

Agri-Marketing

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Agriculture Marketing, Government of the Punjab, Lahore

Malik Ahmad Ali Aulakh, Minister for Agriculture Punjab holds meeting with the Secretary Agriculture and Special Secretary, Agriculture Marketing, to improve the marketing system in the province on 09-06-2010



Malik Ahmad Ali Aulakh, Minister for Agriculture Punjab held a meeting with the Secretary Agriculture and Special Secretary Agriculture Marketing to review the performance of Agriculture Marketing. The Minister observed during his visit of different Markets that the staff of Market Committees was not performing their duties in proper uniform, improper maintenance of record, poor cleanliness of Agricultural Produce markets and no control of traffic within market. The Minister issued order to ensure proper implementation of the PAPM (Ordinance) and maintain the proper record of arrival of Agricultural Commodities to avoid possible leakage of Market Fee.

Agriculture Marketing wing introduces Good Governance Initiatives (GGIs) for improving the

existing marketing system in the province.

For improving the existing marketing system in the province a comprehensive plan has been prepared which constitutes of the following;

- Enforcement Plan
- Transparency Plan
- Cleanliness & sewerage plan
- Organic Waste Disposal Plan
- Traffic Management Plan
- Financial Viability Plan
- Security Plan

The necessary instructions by the office of the Special Secretary, Agriculture Marketing have been issued to all the Extra Assistant Directors of Agriculture (E&M) and Secretary Market Committees for proper implementation of the above said plans. The plans have become effective in all the Agricultural Produce Markets of the province. The Extra Assistant Director of Agriculture (E&M) of respective district are holding dedicated meetings with Administrators and Secretary Market Committees to implement these GGIs.

The **enforcement plan** consists of following points; Proper implementation of PAPMO-1978 & Rules-1979

- Proper Documentation of the record of the Market Committee (Maintenance of Register J, K, Cash Book and H & I Forms)
- Preparation of Monthly Income & Expenditure Report
- Map of Notified Market Area should be displayed in the office of each Market Committee.

Similarly **Transparency plan** consists of;

- Deputed staff must perform duty in the proper uniform
- Display Board should be installed on the prominent places in the market with the information regarding Rate Of Commission and Remuneration Of a functionary Rates of Commission, Rate of Market Fee, License Fee
- The following information should be displayed on the office Board
 - No. of Licensees Category wise
 - No. of Staff of Market Committee with name
 - Income & Expenditure of Market Committee with Targets & Achievements
 - Name of Officials who are performing duty
- Installation of weigh bridges in the major markets

The Cleanliness & sewerage plan covers the following;

- Name & No. of deputed sanitary workers must display on office Board

- Schedule for cleanliness of Market should be displayed on the office board
- Separate Boards should be installed in the Market with a complete map indicating flow of sewerage water of mandi
- Name of sewerage controlling authority should be displayed on the office board

The Organic Waste Disposal Plan comprises of the following;

- Outsourcing of solid waste management or own arrangement by Market Committee
- Machinery available with the market committee for solid waste management and disposal of garbage
- Map of collection points within the market for collection of organic solid waste

Under the **Traffic Management Plan** Traffic flow Chart and Traffic regulated Map should be displayed on the prominent places within the market showing the Parking, loading & unloading points and auction places.

The **Financial Viability Plan** comprises on the following;

- Recovery of Market Fee & License fee
- Collection of Market fee as per arrival of Agricultural produce

- Steps taken to control the leakage of market fee
- Plan prepare for rationalizing/diminishing the expenditures and enhance the income
- Unnecessary operational expenditure should be curtailed.
- Excess posts should also be abolished

The Security Plan must be prepared along the following lines;

- a. Data including Name, Address, copy of CNIC, Contact No., Shop No, type of business etc should be compiled regarding the owner of shops (Commission agents), renters, etc. as per original map/layout plan of the Mandi.
- b. Commission agent should be informed that they must not allow any unknown person to stay in their shops, otherwise in case of any violation the concerned commission will be held responsible.

The action plan on the above said GGIs have been received from all the districts of the province and progress in this regard is being monitored at headquarter office of the Agriculture Marketing Wing.

Mr. Farhan Aziz Khawaja Special Secretary, Agriculture Marketing holds a meeting on Solid waste Management in Agricultural Produce Markets of District Lahore on 14-06-2010.

