



SME Business Facilitation Center, Multan



District Economic Profile and Investment Opportunities (Rajanpur)

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Purpose of the Document:

The purpose of this document is to facilitate potential investors in particular district by providing them with a general understanding of the district economy and investment opportunities with the intention of supporting potential investors in crucial investment decisions. This document serves as a comprehensive repository of essential information about Rajanpur district, covering critical aspects including its geographical area, population demographics, and the available manpower. It provides insights into the district's agricultural landscape, detailing the production of crops, fruits, vegetables, and livestock, shedding light on the agricultural potential that exists within the region. Additionally, the document offers an assessment of the existing infrastructural facilities, encompassing the communication network, power and gas supply, and telecommunication services, which are pivotal for economic development. Major industries within the district are outlined, offering a glimpse into the economic fabric. Moreover, the document identifies and elucidates various potential investment opportunities across different sectors, laying a foundation for prospective investors. Furthermore, it compiles a list of institutes and organizations actively operating within the region, delineating their role in providing invaluable business support and fostering growth and development in the region.



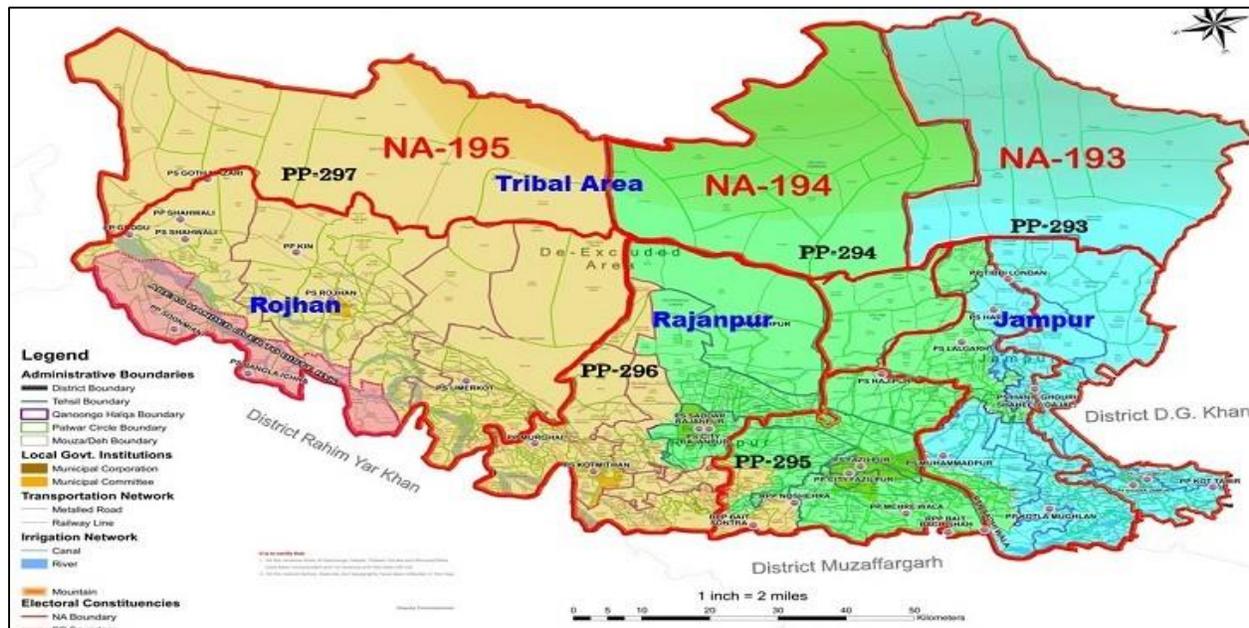
1. Introduction¹:

Rajanpur is a district located in the province of Punjab, Pakistan. It is situated in the southern part of the province and is known for its diverse landscape, which includes plains, deserts, and riverine areas. Rajanpur district was created on July, 1982. The district is an important administrative and cultural center within the region. The district lies entirely west of the Indus River. It is a narrow, 32 kilometers to 64 kilometers wide strip of land sandwiched between the Indus River on the east and the Sulaiman Mountains on the west. The district contains three tehsils which are as follow:

- Rajanpur
- Jampur
- Rojhan

Rajanpur district is located between 28° 25' to 29° 48' north latitudes, and 69° 19' to 70° 45' east longitudes. The district is bounded on the north by Dera Ghazi Khan district, on the east by Muzaffargarh and Rahim Yar Khan districts, on the south by Jacobabad district of Sindh province, and on the west by the districts of Dera Bugti and Barkhan of Balochistan province.² The district climate is extremely dry both in the hills and in the plains in summer as well as in winter. The cold weather is very short, comprising only the months of December and January. Other factors with reference to the climate and weather of the district are disturbing humidity and devastating dust storms in the summer. Humidity is high and particularly in the rainy season rises to its maximum. The months of July and September are extremely humid. Violent dust storms often blow across the district before it begins to rain in the month of July and August. November and February are pleasant months with a minimum night temperature ranging between 40°F and 50°F. In March, the days warms up and the minimum night temperature is seldom below 60°F and often reaches to 70°F. From May to August the heat is intense everywhere.³

1.1 Map of District Rajanpur:



¹ <https://rajanpur.punjab.gov.pk/>

² <https://rajanpur.punjab.gov.pk/geography>

³ <https://rajanpur.punjab.gov.pk/climate>

2. Geographic and Demographic Situation⁴:

2.1. Geographical Situation:

2.1.1. Total Area:

District Rajanpur covers an area of 12,318 Square Kilometers and makes 6% area of Punjab and 1.2% area of Pakistan.

2.1.2. Area under Cultivation:

The total cultivated area of district Rajanpur is 414,000 Hectare and makes 3.29% cultivated area of Punjab. This includes the land under crops, orchards as well as current fallow.

2.2. Demographic Situation:

2.2.1. Urban Population:

Total estimated urban population of Rajanpur district is 337,296 with 172,668 are male and 164,571 are female. The average annual growth rate is 3.99%.

2.2.2. Rural Population:

Total estimated rural population of Rajanpur district is 1,658,743 with 855,496 male and 803,097 female. The average annual growth rate is 3.01%.

2.2.3. Total Households:

Total estimated households' units of Rajanpur district are 262,490 with 46,607 units exist in urban areas and 215,883 units in rural areas with the average household's size of 7.44 persons.

3. Human Resource Availability⁵:

This section discusses the statistics related to labour force, skilled labour, semi-skilled labour and unskilled labour.

3.1. Total Labour Force:

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 population⁶ of District Rajanpur is 1,197,623 out of which total estimated labour force is 598,811.

⁴ Pakistan Bureau of statistics

⁵ Punjab Development Statistics, 2022

⁶ The working age population refers to people aged 15 to 64.



3.2. Skilled Labour⁷:

The literacy rate of the district Rajanpur is 33.75%. As regards availability of skilled human resource, there are 06 technical / commercial / vocational institutions (4 for men, 2 for women) imparting training in various trades e.g. commerce, computer operators, plumber & sanitary installer, tailoring, machine embroidery, steel fixer, electrician, auto & farm machinery, driving, heating ventilation, carpenter, motor winding, air conditioning & refrigeration, welding, electrical, chemical, mechanical, civil, electronics, auto mechanic etc. Total 5,780 technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Rajanpur. Beside these, large number of people of Rajanpur district got technical, commercial and vocational education from big cities of Pakistan; these people are also included in the skilled human resource of the district.

3.3. Semi-Skilled Labour:

Only 28% of the total population in the district had completed primary education by 2021. Therefore, most of the labour force in the district is unskilled or semi skilled. The estimated semi-skilled labour in the district is round about 179,643.

