



# RAMZAN & EID RELIEF, PRICE AND QUALITY CONTROL OPERATIONS REPORT

RAMZAN 2026

Performance Management and Reforms Unit,  
Office of the Chief Secretary Khyber Pakhtunkhwa

**GOVERNMENT OF KHYBER PAKHTUNKHWA**

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Khyber Pakhtunkhwa

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Including Eid-ul-Fitr Governance and Service Delivery Operations

Coverage	Districts	Reporting Period	Edition
Day 1 to Day 30 of Ramzan 2026 including Eid-ul-Fitr	All 36 Districts	Ramzan 2026	Flagship 30-Day Final Report

*A Comprehensive Review of Government Interventions, Market Monitoring, Public Facilitation, Price Enforcement, Food Safety, and Eid Service Delivery, Ramzan 2026*

## THE CHIEF MINISTER

Ramzan presents a recurring governance challenge: managing essential commodity prices, market behaviour, and public welfare amid sharply elevated consumer demand. The Government of Khyber Pakhtunkhwa responded with a comprehensive, multi-institutional strategy of market monitoring, price enforcement, and public facilitation throughout Ramzan 2026, sustaining operations for the full 30 days and through Eid-ul-Fitr.



This report documents those efforts, from pre-Ramzan planning to daily district inspections, welfare Dastarkhwans, and the enforcement work of District Administrations, KPFSHA, the Directorate of Commerce and Industries, and the Directorate of Food. It also documents the comprehensive Eid-ul-Fitr governance framework, which ensured that every district was prepared to serve citizens for service delivery endeavours during the Eid holidays.

This report is an institutional resource for future planning. Its lessons and data should inform stronger, more equitable Ramzan and Eid operations in the years ahead. We commend the dedication of all field officers, magistrates, and food inspectors whose efforts made this programme possible.

## THE CHIEF SECRETARY

The surge in demand for essential commodities during Ramzan creates predictable conditions for exploitation. The Ramzan Price Control and Public Relief Programme, coordinated across all 36 districts of Khyber Pakhtunkhwa, reflects the collective commitment of the Government to protecting citizens from that exploitation, sustained without interruption from Day 1 of Ramzan through Eid-ul-Fitr Day.



This programme mobilised district administrations, food safety authorities, and key directorates within a single coordinated framework, monitored in real time by PMRU. The results reflect deliberate pre-season planning, clear accountability structures, and a performance monitoring architecture that held every district to provincial benchmarks. The extension to a full 30-day operational cycle, culminating in province-wide Eid service delivery preparations across 26 government-mandated tasks, represents a significant advancement in the state's service delivery architecture.

I commend the Deputy Commissioners, other provincial departments, and their teams across all 36 districts for the professionalism and dedication demonstrated throughout this Ramzan. The data and lessons in this report will serve as the foundation for even stronger operations in the years ahead.

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## EXECUTIVE SUMMARY

The Government of Khyber Pakhtunkhwa implemented a structured Ramzan Relief, Price and Quality Control Programme during Ramzan 2026, mobilising four key institutions in a unified framework over 30 uninterrupted days to mitigate commodity price surges, prevent hoarding, ensure food quality, and deliver welfare support across all 36 districts. The programme concluded with a comprehensive Eid-ul-Fitr Governance and Service Delivery Framework executed across 7 Divisions and 36 Districts, ensuring institutional readiness across 26 mandated functions before Eid Day.

### Dashboard Intelligence: Four Key Analytical Observations

- Provincial inspection volumes sustained a daily average exceeding 432,000 cumulative unit checks through the 30-day cycle, with a measurable intensification trend between Days 21 and 30 corresponding to the peak pre-Eid demand environment.
- The District Enforcement Index data indicates that urban-dense districts maintained consistently higher enforcement intensity throughout the cycle.
- Petroleum product monitoring data tracked stable district-wise stock positions with no systemic supply shortfalls recorded.
- Pre-Eid fuel buffer arrangements were activated in six tourist-intensive districts, preventing the speculative supply withholding that historically occurs during Eid travel surges in Khyber Pakhtunkhwa's northern corridors.

### Key Achievements: 30-Day Consolidated Snapshot

<b>432,200+</b> Business Units Inspected	<b>86,000+</b> Price Violations Detected	<b>PKR 68M+</b> Total Fines Imposed	<b>7,200+</b> Shops Sealed
<b>700,000+</b> Iftar Meals Served	<b>23,300+</b> Daily Dastarkhwans Beneficiaries	<b>26 of 26</b> Eid Tasks Completed	<b>14</b> Essential Items Monitored
<b>93,241</b> Vehicles Inspected for Overcharging	<b>PKR 3.36M</b> Fines on Transport during Eid	<b>25</b> Imprisonments for Aerial Firing	<b>8650+</b> POL Stations Monitored

## Programme Architecture

The programme operated through a four-tier institutional framework. District Administrations led by Deputy Commissioners provided strategic oversight, price fixation, and daily reporting. The KP Food Safety and Halal Food Authority enforced food quality standards across all markets. The Directorate of Commerce and Industries regulated trade practices and market surveillance. The Directorate of Food oversaw wheat flour supply and pricing at the mill level. PMRU, Office of the Chief Secretary, served as the coordinating and monitoring body, maintaining a real-time digital dashboard tracking all operational activities from Day 1 through Eid Day.

## Operational Highlights

- € Pre-Ramzan planning meetings were convened at both provincial and district levels, resulting in published official price lists for over 50 essential commodities prior to the commencement of Ramzan.
- € Deputy Commissioners conducted or supervised daily market inspections, morning vegetable auction monitoring at Sabzi Mandis, and evening enforcement visits during peak retail hours.
- € **194 Price Monitoring Desks** were established across all 36 districts. Officers conducted daily early morning visits to Sabzi Mandis in each district for real-time price monitoring and market activity supervision.
- € **114 participatory meetings** were held with traders across the province regarding price fixation and market compliance. Public complaints received at Price Monitoring Desks were addressed on the same day through on-ground administrative response mechanisms.
- € The KP Food Safety and Halal Food Authority carried out **8,644** targeted inspections against rancid cooking oils, adulterated food products, and unhygienic food storage practices, resulting in significant volumes of substandard goods being seized or destroyed.
- € The Directorate of Food coordinated with flour mills across the province to ensure uninterrupted wheat flour supply at notified prices, mitigating the risk of artificial shortages. Moreover, **70,145** inspections were conducted by Food Department field formations.
- € The Assistant Director (AD) Industries, under the Directorate of Commerce and Industries, took **29,572** targeted consumer protection actions under applicable trade and consumer laws, including inspections of manufacturing and supply units, verification of packaging standards, and enforcement against deceptive trade practices affecting Ramzan essential goods.
- € The Health Department conducted **3,364** pharmacy inspections and enforced actions against spurious and substandard medicines, ensuring availability of essential medicines and protecting public health during the holy month.
- € **776** Welfare initiatives including Ramzan Dastarkhwans, Panahgah Sehri and Iftar arrangements, and inter-provincial entry point Dastarkhwans provided targeted relief to the poorest households and long-distance travellers.
- € Petroleum products availability was monitored through a dedicated PMRU, Office of the Chief Secretary, KP sub-dashboard, tracking station-wise stock levels, district supply status, and retail price compliance to protect consumers from fuel overpricing. A total of **8,725** pumps were inspected province wise to ensure smooth availability of petroleum products.

## Analytical Highlights

### Price Stabilization Pattern

Sugar remained within 0 to 4 percent of notified price throughout the cycle. Wheat flour stayed within 7 to 11 percent of notified price, which is well below historical seasonal norms. Most staple commodities held within the 10 to 15 percent band. The highest deviation category, cooking oil at 25 to 27 percent above notified price, is attributable to international supply-chain pressures rather than domestic hoarding. The anti-rancid oil campaign structurally reduced adulterated product risk in the price-sensitive consumer segment.

### Enforcement Intensity Pattern

The District Enforcement Index demonstrates a consistent urban-density correlation across all 36 districts. Higher enforcement index values in urban-dense districts reflect greater commercial density and formal market infrastructure rather than greater underlying non-compliance. The Merged Districts tier shows an improving enforcement capacity trajectory consistent with ongoing institutional development. Peshawar's stabilised index values across the full cycle are consistent with effective pre-established market compliance rather than insufficient enforcement.

# 01 TWO-PRONGED OPERATIONAL FRAMEWORK

*Policy Context, Objectives, and Scope of the Report*

## Two-Pronged Operational Framework

The Government of Khyber Pakhtunkhwa's Ramzan Price and Quality Control Programme was structured around two mutually reinforcing operational pillars. Together, these pillars ensured that interventions addressed both market exploitation and public health risks simultaneously across all 36 districts throughout the full 30-day Ramzan cycle and into the Eid-ul-Fitr period.

Pillar 1: Price and Quality Control	Pillar 2: Public Health and Market Management
Monitoring of essential commodities across all 36 districts from Day 1 through Eid Day	Market cleanliness drives, waste management coordination, and civic upkeep
Enforcement against overpricing, short-weighting, and hoarding	Ensuring essential medicine availability at government-notified maximum retail prices
Trader engagement via 114 interactive meetings for price stability and compliance	Food safety inspections and anti-adulteration enforcement in markets
Eid-phase bakery, sweets, and transport fare enforcement	Eid service delivery including security, health, transport, and public safety operations

**Table – Two Pillared Operational Framework**

The programme was structured through a four-tier institutional architecture, each tier bringing distinct legal authorities, operational capacities, and sectoral expertise to the overall effort.

Level	Key Actor	Primary Function	Accountability
Tier 1	Deputy Commissioner	Strategic oversight, price fixation, reporting	Chief Secretary and PMRU
Tier 1	Assistant Commissioner	Sub-divisional monitoring, Mandi supervision	Deputy Commissioner
Tier 2	KP Food Safety Authority	Food quality inspections, seizures, anti-adulteration	Director KPFSHA and DC
Tier 3	DG Industries	Trade regulation, market surveillance, consumer protection	Secretary Industries and DC
Tier 4	Directorate of Food	Flour supply, mill coordination, price control	Secretary Food and DC
Central	PMRU, Office of Chief Secretary	Monitoring, dashboard, coordination, reporting	Chief Secretary and ACS (General)

**Table - The Four-Tier Coordination Architecture for the Institutional Framework**

02

ROLE OF PMRU, OFFICE OF THE CHIEF SECRETARY

*Monitoring Architecture, Dashboard Operations, and Coordination*

## Role of PMRU, Office of the Chief Secretary

PMRU, Office of the Chief Secretary, KP served as the province's performance monitoring backbone, aggregating data, identifying operational gaps, generating analytical reports, and enabling evidence-based decision-making by the Chief Secretary and departmental heads throughout the 30-day operational cycle. Unlike the four operational institutions, PMRU did not conduct field inspections but functioned as the central coordination and oversight hub, translating raw reporting data into actionable intelligence.

### 2.1 Mandate and Function

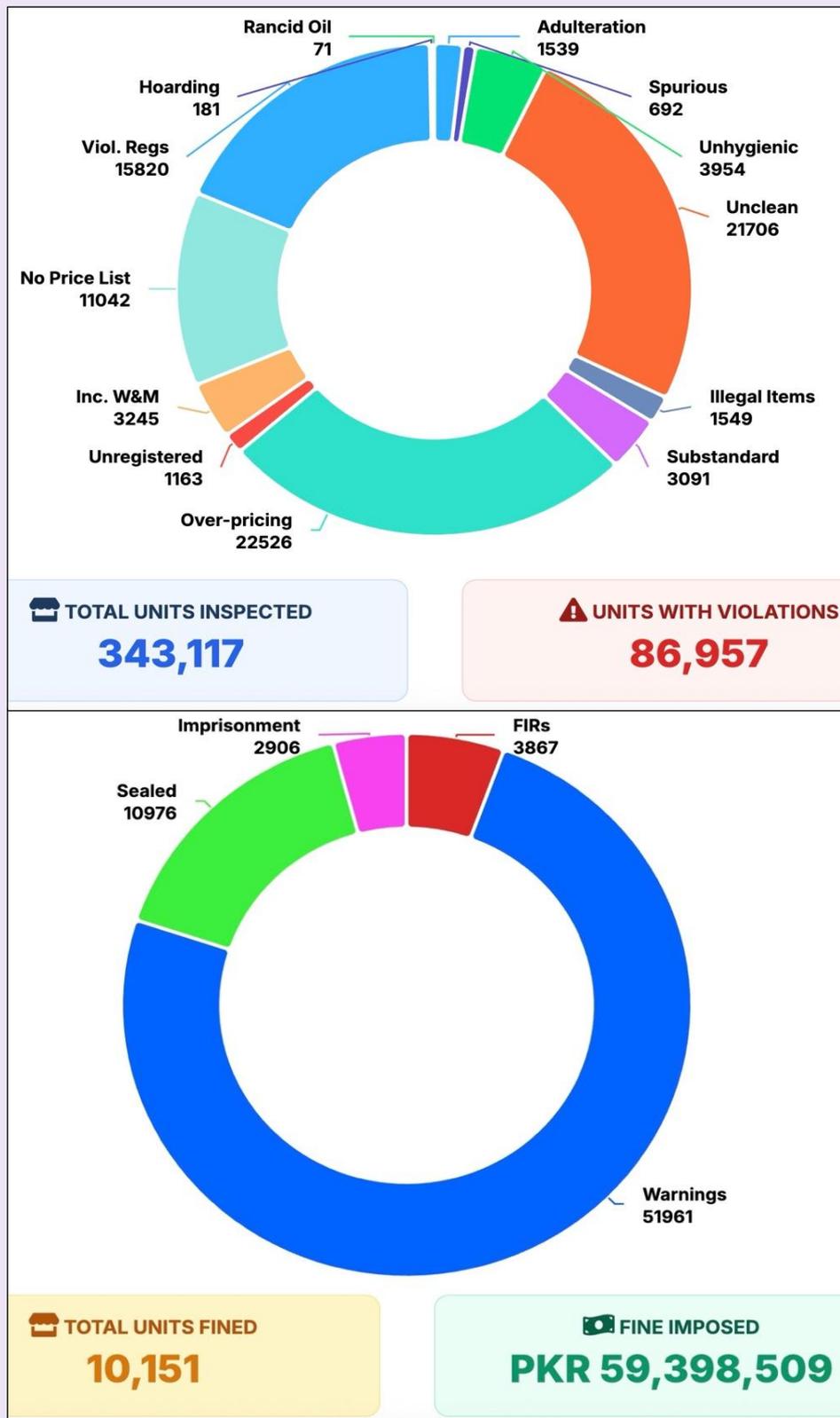
PMRU's mandate encompassed three broad functions. First, the design and maintenance of the Integrated Performance Monitoring System digital dashboard. Second, the coordination of daily reporting from all 36 districts and four institutional tiers. Third, the production of situation briefs, analytical summaries, and escalation flags for senior decision-makers, including the daily evening review chaired by ACS (General).

