

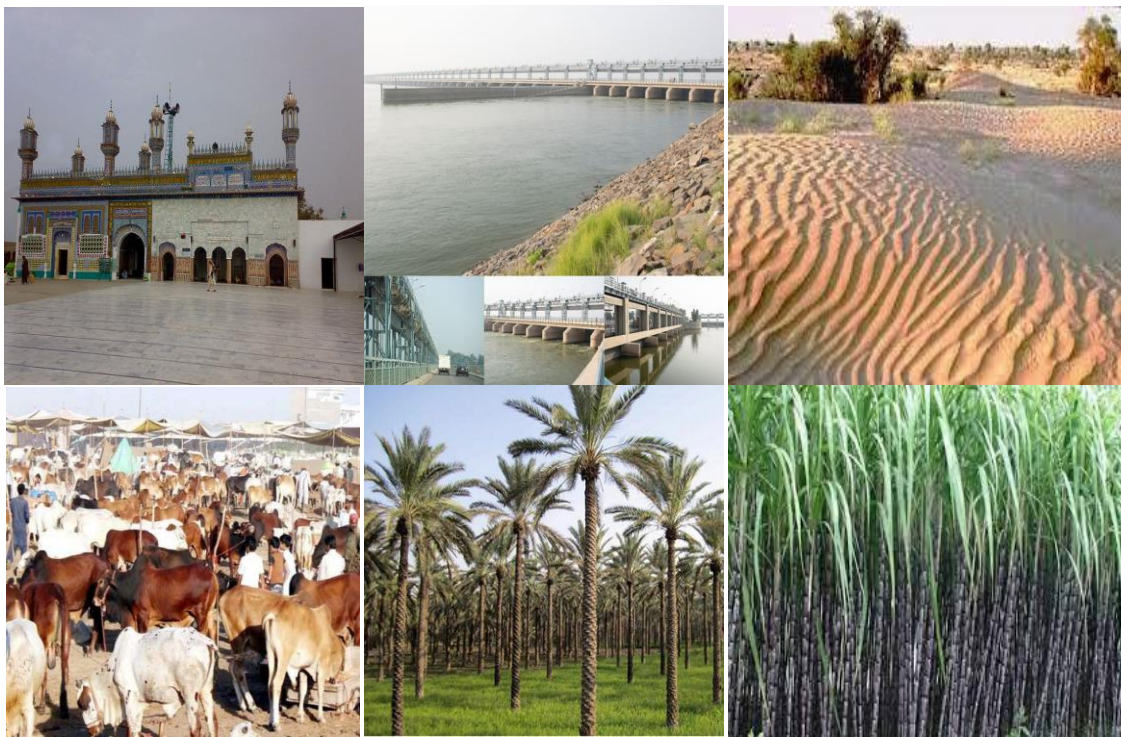


SME Business Facilitation Center, Multan



District Economic Profile and Investment Opportunities (Jhang)

(March, 2021)



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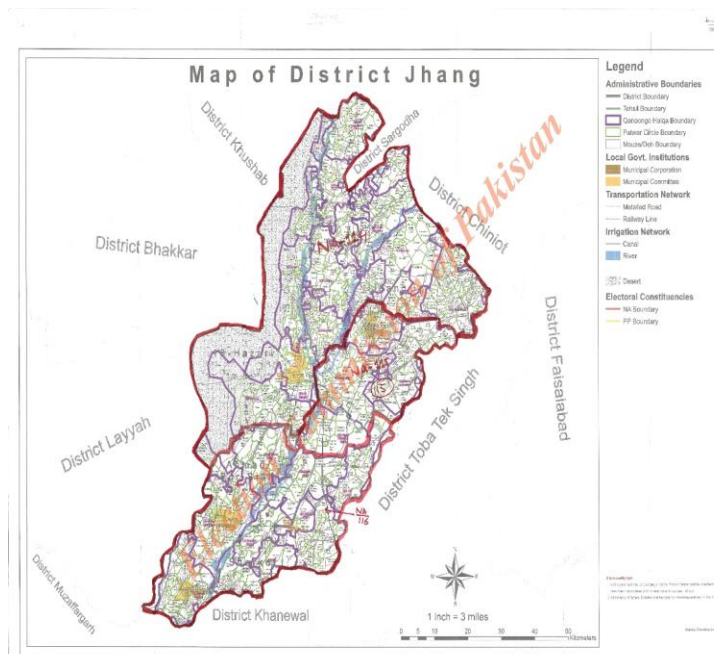
1. Introduction¹:

