

**From Research to Regulation:
IPOR's Role in strengthening TTS Enforcement through Evidence-Based Advocacy**

Message from the Executive Director:

I am pleased to share a significant milestone in the journey of evidence-based policymaking in Pakistan. The recent issuance of SRO, which amends the Federal Excise Act, 2005 to strengthen enforcement against the non-affixing and counterfeiting of Track and Trace System (TTS) stamps, is not just a regulatory breakthrough—it is a powerful affirmation of the role that data-driven research and strategic advocacy can play in shaping public policy.

At IPOR, we take pride in having conducted an in-depth national assessment of TTS compliance, uncovering widespread violations and presenting clear, actionable insights. Our efforts went beyond research—we engaged a broad spectrum of stakeholders, including policymakers, regulatory bodies, industry leaders, and civil society, to build consensus on the urgent need for reform. Through targeted media campaigns and thought-provoking seminars and podcasts, we helped raise public awareness and generate the momentum required for policy change.

The issuance of this SRO reflects the success of this multifaceted approach. It stands as a proud moment for IPOR and a validation of our commitment to using research, outreach, and advocacy to drive meaningful impact. We remain dedicated to supporting transparent, evidence-based governance that serves the public interest.

Tariq Junaid
Executive Director