



SME Business Facilitation Center, Multan



District Economic Profile and Investment Opportunities (Lodhran)

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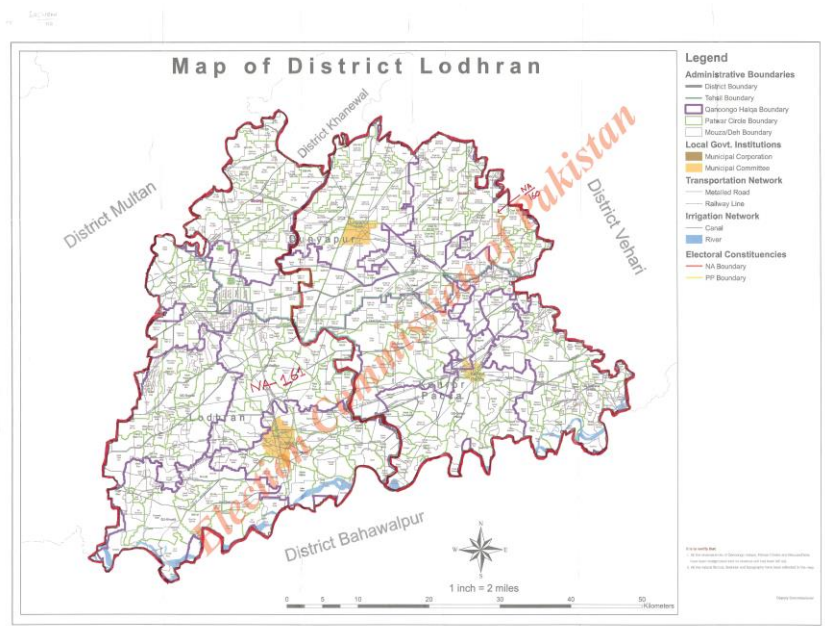
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1. Introduction:

Lodhran is a city about 80 km away in the southern side of Multan and is the headquarter of district in the Punjab Province of Pakistan. It is Pakistan's 81st largest city. Lodhran was split off as a separate district from Multan in 1991, while its town committee was upgraded in 1992. The District Lodhran is laying between the river Satluj and the Bias. The city's location makes it strategically important in Southern Punjab. It is one of the central cities which connect Punjab to Sindh. The district contains three tehsils which are as follow:

- Lodhran
- Kehror Pacca
- Dunyapur



Lodhran district lies between 29.32 degree North latitudes and 71.37 degree East longitudes. The district is bordered with district Multan and Khanewal on the north, while in its east side is neighbored by Vehari where as Bahawalpur is on its southern side and west side is bordered by Jalalpur Peer Wala (District Multan). The climate/atmosphere of the district is hot and dry. The summers are sweltering and humid, the winters are short and cool and it is dry and mostly clear the whole year round. Over the course of the year, the temperature typically varies from 44°F to 106°F and is rarely below 39°F or above 113°F. The highest average temperature in Lodhran is 44°C in May and the lowest is 3°C in January.¹

This document provides information about district Lodhran in respect of area, population, manpower, production of agriculture crops, fruits, vegetables, livestock, and infrastructural facilities such as communication network, power/gas 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.

¹ <https://lodhran.punjab.gov.pk>

2. Geographic and Demographic Situation:

2.1. Geographical Situation:

2.1.1. Total Area²:

District Lodhran covers an area of 2,778 Square Kilometers and makes 1.35% area of Punjab and 0.3% area of Pakistan.

2.1.2. Area under Cultivation³:

The total cultivated area of district Lodhran is 245,000 Hectare and makes 1.94% cultivated area of Punjab. This includes the land under crops, orchards as well as current fallow.

2.2. Demographic Situation:

2.2.1. Urban Population⁴:

Total estimated urban population of Lodhran district is 265,710 with 134,605 male and 131,062 female. The average annual growth rate is 2.37%.

2.2.2. Rural Population⁵:

Total estimated rural population of Lodhran district is 1,434,910 out of which 728,058 are male and 706,811 female. The average annual growth rate is 1.90%.

2.2.3. Total Households⁶:

Total estimated households' units of Lodhran district are 262,650 with 42,218 units exist in urban areas and 220,432 units in rural areas with the average household's 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 Force⁷:

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 population⁸ of District Lodhran is 1,020,372 out of which total estimated labour force is 510,186.

² Punjab Development Statistics, 2020

³ Punjab Development Statistics, 2020

⁴ Pakistan Bureau of statistics

⁵ Pakistan Bureau of statistics

⁶ Pakistan Bureau of statistics

⁷ Pakistan Bureau of Statistics

⁸ The working age population refers to people aged 15 to 64.



3.2. Skilled Labour⁹:

The literacy rate of the district is 49%.¹⁰ As regards the availability of skilled human resource, there are 09 technical / commercial / vocational institutions (4 for men, 5 for women) imparting training in various trades e.g. web designing, commerce, computer operators , plumber & sanitary installer, tailoring, machine embroidery, steel fixer, electrician, auto & farm machinery, driving, heating ventilation, , carpenter, beautician, motor winding, air conditioning & refrigeration, welding, electrical, chemical, mechanical, civil, electronics, auto mechanic etc. Total 7,569 technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Lodhran. Beside these, large number of people of Lodhran district 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 Labour¹¹:

Only 42% 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 about 178,565.