### 2.2 Ramzan Monitoring Dashboard

The centrepiece of PMRU's monitoring architecture was a structured digital dashboard, updated daily by district administrations and line departments. The dashboard captured a comprehensive range of operational variables organised into the following modules.



Picture – Online Ramzan Live Dashboard



Picture – Showing Total Units inspected from Live Dashboard vis a vis Violations and Fines for District Administration, Food Department and DG Industries

26% of violations related to Overpricing whereas, 25% related to Unclean food items. Likewise, 32% of reported violations resulted in heavy enforcement including sealing, imprisonments and fines



**Charts – Figures from Live Dashboard showing over time Inspection trends vis a vis violations and enforcement measures taken**

**Highlights - The subsequent rising crests of inspections graph indicate high performance by all the government functionaries throughout the month. While the troughs of the graph represent the weekend activities of the government.**

Dashboard Module	Key Metrics Tracked	Reporting Frequency
Market Inspections	Total visits, district-wise breakdown, market type classification	Daily
Price Compliance	Items checked, violations detected, fines imposed, colour-coded deviation bands	Daily
Magistrate Deployment	Magistrates deployed, markets covered per officer, shift allocation	Daily
Food Safety (KPFSHA)	Inspections, samples taken, seizures, enforcement actions	Daily
Flour Supply	Mill production volumes, retail price compliance, stock adequacy	Daily
Public Facilitation	Dastarkhwans operational, meals served, beneficiary headcount	Daily
POL Monitoring	Stations checked, price violations, daily stock versus requirement and inflows	Daily
Enforcement Actions	FIRs, challans, fines, shop seals, arrests, imprisonments	Daily
Eid Service Delivery	Task-wise completion status across all 36 districts covering 26 functions	By deadline

**Table – Showing tracking of key matrices**

### Dashboard Intelligence: Provincial Inspection Trend

Dashboard data across the 30-day cycle reveals a three-phase enforcement trajectory. Phase I covering Days 1 to 7 recorded peak enforcement intensity as district administrations front-loaded inspection effort to establish market compliance signals. Phase II covering Days 8 to 20 showed consolidation into a sustained and systematic inspection rhythm. Phase III covering Days 21 to 30 recorded a second surge driven by the pre-Eid demand environment, with bakery, sweets, transport, and cooking oil enforcement peaking in the final week. The real-time nature of the dashboard allowed PMRU to detect Phase III demand pressure early and coordinate the appropriate district-level response.

## 03 PRE-RAMZAN PREPARATIONS

*Planning, Price Fixation, and Institutional Mobilisation*

### Pre-Ramzan Preparations

The Government of Khyber Pakhtunkhwa undertook a structured sequence of preparatory activities in the four weeks preceding Ramzan 2026. Evidence from dashboard data confirms that districts with more thorough pre-Ramzan preparation sustained better compliance trajectories across the full 30-day cycle, establishing preparation quality as the single most predictive variable for overall operational performance.

#### 3.1 Provincial Planning Meeting

Two high-level planning meetings chaired by the Chief Minister set the strategic framework for price control, service delivery, and public facilitation. The Chief Secretary convened three preparedness meetings with all Divisional Commissioners and Deputy Commissioners, issuing detailed operational directives on enforcement, inspection regimes, and inter-departmental coordination. This apex-level political and administrative commitment established accountability signals that permeated institutional behaviour throughout the operational cycle.



*Picture – Provincial cabinet Meeting for Pre Ramzan Measures*

#### 3.2 District-Level Price Fixation

Following Chief Minister Secretariat directives of 31 January 2026, Deputy Commissioners convened District Ramzan Preparedness Meetings bringing together traders, mill owners, poultry and dairy suppliers, and civil society to establish district-specific official price lists under the Price Control and Prevention Against Profiteering regulatory framework. Official price lists covering 50 to 60 essential goods were published and displayed at all major retail points prior to Ramzan in every district.

Pre-Ramzan Activity	Count	Remarks
High-Level Policy Meetings (CM-chaired)	02	Strategic direction, programme framework
Chief Secretary Preparedness Meetings	03	With DCs and Divisional Commissioners
District Price Fixation Committee Meetings	36	All 36 districts covered
Trader and Stakeholder Engagement Sessions	54	Trade bodies, market committees, mill associations
Official Price Lists Published per District	50 to 60 commodities	Prior to Ramzan commencement
Additional Price Control Magistrates Notified	168	ADCs, DD Food, Tehsildars across all districts
Price Control Complaint Desks Established	205	Operational from 0800 hrs daily

**Table - Pre-Ramzan Preparatory Activities**

### 3.3 Supply Chain Assessment

The Directorate of Food conducted a provincial supply chain assessment examining mill production capacities, flour stock positions, inter-district logistics, and government flour depot status. Districts with below-average supply buffers were prioritised for early-Ramzan stock replenishment, preventing the artificial scarcity conditions that trigger panic-buying and price spikes in the opening days of the holy month.

### 3.4 Deployment of Additional Price Control Magistrates

The Home Department notified 168 additional Price Control Magistrates, including Additional Deputy Commissioners, District Directors of Food, Tehsildars, and Naib Tehsildars, with area-wise duty rosters publicly circulated. All magistrates were briefed with particular emphasis on peak-hour enforcement before Iftar and on the colour-coded dashboard deviation reporting requirements.

### 3.5 Price Monitoring Complaint Redressal Mechanism

A total of 205 Price Monitoring Complaint Desks were established at key market locations, operational from 0800 hours to Iftar daily. All complaints were categorised, tracked with photographic evidence, and reported to the PMRU dashboard, providing a citizen-sourced intelligence stream that complemented field inspection data throughout the cycle.

### 3.6 Monitoring of Essential Medicines

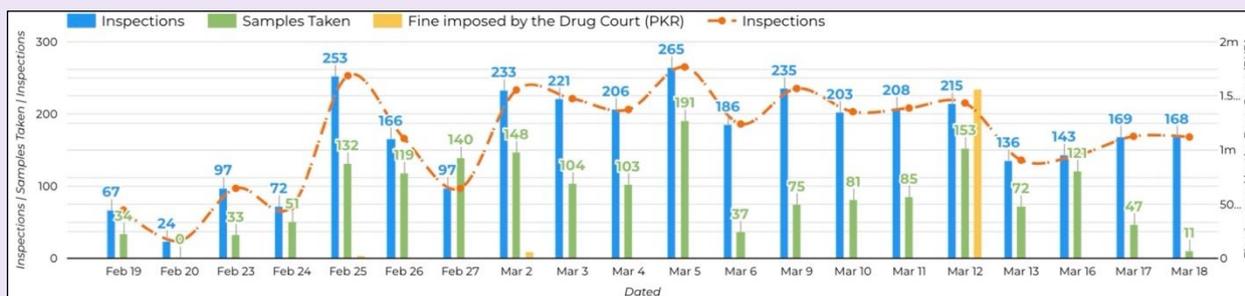


Chart - Showing Inspections of Medical Pharmacies

Category	Count and Outcome
Pharmacy Inspections Conducted	3,364
Samples Taken for Quality Testing	363
Fines Imposed (PKR)	1,647,000
Priority Commodities	Antacids, ORS, Anti-diarrhoeas, Antibiotics

Table – Monitoring of Essential Medicines in Ramzan

### 3.7 Welfare Establishment, Sanitation, and Traffic Preparedness

District Administrations established Ramzan Dastarkhwans in coordination with the Social Welfare Department and philanthropic partners, with KPFSHA supervisory officers ensuring hygiene compliance at all sites. Deputy Commissioners coordinated with Local Government and TMAs for extended sanitation shifts. Comprehensive traffic management plans were finalised in all 36 districts, identifying choke points, diversion routes, and temporary parking near markets and mosques.

## 04 MARKET MONITORING AND ENFORCEMENT

*Daily Operations, Inspection Regimes, Final-Phase Intensification, and Consolidated Actions*

### Market Monitoring and Enforcement

The monitoring framework covered a daily operational cycle from pre-dawn Sehri through post-Iftar retail peaks under direct supervision of District Administration and the Food Department. This chapter presents the full 30-day enforcement story, covering the sustained inspection architecture, enforcement dynamics, and the intensification phase.

#### 4.1 Morning Vegetable Auction Supervision at Sabzi Mandis

The Government stationed Assistant Commissioners, Additional Assistant Commissioners, and District Food Controllers at all major Sabzi Mandis from 0500 to 0800 hours daily to record wholesale prices, supervise auctions, and ensure visible price boards. This intervention proved to be the highest-leverage single price control mechanism for vegetable markets. By establishing a transparent wholesale price anchor each morning, the programme effectively constrained the permissible retail markup throughout the day and reduced the informational asymmetry that traders typically exploit during periods of high demand.

#### 4.2 Afternoon Market Inspections and Evening Deterrence

The period before Iftar represents peak retail demand and the highest price-gouging risk window of each day. Dashboard data confirms that evening market inspections carry a disproportionately large deterrent effect relative to their resource cost. A single visible challan issuance during peak evening hours is observed by many traders and consumers simultaneously, amplifying the reputational deterrent well beyond the immediate enforcement interaction.

#### 4.3 Price Deviation Detection and Dual-Source Monitoring

Price deviation was tracked using two independent data streams: the Independent Monitoring Unit of the KP Education Monitoring Authority and the Special Branch. PMRU averaged prices from both sources and applied a colour-coded deviation classification, with deviations above 50 percent classified as Black, 25 to 50 percent as Red, 10 to 25 percent as Orange, and below 10 percent as Green. Flagged districts were reviewed at daily evening meetings chaired by ACS (General), where Deputy Commissioners were required to explain deviations and outline corrective measures.

Price Comparison (05-Mar-2026)

Key: ■ < 10% ■ > 10% and < 25% ■ > 25% and < 50% ■ > 50%

#	DISTRICTS	TOMATO PAKISTANI				ONION			
		Govt. Price	Ind. Price (Average)	SB Price	Diff	Govt. Price	Ind. Price (Average)	SB Price	Diff
2	BAJAUK	70	70.3	70.0	3.71%	80	78.9	75.0	-2.82%
3	BANNU	70	67.6	60.0	-8.83%	70	69.7	70.0	-0.20%
4	BATTAGRAM	95	65.0	60.0	-34.21%	65	70.0	70.0	7.69%
5	BUNER	70	72.2	70.0	1.59%	70	70.0	70.0	0.00%
6	CHARSADDA	70	61.1	75.0	-2.78%	65	64.4	70.0	3.42%
7	CHITRAL LOWER	90	79.2	80.0	-11.57%	100	91.7	50.0	-29.17%
8	CHITRAL UPPER	90	111.7	80.0	6.48%	100	113.3	90.0	1.67%
9	DERA ISMAIL KHAN	60	68.3	60.0	6.94%	60	63.3	60.0	2.79%
10	DIR LOWER	70	59.6	80.0	-0.30%	70	69.6	70.0	-0.30%
11	DIR UPPER	65	68.1	70.0	6.20%	80	81.7	100.0	13.54%
12	HANGU	70	60.0	70.0	-7.14%	70	70.0	80.0	7.14%
13	HARIPUR	75	75.6	60.0	-9.63%	60	75.6	60.0	12.96%
14	KARAK	70	63.3	70.0	-4.76%	70	69.2	80.0	6.55%
15	KHYBER	75	67.8	50.0	-21.48%	60	62.2	80.0	35.19%
16	KOHAT	70	69.8	80.0	4.17%	60	63.3	100.0	36.11%
17	KOHISTAN LOWER	60	62.5	100.0	35.42%	70	70.0	80.0	7.14%
18	KOHISTAN UPPER	90	80.8	-	-10.19%	80	80.0	-	-11.11%
19	KOLAI PALLAS	80	70.0	-	-12.50%	100	66.7	-	-33.33%
20	KURRAM	60	73.9	80.0	28.24%	80	85.0	80.0	3.13%
21	LAKKI MARWAT	100	61.1	60.0	-39.44%	70	66.7	65.0	-5.95%
22	MALAKAND	60	50.0	60.0	-9.33%	70	60.0	70.0	-7.14%
23	MANSEHRA	90	63.9	50.0	-36.73%	70	68.9	60.0	-7.94%
24	MARDAN	70	67.7	100.0	19.76%	80	81.0	70.0	-5.63%
25	MOHMAND	85	83.3	75.0	-6.80%	80	75.6	75.0	-6.90%
26	NORTH WAZIRISTAN	60	51.7	80.0	9.72%	50	63.3	80.0	43.33%
27	NOWSHERA	50	58.9	60.0	18.80%	60	62.2	70.0	10.19%
28	ORAKZAI	80	73.2	90.0	1.99%	70	79.6	80.0	13.99%
29	PESHAWAR	70	69.0	70.0	-0.68%	70	74.3	70.0	3.06%
30	SHANGLA	60	55.3	60.0	-3.89%	60	67.3	75.0	18.61%
31	SOUTH WAZIRISTAN LOWER	100	73.3	60.0	-33.33%	80	76.7	90.0	4.17%
32	SOUTH WAZIRISTAN UPPER	100	71.7	60.0	-34.17%	80	68.3	60.0	-7.29%
33	SWABI	70	72.1	80.0	8.63%	80	77.5	80.0	-1.56%
34	SWAT	55	56.2	60.0	5.63%	70	70.0	70.0	0.00%
35	TANK	40	41.7	40.0	2.08%	55	55.0	50.0	-4.55%
36	TOR GHAR	65	71.1	70.0	-16.99%	65	76.7	80.0	-7.84%

**Sample Chart – Against each district, the difference in market price and notified price is seen on real time dashboard. Colour Gradation shows the need of intervention for specific items in any district**

### 4.4 Final Phase Analysis: Days 21 to 30

**Analytical Context: The Final-Phase Demand Environment**  
 Days 21 to 30 represent the structurally most challenging phase of Ramzan market management. Consumer expenditure peaks as households prepare for Eid, with bakery, confectionery, clothing, and food purchasing all converging in a compressed time window. Supply chains face maximum stress as inter-provincial commodity movement intensifies. The Government's enforcement strategy correctly anticipated this environment and deployed intensified operations accordingly.

- **Peak Demand Surge:** Consumer spending intensity in Days 21 to 30 exceeded the preceding 20-day average by an estimated 40 to 50 percent, driven by Eid-preparation purchasing and creating systematic upward price pressure in bakery, confectionery, and short-shelf-life food categories.
- **Enforcement Intensification:** District administrations responded with higher inspection frequencies in bakery, sweets, and transport sectors. Enforcement Index values for these sectors trended upward in Days 21 to 30, consistent with heightened field activity across the province.
- **Market Stress Behaviour:** Certain informal vendor segments demonstrated elevated violation rates in the final phase, indicating that enforcement deterrence partially erodes under extreme demand pressure, pointing to the need for complementary supply-side interventions in future seasons.
- **Compliance Shifts:** Formally licensed establishments demonstrated stronger compliance trajectories than informal vendors in the final phase, reflecting their greater reputational vulnerability to formal enforcement actions.

