



GIRA IGITABO AHO URI

November 2017 - November 2018

Final Report

www.giraigitabo.rw





Acknowledgment:

We thank the Government of Rwanda and partners for the coordination and success of the campaign to further cultivate a culture of reading in Rwanda.



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List of Acronyms

MINISPOC:	Ministry of Sports and Culture
MINEDUC:	Ministry of Education
SDG:	Sustainable Development Goals
NGO:	Non-Government Organization
USAID:	United States Agency for International Development
MIGEPROF:	Ministry of Gender and Family Promotion
MINICOM:	Ministry of Trade and Industry
REB:	Rwanda Education Board
MINALOC:	Ministry of Local Government
DEO:	District Education Officers
DDE:	District Directors of Education
SEO:	Sector Education Officers
MiTEC:	Ministry of ICT and Innovation
MoH:	Ministry of Health
RCBO:	Rwanda Children's Book Organization
SGAC:	School General Assembly Committee

I. Introduction

MINISPOC's National Culture Heritage Policy states that reading is a vital means for the acquisition of knowledge, skills and expression of thought. It is further stated that the promotion of reading and writing is the foundation to building a knowledge-based economy, which is one of the pillars of Rwanda's National Strategy for Transformation 2018-2025. Rwanda's effort through MINEDUC in achieving the fourth SDG¹ includes equitable access to nine and twelve-year basic education, improved quality and learning outcomes across primary and secondary education.

There is an urgency and need for promoting a culture of reading in Rwanda. Additionally, due to oral traditions, the shortage of Kinyarwanda books, the lack of exposure to reading, it is perceived that children do not like reading and do not enjoy reading books.

Moreover, to this shortage of Kinyarwanda children's books, there is a lack of funds invested in ensuring children can access these reading materials. Even among the highly educated and affluent populations, few cultivate a habit of reading among their children. Given the opportunity to give their child a gift, many choose to indulge them with chocolates and sweets and rarely consider investing in books for their children.

Arise Education, in partnership with **MINISPOC**, **MINEDUC** and **USAID Mureke Dusome**, believes that being able to read is the foundation for all future learning. Ensuring that children master this skill early is essential as it will pave the way for their ongoing learning, decrease the number of children dropping out of school and reduce inefficiencies in the education system.

Arise Education submitted the campaign idea to MINISPOC which endorsed the campaign in case the initiator finds resources to run it. Arise Education approached USAID Mureke Dusome project implemented by Save the Children as it had experience in collaborating on book promotion initiatives. USAID Mureke Dusome was approached because its mandate aligned with the campaign's objectives and it had both financial resources and technical expertise to design and monitor the campaign. In addition, it was a positive opportunity for USAID Mureke Dusome to collaborate with MINISPOC and MINEDUC on a book campaign as stated in the MoU Save the Children signed with MINISPOC in 2017.

Gira Igitebo Aho Uri Campaign, launched in November 2017, mobilized the community, leaders, government and private sector companies to recognize the importance of books, especially books on culture, as a source of information, a platform for excellence in academics and professional development, and a pleasurable activity; and as a gift for children, friends and families.

¹ Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

2. The Campaign

2.1. Campaign objectives

The objectives of the Gira Igitabo Aho Uri campaign included:

- To sensitize the community and parents to create reading spaces for their families and communities.
- To work with public figures to co-author stories with children to promote the reading and writing culture;
- To work with partners to avail reading materials like novels, readers, and books in buses, hospitals, and working places, to create accessible channels to books;
- To sensitize people to move from the culture of oral storytelling to writing by encouraging the people to write their stories because we believe every one of us has a story;
- To move parents to stop assuming that books are meant to be free of charge and start including books in their household budgets.

2.2. Target audience and message

The campaign targeted parents and caregivers, employers and employees, transport associations and, children, MINISPOC, MIGEPROF, MINEDUC, MINICOM, REB, MINALOC, local leaders (Vice Mayors in charge of Social Affairs, DEOs, DDEs, SEOs, Governors), NGOs, Libraries, and corporate agencies with the following key messages:

- Access to age-appropriate Kinyarwanda reading materials in communities and homes helps children of all ages to develop reading skills and a love for reading;
- Reading spaces can be made from the existing small corners in every house, bus and/or office;
- Process of becoming literate begins very early, from infants' first exposure to their parents' speech and young children's first awareness of print;
- Opportunities such as Umuganda and other meetings can be used to sensitize communities on the importance of reading;
- Reading helps us be skilled, informed, and to develop ourselves, communities and country;
- The more everyone reads, the more they know. Books make our minds brilliant as they help us learn new things;
- Reading is fun! Create the opportunity for your family, employee and child to experience exciting stories about others like them or learn about far-away places;
- Make some time every day to interact with your family through reading and enjoying books together. Reading together improves bonding between parents and children and ourselves.

