

6 ANALYSIS OF MESSAGE TRAFFIC ON HELP LINE

During initial 3 months of the introduction of this system, total 1204 messages were received. Out of this total, 270 (22%) were complaints which were registered by this system. 153 (13%) messages were for seeking information for the subsidy on the agriculture inputs paid by the Govt. 77 (6%) messages were asking for technical guidance from the department about the crops and general agricultural practices indicating the need that besides quality and price control, the system can be further extended for general agriculture information help line.

The system was socially accepted and highly appreciated by the farmer community. 45 (4%) messages for vote of thanks, gratitude and admiration of the system were received. 79 messages were received about the prices of the various fertilizers.

The system also received messages from areas other than Punjab like Bajore Agency, Swat, KPK, Khunjar, Lower Deer, Charsadda etc which not only shows the popularity of the Zero-Cost Fertilizers & Pesticides Quality and Price Control System but also urge the need to develop identical system in other provinces as well.

Initially the public/farmer didn't understand the concept of this system as 496 (41%) of total messages received on the System were irrelevant. However, gradually there is an increased awareness about the system in the fourth month lowering down the percentage of the irrelevant message considerably. It is hoped that after passing of a period of about 6 months, the number of irrelevant messages shall be reduced to the minimum.

STATISTICS OF TRAFFIC ON HELP LINE		
Sr. No	Title	Messages (No.)
1	Registered Complaints	270
2	Subsidy	153
3	Seeking guidance for crops and agriculture	77
4	Vote of thanks, gratitude, admiration of the system	45
5	Seeking rate lists of fertilizers	79
6	Photos	35
7	Videos	6
8	Voice messages	18
9	Scope of Agri.	1
10	Application to Assistant Commissioner	1
11	Welcome	1
12	Overcharging of Vegetables	1
13	Seeking guidance for pesticide dealers license	1
14	Brackish water	1
15	Cash help to farmers	1
16	Messages from areas other than Punjab i.e. from Bajore Agency, Swat, KPK, Khunjar, Lower Deer, Charsadda etc	17
17	Govt. Officers refrained from entry in the office	1
18	Irrelevant other messages like, hi/hello, ghazals, poetry, Eid Greetings, supplications, Kashmir situation, against Patwari, Rate of cement, stickers, jokes, chat, complaint about toothpaste, ghee and sugar, crookers etc.	496
Total		1204



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TROUBLESHOOTING

With launching of this new system of quality and price control, it had to face a number of problems and challenges in its getting fully functional and delivering efficiently.

1- Countless Calls



Although the public was requested to send their complaints through message, but they started calling the helpline number. Hundreds of non-stop calls started pouring in. Everybody was calling the helpline number and no single second was free for working on the system and managing the complaints. Initially, a solution in the form of a pop-up message was introduced. It appeared on the cell phone of every caller. This idea worked to some extent but didn't prove sufficient to deal with the problem of countless calls. Then another feature of voice message, recorded in the voice of a female Agriculture Officer, was introduced.

This voice message was played to every caller. This idea started working effectively and the number of callers were reduced to a manageable level. After passing of three months, little tendency for calling the help line is left.



2- Irrelevant Messages



In the beginning a sizeable number of irrelevant messages started pouring in. Mostly the public started sending "hi", hru, and assalam o alaikum" messages. Some started sharing jokes and Islamic information. Such ends were closely observed and all those who sent irrelevant messages more than one time were blocked.



3- Uploading of Pictures and Video Clips



Exchange of pictures and short video clips is very common these days. The public started sending pictures and short videos on different topics. This proved a big hazard for the system as it consumed a lot of memory of the system. The option of auto media down load was switched off in the first instance and repeated trouble makers were blocked.



4- Baseless and Malafide Complaints

Baseless and malafide complaints though waste time of the officers even then they served the purpose of the system in some ways. Their visit of the shop of the Dealer against whom a baseless complaint was lodged conveys the dealer a message that the system is working and will take action again if some real malpractice was again reported. It acted like a deterrent. It also enhanced presence of the Department in the field.



8 ADVANTAGES OF THE SYSTEM



1- Free for farmers

It's almost free for the farmers. It takes only internet connection that is almost available everywhere and the cost of a single message is negligible. Similarly, the cost of a single sms is too less to be reckoned.



