



USAID
FROM THE AMERICAN PEOPLE



USAID providing quality books in homes, schools, and communities. Photo by: Martin Tindiwensi for USAID Rwanda.

RWANDA

IBITABO KURI TWESE

TEACHING AND LEARNING MATERIALS MARKET SYSTEMS DEVELOPMENT

This activity uses a market systems development approach to strengthen the book supply chain in Rwanda and address the “business side of literacy”.

To become literate, children need access to reading materials, yet there is limited availability and irregular supply of reading materials in Rwandan schools and communities. This activity strengthens the ability of public and private market actors to collaboratively plan, manage, and supply books for generations of Rwandans to come, ensuring a culture of reading takes hold and thrives.

OBJECTIVES

- Enhance the policy and capacity of the Government of Rwanda to forecast, plan, procure, and distribute textbooks and supplementary teaching and learning materials,
- Improve the capacity of private book chains to produce and distribute affordable high-quality teaching and learning materials that are gender-sensitive and reflect the principles of Universal Design for Learning,
- Increase demand for and availability of quality books in homes, schools, and communities through retail channels.

EXPECTED RESULTS

- **Planning:** Government of Rwanda can continuously update the Track & Trace System to monitor the needs and availability of teaching and learning materials,
- **Policy & Procurement:** Government of Rwanda approves and enacts a Book Development Policy and efficiently develops and procures teaching and learning materials on a regular basis,
- **Production:** Rwandan printers, publishers, and distributors respond to public procurements with required quality and quantity,
- **Market Data:** Compilation of clear data about the most effective advertising methods, content/type, quality/price points, and access points for consumer book sales,
- **Retail:** Rwandan printers and publishers proactively stimulate a private consumer market for children's books in at least 300 retail locations in at least ten districts throughout the country.

RESULTS ACHIEVED TO DATE

- Catalyzed the development of the Track & Trace System,
- Brought together government of Rwanda and private sector stakeholders to map strengths and gaps in the current book supply chain and market system,
- Conducted a needs assessment of publishers and printers,
- Mapped existing retail locations where books are sold throughout the country.

BUDGET: US \$6 million

DURATION

2023-2026

ACTIVITY LOCATIONS

Nationwide.

IMPLEMENTING PARTNER

Education Development Center, Inc.

KEY COUNTERPARTS

Rwandan Ministry of Education (MINEDUC) and Rwanda Basic Education Board (REB).

MISSION CONTACT

Dr. Catherine A. Honeyman
Senior Education Specialist
Tel: +250 788 301 298
Email: choneyman@usaid.gov

PARTNER CONTACT

Aimee Yedidya Senzeyi
Chief of Party
Tel/Cell: +250 788 303 295
Email: asenzeyi@edc.org

FOR MORE INFORMATION

Email: usaidkigali@usaid.gov
Website: www.usaid.gov/Rwanda
X: @USAIDRwanda