



SME Business Facilitation Center (SMEBFC) Multan



District Economic Profile and Investment Opportunities Bhakkar

December 2022



SMEBFC-Multan Office

Room No. 09, 1st Floor, Trust Plaza, LMQ Road,
Multan

Tel: (92 61) 6800822

www.smebfcmultan.com

SMEDA, Head Office

4th Floor, Building No. 3, Aiwan-e-Iqbal Complex,
Egerton Road,

Lahore

Tel: (92 42) 111 111 456, Fax: (92 42) 36304926-7

helpdesk@smeda.org.pk

www.smeda.org.pk

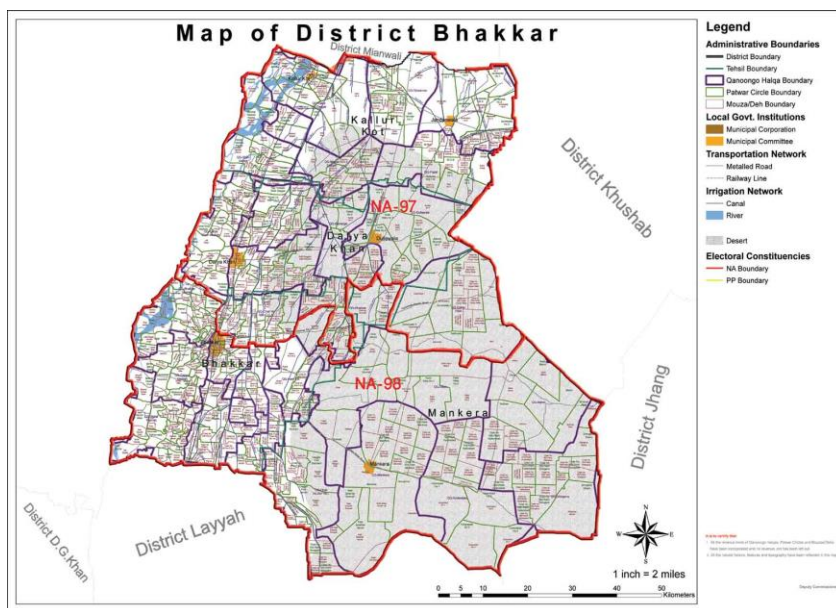
Table of Contents:

1. Introduction:	3
2. Geographic and Demographic Situation:	4
2.1. Geographical Situation:.....	4
2.1.1. Total Area:	4
2.1.2. Area under Cultivation:.....	4
2.2. Demographic Situation:	4
2.2.1. Urban Population:	4
2.2.2. Rural Population:	4
2.2.3. Total Households:	4
3. Human Resource Availability:	4
3.1. Total Labour Force:	4
3.2. Skilled Labour:.....	5
3.3. Semi-Skilled Labour:	5
3.4. Unskilled Labour:	5
4. Infrastructural Facilities:	5
4.1. Communication System:	5
4.1.1. Telecommunication Service:	5
4.1.2. Post Office Service:	5
4.2. Road and Rail Network:.....	6
4.2.1. Road Network	6
4.2.2. Rail Network:.....	6
4.3. Utilities:.....	6
4.3.1. Electricity Supply:	6
4.3.2. Natural Gas:	6
4.4. Social Infrastructure Availability:.....	6
4.4.1. Educational Institutions:	6
4.4.2. Health Institutions:.....	7
4.4.3. Police Stations, Civil Courts and Banks:	7
5. Agriculture and Livestock:	7
5.1. Agriculture Sector:	7
5.1.1. Main Crops:	7
5.1.2. Main Fruits:.....	7
5.1.3. Main Vegetables:	8
5.2. Livestock:.....	8
5.2.1. Poultry Farms:.....	8
6. Industrial Sector:	9
6.1. Small and Medium Enterprises:.....	9
6.2. Grams & Pulses (Daal) Mills:.....	9
6.3. Sugar Mills:.....	9
6.4. Flour Mills:	9
6.5. Chip Board Factories:	9
6.6. Agriculture Equipment Production Units:	9
6.7. Ice Factories:.....	10
6.8. Brick Kiln Industry:	10
6.9. Cold Storages:	10
7. Services Sector:	10
8. Potential Sectors for Investment:	10
9. Business Support Institutions:	11
10. Useful Web Links:	12

