



Cattle Market News

LAHORE DIVISION CATTLE MARKET MANAGEMENT COMPANY (LDCMMC)



CM at inauguration of the Sheikhupura Market



The Dawn of a New Beginning
Sheikhupura Model Cattle Market

The Birth of a New Industry

The LDCMMC was incorporated on June 16, 2014, under section 42 of the Companies Ordinance 1984.

LDCMMC has been tasked with the establishment, organization, maintenance, and promotion of the Cattle Markets of Lahore Division. The LDCMMC seeks to create fairness and transparency in the Cattle Markets by eliminating Cattle Mafias, provide free and high quality basic services to both Ruminants and traders, and cooperate with reputed organizations to promote the Cattle breeds of Pakistan, both domestically and internationally.

The LDCMMC has been given management and control of the Shahpur Kanjran Cattle Market, the Sheikhupura Model Cattle Market, the Nankana Sahib Cattle Market, the Kasur Cattle Market and the Pattoki Cattle Market.

After successfully completing most of the planned work for the Sheikhupura Market, the work for the Shahpur Kanjran Market is set to begin. Since the Shahpur Kanjran is located on the outskirts of Lahore and is the largest Cattle Market of Pakistan, the renovation will be a challenge. The work is expected to end before Eid.



In Numbers

200 Kanals - size of the Sheikhupura Cattle Market

617 Kanals- size of the Shahpur Kanjran Cattle Market

25000 approximate number of Ruminants entering Shahpur Kanjran Market each week

5000 approximate number of Ruminants entering Sheikhupura Market each week

1200 approximate number of Ruminants entering Pattoki Market each week

500 approximate number of Ruminants entering Nankana Market each week

Free parking has helped to eliminate traffic congestion and promote security in the Cattle Markets



Hassle Free Trade

LDCMMC has taken great pain to ensure that the Markets function smoothly and prevent traffic congestion. Consequently, a paved parking facility has been created for the Sheikhpura Market. Moreover, a large area has been bought adjacent to the Shahpur Kanjran Market to prevent traffic congestion on the Multan Road, Lahore. The Pattoki and Nankana Markets receive less traffic flow; hence, traffic congestion is not an issue for these Markets.

Fresher Ruminants

LDCMMC has been working diligently to create and maintain clean markets. Cleanliness staff works round the clock and employs a staff of well managed workers for this purpose. A cleaning manual is in the process of being issued to ensure standard cleaning procedures.

To ensure cleanliness and avoid clutter, LDCMMC provides basic necessities like Fodder space, water, and veterinary facilities that previously required a lot of effort, directly to the Ruminants and the traders. This has also helped to reduce animal manure in the market.



Free bathing services give the Ruminants a fresher look

Cut-throat Competition

As part of its mandate, LDCMMC is striving hard to provide free basic facilities to both the Ruminants and the Traders. As a result, free security, toilets, water supply, electricity and parking are provided at all of the Markets. These facilities were heavily charged in the past.

The Sheikhpura Model Market also provides free Veterinary services and Khurli's for the Ruminants. Previously, these charged services were provided by the cattle Mafia. This resulted in unnecessary end user cost increases and Cattle price inflation.



Free Services decrease end user costs

In Numbers

10 number of cleaning staff at the Sheikhpura Modern Cattle Market

6 number of cleaning staff at the Shahpur Kanjran Cattle Market

19 public toilets at Shahpur Kanjran Market

20 public toilets at Sheikhpura Market

44 number of free Khurli's at the Sheikhpura Modern Cattle Market

500 litres of water in each shed hose at Sheikhpura Market

22000 litres of water in all shed hoses at Sheikhpura Market

10000 gallons of water stored at Sheikhpura Market

25 electrical motors Shahpur Kanjran Cattle Market

8 water filtration plants under construction at Shahpur Kanjran Cattle Market

2000 approximate number of vehicles each at Sheikhpura and Shahpur Kanjran Market each week

E-tagging system requires careful treatment of the Ruminants



Tomorrow's Technology Today

LDCMMC has been striving to introduce the E-tagging system. This state of the art system will not only help to track animals and eliminate theft, but also help generate insightful new data for the Cattle Market. The system will also be used to track health records for each Ruminant. This system is the first step towards a strong, export oriented Cattle Market based on modern lines.

