



SME Business Facilitation Center (SMEBFC), Multan



District Economic Profile and Investment Opportunities (Muzaffargarh)

(April, 2021)



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, Aiwane-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

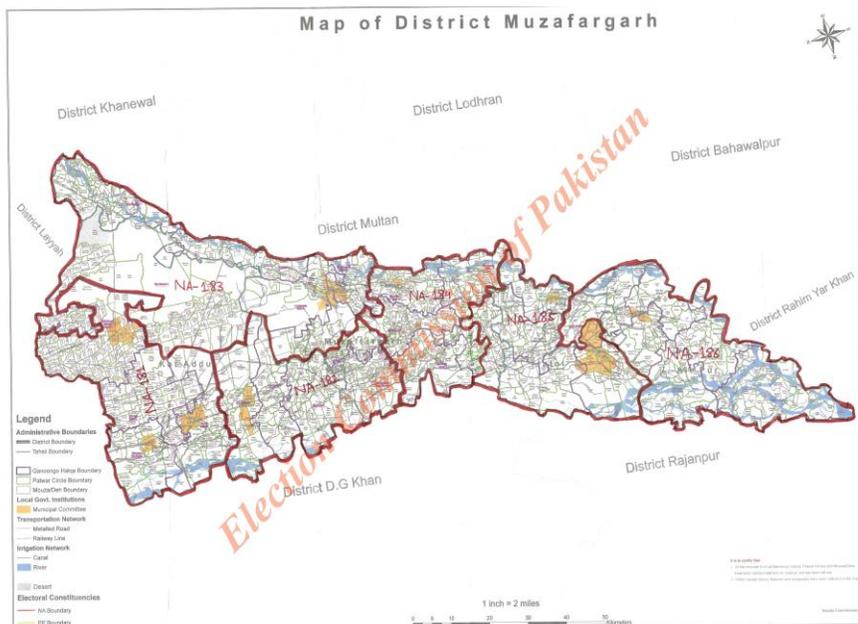
1. Introduction:	3
2. Geographic and Demographic Situation:	3
2.1. Geographical Situation:.....	3
2.1.1. Total Area:.....	3
2.1.2. Area under Cultivation:.....	4
2.2. Demographic Situation:.....	4
2.2.1. Urban Population:.....	4
2.2.2. Rural Population:.....	4
2.2.3. Total Households:.....	4
3. Human 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
4.1.1. Telecommunication Service:.....	5
4.1.2. Post Office Service:.....	5
4.2. Road and Rail Network:.....	5
4.2.1. Road Network:.....	5
4.2.2. Rail Network:.....	6
4.3. Utilities:.....	6
4.3.1. Electricity Supply:.....	6
4.3.2. Natural Gas:.....	6
4.3.3. Water Supply:.....	6
4.4. Social Infrastructure Availability:.....	6
4.4.1. Educational Institutions:.....	6
4.4.2. Health Institutions:.....	6
4.4.3. Police Stations, Civil Courts:.....	6
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:.....	7
5.2. Livestock:.....	8
5.2.1. Poultry Farms:.....	8
6. Industrial Sector:	8
6.1. Small and Medium Enterprises:.....	8
6.2. Cotton Ginning and Pressing Factories:.....	9
6.3. Flour Mills:.....	9
6.4. Jute Mills:.....	9
6.5. Power Stations:.....	9
6.6. Sugar Mills:.....	9
6.7. Brick Kiln Industry:.....	9
6.8. Textile Units:.....	9
6.9. Cold Storage:.....	9
6.10. Fish Farming:.....	9
7. Services Sector:	10
8. Potential Sectors for Investment:	10
9. Business Support Institutions:	11
10. Useful Web Links:	11



1. Introduction:

Muzaffargarh was founded in 1794 by the Governor of Multan Nawab Muzaffar Khan. In 1861 it became a district. It is one of the oldest districts of Punjab. District Muzaffargarh is situated in Southern Punjab Province, almost at the exact center of Pakistan. It forms a strip between the River Chenab on its east and Indus River on its west.¹ The district comprises of the following four Tehsils:

- Alipur
- Jatoi
- Kot Adu
- Muzaffargarh



The district lies between 28.57 to 30.46 degree north latitude and 70.30 to 71.47 degree east longitude. It is bounded on the north by district Layyah, on the south by Bahawalpur and Rahim Yar Khan. Multan and Khanewal are on the eastern side of district Muzaffargarh, Jhang touches it on the northeast. Dera Ghazi Khan and Rajanpur districts lie on the western side.² Muzaffargarh features an arid climate with very hot summers and mild winters. The city witnesses some of the most extreme weather in the country. The highest recorded temperature is approximately 54 °C (129 °F), and the lowest recorded temperature is approximately -1 °C (30 °F). The average rainfall is roughly 127 millimeters (5.0 in). Dust storms are a common occurrence within the city.³

This document provides information about district Muzaffargarh 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 / organizations working in this region for business support.

