

Consumers Satisfaction survey **REPORT**

S-3P CHAKDARA to KANJU ROAD

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Presented by

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I. Background and Objective of the Study

I.1 Preamble

The Project Development Objective (PDO) is to enable the population along the Project corridor to benefit from year round improved access and mobility through reconstruction of priority damaged roads and bridges in the conflict hit areas. The expected outcome is improved traffic flow resulting in reduced vehicle operating costs and travel time for beneficiaries using the road. The project implemented by the Pakhtunkhwa Highways Authority (PkHA), an autonomous provincial roads organization of the GoKP. Associated Consulting Engineer, Transport Division, (ACE-TESD), Lahore is a consultant firm working for Transport Engineering Services Sector. The company has been requested by Pakhtunkhwa Highway Authority (PKHA) to raise a Technical and Financial Proposal for Customer Satisfaction Survey of 40.5 KM stretch of newly constructed Chakdara –Kanju Road Project (S-3B). The ACE-TESD after approval from MDTF contracted this consultant to conduct an independent Consumer Satisfaction Survey (CSS). Based on the ToR for this CSS the consultant is submitting this draft CSS Report for review.

I.2 Backdrop

The road on right bank of river Swat (from Chakdara to Kanju and Mingora) exists from 1960s¹ as Katcha road with one local bus daily connecting residents with the State² Head Quarter Mingora for market, health and official engagements. The road was maintained by the state authority. During 1970s the Swat states status changed into Administrative District of NWF province, the provincial Public Works Department took over the role of construction and maintenance of the roads in Swat. The PWD during the years 1980-85 constructed first black top road on the right bank of river Swat, that changed the entire economic fabric of the area i.e; enhanced access to other parts of the country through motorized traffic, speedy access to market lead a change from traditional subsistence agriculture to fruit basket of Pakistan and opened access to Swati labor to Karachi and middle east. The status of this road still remained as rural access road under the provincial works department and the road identified as an alternate route from Malakand to Mingora. The second major road rehabilitation was completed during 1996-98 with links Barikot and other on right bank settlements. The road still remained closed for the tourist and the goods traffic because of lack of any facility for the motorists.

The Provincial Highway S-3B Chakdara –Madyan (95 km) is located in District Swat and Chakdara, Khyber Pakhtunkhwa (KPK). The road was completely destroyed over a length of 95-Km due to activities of insurgents and counter actions by Pakistan Army during 2001 and

¹ Key Informants –Master Sardar of Shamozai and Sajjad Ali of Pararai confirmed this fact.

² Mangora at that time was state HQ under Wali-e-Swat.

2010. The World Bank (MDSF³) financed the upgradation and rehabilitation of this road under the Khyber Pakhtunkhwa Emergency Road Recovery Project (**KP-ERRP**).

The Chakdara-Kanju section (45 km) on the right bank of river Swat (S-3B) was financed by MDSF-World bank in three different phases and packages with different initiation and completion dates (see table and map below) The rehabilitation of Chakdara – Kanju (45 km) road section initiated in 2011 and scheduled to be completed by September 2015.

The Provincial Highway S-3B Chakdara –Madyan (95 km) is located in District Swat and Chakdara, Khyber Pakhtunkhwa (KPK). The road was completely destroyed due to activities of insurgents and counter actions by Pakistan Army. The road traverses through small towns and cultivated lands on the right bank of River Swat. The project road feeds settlements / villages of varying size namely Chakdara, Remora, Shamoza Malik Abad, Dedawar, Khaliq Abad, Nagoha, Hamidabad (Parai), Dadahara. Swat is tourist paradise and has always been a rendezvous for the visitors from all over the world. Heavy flood occurred in year 2010 adversely damaged the infrastructure, public utilities and communication networks like roads and bridges etc in the Swat valley. Therefore, traffic problem has become a major concern in the District Swat also the capacity and condition of existing roads is insufficient to handle it.

1.3 The Project:

1.3.1 Location and Length

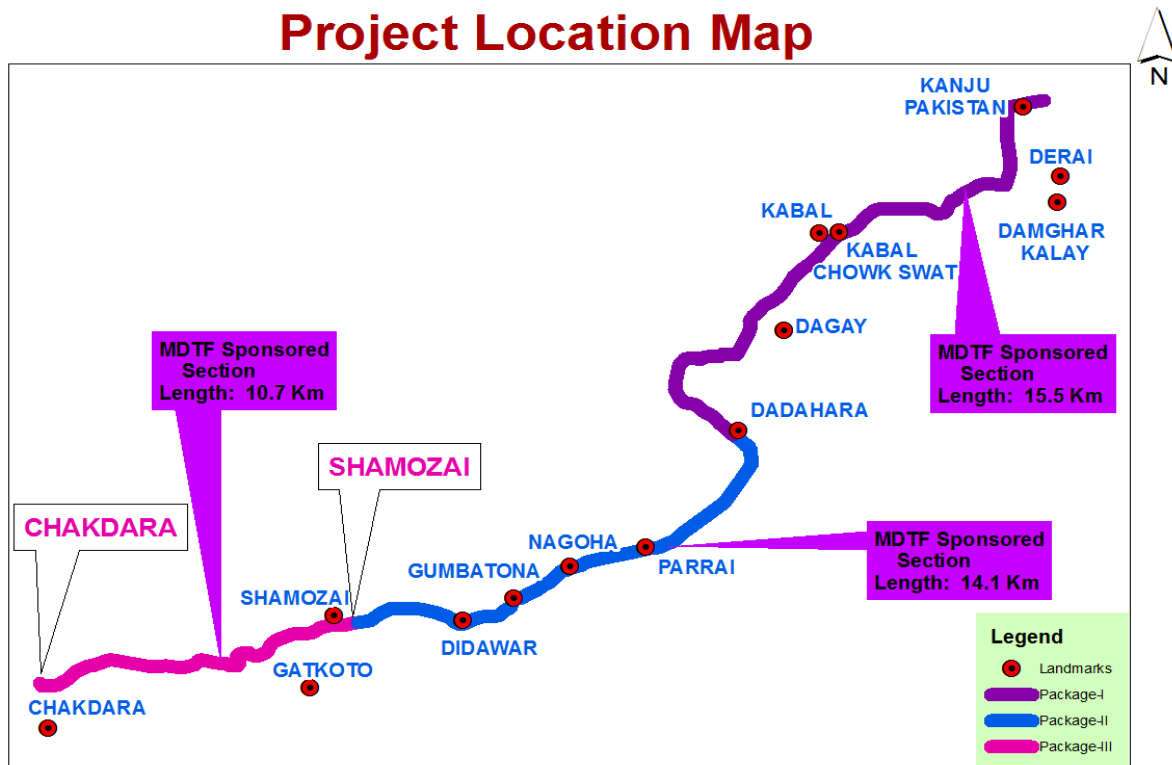
The road from Chakdara to Madyan was completely destroyed over a length of 95-Km due to activities of insurgents and counter actions by Pakistan Army. The World Bank financed the up-gradation and rehabilitation of Sharif Abad to Kanju (Km. 30+424 to Km.40+924) road section under the Khyber Pakhtunkhwa Emergency Road Recovery Project (**KP-ERRP**). Due to savings in project cost, an additional 5-Km. stretch from Dadahara to Sharif Abad was also upgraded and rehabilitated. The construction and rehabilitation of Dadahara to Kanju Section (15.50 km) has been completed successfully in the stipulated time under the KP-ERRP. The World Bank (under Package-II) provided additional funding up gradation and rehabilitation of about 14.10 km road from Shamoza (Km. 10+700) to Dadahara (Km. 24+850). In early 2014 the Multi-Donor Support Fund (MDTF) of World Bank provided an additional financial support (Package-III) to complete additional 10.70 km long road from Chakdara to Shamoza. Although the completion date for Package –III is 30th September 2015, hence the entire over 40 Km road is operational and all the constructional requirements of the project have been completed in accordance to set procedure.

³ Multi –Donors Support Fund

Table I.I Length of Project Road by Package and Completion period

Name of Section	Package	Total length (km)	Project Initiated	Project Completed	Project Status
Sharifabad – Kanju	I-A	10.50	15.10.2011	14.10.2013	Completed
Dadahara - Sharif Abad	I-B	05.00	-do-	-do-	Completed
Shamozai- Dadahara	II	14.10	01.01.2014	30.06.2015	Completed
Chakdara- Shamozai	III	10.70	01.03.2014	30.09.2015	Completed

Fig.I Project Location Map



1.4 Objectives of the Study

The specific objective of this assignment is to assess the effectiveness and impact of the project by a number of indicators including decrease in vehicle operating costs increase in trip speeds and customers satisfaction levels.

The specific objectives of the CSS are to conduct a gender sensitive CSS that would identify the impact of road construction on enhancing i) access ; and ii) mobility. In addition the study aimed to identify the level of satisfaction with project specific activities such as disclosure of information, resettlement of project affected populations and the implementation of environmental and social safeguards and grievance redressal mechanisms.

I.5 TASKS

The specific scope of the CSS and tasks carried out as part of the study, as per the terms and conditions specified in the contract were as follows:

- Identify distinct patterns of road utilization.
- Identify current patterns of access to markets and social services including health and education facilities and with particular attention to marginalized groups.
- Capture beneficiary perceptions related to externalities that resulted from road rehabilitation.
- Identify opportunities for employment for rural men and women through project implementation and completion activities
- Determine whether the project implementation helps restore the trust between citizens and the state.
- Identify the scope of complimentary activities such as provision of transport logistics.
- Identify challenges that continue to effect users of the road including women and men.
- Any negative consequences of road construction (e.g. resulting from increased tourism, transport and trade.

