








**Pakistan Poultry  
Association**

**ANNUAL REPORT**

**2024-2025**

**Making Pakistan  
Healthier**

     Pakistanpoultryassociation

 [www.pakistanpoultrycentral.pk](http://www.pakistanpoultrycentral.pk)

# بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

شروع اللہ کے نام سے جو بڑا مہربان نہایت رحم والا ہے

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنْ جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصِبُوا

عَلَىٰ مَا فَعَلْتُمْ نَادِمِينَ (سورة الحجرات، پارہ ۲۶، آیت نمبر: ۶)

اے ایمان والو! اگر تمہارے پاس کوئی فاسق (بدکردار شخص) کوئی خبر لائے تو خوب تحقیق کر لیا کرو (ایسا نہ ہو) کہ تم کسی قوم کو لاعلمی میں (ناحق) تکلیف پہنچا بیٹھو، پھر تم اپنے کیے پر پکھتاتے رہ جاؤ۔

**O believers! If some wicked person brings you any news, inquire thoroughly into its truth (lest) you should cause (undue) harm to people unknowingly, and later feel regret for what you have done.**

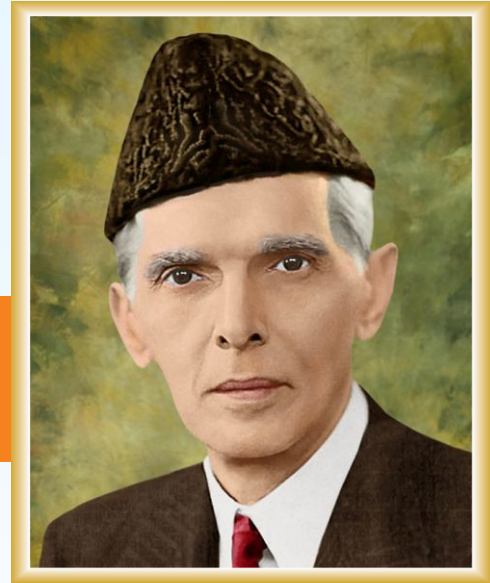
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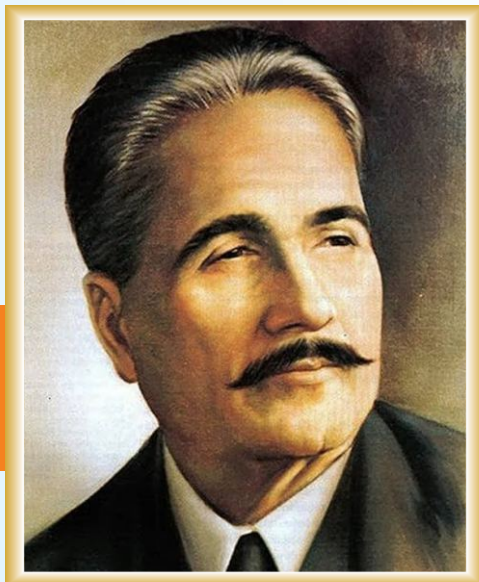
Email: srs.printers@yahoo.com

Father of the Nation

**QUAID-E-AZAM**  
**MUHAMMAD ALI JINNAH**



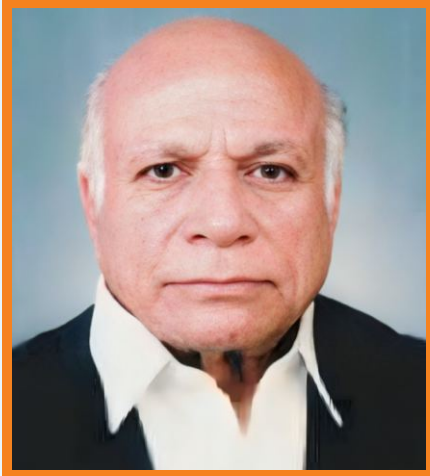
**"With faith, discipline and selfless devotion to duty, there is nothing worthwhile that you cannot achieve."**



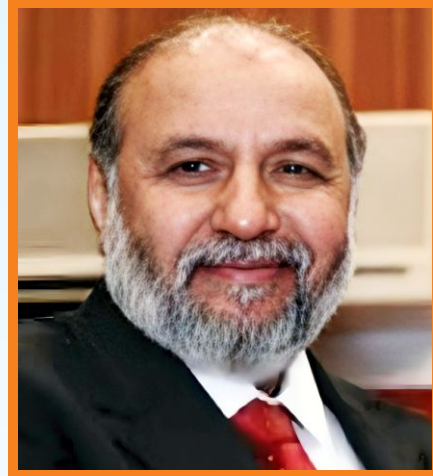
Mufakkir-e-Pakistan

**ALLAMA**  
**MUHAMMAD IQBAL**

**"Thou art for the earth, nor for the Heaven;  
The world is for thee, thou art not for the world."**



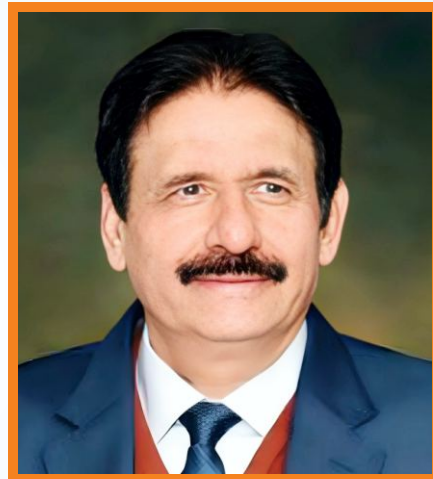
**Haji Muhammad Bashir**  
"May his Soul Rest in Peace"



**Dr. Muhammad Sadiq**  
"May his Soul Rest in Peace"



**Dr. Muhammad Aslam**  
"May his Soul Rest in Peace"



**Mr. Mian Jan Muhammad Javaid**  
"May his Soul Rest in Peace"



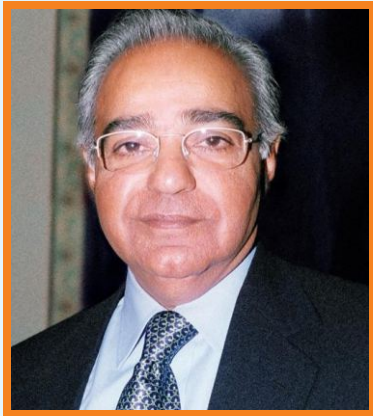
**Mr. Niaz Rasool**  
"May his Soul Rest in Peace"

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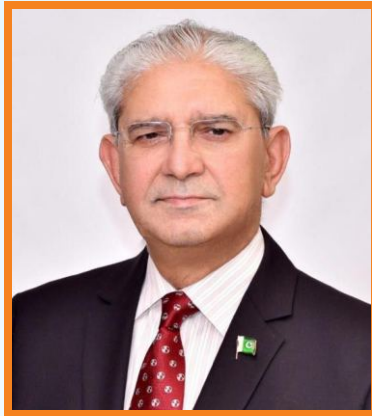


**In every day,  
there are  
1,440 minutes.  
That means  
we have  
1,440 daily  
opportunities  
to make a  
positive  
impact.**

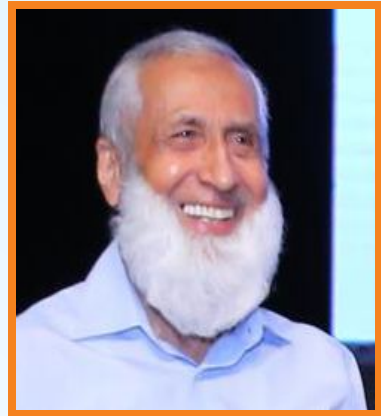
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**MR. KHALIL-A-SATTAR**  
Patron-in-Chief  
Pakistan Poultry Association



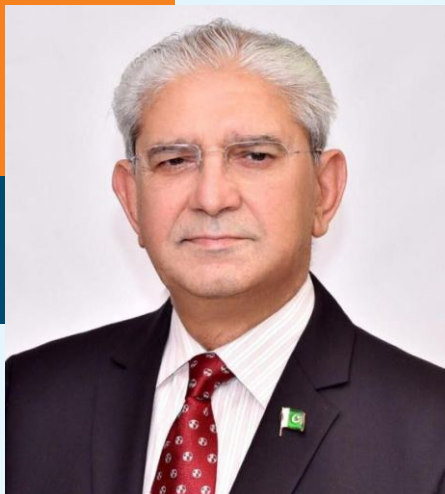
**MR. ABDUL BASIT**  
Chairman of  
Pakistan Poultry Association



**DR. F. M. SABIR**  
Group Leader of  
Pakistan Poultry Association



## ACKNOWLEDGEMENT



**Abdul Basit**  
Chairman  
Pakistan Poultry Association

Dear Members, Colleagues and Friends

It gives me immense pleasure to extend my warm greetings to all my worthy associates.

Pakistan Poultry Association is a platform for sharing issues, highlighting the problems faced by our industry and gaining knowledge, ideas, and inspiration within our community. Our premier goal is to ensure continuous growth of poultry industry and other trades associated with it.

Our annual publication not only summarizes the achievements and challenges faced during the past one year but is also a reflection of our collective dedication for the development and progress of poultry industry.

This journal issue reflects the diversity of thought and depth of expertise that defines our association. I call upon each of you to engage with the articles, and stories featured within. They are a testament to the vibrant intellectual and professional environment we continue to build together.

Over the past year, our association has witnessed significant developments—thanks to the continued dedication of our members, the commitment of our Executive Committee, and the passion of all those who strive to uphold the values and mission of Pakistan Poultry Association.

### KEY CHALLENGES OF THE YEAR

Poultry industry provides affordable meat protein to millions of people in Pakistan. It also provides employments to hundreds of thousands of people. Currently this industry is facing two major challenges that threaten its sustainability:

1. The Government of Pakistan through Finance Act 2025 has with effect from 01<sup>st</sup> July 2025 imposed a Federal Excise Duty (FED) of **Rs.10/- on each and every day old chick sold** This levy has come at a critical time when the poultry farmers are struggling under the burden of high poultry feed costs, energy prices and transportation challenges.

This extraordinary levy is very concerning for the reason:

The price of day old poultry chick is market demand driven and tends to fluctuate almost on daily

basis. Quite often there are periods when there is a low market demand for multifarious reasons. During these times the price of day old chicks hovers around Rs10/-. This would mean that all the sale price would be collected by the Government through this FED levy and the Hatchery producers will get nothing even for their production costs which obviously would be borne by them from their own pockets resultantly they would suffer undue heavy losses and will be driven out of business causing acute shortage of poultry meat and eggs..

The ultimate sufferer will be the consumer who would bear the brunt of this indiscriminate and counter-productive levy as there would be shortage of poultry meat and eggs and it would be costlier.

PPA has taken a very strong stand on this issue. We have submitted formal appeals to the Government of Pakistan and all concerned authorities. We have apprised them about the gravity of the situation and implored them to withdraw this unjustified levy so as to protect the future of poultry industry.

## 2. Soybean Import Restrictions

The previous management of PPA did a wonderful job by obtaining permission for GMO soybean seeds. However the requirement for poultry feed millers is good quality Soybean Meal. We are striving for permission to directly import of Soybean meal as Soybean meal is source of essential proteins required for healthy growth of poultry chicks and optimal meat and egg production.

This will facilitate poultry farmers and feed millers, hatcheries, and downstream processors. As an industry that heavily depends on timely and regular supply of high quality feed ingredients, these delays are unacceptable.

3. Poultry industry has to import grandparent chicks and grandparent eggs for producing poultry meat and table eggs. It is the seed for the production of poultry products. Government has levied Sales Tax on the import of this poultry seed. Agricultural seeds are out of purview of sales tax therefore grandparent poultry being a seed of poultry products should not be burdened with levy of sales tax.

4. Five percent raw poultry meat is packed for hygienic reasons this too is burdened with levy of sales tax. This unnecessary tax should be exempted/waived.

As we reflect on the past year. It is evident that we need collective strength and consistent advocacy more than ever. PPA remains steadfast in its resolve to:

- Support and protect the interests of our members
- Advocate for progressive policies with Government
- Eradicate unethical practices within the poultry trade
- Promote awareness, training and scientific practices amongst the poultry farmers.

I also urge the Government Departments and relevant stake holders to understand that the Poultry industry is not merely a business, it is a pillar of national food security and rural employment. Every decision impacting our industry should be taken with care, caution and after consultation with the stakeholders.



As Chairman, I remain committed to fostering a culture of innovation, and collaboration. I invite you all to contribute your voices, participate actively, and continue making this association a dynamic and welcoming space for all.

I express my gratitude to all members of the PPA Executive Committee, Provincial Chapters, advisory teams, and secretariat who have worked tirelessly to keep the association active throughout the year.

My special thanks to Ministry of National Food Security, Ministry of Commerce, FBR, and Provincial livestock department for their cooperation and I expect their continued cooperation to resolve the pending issues.

Thank you for your unwavering support, and I look forward to all that we will accomplish together in the times ahead.

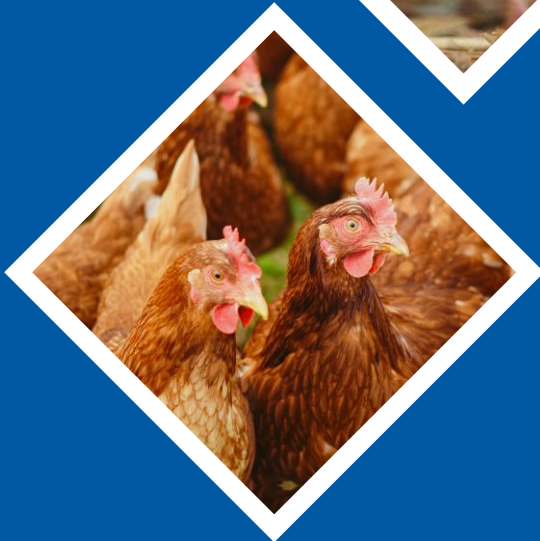
Warm regards,

**ABDUL BASIT**

Chairman

Pakistan Poultry Association

13<sup>th</sup> August 2025



**AIMS &  
OBJECTIVES OF  
PAKISTAN POULTRY  
ASSOCIATION**

# PAKISTAN POULTRY ASSOCIATION

## AIMS & OBJECTIVES

### The Aims and Objects for which the Association is formed are as under:

- a. To provide facilities for and foster, encourage, secure and maintain good and closer relationship and unanimity among members and the trade in general and to promote and protect their business interests and to do all that is necessary for the furtherance and development of Poultry Farming and allied trade in Pakistan.
- b. To consider all problems and questions confronting Poultry Farming and Poultry Farmers etc. and to devise ways and means for tackling and solving the same.
- c. To collect and circulate permissible statistics and other information relating to or of interest to the business of its members and/or the trade in general.
- d. To publish or cause to publish or encourage and support publications, bulletins or any other information considered useful or beneficial to the trade.
- e. To consider and take legitimate steps necessary for starting, promoting, supporting and opposing any measures affecting the business of its members and the trade in general.
- f. To make representations to and communicate with local, provincial, Federal or other authorities, both Government and private on any matter affecting the business of its members of the trade.
- g. To secure, organize and coordinate action on all matters pertaining to or affecting the business of its members.
- h. To arbitrate in the settlement of disputes arising between members willing and/or agreeing to submit to arbitration in accordance with the arbitration rules of the Association and to adjust and resolve controversies between the members.
- i. To undertake special inquiries and investigations negotiate or settle matters or secure redress of legitimate grievances connected with the business of its members.
- j. To hold in trust or in safe custody or otherwise except for the purpose of trading, any material or amount desired to be so held by the Government or members of the Association.
- k. To advise and assist the Government in the formulation of useful and progressive policies and to cooperate with them in their successful implementation.
- l. To take effective measures for the eradication of unethical practices from the field of trade, commerce and industry.
- m. To subscribe to and become member of the Federation of Pakistan Chambers of Commerce and Industry and procure from and communicate with any incorporated organization of trade, commerce and industry such information as may be likely to further the objects of the

Association.

- n. To coordinate action on the matter of Jallo Railway Station Through a Standing Committee appointed by the Executive Committee.
- o. To endeavor with recognized/registered Chambers of Associations of Trade and Industry acting through the Federation of Pakistan Chambers of Commerce and Industry to form a National Committee of International Chamber of Commerce, Paris.
- p. To endeavor with recognized/registered Chambers of Associations of Trade and Industry to form National Arbitration Association of Pakistan and to seek affiliation or liaison with similar other bodies abroad with the prior approval of the Government.
- q. To frame and assist in the framing of rules of practice for facilitating and simplifying the business of its members.
- r. And generally to do all that may be necessary to achieve the aims and objectives of the Association directly and indirectly or take any measure conducive to the development and progress of the trade.

Provided always that the aims and objectives and/or powers here in mentioned shall be implemented and exercised by the Association, with reference to and in terms of the said Memorandum and Articles of Association and that nothing herein shall be deemed to empower or authorize the Association or its members to question, dispute or challenge the business status or the assessed performance values of its members or to suggest, recommend or carry out any allocations or distribution of material except on the basis as aforesaid.



**PRESENT  
STATUS OF  
POULTRY SECTOR**

## COMMERCIAL POULTRY POPULATION DATA YEAR 2024-2025

Commercial Poultry in Pakistan was established in 1962. It is one of the largest agro based segment of Pakistan having an investment of more than 2952 Billion rupees. Poultry Industry of Pakistan is making a tremendous contribution in bridging the gap between supply and demand of meat protein. With the continuous depletion of supply of red meat, poultry is the cheapest available animal protein source for our masses and as such is an effective check upon the spiraling animal protein prices. Therefore, we are already consuming less protein as per required standards. Poultry Industry generates employment and provides source of income to more than **1.5 million** people of Pakistan directly & indirectly.

### Present Status

- Presently turnover of Pakistan Poultry Industry is about 2952 billion rupees.
- Poultry sector generates employment and income for about 1.5 million people.
- During last few years poultry sector has gone through a very turbulent period in which normal growth of 10% per annum was not achieved. On other hand it reduced by 40% in last 3 – 4 years. In this current year recovery process has started but it is at least 50% behind its projected potential status. This has resulted into reduced supply, high prices and low meat availability per capita.
- At present over 190 billion rupees worth of agriculture produce and by products of agriculture is being used in poultry feeds.
- There are over 15000 poultry farms spread deep into the rural areas across the country from Karachi to Peshawar. Capacity of farms range from 5,000 to 500,000 broilers.
- Marketing channels of broilers and eggs are predominantly in the unorganized sector.
- 40-45% of the total meat consumption is being procured from poultry products.
- Presently poultry processing is only 5 – 6% which is very alarming for a growing protein deficient country. Poultry industry cannot grow on modern lines without going into processing and value addition. Government policies are very important in this regard to encourage more investment in this sector.
- Annually we are producing 13,160 million table eggs.
- Annually we are producing 1593 million kilo grams chicken meat.
- In our country per capita consumption of meat is only 6.37 kilo grams and 53 Eggs Annually. Whereas developed world is consuming about 40 kilo grams meat and over 300 eggs per capita per year.
- As per standard of World Health Organization, daily requirement of animal protein for a person is 27 grams whereas public is consuming 17 grams only. Therefore, we are already consuming less animal protein as per required standards.

1. BROILER:GP PALCEMENT	(NEW)	160,000
	(MOLT)	40,000
<b>TOTAL</b>		<b>200,000 D LINE</b>
BROILER PS PLACEMENT		12.0 MILLION
DAY OLD BROLIER CHICKS		1.40 BILLION
BROILER MARKETED		1.26 BILLION
2. LAYER PS (NEW)		434,000
LAYER PS (MOLT)		350,000
<b>TOTAL LAYER PS</b>		<b>784,000</b>
COMMERCIAL LAYER (NEW)		26.5 MILLION
COMMERCIAL LAYER (MOLT)		20.50 MILLION
<b>TOTAL COMMERCIAL LAYER</b>		<b>47.0 MILLION</b>
3. POULTRY FEED		7.60.M TONS (ANNEXURE-A)
4. TOTAL TURNOVER OF POULTRY		2952.50 BILLION RS (ANEXURE-B)
5. CHICKEN MEAT (PER CAPITA)		6.37 KG (ANEXURE-C)
6. TABLE EGGS (PER CAPITA)		53.0 EGGS (ANEXURE-C)

**POULTRY FEED**
**ANNEXURE-A**
**BROILER:**

GP	200,000 X 100KG	= 20,000 TONS
PS	12.0M X 64KG	= 768,000 TONS
BROILER	1.40 B X 3.5 KG	= 4,900,000 TONS

**LAYER:**

PS (784,000 X 40)	= 31,360 TONS
COMMERCIAL LAYER (47,000,000 X 40 KG)	= 1,880,000 TONS
<b>TOTAL</b>	<b>= 7.60 M TONS</b>

**TURNOVER OF POULTRY INDUSTRY:**
**ANNEXURE-B**
**BROILER: (RS)**

GP (200,000 X 55,000)	= PKR 11.0 BILLION
PS (12.0 X 13000)	= PKR 156.00 BILLION
BROILER (1.26 X 380 X 2.0)	= PKR 958 BILLION
<b>TOTAL:</b>	<b>= PKR 1125.0 BILLION A</b>

**LAYER: (RS)**

PS (784000 X 9000)	= PKR 7.0 BILLION
COMMERCIAL LAYER (47 M X 7000)	= PKR 329.0 BILLION
TABLE EGGS (47 MX 280 X 27)	= PKR 355.0 BILLION
<b>TOTAL:</b>	<b>= PKR 691.0 BILLION B</b>
POULTRY FEED (RS) (7.6 X 140 X 1000)	= PKR 1064.0 BILLION C



**VACCINES:**

BROILER GP (200,000 X 900)	= PKR 180.0 MILLION
BROILER PS (12.0 M X 500)	= PKR 6,000.0 MILLION
BROILER (1.4 B X 15)	= PKR 21,000.0 MILLION
LAYER PS (784,000 X 260)	= PKR 204.0 MILLION
COMMERCIAL LAYER (47 M X 200)	= PKR 9,400.0 MILLION
<b>TOTAL:</b>	<b>= PKR 36.80 BILLION D</b>

**MEDICINES:**

BROILER PS (12.0 X 450)	= PKR 5,400 MILLION
BROILER (1.40 B X 14)	= PKR 19,600.0 MILLION
LAYER PS (784,000 X 250)	= PKR 196.0 MILLION
COMMERCIAL LAYER (47 M X 225)	= PKR 10,500.0 MILLION
TOTAL:	= PKR 35.7 BILLION E
<b>GRAND TOTAL (A+B+C+D+E)</b>	<b>= PKR 2952.50 BILLION</b>

**ANNEXURE-C**

**MEAT AND EGG PRODUCTION:**

**BROILER LIVE:**

GP (200,000 X 4)	= 0.800 M KG
PS (12.0 M X 4)	= 48.00 M KG
BROILER (1.26 X 2.0) (LIVE)	= 2520.00 M KG

**LAYER:**

LAYER PS (784000 X 1.8)	= 1.40 M KG
COMMERCIAL LAYER (47 M X 1.8)	= 84.6 M KG

**TOTAL PRODUCTION: = 2,655.0 M KG**

MEAT (60%)	= 1,593.0 M KG
MEAT (PER CAPITA) : (1592/250)	= 6.37 KG PER CAPITA
TABLE EGGS (PER CAPITA) : (13,160/250)	= 53.0 EGGS PER CAPITA

**By: Dr. M Mustafa Kamal**



**EXECUTIVE  
COMMITTEE  
2024-26**

# EXECUTIVE COMMITTEE MEMBERS FOR THE YEAR (2024-2026)



**Mr. Abdul Basit**  
Chairman



**Mr. Ghulam Khaliq**  
Senior Vice Chairman



**Mr. Malik Muhammad Sharif**  
Vice Chairman (North)



**Mr. Lal Bux Kolachi**  
Vice Chairman (South)



**Mr. Rai Mansab Ali**  
EC Member



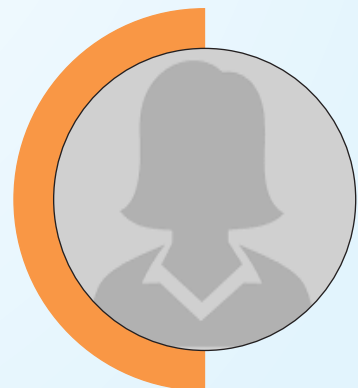
**Mr. Rana Saleem Akhtar**  
EC Member



**Dr. Qasim Altaf**  
EC Member



**Mr. Rana Faisal Manzoor**  
EC Member



**Mrs. Mahmooda Mohsin**  
EC Member

# EXECUTIVE COMMITTEE MEMBERS FOR THE YEAR (2024-2026)



**Mr. Muhammad Hamza Sarosh**  
EC Member



**Mr. Abdul Hai Mehta**  
EC Member



**Mr. Shahzad Ateeq**  
EC Member



**Mr. Faisal Shahid**  
EC Member



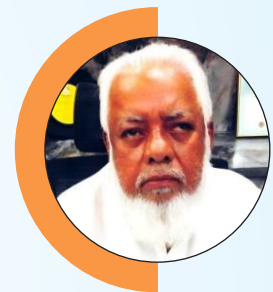
**Mr. Muhammad Sohaib Javaid**  
EC Member



**Mr. Salman Munir**  
EC Member



**Mr. Muhammad Aslam**  
EC Member



**Mr. Kamal Akhter Siddiqui**  
EC Member



**Ms. Sadaf Saeed**  
EC Member



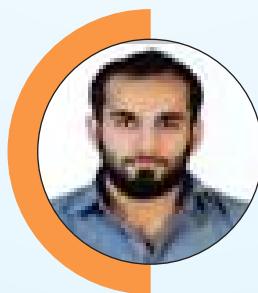
**Mr. Muhammad Irfan Ghazi**  
EC Member



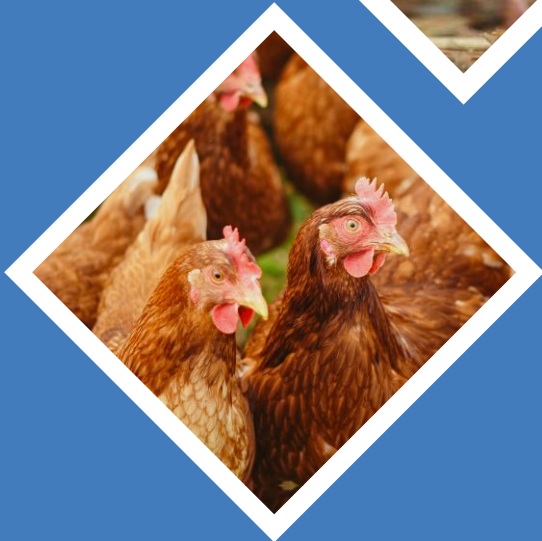
**Dr. Khalid Iqbal**  
EC Member



**Mr. Tariq Aziz**  
EC Member



**Mr. Elahi Buksh**  
EC Member



**STANDING  
COMMITTEES  
2024-26**

## CONVENORS, CO-CONVENORS & MEMBERS OF STANDING COMMITTEES UNDER EXECUTIVE COMMITTEE FOR THE YEAR 2024-26

Sr.No	STANDING COMMITTEES	NAME OF CONVENOR AND MEMBERS
1.	<b>Tariff &amp; Taxation</b>	<b>Convenor:</b> Mr. Khalil A. Sattar <b>Co-Convenor:</b> Dr. F. M. Sabir <b>Members:</b> Mr. Dawood-Ur-Rasheed
2.	<b>Consumer Education Board and Website Data and other Social Media Maintenance</b>	<b>Convenor:</b> Dr. F. M. Sabir <b>Co-Convenor:</b> 1) Dr. Muhammad Mustafa Kamal 2) Dr. Hassan Sarosh Akram 3) Dr. Zafar-ul-Islam Siddiqui 4) Dr. Sajjad Arshad
3.	<b>Exports</b>	<b>Convenor:</b> Mr. Salman Sabir <b>Co-Convenor:</b> Mr. Imran Ejaz <b>Members:</b> 1) Mr. Muhammad Akram Ch 2) Dr. Shahid Iqbal
4.	<b>Government Liaison</b>	<b>Convenor:</b> Dr. Hassan Sarosh Akram <b>Co-Convenor:</b> 1) Dr. F. M. Sabir 2) Mr. Muhammad Sohaib Javaid <b>Members:</b> Mr. Asif Zubair Sadiq
5.	<b>Finance</b>	<b>Convenor:</b> Mr. Khaleeqe Arshad <b>Co-Convenor:</b> Mr. Abdul Hai Mehta <b>Members:</b> Dr. Sajjad Arshad
6.	<b>Feed Mills Liaison</b>	<b>Convenor:</b> Mr. Ahmad Hassan <b>Co-Convenor:</b> 1) Dr. F. M. Sabir 2) Mr. Kamran Ejaz 3) Mr. Muhammad Sohaib Javaid 4) Mr. Aamir Ali Khan 5) Mr. Muhammad Hussain Ahmad 6) Mr. Zeeshan Manno

