



# Agri-Marketing

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Newsletter



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## Agriculture Marketing, Government of the Punjab, Lahore

### Minister for Agriculture & Secretary Agriculture reviewed the progress of initiatives taken by the Agriculture Department (Marketing Wing).

Agriculture Department (Marketing Wing) took various initiatives to improve the Agriculture marketing activities in the province. These initiatives include;

- ☐ Model Market Initiative
- ☐ Cleanliness & anti-dengue campaign
- ☐ Anti-encroachment campaign
- ☐ Tree plantation campaign
- ☐ Target oriented transfer/posting
- ☐ Capacity building programs
- ☐ Monthly progress review meetings

These initiatives were reviewed and appreciated by Mr. Malik Nauman Ahmad Langrial, Minister for Agriculture and Secretary Agriculture Department.



### The Special Secretary Agriculture Marketing reviewed monthly progress meeting of all 135 Market Committees of the province.

A meeting was held under the chairmanship of the Special Secretary Agriculture Marketing to review the progress of all 135 Market Committees of province for the month of August 2018 on 28<sup>th</sup> September, 2018 in the auditorium of Agriculture House, 21, Davis Road Lahore.



The meeting was attended by the Director of Agriculture (E&M), Director (PIAM), all the officers of headquarter and all the EADAs (E&M) of the province along with the Secretaries Market Committees of divisional headquarters. The Special Secretary, Agriculture Marketing welcomed the participants and enlightened them about the following agenda of the meeting;

- i. Collection of Market Fee should be focused.
- ii. The allotment/auction of Markets be expedited.
- iii. The pending liabilities regarding pension, salary, 10% contribution towards MCPFB and loan be cleared as soon as possible.
- iv. Encroachments in the markets be removed from agriculture produce markets with the help of district administration.
- v. Biometric Machines be monitored by the Secretary Market Committees and EADA (E&M) concerned on regular basis.

The Director of Agriculture (E&M) stressed on the achievement of targets of Key Performance Indicators for the Year 2018-19 by the field staff. The formal review meeting was started with the Gujranwala Division. The Special Secretary Agriculture Marketing passed necessary direction to resolve prominent issue discussed during meeting.



### Pleasant business environment for trading of agri. commodities through Initiative of Model Agricultural Produce Markets.

The Special Secretary Agriculture Marketing started an initiative of converting 51 Agricultural Produce Markets into model markets throughout the Punjab. The performance of these markets was measured through following nine key performance indicator (KPIs):

- i. Steps taken to improve cleanliness. Anti-dengue and fruit fly management along with tree plantation (10 points)
- ii. Steps taken to remove encroachment and progress made in this regard (10 points)
- iii. Steps taken to remove malpractices and progress made in this regard (10 points)
- iv. Steps taken to ensure transparent auction process (10 points)
- v. Steps taken to ensure proper recording of auction and arrival (10 points)
- vi. Steps taken for 100% recovery of market fee and license fee (10 points)
- vii. Status of auction of rate list and parking stand (10 points)
- viii. Status of cleanliness of Market Committee office and tree plantation (10 points)
- ix. Any other Innovative / Initiative to improve market (20 Points)

First phase performance of 25 selected model markets was evaluated during the monthly progress review meeting. The Special Secretary Agriculture Marketing appreciated the performance of 5 Markets for their top performance regarding Model Market Initiative and also issued the appreciation letters. These model markets include Gujranwala, Sumandari, Multan, Pakpattan and Bhakhar.



To help the under-achieving Market Committees for the model markets initiative, the Project Manager (AMIS) demonstrated the initiatives taken by the top performing Market Committees. The chair directed all the field formation to replicate these ideas in their markets as these would contribute to the market efficiency.

This initiative initially started in 25 Model Markets but after seeing the positive impact the Special Secretary Agriculture Marketing further added 26 markets for the second phase. To properly monitor the progress an inspection team has been formulated which inspects this initiative at divisional level regularly.