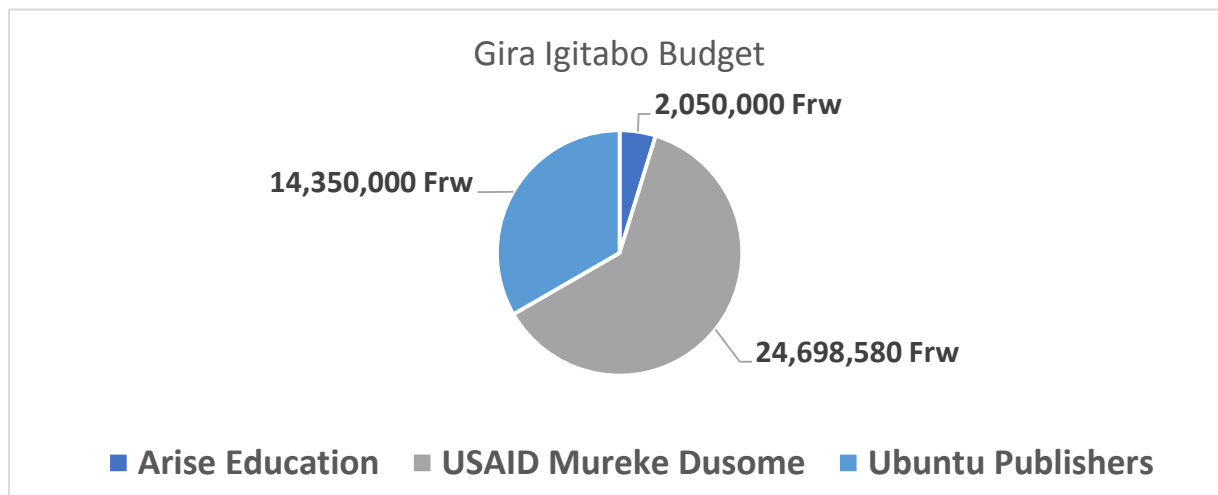
2.3. Timeline

The campaign was carried out across the country after the official launch in the City of Kigali in November 2017. The following table presents the detailed schedule of the Gira Igitabo Aho Uri campaign:

Location	Activities	Dates
Kigali Convention Center	<ul style="list-style-type: none"> Official launch Books authoring 	23 rd November 2017
City of Kigali – Gasabo District	<ul style="list-style-type: none"> Gira Igitabo Car Free Day Book exhibition 	21 st January 2018
City of Kigali – Nyabugogo Bus Park	<ul style="list-style-type: none"> Gira Igitabo Mu Rugendo Placing books on buses 	6 th February 2018
Northern Province – Musanze District	<ul style="list-style-type: none"> Gira Igitabo mu Rugendo Placing books on buses Book expo Books authoring 	30 th March 2018
Western Province – Karongi District	<ul style="list-style-type: none"> Gira Igitabo Mu Rugendo Books authoring 	27 th July 2018
Eastern Province - Kayonza District	<ul style="list-style-type: none"> Gira Igitabo Mu Rugendo Books authoring 	17 th August 2018
Southern Province - Nyanza District	<ul style="list-style-type: none"> Gira Igitabo mu Rugendo Books authoring Literacy walk 	4 th October 2018

2.4. Campaign Budget

Below is a breakdown of the budget. USAID Mureke Dusome incurred the majority of the costs for the campaign.



2.5. Coordination of Partners

The campaign was a successful public private partnership involving the Government of Rwanda, publishers, a local NGO, local governance, donor agencies and international organizations such as Save the Children through its USAID-funded Mureke Dusome project. The roles were spread among different stakeholders as follows:

- **Arise Education:** Arise Education provided the overall coordination of the campaign and mobilized provincial leadership to support the campaign, provided venue, and nominated mentors who supported children in writing stories, provided technical support in the management of the campaign.
- **Ubuntu Publishers:** Published winning stories collected through the campaign. This involved the collection of stories, editing, illustrations, proofreading and general coordination of publishing activities.
- **Government of Rwanda,** mainly MINISPOC. MINEDUC and PROVINCIAL Governors: provided public support and endorsed the campaign to increase public recognition of the importance of literacy and reading in Rwanda. Provincial leadership mobilized mentors and educational leaders and supported the collection of stories. In some provinces, writing topics were provided to schools and communities and they were aligned with the province's socio-economic situation (example in Northern Province).
- **Save the Children/USAID Mureke Dusome:** Provided financial support and technical support for campaign design, monitoring, and review of children's stories collected from the campaign.

3. Official Launch



Hon. Minister Julienne Uwacu delivers the opening remarks of the Gira Igitabo Aho Uri campaign launch

saying, ‘we don’t have a culture of reading,’ will become history. We have stories to tell, and writers are available.” The Minister recognized how children are writing about the country’s values and history as well as touching on relevant gender issues. She also emphasized the urgency of developing books that are fit for Rwandan children and youth, books that reflect their context and culture.