Jhang is one of the oldest districts in the subcontinent (being one of five districts established in Punjab in 1849), having been populated even around 2,000 BC, when it was known as Jhagi Sial. It is the capital city of Jhang District, in the central portion of the Province of Punjab, Pakistan. Situated on the east bank of the Chenab river, it is the 18th largest city of Pakistan by population. The area was inhabited at the time of Alexander but the present city of Jhang was built in 1288 by Rai Sial. Sial tribe ruled this city for 360 years. It was then destroyed by the river and re-founded during the reign of Aurangzeb. Under Central Asian Mughal rule, the city flourished and was notable for commerce and trade. In the late 18th century, it became part of the Afghan Empire. With disarray and chaos falling internal strife in Western Afghanistan and the gradual decline of the Mughal Empire, the city was briefly taken by Ranjit Singh in 1805. Later in 1849, the British made inroads into the Punjab and added Jhang to their expanding South Asian Empire.² The district comprises of following four Tehsils:

- Ahmed Pur Sial
- 18 Hazzari
- Jhang
- Shorkot

Jhang district lies between 30.37 to 31.59 degree North latitudes and 71.37 to 73.13 degree East longitudes. The district Jhang is adjoined by Toba Tek Singh and Faisalabad to the East, Hafizabad to the North-East, Khanewal on the South, Sargodha on the North, Khushab, Bhakkar and Layyah on the West.³ The district has extreme climate. The summer season begins from the month of April and lasts till October with May and June being the hottest months. The mean maximum and minimum temperatures in these months are about 45 and 30 centigrade respectively. The winter season lasts from the month of November to March. December, January and February are the coldest months. The mean maximum and minimum temperature during this period are about 27 and 6 centigrade respectively. The annual rainfall is about 288.8 millimeters. Winds and dust storms are common during the summer season and sometimes they cause much damage.⁴

This document provides information about district Jhang in respect of area, population, manpower, production of agriculture crops, fruits, vegetables, livestock, and infrastructural facilities such as communication network, power/gas supply, sewerage, telecommunication, and major industries. It also



¹ <https://jhang.punjab.gov.pk/>

² https://www.punjab.gov.pk/jhang_history

³ <https://www.punjab.gov.pk/jhang>

⁴ <https://jhang.punjab.gov.pk/climate>

identifies various potential investment opportunities in the district and lists out various institutes / organization working in this region for business support.

2. Geographic and Demographic Situation:

2.1. Geographical Situation:

2.1.1. Total Area⁵:

District Jhang covers an area of 8,809 Square Kilometers and makes 4.29% area of Punjab and 1.12% area of Pakistan.

2.1.2. Area under Cultivation⁶:

The total cultivated area of district Jhang is 506,000 Hectare and makes 4.02% cultivated area of Punjab. This includes the land under crops, orchards as well as current fallow.

2.2. Demographic Situation:

2.2.1. Urban Population⁷:

Total estimated urban population of Jhang district is 598,190 with 304,628 with males and 293,488 females. The average annual population growth rate is 1.86%.

2.2.2. Rural Population⁸:

Total estimated rural population of Jhang district is 2,145,226 with 1,091,984 males and 1,053,172 females. The average annual growth rate of population is 2.09%.

2.2.3. Total Households⁹:

Total estimated households' units of Jhang district are 427,390 out of which 95,256 units exist in urban areas and 332,134 units in rural areas with average household's size of 6.4 persons.

3. Human Resource Availability:

This section comprises the statistics related to labour force, skilled labour, semi-skilled labour and unskilled labour.

