

DISTRICT ECONOMIC PROFILE - KASUR



Turn Potential into Profit

**Small & Medium Enterprises Development Authority
(SMEDA)**

Government of Pakistan

<http://www.smeda.org.pk>



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1. Introduction to SMEDA

The Small and Medium Enterprises Development Authority (SMEDA) was established in October 1998 with an objective to provide fresh impetus to the economy through development of Small and Medium Enterprises (SMEs).

With a mission "to assist in employment generation and value addition to the national income, through development of the SME sector, by helping increase the number, scale and competitiveness of SMEs", SMEDA has carried out 'sectorial research' to identify policy, access to finance, business development services, strategic initiatives and institutional collaboration and networking initiatives.

Preparation and dissemination of prefeasibility studies in key areas of investment has been a successful hallmark of SME facilitation by SMEDA.

Concurrent to the prefeasibility studies, a broad spectrum of business development services is also offered to the SMEs by SMEDA. These services include identification of experts and consultants and delivery of need based capacity building programs of different types in addition to business guidance through help desk services.

2. Disclaimer

This information memorandum is to introduce the subject matter and provide a general idea and information on the said matter. Although, the material included in this document is based on data/information gathered from various reliable sources; however, it is based upon certain assumptions, which may differ from case to case. The information has been provided on as is where is basis without any warranties or assertions as to the correctness or soundness thereof. Although, due care and diligence has been taken to compile this document, the contained information may vary due to any change in any of the concerned factors, and the actual results may differ substantially from the presented information. SMEDA, its employees or agents do not assume any liability for any financial or other loss resulting from this memorandum in consequence of undertaking this activity. The contained information does not preclude any further professional advice. The prospective user of this memorandum is encouraged to carry out additional diligence and gather any information which is necessary for making an informed decision; including taking professional advice from a qualified consultant/technical expert before taking any decision to act upon the information.

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Document Control

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3. Introduction

Kasur is a district headquarter located at a distance of just 50 km on the south of Lahore, the provincial capital of Punjab Province. Kasur is 24th largest city of Pakistan in terms of population. The district has total area of 3,995 Square Kilometers divided into 4 Tehsils namely; Kasur, Chunian, Pattoki and Kot Radha Kishan. It has ten Municipal Committees and 125 Union Councils. Kasur is bounded on the east and south-east by India, on the south-west by Okara district and on the north-west by Nankana Sahib District. District Kasur is a major tourist attraction because of the famous guard changing ceremony at Head Ganda Singh Wala border. The city is also the resting place of Sufi poet Bulleh Shah. Furthermore, Kasur is famous for its very tasty fish, a sweet dish called Andrassay, Falooda and Kasuri Methi. Kasur district is famous as agricultural centric area as district has a very efficient irrigation system and fertile agriculture land which is suitable for the cultivation of Sugarcane, Wheat, Rice (cleaned), Cotton and Maize. Besides, Jawar, Bajra, Moong, Mash, Masoor, Oil Seed such as Rape / Mustard and Sun Flower are also being cultivated by the farmers. Citrus, Guava and Mangoes are main fruits grown in the district. Besides, Peaches, Jaman, Phalsa, Litchi, Banana, Plum, Pomegranate, Pears and Apricot are also grown in minor quantities in the district. Potatoes, Onion, Carrot, Cauliflower, Brinjal, Bottle Gourd, Turnip, Garlic, Ladyfinger and Peas are also grown on a large scale.

District Kasur has been traditionally a centre of tanning units. With the passage of time, a diverse range of industry such as leather garments, textile, chemical, food processing, footwear etc. is also established in district Kasur.

Some important information about district Kasur is given in below table;

Table No: 1

Name of District	Kasur
District Headquarter	Kasur
Population	3.455 Million persons
Area	3995 km ²
Population Density	860 persons per km ²
Population Growth Rate	1.83%
Male Population	1.788 Million
Female Population	1.666 Million
Urban Population	25%
Rural Population	75%
Muslims are overwhelming religion	96.48%
Christians	3.47%
Tehsil Autonomous Towns	<ul style="list-style-type: none"> • Kasur • Chunian • Patoki • Kot Radha Kishan
Literacy Rate	60.77%

Source: 1998 District Census report of Kasur, 2017 population census etc.