7.	<b>National Disease Control</b>	<p><b>Convenor:</b> Dr. Hanif Nazir Ch</p> <p><b>Co-Convenor:</b> Dr. Khalid Naeem Khawaja</p>
8.	<b>Press and Information</b>	<p><b>Convenor:</b> Dr. Abdul Karim</p> <p><b>Co-Convenor:</b> 1) Mr. Ghulam Khaliq 2) Mr. Muhammad Hamza Sarosh</p>
9.	<b>Pharmaceuticals</b>	<p><b>Convenor:</b> Mr. Ghulam Khaliq</p> <p><b>Co-Convenor:</b> 1) Mr. Usman Shokat 2) Mr. Malik Muhammad Sajid Awan 3) Mr. Muhammad Irfan Ghazi 4) Mr. Khalid Mehmood 5) Mr. Zohaib Amjad 6) Dr. Ghulam Mehboob 7) Dr. Muhammad Saleem 8) Mr. Javed Saeed 9) Mr. Khawaja Abid Mehmood 10) Dr. Syed Wajid Raza Jafri</p>
10.	<b>Imports</b>	<p><b>Convenor:</b> Mr. Abdul Hai Mehta</p> <p><b>Co-Convenor:</b> Mr. Muhammad Irfan Ghazi</p>
11.	<b>Internal Audit Committee 2024-25</b>	<p><b>Convenor:</b> Dr. F. M. Sabir</p> <p><b>Co-Convenor:</b> Mr. Khaleeq Arshad</p>
12.	<b>Legal Affairs</b>	<p><b>Convenor:</b> Mr. Tahir Bashir</p>
13.	<b>Hatchery and Breeder</b>	<p><b>Convenor:</b> Mr. Muhammad Sohaib Javaid</p> <p><b>Co-Convenor:</b> Mr. Asif Zubair Sadiq</p>
14.	<b>HR Standing Committee</b>	<p><b>Convenor:</b> Mr. Chaudhry Muhammad Ashraf</p> <p><b>Members:</b> 1) Dr. F. M. Sabir 2) Dr. Hassan Sarosh Akram 3) Mr. Khaleeq Arshad 4) Mr. Amir Ali</p>
15.	<b>IT Committee</b>	<p><b>Convenor:</b> Mr. Yasir Sarosh</p> <p><b>Members:</b> 1) Mr. Muhammad Shehryar 2) Mr. Zia Randhawa 3) Dr. Qasim Altaf 4) Mr. Muhammad Umer Tariq</p>

**STANDING COMMITTEES 2024-26****TARIFF & TAXATION**

**Mr. Khalil A. Sattar**  
Convenor



**Dr. F. M. Sabir**  
Co-Convenor



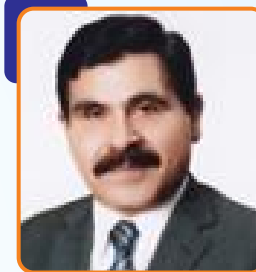
**Mr. Dawood-ur-Rasheed**  
Member

**CONSUMER EDUCATION BOARD AND WEBSITE DATA AND  
OTHER SOCIAL MEDIA MAINTENANCE**

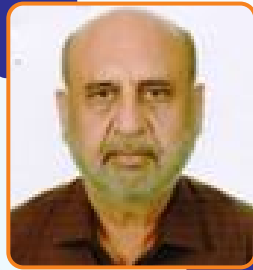
**Dr. F. M. Sabir**  
Convenor



**Dr. M. Mustafa Kamal**  
Co-Convenor



**Dr. Hassan Sarosh Akram**  
Co-Convenor



**Dr. Zafar-ul-Islam Siddiqui**  
Co-Convenor



**Dr. Sajjad Arshad**  
Co-Convenor

**EXPORT**

**Mr. Salman Sabir**  
Convenor



**Mr. Imran Ejaz**  
Co-Convenor

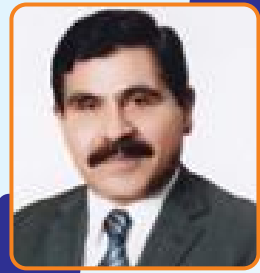


**Mr. M. Akram Ch**  
Member



**Dr. Shahid Iqbal**  
Member

**GOVERNMENT LIAISON**



**Dr. Hassan Sarosh Akram**  
Convener



**Dr. F. M. Sabir**  
Co-Convener



**Mr. M. Sohaib Javaid**  
Co-Convener

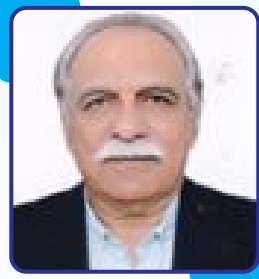


**Mr. Asif Zubair Sadiq**  
Member

**FINANCE**



**Mr. Khaleeque Arshad**  
Convener



**Mr. Abdul Hai Mehta**  
Co-Convener



**Dr. Sajjad Arshad**  
Member

**FEED MILLS LIAISON**



**Mr. Ahmad Hassan**  
Convener



**Dr. F. M. Sabir**  
Co-Convener



**Mr. Kamran Ejaz**  
Co-Convener



**Mr. M. Sohaib Javaid**  
Co-Convener



**Mr. Aamir Ali Khan**  
Co-Convener



**Mr. M. Hussain Ahmad**  
Co-Convener

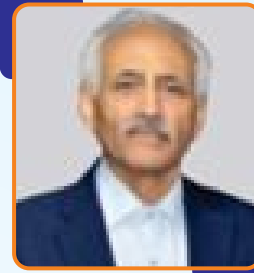


**Mr. Zeeshan Mannoo**  
Co-Convener

## NATIONAL DISEASE CONTROL



**Dr. Hanif Nazir Ch**  
Convenor



**Dr. Khalid Naeem Khawaja**  
Co-Convenor

## PRESS AND INFORMATION



**Dr. Abdul Karim**  
Convenor



**Mr. Ghulam Khaliq**  
Co-Convenor



**Mr. Muhammad Hamza Sarosh**  
Co-Convenor

## PHARMACEUTICALS



**Mr. Ghulam Khaliq**  
Convenor



**Mr. Usman Shoukat**  
Co-Convenor



**Mr. Malik M. Sajid Awan**  
Co-Convenor



**Mr. M. Irfan Ghazi**  
Co-Convenor



**Mr. Khalid Mehmood**  
Co-Convenor



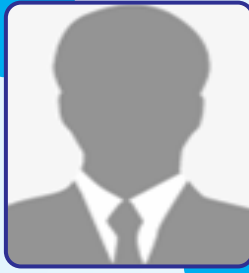
**Mr. Zohaib Amjad**  
Co-Convenor



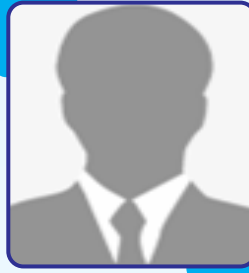
**Dr. Ghulam Mehboob**  
Co-Convenor



**Dr. Muhammad Saleem**  
Co-Convenor



**Mr. Javed Saeed**  
Co-Convenor

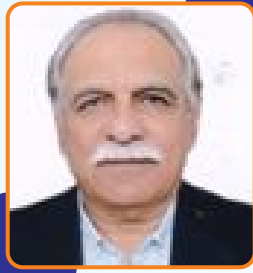


**Mr. Khawaja Abid Mehmood**  
Co-Convenor



**Dr. Syed Wajid Raza Jafri**  
Co-Convenor

**IMPORT**



**Mr. Abdul Haye Mehta**  
Convenor



**Mr. Muhammad Irfan Ghazi**  
Co-Convenor

**INTERNAL AUDIT**



**Dr. F. M. Sabir**  
Convenor



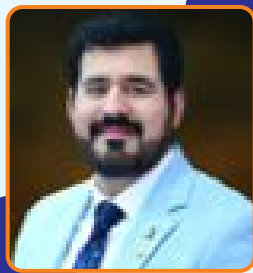
**Mr. Khaleeq Arshad**  
Co-Convenor



**Mr. Tahir Bashir**  
Convenor

**LEGAL AFFAIRS**

**HATCHERY AND BREEDER**



**Mr. Muhammad Sohaib Javaid**  
Convenor

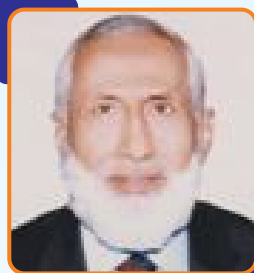


**Mr. Asif Zubair Sadiq**  
Co-Convenor

## HUMAN RESOURCE (HR)



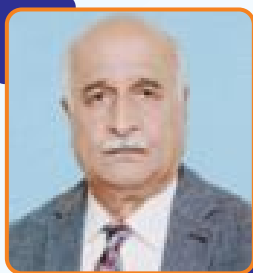
**Mr. Chaudhry M. Ashraf**  
Convenor



**Dr. F. M. Sabir**  
Co-Convenor



**Dr. Hassan Sarosh Akram**  
Co-Convenor



**Mr. Khaleeque Arshad**  
Co-Convenor



**Mr. Amir Ali Khan**  
Co-Convenor

## INFORMATION TECHNOLOGY (IT)



**Mr. Yasir Sarosh**  
Convenor



**Mr. Muhammad Shehryar**  
Co-Convenor



**Mr. Zia Randhawa**  
Co-Convenor



**Dr. Qasim Altaf**  
Co-Convenor



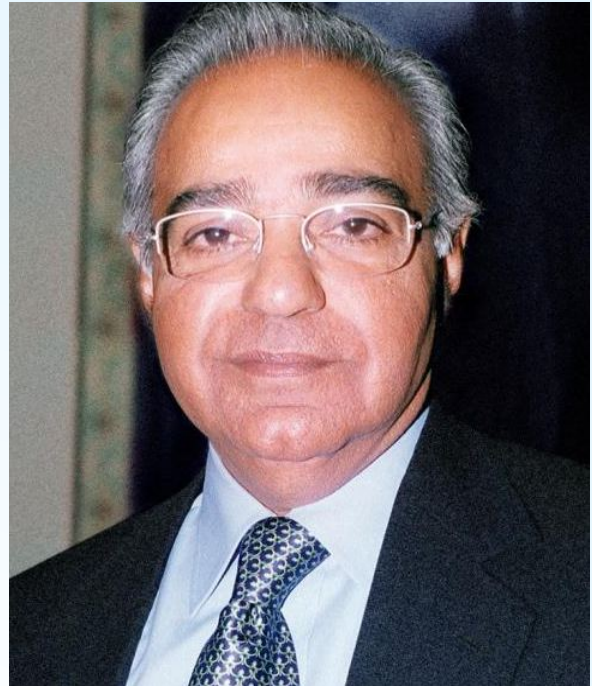
**Mr. Muhammad Umer Tariq**  
Co-Convenor



**ACTIVITY REPORTS  
OF STANDING  
COMMITTEES  
2024-26**

## ACTIVITY REPORT – STANDING COMMITTEE ON TARIFF AND TAXATION

01. Forwarded representation to Senator Muhammad Aurangzeb, Minister Finance & Revenue and Mr. Ali Pervaiz Malik, Minister of State for Finance, Revenue & Power, Mr. Waseem Ajmal Ch., Secretary Ministry of National Food Security & Research on the negative impact of sales tax on poultry meat. Also held meetings with Rana Tanveer Hussain, Minister National Food Security & Research and Mr. Saleem H. Mandviwalla, Chairman Senate Standing Committee on Finance & Revenue on the negative impact of sales tax on poultry meat falling under PCT Heading 0207.
02. Forwarded representation to Mr. Jam Kamal Khan, Minister Commerce and Senator Muhammad Aurangzeb, Minister Finance & Revenue, Mr. Waseem Ajmal Ch., Secretary Ministry of National Food Security & Research and also held meetings with Mr. Haroon Akhter, Special Assistant to Prime Minister for Industries & Production, Rana Tanveer Hussain, Minister National Food Security & Research, and Mr. Saleem H. Mandviwalla, Chairman Senate Standing Committee on Finance & Revenue for withdrawal of 3% customs duty and 2% additional custom duty on import of GP chicks.
03. Forwarded representation and held meetings with Mr. Haroon Akhter, Special Assistant to Prime Minister for Industries & Production, Rana Tanveer Hussain, Minister National Food Security & Research and Mr. Saleem H. Mandviwalla, Chairman Senate Standing Committee on Finance & Revenue for reduction of sales tax on poultry feed from 10% to 5%.
04. Represented Pakistan Poultry Association alongwith Mr. Hassan Sarosh Akram to take up aforementioned issues of poultry sector in a meeting before the Senate Standing Committee on Finance & Revenue.
05. Prepared and forwarded Federal Budget Proposals to Mr. Jam Kamal Khan, Minister Commerce, and along with Mr. Dawood-ur-Rasheed (Member Tariff & Taxation Committee) held meeting with Joint Secretary Commerce and made representations to National Tariff Commission as well for:
  - a. Removal of 2% additional custom duty on raw materials, parts, machineries and equipment of poultry farming – which has been accepted through the Finance Bill.
  - b. Reduction of custom duty on poultry medicines from 11% to 3% - the same has been brought down to 10% through the Finance Bill.
  - c. Reduction in custom duty on import of 'Preparation of a kind used in Animal Feeding' from 10% to 5% for commercial importer – the same has been accepted through the



Finance Bill.

06. Forwarded representation to Mr. Khalid Hussain Magsi, Minister Science & Technology and held meetings with Mr. Haroon Akhter, Special Assistant to Prime Minister for Industries & Production, Mr. Saleem H. Mandviwalla, Chairman Senate Standing Committee on Finance & Revenue and DG Punjab Food Authority with regards to concerns regarding Front of Pack Warning Labels & the proposed levy of FED on packaged foods.
07. Forwarded proposals and recommendations to Ministry of Commerce on Strategic Trade Policy Framework (STPF) 2025-30

**Khalil A. Sattar**

Convener Tariff & Taxation Committee

## ACTIVITY REPORT – STANDING COMMITTEE ON NDCC

The National Disease Control Committee (NDCC) under the Pakistan Poultry Association has remained actively engaged in addressing key health and biosecurity challenges facing the poultry sector. Under the leadership of Convener Dr. Hanif Nazir and Co-convener Dr. Khalid Naeem Khawaja, the standing committee has undertaken a series of strategic initiatives aimed at enhancing disease surveillance, strengthening farm-level biosecurity protocols, and fostering collaboration with relevant government authorities, veterinary experts, and stakeholders.



In addition to its disease control responsibilities, the NDCC Standing Committee also contributed significantly to the Poultry Science Conference (PSC) held during IPEX 2024, where the Convener, Dr. Hanif Nazir, played a vital role in planning and executing this conference, which emerged as one of the most impactful and well-received segments of the event. Through effective coordination and strategic outreach, the PSC successfully bridged the gap between academia and industry, bringing together leading researchers, professionals, and stakeholders from across Pakistan. This initiative created a valuable platform for scientific dialogue, knowledge exchange, and practical collaboration—strengthening the poultry sector's capacity for innovation and progress. The efforts of the NDCC Standing Committee in making this conference a success were widely acknowledged and appreciated, marking it as a key highlight of IPEX 2024.

In light of the recent Highly Pathogenic Avian Influenza (HPAI) outbreaks reported in Arizona, where over 4.6 million commercial layer hens were affected across Maricopa and Pinal counties in May 2025 alone, the NDCC Standing Committee recognizes the urgent need for enhanced disease preparedness in Pakistan. These developments underscore the potential scale and speed at which avian influenza can spread, especially in high-density commercial flocks. In response, the NDCC recommends intensified surveillance at poultry farms, strict adherence to biosecurity protocols, and regular virus screening, particularly in high-risk zones. Additionally, the committee advocates for improved data sharing with credible laboratories for timely isolation, sequencing, and mutation tracking. Awareness sessions for poultry farmers and technical staff are also being planned to highlight international disease patterns and preventive strategies. The NDCC will continue to monitor global developments closely and update national vaccination and control strategies accordingly to mitigate similar risks locally.

As part of its ongoing efforts to address sector-wide challenges, the NDCC actively participated in key forums and consultative sessions. On May 23, 2025, a significant meeting of senior representatives from the layer industry was held at the Pakistan Poultry Association's North Region office, chaired by the Regional Chairman, Mr. Malik Muhammad Sharif. During the session, NDCC members including Dr. Hanif Nazir, Dr. Bilal Ashraf, Mr. Sohail Noor, and Mr. Shahid provided detailed insights into current and emerging challenges facing the layer sector. They presented a comprehensive overview of disease screening, threat assessment, and control measures, along with practical recommendations aimed at safeguarding the industry's sustainability.

Furthermore, in recognition of the NDCC's role, Dr. Hanif Nazir present these findings at the Central Executive Committee (CEC) meeting in Islamabad, emphasizing the strategic importance of proactive disease management not only for PPA members but for the poultry industry at large. Dr. Khalid Naeem Khawaja (Co-Convener) also participated as special invitees. During the session, Dr. Hanif Nazir was invited by the Secretary General to deliver a comprehensive presentation on the role and recent activities of the NDCC, as well as the prevailing disease situation. His briefing, enriched with comparative data, charts, and field insights, covered critical aspects such as vaccination protocols, virus mutations, disease trends including Influenza and IBD, and practical farm-level interventions. The presentation emphasized the importance of laboratory diagnostics, biosecurity practices, feed quality, climate control, and trained human resources in mitigating disease risks. His contributions, along with input from Dr. Khalid Naeem Khawaja, were highly appreciated by the Executive Committee and provided valuable direction for future disease management strategies within the poultry sector.

**Dr. Hanif Nazir Ch**

Convener National Disease Control Committee PPA

## ACTIVITY REPORT OF CONSUMER EDUCATION 2025-26

A consumer education awareness with the collaboration of U.S. Soybean Export Council (USSEC) the campaign focused on the critical issue of child stunting in Pakistan. This event highlighted the alarming statistic that 40% of children under the age of five in Pakistan are affected by stunting, as reported by the United Nations International Children's Emergency Fund (UNICEF) and the World Bank. The campaign aims to educate parents and the general public on the importance of nutrition, particularly the role of high-quality protein found in eggs and chicken.



A professionally executed video shoot was completed, featuring testimonials, animations, and informative content aimed at painting a clear picture of the impact of protein deficiency on child health.

### Anthem Presentation

ہم سورج کے راج ڈلارے  
ہم بڑھیں گے، ہم کریں گے  
آسمان کو تھام لیں گے  
گ رپڑیں تو پھر اٹھیں گے  
اٹھ کے پھر سے چل چلیں گے  
بچے بھلے ہیں، بچ کے نہیں رہیں گے  
اپنا زمانہ ہاں جیت لیں گے  
دنیا کی نظروں میں اونچے رہیں گے  
ہم چاند تارا روشن کریں گے  
جیتنا ہے زمانہ، پروٹین کو ہے بڑھانا  
کھانا ہے چکن روزانہ، کھانا ہے چکن روزانہ

The launch event marked the beginning of a vital initiative aimed at addressing child stunting in Pakistan through improved consumer education and nutritional awareness. The enthusiastic response from the audience reinforces the potential of the campaign to create a positive impact on children's health and the future of the nation.

**Dr. F. M. Sabir**  
**Convener Consumer Education**

## ACTIVITY REPORT MEMBERSHIP DRIVE 2025-26

On 1st January 2025, the membership activities of the Pakistan Poultry Association commenced under the supervision of Co-Convener Membership Drive Mr. Aamir Ali Khan and Convener Membership Drive Dr. Rana Sajjad Arshad. Upon his return from performing Umrah, Dr. Rana Sajjad Arshad immediately began focusing on the membership drive, in close coordination with Secretary General PPA Mr. Muhammad Gul Aziz Awan, who mobilized the entire team from the Central Office in Islamabad. Both Regional Secretaries of the North and South Regions, along with their respective staff, were also actively engaged in this initiative.



As of 31st December 2024, the total numbers of memberships were at 599. Therefore, the primary target for 2024–25 was to ensure the timely renewal of existing memberships, along with the addition of new and re-admitted members. All staff of the Pakistan Poultry Association—whether from the Central, North, or South offices—worked diligently to achieve this goal as swiftly as possible.

The Secretary General, in coordination with Mr. Aamir Ali Khan, proposed that regular online meetings be held every couple of days to ensure effective coordination and progress updates on the membership drive. A WhatsApp group was also created on Mr. Aamir Ali Khan's suggestion to facilitate real-time communication for the same purpose.

Both North and South Region office teams actively participated by visiting members' offices, making calls, sending emails, and using all available means to complete renewals before the deadline of 31st March. During the regular Zoom meetings, staff members shared the challenges they encountered. Senior members of the Association joined the meetings live to offer support and guidance, and to personally encourage members to cooperate with the PPA staff.

The Secretary General of PPA also oversaw the operations at the Central Office concerning the scrutiny of membership applications and the timely issuance of membership certificates and cards. In cases where discrepancies were identified, he ensured their prompt resolution through close coordination with the respective regional offices. A continuous exchange of summaries among all three offices was maintained to cross-verify and compare data, ensuring accuracy, consistency, and alignment across all regions.

Dr. Rana Sajjad Arshad Convener Standing Committee on membership drive also played a vital role in encouraging groups of companies to obtain maximum memberships. He instructed the regional offices to closely coordinate with the members he referred for timely processing. Furthermore, he emphasized the need to expedite the scrutiny process of membership applications and the subsequent approval and signature from the Chairman, noting that some members require their certificates urgently for business purposes.

During one of the online meetings, Mr. Aamir Ali Khan proposed the implementation of an ERP system for official use, highlighting the importance of digitalizing the organization's processes

to enhance efficiency and management. He emphasized that ERP systems are not overly expensive and generously offered to have the software developed by his own design team at no cost to the Association. This initiative was aimed at addressing several operational challenges resulting from outdated systems. He also recommended introducing a simplified method for the payment of membership fees. These suggestions were well received by all participants, who expressed their support and agreed to work toward incorporating them into the Association's future policy framework.

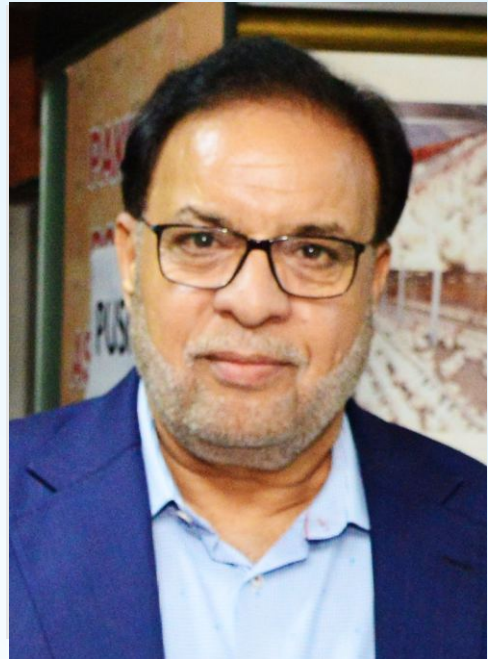
The Directorate General of Trade Organizations (DGTO) extended the last date for the validation of membership certificates until 20th April 2025, providing all three offices—Central, North, and South—with additional time to further strengthen the membership drive. As a result of this extension and the exceptional coordination among all regional and central teams, the membership process progressed smoothly and efficiently. By 31<sup>st</sup> August 2025, the Pakistan Poultry Association achieved a historic milestone with 636 registered members—the highest membership count in the Association's history.

This significant achievement was made possible through the tireless efforts and dedication of staff across all offices. Senior officials of the Association appreciated and acknowledged the remarkable teamwork, commitment, and timely execution demonstrated by the Central, North, and South offices, which collectively contributed to this milestone.

**Dr. Rana Sajjad Arshad**  
**Convener Membership Drive**

## ACTIVITY REPORT OF HR STANDING COMMITTEE

Over the past year, the HR Standing Committee has actively engaged in several initiatives aimed at strengthening our organizational policies, ensuring employee welfare, and fostering transparency within the Association. Our efforts have been focused on revising and updating HR policies, developing procurement policies, all with the goal of creating a more efficient, transparent, and employee-centric environment.



### 1. HR Policy Review and Updates

**Policy Revisions:** We have undertaken a comprehensive review of existing HR policies to align them with current organizational needs and best practices. Several amendments have been proposed to enhance employee welfare, streamline processes, and ensure clarity in policy implementation.

**Ongoing Process:** The process of finalizing these updates is currently underway, with a focus on incorporating feedback from various stakeholders. Our aim is to implement these revised policies in the near future, thereby fostering a fair and supportive work environment.

### 2. Procurement Policy Development

Recognizing the importance of a robust procurement framework, we are in the process of developing a comprehensive procurement policy for the Association.

This policy is expected to formalize procurement procedures, promote transparency, and minimize risks of corruption. Its implementation will be a significant step forward in ensuring ethical and efficient resource management.

### 3. Management and Recruitment

In January 2025, the HR Committee was notified of the resignation of the Regional Secretary North. This sudden vacancy required immediate attention to ensure continuity of operations in the northern region. New Regional Secretary North was appointed and began work at the PPA North office from 2<sup>nd</sup> March 2025.

In May 2025, Regional Secretary North resigned due to personal reasons that were unforeseen at the time of hire. This necessitated a second round of recruitment for the vacant position, then Mr. Shafiq Ahmed was chosen as the new Regional Secretary North and he joined the PPA North office on June 02, 2025.

#### Challenges Faced:

The sudden resignation of the first appointee required expedited recruitment processes and additional administrative efforts to ensure minimal disruption to regional operations.

**Ch. Muhammad Ashraf**  
Convener HR Standing Committee



**PAKISTAN POULTRY  
ASSOCIATION  
SECRETARIAT**

# PAKISTAN POULTRY ASSOCIATION SECRETARIAT



**Mr. MUHAMMAD GUL AZIZ AWAN**  
Secretary General PPA  
Central Office



**Mr. SHAFIQ AHMAD**  
Regional Secretary  
North Region Office



**MR. RAGHIB SAEED**  
Regional Secretary  
South Region Office



**MISS. FAIZA SHAFIQUE**  
Accounts In-charge & Coordinator  
Central Office



**MR. REHMAT ALI BHATTI**  
Membership & Correspondence  
In-charge Central Office



**MR. DAUD KHAN**  
Receptionist  
Central Office



**MR. KARAM HUSSAIN**  
Driver / Dispatch Rider  
Central Office



**MR. SAIF- UR -REHMAN**  
Office Boy  
Central Office



**MR. SAEED AHMAD ASHIQ**  
Accountant PPA & IPEX  
North Region Office

# PAKISTAN POULTRY ASSOCIATION SECRETARIAT



**MRS. SAFOORA KASHIF**  
Assistant Accountant  
North Region Office



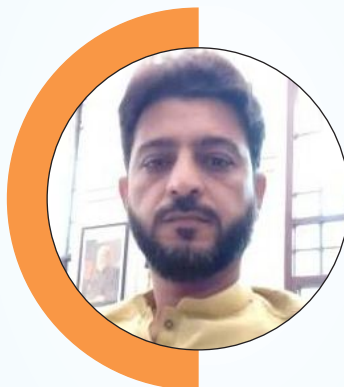
**MR. TAHIR NADEEM**  
Designer Magazine  
North Region Office



**MISS FOUZIA SAFDAR**  
Receptionist  
North Region Office



**MR. ATTA UR REHMAN**  
Dispatch Rider / Recovery Man  
North Region Office



**MR. MUHAMMAD SHAHBAZ**  
Office Boy / Driver  
North Region Office



**MR. TAHIR MEHMOOD**  
Security Guard  
North Region Office



**MR. FAHIM AKHTAR**  
Accountant  
South Region Office



**MR. MALIK AAMIR**  
Office Assistant  
South Region Office



**MINUTES OF  
45<sup>th</sup> ANNUAL  
GENERAL MEETING**

## MINUTES OF THE 45TH ANNUAL GENERAL MEETING OF PAKISTAN POULTRY ASSOCIATION HELD AT AUDITORIUM OF EXPO CENTER, JOHAR TOWN, LAHORE.

The 45th Annual General Meeting of the Pakistan Poultry Association was held at the Auditorium of Expo Center, Johar Town, Lahore, at 6:00 PM on Friday, 27th September 2024. The meeting was chaired by Ch. Muhammad Ashraf. It began with the PPA staff reciting verses from the Holy Quran and a Naat. A prayer (Dua-e-Khair) was also offered for the deceased members of the Poultry Industry. The Secretary-General then presented the agenda items for discussion and decision-making.



### Recitation of the Holy Quran:



**The Secretary-General requested** Chairman Chaudhary Muhammad Ashraf, Senior Vice Chairman Malik Sajid Awan Sahib, Vice Chairman North Ch. Nusrat Tahir Sb, Vice Chairman South Ghulam Muhammad Sb, Election Commission Dr. Sajjad Arshad, Election Commission Rana Ghulam Mustafa, Election Commission Muhammad Hussain Patel to come onto the stage then the Secretary-General requested Mr. Amir Zada Khan to start the ceremony with the Holy Quran. Mr. Amir Zada Khan recited.