1. Introduction:

Bhakkar is a district in the province of Punjab, Pakistan. The district was created out of parts of Mianwali in 1982 and has the city of Bhakkar as its headquarters. It is the 86th largest city in Pakistan. Bhakkar is also a district, located between Indus River and Chenab River. Its area consists of a riverine tract along the Indus, called Kaccha, while most of the district area lies in the desolate plain of the Thal Desert. It is located in the west of the Punjab province. The district is administratively divided into four Tehsils which are as following:

- Bhakkar
- Darya Khan
- Kaloorkot
- Mankera



Bhakkar district lies between 31.37 degree North latitudes and 71.3 degree East longitudes. The district is bordered with district Layyah on the south, while in its east side is neighbored by district Jhang whereas district Dera Ismail Khan is on its west, district Khushab to its north east side and north side is bordered by district Mianwali. Bhakkar has a subtropical desert climate because it is located at an elevation of 168.55 meters (552.99 feet) above sea level. In Bhakkar, the summers are long, sweltering, humid, and clear and the winters are short, cool, dry, and mostly clear. Over the course of the year, the temperature typically varies from 6°C to 41°C and is rarely below 3°C or above 46°C. The average temperature remains 24.6°C. The recorded average rainfall in a year is 213 mm. The driest month recorded in Bhakkar is November with 2 mm of rainfall. Meanwhile in July, the precipitation reaches its peak, with an average rainfall of 57 mm.¹

This document provides information about district Bhakkar 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 business support institutes / organizations working in this region.

¹ <https://bhakkar.punjab.gov.pk>

2. Geographic and Demographic Situation:

2.1. Geographical Situation:

2.1.1. Total Area²:

District Bhakkar covers an area of 8,153 Square Kilometers and makes 3.97% area of Punjab and 1.02% area of Pakistan.

2.1.2. Area under Cultivation³:

The total cultivated area of district Bhakkar is 747,000 Hectare and makes 5.93% 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 Bhakkar district is 260,114 with 133,405 male and 126,683 female. The average annual growth rate is 2.06%.

2.2.2. Rural Population⁵:

Total estimated rural population of Bhakkar district is 1,390,404 out of which 710,842 are male and 679,552 female. The average annual growth rate is 2.46%.

2.2.3. Total Households⁶:

Total estimated household units of Bhakkar district are 268,244 with 41,938 units existing in urban areas and 226,306 units in rural areas with an average household size of 6.2 persons.

3. Human Resource Availability:

This section discusses the statistics related to labour force including 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 Bhakkar is 1,072,836 out of which total estimated labour force is 643,701.

² Punjab Development Statistics, 2021

³ Punjab Development Statistics, 2021

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 55%.¹⁰ As regards the availability of skilled human resource, there are 08 technical / commercial / vocational institutions (5 for men, 3 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, carpenter, beautician, motor winding, air conditioning & refrigeration, welding, electrical, chemical, mechanical, civil, electronics, auto mechanic etc. Total 6,823 technicians/artisans/workers graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Bhakkar. Beside these, large number of people of Bhakkar district obtained 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 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 257,480.

3.4. Unskilled Labour¹²:

The total population of the district that has ever attended school is 55%. So, remaining 45% population has not attended school ever. Hence, 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 354,035.

4. Infrastructural Facilities:

4.1. Communication System:

The communication network detail is as following:

4.1.1. Telecommunication Service:

There are 09 telephone exchanges operating in the district.¹³ The Cellular Companies including, Zong, U phone, Telenor and Jazz / Warid are also operating in the district.

4.1.2. Post Office Service:

There are 17 post offices operating in the district¹⁴. Beside these many private national and international courier services are also providing services in the district.

