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QUARTERLY NEWSLETTER | SEP - NOV 2025

# PRICE CONTROL & COMMODITIES MANAGEMENT DEPARTMENT

Government of the Punjab



قیمتوں میں اعتدال،  
صارف با اختیار

**MARYAM NAWAZ SHARIF**  
CHIEF MINISTER, PUNJAB

The Price Control & Commodities Management Department is central to our vision of safe, affordable, and fair markets for every citizen. Through modern systems, data-driven approach, and safeguarding consumer protection, the Department ensures transparency, accountability, and equitable access to essential commodities.



**Salma Butt**

Special Assistant To Chief Minister, Punjab.

Keeping our efforts aligned with the Government’s commitment, under the able leadership of Chief Minister Punjab Maryam Nawaz, the Price Control & Commodities Management Department (PCCMD) continues to advance a comprehensive agenda for transparent markets, fair pricing, and stronger consumer safeguards. Our ongoing reforms- in monitoring supply chains, improving market operations, and enhancing public facilitation for providing citizens with dependable access to essential commodities.

# CHIEF MINISTER’S INITIATIVES

- Sahulat on-the-Go - **PSBA**
  - One Punjab – One Identity (Wazir-e-ala Kashtkar Bazar) - **PAMRA**
  - Meat & milk anti-adulteration drive
  - Eat safe initiative regarding street food vendors
  - School Meal Program (SMP)
- } **PFA**

## Wazir-e-Ala School Meal Program

 Number of Schools  
**70**

 Number of Students  
**20,000**

Day	Menu	Calories
Monday	Chicken Boneless Biryani	395
Tuesday	Karhi Pakora + Roti	545
Wednesday	Channa Pulao	379
Thursday	Aalo Chicken + Roti	420
Friday	Vegetable Rice	365



## Zahid Akhtar Zaman

Chief Secretary Punjab

The formation of the Price Control & Commodities Management Department (PCCMD) marks a major policy change for the Government of Punjab, designed to create a single, efficient system for managing food. The department's vision is to fully integrate the supply chain, ensuring food safety, consumer protection, and seamless service from the point of production (farmer) to the point of sale (consumer).



# PRICE CONTROL AND COMMODITIES MANAGEMENT DEPARTMENT (PCCMD)

Established on 4th October 2024 by merging Food Department, Agricultural Marketing Wing and PAMRA, Punjab Sahulat Bazar Authority (PSBA), Price Control Wing (IPW) and Consumer Protection Courts. The objective behind this policy shift was to bring all public sector attached

bodies in Punjab working in food sector with interconnected functions to be brought under a unified administrative umbrella. It was envisaged that this step would reduce duplication of functions, and ensure supply chain efficiency, price regulation and consumer safety and

would ultimately lead to food security & safety, oversee all allied functions and facilities. An insertion in Rule 49 of the Punjab Government Rules of Business, 2011, Food Department was replaced with the Price Control and Commodities Management Department.

## QUARTERLY PERFORMANCE ROUND-UP (SEP-NOV 2025)

Through unified reforms, digital integration, and consumer-focused innovation, the Price Control & Commodities Management Department is shaping a transparent, efficient, and citizen-centric ecosystem — ensuring fair prices, safe food, and empowered markets across Punjab.





