



SME Business Facilitation Center, Multan



District Economic Profile and Investment Opportunities (Vehari)

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Table of Contents:

1. Introduction:	3
2. Geographic and Demographic Situation:	3
2.1. Geographical Situation:.....	3
2.1.1. Total Area:.....	3
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:.....	4
3.3. Semi-Skilled Labour:.....	5
3.4. Unskilled Labour:	5
4. Infrastructural Facilities:	5
4.1. Communication System:	5
4.2. Road and Rail Network:	5
4.3. Utilities:	6
4.4. Social Infrastructure Availability:	6
4.5. Industrial Estate	6
5. Agriculture and Livestock:	7
5.1. Agriculture Sector:	7
5.2. Livestock:.....	8
6. Industry Sector:	8
6.1 Small and Medium Enterprises:	9
6.2. Textile Spinning and Weaving Units:	9
6.3. Cotton Ginning Factories:	9
6.4. Rice Husking/Processing Mills:.....	9
6.5. Flour Mills:	9
6.6. Oil mills:.....	9
6.7. Cold Storage:.....	9
6.8. Brick Kiln Industry:	9
6.9. Tannery Industry:.....	10
6.10. Handicrafts:.....	10
7. Services Sector:	10
8. Potential Opportunities for Investment:	10
9. Business Support Institutions:	11
10. Useful Web Links:	11

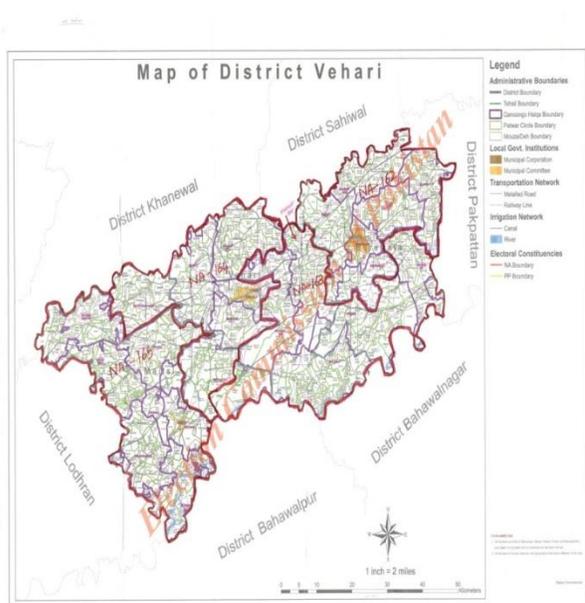


1. Introduction:

Vehari District is the result of construction of the Pakpattan canal from Sulemanki Head Works on the Sutlej and the institution of Nili Bar colony project in 1925. The populated areas in ancient times were restricted to the banks of the river Sutlej where seasonal inundation permitted some cultivation. The rest of the area was a vast sandy scrap.

Vehari is a city and the headquarters of Vehari District. It is located at the Multan-Delhi Road constructed by Indian Muslim Emperor Sher Shah Suri. The district is located between 29°36'N 71°44'E and 30°22'N 72°53'E. The district of Vehari is administratively subdivided into three Tehsils¹:

1. Burewala
2. Mailsi
3. Vehari



The climate of the district is hot and dry. The summer season starts in April and continues until October. May, June, and July are the hottest months. The mean maximum and minimum temperatures for these months are about 47 and 28 degrees Celsius respectively. The winter season lasts from November to March. December, January and February are the coldest months. The mean maximum and minimum temperatures for this period are about 22 and 4 °C. Most of the area receives rain falls during the monsoon season from July to September.

This document provides information about district Vehari in respect of area, population, manpower, 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 / organization working in this region for business support.

2. Geographic and Demographic Situation:

2.1. Geographical Situation:

2.1.1. Total Area²:

District Vehari is a smaller district in terms of area. It is spread over an area of 4,364 square Kilometers (1,685 sq. mi) and makes 2.12% area of Punjab and 0.5% area of Pakistan. It is about 93 kilometers (58 mi) in length and approximately 47 kilometers (29 mi) in breadth and it is sloping gently from northeast to southwest³.

¹ <https://en.wikipedia.org/wiki/Vehari>

² Punjab Land Records Authority, Punjab Development Statistics, 2019

³ https://en.wikipedia.org/wiki/Vehari_District

2.1.2. Area under Cultivation⁴:

The total cultivated area of district Vehari is 378,708 Hectare. This includes the land under crops, orchards as well as current fallow.