### 4.5 Enforcement Actions: 30-Day Consolidated

Enforcement Action	Days 1 to 20	Days 21 to 30	30-Day Total
Business Units Inspected	213,800+	76,200+	290,000+
Price Violations Detected	57,100+	19,000+	76,100+
Written Notices Served	2,311	620+	2,930+
On-Spot Fines (PKR million)	50.27M	17.5M	67.7M+
Shops Sealed	5,664	1,536+	7,200+
FIRs Registered	2,507	680+	3,187+
Product Seizures, Food (kg)	30,000+	4,950+	34,950+

Table - Enforcement Actions



Chart – Showing the provincial inspections as enforcement regime and sealings and fines imposed as enforcement measures against violations. These charts use cumulative work done by each of each important agency

## 05 PUBLIC FACILITATION AND SOCIAL WELFARE INITIATIVES

*Welfare Programmes, Community Support, and Social Relief*

### Public Facilitation and Social Welfare Initiatives

Alongside enforcement, the programme incorporated direct welfare support for the most vulnerable households. The Ramzan Dastarkhwans, Panahgah Sehri and Iftar arrangements, inter-provincial entry point facilities, and market cleanliness drives constituted not merely logistical operations but a deliberate institutional expression of government solidarity with citizens during the holy month.

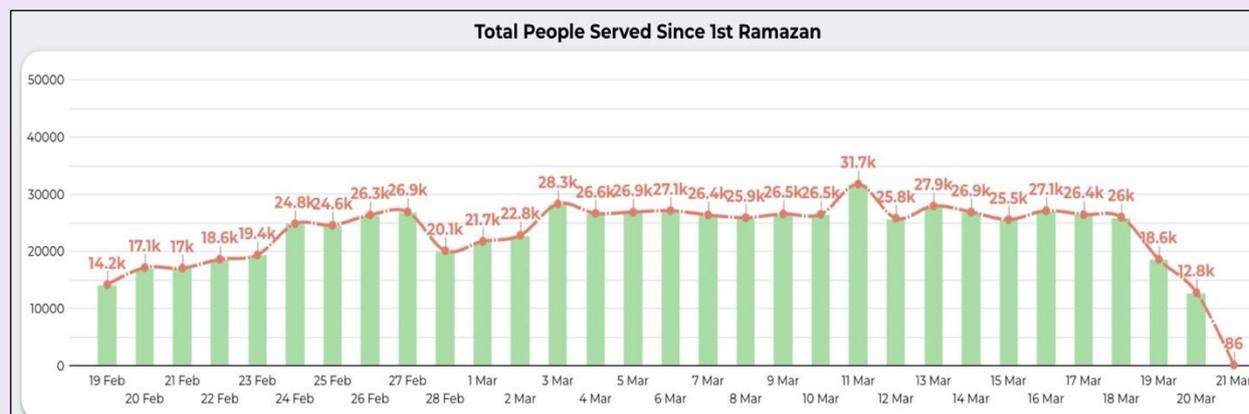
#### 5.1 Ramzan Dastarkhwans

##### Dastarkhwans Design Principle

The Ramzan Dastarkhwans was conceived not merely as a food distribution exercise but as a statement of government solidarity with citizens during the holy month. Sites were selected to maximise accessibility for daily wage workers, construction labourers, transport workers, and the urban poor. District administrations were required to ensure that Dastarkhwans opened punctually at Iftari time, that food quality was maintained to KPFSHA hygiene standards, and that a senior officer was present at each site at least three times per week.

<b>775+</b> Dastarkhwans Operational	<b>26,700+</b> Daily Beneficiaries	<b>716,300+</b> Total Meals Served	<b>36</b> Districts Covered
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**Table – Summary of provincial Dastarkhwans**



**Chart – Total number of individuals served in Ramzan Dastarkhwans across entire province**

#### 5.2 Dastarkhwans at Inter-Provincial Entry Points

Dedicated Dastarkhwans were established at major inter-provincial entry points to serve long-distance travellers at Iftar time. Dera Ismail Khan, Kohat, Swabi, and Haripur hosted these facilities for travellers arriving from Punjab and Balochistan, extending the welfare reach of the programme beyond KP domicile residents to all travellers transiting the province during Ramzan.

### 5.3 Sehri and Iftar Arrangements at Panahgahs and Sarais

All operational Panahgahs and Sarais were directed to provide Sehri and Iftar meals to residents and overnight guests throughout Ramzan, ensuring that the most marginalised members of society, including the homeless, destitute, and long-distance travellers, were included in the Government’s welfare delivery architecture.

### 5.4 Market Cleanliness Drives

Market cleanliness drives were coordinated through Tehsil Municipal Administrations, including enhanced solid waste collection schedules, targeted cleaning of fish and meat markets, and enforcement of hygiene standards at street food stalls. Extended cleaning shifts were deployed before each Iftari with particular attention to high-footfall bazaar areas where accumulating waste creates public health risks during the Ramzan shopping surge.

### 5.5 Consumer Complaint Mechanism

A total of 194 Price Monitoring Desks across all 36 districts, operational from 0800 hours daily through Iftari, provided citizens with direct access to price complaint redressal. Complaints received through these desks and through the Ekhtiyar Awam Ka App covering overpricing, hoarding, food quality, and sanitation were addressed on the same day through on-ground administrative response mechanisms.



**Chart – Plot of complaints received on various complaint redressal formats**

**The redressal systems indicate a redressal rate of 99% throughout the province. All complaints were generally resolved on same day with a few resolved on next day by District Administration.**

06

## Public Communication and Media Outreach

*Media Engagement, Public Messaging, and Citizen Awareness*

### Public Communication and Media Outreach

Enforcement and welfare operations, however extensive, depend for their public legitimacy and behavioural impact on effective communication with citizens. The Creative Wing of the Information and Public Relations Department discharged this function throughout Ramzan 1446 AH, operating a sustained, multi-platform dissemination campaign that ensured official price lists, food quality advisories, and compliance information reached households across the province. Over the full 30-day period, the Creative Wing produced and disseminated 210 original digital graphics across three thematic streams: Ramzan Dastarkhwans coverage (58 graphics), price control awareness (72 graphics), and food quality enforcement updates (80 graphics). These assets generated a cumulative digital reach of 2.88 million impressions and 7,800 engagements across government social media channels, providing citizens with timely, authoritative information on notified prices and government enforcement actions.

PANEL A: Digital Media Campaign (Creative Wing, Information Department)			
Thematic Stream	Graphics Produced	Digital Reach	Engagements
Ramzan Dastarkhwans	58	954,400	2,540
Price Control	72	954,400	2,740
Food Quality Control	80	879,300	2,700
<b>Digital Media Total Disseminations</b>	<b>210</b>	<b>2,880,000</b>	<b>7,800</b>

PANEL B: Pakhtunkhwa Radio Network (10 Regional Stations)	
Broadcast Category	Volume
Public Service Announcements	16,680
News Bulletins and Reports	240
Dedicated Programmes	182
Guest and Expert Interviews	52
<b>Radio Total Disseminations</b>	<b>17,154</b>

PANEL C: Print and Electronic Media	
Output Type	Total Outputs
TV Tickers	10
Bilingual Press Handouts	154
Official Photographs and Videos	170
<b>Print and Electronic Total</b>	<b>334</b>

*Table: Consolidated Media and Communication Output Summary, Creative Wing, Information and Public Relations Department (Ramzan 2026)*

Complementing the digital campaign, the Pakhtunkhwa Radio Network broadcast 16,680 public service announcements, 240 news bulletins, and 182 dedicated programmes across ten regional stations, accumulating over 28,740 minutes of Ramzan-related airtime. Fifty-two government officers and subject experts were interviewed on air, lending institutional credibility to broadcast content. The print and electronic media cell simultaneously issued 154 bilingual press handouts (English and Urdu), distributed 170 official photographs and video packages, and ran 10 ticker campaigns on electronic channels, collectively generating 334 discrete media outputs. This integrated communication effort served a critical governance function: by making official price lists and enforcement outcomes visible to citizens in near real time, it reduced the information asymmetry between consumers and traders, strengthened the deterrent effect of enforcement actions through public awareness, and reinforced the citizen-state interface that underpins the programme's legitimacy. Future operations should consider expanding this model to include district-level vernacular content and mobile-first delivery channels to maximise penetration in rural and semi-urban areas.

# 07 SPECIAL FOOD QUALITY ENFORCEMENT DRIVES

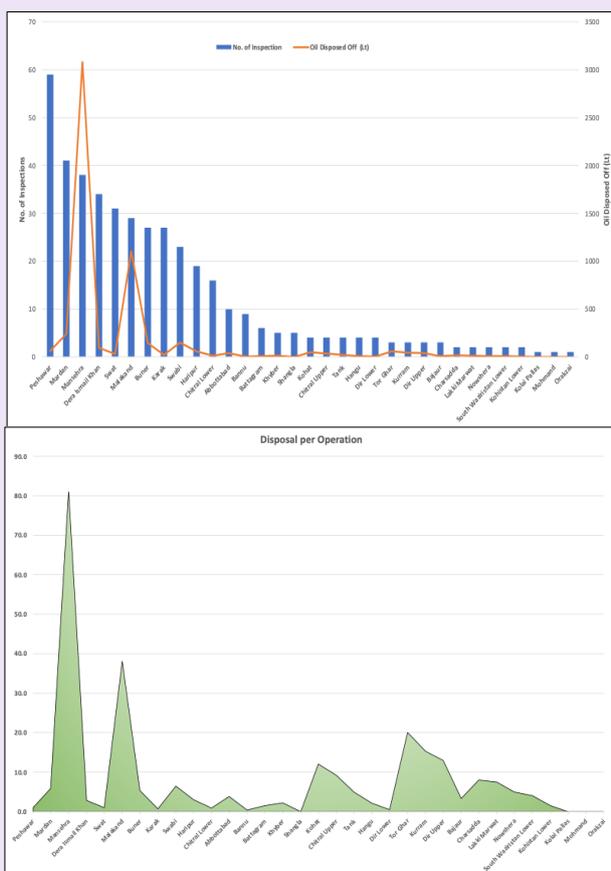
Food Safety, Anti-Adulteration Operations, and Quality Control

## Special Food Quality Enforcement Drives

Three special drives were conducted during Ramzan: two anti-rancid oil campaigns and one province-wide bakery inspection. Eid-phase joint inspections of bakeries, sweets shops, and cooking oil outlets constituted a fourth enforcement wave in Days 21 to 30. All operations involved close coordination between district administration and KPFSHA, combining legal enforcement authority with food safety technical expertise.

### 7.1 Anti-Rancid Oil Drive: Ramzan Phase

KPFSHA, in coordination with district administrations, conducted a province-wide anti-rancid oil drive on 26 February 2026 and from 2 to 4 March 2026. Rancid oil, which has undergone oxidative degradation due to improper storage, excessive age, or contamination, poses direct health risks and is typically sold at reduced prices by unscrupulous vendors exploiting price-sensitive consumers.



Indicator	26-02-2026
Outlets Inspected	424
Fine Imposed (PKR)	591,053
Disposal (Litres)	5382

- Maximum inspections were done in Peshawar.
- In terms of effectiveness of campaign based on comparison between inspections and disposal of Oil, district Mansehra, Malakand and Swabi were notable.
- A measure of Disposal per Operations was adopted to indicate quality of campaign, led by district Mansehra.

District	Disposal Per Inspection
Mansehra	81 Lt/inspection
Malakand	38 Lt/Inspection
Torghar	20 Lt/Inspection
Kurram	15 Lt/Inspection
Dir Upper	13 Lt/Inspection

**Charts - showing Anti Rancid Oil campaign done by District Administration on 26-02-2026 and compare inspections to the disposal of sub-standard materials against each district. The index of Disposal per Operations [amount disposed of in litres/inspection] was made to gauge effectiveness of campaign**

KPFSHA Rancid Oil Campaign	Value
Total Inspections	3,950
Businesses with Rancid Oil Found	447
Oil Discarded (Litres)	13,449
Notices Served	46
Fines Imposed (PKR)	1,765,000

**Table - KPFSHA Anti Rancid Oil campaign done across Ramzan and compare inspections to the disposal of sub-standard materials along with enforcement action taken. The campaign indicates presence rancid oil 11% inspected establishments**

## 7.2 Bakery and Confectionery Inspection Drive: Ramzan Phase

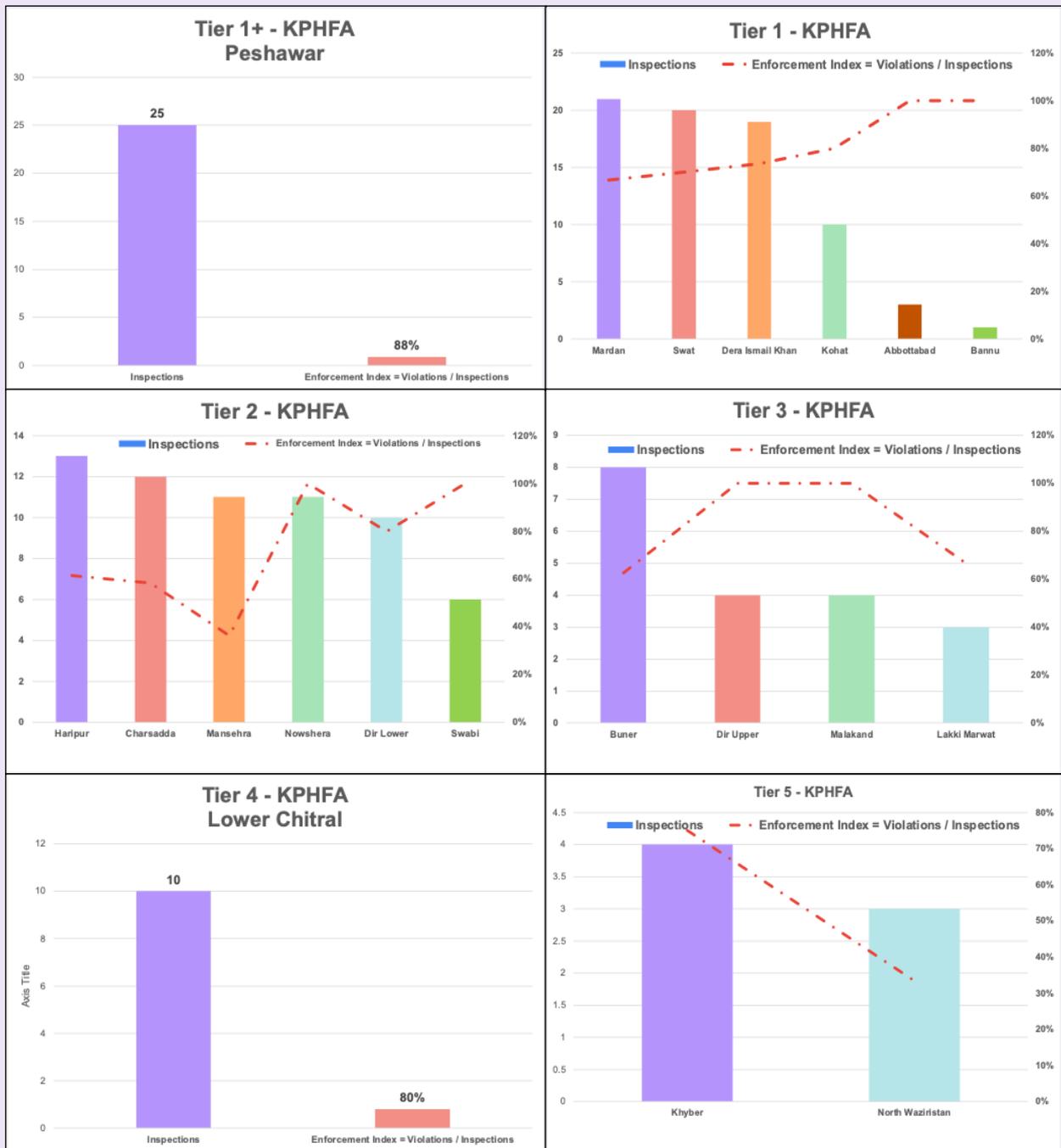
District Administration and KPFSHA officers conducted joint inspections of 881 bakeries on 4 March 2026 across all major urban centres. The campaign established that 34 percent of inspected bakeries were performing satisfactorily while 66 percent required enforcement action, demonstrating the structural nature of bakery compliance challenges and underscoring the importance of sustained rather than episodic oversight.