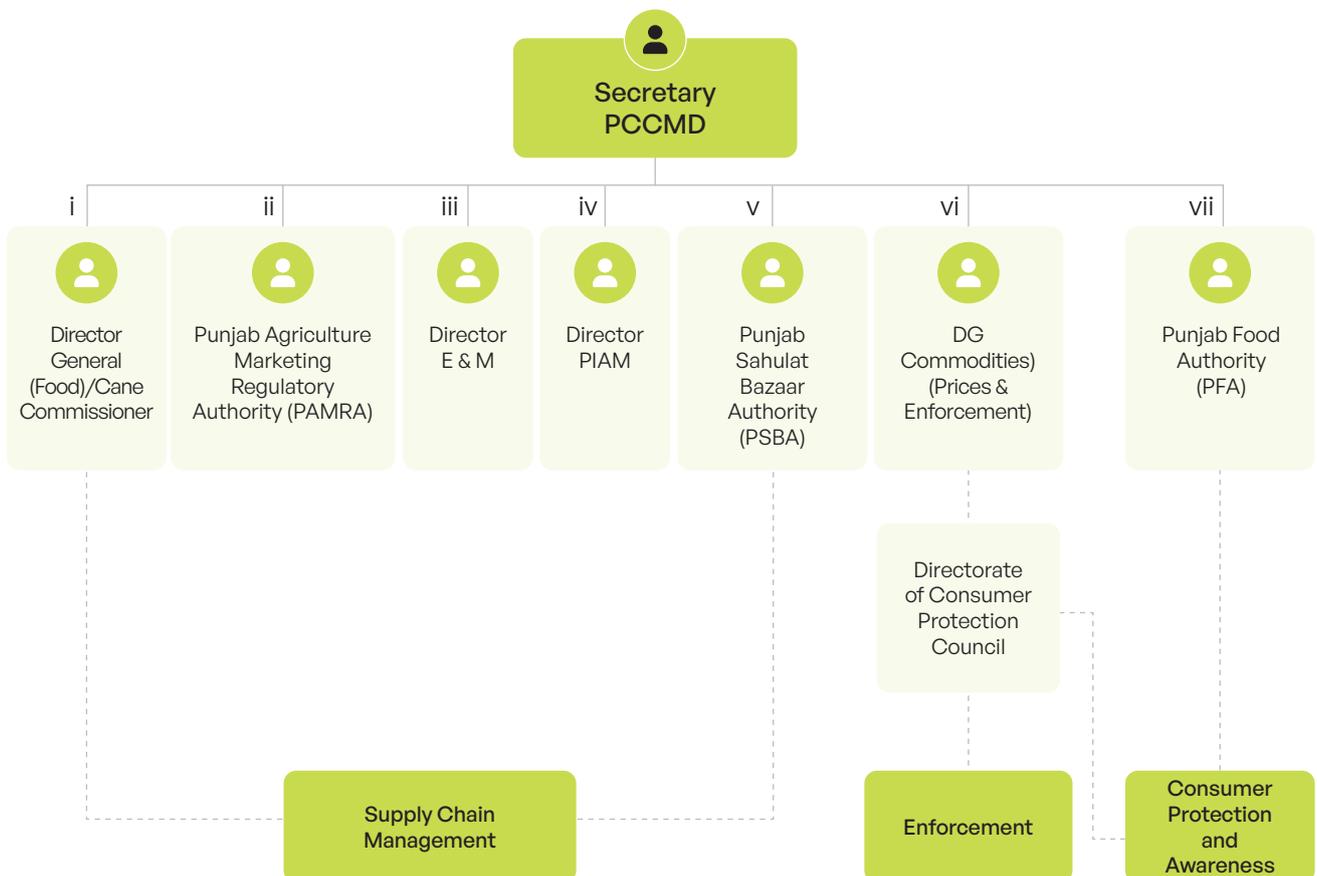
**Dr. Kiran Khurshid**

Secretary, PCCMD

This Department is leveraging the institutional capacity across supply chain management, price enforcement, and consumer protection. By integrating data-driven systems, enhancing diligence mechanisms, and building coherent regulatory frameworks, we aim to transform the food landscape for the people of Punjab.

# ORGANIZATIONAL CHART OF PCCMD

PCCMD comprises of three autonomous bodies, two Directorates and two Directorate Generals.