Quality Shelter

LDCMMC has ensured that all of the Ruminants are provided free and adequate protection against the hazardous natural elements: sunlight and rain water. Consequently, LDCMMC provides sheds in the Sheikhpura Cattle Market, and tents in all the other Markets. High Quality sheds will be provided in the Shahpur Kanjran once the new market is constructed.



Self-Sustainability

LDCMMC has identified many potential services, and after carefully following PEPPRA tendering rules, outsourced these services in return for hefty revenues. The revenues in turn are reinvested into the Cattle Markets for further improvement. The services outsourced include supply of Fodder, Tori points, Paralli points, Ornamental shops, Khokhas, a dormitory, Charpais, khurlis, and leasing of advertisement spaces to interested companies. Currently, LDCMMC is in the process of negotiating advertisement agreements with a number of well reputed companies



In Numbers

20 approximate numbers of 22 Wheeler trucks at Shahpur Kanjran Market each week

1085 approximate number of Mazda trucks at Shahpur Kanjran Market each week

500 approximate number of trucks at Sheikhpura Market each week

20 numbers of trucks processed at Sheikhpura Market at any time

100 PKR unloading fee per ruminant before LDCMMC at Sheikhpura Market. Currently; free

150 PKR loading fee per ruminant before LDCMMC at Sheikhpura Market. Currently; free

22 number of Ruminants sheds at the Sheikhpura Cattle Market

75 approximate number of Ruminants housed per shed

125 number of Ruminants tents at the Shahpur Kanjran Cattle Market

45x45 size of Ruminant tents

The ring will help to promote local breeds



A Link to the Outside World

As part of its effort to boost the Cattle Market of Pakistan, LDCMMC has made extensive efforts to achieve this goal. Firstly, an auction ring has been created within the Sheikhpura Cattle Market that will be used to showcase and promote local breeds to potential buyers, both domestic and foreign. Secondly, cooperation with USAID and ALL PAKISTAN LIVESTOCK BREEDERS ASSOCIATION has been signed. The reach and resources of the two above mentioned organizations will help LDCMMC to leverage its resources and achieve greater impact.

A New Economic Powerhouse

LDCMMC has carried out extensive research to determine the economic worth of all of the Cattle transactions. The results indicate a huge undocumented economy that spans tens of billions of rupees each year. Extensive efforts are being made to initiate a banking system that will not only bring this undocumented economy into the mainstream economy, but will also provide marketing research to LDCMMC.

These insights will lead to further ideas to improve the overall Cattle Market and Cattle Industry of Pakistan.



The Cattle Market Management Company has totally changed the traditional selling and buying concept at the Cattle Markets. No offloading and other forced fee is being charged, and hence, I am feeling free to sell my cattle on maximum price without any fear.

(Ashfaq Hussain Bhatti)

In Numbers

200 charpai's provided at Shahpur Kanjran Market

1 full time veterinary doctor, hospital, and dispensary at Sheikhpura Market

92 approximate number of advertising spaces at Sheikhpura Market

9.3 Billion PKR cash flow per annum at Sheikhpura Market

28.8 Billion PKR cash flow per annum at Shahpur Kanjran Market

12.515 Million PKR outsourcing income at Sheikhpura Market for FY 2015-2016

45.114 Million PKR outsourcing income at Shahpur Kanjran Market for FY2015-2016

8.88 Million PKR income of self-managed services for FY 2015-2016

1500 approximate number of Khurli's at the Shahpur Kanjran Market