Bakery Inspection Metric	Value
Total Bakeries Inspected	881
Unclean Premises Found	570 (64.7 percent)
Units Fined	284
Imprisonments	20
Sealings	68
Warnings Issued	246
Total Fines (PKR)	4,504,810
Substandard Items Discarded (kg)	4,799

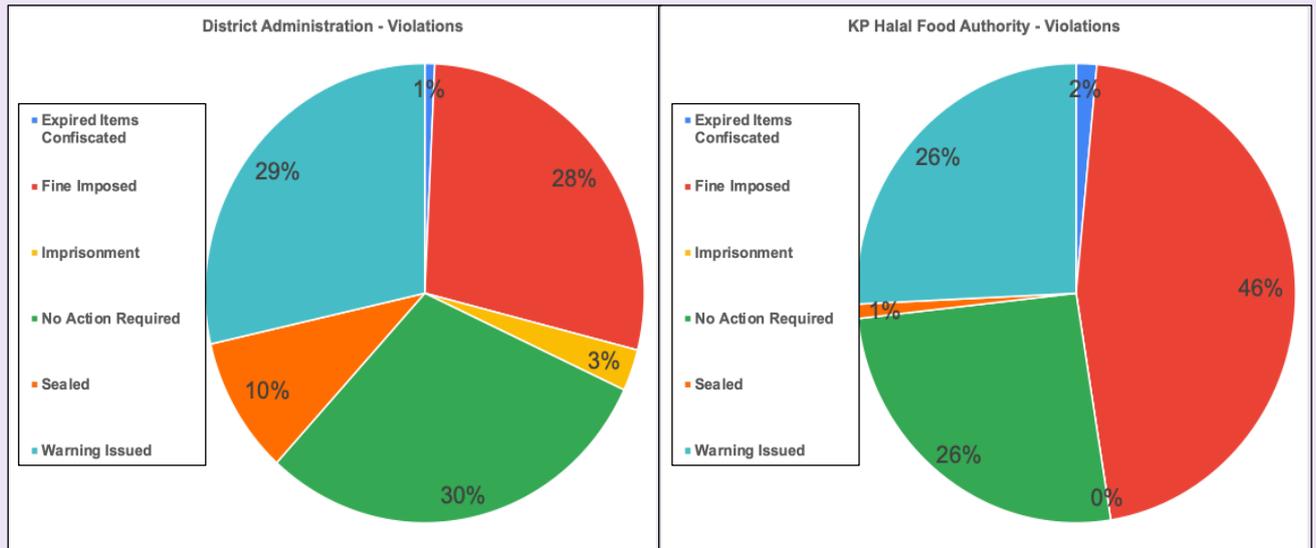
**Table - KPFSHA cumulative campaigns against sub-standard food items done in Ramzan to compare inspections along with enforcement actions taken. The campaign indicates 64% violations of food laws due to unclean premises throughout the province in various food establishments**



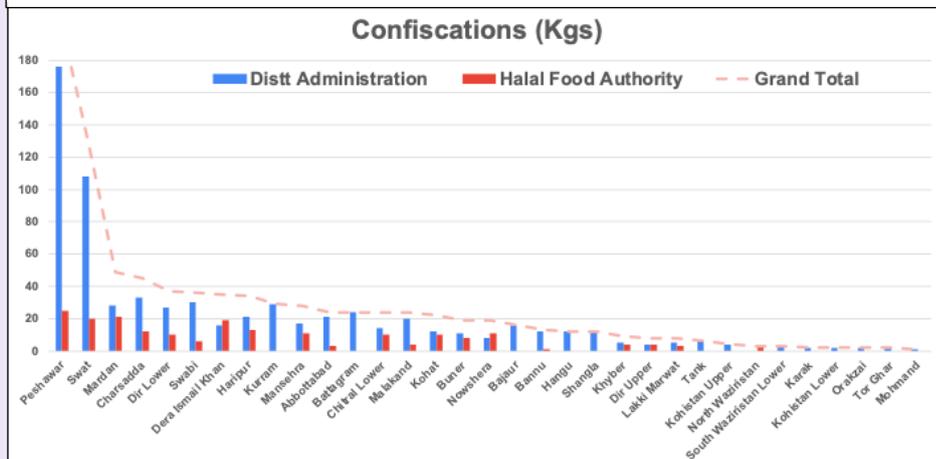
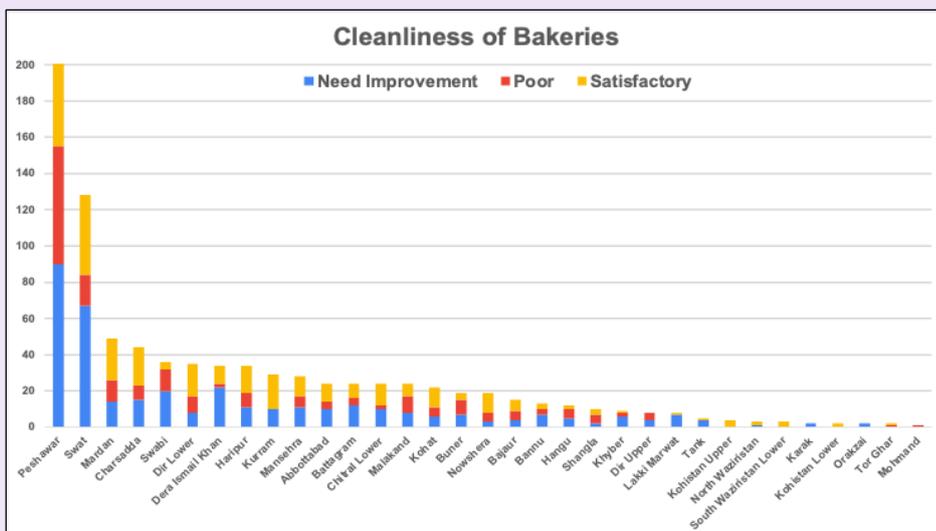
**Chart – Compares effectiveness of campaign against Substandard Bakery Items by District Administrations on 04-03-2026 in a Tier wise classification. An indicator of Enforcement Index [Violations/Inspections] was adopted to gauge performance of each district in its respective Tier. Apart from militant hit districts all districts posed a 50% Enforcement Index for this campaign showing satisfactory performance.**



**Chart – Compares effectiveness of campaign against Substandard Bakery Items by KPFSHA on 04-03-2026 in a Tier wise classification. An indicator of Enforcement Index [Violations/Inspections] was adopted to gauge performance of each district in its respective Tier. Apart from militant hit districts all districts posed a 60% Enforcement Index for this campaign showing satisfactory performance of KPFSHA.**



**Chart – Compares share of each enforcement measure undertaken by the District Administration and KPFSHA in campaign against Sub Standard Bakery Items**



**Charts -These bar charts compare the cleanliness of bakeries and confiscation and disposal of sub-standard material district wise.**

- 34% bakeries were found to have satisfactory cleanliness.
- 66% bakeries had unclean cooking areas.
- A total of 4,799 kgs of material was confiscated and disposed.
- Peshawar, Swat, Mardan, Charsadda, lead the campaign activities.

### 7.3 Eid-Phase Food Quality Operations

Eid-Phase Food Inspection	Bakeries and Sweets	Cooking Oil
Total Inspections	168	485
Fines Imposed (PKR)	623,000	617,000
Confiscations/Disposals (kg/litres)	151 kg confiscated	714.5 litres disposed
Warnings Issued	43	86

**Table - KPFSHA campaigns against sub-standard food items done during Eid days**

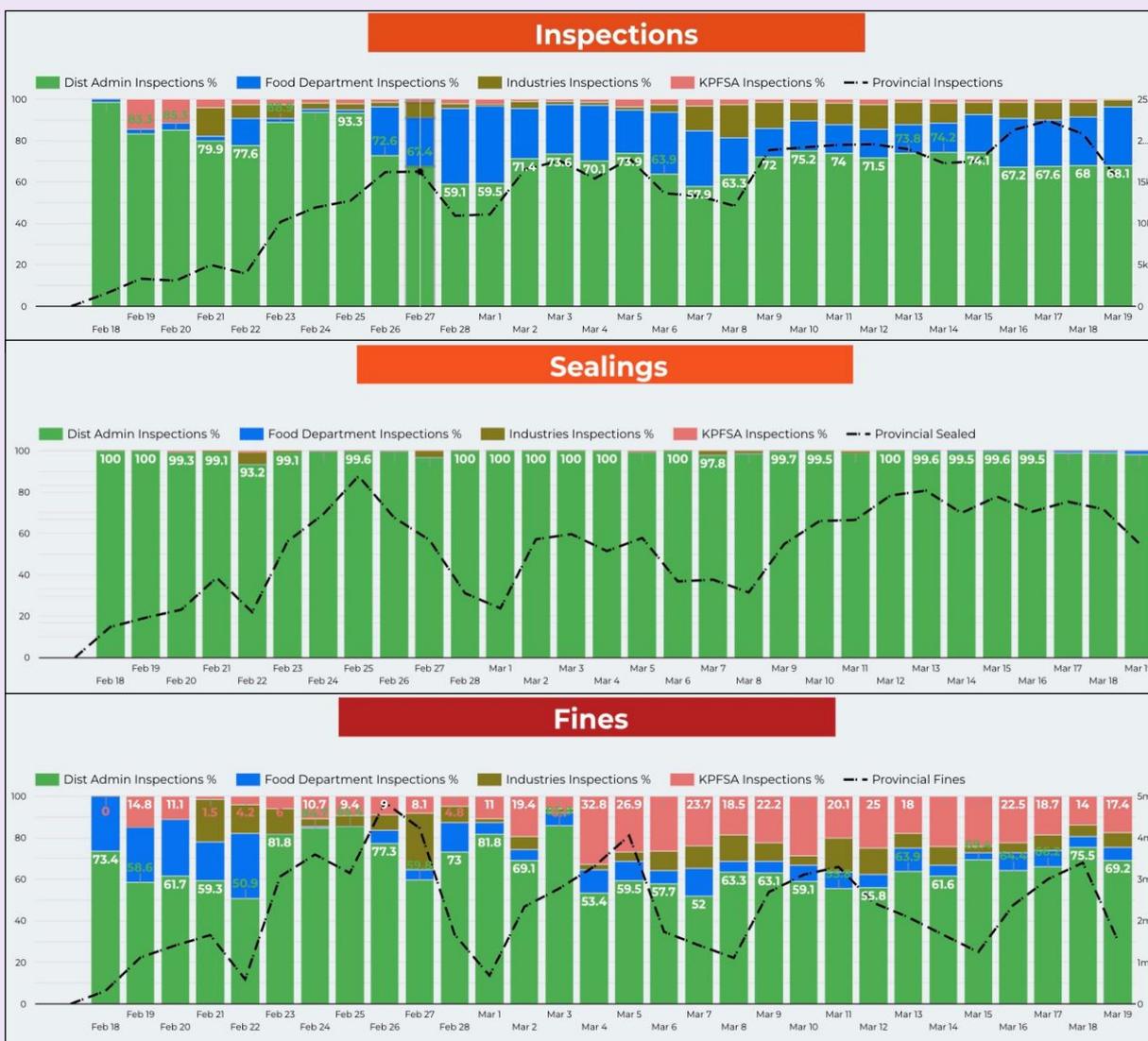
# 08 DASHBOARD MONITORING AND DATA INSIGHTS: 30 DAYS

PMRU Analytics, Trends, Indices, and Performance Patterns

## Dashboard Monitoring and Data Insights: 30 Days

This chapter presents the analytical insights derived from dashboard data covering the full 30-day operational cycle. It introduces four analytical indices enabling pattern-based assessment of programme performance without competitive district ranking. These indices are designed as institutional analytical tools rather than performance scorecards.

### 8.1 Provincial Inspection Trend: Days 1 to 30



**Charts – Identifies the 30 days cumulative trend of total provincial inspections under enforcement regime, and units which were sealed and fined as enforcement measures undertaken by various agencies and price magistrates. It also highlights the contribution of each agency in the overall figure for each day**

The 30-day inspection trend reveals a characteristic three-phase enforcement cycle. Phase-I covering Days 1 to 7 was characterised by front-loaded enforcement intensity as district administrations established market compliance signals. Phase-II covering Days 8 to 20 saw consolidation into a sustained, systematic inspection rhythm. Phase-III covering Days 21 to 30 recorded a second surge driven by the pre-Eid demand environment, with specialised enforcement activity peaking in food items and transport.

## 8.2 District Enforcement Index (DEI)

Four analytical indices were developed to enable rigorous, pattern-based assessment of programme performance across the 30-day cycle.

