

**REQUEST FOR EXPRESSIONS OF INTEREST
National Competitive Bidding (NCB)**

**“Hiring of a Firm for Validation of CSR Activities of Major Tobacco Companies and
Assessment of Their Impact in Tobacco-Growing Areas”**

PTB intends to hire Consulting Firms/ Organizations for Validation of CSR Activities of Major Tobacco Companies and Assessment of Their Impact in Tobacco-Growing Areas. Detailed information about organization is available on website: www.ptb.gov.pk. Prescribed standards contained in the **Instructions for Consulting Firms and TORs** may be viewed/downloaded from the websites www.ptb.gov.pk or www.ppra.org.pk. Prospective firms are encouraged to provide information that would be specific to the proposed services. The parameters for evaluating EOI responses are given below:-

- a) Complete historical profile of the firm including information regarding incorporation certificate, total experience, affiliation with relevant bodies and ratings (if any) and corporate profile indicating their years of operations, core competencies, management structure and systems etc. **{Max Score = 20}**
- b) Details of completed projects of similar nature and size with requisite information i.e. project description, cost of the project, client, duration etc. **{Max Score = 50}**
- c) Requisite technical competence to carry out the intended services. **{Max Score= 30}**

A consultancy firm, will be selected through **“Quality & Cost Based Selection (QCBS) Method”** in accordance with the procedures set out in the Procurement of Consultancy Services Regulations 2010 issued by the Public Procurement Regulatory Authority, (as amended from time to time) which can be viewed at the website: www.ppra.org.pk/legal documents/regulations.

The electronic Expression of Interest, prepared in accordance with the instructions in the EOI document, must be submitted through EPADS before 18.12.2025 at 3:00 P.m. Manual bids shall not be accepted. The electronic expression of interest (EOI) will be opened on the same day i.e. 18.12.2025 by using EPADS (opening time at least 30 minutes after bid closing time), on www.eprocure.gov.pk.

Notification of the GRC constituted in terms of Rule-48 of Public Procurement Rules, 2004 is provided on EPADS at www.eprocure.gov.pk and www.ppra.org.pk.

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Pakistan Tobacco Board

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Pakistan Tobacco Board
Ministry of National Food Security & Research

Government of Pakistan

Terms of Reference (TORs)

Assignment Title: **Hiring of a Firm for Validation of CSR Activities of Major Tobacco Companies and Assessment of Their Impact in Tobacco-Growing Areas**

Duration: **30 days**

Location: **Peshawar (visits to fields)**

Reports to: **PTB**

Closing Date: _____

Background:

Pakistan Tobacco Board (PTB) has been established under Pakistan Tobacco Board Ordinance, 1968 (I of 1968) mainly to regulate, control and promote cultivation and export of tobacco and tobacco products and to undertake research in tobacco and develop new tobacco growing areas.

Major tobacco companies operating in Pakistan undertake various Corporate Social Responsibility (CSR) initiatives aimed at community uplift, social welfare, environmental conservation, and sustainable development in tobacco-growing areas. As the regulatory body for the tobacco sector, PTB recognizes the need for an independent third-party validation of these CSR activities to ensure that the initiatives are effectively implemented, aligned with national priorities,

and contribute positively to the socio-economic development of growers and local communities.

For this purpose, PTB intends to engage a professional firm to conduct an independent validation and audit of CSR projects undertaken by major tobacco companies and to assess their implementation, outcomes, and overall impact in tobacco-growing regions. Detailed information about the organization is available on website: www.ptb.gov.pk

Objectives

1. To independently validate the CSR activities reported by major tobacco companies to the PTB.
2. To assess the actual impact of these CSR initiatives on growers, rural communities, and local infrastructure.
3. To evaluate the alignment of CSR activities with Sustainable Development Goals (SDGs) and government development priorities.
4. To identify international best practices, compare them with existing CSR frameworks in Pakistan, and highlight gaps in planning, execution, and monitoring (if any).
5. To develop recommendations for improving CSR strategies.

Scope of Work

The firm will be responsible for:

- Reviewing CSR reports, plans, and expenditures submitted by companies.
- Conducting field verification of CSR projects in major tobacco-growing areas as under:
 - i. **KhyberPukhtunkhwah:**Mardan, Charsadda, Swabi, Mansehra and Buner
 - ii. **Punjab:** Okara, Gujrat & Mandi Bahauddeen.
- Interacting with growers, beneficiaries, and local stakeholders through interviews or focus group discussions.
- Evaluating CSR interventions in areas such as:
 - Health and sanitation
 - Education and community infrastructure
 - Environmental sustainability

- Grower welfare and livelihood support
- Preparing an independent validation report with findings and recommendations.

