AGA KHAN RURAL SUPPORT PROGRAMME

Concept-Note – 1231.2.4
Knowledge Attitudes and Practices study 2025 under
Broadening Economic and Social Transformation for Women's Economic
Empowerment and Recovery (BEST4WEER) project

Submitted by
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Contents

1. Background

The Aga Khan Rural Support Programme (AKRSP) is a programme of the Aga Khan Foundation, Pakistan (AKF, P) which further is an agency of the Aga Khan Development Network (AKDN). The AKDN is a group of private not-for profit, non-denominational international development agencies, institutions and programmes that work primarily in the poorest parts of Africa and Asia to improve the quality of life of communities in remote and resource poor areas. The AKRSP carries out rural development programmes of AKF-AKDN in Gilgit-Baltistan and Chitral (GBC) regions of Pakistan. It works with partners to improve the quality of life by promoting and developing innovative solutions to challenges of development in GBC.

The *Broadening Economic and Social Transformation for Women's Economic Empowerment and Recovery (BEST4WEER)* project is a five-year (2021 to 2026), $20.16 million (GAC: $17.41 million; AKFC: $2.75 million) project funded by Global Affairs Canada (GAC). The project is executed by the Aga Khan Foundation Canada (AKFC) and implemented by Aga Khan Foundation Pakistan (AKFP) in partnership with Aga Khan Rural Support Programme (AKRSP) and Accelerate Prosperity (AP). The goal of this community-driven project is to improve women's social and economic empowerment during the process of COVID-19 recovery and rebuilding in Gilgit-Baltistan province and Chitral district (Khyber Pakhtunkhwa Province), Pakistan. The project has two project components: Economic Inclusion (EI), and Civil Society (CS). Through these interrelated components, BEST4WEER aims to: (1) reduce the social, cultural, institutional, and economic barriers for women's engagement in economic and social spheres while (2) enhancing the social and economic agency of women. BEST4WEER is coded GE-3, a gender-equality-specific initiative and has been designed specifically to address gender inequalities.

2. The KAP Survey

AKRSP under the BEST4WEER implements life skills and HHDM sessions to strengthen women's agency, self-esteem, and participation in household decisions, while engaging key household members to promote shared decision-making and more equitable gender norms. Intervention content is adapted to address age and gender specific barriers and is reinforced through peer-led learning and community dialogue. The KAP assessment aims to evaluate changes in knowledge, attitudes, and practices among women and relevant household members resulting from the life skills and Household Decision-Making (HHDM) interventions, focusing on how the project has strengthened women's agency, self-esteem, and participation in household and community decision-making while promoting shared decision-making and equitable gender roles, and capturing the effectiveness of peer learning, household engagement, and community-level activities in shifting social norms.

2.1 Objectives of the Survey

This KAP study will be carried to evaluate the changes in knowledge, attitudes, and practices of women and relevant household members and life skills participants following the life skills and Household Decision-Making (HHDM) interventions, with a focus on:

- Strengthening women's agency, self-esteem, and confidence in household and community decision-making.
- Promoting shared decision-making and more equitable household gender roles.
- Assessing the effectiveness of peer learning and community engagement approaches in shifting social norms.
- Generating evidence to inform adaptive program design, learning, and scaling of interventions aimed at enhancing women's voice and representation.

2.3 Scope of the study

This study is a mandatory reporting requirement for AKRSP, designed to generate learning from the five-year BEST4WEER project. It will assess the outcomes achieved among target beneficiaries who have

participated in project interventions over the last four and a half years. The list of beneficiaries will be provided by the project MERL team to ensure the assessment targets the relevant participants. Findings will contribute to AKRSP's learning agenda, inform adaptive programming, and support evidence-based reporting.

3. Methodology

The survey method will consist of a mixed method approach using both quantitative tools and qualitative tools. The study tools will be proposed by the consultant in coordination with MERL team. The participants of the study are beneficiaries from the Best4weer project. This methodology supports Immediate Outcome 1230: increased voice and representation of women in household and community decision-making during COVID-19 recovery and rebuilding and focuses on assessing results emerging from life skills and Household Decision-Making (HHDM) interventions.

4. Activity description for the study

The study frame for the study includes all the beneficiaries of support provided under the project. The beneficiaries come from the target project area of Gilgit, Diamer, Baltistan and Chitral. The consultant will be responsible to refine the sample. The sample should be drawn keeping in view that representation of implementation level as well as type of support along with gender balance in target group for sampling. To assess results at the outcome level, the assessment will measure changes in women's voice, confidence, attitudes toward shared decision-making, and household-level practices. Quantitative findings will be complemented by qualitative methods, including focus group discussions and key informant interviews, to capture pathways of change and contextual factors influencing results. Learning from Communities of Practice, Community-Based Savings Groups, and women-led advocacy initiatives will be integrated into the analysis to examine how individual-level agency translates into collective action and representation in community structures. Findings from the KAP assessment and qualitative analysis will be synthesized to assess progress toward Immediate Outcome 1230, activity 1231.2.4, and to inform adaptive programming, learning, and scale-up.

Key Activities During the Assessment

1. **Preparation and Inception Phase**
   - Review project documentation, including life skills, HHDM, CBSG, and advocacy session reports.
   - Work with the project team to finalize the list of beneficiaries and sample selection.
   - Develop data collection tools (survey questionnaires, focus group discussion guides, and key informant interview protocols).
   - Plan the fieldwork logistics and train enumerators where required.