The main tribes of the district Kasur are Bhatti, Malik, Arain, Jat, Sunyare Rajput, Mayo, Dogar, Ansari, Sheikh, Pathan and GUJAR.

3.1 District History

Kasur is an ancient city of Punjab Province. Some claim that the city was founded by Kassu the son of King Ram and named after him as Kasur Pur. According to another tradition, the city was founded in 1560 by the Pashtun Family of Kabul during the period of Mughal Emperor Akbar and Pashtun constructed 12 small forts (called as Qasar in Persian) in this area for residences so the city later on named as Qasoor. Historically, Kasur is an agricultural district with fertile land and very effective water irrigation system as district is located on the bench of Sutluj River. Farmers cultivate a large number of crops, vegetables and fruits. A large number of industries are also operational in the district mainly including Leather Tanning, Leather Footwear, Food Processing, Textile etc. As Kasur is located just 55 Km from Lahore Centre City, many industries of Lahore established their plants in Kasur in Late 90's due to low cost of Land and availability of industrial infrastructure.

3.2 District Administrative Sub Division

Administrative subdivision of Kasur district is divided into four tehsils:

- Kasur
- Chunian
- Kot Radha Kishan
- Patoki

4. SOCIO-Economic Framework

The socio-economic frame-work of district Kasur depends on multiple factors that are illustrated below.

4.1 Geography and Climate

4.1.1 Total Area with Overview of Climatic Condition:

Total Area of district Kasur is 3995 Sq.Km consisting of plain fertile land. Kasur enjoys 04 seasons every year but mostly faces long hot summers and short foggy winters.

In summer, the record maximum temperature has soared to 48.0 °C (118.4 °F) recorded in June, while it has dropped to a minimum of -2.0 °C (28.4 °F) several occasions in the month of January.

Table No: 2

Climate Data for Kasur, Pakistan													
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °C (°F)	27.0 (80.6)	31.0 (87.8)	37.0 (98.6)	43.0 (109.4)	47.0 (116.6)	48.0 (118.4)	42.0 (107.6)	39.0 (102.2)	39.0 (102.2)	37.0 (98.6)	38.0 (100.4)	29.0 (84.2)	48.0 (118.4)
Average high °C (°F)	21.0 (69.8)	22.0 (71.6)	28.0 (82.4)	35.0 (95.0)	39.0 (102.2)	39.0 (102.2)	36.0 (96.8)	35.0 (95.0)	35.0 (95.0)	32.0 (89.6)	27.0 (80.6)	22.0 (71.6)	30.9 (87.6)
Daily mean °C (°F)	14 (57)	19 (66)	19 (66)	24 (75)	27 (81)	24 (75)	21 (70)	25 (77)	30 (86)	27 (81)	20 (68)	18 (64)	22 (72)
Average low °C (°F)	6.0 (42.8)	10.0 (50.0)	14.0 (57.2)	20.0 (68.0)	24.0 (75.2)	27.0 (80.6)	27.0 (80.6)	26.6 (79.9)	24.0 (75.2)	18.3 (64.9)	12.0 (53.6)	6.6 (43.9)	18.0 (64.3)
Record low °C (°F)	-2.0 (28.4)	2.0 (35.6)	6.0 (42.8)	9.0 (48.2)	13.0 (55.4)	13.0 (55.4)	13.0 (55.4)	13.0 (55.4)	10.0 (50.0)	6.0 (42.8)	3.0 (37.4)	-1.0 (30.2)	-2.0 (28.4)
Average precipitation mm (inches)	0 (0)	3 (0.1)	0 (0)	3 (0.1)	0 (0)	5 (0.2)	5 (0.2)	6 (0.2)	1 (0.0)	1 (0.0)	6 (0.2)	0 (0)	30 (1)
Mean monthly sunshine hours	279	252	341	360	403	390	341	310	330	341	300	310	3,957

Source: Climate-Data.org

4.1.2 Area under Cultivation and Economic Activity

The farm area of District Kasur is 393,000 hectares, however total cultivated area of District Kasur is about 295,000 hectares. Main crops cultivated in the area are sugarcane, wheat, rice, cotton, fodder etc. Besides, many fruits are also being cultivated by the masses such as Mango, Citrus, Guava, Water Melon, Musk Melon etc. District Kasur land is also very suitable for the cultivation of vegetables. Tomato, Onion, Lady Finger, Cabbage, Potato, Chilies, Garlic are some of the major vegetables of Kasur district.

