



SME Business Facilitation Center (SMEBFC), Multan



## District Economic Profile and Investment Opportunities (Bahawalnagar)

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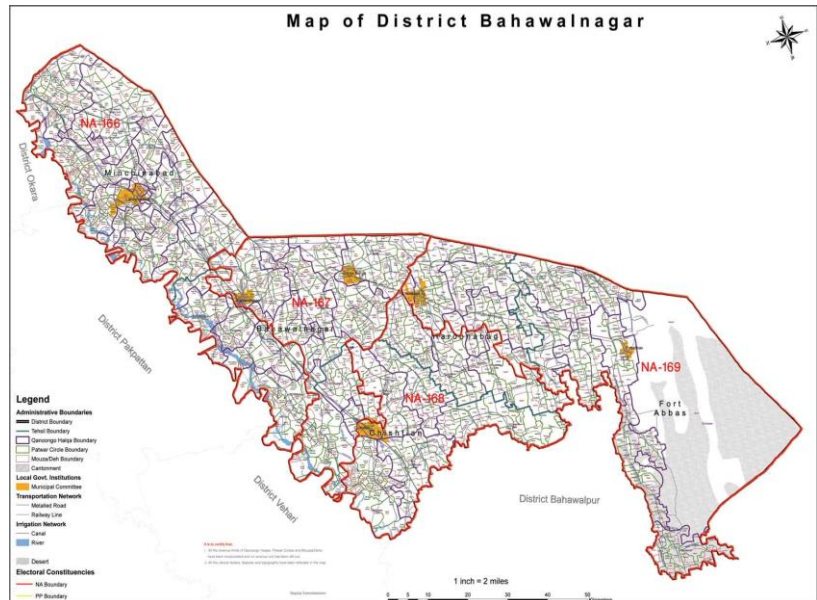
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## 1. Introduction:

District Bahawalnagar is situated in the South East region of Punjab province, Pakistan. The city of Bahawalnagar is the headquarter of the district and tehsil as well. It is the 54th largest city of Pakistan by population. It was declared as District in 1941 but was lowered to the level of Tehsil in 1947 and remained so until 1952 when it was again given the separated entity of a District. It is 192 miles south of Lahore and about 120 miles east of Bahawalpur. River Sutlej passes on the northern side at a distance of about 6 miles.<sup>1</sup> The district comprises of following five Tehsils:

- Bahawalnagar
- Minchanabad
- Chishtian
- Haroon Abad
- Fort Abbas



The geographical coordinates of this region on the political map are 29.59°N (latitude), 73.15°E (longitude), and it is 163m above sea level. The boundaries of District Bahawalnagar in the east and south touch the Indian Territory while Bahawalpur district lies on its west and River Sutlej flows on its northern side across which Okara, Pakpattan, Sahiwal and Vehari districts are situated.<sup>2</sup> District Bahawalnagar has a very hot and dry climate in summer. The maximum temperature touches 49.5°C and can go as high as 52°C in Tehsil Fort Abbas. The climate in winter is very dry and cold. The minimum temperature recorded was 6.3°C. The average annual rainfall in the district is 119.4 mm.<sup>3</sup>

This document provides information about district Bahawalnagar in respect of area, population, workforce, production of agriculture crops, fruits, vegetables, livestock, and infrastructural facilities such as communication network, power/gas & water supply, telecommunication, and major industries. It also identifies various potential investment opportunities in the district and lists out various institutes / organization working in this region for business support.

<sup>1</sup> <https://en.wikipedia.org/wiki/Bahawalnagar>

<sup>2</sup> <https://bahawalnagar.punjab.gov.pk/geography>

<sup>3</sup> <https://bahawalnagar.punjab.gov.pk/climate>

## 2. Geographic and Demographic Situation:

### 2.1. Geographical Situation:

#### 2.1.1. Total Area<sup>4</sup>:

District Bahawalnagar covers an area of 8,878 Square Kilometers and makes 4.32% area of Punjab and 1.2% area of Pakistan.

#### 2.1.2. Area under Cultivation<sup>5</sup>:

The total cultivated area of district Bahawalnagar is 619,000 Hectare and makes 4.91% cultivated area of Punjab. This includes the land under crops, orchards as well as current fallow.

