



Agri-Marketing

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Agriculture Marketing, Government of the Punjab, Lahore

The Special Secretary, Agriculture Marketing holds a meeting on preventive measures against act of Terrorism in Agricultural Produce Markets of Punjab.

A meeting under the Chairmanship of Special Secretary Agriculture Marketing, Punjab was held on 02-07-2010 in the Committee Room to discuss recent tragic incident of terrorism in Data Gunj Buksh Shrine and its future impacts. In past, premises of F&V Market Multan Road have already been used as base for terrorist to strike key areas of Lahore city. Hence, the following decisions were taken to prevent the Agriculture Produce Markets from such incidents being highly crowded public places.



1. Market Committee should Identify and enlist:-
 - a) All Commission Agents working in the premises of F&V and Grain

Market in the capacity of original allottees or rentees.

- b) All Pharias, Palledars and other functionaries associated with each Commission Agents.

2. Market Committee would arrange in the Markets Close Circuit Camera / T.V device, Metal detectors, Fire extinguisher and first aid box.

3. Market Committee should collect the complete particulars of Imam Masjid and his associates. Imam Masjid should not allow any stranger to reside / stay in the mosque.

4. Market Committee should identify the businesses other than Agriculture Produce in Market and take all legal steps to close such businesses.

5. Market Committee should hold meeting with office bearer of Anjumn-e-Arhtian to discuss security plan, its implementation in the Market and to persuade them for arrangement of security guard on self help basis and an undertaking is required from the Commission Agents regarding security plan in the Agricultural Produce Markets across the Punjab.

Mr. Farhan Aziz Khawaja, Special Secretary, Agriculture Marketing visits Islamabad and holds meetings with Sr. Project Manager CSF and Assistant Representative of FAO . The Special Secretary Agriculture

Marketing visited the Office of Mr. Mansoor Ali, Sr. Project Manager, Competitiveness Support Fund in Islamabad which runs under US AID and Ministry of Finance, Government of Pakistan along with Mr. Munir Ahmad, Director Punjab Institute of Agriculture Marketing and Mr. Muhammad Ajmal, Project Manager (AMIS) Directorate of Agriculture (E&M) Punjab, Lahore. The Special Secretary, Agriculture Marketing discussed in detail the feasibility of establishment of Punjab Development Fund on the pattern of Sindh Development Fund with Sr. Project Manager, Competitiveness Support Fund. Mr. Mansoor Ali, Sr. Project Manager, welcomed the said proposal and committed to Competitiveness Support Fund's (CSF) support for establishment of Punjab Development Fund. He also proposed that the already existing forum of Punjab Agriculture Marketing Company (PAMCO) may be converted into the Punjab Development Fund or a new independent entity could be established in the form of Punjab Development Fund. The Special Secretary Agriculture Marketing invited Mr. Mansoor Ali, Sr. Project Manager, CSF to Lahore for further discussion in the presence of Mr. Arif Nadeem, Secretary Agriculture, Government of the Punjab on the establishment of Punjab Development Fund.

Another meeting was also conducted with Syed Muhammad Ali, Assistant Representative of Food and Agriculture Organization (FAO) of the United Nations, Pakistan for creating linkage between the Punjab Institute of Agriculture Marketing (PIAM) and AMIS with the FAO for capacity building programs and sharing of information. In this regard, Syed Muhammad Ali, Assistant Representative of

FAO agreed to provide Resource Persons from FAO forum after discussion with the higher ups. He also thanked the Special Secretary, Agriculture Marketing for visiting FAO office and fruitful discussion in this regard. He also agreed to pay a visit to the Agriculture Marketing wing, Government of the Punjab, Lahore in the near future.

Mr. Rupert Knowles from Department of International Development (DFID), Technical Assistance Management Agency (TAMA) holds meeting with prominent Citrus Exporters and Vegetable growers of Punjab.

Mr. Rupert Knowles, Agriculture Expert (International) held on 17-07-2010 a meeting in the committee room of the Agriculture Marketing with the prominent Citrus Exporters and Vegetable growers for discussing following issues;

- Processing and Export of Citrus
- Priority areas for Government intervention
- Production and Marketing of vegetables

The meeting was chaired by the Special Secretary Agriculture Marketing.



The prominent growers of vegetables informed about the major following major problems;

- Vegetable seed is so costly especially in Pakistan
- Multinational firms supply the Hybrid seed of vegetable to Pakistan mostly from India
- Raw material for construction of tunnel is also very costly.
- Farmers are unable to earn better return on their produce (Vegetables) obtained through tunnel farming due to poor existing Agriculture Marketing system.

Asian Development Bank' mission visits Agriculture Marketing Wing.

The Review mission of Asian Development Bank under the supervision of Ms. Elaine Glennie, Sr. Finance Specialist of ADB visited the Agriculture Marketing wing and discussed the priority areas under which ADB financing is available. Ms. Elaine Glennie, Sr. Finance Specialist appreciated the Government of the Punjab on the approval of Public Private Partnership Law.