2. STUDY APPROACH

The study is planned in four stages, viz. Planning, Surveys, Analysis and Discussions.

2.1 Planning

It is in this initial phase that the full progression of the study is decided. The preliminary data useful for the study is collected. The tasks include sample size determination, finalization of target groups and survey methodology, preparation of interview schedules and consultations with stakeholders. A tripartite meeting between the consultants' team, PKH and MDTF was also held on the proposed questionnaire, scheduling and finalizing of the survey instruments.

Selection of Potential Target Groups

The target groups were initially identified in joint consultation with PKH and MDTF meeting at Peshawar and later on the list was refined during training sessions held in the project area.

The Table below lists the various classifications of user groups under the three Target Groups.

Local Residents	Transporters	Tourists
<ul style="list-style-type: none">▪ Houses adjacent to the road▪ Frequent Users living away from the road▪ Car/ motor /motor bike owners▪ Farmers/Agriculturists▪ Fruit orchard owners	<ul style="list-style-type: none">▪ Truck Drivers▪ Tanker Drivers▪ Bus Drivers▪ Local mini van▪ School vans▪ Tractor trolleys▪ Auto Rickshaw	<ul style="list-style-type: none">▪ Local families▪ Weekend visitors▪ Seasonal/summer tourists

From the pool of user groups efforts have been made to cover as many groups as possible. However most of the above mentioned categories falls in the resident population so they are covered through the main survey questionnaire. The commercial transports were dealt with separately.

2.2 Research Instruments:

2.2.1 Development of Questionnaire:

The questionnaire was developed and finalized through the following process;

- **Initial Questionnaire:** The Initial basic questionnaire was provided by the client as Annex-II of the contract.
- **Tripartite meeting on Questionnaire:** This was followed by a tripartite (Consultant team, PKH and MDSF) meeting on the contents of the questionnaire, methodology and timeline for the conduct of the survey.
- **Pre-testing:** The consultant team conducted a reconnaissance and pretesting visit in the project area and conducted 10 pretesting interviews.
- **Sharing of pretesting results with MDSF:** Pretesting results on each item of the questionnaire were shared with MDSF. The MDSF was also provided a draft final (English version) questionnaire separately for its comments.

2.2.2 Final Questionnaire (Urdu):

On the request of the data enumerators and the respondents of pilot phase, the final questionnaire was developed in Urdu and English languages. Final in both English and Urdu was shared with MDSF.

The main questionnaire (annex-I) is divided into four sections:

Section A – Location Details of the site: name of the respondent, his identification mark, name of village / settlement, union council name or number, tehsil and district. Also included identification of interviewers by name and telephone number.

Section B – Profile of respondent families: : The profile further divided into three main sections

a) Demographic and social:

Identification of the head of the household, the names and relationship of family members with the head of the household, sex distribution of the family, age composition, marital status, educational attainment and occupation of each member of the family.

b) Living Environment:

The size of the housing unit corresponding with the total area, ownership/ occupancy status, construction type and material used, access of the household to the road and civic facilities available.

c) The household Economy:

Major sources of income, level of monthly income and the gender segregation of the bread earners for the family.

d) **Travel log of the respondent families:** This included means of transport for the family, frequency of use and cost and time spent on different uses and locations. Road use for income generation and for other social and health and education purposes.

Section C –Perceptions on Road Perceptions facilities, road signs and on Road Safety: Opinion on traffic congestion, quality and geometry of the roadway, safety, pollution etc. are covered.

Section D – Opinion on the role PKH and PWD: Information about the performance of PKH related to the maintenance of road works and also response to queries are covered.

2.3 Sample Size

The total sample respondents (units of the survey) enumerated under the survey is 211, the sample size and its proportion under different categories were agreed upon by the Consultants in discussion with the officials of PKH and MDSF in the first meeting at Peshawar.

The following flow chart (Figure 3-2) represents the procedure followed for the sample size distribution.

Settlement	No of Respondents	% age	Settlement	No of Respondents	%age
1.Chakdara/Faqirabad	10	4.7	12.Pararra	20	9.5
2.Gul Muqam	8	3.8	13.Jehangirabad /Khorr	4	1.9
3.Ramura	7	3.3	14.Dadahara	20	9.5
4.Chingai/Gorrai	11	5.2	15.Jawand	6	2.8
5.Tarangai	8	3.8	16.Gaddi	4	1.9
6.Zarakhela	13	6.2	17.Sharifabad/ Gorrai	4	1.9
7.Dedawar/Malikabad	18	8.5	18.Dagai	6	2.8
8.Shamozai/Gamkot	10	4.7	19.Gumbatuna	7	3.3
9.Qabar Shah	4	1.9	20.Kabal/Akhundkalay	4	1.9
10.Nagoha	25	11.8	21.Aligrama	7	3.3
11.Hamedabad	15	7.1		211	100

2.4 FIELD SURVEYS

The field surveys were completed in two stages

2.4.1 Reconnaissance, pretesting, recruitment and training:

With the help of outputs from planning stage an extended project area visit terminated to reconnaissance of the entire project length, identification and training and recruitment of local enumerators and pretesting of questionnaire. The pretesting instruments were shared with the Stakeholders and outcome was prepared in the form of Urdu Questionnaire also shared with the MDSF. To gain the confidence of the respondents the enumerators were selected from 5 different settlements along the road and they were assigned to conduct survey in their own and neighboring localities.

The enumerators were trained at Pararai. The training program included orientation to the program, group discussion, and explanation of interview schedules, demonstration interviews and mock interviews. Enumerators were also provided with a Urdu questionnaire. The questions were explained and care was taken to make the interview a discussion oriented one. The enumerators were sent to get at least one interview independently. This enabled a better and effective participation from the road user. After the interview, the filled questionnaires were checked for errors in entry and general consistency. To ensure the authenticity of the collected data, some of the respondents were contacted over telephones

2.4.2 Conduct Of Main Survey

The surveys was conducted in all two districts Upper Dir and Swat. The survey team comprised of 5 male and one female enumerators led by a Supervisor. The particulars required were collected by visiting the sample respondent groups with the aid of structured questionnaire as presented in Annexure I. As the female enumerator was outsider she has to depend on the male enumerator designated for that specific village/locality. Each male enumerator was assigned to identify at least 2 respondents who can communicate female enumerator in Urdu.

Field Survey: Field surveys comprised of conduct of household questionnaire, key informant interviews and Focus Group Discussions with the community representatives at three main settlements.

2.4.3 Focus Group Discussions (FGDs):

The basic objective of conducting these FGDs was to inform the community leaders and get them into confidence about the conduct of Household survey, introduction of the survey team and identify different categories of the target group.

Following two types FGDs were held during the survey

- 1- FGD with local residents
- 2- FGD with Data Enumerators (end of the survey)

2.5 Temporary Office/Contact Place in the Project Area:

Two Hujras - Community meeting places along the road (one at Shamozaï, and other at Parrarai) served as meeting places during the survey. The survey team held FGDs at these places and later on continued as daily meeting places for data collectors and the survey supervisor and other consultant team members.

The use of two public place one daily basis was aimed at;

- a) Enable better, effective and coordinated management of data collection
- b) Provide opportunities to the respondents to answer their questions on the objectives of the survey.
- c) On the spot checking of errors in the entry and general consistency.
- d) To ensure authenticity of the data collected contact some of the respondent at their doorstep or at public meeting place, if required.

2.6 Key Informant Interviews:

Three key informants were interviewed;

1. **Sajjad Ali Khan of Pararai:** Local activists- lawyer, fruit orchard owner, member of GRC and affected person (AP) of the widening and rehabilitation.
2. **Master Sardar Khan of Shamozaï:** Retired Head master of local High school, Local activist, knowledge about history, representing local business community and member of GRC for Chakdara Shamozaï package –III.
3. **Idrees Khan of Zara Khela Shamozaï:** Political and social activist, member GRC Zara Khela –Shamozaï road under package -----.

2.7 Data Entry and Analysis

Computerized entry and data analyses were done using specific set of programs developed in-house by the Consultants. These programs ensured the quality check of the data and guaranteed error-free results. Results of analysis are discussed in the following sections

3. PROFILE OF RESIDENTS

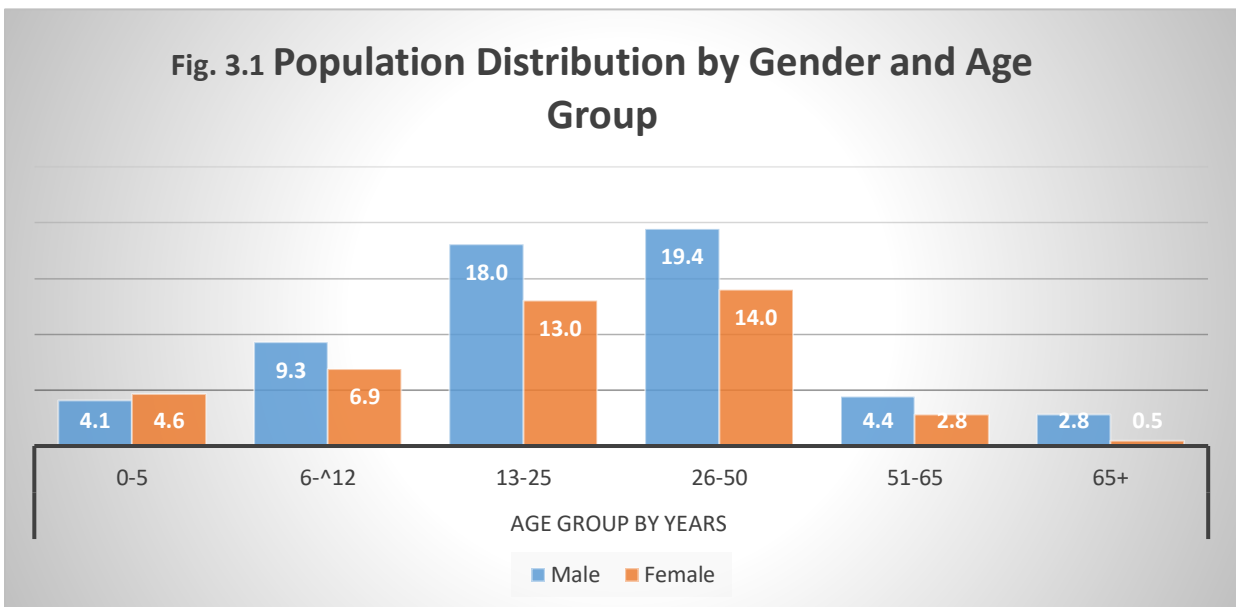
This chapter gives the Socio-economic and demographic profile of the resident road users families interviewed in the Main Survey.