### Welcome address by the Chairman PPA:

**Secretary-General said;** I request Chaudhary Muhammad Ashraf to give a welcome address. Chairman Chaudhary Muhammad Ashraf said; first of all, I would like to extend a warm welcome to

all the distinguished guests. During my tenure of two years, I made 78 visits to Islamabad, even of sometimes the notice of just couple of hours, to meet with the Chairman Federal Board of Revenue (FBR) in order to address the critical issue of Soybean Imports. Each time i was called for urgent meeting, I set aside my personal engagements bore all the expenditure of travelling myself.

I would like to express my sincere gratitude for the immense cooperation of Dr. Hassan Akram Sarosh, Dr. F.M. Sabir, Mehmood Ahmad, Amir Mumtaz, Nawab Shahzad Ali Khan, Malik Muhammad Shareef and Ch. Fargham Toor in this regard. Through our collective and tireless efforts, we successfully reduced the sales tax from 18% to 10% on Soybean, while maintaining it at 18% for other items. Despite our best efforts, we continue to advocate against the 4% additional tax imposed on non-registered farmers. Moreover, we succeeded in getting them to agree not to fix the price of a Soybean bag at 300, but rather at 150, as a result of our continuous efforts to lower the price as much as possible. We have gone above and beyond to hold meetings with the Chairman of the Federal Board of Revenue, the Minister of Finance, and other relevant government offices to present and push forward our demands. These interactions highlight our commitment to resolving critical issues and fostering positive outcomes for all stakeholders involved.

**Dr. Raza Mehmood Khursand said,** I would like to address policy matters, and I want to emphasize that this message is for the all, Chairman PPA and members of the Pakistan Poultry Association; I am not singling out any individual. The Soybean issue first arose on October 22, 2022, and we have been tackling it with relentless and determined efforts. The Solvent sector, in particular, has played a significant role and made substantial contributions towards resolving this issue.

**Chairman Chaudhary Muhammad Ashraf replied,** The U.S. Embassy has been with us throughout this journey, providing immense cooperation to facilitate our industry and traders. We also launched a comprehensive media campaign across TV, print, and social media through advertisements. The Feed Millers from Karachi, in particular, took the lead and made significant efforts to help resolve this issue.

We endured great hardships during this struggle, facing challenges such as the seizing of our IPEX and PPA accounts. This was a major crisis, and how we managed to overcome it is a story in itself. We even covered salaries and other expenses out of our own pockets. It wasn't the Solvent sector, but rather the Pakistan Poultry Association that spearheaded all these efforts through our platform.

**Mr. Khaleeque Arshad said,** Ch. Muhammad Ashraf has excellently explained the matter to Dr. Raza Mehmood Khursand, addressing all critical points with clarity. He then wholeheartedly congratulated the newly elected Office Bearers and Executive Committee Members. Additionally, he paid a tremendous tribute to the outgoing Chairman, Executive Committee Members and the previous management. He specifically acknowledged Ch. Muhammad Ashraf for his extraordinary efforts, unwavering commitment and dedication to the poultry industry, which he demonstrated throughout his tenure, emphasizing his pivotal role in advancing the poultry industry during challenging times. Mr. Khaleeque Arshad further remarked that Ch. Ashraf had set exceptionally high standards for future management to follow. Ch. Ashraf has ensured that the organization will continue to thrive, grow, and reach new heights in the years to come.

**Dr. Hassan Sarosh said,** "Two brilliant minds think alike," while agreeing with the kind words Khaleeque Arshad Sb had shared about Ch. Muhammad Ashraf Sb. He added that he had worked with Ch. Muhammad Ashraf Sb for two years and found him to be a hardworking, sincere, and smart decision-maker. Dr. Hassan praised Ch. Muhammad Ashraf Sb for his leadership and

contributions to the poultry industry. He also appreciated his team, especially mentioning Mr. Ghulam Muhammad, Dr. Zafar-ul-Islam Siddiqui, and Malik Muhammad Sajid Awan, for their hard work and dedication. He ended by saying that teamwork and respect for each other is a key to the success of the association. He expressed hope that such efforts will continue to benefit the poultry industry.

**1. To confirm the Minutes of the 44th AGM:**

Secretary-General said that it's a request to our Chairman and all other members to approve the minutes of the 44th AGM held on 1st June, 2024 at Islamabad. Minutes of the AGM were proposed by Mr. Malik Muhammad Sajid Awan and seconded by Mr. Ghulam Muhammad.

**2. Declaration of the result of The Final Election for the “Executive Committee” and “Office Bearers” of the Association for the Year 2024-26:**

Dr. Sajjad Arshad - Chief Election Commission, announced the Election Results for the Pakistan Poultry Association Office Bearers and the Executive Committee for the year 2024-2026, which are as under:

(The House approved)

**ELECTION RESULTS OF OFFICE BEARERS OF  
PAKISTAN POULTRY ASSOCIATION  
FOR THE YEAR 2024-2026**

Sr. No	NAME	DESIGNATION	COMPANY NAME
1.	Mr. Abdul Basit	Chairman	Green Nature Farms
2.	Mr. Ghulam Khaliq	Senior Vice Chairman	Orient Animal Health (Pvt.) Ltd
3.	Mr. Malik Muhammad Sharif	Vice Chairman (North)	Chaudhry Feed Mills
4.	Mr. Lal Bux Kolachi	Vice Chairman (South)	Safari Poultry Services



**ELECTION RESULTS OF EXECUTIVE COMMITTEE OF  
PAKISTAN POULTRY ASSOCIATION  
FOR THE YEAR 2024-2026**

Sr. No	NAME	DESIGNATION	COMPANY NAME
1.	Mr. Rai Mansab Ali	Member EC	R.B. Poultries
2.	Mr. Rana Saleem Akhtar	Member EC	Saleem Akhtar Poultry Services
3.	Dr. Qasim Altaf	Member EC	Qasim Poultry Farm
4.	Mr. Rana Faisal Manzoor	Member EC	Lahore Poultry Commission Agent
5.	Mr. Muhammad Hamza Sarosh	Member EC	Quality Feeds
6.	Mr. Abdul Haye Mehta	Member EC	Mehta Brothers (Private) Limited
7.	Mr. Shahzad Ateeq	Member EC	Shahzad Feeds Mills (Pvt) Ltd.
8.	Mr. Faisal Shahid	Member EC	Faisal Feeds (Pvt) Ltd
9.	Mr. Muhammad Sohaib Javaid	Member EC	Jadeed Feeds Industries (Pvt) Ltd.
10.	Mr. Salman Munir	Member EC	Premium Foods
11.	Mr. Muhammad Aslam	Member EC	Master Poultry Protein
12.	Mr. Kamal Akhter Siddiqui	Member EC	Kamal Poultry
13.	Mr. Muhammad Irfan Ghazi	Member EC	Ghazi Brothers
14.	Dr. Khalid Iqbal	Member EC	Orient Traders International
15.	Mr. Elahi Buksh	Member EC	M. A Protein
16.	Mr. Tariq Aziz	Member EC	Hashmi Feed

**Dr. Raza Mehmood Khursand** began by congratulating all the newly elected office bearers and members of the Executive Committee. He then expressed his appreciation to the Pakistan Poultry Association (PPA) for ensuring a smooth transition of management, in accordance with the guidelines set by the Directorate General of Trade Organizations (DGTO) and the Association's Articles of Association (AOA). Furthermore, he commended the achievements of the previous tenure, highlighting the significant progress made in addressing various challenges. These efforts resulted in the relaxation of many key issues, which had a positive impact on the poultry industry. Dr. Khursand also took the opportunity to specifically appreciate Mr. Abdul Haye Mehta for his excellent work in organizing IPEX in such a well-structured manner. He praised Mr. Mehta's professionalism and dedication, which contributed greatly to the overall success of the process.

**Mr. Abdul Haye Mehta** extended his heartfelt congratulations to the Secretary General for his commendable efforts in elevating the stature of the Pakistan Poultry Association in every aspect. He also warmly welcomed and congratulated the newly elected management of the PPA, while paying tribute to the outstanding contributions of the previous management led by Ch. Muhammad Ashraf and his team.

### **3. To elect an Auditor for the Year 2024-25:**

The Secretary-General informed the house that Audit of PPA for the year 2023-2024 was conducted by M/s. Muniff Ziauddin & Co. Chartered Accountants. They have again offered themselves to conduct the audit of accounts of PPA for the Year 2024-2025. The House considered and unanimously appointed M/s Muniff Ziauddin & Co. Chartered Accountants to conduct the audit of accounts of all PPA offices for the Year 2024-2025. Quotation amount Rs. 465,000/-.

(The House approved again)

#### **4. To receive and approve the Annual Report of the Committee and the Audited Statement of the accounts of the Association:**

The Secretary-General placed the Annual Report of the retiring Committee for the Year 2023-24. The House approved.

(The House approved again)

#### **5. Appointment of Standing / Sub Committees for the year 2024-26:**

The matter of the appointment of Standing/Sub-Committees for the year 2024-26 was presented in the meeting. A resolution regarding the Zonal Executive Committee was also put forward to the house.

**The Secretary-General** invited the newly elected Chairman Pakistan Poultry Association, Mr. Abdul Basit, to address the house with his kind words.

**Mr. Abdul Basit** said the poultry industry is one of the largest industries in our country, contributing significantly to the government's revenue through taxes. He highlighted the exemplary role played by the Pakistan Poultry Association in advancing the poultry industry. He remarked, 'We have navigated through every challenge to reach this point, and there is still a long way to go.' Reflecting on Ch. Muhammad Ashraf's tenure, he added, 'Many of our colleagues have spoken about his remarkable leadership, and rightly so. We could talk about his unwavering commitment as Chairman of the PPA all day. He and his team have positioned us far better by addressing numerous challenges within the poultry industry, though there are still challenges ahead. He emphasized on the need for the government to support the industry in order to strengthen Pakistan's economy. I deeply appreciate the invaluable contributions of Mr. Khaleeqe Arshad and Mr. Abdul Haye Mehta in elevating the poultry industry and the Pakistan Poultry Association to its current stature.

During the tenure of Gen. Pervez Musharraf, the poultry industry experienced significant growth and prosperity. We had the invaluable support of Lt. Gen. (Retd) Khalid Maqbool former governor Punjab, who made substantial efforts to support our industry and traders. Dr. Syed Wajid Raza Jafri, representing our Association, also worked tirelessly during that period. Another pressing issue arises when the government, in an effort to show sympathy for the underprivileged, imposes restrictions such as the 'one-dish' rule at weddings. Chicken meat is an affordable and accessible protein source for all segments of society. Families often choose it to save money while maintaining their social standing and dignity within their communities during various events.

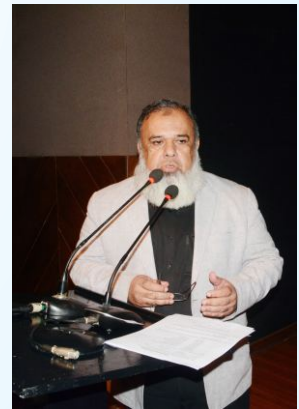
I would also like to address an important concern, especially for the people of Pakistan: please do not fall prey to the propaganda spread by lobbies working against the poultry industry. In developed countries, chicken consumption averages between 50.5 to 60.5 kg per capita annually, whereas in Pakistan, this figure is as low as 5 kg per capita. The difference in health between their populations and ours is evident. Take, for example, the fitness of international teams visiting Pakistan for cricket and other sports. Compare their physical fitness with our teams, and the disparity becomes clear. For God's sake, do not be misled by these false campaigns aimed at destroying this industry and compromising your health.

**Ch. Muhammad Fargham said**, I completely agree with the thoughts shared by Mr. Abdul Basit.

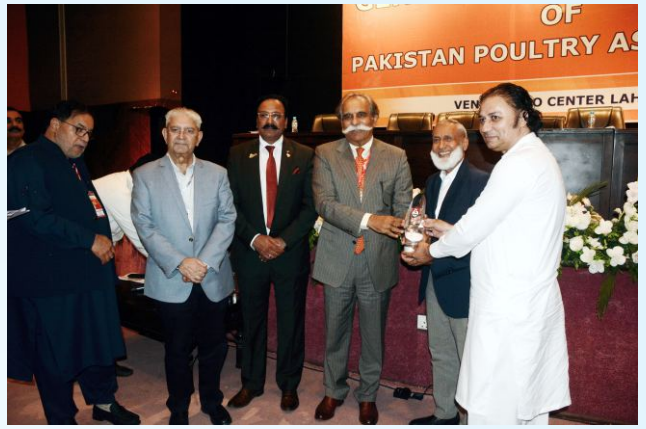
I would like to highlight the soybean issue that began in 2021 and how it caused immense suffering for the industry. Each one of us made significant efforts, contributing wherever we could, to rescue our industry from these challenges. Our persistent efforts have brought us to a point where, in 2024, we have successfully achieved the goals we had been working towards for years. However, a new challenge has emerged in the form of government-imposed price capping, which is becoming a major obstacle for traders in our industry. We must now focus our collective efforts on addressing and resolving this pressing issue.

**Mr. Abdul Basit** concludes the meeting, by saying that we have faced numerous challenges, but through resilience, collaboration, and dedication, we have overcome many of them. However, the road ahead is still loaded with hurdles that demand our unwavering commitment and unified efforts. The strength of the Pakistan Poultry Association lies in its collective will, and I am confident that together, with passion and perseverance, we can resolve these issues and elevate our industry to new heights. Let us continue to work hand in hand for the betterment of the poultry sector and the prosperity of our nation.

Thankyou.









**MINUTES OF  
MEETING OF THE  
1ST EXECUTIVE  
COMMITTEE**

# MINUTES OF MEETING OF THE 1<sup>st</sup> EXECUTIVE COMMITTEE

## 2024-26

### HELD ON SATURDAY 26<sup>th</sup> OCTOBER, 2024

### AT PPA CENTRAL OFFICE, ISLAMABAD

**The details of Members and Special Invitees are as follows:**

Attendees:

- a) Mr. Abdul Basit - Chairman PPA
- b) Mr. Ghulam Khaliq - Senior Vice Chairman PPA
- c) Mr. Malik Muhammad Sharif - Vice Chairman PPA (NR)
- d) Mr. Lal Bux Kolachi - Vice Chairman PPA (SR)
- e) Mr. Rai Mansab Ali - Executive Committee Member
- f) Mr. Rana Saleem Akhtar - Executive Committee Member
- g) Dr. Qasim Altaf - Executive Committee Member
- h) Mr. Rana Faisal Manzoor - Executive Committee Member
- i) Mr. Muhammad Hamza Sarosh - Executive Committee Member
- j) Mr. Abdul Haye Mehta - Executive Committee Member
- k) Mr. Shahzad Ateeq - Executive Committee Member
- l) Mr. Faisal Shahid - Executive Committee Member
- m) Mr. Salman Munir - Executive Committee Member
- n) Mr. Muhammad Aslam - Executive Committee Member
- o) Mr. Kamal Akhter Siddiqui - Executive Committee Member
- p) Mr. Muhammad Irfan Ghazi - Executive Committee Member
- q) Dr. Khalid Iqbal - Executive Committee Member
- r) Mr. Tariq Aziz - Executive Committee Member
- s) Dr. F. M. Sabir - Special Invitee
- t) Mr. Khaleeqe Arshad - Special Invitee
- u) Dr. Rana Sajjad Arshad - Special Invitee
- v) Dr. Zafar ul Islam - Special Invitee
- w) Dr. Hassan Sarosh Akram - Special Invitee
- x) Ch. Muhammad Ashraf - Special Invitee
- y) Ch. Muhammad Fargham - Special Invitee
- z) Mr. Khalid Saleem Malik - Special Invitee
- aa) Mr. Raza Mehmood Khursand - Special Invitee
- bb) Mr. Mahmood Ahmed - Special Invitee
- cc) Mr. Malik Muhammad Sajid Awan - Special Invitee
- dd) Mr. Ghulam Muhammad - Special Invitee
- ee) Mr. Kamal ud Din - Special Invitee
- ff) Mr. Muhammad Gul Aziz Awan - Secretary General PPA
- gg) Major (R) Syed Javaid Hussain Bhukhari - Regional Secretary NR
- hh) Mr. Raghieb Saeed – Regional Secretary SR

- (2). **Agenda 1. Recitation of Holy Quran.** The meeting started with Dr. Rana Sajjad Arshad recitation of The Holy Quran Pak.
- (3). **Agenda 2. Naat and Necrology for all Poultry concerns.** Attendees of the Meeting offer Fatiha for all Poultry-related persons who depart.

**(4). Agenda 3. Welcome address by the Chairman PPA.** Abdul Basit Sahib Chairman Pakistan Poultry Association (PPA) began the Executive Committee meeting by invoking the name of ALLAH Almighty and warmly welcoming all participants, including special invitees from various cities. He noted that this is the first meeting of the newly elected Executive Committee.



To start, he expressed his gratitude to the former Chairman, Ch. Muhammad Ashraf, and Dr. F. M. Sabir Sahib for their dedicated efforts in addressing the soybean issue, especially over the last few years. Their hard work has led to significant successes for the poultry industry. Despite the considerable setbacks and reduced industry volume we experienced during this period, he emphasized that recovery is underway and will take some time. This achievement, which initially seemed nearly impossible, was made possible by the efforts of every one of us working together at every level.

The second critical issue he highlighted is sales tax. Due to IMF pressure, the government is required to impose an 18% sales tax across all industries in Pakistan. He once again praised Dr. F. M. Sabir Sahib, Nawab Shahzad Ali Khan, and Ch. Muhammad Ashraf Sahib for their relentless efforts to reduce this to 10%—a figure that, while still challenging for the industry, is at least more manageable than 18%. He also acknowledged Dr. F. M. Sabir Sahib, Ch. Muhammad Ashraf Sahib, and Tahir Bashir Sahib for their work in addressing the additional 4% tax on non-registered farmers. The High Court's temporary stay on this tax brings hope that it may eventually become permanent, providing much-needed relief for our industry.

Another pressing issue is price capping, which is more within the purview of provincial rather than federal authorities. He expressed hope that Vice Chairman North Region, Malik Muhammad Sharif Sahib, and Vice Chairman South Region, Lal Bux Kolachi, will continue to tackle this issue effectively. Abdul Basit Sahib also emphasized the importance of expanding our membership base. Following the path set by Ch. Muhammad Ashraf Sahib, we aim to achieve even greater success and lead our industry toward full recovery. He concluded by thanking all attendees once again.

**(5). Agenda 4. Approval of Minutes of 11th Executive Committee Meeting 2023-24 held at 12:00pm on 2nd July, 2024 (Tuesday) at PPA Northern Office, Johar Town, Lahore.** The Secretary General presented the minutes of the 11th Executive Committee meeting for approval. Malik Muhammad Sharif Sahib, Vice Chairman of the North Zone, proposed the approval, and Mr. Rai Mansab Sahib, Member of the Executive Committee, seconded it. These minutes were circulated to all members one week prior to the meeting.

**(6). Agenda 5. Presentation of IPEX 2024 accounts by the Chief Organizer Mr. Abdul Haye Mehta / Maj. Syed Javed Hussain Bukhari Regional Secretary Northern Region.** Secretary General invited Mr. Abdul Haye Mehta and Maj. Syed Javed Hussain Bukhari Regional Secretary to present IPEX 2024 accounts. Mr. Abdul Haye Mehta Chief Organizer IPEX started with the permission of Chairman PPA, all office bearers and distinguished special invitees, starting on briefing little bit on IPEX, IPEX is not just an exhibition but actually a huge event for the business associates of Pakistan as well as the most beneficial event for the poultry associates. I don't think that such a big event conduct anyone then other the Pakistan Poultry Association (PPA). Another important thing about that it has bridge the lacuna between the academia and the industry and builds a very strong bonding. Another notable thing is initially our focus was around just Punjab but now it also spread out towards Sindh, KPK and Baluchistan. Feed Millers and farmers from Karachi and Hyderabad put a lot of their efforts to participate in it. He also paid tribute to Ch. Muhammad Ashraf in order to reaching this level.

Mr. Abdul Haye Mehta began by presenting the comparative income and expenditure statements. In 2001, we achieved sales of 128 million, and in 2024, our sales reached 190 million, marking an increase of approximately 48% compared to 33% previously. This is the current situation. Our expenses totaled around 37 million, almost 40 million. The additional 5.18 million was due to an extra charge of about 4.7 million from the Expo Centre, which we had no option but to pay.

Additionally, there was an account related to the Chinese delegation, for which we had to arrange bulletproof and bomb-proof vehicles. The Pakistan government later provided some support for this, which allowed us to get back some of these funds. Last time, our profit was 90 million, and this time our profit has increased to 150 million. Now, moving to the income statements, there was a 59% increase in stall sales, a 52% increase in banners and branding, and a 42% increase in souvenir sales. Additionally, we received 4.6 million in sponsorships for the interactive session.

He praised Mr. Malik Sajid Awan for his tremendous efforts in securing registrations for the event; he traveled to Lahore, Islamabad, and other areas specifically for this purpose. He achieved 6,500 new registrations, bringing the total registrations this time to 9,500, and the credit for this success goes to him. In terms of expenditure, we saved 2.1 million by not engaging national media; however, there was an increase in expenses for stationery this time. Another achievement is that we have reached a recovery rate of approximately 99%.

Mr. Abdul Haye Mehta recommended one month gross salary as a bonus to the staff of the Northern Region Office in recognition of their hard work over the past month to make this event successful. The Secretary General stated that he would also like to suggest, in line with Abdul Haye Mehta's recommendation, that Ms. Faiza Shafique, an employee of the Central Office, deserves a bonus for her hard work in processing visas for foreign delegates. The Executive Committee unanimously decided that all cases related to the North Office/Central Office may be submitted to HR Committee for bonus.

**The Executive Committee has decided that Staff bonus will be decided by the HR Committee. All details are submitted to Secretary General PPA, who will present to the HR Committee.**

Mr. Khaleeque Arshad suggested engaging national media and other publicity platforms to raise awareness among the public and promote the work we are doing for the poultry industry. In response to Mr. Abdul Haye Mehta said we are already working on this and are utilizing various social media platforms to publicize our events and activities.

Dr. Hassan Sarosh Akram started with an appreciation for the efforts of Mr. Abdul Haye Mehta, he emphasized making the Poultry Science Conference more beneficial for educating common farmers. He highlighted the importance of the IPEX event, noting that even high-profile guests, such as federal ministers or the governor, have inaugurated the event. He proposed, in response to a respected member's point, that if they strategically invite the Minister of Information, they could secure national media coverage without additional expenses, reaching 250 million Pakistanis to raise awareness about their efforts to elevate the poultry industry to new heights. He offered his personal support if the association approves his involvement.

Mr. Ghulam Khaliq has given a suggestion to the Association that we should focus on consumer education and awareness regarding poultry. Although we already have committees for this, we can take it further by assigning additional responsibility to someone who can seriously handle it. Additionally, we can work on arranging the necessary funds for this initiative. In response, the Chairman PPA said we are already working on it at different levels.

**(7). Agenda 6. Approval of Standing Committee Nominations for the Executive Committee 2024-26.** Mr. Muhamad Gul Aziz Awan the Secretary General presented Standing Committees List. The Executive Committee unanimously decided that the following Office Bearers of PPA (2024-26) will determine the Standing Committees:

- Mr. Abdul Basit - Chairman PPA
- Mr. Ghulam Khaliq - Senior Vice Chairman PPA
- Mr. Malik Muhammad Sharif - Vice Chairman PPA North Zone
- Mr. Lal Bux Kolachi - Vice Chairman PPA South Zone

The Secretary General will notify accordingly.

**(8). Agenda 7. Opening of Bank Accounts for the Central Office in Askari Bank. The Secretary General presented two following resolutions:**

- (i) Approval to Open a New Bank Account
- (ii) Approval for Sign of Various Forms/ Documents And for all Legal formalities at SECP

**(i)** The first resolution addresses various issues with the National Bank, including lengthy procedures and other operational challenges. Therefore, we need to consider moving to another bank that offers better services to avoid delays in various tasks. We chose Askari Bank for this purpose, and we have also received the necessary documentation from them, so, we require a resolution to proceed with the next steps. At this point, Mr. Sajjad Arshad added that things are changing, and the systems are no longer the same as they were in previous tenures. He explained that the SECP has now implemented very strict regulations for various procedures. Specifically, it is now required to submit the retirement record of the previous Executive Committee before

inducting new Executive Committee Members. The Secretary General acknowledged Mr. Sajjad Arshad's point, stating that this is precisely why the resolution is needed. When submitting the retirement record of the old Executive Committee Members, the SECP communicated that there was no signature from the Secretary General of the PPA.

(Enclosed please find a copy of signed resolution by the Executive committee Members as Flag "A")

## 1<sup>st</sup> - RESOLUTION

### Approval to Open a New Bank Account

WHEREAS, it has been deemed necessary and beneficial for the Pakistan Poultry Association Central office Islamabad to open a new bank account for the management of its funds and financial transactions;

AND WHEREAS, the establishment of a bank account will facilitate better financial management and accountability for the Association's activities and initiatives;

NOW, THEREFORE, BE IT RESOLVED THAT:

The Association hereby approves the opening of a new bank account in the name of the Pakistan Poultry Association with **Askari Bank Limited 38- Zahoor Plaza Jinnah Avenue Blue Area Islamabad.**

The authorized signatories for this bank account shall include:

- Mr. Abdul Basit Chairman
- Mr. Ghulam Khaliq Senior Vice Chairman
- Mr. Muhammad Gul Aziz Awan Secretary General

The signatories are empowered to carry out transactions, make deposits, and manage the funds within the bank account on behalf of the Association.

The Secretary of the Association is instructed to provide any necessary documentation required by the bank to facilitate the opening of the account.

The existing financial policies of the Association shall govern all transactions and activities related to this account.

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Decision: The resolution passed unanimously by the Executive Committee Members.

(ii) While presenting the second resolution, the Secretary General stated that it deals with difficulties in the submission of documentation to the SECP, as there have been no signatures of a Secretary General in their records, even from previous sessions. The SECP has communicated that a resolution should be passed by the Executive Committee to authorize the Secretary General of the PPA for the purpose of documentation and to take other necessary actions.

(Enclosed please find a copy of signed resolution by the Executive committee Members as Flag "B")

## 2nd – RESOLUTION

### Approval for Sign of Various Forms/ Documents And for all Legal formalities at SECP

“Be it resolve and hereby resolved that:

1. Mr. Muhammad Gul Aziz Awan , Secretary General Pakistan Poultry Association holding CNIC 61101-1903183-7, is authorized to represent the company at The Securities & Exchange Commission of Pakistan and its Organization Registered office, Islamabad to sign off various forms/ documents and to do all needful acts in order to complete all procedural and legal formalities incidental and ancillary thereto.
2. Any and all action of the authorized representative / nominated officer in pursuant to, or in furtherance of the intent and purpose of the foregoing resolution , are hereby in all respect adopted ,confirmed and ratified as the valid and subsisting act of this Organization.”

Decision: The resolution passed unanimously by the Executive Committee Members.

**(9). Agenda 8. Discussion on Resolution about Regional Committees of PPA.** Mr. Muhammad Gul Aziz Awan Secretary General PPA presented a very important agenda to the house, with the permission of the Chairman of PPA. He discussed the resolution regarding Zonal Executive Committees, which was passed at the 45th AGM held at the Auditorium of Expo Center, Johar Town, Lahore, on Friday, 27th September, 2024, at 6:00 pm. To prepare for this, he attended three detailed meetings with Director General Trade Organizations, where their staff and legal fraternity were very cooperative. After the resolution is passed through this Executive Committee forum, the process related to this matter will begin.

Mr. Lal Bux Kolachi raised a question about why we need these Zonal Executive Committees. In response, the Chairman of PPA explained that this matter has been stagnant for four or five years, and it is necessary to restore these Zonal Executive Committees. He emphasized that there are multiple issues that are sometimes related to the federal level and sometimes to the provincial level, and to address these issues effectively, we need committees at different levels. Secretary General of PPA read out and explained the structure of the Zonal Executive Committees. He mentioned that bylaws need to be created for them after making amendments to the Articles of Association, which must be approved by SECP and DGTO. Mr. Malik Muhammad Sharif said that, in the last couple of years, the North Zone has strongly felt that the power held by these committees should not remain concentrated in a central power hub. In response, Mr. Abdul Haye Mehta said that all account details are shared with the Central Executive Committee, to which we are accountable. The primary need to restore the Zonal Executive Committee is for administrative purposes, to ensure their voice reaches government departments in an authoritative manner. Dr. F. M. Sabir added that the funds belong to the Pakistan Poultry Association and that this doesn't mean the zonal committee has any monopoly over them. Mr. Malik Muhammad Sharif added to Mr. Lal Bux Kolachi's statement, explaining that, just like the federal and provincial governments have different responsibilities but both operate under central authority, same applies to these zonal committees. I personally requested Abdul Basit Sahib to ensure that some committees retain zonal government liaison, and it is up to us to create the bylaws for this purpose.