## RECENT INITIATIVES

# 1. FUNCTIONAL SPECIALIZATION OF PCCMD

→ Establishment of Strategic Management Wing (SMW)



→ Establishment of Digital Outreach & IT Unit (DO&ITU)

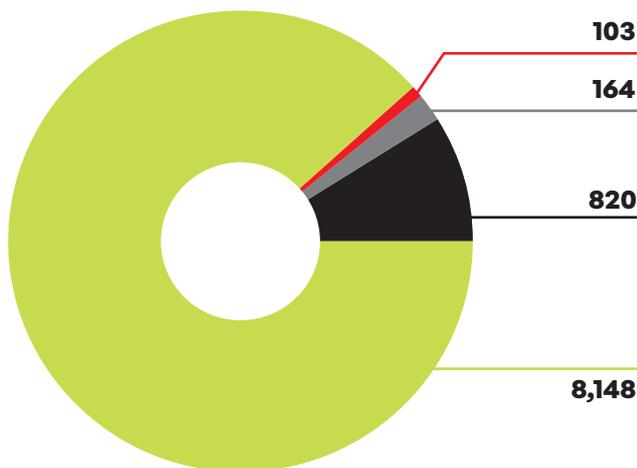


→ Establishment of Essential Supplies & Surveillance Unit (e-SSU)



### e-Biz registration (14th Oct - 30th Nov)

Applications Received	9,235
Applications Approved	8,148
Revenue Generated	Rs. 3.9 Million



● Approved   
 ● Pending with Applicant  
● Inprocess with Department   
 ● Rejected

## E-FOAS LEVEL 4 ACHIEVED

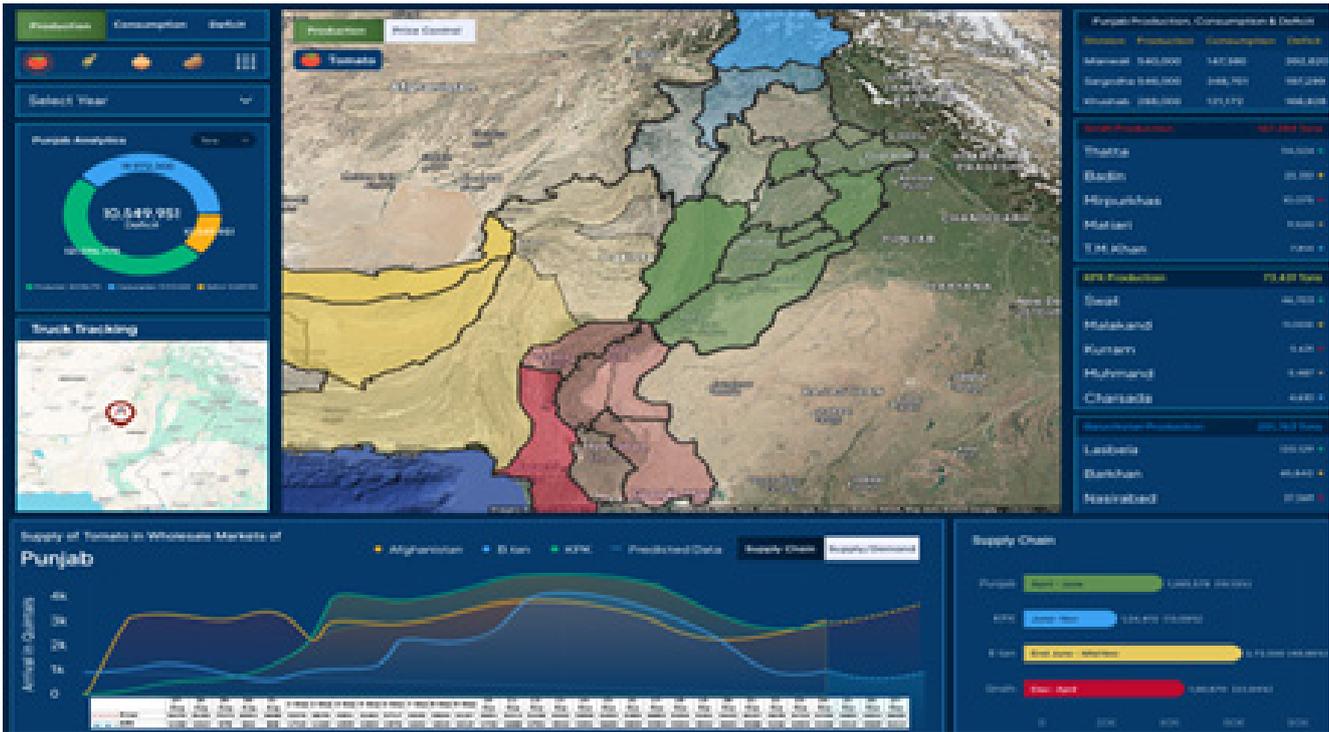
– PC&CMD PROGRESSED TWO LEVELS IN SIX WEEKS BY SCANNING OVER 5.6 LAC PAGES OF RECORD