A total of 211 households living in 21 different localities/settlements along 45 km stretch of Chakdara-Kanju road were interviewed. The respondents include 200 adult men and 11 women, majority head of the households.

3.1 Demographic composition

3.1.1 Gender and Age Distribution:

The male population dominate in gender composition with 58% share as against 42% female, calculating male female ratio of 72 females for 100 males. The table below shows



that the female population is slightly 0.6% higher in the 0-5 age group whereas in the younger population (13-50 years) the male population below he female population

Table 3.1 Percentage Distribution of Population by Gender and Age Group

Gender	Age Group by Years						Overall
	0-5	6-12	13-25	26-50	51-65	65+	
Male	4.1	9.3	18.0	19.4	4.4	2.8	58.1
Female	4.6	6.9	13.0	14.0	2.8	0.5	41.9
Total	8.7	16.2	31.0	33.4	7.2	3.3	100

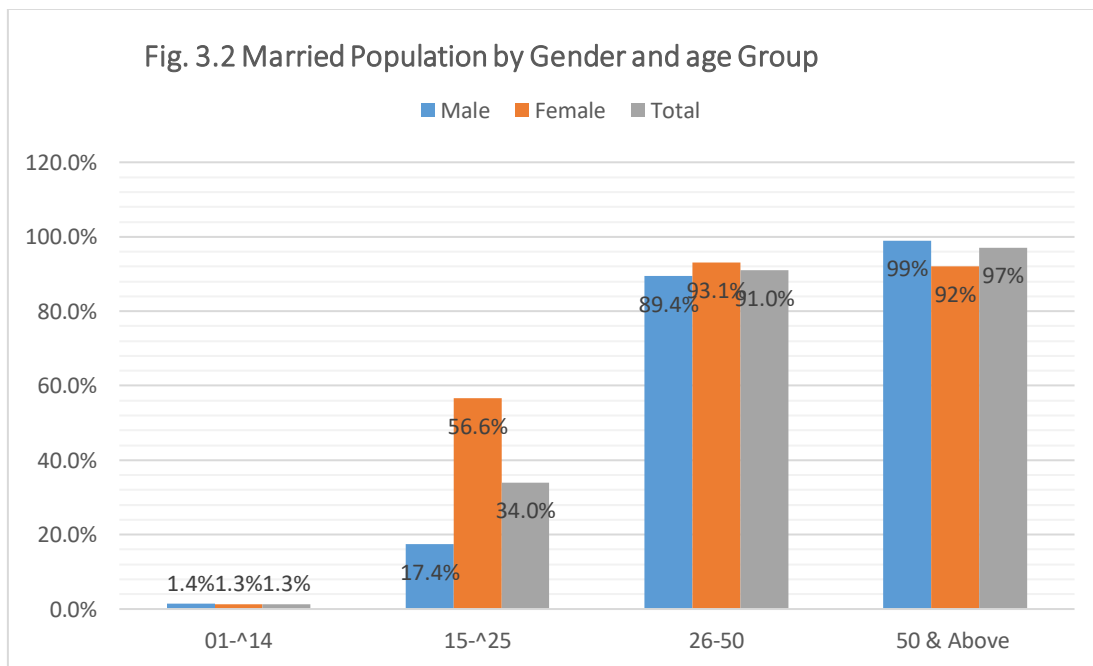
3.1.2 Age Composition

The economically dependent population i.e. Children under 13 years and elderly over 65 years, jointly share 28% of the total population. However the lower life expectancy rate is evident with the fact that the child population is 25% as against only 3 % for elderly age group.

The younger population between 13 to 50 years is dominating with 64.5% share as against middle age group (51-65 Years) with only 7.2% of the total population.

3.1.3 Marital Status:

Early marriage and polygamy after 40s is norm in this region. The polygamy is also strongly related to the family economy and affordability⁴. Early Puberty is considered as adult age for women. The age group –wise marital status for different age groups is as under;



- Around 1.3% of children (1.4% male and 1.3% Female) reported married in the age group upto 14 years.
- In the age group 15-25 years 56.6% of all women reported married as against 17.4% men.

⁴ . The gender specialist of Consultant team, Humera interviewed one family in village Qabar Shah, met all 3 wives of one Wali Bahadur. Total family members counted at 19, including 6 married women – 3 wives and 3 Daughter in Law's. All living in one compound, 3 married sons working in Dubai. The head of the family is middle sized landowner with fruit orchards.

- In the age group 26-50 the over 91% of the total population is reported married, the corresponding ratio is 89.4% for males and for female 93.1%.
- The age group above 50 years is 97% current married and the remaining 3% is widower.
- Not a single case of divorce is reported in the survey.

3.1.3 Literacy and Educational Attainment:

The overall literacy level in the project area is reported around 56%. The educational attainment on the other hand is quite at functional level. Around 1/3rd attended primary school while another 1/3rd attained 8th to 10th grade certificates. The remaining 1/3rd reported attaining graduation and master degree holders.

3.1.4 Housing and Living Environment

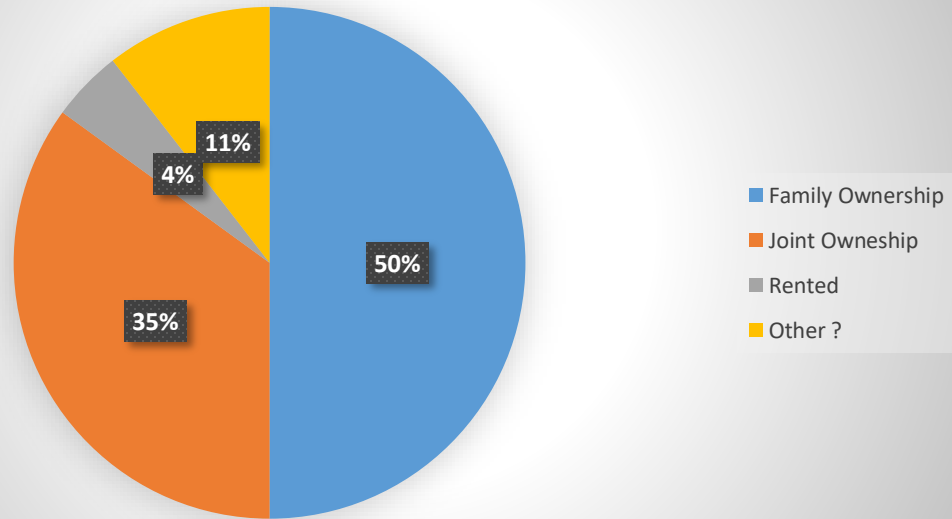
3.1.4.1 Size and Area of the compounds: The project area falls in winter zone and mild summer with heavy rains. Around half of the housing units are small ranging from 400 sft. to 1500 sft. Another 25% people living in middle sized compounds (1500-2500 sft.) The is another significant number (20%) of households with larger compounds -including the residential compound and Hujra for public meetings, the area of these residences ranges from 2600 to 3000 sft . The local Maliks, besides living in the urban areas Swat or Peshawar, also keep their presence in their political constituencies. Around 5% of the reported households with compound area more than 3000 sft

Table 3.2 Size and Area of the Housing Units

Size	Area (Sq.Feet)	Percentage Share
Small	Less Than and equal to 1500	50%
Medium	More Than 1500 and equal to 2500	26%
Large	More than 2500 and equal to 3000	14%
Extra Large	More Than 3000	10%

3.1.4.2 Possession /Ownership: Over 50% of the residents families own the compound in which they live. Whereas around 35% reported they are living in their ancestral compounds with joint ownership of the extended family. A significant (11%) number also living in the housing facility provided free by the land owners or employers or community for their services. Living in rented houses was also reported by 4% of respondents.