2. Geographic and Demographic Situation:

2.1. Geographical Situation:

2.1.1. Total Area⁴:

¹ https://muzaffargarh.punjab.gov.pk/district_history

² <https://muzaffargarh.punjab.gov.pk/>

³ https://muzaffargarh.punjab.gov.pk/geography_climate

⁴ Punjab Development Statistics, 2019

District Muzaffargarh covers an area of 8,249 Square Kilometers and makes 4.02% area of Punjab and 1.02% area of Pakistan.

2.1.2. Area under Cultivation⁵:

The total cultivated area of district Muzaffargarh is 463,000 Hectare and makes 3.67% cultivated area of Punjab. This includes the land under crops, orchards as well as current fallow.

2.2. Demographic Situation:

2.2.1. Urban Population⁶:

Total estimated urban population of Muzaffargarh district is 694,771 with 356,073 males and 338,655 females. The average annual population growth rate is 2.60%.

2.2.2. Rural Population⁷:

Total estimated rural population of Muzaffargarh district is 3,627,238 with 1,862,671 male and 1,764,477 female. The average annual population growth rate is 2.64%.

2.2.3. Total Households⁸:

Total estimated households' units of Muzaffargarh district are 667,515 with 110,403 units existing in urban areas and 557,112 units in rural areas with the average household's size of 6.5 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 Force⁹:

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 population¹⁰ of district Muzaffargarh is 2,593,205 out of which total estimated labour force is 1,296,602.

3.2. Skilled Labour¹¹:

The literacy rate of the district is 48%.¹² As regards availability of skilled human resource, there are 14 technical / commercial / vocational institutions (8 for men, 6 for women) imparting training in various trades e.g. electronics applications, machine embroidery, tailoring, commerce, matric vocational, wool textile, electrician, advance dress designing & making, auto & farm machinery, beautician, motor winding, painting, steel fixer, air conditioning & refrigeration, web designing, computer operators, plumber & sanitary installer, driving, heating ventilation, carpenter, welding, auto mechanic, home appliances repairing, electrical, chemical, mechanical, civil, electronics etc. Total 6,366

⁵ Pakistan Bureau of Statistics

⁶ Pakistan Bureau of Statistics

⁷ Pakistan Bureau of Statistics

⁸ Pakistan Bureau of Statistics

⁹ Pakistan Bureau of Statistics

¹⁰ The working age population refers to people aged 15 to 64

¹¹ <http://www.tevta.gop.pk/>

¹² https://muzaffargarh.punjab.gov.pk/district_profile



technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Muzaffargarh. 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 Labour¹³:

Only 38% 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 453,810.

3.4. Unskilled Labour¹⁴:

The total population of the district that has ever attended school is 50%. So, remaining 50% 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 648,301.

4. Infrastructural Facilities:

4.1. Communication System:

The communication network detail is as following:

4.1.1. Telecommunication Service:

There are 14 telephone exchanges operating in the district.¹⁵ There are also a several Cellular companies operational in the district including Mobilink, Zong, U phone, Telenor and Warid.

4.1.2. Post Office Service:

There are 30 post offices operating in the district¹⁶. Beside these many private national and international courier services are also providing services in the district.

4.2. Road and Rail Network:

4.2.1. Road Network¹⁷:

The N-5 National Highway connects Muzaffargarh to the other parts of Pakistan. This highway allows direct travel to Rawalpindi, Islamabad, Faisalabad, Karachi, Lahore, and Bahawalpur. The total metalled road length of the district is 2,243 Kilometers. The details are given below in the table.

