



PROFILE OF **Keepcare Consult Ltd**

I. Introduction OF KEEPCARE CONSULT

I.0. Identification of keepcare consult

Business Name	KEEPCARE CONSULT LTD
Type of activities	Social and Human health activities
Nationality of the tendered	Rwandan
Registered office	Rwanda Development Board (RDB)
Date of registration	30/04/2016
Contact person: Name, Position, e-mail	I.Martin HABINSHUTI Managing Director +250788576002 keepcareconsult@gmail.com
TIN Number Registered under VAT	121869667

I.1 Company history

KEEPCARE CONSULT LTD was officially registered with the Rwanda Development Board in April 2016 as a social enterprise. It is a pioneering, independent, private consulting firm that offers services in the areas of social development, human health, gender, project management, capacity building, and development of training materials.

The idea to start this enterprise came after a board meeting of KEEPCARE RWANDA NGO, which was experiencing difficulties with funding, resource mobilization, and maintaining the organization. The company donates 10% of its total profits to support KEEPCARE NGO in carrying out its activities. The company operates independently with its own management and leadership structure.

In December 2023, the company changed its status from a social enterprise to a full limited company. As a result of this change, some of its details were updated, including the logo, TIN number, and registration certificate. This change has allowed the company to expand its scope of work and increase its competitiveness in bidding for larger contracts.

I.2. Business consultancy

Our business focused on doing the works related to gender, social and human health activities, through provision of the services in gender analysis, policy development, development of the training materials, facilitate the training and workshop, coaching the organizations to implement projects, and doing research and assessments.

I.3. Innovation

KEEPCARE CONSULT LTD is constantly investing to improve its methodology and quality services in developing the training materials, facilitation of the training not only in the domains of its core expertise but also in advanced social and human health areas that would potentially create new business activities, enhancing its service offering and customer satisfaction.

I.4. What we do

Domain	Actions
Gender	<p>The company provides capacity building, need assessment, organization gender diagnosis, policy analysis and development, strategies for mainstreaming gender; develop the tools related, conduct and facilitate the inclusive programmatic approach for organization.</p> <p>Helping organizations and institution to mainstream gender in their programs, developing mechanisms and regulations for prevention and punishment of gender based violence.</p> <p>Prepares and conduct events related to mobilization and awareness on gender equality promotion, GBV prevention and life skills</p>
Health	<p>Action of WASH services (developing training manuals, guides, facilitate the training, need assessment on WASH, and research.</p> <p>We provide service of developing training materials; facilitate the training on sexual and reproductive health and rights, family planning for youth and adults.</p>
Education and Training	<p>Actions of professional development of the training materials facilitate the training, and coaching.</p>
Social entrepreneurship	<p>Provide capacity building saving (VSLA), on cooperative management, Entrepreneurship / business for social development strategies.</p>
Finance and accounting	<p>Provide financial management software's, financial reports, grant management, financial tools development, coaching of financial software, conduct OCA (organization capacity assessment), Financial and Program audit.</p>
Research and Development	<p>The company provides research services, assessment, evaluation (baseline and end-line).</p>

I.5. Vision statement

The growth and the operation of the company are found in the basic corporate principle: **“quality, effectiveness and adaptability to the needs of market and technological evolutions”**.

I.6. Mission statement

KEEPCARE CONSULT’s Mission is to be the most successful consulting company in Rwanda, abiding by our principles that consist of the Knowledge, the Effectiveness, the Reliability and the Integrity.

- **Knowledge** for KEEPCARE consult means: application of most modern technology for the development of pioneering services, optimal quality and capability of flexible adaptation and development of each need of customer.
- The **Effectiveness** accompanies each project that we undertake, with the realization of the objectives of our customer.
- **The Reliability** and the **Integrity** constitute the main axes of our business culture.

The maximization of the value and the performance of our customers and our continuous improvement constitute the core of our philosophy, ensuring the constant ascending course of the company at National and regional level.

The optimized quality of our provided services, their continuous monitoring and follow-up, the faculty of comprehension of the requirements and the needs of our customers, the specialization and the know-how of our staff and the constant expansion of our activities abroad serve us and strengthen our mission and our vision

- We are among the leaders in the sector of consultancy in gender and development.
- We support our customers in the realization of their objectives, contributing in their constant development.
- We aim to our continuous development and best service delivery,

I.7. Values

Since the company was founded in 2016, the goal has been to establish a company with a clear vision and strategy that focuses on staying ahead of human and social development. We aim to be an innovative, knowledge-based company. The vision emphasizes the importance of knowledge and innovation, with the belief that those who develop training materials, facilitate training, conduct research, and innovate are the key players. Over the years, our vision has become a reality. Today, KEEPCARE CONSULT is a leading service provider with highly skilled staff in all our areas of expertise. Our core values include punctuality, effectiveness, respect, reliability, and integrity.

1.8. Business goals & objectives

Looking at the future, we are highly confident that KEEPCARE CONSULT has the strong background and the appropriate vision but also the flexibility that will allow it to continue its development and face the challenges of the new era. It is paving its own path with a clear strategy for the future and service timely delivered with integrity and respect.