### e-FOAS Implementation

Files Scanned	3,788
Pages Scanned	563,392

# 2. DIGITAL PUNJAB

- One-Click integrated dashboard of PCCMD has been developed from scratch and activated.
- Data analytics & predictive modeling of 14 Commodities has been embedded in the dashboard.
- Activated eight social media platforms (Youtube, Facebook, Instagram, X, LinkedIn, Tiktok, Whatsapp Channel and official website).



One-Click Integrated Dashboard

- Official Whatsapp Channel Launched
- Website has also been overhauled and relaunched with a chatbot - Mehr
- Digital Rate Lists Dissemination
- Upgrades in Qeemat App
- Key Performance Index (KPIs) of PCMs
- e-Courts Launch through Consumer Protect App



PCCMD Chatbot - Mehr



Qeemat App



Consumer Protect App



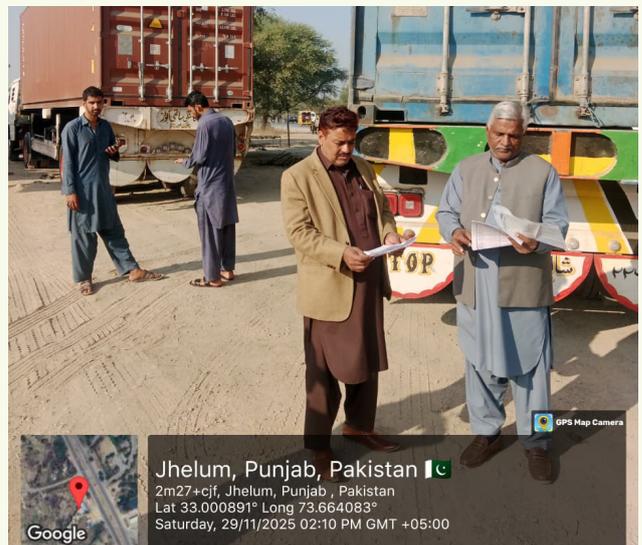
PCCMD Team - Our Frontline Workers

# 3. ANTI-HOARDING CAMPAIGN (WHEAT & FLOUR)

## i. Directorate General of Food & Cane Commissioner (DG F&C)

Established in 1945 as the Civil Supplies Department to address post-war food shortages, the Directorate later evolved into the Food Department of Punjab. After de-rationing of sugar (1984–85) and de-regulation of flour and rice (1986), its role shifted towards wheat procurement and market stabilization. Since October, 2025, the Directorate of Food has been merged with the role of Cane Commissioner and redesignated as the Directorate-General of Food and Cane Commissioner with the responsibility to stabilize the supply and prices of both wheat, flour and sugar.

Inspections	Wheat Identified (MT)	
	Declared	Undeclared
3,214	343,292	375,095



Field Teams in Action

## Sugarcane Crushing Commenced - 15.11.25

The sugarcane crushing season has commenced on 15th November, 2025. The 41 sugar mills in Punjab are in liaison with the cane commissioner office to produce quality sugar. Regular price watch both ex-mill and retail is being done by the respective Price Control Magistrates (PCMs).



## 4. WAZIR-E-ALA KASHTKAR BAZAR



PCCMD has, for the first time, geo-tagged 535 markets and commenced the uniform enforcement of SOPs across the public mandis. Enhancements include standardized entrance branding, improved wayfinding signage, strengthened cleanliness and traffic management plans, provision of safe drinking water and public toilets, deployment of electronic rate boards, systematic monitoring of arrivals and auctions, and establishment of functional help desks—collectively ensuring improved market governance and enhanced public facilitation.