#### **Improvements toward Model Market:- A Case Study of Fruit & Vegetable Market, Gujranwala**

The Fruit & Vegetable Market Gujranwala was one of the 25 selected Markets to transform in to the model Market. The condition of the Fruit & Vegetable Market, Gujranwala was

extremely poor due to broken roads, ineffective sewerage system & cleanliness operation, full of encroachments and weak financial position of the Market Committee.

The above said task was assigned to the Project Manager (AMIS) to monitor the progress and report, accordingly. The XEN Market Committees Provincial Fund Board (MCPFB) also associated with him.



The estimated construction cost for new roads of the F&V Market, Gujranwala was Rs. 69.50 million. But the available funds i.e. Rs. 5,45,113/- on 16.08.2018 with the Market Committee, Gujranwala were insufficient to complete this task. Due to poor financial condition of the Market Committee Gujranwala, the Commission Agents were motivated to construct the roads from their own resources. They agreed to bear all the expenses i.e. Rs.69.50 million, accordingly. These roads will be completed in four different phases due to on-going business activities. Execution of 3<sup>rd</sup> phase is on full swing, the entire development work is likely to complete at the end of November-2018. The positive aspect of this entire exercise is that the Commission agents will bear all the expenses for the construction of roads from their own resources and they are also committed to pay Market Fee to the Market Committee as per previous practice. Various other steps were also taken to improve the existing situation of the F&V Market, Gujranwala to transform into model market;

- i. New Secretary MC (Mr.Abdul Khaliq Nasir) was appointed on 06.08.2018 with mission to resolve the issues of the F&V Market, Gujranwala.
- ii. Confidence building activities were initiated for the commission agents of the Mandi in which frequent meetings & visits were conducted for counseling the commission agents, white wash the main boundary wall and sub-office of market committee, earth filling of ditches on roads, anti-encroachment & plantation campaigns (100 plants were planted) and trash containers placed for Pharias etc.
- iii. Technical assistance is being provided to the commission agent for the construction of roads through XEN of MCPFB.
- iv. WASA Gujranwala has been taken on board through the assistance of the DC for the improvement of the sewerage system of the market.
- v. Temporary encroachments have been removed and inline the Pharias on the platform within the market.





### Auction of Rate Lists to ensure transparency and enhance the yearly income of the Market Committees for the Financial Year 2018-19.

The Special Secretary Agriculture Marketing started the initiative to auction rate lists of all the Market Committees to ensure transparency in the recovery process and enhance the yearly income as well. Auction of the rate list of 117 out of 135 Market Committees of Punjab has been completed for the financial year 2018-19. The main objectives of the initiative were kept in mind during the auction process. This increased the income of the Market Committees by 69% as compared to last financial year under this head. Last year, under this head the total recovery of the Market Committees was 57.786 million which has increased to 97.375 million.

No. of MCs in which Rate lists auctioned	Rate lists auctioned in 2017-18 (Million RS.)	Rate lists auctioned in 2018-19 (Million RS.)	%age increased
117	57.786	97.375	+69

### Anti-encroachment campaign in Agricultural Produce Markets

Agriculture Department (Marketing Wing) initiated Anti-encroachment campaign in all Agricultural Produce Markets in the province from 12.07.2018. Necessary directions were issued to all the field formation to remove the temporary and permanent encroachments in the markets.



Anti-Encroachment Campaign in Grain Market Jhang

The best performers i.e. Jhang & Bahawalnagar under this campaign were issued appreciation letter for their encouragement.

### Field visit of inspection team to monitor the working of Market Committees

An inspection team was formulated to monitor cleanliness, recovery position, malpractices, model market initiative & Anti-encroachment campaign in all Agricultural Produce Markets in the allocated division.



