



A step towards **CHANGE &**
Improved Service Delivery



REPORT ON EID-UL-ADHA ARRANGEMENTS **2019**

LAHORE DIVISION



Lahore Division
Cattle Market Management Company

Vision

“Make Cattle Markets of Lahore Division the leading agri-business centres of Pakistan.”

Mission Statement

“To create value for the livestock sector by modernizing and regulating the cattle markets of Lahore Division and eliminating structural barriers that hinder advancements in the Livestock sector.”

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GEOGRAPHICAL PRESENCE

LAHORE

Shahpur Kanjra Cattle Market Lahore (56 Acres)

SHEIKHUPURA

Model Cattle Market Sheikhupura (25 Acres)

NANKANA SAHIB

Nankana Sahib Cattle Market (2 Acres)

PATTOKI

Pattoki Cattle Market (1 Acre)



Eid-ul-Adha 2019 Facilities in **NUMBERS**

LAHORE DIVISION



EXECUTIVE SUMMARY

Lahore Division Cattle Market Management Company (LDCMMC), a section-42 company, was tasked to manage and operate four sale points in Lahore Division for sacrificial animals on the eve of Eid-ul-Adha 2019 i.e. Lahore (Shahpur Kanjran Cattle Market), Sheikhpura (Sheikhpura Model Cattle Market), Nankana (Nankana Cattle Market) and Kasur (Pattoki Cattle Market).

Special arrangements were made by LDCMMC to ensure improved service delivery as compared to last year with the object towards provision of contemporary facilities at designated sale points/cattle markets of Lahore division during mega event of Eid-ul-Azha 2019. Maintaining transparency in business affairs, offering improved quality of services and eliminating unprecedented exploitation/ extortion of mafia in the best interest of traders and poor farmers, remained core objectives for LDCMMC during this event. Biosecurity measures were taken up to ensure disease free clean buying environment for general public like anti-dengue and anti-congo measures taken in this connection to avert the spread of contagious and zoonotic diseases within the premises of cattle markets in Lahore Division.

Eid Arrangements 2019 includes establishment of veterinary camp with the help of livestock department, proper security arrangements with installation of CCTV cameras and deployment of security guards, introduction of banks/ ATMs, health camp with the support of health department and Rescue 1122, major focus on cleanliness during monsoon through rental and owned machinery by LDCMMC with the support of WASA and LWMC, an effective complaint cell, rest area for general public, exhibition of large and beautiful animals.

LDCMMC took paradigm shift in operational policy and allowed cattle traders and farmers to bring fodder in cattle markets of Lahore Division on their accord without any restriction from the company in contrary with past years practices.

Tireless efforts of the staff brought eminent improvement in service delivery compared to past years. We acknowledged the support of allied departments including District Administration, Motorway Police, Punjab Police, Traffic Police, LWMC, WASA, MCL, Rescue 1122, L&DD Department, Health Department, Civil Defence, LESCO, and UVAS. Guidelines and active monitoring of arrangements by District Administration remained helpful for better coordination with allied departments and improvement of facilities.

The Eid arrangements were planned and implemented in letter and spirit in accordance with guidelines, directions and support of Local Government & Community Development Department.

Our vision is to help livestock traders in making distinctive, lasting and substantial improvement in the way cattle is being traded by aligning the local trade culture with international standards. Transformation of traditional cattle markets to modern cattle markets by providing customized, sustainable and innovative solutions to the existing problems in consultation with all stakeholders. We envisage same standard of facilities being provided at all cattle markets of Lahore division. We look forward to provide improved service delivery in cattle markets of Lahore Division for years to come.