The launch took place at the Kigali Convention Centre on November 23rd, 2017. The major event for the day was co-authoring of books and endorsements by high profile figures. The campaign was launched by **Hon. Minister Julienne Uwacu**, Minister of Sports and Culture who discussed the confidence and trust she has in young authors as representatives of a better future full of books. Additionally, she called upon parents to start encouraging the culture of reading at home and to ensure children have space and time to read. In her speech, she said “As we keep developing as a country and the African continent, gradually the culture of reading will improve. I am optimistic that the common



Mutesi Gasana making her presentation and emphasizing the importance of parents purchasing books for their children.

A subsequent presentation was given by Ms. **Mutesi Gasana**, the Managing Director of Arise Education. In her remarks, she said, “It would be great to see more people have books at home, because if you tell your child to be interested in reading without availing the books instead you avail sweets, you will be sending the child the wrong message. The best way is to tell him/her through actions, while availing the books as well.” Mutesi Gasana continued by encouraging parents to start budgeting for books as they do for other household needs.

Alex Alubisia, the Chief of Party of USAID Mureke Dusome project said in his remarks that “Through USAID Mureke Dusome, we are helping Rwandan authors to perfect and publish their amazing children’s stories in Kinyarwanda.” He observed that by fostering the reading culture, the outcomes will be visible as in improved completion and transition rates in school as well as in reduced drop-out rate in primary and secondary levels.



Alex Alubisia, Chief of Party of Mureke Dusome, delivers his speech on the importance of promoting the culture reading through partnerships.

The Rwandan publishing industry also contributed to the event with a presentation by **Emmanuel Murenzi**, the industry representative for the event. Mr. Murenzi reminded those in attendance of the importance of investing in the book industry, as it is crucial to fully implement a quality education, an essential component of the national vision. He also recognized the role Save the Children has been playing in strengthening the publishing industry in Rwanda. He informed the leaders present that there is a growing book industry in the country and they are ready to respond to the demand and needs of the Government of Rwanda. He requested the Government to empower the book industry through addressing challenges such as in-country printing.

USAID Mission Director **Leslie Marbury** expressed that she was inspired to hear the stories from the young authors. She added that USAID aims to support early grade education efforts in promoting the learning of reading and emphasized the benefits of children learning to read in their native language. She continued that a literate population contributes to a country’s economic growth and development. “We learn to read when we are reading books we love. More books in the hands of children and families will achieve the ambitious goals we have,” she concluded.



The USAID Mission Director Leslie Marbury discussing the importance of instilling a love of reading in children.



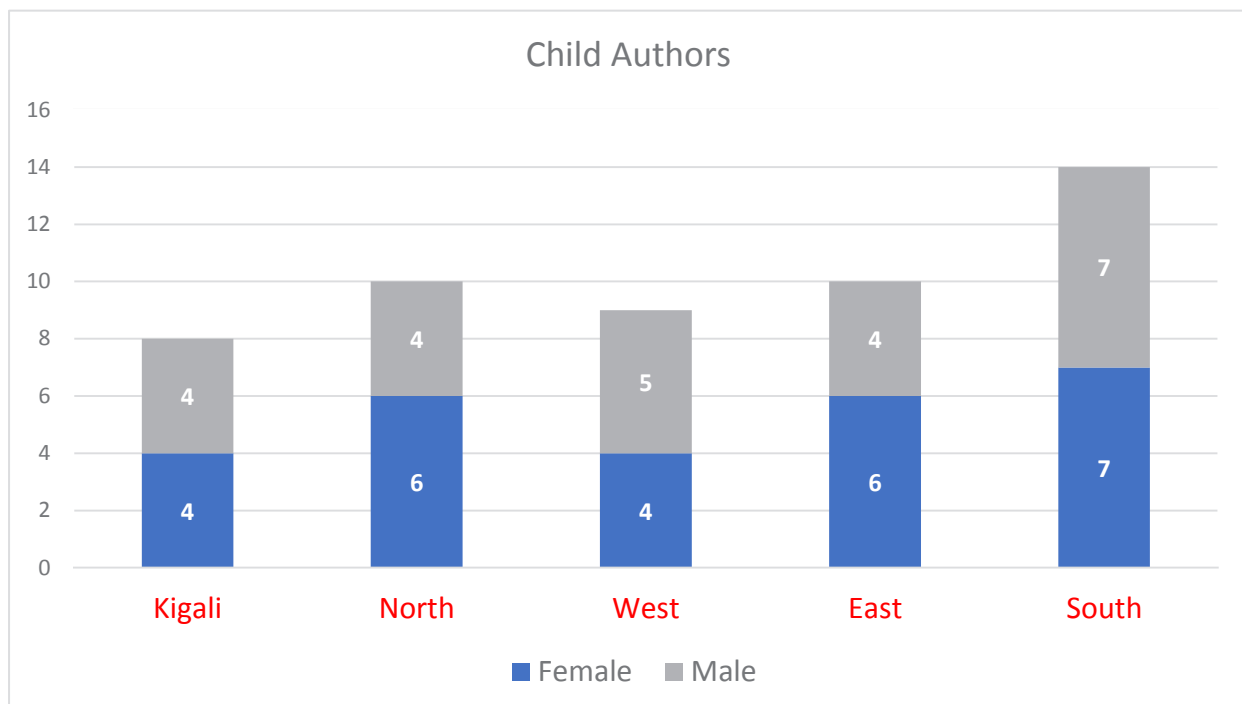
Hon. Dr. Munyakazi closes the event engaging parents, communities, and everyone to consider literacy and reading culture as their responsibilities.

urged Rwandans to write more Kinyarwanda books to boost diversity of reading materials available in the national language and added that no Rwandan should be excluded because of the language barrier. He called upon students to read outside school to develop a passion for reading.