The inspection team comprises on the following officers;

Officer	District
Mr. Muhammad Shabbir - EADA (E&M) Hqr	Chiniot, Sargodha & Bhakhar
Mr. Musarat Khan - EADA (E&M) Hqr	Sheikhupura, Nankana Sahib, Faisalabad & Lahore
Mr. Muhammad Ajmal - P.M (AMIS)	Hafizabad, Gujranwala, Jhelum and Chakwal
Mr. Waseem Iqbal - EADA (E&M) Hqr	Sahiwal, Khanewal, Multan, Muzaffargarh & Bahawalpur
Mr. Salman Afzal - AO (E&M) Hqr	Okara, Pakpattan, Vehari & Multan
Mr. Zahid Majeed - AO (E&M) Hqr	Rajanpur, D.G. Khan & R.Y. Khan



Inspection team visited the allocated divisions and submitted inspection reports for further necessary action. Afterward, a progress review meeting of all Extra Assistant Directors of Agriculture (E&M) and Secretaries Market Committee of Divisional Headquarters was conducted on 28.09.2018 under the chairmanship of Special Secretary (Agriculture Marketing), in which the progress of the above said campaign was discussed in detailed.

### Target oriented transfer/posting and promotion

Agriculture Department (Marketing Wing) started an initiative in which a committee is formulated to review the cases of transfer/posting of field staff under the chairmanship of the Competent Authority. This committee carefully examines all the transfer cases, interview the under transfer incumbents and finally assigns the specific targets. The main objective of this entire exercise is to improve the efficiency and productivity of the department as whole. Moreover, timely promotions of the staff is also being ensured.

### Capacity building programs for field formation

Punjab Institute of Agriculture Marketing (PIAM) conducts trainings of EADAs (E&M), Secretaries Market Committee and other field staff of Market Committees in order to improve the working efficiency of employees.



These trainings are arranged on different topics including;

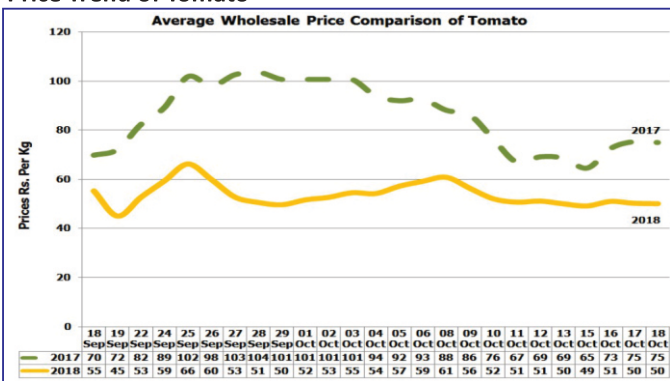
- ☐ Marketing information & Auction supervision
- ☐ Revenue collection from different sources
- ☐ Financial Management

In first quarter of this financial year 174 staff members have been trained on the above said topics.

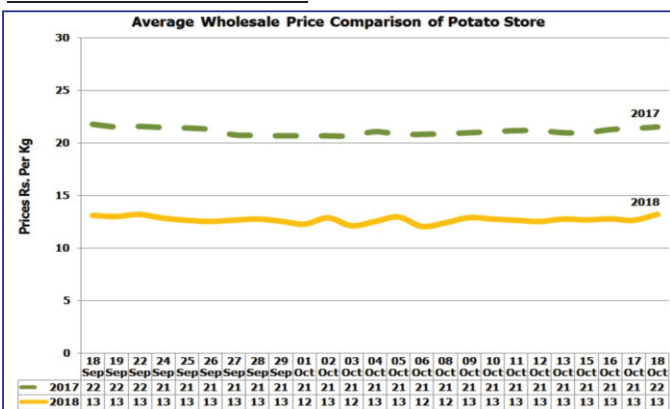
### Prices Situation of essential food items in the Punjab

The prices of the essential food items in the Punjab are almost stable. Price of tomato is slightly on the higher side but it is still 33% lower as compared to last year.

