

AJK PM Orders Price Control Drive, Shopkeepers Fined for Overcharging



میرپور تحصیلدار چوہدری عمران یوسف مراد پولیس مختلف بازاروں میں اشیاء خورد و نوش کی چیکنگ کر رہے ہیں۔

Published on February 26, 2026

Document Date: Sat, Apr 18 2026 03:01:05 am

Category: ,English,Kashmir - ~ ,Snippets

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Mirpur, AJK, February 26: On the special instructions of the Prime Minister of Azad Jammu and

Kashmir, a price control checking drive has been intensified in Mirpur district and city

subdivisions to ensure the supply of essential food items at officially fixed rates, particularly

during the ongoing Holy Month of Ramadan, official sources said.

A special contingent led by City Tehsildar Imran Yousaf Chaudhry, supported by police, conducted

surprise inspections across various localities. Prices of vegetables, fruits, chicken, samosas, and pakoras—popular Ramadan dishes—were checked for compliance with official rates.

Shopkeepers were instructed to sell items according to the fixed price list. Fines were imposed on those charging higher rates or failing to display the rate list, while warnings were issued to others.

Tehsildar Imran Yousaf Chaudhry emphasized that legal action would be taken immediately against defaulters and reiterated that strict monitoring will continue throughout Ramadan to ensure consumer protection.

In a parallel drive, Revenue Officer Raja Ayaz Ahmed Khan reminded both shopkeepers and consumers to adhere strictly to the officially fixed rates, warning against artificial inflation, hoarding, or sale of substandard items.

The administration urged the public to report any violations promptly to ensure timely redressal of grievances. Officials reiterated that these measures aim to protect consumers, maintain market stability, and uphold fair trade practices during the festive month of Ramadan.

The price control initiative reflects the AJK Government's strong commitment to safeguarding public interest, promoting transparency in trade, and ensuring that essential commodities remain affordable, accessible, and fairly distributed throughout the region.