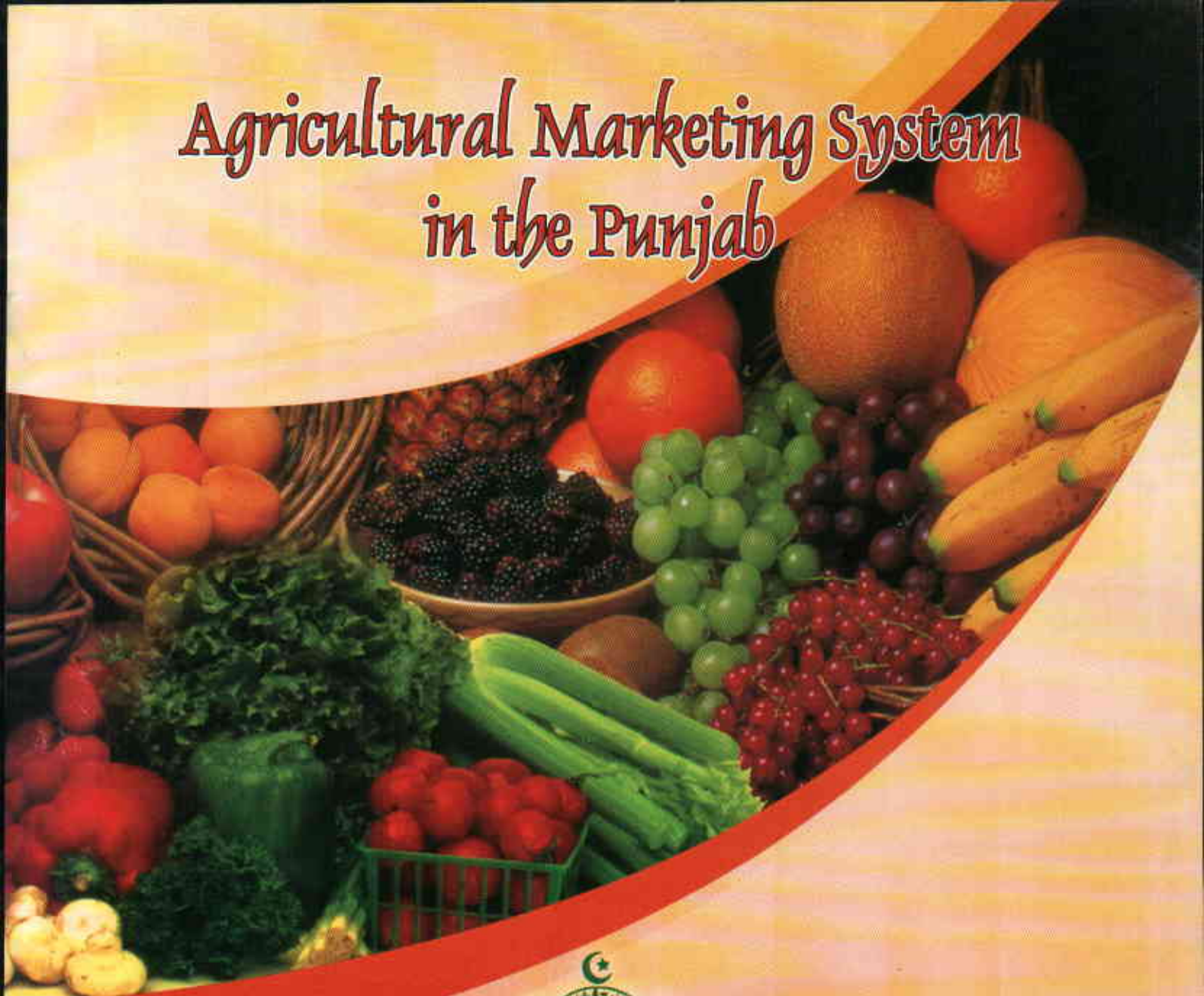


Agricultural Marketing System in the Punjab



**Report Produced under the Project
Agriculture Marketing Information Service
Publication No. 01/2006**

**DIRECTORATE OF AGRICULTURE
(ECONOMICS & MARKETING) PUNJAB**

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Foreword

Improved Agricultural Marketing Information system is key to the development of Pakistan's Agrarian Economy. Fully cognizant of the fact, Government of the Punjab in Agriculture Department is implementing a Programme for improvement of Agricultural Marketing Information System to facilitate Agribusiness with special emphasis on exports. The objectives are as follows:

- **Collection of data on domestic production to monitor the crop situation to find out estimation Marketable and Exportable Surplus.**
- **To collect information on International Production and Trade.**
- **To provide Information to the policy maker to facilitate export of Agriculture Crop/Produce to find out potential export markets to accelerate export.**
- **Maintenance of database on vital information regarding domestic and International Production, Trade, Consumption needs and quarantine requirements/ standards of Agriculture Crop.**
- **To discuss the WTO issues and Constraints under its regime.**

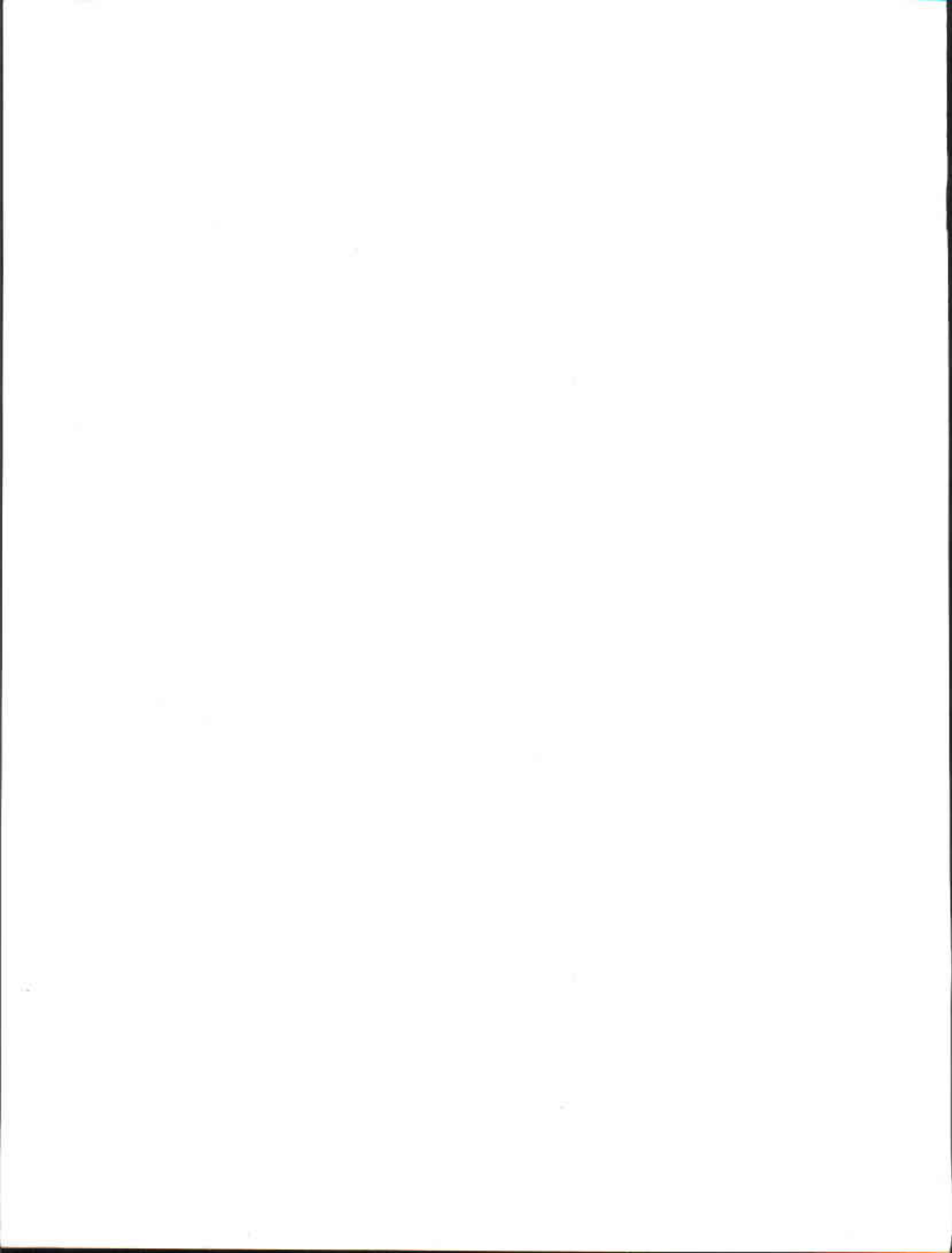
This report relate to Agricultural Marketing Information System through a planned effort, keeping in view the above objective. Available information is updated, further required data has been collected and processed.