2- User Friendly

User Friendly: sending a sms or a WhatsApp message has become a child's play these days. Majority of the mobile phone users are using WhatsApp because of its easy and user-friendly features. Selection of WhatsApp as a main tool of communication renders this system user friendly.



3- 24/7 Service

The system is available round the clock for receiving public complaints. Unlike traditional telephone helplines it's never engaged or dead. In traditional helplines, only one complainant can be entertained at one time. Others have to wait for their turn for minutes, annoyed of this botheration of wait, mostly drop the line and change their mind about lodging complaint.



4- National and International Access

The complaints related to Fertilizers/ Pesticides price and quality control in Punjab can easily be lodged through WhatsApp message from outside Punjab (other provinces) and also from outside Pakistan. The complaints received from outside province or outside country are processed just like other complaints after necessary information is provided by the complainant.



5- Efficient and Effective

This system is efficient and effective. Every complaint sent is received in this system within seconds. Similarly, the

response to the complainant, further dissemination of the complaint to all hierarchy of the Officers of the Agriculture Department, their response to the complaint is a matter of seconds in this system. This system has the capacity to handle all this correspondence effectively.

6- Real Time Monitoring

This system provides a real time monitoring mechanism to the complainants, Admins and the Responders. The features of single tick (✓), double tick (✓✓) and turning the ticks blue (✓) provides information to all about the exact time of the sending, delivery and reading of the message respectively.



7- Multiple Ways of Lodging Complaints

Only this system has the feature of entertaining multiple ways of lodging complaints:

- i. Complaints can be lodged through SMS.
- ii. Through WhatsApp text message.
- iii. Through sharing a picture of the paper having complaint written on it.
- iv. Through audio message.
- v. Through video message.
- vi. Through a short clip of the offence.



8- Multi Lingual

This system provides room for a wide variety of languages and dialects. Complaints can be lodged in Urdu, Punjabi, Saraiki, Roman Urdu or English language.



9- Fastest Dissemination of Complaint to Whole Set of Hierarchy

This system provides feature of fastest dissemination of the complaint, response to it and all other activities to the whole set of Hierarchy of the Agriculture Department. With a single share in the group it reaches to the Secretary, Additional Secretaries, DG's, Directors, Deputy Directors and Assistant Directors of Agriculture Department.



10- Multi -Tier Inspection and Verification Facility

All reports shared in the group become instantly available to the whole set of hierarchy of the officers. The cell number of the complainant is also available to all for verification of the contents of the complaint/report.



11- Time Bound Action

This system facilitates in ensuring time bound actions by providing information about the receiving, forwarding and reading of the data shared through it. This is quite a unique feature.



12- Two-Way Communication

This system provides facility for two-way communication. Information can be received and shared with the complainant and anybody at any time.



13- Traceability

Traceability is another feature available in this system. The complete sets of communication are traceable all the times. The complaint, reports submitted in response to it, the input of the Admins all are easily traceable with time lines.



14- No Fear of Loss of Data

In this system, data is stored in multiple devices-around100. So, there is no fear of loss of it.



15- Characteristics of Deterrence

The prime object of every punitive system is to create deterrence against the wrong. This system amply fulfills this basic requirement. The displaying of Task Force panaflexes on the shops of the Pesticide/Fertilizer dealers throughout Punjab has created a considerable deterrence against the fertilizer price hike in particular. This displaying of Task Force panaflexes like mentioning the number of the Police on the house of a potential thief and keeping him under constant observation.



16- Monitoring and Evaluation

Reports submitted by the Officers in response to various complaints are readily available to the Higher Officers for verification, monitoring and evaluation.



17- Paperless and Environment

This system meets the demands of the modernity and heightened awareness about the deteriorating environment. It doesn't require any paper for its working. It's therefore environment friendly.



18- Facility of remote inquiry

The inquiries can also be conducted remotely through Conference call to take on board all stake holders in single call and probe.



19- Anti-Sifarish Culture

This system has eliminated the Sifarish culture since the record of complaints is saved in the devices i.e. tablets/mobile phones when shared to all the hierarchy of the Agriculture department and thus, no data/ record can be manipulated.



20- Sustainable

The system is sustainable and is capable of working on its own because no additional financial, human and material resources are required for its smooth running.



