

Terms of Reference (ToRs)

Impact Assessment of the Drama Serial “*Aik Aur Pakeezah*”

1. Call for Proposal

Kashf Foundation invites technical and financial proposals from qualified research firms, consulting organizations, academic institutions, and independent evaluators to conduct an independent impact assessment of the drama serial *Aik Aur Pakeezah*. The assignment aims to assess the effectiveness of the drama in influencing public awareness, attitudes, discourse, and behavioral intentions regarding cyber harassment, online abuse, gender norms, victim blaming, and women’s access to justice in Pakistan.

2. Institutional Background

Kashf Foundation is a Pakistani microfinance organization working to promote financial inclusion, social justice, and gender equality. Kashf was set up in 1996 as the first specialized microfinance institution for women of Pakistan. Kashf currently works in 75 districts in Pakistan through a network of 422 branches. A majority of these branches are in Punjab, followed by Sindh and Khyber Pakhtoonkhwa.

3. Production Background

As part of its social transformation and behavioral change communication efforts, Kashf Foundation has produced several critically acclaimed television dramas addressing social issues affecting women and marginalized communities in Pakistan. These productions are designed as social interventions to shift attitudes, influence norms, promote women’s empowerment, raise awareness about financial and social issues.

Aik Aur Pakeezah is one such social and public impact driven television drama serial produced by Kashf Foundation. It went on air on Geo-Television in January 2026 and ran till April 2026. The drama seeks to generate public discourse, increase awareness, and contribute toward positive social and behavioral change related to digital safety and gender justice. The drama focuses on cyber harassment, online abuse, digital privacy violations, access to justice, victim blaming, honour, shame and social stigma, importance of familial support, women’s mental wellbeing, and access to support networks.

4. Objectives of the Assessment

The selected research partner will develop and implement a robust methodological framework to assess the drama’s outcomes and impact on viewers’ knowledge and perceptions, awareness regarding cybercrime and gender-based online abuse, attitudes and behavioral intentions, and social discourse. The assessment is expected to:

1. Assess the overall reach and audience engagement of the drama serial through viewership analytics across television, digital, and online platforms.
2. Analyze print and social media engagement to evaluate public discourse, audience reactions, and thematic conversations generated by the drama serial.

3. Evaluate the drama's role as a behavior change communication (BCC) intervention.
4. Evaluate changes in awareness and understanding regarding cyber abuse, digital violence, digital privacy, consent, and access to legal safety.
5. Assess shifts in attitudes related to victim blaming, honour, shame, and societal stigma.
6. Examine whether the serial was successful in generating discussions or public discourse within households, communities, and online spaces.
7. Assess what themes emerged most prominently in audience engagement.
8. Analyze audience perceptions regarding the relevance and effectiveness of entertainment-based messaging in communicating sensitive social issues, providing insights on impact pathways, what worked / what didn't, and lessons learned.
9. Generate evidence-based recommendations for future social impact entertainment initiatives.

5. Scope of Work

The assessment should possibly include respondents from both urban and rural areas, across different provinces and administrative areas of Pakistan, subject to the proposed methodology and budget. The selected research partner will be responsible for the Inception Phase:

- Conducting a content review of the drama serial along with a desk review of relevant project documents and media materials,
- Developing a detailed methodological framework and workplan,
- Finalizing research questions, indicators, and tools in consultation with Kashf Foundation,
- Conduct field research,
- Share data analysis and final report with recommendations.

6. Expected Methodological Approach

The research partner is expected to propose an appropriate mixed-methods approach for data collection and analysis, which should include both Quantitative and Qualitative methods (along with Key Informant Interviews (KIIs), in-depth interviews, audience case studies). Preference will be given to proposals demonstrating:

- Strong mixed-methods evaluation design and innovative methodologies,
- Understanding of behavioral change communication,
- Experience in media and social impact evaluations,
- Sampling strategy with diverse and defined target audience segments, for example: viewers vs non-viewers, urban vs rural, gender and age diversity,
- Gender-sensitive and ethical research practices

7. Deliverables

The selected research partner will be expected to provide the following outputs within the three-month timeframe:

Deliverables
Inception Report: outlining methodology, data collection tools, sample design/frame-work, ethical safeguards, proposed time-line, and data collection work-plan
Data collection & Interim progress update
Draft Impact Assessment Report with analysis of findings, visualizations, and policy implications
Feedback Incorporation & providing of cleaned and coded dataset with fully documented transcripts, surveys, case-studies, and supporting documents
Presentation of Findings & Final Report

8. Required Qualifications

Interested research partners should demonstrate:

- Minimum 5 years of relevant experience in research, evaluations, or impact assessments
- Proven expertise in gender, social development, media studies, or behavioural change communication
- Experience conducting mixed-methods studies in Pakistan
- Strong analytical and report-writing capacity
- Experience with media impact or entertainment-for-development evaluations will be an asset

9. Proposal Requirements

Interested research partners should submit a comprehensive proposal including:

1. Technical Proposal: detailing the proposed methodology and approach, research tools, assigned team structure, work plan and timeline, understanding of TOR, and ethical protocols (informed consent, confidentiality and anonymity, gender-sensitive data collection, safeguarding of respondents, ethical handling of sensitive topics related to cyber abuse and trauma).
2. Financial Proposal: with a detailed budget breakdown including fieldwork/data collection costs, professional fees, taxes and administrative costs.
3. CVs and Organizational Profiles: of lead researchers and core team members.
4. Relevant experience and samples of similar work.
5. Proposed Workplan and Timeline.

10. Notes

- All proposals must be submitted to **arooj.aurangzeb@kashf.org** with the subject line: *Proposal –Impact Assessment of ‘Aik Aur Pakeezah’* by **15th June 2026**.
- Only shortlisted firms/individuals will be contacted for the next steps.
- All deliverables will remain the intellectual property of Kashf Foundation.
- Women-led organizations and teams with a demonstrated commitment to gender justice are strongly encouraged to apply.