The information collected has been compiled into a booklet form to be used as reference/benchmark by all the stakeholders' viz. producers, processors, traders and exporters to enable them to plan an effective role in the World's production, productivity and export. The efforts made by Mr. Munir Ahmad Extra Assistant Director of Agriculture (Economics & Marketing) Headquarter office & Mr. Muhammad Irfan Bhatti analyses and composition to compile the information is highly acknowledged.

To update the information is regular activities. All the stakeholders can obtain the latest information from the Directorate through toll free telephone Number (0800-51111). Any suggestion for improving the format and the content of this publication would be welcome.

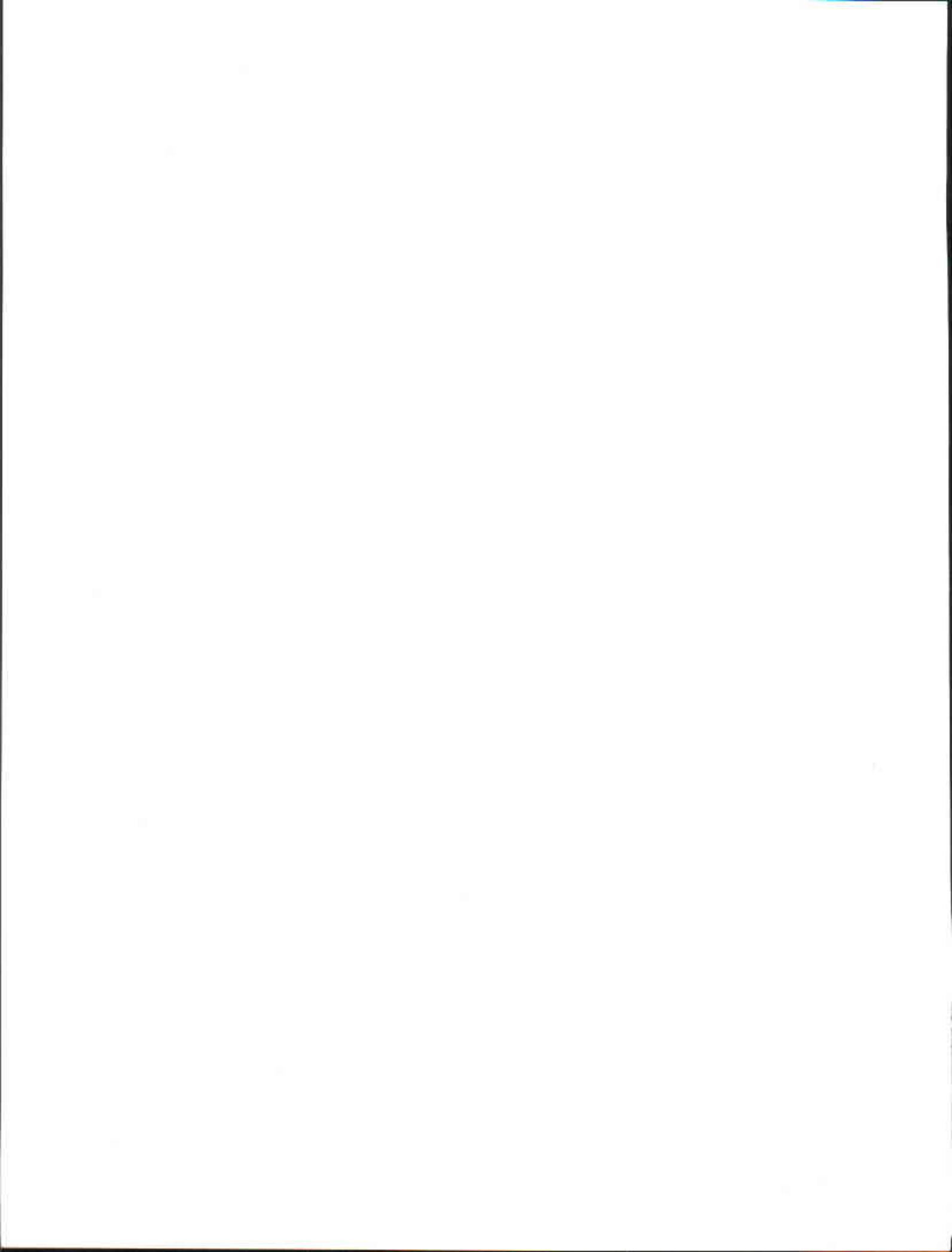


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AGRICULTURE MARKETING SYSTEM IN PUNJAB

INTRODUCTION

Government is not directly involved in the Marketing of Agricultural produce. The farmers bring their produce in the Fruit & Vegetable Market or grain market at their own where many peoples are involved in the sale and purchase of Agricultural produce, including commission agents, dealers and pharia etc.

The Agri. Produce Markets Act, 1939 was promulgated on the recommendation of Royal Commission constituted by the British India Government during 1927. The sole-intention of the act was to regulate the Agri. Business so as to do away the evils and vices which ultimately tended to the deprivation of the grower from his fair return of produce. The Market Committees were established under the provisions of above said act which were assigned noble pursuit i.e. to safeguard the interest of grower.



The act of 1939 was replaced by the Punjab Local Government Act, 1975, but for legal and technical reasons, the provisions of the act could not be enforced.

Later, the relevant provisions of the Punjab Local Government Act, 1975 were replaced by the Punjab Agricultural Produce Markets (PAMP) Ordinance, 1978 and rules were framed during 1979.

AGRICULTURE MARKETING WING

Agriculture Marketing has been established since January 2004. Prior to this Director of Agriculture (Economics & Marketing) was looking after the activities of agricultural marketing. The importance of agricultural marketing was realized with transformation from deficit to surplus regime, which caused market crash with bumper production. WTO reforms are also compelling to phase out public role of

procurement and subsidies. A new ministry has been inducted in Punjab government to improve the marketing system on scientific lines with major role being performed by the private sector. Major thrust areas of the department are:

- Improvement of management and operation of markets
- Marketing intelligence and information
- Entrepreneurial development and organization of growers
- Revamping of agricultural produce market enactment
- Human Resource development

Mission Statement

Making Agriculture more profitable with the given resources and technology.

