



Project Management & Implementation Unit (PMIU)
Balochistan Livelihood and Entrepreneurship Project (BLEP)
Planning & Development Department Government of Balochistan,
H # 450-5/9 Tajik Abad Killi Shabo, Quetta.

Terms of Reference "Study on Value Chain (Tourism)"

Terms of Reference
Study on Value Chain (Tourism) in Balochistan Province

Background of the Project:

In response to the priorities of the Government of Pakistan on poverty reduction, the World Bank in close consultation with Government of Balochistan (GoB) and relevant stakeholders have designed the Balochistan Livelihoods and Entrepreneurship Project (BLEP) focusing on improving livelihoods of rural communities by promoting employment opportunities and sustainability of enterprises in project Districts. The project will predominantly target communities based in areas affected by a protracted refugee situation. These districts are also affected by a protracted refugee situation. The project is likely to gain benefits for the communities in selected districts, having reliance on enterprises related to various sectors, with a priority on Agriculture, Livestock, Mines & Minerals, Handicrafts and Small Industries, Ecotourism and Forestry. In addition, the Project will have specific benefits for people living in these geographical locations through improved facilities development. The Project has three main components and will be implemented during the course of 5 years. It is financed by the World Bank and executed by Planning and Development (P&D) Department Balochistan.

Main Features of Study:

- **Consulting firm specialist would visit and record detailed interviews of at least 400 people involved in each value chain (each assignment) like actors, producers, sponsors, commission agents / arhities, companies and financial institutions.**
- These open-ended detailed interviews and filled questionnaires plus recordings of interviews should be submitted in the office along with the final report.
- Details of the respondents should be in the following pattern.

	No. of respondents	Minimum Locations (All Balochistan Basis)
Actors	200	25
Producer/Sponsors	80	16
CommissionAgents/Arhities	80	16
Companies in the business	20	6 (In province, out of province, i-e., Sindh and Punjab)
Financial institutions	20	5



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Study Funding Source:

Balochistan Livelihoods and Entrepreneurship Project (BLEP) will fund the study as the scope is aligned with its activities.

Objective:

1. This study will map below mentioned value chains including main areas, actors, flow of activities, infrastructure facilities, financial institutions and all supporting organizations.
2. These value chains assessments will identify gaps and develop recommendations on how to improve the selected value chains and maximize the impact based on the primary and secondary data.
3. It will help design guideline for small grants, modalities of disbursement, management and saving and loan schemes.
4. It will guide for the formation of Community Institutions / Associations / Groups in different areas involving different stakeholders
5. The study will facilitate to develop and deliver capacity development activities in the areas of value chain and marketing development.
6. It will help BLEP to effective monitoring and evaluation of activities related to livelihood diversification, value chain and marketing.
7. It would be required to organize and facilitate discussions on policy issues involving representatives of the private and public sector.

Scope of Study:

BLEP intends to hire the services of a competent consulting firm to write a comprehensive report on each of the below mentioned assignments in **Tourism & Culture Sector including “**

- 1. Culture Mapping of Balochistan,**
- 2. Archeological Sites of Balochistan,**
- 3. Religious Tourism,**
- 4. Eco Tourism in Balochistan ,**
- 5. Nomadic Culture of Balochistan,**

Value chains covering main information like

- Main areas where these are concentrated
- Data of existing actors/ producers and perform a detailed analysis on their growth potential
- Socio economic profile of all stakeholders involved in these value chains
- Entrepreneurial opportunity mapping in these value chains
- Their impacts on the livelihoods of the actors involved
- Identify existing business support facilities (production houses, markets, etc.) and propose new dimensions
- Problems in availability of facilities



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- Highlight financial, regulatory and institutional constraints and suggest suitable measures for mitigating their impacts
- Production and marketing constraints including financial liquidity of the actors /producers
- Marketing and export potential of that product along with challenges / constraints and remedial measures.
- Issues related to low productivity including socioeconomic constraints
- Percentage of share going to actual producer and other stakeholders involved in these value chains
- Identify social dimensions like impact on marginalized communities
- Status of environment dimensions
- Level / scale of interviewees involved in this business
- Main impediments for actors / producers in getting proper returns of their activities
- Opportunities & support needed from the concerned quarters
- Role of federal and provincial governments, research and financial institutions
- Scope for women development and skilled and unskilled labour
- SWOT analysis of these value chains