Mr. Raza Mehmood Khursand began by extending his best wishes to the new office bearers of the PPA. He highlighted that previously, the PPA was divided into four provincial zones, later consolidated into two regions—North and South. However, in 2019, after amendments to the Articles of Association, the structure was centralized without consensus in the AGM or CEC. While the current PPA management has fulfilled its responsibilities, Over 70% of the PPA membership is from the Northern Region, and the dissolution of zonal chairpersons and committees has affected local engagement. Since centralization, there has been limited progress on local taxes, seminar organization, and coordination with provincial and district governments. This shift has also impacted membership growth, which has stagnated from 2019 to 2024. Additionally, geographic challenges have hindered in-person participation across regions, affecting the effectiveness of committees like pharmaceuticals, broilers, and layers. For instance, members from the North may be less inclined to address price-capping issues in the South, and vice versa. Finally, Mr. Khursand emphasized the importance of strengthening both regional zones to reinforce the Islamabad office, paying tribute to PPA senior associates for their legacy of unity.

Dr. Hassan Sarosh Akram emphasized that every federation, including small trade chambers and associations, operates with a structured central and zonal setup. Establishing zonal committees allows for effective government liaison, empowering all stakeholders and distributing responsibilities more evenly. Rather than placing the burden on a single chairman, he urged members to strengthen their regional structures by forming zonal and standing committees with the central office overseeing these initiatives.

Mr. Ghulam Khaliq suggested forming a working committee to handle the necessary paperwork and emphasized the need to establish proper bylaws for this matter. Ch. Muhammad Ashraf Ex-Chairman PPA expressed full support for Mr. Ghulam Khaliq, affirming that the Southern Region stands with him in all initiatives and paperwork he wishes to undertake. The members applauded his generous gesture. Mr. Khalid Saleem Malik clarified that, as the Secretary General mentioned regarding the Senior Council, all new Rules and Amendments have been established in accordance with the Trade Act of 2013, not based on personal preferences. Despite repeated efforts and discussions in meetings, as reflected in past records, this resolution was passed twice in the AGM and multiple times in CEC meetings. However, the establishment of zonal committees has not been successful yet. The Secretary General responded to Mr. Khalid Saleem Malik, stating that a resolution can be passed within the terms set by the DGTO. However, to proceed, the by-laws would need to be amended, agreeing on that they cannot exceed the boundaries of the Trade Act 2013. The DGTO confirmed that this resolution is permissible and accurate according to their guidelines. The Chairman PPA concluded the discussion by stating that they will find a solution to this matter while following all applicable rules and regulations.

### 3rd - RESOLUTION

#### **Amendment to Include Zonal Executive Committees / Administrative Committees Elected By Members of Respective Zones in the Articles of Association**

This Resolution in continuation in the light of Resolution passed in AGM was held on Friday 27th Sep, 2024 at Lahore.

WHEREAS, the Pakistan Poultry Association recognizes the need to enhance regional representation and foster better decision-making processes at the zonal level.

AND WHEREAS, it has been proposed to establish Zonal Executive Committees / Administrative Committees elected by members of respective zones or any other name of committees suggested by the legal advisor to effectively address the specific challenges and opportunities faced by the poultry industry. Through the amendments in the Articles of Association or through legislation bylaws.

NOW, THEREFORE, BE IT RESOLVED THAT the Articles of Association of the Pakistan Poultry Association is amended as follows:

**Formation of Zonal Executive Committees /Administrative Committees Elected by Members of Respective Zones (or any other name of committees suggested by the legal advisor):**

Two Zonal Executive Committees/ Administrative Committees elected by members of respective zones shall be established for each designated zone.

**Composition of Zonal EC Committees/ Administrative Committees Elected by Members of Respective Zones (or any other name of committees suggested by the legal advisor):**

Each Zonal EC Committees/ Administrative Committees elected by members of respective zones or any other name of committees suggested by the legal advisor shall consist of twelve (12) members, comprising:

- Six (6) members from the Associate class of membership.
- Six (6) members from the Corporate class of membership.

**Decision:** The Executive Committee discussed in detail and decided that the following Office Bearers of PPA (2024-26) will determine the Zonal Executive Committees/TOR's:

- Mr. Abdul Basit - Chairman PPA
- Mr. Ghulam Khaliq - Senior Vice Chairman PPA
- Mr. Malik Muhammad Sharif - Vice Chairman PPA North Zone
- Mr. Lal Bux Kolachi - Vice Chairman PPA South Zone

**(10). Agenda 9. Any other items with the permission of the Chairman.** The Chairman of the PPA raised an important point regarding the nomination of female Executive Committee members, one from the corporate class and another from the associate class, with representation from both zones. The house approved the proposal and nominate the following two female Executive Committee Members in accordance with Clause no.17 Section (4) of the Articles of Association "Executive Committee comprising of 10 members from the Corporate class and 10 members from the Associate class and 02 seats of executive reserved for women members."

The following nominees were approved:

- **Mrs. Mahmooda Mohsin**  
Designation - Executive Committee Member  
Membership No - AM/NR-502  
Company - MARYYAM POULTRY FARMS  
Region – North

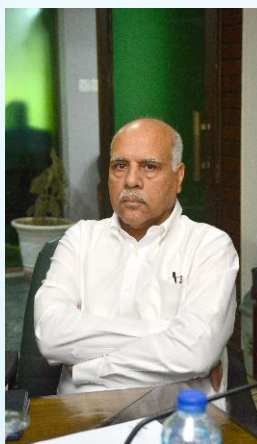
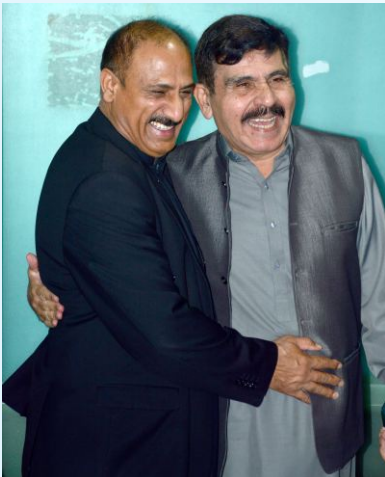
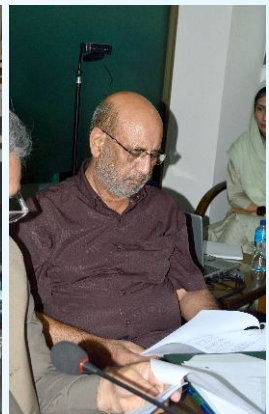
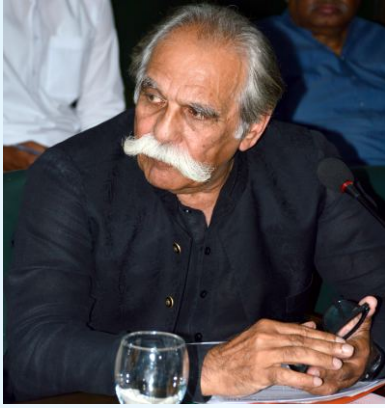
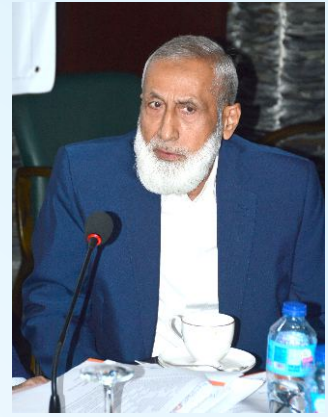
- **Ms. Sadaf Saeed**  
Designation - Executive Committee Member  
Membership No - CM/SR-004  
Company - GOLDEN HARVEST  
Region - South

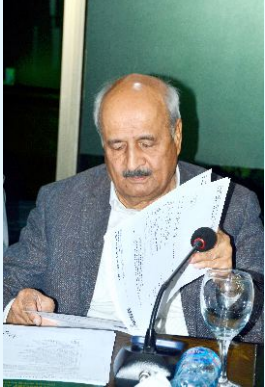
Mr. Kamal-ud-Din stated that in every meeting, we discuss educating people about poultry and the need to expand memberships, but there is no tangible progress. He also addressed the rumor about Chikungunya virus, which falsely links mosquitoes to chickens. He emphasized the need to focus on increasing poultry product sales and suggested that documentation and paperwork should be in Urdu to ensure common farmers can understand them. Chairman PPA, Mr. Abdul Basit, applauded Mr. Sajjad Arshad for organizing an excellent poultry-related function in Faisalabad.

Mr. Fargham Toor welcomed the new office bearers and Executive Committee members, acknowledged the discussions, and wished to add a point. He referred to the issue of capping on broilers raised by Mr. Rai Mansab and Dr. F. M. Sabir, suggesting that a lawyer be hired to plead the stay case in court, similar to the approach taken by sugar companies. Mr. Chairman responded, stating that Chairman North, Mr. Malik Muhammad Sharif, will come to discuss this matter with him and the other stakeholders. Ch. Muhammad Fargham began by paying tribute to Ch. Muhammad Ashraf Sahib and his entire cabinet for their excellent work on the Soybean and sales tax issues. He acknowledged that while Ch. Muhammad Ashraf had set a high standard, we are fortunate to have a highly experienced leader like Mr. Abdul Basit, who, along with his team, will continue to excel.

He also paid tribute to Mr. Abdul Haye Mehta for organizing both events and breaking previous records. Secondly, the collaboration between students from universities not only in Punjab but also in Sindh is a significant step. Students are our ambassadors, and this is what we call consumer education and awareness. As Chairman PPA mentioned regarding the MOU with an international company on consumer awareness, it is a milestone in this effort. He also highlighted the price capping issue and his previous discussions with the government on the matter. He pledged to further discuss it in the next meeting with the DG in Lahore. Additionally, he also appreciated everyone's participation in the meeting. Mr. Abdul Haye Mehta shared that we did not receive the dates in September because the discussion was delayed. As a result, we secured the dates for IPEX, which were set for October 20, 21, and 22.

He also mentioned the preferred days for international guests. Additionally, he highlighted an issue where the lights and air conditioners were turned off while guests were still visiting, prompting a change in the event schedule. The new hours were set from 10:00 AM to 7:00 PM, as the weather would be better during that time. Following this, the house had a detailed discussion regarding the date and time for the next IPEX. In conclusion, Chairman PPA, Mr. Abdul Basit, thanked all the attendees for their participation in the meeting. He vowed to resolve existing and future issues in the poultry industry through coordinated efforts with all stakeholders in the poultry sector.







**MINUTES OF  
MEETING OF THE  
2<sup>nd</sup> EXECUTIVE  
COMMITTEE**

# MINUTES OF MEETING OF THE 2<sup>nd</sup> EXECUTIVE COMMITTEE 2024-26

HELD ON WEDNESDAY 26<sup>th</sup> FEBRUARY, 2025

AT PPA NORTH OFFICE, POULTRY HOUSE, 24-R, JOHAR TOWN, LAHORE

## Attendees:

1. Mr. Abdul Basit - Chairman PPA
2. Mr. Ghulam Khaliq - Senior Vice Chairman PPA
3. Mr. Malik Muhammad Sharif - Vice Chairman PPA (NR)
4. Mr. Rai Mansab Ali - Executive Committee Member
5. Dr. Qasim Altaf - Executive Committee Member
6. Mr. Rana Faisal Manzoor - Executive Committee Member
7. Mr. Abdul Haye Mehta - Executive Committee Member
8. Mr. Shahzad Ateeq - Executive Committee Member
9. Mr. Muhammad Aslam - Executive Committee Member
10. Mr. Kamal Akhter Siddiqui - Executive Committee Member
11. Mr. Muhammad Irfan Ghazi - Executive Committee Member
12. Mr. Ch. Muhammad Ashraf - Former Chairman PPA & Convenor HR Standing Committee
13. Dr. F. M. Sabir - Special Invitee & Co-Convenor HR Standing Committee
14. Mr. Ch. Muhammad Fargham - Former Executive Committee
15. Mr. Ghulam Muhammad - Ex Vice Chairman South
16. Mr. Mahmood Ahmed - Former Executive Committee
17. Mr. Dad Karim - Senior PPA Member
18. Mr. Rana Ghulam Mustafa - Senior PPA Member
19. Mr. Hamza Siddiqui - Senior PPA Member
20. Mr. Muhammad Javed Aslam - Former Executive Committee Member
21. Mr. Haji Altaf Haider - Senior PPA Member
22. Mr. Kamal-ud-Din - Senior PPA Member
23. Mr. Muhammad Gul Aziz Awan - Secretary General PPA

## Agenda Points of the Meeting:

1. Recitation of the Holy Quran.
2. Necrology for all Poultry concerns.
3. Welcome address by the Chairman, PPA.
4. Approval of the Minutes of the 1st Executive Committee Meeting 2024-26 held at 12:00pm on 26th October, 2024 (Saturday) at the PPA Central Office, Islamabad.
5. HR & Procurement policies and other policies for All PPA offices.
6. Discussion on Initiating a Consumer education program.
7. Discussion on IPEX 2025.
8. Any other items with the permission of the Chairman.

### Agenda 1. Recitation of the Holy Quran.

The meeting commenced with Mr. Muhammad Javed Aslam's recitation of the Holy Quran Pak, establishing a solemn and respectful ambiance for the proceedings.

### Agenda 2. Necrology for all Poultry concerns.

Mr. Malik Muhammad Sharif, Vice Chairman PPA (NR), offers Fatiha for his mother, the father-in-

law of Mr. Muhammad Sohaib Javaid, and all poultry-related persons who have departed. All attendees of the meeting join in offering Fatiha and express deep grief and condolences for the departed souls.



### **Agenda 3. Welcome address by the Chairman PPA.**

Mr. Abdul Basit, Chairman of the Pakistan Poultry Association (PPA), commenced the meeting with a welcome note, addressing all Central Executive Committee members, special invitees, and other attendees. He expressed his gratitude for their presence and for taking time out of their busy schedules to join the meeting. He also appreciated the efforts of the HR Standing Committee and the Secretary General for their diligent work in the hiring process of the new Regional Secretary.

In addition, he extended his greetings to Mr. Abdul Haye Mehta on accepting the designation of Chief Organizer of IPEX 2025 and commended him for his tireless efforts in organizing IPEX 2024. He further acknowledged his contribution to successfully closing the accounts of IPEX 2024 with 100% recoveries.

Following this, Chairman PPA, Mr. Abdul Basit, invited Mr. Ch. Muhammad Ashraf Convenor HR Standing Committee to present a detailed inquiry report regarding Maj. Javaid Hussain Bukhari. Ch. Muhammad Ashraf informed the house that Maj. Bukhari was given the option to resign from his position, which he accepted. He formally resigned on January 3, 2025, with a one-month prior notice, ending on February 2, 2025.

Chairman PPA further informed the house that Mr. Muhammad Gul Aziz Awan, Secretary General PPA, has been assigned additional charge to ensure the smooth functioning of the North Office. He also provided an update on the hiring process for a new Regional Secretary, outlining the advertisement process and the transparent selection system. He announced that the new Regional Secretary will assume office on March 1, 2025, at the Lahore office.

### **Agenda 4. Approval of the Minutes of the 1st Executive Committee Meeting 2024-26 held at 12:00pm on 26th October, 2024 (Saturday) at the PPA Central Office, Islamabad.**

The Secretary General presented the minutes of the 1st Executive Committee Meeting for formal approval. As the review progressed, Mr. Rai Mansab raised a critical concern, pointing out that the minutes lacked an essential detail regarding the presentation, proposal, seconding, and approval of the IPEX 2024 accounts. He emphasized the importance of maintaining a comprehensive and transparent record of the proceedings and insisted that this key point be incorporated before the minutes were resubmitted to the house for approval.

In response, Secretary General Mr. Muhammad Gul Aziz Awan acknowledged the validity of the concern and assured the house that the omission would be rectified. He further assured the members that the revised minutes, with the necessary corrections, would be carefully reviewed before submission to the Chairman of the Pakistan Poultry Association (PPA) for final approval. The Executive Committee appreciated this commitment to accuracy and transparency in documentation.

#### **Agenda 5. HR & Procurement policies and other policies for All PPA offices.**

The Secretary General presented the initial draft of the HR and Procurement policies through a comprehensive presentation, carefully outlining the key points for the house. He informed the attendees that the draft policies were developed after in-depth analysis, with a strong focus on aligning them with government laws related to procurement and HR.

The Executive Committee unanimously acknowledged and appreciated the draft in principle, recognizing the effort put into its development. However, members suggested incorporating additional points to further refine and enhance the policies. After a detailed discussion, it was decided that the revised draft, incorporating the suggested improvements, would be resubmitted to the HR Standing Committee for further review and formal approval.

#### **Agenda 6. Discussion on Initiating a Consumer education program.**

Dr. F. M. Sabir presented details about the Consumer Education Program to the house through a series of interactive presentations. He briefed the house on this initiative, outlining its key aspects and objectives. In his presentation, he underscored protein's critical role in growth, repair, and energy while addressing common misconceptions. He emphasized that high-protein diets, combined with calorie control and exercise, aid weight loss, but increased protein alone does not guarantee muscle gain. He debunked the myth that vegetarians lack protein sources, highlighting that over 60% of global plant-based protein intake come from vegetarian-friendly sources.

Pakistan faces significant nutritional deficiencies, with over 40% of children under five suffering from stunted growth due to poor diets. Despite poultry being an affordable and high-quality protein source, its per capita chicken consumption in Pakistan is only 9 kg, far below the global average of 33 kg and the recommended 20 kg. While 63% of families with children consume eggs daily, misconceptions about poultry products persist, with a preference for "Desi Murgi" and "Desi Anday."

The campaign 'Routine Main Protein, Zaroori Hai' aims to raise awareness, targeting families, particularly women. Drawing from global campaigns like Tetra Pak, he stressed the need to educate consumers on poultry's benefits through engaging and informative initiatives. Collaborations such as Pakistan Poultry Association + USSEC could play a key role in shifting consumer behavior.

#### **Agenda 7. Discussion on IPEX 2025.**

While Mr. Rai Mansab raised some concerns regarding IPEX 2024, he also commended the exceptional efforts of Mr. Abdul Haye Mehta in successfully organizing the event and significantly contributing to the growth of Pakistan's poultry industry. He specifically praised Mr. Mehta for achieving a 100% financial recovery of IPEX 2024 accounts, which reflects his dedication, transparency, and efficient management. This milestone not only strengthened the financial credibility of IPEX but also set a high benchmark for future industry events.

Recognizing his outstanding contributions, all CEC members and attendees of the meeting unanimously appreciated Mr. Mehta's efforts and congratulated him on his nomination as the Chief Organizer of IPEX 2025. His leadership and strategic vision were acknowledged as key drivers behind the success of IPEX 2024, reinforcing confidence in his ability to elevate IPEX 2025 to even greater heights. The house expressed its full support for him in ensuring another successful edition of the event, aimed at further boosting Pakistan's poultry sector.

**Agenda 8. Any other items with the permission of the Chairman.**

Mr. Abdul Haye Mehta proposed providing official SIM cards and the latest Android smartphones for official use, with a defined credit ceiling for high-ranking officials of the Pakistan Poultry Association (PPA). Additionally, he recommended extending official SIM cards to other staff members in central and both regional offices to enhance communication efficiency and ensure a more professional approach in managing operations within this fast-paced industry.

He emphasized the need for modernizing communication infrastructure to align with industry standards and improve coordination among team members. After deliberation, the Central Executive Committee (CEC) unanimously approved the proposal, recognizing its potential to streamline operations and enhance productivity across the organization.

Senior PPA member Mr. Kamal-ud-Din inquired whether a Standing Committee on National Disease Control exists within the Pakistan Poultry Association (PPA). He further asked if any meetings had been held and requested details regarding their proceedings.

In response, Mr. Malik Muhammad Sharif, Vice Chairman PPA (North Region), confirmed that the PPA has an active National Disease Control Committee operating at both the central and regional levels. He informed the house that a recent and significant meeting of this committee in North Region had taken place to address key disease control measures in the poultry sector.

Additionally, Mr. Malik Muhammad Sharif suggested that Mr. Kamal-ud-Din initiate a similar meeting at the Sindh level in the South Region to strengthen disease control efforts nationwide. His recommendation emphasized the importance of proactive regional engagement in safeguarding the poultry industry from potential disease outbreaks.

Mr. Ghulam Muhammad, Ex-Vice Chairman (South Region), expressed serious concerns regarding the challenges and delays associated with obtaining the GMO Soybean Meal license. He emphasized the potential impact of these issues on the poultry and feed industries.

In response, Dr. F. M. Sabir recommended proactive engagement with the Director General of the Environmental Protection Agency (DG EPA) Islamabad. He suggested pursuing this matter both on a personal level and through the Pakistan Poultry Association (PPA) platform to ensure that the industry's concerns are effectively communicated and addressed.

At the conclusion of the meeting, the Chairman of the Pakistan Poultry Association (PPA) delivered a vote of thanks, expressing gratitude to all participants for their valuable contributions and discussions. He acknowledged the efforts of the attendees in addressing key industry concerns and emphasized the importance of continued collaboration for the betterment of the poultry sector.



**MINUTES OF  
MEETING OF THE  
3<sup>rd</sup> EXECUTIVE  
COMMITTEE**

# MINUTES OF MEETING OF THE 3<sup>rd</sup> EXECUTIVE COMMITTEE 2024-26

HELD ON SATURDAY 17<sup>th</sup> MAY, 2025  
AT PPA CENTRAL OFFICE KHALID PLAZA, 1ST FLOOR,  
D-CHOWK, BLUE AREA, ISLAMABAD

## Attendees:

1. Mr. Ghulam Khaliq (Acting Chairman PPA)
2. Mr. Malik Muhammad Sharif (Vice Chairman North Region)
3. Mr. Lal Bux Kolachi (Vice Chairman South Region)
4. Mr. Rai Mansab Ali (Member Executive Committee)
5. Mr. Muhammad Hamza Sarosh (Member Executive Committee)
6. Mr. Abdul Hai Mehta (Member Executive Committee)
7. Mr. Muhammad Aslam (Member Executive Committee)
8. Mr. Kamal Akhter Siddiqui (Member Executive Committee)
9. Dr. Khalid Iqbal (Member Executive Committee)
10. Mr. Tariq Aziz (Member Executive Committee)
11. Dr. F.M Sabir (Group Leader & CEO SABROSO)
12. Dr. Rana Sajjad Arshad (Former Chairman PPA)
13. Dr. Zafar ul Islam Siddiqui (Senior Member PPA)
14. Mr. Ch. Muhammad Ashraf (Former Chairman PPA)
15. Dr. Arshad Hanif Chaudhary (Former Chairman PPA North Region)
16. Mr. Ch. Muhammad Fargham (Former Chairman PPA North Region)
17. Mr. Ghulam Muhammad (Former Vice Chairman South Region)
18. Dr. Hanif Nazir Ch (Convener Standing Committee on National Disease Control)
19. Dr. Khalid Naeem Khawaja (Co-convener Standing Committee on National Disease Control)
20. Mr. Mehmood Ahmed (Former Member Executive Committee)
21. Mr. Khalid Saleem Malik (Former Chairman PPA)
22. Mr. Raza Mehmood Khursand (Former Chairman PPA)
23. Mr. Malik Muhammad Sajid Awan (Former Senior Vice Chairman PPA)
24. Mr. Rana Ghulam Mustafa (Senior Member PPA)
25. Mr. Ch. Abdul Majeed (Senior Member PPA)
26. Mr. Asif Zubair Sadiq (Senior Member PPA)
27. Mr. Muhammad Gul Aziz Awan (Secretary General PPA)
28. Mr. Syed M. Rashid Qadri Gilani (Regional Secretary North Region)

## Agenda Points of the Meeting:

1. Recitation of the Holy Quran.
2. Necrology for all Poultry concerns.
3. Welcome address by the Acting Chairman, PPA.
4. Approval of the Minutes of the 1st Executive Committee Meeting 2024-26 held at 12:00pm on 26th October, 2024 (Saturday) at the PPA Central Office, Islamabad and the Minutes of the 2nd Executive Committee Meeting 2024-26 held at 12:30pm on 26th February, 2025 (Wednesday) at the PPA North Office, Lahore.
5. Discussion on the Issue Related to the Competition Commission of Pakistan (CCP).
6. Discussion on Further Tax Issues in the New Budget.

7. National Disease Control Committee Updates.
8. Consumer Awareness Initiatives.
9. Membership Report for 2025-26.
10. Any other items with the permission of the Acting Chairman PPA.

### **Agenda 1. Recitation of the Holy Quran.**

The meeting commenced with Dr. Rana Sajjad Arshad's recitation of the Holy Quran Pak, establishing a solemn and respectful ambiance for the proceedings.

### **Agenda 2. Necrology for all Poultry concerns.**

All attendees of the meeting joined in offering Fatiha for the departed souls, praying for their forgiveness, elevated ranks in Jannah, and peace in the hereafter.

### **Agenda 3. Welcome address by the Acting Chairman PPA.**

Mr. Ghulam Khaliq, Acting Chairman of the Pakistan Poultry Association (PPA), expressed his appreciation to all attendees for their active participation in the meeting. He noted that this Executive Committee (CEC) meeting had one of the highest levels of participation this year, with members traveling from various cities across Pakistan, and extended his sincere thanks to all present.

He further stated that the Association continues to play a vital role in addressing the challenges faced by the poultry industry. At present, the industry is undergoing significant changes due to recent tax reforms, which are reshaping its dynamics. While issues like soybean import and pricing remain ongoing concerns, even more substantial challenges are emerging, as also highlighted by Dr. F. M. Sabir during the recent Feed Millers meeting.

Mr. Ghulam Khaliq requested all attendees to focus on the current issues and agenda points during the meeting, and to reserve discussions on additional matters for the end of the meeting.



**Agenda 4. Approval of the Minutes of the 1st Executive Committee Meeting 2024-26 held at 12:00pm on 26th October, 2024 (Saturday) at the PPA Central Office, Islamabad and the Minutes of the 2nd Executive Committee Meeting 2024-26 held at 12:30pm on 26th February, 2025 (Wednesday) at the PPA North Office, Lahore.**

The Secretary General presented the minutes of the 1st and 2nd Executive Committee Meetings for formal approval. He informed the house that these minutes had already been circulated via email, and hard copies had also been dispatched through courier for members' review. During the review, Mr. Abdul Hai Mehta raised a concern regarding the minutes of the 1st Executive Committee Meeting, specifically asking whether the word "approved" had been added in reference to the IPEX accounts. In response, the Secretary General PPA, Mr. Muhammad Gul Azim Awan, confirmed that it had been included. Subsequently, Malik Muhammad Sharif, Vice Chairman of the North Zone, proposed the approval of the minutes, which was seconded by Mr. Lal Bux Kolachi.

**Agenda 5. Discussion on the Issue Related to the Competition Commission of Pakistan (CCP).**

The Secretary General requested Dr. F. M. Sabir to brief the house on the matter concerning the Competition Commission of Pakistan (CCP). Dr. Sabir informed the members that the Association has had a longstanding history of interaction with the CCP. Currently, there are three cases pending against the Association. The first case is an old one, for which an inquiry report has already been published. In that case, the CCP made the decision that the Pakistan Poultry Association (PPA) and its



five wings were involved in price-fixing, an activity considered anti-competitive. As a result, a fine of PKR 5 crore was imposed—PKR 1 crore on each wing of the Association. To challenge the decision, there is a designated tribunal; however, at that time, it was non-functional. As a result, the Association filed the case with the Islamabad High Court, where it has been pending for a considerable period.



The second case pertains to an advertisement published in newspapers with the message "Murgi daal aur sabzi se sasti" Mr. Khalid Saleem Malik also recalled this advertisement. The CCP took notice of the publication and issued a show-cause notice to the Association. In its response, PPA clarified that the advertisement was intended purely for public awareness, to prevent consumers from being exploited and to inform them of the availability of chicken at reasonable prices. However, the CCP held the view that the advertisement constituted market interference, suggesting that the market could have reached even lower price levels had the advertisement not been circulated. Consequently, the CCP imposed a fine of PKR 10 crore on the Association. In that case, the PPA approached the tribunal but unfortunately lost. Following the tribunal's decision, the Association filed an appeal in the Supreme Court and engaged Mr. Salman Akram Raja as legal counsel. The Supreme Court subsequently waived 70% of the imposed fine, while the remaining 30% was upheld.

As for the first case, which was pending in the Islamabad High Court and had been inactive for some time, it has now been transferred to the tribunal following its restoration. The matter is currently sub judice. The hearing for this case was scheduled the day before yesterday but was adjourned.

During this period, another case was initiated by the CCP, alleging that there is a WhatsApp group where chick rates were being discussed. The Chairman of the North Region is a director of one of the companies involved, and the PPA was also associated with this group. As a result, the CCP issued another show-cause notice to the Association. In response, each individual involved engaged their own legal counsel. The CCP maintained the position that even if no official member of the PPA was directly involved in the discussion, merely replying "OK" to a message in such a context could be considered a legal offense. In this case, all hatcheries were fined a total of PKR 15 crore, while the PPA and Big Bird were each fined PKR 2.5 crore.