3.4. Unskilled Labour:

The total population of the district that has ever attended school is 39%. So, remaining 61% 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 359,286.

4. Infrastructural Facilities:

4.1. Communication System:

The communication network detail is as following:

4.1.1. Telecommunication Service:

There are 20 telephone exchanges, ranging in capacity from 60 lines to 2,410 lines operating in the district.⁸ There are also a number of cellular companies operating in the district including Mobilink, Zong, U phone, Telenor.

4.1.2. Post Office Service:

There are 08 sub offices and 31 branches of post offices serving the public in the district⁹. Beside these many private national and international courier services are also providing their services in the district.

⁷ <http://www.tevta.gop.pk/>

⁸ <https://ptcl.com.pk/>

⁹ <http://www.pakpost.gov.pk>



4.2. Road and Rail Network:

4.2.1. Road Network:

The total metalled road length of the district is 1,422 Kilometers. The district is linked with DG Khan Muzaffargarh, Rahim Yar Khan and Jacobabad through metalled roads. The details are given below in the table.

Table 1: Metalled Roads Length¹⁰

				(Kilometers)
National Highways	District Roads	Sugar Cess Roads	Provincial Highways	Total
194	1100	17	111	1422

4.2.2. Rail Network:

Rajanpur railway station was opened for traffic in 1973 and railway traffic started between Kot Adu, Rajanpur and Kashmore section. Previously, this area was not connected by rail with the rest of the country. The main railway stations on this section are Jampur, Muhammad, Fazilpur, Rajanpur, Mithan Kot, Kot Bahram, Rojhan, Wali Mazari and Shahwali. Total length of railway track which passes through the district is about 180 kilometers. Presentably, one express train i.e. Chiltan Express and passenger train are playing on this route. These goods trains carry wheat, fuel wood and other daily consumer goods from the important railway stations of the district.¹¹

4.3. Utilities:

4.3.1. Electricity Supply¹²:

MEPCO is the only supplier of electricity in the district. There are 06 grid stations, ranging in capacity from 66 KV to 132 KV.

4.3.2. Natural Gas:

Natural gas is also available in the district.

4.4. Social Infrastructure Availability:

4.4.1. Educational Institutions:

The details of the education institutes are as following:

Table 2: Education Institutions¹³

					(Numbers)
Primary & Middle Schools	High Schools	Higher Secondary Schools	No of Colleges	Technical Institutes	Universities
858	82	15	19	06	-

¹⁰ National Highways Authority, Lahore

¹¹ <https://rajanpur.punjab.gov.pk/transportation>

¹² <http://www.mepco.com.pk>

¹³ Punjab Education Statistics, 2022



4.4.2. Health Institutions:

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

Table 3: Health Institutions¹⁴

<i>(Numbers)</i>											
Hospitals		Dispensaries		R.H.Cs		B.H. Cs		S.H. Centers		M.C.H Centers	
No.	Beds	No	Beds	No.	Beds	No.	Beds	No.	Beds	No.	Beds
05	313	30	-	07	145	32	64	-	-	1	04

4.4.3. Police Stations, Civil Courts and Banks¹⁵:

There are 19 police stations, 07 civil courts and 85 bank branches in the district.

5. Agriculture and Livestock:

5.1. Agriculture Sector¹⁶:

The subsoil water of the district is sweet and suitable for agriculture. A sizeable portion of population is engaged in agriculture sector. The details of the major crops, fruits and vegetables grown in this region are as following:

5.1.1. Main Crops:

Wheat, Cotton and Sugarcane are the main crops grown in the district. Area and production of these crops during the period 2020-21 is given below:

Table 4: Main Crops

<i>(Numbers)</i>					
Wheat		Cotton		Sugarcane	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Bales)	Area (Hectares)	Production (Tones)
683,200	672, 210	118,000	356,000	44,000	400,8000

Besides, Rice, Groundnut, Gram, Guar Seed, Jowar, Bajra, Maize, Moong, Maash, Masoor, Rapeseed, Mustard, Sunflower, Sesamum, Sugarbeet, Linseed etc. are also grown in minor quantities in the district.