Fig. 3.3 Possession/Ownership Status

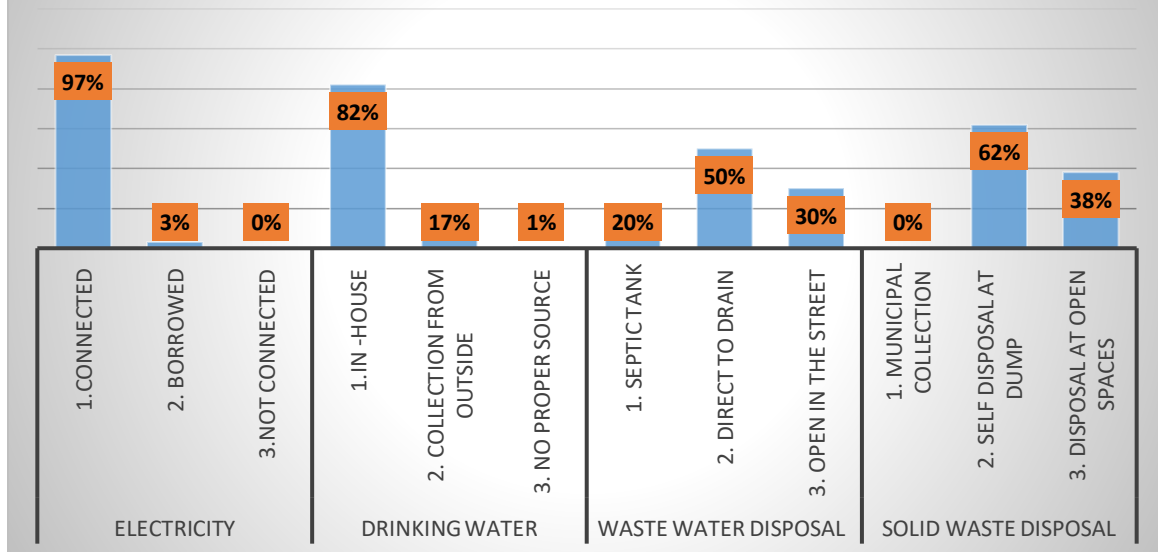


3.1.4.4 Construction: The construction proceeds from traditional mud/stone thatched katcha house to the modern cement/ concrete plastered residential houses. The stone thatched wall with wood /girder roofing is still dominant in the rural settlements along the road. One the road side, however majority houses are constructed with cement/concrete material.

Table 3.4 Construction of Housing Compounds

Category	% of Houses
1.Stone thatched /wooden roofing	41%
2.Stone thatched / T.Iron brick Roofing	18%
3.Brick wall/Girder T.Iron Roofing	3%
4.Cement Plastered/Concert Roofing	38%

Fig. 3.4 Access to Public Utilities



3.1.4.6 Civic Amenities: Access to electricity and drinking water is assessed at satisfactory level. The current situation on disposal of waste water and solid waste can be termed as unsatisfactory. The majority residents knew that the newly elected local government representatives were voted to resolve these issues.

3.4 The Economy

3.4.1 Sources of Income

The economy in the project area mainly depends on multiple sources of income that include Agriculture, business–self-employment and remittances from abroad. Bread earning opportunities at local level are negligible that forces local youth to migrate to other parts of the country or gulf region. First choice for everybody would be for outmigration provided they can manage initial investment for buying visa and travel expenses.

- On average 2.4 persons per households are economically active / bread earner for average family of 8.5 persons.
- Majority households (58%) reported multiple sources of income as against 42% with only one source of income, irrespective of the number of persons involved.
- Agriculture / Fruit Orchards and income from migrant workers are the major sources. Around 45% households reported major source of income as agriculture and remittances.

Table. 3.5 Source of income by Households and Number of Persons Involved			
Source of income	No of Households	No of Persons involved	Only source of income for the Household
Agriculture/Fruit Orchards	94 (45%)	152	33 (15.6%)
Employ. Government	13 (6%)	16	3 (1.4%)
Employ. Private Sector	24 (11.4%)	42	8 (3.8%)
Business/self-employment	64 (30.3%)	94	20 (9.5%)
Migrant workers	94 (45%)	135	17 (8.0%)
other sources	36 (17%)	58	9 (4.2%)
Total	211	497	90 (42%)

- Business / self –employment occupies second position with 30.3% and followed by 17% unreported (others) sources. Employment both government and private sector also reported as the same with other sources.
- Of the total persons working abroad 98.5% are male and 1.5% female, their countries of work reported Saudi Arabia (52%), Bahrain, Dubai and UAE (42%) and Malaysia (4%) and Belgium and France (2%).

3.4.2 Family Income range and Number of Earning Members

The monthly income for the families ranges from only Rs.5000 to as high as Rs.920,000 and the number of earning members per family from 1 to 7 with 60% of the families have one (31%) and two (29%) bread earners. Another 1/3rd households reported having middle level (3 to 4) bread earners. A significant number (7%) of households reported higher level of bread earners (5 to 7) per household.

Table 3.6 Household Monthly Income levels					
No of Persons Earning	No of HH	Total Earning Members	%age of Households	Family income Range (Rs.)	Average Monthly Income (Rs.)
1	67	67	31%	5000-120000	27840
2	61	121	29%	5000-250000	49532
3	49	147	23%	8000-600000	65387
4	21	84	10%	32000-750000	98690
5	8	40	4%	30000-137000	84875
6	4	24	2%	20000-180000	99500
7	2	14	1%	10000-920000	131430
Total	211	497	100		

3.4.3 Average Household Monthly Income Levels

Based on computation of multiple sources of income and more than one person for one source for the families, the average household monthly income is calculated at Rs.24600.

The Average Household monthly income varies from Rs.19300 for other sources to Rs.28600 for government employment to Rs.50600 for households with remittances from migrant workers.

The table below shows sector wise income levels and number of persons involved in each sector.

Table 3.7 Average Monthly Income by Source by Households and Persons				
Source of income	Number Involved in		Average Monthly Income (Rs)	
	HH	Persons	Per HH	Per Person
Agriculture	94	152	42800	26500
Employ. Government	13	16	28600	23300
Employ. Private Sector	24	42	21400	18800
Business/self-employment	64	94	23900	16700
Migrant workers	94	135	50600	35000
other sources	36	58	19300	12000
Total	325	497	31100	20500

- Income from remittances dominate the economic fabric in the project area in terms of highest number bread earners and monthly income levels.
- Agriculture/fruit orchards follows with same number of households but lesser number of persons involved and income levels.
- Government sector employment is the third highest rewarding sector for income generation, but with a limited scope with only 6% households and 3.2% of the total.
- Business/ self-employment is a wider term used for private sector opportunities. The sector shares over 19% opportunities but with below average monthly income.

4.

TRAVEL LOG OF LOCAL COMMUNITIES

4.1 Background

The people earn their livelihood from diversified sources of income spread over in and around the settlement to district, province, other provinces and crossing international boundaries. All sources of income except Agriculture / fruit orchards or local shopkeepers demand periodic mobility, travel time and cost whether by personal or public transport.

The rehabilitation/ widening of Chakdara-Kanju road become as a major facilitator in their economic and social life as well in removing threat perceptions. They are currently using the project road for all social and economic activities through the following personal and public means of transport.

1. **Private Means of Transport:** Motor bikes, car/ Van and tractor trolleys.
2. **Public means of Transport:** Local mini vans, auto Rickshaw, passenger vans, coaches, loader vans, tractor trolleys, trucks, buses, and taxi car.

To develop a travel log of the local residents the respondents were asked three different questions

1. **Travel indicators related to sources of income:** identification of source, frequency, number of trips, cost and time spent.
2. **Means of transport for the family:** requires identification of source, frequency of trips for that source, average distance covered and expenditure (fuel consumption or cost)
3. **Use of Road for other than Income Generation Activities:** The respondent has to identify the purpose, person, frequency of trips, mode of travel and time spent getting there.

Around 8.5% of the total population reported as part of the family and commute periodically with different intervals.

Local Residents	Transporters	Tourists
<ul style="list-style-type: none">▪ Houses adjacent to the road▪ Frequent Users living away from the road▪ Car/ motor /motor bike	<ul style="list-style-type: none">▪ Truck Drivers▪ Tanker Drivers▪ Bus Drivers▪ Local mini van▪ School vans▪ Tractor trolleys▪ Auto Rickshaw	<ul style="list-style-type: none">▪ Local families▪ Weekend visitors▪ Seasonal/summer tourists

owners <ul style="list-style-type: none"> ▪ Farmers/Agriculturists ▪ Fruit orchard owners 		
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4.2 Use of Road by Local Population

Two Different uses of road were explored

4.2.1 Income Generation activities:

Three different types of people using road for income generation purposes-

4.2.1.1 Daily Commuters: Daily commuting for income generation is reported by labor, professionals and government employees –teachers, line department employees etc. The ratio daily commuters using road for income generation activities is only 10 percent. The average daily expense on commuting is reported at Rs.100. The means of transport being used are motorbikes, personal cars and local transport.

4.2.1.2 Periodic Commuters: The periodic commuters comprising of 10 percent of the total commuters. The group is further divided into those working in other districts (Peshawar, Mardan or Islamabad, Lahore and Faisalabad) normally commuting monthly or quarterly and spending less than 5000 rupees. Those working in Sindh or Balochistan visit their families mostly once a year (on Eid) with a per trip expenditure of Rs.5000 or more.

4.2.1.3 Migrant Workers: Migration reported as the major category of those using this road as income generation activity sharing 80% in this category of road users while commuting home. Majority of them may not have yet seen the new road as their frequency of visit ranges from at least 2 to 4 years.

4.3 Use of Road for other than Income generation

The respondents were asked to identify road use for purposes other than income generation, role and frequency of road use, means of transport and time spent in events. It is obvious that road use cannot be restricted and the frequency, means of transport may widely vary for different segments of community. The respondents were asked to report most frequent and at least more than one use of road for this purpose. The purposes reported are indicator that the respondents identified. The question was not any binding for the respondent to identify all purposes. The major frequently identified purposes are education, health, marketing /shopping and social interactions.