Journey Towards CHANGE

Comparison of Facilities 2019 Vs 2018

2018



2019

- Traders and farmers were not allowed to bring fodders from outside cattle markets.
- Contractor mafia looted poor traders and farmers. If any trader wanted to bring fodder of his own choice, contractors used to extort him of heavy amounts in the name of profit sharing.
- Underweight selling was commonly practiced and not monitored.
- Complaint cell was not effective. It was discretion of concerned AM Operations to record complaint or not. Mostly complaints were taken on verbal basis.
- No rest area was provided for general public.
- No veterinary medicine was provided. No support was taken from Livestock Department.
- Poor condition of cleanliness. No vacuum sucker was available for cleaning of water ponding.

- Paradigm shift in policy towards traders and allowed them to bring fodders from outside cattle market. Reduced fodder rates upto 15-20% against existing rates of fodder.
- Monitoring committee is working to monitor quality and, check overcharging, underweight selling and ensure reporting and elimination of Extortion. Announcements on frequent intervals for awareness against extortion
- Electronic weight scales installed at all fodder sale points to eliminate underweight selling
- An effective complaint redressal system is in place with proper TORs and SOPs. Staff remains available in complaint cell for 24/7.
- Rest Area for general public, visitors & families with provision of readily available cold water all the time with electric fans. The idea was much appreciated by print and electronic media.
- Ensured availability of necessary medicines with VA. Daily record of free treatment of animals is being kept by the veterinary assistant.
- Exclusive arrangements and focus on cleanliness with workers and machinery. Vacuum sucker vehicle available with support of WASA.

Journey Towards CHANGE

Comparison of Facilities 2019 Vs 2018

2018



2019

- Total volume of banks transactions were **Rs. 12.4 Million**.
- No exhibition of beautiful animals rather all qualities of animals were mixed.
- No security guards were provided in any cattle market of Lahore Division
- Only **13** CCTV cameras were installed for surveillance in Shahpur Kanjran Cattle Market and Model Cattle Market Sheikhpura only. Pattoki and Nankana Cattle Markets were neglected.
- Only **100** sogo lights were available for lighting during night time at Shahpur Kanjra Cattle Market Lahore. No lighting arrangements were done in Pattoki and Nankana Cattle Markets.
- No spray was done by Livestock Department at entry point of the cattle markets for the elimination of Congo ticks.
- **29** toilets for general public in cattle markets of Lahore Division.
- Total volume of banks transactions were **Rs. 14.2 Million** (14.6% more as compared to last year).
- Exhibition of Large Beautiful Animals to encourage farmers. Separate camp was established for showcasing beautiful qurbani bulls to attract general public and buyers, lucrative for media as well.
- Enhanced security measures were taken. Total **50** security guards were deployed through third party "SAKRU Security Company" in Shahpur Kanjran Cattle Market and Model Cattle Market Sheikhpura.
- Number of CCTV cameras were increased to **31** to cover entry points, exit points and other critical locations of all cattle markets of Lahore Division.
- Lighting arrangements were enhanced upto 120% in Shahpur Kanjran Cattle Market Lahore. **220** sogo lights were installed alongwith 5,000 energy saver bulbs. Additional lighting arrangements were done in Model Cattle Market Sheikhpura, Pattoki and Nankana Cattle Markets.
- On directions of Commissioner Lahore, camps were established by Livestock Department at entry points for anti-congo spray.
- **34** toilets for general public in cattle markets of Lahore Division.

Commissioner Lahore Division
Mr. ASIF BALAL LODHI
visited Shahpur Kanjran Cattle Market
Friday, August 02, 2019



Commissioner Lahore Division Mr. Asif Balal Lodhi visited Shahpur Kanjra Cattle Market



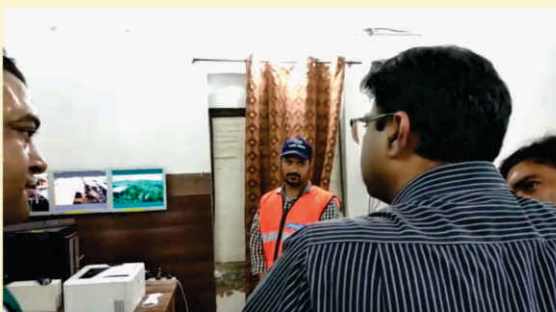
Managing Director LDCMMC briefing Commissioner Lahore Division about complaint cell performance



Commissioner Lahore Division Mr. Asif Balal Lodhi checking parking facilities.



