

Online Commodity rates in fruit & vegetable markets of 20 cities in Punjab-Pakistan

Purpose:	To equip Agriculture marketing department with most modern Media Tool in order to enable it addressing growers and farmers masses directly and keep them informed about the latest prices in various cities so they can sell their items at best possible rates. The online displays will also be used for the messaging, awareness about department's steps taken in the interest of growers and farmers, Law & order cautions ,announcements & and above all provision of free reading facility in the English/Urdu language for the people of all ages visiting the fruit & Vegetable markets.
What is the type of systems	Large size Advance Technology Electronic screens made from Super Bright L.E.D cluster Technology. The size would be 1.5 ft x 25 ft capable of displaying URDU/English text readable from 100 yards or more. The text is day time visible even in bright sun light.
From where it would be operated.	The displays units are online network systems controlled from central control rooms in Lahore. At site systems run in unattended mode, no staff will be required. Only requirement at site is electricity connection. It consumes very low energy equal to 5 ordinary house bulbs of 100W.
Can Department display its messages?	Yes. The department may send the news/message to control room via fax or email for displaying at site indicated. The Message or news may be syndicated to all displays or on selected number of displays.
What is the benefit to Department.	Explained in details in the enclosed "Concept Paper"
Key Point:	Instant & Up to date knowledge of latest rates in the various cities for the growers so they can sell their product in the best market of their choice hence maximizing their profit.
Precedents / Pilot Installations:	The smaller systems with all such capabilities have already been installed in the offices of Minister Agriculture Marketing, Secretary Agriculture, Secretary agriculture marketing departments and PAMCO head office.
Legal Status:	No legal complications in displaying rates of various cities in the markets. UTNT owns a News agency INA which is approved by the Government. The declaration has already been completed in various cities of the Punjab.
Role of District governments:	Provision of sites, electricity connection & Data.
Role of UTNT:	Installation & Operation of the Systems. Establishment & maintenance of communication Network, Control room operations, at site support for maintenance & repairs,

The Concept

The NMS or **News Messaging System** presents a qualitative breakthrough in information dissemination, which can be used by both the private sector and the government. The system can help your organization take a giant step towards information society and modernization in the period of Globalization. **It can be used as a highly effective instrument to promote good governance, facilitate public service office visitors through guidance messaging, enhance service level, create awareness about environment protection, latest weather information, Traffic positions at junctions, promote civic education and healthcare, give a boost to comfort of awaiting public make their stay comfortable by providing informative entertainment through live news and information and standard time.**

The system has a reach and affectivity which far exceeds that of the traditional electronic / print media and other publicity methods. It can take Organization to all public places including parks, public service offices, entertainment places, Food Streets, Shrines, Colleges, Schools, Universities, bus Stands and terminals instantly and effectively and convey it to those sections of population that the traditional methods lack the capacity to access. In big cities, **Set up at major road crossings, Fruit & Vegetable markets, Public Places, parks, marketing areas and other places frequently visited by people, It can thus have millions of captive viewers round the year who cannot be accessed and facilitated with online and live market rates through conventional methods of information transfer.** The messages can be in English, Urdu.

NMS is Extremely energy Efficient and consumes very low energy equal to maximum 5 ordinary house bulbs. Built to survive the rough outdoor or electrically noisy indoor environment it does not cause hazards of the type hoardings are likely to pose during rough weather. Connected with **our News room, NMS** can display news updates, Public service messages, promotions and latest offers, **fire or terror alerts** and warning and cautions about any **possible weather or natural disasters** or may be used as Time, temperature, Humidity and Pollution Level display in its simplest form but still creating lot of awareness and disseminating information.

The Authorities can employ it **to introduce its major policy initiatives**, Facilitating its target business groups ;like growers & farmers, Development works, conduct public awareness campaigns regarding **Safety, personal health care, Epidemics, Vaccinations requirements for travelers information, Cleanliness and sanitation messaging, Preventive and Curative measures campaigns, Law & order Cautions, warning against encroachments and building control violations, Traffic Status and diversion plans at Various roads and crossings, Population Planning, promotion of sports and other community benefit programs.** The Public armed with information regarding the working of the Organization can make it participatory at local level. The system can be used to empower public and employees by displaying information regarding their rights, the working of the administration and redress of grievances. By creating consciousness among the common man about his rights the Authorities can reduce any instance of bribery in offices, improve the healthily public service culture and help people seek justice efficiently. Similarly information provided to them in a language they understand about entitlements, job opportunities and public services would help people, across the gender divide, to make an efficient use of the opportunities made available to them.

NMS is available in Custom sizes to match the requirement of the sites. For easy reading character size for indoor varies from 2.25 inch to 1 ft , while for out doors , the character size varies from 1ft to 3 ft in height. For all indoor and Out doors installations at the Organization Controlled buildings and properties, It would be ensured that **NMS structure will not create any hazard of kinds including Security, Electricity, Fire, Passage, Patients or services people and machinery movements.**

The system alone has the capacity to cater to the information needs of various interest groups and sections of society by displaying special messages that are particularly relevant to them. Thus even in the same localities the content of the information can differ from area to area, keeping in view the peculiar requirements of the viewers and inhabitants.