



PROJECT MANAGEMENT UNIT  
“Economic Revitalization of Khyber Pakhtunkhwa”  
Industries Department, Civil Secretariat, Peshawar



Khyber Pakhtunkhwa  
Federally Administered Tribes  
and Balochistan  
Multi-Donor Trust Fund

**TERMS OF REFERENCE FOR MAPPING OF MSMES, COTTAGE INDUSTRY IN KHYBER  
PAKHTUNKHWA AND ERKP BENEFICIARIES JOB SURVEY**

|                       |   |
|-----------------------|---|
| Country:              | Pakistan  |
| Name of the Project:  | Economic Revitalization of Khyber Pakhtunkhwa   |
| Consultancy Services: | Mapping for Micro Small and Medium Enterprises, cottage industry clusters and job survey of ERKP beneficiaries across Khyber Pakhtunkhwa and Merged Areas |
| IBRD Grant No.:       | TF-A 4251   |
| Project ID:           | P 124268  |

**A. BACKGROUND AND INTRODUCTION**

The MDTF funded Economic Revitalization of Khyber Pakhtunkhwa Project was designed to support the government of Pakistan in the economic recovery and revitalization of crises effected areas of KP by creating sustainable employment opportunities through rehabilitation of SMEs, institutional capacity building and working for promotion of key potential economic sectors.

The Small and Medium Enterprises (SMEs) Development is the major component of the ERKP Project implemented by Small and Medium Enterprises Development Authority (SMEDA) through an independent Project Unit (PU). The SME Development Component is aimed at revitalization and up-gradation of SMEs in Khyber Pakhtunkhwa including MA through matching grant support. The ERKP Project under SME Development Component has provided grant support to over 3,111 SMEs in KP & MA during 2011 – 2021 from different sector including over 1,403 SMEs in the Project Round-II/AF phase between the years 2017 - 2021.

**B. OBJECTIVES OF THE CONSULTANCY**

The overall objective of this study is to collect/record the data of micro/cottage, small and medium businesses/industry in the province and to assess the projects impacts in terms of jobs created (direct & indirect), jobs multiplier effect and sustainability ratio among supported SMEs.

**C. Scope of Work**

The scope of work of the consultancy will include two phases i.e. Job Survey of ERKP beneficiaries and MSMES mapping throughout Khyber Pakhtunkhwa as per detail given below;

**Phase-I (Job Survey for Round II/AF):**

1. Assess the impact of SME Development Component of the project in terms of total number of direct/indirect jobs created, job sustained/restored;
2. Determine jobs multiplier in the key potential sectors like Manufacturing & Processing, Marble & Granite Mining & Processing, Travel and Tourism, Education, Health, Services and Trading through the project support in KP & Merged Areas (gender & sector wise segregated);
3. Determine the total number of operational and closed ERKP beneficiary SMEs as of June 30, 2021;
4. Assess the beneficiary satisfaction level of SMEs regarding the grant support and stock take reasons of non/low satisfaction if any;
5. The survey shall also determine the 'before' and 'after' employment levels of the beneficiaries and also revenues of the SMEs before and after receiving the project support;
6. The data and information mentioned above shall also be separately calculated and assessed for beneficiaries under the category of COVID-19 relief matching grants;
7. The data is suppose to be gender segregated.

**Phase-II (SME Mapping):**

1. Desk review of the existing documents, studies related to SMEs development including Azm-e-NU (COVID coping strategy of GoKP) and SME Baseline Survey conducted by SMEDA, Directorate of Industries, Census of Manufacturing Industries, Bureau of Statistics and World Bank's Business Pulse Survey 2020;
2. A series of consultations and desk review of the MSMEs available data who have already benefited through various program with stakeholder working in MSME sector such as SMEDA, P&D, Tourism, Mines & Minerals, Directorate of Industries, PESCO, PDMA, TDAP, SIDB, Local Government, KP-EZDMC, KP-BoIT, IT Board, Bureau of Statistic, Chambers of Commerce and Industries, Department of Tourism and Youth Affairs, relevant associations/Bazar unions, SBP and BoK, USAID SMEA, UNDP and Academia etc through focus group discussion, workshops and meeting with the relevant authorities;
3. Design both quantitative and qualitative tools for data collection and that should go through a review process for approval by the client;
4. To conduct a complete survey of all MSMEs within industrial estates and informal sector (male and female) throughout Khyber Pakhtunkhwa including MA with coordinates;
5. To prepare district and sector-wise profile of MSMEs and cottage industry in Khyber Pakhtunkhwa that includes the existing clusters of MSMEs & cottage industry;
6. Conduct sector wise MSME demand and supply analysis and the current trends of market requirements.
7. Sector-wise production capacity, economic worth, current status of employment, gender ratio in MSME sector and growth potential;
8. Diagnose the challenges faced by MSME sector and additional issues posed due to COVID-19;