Commissioner Lahore Division Mr. Asif Balal Lodhi at Rescue 1122 Camp, Shahpur Kanjran Cattle Market



Commissioner Lahore Division Mr. Asif Balal Lodhi checking CCTV and security measures at Shahpur Kanjran Cattle Market



Commissioner Lahore Division Mr. Asif Balal Lodhi visiting various animals' pens at Shahpur Kanjran Cattle Market

MEDIA COVERAGE

Commissioner Lahore Division **Mr. ASIF BALAL LODHI** visited Shahpur Kanjran Cattle Market Saturday, August 10, 2019



Commissioner Lahore Division Mr. Asif Balal Lodhi visited Shahpur Kanjra Cattle Market



Commissioner Lahore Division Mr. Asif Balal Lodhi inspected the entry and exit points of Shahpur Kanjran Cattle Market



Commissioner Lahore Division Mr. Asif Balal Lodhi deployed heavy machinery to drain rain water



Managing Director LDCMMC briefing Commissioner Lahore Division about monsoon strategy



Commissioner Lahore Division Mr. Asif Balal Lodhi monitoring different post-rain activities at Shahpur Kanjran Cattle Market



Commissioner Lahore Division Mr. Asif Balal Lodhi giving instructions to ensure cleanliness in Shahpur Kanjran Cattle Market

Media Spotlights EID-UL-ADHA 2019 Print Media Coverage

LAHORE Wednesday, August 7, 2019

METRO Central

DAWN

LAHORE
Sunset 06:56 pm
Sunrise (Tomorrow) 05:21 am

NEXT 24 HRS
Minimum 27.0°C
Maximum 35.0°C
Outlook Partly cloudy

Injury forces ex-Olympic champion Pearson to retire
Pg.20 SPORT



Sacrificial cattle market becomes a theatre of haggling

By Khalid Haganain

LAHORE: As Lahore's main and regular market (mandi) — Shahpur Kanjran — seems packed with sacrificial animals ahead of Eidul Azha, a number of traders and customers can be seen here negotiating the animal's prices.

"You know we are already in trouble due to sky rocketing prices of all the things," a customer was seen talking to a cattle trader in Tuesday in the market. "Dollar has become expensive. So, please sell this goat to me at Rs30,000, as I am offering you a reasonable price."

The trader said this goat is Rs30,000, as my entire investment on this is Rs38,000? And I am just seeking a Rs2,000 profit. I am also like you and all others facing price hike and other issues these days."

Like this, a number of people were seen haggling.

"Last year, I bought the same size of goat for Rs27,000. And now you can see he is demanding Rs40,000. So what to do?" the customer, Ehsan, told Dawn.

In all seven sacrificial animals' sale

points have been established in Lahore. Shahpur is the only formal mandi of animals operated by the Lahore Division Cattle Market Management Company. The other markets - Saggian, Lakhudair and Township - have been established temporarily by the Metropolitan Corporation Lahore and the city district administration. According to officials, a huge number of animals (goats, sheep, calves, bulls etc) are present in all markets.

"The situation was not good at Shahpur Kanjran last year. In this year, we improved by starting done earth-fill in all the sites," Lahore Commissioner, Ashif Bilal Lodhi, who also heads the LDCMMC's as its BoD chairman, said to Dawn.

"Shahpur Kanjran is a mandi, where you can see a variety of activities—sale, purchase, walks and exhibitions of healthy animals. It seems that we have a festival here," he added.