Objectives

- Commercialization of Agriculture
- Making Agricultural Production Market/demand oriented
- Price Stability
- Providing Transparent and competitive market environment
- Export facilitation

Strategies

- Human resource development through proper training for experts and stake holders
- Infrastructure Development through Private investment
- Use of Modern information and communication technology for collection and dissemination of Marketing Intelligence
- Institutional capacity building through strengthening of the Directorate Of Agriculture (E&M) to take up following activities
- Research work in field of Agricultural Economics , Marketing and Farm management
- To introduce Modern Farm Management Techniques based on economic principles
- Export facilitation through provision of up to date information regarding prices and volumes and quality requirements of importing countries

DIRECTORATE OF AGRICULTURE (ECONOMICS & MARKETING)

The Directorate of Agriculture (Economics & Marketing) was established in 1967-8.

It performs following functions:

- Price analysis & dissemination
- Daily price bulletin
- Monthly Crop & Price Situation Report
- Price Analysis reports on various crops as and when required by the Government.
- Financial and Administrative control of 134 Market Committees in the Punjab
- Managing 325 Agricultural Markets in the Punjab including Grain, Fruit & Vegetable, Feeder Markets.
- Establishment of New Markets.
- Holding of 132 Itwar Bazaars through out the Punjab.
- Having discharged duties as prescribed under the Punjab Agricultural Produce Markets Ordinance 1978 and Rules framed there under.

MARKET COMMITTEES PROVINCIAL FUND BOARD

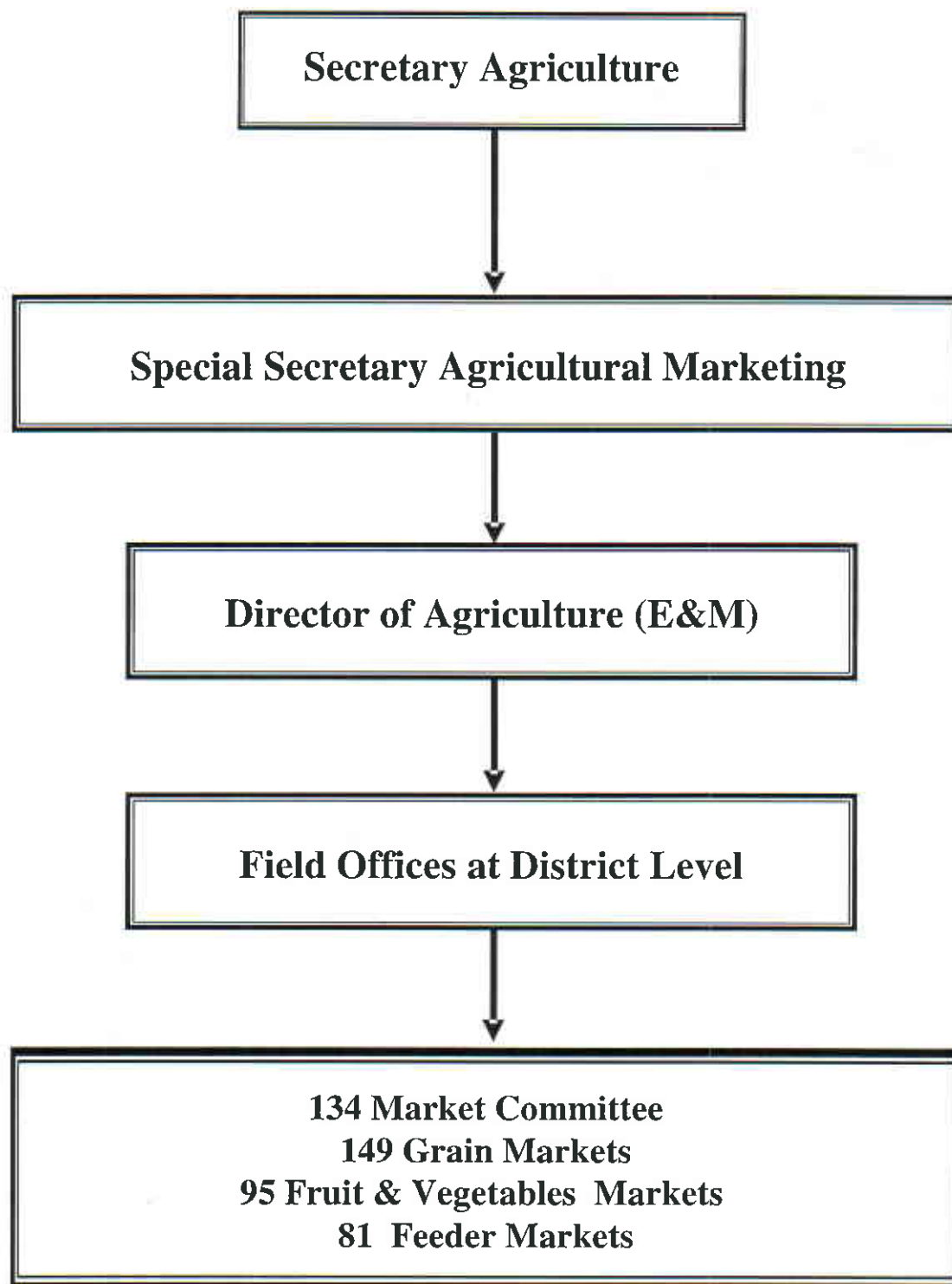
There is one Market Committees Provincial Fund Board. It is an autonomous body and it is meant for preparation and implementation of such projects, measures and programmes to develop and improve markets and marketing

- Collection and dissemination of market intelligence
- Investment of market committees provincial funds for profitable purposes
- Organizing and running modern markets
- Undertaking actual marketing, grading, processing and disposal of agricultural produce
- Setting up and running of the inservice training institutes
- Advancing loans to market committees
- Any other purpose with the prior approval of Government

LAWS GOVERNING MARKETING OF AGRICULTURAL PRODUCE

- The Punjab Agricultural Produce Markets Ordinance (XXIII of 1978)
- The Punjab Agricultural Produce Markets (General) Rules, 1979
- The Punjab Agricultural Produce Markets (Market Committees Provincial Fund) Rules, 1980

ORGANIZATION CHART OF AGRICULTURE MARKETING WING



ACTIVITIES OF AGRICULTURAL MARKETING

An efficient marketing system is essential for increasing agricultural production through remunerative returns for the growers for their produce and equitable prices for the consumers. 328 Food grains and fruit & vegetables markets under 134 market committees exist in the province. Following steps are being taken to improve the marketing system:

- The existing marketing laws are being revamped to make these more supportive to the farmers/growers, compatible with modern day international trade requirements and pave the way for private sector investment.
- Functioning of the market committees and markets is being reviewed and necessary measures are being taken for their improvement. As a first step, the existing infrastructure in 30 major markets of the province will be improved and brought at par with international standards. On operational side professionals will be inducted to manage these markets.
- A modern Marketing information service (MIS) linking local agricultural produce markets, international markets and other trade related bodies through a website will be established to collect, collate, forecast and disseminate accurate, reliable and timely on line information regarding prices, supplies and demands of various commodities for use by all the stake holders to take rational decisions. A project costing Rs. 115.2 million under ASPL-II has been launched.
- Recently established Punjab AgriMarketing Company (PAMCO) has prepared projects of Rs. 4.00 billion to promote and facilitate setting up of marketing infrastructure including cold chain and processing units through out the province.
- The Construction of Modular Markets at Lahore, Nankana Sahib, Sialkot, Bahawalpur, Multan, R.Y. Khan, Okara and Rawalpindi having all facilities including cold storage, processing units, quality control labs and packaging facilities to meet WTO requirements. NESPAK being engaged to design the markets.
- Amendments in laws to encourage public private partnership for development of markets and market infrastructure. Final draft of Punjab Agricultural Produce Markets Act 2005 being scrutinized by the law department.
- The following important functions are being out sourced on pilot basis:
 - Sanitation and cleanliness for better solid waste management in fruit and vegetable markets; Ravi Link road, Kot Lakh pat, Multan and Faisalabad.

