

Abstract

The livestock sector is closely linked to agriculture and it is seen as sub-sector of the agriculture sector in Pakistan. There is an increase in demand in this sector due to urbanization, changes in income levels, and population growth. A livestock market or cattle market is a place where livestock trading is practiced in Pakistan. These livestock markets are called as *Bakra Mandi* or *Pirri* in local languages and they are held on weekly basis across the Sindh province. Hence, these livestock markets are termed as temporary livestock markets. There is a huge potential in livestock sector and it can create many business opportunities for Pakistan in general and Sindh in particular due to natural habitat. The temporary livestock markets witness the trade of millions of rupees in a single day every week. However, these livestock markets lack development and focus of concerned authorities. There are major issues such as infrastructure and poor management which are causing issues. Hence, it is required to study the livestock markets at first and layout the structure of existing trading network in order to generate academic information that gives details about this trading network and its activities, processes and problems.

The aim of this research was to study the network of livestock trading in the context of project management in Hyderabad, Sindh, and its adjacent areas. The aim was achieved through four objectives; at first, a scientific model of temporary livestock markets was proposed. Secondly, the activities and processes in temporary livestock markets were found. Thirdly, the trading network of livestock in the context of project management practices was analyzed and lastly, technological or digital solutions that can be adapted in temporary livestock markets are suggested after the field visits of livestock markets. The data was collected from the six temporary or weekly livestock markets held in Hyderabad region. This research is an exploratory study with qualitative research approach. Five stakeholders from each temporary livestock markets were interviewed and those stakeholders are trader and buyer/seller. The data collection tool was questionnaire which was developed according to the requirement of study.

The results of this exploratory research identify the activities and issues in temporary livestock markets and put forward the recommendations accordingly. A scientific model is

proposed in this research which layouts the properties and activities of the temporary livestock markets. Another model is also proposed in this study which identify the project management knowledge areas that are linked with temporary livestock markets. Hence, the discussion is focused on how these knowledge areas can be adapted formally in livestock markets in order to achieve formal development of livestock markets. The findings also present the recommendations for the formal development of temporary livestock markets.

Keywords: Livestock, Temporary Livestock Markets, Livestock Trading, Project Management