Now coming to the way forward, one case is already under proceedings in the tribunal. For the second case, we are required to file an appeal within 30 days. Although the law allows for an appeal within 60 days, the fine becomes effective after 30 days, and legal counsel must be engaged. Therefore, it is imperative that we take necessary action and file the appeal within the 30-day window. When the fine was imposed on the PPA, show-cause notices were also issued to all stakeholders, including broiler farmers, feed millers, and hatcheries. Our approach will be to present our case in a manner that encourages a lenient view, in order to avoid any severe consequences.

#### **Agenda 6. Discussion on Further Tax Issues in the New Budget.**

The Secretary General once again requested Dr. F. M. Sabir to brief the house on the matter. At this point, Ch. Muhammad Ashraf raised a concern regarding the agenda, stating that despite holding several meetings on the issue, no progress has been made and the situation remains at a standstill. He further pointed out that teams from the FBR have now started visiting feed mills to examine sales tax implications. Now it is high time to take firm decisions to address this issue, which is currently affecting the farmers. However, it should be noted that feed millers will also begin to face this issue starting July 2025. We need to deliberate and decide on the way forward to effectively tackle this matter.



Dr. F. M. Sabir stated to Ch. Muhammad Ashraf that he has raised a very valid point. According to the sales tax law in Pakistan, any person engaged in a business must be registered for sales tax, except those who have applied for exemption. Regardless of whether someone is registered or not, the law requires that sales made to unregistered persons be subject to a 4% penalty. Therefore, if goods are sold to an unregistered buyer, a 4% penalty must be charged. When the 4% tax was

applied to animal feed, it resulted in an increase of approximately Rs.250 per sack. If a 10% tax had been implemented instead, it would have led to a 10% increase in the price of each sack, which could have potentially shut down the entire industry. At that time, we calculated that an organized business operating with proper invoicing was already paying approximately Rs.400 in

sales tax—on soybean purchases, imported goods, and electricity bills. Based on the 10% rate, the total sales tax liability amounted to around Rs.580. Therefore, it was decided that only Rs.150 would be charged directly. To address the remaining 4%, significant efforts were made: we were invited to the Prime Minister's Office, met with the Chairman of the FBR, and also held discussions with Mr. Ahad Cheema and officials from the Ministry of Commerce. While everyone acknowledged that our concerns were valid, they stated that issuing an SRO (Statutory Regulatory Order) was not possible. We were told that an alternative solution would be explored before July 1. However, July 1 came and went without any action being taken, and as a result, the 4% tax effectively came into force.



The PPA and a couple of feed mills filed writ petitions without the issuance of any show cause notice. Our position was that, according to the law, we are required to charge the tax; however, we are supplying goods to businesses that are exempt. Eventually, the court granted a stay order.

Later, in Multan, show cause notices started being issued to enforce the 4% tax. The affected parties approached the Multan Bench of the Lahore High Court to challenge these notices. The court ruled that only an aggrieved party could challenge the notice—meaning the party on whom the tax is imposed. Now, the burden lies on the farmer to prove that their operations were limited to poultry farming (e.g., for the production of eggs or meat), which qualifies as exempt. Those who successfully presented such evidence received stay orders. As a result, all related cases in Multan were dismissed.



We held a meeting at the Lahore PPA office, where all feed millers were invited to discuss the situation. It was agreed that the best course of action is to encourage farmers—particularly those who have not yet approached the court—to file writ petitions. However, there seems to be a lack of interest, as most stakeholders are inactive and unwilling to take initiative. I must emphasize that those who are not charging the tax are at serious risk. As the case progresses, what is currently a

4% tax may lead to further complications, including penalties of up to 100% and default surcharges for non-compliance. The only viable way forward is for farmers to urgently file writ petitions to protect themselves legally. The PPA should bear the legal expenses on behalf of the farmers so that all affected farmers can be brought together and file a collective petition.

Mr. Ghulam Khaliq stated in the meeting that when we initially spoke to the feed miller who received the notice, he agreed to take action. However, he later backed out, expressing hesitation and concern about possible consequences. At present, no feed miller is willing to take

a stand individually. Therefore, we should take the initiative through our platform, generate the necessary funds, and hire legal counsel to move forward collectively.

Mr. Abdul Hai Mehta stated that our poultry industry is highlighted a lot. Reputable newspapers, such as Dawn, have even compared the poultry industry to the tobacco industry. We must take immediate steps to address the issue and work toward a viable solution.



Mr. Zafar ul Islam Siddiqui stated that when neither farmers nor feed millers are willing to take individual action, we must recognize that those who have received notices are already affected—but the 4% tax applies to everyone, including those who have not yet received notices. There is no ambiguity in this matter. He suggested that any excessive sales tax currently being applied should be immediately declared as such. This would clarify that anyone who registers for sales tax will not be subject to the additional Rs.240–250 burden. As a result, farmers will have a clear legal basis to act, and there will be no need to send individual letters. Instead, a general letter should be issued to all stakeholders. Dr. Zafar concluded by saying, “The issue belongs to one party, but the consequences are being suffered by others.”

Mr. Malik Muhammad Sharif said that the consequences of the 10 months we have already lost will now fall on the feed millers. Farmers will not take responsibility for this. This is your fight and your destiny—if no action is taken now, you will ultimately be the ones who have to bear the cost.

Mr. Hamza Sarosh posed a question to Dr. F. M. Sabir, stating: “Whenever a tax is imposed on our industry, we tend to respond defensively. We absorbed the sales tax, we absorbed the further tax—each time a tax is introduced, we hold small meetings, but as an industry and as an association, we have never strongly protested. For example, the petroleum associations effectively advocate for their interests. Even now, as we discuss the upcoming budget, one must ask why we did not hold an Executive Committee (EC) meeting in January or February to discuss budget-related issues. That meeting should have brought together representatives from the pharmaceutical sector, the feed mill industry, and the broiler sector to develop a strong, unified budget proposal that could be formally presented. Unfortunately, no such coordinated effort took place.”

Dr. F. M. Sabir responded by stating that although budget proposals were presented, it was not possible to secure an exemption from the sales tax. Mr. Ghulam Khaliq intervened, stating that the government is currently not focused solely on revenue generation; rather, their priority is to expand the tax network. Dr. F. M. Sabir stated that farmers are currently fearful of registration, thinking something adverse might happen if they register. However, nothing has actually happened. Now, with a price difference of Rs.250 between registered and unregistered entities, farmers will naturally be inclined to register on their own.

### **Agenda 7. National Disease Control Committee Updates.**

The Secretary General invited Dr. Hanif Nazir Ch., the Convener of the Standing Committee on National Disease Control, to present a briefing on the NDCC and the current situation. Dr. Hanif Nazir Ch. began by thanking the Chairman and Mr. Malik Muhammad Sharif for inviting him. He also acknowledged the presence of Dr. Khalid Naeem Khawaja, Co-convener of the Standing Committee on National Disease Control, who had joined the meeting.

He informed the house that he had prepared a comprehensive presentation to make it easier for members to understand the issues. He mentioned that his presentation would take around 15 minutes and requested the house to pay full attention, assuring them that doing so would allow them to understand the briefing from a close and informed perspective, including some international insights. He added that he comes from a production background and is also involved internationally.

Dr. Hanif compared multiple options and criteria using various charts and tables that covered vaccination timings, different methods and patterns of poultry farming, and the practices adopted by various types of poultry farmers. He discussed types of sheds used by farmers, adjustments in nipple drinkers, and diseases such as Influenza, Gumboro Disease or Infectious Bursal Disease (IBD), highlighting the challenges these pose to vaccines due to virus variants.

He also touched upon reports by NDCC members on virus isolations, types, mutations, and preventive measures. He emphasized the importance of sharing samples with credible laboratories for bacterial isolation, sequencing, risk assessment, and screening of bacteria causing infections, both in 2024 and anticipated in 2025. He addressed the subclinical challenges of Coccidiosis and the value of experiences shared by individuals closely involved with poultry management.

Further topics included breed standards, biosecurity measures, use of essential oils, the role of humidity in virus development, the necessity of humidity meters, and the optimum temperature levels for bird comfort. He also covered vaccination programs, feed quality, the importance of having trained personnel managing the birds, and how mortality rates vary based on different vaccination patterns.

Dr. Hanif stressed the need to avoid conditions favorable for virus outbreaks and the importance of strictly following vaccination programs recommended by the NDCC. He concluded with remarks on the use of biotechnology in breeding.

The house applauded Dr. Hanif Nazir Ch. for his informative and insightful presentation.

### **Agenda 8. Consumer Awareness Initiatives.**

The Secretary General requested Dr. F. M. Sabir to share details about the ongoing consumer awareness initiatives.

Dr. F. M. Sabir informed the house that a campaign for consumer awareness is being launched, featuring a creative piece developed by the renowned company Saatchi & Saatchi, followed by a professionally executed video shoot by a production company. The central theme of the video is child stunting in Pakistan. According to data from the United Nations International Children's Emergency Fund (UNICEF) and the World Bank, 40% of children under the age of five in Pakistan are affected by stunting.

This video is a public service message by the Pakistan Poultry Association, aimed at educating

the public through electronic and social media in the form of short clips. The message has been crafted with an emotional tone, targeting parents and the nation, emphasizing the importance of raising healthy children. It highlights that if children are not physically and mentally strong; the future of the country is at risk. The video conveys how children can become healthier by consuming eggs and chicken, which are rich in high-quality protein.

Dr. F. M. Sabir stressed that for Pakistan to move forward, we must focus on improving children's diets. The video also features a touching and impactful anthem, which Dr. F. M. Sabir read aloud to the attendees before playing it on the video projector. He said:

ہم سورج کے راج ڈلارے  
ہم بڑھیں گے، ہم کریں گے  
آسمان کو تھام لیں گے  
گر پڑیں تو پھر اٹھیں گے  
اٹھ کے پھر سے چل چلیں گے  
بچے بھلے ہیں، بچ کے نہیں رہیں گے  
اپنا زمانہ ہاں جیت لیں گے  
دنیا کی نظروں میں اونچے رہیں گے  
ہم چاند تارا روشن کریں گے  
جیتنا ہے زمانہ، پروٹین کو ہے بڑھانا  
کھانا ہے چکن روزانہ، کھانا ہے چکن روزانہ

After that, the video was played on screen for the attendees. The audience applauded the video enthusiastically. Along with their appreciation, they also shared their views and offered suggestions to make it even more effective. Dr. F. M. Sabir responded by saying, "Basically this advertisement is about the protein requirement. We will incorporate your precious suggestions in the next phase of our work. We have a full 1 minute and 20 seconds available on the low-cost platform, so we will run the complete video there. On the more expensive platforms, we will run it in ADAPs. I hope that our effort will leave a powerful impact on society."

### **Agenda 9. Membership Report for 2025-26.**

The Secretary General of PPA presented the membership report, completed as per the extended renewal date of 20th April 2025, to the house. He thanked Dr. Rana Sajjad Arshad and Mr. Amir Ali Khan for their continued efforts throughout Ramadan via Zoom meetings.

### **Agenda 10. Any other items with the permission of the Acting Chairman PPA.**

With the permission of Acting Chairman PPA Mr. Ghulam Khaliq, Mr. Asif Zubair Sadiq raised an additional point regarding soybean meal procurement. He suggested that those involved in purchasing should take the initiative to import soybean meal directly during times of shortage, but the main hurdle was the lack of a license—because no one, except him, had applied. He emphasized that if applications had been submitted collectively, the license could have been issued. Dr. F. M. Sabir clarified that the relevant license falls under FFP (Food, Feed & Processing) and can be granted if the requirements are fulfilled. The application must go through an Institutional Biosafety Committee (IBC), which operates under universities specializing in biotechnology and genetic engineering, and is regulated by the Ministry of Climate Change (MOCC).

He addressed the misconception that the government is unwilling to issue licenses, stating the real issue is a lack of initiative and awareness about the application process. He urged that if a group of stakeholders approaches the government together, the process will become significantly easier. Mr. Asif Zubair Sadiq had his IBC issued through UVAS, but regrettably, his remains the only application submitted. This has led to criticism, questioning why—despite the size of the industry—only one individual has pursued this route, without broader industry support. The matter is now under review by an inter-ministerial committee comprising MNFS&R, MOCC, MOC, and the Ministry of Industries, which will decide on approval. A hearing has already taken place, where Mr. Musadik Malik Federal Minister for Climate Change and the Ministry of Commerce supported Mr. Asif Zubair Sadiq's position.

Dr. F. M. Sabir concluded by encouraging members to take action, saying, "If there's a shortage, we must be ready to import. No one is stopping you from requesting the government—just make the move and be positive." Mr. Ch. Muhammad Ashraf responded that it has been one year; yet no serious action has been taken on this matter. When Mr. Zubair applied for the license for the first time, I had sent the application to all feed millers who were interested in obtaining a license, but no one completed the form. What we need is unity. Mr. Malik Muhammad Sharif, recalling the most recent feed millers' meeting, stated that even when meetings are called for the benefit of our fellow members, they remain unwilling to cooperate. He emphasized that despite repeatedly requesting and urging them for their own benefit, they continue to show reluctance.

Dr. Rana Sajjad Arshad stated that all segments of the poultry industry must remain united, instead of thinking that a particular matter does not concern them. The reality is that the loss of one segment will ultimately affect all, just as the benefit of one segment will bring advantages to the entire industry in one way or another. Mr. Ch. Abdul Majeed raised a point that, at present, we are facing a lack of effective leadership. Mr. Ghulam Khaliq responded to Mr. Ch. Abdul Majeed's point about leadership, stating that the Chairman of PPA and the regional chairmen are fully committed to the industry. However, the issue is that our farmers are so carefree that they assume any problem will be handled solely by the senior leadership. This perception must now change. Yes, we are here to support them, but they must also make their own efforts. Additionally, I want to extend the point of Mr. Malik Muhammad Sharif that we have no comparison with the solvent industry because they are organized factories—their NTN and everything else is the same. Even if there are 200 people working in parallel, their production remains uniform. But here in PPA, we are all connected to the poultry industry, but there is a significant difference in the nature of our businesses. Our stakes vary greatly from one another, even though we are interconnected.

Mr. Malik Muhammad Sajid Awan highlighted the need to further expand PPA's membership and suggested that meetings be limited to CEC members. He emphasized that special invitees should be acknowledged for prioritizing the industry's interests over their own work and expressed concern over the absence of farmers at NR office meetings. In response, Mr. Malik Muhammad Sharif noted that not everyone can be invited to every meeting and that participants are selected based on relevance to the agenda. He added that dedicated wings have been created for farmers, yet their participation remains limited. Mr. Ch. Fargham also raised concerns when a previously planned meeting was cancelled. The NR office, he reiterated, remains open and welcoming to all sectors of the poultry industry.

Mr. Tariq Aziz emphasized the importance of standing with Mr. Asif Zubair for the collective interest of the poultry industry, irrespective of individual stakes. Mr. Rai Mansab Ali noted that

although the CEC meeting was once cancelled due to the ongoing national crisis, its resumption reflects unity within the association. Dr. Arshad Hanif Chaudhary added that engaging with concerned members fosters inclusion and encourages participation. All members share one goal: industry progress.

Dr. F. M. Sabir concluded the meeting by emphasizing that we must rise above petty issues for the greater good of our industry. Our first matter concerns the further tax issue, which we will first discuss with our legal counsel to determine the appropriate course of action based on their advice. The second matter is the soybean issue, for which we have a window of six months. During this period, we must make every effort to collect the maximum number of license applications. You may also coordinate with Mr. Zubair for this purpose. It is essential for our industry to have both options available—bean and meal. Decisions should be made beyond self-interest, moving away from the mindset of 'why should I do this if I don't benefit directly while someone else does more?' This is the same understanding we try to convey to those in the solvent industry: these clients are yours—if they cease to exist, how will your business survive? They will only be able to pay you if they are earning. As the industry grows, your plants will also grow. Lastly, I am deeply thankful to all of you for your active participation and for taking the time to be here today.





**PICTURES OF  
4<sup>TH</sup> EXECUTIVE  
COMMITTEE  
MEETING**

# 4<sup>th</sup> EXECUTIVE COMMITTEE MEETING 2024-26 HELD ON MONDAY 1<sup>st</sup> SEPTEMBER, 2025 AT RAMADA HOTEL, DILSHAD HALL, KARACHI









Executive Committee Selected Dr. Sajjad Arshad Convenor IPEX-2026





**ACTIVITIES OF  
WORLD EGG DAY  
2024**

## WORLD EGG DAY 2024 CELEBRATIONS AT RAWALPINDI CHAMBER OF COMMERCE AND INDUSTRY (RCCI)

The Rawalpindi Chamber of Commerce and Industry (RCCI) marked World Egg Day with an insightful and well-organized awareness seminar held at the Chamber House, Rawalpindi, on Friday, 11th October 2024. The event aimed to spotlight the critical role of eggs as a highly nutritious and affordable dietary component while underscoring the importance of the poultry industry in ensuring food security and contributing to the national economy. Distinguished representatives from the Pakistan Poultry Association (PPA), along with other esteemed guests from various walks of life, attended the seminar, adding depth and diversity to the discussions.



Notable attendees included Mr. Khalid Saleem Malik, Former Chairman of the Pakistan Poultry Association; Mr. Safwan Javed, Director of Jadeed Group of Companies; Mr. Saad Sadiq, Chief Executive Officer of Sadiq Brothers; Mr. Ali Aslam, Chief Executive Officer of Islamabad Group; Dr. Hassan Sarosh Akram, Director of Quality Breeders; Mr. Muhammad Hamza Sarosh, Director of Quality Feeds and Former Senior Vice President of RCCI; Mr. Muhammad Yasir Sarosh, Director of H & Y Traders and Managing Partner at Vennsol Enterprises; and Mr. Muhammad Gul Aziz Awan, Secretary General of the Pakistan Poultry Association (PPA). Their presence greatly enriched the event by contributing valuable insights and perspectives.



Dr. Hassan Sarosh, former Chairman of the Pakistan Poultry Association (PPA) and Director of Quality Breeders, honored the occasion as the chief guest. In his keynote address, he elaborated on the indispensable role of the poultry industry in addressing food security challenges faced by the country. He highlighted the sector's potential to contribute meaningfully to public health, particularly through the promotion of poultry products such as eggs, which are rich in essential nutrients. He expressed deep concern over the prevalence of stunted growth among children in Pakistan and emphasized that greater consumption of poultry products could be instrumental in tackling this persistent issue. He further called for a united approach from all stakeholders,

including the government, industry leaders, and civil society, to ensure a sustainable growth trajectory for the poultry sector.

RCCI President Mr. Nasir Mirza, in his address, provided a detailed overview of the poultry sector's substantial contributions to Pakistan's economy. He emphasized that the sector accounts for approximately 40% of the total meat consumption in the country and provides direct and indirect employment to more than 1.5 million people. He advocated for urgent



policy interventions to support the industry, particularly in the face of rising costs and regulatory challenges. Specifically, he urged the government to introduce favorable policies, including reductions in import duties, removal of additional taxes, and exemption of sales tax on poultry feed ingredients, machinery, and related imports. These measures, he explained, are essential for enabling the sector to meet growing domestic demand and compete globally.

Mr. Nasir Mirza also drew attention to the findings of a recent nutrition survey conducted by the World Bank, which revealed alarming statistics about child malnutrition in Pakistan, with 44% of children suffering from severe stunting. He pointed out that eggs, as an affordable and nutrient-rich food, could significantly help combat this crisis. He expressed concern over the country's low per capita consumption of eggs, which stands at only 88 eggs annually, compared to 300 eggs consumed per capita in developed nations. He stressed the need for comprehensive awareness campaigns to educate the public about the health benefits of eggs and their pivotal role in improving dietary quality and overall well-being.

The Secretary General of the Pakistan Poultry Association (PPA), Mr. Muhammad Gul Aziz Awan in his address during the seminar, highlighted the transformative potential of innovation and technology in the poultry sector. He emphasized the need to modernize farming practices and adopt state-of-the-art equipment to enhance efficiency and ensure quality production. He pointed out that while the poultry industry has made significant strides, particularly in meeting domestic protein demands, there remains considerable room for improvement in integrating global best practices. He further advocated for investment in research and development to explore sustainable feed alternatives, which could reduce costs and minimize the industry's environmental footprint. The Secretary General also called for stronger collaboration between academia and industry to foster innovation and enhance the sector's resilience in the face of climate change and other emerging challenges.

During the seminar, participants were informed about Pakistan's robust poultry industry, which currently produces more than 17,500 million table eggs annually. Despite this impressive output, the country lags behind in terms of per capita consumption, indicating the need for concerted efforts to bridge this gap and align with international standards.

The event witnessed the active participation of RCCI members, prominent representatives from the Pakistan Poultry Association, leading academics, and members of civil society. This diverse

audience facilitated a dynamic exchange of ideas and discussions on strategies to strengthen the poultry industry and enhance its contributions to both the national economy and public health.

The seminar concluded on a high note, with the chief guest distributing certificates among the winners of a cooking competition organized as part of the World Egg Day celebrations. The competition not only added an element of engagement and creativity to the event but also served as a practical demonstration of the versatility and nutritional value of eggs in everyday diets.







## WORLD EGG DAY 2024 CELEBRATIONS AT PMAS ARID AGRICULTURAL UNIVERSITY RAWALPINDI

The Faculty of Veterinary and Animal Sciences (FV&AS) at Pir Mehr Ali Shah Arid Agricultural University Rawalpindi celebrated World Egg Day 2024 on October 11, 2024. The event aimed to enhance public awareness of the nutritional benefits of eggs and their vital role in promoting a healthy diet.

To commemorate the occasion, the FV&AS, in collaboration with SB Eggs and the Pakistan Poultry Association Central Office Islamabad, organized a series of engaging activities. These included an Egg Dish Cooking Competition that showcased the culinary creativity of students and a seminar that emphasized the nutritional and health benefits of egg consumption.

### **Distinguished Guests and Participants:**

The event was graced by the presence of notable dignitaries. Chief Executive Officer of Arslan Poultry, **Mr. Mian Muhammad Aslam**, attended as the chief guest. Among other prominent participants were:

- Mr. Khalid Saleem Malik, Former Chairman, Pakistan Poultry Association.
- Mr. Safwan Javed, Director of Jadeed Group of Companies.
- Mr. Saad Sadiq, Chief Executive Officer of Sadiq Brothers.
- Mr. Ali Aslam, Chief Executive Officer of Islamabad Group.
- Dr. Hassan Sarosh Akram, Director of Quality Breeders.
- Mr. Muhammad Hamza Sarosh, Director of Quality Feeds, Former Senior Vice President (RCCI).
- Mr. Muhammad Yasir Sarosh, Director H & Y Traders, Managing Partner at Vennsol Enterprises.
- Mr. Muhammad Gul Aziz Awan, Secretary General, Pakistan Poultry Association (PPA).

### **Keynote Address by Dean Faculty:**

In his opening remarks, Professor Dr. Irfan Yusuf, Dean of FV&AS, commended the efforts of the organizers and participating students for creating such a vibrant and educational event. He highlighted the global significance of eggs, describing them as an affordable and exceptional source of high-quality protein, enriched with essential vitamins and minerals. "Eggs are a complete diet in them and play a critical role in addressing nutritional deficiencies worldwide," he remarked.

Dr. Yusuf also underscored the University's commitment to fostering robust partnerships with the poultry industry to tackle challenges through research and innovation. He assured stakeholders of the University's readiness to extend technical expertise and services to farmers for advancing the poultry sector.

### **Insights from Industry Leaders:**

Speaking at the seminar, Dr. Hassan Sarosh Akram lauded the poultry industry as one of the well-structured agro-based sectors in Pakistan. He emphasized that the sector ensures the availability of affordable poultry products, including eggs, to meet the population's protein requirements. Dr. Hassan Sarosh Akram further stressed the importance of increasing egg consumption to improve public health, asserting that a healthy population is the cornerstone of national progress and prosperity.

Other speakers elaborated on the numerous health benefits of eggs, which include their high content of essential amino acids, vitamins D and B12, selenium, and choline, crucial for brain

development and overall well-being.

### **Additional Activities:**

The celebrations concluded with a symbolic awareness walk, led by faculty members and distinguished guests, and attended by a large number of students, faculty members, and individuals from civil society. The walk aimed to emphasize the significance of eggs as a vital component of a healthy diet and to promote awareness about their nutritional benefits. Participants carried banners and placards with slogans highlighting the importance of egg consumption for physical and mental well-being. The event showcased a united effort to spread awareness and encourage healthier dietary habits among the community.

In his closing remarks, Professor Dr. Irfan Yusuf conveyed heartfelt gratitude to all the distinguished guests, organizers, and participants for their invaluable contributions to the event's success. He acknowledged the efforts of the faculty and students in orchestrating a well-organized and impactful celebration. Dr. Yusuf also commended the collaboration between the University and industry leaders, emphasizing how such partnerships strengthen the poultry sector. He reiterated the importance of continuing efforts to raise awareness about the nutritional benefits of eggs. The Dean concluded by expressing hope that the event's message would inspire healthier dietary practices.







## World Egg Day 2024 Celebrations AT POULTRY RESEARCH INSTITUTE RAWALPINDI

The **Poultry Research Institute (PRI), Rawalpindi**, marked **World Egg Day 2024** with great enthusiasm on October 11, 2024. The event served as a platform to celebrate the significance of eggs in combating malnutrition and promoting health while showcasing the contributions of the poultry industry to Pakistan's economy.

Under the theme **United by Eggs**, the celebration attracted a diverse group of participants, including leading poultry industry professionals, nutritionists, policymakers, and members of the general public.

### Special Guests:

Prominent figures from the poultry and livestock sectors graced the occasion:

- **Dr. Khalid Naeem Khawaja**, Director, Grand Pharma.
- **Dr. Hassan Sarosh Akram**, Director of Quality Breeders.
- **Mr. Mian Muhammad Aslam**, Chief Executive Officer of Arslan Poultry (SB Group).
- **Mr. Saad Sadiq**, Chief Executive Officer of Sadiq Brothers.
- **Mr. Khalid Saleem Malik**, Former Chairman, Pakistan Poultry Association.
- **Mr. Muhammad Hamza Sarosh**, Director of Quality Feeds, Former Senior Vice President (RCCI).
- **Mr. Muhammad Yasir Sarosh**, Director H & Y Traders, Managing Partner at Vennsol Enterprises.
- **Mr. Muhammad Gul Aziz Awan**, Secretary General, Pakistan Poultry Association (PPA).
- **Dr. Naveed E. Sahar**, Director, Livestock Rawalpindi.
- **Dr. Abdul Rehman**, Former DG Research, LNDD.

Their presence highlighted the collaboration between public and private sectors to advance the poultry industry and raise awareness about the nutritional benefits of eggs. The Director of PRI Rawalpindi, **Dr. Sarfraz Ahmad Chatha**, also attended the event, further emphasizing the importance of such partnerships in promoting the role of eggs in combating malnutrition and fostering industry growth.



### Welcome Address:

The Director of PRI Rawalpindi, **Dr. Sarfraz Ahmad Chatha**, warmly welcomed the attendees, expressing gratitude for their participation. He highlighted the pivotal role of the poultry sector in eliminating malnutrition and creating employment opportunities in Pakistan. He emphasized that with enhanced public-private partnerships,

accessibility to affordable poultry products can be ensured and remarkable export earnings can be achieved.

During the session, the speakers addressed several key topics, emphasizing the critical role of eggs in nutrition, economy, and public health. They began by highlighting the **nutritional power of eggs**, stressing their status as a rich source of high-quality protein, essential vitamins, and minerals, making them an unparalleled dietary choice. The discussion also centered on **eggs as an affordable superfood**, with a strong emphasis on ensuring their accessibility to all socio-economic classes, thus addressing both health and equity concerns.

Additionally, the speakers emphasized the importance of **public awareness campaigns** to educate the population about the benefits of incorporating eggs into daily diets. These campaigns, they suggested, could significantly boost consumption patterns and improve public health outcomes. The economic contributions of the poultry industry were also discussed, with a focus on its pivotal role in national growth. The speakers called for enhanced **government support** to improve infrastructure and explore the sector's export potential, further boosting its impact on the economy.

**Dr. Hassan Sarosh Akram** eloquently summarized the discussions, stating, "Eggs are a universally accessible source of nutrition, adaptable to all ages and seasons. It's time we amplify their role in our fight against malnutrition." His remarks served as a compelling call to action, urging stakeholders to leverage the potential of eggs to address pressing nutritional challenges.

To make the event interactive and engaging, a series of activities were organized:

#### **Egg Cooking Competition:**

Participants from the PRI demonstrated their cooking and culinary skills by preparing innovative egg-based dishes. The competition was a highlight of the day, with winners receiving **shields and cash prizes** for their creativity and presentation. Guests and invitees applauded the food, appreciating both its taste and artistic presentation.