- Collection of Market fee and installation of weigh bridge in Lahore, Kotlakhpat, Faisalabad, Gujranwala, Sargodha, Okara, R.Y. Khan, Bahawalpur, Sialkot, Multan and Mianchannu markets.
- A Fruit and Vegetable project to increase production of Fruit & Vegetable and promote tunnel technology costing of Rs. 56.703 million has been launched in six districts.
- A project proposal (Establishment of Punjab Institute of Agricultural Marketing) costing of Rs. 60 million under ASPL-II has been submitted to P&D for Capacity Building of Stakeholders
- To address the twin problems of storage and loan, a project for development of on-Farm warehousing capacity at a cost of Rs. 32 million has been submitted to P&D, Government of Punjab.
- Federal government has launched program for Development and Diversification of Agribusiness at a cost of 4.0 billion Rupees, with major activities in the provinces

MARKET COMMITTEES

Market Committee means an institution established under Section 7 of the PAMP, Ordinance 1978. At present there are 135 Market Committees exercising control on sale / purchase of Agricultural Produce with in its notified area under section 4 of the said Ordinance. The entire area of the Punjab under civil administration has been divided into 135 segments to serve as notified market area for a particular market committee.

Market Committees have been classified according to their financial resources which are generated mainly through levy of market fee, issuance of licenses etc. The following table shows different classes of Market Committees based on their financial position.

Class	Annual Income	No.
A	above 16 Lac	27
B	above 8 Lac but less than 16 Lac	52
C	upto 8 Lac	55
	Total	134

Constitution of Market Committees

Market Committees are constituted under Section 8 of the PAMP, Ordinance 1978 and relevant rules by the Zila Council and Official Member is appointed by the Government of the Punjab, Agriculture Department amongst Officers of Agriculture Department as per strength given below.

Category of Member	Ten Member's Committee (Class C)	Seventeen Member's Committee (Class A&B)
Growers	5	9
License u/s 6	2	5
License u/s 9	1	1
Consumer	1	1
Govt. Member	1	1
Total	10	17

Chairman: From Grower Members with at least

Qualification: Matric

Tenure: 3 Years.

Duties of Market Committee

The Market Committee within their notified areas is responsible for the followings:

- To enforce the Provisions of Ordinance and Rules.
- To Establish Agricultural Markets.
- To issue licenses to agro based industries, Commission Agents and Market Functionaries.
- Collection and Dissemination of Prices of Agriculture Produce.
- Coordination with District Administration for organizing Itwar / Juma Bazars.
- Maintenance and improvement of the markets including construction of storage's, platforms, and roads;
- Collection and dissemination for information regarding all matters relating to marketing in respect of the agricultural produce and propaganda in favour of agricultural improvement and thrift;
- Providing comforts and facilities, such as light, sanitation, shelter, shade, parking accommodation and water for the persons, draught cattle, vehicles and pack animals coming to the market and similar other purposes;
- Provision of facilities such as cleaning sets, plants for grading, standardization, packing and processing of agricultural produce;
- Construction of cold storages, warehouses and godowns for the benefit of growers
- Provision and maintenance of standard weights and measures;
- Agricultural implements and machinery to be distributed amongst growers of the market area;
- Holding of agricultural melas, fairs, exhibitions and shows for agriculture publicity and propaganda amongst farmers for improved production;
- Training of members and staff of market committees and members of the Board of Arbitrators;

Generation of Funds by Market Committees

As mentioned earlier, all the market committees generate their own funds through to levy of market and license fee. The present schedule of fee is as under.

License Fee

As per provisions of the Punjab Agricultural Produce Markets Ordinance (XXIII of 1978) no one can undertake a business (Sale/Purchase) of agriculture produce without a license to be issued by the market committee. The schedule of license fee for each kind of license shall be as under: -

Group	Applicable Business Concerns	Fee (Rs.)
A	Cotton Ginning and Pressing Factory, Oil Mills, Textile Mill, Ghee Mill, Rice Mill (Sheller and huller), importer and exporter of agricultural produce, sugar mill, purchaser of agricultural produce on behalf of mill, dairy and other such concern dealing in agricultural produce, wool factory, jute mill, tannery flour mill, tobacco wholesale dealer, roti plant, cold storage, refrigeration plant,	500.00
B	Commission agent of grain market vegetable and fruit market, wool, hides and skin merchant, wholesale karyana merchant, cotton seed and oil-cakes wholesaler, atta machine "chakky" , rice husking " chakky" pulses processing plant.	200.00
C	Retail shopkeeper of karyana, fruits and vegetables (dry and fresh), meet, wool, hair, beef, mutton, fish and egg sellers, oil-cake and cotton seed sellers, fodders (green or dry), tobacco and its products, kohloo and depot-holder, pharria.	50.00

Market Fee

Market fee is levied on all types of sale & purchase of agriculture produce. Following is the schedule of market fee prescribed for the sale purchase of agricultural produce: -

Sr. No.	Name of the Agricultural Produce	market fee per 100 Kg.
1.	Wheat, Rice (Paddy), rice (cleaned), rice (broken), atta, maida, suji, gur, shakkar, sugar (desi and refined), molasses, sugarcane juice, pulses (whole and split), viz. Moong, mash, masoor, moth, raj mash, rewah, arhar, lobia, gram and other beans;	Re. 1.00
2.	Maiz cobs (dry and green), atta, maiz (grains), barley, bajra, jowar, atta of jowar, atta of bajra;	Re. 1.00
3.	Oil seeds viz, cotton seed, linseed, sarsoon, raya, toria, taramira, soyabean sunflower, til, ground nut, castor, palm, their oils, oilcakes, seed and vegetable ghee;	Re. 1.00
4.	Wool, hair and desi ghee;	Re. 1.00
5.	Cotton un-ginned (phutti), cotton ginned (lint), jute (seed and fiber), chillies (green, dry and ground), tobacco, leaves, tobacco cured and guraku;	Re. 1.00
6.	Meal and waste of maiz;	Re. 1.00
7.	Fruit and vegetables (fresh and dry) and their marmalade;	Re. 1.00
8.	Fodders, viz; senji, lucern, shaftal, berseem, shalgham, guara, chari, bajra, maiz, javi, barely, wheat, jowar (green and dry) and their seeds, methi metha, oats, bran, bhusa of wheat, phak, parali, rice silur, bhusa of barley, gram cholia, kera, surri, bura, wanda, cotton waste and sugarcane;	Re. 0.50
9.	Livestock products viz; beef, mutton	Re. 1.00