The meeting was chaired by the Special Secretary Agriculture Marketing and following participants attended the meeting

1. Mr. Abdul Jabbar Shaheen, Director General, Parks and Horticulture Authority (PHA), 2-Jail Road Race Course Park, Lahore Ph: 42-99203759.
2. Mr. Waseem Ajmal, Managing Director Solid Waste Management, Lahore.
3. Muhammad Rafiq Jatoi, District Officer (Planning) Solid Waste Management, City District Government, Lahore.
4. Madam Hoor Yousafzai, Director, Lahore Compost (Pvt.) Ltd, 4th Floor Kulsum Plaza, Jinnah Avenue 2020, Blue Area, Islamabad, Pakistan. 051-2278203, 2278801 Fax 051-2277843.
5. Mr. Sohail Kareem Rana, Chief Executive Officer, Lahore Compost (Pvt.) Ltd, Mehmood Booti, Ring Road (Bund Road), Lahore. 042-36845712-6, Fax 042-36845717.
6. Mr. Mati Ullah Jan, D.G.M Production, Mehmood Booti, Ring Road, Lahore. 042-36845712-6, Fax: 042-36845717



After a detailed discussion, the chair and the participants arrived to the following decisions;

1. The Director General (PHA) would purchase compost from Lahore compost for nursery use.
2. The Managing Director, Solid Waste Management would ensure uninterrupted supply of organic solid waste to Lahore Compost.
3. A comprehensive plan regarding solid waste management in the Agricultural Produce Markets of district Lahore would be chalked out by the Secretary Market Committees with the help of concerned Assistant District Officer Solid Waste Management.
4. The contract of disposal of solid waste from all the Agricultural Produce Markets of District Lahore would be given to the Solid Waste Company after the end of this financial year 2009-10.

Special Secretary Agriculture Marketing holds a series of meetings on performance improvement of Market Committees in District Lahore.

These meeting were held by the Special Secretary, Agriculture Marketing, Government of the Punjab from 14-06-2010 to 17-06-2010 in his office chamber on the following meeting agenda;

1. Progress regarding cleanliness situation within the markets and arrangements made by the market committee.
2. Improvement in sewerage and drainage status of markets.
3. Steps taken to improve traffic regulation within the market and loading & unloading arrangements for

agricultural produce, by the market committees.

4. Steps taken to control the encroachments within the Markets.
5. Improvement in Financial status of Market Committees.

In these meetings the chair reviewed the progress on the above said meeting agenda and got the presentations from the Secretary Market Committees of district Lahore.

Agriculture Marketing wing promotes Public Private Partnership (PPP) in agriculture Marketing Sector.

For promoting Public Private Partnership (PPP) in Agriculture Marketing Sector, the Agriculture Marketing Wing arranged a tour of private investors to Mango growing areas i.e. Multan district. The delegation, under the supervision of Project Manager (AMIS), participated in a conference arranged by the "Mango Grower Cooperative Society Limited Multan". Mr. Farhan Aziz Khawaja the Special Secretary, Agriculture Marketing addressed to the participants of this conference.



The president of Mango Grower Cooperative Society Limited Multan, Mr. Zahid Hussain Gardezi presented a shield to



the Special Secretary, Agriculture Marketing for their participation.

The private investors also visited the Agro Food Processing Facilities (AFP) Multan a SMEDA PSIC Joint Project at industrial Zone Multan.

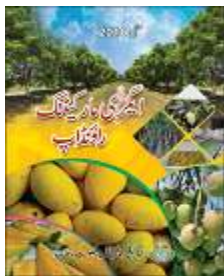


agricultural commodities during Holy Ramadan. Its PDF file is also available on the website www.amis.pk.

Agriculture Marketing wing provides facility to set up linkage between the Growers and various investors on the pattern of Star Farms Project of Metro Cash & Carry, China.

For this purpose a survey is being conducted, asking the willingness of growers to work with National and International firms engaged in Agriculture Marketing. These firms would provide assistance to the growers of various crops in Capacity building, proper grading & packing, transportation, registration of brand and buy back arrangement. This system will provide the food safety to the ultimate consumer. Under this program, firms instruct farmers in safe production and processing procedures. Further Tracking measures allow consumers to find out information about products, where exactly they come from manufacturing and other information through traceability code scans.

Agriculture Marketing Wing Publishes Agri-Marketing Roundup for May-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 Holy Month of Ramadan. This Roundup includes suggestions for ensuring better supply of essential

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