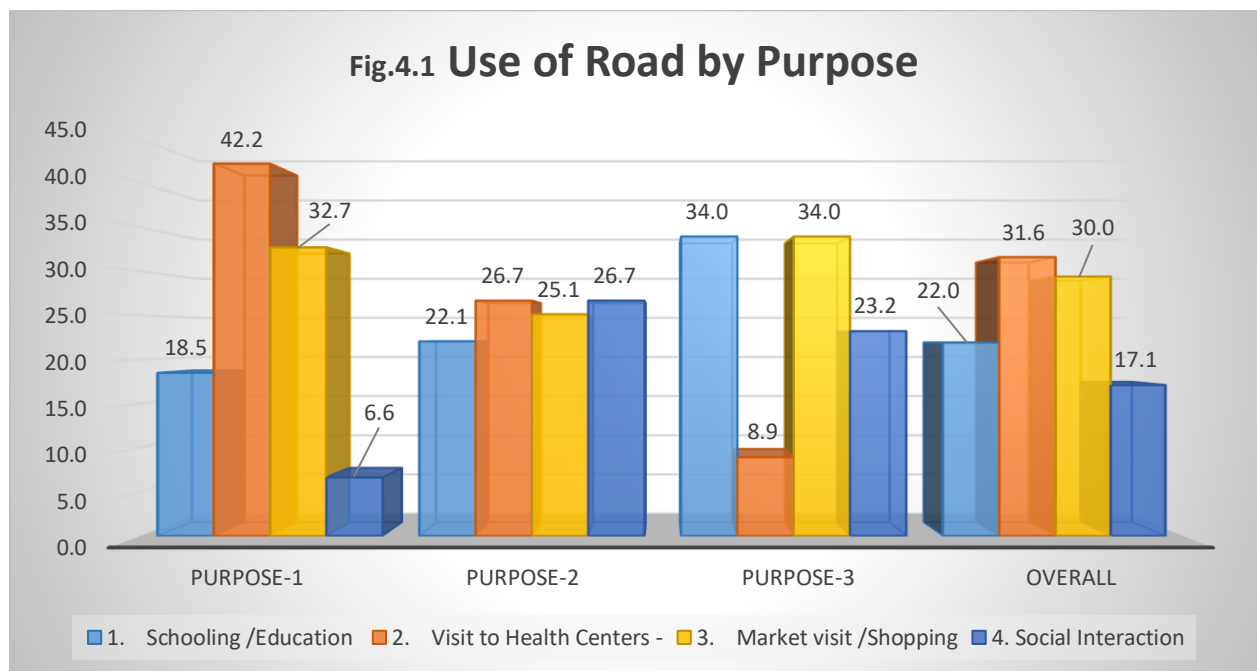
4.3.1 Access to Health Facilities:

As the public health Centers and private health facilities are mostly available in urban centers and reaching the health facility is mostly associated with transport and better road conditions. Overall 31.6% of the respondents identified access to health facility as major purpose, whereas around 42% identified access to health facility as the major purpose of using this road.

Access to health facility is treated as an emergency activity but the frequency is once or twice a month. Taking women and children to health facility requires specially hired vehicles/taxi for pick and drop and waiting time. The per trip cost reported from minimum of Rs. 1000 to 3000.

4.3.2 Access to Market:

The second important facility provided by this road is easy access to the market for the household. Mostly women and elderly population goes for market. All sort of available means of transport ranging from motorbike, personal car, hired taxi, to public transport are reported. Frequency of visits ranges from once a week to twice a month. The major markets available are at Chakdara on the one end and Mangora on the other. Overall around 30% of the respondents identified access to market as a major purpose, whereas around 32.7 % identified access to market as the first purpose of using this road.



4.3.3 Access to Educational Institutions:

The third best use of this road is identified as easy access to educational institutions at the both ends of the road –at Chakdara and Kanju or Mangora. Overall 22% of the respondents identified access to educational institutions as a major purpose, whereas around 18.5 % identified access to educational institutions as a major purpose of using this road. The frequency of using the road for this activity is daily while using school vans, public transport and private cars to a lesser extent.

4.3.4 Social Events:

Participation in social events, visiting friends and relatives enhanced due to the construction / rehabilitation of the road. The construction of road helped the local population in cost and time spent on this activity. The respondent placed this activity as fourth priority (17%). Participation in social activities needs more time but the frequency of visits is quarterly or even more.

Table 4.1 use of Road by Purpose other than Income generation				
	Purpose-1	Purpose-2	Purpose-3	Total
1. Schooling /Education of Children	39 (18.5%)	43	19	101 (21.9%)
2. Access to Health Facilities	89 (42%)	52	5	146 (31.6%)
3. Market visit /Shopping	69 (32%)	48	19	136 (29.4%)
4. Social events/ visit to relatives and friends	14	52	13	79 (17.1%)
Total	211	195	56	462

5.

CUSTOMERS PERCEPTIONS

5.1 Introduction:

The perception section used a general techniques for analyzing the rating and the ranking questions. The question used multiple characteristics relating to availability and the use of public or privately provided facilities along the road. The respondent is then made to rate his satisfaction level of available facilities on a four point scale viz., Not at all, somewhat satisfied, satisfied and Very satisfied. The rating “Very Satisfied” was given the highest point of 4 on the four point scale and “Not at All” was given the least point of 1 in the scale. The mean score for each sub-indicator was then computed as the weighted average of four point responses, the weights being the number of responses under each point. Thus the whole set of sub-indicators was brought to rating ranging from 1 to 4.

5.2 Perceptions on Availability and Satisfaction Level of Facilities

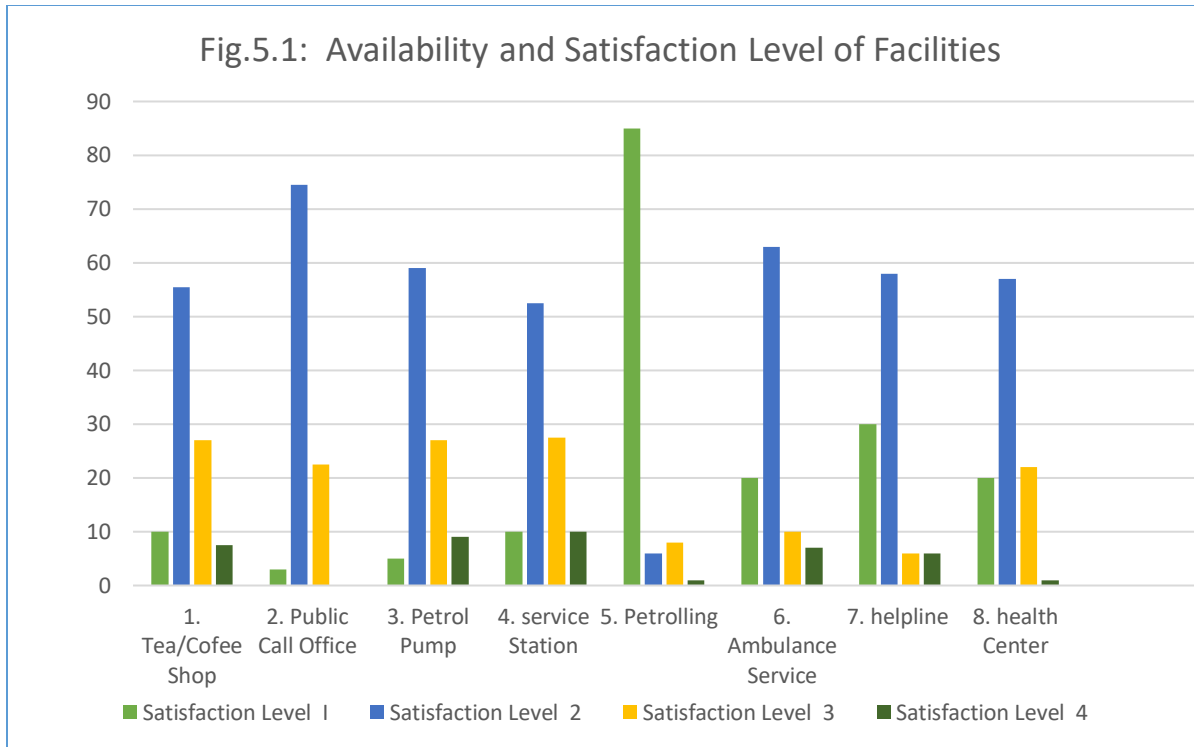
The Consumers satisfaction level for 10 possible facilities on the road were tested on Chakdara-Kanju Road. The road construction was recently completed and a significant number of facilities that the PKH mandated to were not completed. The electricity and telephone poles were still in the constructed area of the road and posing threat for the local traffic. The provincial road department was still involved in recovering its ROW and was many encroached structures were still under demolition at the time of consumers’ satisfaction survey. As this satisfaction survey was related to the road completed under the available COI, where the affected persons (APs) were already paid before the completion of the road.

The ground reality about the road is that it is newly constructed as an alternative route to Mangora and further till Kalam in swat valley. Two army check posts and periodic patrolling usually checks for identification of roadside parked vehicles. The tourists are not encouraged to use this road as alternative route to Mangora and Kalam and normally asked not to stop vehicle along the road before Kanju. The local population is still reluctant to develop any tourist attraction facility. Only small village tea shops and kabab shop or nanbai shops serves as take away without siting or resting and washroom facilities for the truckers or bus drivers. The household survey training too was watched monitored by security forces. The Consumers Satisfaction Survey in this context is residents’ perceptions and the survey team observations.

The CSS instrument sought residents' perceptions on availability and satisfaction level a set of 10 pre-conceived indicators. The ground reality of the 10 pre-conceived indicators is presented in table below.

