



NOTIFICATION

No: 12(20)/P&EC/2016: Pursuant to the decision of 2nd meeting of Agriculture Commission, the Competent Authority has been pleased to constitute following Sub-Committee for "Agriculture Marketing System" under the ambit of Agriculture Commission.

- i. Dr. Ali Cheema, LUMS, Lahore (**Convener**)
- ii. Dr. Khurram Zafar, LUMS, Lahore
- iii. Special Secretary Agriculture Marketing, Agriculture Department (**Member/Secretary**)
- iv. Dr. Mubashar Mehdi, Assistant Professor, Institute of Business Management Sciences, UAF.
- v. Director, (E&M), Agriculture Department.
- vi. Ch. Maqsood Ahmad Jutt, Progressive Farmer, Okara
- vii. Mr. Afaq A. Tiwana, CEO, Farmers Associates Pakistan.
- viii. Mr. Natiq Hussain, Ex-Chief, P&E Cell, Agriculture Department, Lahore.
- ix. Representative of Anjuman e Arhtian, Punjab
- x. Representative of Fruits & Vegetable growers Associations

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- i. To review existing marketing system, conduct situation analysis including stakeholders' consultations on agriculture marketing
- ii. To chalk out broad directions for preparation of agriculture marketing system / policy by undertaking broad based stakeholders, farmers demands, Government priorities and global imperatives.
- iii. To deliberate upon possibility of implementation of Electronic commodity warehouse exchange supply chain, Model agriculture markets, Incentivization of major and alternative crops
- iv. To discuss and suggest improvement in existing marketing laws/marketing division; and
- v. To devise strategy for certification and quality regime especially to cater high end markets
- vi. To chalk out plan for Modern/model markets infrastructure with ICT enabled weighing systems, Online information system to support buyers, sellers and exporters;
- vii. Secretariat support to the committee shall be provided by Marketing Wing of Agriculture Department
- viii. The committee shall meet on regular basis and may co-opt any other member.
- ix. The Committee shall submit its report within 02 months

Copy for information to:

1. All members of the Committee.
2. PSO to Chief Minister, Punjab
3. Staff Officer to Chief Secretary, Punjab
4. PO to Secretary Agriculture.

SECRETARY AGRICULTURE


CHIEF, P&E CELL