3.1. Total Labour Force¹⁰:

The labour force comprises all those who work for gain, whether as employees, employers, or as self-employed, and it includes the unemployed who are seeking work. The total estimated working age population¹¹ of district Jhang is 1,783,220 out of which total estimated labour force is 823,024. Nearly

⁵ Punjab Development Statistics, 2019

⁶ Pakistan Bureau of Statistics

⁷ Pakistan Bureau of Statistics

⁸ Pakistan Bureau of Statistics

⁹ Pakistan Bureau of Statistics

¹⁰ Pakistan Bureau of Statistics

¹¹ The working age population refers to people aged 15 to 64



80.7% are self-employed, 6.7% government employees and 9.2% private employees. Un-paid family helpers are recorded as 2.5%. The unemployment rate in the district is 12.9%.

3.2. Skilled Labour¹²:

The literacy rate of the district is 65%.¹³ As regards availability of skilled human resource, there are 09 technical / commercial / vocational institutions (6 for men, 3 for women) imparting training in various trades e.g. electronics applications, fitter general, matric vocational, wool textile, advance dress designing & making, auto & farm machinery , motor winding , painting, steel fixer, web designing, commerce, computer operators , plumber & sanitary installer, tailoring, machine embroidery, electrician, driving, heating ventilation, carpenter, beautician, air conditioning & refrigeration, welding, electrical, chemical, mechanical, civil, electronics, auto mechanic, home appliances repairing etc. Total 7,680 technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Jhang. Beside these, large number of people got technical, commercial and vocational education from big cities of Pakistan; these people are also included in the skilled human resource of the district.

3.3. Semi-Skilled Labour¹⁴:

Only 43% of the total population of the district completed the primary education. Therefore, most of the labour force in the district is unskilled or semi skilled. The estimated semi-skilled labour in the district is round 288,058.

3.4. Unskilled Labour¹⁵:

The total population of the district that has ever attended school is 53%. So, remaining 47% population not attended school ever. Therefore, the ratio of unskilled labour is more than skilled and semi-skilled labour in the district. The estimated unskilled labour in the district is approximately 411,512.

4. Infrastructural Facilities:

4.1. Communication System:

The communication network detail is as following:

4.1.1. Telecommunication Service:

There are 20 telephone exchanges operating in the district.¹⁶ There are also Cellular companies operating in the district including Mobilink, Zong, U phone, Telenor and Warid.

4.1.2. Post Office Service:

There are 33 post offices operating in the district¹⁷. Beside these, many private national and international courier services are also providing services in the district.

¹² <http://www.tevta.gop.pk/>

¹³ <https://jhang.punjab.gov.pk/district-profile>

¹⁴ Pakistan Bureau of Statistics

¹⁵ Pakistan Bureau of Statistics

¹⁶ <https://ptcl.com.pk/>

¹⁷ <http://www.pakpost.gov.pk>



4.2. Road and Rail Network:

4.2.1. Road Network¹⁸:

Jhang is located in the central place of the Province. It is linked to the rest of the country through the following main roads:

- Faisalabad Road (also linked to Charigabad Interchange, Motorway M4)
- Gojra Road (also linked to Gojra Interchange, Motorway M4)
- Toba Tek Singh Road (also linked to TT Singh Interchange, Motorway M4)
- Multan Road
- Muzaffarabad Road
- Bhakkar Road
- Sargodha Road
- Chiniot Road

The total metalled road length of the district is 2,157 Kilometers. The details are given below in the table.

Table 1: Metalled Roads Length¹⁹

<i>(Kilometers)</i>			
National Highways	Sugar Cess Roads	Provincial Highways	Total
-	304	1,853	2,157

4.2.2. Rail Network²⁰:

There are 09 railway stations in district. The total 102 km length of track exists in the district. The facility of online booking of tickets are available at Shorkot & Jhang Saddar Stations. A major bridge named Rivaz Bridge is situated near Chund Bharwana on Chenab River. The following two railway lines pass through the district:

- Sargodha-Lalian-Chiniot-Chak Jhumra
- Sahiwal-Jhang-Shorkot-Khanewal

4.3. Utilities:

4.3.1. Electricity Supply²¹:

FESCO is the only supplier of electricity in the district. There are 13 grid stations and it covers 91.75% area of the district.

4.3.2. Natural Gas:

Most of the areas in Jhang are facilitated with natural gas and the process of provision natural gas is under process.