Hon. Dr. Isaac Munyakazi, the Minister of State for Primary and Secondary Education in his closing remarks said, “Reading should not be a habit for just children but for everyone as it impacts our lives.” He continued by alerting the participants that reading is a source of information, a platform for attaining academic excellence and is also applicable to career development, and positively affects life outcomes of citizens and the nation. The Minister

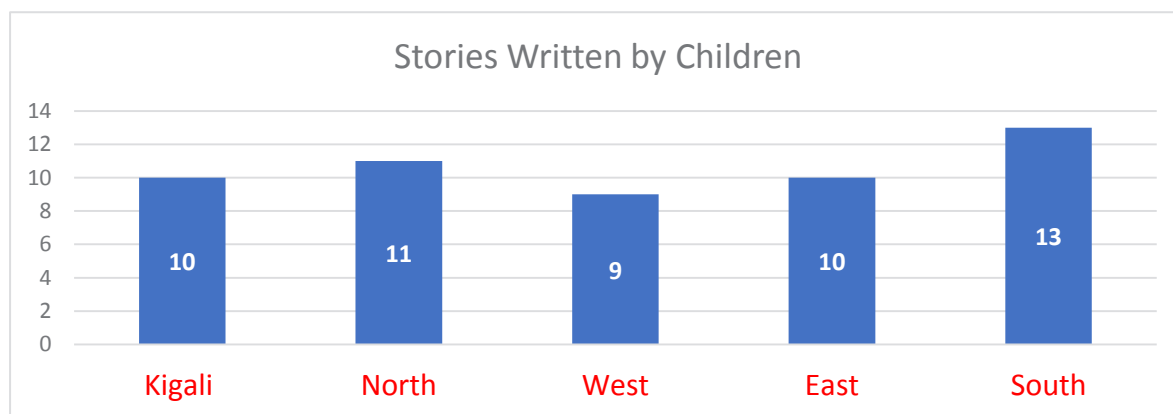
4. Mentorship

The mentorship portion of the campaign included 24 mentors (5 mentors in each province except for 1 mentor in the Southern Province) as well as public figures who attended the events. The public officials and mentors included 3 Ministers, 3 Governors, 18 District Vice Mayors and Mayors, 2 Members of Parliament, 1 Senator, 5 RCBO representatives, 25 District Directors of Education, and 1 Director General of Rwanda Education Board. Mentors listened to the children present their stories and gave feedback and comments as well as encouragement.



5. Collection of Stories

Governors sent communication (official letter) about the campaign to districts. Vice Mayors with District Directors of education worked with schools and community libraries to collect stories from children. Every district would send the top 5 stories to Ubuntu publishers for review and selection of two best stories from each district. 53 stories were collected from 23 districts. Review and editing were done by Ubuntu publishers, Arise Education and USAID Mureke Dusome BDU. Government institutions pledged to approve and purchase books that were produced - children were free to write on any topic. There were no guidelines. These books are supposed to be on the market and available for purchase.



6. Gira Igitabo mu Rugendo

During Gira Igitabo Mu Rugendo launch in the City of Kigali on Tuesday 6th, February 2018, 1,200 Kinyarwanda children's books were placed on 12 buses for commuters to read while traveling in the city. Around 150 people participated in the event. Each bus was provided with 100 books and 29 book jackets to hold the books on the back of the seats.



Mr. Abel BIZIMUNGU, DG/Social affairs at the Gira Igitabo Mu Rugendo Launch in Nyabugogo Tax Park

The campaign was launched at Nyabugogo bus park, where commuters were exposed to literacy messages. **Bizimungu Abel**, Director General of Social Development in Kigali City said, "Gira Igitabo Mu Rugendo is really important for Kigali City residents and Rwandans in general. Most Rwandans spend a lot of time travelling between their homes and work. The time spent might go beyond even an hour each day. Gira Igitabo Mu Rugendo will help them to make this time profitable. They are gaining knowledge by reading while travelling.



Luann Gronhovd, Director of the Education Office at USAID Rwanda during Gira launch at Nyabugogo taxi park

Luann Gronhovd, Director of the Education Office at USAID Rwanda, said at the event, “For a child, reading opens doors to a brighter future; reading is critical to a child’s success in schooling and throughout life. And as we all know, a child who reads will be better equipped one day to contribute to the family, to the community and to the country. This is why the United States of America, here in Rwanda, is working closely with the Government of Rwanda, schools and communities, to support Rwanda’s goals for literacy, ensuring that every child can read Kinyarwanda with confidence by the time they complete Primary Grade 3.”