#### **Egg Awareness Walk and Educational Outreach:**

Industry leaders and PRI staff led a symbolic walk to highlight the nutritional benefits of eggs. Participants distributed free eggs and educational pamphlets to the public, fostering awareness about incorporating eggs into daily meals. Pamphlets, enriched with facts about the nutritional value of eggs and their health benefits, were handed out during the event. These efforts aimed to address common misconceptions and promote eggs as a staple food.

#### **Closing Remarks:**

In his closing address, **Dr. Sarfraz Ahmad Chatha** expressed profound gratitude to all attendees, speakers, and the organizing team for making the event a resounding success. "This celebration is not just about eggs, but about our shared vision of improving nutrition, empowering communities, and driving economic growth through the poultry sector," highlighting PRI's commitment to advancing research and innovation in poultry production while strengthening collaborations among stakeholders.

The **World Egg Day 2024** celebrations at the Poultry Research Institute Rawalpindi were a remarkable success, leaving a lasting impact on public awareness and the poultry community. The event not only celebrated the humble egg but also strengthened partnerships for a healthier and more prosperous Pakistan.



## World Egg Day 2024 “UNITED BY EGGS”

### PAKISTAN POULTRY ASSOCIATION ENTHUSIASTICALLY CELEBRATED WORLD EGG DAY

On 11th October 2024, World Eggs was excellently celebrated all over Pakistan by Pakistan Poultry Industry. World Egg Day is celebrated every year on the second Friday of October. On World Egg Day a large number of events are held across the world for the celebration of World Egg Day and importance of eggs in human diet. The first World Egg Day was celebrated in 1996 and since then we have seen a variety of wonderful events taking place internationally, with people enjoying and celebrating the wonderful versatility of the egg.



Eggs have a vital role to play in feeding people around the world, in both developed and developing countries. These eggs are excellent and affordable source of high quality protein.

Mr. Abdul Basit, Chairman Pakistan Poultry Association, Mr. Malik Muhammad Sharif, Vice Chairman PPA (NR), Dr. F. M Sabir, Mr. Sajid Malik Awan, Mr. Abdul Hai Mehta, Mr. Rai Mansab Ali



Kharl, Mr. Ch. Muhammad Azmat, Dr. Rana Sajjad Arshad, Mr. Raza Mehmood Khursand, Dr. Qasim Altaf, Mr. Haji Altaf Haider, Mr. Rana Saleem Akhtar, Mr. Khalid Saleem Malik, Dr. Hassan Sarsoh Akram, Mr. Sohail Ahmed, Dr. Hanif Nazir, Mr. Javaid Iqbal Shamsi, Dr. Naveed Shahzad Jadoon, Mr. Basharat Khaleeque and many other members of PPA celebrated World Egg Day.

Members of Poultry Association arranged World Egg Day in their respective regions with full zeal. World Egg Day shines a spotlight on the power of the egg to improve nutritional and environmental outcomes, leading to better lives for all. “World Egg Day” is all about recognizing the humble egg as an incredibly unique source of protein and essential nutrients, all within an accessible and affordable package. “Eggs have the power to play an increasingly important role in our food systems as we look to feed our growing population in more sustainable and efficient ways – all the more reason to celebrate the egg with us this year!” World Egg Day takes place on the second Friday of October every year, and since the first event in 1996, celebrations have grown and evolved. Last year saw over 100 countries across the globe celebrate World Egg Day on social media, with competitions, digital campaigns and festivals held to mark the special day.

### A SEMINAR AND AWARENESS WALK AT UVAS (PATOKKI CAMPUS)

Pakistan Poultry Association (NR) attended a Seminar and Awareness Walk at Pattoki Campus UVAS including Mr. Abdul Basit, Chairman PPA, Malik Muhammad Sharif, Vice Chairman PPA (NR), Dr. F. M Sabir, Mr. Sajid Malik Awan, Major (Retd) Syed Javaid Hussain Bukhari, Secretary PPA (NR) and other members from Pakistan Poultry Association attended the event. The University of



Veterinary and Animal Sciences (UVAS) celebrated World Egg Day focusing on creating awareness about the nutritional benefits of eggs. The event saw a large turnout of students and teachers, who organized diverse activities such as seminars, awareness walks, egg model-making contests, cooking competitions, and presentations to highlight the nutritional value of eggs and their role in human growth.



Representatives from the Pakistan Poultry Association (PPA), including Chairman Mr. Abdul Basit addressed the audience. Mr. Basit emphasized that eggs are an environmentally sustainable and affordable source of animal protein, crucial for family health and planetary well-being. He highlighted the poultry industry's significant contributions, providing 40% of Pakistan's total meat consumption and employment opportunities for approximately 1.5 million people.

Mr. Basit also urged students to advocate for poultry products' benefits and dispel myths about poultry meat. He clarified that no steroids are used in poultry feed, and the growth in chicken size is due to genetic advancements rather than additives. Emphasizing eggs as a unique, affordable source of protein vital for human growth, he encouraged students to work diligently, aiming to contribute to Pakistan's livestock, poultry, and dairy sectors.



Additionally, Mr. Basit praised UVAS's facilities, particularly its advanced disease diagnostics labs, which provide students with essential practical experience. He expressed gratitude to the UVAS faculty, particularly Vice Chancellor Meritorious Prof. Dr. Muhammad Younus and Dr. Saima, for their efforts in making the seminar a success.

Speaking on the occasion, Prof. Dr. Muhammad Younus said students should play their vital role to create awareness among the public through social media to negate all kinds of misconceptions (hormones and steroids used in poultry feed) associated with poultry meat and eggs. He said the egg is the unique and affordable source of getting protein which is the basic need for the growth of the human body. He said it is direly needed to work on the enhancement of egg production to strengthen poultry sector in Pakistan. He lauded the organizer to arrange a successful event to highlight the importance of egg. At the end Gifts were distributed amongst the Egg Competition Winners.

### **Pakistan Poultry Association distributed Lunch at SOS Village amongst the orphans**

On World Egg Day, the Pakistan Poultry Association (PPA) continued its tradition of distributing lunch to orphans at SOS Village, aiming to address malnutrition and emphasize the nutritional benefits of eggs. Malnutrition is a pressing global issue, and the PPA underscores that egg consumption can be a valuable solution due to the protein, vitamins, amino acids, and salts they contain, which are essential for maintaining a healthy body. World Egg Day serves to





educate the public on the numerous health benefits of eggs.

Doctors recommend eating at least one egg daily to meet essential nutrient requirements. Recognizing the increased nutritional needs of orphans and the underprivileged, the PPA ensures they receive protein-rich meals each year on this

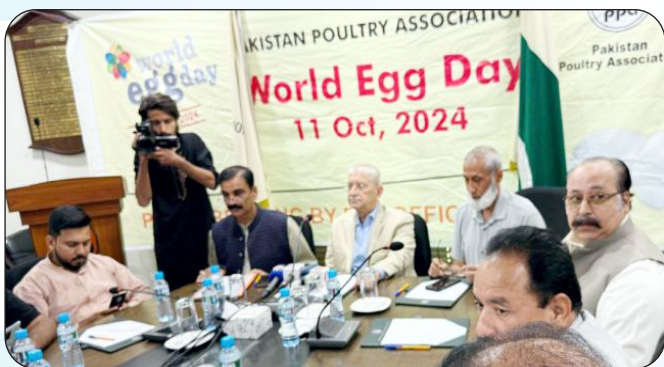
day by providing egg-based dishes and lunches at SOS Village. This annual initiative exemplifies the PPA's commitment to community welfare and nutritional awareness.

**Press Briefing at 24R Poultry House Johar Town Lahore:**

On the same day PPA holds a press conference at 24 R Poultry House in Johar Town, Lahore. Mr. Abdul Basit Chairman PPA, Mr. Malik Muhamad Sharif Vice Chairman PPA (NR), Dr. F. M Sabir, Mr. Sajid Malik Awan, Mr. Ch. Muhammad Azmat, Mr. Raza Mehmood Khursand, Dr. Hanif Nazir, Mr. Javaid Iqbal Shamsi, Mr. Basharat Khaleeque and many other members of PPA attended the Press Conference.



Mr. Chairman while addressing the press conference said that the World Egg Day is celebrated every year on the second Friday in October. On World Egg Day, events are held across the world celebrating the importance of egg in human diet. The Chairman of the



Pakistan Poultry Association (PPA) North Region highlighted that the first world egg day was celebrated in 1996, marking the start of a tradition observed worldwide. Since then, this day has featured numerous global events celebrating the egg's versatility and essential role in nutrition. He emphasized that eggs play a critical part in nourishing people worldwide, offering an affordable, and high-quality source of

protein that is accessible across both developed and developing nations. He added that the poultry sector stands as one of the most organized branches of Pakistan's agro-based industry. Since 1962, the poultry sector has been serving the nation by providing affordable poultry products to meet the population's animal protein needs. This ongoing commitment supports both the country's nutritional requirements and the economic strength of its agricultural sector.





## CELEBRATION OF WORLD EGG DAY 2024 ON 11 OCTOBER 2024

Office of southern region of Pakistan Poultry Association celebrated World Egg Day 2024 at DEBS School Saadi Chapter Karachi. Students of the school presented skits, poems and speeches to impart awareness about health benefits of consuming poultry meat and eggs. The administrators of schools also organized a cooking contest in which students participated and prepared snacks using poultry meat and eggs.

A number of members of the association attended the celebration and praised the children for their participation. The Vice Chairman of southern region Mr. Lal Bux Kolachi addressed the participants through a short speech and appreciated their participation. He and other prominent members awarded cash prizes to winning participants and shields to the senior officers of school's management. On behalf of the association, lunch boxes and packs of eggs were distributed among students of the school as souvenirs.

A number of TV and internet based news channels provided coverage for the event.

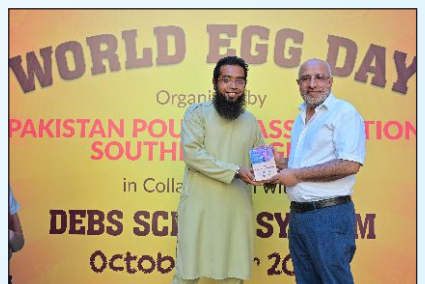
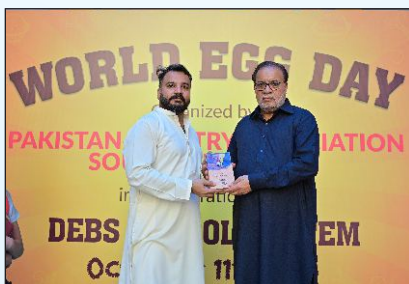
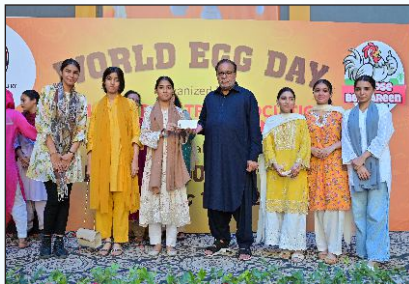














**ACTIVITIES OF PPA  
CENTRAL OFFICE  
& REGIONAL  
OFFICES  
2024-25**

## MEETING BETWEEN SECRETARY GENERAL PPA AND DIRECTOR NAVTCC AT NATIONAL VOCATIONAL AND TECHNICAL TRAINING COMMISSION (NAVTCC) HEAD OFFICE, ISLAMABAD.

A meeting was held on **21st October 2024** at the NAVTTC Head Office in Islamabad between **Madam Ruqia Khanum**, Director NAVTTC, and **Mr. Muhammad Gul Aziz Awan**, the Secretary General of the Pakistan Poultry Association (PPA), along with staff from both offices. The primary agenda was to evaluate the required skills in the poultry industry and explore opportunities for collaboration between the private and government sectors.



The Secretary General of PPA began the meeting by providing a brief introduction to the Pakistan Poultry Association, including its objectives, operations, responsibilities, and membership base.

Director NAVTTC then presented an overview of NAVTTC's policies and initiatives. She explained that NAVTTC not only focuses on youth training but also collaborates with the government to develop appropriate curricula. NAVTTC aims to bridge the gap between public and private sectors by formulating comprehensive policies that benefit both industries and the youth of Pakistan. She also highlighted feedback from the industry, which indicated that existing training programs often fail to meet industrial needs. NAVTTC has initiated efforts to create a skilled workforce tailored to industry requirements, signing multiple MOUs with associations to develop a competent labor force for various sectors.



In response, the Secretary General of PPA emphasized his educational background and experience in addressing core issues related to curricula, their impact on students, and their ripple effects on the economy. He appreciated NAVTTC's efforts and agreed with the need for targeted surveys to identify and address industry challenges. Director NAVTTC elaborated on a survey

designed to understand the objectives and challenges of the poultry industry, especially in the recruitment of skilled professionals. She stressed the importance of collaboration between NAVTTC and PPA to ensure the development of relevant technical courses and curricula. The Secretary General assured full support, mentioning that PPA is already involved in various national and international training initiatives to enhance professionalism within the industry. He also pledged to facilitate collaboration between NAVTTC and PPA members, particularly involving industry experts who can provide valuable insights for curriculum development.

Director NAVTTC shared the questionnaire developed to evaluate industry needs and gather feedback on existing courses to identify gaps and areas for improvement. Both parties agreed to convene another meeting the following week, involving poultry industry professionals and the NAVTTC team for a detailed discussion.



Director NAVTTC also highlighted NAVTTC's nationwide free training programs, including three-month and six-month certification courses, funded by the Government of Pakistan. She emphasized that these programs could only be effective if aligned with industry needs and sought industry input on potential growth areas and curriculum requirements to create a skilled workforce.

The Secretary General instructed his staff to coordinate with active PPA members to engage in this initiative and maintain communication with the NAVTTC team. The meeting concluded with a vote of thanks, followed by a group photo to mark the occasion.

### ONLINE MEETING BETWEEN PAKISTAN POULTRY ASSOCIATION AND NAVTTC ON DEVELOPING A SKILLED WORKFORCE FOR THE POULTRY INDUSTRY



An online meeting was held on 31st October 2024 between the high-ranking officials of the Pakistan Poultry Association (PPA) and the Director General of ICT, **Mr. Zafar Haider Khan**, along with his team, at the regional office of NAVTCC. The PPA was represented by its Chairman, **Mr. Abdul Basit**, Senior Vice Chairman, **Mr. Ghulam Khaliq**, Vice Chairman North Zone, **Mr. Malik Muhammad Sharif**, and

Secretary General, **Mr. Muhammad Gul Aziz Awan**. Mr. Zafar Haider Khan commenced the session by outlining the objectives of the meeting, which focused on engaging industry professionals in completing a detailed questionnaire developed by NAVTCC. This questionnaire, previously shared with PPA associates, aims to collect critical information to support the development of curricula and courses tailored to benefit both students and the poultry industry. NAVTTC, established in 2005, promotes and regulates Pakistan's Technical & Vocational Education and Training (TVET) system, overseeing curriculum, training, and policy. In response to a question about the Pakistan Poultry Association (PPA), Vice Chairman North, Mr. Malik Muhammad Sharif, explained that PPA has 575 members across two zones (North and South). He also shared that PPA recently held elections and emphasized the diversity of businesses within the association, including poultry farms, feed producers, hatcheries, and meat and egg producers



DG Mr. Zafar Haider Khan inquired about cooperation between NAVTTC and the poultry sector to address skilled labor needs. Mr. Abdul Basit, Chairman PPA, emphasized the industry's importance and the challenges in hiring skilled workers, requesting NAVTTC's support in training workers in biosecurity, feeding, and bird health. He also invited NAVTTC to propose training offerings tailored to the industry.

DG Mr. Zafar Haider Khan shared a course list for PPA feedback. The Secretary General noted few courses relevant to the poultry sector and suggested a Training Needs Analysis (TNA) for better alignment. Mr. Ghulam Khaliq inquired about IT and finance courses, to which DG Mr. Zafar highlighted offerings in cyber security, SEO, web development, AI, and robotics.

Mr. Ghulam Khaliq explained that while advanced staffs like nutritionists and DVMs don't need further training, there is a significant need for skilled machinery operators, and NAVTCC could help in training this workforce. The Chairman PPA emphasized the need for candidates to have at least basic knowledge of the poultry industry to make them more trainable.

Mr. Aon from NAVTCC inquired about the percentage of skilled, semi-skilled, and unskilled workers in the poultry industry. Mr. Abdul Basit, Chairman PPA, mentioned the industry employs over 1.5 million people, with a significant need for skilled labor, particularly in roles like transportation and hatchery staff requiring biosecurity training. Mr. Malik M. Sharif added that feed mills also need varying skill levels across roles like production managers and supervisors.

Regarding recruitment, Mr. Ghulam Khaliq noted that HR departments follow their own policies. The Secretary General mentioned informal recruitment at EXPOs, and the Chairman PPA stated that companies use newspapers, social media, or personal references, making it hard to provide a precise breakdown of hiring methods. Mr. Malik M. Sharif shared that PPA connects with universities for internships, which often leads to informal hiring. He also highlighted the challenge of staff retention, with trained employees frequently leaving for other companies.



Chairman PPA raised concerns about the difficulty in finding skilled workers like plumbers and electricians, suggesting NAVTCC focus on these areas. Mr. Ghulam Khaliq emphasized that the poultry industry faces the same labor shortages as other industries. He cited Mr. Abdul Basit's company as an example of internal training, where experienced workers share knowledge across companies.

The Chairman of PPA echoed the skilled labor shortage concerns and shared PPA's partnership with academia to offer students practical experience. He also expressed concerns about government policies like price capping, which negatively affect producers, and urged NAVTCC to advocate for business-friendly policies. He also mentioned the negative propaganda against poultry products.

A NAVTCC representative asked if PPA hires through their job portal. The Secretary General said

they could circulate this information to members. The Chairman suggested that tailored courses for the poultry industry could help employers find skilled workers and urged NAVTCC to promote the portal, emphasizing the value of basic knowledge for the industry.

DG Mr. Zafar noted that sharing specific skill requirements related to the poultry industry will enable NAVTCC to prepare the right workforce and make the job portal effective. The Chairman of PPA agreed to draft recommendations for suitable courses for the industry.

The Chairman stated that no segment currently has sufficient skilled labor, highlighting the need for improved workforce efficiency. He emphasized the importance of developing students' professionalism, as 65% of Pakistan's population is young, making skill development crucial. He also expressed optimism that the poultry industry could double its workforce and production.



Mr. Ghulam Khaliq noted that while the poultry industry has advanced, it still relies on international ERP software due to the lack of locally developed systems. He urged NAVTCC to train students to design affordable, tailored ERP systems for the poultry industry. Mr. Ghulam Khaliq also mentioned two challenges: the recent switch to an AI-based customs system, causing difficulties for untrained staff, and the lack of communication skills among many graduates hired for sales roles. He stressed the need for training in both areas.

At the meeting's conclusion, DG NAVTTC, Mr. Zafar, emphasized completing the Performa and assured that the points raised would be communicated for action. Chairman PPA, Mr. Abdul Basit, thanked DG NAVTTC and expressed high hopes for NAVTTC's role in addressing the industry's needs, stressing the importance of equipping students with skills that benefit both the industry and society.

## CRUSHCON 2024 DUBAI

### A GLIMPSE INTO INNOVATION, NETWORKING, AND OPPORTUNITIES

Dubai, the global hub of innovation and connectivity, hosted the much-anticipated CrushCon 2024, an event that brought together industry leaders, entrepreneurs, visionaries, and enthusiasts under one roof. Held at the Sofitel Palm Jumeirah, Dubai, the event became a melting pot of ideas, showcasing breakthroughs, fostering collaboration, and inspiring attendees with its dynamic sessions. The conference, attended by more than 100 delegates from South Asia—including Pakistan, Bangladesh, India, Sri Lanka, and Nepal—besides the USSEC Team from Dubai and Board of Directors from the USA, highlighted the connections between politics, trade, and globalization, particularly within supply chains, economic frameworks, and supply-demand factors.



#### CRUSHCON and HUNGERCON Dubai 2024 - Morning Session

The meticulously planned morning session commenced with opening remarks by Kevin Roepke, Regional Director for South Asia & Sub-Saharan Africa (SAASSA) at the US Soybean Export Council. He set the stage by outlining the key themes of the day's discussions. Key highlights included:

- **Dr. Harrison Grafos**, Regional Agricultural Attaché from the U.S. Embassy, who explored market development in the GCC and highlighted the collaborative initiatives between USSEC and USDA.
- **Jim Sutter**, CEO of USSEC, provided valuable insights into the growth of the soy industry and reaffirmed USSEC's dedication to sustainable nutritional solutions.
- **Lance Rezac**, Chair of USSEC, offered a farmer's perspective on addressing global food demands while maintaining environmental stewardship.



Further enriching the discussions, the session on "US Soy Policy Needs Post-Election" featured Daryl Cates, Chairman of the American Soybean Association. He highlighted key priorities for U.S. soy in the upcoming Congress lame duck session, stressing the importance of the Market Access Program (MAP) and Foreign Market Development (FMD) funding. He also addressed the potential influence of future free trade agreements (FTAs) on U.S. soybean exports.

A notable highlight of the morning was the

keynote fireside chat, "Electing to Trade," where former USDA Secretary Dan Glickman conversed with Kevin Roepke about the future of trade policies following global elections.

The morning session concluded with the engaging panel discussion titled "Pakistan Two Years On," sponsored by the South Dakota Soybean Checkoff. Mr. Zain Mahmood and Mr. Shahzad Ali Khan shared significant advancements and collaborations within Pakistan's agricultural sector.

CRUSHCON Dubai and HUNGERCON Dubai continue to serve as platforms for valuable dialogue, networking, and fresh perspectives aimed at fostering a more sustainable agricultural future.

### **U.S. Soybean Export Council (USSEC), All Pakistan Solvent Extractors' Association APSEA, and Pakistan Poultry Association (PPA) Unite for a Transformative Memorandum of Understanding (MOU)**

In a historic milestone, the U.S. Soybean Export Council (USSEC), All-Pakistan Solvent Extractors' Association (APSEA), and Pakistan Poultry Association (PPA) have joined forces by signing a groundbreaking Memorandum of Understanding (MOU) at the CRUSH CON 2024 event in Dubai, UAE. This trilateral agreement signifies a mutual commitment to addressing critical food insecurity challenges and advancing the soybean and poultry industries in Pakistan.



The MOU was signed on November 13, 2024, by Mr. Jim Sutter, USSEC CEO; Mr. Abdul Basit, Chairman of PPA; and Mr. Shahzad Ali Khan, Chairman of APSEA. Distinguished witnesses included Dr. F. M. Sabir, CEO SABROSO; Mr Lance Rezac, Chair of USSEC; Ms. Tori Sorensen, USSEC Director; and Mr. Daryl Cates, Chairman of the American Soybean Association.

The agreement focuses on several key areas:

#### **1. Promoting U.S. Soybeans in Pakistan**

Recognizing the nutritional and economic benefits of U.S. Soy, the Parties aim to prioritize the use of U.S. origin soybeans and soy related products in Pakistan. This commitment is strengthened by USSEC's dedication to capacity building and knowledge-sharing initiatives for local stakeholders.

#### **2. Addressing Food Security**

Amid a backdrop of rising food insecurity—where over 40% of Pakistanis now face moderate to severe challenges—the agreement underscores the critical need for sustainable growth in soybean processing and poultry sectors.

#### **3. Enhancing Industry Collaboration**

The MOU emphasizes collaboration between the Parties to improve market transparency and

share valuable insights across the soy and poultry value chains. These efforts will be facilitated through workshops, seminars, and market-oriented programs.

**4. Building Capacity and Stimulating Demand**

All-Pakistan Solvent Extractors' Association (APSEA) and Pakistan Poultry Association (PPA) commit to identifying and enhancing skill-building opportunities for their members. Simultaneously, the Parties will work to boost the demand for soybean meal by promoting poultry consumption and educating consumers on its health benefits.

**5. Transitioning to Sustainable Practices**

To ensure a more reliable supply chain, the agreement advocates for a gradual transition away from optional origination purchasing, encouraging the exclusive use of U.S. Soy in relevant transactions.

This partnership comes at a pivotal moment, aiming to restore Pakistan's food and nutrition security to pre-pandemic levels and foster a more resilient and interconnected agricultural economy.

By uniting their expertise and resources, USSEC, APSEA, and PPA have laid the foundation for a transformative future that strengthens ties between the U.S. and Pakistan while addressing critical global challenges in food security and sustainability.

To make the supply chain more reliable, the agreement suggests slowly moving away from flexible sourcing and promoting the use of only U.S. Soy in related deals.

**Conclusion:**

CrushCon 2024 was more than just an event; it was a platform for inspiration, innovation, and collaboration. It underscored Dubai's role as a beacon of progress and connectivity in the global landscape. Attendees left with actionable insights, valuable connections, and a renewed sense of purpose to drive change in their respective fields. CrushCon 2024 emphasized the importance of collaboration and networking. Dedicated speed-networking zones, informal meetups, and VIP lounges provided attendees with ample opportunities to forge connections, share ideas, and explore potential partnerships. By providing a comprehensive experience that blended knowledge sharing, hands-on learning, and cultural enrichment, CrushCon 2024 set a new benchmark for industry events. Its success reaffirms the importance of creating platforms where ideas can flourish, collaborations can thrive, and future leaders can emerge. As CrushCon 2024 concluded, the message was clear: the future is bright, and the possibilities are endless when visionaries come together to innovate and inspire.



## MEETING OF THE RCCI STANDING COMMITTEE ON POULTRY HELD AT RAWALPINDI CHAMBER OF COMMERCE & INDUSTRY (RCCI) ON JUNE 4, 2025

A significant meeting of the RCCI Standing Committee on Poultry was held today at the Rawalpindi Chamber of Commerce, chaired by Mr. Haseeb Akram. The session brought together key figures from the poultry sector of Rawalpindi and Islamabad, alongside senior leadership of RCCI and the Pakistan Poultry Association (PPA), to address urgent issues facing the industry.

### Notable Participants Included:

Mr. Sohail Altaf – Group Leader RCCI & Former President RCCI, Mr. Usman Shaukat – President RCCI, Mr. Khalid Farooq Qazi – Senior Vice President RCCI, Mr. Fahad Barlas – Vice President RCCI, Mr. Haseeb Akram – Chairman, RCCI Standing Committee on Poultry, Dr. Hassan Sarosh – Director Quality Feed, Mr. Muhammad Hamza Sarosh – Director Quality Feed, Mr. Muhammad Sohaib Javaid – CEO Jadeed Feeds Industries Pvt Ltd, Ch. Abdul Majeed - CEO Pakistan Poultry Farms, Mr. Muhammad Ali Aslam - Director Islamabad Farms, Dr. Khalid Naeem Khawaja - CEO AveeRose Laboratory, Dr. Shahzad Naveed Jadoon - CEO Alltech Pakistan Pvt Ltd, Mr. Attiqur Rehman Abbasi - CEO R.S Poultry, Mr. Muhammad Akram Ch, Dr. Tariq Javed, Mr. Jahanzeb Amjad, Mr. Haji Masood, Mr. Arslan Aslam, Mr. Farhan Farooq, Dr. Javed Saeed, Mr. Sardar Shahid Farid – CEO, Muniff Ziauddin & Co, Mr. Faraz Fazal Sheikh – President, RITBA (Rawalpindi-Islamabad Tax Bar Association), Mr. Inaam Naveed – President, Broiler Farmers Association Punjab along with numerous poultry sector stakeholders, businessmen, and representatives from Rawalpindi and Islamabad.



### Agenda:

The primary focus of the meeting was the imposition of an additional 4% tax on unregistered poultry farmers, which has raised widespread concerns in the poultry sector.

**Key Highlights:**

Dr. Hassan Sarosh delivered a comprehensive briefing on the implications of the tax, emphasizing its damaging effects on small and medium-scale poultry farmers and urging for a unified stance to address the issue.

Mr. Muhammad Sohaib Javaid shared ground realities and detailed the operational difficulties faced by poultry farms and hatcheries, including regulatory pressures and increasing input costs.

Mr. Muhammad Hamza Sarosh, Executive Committee Member PPA, further elaborated on the sector's growing taxation challenges and stressed the urgency for policy-level relief.

Mr. Sardar Shahid Farid, CEO of Muniff Ziauddin & Co., gave a technical and legal briefing on Section 176C, of the Income Tax Ordinance, explaining the scope of access and inquiry powers of FBR and how this relates to unregistered businesses. He also discussed possible legal justifications and compliance strategies to safeguard the poultry sector from overreach and misapplication of tax laws. These issues are discussed in detail.

- Tax-related issues (e.g., 40B, 176C, further tax)
- Placement of government officials on premises
- Rate capping concerns
- Proposed 10% sales tax on DOC
- Need for public awareness and consumption campaigns
- Disease challenges

Mr. Faraz Fazal Sheikh, President RITBA, supplemented the legal discussion with additional insight into the avenues available for lawful protest and procedural remedies under the tax framework.

Mr. Sohail Altaf, Group Leader RCCI, shared details of his recent meeting with the Prime Minister, in which the PM assured his full support for the business community. He strongly reaffirmed that RCCI stands united with the poultry sector in protecting its legal and economic interests. President Mr. Usman Shaukat also highlighted the efforts made by RCCI for the poultry industry and encouraged the members to use RCCI platform to educate people about chicken and industry.

