



SME Business Facilitation Center (SMEBFC), Multan



## District Economic Profile and Investment Opportunities (Layyah)

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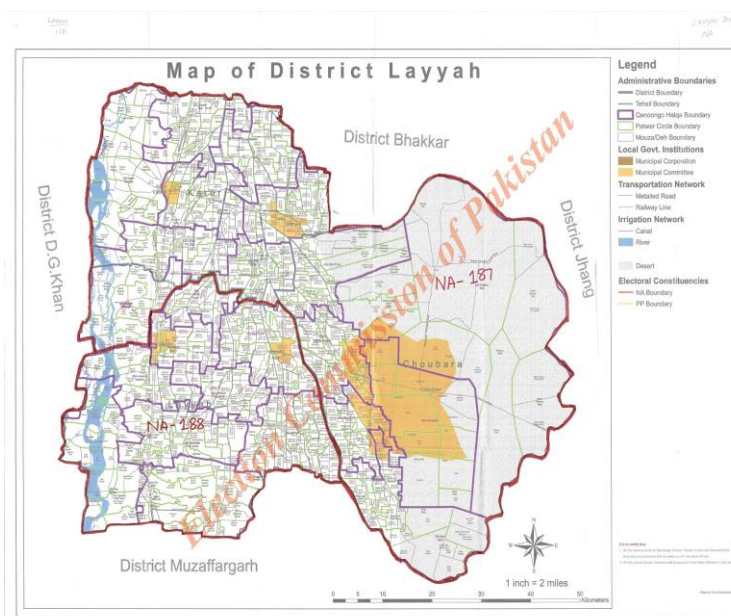
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## 1. Introduction<sup>1</sup>:

The town was founded around 1550 by Kamal Khan, a descendant of Ghazi Khan who laid foundation of Dera Ghazi Khan. Around 1610, the town was taken from the Mirani Rulers by the Jaskani Balochs, who held it until 1787. In 1794, Humayun Shah, the rival claimant to the throne of Kabul, was captured near Leiah and brought into the town. Under the Sikh Government, the town once again became the center of administration for the neighboring tract, and after the British occupation in 1849, was for a time the headquarters of a Civil Administrative Division. This administrative status of Layyah was short-lived and the British reduced it to the level of Tehsil Headquarters, making it a part of Dera Ismail Khan.



In 1901, Layyah was transferred to the new District of Mianwali. Later on, it was made part of the Muzaffargarh District. In 1982, Layyah Tehsil was upgraded to District Headquarters comprising three Tehsils<sup>2</sup>:

- Layyah
- Karor Lal Eisan
- Chaubara

Layyah is one of the southern districts of Punjab Province bounded on the north by District Bhakkar, on the east by District Jhang and on the south by District Muzaffargarh. River Indus making the western border of the district separates it from District Dera Ismail Khan (NWFP) and Dera Ghazi Khan. It lies between 30-45 to 31-24 degree north latitudes and 70-44 to 71-50 degree east longitudes. Climatically Layyah is part of the hot, arid/dry zone of Pakistan. The average annual rainfall is less than 125mm. The area receives most of the rainfall during summer. The summers are long and very harsh. Dust storms are quite powerful and common in the desert zone. The winters are short and moderate. The average annual temperature is 25.2 °C. In summer temperature touches 48°C and in winter it touches 2 to 0°C<sup>3</sup>.

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

<sup>1</sup> <http://layyah.dc.lhc.gov.pk/PublicPages/HistoryOfDistrict.aspx>

<sup>2</sup> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)

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

## 2. Geographic and Demographic Situation:

### 2.1. Geographical Situation:

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

District Layyah covers an area of 6,291 Square Kilometers and makes 3.2% area of Punjab and 0.7% area of Pakistan. The width from east to west of 88 kilometers (55 mi) and a length from north to south of 72 kilometers (45 mi). In terms of area, Chaubara is the vastest tehsil that covers 44% area of the district. The area consists of a semi-rectangular block of sandy land between the Indus River and the Chenab River in Sindh Sagar Doab<sup>5</sup>.

#### 2.1.2. Area under Cultivation<sup>6</sup>:

The total cultivated area of district Layyah is 491,000 hectare and makes 3.9% 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>7</sup>:

Total estimated urban population of Layyah district is 321,505 with 162,934 male and 158,517 females. The average annual population growth rate is 2.66%.