According to company officiating managing director Sarfraz Arshad, the government has brought a paradigm shift in its policy specially related to Eidul Azha. Previously, traders were restricted to only buy fodder from the designated points in the mandi. So, it was

generating public complaints. But this year, traders can buy fodder from within or outside the mandi," he explained. Similarly, he said, a strategy has been adopted to eliminate extortion and announcements are also being made through public address systems urging the traders to immediately resolve the complaint cell if anyone demands money for anything.

"Besides this, we have got installed ATM machines and established bank branches at the mandi to facilitate both customers and passengers," he added. He said at present Shahpur Kanjran market alone was housing over 120,000 sacrificial animals of all kind.

Traders looked worried due to slow pace of sale despite availability of a huge number of customers.

"A number of people are visiting us on a daily basis. But mandis just talk but avoid saying how many goats are available. We know that Eidul Azha is the trade event for which we keep goats for six to nine months. We spend a lot of money on their health so when a buyer doesn't offer a good price, we have no option but to refuse," he said.



Dawn

Media Spotlights

EID-UL-ADHA 2019

Media Coverage of Beautiful Animal Camp



Media Spotlights

EID-UL-ADHA 2019



Lahore News - July 29, 2019



Lahore Rang - July 30, 2019



Lahore News - August 9, 2019



Dawn News - August 3, 2019



Lahore News - July 22, 2019



HUM News - August 4, 2019

EID-UL-ADHA 2019 PREPARATION TIMELINES

**15
JULY
2019**

Established
Complaint Cell
& Information
Desk

**22
JULY
2019**

Started
Anti-Congo
Activities

**22
JULY
2019**

Started
CCTV
Monitoring
of the
Cattle
Market

**25
JULY
2019**

Veterinary
Camp
Started

**27
JULY
2019**

Anti-Dengue
Day
Activities

**01
AUG
2019**

Banks
Activities
Started

**01
AUG
2019**

Joint
Control
Room
Established

**01
AUG
2019**

Rest Area
Established

**02
AUG
2019**

Medical Camp
with support
of Health
Department

SUMMARY of Actual Expenditures for Eid Arrangements 2019 Vs Eid Arrangements 2018

Four Cattle Markets/Sale Points arranged and operated by LDCMMC

LAHORE

Shahpur Kanjra Cattle Market Lahore (56 Acres)

SHEIKHUPURA

Model Cattle Market Sheikhpura (25 Acres)

NANKANA SAHIB

Nankana Sahib Cattle Market (2 Acres)

PATTOKI

Pattoki Cattle Market (1 Acre)

Summary of Actual Expenditures for Eid Arrangements 2019 Vs Eid Arrangements 2018

	<u>Rupees</u>
Total Actual Expenditures for Eid, 2018 (A)	26,407,821
Total Actual Expenditures for Eid, 2019 (B)	17,785,877
Total Saving for Eid Arrangements 2019 in Rs. (A) - (B)	8,621,944
Total Saving for Eid Arrangements 2019 in %	33%

EID ARRANGEMENTS AND FACILITIES

Elimination of extortion, overcharging and underweight selling by fodder contractors

- Paradigm shift in policy towards traders and allowed them to bring fodders from outside cattle market. Reduced fodder rates upto 15-20% against existing rates of fodder after detailed deliberation with all stake holders (i.e. traders, contractors and LDCMMC)
- Strict action against contractors who tried to extort including sealing of points due to non-payment.
- Electronic weight scales installed at all fodder sale points to eliminate underweight selling
- Monitoring committee established to monitor quality and, check overcharging, underweight selling and ensure reporting and elimination of Extorsion.
- Announcements on frequent intervals for awareness against extortion
- Display of approved fodder rates at all sale points

Provision of Free Tents/ Sheds



Sheikhupura Model Cattle Market



Shahpur Kanjra Cattle Market Lahore

24-07-2019 10:13 am



Nankana Cattle Market



Pattoki Cattle Market

Tents Installed (Sq. Ft./Day)			
Shahpur Kanjra Lahore	Model Cattle Market Sheikhupura	Nankana Cattle Market	Pattoki Cattle Market
313,875	72,900	32,400	40,500