### 2.2. Demographic Situation:

#### 2.2.1. Urban Population<sup>6</sup>:

Total estimated urban population of Bahawalnagar district is 621,096 with 314,261 are male and 306,752 are female. The average annual population growth rate is 2.24%.

#### 2.2.2. Rural Population<sup>7</sup>:

Total estimated rural population of Bahawalnagar district is 2,360,823 with 1,200,605 male and 1,160,124 female. The average annual growth rate is 1.89%.

#### 2.2.3. Total Households<sup>8</sup>:

Total estimated households' units of Bahawalnagar district are 481,276 with 101,827 units exist in urban areas and 379,449 units in rural areas with the average household's size of 6.2 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 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 Bahawalnagar is 1,789,151 out of which total estimated labour force is 805,118.

<sup>4</sup> Punjab Development Statistics, 2019

<sup>5</sup> Pakistan Bureau of Statistics

<sup>6</sup> Pakistan Bureau of Statistics

<sup>7</sup> Pakistan Bureau of Statistics

<sup>8</sup> Pakistan Bureau of Statistics

<sup>9</sup> Pakistan Bureau of Statistics

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



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

The literacy rate of the district is 35.1%.<sup>12</sup> As regards availability of skilled human resource, there are 12 technical / commercial / vocational institutions (6 for men, 6 for women) imparting training in various trades e.g. auto & farm machinery, machine embroidery, tailoring, commerce, matric vocational, advance dress designing & making, wool textile, electrician, beautician, motor winding, painting, steel fixer, air conditioning & refrigeration, web designing, computer operators, electronics applications, plumber & sanitary installer, driving, heating ventilation, carpenter, welding, auto mechanic, home appliances repairing, electrical, chemical, mechanical, civil, electronics etc. Total 10,641 technicians/artisans/workers graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Bahawalnagar.<sup>13</sup> 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 Labour<sup>14</sup>:

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 around 281,791.

### 3.4. Unskilled Labour<sup>15</sup>:

The total population of the district that has ever attended school is 58%. So, remaining 42% 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 402,559.

## 4. Infrastructural Facilities:

### 4.1. Communication System:

The communication network detail is as following:

#### 4.1.1. Telecommunication Service:

There are 29 telephone exchanges operating in the district.<sup>16</sup> There are also a several numbers of Cellular companies operating in the district including Mobilink, Zong, U phone, Telenor and Warid.

#### 4.1.2. Post Office Service:

There are 21 post offices in the district<sup>17</sup>. Beside these many private national and international courier services are also providing their services in the district.

### 4.2. Road and Rail Network:

#### 4.2.1. Road Network:

The district is linked with Bahawalpur district through metalled road. The total metalled road length of the district is 3761.78 Kilometers. The details are given below in the table.

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

<sup>12</sup> Pakistan Bureau of Statistics

<sup>13</sup> [http://www.tevta.gop.pk/graduate\\_trace.php](http://www.tevta.gop.pk/graduate_trace.php)

<sup>14</sup> Pakistan Bureau of Statistics

<sup>15</sup> Pakistan Bureau of Statistics

<sup>16</sup> [https://bahawalnagar.punjab.gov.pk/district\\_profile](https://bahawalnagar.punjab.gov.pk/district_profile)

<sup>17</sup> <http://www.pakpost.gov.pk>



**Table 1: Metalled Roads Length<sup>18</sup>***(Kilometers)*

| National Highways | Sugar Cess Roads | Provincial Highways | Total   |
|-------------------|------------------|---------------------|---------|
| -                 | 114.26           | 3647.52             | 3761.78 |

**4.2.2. Rail Network:**

Bahawalnagar, Haroon Abad, Fort Abbas, Chishtian, Hasilpur, Minchanabad are the major rail heads in the district. The district is linked with Bahawalpur district through railway network. Now the Bahawalnagar to Fort Abbas route has been closed.<sup>19</sup>

**4.3. Utilities:****4.3.1. Electricity Supply<sup>20</sup>:**

There are 11 Grid Stations in the district. MEPCO is the only supplier of electricity in the district. It covers 82.88% area of the district.