3.4. Unskilled Labour¹²:

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 round about 265,093.

4. Infrastructural Facilities:

4.1. Communication System:

The communication network detail is as following:

4.1.1. Telecommunication Service:

There are 07 telephone exchanges operating in the district.¹³ 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 11 post offices operating in the district¹⁴. Beside these many private national and international courier services are also providing their services in the district.

⁹ <http://www.tevta.gop.pk/>

¹⁰ Bureau of Statistics, Punjab

¹¹ Pakistan Bureau of statistics

¹² Pakistan Bureau of statistics

¹³ <https://ptcl.com.pk/>

¹⁴ <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 1,087 Kilometers. The district is linked with Multan, Bahawalpur, Khanewal and Vehari through metalled roads. The details are given below in the table.

Table 1: Metalled Roads Length¹⁵

<i>(Kilometers)</i>			
National Highways	District Roads	Provincial Highways	Total
90	895	102	1,087

4.2.2. Rail Network:

Lodhran railway station is one of the major railway stations of Pakistan Railways on Karachi-Peshawar main line. The station provides all essential facilities for passengers. The routes are from Lodhran linked to Karachi, Lahore, Rawalpindi, Peshawar, Quetta, Multan, Faisalabad, Sargodha, Sialkot, Gujranwala, Hyderabad, Sukkur, Jhang, Rahim Yar Khan, Nawabshah, Attock, Sibi, Khanewal, Gujrat, Rohri, Jacobabad and Nowshera.¹⁶

4.3. Utilities:

4.3.1. Electricity Supply¹⁷:

MEPCO is the only supplier of electricity in the district, and it covers 96.7% area of the district.

4.3.2. Natural Gas:

Natural gas is also available in the district.

4.4. Social Infrastructure Availability:

4.4.1. Educational Institutions:

The details of the education institutes are as following:

Table 2: Education Institutions¹⁸

<i>(Numbers)</i>					
Primary & Middle Schools	High Schools	Higher Secondary Schools	No of Colleges	Technical Institutes	Universities
724	97	30	21	09	01

¹⁵ National Highways Authority, Lahore

¹⁶ <https://lodhran.punjab.gov.pk/transportation>

¹⁷ <http://www.mepco.com.pk>

¹⁸ Punjab Education Statistics, 2020



4.4.2. Health Institutions:

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

Table 3: Health Institutions¹⁹

(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
04	342	16	12	04	80	48	96	-	-	1	02

4.4.3. Police Stations, Civil Courts, Banks and Small Dams²⁰:

There are 10 police stations, 11 civil courts, 92 bank branches and 13 small dams in the district.

5. Agriculture and Livestock:

5.1. Agriculture Sector:

The subsoil water of the district is sweet and suitable for agriculture. 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.²¹ Area and production of these crops during the period 2019-20 is given below:

Table 4: Main Crops²²

(Numbers)

Wheat		Cotton		Rice	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Bales)	Area (Hectares)	Production (Tones)
195,860	663,530	162,280	676,340	12,140	29,530

Besides, Sugarcane, Gram, Jawar, Maize, Sunflowers etc. are also grown in minor quantities in the district.

5.1.2 Main Fruits:

Mango, Citrus and Dates are the main fruits grown in the district.²³ Area and production of these fruits during the period 2019-20 is given below:

¹⁹ Health Department, Government of the Punjab

²⁰ https://lodhran.punjab.gov.pk/district_profile

²¹ https://lodhran.punjab.gov.pk/district_profile

²² Directorate of Agriculture, Crop Reporting Service, Punjab

²³ https://lodhran.punjab.gov.pk/district_profile

Table 5: Main Fruits²⁴*(Numbers)*

Mango		Citrus		Dates	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
405	14,370	1,437	14,531	31	230

Besides, Jaman, Guava, Watermelon, Pomegranates etc. are also grown in minor quantity in the district

5.1.3. Main Vegetables:

Onion, Potatoes and Garlic are main vegetables grown in the district.²⁵ The Area and production of these vegetables during the period of 2019-20 are given below in table:

Table 6: Main Vegetables²⁶*(Numbers)*

Onion		Potato		Garlic	
Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)
6,500	26,837	900	7,576	115	535

Besides, Chilies, Carrot, Tomato, Ladyfinger etc. are also grown in the district in minor quantities.

5.2. Livestock:

Livestock is the second important economic activity in the district. Livestock is an important source of livelihood for the majority of the rural population and marketed to other provinces. It is an essential source of meat, milk, wool, hides and skins. The available livestock of Lodhran district is 1,585,000. Goats, Cattle, Buffaloes, 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 Statistics²⁷*(Numbers)*

Goats	Cattle	Buffaloes	Sheep	Bullocks	Asses	Horses	Mules	Camels
489,000	488,000	264,000	39,000	4,764	4,247	1,169	241	233

5.2.1. Poultry Farms²⁸:

There are total 372 poultry farms in the district out of which 300 broiler and 72 layer poultry farms having rearing capacity of 38.76 and 0.17 million birds respectively.