Provision of Free Water



Lahore:

- 20 water motors (2 HP each) to provide drinking water for animals.
- 02 commercial grade water filtration plants with capacity of 4,000 liters each under strict observation of QC department.
- 02 water coolers with capacity of 50L each placed in rest area with cold drinking water for general public.
- One water Bowser of 10,000 gallon capacity to sprinkle water on roads to overcome dust issues with water gun for emergency response in case of fire.
- Drinking water availability in 430 small animal barns (warra) through 30 water pumps.
- One Water Hydrant with 40Hp motor installed to fill water bowser for daily use.
- 15 Water troughs for large animals to create comfort for cattle's and their sellers while they are in cattle market with total capacity of 17,100.00 Liters.

Sheikhupura:

- 02 water filtration plants with capacity of 4,000 Liters each.
- 02 water coolers in rest area with capacity of 50 L each.
- 44 water troughs for clean drinking water for animals with total capacity of 22,000 Liters.
- A water turbine with engine capacity of 25 HP for supply of water in water troughs.
- One water Bowser of 10,000 gallon capacity to sprinkle water on roads to overcome dust issues with water gun for emergency response in case of fire.

Nankana:

- 01 water trough for animals with storage capacity of 1,000 L.
- 02 water coolers in rest area with capacity of 50 L each.

Pattoki:

- 01 water trough for animals with storage capacity of 600 L.
- 02 water coolers in rest area with capacity of 50 L each.

Banking Facility in cattle markets



Sheikhupura Model Cattle Market



Shahpur Kanjra Cattle Market Lahore

S#	Date	Shahpur Kanjran Lahore		Model Cattle Market Sheikhupura	Total Transaction (PKR)
		Deposits (PKR)	Withdrawal (PKR)	Withdrawal (PKR)	
1.	Aug 01, 2019	40,000	50,000	-	90,000
2.	Aug 02, 2019	305,000	700,000	-	1,005,000
3.	Aug 03, 2019	-	875,000	-	875,000
4.	Aug 04, 2019	-	1,200,000	-	1,200,000
5.	Aug 05, 2019	200,000	500,000	-	700,000
6.	Aug 06, 2019	315,000	700,000	-	1,015,000
7.	Aug 07, 2019	100,000	1,300,000	-	1,400,000
8.	Aug 08, 2019	50,000	700,000	-	750,000
9.	Aug 09, 2019	210,000	800,000	230,000	1,240,000
10.	Aug 10, 2019	65,000	2,300,000	925,000	3,290,000
11.	Aug 11, 2019	-	1,600,000	1,045,000	2,645,000
TOTAL FOR 2019		1,285,000	10,725,000	2,200,000	14,210,000

TOTAL FOR 2018 **12,402,948**



Shahpur Kanjra Cattle Market Lahore

Free Veterinary Services



Sheikhupura Model Cattle Market



Shahpur Kanjra Cattle Market Lahore



Pattoki Cattle Market



Nankana Cattle Market

S#	Disease	No. of Clinical Cases Treated (26th July, 2019 to 11th August 2019)		
		Shahpur Kanjran Lahore	Model Cattle Market Sheikhupura	Total
1.	Cough	-	17	17
2.	Fever	1,215	364	1,579
3.	Swelling	90	19	109
4.	Tympany	15	14	29
5.	Blot	-	-	0
6.	Injury	286	192	478
7.	Mastitis	-	6	6
8.	Pregnancy Test	16	51	67
9.	Diarrhea	257	120	377
10.	Laminitis	410	327	737
11.	Allergy	674	38	712
12.	Ticks	191	803	994
13.	Others	272	39	311

TOTAL FOR 2019	3,426	1,990	5,416
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TOTAL FOR 2018	1,381	416	1,797
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Rest Area for Public



Rest Area for general public, visitors & families with provision of readily available cold water all the time with electric fans. Arrangements were made for sitting of 50 persons at a time. The idea was much appreciated by print and electronic media.