**4.3.2. Natural Gas:**

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

**4.3.3. Water Supply:**

Water supply services in the district are provided by the Tehsil Municipal Administration (TMA). The existing system covers about 91.18% of area.

**4.4. Social Infrastructure Availability:****4.4.1. Educational Institutions:**

The details of the education institutes are as following:

**Table 2: Education Institutions (2018-19)<sup>21</sup>***(Numbers)*

| Primary & Middle Schools | High Schools | Higher Secondary Schools | No of Colleges | Technical Institutes |
|--------------------------|--------------|--------------------------|----------------|----------------------|
| 2,113                    | 194          | 40                       | 35             | 12                   |

**4.4.2. Health Institutions:**

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

<sup>18</sup> National Highways Authority, Lahore

<sup>19</sup> <https://bahawalnagar.punjab.gov.pk/transport>

<sup>20</sup> <https://www.mepco.com.pk/>

<sup>21</sup> Punjab Education Statistics, 2019



**Table 3: Health Institutions<sup>22</sup>***(Numbers)*

| Hospitals |      | Dispensaries |      | R.H. Cs<br>Total |      | B.H. Cs<br>Total |      | S.H Centers |      | M.C.H Centers |      |
|-----------|------|--------------|------|------------------|------|------------------|------|-------------|------|---------------|------|
| No.       | Beds | No           | Beds | No.              | Beds | No.              | Beds | No.         | Beds | No.           | Beds |
| 11        | 723  | 36           | -    | 10               | 200  | 103              | 204  | -           | -    | 9             | 5    |

**4.4.3. Police Stations:**

There are 21 police stations working in the district.

**5. Agriculture and Livestock:****5.1. Agriculture Sector:**

Agriculture is a major sector of Bahawalnagar district. The most of the area of the district is a flat, alluvial plain and ideal for agriculture. There are many canals that cut across the Bahawalnagar district, providing water from nearby farms. 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:**

Wheat, Cotton and Rice are the main crops grown in the district.<sup>23</sup> Area and production of these crops during the period 2019-20 is given below:

**Table 4: Main Crops<sup>24</sup>***(Numbers)*

| Wheat              |                       | Cotton             |                       | Rice               |                       |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|
| Area<br>(Hectares) | Production<br>(Tones) | Area<br>(Hectares) | Production<br>(Bales) | Area<br>(Hectares) | Production<br>(Tones) |
| 372,710            | 1,158,390             | 205,990            | 842,050               | 72,430             | 179,390               |

Besides, Maize, Sugarcane, Jawar, Bajra, Moong, Mash, Masoor, Ground Nuts and Sunflower are also grown in minor quantities in the district.

**5.1.2 Main Fruits:**

Mangoes, Guava and Citruses are the main fruits grown in the district.<sup>25</sup> Area and production of these fruits during the period 2019-20 is given below:

**Table 5: Main Fruits<sup>26</sup>***(Numbers)*

| Mangoes            |                       | Guava              |                       | Citrus             |                       |
|--------------------|-----------------------|--------------------|-----------------------|--------------------|-----------------------|
| Area<br>(Hectares) | Production<br>(Tones) | Area<br>(Hectares) | Production<br>(Tones) | Area<br>(Hectares) | Production<br>(Tones) |
| 1,356              | 13,630                | 1,214              | 9,550                 | 3,649              | 35,354                |

<sup>22</sup> Health Department, Government of the Punjab

<sup>23</sup> [https://bahawalnagar.punjab.gov.pk/district\\_profile](https://bahawalnagar.punjab.gov.pk/district_profile)

<sup>24</sup> Directorate of Agriculture, Crop Reporting Service, Punjab

<sup>25</sup> [https://bahawalnagar.punjab.gov.pk/district\\_profile](https://bahawalnagar.punjab.gov.pk/district_profile)

<sup>26</sup> Directorate of Agriculture, Crop Reporting Service, Punjab



Besides, Jamun, Pomegranates, Pears and Phalsa, are also grown in minor quantities in the district.