1.9. Growth strategy

The utilization of accumulated expertise, know-how and the dynamics of its partnerships, will allow the company to positively respond to the challenges of our times and provide expert, state of the art solutions that lead straight to the point of its customer needs.

1.10. Business services

KEEPCARE CONSULT Ltd is allowed to perform the following activities:

Main Business Activity:

No.	Code	Description
1	M7020	Management consultancy activities

Other Business Activities:

No.	Code	Description
1	G4510	Sale of motor vehicles
2	G4690	Non-specialized wholesale trade
3	G469001	Global trading
4	G4719	Other retail sale in non-specialized stores
5	G4721	Retail sale of food in specialized stores
6	H5229	Other transportation support activities
7	L6810	Real estate activities with own or leased property
8	L6820	Real estate activities on a fee or contract basis
9	N8121	General cleaning of buildings
10	O8411	General public administration activities
11	P8550	Educational support activities
12	Q8790	Other residential care activities
13	Q8810	Social work activities without accommodation for the elderly and disabled
14	S9609	Other personal service activities n.e.c.

Additionally KEEP CARE CONSULT LTD also offers the following services:

1. Coaching organizations on administration, financial management, governance, leadership, fundraising, sustainability strategies, and marketing strategies.
2. Conducting research, surveys, and evaluations of programs and projects, including impact mitigation, baseline assessments, project risk analysis, documentation, and reporting.
3. Developing concept notes, project proposals, monitoring and evaluation frameworks, policies, and organizational procedures.
4. Designing educational materials such as training manuals, curriculum, IEC materials, and promotional materials for Knowledge, Attitudes, and Behavior change.
5. Facilitating meetings, including logistics, invitations, and branding materials.
6. Facilitating training workshops.
7. Conducting gender analysis and organizational diagnosis.
8. Managing and designing social events.
9. Providing technical advice on gender mainstreaming and programming.
10. Offering capacity building in areas such as savings groups (VSLA), cooperative management, entrepreneurship, and business strategies for social development..

1.11. Quality policy

The company guarantees the quality of its services by using an integrated quality system certified by the relevant service quality control organization. It also carries out projects using modern management methods.

1.12. Business competitiveness

KEEP CARE CONSULT LTD customizes its services to meet the needs of the customer, with the goal of fostering more efficient collaboration while also considering the customer's environment, requirements, and structures.

- Dedication to the customer
- Flexibility for the ideal satisfaction of needs
- Specialized personnel
- Possibility of operation in international and multinational environment
- Adaptability to the operation processes of the customer
- Flexibility in the mode of delivery

- Big experience in work of developing the training manuals, simplified learning materials, posters, animated photos, project designs, and research the Company combines materials, human resources integrated processes in order to successfully complete each work undertaken.

I.13. Management & human resources

The Managing Director of KEEPCARE CONSULT LTD is HABINSHUTI Martin. Martin has 14 years of experience in gender, women's empowerment, engaging men, and addressing gender-based violence. He has held managerial positions in various community-based projects. Martin holds a Master's Degree in Public Health with a specialization in health service management and a Bachelor's degree in Clinical Psychology. He successfully completed Civic Leadership Training at Kansas State University and graduated in August 2017. KEEPCARE CONSULT LTD has a team of staff members with expertise in gender issues, training facilitation, developing training modules, research, health and environment, and project design and management.

PAST EXPERIENCE

KEEPCARE CONSULT LTD has successfully collaborated with various organizations, including WORLD VISION RWANDA, TROCARE RWANDA, GOOD NEIGHBORS INTERNATIONAL, RWAMREC, HAGURUKA NGO, BENIMPURWE, PRO-FEMMES/TWESE HAMWE, DREAM VILLAGE, CVA, BIOCOOR, RWANDA WOMEN NETWORK, and many others.

Experience in Research

- 2022:** a Gender Equality and Social Inclusion (GESI) Assessment was conducted for World Vision International Rwanda Office and its partners. The main goal of this assessment was to evaluate how the strategies, programs, policies, and processes of WVI Rwanda, Imbuto Foundation, Humanity & Inclusion, and three local implementing partners align with the gender equality and social inclusion policies and standards of the Government of Rwanda and World Vision. The assessment aimed to identify gaps and barriers related to GESI across the programs, organization, and interventions, and to develop GESI Action Plans for each program with actionable recommendations to address these issues and guide implementation, monitoring, evaluation, and learning.
- 2019:** A Participatory Action Research was conducted by RWAMREC on the attitudes, perceptions, and needs of teenagers, teen mothers, and community members regarding teenage pregnancy in Huye and Kicukiro districts.).
- 2019:** An exploratory action research was conducted to study community attitudes and perceptions towards gender-based violence against men and boys in Kicukiro and Huye districts, funded by TWICECEKA USAID/WOMEN FOR WOMEN INTERNATIONAL.