Sr.#	SOPs
1	Uniform Branding
2	Market Map At Main Entrance
3	Directional & Spot Signage
4	Segregation of F&V Sections
5	Uniform Rate Lists
6	SMDs/Electronic Rate Boards
7	Body Cams for Surveillance
8	Safe Drinking Water Facility
9	Maintenance of Street Lights
10	De-Silting of Drains
11	Anti-Encroachment Drive
12	Monthly Traffic Management Plan
13	M&R of Roads
14	Wearing of Uniform
15	Daily Cleanliness of Market
16	Maintenance Public Toilets
17	Tree Plantation
18	Help Desk/Complaint Cell



Market Committee Staff with Body Cam

### Street Lights

Description	Quantity
Street lights made functional	1,996.00
Newly installed street lights	442.00
<b>Total</b>	<b>2,663.00</b>

### Garbage Lifted (tons)

Category	Before	After SOPs	Increase
Total Garbage Lifted	4,762.38	6,154.02	+29%

Sub-Category	Before SOPs	After SOPs
Green Waste	1,453.57	1,877.39
Debris / Other Waste	951.42	1,193.93
Total Waste	2,404.99	3,071.32

## Malik Ahmad Saeed Khan - MPA

Chairman PAMRA



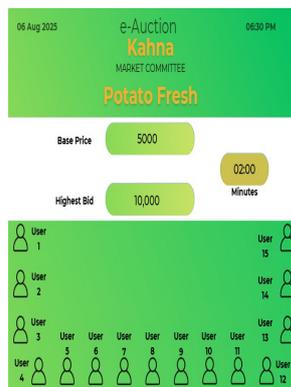
We are revitalizing public mandis into Chief Minister’s Kashtkar Bazars, upgrading infrastructure, and providing improved facilities for farmers bringing their produce to market. Our vision is to make every mandi the farmer’s second home, which in another word a place of dignity and trust where farmer should receive fair value through a transparent system.

### ii. Punjab Agricultural Marketing Regulatory Authority (PAMRA)

Established under the PAMRA Act, 2018, it was previously working as an autonomous body operating under Punjab Agricultural Produce Ordinance, 1978. Mandated to regulate and modernize agricultural markets across Punjab, ensuring transparency, fair trade, and farmer empowerment, PAMRA promotes competitive agri-commerce, private investment, and efficient market infrastructure.

- Rs. 3.29 billion through the auction of 203 plots
- In Oct 2025, PAMRA joined the World Union of Wholesale Markets
- 17,330 agents digitized
- Rate lists redesigned

Total Markets	Public	Private
535	289	246



- Digitization of Kahna Mandi, Lahore has been planned featuring digital auction. An SLA with the PITB has been signed for that matter.

### Wazir-e-ala Kashtkar Bazar Near Completion



### iii. Directorate of Agriculture (Economics & Marketing), Punjab

Established in 1970, E&M wing now functions as the Secretariat of PAMRA under Section 7(A), PAMRA Act 2018 and is an attached department of PC&CMD. It has field presence in all 41 districts of Punjab through Extra Assistant Director Agriculture (EADAs). Market data is collected through AMIS (www.amis.pk) and publishes monthly market bulletin & crop reports. It also operates Mandi app to record arrival, auction and market fee recovery.

# 5. TRAINING ON WHEELS



## iv. Punjab Institute of Agriculture Marketing (PIAM)

PIAM was established in year 2006 as the training institute of PAMRA under Rule 7(B) of the PAMRA Act, 2018, to improve efficiency in agricultural marketing and enhance farmers' income through capacity building and knowledge dissemination. It presently functions as an attached department of the Price Control & Commodities Management Department (PCCMD). In 2025, On-site training on wheel has now been launched by PIAM;

### Recent Achievements

Category	Performance
Training Programs Conducted	6
Workshops Conducted	1
Training on Wheels conducted	6
Mandatory Courses Completed	2
Total Participants Trained	663