Table 1: Metalled Roads Length¹⁸

<i>(Kilometers)</i>			
National Highways	Sugar Cess Roads	Provincial Highways	Total
30	60	2,153	2,243

¹³ Pakistan Bureau of Statistics

¹⁴ Pakistan Bureau of Statistics

¹⁵ <https://ptcl.com.pk/>

¹⁶ <http://www.pakpost.gov.pk>

¹⁷ https://muzaffargarh.punjab.gov.pk/distt_transportation

¹⁸ National Highways Authority, Lahore



4.2.2. Rail Network¹⁹:

Muzaffargarh is connected by rail with all parts of Pakistan, as it lies on the branch track between Rawalpindi, Multan, Mianwali and Attock. The main Peshawar-Karachi railway line passes through Multan district.

4.3. Utilities:

4.3.1. Electricity Supply²⁰:

MEPCO is the supplier of electricity in the district. It covers 88.86% area of the district.

4.3.2. Natural Gas:

Most of the areas in Muzaffargarh district are equipped with natural gas and the process of further provision of natural gas is under process.

4.3.3. Water Supply²¹:

Water supply services in the district are provided by the Tehsil Municipal Administration (TMA). The existing system covers about 92.89% 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)²²

<i>(Numbers)</i>				
Primary & Middle Schools	High Schools	Higher Secondary Schools	No of Colleges	Technical Institutes
1,940	136	55	20	14

4.4.2. Health Institutions:

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

Table 3: Health Institutions²³

<i>(Numbers)</i>											
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
10	487	46	37	13	240	78	146	7	0	5	5

4.4.3. Police Stations, Civil Courts:

There are 21 police stations and 29 civil courts in the district.

¹⁹ https://muzaffargarh.punjab.gov.pk/distt_transportation

²⁰ <https://www.mepco.com.pk/>

²¹ <http://tmasargodha.lgpunjab.org.pk/lgpunjab.org.pk/SubDomains/tmamuzaffargarh/>

²² Punjab Education Statistics, 2019

²³ Health Department, Government of the Punjab



5. Agriculture and Livestock:

5.1. Agriculture Sector:

Agriculture is the major sector of Muzaffargarh district as it has significant contribution to GDP and employment generation. The most of the area of the district is a flat, alluvial plain and is ideal for agriculture. There are many canals that cut across the Muzaffargarh district, providing water to nearby farms. This makes the land very fertile.²⁴ 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 Cotton are the main crops grown in the district.²⁵ Area and production of these crops during the period 2019-20 is given below:

Table 4: Main Crops²⁶

(Numbers)

Wheat		Sugarcane		Cotton	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Bales)
288,540	908,910	53,010	3,136,160	135,970	436,630

Besides, Rice, Jawar, Bajra, Moong, Mash, Masoor, Ground Nuts, Maize and Oil Seeds such as Rape / Mustard and Sunflower are also grown in minor quantities in the district.

5.1.2 Main Fruits:

Mangoes, Dates, Citruses, and Pomegranates are the main fruits grown in the district.²⁷ Area and production of these fruits during the period 2019-20 is given below:

Table 5: Main Fruits²⁸

(Numbers)

Mangoes		Dates		Citrus	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
18,817	369,850	3,298	26,500	999	8,720

Besides, Jamun, Pears, Phalsa, and Bananas 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.²⁹ The Area and production of these vegetables during the period of 2019-20 are given below in table:

²⁴ https://muzaffargarh.punjab.gov.pk/geography_climate

²⁵ https://muzaffargarh.punjab.gov.pk/agriculture_profile

²⁶ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁷ https://muzaffargarh.punjab.gov.pk/agriculture_profile

²⁸ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁹ https://muzaffargarh.punjab.gov.pk/agriculture_profile

Table 6: Main Vegetables³⁰

(Numbers)

Onions		Carrots		Cauliflower	
Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)	Area (Acres)	Production (Tones)
1,650	6,594	450	2,970	420	3,026

Besides, Ladyfinger, Turnips, Tomatoes, Potatoes, Garlic, Chilies etc. are also grown in the district in minor quantities.

