Terms of Reference for an Internal Impact Assessment Project for IT for Change

Type of Contract: Consultancy (Individual or Organization)

Based in: Mysuru

Consulting Days: 48

Time Period: November 2021 – April 2022

1. Background

Since 2018, with support from EdelGive Foundation, Prakriye, IT for Change's field center in Mysuru, has been running the [Namma Maathu, Namma Jaaga](Our Space, Our Discourse) program in 37 villages of HD Kote, Sargur and Hunsur blocks. The program is premised on the understanding that gender-based violence is not just an interpersonal issue, but a structural one. To help women break cultures of silence, it is imperative to build the space and the structures that will allow for both redressal of gender justice issues, and facilitate a progressive discourse on women's rights and social justice. The core objectives of the program include building a responsive non-judgmental redressal system, making local information accessible through information centers, and using techno-pedagogies to build critical feminist perspectives among stakeholders, all of which will help women challenge the normalization of gender-based violence. Additionally, the Prakriye Center uses a range of digital strategies to combat gender violence and promote a discourse on women's rights and gender equality at the grassroots, working with both community stakeholders and local institutions.

At this point, we at IT for Change would like to conduct an internal impact assessment of our ICT-enabled programs directed at promoting gender equality. We seek to examine the reach of our program, its relevance & usefulness, the effectiveness of our training and monitoring strategies, and the extent to which the programs have been able to influence attitude-shifts in gender at a community level.

2. Description of the Proposed Evaluation

The proposed project will be an **Internal Impact Assessment** focused on evaluating the impact of the following two strategies in 25 villages of HD Kote and Sargur blocks:

1. The redress mechanism that includes a cadre of para-counsellors who run locally-situated Namma Jaaga (Our Space) Help-desks to provide immediate psycho-social support to victims of gender-based violence.

2. The ICT-mediated learning dialogues that are deployed to promote a local discourse on gender equality among women, adolescent girls and adolescent boys.

The consultant will manage the full cycle from design, data collection, study of documentation to writing the final report and executive summary.

3. Purpose and Use of the Evaluation

The main purposes of the evaluation are outlined below:

- To evaluate the impact of IT for Change's ICT-enabled strategies through the outcomes and outputs set out during the conceptualization of the project.

- To document reflections on the intervention, capture lessons learned and best practices, and highlight stories of change emerging from the intervention.

- Suggest recommendations for future programming, replication and scaling up.

The final output of the impact assessment is expected to be a written report of no more than 60 pages. It is expected that the assessment will be supplemented by audio-visual outputs such as videos of testimonies etc.

The outputs of this impact assessment will be used in the following ways:

- For enhancing the efficiency and effectiveness of IT for Change's internal strategies.

- For providing evidence-based inputs into government interventions that combat gender-based violence such as the Department of Women and Child Development (WCD).

Both WCD and Department of Rural Development and Panchayati Raj (RDPR) have shown keen interest in scaling up some of the ICT-enabled strategies the project has demonstrated. The report will help to deepen the partnership and push for a gender-responsive governance and service delivery in the villages.

4. Project Details

a. Socio-Demographic Details of the Project Area

The project covers 25 villages of H.D.Kote and Sargur (administration continues to be under the officials at HD Kote) blocks in Mysore district. As per the household survey conducted by Prakriye in 2015-16, these villages have a population of 19674, 33.89% are from SC and 18.43% people are from ST communities. A majority of the households are engaged in rain-fed agriculture. Agrarian distress is a frequent occurrence, especially when monsoons fail. In 2006, HD Kote block was identified as developmentally backward, lagging behind on human development attainments, as per the Nanjundappa Committee Report of the Government of Karnataka.

Mysore district has also performed poorly on critical gender equality indicators. According to the Census of India 2011, in H.D.Kote block, adult literacy among women is 55.27% – which is significantly below the national average of 65.46%.

