

## Expression of Interest for Media Consultancy for the South Asian Assessment Alliance

KHANA, as Afghanistan's National Partner of the South Asian Assessment Alliance which is transnationally led by Children in Crisis / Street Child, is planning to **hire a consultant to engage with media (broadcasting and internet media) and academia, aiming to raise awareness of teaching and assessment practices in primary grades.**

### Project Background:

A lack of accountability is identified as the most important factor for failure to increase learning among children [WDR 2004, UNESCO 2018]. Accountability in education is comprised of 5 intersecting core components: (i) citizen awareness; (ii) citizen action; (iii) civic mobilisation; (iii) citizen-state interface; and (v) state action and as such, these components create considerable challenges for accountability.

Children in Crisis, as part of The South Asian Assessment Alliance, is implementing a three-year project (2021-2023) funded by GPE-Education Out Loud (EOL)<sup>1</sup> in Afghanistan, Bangladesh, Myanmar and Nepal to enhance accountability in the education space through (though not restricted to) citizen led assessments<sup>2</sup>. The project intends to create an alliance of actors to enhance

1. Availability and Access to learning assessment tools: Increase availability and access to learning assessment tools
2. Advocacy and Analysis: Increase analysis and active use of assessment data
3. Action: Increase engagement with evidence to enact and embed evidence-informed, equity-focused educational interventions; and
4. Accountability: increase accountability towards transnational targets in education, including the Education 2030 Framework for Action and SDG 4.

The project focuses on four interventions.

1. Assessment Intervention
  - (i) increasing capacities and capabilities of relevant actors to administer assessment
  - (ii) administering assessments
2. Advocacy Intervention
  - (i) increasing capabilities and competencies of actors to analyse assessment data
  - (ii) increasing capacities to advocate
3. Action Intervention
  - (i) increasing capacities and capabilities of actors to respond to areas of improvement
4. Accountability Intervention
  - (i) is to increase accountability across actors and activities

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<sup>1</sup> EOL is the Global Partnership for Education's fund for advocacy and social accountability. The fund supports civil society to be active and influential in shaping education policy to better meet the needs of communities.

<sup>2</sup> Citizen led assessments unlike other large scale assessments in education space, test basic competencies of children and include only smaller number of items for each competency. Citizens are involved in data collection and the data collection process is itself an important component of initiative. The data emerging from the assessment has a broad audience which is not restricted to authorities and policymakers.

The alliance plans to hire a consultant to engage with media (broadcasting and internet) and academia, aiming to raise awareness on teaching and assessment practices in primary grades in Afghanistan. Among other things, this shall be done through.

- a) **the publication of 5 articles or blogs (the subjects will later be determined) and**
- b) **A 30 min TV discussion with an expert including the broadcasting in a National TV station and also in reputed online news media and online networks for education professionals such as the UKFIET/NORRAG/ECCN etc.**

### **Who can apply?**

- Registered Organizations/companies with an extensive track record in research and media advocacy
- Media broadcasting companies including the TV stations
- Previous experience in conducting research and/or advocacy on the education sector in Afghanistan is desirable

To apply for this call, please send your organization's profile, highlighting

1. **Education Qualifications** of the key personnel to be involved in the project
2. **Years of Research Experience**
3. **Number of Publications/education programs**
4. **Years of experience in media advocacy and programs**

Also please share the profile of your company along with other requested documents, to [program@khana.org.af](mailto:program@khana.org.af), no later than 3<sup>st</sup> September 2023, 5pm Kabul time. Please reach out to the abovementioned email for any clarifications.