2. **Data Collection**
   - Conduct quantitative surveys with beneficiaries to measure knowledge, attitudes, and practices related to agency, gender equality, and decision-making.
   - Conduct qualitative focus group discussions and key informant interviews with women, male household members, community leaders, and peer mentors to explore perceptions, experiences, and behavioral changes.
   - Collect additional relevant data from MERL monitoring records, project reports, and session attendance sheets to triangulate findings.

3. **Analysis and Reporting**
   - Analyze quantitative and qualitative data to assess outcomes and changes over time.
   - Identify factors that facilitated or hindered impact, including household dynamics, peer learning effectiveness, and community engagement.
   - Develop a **comprehensive report** highlighting key findings, lessons learned, and recommendations for future programming.

5. Consultant's ToRs

The consultant will be responsible for following task.

1. Draft an inception report, receive feedback from AKRSP and incorporate feedback. The inception report should discuss in detail the study plan, methodology, sampling scheme, survey tool and survey protocols,
2. The consultant will work MERL team AKRSP in cleaning and aligning the data for sample finalization.
3. Hire and train the local experienced data collection team for the survey with consultation with MERL team.
4. Conduct pilot testing and refine the tools (if it is required) in consultation with AKRSP,
5. Develop survey manuals/guidelines and iimplement the full-scaled study,
6. Collect data from the field/beneficiaries with the support of AKRSP field teams
7. Maintain database in MS Excel/transcripts and submit the database with analysis to AKRSP at the end of the study,
8. Prepare and submit a draft survey completion report to the AKRSP on the agreed template and on agreed deadline,
9. Present findings based on the draft report in a workshop and receive feedback,
10. Incorporate any feedback provided by AKRSP on the report
11. Develop the final report which includes findings of the assessment and agreed feedback to be submitted within a week after the validation workshop

6. Key Deliverables

The consultant will submit the work in the form of a final report on an agreed template of AKRSP. Overall, the report should cover the overall objectives/purpose and scope of the work. Specifically, the report should be discussed in detail:

1. Inception Report including refining methodology, training enumerators, workplan with final tools and data collection plan-10 days
2. Draft report with initial tables/ findings on indicators for outcome study 20 days **(Annex 1)**
3. Final Report (Outcome study/Annual results Report) with incorporation of feedback-20 days

7. Data analysis

The consultant will analyze data through descriptive analysis to assess the project results and use infographics to highlight key findings. The findings will further elaborate on the existing gaps and will be helpful in developing recommendations for the project.

8. Qualification and Experience of individual/firm

The consultant/firm should include the technical expertise and practical experience required to deliver the scope of work and evaluation outputs with regards to:

- Consultants or team of consultants should have a master's degree in statistics, economics, social sciences, or other development studies
- Demonstrated experience in conducing similar studies(KAP studies/impact assessments and tracer studies)
- Knowledge and experience in conducting research and evaluation studies in Gilgit-Baltistan and Chitral.
- Demonstrated experience in safeguarding and respecting vulnerable populations,
- Fluency in English and Urdu is mandatory. Additional relevant languages (e.g., Khowar, Shina, and Wakhi etc), an asset.

9. Confidentiality and Ownership of the Data, Documents, and Equipment

- AKRSP shall be the owner of all the data collected, data sets, reports, documents, etc. prepared by the consultant,

- All the data collected must be handed over to AKRSP before final payment,

- All documents, reports and information from this assignment will be regarded as AKRSP's intellectual property, so the mentioned outputs or part of it cannot be sold or used in any case without the prior permission of AKRSP.

10. Study Execution Plan

10.1 Timelines

The core M&E team will be responsible for the conceptual design and contract out the study. As per ToRs, the consultant will be responsible for collecting data and produce a consolidated draft narrative report incorporating analysis of findings against each indicator by March 15,2025

11. Hiring Process

AKRSP will hires services of consultant through competitive process, inviting bids and evaluating bids.

12. Application package

Applicants are required to submit following as part of the application package.

1. Profile consist of following details.
   - ✓ Willingness to work under strict timelines,
   - ✓ Relevance of the candidate with the scope of work,
   - ✓ Ability of the candidate to deliver the deliverables,
   - ✓ Local Team members(If any) and dedication for executing the task
   - ✓ Budget/renumeration expectations.

2. Technical proposal with detailed methodology and study execution plan and annex sample of work (two relevant studies)

3. Financial proposal with details of cost elements

13. Evaluation Criteria

Proposals will be evaluated based on the following set of criteria:

CRITERIA	MAXIMUM SCORE
Technical Component	
Demonstrated experience in conducting and coordinating similar studies	25
Education and Technical Experience of Team	15
Proposed Methodology, Workplan and Approach(Gender lense and technical)	30
Relevance of Sample work to study	10
Total Technical Component	80
Financial Component	
Realistic and appropriate costs for proposed work	10

All relevant costs included to carry out proposed work	10
Total Financial Component	20
	100

14. Ethical/Safeguarding Considerations

The responses will be taken after the consent of the respondents. The consent question will be added in the beginning of the questionnaire/tool. The consent will be taken after informing objectives and purpose of the survey and abiding by the AKRSP's safeguarding policy.

AKRSP-AKF is an Equal Opportunity Employer and is Committed to Safeguarding and Promoting the Welfare of Children and Vulnerable Adults and Expects all Staff and Partners to Share this Commitment.