



SME Business Facilitation Center (SMEBFC), Multan



## District Economic Profile and Investment Opportunities

(Bahawalpur)

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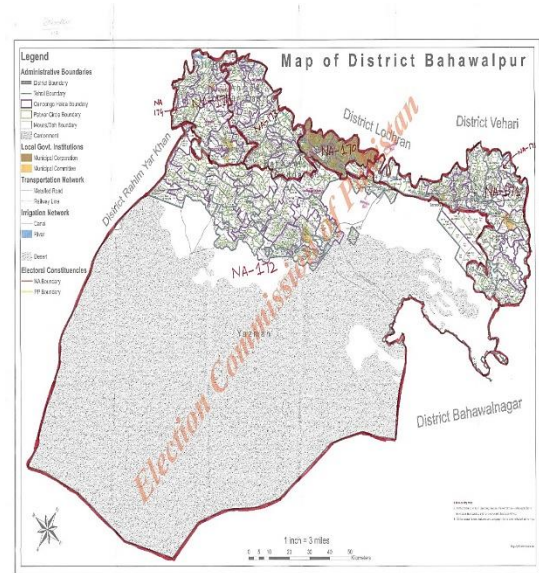
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## Table of Contents

<b>1. Introduction.....</b>	<b>3</b>
<b>2. Geographic and Demographic Situation.....</b>	<b>4</b>
2.1 Geographical Situation.....	4
2.1.1 Total Area.....	4
2.1.2 Native Districts.....	4
2.1.3 Area under Cultivation.....	4
2.1.4 Geographical Indications.....	4
2.2 Demographic Situation.....	4
2.2.1 Urban Population.....	4
2.2.2 Rural Population.....	5
2.2.3 Total Households.....	5
<b>3. Human Resource Availability.....</b>	<b>5</b>
3.1 Total Labour Force:.....	5
3.2 Skilled Labour:.....	5
3.3 Semi-Skilled Labour:.....	5
3.4 Unskilled Labour:.....	5
<b>4. Infrastructural Facilities.....</b>	<b>6</b>
4.1 Communication System.....	6
4.2 Road, Rail and Air Network:.....	6
4.3 Utilities.....	6
4.4 Social Infrastructure Availability.....	6
4.4.1 Educational Institutions.....	6
4.4.2 Health and Institutions.....	6
4.4.3 Police Stations, Banks.....	7
4.5 Industrial Estates.....	7
<b>5. Agriculture and Livestock.....</b>	<b>7</b>
5.1 Agriculture Sector.....	7
5.2 Livestock Sector.....	7
<b>6. Industrial Sector.....</b>	<b>7</b>
6.1 Cotton Ginning.....	7
6.2 Cotton Textile Mills.....	8
6.3 Rice Mills.....	8
6.4 Flour Mills.....	8
6.5 Cold Storage.....	8
6.6 Paper and Board.....	8
6.7 Solar Power.....	8
6.8 Pharmaceuticals.....	8
<b>7. Services Sector.....</b>	<b>8</b>
<b>8. Potential Opportunities for Investment:.....</b>	<b>8</b>
<b>9. Business Support Institutions.....</b>	<b>9</b>
<b>10. Useful Web Links.....</b>	<b>9</b>

## 1. Introduction.

Bahawalpur City, is located in southeast of Punjab Province, Pakistan. State of Bahawalpur was established by Nawab Bahawal Khan Abbasi I. The Abbasi family ruled over the State for more than 200 years (1748 to 1954). During the rule of the last Nawab Sir Sadiq Muhammad Khan Abbasi V, Bahawalpur State was merged with Pakistan. During the 1960's (1954) the Nawab agreed (Agreement Dated 3rd October, 1947) for Bahawalpur to be absorbed into Pakistan. Bahawalpur was formerly the capital of the state and now is the District and Divisional Headquarters of Bahawalpur Division. Bahawalnagar and Rahim Yar Khan Districts share their boundaries in the East and West respectively, while Lodhran and Vehari districts are situated in the North across the river Sutlej. On the South and South-East there is a Border line with India.



District Bahawalpur comprises of following five Tehsils:

- Bahawalpur Sadar
- Bahawalpur City
- Hasilpur
- Khairpur Tamewali
- Yazman
- Ahmedpur East

District Bahawalpur has very hot and dry climate in summer and dry and cold in winter. The maximum temperature rises to 48°C while the minimum temperature falls to 7°C. The average annual rain-fall in the district is 168 mm. The land of the district is plain and fertile.

This document provides an overview of economic scenario of District Bahawalpur. The information includes an update in respect of population, workforce, agriculture, livestock, infrastructural facilities, Industrial estates and major industries. It also identifies potential investment opportunities and lists out various business support organizations working in the district / region.