پنجاب انسٹیٹیوٹ آف ایگریکلچر مارکیٹنگ نے سب انسپیکٹرز کے لیے دو ہفتہ کی پروموشن لنکڈ ٹریننگ کامیابی سے مکمل کر لی۔ سرٹیفیکٹ تقسیم کی تقریب میں سرٹیفیکیشن چیئرمین پسر، ملک احمد سعید خان، رکن پنجاب اسمبلی نے تقسیم کیے۔

# 6. PUNJAB SAHULAT BAZAARS

**Muhammad Afzal Khokar - MNA**  
Chairman PSBA

The Punjab Sahulat Bazaars Authority (PSBA) is reshaping markets by ensuring the availability of essential commodities at competitive rates and promoting inclusive entrepreneurship. PSBA offers low-rent spaces with free facilities, including security, cleanliness, and utilities, creating a trusted platform for small entrepreneurs. PSBA is driving a shift from unorganized to organized retail, creating markets where citizens can shop with comfort and confidence.



## v. Punjab Sahulat Bazaars Authority (PSBA)

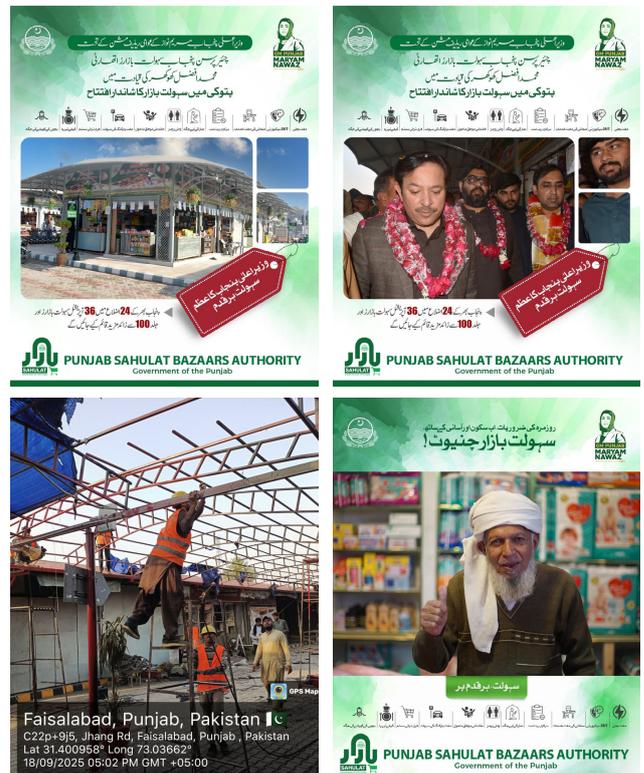
Established in 2025 under the Punjab Sahulat Bazaars Authority Act, 2025 (XIX of 2025), the PSBA emerged by transforming the Punjab Model Bazaars Management Company (PMBMC) formed in 2016 into a statutory authority. It is mandated to provide affordable, clean, and consumer-friendly marketplaces across the province. PSBA currently operates 36 bazaars across Punjab, with 14 new sites under construction and 8 “Sahulat on the Go” outlets providing on-the-spot access to essential goods in urban and peri-urban areas. PSBA has expanded across Lahore and continues to grow across Punjab, making essential commodities more accessible and affordable.

### Achievements

- Over 60 million annual footfalls
- Supports the livelihoods of nearly 60,000 families
- Free home delivery service in 5 km radius
- A QR-based digital payment option
- Free home delivery app,
- ISO 9001:2015 certification for service quality
- Solarization of model bazaars across Punjab to reduce energy costs

## Sahulat Bazaars - New Additions

- 4 Bazaars added - Chunian, Patoki, Khanewal, Muzafargarh
- Bazar-Construction in process 106
- Sahulat on-the-go- 08



# 7. PRICE ENFORCEMENT

## vi. Directorate General of Commodities

Created on 4th October 2024, as an attached department of POCMD, Lahore to monitor commodity prices, analyze demand–supply trends, and coordinate enforcement of notified

prices. Headquartered in Lahore with province-wide coordination through divisional & district administration, EADA and PCMs. Real-time digital dashboards & AI-based analytics. Established Strategic Management Wing and Commodity Price Intelligence Unit (CPIU), developed CPMS Dashboard with ITU.