21- Access in Remote Areas

This system is in ease to access for everyone in any corner of Punjab. The farmer only needs to have a mobile phone and internet to launch a complaint. And it is not necessary that the farmer lodge complaint from his own mobile. It can be done from any mobile.



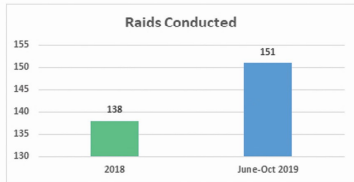
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RESULTS AND COMPARISONS

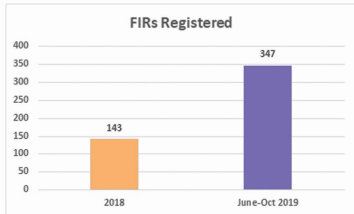
This system has yielded unprecedented results in the history of the Agriculture Department in the domain of the quality and price control of Fertilizers and Pesticides. The outcome of the initial three months is far more than past many years combined together. During four months of the lodging of this system in 2019, 157 raids were conducted on complaints of adulteration and over charging whereas only 138 raids were conducted during the whole year of 2018. This four months progress is still 14 % more than last year. 349 FIRs were got registered during 4months against 143 FIRs during 2018 with an increase of 144%. Fines of more than Rs 13 million were imposed upon the dealers on complaints of overcharging and adulteration as compared to fines of Rs 1.6 million in the whole year of 2018 (713 % increase than 2018); 356568 kgs of fake fertilizers/pesticides were confiscated in 4 months in 2019 as compared to 33577kgs of fake fertilizers/pesticides confiscated during the complete year of 2018 (962 % increase than 2018); the value of the confiscated fake fertilizers/pesticides during the 4 months is more than Rs 130 million as compared to the value of around Rs. 14 million confiscated during 2018 (829 % increase than 2018). Similarly, 26 bogus factories (manufacturing spurious pesticides and fertilizers) were seized in 2019 as compared to none in 2018 with an increase of 2600%. And 95 culprits arrested red handed in 2019 compared with 58 persons in 2018 with an increase of 64%.



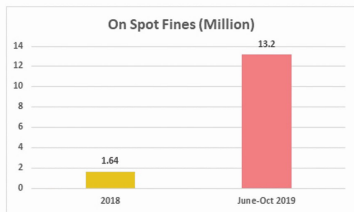
1- RAIDS



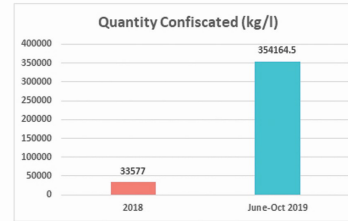
2- FIRS



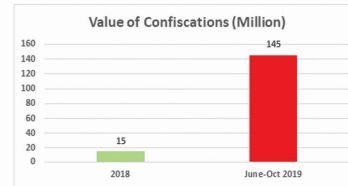
3- FINES (RS)



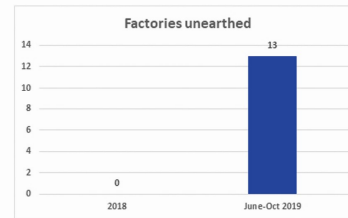
4- QUANTITY CONFISCATED (KG/L)



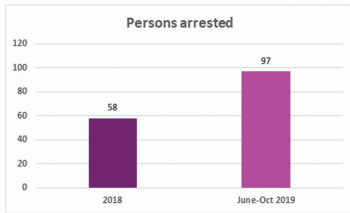
5- VALUE OF CONFISCATION (RS)



6- NO. OF FACTORIES UNEARTHED



7- PERSONS ARRESTED



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FEEDBACK



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WhatsApp based Zero-Cost Fertilizers & Pesticides Quality and Price Control System has started making impact in a very short span of time. Contrary to the conventional system of lodging complaints, this system is rapid, easily accessible, multi lingual and cost effective. Monitoring and evaluation have been provided in this modern communication tool. Being a worker of agriculture in south Punjab, I am convinced to admire this innovative system of assistance, monitoring and feedback in the Agriculture Department.