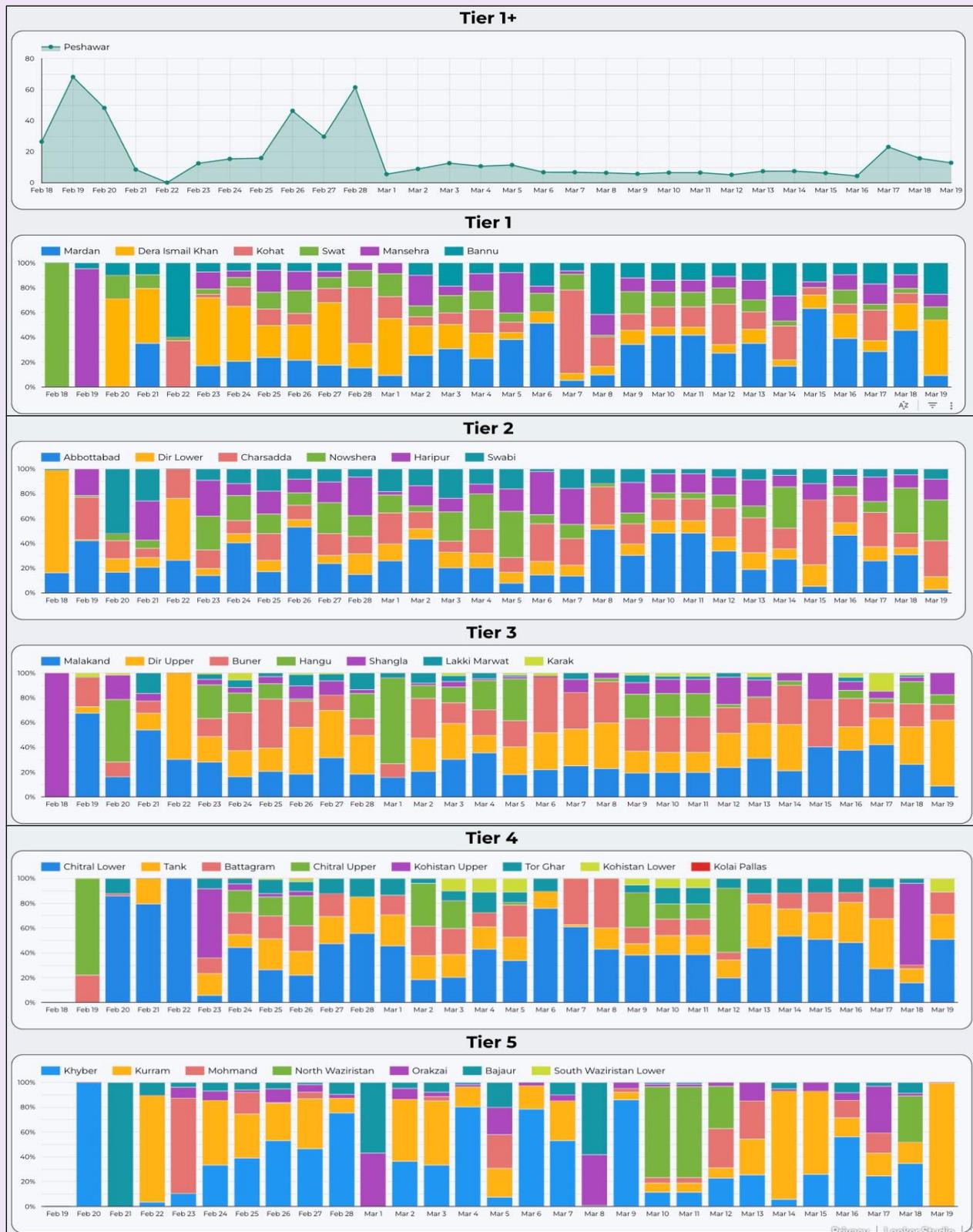
<b>DEI</b>	$\frac{[0.11 \times \text{Fines} + 0.16 \times (\text{FIRs} - \text{Imprisonments}) + 0.31 \times \text{Sealings} + 0.42 \times \text{Imprisonments}]}{\text{Total Inspections}}$
	<p>District Enforcement Index: measures enforcement intensity as a weighted composite of all enforcement measures, calibrated by deterrence intensity. Urban-dense districts consistently record higher DEI values, reflecting market density and institutional capacity rather than greater underlying non-compliance.</p>

Enforcement Measure	Weightage Allowed	Deterrence Intensity
No. of Fines	11%	Light
FIRs	16%	Moderate
Sealings	31%	High
Imprisonments	42%	Very High

**Table – Shows the allowed weightage against each Enforcement Measure as per its Deterrence Intensity**

This index is further used to compare enforcement regimes in various districts, falling in each Tier classification, with Peshawar being designated as Tier 1+, as a separate stand-alone district. Tier 1 being all the divisional headquarters and subsequently Tier 2, Tier 3, Tier 4 being next biggest districts population wise. Tier 5 category includes list of all districts which were formerly part of FATA and form the newly settled district category.

It is clearly visible from the following charts that in Tier 1, Abbottabad, Kohat and Mardan lead the way with more enforcements penalized per inspection. It also corresponds to the familiar data of these three districts being the most urbanized ones in the Peshawar Vale and Hazara Region. In Tier 2, Haripur and Charsadda top the district comparison charts, again showing the similar trend of urban districts having more need of enforcements in these holy days. Buner and Dir Upper in Tier 3 and Chitral Lower in Tier 4 lead the charts. In Tier 5, apart from Khyber all districts show sporadic enforcement regimes, in line with the security situation in and lesser population density in those areas. However, Peshawar being a separate Tier as 1+ shows a significant decline in the enforcement regime. This correlates to the fact that a huge number of provincial social initiatives are now on ground in Peshawar apart from regular enforcements and that uniformity of the enforcement index in Peshawar also points to the fact that markets have now set up their supply chains quite effectively to avoid much need of enforcement.



**Charts – Indicates the District Enforcement Index in cumulative format showing the percentage share of each district contributing towards a daily enforcement regime in each Tier category, vis a vis its own comparison with similar tiered districts.**

**Urban-dense districts consistently record higher DEI values, reflecting market density and institutional capacity rather than greater underlying non-compliance.**

### 8.3 Price Violation Patterns

Dashboard data on price violations revealed consistent patterns that carry important policy implications. For each day variations between independently monitored price and notified price was charted for most essential commodities, district wise. This ensured that daily policy for price control would be fluid on need basis in each district, against each item requiring intervention.





**Milk Fresh** (Litre)

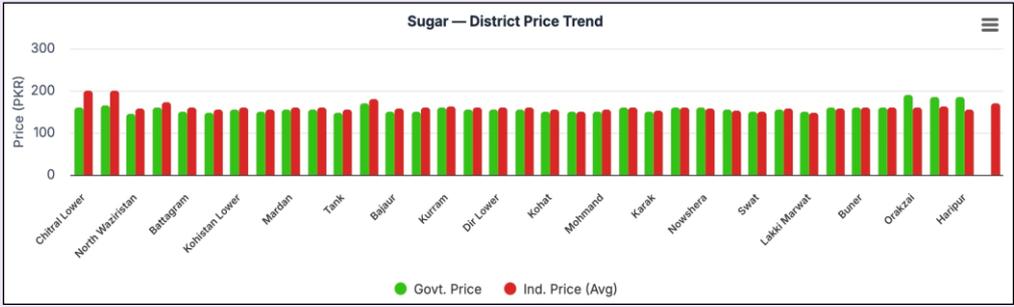
Avg. Govt. Price **PKR 210.9**

Avg. Independent Price **PKR 220.6**

Avg. SB Price **PKR 224.9**

**+5.6% above fixed price**

346 reports



**Sugar** (Kg)

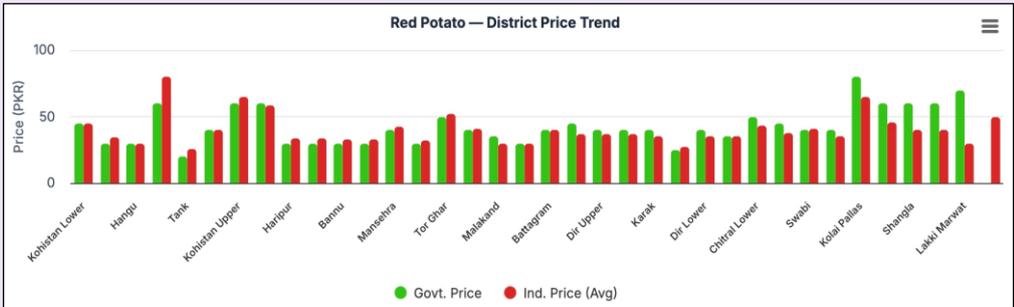
Avg. Govt. Price **PKR 153.2**

Avg. Independent Price **PKR 159.7**

Avg. SB Price **PKR 160.6**

**+4.5% above fixed price**

395 reports



**Red Potato** (Kg)

Avg. Govt. Price **PKR 39.7**

Avg. Independent Price **PKR 38.8**

Avg. SB Price **PKR 41.0**

**+0.5% above fixed price**

394 reports



**Baisan Special (A Grade)** (Kg)

Avg. Govt. Price **PKR 263.5**

Avg. Independent Price **PKR 271.3**

Avg. SB Price **PKR 262.7**

**+1.3% above fixed price**

389 reports

**Charts – Showing daily district wise comparison for essential items as shared on dashboard. Average independent price is taken as average of market prices received from Education Monitoring Authority and Special Branch whereas, the government notified prices are circulated by the relevant district administration and Food Department against each item.**

**Key:** ■ ≤ 10% ■ > 10% and ≤ 25% ■ > 25% and ≤ 50% ■ > 50%

#	DISTRICTS	TOMATO PAKISTANI				ONION				RED POTATO				ATTA 20KG (SPECIAL)				SUGAR			
		Govt. Price	Ind. Price (Average)	SB Price	Diff	Govt. Price	Ind. Price (Average)	SB Price	Diff	Govt. Price	Ind. Price (Average)	SB Price	Diff	Govt. Price	Ind. Price (Average)	SB Price	Diff	Govt. Price	Ind. Price (Average)	SB Price	Diff
1	ABBOTTABAD	90	73.3	80.0	-14.81%	80	80.0	90.0	6.25%	30	30.0	30.0	0.00%	-	3,061.1	2,850.0	0%	184	183.3	160.0	-6.70%
2	BAJAUR	75	69.7	80.0	-0.19%	80	73.3	80.0	-4.17%	30	38.6	30.0	14.35%	2600	2,713.9	2,650.0	3.15%	152	162.2	160.0	5.98%
3	BANNU	70	68.9	60.0	-7.94%	80	74.4	70.0	-9.72%	30	35.6	30.0	9.26%	2700	2,691.1	2,700.0	-0.16%	150	157.2	155.0	4.07%
4	BATTAGRAM	70	70.0	100.0	21.43%	85	89.2	100.0	11.27%	40	40.0	40.0	0.00%	2700	2,925.0	3,000.0	9.72%	150	160.0	165.0	8.33%
5	BUNER	70	69.4	70.0	-0.40%	80	71.7	80.0	-5.21%	40	40.0	50.0	12.50%	2950	2,811.1	2,700.0	-6.59%	160	158.1	150.0	-3.73%
6	CHARSADDA	70	68.9	75.0	2.78%	75	72.8	80.0	1.85%	45	35.0	45.0	-11.11%	2600	2,600.0	2,620.0	0.38%	155	152.8	155.0	-0.72%
7	CHITRAL LOWER	90	79.2	90.0	-6.02%	100	96.7	100.0	-1.67%	50	43.3	50.0	-6.67%	3000	3,141.7	3,000.0	2.36%	160	198.3	170.0	15.10%
8	CHITRAL UPPER	100	121.7	80.0	0.83%	110	121.7	90.0	-3.79%	60	73.3	60.0	11.11%	2660	3,200.0	3,400.0	24.06%	165	196.7	170.0	11.11%
9	DERA ISMAIL KHAN	70	58.3	60.0	-15.48%	70	73.6	60.0	-4.56%	30	26.9	30.0	-5.09%	2650	2,783.3	2,700.0	3.46%	147	155.0	160.0	7.14%
10	DIR LOWER	70	64.6	70.0	-3.87%	80	70.4	80.0	-5.99%	40	34.8	40.0	-6.51%	2700	2,783.3	2,900.0	5.25%	151	161.3	160.0	6.37%
11	DIR UPPER	80	68.6	80.0	-7.12%	90	75.0	90.0	-8.33%	40	36.9	40.0	-3.82%	2900	2,888.9	2,800.0	-1.92%	155	159.7	160.0	3.14%
12	HANGU	70	60.0	70.0	-7.14%	80	80.0	90.0	6.25%	30	30.0	40.0	16.67%	2600	2,841.7	2,650.0	5.61%	160	160.0	150.0	-3.13%
13	HARIPUR	65	72.8	60.0	2.14%	80	76.1	60.0	-14.93%	35	38.3	30.0	-2.38%	2200	2,611.1	2,700.0	20.71%	184	157.2	155.0	-15.16%
14	KARAK	80	74.4	70.0	-9.72%	100	80.0	80.0	-20.00%	40	40.0	50.0	12.50%	2570	2,538.9	2,700.0	1.92%	150	152.8	150.0	0.93%
15	KHYBER	75	71.7	80.0	1.11%	60	80.0	80.0	33.33%	30	41.7	45.0	44.44%	2800	2,533.3	2,650.0	-7.44%	160	159.2	150.0	-3.39%
16	KOHAT	70	62.5	70.0	-5.36%	80	75.0	-	-6.25%	30	34.2	-	13.89%	2700	2,650.0	-	-1.85%	150	154.2	-	2.78%