## 2. Geographic and Demographic Situation

### 2.1 Geographical Situation<sup>1</sup>

#### 2.1.1 Total Area

District Bahawalpur spreads over an area of 24,830 Square Kilometers<sup>2</sup>. Bahawalpur is located at south of the River Sutlej and lies in the Cholistan region near the Thar Desert. It is situated 420 km from Lahore, and 270 km from Faisalabad. Bahawalpur, headquarter of the division is situated at a distance of 90 km in the south of Multan.

#### 2.1.2 Native Districts

- Rahim Yar Khan
- Bahawalnagar
- Vehari
- Multan
- Muzaffargarh
- Lodhran

#### 2.1.3 Area under Cultivation

The total cultivated area is 992,368 acres.<sup>3</sup>

#### 2.1.4 Geographical Indications

- Chunari Cloth
- Kundan Jewelry
- Embellish work with Gota and Lappa
- Hand Embroidery
- Hand-made shoes especially Golden Embroidered Khussa
- Applique Cut Work cloths
- Sohan Halwa
- Shawl, Lungi & Lacha
- Block Printing
- Date Palm

### 2.2 Demographic Situation<sup>4</sup>

The total population of Bahawalpur District is 3,668,106 including 1,879,311 male and 1,788,578 are females. The average annual population growth rate is approximately 2.18%.

#### 2.2.1 Urban Population<sup>5</sup>

The total urban population of District Bahawalpur is 1,171,258 with 605,292 male and 565,849 females. The average annual growth rate is approximately 2.38%.

<sup>1</sup> <https://bahawalpur.punjab.gov.pk/>

<sup>2</sup> <https://www.punjab.gov.pk/bahawalpur>

<sup>3</sup> <https://bahawalpur.punjab.gov.pk>

<sup>4</sup> [http://www.pbs.gov.pk/sites/default/files/DISTRICT\\_WISE\\_CENSUS\\_RESULTS\\_CENSUS\\_2017.pdf](http://www.pbs.gov.pk/sites/default/files/DISTRICT_WISE_CENSUS_RESULTS_CENSUS_2017.pdf)

<sup>5</sup> [http://www.pbs.gov.pk/sites/default/files/DISTRICT\\_WISE\\_CENSUS\\_RESULTS\\_CENSUS\\_2017.pdf](http://www.pbs.gov.pk/sites/default/files/DISTRICT_WISE_CENSUS_RESULTS_CENSUS_2017.pdf)



### 2.2.2 Rural Population<sup>6</sup>

The total rural population of District is 2,496,848 with 1,274,019 male and 1,222,729 females. The average annual growth rate is approximately 2.09%.

### 2.2.3 Total Households<sup>7</sup>

The total estimated number of household's units of Bahawalpur District is 584,864 out of which, 192,186 units exist in urban areas and 392,678 units in rural areas and the average household size is 5.8 persons<sup>8</sup>.

## 3. Human Resource Availability

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

### 3.1 Total Labour Force<sup>9</sup>:

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 population<sup>10</sup> of District Bahawalpur is 2,160,000 out of which total estimated labour force is 1,208,000. The labour force participation rate is 52%.

### 3.2 Skilled Labour<sup>11</sup>:

The literacy rate of the district is 48%<sup>12</sup>. As regards availability of skilled labor, there are more than 21 technical / commercial / vocational institutions imparting training in various trades e.g. Mechanical, Electrical, Auto - Engineering, welding, Wood Working, Commerce and Freelancing. Vocational institutions for women impart training in Hand and Machine embroidery, Stitching and Knitting, Cooking, Art and craft and Fashion designing etc. In all about more than 8500 Technicians, Artisans and workers are trained yearly.

### 3.3 Semi-Skilled Labour<sup>13</sup>:

Only 37 % of the total population of the district completed the primary education. Due to the low literacy rate and unavailability of training institutes in all Tehsils of District Bahawalpur, approximately 430,000 persons included in the semi-skilled labour and attached with the professions e.g. Truck drivers, Retail Salespersons, Waiters, and Security guards.

### 3.4 Unskilled Labour<sup>14</sup>:

<sup>6</sup>[http://www.pbs.gov.pk/sites/default/files/DISTRICT\\_WISE\\_CENSUS\\_RESULTS\\_CENSUS\\_2017.pdf](http://www.pbs.gov.pk/sites/default/files/DISTRICT_WISE_CENSUS_RESULTS_CENSUS_2017.pdf)

<sup>7</sup>[http://www.pbs.gov.pk/sites/default/files/DISTRICT\\_WISE\\_CENSUS\\_RESULTS\\_CENSUS\\_2017.pdf](http://www.pbs.gov.pk/sites/default/files/DISTRICT_WISE_CENSUS_RESULTS_CENSUS_2017.pdf)

<sup>8</sup>Multiple Indicator Cluster Survey 2017-18

<sup>9</sup>Labour Force Survey, 2015

<sup>10</sup>The working age population refers to people aged 15 to 64.