5.2. Livestock:

Livestock sector is a source of 55% of income for the rural inhabitants of the district. Muzaffargarh is a great source of organic food in the form of beef, mutton, eggs and other livestock products. The total estimated livestock of Muzaffargarh district is 3,786,750. The summary of the livestock statistics of district is given below in the table:

Table 7: Livestock Statistics³¹

(Numbers)

Cows	Buffaloes	Sheep	Bullocks	Goats	Camels	Horses	Asses	Mules
1,100,000	690,000	445,000	19,916	1,298,000	3,192	2,475	20,286	1,091

5.2.1. Poultry Farms³²:

There are total 919 poultry farms in the district out of which 791 broiler, 112 layer poultry farms and 16 breeding farms having rearing capacity of 43,270, 260 and 160 thousand birds respectively.

6. Industrial Sector:

The major industries of district Muzaffargarh are cotton ginning & pressing, flour mills, jute textile, oil mills, paper/paper board articles, petroleum products, poly propylene bags, power generation, readymade garments, solvent extraction, sugar, textile composite, textile spinning etc.³³ These units comprise of small industries mostly labor intensive in nature.

Table 8: Number of Registered Factories and Employment Level³⁴

No. of Factories		Estimated Employment	
2017	2018	2017	2018
134	134	24,983	24,983

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. Muzaffargarh 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.

³⁰ Directorate of Agriculture, Crop Reporting Service, Punjab

³¹ <http://www.livestockpunjab.gov.pk/>

³² Directorate of Poultry Research Institute, Punjab, Rawalpindi

³³ https://muzaffargarh.punjab.gov.pk/major_industries

³⁴ Punjab Development Statistics, 2019



6.2. Cotton Ginning and Pressing Factories:

Cotton is the major crop of Muzaffargarh district with the production of 430.63 thousand bales during 2019-20 which makes 6.31% of Punjab. There are 97 cotton ginning and pressing factories in the district.³⁵

6.3. Flour Mills:

Pakistan is the largest country where wheat is the staple food of nearly entire population. Wheat is the major crop of Muzaffargarh district with the production of 908 thousand tonnes during the period of 2019-20 which makes 4.9% of the Punjab. There are 14 flour mills operating in the district.³⁶

6.4. Jute Mills:

There are 2 Jute mills operating in the district.³⁷

6.5. Power Stations:

There are 3 power stations functional in the district.³⁸

6.6. Sugar Mills:

Sugarcane is the major crop of the district with the production of 3,136 thousand tonnes during the period of 2019-20 which makes 6.9% of the Punjab. There are 4 sugar mills operating in the district.³⁹

6.7. Brick Kiln Industry:

There are total 243 Brick Kiln units operating in the district out of which 12 units are in Tehsil Alipur, 14 units in Tehsil Jatoi, 97 units in Tehsil Muzaffargarh and 120 units in Tehsil Kot Addu.⁴⁰

6.8. Textile Units:

There are 22 textile units operating in the district.

6.9. Cold Storage:

There are 06 cold storage units available in the district.⁴¹

6.10. Fish Farming:

Muzaffargarh is a leading district in fish farming, with about 15,000 acres of land being utilized for aquaculture. The Indian major carp and the tilapia are the most commonly cultured fish.⁴²

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

³⁶ https://muzaffargarh.punjab.gov.pk/district_profile

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

³⁸ https://muzaffargarh.punjab.gov.pk/district_profile

³⁹ https://muzaffargarh.punjab.gov.pk/district_profile

⁴⁰ http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/

⁴¹ https://muzaffargarh.punjab.gov.pk/district_profile

⁴² https://muzaffargarh.punjab.gov.pk/agriculture_profile



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/Goats Fattening Farms
- Milk Pasteurizing Unit
- High Density Polypropylene Woven Bags
- Meat Processing Unit
- Ice Plant
- Dairy Products (Cheese, Butter, Yoghurt)
- Frozen Food Unit
- Tourism
- Dates Processing Plants
- Insecticides/Pesticides Manufacturing Unit
- Fish Processing Unit
- Vegetables Processing Unit
- Fish Packing Unit
- Fish Packing Boxes
- Fish Feed Manufacturing Unit
- Leather Garments and Footwear
- Transport Services
- Dates Packing Boxes
- Trading
- Handicrafts
- Surgical Cotton
- Wrenches/Spanners/other Hand Tools
- Warehouse
- Cold Storage
- Power Generation through Biogas
- Lint Cleaners for Ginning Factories

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

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://food.punjab.gov.pk>
- <http://www.livestockpunjab.gov.pk>
- <https://punjab.gov.pk/>
- http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/
- <https://muzaffargarh.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>
- <https://www.mepco.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