²⁴ Directorate of Agriculture, Crop Reporting Service, Punjab

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

²⁶ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁷ Punjab Development Statistics, 2020

²⁸ Directorate of Poultry Research Institute, Punjab, Rawalpindi

6. Industry Sector:

District Lodhran comprises the industries of ginning mills, rice mills, spinning mills, textile mills, flour mills, agro based industries, vegetable ghee mills, pesticides, brick kilns, cold storage, warehouse, etc. These units comprise of small industries mostly labor intensive in nature.

Table 8: Number of Registered Factories and Employment Level²⁹

No. of Factories		Estimated Employment	
2017	2018	2017	2018
131	131	3,167	3,167

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. Lodhran 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:

Cotton is the major crop of Lodhran district with the production of 676.34 thousand bales during 2019-20 which makes 9.91% of the Punjab. There are 65 cotton factories in the district³⁰ 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. Rice is the major crop of Lodhran district with the production of 29.53 thousand tonnes during 2019-20 which makes 1.74% of the Punjab. There are 11 rice mills operating in the district that fulfill the demand of local consumers.³¹

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 Lodhran district with the production of 663.53 thousand tonnes during the period of 2019-20 which makes 3.61% of the Punjab. There are 16 flour mills operating in the district.³²

6.5. Oil Extraction Units:

There are 04 oil extraction units operating in the district.³³

6.6. Spinning Mills:

There are 02 spinning mills operating in the district.³⁴

²⁹ Punjab Development Statistics, 2020

³⁰ https://lodhran.punjab.gov.pk/district_profile

³¹ https://lodhran.punjab.gov.pk/district_profile

³² https://lodhran.punjab.gov.pk/district_profile

³³ https://lodhran.punjab.gov.pk/district_profile

³⁴ https://lodhran.punjab.gov.pk/district_profile



6.7. Ghee Mills:

There are 03 ghee mills operating in the district.³⁵

6.8. Brick Kiln Industry:

There are total 317 Brick Kiln units operating in the district out of which 73 units are in Tehsil Dunyapur, 107 units in Tehsil Kehror Pacca, and 137 units in Tehsil Lodhran.³⁶

6.9. Cold Storages:

There are 05 cold storages operating in the district that fulfil the local demand.³⁷

7. Services Sector:

Due to the dominance of agriculture sector, the most of the services are allied to this sector, like, 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, 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:

- Cattle/Sheep/Goats Fattening Farms
- Dairy Farms
- Layer Farming
- Bee Farming
- Animal Feed Mill
- Camel Farming
- Chicken, Mutton & Beef Shop
- Meat Processing Unit
- Milk Pasteurizing Unit
- Dairy Products (Cheese, Butter, Yoghurt)
- Frozen Meat Unit
- Wool Processing Unit
- Fruit Juice/Squashes/Jams/Jellies/Pickles Manufacturing Unit
- Hosiery Manufacturing Unit
- Household/Hospital Bed Sheets Manufacturing Unit
- Insecticides/Pesticides Manufacturing Unit
- Packing Boxes Manufacturing Unit
- Surgical Cotton
- Surgical Bandages
- Textile Spinning, Weaving and Processing Unit

³⁵ https://lodhran.punjab.gov.pk/district_profile

³⁶ http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/

³⁷ https://lodhran.punjab.gov.pk/district_profile



- Dying of Date-Palm Leaves
- Ice Plant
- Water Filtration Plant
- 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-SMEDA
- Financial Institutions/Banks
- Punjab Food Authority (PFA) District Office, Lodhran
- Livestock and Dairy Development Department, District Office, Lodhran
- Population Welfare Department, District Office, Lodhran
- National Database Registration Authority (NADRA), Lodhran
- Punjab Small Industries Corporation (PSIC) Regional Office, Multan
- National Productivity Organization (NPO) Sub Office, Multan
- e-Rozgar PITB, Lodhran
- e-Khidmat Markaz, Government of Punjab, Multan
- Multan Electric Power Company (MEPCO), Circle Lodhran
- National Industrial Relations Commission, Multan
- Chamber of Commerce and Industries, Multan Division
- Environment Protection Department, District Office, Lodhran
- Agriculture Department, District Office, Lodhran
- Technical Education and Vocational Training Authority (TEVTA), Lodhran
- Securities and Exchange Commission of Pakistan (SECP) Company Registration Office-Multan
- Tehsil Municipal Administration (TMA), District Office, Lodhran
- Training Institutes, Lodhran

10. Useful Web Links:

- <https://www.sbp.org.pk/>
- <http://www.pbs.gov.pk/>
- <http://www.smeda.org.pk>
- <https://www.smebfcmultan.com/>
- <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://lodhran.punjab.gov.pk/district_profile
- <https://lodhran.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.secp.gov.pk/>
- <http://www.pbs.gov.pk/content/population-census>
- <http://nha.gov.pk/en/>
- <https://www.nadra.gov.pk/>
- <http://www.mcci.org.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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