

DISTRICT J H E L U M



Price Control & Commodities Management Department



DISTRICT : JHELUM

COMMODITY: POTATO

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
21,066	1,756	5,267	1,21,229	1,00,163

Currently supply of fresh potato is arriving from Khushab, Attock, Sialkot & Gujranwala, etc.



FORECASTING

- Local supply of fresh potato has been commenced, supply will reach its full swing till mid-December, 2025 due to bulk arrival of fresh potato from core areas i.e. Okara, Pakpattan, Kasur and Sahiwal, etc.
- After mid-December, 2025, supply and price of fresh potato will turn to be normal on account of sufficient local production.
- During Ramadan 2025, price of potato are expected to remain on lower side as a result of availability of fresh local crop.

MITIGATIVE STRATEGY

- Monthly consumption requirement of potato for district Jhelum is 1,756 tons and daily requirement is 59 tons. During Ramzan-2025, monthly demand will be increased up to 3,511 tons. **DC Jhelum** with the help of local commission agents should ensure maximum supply of potato as per consumption requirement and also arrange sufficient stocks to meet demand during Ramzan-2025. Moreover, transmission of surplus supply of potato to the deficit districts should also be facilitated. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- DC Jhelum** through EADA(E&M) & Secretary MC should ensure fair auction process of potato.
- DC Jhelum** through Price Control Magistrates should rationalize the gap between notified rates and spot rates.



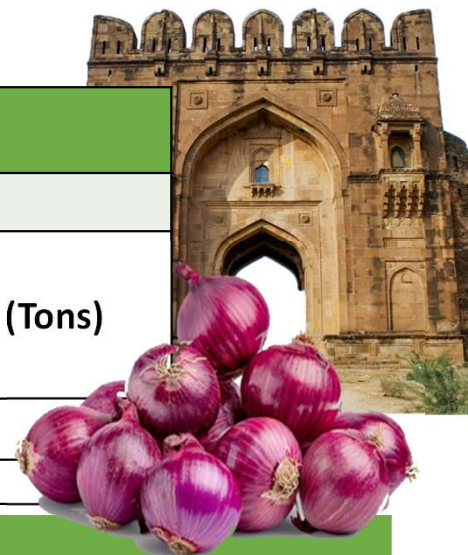
DISTRICT : JHELUM

COMMODITY: ONION

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
15,758	1,313	3,940	1,691	-14,067

Currently main supply of onion is arriving from Afghanistan, Balochistan and Sindh.



FORECASTING

- Supply of onion from Sindh has been started, will reach its full swing during 1st week of January, 2024, leading to stable supply & price situation thereafter.
- During Ramadan-2025, supply of onion will be available in bulk from Sindh and some arrival from South Punjab will also be commenced.
- Local production season in Punjab will begin in March, 2025.

MITIGATIVE STRATEGY

- Monthly consumption requirement of onion for district Jhelum is 1,313 tons and daily requirement is 44 tons. During Ramzan-2025, monthly demand will be increased up to 1,970 tons. **DC Jhelum** should ensure future contracts with the help of local commission agents to ensure supply of onion as per requirement from major producing districts of Sindh i.e. Jamshoro, Mirpurkhas, Matiari, Sanghar & S.B. Abad to bridge gap between demand & supply and meet the requirement of Ramzan-2025. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- **Deputy Director Agriculture (Extension) Jhelum** should enhance local production either by increasing cultivated area further 1,911 acres or promoting intercropping technique as well as vertical expansion (varietal improvement) to overcome deficit of 14,067 tons per annum. Production period of onion in Punjab should also be expanded to cater for consumption requirement.