2.2. Demographic Situation:

2.2.1. Urban Population⁵:

Total estimated urban population of Vehari district is 505,703 with 254,727 are male and 250,902 are female. The average annual growth rate is 2.18 %.

2.2.2. Rural Population⁶:

Total estimated rural population of Vehari district is 2,391,743 with 1,207,300 male and 1,184,310 female. The average annual growth rate is 1.64 %.

2.2.3. Total Households⁷:

Total estimated households' units of Vehari district are 458,068 with 80,924 units exist in urban areas and 377,144 units in rural areas with the average household's size of 6.9 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 Force⁸:

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 population⁹ of District Vehari is 1,200,000 out of which total estimated labour force is 650,000. The labour force participation rate is 36%¹⁰. The unemployment rate in the district is 3.87%.

3.2. Skilled Labour¹¹:

The literacy rate of the district is 36.8%. As regards availability of skilled human resource, there are 7 technical / commercial / vocational institutions (4 for men, 3 for women)¹² imparting training in various trades e.g. commerce, machine embroidery, micro entrepreneurship, fabric printing, tailoring, beautician, motor winding, carpenter, heating ventilation, air conditioning & refrigeration, welding, plumber, computer operators, mechanical, civil, chemical, electrical, electronics, auto mechanic, auto & farm machinery etc. Total 6,640 technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Vehari. Beside these, large number of people of Vehari

⁴ Punjab Development Statistics 2019

⁵ Pakistan Bureau of statistics

⁶ Pakistan Bureau of statistics

⁷ Pakistan Bureau of statistics

⁸ Pakistan Bureau of Statistics

⁹ The working age population refers to people aged 15 to 64.

¹⁰ Labour Force Survey, 2015

¹¹ Labour Force Survey, 2015

¹² <http://www.tevta.gop.pk/>



district got technical, commercial and vocational education from big cities of Pakistan; these people are also included in the skilled human resource of Vehari district.

3.3. Semi-Skilled Labour¹³:

Only 41 % of the total population of the district completed the primary education. The estimated semi-skilled labour in the district is round about 250,000.

3.4. Unskilled Labour¹⁴:

The total population of the district that has ever attended school is 54 %. So, remaining 46 % 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 300,000.

4. Infrastructural Facilities:

4.1. Communication System:

The district has well established communication network. The detail is as following:

a). Telecommunication Service:

Pakistan Telecommunication Company Ltd (PTCL) covers almost all the area of the district. There are also a several numbers of Cellular companies operating in the district including Mobilink, Zong, U phone, Telenor and Warid.

b). Post Office Service:

There are 23 post offices operating in the district¹⁵. Beside these many private national and international courier services are also providing their services in the district.

4.2. Road and Rail Network:

a). Road Network

The total metalled road length is 3,363 Kilometers. The District is linked with Multan, Khanewal, Sahiwal, Pakpattan, Bahawalnagar and Bahawalpur districts through metalled road. The details are given below in the table.

Table 1: Metalled Roads Length¹⁶

<i>(Kilometers)</i>			
National Highways	Sugar Cess Roads	Provincial Highways	Total
11	30.21	3321.98	3363.19

b). Rail Network:

There are 8 railway stations in the district. The routes are linked with Lahore, Karachi, Hyderabad, Rohri, Khanpur, Bahawalpur, Lodhran, Kasur, Raiwind, Arifwala, Rahim Yar Khan, Burewala, Nawab shah, Pakpattan, Mailsi, and Gaggo. The best railway system with junction is near Vehari in Khanewal.

¹³ <https://www.punjab.gov.pk/vehari>

¹⁴ Labour Force Survey, 2015

¹⁵ <https://ptcl.com.pk/>

¹⁶ National Highways Authority, Lahore



4.3. Utilities:

a). Electricity Supply¹⁷:

MEPCO is the only supplier of electricity in the district. It covers 96.52 % area of district and ranging in capacity of 220 KV.

b). Natural Gas:

Natural gas is available in the 65% area of the district¹⁸.

4.4. Social Infrastructure Availability:

a). Educational Institutions:

The details of the education institutes are as following:

Table 2: Education Institutions in District Vehari (2018-19)¹⁹

(Numbers)

Primary & Middle Schools	High Schools	Higher Secondary Schools	No of Colleges	Technical Institutes	Universities
1326	160	26	21	7	5

b). Health Institutions:

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

Table 3: Health Institutions²⁰

(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
4	612	38	0	14	280	74	148	0	0	8	0

c). Police Stations, Post Offices, Banks and Railway Stations²¹:

There are 19 police stations, 8 railway stations, 23 post offices and 145 bank branches in the district.