<sup>11</sup><http://www.tevta.gov.pk/>

<sup>12</sup>[https://bahawalpur.punjab.gov.pk/district\\_profile](https://bahawalpur.punjab.gov.pk/district_profile)

<sup>13</sup>Labour Force Survey, 2015

<sup>14</sup>Labour Force Survey, 2015



The total population of the district that has ever attended school is 48 %. So, remaining 52 % 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 round about 480,000. Most of the unskilled labour is associated with agriculture activities.

## 4. Infrastructural Facilities

### 4.1 Communication System

The district Bahawalpur has one main PTCL exchange and all cellular telecommunication networks are operating in the district. 35 Pakistan Post Office branches are in District Bahawalpur. National and International courier services including TCS, Leopard courier and M&P have offices and sub-offices in District Bahawalpur.

### 4.2 Road, Rail and Air Network:<sup>15</sup>

The district has metalled road-length of 1,419 Kilometers. The district is linked with Lodhran, Bahawalnagar, Vehari and Rahim Yar Khan Districts through metalled road. The main Peshawar-Karachi railway line passes through Bahawalpur District. The district is linked with Rahim Yar Khan, Hasilpur and Lodhran through railway network. Bahawalpur airport is Located 12 km away from the city in south east on main Yazman Road. Bahawalpur Airport was established in 1986. Presently, 09 domestic flights per week are operating from and to Bahawalpur.<sup>16</sup>

### 4.3 Utilities<sup>17</sup>

There are 11 Grid Stations in the district (ranging in capacity from 66 KV to 220 KV). Natural Gas is available in Ahmedpur East, Uch-Sharif, Khanqah-Sharif and Bahawalpur City. Sanitation Services in Bahawalpur are provided by the Tehsil Municipal Administration (TMA). Solid waste management system of District Bahawalpur is managed by the Tehsil Municipal Administration (TMA).

### 4.4 Social Infrastructure Availability

#### 4.4.1 Educational Institutions

Total 3 public universities, 24 Degree colleges and 1662 schools are available in the district<sup>18</sup>.

#### 4.4.2 Health and Institutions

**Table No. 1**

District	Hospitals <sup>19</sup>							
	TB Clinics	THQ	RHCs	BHUs	Rural Dispensaries	MCH Center	Civil Hospital	DHQ Victoria Hospital
Bahawalpur	02	04	12	75	57	10	01	01

*Bahawalpur Institute of Nuclear Oncology is also operating in Bahawalpur City.*

<sup>15</sup> [https://www.punjab.gov.pk/bahawalpur\\_infra\\_structure](https://www.punjab.gov.pk/bahawalpur_infra_structure)

<sup>16</sup> <https://caapakistan.com.pk/timeline/bwp/Default.aspx>

<sup>17</sup> <https://bahawalpur.punjab.gov.pk/>

<sup>18</sup> [https://bahawalpur.punjab.gov.pk/district\\_profile](https://bahawalpur.punjab.gov.pk/district_profile)

<sup>19</sup> <https://bahawalpur.punjab.gov.pk/>

#### 4.4.3 Police Stations<sup>20</sup>, Banks<sup>21</sup>

There are 24 police stations in District, 103 bank branches are operating in the District Bahawalpur.

#### 4.5 Industrial Estates<sup>22</sup>

Bahawalpur Industrial Estate is a lucrative project of Punjab Industrial Estate Development and Management Company (PIEDMC) spanning over 483 acres. Bahawalpur Industrial Estate is most suitably located near main N-5, just 16 km away from Bahawalpur City. Major industries established at Bahawalpur Industrial Estate include textile units, ginning, food processing, handicrafts, shoe manufacturing, agricultural products warehousing, light engineering, plastic industry and oil mills.

## 5. Agriculture and Livestock

### 5.1 Agriculture Sector

The main crops for which Bahawalpur is recognized are Cotton with total production is 1,125,000 Tons yearly, Sugarcane yearly production is 2,016,000, Wheat yearly is production 922,000 and Rice yearly production is 23,000. Other Fruits produced in the district includes Citrus, Mango and Dates.

### 5.2 Livestock Sector

Livestock sector details of District Bahawalpur are as under:

**Table No. 02. Livestock Details**

District	Registered Households	Cow	Buffaloes	Sheep	Goats	Camels	Horses	Mules	Asses	Rural Poultry
Bahawalpur	105,258	795,739	370,569	216,868	738,923	357	8871	173	43466	310,248

## 6. Industrial<sup>23</sup> Sector

The industrial sector has the potential to generate income, employment and investment in the district. There are more than 15 Industries and 514 production units in District Bahawalpur generating approximately employment for more than 21,000 individuals.

