

## PROJECT PROFILE

<b>Project Name</b>	Punjab Agriculture Markets Development Project	
<b>Donor</b>	ADB	
<b>Project Cost</b>	Loan amount from ADB:\$100 M OCR Potential co-financing by AFD: To be determined. Counterpart funding (GoPb): To be determined.	Development of a modern holistic wholesale agriculture market in Lahore (Lakhodair on the Lahore Ring Road) and prepare a master plan for development of wholesale markets (As per ADB Project Concept Paper) in DG Khan, Rawalpindi, Gujranwala/Sheikupura.
	Loan amount from ADB (Additional Financing): \$100 M	As per ADB Country Operations Business Plans (COBP 2021-2023), modern holistic wholesale agriculture markets will be established in DG Khan, Rawalpindi, Gujranwala/Sheikupura.
<b>Implementing Department</b>	Agriculture	
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. To improve market dynamics through statutory and regulatory reform</li> <li>2. Establishing orderly produce process flows, revising auction protocols, improving produce quality through grades and standards and mitigating produce damage.</li> </ol>	
<b>Components</b>	Establishment of model markets of <ol style="list-style-type: none"> <li>1. Fruit and Vegetable Auction Market,</li> <li>2. Grains Auction Market,</li> <li>3. Wholesale Markets for fruits,</li> <li>4. Fish Market and</li> <li>5. Flower Market at Lakhodair Lahore.</li> </ol>	
<b>Outcomes</b>	<ol style="list-style-type: none"> <li>1. Post-harvest losses are likely to be reduced by 5%.</li> <li>2. Grading and quality assessment to enhance the revenue of farmers</li> <li>3. 5000 new businesses and 20000 jobs will be created.</li> </ol>	
<b>Outputs</b>	<ol style="list-style-type: none"> <li>1. Modern holistic wholesale agriculture markets established</li> <li>2. Capacity of PAMRA to regulate agriculture markets enhanced</li> </ol>	