Deliverables:

1. Methodology / Inception Report including design and work plan **within 15 days after signing of the agreement**
2. A detailed presentation with findings / Interim Report to the management of BLEP **within 15 days after data collection** and before the write up of the report
3. Final report after incorporating correction / review of the points raised by the BLEP team **within 10 days after receiving comments**
4. Filled interview questionnaires / recordings **along with final report** having information like
 - a. Name of the respondent
 - b. Contact number and address
 - c. Nature of business respondent is involved in
 - d. Annual turnover

Qualifications:

The Consultant Firm should have:

- Firm must be registered in FBR as an active filer
- Firm must have at least ten (10) years overall working experience of consulting service.
- Firm must have completed at least 03 reports of value chain assignment with official completion report.



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- The firm should have qualified technical staff conforming to the required scope of work and objectives covered under ToRs as mentioned in Annexure 1.
(Only list of required staff with educational qualification & working experience is required at this stage).
- Firm must have experience of at least three (03) years of using KOBO / CAPI or any statistical software.

(Documentary evidence must be provided e.g. contract / letter of award / work order / completion certificates or reference letter from the clients stating scope of services and deliverables & duration of assignment in order to justify).

Resource Persons / Team of Experts

- The consultancy firm should have resource persons with relevant advanced university degree (Master's degree/ 16 years of education) in relevant field, business administration or marketing.

Contract Duration:

The Assignment will be for a period of **04 months** and must be completed with the Consultant expected to provide services in relation to above mentioned scope of work.

Payment Procedures

Payment will be made through cross cheque after deduction of applicable tax from the total invoice as per below schedule: -

- a. 20% payment will be made on submission of detailed inception Report.
- b. 25% payment will be made on completion of field visit.
- c. 25% Payment will be made on submission of first draft report and filled questionnaires along with interview recordings.
- d. 30% Payment will be made after review and acceptance of the final copy of the report.

Selection Method:

Selection will be Based on Consultants Qualification Selection (CQS) method in accordance with "World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services" (July 2016) revised November 2017 and August 2018.



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<u>Annexure I</u>	Team Profile
<p>Project Leader (One position)</p> <p>At least sixteen years of education in social sciences or equivalent)</p>	<ol style="list-style-type: none"> 1) Leading the team 2) Set clear team goals and KPIs 3) Delegate tasks and set project deadlines 4) Oversee day to day team operations 5) Coordinate with the client and overall responsible for the deliverables
<p>Consultant/ Specialist (Three positions)</p> <p>(Sixteen years of education in archaeology/ paleontology/ paleology/ prehistory/ antiquarianism / paleohistory or equivalent.</p>	<ol style="list-style-type: none"> 1) Formulating the research methodology 2) Conducting and overseeing field survey 3) Data analysis along with Data Analyst. 4) Report writing
<p>Data Analyst (Three positions)</p> <p>(Master in Economics / Statistics /Business Administration / Commerce or equivalent)</p>	<ol style="list-style-type: none"> 1) Analysing data using statistical techniques and providing reports. 2) Developing and implementing databases and data collection systems. 3) Acquiring data from primary and secondary sources and maintain data systems. 4) Identifying, analysing, and interpreting trends or patterns in complex data sets.
<p>Coordinator for Field Surveys (Three positions)</p> <p>At least Graduate with relevant experience.</p>	<ol style="list-style-type: none"> 1) Overseeing Field Survey 2) Supporting and overseeing data Collection 3) Literature review 4) Jobs assigned by project leader and Consultant/ specialist.
<p>Field Workers (24 positions) (12 years education with relevant experience)</p>	<ol style="list-style-type: none"> 1) Conducting Field Survey 2) Conducting Field related tasks 3) Data entry 4) Other tasks assigned by Field Supervisors and other senior staff