Prof. Dr. Asif Ali Vice Chancellor
MNS University of Agriculture, Multan



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I am impressed with your creativity and the thoughtfulness on introducing "Zero Cost- Fertilizer & Pesticides Quality Control System". This is a great initiative. As the program has already been very well advertised and the farmers are well aware of this program, I hope they utilize this facility to benefit themselves with availability of quality pesticides and fertilizer.

Muhammad Afzal, Executive Director,
Crop Life Pakistan Association, Lahore



3

I am much impressed and highly appreciate the Whatsapp System for Pesticide Quality & Zero Cost Fertilizer System, which is according to the vision of Tara Group, Pakistan. This is an excellent initiative and creative step for improving the efficiency of farmers and also for Agro Chemical Industry to educate the farmers about quality consciousness and balanced use of fertilizers. This effort can build a relationship of trust among farmer community, Agrochemical Industry and also Government Sector.

Dr. Khalid Hameed
Chairman Tara Group, Pakistan



4

We, being pioneer in local pesticide industry cordially appreciate the productive efforts of the Govt. of the Punjab for developing WhatsApp Quality Management System to ensure availability of quality pesticides to the farmers. The Govt of Punjab has created awareness amongst the farmers about the use of quality pesticides through this effective system. It is an appreciable step to build up the confidence of the good players in our local pesticide industry.

Saad Akbar Khan, Managing Director
Ali Akbar Enterprise (Pvt) Ltd., Lahore



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This system has developed a trust among farming community due to the reasons that their complaints are processed rapidly and efficiently, which had never happened in the past.

Abdul Hameed, Director of Agriculture (Extension) Faisalabad



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I am not only gaining trust of the farmers, but also Of the pesticides dealers by doing quick action against actual culprits. I am doing my job with more confidence as I have put myself for accountability through this system. It has trigger action against the black sheep and is proving a catalyst for positive change.

Amir Rasul, Deputy Director
Agriculture (PP), Faisalabad



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Being part of Agri. Department for 9 years I have never witnessed such an enormous change in the system of quality control. This depicts that how a little innovative idea can be a game changer. This system is proving instrumental in resolving the issues of the farmer community and is contributing a lot in the national economy by unearthing the mafia involved in the business of spurious/fake agri. inputs.

Syed Ismat Hussain, Agriculture Officer (PP) Cotton Zone, Multan



جناب ایلٹیمٹل سیکرٹری (ٹاسک فورس) جناب اہور

السلام علیکم

میں اپنے زمیندار بھائیوں کی نمائندگی کرتے ہوئے آپ کا بہت شکر گزار ہوں کہ آپ نے صوبہ بھر کے زمینداروں کی خدمت کے لئے ایک اسمبلی کی شروعات کی ہے۔ یہ پہلی دفعہ ایسا ہوا ہے کہ زرعی معاملے کی کوآپ اور ریش کے بارے کی جائے والی شکایت نہایت آسان اور سادہ طریقے کے ساتھ اعلیٰ حکام تک پہنچانے کا بندوبست کیا گیا ہے اور اہمائی چھ وقت میں فوری طور پر سمجھڑی راعت کے افسران کی طرف سے اس شکایت کا ازالہ بھی کیا جاتا ہے۔ مجھے خوشی ہے کہ آپ نے زمینداروں کو اپنے اٹھانے کے لئے اس قدم کے ذریعے سے نہ صرف شہید زراعت کے اعلیٰ افسران تک رسائی مہیا کی بلکہ زرعی ادویات اور مکھاؤں کی کوآپ اور ریش اور دستیابی کو بھی یقینی بنا کر فائدہ کی کوآپ کو اپنا گرویدہ بنا لیا ہے۔ ہم جناب کے بہت ممنون ہیں کہ آپ نے قومی سائینڈ اور مکھاؤں کی کوآپ اور ریش کے متعلق مسائل ہمارے گھر کی دلچسپی پر عمل کرنے میں تازگی مدد کی۔ اللہ تعالیٰ آپ کی عہدہ دار کو سہا و تاج دے اور آپ کا ساریہ نکلے راعت اور زمیندار طبقے کے سروں پر قائم دائم رکھے۔ آمین



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میاں خالد پرویز - بیٹیا سنگڑی

کسان برڈ، پنجاب ٹبر 0307/0345/0312/7493712