According to National Family Health Survey 2015-16, over 45% of women in the district are anemic. The preponderance of tobacco cultivation without due safety precautions on the part of women and girls engaged in its processing has been known to lead to a number of health complications. Child marriage is rampant. Despite the threat of police action and the likelihood of abettors facing charges under the POCSO Act, only very few child marriages get reported to officials. Alcohol addiction and incidents of alcohol-related domestic violence are extremely common, with adolescent boys of just 15 years of age grappling with addiction. HD Kote has the dubious distinction of being the block with the highest liquor sales in Mysuru district. Most women have taken membership of multiple sanghas and also have high levels of debt. Economic distress catalyzed by agrarian distress and loan burden also becomes a trigger for household level conflict in many instances.

b. Theory of Change

Dominant socio-cultural norms that govern gender socialisation lead to a normalization of violent and abusive behaviour by men and boys and the subordination of women and girls. They also contribute to a culture of silence in private and public spheres around violence and its physical-psychological consequences. Thus, from one generation to the next, the cycle of gender-based violence continues unabated and often, unchallenged. A lasting solution in this regard must tackle the social norms, beliefs, attitudes that treat women as inferior.

Namma Maathu, Namma Jaaga seeks to create a local ecosystem that disincentivises public and private violence against women and girls by:

- Enabling locally accessible, woman-centric systems of psycho-social support and access to redress and justice for women and girl victims of gender-based violence.

- Harnessing the transformative potential of ICTs to initiate reflective learning among stakeholders to create an environment that upholds women's rights and dignity.

c. Engagement with Key Target Stakeholders:

Target	Strategies
Women	- Counselling through Namma Jaaga Helpdesks that act as first points of contact for women and girls facing gender-based violence. - Digital stories, community video screenings and IVR messaging in fiction and non-fiction formats to expand access to public information, awareness about legal-institutional support for women's empowerment, question gender cultural norms, and build feminist leadership. - Gender score cards to generate public debates about women's status.
Adolescent Boys	- Digital media-based training to build gender perspectives and bring them on board as champions of the women's rights and gender equality agenda.
Para-Counsellors (50 women including Anganwadi workers, ASHA workers, and women community leaders)	- Digitally-supported training to build feminist counselling skills and perspectives. - Training to use audio-visual curricular material on counselling principles to help them initiate conversations around gender in the villages using tablets. - IVR messaging in fiction and non-fiction formats to create awareness about legal-institutional support. - Strengthening their capacities to provide psycho-social support through consistent mentorship.

5. Scope of the Evaluation

We seek to examine the reach of our program, its relevance & usefulness, the effectiveness of our training and monitoring strategies, and the extent to which the programs have been able to influence attitude shifts in gender at a community level. We want to capture the stories of change and the qualitative shift in perception at both the level of the individual and the ecosystem that includes public systems such as Anganwadis, Panchayats and women's collectives.

6. Impact Assessment Questions

The Consultant should be guided by, but not limited to the scope of the evaluation questions listed below, which will need to be contextualized. The Consultant should raise and address any other relevant issues that may emerge during the evaluation.

a. Relevance

- Are the project outcomes addressing identified needs of women and girls facing gender-based violence?

- How does the project contribute to building gender awareness among our key target stakeholders?

b. Effectiveness

- What has been the progress made towards achievement of the expected outcomes and expected results? What are the results achieved?

- Does the project have effective monitoring mechanisms in place to measure progress towards results?

- Were there any unexpected results /unintended effects (negative or positive)?

- What are the reasons for the achievement or non-achievement?

- To what extent are the key target stakeholders participating in creating a supportive ecosystem that centers gender justice?

- To what extent are the victims of gender-based violence benefiting from the redress mechanism?

- To what extent have the objectives been achieved, and do the intended and unintended benefits meet the needs of the women and girls facing gender-based violence?

- To what extent has the project built the capacities of para-counsellors in providing counselling services that are rooted in a feminist approach?

- To what extent has the project equipped para-counsellors with legal information and local network required to support victims of gender-based violence?

- To what extent have the ICT-mediated learning dialogues shifted perceptions on gender among stakeholders?

c. Efficiency

- What measures have been taken during planning and implementation to ensure that resources were efficiently used?

- Have the outputs been delivered in a timely manner?

- How has the association with the WCD and RDPR in the project contributed to the efficiency in project implementation?

d. Sustainability

- What is the likelihood that the benefits from the project will be maintained for a reasonably long period of time if the project were to cease?

- Did the project establish linkages with appropriate institutions at the local and block levels in order to sustain the interventions?

- What contextual factors are important in the sustaining and replicating the project interventions and its impact?

- To what extent can local institutions such as Anganwadis continue to act as Namma Jaaga helpdesks and provide psycho-social assistance?