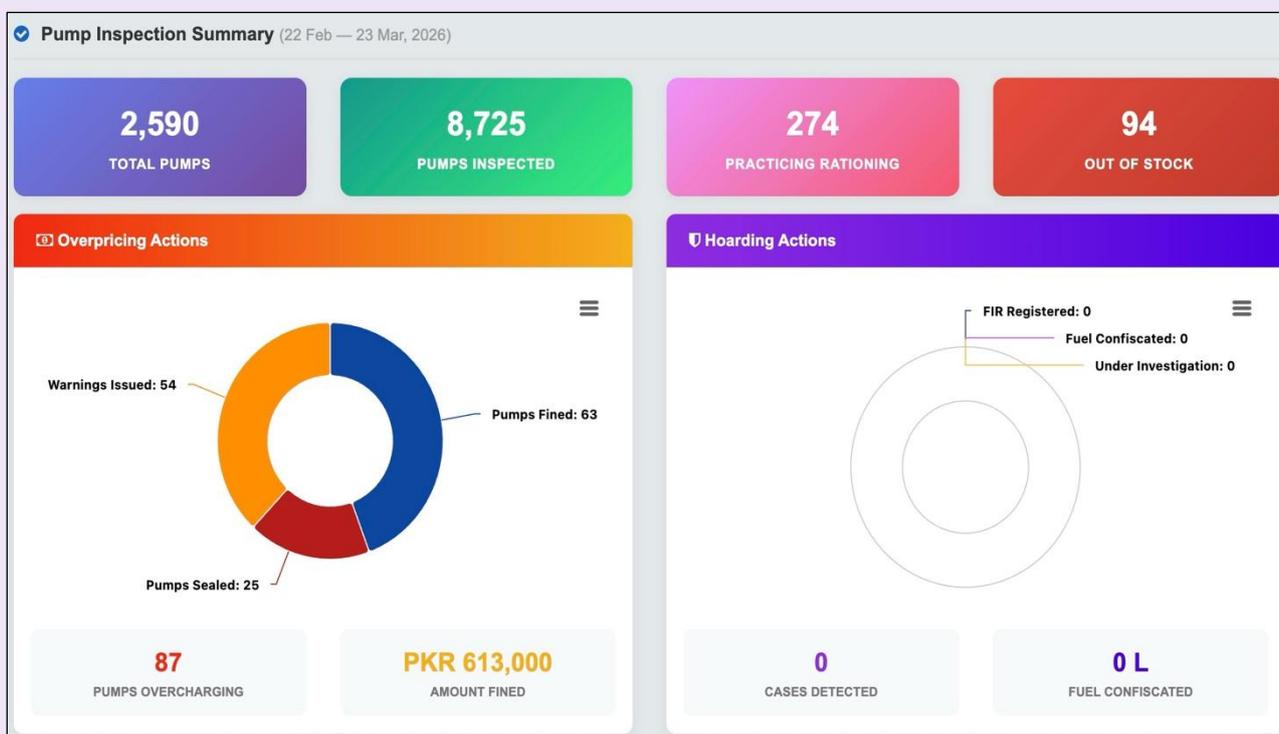
**Chart – Against each district, the difference in market price and notified price is seen on real time dashboard. The price difference of 10% is indicated by colour green, up to 25% by colour yellow, up to 50% by colour red and more than 50% by colour black. The colours of red and black require most heavy intervention against each item in any district.**

## 09 POL SUPPLY AND PRICE MONITORING

*Petroleum Product Availability, Pricing Compliance, and Consumer Protection*

### POL Supply and Price Monitoring

Fuel price overcharging directly increases the cost of transporting essential commodities, inflating end-consumer prices province-wide. The Government of Khyber Pakhtunkhwa monitored the POL supply and demand equation district-wise through Assistant Directors Industries and Deputy Commissioners via the DG Industries. A purpose-built Petroleum, Oil, and Lubricants monitoring track within the PMRU dashboard was launched to provide real-time visibility into district-level fuel availability and pricing compliance throughout the 30-day cycle.



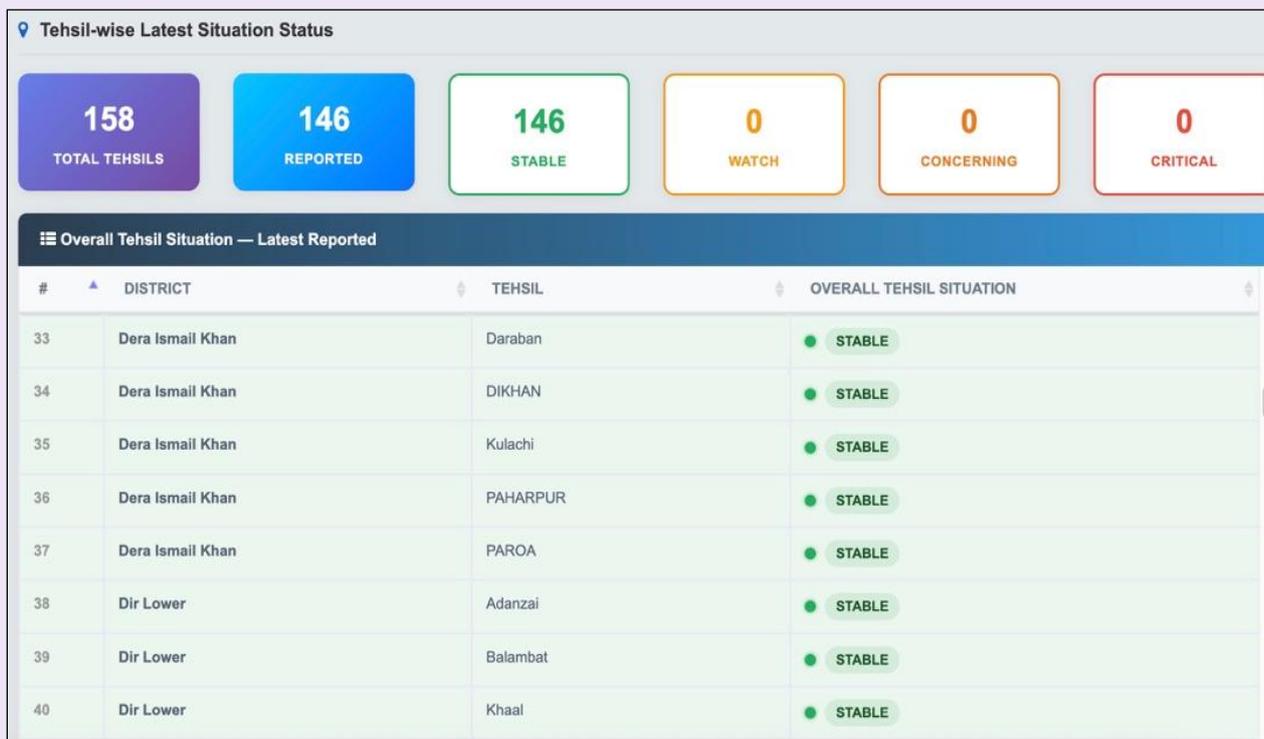
**Real Time POL Dashboard**

#### POL Dashboard: Analytical Observation

Monitoring across the 30-day cycle indicated broadly stable district-wise petroleum product supply positions with no systemic shortfall recorded. The pre-emptive deployment of fuel buffer arrangements in six tourist-intensive districts, namely **Abbottabad, Swat, Chitral Lower, Mansehra and Dir Upper** proved effective in preventing the speculative stock withholding that historically occurs at tourist destinations during Eid. The daily stock versus inflow visualisation on the POL dashboard provided district administrations with a credible early-warning mechanism for supply-side monitoring throughout the Ramzan and Eid cycle.

### 9.1 POL Dashboard: Daily Monitoring Variables

The PMRU POL dashboard tracked the daily stock of petroleum products available per district, the daily requirement based on consumption benchmarks, and the daily inflows from the supply chain. District-wise supply positions were plotted in real time, enabling early identification of stock stress conditions before they could manifest as retail price spikes or artificial scarcity at the pump



**Chart - Dashboard showing overall district situation with traffic lights for individual tehsil wise POL situation**

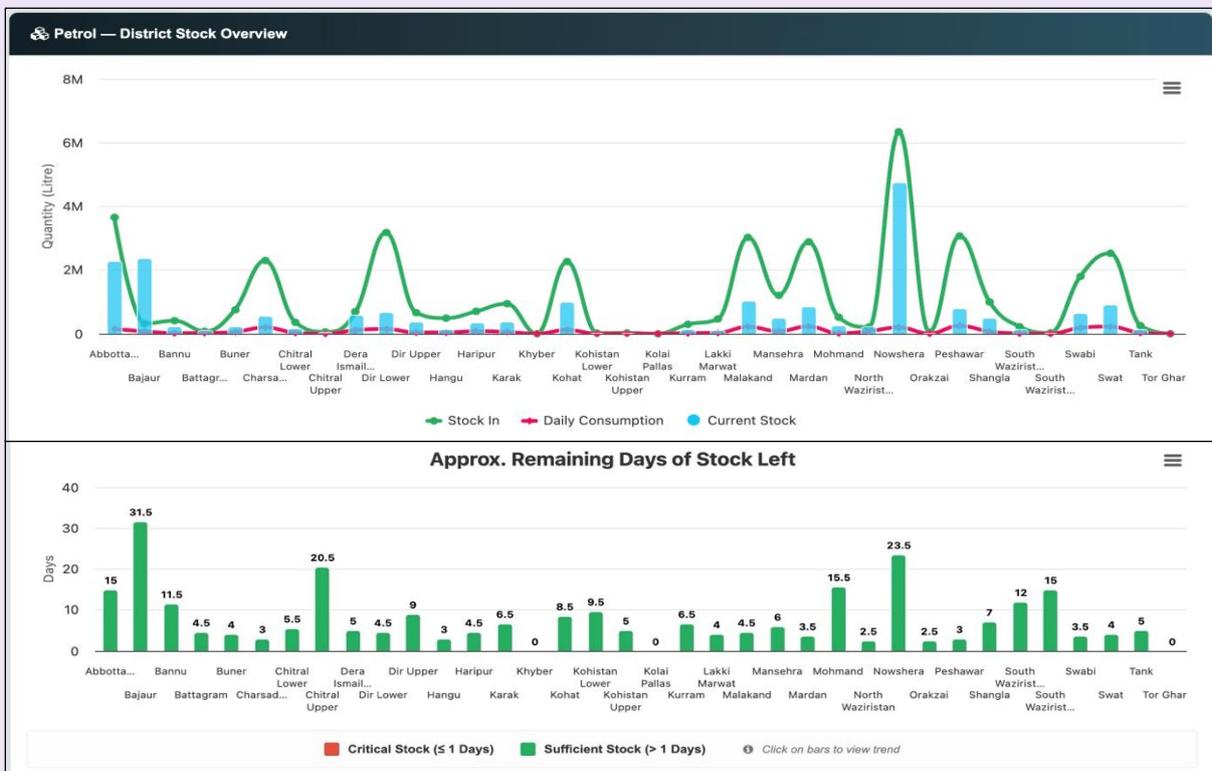
- **Green** for stable POL supply
- **Yellow** for an early warning sign
- **Red** for critical conditions



**Chart – Showing overall Tehsil Wise Petrol situation and Consumer Behaviour per day on real time basis**

## 9.2 Daily Petrol Stock Situation

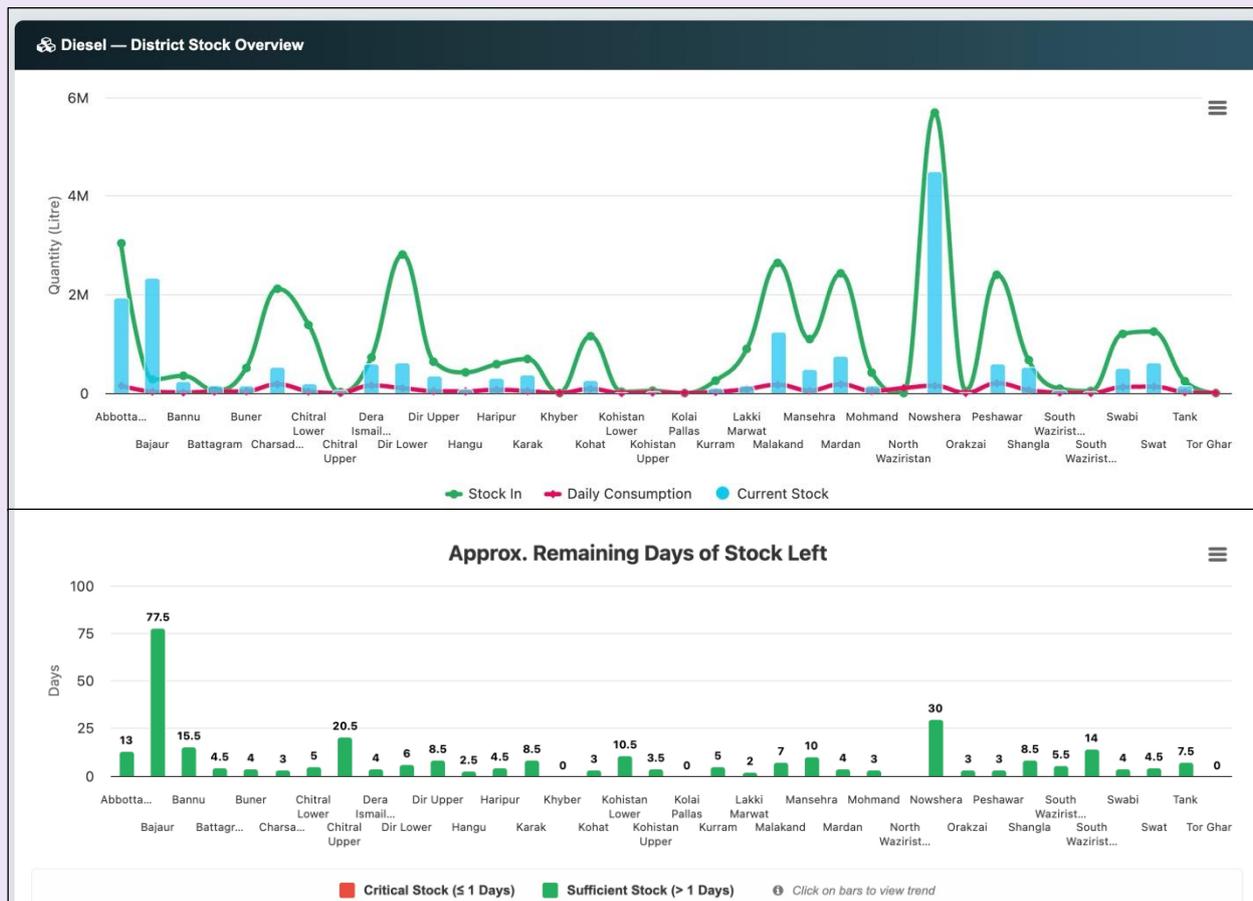
The daily consumption and inflows in all districts were plotted in a real time dashboard to visualize the daily diesel stock situations district wise.



**Chart – Showing District wise Petrol Stock Situation vis a vis the daily consumption requirements and daily inflows of petrol**

### 9.3 Daily Diesel Stock Situation

The daily consumption and inflows in all districts were plotted in a real time dashboard to visualize the daily diesel stock situations district wise.



**Chart – Showing District wise Diesel Stock Situation vis a vis the daily consumption requirements and daily inflows of petrol**

### 9.4 Eid Phase POL Monitoring

POL availability and pricing monitoring during Eid holidays was mandated as a recurring task for all Deputy Commissioners. The heightened monitoring frequency during Eid days, when fuel demand spikes due to Eid travel, increased vehicular movement, and tourist influx, was designed to prevent overcharging and speculative stock withholding at petrol stations in tourist corridors. All 36 districts reported active monitoring throughout the Eid holiday period.