⁹ <http://www.tevta.gop.pk/>

¹⁰ <https://bhakkar.punjab.gov.pk>

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 2,671 Kilometers. The district is linked with Layyah, Jhang, Dera Ismail Khan, Khushab and Mianwali 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
-	95	2,575	2,670

4.2.2. Rail Network:

Bhakkar railway station is one of the major railway stations of Pakistan Railways on Kotri-Attock main line. The station provides all essential facilities for passengers. The routes are linked from Bhakkar to Attock, Kotri, DG Khan, Rajanpur, Layyah, Mianwali, Jamshoro, Sehwan Sharif, Dadu, etc.¹⁶

4.3. Utilities:

4.3.1. Electricity Supply¹⁷:

FESCO is the only supplier of electricity in the district, and it covers 90.8% area of the district.

4.3.2. Natural Gas:

Natural gas is also available in the district and SNGPL is providing services for the supply of natural gas.

4.4. Social Infrastructure Availability:

4.4.1. Educational Institutions:

The details of the educational 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
927	119	11	19	08	01

¹⁵ National Highways Authority, Lahore

¹⁶ https://en.wikipedia.org/wiki/List_of_railway_lines_in_Pakistan

¹⁷ <http://www.fesco.com.pk/>

¹⁸ Punjab Education Statistics, 2021



4.4.2. Health Institutions:

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

Table 3: Health Institutions¹⁹

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
05	529	26	00	04	92	41	92	13	00	02	00

(Numbers)

4.4.3. Police Stations, Civil Courts and Banks²⁰:

There are 11 police stations, 04 civil courts and 97 bank branches 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, Sugarcane and Gram are the main crops grown in the district.²¹ Production of these crops during the period 2020-21 is given below:

Table 4: Main Crops²²

Wheat	Sugarcane	Gram
(Production in Tones)	(Production in Tones)	(Production in Tones)
331,380	1,574,130	176,990

(Numbers)

Besides, Cotton, Rice, Jawar, Maize, Sunflowers etc. are also grown in minor quantities in the district.

5.1.2 Main Fruits:

Citrus, Dates and Mangoes are the main fruits grown in the district.²³ Production of these fruits during the period 2020-21 is given below:

¹⁹ Health Department, Government of the Punjab

²⁰ <https://bhakkar.punjab.gov.pk>

²¹ <https://bhakkar.punjab.gov.pk>

²² Directorate of Agriculture, Crop Reporting Service, Punjab

²³ <https://bhakkar.punjab.gov.pk>



Table 5: Main Fruits²⁴*(Numbers)*

Citrus	Dates	Mango
(Production in Tones)	(Production in Tones)	(Production in Tones)
41,720	3,500	1,100

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

5.1.3. Main Vegetables:

Onion, Tomato and Carrot are main vegetables grown in the district.²⁵ Production of these vegetables during the period of 2020-21 are given below in table:

Table 6: Main Vegetables²⁶*(Numbers)*

Onion	Tomato	Carrot
(Production in Tones)	Production in Tones)	Production in Tones)
19,556	308	1,070

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

5.2. Livestock:

Livestock is an important economic activity and source of livelihood for majority of the rural population of the district. It is also marketed to other provinces. Livestock is an essential source of meat, milk, wool, hides and skins. The available livestock of Bhakkar district is 2,659,808. Goats, Cattle, Sheep and Buffaloes 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	Sheep	Buffaloes	Asses	Camels	Horses	Bullocks	Mules
1,038,000	658,000	546,000	234,000	31,769	8,462	2,370	1,910	237

5.2.1. Poultry Farms²⁸:

There are total 304 poultry farms in the district out of which 292 broiler, 06 layer and 06 breeder poultry farms having rearing capacity of 63.23, 0.04 and 0.32 million birds respectively.

²⁴ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁵ <https://bhakkar.punjab.gov.pk>

²⁶ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁷ Punjab Development Statistics, 2021

²⁸ Directorate of Poultry Research Institute, Punjab, Rawalpindi



6. Industrial Sector:

District Bhakkar comprises industries of sugar mills, flour mills, cotton factories, ice factories, gram & pulses (daal) mills, agro based industries, brick kilns, cold storage, warehouse, etc. These units comprise of small industries that are mostly labor intensive in nature.