- What factors are required to scale up initiatives in each of the two project strategies?

e. Impact

- What are the intended and unintended, positive and negative, long-term effects of the project?

- To what extent can the changes that have occurred as a result of the project be identified and measured?

- To what extent can the identified changes be attributed to the project?

- What is the evidence that the project enabled the para-counsellors to provide pyscho-social assistance more effectively?

- What is the evidence that the victims of gender-based violence accessed para-counselling services more easily and freely?

- What is the evidence that media technologies have triggered conversations around gender justice among the stakeholders?

- To what extent efforts have been successful to stop harmful and discriminatory practices against women and girls?

7. Methodology

The objectives of the impact assessment can be achieved through a mixed methods approach, using a combination of quantitative and qualitative methods. We would like the Consultant to propose creative approaches that can best enable stock taking of achievements and learnings. Some suggested methods include:

a. **In-depth interviews** with para counsellors as well as GBV survivors in order to understand experiences of both receiving and providing para-counselling training as well as that of seeking psycho-social assistance.

b. **Data analysis** of digitally documented GBV cases in order to analyze the effectiveness of the tool in providing relevant and timely support.

c. Assessment of our audio-video resource bank through a **content analysis** of our aids such as digital stories, IVR messages and short films, for cultural relevance and sensitivity.

d. **Focus group discussions** with women, adolescent girls and boys to understand their experiences of engaging with ICT-mediated learning dialogues and also to obtain their perspectives on gender.

e. **Field testimonials** from secondary stakeholders such as elected Panchayat representatives in order to gather their perceptions on our strategies.

f. **A quantitative field survey** using a questionnaire in order to evaluate functions of Namma Jaaga Helpdesks, and to gather gender perception data from women, para-counsellors, adolescent boys and adolescent girls, to triangulate the findings from the interviews, focus groups and the case records.

8. Existing Information Sources

a. Concept note

b. Project documents

c. Project microsite

d. Progress reports

e. Published documents

f. Financial reports

9. Responsibilities of the Consultant

a. Conduct a desk review of relevant documents and sketch the scope of evaluation, analysis framework and methodology.

b. Design the methodology and develop the assessment and research tools including questionnaires for surveys and interviews and prompts for FGDs.

c. Undertake pilots to refine the tools and implement data collection processes.

d. Analyze the data, present findings and project improvement strategies in the form of a comprehensive, report (including audiovisual material).

e. Present the report to the team and government bodies at the state-level.

10. Skills and Competencies

The consultant may be an individual or an organization. They will be India-based and should have the following qualifications and experience:

a. Masters degree in development studies, gender studies, social sciences, or other relevant discipline.

b. 5-7 years of professional work experience in development sector with specific experience in planning and running impact assessments and evaluations in the development sector.

c. Strong demonstrated expertise in process-oriented, grassroots change approach to examine the qualitative shifts arising from intervention.

d. Expertise in project planning and monitoring, including in logical frameworks and indicators.

e. Excellent writing skills and the ability to explain technical terms in a non-technical language.

f. Fluency in English (both writing and oral).

11. Timeline

The consultancy will commence on 20 November 2021. The first draft of the Impact Assessment Report will be submitted by 30 March 2022, and the revised, Final Report by 15 April 2022.

The consultant will be expected to provide 48 days of inputs over a period of 6 months, from 20 November 2021 to 20 April 2022. A tentative time plan is given below. This will be modified based on a mutually agreed methodology.

Tentative action items	When	Number of Days (48)
Consultancy start date on contract	20 November 2021	-
Briefing and desk review of secondary documents	25 November 2021	1
Designing evaluation tools	1–3 December 2021	3
Developing questionnaires for surveys, interviews and prompts for FGDs and conducting mock interviews	28–30 December 2021	3
Administering survey questionnaires and conducting field survey of Namma Jaaga helpdesks	3–8 January 2022	6
Assessment of media-based curricular material such as IVR, short films and training modules	18–21 January 2022	4
Gender-based violence case record analysis	14–17 February 2022	4
Data collection through in-depth interviews, FGDs and field testimonials	7–12 March 2022	6
Draft report	30 March 2022	12
Final report	15 April 2022	8
Presenting evaluation findings to the government bodies at the state level	By 20th April 2022	1