Category	Fine (Sep-Nov) Rs	FIRs Registered	Persons Arrested
Atta	23,359,700	40	881
Dry Food	16,801,608	46	3,218
Meat & dairy	32,016,055	234	2,689
Roti	28,760,001	228	1,317
Vegetable	13,849,000	119	999
others	60,376,502	186	2,107

PCM's by DC's	PCM's by Qeemat App	PCM's by Home Dept	Reconciled as on 27.11.2025
1,671	2,148	2,158	1,935 (PERA-194)



**An SLA with PITB has been signed to upgrade the 12-year-old Qeemat App.**

### Upgrades in Qeemat App

- Active magistrate count visible on Qeemat Portal
- Device locked to a specific user
- No inspections permitted between 10 PM–5 AM
- No inspections allowed outside tehsil/jurisdiction
- QR-based CNIC scan/CNIC Photo enabled in inspections
- Lat-long required during inspection & 8-minute cooldown after each inspection
- Unpaid fines highlighted on Application Dashboard

# 8. CONSUMER PROTECTION - e-COURTS

## Directorate of Consumer Protection Council (CPC)

Established in 2005 under the Punjab Consumer Protection Act, 2005 (Act II of 2005) attached department of PC&CMD to safeguard consumer rights and provide quick redressal of grievances. In October 2025, its jurisdiction has expanded from 17 to 34 districts through an amendment in the Punjab Consumer Protection Act 2005 to enhance its outreach. Strengthened complaint redressal and record management system.

### Complaints Filed & Disposed (Last 3 Months)

Registered: 1,502

Disposed: 707

The Directorate has launched consumer rights and public awareness campaigns and initiated digital transformation for doorstep facilitation. It has also conducted an electronic Consumer Rights Survey, while e-courts are in the pipeline to further strengthen and expedite consumer grievance redressal.

Consumer protection dashboard



# 9. CHIEF MINISTER'S ANTI-ADULTERATION DRIVE

## vii. Punjab Food Authority (PFA)

Established on 2nd July 2012 in Lahore and operational across Punjab from 14th August 2017, the Punjab Food Authority (PFA) ensures safe and hygienic food through continuous monitoring and enforcement. PFA carries out regular inspections, anti-adulteration raids, action against counterfeit products and awareness campaigns.

Inspections	Jan - Nov 2025
Total No. of Inspections	339229
No. of Improvement Notice	131862
No. of Fines	30637
Fine Imposed	426,450,168
No. of FIRs Lodged	1153

Commodity	Discard Quantity Ltr/Kg
Milk	1,413,336
Meat	298,827
Water	141,070
Ghee/Oil	109,221
Spices	13,719
Pulses	1,965



Chief Minister's  
Anti Adulteration Mission



PFA teams smashed a **massive underground fake-milk factory** in a high-intensity intelligence raid

A secret setup churning out **20,000 liters of adulterated/fabricated milk per day** uncovered — along with heaps of adulterants

**Entire network caught red-handed on the spot**; factory sealed, material seized.



Border Area, Jhang & Sargodha Districts



Chief Minister's  
Anti Adulteration Mission



Meat Safety



Checked  
8,981,520 kgs



Discarded  
385,601 kgs



FIRs  
336



Fine  
46,438,000 PKR  
(4,820 units)



No compromise on  
food safety at all | DG PFA

Aug 1 - Nov 27, 2025

# 10. CHIEF MINISTER'S STREET FOOD SAFETY MISSION

## 28 Markets Identified in Lahore

### Salient Features

Medical Screening

Training

Distribution of PPE's



Chief Minister's Healthy Kids...  
Healthy Punjab Mission



Healthy & nutritious meals for  
20,000 students daily

Under CM's School Nutrition Program, **20,000 students** receive a safe and nutritious meal daily to support growth and learning

The initiative ensures **480-calorie balanced meals**, promoting better health, focus, and overall well-being in 70 government schools

**Nutritious meals are coming** to Faisalabad & Rawalpindi with the start of new year



# A SNAPSHOT OF DIGITAL INFOGRAPHICS



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