Gasana Mutesi, the Managing Director of Arise Education, concluded that, “It is about reminding people that they should really read during their journey on buses. While we are travelling, do we remember that a book is a place to find knowledge to build our family, our country and ourselves? Today, we are putting books in 12 buses, but the number will increase to 100 buses before September 2018.”

Following the official launch in Kigali, Gira Igitabo mu Rugendo was launched in the remaining provinces. Below is a table of the books provided to each province.

Province	Number of Books	Number of Buses
City of Kigali	1,200	12
Northern	500	25
Western	375	15
Eastern	175	7
Southern	500	15
Total	2,575	74

7. Sensitization

In collaboration with public transport companies, Kinyarwanda books were put in small “bus jackets”. In Kigali City, the books were reported stolen within seven days after the provincial launch. However, in the Northern and Western provinces, there are still books in the buses that received them. This means an estimate of the following population knew about the books and had an opportunity to read them:

Location	Date Launched	Number of people reached
City of Kigali	Since February 2018	8,064
Northern Province	Since March 2018	432,000
Western Province	Since July 2018	86,400
Eastern Province	Since August 2018	12,096
Southern Province	Since September 2018?	26,000
Total		565,139

In total, **565,139** people had an opportunity to access and read a book free through this activity.

8. Key Achievements

The campaign was successful from multiple perspectives: the campaign presented and celebrated 53 child authors, aged 7 to 13, from four provinces and Kigali City. This means 53 stories are already completely developed and ready for publication. Ubuntu Publishers will continue to source stories from young talents with support of local authorities. The campaign also provided an opportunity to community members to access and read Kinyarwanda story books freely. Some of the provinces committed to budget for FY2019 for purchasing the stories written by children in their respective districts so that they can be distributed in schools. For instance, Northern and Western provinces.

Gira Igitabo Aho Uri



53 Stories

Written by child authors from all 5 provinces



24 Mentors

Comprising government officials and public figures



2,575 Books

Put on 74 buses throughout the country



565,139 people

reached through Gira Igitabo mu Rugendo

9. Learning Objectives and Outcomes

Outcome 1: Children are able to write Kinyarwanda storybooks that tackle social issues they encounter in their daily life within 10 months after the launch of Gira Igitabo campaign.

Since the launch of the campaign, children have written stories that explore their different interests and issues they encounter within their environment with support from their teachers, parents, and leaders. As the campaign unfolded, patterns and trends emerged from the children's writing. Except from the Northern Province that provided writing guidelines, it would be interesting to understand why specific issues are recurring in stories children submitted. Recurring topics were:

1. *Exposure to drugs and physical abuse*
2. *Children not attending school/ children dropping out of school*
3. *Community and home-based conflicts and violence*
4. *Gender inequality*
5. *Neglect from parents, child labor, and exploitation*

While presenting their stories, all children said they were writing what they see in their communities or homes. Some stories submitted to Ubuntu Publishers were **violent** and **alarming**.

Here are examples of children's answers:

"Sometimes parents want male children, and if they have girls, they are not happy and will mistreat the girls." A child author from Kigali City.

"My parents didn't support me when I was writing this story; they said I was just wasting my time." A child author from the Eastern Province.

"I wrote this story because some of my friends are easily lured by men who want to take advantage from them." A child author from the Northern Province

"I wish people would just live in peace, and parents wouldn't [physically] fight at home." A child author from the Northern Province.

Outcome 2: Public figures support/mentor children to write Kinyarwanda storybooks that tackle social issues they encounter within 10 months after the launch of GI campaign. Leaders (MPs, Ministers, Senators, Governors, Mayors, Vice-Mayors, DDE's and District Advisory Councils) supported, mentored, and empowered children to be change makers in their communities through telling their own stories. The mentorship program was aimed at helping young authors meet the high profile government officials and get the opportunity to showcase their talent. The platform also served as a platform for authors, mentors and publishers to network and discuss opportunities for future collaboration and partnerships. In addition, the child authors increased their public speaking skills and self-confidence during the sessions with the mentors.

Outcome 3: Influencers are implementing practices to promote reading culture in the communities because of participating in Gira Igitabo Aho Uri Campaign.

A librarian organized a reading competition in Gahini Sector, Kayonza District because he was inspired by what he saw in Kigali during the launch of GIAU campaign. A librarian and chairperson of the Rwanda Community Libraries Forum said in his remarks during the celebrations of the World Poetry Day, "I was inspired by the way children could talk and write stories in Kigali. I thought children in Gahini should have the same opportunity. That is why we have our Bishop present, the Vice Mayor, Head Teachers and other leaders in our community. He concluded, "It is important for children to feel they are supported in learning to read and write."

Outcome 4: Educational leaders receive additional motivation to hear from public figures' examples in promoting the culture of reading in their communities after hearing news concerning Gira Igitabo campaign.