**Special Acknowledgment:**

All participants paid tribute to the Late Dr. Aslam Sahib, Late Dr. Sadiq Sahib, and Late Mr. Mian Muhammad Javaid Sahib for their exceptional and long-standing services to the poultry industry. Their legacy and efforts were warmly acknowledged by all attendees.

**Conclusion:**

The meeting concluded with a firm resolve that the Rawalpindi Chamber of Commerce & Industry (RCCI) will stand with the poultry sector and will fight this matter through all lawful means, ensuring the protection of stakeholders' rights and sustainability of the industry.





**MEETING HELD ON 12 OCTOBER 2024  
TO WELCOME NEWLY ELECTED MEMBERS OF EXECUTIVE COMMITTEE  
AND VICE CHAIRMAN OF REGION:**

A meeting of members of executive committee from the southern region was held on 12 October 2024 at regional office in Karachi to praise the performance of retiring Vice Chairman and members of executive committee and to welcome newly elected Vice Chairman and members of executive committee. Retiring and newly elected members of executive committee attended the meeting.

The participants appreciated the performances of retiring Chairman Mr. Chaudhry Muhammad Ashraf, Vice Chairman Mr. Ghulam Muhammad, and other retiring members of the executive committee. The participants welcomed newly elected Vice Chairman Mr. Lal Bux Kolachi, Senior Vice Chairman Mr. Ghulam Khaliq, and other members of executive committee and resolved to render support for their performances.





## PARTICIPATION IN SINDH LIVESTOCK EXPO 2025 HELD DURING 17TH JANUARY 2025 TO 19TH JANUARY 2025

The livestock and fisheries department of government of Sindh organized Sindh Livestock Expo 2025 during 17<sup>th</sup> January 2025 to 19<sup>th</sup> January 2025 at Expo Centre Karachi. A conference and animal & pets show were also parts of the Expo. A large number of exhibitors related to businesses of fisheries and livestock participated in the Expo. The Expo was inaugurated by Chief Minister of Sindh Mr. Murad Ali Shah. Thousands of people including general public visited the Expo.

The office of Pakistan Poultry Association Southern Region also participated in the Expo and exhibited its participation through a stall. A number of members of the association and a large number of other visitors of the Expo also visited the stall of association. Pamphlets and flyers about health benefits of consuming poultry meat and eggs were distributed among the visitors by the staff of southern region's office hosting the stall. In appreciation of the participation, the organizer of Expo presented a shield and certificate to the Vice Chairman of southern region Mr. Lal Bux Kolachi which was received on his behalf by the regional secretary Mr. Raghib Saeed.





## MEETING HELD ON 24 JANUARY 2025 TO DISCUSS MATTERS RELATED TO TAXATION AND ISSUES IN POULTRY FARMING:

A meeting of members of executive committee from the southern region was held on 07 November 2024 at regional office in Karachi to discuss implications of taxes and issues emerging in poultry farming. Several other prominent members also attended the meeting on invitation.

The participants carried out extensive discussion on agenda points. Participants also appreciated the participation of association in Sindh Livestock Expo 2025 and commended the staff of southern region's office for hosting the association's stall at the expo.



**A Delegation of the Pakistan Poultry Association (PPA) led by Mr. Abdul Basit, Chairman PPA, held a meeting with the Federal Minister for National Food Security & Research, Mr. Rana Tanveer Hussain, regarding the imposition of Federal Excise Duty (FED) of Rs. 10 on one-day-old chicks.**

The government side, the Federal Secretary for National Food Security & Research and other senior officials of the ministry were also in attendance.



Mr. Abdul Basit, Chairman PPA, comprehensively briefed the Honorable Minister on the adverse implications of the FED on the poultry sector. He emphasized that the additional tax burden on one-day-old chicks would significantly increase production costs, ultimately resulting in higher



market prices and Economic pressure on consumers. Dr. Hassan Saroosh highlighted that the poultry sector has consistently welcomed the business-friendly approach of previous PML(N) governments. However, the introduction of this FED has sparked deep concern within the sector. He cautioned that this measure could severely affect production viability, consumer affordability, and

business confidence. Ch. Abdul Majeed supported the concerns raised and underscored the cascading effects of the **FED** across the poultry supply chain, contributing to overall food inflation. Mr. Ali Aslam, a young entrepreneur representing the emerging generation in the poultry sector, echoed the concerns of senior members and stressed that such financial burdens discourage new investment and innovation in the sector. He urged the government to consider policies that enable long-term growth and sustainability for both new and existing stakeholders

in the poultry value chain. In response, the Federal Secretary for Food Security acknowledged the industry's concerns and advised the PPA delegation to submit a consolidated, data-driven analysis demonstrating the poultry sector's contribution to the national economy and the projected impact of the **FED**. At the conclusion, the Honorable Minister, Mr. Rana Tanveer Hussain,



assured the delegation that once the required data is received, **The ministry will prepare a comprehensive internal report and** Submit appropriate recommendations to the Honorable Prime Minister for the Arrange a joint meeting of relevant government stakeholders and representatives of the poultry industry to reach a final decision. Mr. Abdul Basit, Chairman PPA, expressed sincere thanks to the Minister for his patient hearing and for recognizing the challenges being faced by the poultry sector.

## **Pakistan Poultry Association Condemns Imposition of Rs. 10 Federal Excise Duty on Day-Old Chicks, Warns of Industry Collapse and Consumer Hardship**



LAHORE, Pakistan – July 14, 2025 – The Pakistan Poultry Association (PPA) vehemently condemns the recent decision by the government to impose a Federal Excise Duty (FED) of Rs. 10 on each day-old chick in Press Conference. Chairman PPA Mr. Abdul Basit, speaking on behalf of the entire poultry industry, today warned that this will-conceived measure will cripple the already struggling sector and lead to severe difficulties for consumers seeking affordable animal protein. This imposition of Rs. 10 FED on day-old chicks is a catastrophic decision that demonstrates a profound lack of Understanding of the poultry industry's dynamics and its vital role in national food security," stated Chairman Abdul Basit. "Such a punitive tax at the very nascent stage of production will inevitably lead to a sharp increase in the cost of poultry products, which will be unaffordable for the common man. The poultry industry in Pakistan has been a cornerstone of economic growth and a crucial provider of affordable protein to millions. Poultry is one of the



largest industry of Pakistan, growing at an annual rate of 8-10%. However, it has consistently grappled with various challenges, including high input costs, disease outbreaks, and an often-unfavorable tax regime. Chairman Abdul Basit highlighted the direct and immediate consequences of this FED, day-old chicks will significantly escalate the cost of production. This will force a large number of

poultry farmers and entrepreneurs out of business, leading to widespread closures and unemployment in the rural economy. "The press conference was attended by various prominent PPA figures, namely Mr. Raza Mehmood Khursand, Mr. Sajid Malik Chaudhury Fargam Toor, Mr. Abdul Haye Mehta, and Mr. Abdul Basit Chairman PPA." The prices will increase cost of production and will directly translate into higher prices for chicken meat and eggs in the market. At a time when inflation is already a major concern for the average Pakistani household, this tax will place an unbearable burden on consumers, pushing essential protein sources out of their reach. The poultry sector is a major check against inflation and plays a critical role in providing low-cost animal protein. By making poultry products expensive, the government is jeopardizing the nation's food security and nutritional well-being, particularly for low-income propels. Instead of supporting an industry that provides livelihoods to millions and affordable food to the masses, this tax will stifle investment, discourage expansion, and ultimately lead to a contraction of the poultry sector. We have consistently advocated for policies that support the growth and sustainability of the poultry industry, which in turn benefits the entire nation," Chairman Abdul Basit added. "Instead, this new tax is a regressive step that will undo years of progress and push the industry to the brink of collapse. The Pakistan Poultry Association urges the government to immediately reconsider and withdraw Federal Excise Duty on day-old chicks. Mr. Chairman emphasized the need for a collaborative approach between the government and industry stakeholders to formulate policies that are conducive to growth, ensure affordability for consumers, and safeguard the future of Pakistan's vital poultry sector.



## MEETING HELD ON 23 JULY 2024 TO DISCUSS IMPLICATIONS OF LEVY OF TAXES ON POULTRY RELATED BUSINESSES

A meeting of members of executive committee from the southern region was held on 23 July 2024 at regional office in Karachi to discuss implications of levy of taxes on poultry related businesses. A number of other members operating businesses of feed milling, poultry farming, and trading of poultry business's products also attended the meeting. An active consultant on taxation and an active advocate on matters of taxes were invited to attend the meeting to render advisory on the implications of levy of taxes on poultry related businesses.

The meeting turned out very useful as the consultant and advocate explained the implications to the participants of meeting in detail and answered the participants' questions.



**MINUTES OF MEETING**  
**FOR URGENT APPEAL REGARDING THE CRISES IN THE POULTRY SECTOR DUE TO RESTRICTION**  
**ON FEED INGREDIENTS**  
**HELD 08<sup>TH</sup> SEPTEMBER, 2025 AT : LIVE STOCK COMPLEX, 16 COOPER ROAD LAHORE**

**Attendees:**

- Mr. Ahmed Aziz Tarar Secretary Live Stock, (Government of Punjab)
- ❖ **Pakistan Poultry Association Delegation:**
  - Mr. Abdul Basit Chairman PPA
  - Mr. Ghulam Khaliq Senior Vice Chairman PPA (Zoom Link)
  - Mr. Malik Muhammad Sharif Vice Chairman PPA North
  - Mr. Lal Bux Kolachi Vice Chairman PPA South (Zoom Link)
  - Dr. F.M. Sabir Sabir's Poultry (Pvt) Ltd.
  - Mr. Muhammad Khaleeque Arshad Supreme Feed (Pvt) Ltd
  - Mr. Muhammad Farooq Asghar National Feed Limited
  - Ch. Muhammad Fargham Sulej Feeds
  - Nawab Shahzad Ali Khan S.S Feeds
  - Mr. Shahzad Ellahi Crescent Feed and Allied Product
  - Mr. Muhammad Sohaib Javaid Jadeed Feeds Industries (Pvt) Ltd (Zoom Link)
  - Mr. Zubair Sadiq Zubair Feeds (Pvt) Ltd (Zoom Link)
  - Mr. Muhammad Hamza Sarosh Quality Feeds (Zoom Link)

**Meeting Summary:**

The Meeting Commenced with the secretary of Live Stock extending a welcome to the delegation from Pakistan Poultry Association (PPA). The PPA delegation, led by Chairman Mr. Abdul Basit, expressed profound concern and serious reservation regarding the government's recent actions and their significant impact on the poultry feed industry.

**High-Handedness and Sudden Ban:**

**Mr. Abdul Basit**, Chairman Pakistan Poultry Association conveyed the PPA's strong disapproval of the aggressive stance and **"high-handedness"** of government agencies raiding feed mills. He expressed deep concern over the Punjab government's sudden ban on feed mills purchasing wheat from the open market and prohibiting its use in poultry feed. **Mr. Abdul Basit**, underscored the injustice of this policy, stating that the wheat was purchased legally, with the government's permission, and with the licenses issued by the Punjab government. He noted that the government had previously acknowledged this purchase as a form of support for farmers, but is now treating the poultry industry as **"Criminals and holders."**

**Threat of Supply Chain Disruption:**

The PPA cautioned the secretary of Livestock that if feed is not made available to poultry farmers, the consequences would be catastrophic for the entire supply chain of chicken and eggs. They stated that a shortage of feed would inevitably lead to shortage of meat & eggs, causing price to **"Shoot Up and Become Uncontrollable"**. They emphasized that while the government is attempting to avert a wheat crisis, it is inadvertently creating another, even more severe, crisis in the poultry sector.

- **Proposed Solution:** The PPA delegation presented several constructive solutions to the crisis.

- The government departments, including the Food Department and the local administration to allow the immediate use of all legally purchased wheat by registered feed mills, facilitate the smooth transportation of this wheat from our storage facilities to our processing plants.
- **The Government should provide an alternative:** To the feed mills in the form of maize. The delegation reiterated their read lines to hand over all their wheat stocks to the government if maize is provided as a replacement.
- Alternatively, the government should allow for the duty-free import of feed grains, including wheat GMO-based grains, to ensure a stable supply for the industry.
- **Plea for Government Intervention:** The PPA delegation urged the Secretary of livestock, Punjab to immediately intervene by speaking with the Chief Secretary of Punjab. The delegation also requested that necessary immediate instructions be issued to law enforcement agencies to cease the raids on feed mills and allow the industry to operate without harassment.

**Conclusion:**

The secretary of Livestock acknowledged the validity of the PPA delegation's arguments and expressed his understanding of the gravity of the situation. He assured the delegation that their concerns and proposed solutions would be shared with the **Chief Secretary of Punjab**. The meeting concluded with a mutual understanding of the urgency of the matter and the need for prompt action to prevent a wider crisis in the poultry and livestock sectors.





# INTERNATIONAL POULTRY EXPO CLICKS - 2024

**THE 24TH INTERNATIONAL POULTRY EXPO TOOK PLACE FROM SEPTEMBER 26TH TO 28TH, 2024, AT THE EXPO CENTER, LAHORE.**



**The 24th International Poultry Expo (IPEX) 2024** was successfully held from **September 26th to 28th, 2024**, at the Expo Center in Lahore. Exhibitors and attendees benefited from valuable discussions, innovative showcases, and numerous networking opportunities. This year's Expo was an outstanding success, contributing significantly to the growth and development of Pakistan's poultry industry.

The International Poultry Expo (IPEX) has become a cornerstone event for the Pakistan Poultry Association (PPA). Through this event, efforts were made to highlight and support the poultry industry, which continues to be a vital sector in the country's economy. The 24th edition of IPEX underscored the significant progress and innovation within the poultry sector, attracting a large number of local and international participants. These included farmers, veterinarians, students, and industry professionals, all contributing to the continued development of the industry. Nearly **100,000** people attended the event daily, a clear reflection of its growing importance.

Among the key highlights of IPEX 2024 was the **6th Poultry Science Conference (PSC@IPEX 2024)**. This conference saw active participation from hundreds of students and scholars. Over **100 research papers** were submitted by students, with 21 selected for presentation. Keynote speakers, including experts from USSEC, addressed critical issues such as **salmonella control** in poultry, with a particular focus on consumer health and safety. One notable speaker, Dr. Susil Silva, delivered an insightful lecture on various aspects of poultry science. The primary aim of the conference was to share valuable research on poultry production, processing, and marketing. In addition to the conference, the best presenters were awarded first, second, and third prizes for their exceptional work.

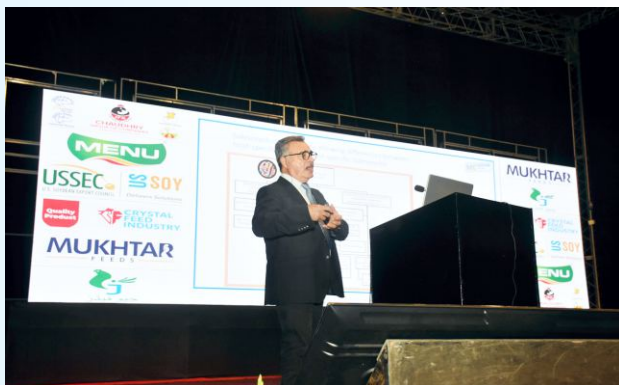
The Expo also featured an **Interactive Session, Registration, a Food Court, and Souvenir Distribution**, all of which contributed to fostering collaboration and knowledge-sharing within

the poultry industry. The 2024 Expo emphasized the importance of cohesive interaction among the various segments of the poultry sector, driving the industry toward even greater success.

After months of meticulous preparation, the Pakistan Poultry Association proudly showcased its innovations at the International Poultry Expo. The positive feedback received and the valuable connections made underscored the significance of this event for both the industry and its stakeholders.

### Opening Session:

The International Poultry Expo 2024 was formally inaugurated on **September 27th, 2024**, at **1:00 PM** by **Mr. Khalil A. Sattar**, Patron-in-Chief of the Pakistan Poultry Association. In his address, Mr. Khalil A. Sattar emphasized the critical role of the poultry sector in Pakistan's economy, noting its contributions to providing affordable protein through chicken meat and eggs, creating employment opportunities, and addressing malnutrition. He commended the organizers for their efforts and expressed hope that the Expo would not only promote the industry but also identify and address its challenges. He highlighted the importance of public awareness regarding the nutritional benefits of chicken meat, the need for modern farming practices, and effective disease prevention measures. Mr. Khalil A. Sattar also discussed the various challenges facing the livestock sector in Pakistan, including nutrition, animal health, productivity, financing, and market access. A key concern was the lack of awareness among poultry farmers about the productive benefits of disease control. His message was clear: **“Whatever you do, do it well. Do it so well that when people see you, they will want to come back and see you do it again, and they will want to bring others to show them how well you do what you do. Nothing ever comes to one that is worth having, except as a result of hard work.”**



### Interactive Session:

On the second day of the Expo, an **Interactive Session** titled **“Know Your Food, Know Your Health”** was arranged, attracting a large number of participants, including journalists, senior anchors, national stars, and celebrities. This session was designed to disseminate valuable information about poultry and its products to the public.

In collaboration with the Department of Poultry Production at the University of Veterinary and Animal Sciences (UVAS), the Pakistan Poultry Association organized a **Quiz Competition** during the Expo. More than **40 public and private universities** across Pakistan were invited to nominate two-member teams, preferably from Food and Nutrition programs. Dr. Faisal Hussain and Dr. Jibrán Hussain from UVAS prepared a booklet entitled **“Nutritional Facts about Poultry and its Role in Human Health”**, containing 800 questions related to poultry nutrition, health benefits, and the basics of poultry production and nutrition. The competition consisted of a written **MCQ-based** round, followed by semi-final and final rounds. The top three teams were awarded cash prizes for their exceptional performance.

The **Interactive Session** was highly successful, attended by a wide range of notable personalities, including **Dr. Zeenia Shahid, Ahmed Saeed, Sohail Warriach, Mohsin Bhatti, Ayesha Jahanzaib, Mushtaq Ahmed, Fiza Ali,** and **Imran Yaqoob**, along with professors and teachers from various universities. Many attendees praised the event and expressed their appreciation for the efforts made by the organizers to provide affordable protein to the masses, noting that chicken is a universally loved and budget-friendly meal for families across the country.

#### **Registrations:**

Registration for the Expo was open to businessmen, students, and general visitors, all of whom received gifts and souvenirs. This year, the number of registered participants exceeded expectations, with approximately **11,000 registered attendees**. The **International Poultry Expo 2024** has now become the largest showcase of Pakistan's poultry products and services, attracting numerous international buyers.

#### **Souvenirs IPEX 2024 and Food Court:**

**Dr. Mazhar Iqbal**, Convenor of Souvenir IPEX 2024, worked tirelessly to create a special souvenir for the event. A beautifully designed souvenir, along with exhibition conference bags, was distributed among registered participants and students. These souvenirs serve as reminders of the event and its significance in advancing the poultry sector.

A **Food Court** was also set up, featuring various restaurants and fast food outlets. The food court was especially popular among students, with **2,800 registered students** receiving food coupons over the three days of the event.

#### **Branding and Banners:**

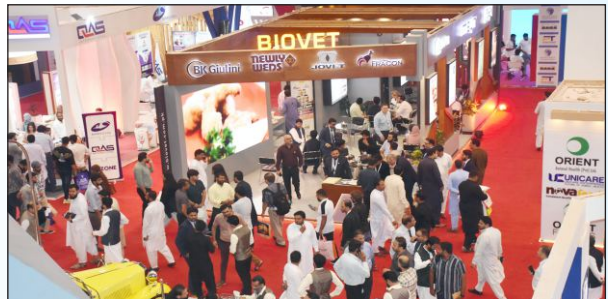
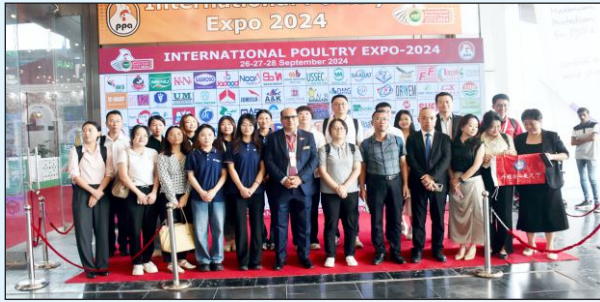
**Mr. Basharat Khaleeqe**, Convenor of Banner Branding, ensured that the Expo was adorned with numerous banners inside and outside the venue. Digital banners were displayed in key areas, including the exhibition halls, with several companies advertising their products. The main auditorium, where the **Poultry Science Conference** and the **Interactive Session** were held, was beautifully decorated with floral arrangements and digital signage, creating a vibrant atmosphere.

#### **Lucky Draw:**

A **Lucky Draw** was held over the three days of the event for registered participants, with exciting prizes such as motorcycles and mobile phones awarded to the lucky winners. The lucky draw sessions attracted large crowds, adding a sense of excitement and anticipation to the Expo.

#### **Conclusion:**

The **International Poultry Expo 2024** concluded successfully, with a remarkable turnout and an overwhelming response. This event perfectly demonstrated the fruits of dedication and effort, bringing together industry professionals, academics, and the public to celebrate and advance Pakistan's poultry sector. On 28th September 2024, the last day of the Expo was observed as an exhibition day only.





# AUDIT REPORT 2025

**PAKISTAN POULTRY  
ASSOCIATION  
AUDITED FINANCIAL  
STATEMENTS FOR THE YEAR  
ENDED 30 JUNE 2025**

**MUNIFF ZIAUDDIN & CO**  
Chartered Accountants

**BKR** | INDEPENDENT  
INTERNATIONAL MEMBER

The Professional Arcade  
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**MUNIFF ZIAUDDIN & CO**  
Chartered Accountants

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**INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBERS OF  
PAKISTAN POULTRY ASSOCIATION**

**REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS**

**OPINION**

We have audited the financial statements of **PAKISTAN POULTRY ASSOCIATION** (the Company), which comprise the statement of financial position as at 30 June 2025, and the statement of income and expenditure, the statement of comprehensive income, the statement of changes in funds and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion and to the best of our information and according to the explanations given to us, the statement of financial position, statement of income and expenditure, the statement of comprehensive income, the statement of changes in funds and the statement of cash flows together with the notes forming part thereof conform with the accounting and reporting standards as applicable in Pakistan and give the information required by the Companies Act, 2017 (XIX of 2017), in the manner so required and respectively give a true and fair view of the state of the Company's affairs as at 30 June 2025 and of the surplus and other comprehensive surplus, the changes in fund and its cash flows for the year then ended.

**BASIS FOR OPINION**

We conducted our audit in accordance with International Standards on Auditing (ISAs) as applicable in Pakistan. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Company in accordance with the International Ethics Standards Board for Accountants' *Code of Ethics for Professional Accountants* as adopted by the Institute of Chartered Accountants of Pakistan (the Code) and we have fulfilled our other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**INFORMATION OTHER THAN THE FINANCIAL STATEMENTS AND AUDITOR'S REPORT**

Management is responsible for the other information. The other information comprises the information included in the Annual report, but does not include the Financial Statements and Auditor's Report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## RESPONSIBILITIES OF MANAGEMENT AND THOSE CHARGED WITH GOVERNANCE FOR THE FINANCIAL STATEMENTS

The management is responsible for the preparation and fair presentation of the financial statements in accordance with the accounting and reporting standards as applicable in Pakistan and for such internal control as the management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

## AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs as applicable in Pakistan will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs as applicable in Pakistan, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underline transactions and events in a manner that achieves fair presentation.

**MUNIFF ZIAUDDIN & CO**  
Chartered Accountants




We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS**

Based on our audit, we further report that in our opinion:

- a) proper books of accounts have been kept by the company as required by Companies Act, 2017 (XIX of 2017);
- b) the statement of financial position, the statement of income and expenditure, the statement of comprehensive income, the statement of changes in funds and the statement of cash flows together with the notes thereon have been drawn up in conformity with the Companies Act, 2017 (XIX of 2017) and are in agreement with the books of account and returns;
- c) investments made, expenditure incurred and guarantees extended during the year were for the purpose of the Company's business; and
- d) no zakat was deductible at source under the Zakat and Ushr Ordinance, 1980 (XVIII of 1980).

The engagement partner on the audit resulting in this independent auditor's report is **Shahid Farid**.

  
Chartered Accountants  
Place: Islamabad.  
Date: 05 September 2025  
UDIN: AR202510241bsvTS1QfW

**PAKISTAN POULTRY ASSOCIATION**  
**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2025**

	Note	2025 (Rupees)	2024 (Rupees)
<b>ASSETS</b>			
<b>NON-CURRENT ASSETS</b>			
Property, plant & equipment	4	33,956,989	36,832,369
<b>CURRENT ASSETS</b>			
Trade debts	5	14,817,454	23,863,586
Short term investment	6	105,020,658	-
Advances, deposits and prepayments	7	23,396,926	18,541,321
Cash and bank balances	8	71,299,500	66,375,561
		214,534,538	108,780,468
		<b>248,491,527</b>	<b>145,612,837</b>
<b>FUNDS AND LIABILITIES</b>			
<b>FUNDS</b>			
Unrestricted funds		131,137,361	83,380,434
<b>NON-CURRENT LIABILITIES</b>			
Deferred capital grant	9	1,274,425	1,886,185
Deferred taxation	10	4,564,625	4,134,533
		5,839,050	6,020,718
<b>CURRENT LIABILITIES</b>			
Trade and other payables	11	99,155,665	42,789,230
Provision for taxation	12	12,359,451	13,422,455
		111,515,116	56,211,685
<b>CONTINGENCIES AND COMMITMENTS</b>			
	13		
		<b>248,491,527</b>	<b>145,612,837</b>

The annexed notes form an integral part of these financial statements

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**CHIEF EXECUTIVE**



**DIRECTOR**

**PAKISTAN POULTRY ASSOCIATION  
STATEMENT OF INCOME AND EXPENDITURE  
FOR THE YEAR ENDED 30 JUNE 2025**

	Note	2025 (Rupees)	2024 (Rupees)
Income	14	163,528,972	138,930,031
Direct expenses	15	(82,362,407)	(74,621,470)
Administrative and general expenses	16	(23,680,920)	(16,639,926)
Other income	17	9,896,269	6,004,470
<b>Excess of income before income tax and final tax differential</b>		<u>67,381,914</u>	<u>53,673,105</u>
Final tax / Government levy	18	(1,702,675)	-
<b>Profit before income tax</b>		<u>65,679,239</u>	<u>53,673,105</u>
Income tax	19	(17,922,312)	(16,491,731)
<b>Excess of income over expenditure for the year</b>		<u><u>47,756,927</u></u>	<u><u>37,181,374</u></u>

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The annexed notes form an integral part of these financial statements.



**CHIEF EXECUTIVE**



**DIRECTOR**

**PAKISTAN POULTRY ASSOCIATION  
STATEMENT OF COMPREHENSIVE INCOME  
FOR THE YEAR ENDED 30 JUNE 2025**

	2025 (Rupees)	2024 (Rupees)
Excess of income over expenditure for the year	47,756,927	37,181,374
Other comprehensive income for the year		
<b>Total comprehensive excess/(deficit) for the year</b>	<u>47,756,927</u>	<u>37,181,374</u>

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**CHIEF EXECUTIVE**



**DIRECTOR**

**PAKISTAN POULTRY ASSOCIATION  
STATEMENT OF CHANGES IN FUNDS  
FOR THE YEAR ENDED 30 JUNE 2025**

	Rupees
<b>Balance as at 1st July 2023</b>	<b>46,199,060</b>
Excess of income over expenditure for the year-Restated	37,181,374
Other comprehensive income for the year	
<b>Balance as at 30 June 2024</b>	<u><b>83,380,434</b></u>
Excess of income over expenditure for the year	47,756,927
Other comprehensive income for the year	-
<b>Balance as at 30 June 2025</b>	<u><u><b>131,137,361</b></u></u>

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**CHIEF EXECUTIVE**

  
**DIRECTOR**

**PAKISTAN POULTRY ASSOCIATION**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 30 JUNE 2025**

	2025 (Rupees)	2024 (Rupees)
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Excess/(deficit) of income over expenditure for the year before taxation	67,381,914	53,673,105
Adjustments of non-cash and non operating item:		
Depreciation	5,053,649	4,269,441
Provision for fines and penalties	-	-
Gain on disposal of assets	-	(4,846,570)
Amortization of deferred income	(611,760)	(365,874)
Operating cash flows before working capital changes	4,441,889	(943,003)
<b>Working capital changes</b>		
<b>Decrease/(increase) in current assets</b>		
Trade receivables	9,046,133	3,671,641
Advances and deposits	(4,855,605)	11,278,930
Short term investment	(105,020,658)	
Trade and other payables	56,366,435	5,208,595
	(44,463,695)	20,159,166
Income taxes deducted/ paid	(20,257,899)	(9,077,069)
Payment of penalty	-	-
<b>Net cash generated from operating activities (A)</b>	<b>7,102,209</b>	<b>63,812,199</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Acquisition of property, plant and equipment	(2,178,270)	(14,908,415)
Disposal of property, plant and equipment	-	6,380,000
<b>Net cash used in investing activities (B)</b>	<b>(2,178,270)</b>	<b>(8,528,415)</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>	-	-
<b>Net decrease in cash and cash equivalents during the year (A+B)</b>	<b>4,923,939</b>	<b>55,283,784</b>
<b>Cash and cash equivalents at the beginning of the year</b>	<b>66,375,561</b>	<b>11,091,777</b>
<b>Cash and cash equivalents at the end of the year</b>	<b>71,299,500</b>	<b>66,375,561</b>

  
**CHIEF EXECUTIVE**

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**DIRECTOR**

**PAKISTAN POULTRY ASSOCIATION  
NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2025**

**1. CORPORATE AND GENERAL INFORMATION**

**1.1. LEGAL STATUS AND OPERATIONS**

Pakistan Poultry Association (The Company) was established on September 15, 1979 under the Companies Act, 1913 (now the Companies Act, 2017) as company with limited liability without the addition of word "limited" to its name, for the purpose of promoting and coordinating the activities of poultry farming and poultry farmers in Pakistan.