4.3.3. Sewerage and Drainage:

Sewerage and drainage services in Jhang are provided by the Tehsil Municipal Administration (TMA). However, the existing sewerage system covers only 65% of the built area.

¹⁸ <https://jhang.punjab.gov.pk/transportation>

¹⁹ National Highways Authority, Lahore

²⁰ <https://jhang.punjab.gov.pk/transportation>

²¹ <https://jhang.punjab.gov.pk/fesco>



4.4. Social Infrastructure Availability:

4.4.1. Educational Institutions:

The details of the educational institutes are as following:

Table 2: Education Institutions (2018-19)²²

<i>(Numbers)</i>					
Primary & Middle Schools	High Schools	Higher Secondary Schools	No of Colleges	Technical Institutes	Universities
1,459	161	30	29	9	2

4.4.2. Health Institutions:

The information of the health institutions is given in the table below:

Table 3: Health Institutions²³

<i>(Numbers)</i>									
Hospitals		Dispensaries		R.H. Cs Total		B.H. Cs Total		M.C.H Centers	
No.	Beds	No	Beds	No.	Beds	No.	Beds	No.	Beds
9	573	69	0	11	220	59	118	9	0

4.4.3. Police Stations²⁴:

There are 18 police stations in the district.

5. Agriculture and Livestock:

5.1. Agriculture Sector:

Agriculture is a major sector of Jhang's economy as it has a significant contribution to GDP, employment generation, and export earnings in the economy. The subsoil water of the district is sweet and suitable for agriculture. About 85% of the Jhang's cultivable land is irrigated. A sizeable portion of population is engaged in agriculture sector. The details of the major crops, fruits and vegetables grown in this region are as following:

5.1.1. Main Crops:

Sugarcane, Rice, Gram and Wheat are the main crops grown in the district.²⁵ Area and production of these crops during the period 2019-20 is given below:

²² Punjab Education Statistics, 2019

²³ Health Department, Government of the Punjab

²⁴ Bureau of Statistics, Punjab

²⁵ <https://jhang.punjab.gov.pk/natural-recources>



Table 4: Main Crops²⁶*(Numbers)*

Sugarcane		Rice		Wheat	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
49,780	3,043,780	50,180	158,310	288,530	917,400

Besides, Cotton, Tobacco, Oilseeds, Jawar, Maize etc. are also grown in minor quantities in the district.

5.1.2 Main Fruits:

Citrus, Dates and Guava are the main fruits grown in the district.²⁷ Area and production of these fruits during the period 2019-20 is given below:

Table 5: Main Fruits²⁸*(Numbers)*

Citrus		Dates		Guava	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
4,741	37,617	803	5,796	1,337	13,459

Besides, Mango, Jaman, watermelon, Pomegranates etc. are also grown in minor quantity in the district

5.1.3. Main Vegetables:

Potatoes, Onion and Cucumber are main vegetables grown in the district.²⁹ The Area and production of these vegetables during the period of 2019-20 are given below in table:

Table 6: Main Vegetables³⁰*(Numbers)*

Potato		Onion		Cucumber	
Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)
6,343	104,849	1,850	8,412	115	1,375

Besides, Spinach, Cauliflower, Coriander, Squash, Bitter gourd, Chilies, Radish, Carrots, Tomato etc. are also grown in the district in minor quantities.

5.2. Livestock:

Livestock sector is a source of 65% of income for the rural inhabitants of the district. Jhang is a great source of organic food in the form of beef, mutton, eggs and other livestock products. The livestock census conducted in 2018, concluded that district Jhang was the most thick livestock populated district in the province of Punjab.³¹ The total estimated livestock of Jhang district is 3,100,000. The summary of the livestock statistics of district is given below in the table:

²⁶ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁷ <https://jhang.punjab.gov.pk/natural-recources>

²⁸ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁹ <https://jhang.punjab.gov.pk/natural-recources>

³⁰ Directorate of Agriculture, Crop Reporting Service, Punjab

³¹ https://jhang.punjab.gov.pk/livestock_dept



Table 7: Livestock Statistics³²

								(Numbers)
Cows	Buffaloes	Sheep	Bullocks	Goats	Camels	Horses	Asses	Mules
562,210	547,553	198,271	48,130	369,765	1,415	46,010	113,474	1,084

5.2.1. Poultry Farms³³:

There are total 269 poultry farms in the district out of which 248 are broiler and 21 layer poultry farms having rearing capacity of 7,630 and 144 thousand birds respectively.

