

I. Position Information	
Job Title	KAP [Knowledge, Attitudes and Practices] Consultant
Project	Strengthening Conservation and Resilience of Globally-significant Wild Cat Landscapes through a Focus on Small Cat and Leopard Conservation
Organization	Global Tiger Forum
Supervisor	National Project Management Unit
Duty Station	New Delhi
Duration	06 Months
No. of positions	01
Remuneration	Based on experience and skills
Payment Terms	Based on completion of each deliverable as certified by the Head of Administration and NPMU

II. Background:
<p>The Ministry of Environment, Forest and Climate Change (MoEF&CC), Government of India, with State Governments of Arunachal Pradesh, Rajasthan, and Uttar Pradesh, UNDP and the Global Tiger Forum is implementing a Global Environment Facility (GEF) funded project: Strengthening conservation and resilience of globally significant wild cat landscapes through a focus on small cat and leopard conservation.</p> <p>This project aims to strengthen conservation of globally significant wild cat landscapes in northern, north-eastern and western India through a landscape conservation approach for wild cats that brings together species conservation programs, connects stakeholders and empowers communities, and operates across PAs, tiger corridors and buffer zones.</p> <p>The project has four complementary components (i) Build the required enabling framework and institutional capacities, (ii) strengthen government management of wild cats and habitats, (iii) build community stewardship at landscape level (iv) enhance private sector partnerships, regional collaboration and knowledge transfer and learning supported by gender mainstreaming and monitoring and evaluation.</p> <p>The Global Tiger Forum seeks to engage the services of a Consultant to conduct a KAP Baseline Survey and preparation of project communication strategy through listed in Section IV – Duties and Responsibilities.</p>

III. Objectives and Functions of the KAP Survey:
<p>1.1 Objectives</p> <p>The KAP survey will be conducted to understand what is believed, known and done to protect small wild cat populations and their habitats. The objective of the KAP survey would be to determine the levels of knowledge, attitudes and practices of various stakeholders related to the ecological needs, threats and conservation of small wild cat populations, in quantifiable terms, to inform project communication strategy and monitoring.</p> <p>The survey will further help to comprehend the strategies needed to bring changes in perspective, understanding and practices of various stakeholders for achieving project outcomes.</p>

Specific objectives of the KAP survey include, but are not limited to the following:

- Understanding the existing levels of knowledge, attitudes, beliefs and practices of local communities in the targeted landscape areas about small wild cats and their impacts on cat populations.
- Identifying factors influencing behaviors that are not known to most people, causes for the attitudes and practices.
- Surveying existing livelihood practices of the local communities that could have adverse impacts on small wild cat populations and understanding their readiness to adapt towards taking up alternative livelihood options.
- Understanding the perceptions of policy makers, relevant departments (forest department), and other government departments regarding the protection of small wild cat habitats and populations.
- Exploring threats to the small wild cat populations by practices/ traditions/ culture of different key stakeholders; and the attitudes and roles of different relevant stakeholders in addressing those threats.
- Assessing the engagement and interest of different research and academic institutes towards exploring and protecting small wild cat habitats and populations.
- Identifying needs, problems and barriers in project delivery and finding solutions for effective project implementation.

The KAP survey will serve two purposes of the project:

- (i) It will create the baseline for impact-oriented monitoring; and
- (ii) It will help in developing the project communication strategy considering the specific context of the project landscapes to facilitate adaptive management and achievement of the targets for increased levels of knowledge, attitude and practices towards small wild cat conservation.

IV. Duties and Responsibilities

- Under the supervision of the National Project Management Unit and overall guidance of the GTF, he/she will specifically carry out the baseline survey to understand the Knowledge, Attitudes and Practices (KAP) of the communities in the project landscapes.
- The information collected will be used for developing communication strategies for implementing awareness and outreach activities that shall lead to improved KAP levels of the project stakeholders towards conservation of small cats and their habitats.
- The consultant is responsible for the following activities among others:
 - Designing the detailed KAP survey methodology, questionnaires, and qualitative survey methods, including the training and coordination of field assistants – (In accordance with the KAP Framework of the project)
 - Establish the baseline information for monitoring project impacts on the KAP of different stakeholders.
 - Identify knowledge gaps and factors affecting practices and attitudes towards conservation of small wild cats.
 - Determine specific target groups who need dedicated communication attention.
 - Set communication priorities to address the most common problems; and
 - Prepare a broad communications strategy for the project consisting of effective communications channels, media and messages preferred and appropriate to specific target groups along with proposing achievable/SMART KAP targets for the Mid-term and End-term of the project as per the above assessments.

Deliverables:

S. No.	Activity	Timeline	% of total Fee
1.	Submission of Inception report consisting of detailed methodology and plan for KAP baseline survey	1 st month	20%
2.	Submission of KAP Baseline Report as per the requirements of the KAP Framework of the project	3 rd month	40%
3.	Submission of final Report consisting of a detailed project communications strategy along with achievable End-term and Mid-term targets for the project	6 th month	40%

V. Competencies	
Technical Skills	<ul style="list-style-type: none">● The candidate should have a minimum of 5 years of experience in communication, media, and knowledge management services at national and international level.● He/ She should have completed at least one assignment with the state/district government departments, civil society bodies and local communities.
Management skills	<ul style="list-style-type: none">● Motivated with a solution-oriented mind-set and requiring little to no supervision● Good organizational and project management skills● Good analytical skills and exceptionally detail oriented in capturing KAP data through an anthropological lens● Strong capacity to collaborate well with multiple external project stakeholders and internal staff
Communication Skills	<ul style="list-style-type: none">● Excellent communication, observational and detailing skills● Written communication skills for completing paperwork and compiling reports.● The ability to establish and maintain good working relations with staff at all levels● Able to meet performance targets and deliver on time and within the approved budget.

VI. Desired Qualification and Experience	
Education:	Desirable <ul style="list-style-type: none"> ● Master’s degree in communications, design, Anthropology, Sociology, Psychology, or other relevant fields ● Documentation and site project management skills are also vital.
Experience:	Essential <ul style="list-style-type: none"> ● Minimum 5 years of experience in communications, project designing and management. ● Prior experience working with an UN agency or GEF-funded project will be an added advantage.
Language Skills:	Proficiency in English and Hindi (oral and writing)

VII. How to Apply	
Application procedure	Applicants need to send an email to research@globaltigerforum.org with the subject line "Application for the post of <i>KAP Consultant</i> – Small wild cats project," along with the following documents: <ol style="list-style-type: none"> 1) Copy of your updated Curriculum vitae (CV) with three professional references including their contact details 2) One-page Statement of Purpose (SOP) 3) Sample of previous work aligning with the requirements
Application Status	Open