### 5.1.3. Main Vegetables:

Onions, Carrots and Cauliflower are main vegetables grown in the district.<sup>27</sup> The Area and production of these vegetables during the period of 2019-20 are given below in table:

**Table 6: Main Vegetables<sup>28</sup>**

| Onions       |                    | Carrots      |                    | Cauliflower  |                    |
|--------------|--------------------|--------------|--------------------|--------------|--------------------|
| Area (Acres) | Production (Tones) | Area (Acres) | Production (Tones) | Area (Acres) | Production (Tones) |
| 5,499        | 16,914             | 2,012        | 14,644             | 576          | 4,560              |

Besides, Spinach, Turnip, Tomato, Potato, Ladyfinger, Garlic, Chilies etc. are also grown in the district in minor quantities.

### 5.2. Livestock:

Livestock sector is a major source of income of rural population of district Bahawalnagar and provides great source of organic food in the form of beef, mutton, eggs and other livestock products. The total estimated livestock of Bahawalnagar district is 2,786,750. Goats, Buffaloes, Cows and Sheep are the most common livestock species in the district. The summary of the livestock statistics of district is given below in the table:

**Table 7: Livestock Statistics<sup>29</sup>**

| Cows    | Buffaloes | Sheep   | Bullocks | Goats   | Camels | Horses | Asses  | Mules |
|---------|-----------|---------|----------|---------|--------|--------|--------|-------|
| 467,000 | 640,000   | 139,000 | 18,841   | 853,000 | 1,188  | 1,811  | 52,403 | 851   |

#### 5.2.1. Poultry Farms<sup>30</sup>:

There are total 187 poultry farms in the district out of which 173 broiler and 14 layer poultry farms having rearing capacity of 4,370 and 72 thousand birds respectively.

## 6. Industrial Sector:

The major industries in the district Bahawalnagar include cotton ginning & pressing, flour mills, marble, oil mills, paper & paper board, rice mills, sugar, tea blending, textile spinning, brick kilns etc.<sup>31</sup> These units comprise of small industries mostly labor intensive in nature.

**Table 8: Number of Registered Factories and Employment Level<sup>32</sup>**

| No. of Factories |      | Estimated Employment |        |
|------------------|------|----------------------|--------|
| 2017             | 2018 | 2017                 | 2018   |
| 219              | 406  | 7,182                | 13,826 |

<sup>27</sup> [https://bahawalnagar.punjab.gov.pk/district\\_profile](https://bahawalnagar.punjab.gov.pk/district_profile)

<sup>28</sup> Directorate of Agriculture, Crop Reporting Service, Punjab

<sup>29</sup> <http://www.livestockpunjab.gov.pk/>

<sup>30</sup> Directorate of Poultry Research Institute, Punjab, Rawalpindi

<sup>31</sup> [https://en.wikipedia.org/wiki/Bahawalnagar\\_Tehsil#cite\\_note-industries-8](https://en.wikipedia.org/wiki/Bahawalnagar_Tehsil#cite_note-industries-8)

<sup>32</sup> Punjab Development Statistics, 2019



### 6.1 Small and Medium Enterprises:

The small and medium enterprises comprise of agriculture, livestock, whole sellers, shoes makers, manufacturing units, auto & electric repair, bakeries, furniture makers, merchants, tailors, hotel & restaurants, and other shops. Bahawalnagar 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 Mills:

Rice is the major crop of Bahawalnagar district with the production of 179.39 thousand tonnes during 2019-20 which makes 6.31% of Punjab.<sup>33</sup> There are 46 rice mills/factories in the district.<sup>34</sup>

### 6.3. Cotton Ginning and Pressing Factories:

Cotton is the major crop of Bahawalnagar district with the production of 686.30 thousand bales during 2019-20 which makes 10.05% of Punjab.<sup>35</sup> There are 48 cotton factories<sup>36</sup> in the district.

### 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 Bahawalnagar district with the production of 1158.39 thousand tonnes during the period of 2019-20 which makes 6.3% of the Punjab.<sup>37</sup> There are 16 flour mills operating in the district.<sup>38</sup>

### 6.5. Brick Kiln Industry:

There are total 280 Brick Kiln units operating in the district out of which 51 units are in Tehsil Fort Abbas, 9 units in Tehsil Haroon Abad, 72 units in Tehsil Chishtian, 68 units in Tehsil Bahawalnagar and 80 units in Tehsil Minchinabad.<sup>39</sup>

### 6.6. Sugar Mills:

Sugarcane is also a major crop of district Bahawalnagar with the production of 621.45 thousand tons during the period of 2019-20 which makes 1.2% of the Punjab.<sup>40</sup> There is one sugar mill operating in the district.

