



## LAHORE DIVISION CATTLE MARKET MANAGEMENT COMPANY (LDCMMC)

# Cattle Market News



Sheikhupura Market

## Pakistan Livestock Trade Show 2016

The March of 2016 will witness the first mega event of its type in Pakistan: the Pakistan Livestock Trade Show 2016. Unlike other trade shows that are comprised of static exhibits and promotional stalls, the Pakistan Livestock Trade Show 2016 goes a step further—a trade show in a live setting. The venue chosen for the Pakistan Livestock Trade Show 2016 is the Sheikhupura Model Cattle Market. The Sheikhupura Model Cattle Market will allow visitors the unprecedented opportunity to intermingle with the animals and observe them in their natural settings.

A range of activities will be conducted at the trade show, including a milk competition for the Holstein/Friesian Australian breed, Nilli-Ravi and Sahiwal milk breeds. After 3 lactations, the breed with the highest milk generated will be awarded a certificate issued by a panel of experts. This certificate will increase the value of the successful animal and result in an increase in its market price.

The trade show will also allow reputed companies to engage in promotional activities and interact with the traders and general public present at the cattle market. The background of the visitors at the cattle market presents an ideal opportunity for companies operating in the pharmaceuticals, agriculture, and financial services sector.

LDCMMC will also arrange a range of educational activities. These include educational visits and guided tours for schools and colleges to create understanding about the cattle breeds. A youth showmanship competition, in which young participants will be expected to show their knowledge and proficiency in handling cattle, will also be conducted.

For detailed information and access to the Exhibitor & Advertiser Manual, interested parties are requested to contact LDCMMC head office at 408-J, EME, Multan Road, 35234417; or visit the “Events” page at [Cattlemarketnews.net](http://Cattlemarketnews.net).

## Market Insights



*The LDCMMC conducted the first detailed exploratory research at the Sheikhupura Model Cattle Market. In the research, information pertaining to a large number of variables was gathered. These include demographics, inter-city animal flows, purpose of trade, animal types, transaction values, medical expenses, and feasibility of bank and agricultural companies.*

*(Details on page 2)*



## New Trends

The results of the Sheikhpura Cattle Market survey show that Sheikhpura is a seller's market, with 74% of the activity involving selling. The activities were dominated by milk uses: 74% of the activity involved only milk whereas 18% involved only breeding. Expectedly, 56% of the activities involved only buffalos. Moreover, 65% of the people had agricultural backgrounds with only 45% having access to agricultural companies. Only 34% of the visitors had bank accounts while 89% wanted to open a bank account in the market. More information can be received on request from LDCMMC.

## LDCMMC Embraces The Digital Age

To curb all forms of consumer exploitation, LDCMMC has taken a leap forward into the digital world: the Fodder Weight and Rate Surveillance System, and the Asset Management System. Both of these systems are designed to serve specific purposes.

The Fodder Weight and Rate Surveillance System is meant to curb overcharging at sale points and false weighing on manual weight scales. Digitized weight scales will help to make weighing more effective. The system will allow controlling rates from a Command and Control Center.

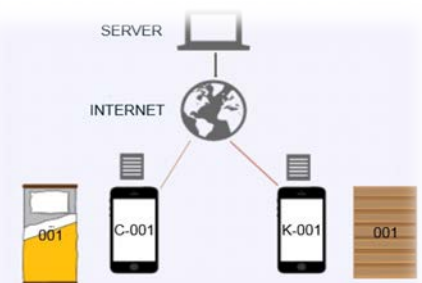
A receipt will be generated to the customer and every transaction will be stored in a database. CCTV and real-time internet connections will help to monitor activities.



Real time weight surveillance

The Asset Management System will allow LDCMMC to curb theft of its vital assets, like Khurli and Charpai. These assets are provided for use to the traders. Security of these assets will allow LDCMMC to provide better services to all stakeholders.

Asset number, quantity and owner details will be entered into the system, allowing better control and accountability. The Gadgets will be connected to the main database server via the internet. A receipt will be printed on spot for the owner.



An overview of the operation process

The entire process will be implemented using hardware like PDA (Personal Digital Assistant) Smart Phones, Tablets, and Laptops. The advanced Software will allow real time data to be uploaded via the server. All the stations (devices) will be synchronized with the database. The presence of round the clock internet will allow data to be available online at all times.



A digital Command & Control Center

In real time, the weight and price of the fodder will be displayed simultaneously at the sale point, Command and Control Center, and the Head Office.



Charpai is used to feed the goats and sheep.

The system will allot a unique number, which will be painted on each asset. Each asset will also be given a separate variable that will be followed by a unique identification code.