6. Industry Sector:

District Jhang comprises the industries of rice mills, sugar mill, ginning mills, woolen textile spinning mills, flour mills, cement factories, agro based industries, vegetable ghee & cooking oil mills, dairy products factories, pesticides, brick kilns, cold storage, poultry farms, warehouse, etc. These units comprise of small industries mostly labor intensive in nature.

Table 8: Number of Registered Factories and Employment Level³⁴

No. of Factories		Estimated Employment	
2017	2018	2017	2018
178	178	12,216	12,216

6.1 Small and Medium Enterprises:

The small and medium enterprises comprise of agriculture, livestock, whole sellers, manufacturing units, bakeries, auto & electric repair, furniture makers, merchants, shoes makers, tailors, hotel & restaurants, and other shops. Jhang city is the main hub of trading in the district and major market for daily used items whether locally produced or coming from other parts of the country. These items are supplied to the rest of the district from here.

6.2. Rice Husking/Processing Mills:

Pakistan is the world's 10th largest producer of rice. Exports make up more than 8% of world's total rice trade. Rice is the major crop of Jhang district with the production of 158 thousand tonnes during 2019-20 which makes 4% of the Punjab. There are 68 rice mills operating in the district that fulfill the demand of local and national consumers.³⁵

6.3. Cotton Ginning and Pressing Factories:

Cotton is the minor crop of Jhang district with the production of 39 thousand bales during 2019-20. There are 20 cotton factories in the district.³⁶

³² <http://www.livestockpunjab.gov.pk/>

³³ Directorate of Poultry Research Institute, Punjab, Rawalpindi

³⁴ Punjab Development Statistics, 2019

³⁵ <https://jhang.punjab.gov.pk/district-profile>

³⁶ <https://jhang.punjab.gov.pk/>



6.4. Flour Mills:

Pakistan is the largest country where wheat is the staple food of nearly entire population. Wheat is the major crop of Jhang district with the production of 917 thousand tonnes during the period of 2019-20 which makes 4.7% of the Punjab. There are 22 flour mills operating in the district.³⁷

6.5. Cement Factories:

There are 2 cement products units operating in the district.³⁸

6.6. Woolen Textile Spinning/Waving Mills:

There are 7 woolen textile spinning & waving mills operating in the district.³⁹

6.7. Sugar Mills:

Sugarcane is the major crop of the district with the production of 3,043 thousand tonnes during the period of 2019-20 which makes 5.5% of the Punjab. There are 5 sugar mills operating in the district.⁴⁰

6.8. Brick Kiln Industry:

There are total 260 Brick Kiln units operating in the district out of which 141 units are in Tehsil Jhang, 30 units in Tehsil Shorkot, 44 units in Tehsil 18 Hazzari and 45 units in Tehsil Ahmad Pur Sial.⁴¹

6.9. Cold Storage:

There are 04 cold storage units available in the district.⁴²

6.10. Vegetable Ghee & Cooking Oil Mills:

There are 02 vegetable ghee & cooking oil mills operating in the district.⁴³

7. Services Sector:

Due to the dominance of agriculture sector, the most of the services are allied to this sector, like, the fertilizer and pesticides supply, and farm machinery rental services. There are fruits and vegetables markets in the urban areas and small shops in rural areas, retail stores, shops, transportation, auto allied repair and maintenance, telecom & IT, mini markets for grocery. Other services include health, education, banking, grain trading, real estate, tourism, construction, warehouses & cold storages, hotels and restaurants.

