRODHO-JIJUKIRWA) is a non-governmental Organization, works to improve the rights of the disadvantaged youth, women and children in Rwanda through human rights promotion, protection, research, advocacy, economic empowerment and civil society strengthening.

Awareness Raising is one of the project approaches intended to sensitize youth beneficiaries to take advantage of existing economic empowerment opportunities and to increase their capacity to demand for their rights by increasing public/ beneficiary interest (youth in the informal sector and duty bearers), enhance public cooperation and support on rights of youth in the informal sector using different media approaches. The project will also this project approach to raise awareness and visibility of project partners and their contribution to achieve the desired change Against this background, AJPRODHO would like to hire media services presented here below in 3 lots:

Lot 1: Printing

Tasks / deliverables of the Service Provider

- Produce 4500 brochures according to the terms agreed upon with the client (AJPRODHO)
- Collaborate with AJPRODHO team on content layout of the brochure

Lot 2: Radio

- **Radio Spot** - The project will produce radio spots containing messages relevant to informal workers. The spots will be produced and broadcasted at different time periods by an external producer and will have a length of 60 seconds each:
- Production of 60 seconds radio spot
- Broadcast the radio spot the frequency of which shall be provided under a service contract

Radio talk show -

This talk show will host successful young entrepreneurs, government authorities, TVET trainers, etc. who will talk about relevant laws, policies and social protection programs, importance and process of registration and share success stories of young entrepreneurs.

Radio Program - The programs will focus on issues faced by youth in the informal economy, on project interventions, and on the advantages and process of formalization (both of business and of work relationships).

- Produce 15-minute radio program
- Broadcast series of the 15-minute radio program the frequency of which shall be provided under a service contract

Lot 3: Training

1. Advocacy and Policy Analysis Training - Objectives

- To equip participants will policy analysis and advocacy skills
- To train participants on Rwanda's TVET policy framework and Curriculum
- To raise awareness and update the participants with the various social protection programs, policies and laws that project beneficiaries can take advantage of.
- To equip participants with knowledge and understanding about tools used in implementing and monitoring key government programs / policies and relevant international instruments (including EDPRS2, SDGs and ILO convention 189)

2. TVET Training - Objectives

- To train participants on Rwanda's TVET policy framework and Curriculum
- To raise awareness and update the participants with the various social protection programs, policies and laws that project beneficiaries can take advantage of.

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Deliverables (Advocacy)

1. Training Manual on Advocacy and Policy Analysis tailored to the needs of project staff/ participants
2. Deliver the training on policy Analysis and Advocacy Skills
3. Training report

Deliverables (TVET)

- Produce A TVET training manual for project staff
- Monitoring tool for performance of TVET Providers and student project beneficiaries developed
- TVET training Report

How to apply

Interested radio stations must submit their offers in 3 copies consisting of the following documents:

- a) Cover Letter, addressed to the chairperson of AJPRODHO-JIJUKIRWA
- b) A concise technical proposal on how the service will be rendered
- c) Financial proposals based on activities to be provided
- d) Copy of RDB business registration certificate and certifications of compliance with RRA tax obligations.

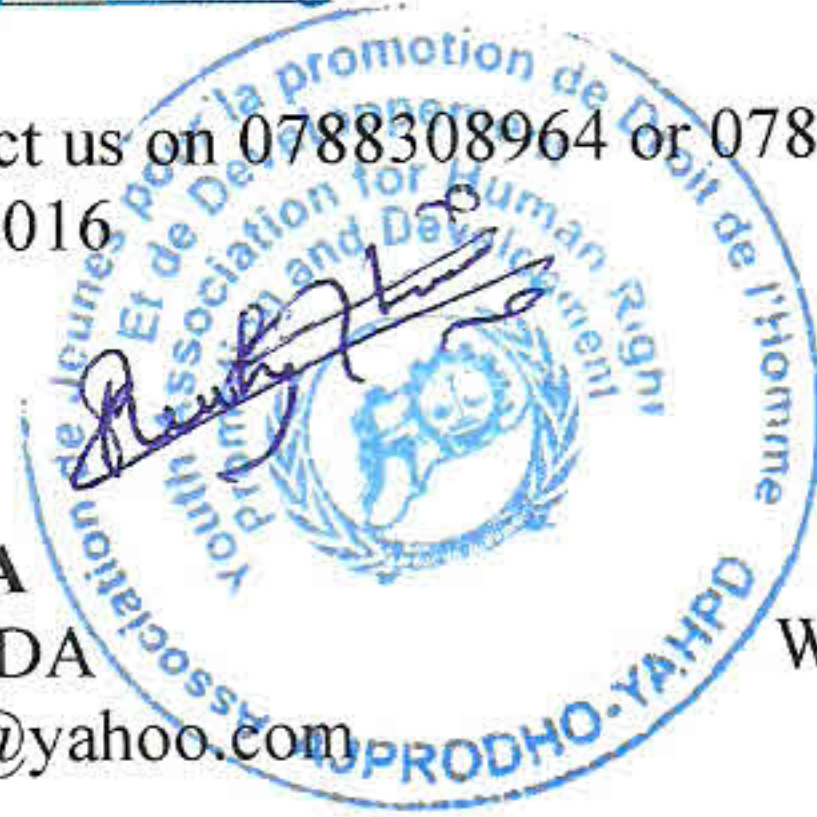
Interested and qualified service providers are invited to submit their applications in sealed envelopes addressed to the Chairperson, Board of Directors of AJPRODHO and physically deliver the sealed application to our Head Office in Kacyiru KG 688 ST, not later than the 29th January 2017 from 8:00 am – 5:00 pm. Further details of the call can be obtained from AJPRODHO Head Office starting from 12th January 2017 to 29th January 10:00 am or visit our website on www.ajprodhojijukirwa.org.

For more information contact us on 0788308964 or 0788762884

Done at Kigali, January 9, 2016

Muhigirwa Louis
Chairperson

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