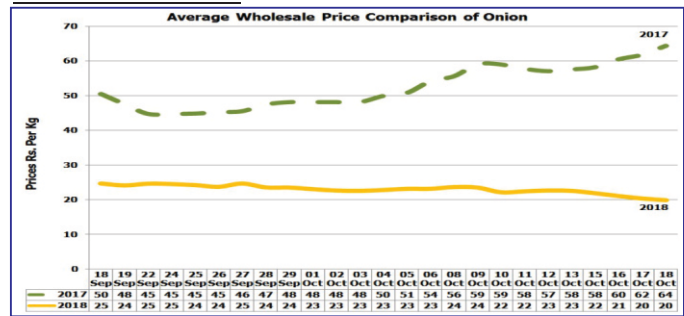
#### Price Trend of Tomato



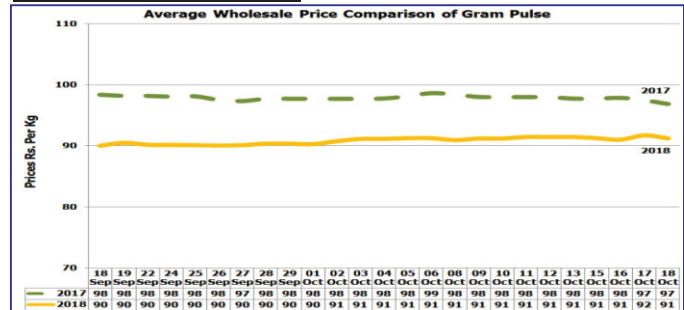
#### Price Trend of Potato Store



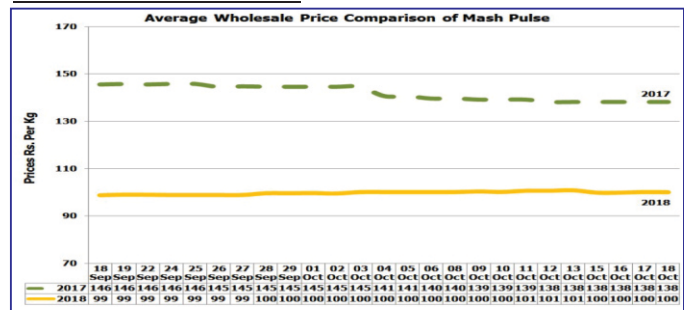
#### Price Trend of Onion



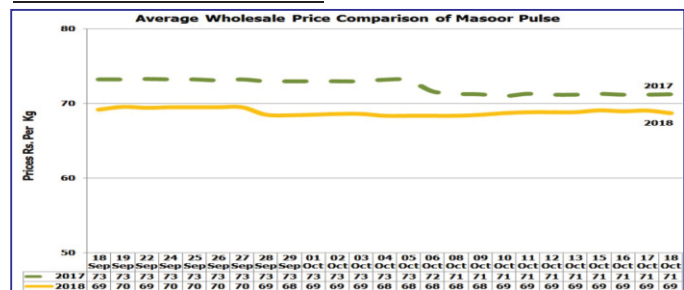
#### Price Trend of Gram Pulse



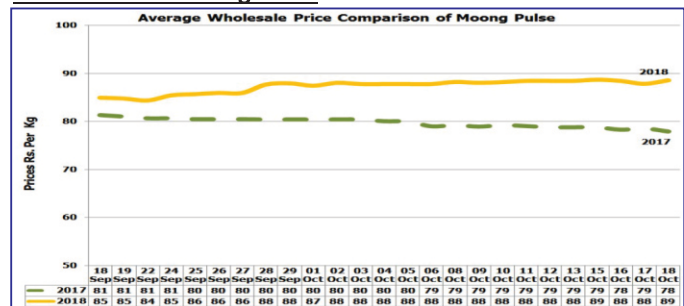
#### Price Trend of Mash Pulse



#### Price Trend of Masoor Pulse



#### Price Trend of Moong Pulse



Compiled by: Mr. Muhammad Ajmal, Project Manager (AMIS) & AMIS Team of the Directorate of Agriculture (E&M) Punjab, Lahore