Price Control & Commodities Management Department



DISTRICT : JHELUM

COMMODITY: TOMATO

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
8,460	705	2,115	768	-7,692

Currently main supply of tomato is arriving from KPK and Sindh



FORECASTING

- Tomato prices are anticipated to decline after mid-December, 2024 on account of bulk supply from Sindh.
- During Ramzan 2025, Punjab will fulfil its consumption requirement of tomato from Sindh.
- Local production season of tomato in Punjab will commence during April, after Ramzan, 2025

MITIGATIVE STRATEGY

- Monthly consumption requirement of tomato for district Jhelum is 705 tons and daily requirement is 24 tons. During Ramzan-2025, monthly demand will be increased up to 1,058 tons. **DC Jhelum** should ensure future contracts with the help of local commission agents to ensure supply of tomato as per requirement from major producing districts of Sindh i.e. Thatta, Badin, Mirpurkhas, Matiari & T.M.Khan to bridge gap between demand & supply and meet the requirement of Ramzan-2025. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- **Deputy Director Agriculture (Extension) Jhelum** should enhance local production either by increasing cultivated area further 1,002 acres or promoting intercropping technique as well as vertical expansion (varietal improvement) to overcome deficit of 7,692 tons per annum. Production period of tomato in Punjab should also be expanded to cater for consumption requirement.



DISTRICT : JHELUM

COMMODITY: GRAM

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
2,156	180	539	0	-2,156

- Local gram crop is mostly grown in Thal /rainfed areas of Punjab i.e. Bhakkar, Khushab, Jhang, Layyah, etc.
- As a result of climate change /less rainfalls during production season, local crop is experiencing failure over the last three years, resulting in stress supply situation.

FORECASTING

- International prices have significantly declined, resulting in smooth import at low cost, accordingly local price of gram has decreased .
- The consumption requirement during Ramadan-2025 will be met through available stocks and import of gram from other countries.
- Local crop will be available during April, 2025 after the month of Ramzan-2025.

MITIGATIVE STRATEGY

- Monthly consumption requirement of gram for district Jhelum is 180 tons and daily requirement is 6 tons. During Ramzan-2025, monthly demand will be increased up to 359 tons. **DC Jhelum** with the help of local commission agents/traders should ensure maximum supply of gram through importers based in Faisalabad and from core producing districts to overcome annual deficit of 2,156 tons and also arrange sufficient stocks to meet demand during Ramzan-2025. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- **Deputy Director Agriculture (Extension) Jhelum** should introduce cultivation of gram in Jhelum along with promotion of intercropping technique.
- **DC Jhelum** through Price Control Magistrates should control hoarding and over profiteering by the traders.

Price Control & Commodities Management Department





DISTRICT : JHELUM

COMMODITY: MOONG

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
1,161	97	290	-	-1,161

- Local moong crop is mostly grown in Thal areas of Punjab i.e. Mianwali, Bhakkar, Kot Adu, D.G. Khan & R.Y.Khan.
- This year crop affected due to rain fall at the time of harvesting, therefore supply is under stress.
- However, during year 2021-22 record production of 2,49,800 tons was attained, which has been declined to 1,15,630 tons during year 2024-25.

FORECASTING

- As a result of low production, price of moong is exhibiting increasing trend as compared to last year.
- Prices of other pulses are also on higher side, leading to increase in price of moong as a substitute effect.
- Resultantly, prices of moong are likely to remain on higher side during Ramzan-2025.

MITIGATIVE STRATEGY

- Monthly consumption requirement of moong for district Jhelum is 97 tons and daily requirement is 3 tons. During Ramzan-2025, monthly demand will be increased up to 145 tons. **DC Jhelum** with the help of local commission agents/traders should ensure maximum supply of moong from core producing districts (Mianwali, Bhakkar, Kot Adu, D.G. Khan & R.Y.Khan) as well as through importers based in Faisalabad to overcome annual deficit of 1,161 tons and also arrange sufficient stocks to meet demand during Ramzan-2025. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- **DC Jhelum** should conduct stocks taking exercise regularly and arrange requisite stocks for month of Ramzan, 2025 almost 2 months before its commencement.
- **DC Jhelum** through Price Control Magistrates should control hoarding and over profiteering by the traders.