She requested the Special Secretary Agriculture Marketing to submit list of projects under Public Private Partnership mode.

In this regard, Agriculture Marketing wing submitted the following project proposals under the PPP Mode;

1. Development of on-farm Warehousing Capacity for Food Grains through Grains' Grower Associations (GGAs).
2. Establishment of Flower Market at Pattoki
3. Establishment of Fruit and Vegetable Expo Centers in Multan and Lahore through PPP Mode.
4. Establishment of Information Hubs in the Agricultural Produce Markets.
5. Establishment of Fruit & Vegetable Market at Gajju Matta, Kot Lakhpat Lahore
6. Establishment small pack houses for fruits & vegetables
7. Establishment of Food Processing Equipment Unit

Mr. Rupert Knowles, Agriculture Expert (International) gives introductory presentation on Citrus & Vegetable Component to the stakeholders.

The stakeholders from both the Private and Government sectors attended the presentation given by Mr. Rupert Knowles. He informed about the work done by him in enhanced productivity, efficiency and value addition of the Citrus and Vegetable supply chain. In this presentation he discussed on the following points with the stakeholder;

- Citrus nurseries and certified sapling
- Hybrid vegetable seed
- Windbreaks
- Pests and diseases
- Pesticides application, safety and environmental protection
- Water use efficiency-irrigation application
- Postharvest-cool chain and handling



The participants took keen interest in Mr. Rupert Knowles's presentation and also discussed their practical problems in Citrus & Vegetable production and Marketing they also gave suggestions to Mr. Rupert Knowles for preparation of final recommendations.

A meeting of All Extra Assistant Directors of Agriculture (E&M) and Secretary Market Committees is held on 12-07-2010 under the Chairmanship of the Special Secretary Agriculture Marketing.

During this meeting the Special Secretary, Agriculture Marketing reviewed the progress of various issues such as deposit of 10% share by the Market Committees, outstanding dues against Food & PASSCO, Good Governance Index (GGI), status of Ramzan Plan 2010 and Status of Budget approval for financial year 2010-11. The chair directed the participants to take the following measures on priority basis;

1. The Secretary Market Committees should deposit the 10% contribution towards Market Committees Provincial Fund Board up to 2009-10 without any further delay.

2. The Secretary Market Committees must submit updated statement of outstanding dues towards PASSCO/Food Department to the Director of Agriculture (E&M) Punjab, Lahore on 23-07-2010 through Fax, positively.
3. The chair further directed that Agriculture Department (Marketing Wing) has agreed upon a performance based organizational culture for the offices of Secretary Market Committees and the Extra Assistant Director of Agriculture (Economics & Marketing) in the Punjab. This performance based organizational culture is based upon three pillars of evaluation of each officer/official. The three pillars are given as under;
 - i. Good Governance Index/Initiatives (Enforcement Plan, Wearing of Uniform/Display Boards and Installation of weigh bridges, Sanitation and Sewerage Plan, Solid Waste Management plan, Traffic Management Plan, Financial Viability Plan and Posting Transfer plan. Circulated vide letter No. 9647-82/AMIS/E&M/2010 dated 15-06-2010.)
 - ii. Financial Management 2010-11 and budget approval plan.
 - iii. Development Projects/Plans for international Development Partners namely FAO, US Aid, DFID, Asian Development Bank, UNDP etc.

4. All Secretary Market Committees and Extra Assistant Directors of Agriculture (Economics & Marketing) must be evaluated through Performance Evaluation Reports (PERs). Grant of honorarium, grant of award and certificate would be based upon their performance evaluation on the three pillars indicated above in para No.3.
5. The concerned Extra Assistant Directors of Agriculture (Economics & Marketing) of the Directorate of Agriculture (Economics & Marketing) are required to prepare a performance ranking of each incumbent Extra Assistant Director of Agriculture (Economics & Marketing) and Secretary Market Committee for further necessary action by the Agriculture Department (Marketing Wing).
6. The daily monitoring report of all market committees across the Punjab would be analyzed in the **first week of October-2010**, for checking the performance of recovery staff. Therefore, all the Secretaries and Extra Assistant Directors of Agriculture (E&M) are directed to submit daily recovery report through e-mail otherwise strict action will be taken against the defaulter.
7. All the Extra Assistant Directors of Agriculture (E&M) should submit Ramzan Plan 2010 of their

respective district without further delay to the Project Manager (AMIS).

8. The Secretary Market Committee should submit balance budget of their market committee in view of challenge of recent pay raise of the Civil Servants/Government employees.

Agriculture Marketing Wing Publishes Agri-Marketing Roundup for June-2010.



Agri-Marketing Roundup is a monthly publication of Agriculture Marketing, Government of the Punjab.

The current publication of Agri Marketing Roundup focuses especially on the

International production, Export, Import, Consumption and Stock of major Agricultural Produce in different regions of the world and in the developing countries, Developed countries, LIFDCs and LDCs. This Roundup also includes international prices of major grains, imports of pulses and export of major vegetables Its PDF file is also available on the website www.amis.pk.

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