Table No: 3

Description	Area
Total Geographical Area	3995 Sq.km
Total Cultivated Area	295000 Hectares
Area under forest	0.53 %
Cultivable waste	2.30 %

Source: Land Utilization statistics 2019-20

4.1.3 Residential Area

District Kasur is a very low populated area of Punjab province. Total population of the district reported was 3.46 million as per Census 2017. The total area of the district is 3,995 Square Kilometers with population density of 860/km². 25% area of district is urban whereas remaining 75% area is rural area.

4.2 Resource Endowment

District Kasur has all the basic infrastructure and resources available. Major source of income of people is agriculture, whereas few are engaged in business and trade.

4.2.1 Main Corps, Livestock, and Others

The fertile land, climate and irrigation system available in district Kasur make the area suitable for growing major crops, fruits & vegetables.

4.2.2 Agriculture. (Fruits & Vegetables)

Fertile lands, good irrigation system and suitable climate makes this district suitable for cultivation of different crops, vegetables and fruits. Below table depicts the major crops, vegetables and fruits of Kasur District.

Table No: 4

Agriculture Products	
Main Crops	Wheat, Maize, Rice, Sugarcane, Oil Seeds, Pulses, Fodder.
Major Fruits	Citrus, Guavas, Mangoes, Water melon, Muskmelon, Banana, Plum and Peach
Major Vegetables	Potatoes, Onions, Carrot, Tomatoes, Chilies, Garlic, Tinda, Lady finger, Coriander, Ginger, Sugar Beet, Mustard

Source: Government of Punjab report 2019-20

Agricultural Marketing: Vegetable market is available in Kasur city and all other tehsils of Kasur District. Also, Kasur has an advantage of being the neighboring district of Lahore. A lot of farmers sell their vegetables in Lahore Vegetables and Fruits Markets in order to earn a high margin of their yield.

4.2.3 Livestock

As 75% area of district Kasur is rural, most of the rural families rear livestock for their daily use of Milk and Meat and also for earning of their livelihood through the sale of live animals and milk. Besides many formal (Controlled) shed of dairy & livestock have been established by the business community. Kasur being a neighboring city & district of Lahore, has a great potential for both dairy & livestock as they can sell their product directly in Lahore household and commercial markets. Livestock population in district Kasur is mentioned in below table.

Table No: 6

Type	Number of Animals
Buffalo	1,084,505
Goat	365,792
Sheep	98,730
Cattle	390,083
Camel	1,559
Horse	5,511
Poultry	638,304

Source: Punjab Province Livestock Census 2006

As per Punjab Province Livestock Census, 87,427 households are engaged in poultry farming for daily use of eggs and white meat. Also, a large number of Poultry farms both conventional and controlled are operational in district Kasur in order to meet the domestic meat requirement.

4.2.4 Industry

Kasur is one of the most thickly populated industrial district of Pakistan with multiple industrial areas established in different parts of District such as Phool Nagar Industrial Area, Patoki Industrial Area (7th dense in Pakistan), and Small Business Industrial Estate of Kasur etc. Tehsil Chunian is famous for its cluster of Sugar Mills as well. Kasur city is located right next to Lahore city with hardly 40 minutes drive, makes it very attractive for industry establishment for private sector. Besides, Patoki tehsil is located on Main Lahore-Multan- Karachi road, due to which a large number of industries have been established in Patoki. There are also a number of power looms units in the district. In view of the tanning, textile spinning and power looms units there exists big scope for textile processing / printing, quality men/women under garments, ready-made garments, canvas cloth, tents/tarpaulins, textile related chemicals, sizing units, paper cones/bobbins, textile machinery repairing shops, tanning chemicals, leather garments and leather products, leather footwear, etc. Traditionally Kasur is famous for its tanneries and leather footwear products. Over 360 tanneries units are established in Kasur city making it the largest cluster of tanneries in Punjab.