4.5. Industrial Estate²²:

Vehari Industrial Estate (VIE) is a 277 acres industrial park developed close to Vehari city (06 km from main city). Airport is located at 112 km, Railway Station 15 km and the Dry Port 126 km from the site. The location is strategically beneficial for industry and cheap labor is also extensively available in Burewala and other adjoining areas. There are total 201 plots in the industrial estate. Keeping in view the existence of SMEs, majority of plots are of sizes between ½ acre to 2 acres. However, there are some

¹⁷ <http://www.mepco.com.pk>

¹⁸ <https://www.punjab.gov.pk/vehari>

¹⁹ Punjab Education Statistics, 2019

²⁰ Health Department, Government of the Punjab

²¹ Bureau of Statistics, Punjab

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



bigger plots to accommodate large industries as well. Vehari industrial estate comprises of handicrafts, chemical industry, ginning mills, agro based industries, shoe industry, pesticides, pharmaceuticals, packing industry, storage industry, paper industry, flour mills, plastic products, textile, cold storage, warehouse etc.

5. Agriculture and Livestock:

5.1. Agriculture Sector:

Agriculture is the mainstay of the province of Punjab. District Vehari is playing a vital role in the agricultural sector of the Punjab. The district consists of plain area with fertile land. It is a part of Indus plain. It has the best cultivated land which is suitable for cotton, wheat and other agricultural crops. Vehari district lies in Nili Bar which is between Ravi and Bias and Sutlej rivers. Vehari district has a big canal system with two canals namely Pakpattan and Mailsi Canal. There are 19 canals in Vehari with total length as 1380 kilometers approximately²³. 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:

a). Main Crops:

Wheat, Cotton, Maize and Sugarcane 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 Crops²⁴

(Numbers)

Wheat		Maize		Cotton	
Area (Hectares)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Bales)
253,000	853,000	510,40	326600	318,000	384,220

Besides, Rice, Jawar, Moong, Mash, Masoor and Oil Seed such as Rape / Mustard and Sun Flower are also grown in minor quantities in the district.

b). Main Fruits:

Mangoes, Water & Musk Melon in the summer and guava and citrus in the winter are the main fruits grown in the district. Area and production of these fruits during the period 2019-20 is given below:

Table 5: Main Fruits²⁵

(Numbers)

Mango		Guava		Water & Musk Melon	
Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)
5,585	24,206	1,225	4,115	3,455	23,212

Besides Jaman, Dates, Pomegranates, Pears and Phalsa are also grown in minor quantity in the district

²³ <https://www.punjab.gov.pk/vehari>

²⁴ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁵ Directorate of Agriculture, Crop Reporting Service, Punjab



c). Main Vegetables:

Onions, Potatoes, Bitter gourd, Cucumber 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 Vegetables²⁶

(Numbers)

Onion		Potato		Bitter Gourd	
Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)
7,700	13,370	5,045	30,712	835	4,301

Besides, Ladyfinger, Tinda, Carrot, Turnip, Garlic, Tomato 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. Livestock is marketed to other provinces. It is an important source of meat, milk, wool, hides and skins. Animals are also used to reach those areas where no transportation is available. Goats, buffalos 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)

Cattle	Buffaloes	Sheep	Bullocks	Goats	Camels	Horses	Asses	Mules
399,000	582,000	43,000	24,314	673,000	87	1,190	17,398	571

a). Poultry Farms²⁸:

There are total 539 poultry farms in the district out of which 482 broiler and 56-layer poultry farms having rearing capacity of 4,140 and 1,050 thousand birds respectively. There is also 1 breeding farm having rearing capacity of 170 thousand birds.

6. Industry Sector:

District Vehari comprises the industries of handicrafts, ginning mills, chemical industry, agro based industries, shoe industry, pesticides, pharmaceuticals, packing industry, storage industry, flour mills, plastic products, textile, cold storage, warehouse, brick kilns 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
203	203	10,618	10,618

²⁶ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁷ Punjab Development Statistics, 2019

²⁸ Directorate of Poultry Research Institute, Punjab, Rawalpindi

²⁹ Punjab Development Statistics, 2019



6.1 Small and Medium Enterprises:

The small and medium enterprises comprise of manufacturing units, livestock, agriculture, whole sellers, bakeries, auto & electric, furniture makers, repair, merchants, shoes makers, tailors, hotel & restaurants, and other shops. Vehari and Burewala 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. Textile Spinning and Weaving Units:

Textile industry is a back bone of the Pakistan's Industrial Sector. Textile industry comprises 523 textile units out of which 40 are composite units and 483 spinning units. More than 65% of textile units are in Punjab. District Vehari has also one textile composite unit, 3 textiles spinning and 6 textile weaving units³⁰.