### 6.7. Tea Blending Factory:

There is one tea blending factory (Vital Tea) operating in the district which fulfill the local and national demand of tea.

### 6.8. Cold Storage:

There are 05 cold storage units available in the district.

<sup>33</sup> Bureau of Statistics, Punjab

<sup>34</sup> <http://www.amis.pk/AgroBase/Bahawalnagar.aspx>

<sup>35</sup> Bureau of Statistics, Punjab

<sup>36</sup> <http://www.amis.pk/AgriMarketingStakeholders/Processors%20and%20Exporters/bahawalnagar.html>

<sup>37</sup> Bureau of Statistics, Punjab

<sup>38</sup> <https://punjab.gov.pk/Bahawalnagar>

<sup>39</sup> [http://dashboards.urbanunit.gov.pk/brick\\_kiln\\_dashboard/](http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/)

<sup>40</sup> Bureau of Statistics, Punjab



## 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, retails 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.

## 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:

- Fruit Juice/Squashes/Jams/Jellies/Pickles
- Cattle/Sheep/Goat Fattening Farms
- Milk Pasteurizing Unit
- Meat Processing Unit
- Ice Plant
- Dairy Products (Cheese, Butter, Yoghurt)
- Frozen Food Unit
- Tourism
- Insecticides/Pesticides Manufacturing Unit
- Vegetables Processing Unit
- Animals Feed Manufacturing Unit
- Leather Garments and Footwear
- Transport Services
- Surgical Cotton
- Warehouse
- Cold Storage
- Power Generation through Biogas
- Flours Mill
- Cotton Ginning Factory
- Tannery
- Machine Made Wool Carpet Unit
- Hatchery/Breeding/Poultry
- Water Filtration Plant
- Paper & Board Mill
- Desert Coolers Manufacturing Unit

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:

- Regional Business Center Multan and Bahawalpur-SMEDA
- Financial Institutions
- Punjab Food Authority (PFA) District Office, Bahawalnagar
- Livestock and Dairy Development Department, District Office, Bahawalnagar
- Population Welfare Department, District Office, Bahawalnagar
- Agriculture Department, District Office, Bahawalnagar
- National Database Registration Authority (NADRA), Bahawalnagar
- Punjab Small Industries Corporation (PSIC) Regional Office, Bahawalpur
- Training Technical and Vocational Education Training Authority (TEVTA), Bahawalnagar Training Institutes
- National Productivity Organization (NPO) Sub Office, Multan
- Securities and Exchange Commission of Pakistan- Company Registration Office-Multan
- e-Rozgar PITB, Bahawalnagar
- e-Khidmat Markaz, Government of Punjab, Bahawalpur
- Multan Electric Power Company (MEPCO), Circle Bahawalnagar
- National Industrial Relations Commission, Multan
- Environment Protection Department, District Office, Bahawalnagar
- Tehsil Municipal Administration (TMA), District Office, Bahawalnagar

## 10. Useful Web Links:

- <https://www.sbp.org.pk/>
- <http://www.pbs.gov.pk/>
- <http://www.smeda.org.pk>
- <http://www.ppma.org.pk>
- <https://bahawalnagar.punjab.gov.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/](http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/)
- <http://www.crs.agripunjab.gov.pk>
- <https://poultry.punjab.gov.pk/>
- <http://www.bos.gop.pk/developmentstat>
- <http://bos.gop.pk/EducationStatistics>
- <https://www.ecp.gov.pk/>
- <http://www.amis.pk/AgroBase/Bahawalnagar.aspx>
- <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>
- <https://www.mepeco.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,*

*Please visit or contact below for more information:*

**SME - Business Facilitation Center (SMEBFC) Multan**

Room no. 9, 1st Floor, Trust Plaza, LMQ Road, Multan

+92 61 6800822

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