#### 2.2.2. Rural Population<sup>8</sup>:

Total estimated rural population of Layyah district is 1,502,725 with 762,399 male and 740,300 female. The average annual growth rate is 2.58 %.

#### 2.2.3. Total Households<sup>9</sup>:

Total estimated household units of Layyah district are 281,929 out of which 49,619 units exist in urban areas and 232,310 units in rural areas. The average household size of 6.5 persons.

## 3. Human Resource Availability:

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

### 3.1. Total Labour Force<sup>10</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>11</sup> of District Layyah is 1,080,000 out of which total estimated labour force is 540,000. About

<sup>4</sup> Punjab Land Records Authority, Punjab Development Statistics, 2019

<sup>5</sup> <https://layyah.punjab.gov.pk/geography>

<sup>6</sup> Punjab Development Statistics, 2019

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

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

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

<sup>10</sup> Pakistan Bureau of Statistics

<sup>11</sup> The working age population refers to people aged 15 to 64.



52% of labour force is involved in agriculture, 20% in services & trading and the remaining 28% in construction industry, hoteling and other services.

### 3.2. Skilled Labour<sup>12</sup>:

The literacy rate of the district is 56%. As regards availability of skilled human resource, there are 8 technical / commercial / vocational institutions (4 for men, 4 for women)<sup>13</sup> imparting training in various trades e.g. commerce, computer operators, tailoring, machine embroidery, plumber & sanitary installer, steel fixer, electrician, driving, heating ventilation, web designing, beautician, motor winding, air conditioning & refrigeration, carpenter, auto & farm machinery, welding, chemical, electrical, mechanical, civil, electronics, auto mechanic etc. Total 5,015 technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Layyah. Beside these, large number of people of Layyah district got technical, commercial and vocational education from big cities of Pakistan; these people are also included in the skilled human resource of Layyah district.

### 3.3. Semi-Skilled Labour<sup>14</sup>:

Only 48 % of the total population of the district completed the primary education. The estimated semi-skilled labour in the district is round about 196,000.

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

The total population of the district that has ever attended school is 61 %. So, remaining 39 % 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 230,000.

## 4. Infrastructural Facilities:

### 4.1. Communication System:

The communication network detail is as following:

#### 4.1.1. Telecommunication Service:

There are 18 telephone exchanges setup by PTCL<sup>16</sup>. The Cellular companies including Mobilink, Zong, U phone, Telenor and Warid are also operating in the district.

#### 4.1.2. Post Office Service:

There are 11 Post Offices operating in the district<sup>17</sup>. Besides these many private national and international courier services operators are also providing their services in the district.

<sup>12</sup> Labour Force Survey, 2015

<sup>13</sup> <http://www.tevta.gop.pk/>

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

<sup>15</sup> Labour Force Survey, 2015

<sup>16</sup> <http://layyah.dc.lhc.gov.pk/PublicPages/HistoryOfDistrict.aspx>

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



## 4.2. Road and Rail Network:

### 4.2.1. Road Network

The total metalled road length of the district is 2,667 Kilometers. The District is linked with Multan, Muzaffargarh, D.G. Khan, Jhang and Bhakkar through metalled road. The details are given below in the table.

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

<i>(Kilometers)</i>			
<b>National Highways</b>	<b>Sugar Cess Roads</b>	<b>Provincial Highways</b>	<b>Total</b>
-	28.63	2,639.26	2,667.89

### 4.2.2. Rail Network:

There are 12 railway stations in the district. Rail network of the district is linked with Layyah to Muzaffargarh & Multan and Layyah to Bhakkar - Mianwali to Rawalpindi / Islamabad.

## 4.3. Utilities:

### 4.3.1. Electricity Supply<sup>19</sup>:

MEPCO is the only supplier of electricity in the district. There are 7 grid stations and it covers 80.96 % area of the district.

### 4.3.2. Natural Gas:

Natural gas is available in almost half of the area of the district.