6.3. Cotton Ginning Factories:

District Vehari ranks at the top in the production of cotton. The total production of cotton in the district is 384.22 thousand bales during 2019-20. Due to the easy access to raw material, the district has significant number of cotton ginning factories. There are annual 115 cotton factories in the district³¹.

6.4. 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 Vehari was 69.83 thousand tonnes during the period of 2019-20. There are approximately 65 including rice mills operating in the district that fulfill the demand of local consumers³².

6.5. Flour Mills:

Pakistan is the largest country where wheat is the staple food of nearly entire population. Wheat is the major crop of Vehari district with the production of 853 thousand tonnes during the period of 2019-20. There are 18 Flour Mills in the district³³.

6.6. Oil mills³⁴:

There are 4 vegetable ghee/cooking oil units in the district. Besides these 30 other oil mills are functional in the district that produce canola oil, sunflower oil, soybean oil, soybean meal, sunflower meal etc.

6.7. Cold Storage:

There are approximately 20 cold storage units available in the district.

6.8. Brick Kiln Industry:

There are total 412 Brick Kiln units operating in the district out of which 101 units are in Tehsil Mailsi, 161 units in Tehsil. Burewala and 150 units in Tehsil Vehari³⁵.

³⁰ <https://www.punjab.gov.pk/vehari>

³¹ <https://www.punjab.gov.pk/vehari>

³² Bureau of Statistics, Punjab

³³ <https://www.punjab.gov.pk/vehari>

³⁴ <https://www.punjab.gov.pk/vehari>

³⁵ <https://www.punjab.gov.pk/vehari>



6.9. Tannery Industry:

Tanning industry is an export-oriented industry of Pakistan. The industry comprises of 6 sub-sectors such as; tanning, leather garments, leather gloves, leather footwear, leather shoe uppers, and leather goods. Tanning industry stands the second largest after textile. There are 4 small units functional in the District³⁶.

6.10. Handicrafts:

The crafts in the Vehari are of two types; crafts produced in the rural areas and the royal crafts that have flourished in the urban centers. The former includes cotton textiles, basketry etc. while the latter are tile and woodwork skills, ivory, silver and gold work, naqqashi and architectural crafts.

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 retails stores, shops, mini markets for grocery, fruits and vegetables markets in the urban areas and small shops in rural areas. Retail and wholesale sector grew very rapidly in the district. Other services include health, education, banking, grain trading, real estate, construction, warehouses & cold storages for hotels and restaurants, transportation, auto allied repair and maintenance, telecom & IT.

8. Potential Opportunities for Investment:

Keeping in view of the economic potential, available resources and demand of local/national & international markets, the following are the suggested potential opportunities for investment:

- Textile Spinning/Weaving/Processing Unit
- Fruit Juice, Jams, Jellies and Pickles Unit
- Milk Pasteurizing Unit
- Cold Storage
- Ice Plant
- Cotton Bags Manufacturing Unit
- Mineral Water (Water Bottling Plant)
- Lint Cleaners for Ginning Factories
- Seed Processing Unit (Wheat, Cotton & Rice)
- Insecticides/Pesticides Manufacturing Unit
- Frozen Food Unit
- Tunnel Farming
- Tannery Factory
- Cattle/Sheep/Goats Fattening Center:
- Vegetable Ghee & Cooking Oil Unit
- Dairy Farm
- Transport Services
- Handicrafts
- Trucks, Tractors & Automobiles Repair Workshop
- Parboiled Rice Plant
- Rice Husking & Polishing Unit
- Soap and Washing Powder Unit

³⁶ <https://www.punjab.gov.pk/vehari>



- Agriculture Waste / By Products Raw Material Unit
- Leather Garments
- Plastics Products
- Power Generation through Biogas
- Solvent Oil Extraction

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:

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

10. Useful Web Links:

- <http://www.pbs.gov.pk/>
- <https://www.punjab.gov.pk/vehari>
- <https://pie.com.pk/vehari-industrial-estate>
- <https://www.sbp.org.pk/>
- <http://www.ppma.org.pk>
- <http://www.smeda.org.pk>
- <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/>
- https://en.wikipedia.org/wiki/Vehari_District
- <http://www.tevta.gop.pk/>
- <http://www.pbs.gov.pk/content/labour-force-survey-2014-15-annual-report>



SME Business Facilitation Center (SMEBFC) - Multan

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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,

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