4.2.5 Service Sector

The Service Sector is strongly linked with other sectors of economy; it delivers important inputs and outputs to other sectors. With the recent development of CPEC the service sector is expected to grow further.

Shrine of Baba Bhullay Shah, Baba Kamal Chishti and Khawaja Daim-ul-Hazoori are also located in Kasur and a large number of pilgrims from the whole country and even from India paid visit to these shrines. Ganda Singh Boarder is also a very famous place for its Beating Retreat Ceremony since 1970. A large number of people travel to Kasur for attending this ceremony from neighboring cities, especially Lahore. Besides some traditional food of Kasur such as Kasuri Falooda, Fried fish etc. attracts the people a lot.

Most of the people visit the city for a day trip only, as district headquarter it is lacking in service sector, typically hospitality and healthcare. Tourism sector of city is also very weak, most of the time Lahore based companies organize such religion or tourism related trips of Kasur of 1 day.

4.3 Infrastructure

The basic infrastructure is available in Kasur city and District including roads, government hospitals, colleges, industrial estates etc. Details of infrastructure is given in below table;

Table No: 8

Infrastructure	
Total Roads	2,893.30 km
National Highways	53.13 km
Provincial Highways	2,630.4 km
No. of Grid Stations	13 grid stations, ranging in capacity from 66 KV to 220 KV
No. of Telephone Exchanges	50 telephone exchanges, ranging in capacity from 48 lines to 5,734 lines
Industrial Zones	01 Small Industrial Estates in Kasur Phool Nagar industrial Area Patoki Industrial Area There is a dry port in the district.
Household Size	7 persons per house
Houses with Piped Water Inside	19.8%
Houses with Electricity	81% (rounded up)
Major Industry	Tanneries
	Textile
	Power Generation
	Knitted textile
	Flour Mills
	Chemicals
	Rice Mills

Source: Government of Punjab reporting Services 2019-20

4.3.1 Communication System.

The district has well established telecommunication network. PTCL is providing landline, broad band, smart TV and wireless phone services.

All Cellular companies operate in the district including Mobilink, Zong, Ufone, Telenor and Warid. Different courier services including Pakistan Post is operational for postal services.

4.3.2 Roads & Rail Network

District has a total of 2893 Km road network connecting it to neighboring cities. It has good network of roads but road condition is not satisfactory. Kasur to Pakpattan road is main highway connecting Kasur to Southern Punjab, needs re-construction due to poor condition.

Kasur has one Railway Station as well which used to be very useful before partition as it connects Lahore via Kasur to Ferozpur city. Now a days it is being utilized for a small passenger station only with very limited train routes.

4.3.3 Utilities (Electricity, Natural Gas)

The District is being provided the Electricity by LESCO to the households and also to the industrial estates. 10 power generation unit are established in district Kasur which provide energy to national grid. In addition to the domestic usage electricity is the major requirement of agriculture

and industrial sector. Natural Gas is also available in major parts of the District especially in urban areas and industrial zones.

4.4 Social Infrastructure (Educational Institutes)

District Kasur has a good school network of Public & Private Sector. There are 1,358 government and 1,013 private schools in district Kasur. Total school enrolment of district is 467,308 of both private and public schools. Literacy rate of district is 60.77%.

Whereas, higher education institutions/universities are not available in district. For higher education normally students seek admission in the universities available in Lahore. Same is the case of health facilities as few government hospitals are operational in district for normal day to day treatment. For specialized health services, people normally visit Lahore for private and public hospitals.

4.4.1 Industrial Estate and Parks.

The government has established one small industrial estate in the district. The Small Industrial Estate is located at Lahore – Kasur road. Besides this two large industrial zones are established in Phool Nagar and Patoki.