Table 8: Number of Registered Factories and Employment Level²⁹

No. of Factories		Estimated Employment	
2017	2018	2017	2018
56	56	2,822	2,822

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, hotels & restaurants, and other shops. Bhakkar 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. Grams & Pulses (Daal) Mills:

Gram is the major crop of Bhakkar district with the production of 176.99 thousand tons during 2020-21 which makes 46.95% of the Punjab. There are 02 dall mills operating in the district that fulfill the demand of local consumers.

6.3. Sugar Mills:

Sugarcane is the major crop of Bhakkar district with the production of 1574.13 thousand tonnes during 2020-21 which makes 3.51% of the Punjab. There is 01 sugar mill operating in the district that cater the demand of local consumers.³⁰

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 Bhakkar district with the production of 331.38 thousand tonnes during the period of 2020-21 which makes 1.80% of the Punjab. There are 04 flour mills operating in the district.³¹

6.5. Chip Board Factories:

There are 02 chip board factories operating in the district.³²

6.6. Agriculture Equipment Production Units:

There are 02 agriculture equipment production units operating in the district.³³

²⁹ Punjab Development Statistics, 2021

³⁰ <https://bhakkar.punjab.gov.pk>

³¹ <https://bhakkar.punjab.gov.pk>

³² <https://bhakkar.punjab.gov.pk>

³³ <https://bhakkar.punjab.gov.pk>



6.7. Ice Factories:

There are 24 ice factories operating in the district.³⁴

6.8. Brick Kiln Industry:

There are total 223 Brick Kiln units operating in the district out of which 108 units are in Tehsil Bhakkar, 47 units in Tehsil Darya Khan, 67 units in Tehsil Kalloor Kot and 01 unit in Tehsil Mankera.³⁵

6.9. Cold Storages:

There are 07 cold storages operating in the district that fulfil the local demand.³⁶

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:

- Gram & Pulses (Daal) Mills
- Sugar Mills
- Flour Mills
- Cattle/Sheep/Goats Fattening Farms
- Dairy Farms
- Layer Farming
- Honey Bee Farming
- Animal Feed Mill
- Camel Farming
- Chicken, Mutton & Beef Shop
- Meat Processing Unit
- Milk Pasteurizing Unit
- Dairy Products (Cheese, Butter, Yoghurt) Manufacturing Unit
- Wool Processing Unit
- Hosiery Manufacturing Unit
- Insecticides/Pesticides Manufacturing Unit
- Packing Boxes Manufacturing Unit
- Date-Palm Leaves Dying
- Ice Plant
- Water Filtration Plant

³⁴ <https://bhakkar.punjab.gov.pk>

³⁵ http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/

³⁶ <https://bhakkar.punjab.gov.pk>



- Desert Coolers Manufacturing Unit
- Agricultural Equipment Manufacturing Units

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:

- SME Business Facilitation Center, Multan
- Financial Institutions/Banks
- Punjab Food Authority (PFA) District Office, Bhakkar
- Livestock and Dairy Development Department, District Office, Bhakkar
- Population Welfare Department, District Office, Bhakkar
- National Database Registration Authority (NADRA), Bhakkar
- Punjab Small Industries Corporation (PSIC) Regional Office, Sargodha
- e-Rozgar PITB, Bhakkar
- e-Khidmat Markaz, Government of Punjab, Bhakkar
- Faisalabad Electric Supply Company (FESCO) Circle Bhakkar
- Chamber of Commerce and Industries, Sargodha Division
- Environment Protection Department, District Office, Bhakkar
- Agriculture Department, District Office, Bhakkar
- Technical Education and Vocational Training Authority (TEVTA), Bhakkar
- Securities and Exchange Commission of Pakistan (SECP) Company Registration Office-Multan
- Tehsil Municipal Administration (TMA), District Office, Bhakkar
- Technical Training and Skill Development Institutes, Bhakkar
- Arid Zone Research Institute (AZRI), Bhakkar

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://bhakkar.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/>
- <https://www.scci.org.pk/>
- <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,

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

www.smebfcmultan.com