Forward

Rate of Commission and Remuneration

In regard to any sale or purchase of agricultural produce, no functionary shall charge for the services actually rendered by him a remuneration in excess of the rates specified below:-



Commission agent:

- i) 1.50 percent in the case of food grain and other crops.
- ii) 2.50 percent in the case of fruits, and
- iii) 3.12 percent in the case of vegetables, worked out on the basis of the value of the agricultural produce

Broker: -

- i) Twenty paise per quintal of agricultural produce bought or sold;

Weighman: -

- i) 0.20 Percent of the value of agricultural produce weighed;

Palledar: -

- i) Unloading 0.20 percent of the value of agricultural produce
- ii) weighing 0.20 percent of the value of agricultural produce
- iii) bori ultai 0.30 percent of the value of agricultural produce
- iv) dheri legai 0.10 percent of the value of agricultural produce
- v) Changar 0.20 percent of the value of agricultural produce

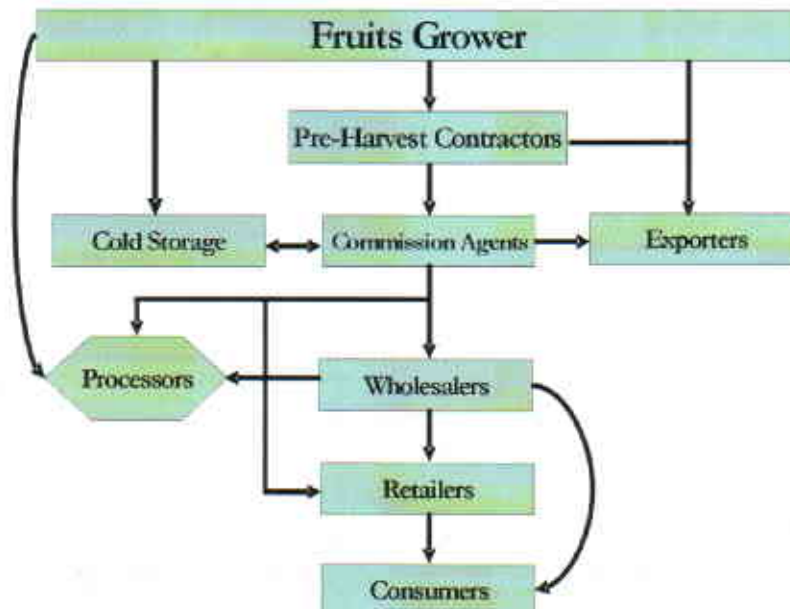


AGRICULTURE MARKETS

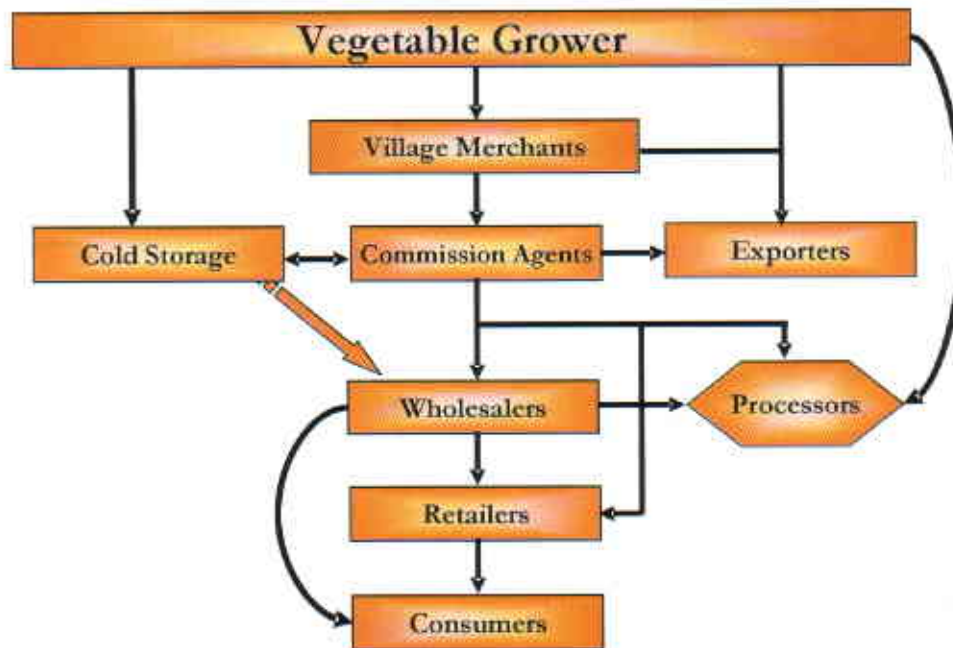
An agriculture produce market is a place notified for sale and purchase of agricultural commodities such as fruits, vegetables and grains. At present there are 244 Agricultural Markets in Punjab for Grains and Fruits & Vegetables. Besides these there are 81 Feeder Markets to feed the main Agriculture Produce Market, the detail of agriculture and feeder market in the Punjab is shown below:

Type of Market	Nos.
Grain Markets	149
Fruit & Vegetable Markets	95
Feeder Markets	81
Total	325

Marketing Channel For Fruits



Marketing Channel For Vegetables



Constraints of Markets

- Markets are inadequate in terms of size, location and facilities.
- Auctions are fake due to strong nexus of commission agents and pharias
- Overcharging of commission and illegal deductions have become strong norms
- Produce is sold without any standard of quality, grading and packing
- Markets are poorly designed and commission agent oriented. There is no space earmarked for the wholesalers (Pharia).
- Poor and inadequate arrangement of market information
- Poor hygiene and sanitation (Solid waste management)
- No traffic control
- Encroachments and illegal constructions
- Delay in shifting of markets
- Outdated legislation

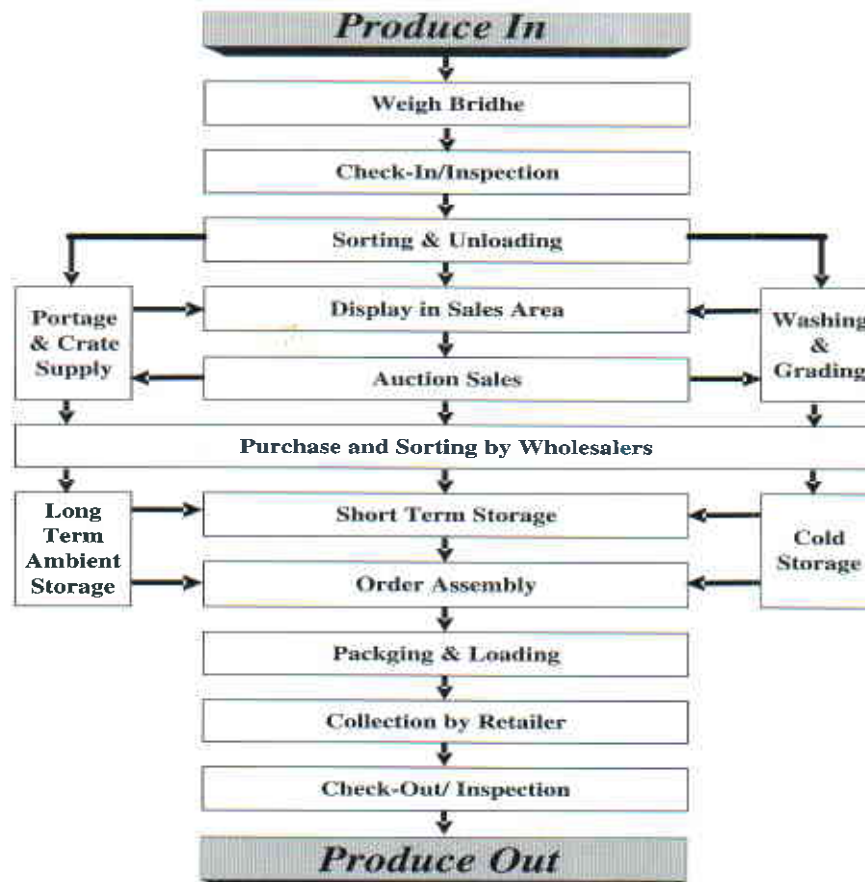
Detailed Estimates of Physical Requirements