## 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>20</sup>**

<i>(Numbers)</i>					
<b>Primary &amp; Middle Schools</b>	<b>High Schools</b>	<b>Higher Secondary Schools</b>	<b>No of Colleges</b>	<b>Technical Institutes</b>	<b>Universities</b>
1,454	155	15	21	8	3

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

<sup>19</sup> <http://www.mepco.com.pk>

<sup>20</sup> Punjab Education Statistics, 2019



## 4.4.2. Health Institutions:

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

**Table 3: Health Institutions<sup>21</sup>**

(Numbers)											
Hospitals		Dispensaries		R.H. Cs Total		B.H. Cs Total		S.H. Centers		M.C.H Centers	
No.	Beds	No	Beds	No.	Beds	No.	Beds	No.	Beds	No.	Beds
8	552	22	0	3	60	39	78	15	0	2	0

4.4.3. Police Stations, Civil Courts and Banks<sup>22</sup>:

There are 8 police stations, 5 civil courts and 132 bank branches in the district.

## 4.5. Industrial Estate:

Currently, there is no industrial estate in the district. The Punjab Government has decided to establish the largest Special Economic Zone (SEZ) of the country in Chaubara along the Muzaffargarh-Layyah road to boost economic activity in the underprivileged areas of South Punjab. Ministry of Industry and Commerce has prepared a plan of action for the establishment of mega SEZ on an area covering 20,000 acres.

**5. Agriculture and Livestock:**

## 5.1. Agriculture Sector:

District Layyah has witnessed a transformation in the livelihood systems with the advent of canal irrigation system and introduction of diesel and electric powered tube wells. Huge tracts of lands that were earlier either grazing lands or could afford rain fed agriculture at maximum, were leveled into fields for year round cultivation. 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, Gram, Wheat, Cotton and Guar Seed are the main crops grown in the district. Area and production of these crops during the period 2019-20 is given below:

**Table 4: Main Crops<sup>23</sup>**

(Numbers)					
Sugarcane		Gram		Wheat	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
16,996	1,153,580	115,700	52,610	216,900	568,970

Besides, Rice, Jawar, Maize, Mash and Masoor are also grown in minor quantities in the district.

<sup>21</sup> Health Department, Government of the Punjab

<sup>22</sup> Bureau of Statistics, Punjab

<sup>23</sup> Directorate of Agriculture, Crop Reporting Service, Punjab



## 5.1.2. Main Fruits:

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

**Table 5: Main Fruits<sup>24</sup>***(Numbers)*

Citrus		Mango		Dates	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Acres)	Production (Tones)
4,477	50,560	160	1,902	457	250

Besides watermelon, Jaman, and Pomegranates are also grown in minor quantity in the district

## 5.1.3. Main Vegetables:

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

**Table 6: Main Vegetables<sup>25</sup>***(Numbers)*

Onion		Potato		Chili	
Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)
875	2,057	9,029	10,561	274	200

Besides, Bitter gourd, Cucumber, Ladyfinger, Carrot, Turnip, Garlic, Tomato etc. are also grown in the district in minor quantities.

## 5.2. Livestock:

The available livestock of Layyah District is 2,900,000<sup>26</sup>. Goats, sheep, cattle and buffalos are the most common livestock species. The summary of the livestock statistics of district is given below in the table:

**Table 7: Livestock Statistics<sup>27</sup>***(Numbers)*

Cattle	Buffaloes	Sheep	Bullocks	Goats	Camels	Horses	Asses	Mules
678,000	320,000	439,000	4,527	811,000	7,990	3,232	36,737	293

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

<sup>25</sup> Directorate of Agriculture, Crop Reporting Service, Punjab

<sup>26</sup> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)

<sup>27</sup> Punjab Development Statistics, 2019





### 5.2.1. Poultry Farms<sup>28</sup>:

There are total 356 poultry farms in the district out of which 330 broiler and 25 layer poultry farms having rearing capacity of 11,050 and 60 thousand birds respectively. There is also 1 breeding farm having rearing capacity of 40 thousand birds.

## 6. Industrial Sector:

District Layyah comprises the industries of ginning mills, rice mills, sugar mills, ice factories, flour mills, agro based industries, shoe industry, pesticides, brick kilns, textile, cold storage and warehouse, etc. These units comprise of small industries mostly labor intensive in nature.