## Technology's role in the transformation of *Old School Cattle Markets to Sophisticated Business Centers*

By Jawad Pasha, AM-IT

Pakistan's Cattle markets are capable of propelling the country's economy to new heights and help evolve into an ideal trade platform. Agriculture, the second largest sector of Pakistan's economy, contributes 25.1% to the GDP. Although Livestock is the most important sub-sector of agriculture with contribution of 9% to the GDP, its potential is yet to be realized. The modernization of the sector with the introduction of advanced technology will be pivotal in increasing livestock's productivity.



Pakistan's Livestock sector is mostly labor-intensive

The inability to tap the "harder" international markets for export, like the European market, serves as the major bottle neck in transformation from the *Cattle markets to Business centers*. The "hard" countries have strict rules and regulations that govern livestock imports to prevent the spread of disease. The low standards of animal husbandry and pasture management in Pakistan are responsible for the high disease rates in the cattle.



European markets maintain strict health procedures

To gain access to these markets, introduction of the *Animal Registration System* in our cattle markets is vital. The modern Animal Registration System shares resemblance with the Motorway E-Toll and NADRA systems. This system will increase the chances to trace and identify animals throughout the production chain into the food products.

In case a problem arises in any part of the world, the animal's origins or the meat's origins can be traced. Improvements in the traceability will help us outmaneuver the factors that degrade the quality of cattle and hinder the sectors access to international markets. The implementation of this system will also help implement quality control and gain confidence of the customers. Earning a clean chit from the Western countries for the export of cattle may turn out to be a massive breakthrough for the country's struggling economy. It will surely attract the private and government investors that are currently reluctant to invest owing to the low returns in the industry.

*"In case a problem arises in any part of the world, the animal's origins or the meat's origins can be traced"*

Poor management and criminal activities are the norms in the cattle markets. The root cause of these problems lies in the unavailability of proper monitoring mechanisms. The absence of the performance monitoring and accountability system has resulted in a decrease in the efficiency of the workers deputed in the markets.



Bribery and price exploitation are common in the cattle markets

To increase the efficiency of these workers, introduction of advanced CCTV surveillance and security systems is vital. The systems will also allow management to monitor the market trends and improve planning. The presence of these systems will not only

directly benefit the public and traders, but also increase traders confidence on the management.

Although fodder rate facilities with government controlled rates are available at a few sale points, it is impossible to monitor and control the rates and weights manually. Sellers frequently sell fodder at exorbitant prices, resulting in unbearable losses of hundreds of rupees for the cattle merchants daily.



A fodder sale point

Point of Sale technology should be used at the fodder sale points in cattle markets. It has a mechanism similar to the ones adopted in fruit and vegetable sections in the large grocery stores, where the rates and weights are controlled and monitored through a centralized system with customers given receipts for every purchase. POS system will eliminate the complaints of cattle traders regarding overcharging and over weighting of fodder.



Cattle markets are highly modernized in many countries

Introduction of modern technology in cattle markets is the need of the hour. It will create new opportunities for professionals from all domains, especially those belonging to veterinary sciences and information technology. Most importantly, it can finally transform these *markets* into *business centers*.

# Visible Change



Since LDCMMC has started operating, there has been a revolution in the cattle market. LDCMMC has driven away a lot of beggars and thieves. The vendors are very happy with the work the company is doing.

**Qari Iftikhar**  
(Imam, Shahpur Kanjran Mosque)



I have been selling clothes in the market for the past 10 years. My merchandise used to get stolen, and I was pick pocketed frequently. Since LDCMMC employed its security staff, there has been a radical change. Now, I feel much safer.

**Muhammad Tariq**  
(Shahpur Kanjran)



I have been coming to this cattle market for 7 years. LDCMMC has changed my life. I now buy fodder at controlled rates, I no longer have to worry about my animals getting stolen.

**Barkat Hussain**  
(Shahpur Kanjran)



I'm coming from Pakpatan here for 32 years. I never thought the government will provide the facilities LDCMMC has provided. I no longer pay for unloading/loading or the washrooms. I also get fodder at controlled rates.

**Muhammad Iqbal**  
(Shahpur Kanjran)



I drive a Qingqi. Ever since LDCMMC has taken control of this cattle market, traffic management has improved. The commission mafia who used to charge us for entering the cattle market has been driven away.

**Safdar Majid**  
(Shahpur Kanjran)



I am a van driver. Before LDCMMC, the traffic here was abhorrent. Now, the traffic situation has improved considerably. There is one entry route and one exit, which has contributed to an unrelenting flow of traffic.

**Abdullah**  
(Shahpur Kanjran)