- Volumes and types of produce transacted at different times in the year;
- Surveys of traders and market channels;
- Traffic modes and volumes; and
- Investigations of a site's engineering and physical characteristics.

An approach based on overall annual through-put. A range of 10 - 20 tons per square metre (m²) of covered sales space is desirable; an approach based on the "ideal" space standards that need to be allocated to accommodate the various activities required to handle the average (or in some cases maximum) daily throughout of commodities.



FACILITIES IN AGRICULTURAL PRODUCE MARKET



Typical Market Equipment

Weighbridge	Garden tools
Platform scales	Maintenance tool kits
Grading equipment	Platform trolleys
Pan Scales	Handcarts
Labeling equipment	Solid waste management skips
Cashier's listing machine	Public address system
Public health lab. equipment	Computers and printers
Auctioneer's portable platform	Wall clocks

PROBLEMS OF AGRICULTURE MARKETING

Agricultural Marketing System is characterized by following Problems and constraints:

- ❖ Market practices of undue deductions, high service charges and fake auctions leads to low returns to farmers.
- ❖ Severe price fluctuations due to unplanned agricultural production (peaks and troughs of supply).
- ❖ High post harvest losses
- ❖ Inadequate markets and marketing infrastructure
- ❖ Lack of institutional capacity to deliver proper market services
- ❖ Agricultural production not demand oriented
- ❖ Defective legislation
- ❖ No extension service for post harvest research and technologies
- ❖ Lack of grading and packing standardization

An efficient marketing system is essential for increasing agriculture production through remunerative returns for the growers for their produce and equitable prices for the consumers. 245 Food grains and fruit & vegetables markets exist in the province, which are not being regulated properly. Following measures are being taken to improve the marketing system:

- The existing marketing laws are being revamped to make these more supportive to the farmers/growers, compatible with modern day international trade requirements and pave the way for private sector investment.
- Functioning of the market committees and markets is being reviewed and necessary measures will be taken for their improvement. As a first step, the existing infrastructure in 30 major markets of the province will be improved and brought at par with international standards. Professionals will be inducted to manage these markets.
- A modern Marketing information service linking local agricultural produce markets, international markets and other trade related institutes through a website will be established to collect, collate, forecast and disseminate accurate, reliable and timely on line information regarding prices, supplies and demands of various commodities for use by all the stake holders to take rational decisions.
- Recently established Punjab AgriMarketing Company (PAMCO) will promote and facilitate setting up marketing and storage infrastructure including cold chain system in the private sector through out the province.
- Agricultural Marketing Information System (MIS) has been established to link all the major markets through website www.punjabagmarket.info has been launched.
- To know and solve the problems of growers promptly toll free No. 0800-51111 has been installed.
- Encouragement of private sector for establishing the markets for healthy competition with public sector.
- Under WTO regime the growers and other concerned are being trained to delineate the impact of sanitary and Phytosanitary agreement of WTO on Agricultural Exports from the province.
- Existing Markets are being renovated, properly maintained and facilitated.
- To maintain quality of exportable perishable commodities cool chain is being established in producing area.

PUNJAB AGRICULTURE MARKETING COMPANY (PAMCO)

Chief Minister Punjab was pleased to sanction the establishment of a Corporate Body for Agricultural Marketing, on 3-12-2003 to deal with the marketing related issues of Agriculture, Poultry, Dairy, and Fisheries products so as to facilitate the farmers in getting better



rates of their produce, within the country and abroad. The objectives of this Company have been set forth as follows.

Mission Objectives

To design a blueprint of modern agricultural commodities marketing system and facilitates the physical implementation of the system progressively through facilitation, coordination, support and guidance of stake holders in public and private sector including:

- Support export facilitation agencies and exporters
- Insurance of crops, storage and transport of commodities.
- Mechanism for maintaining strategic reserves and price stabilisation through market operations.
- Warehousing facilities
- Commodity exchange
- Hedging instruments and infrastructure

CEO of the Company

Mr. Mansoor Arifeen, a private business entrepreneur having varied experience of processing, storage, and export of vegetables has been selected as CEO of the company.

Board of Directors

The company is being incorporated under Securities Exchange Commission. A Board of Directors for the company mainly from private sector comprising of Growers, Traders, Exporters, Food processors etc. and few Government representatives will be established.

DEVELOPMENT PROJECTS IN AGRICULTURAL MARKETING

Agriculture Marketing Information Service (AMIS) in Punjab

Objectives

The project is aimed at enhancement of efficiency in marketing system through provision of timely, reliable and useable market information to growers, traders, consumers and policy makers. The objectives in more specific terms are as follows:



- a. Sustainable Growth In Agricultural production especially that of potatoes, onion, tomatoes, garlic, green vegetables mango, citrus and other essential kitchen items and crops with export potential;
- b. Efficient flow of market information enabling the producers to optimize their resource allocations to more profitable enterprises;
- c. Real-time information on prices and market inflows assisting in efficient flow of commodities between surplus and deficit areas resulting in better incomes for the producers and stable prices for the consumers;
- d. Matching Production With Demand by making the farmers aware about seasonal price and demand patterns
- e. Meeting of Compliance issues/standards by providing Information on sanitary and phyto-sanitary requirements of importing countries

Major Activities of the Project are as Follows:

- a. Fulfill the information needs of all market functionaries including growers/ farmers, traders (middleman), consumers, exporters and planners & policy makers for their general and specific use.
- b. Collect process and disseminate the information on prices along with their trends and volume traded of different agricultural commodities on regular basis.
- c. Up-gradation/ modernization and interlinking of the markets and market committees through provision and use of latest information devices like computers, internet & website facility, telephones, fax, Radio and TV etc.
- d. Develop an early warning system indicating expected shortages, surpluses and price fluctuations with a purpose to manage market crash and save the growers and consumers from the exploitation by middleman.
- e. Training of staff for collection analysis and dissemination of market information
- f. Capacity building of stakeholders to utilize market information
- g. Generation of market news and bulletin, economic & statistical database and analytical reports with regular intervals.
- h. Guide policy makers to take appropriate and correct decisions| measures regarding resource allocation and policy intervention in the agriculture sector through providing up to date information.
- i. Export promotion through provision of information regarding global production, prices in international market, required quality and packing standards of potential importers.