Multiple education leaders such as SEOs, Head Teachers, and parents representing others in SGACs expressed that they are glad to know that books are freely accessed by the population and are being used in buses. They also said they heard the messaging from Gira Igitabo Aho Uri campaign and that it reinforced the messaging they receive from Urunana soap opera and other USAID Mureke Dusome activities they attend. Many educational leaders asked Mureke Dusome staff where they could buy books for children.

10. Lessons Learned

- The full engagement of the local government is key to any successful campaign or event
- When children are given the right opportunities, guided and mentored, they can make the best writers
- The Rwandan community are thirsty for reading materials in the language they understand and in different categories and interests.

11. Challenges

- Lack of receptiveness in some provinces affected the timing of the planned roadmap of the whole campaign
- Limited budget to the campaign hindered the implementation of some of the activities that were planned in the campaign road map like reading weekends.
- Time constraint in regards to publishing the selected stories from all districts
- Budget constraints to continue the objectives of the campaign.

12. Recommendations

Along the campaign, new supportive ideas have emerged which if considered, would develop further the book development process:

- Districts should plan and budget for purchasing the books written by children from their respective communities
- Gira Igitabo Aho Uri campaign should be decentralized from provincial level to district level
- Young authors require opportunities to develop their writing skills through well planned writing workshops. These include structured authors' workshops and Abana Writers' cafés
- Parents should be sensitized to help their children identify the talents they have and help them develop the talents instead of discouraging them
- Establishment of libraries and reading spaces in bus parks around the country
- We strongly recommend the continuation of the campaign to enhance its impact.
- In order to continue achieving better visibility and to benefit from less expensive local book marketing, attention has to be paid to public private partnerships.

13. Conclusion

The campaign was a success in many multifaceted ways, boosting awareness around Kinyarwanda books which raised interest in Rwandans in general.

The continuation of the campaign will focus on reaching out to rural areas especially beyond Kigali. Subsequently, campaign organizers will proceed with identifying the most frequented areas where most people can be reached in book reading promotion such as bus parks, markets and more. It will also focus on book launches, training of children authors and illustrators to enhance the development of their talents.

Due to the complexity of such campaign, a creative and clear strategy is needed. Most importantly, to see the campaign from the viewpoint of the community members and base the strategy and activities on their needs. The campaign will reach areas that are more rural and it will be more inclusive in terms of children writing stories and the stories they write.

Pictures from different events



14. Appendices

A. Full List of Child Authors, Books and Mentors

NO	NAMES	STORY	MENTOR	SCHOOL	DISTRICT
1	Umutesi SAKINDI Esther	Inshuti Nyanshuti	Uwimana Catherine/ VM Gakenke		Musanze
2	Maniragaba Rugamba Isabelle	Suku na Susuruka	GASANGANWA Marie Claire/ VM Rulindo		Musanze
3	Muhirwa Sano Leo Kevin	Ntitukabiceceke	Col. Karega		Musanze
4	Uwiduhaye Faustine	Fifi Umukobwa w'Amakenga	Governor		Musanze
5	Irakoze Pascaline	Ejo heza	VM/Gakenke		Gicumbi
6	Gumyusenge Ernestine	Turwanye Ibiyobyabwenge	Col. Karega		Gicumbi
7	Dukuzimana Gilbert	Isuku n'isukura	DG REB		Burera
8	Niyomugabo Prince	Umugani w'intare n'ingwe	DG REB		Burera
9	Irakunda Jean Paul	Murapfa Iki	Governor		Burera/Kigali
10	Nisingizwe Valentine	Igira Isoko	Gasanganwa /VM		Gakenke
11	Uwase Deborah	Bakame n'umwana w'umubaji	Isae/RCBO	Gs Bicumbi	Rwamagana
12	Turikumana Emmanuel	Bakame, Ingamiya N'Imvubu	DG Governance/ EP	Gs Ruhundanda	Rwamagana
13	Bugingo Calvin	Impinja Ntizigapfe/Nkuzurwanda	DDE NGOMA	EP Rusisiro	Rwamagana
14	Tumukunde Deborah	Injangwe n'imbeba	DDE Kayonza	Gs Bicumbi	Rwamagana
15	Muhawenimana Epaphanie	Rwema na Bagenzi be	DDE Rwamagana		Kayonza
16	Nikuze Deborah	Igikeri n'imbeba ku igare	DDE Rwamagana	Gs Ndego II	Kayonza
17	Irafasha Claudine	Ejo Hazaza Heza	DDE Rwamagana	Gs Gahima	Ngoma
18	Munyaneza Leveriane	Abanyarwanda ba Kera	DDE Ngoma	Gs Rurenge	Nyagatare
19	Gaparayi Elioni	Akamaro k'ibidukikije	Head Cooperate KAYONZA	Nyamata Bright	Bugesera
20	Mbabazi Nadia	Ubugoryi bw'umuswa	Rwamagana	Gs Ruhunda	Rwamagana
21	Kamikazi Sacha	Umusaza n'umwuzukuru	Governo	Wisdom	Nyabihu