FACILITY	Ground Reality/Current Status
1. Tea/Coffee Shop	General rural tea shops are available without any sitting or other refreshments. One can stop the car on roadside and get a cup of tea made on his own choice for the contents.
2. Public Call Office	The availability of cell phone with 5 out of eight household members almost closed the PCO business. Even then 4 PCO were identified, 3 in kabal bazar and one in Chakdara. Their actual business is balance transfer and selling cell phone cards
3. Public Toilet	There is not a single public toilet along 45 km route. When asked about a public toilet people show you the way to the Mosque.
4. Petrol Pump	The project already faced problems to clear COI from encroachers. There is no petrol pump on the road, however significant number of petrol pumps exist on the sites near the road. Besides open petrol vendors are available in the settlements.
5. service Station	Service station in the local context is car/vehicle washing station available with some petrol pumps, also available as standalone units.
6. Patrolling	Patrolling in the local context is regular patrolling by security forces. There is no Traffic patrolling by PHK or Highway Traffic Police.
7. Ambulance Service	Ambulance service by Highway traffic is not available, however public sector and other NGOs like EDHI are easily available.
8. helpline	Only Army Helpline signs and numbers are visible on the road.
9. health Center	The zigzag road hardly passing through the settlements with public and private health centers available. No health center specially established by PKH or the highway authority.
10. other Facility	Security is the major other facility being provided by the armed forces through the check posts and regular patrolling.

Overall 77% of the respondents perceive the available facilities as “satisfactory” the level of satisfaction varies from just satisfied (69%) to satisfied (24%) and very satisfied (7%).



The private sector facilities (PCOs, Petrol Pump, service station and health centers) which are existing before the road rehabilitation got gets highest level of appreciation. The respondents shown highest combined satisfaction level (just satisfied, satisfied and very satisfied) for PCOs is 97% and Petrol pump as 95%.

The Overall dis-satisfaction is 23%, which is as high as 85% for patrolling by the security forces, 30% for the helpline of security forces.

5.3 Perceptions on Road Signs

Three different sources of perceptions on road signs are discussed below:

5.3.1 CSS Consultants Observations:

The construction of road is recently completed while the contractor is still involved in filling in the gaps and construction of missing sections of shoulders. Due to the narrow space available between the COI and the built up area many road signs were installed on the shoulder, that creating problems for the traffic and especially for motorbikes and pedestrians.

The road signs are mixture of PKH installed new signs as well as those installed by the security agencies during and after the Swat operation.

During the survey it seems that the contractor has not yet completed his task as some new sign posts were screwed in without signs. The available number of traffic signs was highly insufficient. The visibility of the installed signs was good for motorists. However the pedestrians were facing problems by the placement of signs at odd places.

5.3.2 Key Informants Observations:

The key informants at three settlements –Shamozai, Pararrai and Kabal – travelled with the Consultant team and identified problems related to traffic signs. The observation raised by the key informants were;

5.3.2.1 Insufficiency of traffic signs-

Very few traffic signs were installed and at places only poles were installed without signs. It was observed that the contractor will fix the missing signs and it may dismiss observation on insufficiency.

5.3.2.2 Placement of traffic signs-

Following traffic signs were visible but mostly in the built up areas

- Settlement names just before the settlement (Positive),
- Sharp turn (positive), Speed breaker before the school (positive),
- School Sign were missing (negative),
- Installation of sign posts in the middle of shoulder (negative),
- Falling rocks (positive but not very much visible),
- Security Check Post with distance (Positive- not installed by PKH).
- The helpline numbers are four different 11 digit numbers that cannot be remembered while driving. The numbers are written on the walls of private buildings but very visible from the driving seats.

5.3.2.3 Identification/visibility - The key informants reported:

- Daytime visibility of these traffic signs acceptable.
- Because of low margin between the built up areas and the traffic signs, the shades of the building against the sun reduces visibility at times.
- The nighttime visibility for the motorists is very good.
- The placement of signs right in the middle of the shoulder reported causing accident for motorcyclist.

5.3.3 Residents Perceptions

The CSS respondents includes residents on the road, connected to the road through link roads as well as those living at distance but using this road in their daily income generation and social life. The respondents were asked about their perceptions on four different aspects -availability, placement, visibility and number of traffic signs installed on both sides of the road. The residents' response are analyzed below by each indicator.

5.3.3.1 Availability of road signs

Around 80% of the respondent reported availability of road signs in their respective area / where they uses this road in their daily life.

The ratio of those either do not know or not responded is significant (20%).

Of the total respondents 45% are those who only qualify the presence of any road sign in their respective area

A significant number (35%) also voiced against the availability of few road signs and raised demand for more road signs.

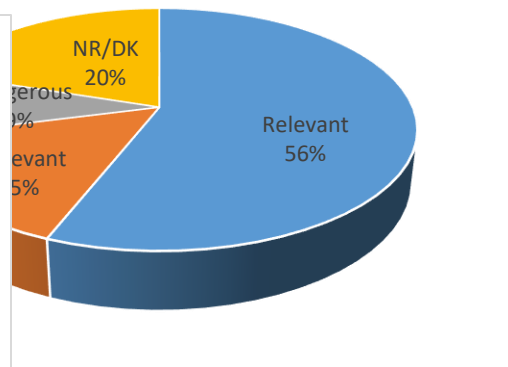
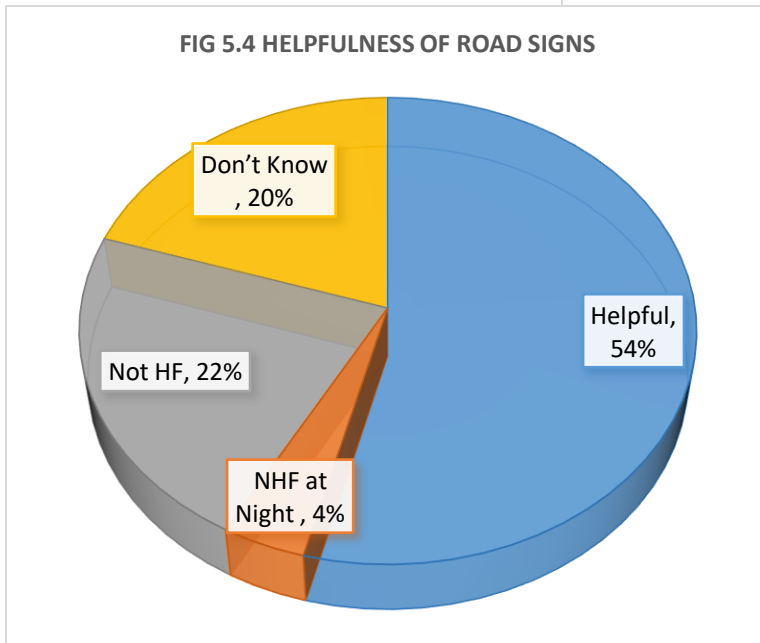
The above residents' perception on quantity of road signs substantiates the consultants and Key Informants observations.



5.3.3.2 Placement of Road Signs

Majority (56%) of the respondents approved the placement of road signs at proper locations and are helpful for the motorists

Fig. 5.2 Placement of Road signs



as well as pedestrians.

15% disapproved the placement as irrelevant.

9% called the placement of road signs as dangerous and confirmed the Consultants and Key informants observation that road signs installed on

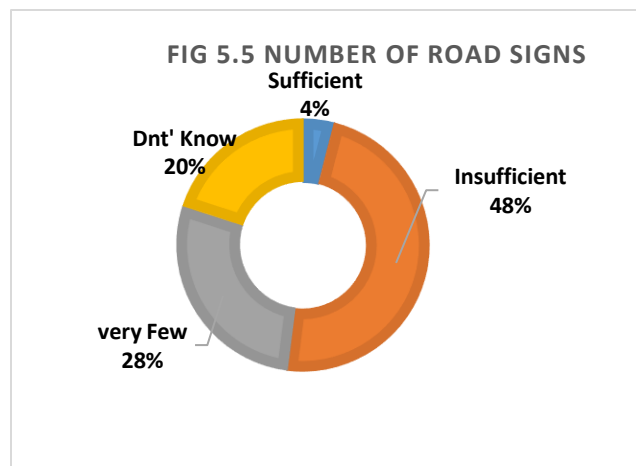
the shoulders are subject to accident for the motorists and especially for the motor cyclists and pedestrians.

5.3.3.3 Helpfulness of Road Signs: Irrespective of the number, size and placement majority (54%) of the respondents think that the road signs are helpful as reflected in the Figure 4.5

A significant minority of about 22% rejected the road signs as not helpful.

Another small minority (4%) accepting the road signs helpful for the day time but not helpful at night.

The number of no response or don't know group remained silent on this issue.



5.3.3.4 Quantity of Road Signs

At all three stages of the survey starting from 1st week of September 2015 (reconnaissance visit) to data collectors training 2nd week of September 2015 and data collection and end of survey the number of road signs remained the same. The consultant was expecting the contractor will increase the number during the survey.

Majority (76%) of the survey respondents observed the number of road signs insufficient- 48% insufficient and another 28% estimated as very few.

Only a small group (4%) think the number of road signs were sufficient.

The size of the indifferent group remained the same.

5.4 Perceptions on Road Safety and Satisfaction Level

The Provincial Highway S-3B Chakdara –Kanju (45 km) and Kanju-Madyan (50 km) is located in District Swat and Chakdara, Khyber Pakhtunkhwa (KPK). The road was completely destroyed due to activities of insurgents and counter actions by Pakistan Army. The Chakdara-Kanju (45 km) road traverses through small towns and cultivated lands on the right bank of River Swat. The project road feeds settlements / villages of varying size namely Chakdara, Remora, Shamozai Malik Abad, Dedawar, Khaliq Abad, Nagoha, Hamidabad (Parrarai), Dadahara, Kabal and Kanju. Heavy flood occurred in year 2010 adversely damaged the infrastructure, public utilities and communication networks like roads and bridges etc in the entire Swat valley including the Chakdara –Kanju section. The road safety has been a major issue during 2009-2012. The rehabilitation of Chakdara –Kanju road started in early 2012 and completed in September 2015, while the provision of additional facilities is still continue.

The rehabilitation was financed by MDSF –world Ban, mandated the PKH to clear the COI by implementing a LARP before construction activities. The CSS Consultant during the process met with majority of the APs and coordinated CSS activities through the GRC of APs.