Training and workshop Facilitated

- 2022:**Conducted a consultancy assignment that involved mapping GBV referral service providers, developing modules and tools, and training staff at health centers and program facilitators. The assignment included mapping both pro-bono and paid GBV referral services (legal, medical, psycho-social), creating a comprehensive model and tools for identifying and screening GBV cases at health facilities, and providing training on the comprehensive GBV response model for health centers and program facilitators in Rwanda.
- 2021:** Provided a consultancy services to develop a Community Scorecard manual and build Generation G Rwanda Coalition on that manual.The purpose of this assignment was to increase the capacity of the Generation G Rwandan coalition members in policy review and analysis and advocacy using the community scorecard model. This was done through
- Developing a youth and women inclusive community scorecard manual
 - Train Generation G Rwandan coalition members about the Community Scorecard and the use of the manual.
- 2021:** KCC LTD completed an assignment of summarizing a food and nutrition security training manual into a user-friendly handbook. The goal was to enhance the capacity and participation of small-scale farmers and civil society organizations in decision-making and governance processes related to agriculture and food security. This project was carried out in collaboration with Trócaire Rwanda and its partners.

2020: Assignment to develop the training module and facilitate the training of trainers for Partners of WORLD JEWISH RELIEF:

Objectives:

- To educate young people about their sexual and reproductive health and rights, including understanding their anatomy, how the body functions, how pregnancy occurs, and the consequences of early pregnancy or infections on their lives.
- To address traditional behaviors and attitudes towards relationships and sexual activity.
- To understand gender-based violence (GBV) and how to report it.

2017: Organized the Training of GBV/CP committees, district authorities, service providers, CSO members and local representative on The Rwanda GBV legal Framework, GBV services, referral structures and procedures to follow (for HAGURUKA NGO-INGO Z'Amahoro Project.

2017: Facilitated the Training of trainers (TOT) of community facilitators on gender equality, GBV prevention and men engage approach for TWANDA WOMEN NETWORK.

2017:The Rwanda Demobilization and Reintegration Commission was supported to conduct training and dialogue sessions as part of a program that provides knowledge and skills on gender equality and equity to its beneficiaries. The program trained ex-combatants and people repatriated from the Democratic Republic of Congo on gender equality, prevention of gender-based violence, services available in Rwanda for GBV victims, and the referral pathway. This assignment was done under RWAMREC contract.

2016: Consultancy was provided for a nutrition education and counseling project in five Congolese refugee camps in Rwanda: Kigeme, Mugombwa, Kiziba, Nyabiheke, and Kiziba. The project was supervised by a consortium consisting of PLAN International, American Refugee Committee, and World Food Programme. The key services provided included conducting a needs assessment and producing a report, developing a MenEngage training module tailored to the Congolese refugee context in Rwanda, training 92 nutrition animators and 10 project staff in the MenEngage approach, training 375 men in the MenEngage approach, and producing a final activity report that was approved by Plan International.

2016: A training was conducted for all staff working in Kigeme and Mugombwa refugee camps on promoting gender equality. Participants included staff from UNHCR, Plan International, ADRA, ARC, World Vision, sector Executive Secretaries in the camps, staff in charge of One Stop Centers at Kigeme and Kibirizi Hospitals, district staff responsible for gender issues, National Police staff in charge of One Stop Centers, and medical doctors working with victims of sexual and gender-based violence. *The client was the Rwanda Women Network in collaboration with Trocaire Rwanda.*

2015: A strategy was designed to engage youth in behavior change regarding gender and Gender-Based Violence (GBV) in Mahama Refugee camp for PLAN INTERNATIONAL. The strategy included supporting targeted prevention activities for youths to promote behavior change related to gender equality and GBV through positive masculinity, life skills curriculum, and social and behavior change communication within the refugee communities in Mahama Camp.

2014: A consultancy was conducted to develop a training manual and organize a training workshop on Gender-Based Violence (GBV) prevention among Women Cross Border traders at NEMBA, CYANIKA, KANYARU, and GATUNA Borders. The project aimed to reduce the incidence of GBV against Women Cross Border Traders and help them transition from informal to formal cross-border trade. This project was implemented by Umbrella PROFEMMES TWESE HAMWE in partnership with TRADEMARK EASTER AFRICA.

Audit, and Coaching NGOs

2024: Conducted an due diligence assessment and audit for Roots&Shoots RWANDA. KCC Ltd also developed procurement standards, financial management procedures, and an administration manual.

2023: conducted an Organizational Capacity Assessment (OCA) for Dream Village. Developed tools and supported the organization in closing the gaps identified through training, development of tools, and capacity building for staff.

2020: Under the support of RWAMREC, STAY ALLIANCE INTERNATIONAL was established in Rwanda. The services included identifying potential partners, evaluating and selecting the best qualified NGOs and companies. Training workshops were organized to explain the goals and objectives of Stay Alliance, and legal documents were designed to enable the network (KWIGIRA) to commence operations in Rwanda. Martin HABINSHUTI, the CEO of KC Consult, served as the project manager for this one-year assignment.

2019: Develop a gender main-streaming and women empowerment strategy for biodiversity conservation and environmental protection in Nyungwe Natural Forest (BIOCOOR RWANDA).

2019: DREAM VILLAGE was supported in reviewing and redesigning their 5-year strategic plan, updating various policies such as the transport policy, Anti-Fraud Policy, procurement policy, and health and safety policy.