			Munyentwari	school	
22	Twahirwa Octave	Ubwuzuzanye	Police SP	CS Rusamaza	Rubavu
23	Iranzi Devonse	Kagoma	VM Ngororero		Nyabihu
24	Kandeba Aimable	Teta n'inshuti ze	Depute Manirarora		Nyabihu
25	Iratuzi Ben Seraphin	Twirinde Ibiyobyabwenge	SP Police	EP Miduha	Rusizi
26	Harerimana Noel	Ubutwari Bwa byishimo	Governor Munyentwari	EP Nyange A	Ngororero
27	Umurerwa Emma	Tubane Mu mahoro	VM Ngororero	EP Gasovu	Rutsiro
28	Karire Kanamugire Aline	Inzosi za Mutoni	Depute Manirarora	St Mathews	Rusizi
29	Hirwa Manzi Remy	Twite kuburenganzira bw'abana	VM Nyabihu	Kiziguro Protestant	Ngororero
30	Nelly Bayingana Kelly	Muhirwa	Hon. Isaac Munyakazi	La Colombiere	Gasabo
31	Cyusa Brian Joshua	Ntibavuga Bavuga	Hon. Isaac Munyakazi	Mother Mary	Gasabo
32	Abayobeza Benitha	Twirinde Amakimbirane	Sen. Laurent Nkusi	Gs Byumba NYANGE	Gasabo
33	Niyokwizerwa Grace	Twimakaze Indagagaciro	Sen. Laurent Nkusi	Gs Byumba	Gasabo
34	Ganza Muco David	Umumotali Kariza	Hon. Agnes Mukazibera	Mother Mary	Gasabo
35	Uwiragiye Kennedy	Cyuzuzo	Hon. Agnes Mukazibera	Gs Byumba Nyange	Gicumbi/Kigali
36	Ganza Mucyo David	My name is monday	Hon. Rosemary Mbabazi	Mother Mary	Gasabo
37	Uvutseneza Sana	Kugira neza ni byiza	Governor South	Gs Kibaga	Nyanza
38	Ingabire Kevine Nyampinga	Twige Umuco wo kuzigama	Governor South	Kavumu Adventiste	Nyanza
39	Hirwa Peace Maker	Tugire Isuku	Governor South	Gs Kinyambi	Kamonyi
40	Ukundwa Niyo Christelle	Ntukizirikane Ubwawe	Governor South	Gs Rosa Mystica	Kamonyi
41	Nshimiyimana Ihirwe Patrick	Izina niryo Muntu	Governor South	Gs St ANDRE	Muhanga
42	Uwitonze Elisa	Kolode na Emanuweri	Governor South	Gs Nyarugenge	Ruhango
43	Umuhoza Claudette	Teta Umwana w'impuhwe	Givernor South	Gs Muhororo	Ruhango
44	Ihirwe Mutashya Gaelle	Kiwa ni byiza	Governor South	New Vison PS	Huye
45	Numubyeyi Joselyne	Gira Ubutwari	Governor South	Gs Mugano	Huye
46	Dukundane	Isuku Mu Nyamaswa	Governor	Save B	Gisagara



	Divin Bruce		South		
47	Ishimwe Olive Sonia	Imbeba na Bakame	Governor South	Save B	Gisagara
48	Ineza Ganza Arlette	Kwirinda Uburara	Governor South	Gs. St Kizito Gikongoro	Nyamagabe
50	Rugerinyange Andre	Twirinde Ruswa	Governor South	Gs. St Kizito Gikongoro	Nyamagabe
51	Malaika Gwiiza Michelle	Mu Rukali/ Kumasha	Hon. Uwacu Julienne	Mother Mary	Gasabo
52	Ninsiima Kuzwa Eddy	Kagabo/ Gukunda Igihugu	Hon. Uwacu Julienne	Gs Byumba Nyange	Gicumbi
53	Bella Mudachogora	Keza n'igipupe	-		Muhanga

B. USAID Mureke Dusome/Detailed Budget

USAID MUREKE DUSOME				
Official launch at Kigali Convention Center on November 23rd 2017				
Item	Unit	Number	Unit cost	Total cost (Frw)
Half-Day conference package	People			5,760,337
Printing of invitation cards	PC	150	413	61,850
Banner, bags and folders	PC			1,745,250
Kinyarwanda story books for participants	PC	150	2500	375,000
Transport allowance for children authors, parents, librarians participants including journalists and Book lab TV Crew members	People			1,156,000
Sub- Total				9,098,437
Launch of Gira Igitabo Mu Rugendo				
Printed Pull up banners for Gira Igitabo	PC	4	110500	442,000
Printed Drop banners	PC	4	62800	251,200
Printed T-Shirts for Gira Igitabo	PC	200		1,689,570
Book jackets	PC	432	3105	1,341,360
printed Stickers to put on Buses	PC	24	2301	55,224
purchased Books to put in buses	PC	1200	2500	3,000,000
Sub- Total				6,779,354
Launch of GIAU in the Northern Province				
Half-day conference package	People	120	13000	1,560,000
Books to put in buses	PC	500	2500	1,250,000
Stickers to put on Buses	PC	25	2301	57,525
Hired coaster to take participants from Kigali to Musanze.	Coaster	1	200000	200,000