Methodology

1. **Desk Review:** Analysis of relevant CSR documentation and financial data.
2. **Field Verification:** On-site inspection and evidence collection from selected project locations.
3. **Stakeholder Consultations:** Interviews with company representatives, growers, and beneficiaries.
4. **Impact Assessment:** Quantitative and qualitative evaluation of outcomes.
5. **Reporting:** Preparation of interim and final reports supported by photographs, case studies, and statistical summaries.

Deliverable (s):

The Consulting Firm will prepare:-

- Inception Report outlining methodology, timeline, and field plan within two weeks.
- Interim Report containing initial findings of the study.
- The interim report may be presented in a consultative workshop for seeking comments and feedback of the key stakeholders including growers technical officers of this Ministry and PTB and the concerned provincial departments including agriculture, Industries, etc.
- Final Report containing recommendations and way forward. The reports shall include the following:-
 - Title of the Assignment
 - The date of the report
 - An executive summary
 - The methodology followed during the assignment
 - Any challenges or scope limitations encountered by the consultant's team in performing the assignment
 - The outcome of the assignment based on the objectives and tasks defined above

- Conclusions and recommendations
- Annexes (including list of stakeholders consulted during the assignment, record of interviews with stakeholders, aggregate findings, etc.)
- The signatures of firm's authorized representative along with official stamp
- The Firm's address

Consultancy firm shall be liable to present the report before any government forum including PTB.

Qualification and Experience:

The consultancy is open for national consultancy firms having the following criteria:

1. Must be a registered consultancy/research organization or audit firm with at least five (05) years of experience in conducting impact assessments, validation studies, or social audits.
2. Demonstrated experience in evaluation of CSR programs, development projects, or community-based interventions (experience with public sector or donor-funded projects will be preferred).
3. Possess a multidisciplinary team including specialists in social sciences, economics, development studies, and data analysis.
4. Proven capacity to conduct field surveys, stakeholder consultations, and impact analysis using both qualitative and quantitative tools.
5. Strong analytical, reporting, and presentation skills, with ability to produce high-quality validation reports in English.
6. Firms having experience in agriculture or rural development sectors will be given preference.
7. The firm must have expertise in project evaluation, multi-method data collection and analysis.
8. The firm must have at least have multiple offices in different cities in Pakistan.
9. The firm should have very good understanding of government functioning and processes as evidenced in the past experience.
10. The firm should have strong skills and knowledge of international standards and control frameworks.

Team Composition & Qualification Requirements for the Key Experts:

The firm shall deploy a multidisciplinary team of qualified professionals with proven expertise in CSR validation, social impact assessment, agriculture, and rural development.

Table 1

Position	Qualification	Experience & Responsibilities
Team Leader / Project Manager	Master's degree or higher in Social Sciences, Development Studies, Economics, Agriculture, or related discipline.	Minimum 10 years of professional experience in managing evaluation, validation, or social audit studies. Proven leadership in similar assignments with government or donor-funded projects. Responsible for overall coordination, supervision, quality assurance, and liaison with PTB.
CSR Development Specialist	Master's degree in Sociology, Rural Development, Public Policy, or related field.	At least 7 years of experience in CSR design, implementation, or assessment, preferably in agribusiness or industrial sectors. Will lead the analysis of CSR frameworks, SDG alignment, and policy recommendations.
Agriculture / Rural Economy Expert	Master's degree in Agriculture, Agricultural Economics, or Rural Development.	Minimum 7 years of experience in agricultural value chains, rural livelihoods, or tobacco sector-related assessments. Will focus on evaluating CSR impacts on farmers and rural communities.
Monitoring & Evaluation (M&E) Specialist	Master's degree in Statistics, Economics, or Development Studies.	At least 5 years of experience in data analysis, impact assessment, and development of monitoring frameworks. Responsible for designing survey tools and quantitative/qualitative data analysis.
Data Analyst /	Bachelor's or Master's	Minimum 3 years of experience in statistical

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Statistician	degree in Statistics, Data Science, or Economics.	modeling, data validation, and reporting. Proficient in SPSS, STATA, or similar analytical software.
Field Supervisors / Enumerators	Bachelor's degree in Social Sciences or Agriculture.	At least 2 years of field survey or data collection experience in rural/agricultural communities. Will conduct farmer and stakeholder interviews under supervision of M&E Specialist.

**Reporting, Requirements and Time Schedule for
Deliverables: Table 2**

Deliverable	Date/Time schedule
Commencement of service	Immediate after signing of contract
Inception Report	Within 10 days of commencement of services

Interim Report	Within 20 days of commencement of services
Final Report	Within 30 days of commencement of services

Terms of Payment

The Consultancy firm shall be paid as per the following payment schedule:

Table 3

No. of Installments	Percentage of contract price	Milestones	Timelines
Installment 1	10%	Inception Report	Within thirty days on receipt and approval of deliverable and Invoice
Installment 2	40%	Interim Report	-do-
Installment 3	50%	Final Report	-do-