³⁷ <https://jhang.punjab.gov.pk/district-profile>

³⁸ <https://jhang.punjab.gov.pk/>

³⁹ <https://jhang.punjab.gov.pk/>

⁴⁰ <https://jhang.punjab.gov.pk/district-profile>

⁴¹ http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/

⁴² <https://jhang.punjab.gov.pk/>

⁴³ <https://jhang.punjab.gov.pk/>

8. Potential Sectors for Investment:

Keeping in view of the economic potential, available resources and demand of local/national & international markets, the following are the suggested potential sectors for investment:

- Cattle/Sheep/Goats Fattening Farms
- Dairy Farms
- Dairy products (Cheese, Butter, Yoghurt)
- Fruit Juice/Squashes/Jams/Jellies/Pickles
- Hosiery
- Die-Casting
- Household/Hospital Bed Sheets
- Insecticides/Pesticides
- Packing Boxes
- Tins-Making for Vegetable Ghee
- Milk Pasteurizing Unit
- High Density Polypropylene Woven Bags
- Warehouse
- Ice Plant
- Frozen Food Unit
- Tannery Factory
- Vegetable Ghee & Cooking Oil Unit
- Automobiles Repair Workshop
- Parboiled Rice Plant
- Agriculture Waste / By Products Raw Material Unit
- Tourism
- Food Processing
- Meat Processing Unit
- Animal/ Poultry Feed Mill
- Potato Chips Manufacturing Unit
- Leather Garments and Footwear
- Biscuits Factory
- Dal Milling Unit
- Transport Services

The above referred economic investment prospects are indicative; therefore, it is advised that detailed feasibility of industrial projects must be carried out before making final decision for investment.

9. Business Support Institutions:

There are many Public and Private Business support institutions in the district which are as following:

- Jhang Chamber of Commerce and Industries
- Regional Business Center Faisalabad-SMEDA
- Financial Institutions
- Educational Institutions
- Punjab Food Authority (PFA) District Office, Jhang
- Livestock and Dairy Development Department, District Office, Jhang
- Population Welfare Department, District Office, Jhang



- National Database Registration Authority (NADRA), Jhang
- Punjab Small Industries Corporation (PSIC) Regional Office, Faisalabad
- Training Technical and Vocational Education Training Authority (TEVTA) Jhang Training Institutes
- National Productivity Organization (NPO) Sub Office, Faisalabad
- e-Rozgar PITB, Jhang
- e-Khidmat Markaz, Government of Punjab, Jhang
- Agriculture Department Sub Office, Jhang
- Faisalabad Electric Supply Company (FESCO), Circle Faisalabad
- Environment Protection Department, District Office, Jhang

10. Useful Web Links:

- <https://www.sbp.org.pk/>
- <http://www.pbs.gov.pk/>
- <http://www.smeda.org.pk>
- <http://www.ppma.org.pk>
- <http://www.tevta.gop.pk/>
- <https://food.punjab.gov.pk>
- <http://www.livestockpunjab.gov.pk>
- <https://punjab.gov.pk/>
- http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/
- <https://jhang.punjab.gov.pk/district-profile>
- <https://jhang.punjab.gov.pk/>
- <http://www.crs.agripunjab.gov.pk>
- <https://jhang.punjab.gov.pk/districts>
- <https://poultry.punjab.gov.pk/>
- <http://www.bos.gop.pk/developmentstat>
- <http://bos.gop.pk/EducationStatistics>
- <https://www.ecp.gov.pk/>
- <http://www.pbs.gov.pk/content/population-census>
- <http://nha.gov.pk/en/>
- <http://www.pbs.gov.pk/content/labour-force-survey-2014-15-annual-report>
- <http://www.fesco.com.pk/>



SME Business Facilitation Center (SMEBFC) - Multan

A PSDP Project of SMEDA, MoIP, Government of Pakistan

**For Growth and Development of SMEs
of
South Punjab Region**

*SMEBFC Multan, a PSDP Project of SMEDA, MoIP, Government of Pakistan,
is a One-stop Facility for the development of SMEs of South Punjab Region.*

The Center offers following services to the existing SMEs and potential Entrepreneurs:

- ➔ Identification of Region specific potential projects for investment.
- ➔ Information related to business registrations, marketing, technology & production and HR.
- ➔ Advice regarding Taxation, Regulatory Procedures and Compliance Requirements.
- ➔ Support in Market linkages and Business match-making.
- ➔ Information and Guidance in obtaining finance from banks and available financing opportunities.
- ➔ Customized Training Programs for Improved Business Efficiencies.
- ➔ Support and market access to private sector Business Development Service Providers (BDSPs) for service delivery to SMEs.

If you wish to expand or start your own Business,

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