Fruit & Vegetables Development in Punjab

Objectives

The project is targeted to improve the quality of citrus, mango and vegetables in Sargodha, T. T. Singh, Multan, R. Y. Khan and the supply area of Lahore including Okara, Sheikhpura, Gujranwala and Kasur. Some cooler areas like Khushab will also be included for off-season vegetable production. Increase in production generally results in low prices to the growers due to which the growth in production could not sustain. This component of the project is to facilitate marketing of the products so that sustainable growth may be achieved and better returns to the growers can be assured. More specifically the objectives of this components are as follows:

- Sensitizing the research and extension workers regarding market requirements of vegetables and fruits, indicating specific requirements with reference to time and space.
- Fulfillment of market information needs of all concerned regarding these fruits & vegetables.
- Training in market operations like grading, packing, labeling, market preparation & practices for improved and efficient marketing.
- Establishing the Farmers Organizations (FOs) for purchase of inputs and disposal of their produce.
- Promote backward and forward linkages to facilitate contract farming with exporters and processors.
- Prepare feasibilities regarding tunnel production, food processing and value addition at rural level.

Punjab Institute of Agriculture Marketing

Objectives

The main objective of the project is to improve efficiency of Agricultural Marketing and enhance farmer's income through developing human resource in the field of agricultural Marketing. The specific objectives of the project are to:

- ❖ Build capacity of staff of Agriculture Marketing wing, Market Committees and Agricultural Extension to educate farmers and facilitate Agricultural Marketing on modern lines.
- ❖ Increase efficiency in markets in terms of management and transparency to reduce price spread i.e. the difference of prices paid by the consumer and that received by the producer, especially in case of fruits and vegetables.
- ❖ Reduce the existing post harvest losses by 25 percent which are presently estimated as 30 to 40 percent, through better handling improved packaging and proper grading by trained / better informed manpower as per requirements at different stages during the process of marketing.
- ❖ Enhance value addition by creating awareness; capacity building and transfer of technology for preservation of fruits and vegetables. Presently only 2 to 3 percent of production of fruits and vegetables is processed, which is targeted to be doubled in the project period.
- ❖ Training of farmers, extension staff and other stakeholders to respond to the market signals for better planning, producing and promoting the products according to marketing requirements.
- ❖ Export promotion by provision of training and information regarding the export markets and exportable commodities, required quality standards and demand of potential importers.
- ❖ Alleviate poverty in rural areas through increased farm income and promoting Agri. Business.

Development of On-Farm Warehousing Capacity for Food Grains through Farmer Marketing Cooperatives (Pilot Project)

Objectives

- ❖ To develop on farm storage capacity of 10.24 (000 Tonnes) on pilot basis under private sector in rural areas to meet the requirements of farmers for grain storage through farmer Marketing cooperatives.
- ❖ To save the farmers from distress sale immediately after harvest and increase their income by strengthening holding capacity.
- ❖ To provide pledge loaning facility to farmers for their immediate cash requirements to save them from non-institutional credits and exploitations by commission agents.
- ❖ Keep the trade smooth by stabilizing prices of the produce at the time of harvest and stretching the marketing period.
- ❖ To reduce the storage losses by introducing modern storage facilities.
- ❖ To strengthen agricultural produce marketing infrastructure in the country through the involvement of private sector in Grain Storage.
- ❖ To facilitate the building of buffer stock by the Government agencies through purchases in future.
- ❖ To formulate warehousing laws.

List of Telephone Number of Agricultural Marketing Wing

Sr. No.	Name of Districts	Telephone Numbers
1	Minister for Agricultural Marketing	042-9212750
2	Secretary Agriculture	042-9210130
3	Special Secretary Agricultural Marketing	042-9204229
4	Deputy Secretary Agricultural Marketing	042-9200761
5	Section Officer Establishment	042-9204225
6	Section Officer Admn.	042-9204225
7	Director Market Committee Fund Board	042-920112
8	Assistant Director Accounts Fund Board	042-9200112
9	Director of Agriculture (E&M)	042-9200754
10	Deputy Director of Agriculture (E&M) I	042-9200756
11	Deputy Director of Agriculture (E&M) II	042-9200717
12	EADA (E&M) I	042-9203871
13	EADA (E&M) II	042-9200778
14	EADA (E&M) III	042-9201094
15	Agricultural Officer (E&M) I	042-9201094
16	Agricultural Officer (E&M) II	042-9203871
17	Agricultural Officer (E&M) III	042-9200717
18	Agricultural Officer (E&M) IV	
19	Superintendent Establishment	042-920755
20	Superintendent Accounts	042-920755

List of Telephone Numbers of EADAs Office in the Punjab

Sr. No.	Name of Districts	Telephone Numbers
1	LAHORE	042-7322713
2	SHEIKHUPURA	056-3781130
3	OKARA	044-2511108
4	KASUR	0492-9250081
5	GUJRANWALA	055-3201572
6	HAFIZABAD	0547-520700
7	NAROWAL	0542-410837
8	SIALKOT	052-2749938
9	GUJRAT	053-3534576
10	BANDI BAHAU DIN	
11	RAWALPINDI	051-9290809
12	ATTOCK	
13	CHAKWAL	0543-553106
14	JHELUM	0541-9270191
15	SARGODHA	048-3214911
16	KHUSHAB	0454-721287
17	BHAKKAR	0453-512923
18	MIANWALI	0459-233833
19	FAISALABAD	041-9200539
20	JHANG	047-7626893
21	T.T.SINGH	046-2515453
22	MULTAN	061-9220178
23	LODHRAN	
24	KHANEWAL	065-2556106
25	SAHIWAL	040-4222086
26	PAKPATTAN	0457-352917
27	VEHARI	067-3362907
28	BAHAWALNAGAR	063-9240132
29	BAHAWALPUR	0622-882548
30	R.Y.KHAN	068-9230191
31	D.G.KHAN	064-9260495
32	RAJANPUR	0604-688836
33	LAYYAH	0606-410565
34	MUZAFFARGARH	0662-422779

List of Telephone Numbers of Market Committees in the Punjab

Sr. No.	Name of Market Committees	Telephone Number
1	Abdul Hakeem	065-2441015
2	Ahmad Pur East	062-2272394
3	Ali pur Chatha	055-6333222
4	Alipur	066-2700322
5	Arifwala	045-7832941
6	Badomalhi	0542-406880
7	Bahawalnagar	063-2274588
8	Bahawalpur	062-9255289
9	Basirpur	044-4771844
10	Bhai Pheru	049-4511019
11	Bhakkar	0453-512974
12	Bhalwal	048-6643741
13	Burewala	067-3351244
14	Chak Jhumra	041-8763432
15	Chakwal	0543-412830
16	Chichawatni	040-5481112
17	Chiniot	047-6332957
18	Chishtian	063-2503547
19	Chua Sadan Shah	0573-580064 PP
20	Chunian	049-4311074
21	D.G.Khan	064-9260396
22	Daska	052-6616698
23	Depalpur	044-4542075
24	Dhaban Singh	056-3861026
25	Dinga	
26	Dunyapur	0608-304949
27	Eminabad	055-3263048
28	Faisalabad	041-2616888 041-2629866
29	Farooqabad	056-3874038