Hired sound system which was used during the launch of Gira Igitabo Mu Rugendo.	Days	1	40000	40,000
Transport allowance for children authors and parents/guardians	People	20		140,000
Renting hall that was used as a reading tent for children.	Days	2	150000	300,000
Sub- Total				3,547,525
Launch of GIAU in the Western Province				
Half-day conference package	People	70	15,343	1,074,010
Stickers put on Buses	PC	30	2301	69,030
Books put in buses	PC	375	2500	937,500
Hired Min-Bus	Days	1	150000	150,000
Transport allowance for children authors and parents.	People			225,000
Sub- Total				2,455,540
Launch of GIAU in the Eastern province				
Half-day conference package	People	65	11,000	715,000
Hired min-Bus to take participants from Kigali to Kayanza	Days	1	150,000	150,000
Stickers put on Buses	PC	24	2301	55,224
Books put in buses	PC	175	2500	437,500
Transport allowance given for children authors, parents, Heads of social commission, representatives of Vice Mayors and DDE's	People			710,000
Sub- Total				2,067,724
Launch of GIAU in the Southern Province				
Books put in buses	PC	300	2500	750,000
TOTAL:				24,698,580 Frw

C. Detailed Budget: Arise Education

Arise	North	City of Kigali	East	West	South	Total (Frw)
Transport and communication	300,000	100,000	300,000	150,000	400,000	1,250,000
Event costs (Hotel sleeping over, Photography, lunch, dinners and others)	250,000	50,000	80,000	80,000	100,000	560,000
Promotional Materials (stickers and folders)	0	45000	0	0	45000	90000
Media	0	0	0	0	150000	150000
TOTAL:						2,050,000

D. Detailed Budget – Ubuntu Publishers

Ubuntu Publishers	North	City of Kigali	East	WEST	SOUTH	
Story collection	60,000	100000	170000	120000	230000	680,000
Editing	270000	300000	330000	270000	450000	1620000
Illustrations	650,000	750000	840000	670000	1200000	4,110,000
Designing	240000	350000	360000	350000	320000	4770000
Book proof reading	120,000	120,000	120,000	120,000	120,000	600,000
Sample printing for approvals	120000	120000	120000	120000	120000	600000
Transportation costs and manuscript managemnet fees	300,000	350,000	420000	380000	520000	1,970,000
TOTAL:						14,350,000Frw

E. Mentor Testimonials



Director General of Rwanda Education Board, Dr. Irene Ndayambaje, giving encouragement and feedback on a story from the child author.

Dr. Ndayambaje Irene, Director General of REB, in his remarks, thanked Arise Education for the initiative and USAID Mureke Dusome/ Save the Children for supporting the initiative. He said, “We are grateful that our own children can write stories that are helpful.” He added, “The Ministry of Education supports any initiative that helps nurture the reading and writing culture among children.” He recommended that a culture of reading should be cultivated in Rwanda.



Governor of the Northern Province, Gatabasi JMV, in a mentoring session, giving feedback on a child's story and encouraging her to continue writing.

Gatabazi Jean Marie Vianney, the Governor of the Northern Province, in his closing remarks, concluded that the government supports the idea of promoting the talents of children. He emphasized the importance of children writing on topics that affect their daily life such as malnutrition, hygiene and preparing for the future. He was impressed by the stories he heard and encouraged the young authors to continue to develop their writing skills.



Governor of the Western Province, Munyantwari Alphonse, expressing his feedback on a child's story and encouraging her to continue writing.

Alphonse Munyantwari, Governor of Western Province “Our 7-year strategy in Rwanda looks to building the capacity of our citizens and transitioning to a knowledge-based economy. To achieve this, we must educate our population. Children must develop the foundational literacy skills they need to be successful. This campaign is in line with our objective. That is why we support this program of launching the Gira Igitabo Aho Uri campaign in the Western Province.”



Governor of the Southern Province, Mureshyankwano Marie Rose, Speaking at the launch of the mentorship program in Southern Province.

Mureshyankwano Marie Rose Governor of the Southern Province launched the campaign in the Southern Province. In her opening remarks she expressed her appreciation for the Gira Igitabo Aho Uri campaign. She thanked Arise Education for the initiative and Save the Children for supporting the initiative and the government of Rwanda for endorsing the campaign. She assured that through this initiative, knowledge will be increased among the citizens of Rwanda. In her remarks, she encouraged government officials to set up library corners at their work place so staff can be easily access books in their free time.



Hon Agnes Mukazibera, a member of parliament

Hon. Agnes MUKAZUIBERA, a member of parliament commended the initiative. She said that as the head of social commission in parliament, the initiative is building confidence and giving a voice to the children who are the citizens of tomorrow. She added that writing books is an art that should be encouraged if we need to raise responsible and informed citizens.

