

Terms of Reference (TOR) for Survey Firm

CERP (Centre for Economic Research in Pakistan) is a leading independent social impact organization focused on improving decision-making through rigorous research, advanced analytics, capacity building, data collection, and advisory services. CERP strives to deepen the culture of evidence across public and private sectors, inspire innovation, drive impact, and improve lives.

Scope of Work

- **Project Description:** This project seeks to engage a professional survey firm to conduct a household survey of agricultural landowners in sampled villages across Punjab, in support of a research study led by researchers from the University of Virginia, University of British Columbia, and the Punjab Land Records Authority (PLRA). The study compares digitized land record services (ARC, QARC, DMM) with the traditional manual Patwari system, examining service quality, and citizens' trust in the state. The survey covers demographics, land ownership, service experiences, social norms, and incentivized behavioral games measuring beliefs about institutional effectiveness. The selected firm will handle respondent sampling, enumerator training, fieldwork, quality assurance, and delivery of clean survey data in English, Urdu, and Punjabi.
- **Questionnaire Field Testing and Data Collection** The survey firm will conduct field testing of the questionnaires and provide feedback to support improvements in the questionnaires. The firm will also conduct the geo tagging of patwar khana and arrazi record centers in the both districts, record interview responses through an online application, and transcribe the interviews in English, Urdu and Punjabi.
- **Qualitative Analysis and Field Report** After the transcription of all interviews, the survey firm will conduct a qualitative analysis and develop a comprehensive field report, detailing findings and insights based on the Terms of Reference. Firm should have experience working on the NVIVO (Or any other specialized software) for qualitative analysis.
- **Training and Logistics** The survey firm will arrange training for field staff, manage training logistics, and ensure that the field staff possess at least a bachelors degree and have experience in similar assignments. Field staff should be familiar with conducting interviews and working in farmers and PLRA.
- **Timeline** The field activity must be conducted within two weeks, and the final report must be prepared within an additional two weeks.

Requirements

- **Registration:** The survey firm must be registered in with SECP,
- **Local Presence:** The survey firm must have well-educated local staff in each district.
- **Agriculture land owner and Farmer Field Experience:** The survey firm must have previously conducted fieldwork in the both districts

- **Transcription Experience:** The firm must have prior experience in English transcription and analysis of interviews, specifically for qualitative research.
- **Fieldwork Timeline:** The fieldwork will be conducted in August 2026.

Deliverables

1. Field-tested questionnaires and feedback report.
2. Completed transcription of all key informant interviews in English, Urdu and Punjabi.
3. Qualitative analysis and a detailed field report of the findings.
4. Trained field staff and training documentation.

Timeline Overview

- **Field Activity:** August 2026 (4 weeks).
- **Reporting:** Within 2 weeks after fieldwork completion.

Application Process

Interested firms are invited to submit their proposals in sealed envelopes (Hard Copies) on below mentioned address by July 30th, 2026, 5pm., including the following:

- **Technical Proposal:** Include company profile, past field experience working in KP and merged districts, and understanding of the proposal. Additionally, provide an explanation of how your company is best suited to conduct fieldwork in these areas.
- **Financial Proposal:** Include all possible costs, including HR, estimated travel, training expenses, transcription expenses, etc. Please include all the applicable taxes (Sales Tax and Income tax)

Operations Department
CERP
29-P Gulberg II, Lahore 54660, Pakistan
+92 (0) 42 3577 7802