## 10 EID GOVERNANCE AND SERVICE DELIVERY OPERATIONS

*Institutional Readiness, Public Safety, Citizen Facilitation, and Eid Phase Outcomes*

### Eid-ul-Fitr Governance and Service Delivery Operations

The Eid-ul-Fitr period represents the culmination of the Ramzan operational cycle and introduces a qualitatively distinct set of governance demands mass congregation management, heightened public safety risks, peak tourism activity, and citizen welfare expectations elevated by the cultural significance of the occasion. The Government of Khyber Pakhtunkhwa addressed these demands through a comprehensive 26-task Eid Governance Framework mandated across all 7 Divisions and 36 Districts with specific deadlines, responsible authorities, and completion verification through the PMRU monitoring system.

#### **100 % Task Completion Rate Across All 26 Mandated Functions**

All 26 mandated Eid governance tasks were completed by their respective deadlines across all 36 districts. All 7 Divisional Commissioners and all 36 Deputy Commissioners held security coordination meetings. All 36 districts prepared comprehensive traffic management plans and operationalised district control rooms with published helpline numbers. This 100 percent completion rate represents a significant institutional achievement and reflects the effectiveness of the PMRU monitoring framework in sustaining accountability across a large, geographically diverse administration.

#### **10.1 Security Coordination and Administrative Readiness**

Station presence notifications were issued by all 7 Divisional Commissioners and all 36 Deputy Commissioners, ensuring complete district administrative presence throughout the Eid holiday period. Security coordination meetings were convened by all 7 Divisional Commissioners and all 36 Deputy Commissioners, with pre-Eid security coordination meeting minutes submitted by all 36 DCs covering security arrangements at Eidgahs, mosques, and Imambargahs.

#### **10.2 Traffic Management and Parking Systems**

Comprehensive Traffic Management Plans were prepared and implemented by all 36 Deputy Commissioners, identifying choke points, establishing diversion routes, and designating temporary parking areas for Eid congregations. The pre-emptive identification of parking areas, rather than the reactive deployment of traffic personnel after congestion develops, represents a significant improvement in traffic management methodology with direct implications for citizen experience during Eid prayer timings and bazaar hours.

### 10.3 Cleanliness Drives and Civic Services

Special cleanliness drives in bazaars, Eidgahs, and public gathering areas were conducted in all 36 districts, coordinated by the Secretary LG and RDD and all Deputy Commissioners. Street lighting, cleanliness, and civic services in major markets were ensured in all 36 districts prior to Eid, guaranteeing that the public spaces where citizens would celebrate were clean, well-lit, and properly serviced.

### 10.4 Emergency Health Systems and Rescue Readiness

A Special Eid Emergency Response and Health Services Plan was prepared and implemented by the Secretary Health, Secretary Relief, Rehabilitation and Settlement, and Director General Rescue 1122. Health services and emergency response mechanisms were activated and monitored in all 36 districts. Water safety and recreational area management during Eid holidays was mandated under the Secretary Relief and all Deputy Commissioners.

### 10.5 District Control Rooms and Helpline Operationalisation

All 36 Deputy Commissioners operationalised District Control Rooms and publicised helpline numbers in advance of the Eid holiday period, ensuring 24-hour citizen access to district administration during the highest-footfall days of the year. Control rooms served as coordination hubs for emergency response, public complaint management, and inter-agency communication.

### 10.6 Transport Fare Monitoring and Consumer Protection

Transport Fare Monitoring: Eid Phase	Value
Bus Terminals and Stands Inspected	1,166
Vehicles Inspected	93,241
Vehicles Found Overcharging or Overloaded	2,396
Vehicles Fined	12,651
Total Fines Imposed (PKR)	3,363,064
Warnings Issued	2,322

**Table – Showing the Transport Fare Monitoring Summary for the activities done by District Administrations throughout Eid days. Nearly 13% of the vehicles inspected were fined over complaints related to overcharging and other violations**

The scale of the transport fare monitoring operation, covering 93,241 individual vehicle inspections across 1,166 terminals, represents a significant deployment of enforcement capacity. The enforcement response of 12,651 fines signals a zero-tolerance approach that protects the hundreds of thousands of Eid travellers who depend on inter-city transport during the holiday period.

### 10.7 Fuel Buffer Management in Tourist Districts

Fuel buffer arrangements were completed by Abbottabad, Swat, Chitral Lower, Mansehra and Dir Upper ahead of the 19 March 2026 deadline. These arrangements, involving pre-positioning of petroleum product stocks and coordination with oil marketing companies, prevented the supply shortfalls that have historically disrupted tourist travel during Eid holidays in Khyber Pakhtunkhwa's scenic northern districts.

## 10.8 Bakery, Sweets, and Food Inspections During Eid Phase

Eid Food Enforcement	Bakeries and Sweets	Cooking Oil
Total Inspections	168	485
Fines Imposed (PKR)	623,000	617,000
Confiscations/Disposals (kg/litres)	151 kg confiscated	714.5 litres disposed
Warnings Issued	43	86

*Table - KPFSHA campaigns against sub-standard food items done during Eid days*

## 10.9 Public Safety Enforcement

### 10.9.1 Aerial Firing and Fireworks Control

Aerial Firing and Fireworks Enforcement	Value
Incidents of Reported	44
Warnings Issued	13
Persons Fined	31
Fines Imposed (PKR)	18,000
Imprisonments	25

*Table – Highlighting Aerial Firing and Fireworks Enforcement during Eid Days*

The 25 imprisonments resulting from aerial firing incidents signal a significant shift in enforcement posture from warning-based deterrence toward custodial accountability. This escalation reflects the Government's assessment that the public safety risk of aerial firing during mass congregations justifies the most serious available enforcement response under applicable law.

### 10.9.2 Enforcement Against One-Wheeling and Traffic Violations

Traffic Safety Enforcement: Eid Phase	Value
Incidents Reported	20
Persons Fined	139
Fines Imposed (PKR)	160,320
Vehicles Impounded	10

*Table - Highlighting Traffic Safety Enforcement during Eid Days*

## 10.10 Price Control and Market Monitoring During Eid

Eid Price Control Metric	Value
Total Markets Visited	1,603
Sabzi Mandis Visited	147
Shops with Overpricing Found	919
Total Fines Imposed (PKR)	3,239,400

*Table - Highlighting Price Control Activities during Eid Days*

## 10.11 Monitoring of Hospitals, Jails, and Welfare Institutions

A total of 31 Deputy Commissioners completed monitoring of hospitals, jails, and welfare institutions by the 23 March 2026 deadline. Prison inspections and special food arrangements for prisoners were confirmed by the Additional Chief Secretary (Home and Tribal Affairs) and Inspector General Prisons. The inclusion of custodial and welfare institutions in the Eid monitoring framework reflects the Government's commitment to ensuring that every citizen, including those in state care, receives the welfare provisions appropriate to the Eid season.

# 11 OUTCOMES AND IMPACT ASSESSMENT

*Programme Results, Welfare Gains, and Consumer Protection Outcomes*

## Outcomes and Impact Assessment

An assessment of outcomes and impact necessarily distinguishes between outputs, the activities and actions directly produced by the programme, and outcomes, the changes in market conditions, consumer welfare, and public sentiment that those activities were intended to bring about. This chapter presents available evidences, interpreting programme data against a baseline of uncontrolled market conditions and against the experiences of previous Ramzan seasons.

### 11.1 Price Stabilisation Outcomes

Commodity	30-Day Average Deviation	Assessment
Sugar (per kg)	0 to 4 percent	<b>Excellent:</b> at or near notified price
Wheat Flour (20kg)	7 to 11 percent	<b>Good:</b> below historical seasonal norms
Broiler Chicken Live	10 to 11 percent	<b>Good:</b> supply chain stability maintained
Red Potatoes (per kg)	10 to 12 percent	<b>Good:</b> seasonal deviation within tolerance
Dal Channa (per kg)	10 to 12 percent	<b>Good:</b> stable wholesale supply
Tomatoes (per kg)	10 to 15 percent	<b>Moderate:</b> weather-sensitive volatility
Onion (per kg)	15 to 25 percent	<b>Moderate:</b> persistent demand pressure
Ghee Dalda (1 litre)	25 to 27 percent	<b>Elevated:</b> international supply-chain driven

**Table – Price Variation Analysis showing relatable and small averaged price difference for essential commodities across the province**

#### Analysis: Why Price Outcomes Improved

Three interacting mechanisms drove the favourable price outcomes observed across most commodity categories. First, pre-Ramzan supply chain assessment and mill-level coordination prevented artificial scarcity conditions. Second, front-loaded enforcement intensity in Days 1 to 7 established compliance signals that persisted throughout the month with diminishing marginal enforcement cost. Third, the dual-source price monitoring system provided daily district-level evidence enabling targeted enforcement responses calibrated to actual market conditions.

## **11.2 Welfare and Social Impact**

The 700,000 plus Iftar meals served through Dastarkhwans over 30 days represent a significant and tangible transfer of welfare to the province's most economically vulnerable households. For daily wage workers and the urban poor, whose food security is most acutely threatened by Ramzan price inflation, the Dastarkhwans provided not only nutritional sustenance but a visible and meaningful signal of government solidarity. The 100 percent task completion rate across all 26 Eid governance functions represents a direct measurable welfare output for citizens across all 36 districts.

## **11.3 Enforcement-to-Outcome Causal Chain**

The causal chain from enforcement to citizen welfare outcome operates at three successive levels. Enforcement actions, including fines, sealings, and FIRs, produce a market behaviour response in the form of compliance improvement, trader deterrence, and reduced violation rates in subsequent days. This market response translates into consumer welfare outcomes: access to essential goods at or near notified prices, protection from adulterated food products, and safe public spaces during Eid.

## 12 LESSONS LEARNT

*Operational Insights, Institutional Observations, and Policy-Level Improvement Opportunities*

### Lessons Learnt

Effective public programmes are sustained not only by their immediate successes but by the institutional capacity to learn from experience and improve over successive cycles. This chapter distils the most significant operational, institutional, data, and governance lessons from the full 30-day Ramzan 2026 and Eid-ul-Fitr operational cycle.

#### 12.1 Operational Lessons

##### Front-Loading Enforcement Effort

Districts that concentrated their highest enforcement intensity in the first five days of Ramzan sustained better price compliance throughout the month with lower total enforcement effort thereafter. Enforcement effort should be front-loaded, with maximum magistrate deployment and highest-visibility inspections in the first week, as a deliberate institutional strategy rather than an operational convenience.

##### Evening Inspections as a Disproportionate Deterrent

Dashboard data confirms that evening market inspections carry a disproportionately large deterrent effect relative to their resource cost. Any enforcement action during peak evening hours is observed simultaneously by many traders and consumers, amplifying the reputational deterrent well beyond the immediate enforcement interaction. Deploying even a small number of magistrates on high-visibility evening rounds generates outsized deterrence value relative to the officer-hours invested.

##### Mandi Price Transparency as the Highest-Leverage Intervention

Morning Sabzi Mandi auction monitoring proved to be the single highest-leverage price control intervention for vegetable markets. By establishing a transparent, publicly available wholesale price anchor each morning, the programme effectively constrained the permissible retail markup throughout the day. Investment in digital price boards accessible to consumers via mobile application offers the highest return opportunity for programme enhancement in the vegetable market segment.

##### Joint KPFSHA and District Administration Inspections as a Force Multiplier

Joint inspection teams combining KPFSHA food safety technical expertise with District Administration enforcement legal authority proved consistently more effective than single-agency operations, reducing duplication, improving market coverage per officer-hour, and enabling simultaneous food quality and pricing enforcement. Formalising joint inspection protocols as standard operating procedure for all food safety drives should be a priority for future Ramzan seasons.

## 12.2 Institutional Lessons

- The Chief Minister's direct oversight and prompt decision-making served as the critical strategic backbone for the programme. Political commitment at the apex level translated directly into institutional mobilisation and sustained operational motivation across all 36 districts throughout the full 30-day cycle.
- The Chief Secretary's regular operational oversight enabled the real-time course corrections the programme required, particularly in districts where enforcement trajectories diverged from provincial benchmarks during the mid-cycle consolidation phase.
- The PMRU dashboard's daily performance monitoring mechanism proved effective in sustaining institutional motivation beyond the initial mobilisation phase. The daily ACS (General) evening review, where Deputy Commissioners were required to explain price deviations and outline corrective measures, created a structured accountability rhythm more effective than periodic reporting alone.
- Early engagement with flour mill associations and oil distributors in pre-Ramzan planning meetings significantly reduced supply-side tensions and facilitated voluntary compliance in the wheat flour and edible oil categories. This consultative model should be institutionalised as standard practice ahead of each Ramzan season.
- The 100 percent Eid task completion rate across all 26 mandated functions in all 36 districts validates the PMRU monitoring framework as an effective accountability mechanism for time-bound, multi-function delivery programmes. This model is directly transferable to other district-level service delivery programmes throughout the year.

## 12.3 Data and Monitoring Lessons

- The PMRU dashboard's reliance on manual data entry by district administration staff creates risks of reporting lag, data inconsistency, and potential optimism bias in self-reported metrics. Future iterations should explore automated data capture, including integration of OGRA retail price data for POL monitoring and digital price board integration for Mandi monitoring.
- The dual-source price monitoring methodology using the Independent Monitoring Unit and Special Branch proved its value by providing independent cross-verification of district-reported compliance data. This methodology should be formally institutionalised as the standard price monitoring protocol for all future Ramzan programmes.
- Complaint data from Price Monitoring Desks and the Ekhtiyar Awam Ka App provides real-time market intelligence complementary to but distinct from field inspection data. A more structured complaint analysis system tracking complaint categories, geographic clusters, and resolution quality would significantly enhance PMRU's analytical intelligence capacity.

## 12.4 Structural Gaps in the Price Fixation Methodology

A fundamental structural limitation of the current price fixation regime warrants explicit recognition. Essential commodities in Khyber Pakhtunkhwa broadly fall into two categories:

- i. Indigenous goods produced locally,
- ii. Goods sourced through inter-provincial or international supply chains.

In both cases, the prevailing price fixation mechanism operates predominantly at the final retail level, notifying, for instance, a maximum per-kilogram price for beef or poultry, without systematic reference to the upstream cost structures that determine the economic viability of that price. For indigenous commodities such as livestock, the retail price bears no formally modelled relationship to the cumulative input costs of rearing (feed, veterinary care, time to market maturity, slaughter and cold-chain logistics). For inter-provincially sourced goods, the notified price frequently does not account for origin-market procurement rates, transportation costs, middlemen margins, and transit wastage, all of which are embedded in the final delivered cost before any retail markup is applied.

Future iterations of the Ramzan price control programme, in particular, and overall price management mechanism, in general should explore the development of a cost-based, supply-chain-informed pricing model, one that constructs notified prices from verified upstream cost data rather than from retail-level negotiation alone. Such a model would strengthen the analytical credibility of the price fixation process, reduce enforcement friction with traders who face genuine cost pressures, and align the programme with evidence-based pricing methodologies employed in comparable regulatory environments internationally.