5.4.1 Road Safety

The perceptions on road safety related satisfaction levels were sought from three target sources -key informants, FGD participants and individual residents. The perceptions by each group are presented separately.

5.4.1.1 Key Informants and FGD participants:

The key informants' perceptions on road safety and satisfaction level are summarized as under;

- Road safety means one can travel through with pre-determined notion that one can reach at the destination on time, free of any danger of accident, under secure

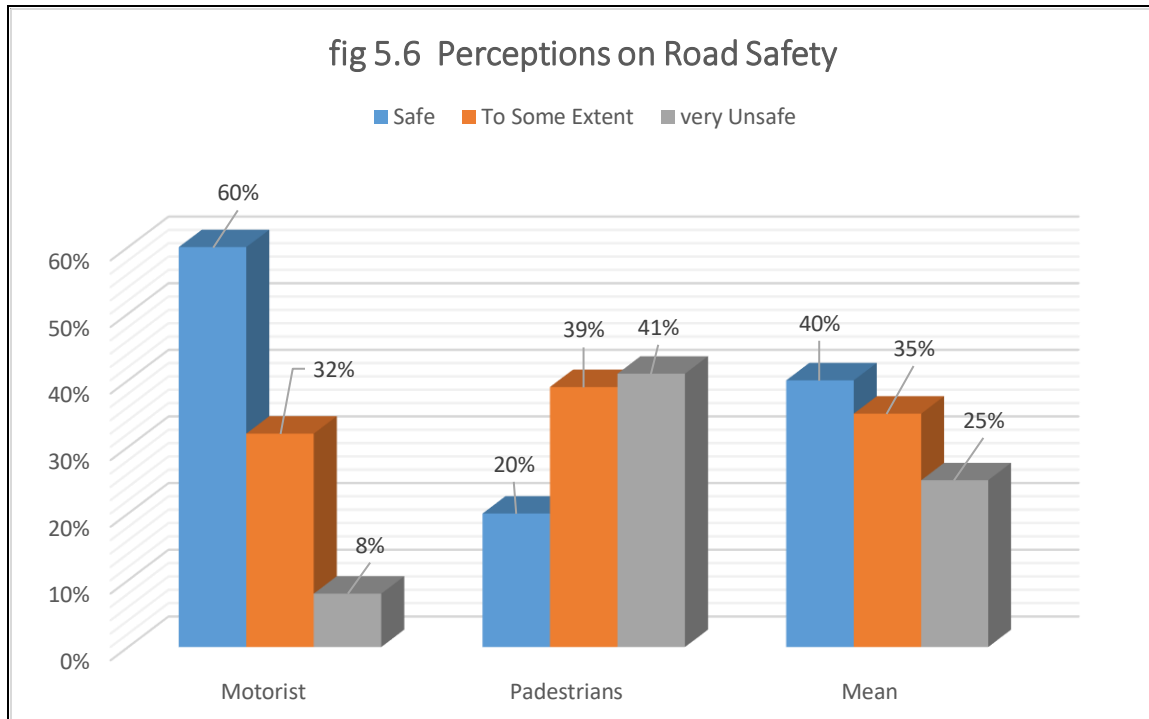
conditions and will drive without hurdles and traffic congestion. The road travel between Chakdara –and Kanju meet all safety and satisfaction levels.

- The check posts and regular patrolling of security forces added in the safety for motorists, as they can travel through any time day and night provided travelling with all identification documents. Bus/coach drivers as they has to que for checking of passengers and if somebody missing his/her original CNIC has to be dropped the driver has to pay back the fair received and dismount the luggage. The security check post at this stage will become a dislike of this security arrangement for both the motorist and the dropped passenger.
- It is very safe for the motorists during the normal traffic hours.
- During late afternoon and early evening the traffic flow for Karachi bound buses/coaches increase. The presence of newly installed road signs and old electricity and telephone pole, on the road shoulders, the road becomes unsafe for both the motorists and pedestrians.

5.4.1.2 CSS Respondents

An overwhelming majority of the respondents positively responded on the safety of road and showed higher level of satisfaction with the construction of road in their respective area which was facing many problems for the last one decade. The chart below explains the perceptions of the residents who are the Pedestrians first and the motorist at the second, their mindset is always tuned in the safety of the pedestrians first. The residents' safety perceptions on road are presented below;

- The mean safety for both motorist and pedestrians is 40% with an addition of 35% safe to some extent. The ratio of very unsafe responses is 25%.

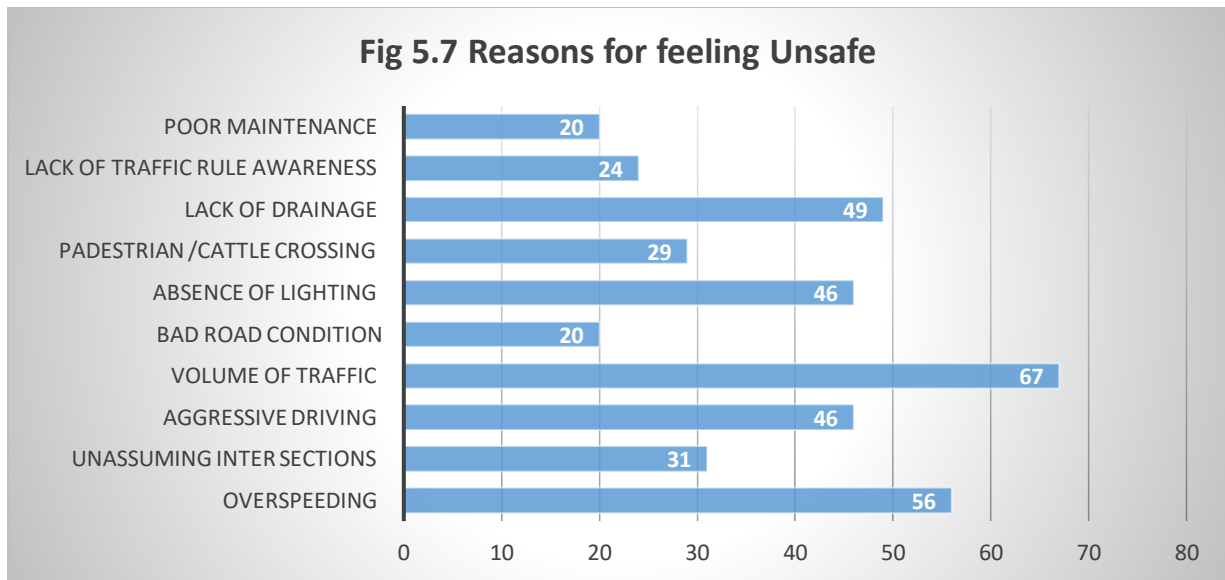


- The above chart shows that 60% of respondent perceives the motorist are more safe than the pedestrians
- The ratio of the respondents perceive that the road has become to some extent unsafe for motorists and pedestrians is 32% and 39% respectively.
- Keeping in mind of the installation of road signs and the electricity and telephone poles on the shoulders the respondents also considered the road has become very unsafe for the motorists as well as for pedestrians. This is given the lowest ranking at 8% to motorist and highest ranking as 41% to pedestrians.

5.5 Irritant factors for feeling Unsafe

A set of 10 pre-designed irritant factors (see chart below) were tested for ranking by the respondent to identify the appropriate one and rank the extent of feeling.

- The respondents strongly felt that the traffic volume has increased at an alarming point where they started feeling unsafe.



- Overall, the users have accepted that the road is in good working condition and does not require maintenance.
- The drainage issues still exist and the contractor was still working on some of the side drains in the built up areas. Around 50% of the respondents perceive proper drainage system itself is a safety indicator for the road users.
- The absence of light on the road in the built up areas is also perceived as a major reason for feeling unsafe. Around 46% of the respondent demand light on the road in settlement areas.
- Over speeding, aggressive driving and increased number of traffic are the three most important issues raised by 56%, 46% and 67% respondents.
- The respondents also significantly raised question on the rights of pedestrians and cattle crossing on the road.
- Lack of awareness on traffic rules placed at a lower priority by the respondents.

5.7 How Safety Can Be Improved

As already discussed in section “Road Signs” the number was highly “insufficient” those installed were placed at danger spots. Even than the available road signs were found “helpful”. Responding to that perception the local residents putting a great demand “Road safety can be improved by better installation of road signs” and by “controlling over speeding” and creating “awareness on traffic rules”. The residents infect giving priority to software solutions to improve road safety.