Provision of Free Electricity



Shahpur Kanjra Lahore

LESCO: 2x Transformers

RENTAL: 3x Generators with capacities of 300 kVA, 200 kVA and 100 kVA.

Sogo Lights: 200

Model Cattle Market Sheikhupura

LESCO: 5x Transformers

RENTAL: 2x Generators with capacities of 100 kVA and 50 kVA.

Nankana Cattle Market

RENTAL: 01 Generator with capacity 06 kVA

Pattoki Cattle Market

RENTAL: 01 Generator with capacity 06 kVA

Free Medical Camp



Nankana Cattle Market



Sheikhupura Model Cattle Market



Pattoki Cattle Market



Shahpur Kanjra Cattle Market Lahore

Security Arrangements in Cattle Markets



Free Cleaning Service



Free Cleaning Service

Before



After



- Dedicated staff for cleaning services on daily wages and work charge basis
- Lahore = 50 | Sheikhpura = 20 | Nankana = 03 | Pattoki = 02
- Two company tractors in Lahore and 01 company tractor in Sheikhpura with specific equipment for clearing of roads and internal arteries
- 02 dewatering pumps for immediate clearing of water
- Levelling of grounds has been done along with sewage pipes
- Monsoon emergency response teams in all cattle markets to deal with storm water.
- Laying CnD dumpers and crush stone on highnoon entry road in Shahpur Knajra Cattle Market Lahore for smooth entry of traffic.
- LDCMMC Machinery : 03 tractors, 02 trolleys, 02 water bowsers
- Machinery on rental basis: 02 Excavator, 04 tractor trolleys, 04 tractors with blade, 02 vacuum water suckers

Anti-Congo/Anti-Tick Campaign

A. Holding Areas



Anti-tick spray at entry points of all cattle markets with support of Livestock and Dairy Development Department (L&DD)

- Regular daily Spray of cypermethrin for the prevention of ticks and other harmful insects within the premises of cattle markets and on cattle entry and exit points.
- Distribution of anti-tick lotion on entry points for the safety of public.
- Well planned awareness campaign has been implemented by LDCMMC Marketing Department.



Anti-Congo/Anti-Tick Campaign

B. Entry Points



Directional Boards



Electronic Weight Scale (live weight selling facility)



- Specially designed fix and electronic weighing scale for the purchase of animals on weight basis – free of cost.
- 16 weight scales in Model Cattle Market Sheikhupura and 01 weight scale in Shahpur Kanjra Cattle Market Lahore.

Parking facility



- Dedicated car and bike stand in all cattle markets of Lahore division.
- Separate parking for pickups and trucks with bay facility for loading and unloading of animals
- 16 Dedicated parking staff of LDCMMC – Electronic Ticketing System (through Parking Management System PMS)
- Strictly one-way traffic in Shahpur Kanjra Lahore, separate entry and exit routes.
- Installation of bamboo fencing (approx. 1,000 m on Multan road) in Shahpur Kanjra Cattle Market Lahore to keep rush of the cattle market separate from high speed traffic of Multan Road.