There are different types of industries operating in Kasur including tanneries, leather footwear, leather garments, textile spinning, textile processing, food processing, flour mills, rice mills, chemical processing etc. These industrial units comprise of small industries mostly labor intensive in nature. Small Industrial Estate of Kasur is fully occupied and government is planning to launch its phase 2.

4.5 Demography

The population of Kasur is 3,454,881 in 2017. 99% of the population is Punjabi, 1% is from other ethnic groups.

4.5.1 Total Households

The total number of housing units in Kasur is 526,166.

4.5.2 Households size

The average size of households consist of 7 persons.

4.5.3 Urban Population

In 2017, population of Kasur district was 3,458,881. 1,788,617 were males and 1,666,044 were females. 890,780 (25.8%) lived in urban areas.

4.5.4 Rural Population

2,564,101 (74.2%) lived in rural areas of district Kasur.

4.6 Human Resource Availability

4.6.1 Laborforce

Large number of skilled and unskilled workforce is available in Kasur district. Most labor of rural area is engaged in agriculture and dairy & livestock sector. Whereas, urban labor work for industry in order to earn a livelihood.

5. Economic Potential

5.1 Main Sectors of District

Main industrial sector of District Kasur is leather tanneries. Besides this, businesses such as textile spinning, textile processing, textile chemicals, leather footwear, leather garments, rice mills, flour mills, dairy & livestock and agriculture are prominent sectors of Kasur.

5.1.1 SME Presence in District

The small and medium enterprises comprise of leather tanneries, leather footwear, textile spinning, textile processing, food processing, dairy & livestock, trading firms and service providers are mostly operational in Kasur. Very few large scale firms are established in Kasur. As Kasur city and other tehsils of Kasur are very near to Lahore, many manufacturing firms of Lahore establish their unit in Kasur District in order to save very high land cost in Lahore. This provides an employment opportunity for local people.

5.2 Main Cluster of District.

Two clusters of the district are very prominent, which are tanneries and textile processing. 360 plus tanneries and almost 200 textile units are operational in the district. Tanneries are mostly located in near about areas of Kasur city, whereas textile sector is mostly located in Phool Nagar Industrial Area and Patoki Industrial area.

5.3 Main Products of District.

The main products of district are illustrated below.

- Leather
- Textile Items
- Chemical
- Cold Storage
- Food Processing
- Agriculture
- Rice
- Livestock
- Dairy Farms
- Poultry farms

6. Potential Sectors for Investment

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

- Leather Textile Units
- Ready Made Garments
- Fruit Juice/Squashes/Jams/Jellies/Pickles
- Cattle/Sheep/Goats Fattening Farms
- Milk Pasteurizing Unit
- Meat Processing Unit
- Ice Plant
- Dairy Products (Cheese, Butter, Yoghurt)
- Frozen Food Unit
- Cultural & Historic Tourism
- Potato Processing Unit
- Fruits & Vegetable dehydration plants
- Warehouse
- Cold Storage

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.

6.1 Domestic Commerce and Potential

A lot of people are engaged in domestic commerce and retail sector in Kasur. Retail stores are available with basic necessities. Whereas, a few people are into B 2 B trading as well. Mostly firms have their suppliers in Lahore, which gives a small space for local traders. Distance between Lahore and Kasur is less than 60 KMs which motivate people to get supplies from Lahore in order to get updated product, with good price tag on it. Potential for local retail brands also exists in district Kasur.

6.2 Export Status and Potential

Currently leather prepared in Kasur tanneries is being exported to different countries. Besides, leather footwear, textile processing units, and spices have great export potential from Kasur due to good reputation of stated products in international market.

7. Major Issues & Policy Recommendation.

Major Issues that SMEs face in the district are of different kinds with respect to different sectors. However, the common issues of SMEs in the district are mentioned below.