Sr. No.	Name of Market Committees	Telephone Number
30	Fatehpur	0606-840241
31	Fortabbas	063-2510639
32	Ghakkhar	055-3882963
33	Gojra	046-3515120
34	Gujar Khan	051-3510259
35	Gujranwala	055-9200201
36	Gujrat	053-3524952
37	Hafizabad	0547-520700
38	Haroonabad	063-2250910
39	Hasilpur	062-2442876
40	Hassanaabdal	057-2522488
41	Haveli Lakha	044-4774355
42	Hazro	
43	Hujra Shah Muqem	044-4860019
44	Jaharian	065-2210960
45	Jalalpur Jattan	053-3592395
46	Jalalpur Pirwala	061-4210457
47	Jampur	0604-567346
48	Jaranwala	041-4314243
49	Jauharabad	0454-720443
50	Jhang	047-7611175
51	Jhelum	0541-9270191
52	Kabirwala	065-2411707
53	Kacha Khuh	065-2610105
54	Kalurkot	0453-200893
55	Kamalia	046-3414317
56	Kamoke	055-6811334
57	Kanganpur	049-4820550
58	Kassowal	040-5410526
59	Kasur	049-9250177

Sr. No.	Name of Market Committees	Telephone Number
60	Kehror Pacca	0608-342906
61	Khair Pur Tamewali	062-2261848
62	Khanewal	065-2553133
63	Khankah Dogran	056-3726320
64	Khanpur	068-5572139
65	Khudian	049-2790131
66	Kot Adu	066-2242900
67	Kot Chutta	064-2843439
68	Kot Lakhat, LHR	042-5837033
69	Kot Radha Kishan	049-2385619
70	Lahore	042-7322713 042-7359144
		042-7702185
71	Lala Musa	053-7515010
72	Lalian	047-6610281
73	Layyah	0606-414076
74	Liaqatpur	068-5692994
75	Lodhran	0608-362907
76	Mailsi	067-3411973
77	Malakwal	0546-591014
78	Mamukangan	041-3431892
79	Manawala	056-3771724
80	Mandi Baha-ud-Din	0546-508268
81	Mian Channu	065-2663935
82	Mianwali	0459-233833
83	Minchinabad	063-275048 PP
84	Mitha Tiwana	0454-730570
85	Multan	061-6529923 061-6528783
86	Multan Road LHR	042-5422796
87	Muridke	042-7990028
88	Muzaffargarh	066-2425936

Sr. No.	Name of Market Committees	Telephone Number
89	Nankana Sahib	056-2874647
90	Narang Mandi	056-2410353
91	Narowal	0542-410837
92	Noshera Virkan	055-6760378
93	Okara	044-2523482 044-2520600
94	Pakpattan	0457-3771918 0457-553118
95	Pasrur	052-6441628
96	Pattoki	049-4420064
97	Phullarwan	048-6610714
98	Pinanwal	
99	Pindi Bhattian	0547-532415
100	Piplan	0459-201017
101	Pir Mahal	046-3361952 PP
102	Qila Dedar Singh	055-4712241
103	Quaidabad	0454-770348
104	Qudirpur Rawan	061-4578551
105	Rahim Yar Khan	068-9230250
106	Raiwind	042-5391027
107	Rajanpur	0604-688836
108	Rawalpindi	051-4843437
109	Renala Khurd	044-2621581
110	Sadiqabad	068-5700763
111	Sahiwal	040-4465370
112	Sambrial	052-6520230
113	Sammandri	041-3421960
114	Sangla Hill	056-3702414
115	Sarai-e-Alamgir	054-4653187
116	Sargodha	048-3713728 048-3714753
117	Shah Jewena	
118	Shaher Sultan	066-2620145

Sr. No.	Name of Market Committees	Telephone Number
119	Shakkargarh	
120	Sheikhupura	056-3783197
121	Shorkot	047-5500086
122	Shujabad	061-4397294
123	Sialkot	052-3550363
124	Sillanwali	048-6532197
125	Singhpura LHR	042-6812670
126	Sukheke	0547-530513
127	Toba Tek Singh	046-2516252
128	Talagang	0543-412830
129	Tandlianwala	041-3442838
130	Taunsa Sharif	064-2602368
131	Vehari	067-3364506
132	Warburton	056-2794028
133	Wazirabad	055-6607694
134	Yazman	062-2702737

Agricultural Marketing Government of the Punjab

INTRODUCTION

The Agricultural Produce Markets Act, 1939 was promulgated on the recommendation of Royal Commission constituted by the British India Government during 1927. The sole-intention of the act was to regulate the Agri. Business so as to do away the evils and vices which ultimately tended to the deprivation of the grower from his fair return of his produce. The market committees were established under the provisions of above said act which were assigned noble pursuit i.e. Safeguard the interest of grower.

The Act of 1939 was replaced by the Punjab Local Government Act, 1975, but for legal and technical reasons, the provisions of the act could not be enforced. Later, the relevant provisions of the Punjab Local Government Act, 1975 were replaced by the Punjab Agricultural Produce Markets Ordinance (PAPMO), 1978 and rules were framed during 1979.

VISION OF AGRICULTURAL MARKETING:

To increase profitably of the growers through modern marketing infrastructure, competitive marketing environment and entrepreneurial capacity building

FUNCTION:

- Managing 325 Agricultural Markets in Punjab including Grain, Fruit & Vegetable and Feeder Markets
- Supervision of 133 Market Committees in Punjab
- Establishment of New Markets
- Collection and dissemination of marketing information
- Release of Daily Price Bulletin through Electronic & other Media
- Economics of Crop and Price analysis report on various Crops
- Survey and studies
- Monthly Price and Corps situation report on various Crops
- Supervision of Sunday/Friday Bazaars
- Supervision of Ramzan/Sasta Bazaars

MARKET COMMITTEES IN PUNJAB

Market committees is a corporate body established under section 7 of the PAPMO, 1978, Exercising control on sale/purchase of Agricultural produce in its area notified under section 4 of the said Ordinance

DUTIES OF MARKET COMMITTEES

To enforce the Provisions of Ordinance and Rules

To Establish Agricultural Produce Markets

Collection and dissemination of prices of agricultural produce

Coordination with District Administration for organizing Sunday/Friday Bazaars/Ramzan/Sasta

INITIATIVES FOR IMPROVEMENT OF AGRICULTURAL MARKETING

A separate ministry of agricultural marketing has been created

A CORPORATE BODY "Punjab AgriMarketing Company" (PAMCO) has been established for improvement of agricultural marketing with private sector

Participation

Agricultural Marketing Information System (MIS) has been established, Website www.punjabagmarket.info has been launched

Toll free No.0800-51111 has been installed

Establishing the markets under private sector allowed for healthy competition with public sector

Existing Agricultural Produce Markets Laws are being revamped

A Task Force has been constituted to guide formulation of policies for improvement of Agricultural Marketing

Creating awareness and compliance of WTO agreement

Infrastructure in existing 30 markets in being upgraded

Cold chain is being established to maintain quality of exportable perishable commodities in producing area under PAMCO

Training programme for growers, commission agents and other dealing in agricultural produce especially fruit & Vegetable being arranged

Importers and potential investors from other countries are being encouraged to boost export and enhance investment

Workshops, seminars, conferences to create awareness about the Agricultural Marketing System

Agreement/protocols and MOUs on Phytosanitary Requirements for Export of Rice, Citrus and Mango have been signed between

MINFAL and AQSISQ.