DISTRICT : JHELUM

COMMODITY: MASH

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
829	69	207	-	-829

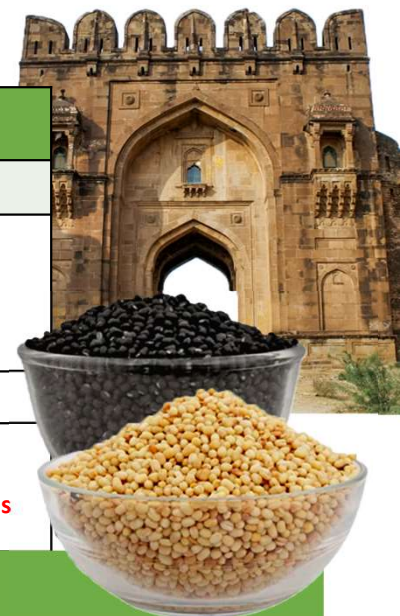
- Domestic production of Mash is negligible, therefore 97% of its consumption requirement is met through import.
- 10 years ago, during 2013-14 local production of Mash in Punjab was recorded 5938 tons, which has been reduced to 680 tons during 2023-24.
- During year 2013-14, major producing districts of Mash in Punjab were Narowal, Sialkot, Rawalpindi, Chakwal & Jhelum, etc but now production has been limited to only Narowal, Gujrat & Rawalpindi.

FORECASTING

- On account of considerable decrease in international prices, local price of Mash has declined and is expected to further decline in coming days.
- In order to meet the requirement during Ramadan-2025, sufficient stock and smooth import of Mash are imperative.

MITIGATIVE STRATEGY

- Monthly consumption requirement of mash for district Jhelum is 69 tons and daily requirement is 2 tons. During Ramzan-2025, monthly demand will be increased up to 104 tons. **DC Jhelum** with the help of local commission agents/traders should ensure maximum supply of mash through local stock as well as import to overcome annual deficit of 829 tons and also arrange required stock to meet demand during Ramzan-2025. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- During year 2013-14, production of Mash was recorded 231 tons in district Jhelum, which has now been turned to be Nil, therefore **Deputy Director Agriculture (Extension) Jhelum** should take necessary measures to revive /enhance the local production of Mash in the district along with introduction of high yielding seed varieties.
- DC Jhelum** should conduct stock taking exercise regularly and arrange requisite stock for month of Ramzan, 2025 almost 2 months before its commencement. Moreover, hoarding and over profiteering by the traders should also be controlled with the help of Price Control Magistrates.





DISTRICT : JHELUM

COMMODITY: MASOOR

ASSESSMENT

Consumption Requirement (Tons)			Local Production (Tons)	Deficit /Surplus (Tons)
Annual	Monthly	Coming 3 months (Dec-Feb)		
995	83	249	99	-896

- Domestic production of Masoor is negligible, therefore 92% of its consumption requirement is met through import.
- 10 years ago, during 2013-14 local production of Masoor in Punjab was recorded 4,246 tons, which has been reduced to 573 tons during 2023-24.
- During year 2013-14, major producing districts of Masoor in Punjab were Rawalpindi, Chakwal, Narowal, Jhelum, Gujrat, Jhang, Layyah, Muzaffargarh & M.B.Din & T.T. Singh but now production has been limited to only Attock, Rawalpindi, Jhelum, etc.

FORECASTING

- Subsequent to decline in international prices, local prices of Masoor are likely to remain stable.
- Sufficient stocks and smooth import of Masoor will be required to meet consumption requirement during Ramzan-2025.

MITIGATIVE STRATEGY

- Monthly consumption requirement of masoor for district Jhelum is 83 tons and daily requirement is 3 tons. During Ramzan-2025, monthly demand will be increased up to 124 tons. **DC Jhelum** with the help of local commission agents/traders should ensure maximum supply of masoor through importers based in Faisalabad to overcome annual deficit of 896 tons and also arrange required stock to meet demand during Ramzan-2025. EADA (E&M) and Secretary MC will assist DC Jhelum in this regard.
- During year 2013-14, production of Masoor was recorded 236 tons in district Jhelum, which now has been decreased to 99 tons, therefore **Deputy Director Agriculture (Extension) Jhelum** should take necessary measures to revive /enhance the local production of Masoor in the district along with introduction of high yielding seed varieties.
- DC Jhelum** should conduct stock taking exercise regularly and arrange requisite stock for month of Ramzan, 2025 almost 2 months before its commencement. Moreover, hoarding and over profiteering by the traders should also be controlled with the help of Price Control Magistrates.