7.1 Problem and issues:

- Scarcity of water resources
- Lack of access to finance & high rate of mark-up
- Unavailability of skilled labor
- Less utilization of modern irrigation techniques in agriculture sector
- Load shading of electricity causing increase in cost due to alternate energy usage
- Outdated technology
- Lack of value addition in the production and especially in Agri processing
- Lack of best livestock farm management practices and facilities leading to low yield.

7.2 Recommendations

- Vocational Training Institutes (VTIs) may add courses for tanneries sector so that skilled labor may be available for this sector.
- Modern techniques may be introduced in industry with respect to usage of water as water depletion is one of the major issues being faced by Pakistan and the whole world.
- Un-interrupted electricity supply may be provided to industrial areas for at least 8 to 10 hours to reduce the high cost of alternate source of energy i.e. generators.
- Traditional process of harvesting needs to be changed and adoption of new techniques to produce better results from fertile lands. In order to save water, Drip Irrigation system must be promoted, as it is good for productivity and saves water on a large scale.
- The State Bank of Pakistan may introduce some customized discounted financing schemes through commercial banks for different sectors for technological upgradation.
- Banks/FIs may be encouraged to create awareness of the existing financing options among the local businesses.
- Local and international development organizations may offer grants programs for technological upgradation and support start-ups.
- Focus on enhancing trade and service businesses.
- Vocational Training Institutes and development sector may offer training programs on product value addition and new product development so that industry could make some value addition in their products. Also, Dairy & Livestock Department may conduct trainings on farm management practices to educate the local farmers about modern farming techniques.

8. Business Support Institutions.

Kasur being the neighboring city of Provincial Capital Lahore has the advantage to reach all Provincial Government Head Offices in just 50 minutes' drive. A number of people of Kasur use to visit Lahore on almost daily basis for day to day work. There are many Public and Private Business support institutions in the district and in Lahore providing support to business community.

- Regional Business Center Lahore-SMEDA
- Punjab Food Authority (PFA) Head Office, Lahore
- Livestock and Dairy Development Department, Kasur Office
- Population Welfare Department, District Office, Kasur
- Agriculture Department, District Office, Kasur
- National Database Registration Authority (NADRA), Kasur Office
- Punjab Small Industries Corporation (PSIC) Head Office, Lahore
- Technical Education and Vocational Training Authority (TEVTA), Lahore
- Lahore Electric supply Company (IESCO), Circle Lahore
- Tehsil Municipal Administration (TMA), District Office, Kasur

8.1 Chamber of Commerce and Trade Associations

Lahore Chamber of Commerce and industry (LCCI) being the largest chamber of commerce of Pakistan, looks after the matters of the business community of Kasur and represent them in front of government and other stakeholders. LCCI also has a Standing Committee on Kasur so that timely facilitation may be provided to the Kasur business entities. Besides some trade associations are also operational in Lahore such as Pakistan Tanners Association (PTA) to support and work for the betterment of Tanneries established in Lahore, Kasur and other districts. Other businesses of different sector in Kasur can apply for the membership of their respective associations operational in Lahore.

9. Useful Links.

Table No: 9

Useful Link	
Small & Medium Enterprises Development Authority (SMEDA)	www.smeda.org.pk
Ministry of industries and Production	http://www.moip.gov.pk/
Government of Pakistan	www.pakistan.gov.pk
Ministry of Commerce	https://www.commerce.gov.pk/
Lahore Chamber of commerce & Industry	www.lcci.org.pk
Government of Punjab	www.punjab.gov.pk
Trade Development Authority of Pakistan (TDAP)	www.tdap.gov.pk
Securities and Exchange Commission of Pakistan (SECP)	www.secp.gov.pk
State Bank of Pakistan (SBP)	https://www.sbp.org.pk/
Punjab Small Industries Corporation	www.psic.gov.pk
Pakistan Horticulture Development and Export Company (PHDEC)	www.phdec.org.pk
Punjab Vocational Training Council (PVTC)	www.pvtc.gov.pk

Technical Education and Vocational Training Authority (TEVTA)	www.tevta.org
Livestock & Dairy Development Department, Government of Punjab.	www.livestockpunjab.gov.pk
Punjab Industrial Estates (PIE)	www.pie.com.pk