## 13 STRATEGIC POLICY RECOMMENDATIONS

### *Evidence-Based Reforms for Future Ramzan and Eid Operations*

## Strategic Policy Recommendations for Future Ramzan and Eid Operations

The following recommendations derive directly from the analytical findings, operational patterns, and institutional lessons of the Ramzan 2026 and Eid-ul-Fitr programme. They are framed as institutional, data, and governance reforms rather than operational adjustments, addressing the structural conditions that determine programme effectiveness over successive annual cycles.

### 13.1 Enforcement Reforms

- Institutionalise Front-Loaded Enforcement Protocol: Codify Days 1 to 7 maximum enforcement intensity as a provincial SOP with minimum magistrate deployment numbers, mandatory market coverage targets, and evening inspection quotas for all districts.
- Expand Joint Inspection Model: Formalise joint KPFSHA and District Administration inspection teams as the default model for all food safety drives, moving from ad hoc joint operations to a standing inter-agency framework with shared SOPs and unified reporting.
- Create Graduated Eid Enforcement Calendar: Develop a province-wide enforcement calendar for the final 10 days of Ramzan through Eid Day, specifying which market sectors face enhanced scrutiny on which days to prevent over-concentration in one sector at the expense of another.
- Strengthen Merged Districts Enforcement Capacity: Invest specifically in enforcement capacity building in the Tier 5 category through magistrate training, equipment provision, and inter-district mentorship arrangements from higher-tier districts.

### 13.2 Data System Upgrades

- Automated Mandi Price Capture: Deploy digital price boards with real-time data feeds to the PMRU dashboard at all major Sabzi Mandis, eliminating manual price recording and enabling instant price deviation identification.
- Mobile-Based Inspector Reporting: Develop a mobile application for Price Control Magistrates and KPFSHA officers enabling geo-tagged, real-time inspection result submission, reducing reporting lag and eliminating manual data entry errors.
- OGRA Integration for POL Dashboard: Integrate OGRA's retail price data feed into the PMRU POL dashboard to provide independent validation of district-reported fuel pricing compliance data.
- Structured Complaint Analytics: Build a complaint categorisation and cluster analysis module within the PMRU dashboard, converting citizen complaint data into district-level intelligence on commodity-specific price pressure hotspots.

### 13.3 Dashboard Improvements

- **Predictive Market Pressure Analytics:** Develop the Market Pressure Index into a forward-looking predictive module using historical demand patterns to anticipate enforcement intensity requirements in specific market segments and districts during the final phase of Ramzan.
- **Public-Facing Dashboard Module:** Launch a citizen-accessible version of the price compliance dashboard displaying real-time compliance status for each district across key commodity categories, complementing enforcement with consumer information as a compliance driver.
- **Welfare Reach Tracking Module:** Expand the PMRU dashboard to include a Welfare Reach Index module tracking Dastarkhwans beneficiary counts, geographic coverage, and meal quality indicators on a daily basis throughout the Ramzan cycle.

### 13.4 Institutional Coordination

- **Pre-Season Consultative Forums:** Expand the pre-Ramzan stakeholder engagement model to include a formal provincial Ramzan Supply Chain Roundtable involving flour mills, oil distributors, poultry associations, and retail associations, convened at least 45 days before Ramzan.
- **Standardised Inter-Agency SOP Framework:** Develop unified SOPs governing joint operations between District Administration, KPFSHA, DG Industries, the Directorate of Food, and the Health Department, specifying coordination protocols, shared reporting formats, and escalation pathways.
- **Year-Round POL Monitoring:** Convert the Ramzan-specific POL dashboard into a permanent, year-round monitoring tool for petroleum product supply and pricing across Khyber Pakhtunkhwa, providing institutional memory and baseline data for seasonal comparison.

### 13.5 Citizen Engagement Systems

- **Dedicated Eid Citizen Services App:** Develop a citizen-facing mobile application aggregating all Eid service delivery information, including helpline numbers, control room contacts, official price lists, traffic diversion routes, Dastarkhwans locations, and emergency health contacts, in a single district-specific interface.
- **Real-Time Complaint Escalation:** Upgrade the consumer complaint mechanism to provide citizens with automated SMS confirmation of complaint receipt, real-time status tracking, and resolution confirmation, improving transparency and trust in the redressal system.
- **Proactive Price Communication:** Establish a weekly SMS and WhatsApp broadcast service during Ramzan distributing current official price lists and complaint helpline numbers to registered citizen subscribers in each district, shifting the programme from reactive enforcement toward proactive consumer empowerment.

## ANNEXURE A: PICTORIAL GLIMPSES OF RAMZAN AND EID ACTIVITIES

The following sections catalogue photographic documentation categories for field activities conducted during Ramzan 2026 and Eid-ul-Fitr 2026. These records serve as both an institutional archive and a quality assurance verification tool for field operations.

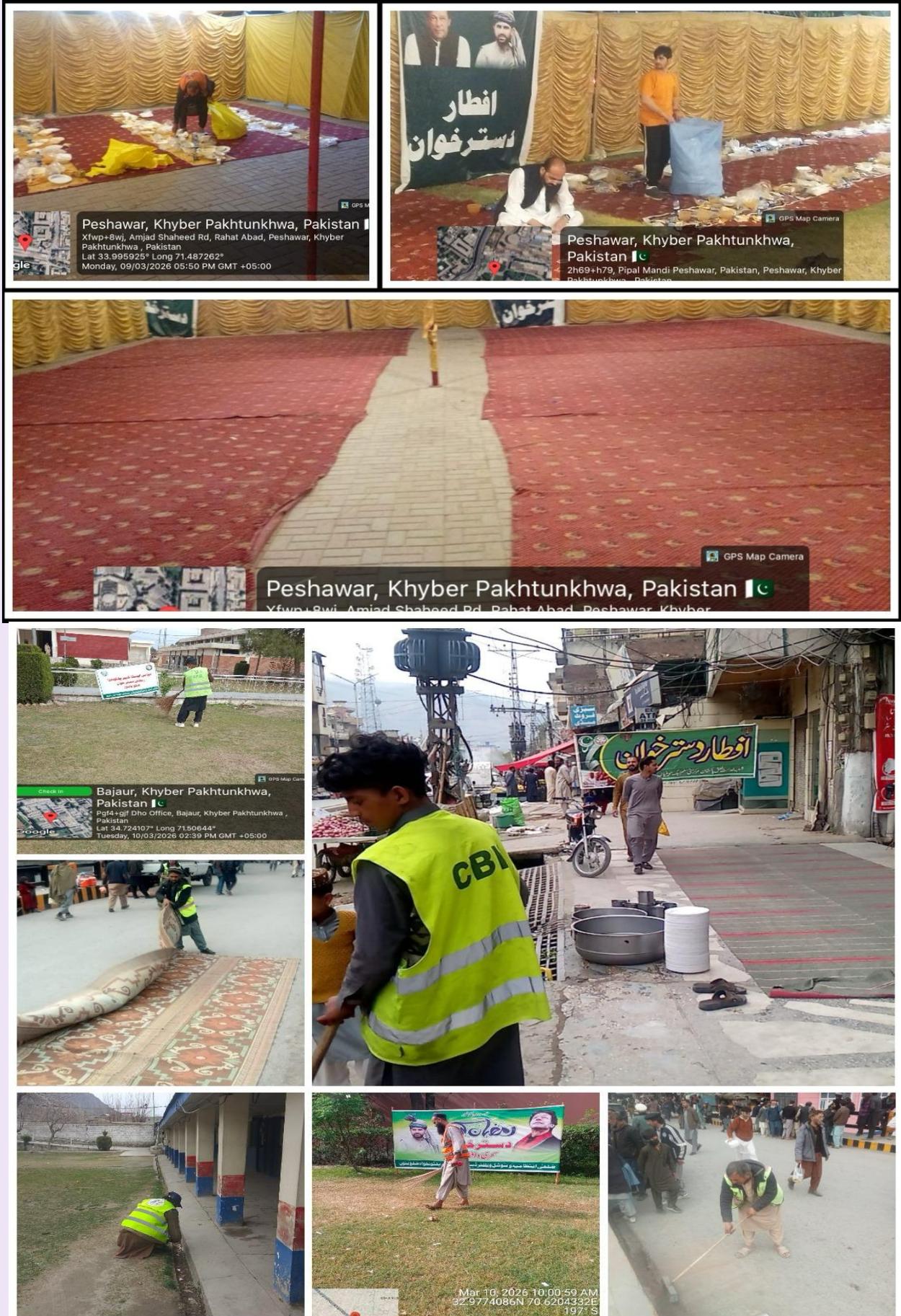
### A.1 Pre-Ramzan Planning Meetings



## A.2 Market Cleanliness Campaigns

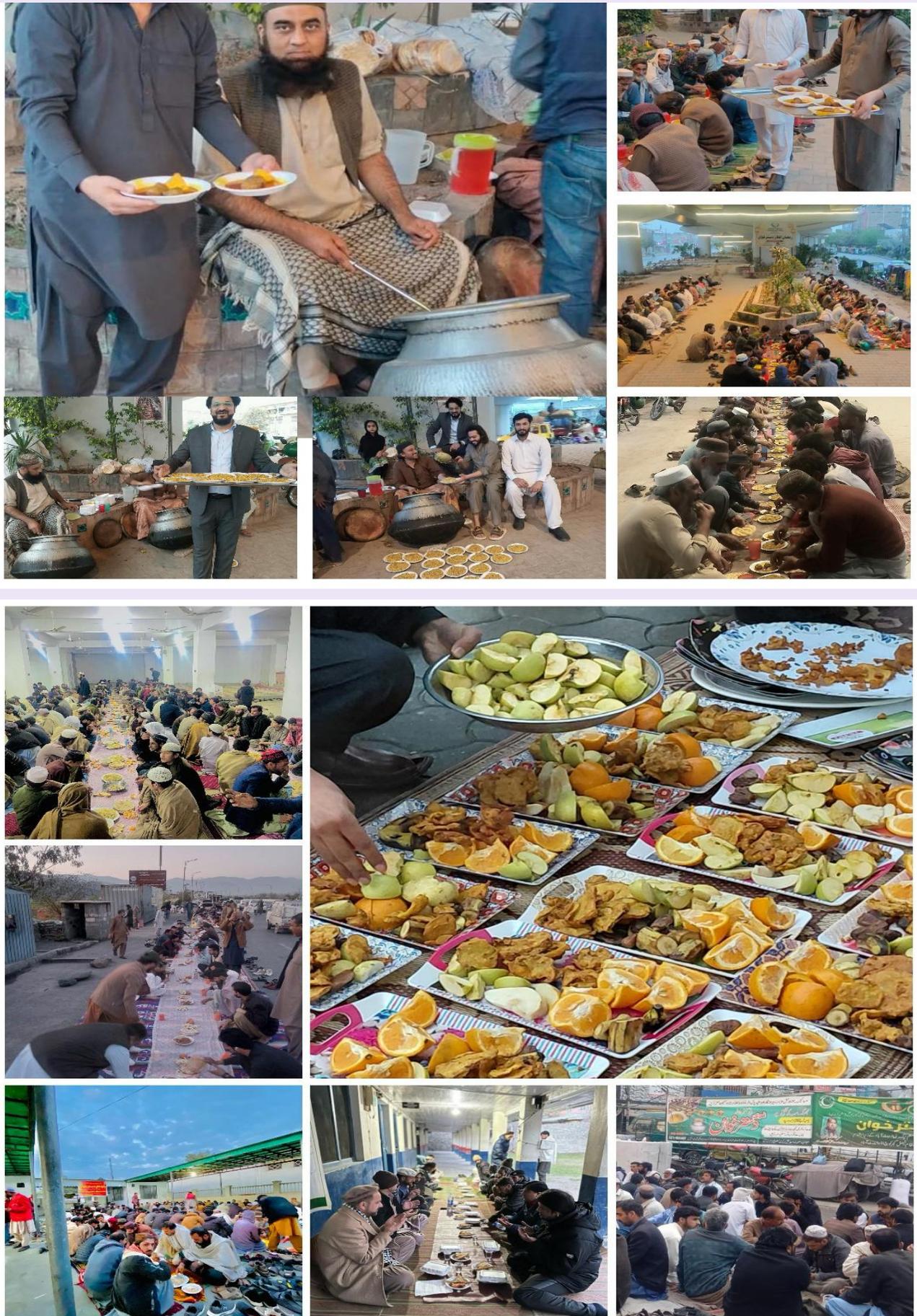


### A.3 Iftar Dastarkhwans Cleanliness



### A.4 Daily Ramzan Dastarkhwans





### A.5 Daily Iftar at Provincial Entry Points





### A.7 Daily Sabzi Mandi Auction Oversight





### A.8 Anti-Rancid Oil Campaign





### A.9 POL Stocktake Visits



### A.10 Ramzan Complaint Redressal Desks



### A.11 Bakery and Sweets Quality Inspections During Eid Phase

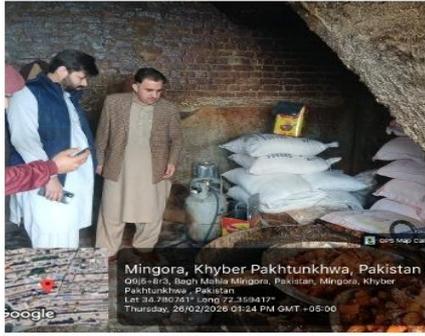


### A.12 Transport Fare Monitoring Operations





### A.13 Market Inspections





**ANNEXURE B: GLOSSARY OF TERMS AND ABBREVIATIONS**

Term or Abbreviation	Full Form and Definition
AC	Assistant Commissioner, sub-divisional administrative officer
Challan	Official penalty notices or fine order issued by a Magistrate
Dastarkhwan	Communal Iftari table providing free meals to the public
DC	Deputy Commissioner
DEI	District Enforcement Index, weighted composite enforcement measure
DRAP	Drug Regulatory Authority of Pakistan
FIR	First Information Report, formal criminal complaint lodged with police
GoKP	Government of Khyber Pakhtunkhwa
IMU	Independent Monitoring Unit, KP Education Monitoring Authority
Iftari	The evening meal at sunset breaking the daily Ramzan fast
KPFSHA	Khyber Pakhtunkhwa Food Safety and Halal Food Authority
LG and RDD	Local Government and Rural Development Department
MRP	Maximum Retail Price
OGRA	Oil and Gas Regulatory Authority (Federal)
Panahgah	Government-operated shelter facility for the homeless and destitute
PMRU	Performance Management and Reforms Unit, Government of KP
POL	Petroleum, Oil, and Lubricants
Sabzi Mandi	Wholesale vegetable market and auction centre
Sarai	Government-operated rest house for travellers
Sehri	The pre-dawn meal before the daily Ramzan fast begins
SOP	Standard Operating Procedure

**END OF REPORT**

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