### 6.1 Cotton Ginning

There are around 180 Cotton Ginning and Pressing Units in Bahawalpur District<sup>24</sup>. These ginning factories produce cottonseed, a by-product for oil mills. This is further processed into edible oil and cotton seed cake (used as animal feed). The ginners, therefore operate as processors as well as traders concurrently, selling cottonseeds to oil mills through commission agents

<sup>20</sup> <https://www.pbs.gov.pk/sites/default/files//tables/Number%20of%20Police%20Stations%20by%20Division%20District.pdf>

<sup>21</sup> Punjab Dev Statistic Report

<sup>22</sup> <https://pie.com.pk/bahawalpur-industrial-estate>

<sup>23</sup> <https://bahawalpur.punjab.gov.pk>

<sup>24</sup> Bahawalpur Chamber of Commerce & Industries (BCCI); Skilled Labor & Industrial Development Database.



## 6.2 Cotton Textile Mills

There are four cotton mills in the district.

## 6.3 Rice Mills

There is one Rice mill in the District.

## 6.4 Flour Mills

There are more than 40 flour mills in District Bahawalpur.

## 6.5 Cold Storage

Total 20 cold storages are available in District Bahawalpur that are fully operational.

## 6.6 Paper and Board

There is one paper and board manufacturing unit in District Bahawalpur.

## 6.7 Solar Power

In Bahawalpur, Quaid-e-Azam Solar Power (Pvt.) Limited is a public-sector for-profit company established by the Government of the Punjab.

## 6.8 Pharmaceuticals

There are two Pharmaceutical units operating in the District Bahawalpur.

## 7. Services Sector

During the last decade, the trend of Retail Stores and Supermarkets is emerging the district Bahawalpur. Now, large super markets setup is being promoted in urban areas and small setup including general stores and departmental stores in urban peripheries and rural areas. Retail and wholesale sectors are growing rapidly in the district.

Due to the potential in of agriculture products and its value chain allied services like fertilizer and pesticides supply, farm machinery rental services and processing and storage services are expanding. Other services include, banking, education, health, transportation, construction, grain trading, small restaurants, and auto allied repair and maintenance services etc.

## 8. Potential Opportunities for Investment:

The potential opportunities for investment are given below;

- Agriculture
- Livestock
- Auto parts
- Trading
- Tourism
- Real Estate
- Information Technology
- Transport
- Food Processing
- Chemical Industry
- Fiber Glass Water Tanks





- Hatchery/Breeding/Poultry
- Nuts and Bolts
- Water Filtration
- Hospitality Sector
- Fashion Industry
- Tannery

The above 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

The business support organization in the district are as following;

- Chamber of Commerce & Industry, Bahawalpur
- Regional Business Center SMEDA, Bahawalpur.
- Women Chamber of Commerce & Industry, Bahawalpur
- National Database Registration Authority (NADRA), Bahawalpur
- Regional Tax Office (RTO), Bahawalpur
- Zonal Office Auqaf, Bahawalpur
- Technical Education and Vocational Training Authority (TEVTA), Bahawalpur Training Institutes
- e-Rozgar PITB, Bahawalpur
- e-Khidmat Markaz, Government of Punjab, Bahawalpur
- Directorate of Social Security, Bahawalpur
- Office of Director Environment Protection Agency, Bahawalpur
- District Population Welfare Department, Bahawalpur
- Deputy Director Architecture, Bahawalpur
- Additional Directorate of Livestock, Bahawalpur
- Deputy Director Agriculture (Extension), Bahawalpur
- Director Labor Welfare Department, Bahawalpur
- Multan Electric Power Company (MEPCO) Circle, Bahawalpur
- Divisional Office Punjab Food Authority (PFA), Bahawalpur
- Regional Office Punjab Small Industries Corporation (PSIC), Bahawalpur

## 10. Useful Web Links

- <http://bos.gop.pk/>
- <https://bahawalpur.punjab.gov.pk>
- <http://www.finance.gov.pk>
- <http://www.livestockpunjab.gov.pk/>
- <https://www.hec.gov.pk>
- <https://pie.com.pk>
- <http://www.pbs.gov.pk>
- <https://www.sbp.org.pk>
- <http://www.crs.agripunjab.gov.pk>
- <https://poultry.punjab.gov.pk>
- <https://www.ecp.gov.pk>



- <http://nha.gov.pk>
- <http://www.tevta.gop.pk>
- <http://www.smeda.org.pk>
- <http://www.smebfcmultan.com>
- <https://icid.punjab.gov.pk>
- <http://www.bcci.com.pk>
- <https://food.punjab.gov.pk>
- <http://www.livestockpunjab.gov.pk>
- <https://www.plddb.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,*

*Please visit or contact below for more information:*

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