The main objective of the Company is to promote and protect the business interest of the members of the association, and to do all that is necessary for the furtherance and development of poultry farming in Pakistan.

The registered office of the Company is situated at Khalid Plaza, 1st Floor, near D-Chowk, Blue Area, Islamabad.

The regional offices of the Company is situated at following places:

- 219, Mashriq centre, Sir Shah Muhammad Suleman Road, Block-4, Gulshan e Iqbal, Karachi.
- Poultry House, 24-R, Johar Town, Lahore.

**2. BASIS OF PREPARATION**

**2.1. STATEMENT OF COMPLIANCE**

These financial statements have been prepared in accordance with the accounting and reporting standards as applicable in Pakistan. The accounting and reporting standards applicable in Pakistan comprise of:

- International Financial Reporting Standards (IFRS) for SMEs issued by the International Accounting Standards Board (IASB) as notified under the Companies Act, 2017 (the Act);
- Provision of and directives issued under the Companies Act, 2017.

Where provision of and directives issued under the Act differ from the IFRS for SMEs, the provision of and directives issued under the Act have been followed.

**2.2. BASIS OF MEASUREMENT**

These financial statements have been prepared under the historical cost convention otherwise specifically stated.

**2.3. FUNCTIONAL AND PRESENTATION CURRENCY**

These financial statements are presented in Pakistan Rupees, which is the functional currency of the Company and figures are rounded off to the nearest Rupees.

**2.4. CRITICAL ACCOUNTING ESTIMATES AND JUDGEMENTS**

The preparation of financial statements in conformity with approved accounting standards requires management to make judgements, estimates and assumptions that affect the application of policies and the reported amount of assets, liabilities, income and expenses.

The estimates and judgements are based on historical experience and various other factors that are believed to be reasonable under the circumstances and are continually evaluated. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised if the revision affects only that period, or in the period of the revision and future periods. Judgements made by management in application of the approved accounting standards that have significant effect on the financial statements and estimates with a significant risk of material adjustments in the next year are discussed in respective policy note. The areas involving significant estimates or judgements are:

- i. Estimated useful life of property and equipment [note 3.1];
- ii. Impairment of non-financial assets [note 3.3]
- iii. Expected credit loss allowance
- iv. Estimation of current and deferred tax [note 3.5]

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- v. Provisions and contingencies [note 3.7 and note 3.8]

### 3. SIGNIFICANT ACCOUNTING POLICIES

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### 3.1. PROPERTY AND EQUIPMENT

##### a) Operating fixed assets

Operating fixed assets are stated at cost less accumulated depreciation and accumulated impairment losses, if any. Cost includes expenditures directly attributable to the acquisition of the asset. Assets having cost exceeding the minimum threshold as determined by the management are capitalized.

All other assets are charged to profit or loss in the year when acquired.

Depreciation is charged to income applying the reducing balance method by applying rates (as stated in note 4.1). Depreciation on additions is charged from the month in which the asset is put to use and on disposal up to the month of disposal.

No depreciation is charged if the asset's residual value exceeds its carrying amount. Residual values and the useful lives are reviewed at each date of statement of financial position and adjusted if expectations differ significantly from previous estimates.

Residual values are determined by the management as the amount it expects it would receive currently for an item of property and equipment if it was already of the age and in the condition expected at the end of its useful life based on the prevailing market prices of similar assets already at the end of their useful lives.

Useful lives are determined by the management based on the expected usage of assets, physical wear and tear, technical and commercial obsolescence, legal and similar limits on the use of the assets and other similar factors.

The carrying values of property and equipment are reviewed at each reporting date for indications that an asset may be impaired and carrying values may not be recovered. If any such indication exists and where the carrying value exceeds the estimated recoverable amount, the asset or cash generating unit is written down to its recoverable amount. The recoverable amount of property and equipment is the greater of fair value less cost to sell and value in use.

Normal repairs and maintenance are charged to profit or loss as and when incurred. Major renewals and improvements, if any, are capitalized, when it is probable that future economic benefits will flow to the Company.

An item of property and equipment is derecognized upon disposal or when no future economic benefits are expected from its use or disposal. Gains and losses on disposals are determined by comparing proceeds with carrying amount of the relevant assets. These are included in profit or loss.

#### 3.2. INTANGIBLES

##### Cost

Intangibles are initially stated at cost. Cost of intangibles consists of its purchase price, including import duties and non-refundable purchase taxes after deducting trade discounts and rebates and other directly attributable cost of preparing the asset for its intended use.

##### Amortization

Intangibles are amortised when the asset is available for use, i-e when it is in the location and condition necessary for it to be capable of operating in the manner intended by management, The amortisation charge for each period on straight line method over the useful life of the asset and is recognized in profit or loss.

##### Derecognition

An intangible asset is de-recognised: (a) on disposal; or (b) when no future economic benefits are expected from its use or disposal. The gain or loss arising from the de-recognition of an intangible asset is to be determined as the difference between the net disposal proceeds, if any, and the carrying amount of the asset. It is recognised in profit or loss when the asset is de-recognised.

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### 3.3. IMPAIRMENT NON-FINANCIAL ASSETS

The carrying amounts of non-financial assets other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, then the asset's recoverable amount is estimated. The recoverable amount of an asset or cash-generating unit is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessment of the time value of money and the risks specific to the asset. For the purpose of impairment testing, assets that cannot be tested individually are grouped together into the smallest group of assets that generates cash inflows from continuing use that are largely independent of the cash inflows of other assets or groups of assets (the "cash-generating unit, or CGU").

The Company's corporate assets do not generate separate cash inflows. If there is an indication that a corporate asset may be impaired, then the recoverable amount is determined for the CGU to which the corporate asset belongs. An impairment loss is recognized if the carrying amount of an asset or its CGU exceeds its estimated recoverable amount. Impairment losses are recognized in profit or loss.

Impairment loss recognized in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortization, if no impairment loss had been recognized.

### 3.4. TRADE DEBTS AND OTHER RECEIVABLES

Trade receivables are initially recognized at fair value plus any directly attributable transaction cost. Subsequent to initial recognition, these are measured at amortized cost using effective interest method, less any impairment losses. Known bad debts are written off, when identified.

### 3.5. TAXATION

#### 3.5.1. CURRENT

Provision for current taxation is the amount computed on taxable income at the current rates of taxation or alternative corporate tax computed on accounting income or minimum tax on turnover, whichever is higher, and taxes paid / payable on final tax basis, after taking into account tax credit available, if any. The charge for the current tax also includes adjustments where necessary, relating to prior years which arise from the assessments made / finalized during the year.

#### 3.5.2. DEFERRED

Deferred tax is recognized using the balance sheet liability method on all temporary differences between the carrying amount of the assets and liabilities and their tax bases.

Deferred tax liabilities are recognized for all major taxable temporary differences.

Deferred tax assets are recognized for all major deductible temporary differences to the extent that it is probable that taxable profit will be available against which the deductible temporary differences can be utilized.

The carrying amount of the deferred tax asset is reviewed at each date of statement of financial position and is recognized only to the extent that it is probable that future taxable profits will be available against which the assets may be utilized. Deferred tax assets are reduced to the extent that it is no longer probable that the related tax benefit will be realized.

Unrecognized deferred income tax assets are reassessed at each date of statement of financial position and are recognized to the extent that it becomes probable that future taxable profit will allow deferred tax asset to be recovered.

Deferred tax assets and liabilities are measured at the tax rate that are expected to apply to the year when the asset is utilized or the liability is settled, based on the tax rates that have been enacted or substantially enacted at the financial position date.

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### 3.5.3. ACCOUNTING FOR MINIMUM TAXES AND FINAL TAXES

#### MINIMUM TAX

In accordance with Circular No.07/2024 dated May15, 2024 related to “IAS 12 Application Guidance On Accounting For Minimum Taxes And Final Taxes”, the company designates the amount calculated on taxable income using the notified tax rate as an income tax within the scope of IAS 12 ‘Income Taxes’ and recognize it as current income tax expense. Any excess over the amount designated as income tax is a levy falling under the scope of IFRIC21/IAS37 and is recognized as an operating expense.

#### FINAL TAX

In accordance with Circular No.07/2024 dated May15,2024 related to IAS 12 application guidance on accounting for minimum taxes and final taxes, final taxes are not based on taxable income, therefore, final taxes fall under levy within the scope of IFRIC21/IAS37 and are recognized as an operating expense.

### 3.6. CASH AND CASH EQUIVALENTS

Cash and cash equivalents are carried in the statement of financial position at cost. For the purposes of the statement of cash flows, cash and cash equivalents consist of cash and bank balances.

### 3.7. PROVISIONS

Provisions are recognized when the Company has a present legal or constructive obligation as a result of past events, it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. Provisions are reviewed periodically and adjusted to reflect the current best estimates.

### 3.8. CONTINGENT LIABILITIES

Contingent liability is disclosed when:

- there is a possible obligation that arises from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the Company; or
- there is present obligation that arises from past events but it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation or the amount of the obligation cannot be measured with sufficient reliability.

### 3.9. TRADE AND OTHER PAYABLES

Liabilities for trade and other payables are carried at their amortized cost, which is approximately fair value of the consideration to be paid in future for goods and services received, whether or not billed to the Company.

### 3.10. REVENUE RECOGNITION

The Company recognizes revenue to depict the transfer of promised goods and services to customers in an amount that reflects the consideration to which the Company expects to be entitled in exchange for those good and services. The Company recognizes revenue in accordance with that core principle by applying the following steps:

- Identify the contract with a customer
- Identify the performance obligations in the contract
- Determine the transaction price
- Allocate the transaction price to the performance obligations in the contract
- Recognize revenue when the entity satisfies a performance obligation

Revenue from sale of goods is recognized when the Company satisfies a performance obligation (at a point of time) by transferring promised goods to customer being when the goods are dispatched to customers.

Revenue is measured at fair value of the consideration received or receivable and is reduced for allowances such as taxes, duties, commission, sales returns and discounts.

Any capital grant received is charged to income equivalent to depreciation charge

### 3.11. FOREIGN CURRENCY TRANSACTIONS

Transactions in foreign currencies are translated in Pakistan rupees (functional and presentation currency) at the exchange rate prevailing on the date of transaction. Monetary assets and liabilities in foreign currencies are translated into Pakistan rupees at the rates of exchange approximating those prevalent at the date of statement of financial position. Foreign exchange gains and losses resulting from the settlement of such transactions and

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from the translations of monetary assets and liabilities denominated in foreign currencies are recognized in the profit or loss.

### 3.12. FINANCIAL INSTRUMENTS

#### 3.12.1. FINANCIAL ASSETS

The Company classifies its financial assets at amortized cost, fair value through other comprehensive income or fair value through profit or loss on the basis of the Company's business model for managing the financial assets and the contractual cash flow characteristics of the financial asset.

##### a) Financial assets at amortized cost

Financial assets at amortized cost are held within a business model whose objective is to hold financial assets in order to collect contractual cash flows and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding. Interest income from these financial assets, impairment losses, foreign exchange gains and losses, and gain or loss arising on derecognition are recognized directly in profit or loss.

##### b) Financial assets at fair value through other comprehensive income

Financial assets at fair value through other comprehensive income are held within a business model whose objective is achieved by both collecting contractual cash flows and selling financial assets and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

##### c) Financial assets at fair value through profit or loss

Financial assets at fair value through profit or loss are those financial assets which are either designated in this category or not classified in any of the other categories. A gain or loss on debt investment that is subsequently measured at fair value through profit or loss is recognized in profit or loss in the period in which it arises.

Financial assets are initially measured at cost, which is the fair value of the consideration given and received respectively. These financial assets and liabilities are subsequently re-measured to fair value, amortized cost or cost as the case may be. Any gain or loss on the recognition and de-recognition of the financial assets and liabilities is included in the profit or loss for the period in which it arises.

Equity instrument financial assets / mutual funds are measured at fair value at and subsequent to initial recognition. Changes in fair value of these financial assets are normally recognized in profit or loss.

Dividends from such investments continue to be recognized in profit or loss when the Company's right to receive payment is established. Where an election is made to present fair value gains and losses on equity instruments in other comprehensive income there is no subsequent reclassification of fair value gains and losses to profit or loss following the derecognition of the investment.

Financial assets are derecognized when the rights to receive cash flows from the assets have expired or have been transferred and the Company has transferred substantially all risks and rewards of ownership.

Assets or liabilities that are not contractual in nature and that are created as a result of statutory requirements imposed by the Government are not the financial instruments of the Company.

The Company assesses on a forward looking basis the expected credit losses associated with its financial assets carried at amortized cost and fair value through other comprehensive income. The impairment methodology applied depends on whether there has been a significant increase in credit risk. For trade receivables, the Company applies the simplified approach, which requires expected lifetime losses to be recognized from initial recognition of the receivables. The Company recognizes in profit or loss, as an impairment gain or loss, the amount of expected credit losses (or reversal) that is required to adjust the loss allowance at the reporting date.

#### 3.12.2. FINANCIAL LIABILITIES

All financial liabilities are recognized at the time when the Company becomes a party to the contractual provisions of the instrument. Financial liabilities at amortized costs are initially measured at fair value minus transaction costs. Financial liabilities at fair value through profit or loss are initially recognized at fair value and transaction costs are expensed in the profit or loss.

Financial liabilities, other than those at fair value through profit or loss, are subsequently measured at amortized cost using the effective yield method.

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A financial liability is derecognized when the obligation under the liability is discharged, cancelled or expired. Where an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange and modification is treated as a derecognition of the original liability and the recognition of a new liability, and the difference in respective carrying amounts is recognized in the profit or loss.

### 3.13. OFF SETTING FINANCIAL INSTRUMENTS

Financial assets and liabilities are offset and the net amount reported in the statement of financial position when there is a legally enforceable right to offset the recognized amounts and there is an intention to settle on a net basis or realize the asset and settle the liability simultaneously. The legally enforceable right must not be contingent on future events and must be enforceable in the normal course of business and in the event of default, insolvency or bankruptcy of the Company or the counter party.

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**4 PROPERTY, PLANT & EQUIPMENT**

	LAND AND BUILDING	FURNITURE & FIXTURES	OFFICE EQUIPMENT	VEHICLES	LEASEHOLD OFFICE	TOTAL
<b>COST</b>						
As at 01 July 2023	41,463,967	5,256,948	8,514,862	4,668,784	7,754,996	67,659,557
Addition	-	217,140	176,275	14,515,000	-	14,908,415
Disposal	-	(47,000)	-	(4,359,082)	-	(4,406,082)
As at 30 June 2024	41,463,967	5,427,088	8,691,137	14,824,702	7,754,996	78,161,890
Addition	-	24,500	1,837,970	315,800	-	2,178,270
As at June 30, 2025	41,463,967	5,451,588	10,529,107	15,140,502	7,754,996	80,340,160
<b>DEPRECIATION</b>						
As at 01 July 2023	26,989,207	3,425,033	4,619,672	2,740,406	2,158,415	39,932,733
For the year	1,208,904	253,168	394,968	2,158,125	254,276	4,269,441
Disposal	-	-	-	(2,872,652)	-	(2,872,652)
As at 30 June 2024	28,198,111	3,678,201	5,014,640	2,025,879	2,412,691	41,329,522
For the year	1,326,586	176,522	443,388	2,572,923	534,230	5,053,649
As at June 30, 2025	29,524,697	3,854,723	5,458,028	4,598,802	2,946,921	46,383,171
Written down value as at 30th June 2024	13,265,856	1,748,887	3,676,497	12,798,823	5,342,305	36,832,368
Written down value as at 30th June 2025	11,939,270	1,596,865	5,071,079	10,541,700	4,808,075	33,956,989
Annual rate of depreciation at WDV %	10%	10%	10%	20%	10%	10%

Written down value as at 30th June 2024

Written down value as at 30th June 2025

Annual rate of depreciation at WDV %

**4.1 Depreciation charges are to be allocated as follows**

	2025 (Rupees)	2024 (Rupees)
Direct expenses	3,032,189	2,561,665
Administrative and general expenses	2,021,460	1,707,776
Total	5,053,649	4,269,441

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	Note	2025 (Rupees)	2024 (Rupees)
<b>5 TRADE DEBTS</b>			
Considered good		14,817,454	23,863,586
Considered doubtful		1,229,860	-
		16,047,314	23,863,586
Provision for expected credit loss		(1,229,860)	-
		<u>14,817,454</u>	<u>23,863,586</u>
<b>6 SHORT TERM INVESTMENT</b>			
Investment in mutual fund at fair value	6.1	<u>105,020,658</u>	-
6.1 This represents investment in National Bank of Pakistan Financial Sector Income Fund. Changes in fair value are recognized in the statement of income and expenditure as they arise. Dividend income from the investment is recognized when the right to receive the dividend is established.			
<b>7 ADVANCES, DEPOSITS AND PREPAYMENTS</b>			
Advances, considered good			
Employees		481,335	44,000
Against Competition Commission penalty	7.1	18,358,847	18,358,847
		18,840,182	18,402,847
Security deposit		4,361,390	-
Prepaid insurance		195,354	138,474
		<u>23,396,926</u>	<u>18,541,321</u>
7.1 This represents deductions from banks against the penalty imposed. The details are disclosed in note 13.1.			
<b>8 CASH AND BANK BALANCES</b>			
Cash in hand		217,056	141,280
Cash at bank - current accounts		71,082,444	66,233,741
		<u>71,299,500</u>	<u>66,375,021</u>
<b>9 DEFERRED CAPITAL GRANT</b>			
Opening balance		1,886,185	2,252,059
Transferred to income for the year	9.1	(611,760)	(365,874)
		<u>1,274,425</u>	<u>1,886,185</u>
9.1 The deferred capital grant is charge to income equivalent to depreciation			
<b>10 DEFERRED TAXATION LIABILITY</b>			
The deferred tax liability comprises of following temporary differences			
<b>Taxable temporary differences</b>			
Accelerated tax depreciation allowance		3,170,283	3,590,835
Leased assets		1,394,342	1,549,269
<b>Deductible temporary differences</b>			
Tax losses		-	(1,005,571)
		<u>4,564,625</u>	<u>4,134,533</u>
<b>11 TRADE AND OTHER PAYABLES</b>			
Trade creditors		36,958	208,849
Accrued expenses		480,552	1,077,666
Advance against annual subscription of members		3,240,247	635,640
Advance against poultry exhibition		95,397,908	40,867,075
		<u>99,155,665</u>	<u>42,789,230</u>

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	Note	2025 (Rupees)	2025 (Rupees)
<b>12 PROVISION FOR TAXATION</b>			
Opening balance		13,422,455	6,858,605
Current tax liability as per taxation laws for the year		19,194,895	15,640,919
Income taxes paid/ deducted during the year		(20,257,899)	(9,077,069)
Adjustment of available income tax refund of prior years		-	-
Closing balance		<u>12,359,451</u>	<u>13,422,455</u>
<b>13 CONTINGENCIES AND COMMITMENTS</b>			
<b>13.1 Contingencies</b>			
<p>The Competition Commission of Pakistan found certain actions of Pakistan Poultry Association (PPA) to be in violation of section 4(1) read with section 4(2)(a) of the Competition Act, 2010 and imposed an aggregate fine of Rs. 50,000,000/- vide order dated 30 August, 2012. An amount of Rs. 18,358,847/- disclosed in note 5.1 has been deducted by the commission against the said order. The Association has challenged this order in the Competition Appellate Tribunal, Islamabad and is actively pursuing the case. The appeal is pending subject to final arguments. As per the legal consultant a favourable outcome is expected of the matter and the Association would not have to entail any new financial implication. Accordingly no provision has been provided in the financial statements.</p>			
<p><b>13.2</b> The Competition Commission of Pakistan (CCP) had imposed a penalty of Rs. 25,000,000/- on Pakistan Poultry Association vide its order dated 25 April 2025 under section 30 of the Competition Act, 2010. The Association filed an appeal before the Competition Appellate Tribunal, Islamabad, which is currently pending final adjudication. As confirmed by the Association's legal advisor, the management believes that there are strong grounds for a favorable outcome and, accordingly, no additional financial obligation is expected to arise. Consequently, no provision has been recognized in these financial statements.</p>			
<b>13.2 Commitments</b>			
There are no commitments as at reporting date.			
<b>14 INCOME</b>			
Contribution toward office expenses from feed millers		1,739,200	2,177,200
Transferred from deferred income		611,760	365,874
Registration and membership fee		10,207,394	12,153,685
Seminars and conferences		150,970,618	124,233,272
		<u>163,528,972</u>	<u>138,930,031</u>
<b>15 DIRECT EXPENSES</b>			
Salaries and benefits		21,292,988	22,078,362
Exhibition expenses		37,564,045	40,685,690
Consumer education / Advertisement expenses		11,983,489	1,046,004
Development of website		140,395	71,180
Legal and professional		6,049,302	3,279,755
Depreciation	4.1	3,032,188	2,561,665
Other direct expenses		2,300,000	4,898,814
		<u>82,362,407</u>	<u>74,621,470</u>
<b>16 ADMINISTRATIVE AND GENERAL EXPENSES</b>			
Salaries and allowances		3,757,586	3,896,182
Communication		855,220	833,302
Repair and maintenance		1,665,443	1,595,748
Utility expenses		2,160,711	1,747,414
Legal and professional charges		3,031,092	1,199,955
Insurance		171,045	155,602
Printing and stationery		3,760,797	3,618,165
Conveyance		66,886	227,498
Entertainment		2,380,772	-
Auditors remuneration	16.1	465,000	408,650

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		2025 (Rupees)	2025 (Rupees)
Depreciation	4.1	2,021,459	1,707,776
Allowance for expected credit losses		1,229,860	-
FV loss on short term investment		349,463	-
Bank charges		12,594	13,951
Miscellaneous		1,752,992	1,235,683
		<u>23,680,920</u>	<u>16,641,951</u>
<b>16.1 AUDITORS REMUNERATION</b>			
Audit fee		<u>465,000</u>	<u>408,650</u>
<b>17 OTHER INCOME</b>			
Gain on disposal of assets		-	4,846,570
Miscellaneous		1,274,571	43,930
Dividend income		6,810,698	-
Interest income		1,811,000	1,113,970
		<u>9,896,269</u>	<u>6,004,470</u>
<b>18 FINAL TAX / GOVERNMENT LEVY</b>		<u>1,702,675</u>	<u>-</u>
This represents minimum tax payable under section 153(1)(b) of Income Tax Ordinance, 2001, representing levy in terms of requirements of IFRIC 21/IAS 37.			
<b>19 INCOME TAX</b>			
Current		17,492,220	15,640,919
Deferred taxation		430,092	850,812
		<u>17,922,312</u>	<u>16,491,731</u>
<b>19.1 RECONCILIATION OF CURRENT TAX CHARGED</b>			
Current tax liability for the year as per the applicable tax laws		19,194,895	15,640,919
Current tax liability as per tax laws, representing income tax under IAS 12		(17,492,220)	(15,640,919)
Portion of current tax representing levy as per IFRIC 21/IAS37		(1,702,675)	-
<b>Difference</b>		<u>-</u>	<u>-</u>
<b>19.2</b>	The aggregate of minimum/ final tax and income tax amounting to <b>Rs. /- 19,194,895</b> (2024: Rs. 15,640,919/-) represents tax liability of the Company calculated under the relevant provisions of the Income Tax Ordinance,		
<b>20 FINANCIAL INSTRUMENTS</b>			
<b>FINANCIAL ASSETS</b>			
- Amortized Cost			
Trade receivables, unsecured-considered good		14,817,454	23,863,586
Cash and bank balances		71,299,500	66,375,561
		<u>86,116,954</u>	<u>90,239,147</u>
<b>FINANCIAL LIABILITIES</b>			
- Amortized Cost			
Trade and other payables		517,510	1,286,515

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21 NUMBER OF EMPLOYEES	2025	2024
Number of employees as at June 30:	18	19
Average number of employees during the year:	18	19

**22 EVENTS AFTER THE END OF REPORTING PERIOD**

There were no significant adjustable events subsequent to June 30, 2025, which may require an adjustment to the financial statements or additional disclosure.

**23 GENERAL**

Figures have been rounded off to the nearest Rupee value.

**24 DATE OF AUTHORIZATION**

These financial statements have been approved and authorized for issue on 05 SEP 2025 by the Board of Directors.

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**CHIEF EXECUTIVE**



**DIRECTOR**

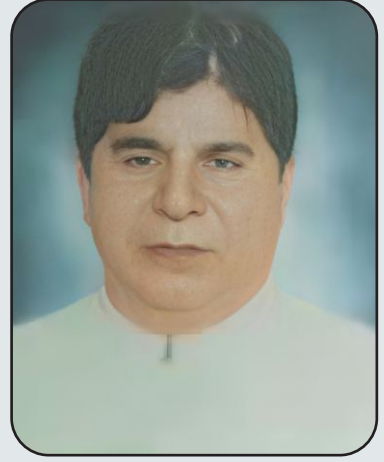
# تمہیں بھولے نہیں!



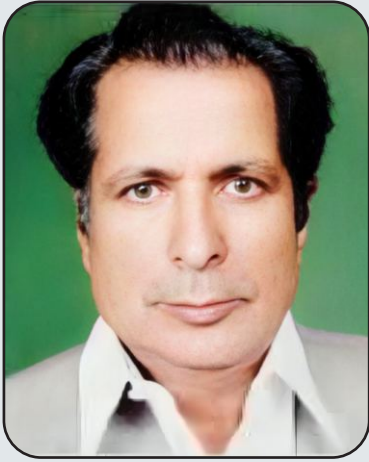
مرحوم افسر قادری



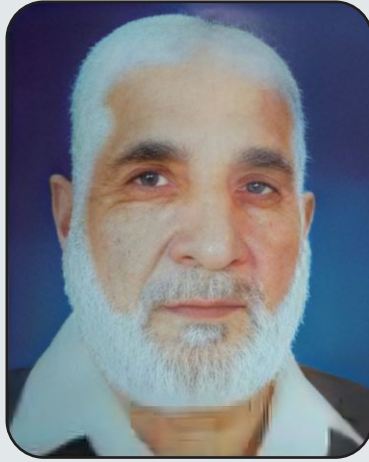
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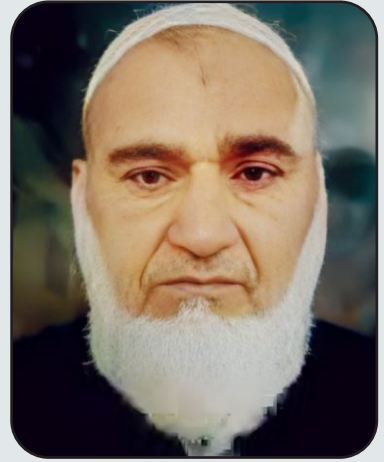
مرحوم یوسف احسان کھوکھر



مرحوم چوہدری مختار نصرت



مرحوم ڈاکٹر عبدالغفور چوہدری

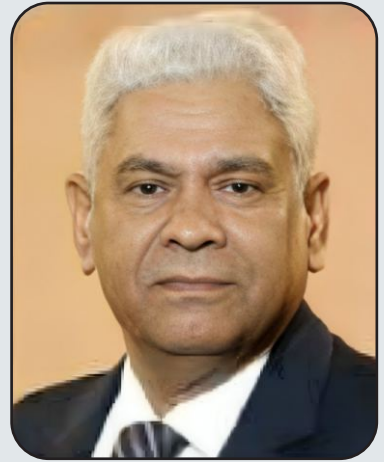


مرحوم میاں محمد اقبال

کتنی سُدھر گئی ہے جدائی میں زندگی  
ہاں وہ جفا سے ہم پہ تو احسان کر گیا



مرحوم میر طاہر زیدی



مرحوم عبدالمعروف صدیقی

یہ جو آج ہم ہیں، آپ کی تربیت کا ہی نتیجہ ہے



# ہم بنارہے ہیں صحت مند پاکستان

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