Complaint Cell



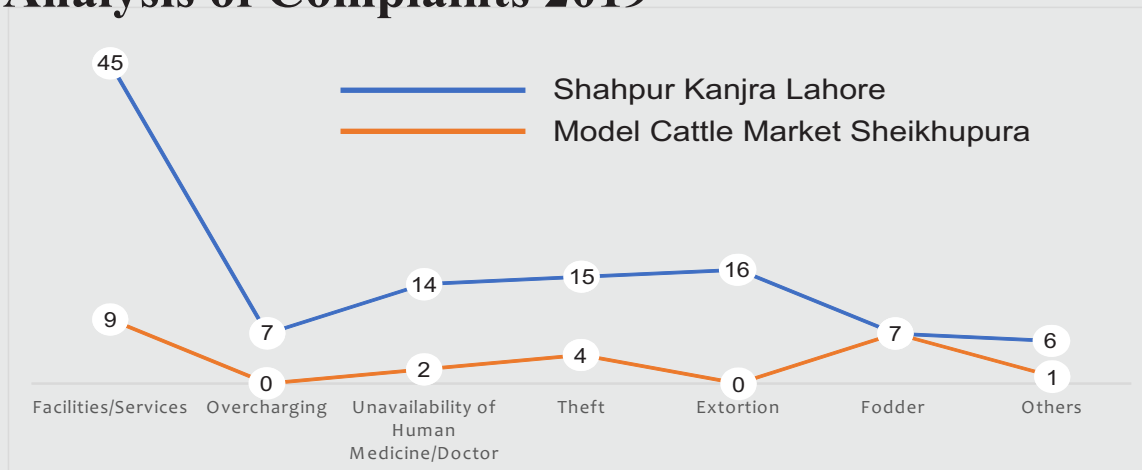
Year wise Comparison of Complaints

Sr. No.	Location	2018*	2019**
1	Shahpur Kanjran Cattle Market, Lahore	4	110
2	Model Cattle Market, Sheikhpura	0	23
	TOTAL	4	133

* Optional & Discretion of AM

** Mandatory, Effective & Prompt Response (all resolved)

Analysis of Complaints 2019



Enforcement Against Illegal Sales Points



WAY FORWARD

Digitalization of Animal Data Collection in Cattle Markets of Lahore Division

Record data of **incoming animals** at entry points and **outgoing animals** at exit points in cattle markets of Lahore Division, will make available accurate number of animals being traded in each cattle market. This will be helpful in decision making regarding the establishment of model cattle market and present digitalized data before financial institution in order to attract for opening of bank branches in respective cattle markets and extend microfinance loans to needy farmers. Android-based application will be developed with the support of PITB to accomplish this job.

Digitalization of Complaint Cell

Effective complaint cell is inevitable for prompt resolution of complaints in cattle markets of Lahore Division. On the eve of Eid-ul-Adha 2019, total 133 complaints were registered by traders and general public. Now LDCMMC intends to digitalize the complaint cell with the support of PITB for prompt remedial action taken by the concerned and keep record for improvement in future.

Digitalization of Record of Bamboo Sheds (Warrays)

LDCMMC is committed to eliminate all sorts of extortion mafia in cattle markets of Lahore Division through good practices to ensure transparency especially in allocating bamboo sheds to genuine cattle traders in Shahpur Kanjra Cattle Market, Lahore. This will be only possible to scrutinize all the data of already allocated bamboo sheds and subsequent stringent verification from respective police station in order to maintain proper check and balance. PITB support in digitalization of record will be helpful to properly allocation of bamboo sheds (warrays), ease in tracking of allottee from security perspective and collection of fee.

Establishment of Model Cattle Market Lahore

The company is striving to establish a model cattle market in Lahore to provide state of the art facilities to cattle traders. In this connection, LDCMMC will engage in a tenancy/rental arrangement of 56 acres land with PAMCO, land owner, of Shahpur Kanjra Cattle Market for establishment of model cattle market. Business plan will be prepared to accomplish the mega project with year wise plan of construction.

Documentation of Sale & Purchase Transactions through Banking Systems in Cattle Markets

For ever-growing sale and purchase in cattle markets, proper documentation and record of turnover, effort is being made by LDCMMC to bring the whole system of sale and purchase transactions in cattle market under the umbrella of banking system. This will not only facilitate the buyers, sellers and other stakeholders of cattle markets but also significantly reduce fraudulent financial activities in the cattle markets.

Transparency and Corporate Governance

LDCMMC is working hard to develop a framework of rules and practices to ensure accountability, fairness, and transparency in a company's relationship with its all stakeholders (financiers, customers, management, employees, government, and the community). Moreover, digitalization, documentation and proper record keeping of various types of cattle market data will ensure smooth running of the company.