**Table 8: Number of Registered Factories and Employment Level<sup>29</sup>**

No. of Factories		Estimated Employment	
2017	2018	2017	2018
133	301	8,986	16,450

### 6.1 Small and Medium Enterprises:

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

The total production of cotton in the district was 102.79 thousand bales during 2019-20 that makes 1.51% of the Punjab. There are 25 cotton factories in the district<sup>30</sup> that produce cottonseed, a by-product for oil mills. This is further processed into edible oil and cotton seed cake (used as animal feed).

### 6.3. 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. The production of rice in the district was 20.34 thousand tonnes during the period of 2019-20. There are approximately 15 rice mills operating in the district that fulfill the demand of local consumers<sup>31</sup>.

### 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 Layyah district with the production of 568.97 thousand tonnes during the period of 2019-20 which makes 3.10% of the Punjab. There are 13 flour mills operating in the district<sup>32</sup>.

<sup>28</sup> Directorate of Poultry Research Institute, Punjab, Rawalpindi

<sup>29</sup> Punjab Development Statistics, 2019

<sup>30</sup> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)

<sup>31</sup> Bureau of Statistics, Punjab

<sup>32</sup> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)



### 6.5. Cold Storage:

There are 05 cold storage units available in the district<sup>33</sup>.

### 6.6. Oil Mills:

There are 7 small & large vegetable ghee/cooking oil units operating in the district that produce canola oil, sunflower oil, soybean oil etc.

### 6.7. Sugar Mills:

Sugarcane is the major crop of the district with the production of 1,153.58 thousand tonnes during the period of 2019-20 which makes 2.57 % of the Punjab. There is one sugar mill operating in the district<sup>34</sup>.

### 6.8. Brick Kiln Industry<sup>35</sup>:

There are total 187 Brick Kiln units operating in the district out of which 106 units are in Tehsil Layyah and 81 units in Tehsil Karor Lalisan.

### 6.9. Ice Factories:

There are total 18 ice factories operating in the district.

## 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 Opportunities for Investment:

The potential investment opportunities are as following:

- Biscuits Factory
- Cattle/Sheep/Goats Fattening Farm
- Cold Storage
- Dal Milling Unit
- Desert Coolers Manufacturing
- Tourism
- Electrical Accessories (Plugs, Switches, Boards)
- Guar Gum Unit
- Laundry Soap Unit
- Niwar Making Unit
- Paper and Paper Board Mill

<sup>33</sup> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)

<sup>34</sup> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)

<sup>35</sup> [http://dashboards.urbanunit.gov.pk/brick\\_kiln\\_dashboard/](http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/)



- Poultry/Animal Feed Factory
- Polypropylene Woven Bags/Cotton Bags (For Sugar Mills)
- Steel Furniture
- Sewing Machine
- Tyre Retreading
- Textile Spinning/Weaving/Processing Unit
- Fruit Juice, Jams, Jellies and Pickles Unit
- Milk Pasteurizing Unit
- Lint Cleaners for Ginning Factories
- Insecticides/Pesticides Manufacturing Unit
- Tannery Factory
- Dairy Farm
- Transport Services
- Handicrafts

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:

The business support organizations working in the district are as following:

- Women Chamber of Commerce and Industries, Layyah
- Financial Institutions
- Multan Electric Power Company (MEPCO), Circle Layyah
- Punjab Food Authority (PFA) District Office, Layyah
- Population Welfare Department, District Office, Layyah
- National Database Registration Authority (NADRA), Layyah
- Training Technical and Vocational Education Training Authority (TEVTA) Training Institutes
- e-Rozgar PITB, Layyah
- e-Khidmat Markaz, Government of Punjab, Layyah
- Environment Protection Department, District Office, Layyah
- Livestock and Dairy Development Department, District Office, Layyah

## 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://www.punjab.gov.pk/layyah>
- <https://layyah.punjab.gov.pk/> [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)
- <https://food.punjab.gov.pk>
- <http://www.livestockpunjab.gov.pk>
- <https://punjab.gov.pk/>
- <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.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://layyah.dc.lhc.gov.pk/PublicPages/HistoryOf District.aspx>
- [https://layyah.punjab.gov.pk/district\\_profile](https://layyah.punjab.gov.pk/district_profile)



### **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**

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