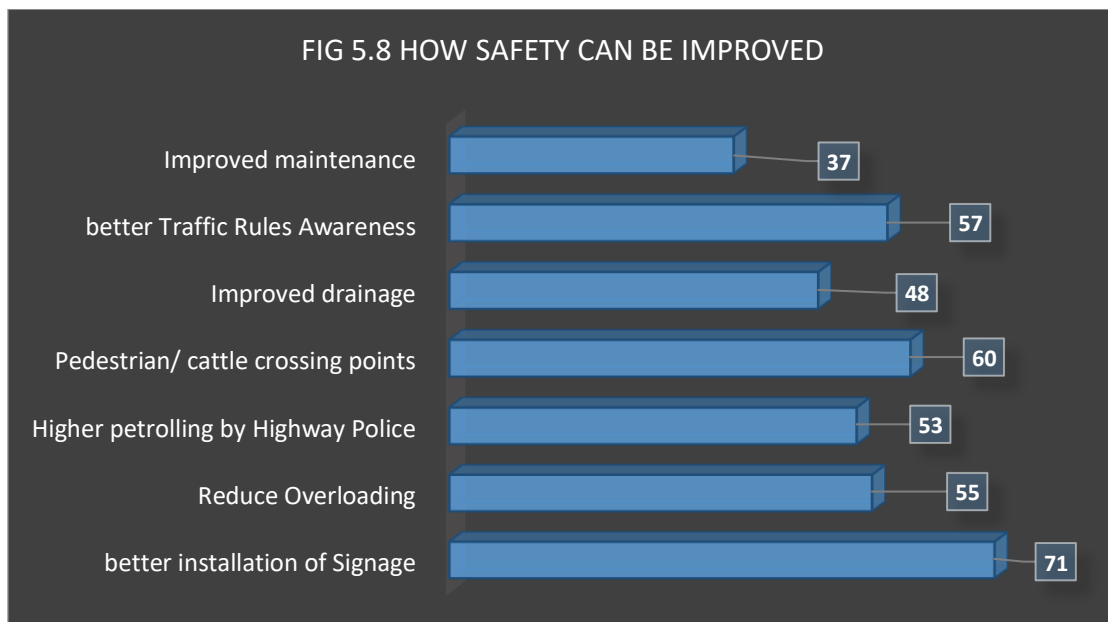
Respondents were questioned on each indicator whether he/she is sure about the option, if sure to what extent – “some extent”, “sure” or “much sure”. The respondent perceptions on each indicator is summed up in the table??? below, where over 22% of the

respondents are willing accepted all indicators to will improve road safety, “21.3% are sure” and another 11% are “much sure” to improve road safety.

Table 5.1 Perception -How Road Safety Can Be Improved

	Not Sure	To some Extent Sure	Sure	Much Sure	Combined (2+3+4)
	1	2	3	4	
Better installation of Signage	11%	35%	27%	9%	71%
Reduce Overloading	3%	27%	26%	2%	55%
Higher patrolling by Highway Police	9%	18%	18%	17%	53%
Pedestrian/ cattle crossing points	19%	19%	23%	18%	60%
Improved Drainage	12%	19%	19%	10%	48%
better Traffic Rules Awareness	12%	22%	25%	10%	57%
Improved Maintenance	9%	15%	11%	11%	37%
Average	11%	22.5%	21.3	11%	54.5%

The combined column in the above table is an “intent” or approval of over 54% of the respondents for the indicators of change the intent ranges from highest 71% better installation of road signs to the lowest 37% for improved maintenance.



Chapter: 6

Awareness on the Role of PKH and PWD

6.1 Role of Pakhtunkhwa Highway Authority (PKH):

Pakhtunkhwa Highway Authority (PKH) is a new government, mandated to manage provincial roads. The Chakdara-Kanju road was infected a rural road under the Works department. The insurgency in Swat and military operation on the left bank of river Swat caused to convert the road as a strategic road. . The World Bank financed the up-gradation and rehabilitation of this strategic road section under the Khyber Pakhtunkhwa Emergency Road Recovery Project (**KP-ERRP**). The project is the first intervention by PKH in this area. The road is constructed through the contractor and the construction activities were supervised through social and engineering consultants. All these factors kept PKH visibility very low.

The construction of this 45 km long road, on the other hand, took 4 years, where a significant number of local residents directly or indirectly interacted with the PKH. The direct community level interaction for recovery of encroached PKH land and implementation of Resettlement Action Plan (RAP), formation of Grievance Redressal Committee (GRC) helped introducing the name and role of PKH to the local residents.

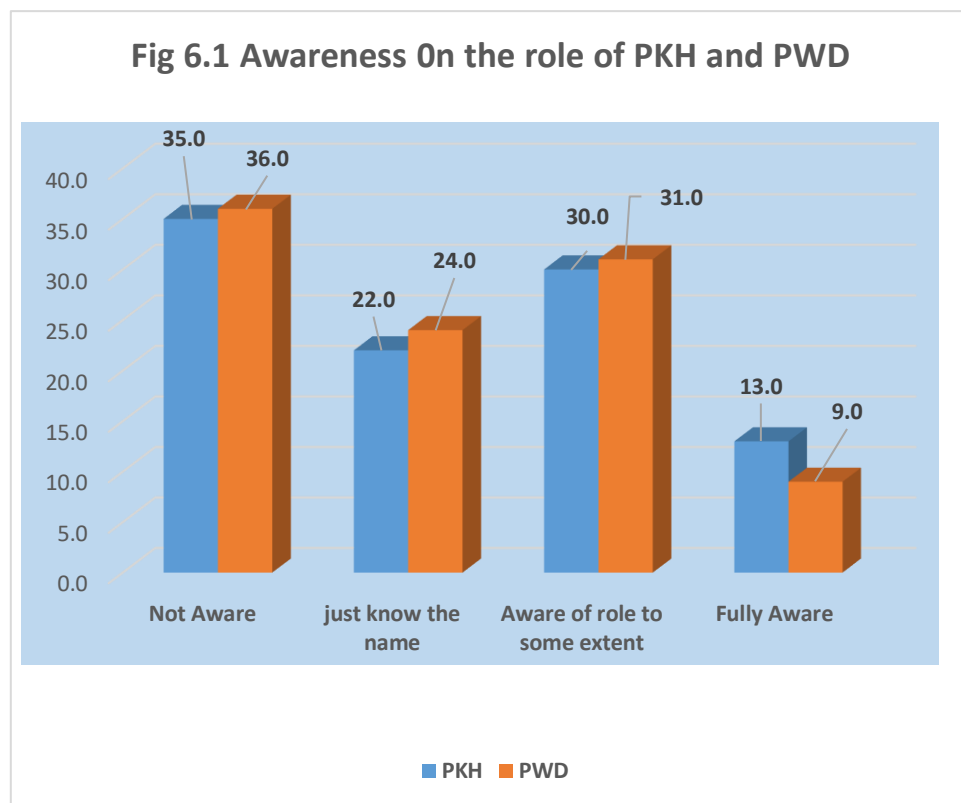
6.2 Role of Public Works department (PWD):

On the role of PWD the key informants reported that during the last one decade the residents of this area suffered from insurgency and military operations and the provincial line departments could not perform effectively. The resident only remember that the road was last repaired during 1980s and there on they have only seen the PWD periodically working on filling in the dug wholes.

6.3 Comparative Analysis of Awareness and Satisfaction Level:

In this background, the Consumers Satisfaction Survey respondents find themselves webbed in defining the role of two different institutions for the same activity- construction and maintenance of “ the road” Chakdara-kanju S-3P. Whatever the responses provided by the respondents are presented in the table ??? below .

Table 6.1 Awareness of Role of PKH and PWD					
	Not Aware	just know the name	Aware of role to some extent	Fully Aware	Total
PKH	70	44	61	26	201
%	35.0	22.0	30.0	13.0	100
PWD	73	47	63	18	201
%	36.0	24.0	31.0	9.0	100



Generally the respondents think PKH and PWD as two branches of one government department, where the PKH is responsible for management and construction of provincial roads and and PWD for district / rural roads.

- Over 35% of the respondents are totally unaware of the role of these two departments.
- Another 20-24% just knew the two different name doing the same job.
- Around 30% are aware that PKH and PWD are two different identities but

not fully aware of their role.

- Only 13% are fully aware of the role of PKH and 9% on the role of PWD.
- Interestingly the awareness on the role of PKH, the first time entrant is slightly higher than the PWD.

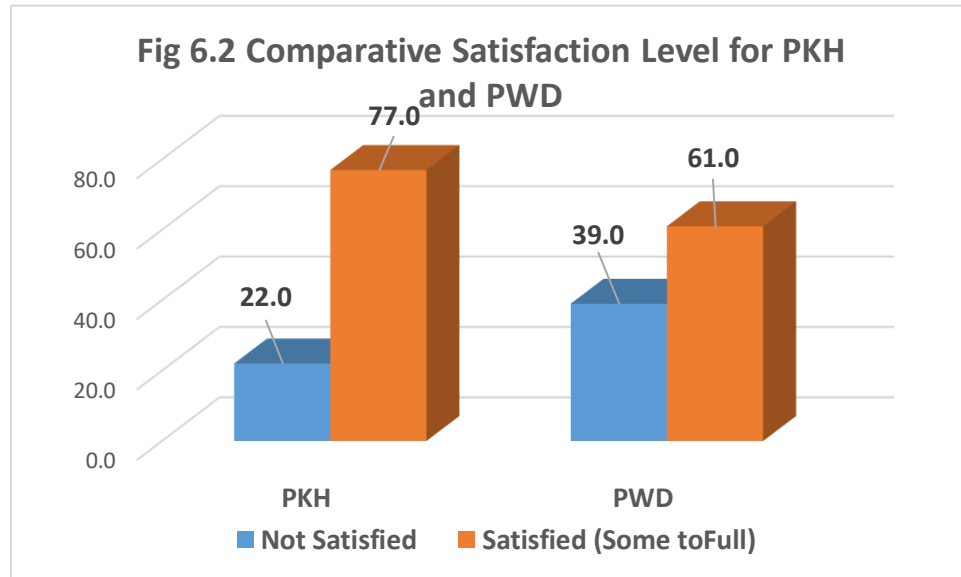


Table 6.2 Satisfaction Level of the role of PKH & PWD

		Not Satisfied	Satisfied to Some Extent	Satisfied	Fully satisfied	Total
PKH	N	63	78	61	19	N=201
	%	22	39	30	9	100
PWD	N	78	46	55	21	N=201
	%	39	24	28	9	100

Overall 77% of the respondents are satisfied (from some to fully) with the PKH and 61% with the PWD. However the combined ratio of those satisfied and fully satisfied is 39% for PKH 37% for PWD.

There is a wide variation in responses on “satisfied to some extent” which is 39% for PKH and 24% for PWD.