9. To suggest international best practices for the promotion of MSMEs development especially in the contest of developed countries, South Asia and developing countries with concentration of MSMEs in the informal sector;
10. The consultant will provide the collected data both in hard and digital form.
11. Based on the survey recommend fast growing sectors and prioritization on the basis of employment generation, annual return and economic contribution;
12. Recommendation for access to finance and Business Development Services Providers;
13. Recommendation for promotion of sector wise products on national and international levels;
14. Recommendation in line with the draft National SME policy, industrial policy of Khyber Pakhtunkhwa and other related policies/strategies;
15. Conduct pre field survey consultative workshop involving all relevant stakeholders;
16. The consultant is required to provide the entire data both in hard and soft supported by a comprehensive database (with sector wise, district wise, gender wise reporting options);
17. Submission of 50 color copies of final report, PowerPoint, 15 case studies of success stories (supported by ERKP) and info graph of summary of the assignment.

### C. OUTPUTS AND DELIVERABLES

The outputs expected from the consultant will be as described below table;

| S. No | Deliverable  | Timeline              |
|-------|--|-----------------------|
| 1     | Inception Report   | 2 weeks               |
| 2     | Job Survey Report including all information/data in a presentable format | 1-2 month             |
| 3     | SME factsheets and PowerPoint presentation                               | 1-2 month             |
| 4     | Consultative workshops   | 2-3 month             |
| 5     | Survey Report  | 3-4 month             |
| 6     | Draft Report   | 4-5 month             |
| 7     | 2nd Consultative workshop, Final Report and dissemination workshop       | 6 <sup>th</sup> month |

#### 1. Inception report

An inception report will be required immediately after mobilisation of the consulting team. This report will contain:

- A detailed work plan (including timing and duration/HR) for the proposed period of fieldwork and subsequent phases of the assignment
- Overall methodology for conducting the assignments

- Submission of draft survey tools
- Lists of relevant stakeholders for desk review and primary consultation

## 2. Job Survey Report:

- Detailed report including all the information/data as per scope of work in a presentable format to be approved by PMU-ERKP.

## 3. Consultative workshop:

- Conduct stakeholder workshop to finalize the survey tools and methodology.

## 4. Survey report:

- Submission of draft survey report in printed and digital form.

## 5. Draft report

- Submission of draft report in line with the approved scope of work.

## 6. 2<sup>nd</sup> Consultative workshop:

- Draft report findings will be presented to all relevant stakeholders for discussion, input and finalization.

## 7. Final Report

- Based on the recommendation of workshop and other stakeholders/department /organization/donors etc the firm will submit final report.

## 8. Dissemination workshops:

- Two dissemination workshops will be conducted (each in Islamabad and Peshawar) for sharing finding and analysis of the assignment. The workshops will be held in Peshawar and Islamabad. The selected firm will also manage the complete logistics for these events, including list of participants, invitations, physical and online participation arrangements through livestreaming, event recording, drafting of press briefing, speakers panel formulation, documentation of event proceedings, preparation of backdrop and subsequent preparation of complete event report. The PMU-ERKP will be clearing the event preparations and relevant material and arrangements mentioned above.

## D. REQUIRED SKILLS AND EXPERTISE.

| S# | Criteria | Marks |
|----|----------|-------|
|----|----------|-------|

|    |   |    |
|----|---|----|
| 01 | Ten (10) years post registration experience in surveys, feasibility studies, market/sector analysis and research work etc.  | 10 |
| 02 | Should have completed at least 05 assignments of similar nature in the area of business development and mapping, baseline survey, market/sector analysis for SME sector | 50 |
| 03 | The consulting firm should have competent and experience professional staff on board in the area of Enterprise/SME development, Statistics, Surveys and Report writing. | 25 |
| 04 | Should have adequate working office and allied facilities   | 15 |

The Consulting firm will be selected in as per Quality and Cost Based Selection (QCBS) as defined in the World Bank's Procurement Guidelines [under IBRD Loans & IDA Credits and Grants] by World Bank Borrowers [January 2011 (Revised July 2014)]. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines setting forth the World Bank's policy on conflict of interest.

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