5.1.2. Main Fruits:

Mango, Guava and Citrus are the main fruits grown in the district. Area and production of these fruits during the period 2021-22 is given below:

¹⁴ Health Department, Government of the Punjab

¹⁵ https://Rajanpur.punjab.gov.pk/district_profile

¹⁶ Directorate of Agriculture, Crop Reporting Service, Punjab



Table 5: Main Fruits*(Numbers)*

Mango		Guavas		Citrus	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
971	11,858	11	39	663	482

Besides, Dates, Ber, Loquat, Mulberry, Watermelon, And Musk Melon etc. are also grown in minor quantity in the district

5.1.3. Main Vegetables:

Onion, Carrot and Garlic are main vegetables grown in the district. The Area and production of these vegetables during the period of 2021-22 are given below in table:

Table 6: Main Vegetables*(Numbers)*

Onion		Carrot		Garlic	
Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)	Area (Hectares)	Production (Tones)
1,700	45,634	33	11,014	16	60

Besides, Turnip, Potato, Okra, Carrots, Tomato, Cabbage, Brinjal, Coriander, Spinach and Cauliflower 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. The available livestock of Rajanpur district is 1,575,172. 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 Statistics¹⁷*(Numbers)*

Goats	Cattle	Sheep	Buffaloes	Asses	Camels	Bullocks	Horses	Mules
708,000	367,000	246,000	205,000	26,145	11,637	6,670	4,390	330

5.2.1. Poultry Farms¹⁸:

There are total 20 poultry farms in the district out of which 19 broiler and 01 layer poultry farms having rearing capacity of 460 and 10 thousand birds respectively.

¹⁷ Punjab Development Statistics, 2022

¹⁸ Directorate of Poultry Research Institute, Punjab, Rawalpindi



6. Industry Sector¹⁹:

District Rajanpur comprises the industries of ginning mills, spinning mills, rice mills, flour mills, sugar mill, agro based industries, oil mills, ice factories, pesticides, brick kilns, cold storage, warehouse, etc. These units comprise of small industries mostly labor intensive in nature.

Table 8: Number of Registered Factories and Employment Level²⁰

No. of Factories		Estimated Employment	
2017	2018	2017	2018
78	80	2,384	2,422

6.1. Small and Medium Enterprises:

The small and medium enterprises comprise of agriculture, livestock, manufacturing units, whole sellers, auto & electric, bakeries, merchants, furniture makers, repair, shoes makers, tailors, hotel & restaurants, and other shops. Rajanpur city is the main hub of trading in the district and major market for daily used items whether locally produced or coming from other parts of the country. These items are supplied to the rest of the district from here.

6.2. Cotton Ginning and Pressing Factories:

Cotton is the major crop of Rajanpur district with the production of 356 thousand bales during 2020-21. There are 65 cotton factories in the district that produce cottonseed, a by-product for oil mills. This is further processed into edible oil and cotton seed cake (used as animal feed).

6.3. Rice Husking/Processing Mills:

Pakistan is the world's 10th largest producer of rice. Exports make up more than 8% of world's total rice trade. Rice is the major crop of Rajanpur district with the production of 20.54 thousand tonnes during 2020-21. There are 33 rice mills operating in the district that fulfill the demand of local consumers.

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 Rajanpur district with the production of 672 thousand tonnes during the period of 2020-21. There are 07 flour mills operating in the district.

6.5. Sugar Mills:

Sugarcane is the major crop of Rajanpur district with the production of 4,008 thousand tones during 2020-21. There is 01 sugar mill operating in the district.

6.6. Oil Mills:

There are 17 oil Mills operating in the district.

6.7. Ice Factories:

There are 33 ice factories operating in the district.

¹⁹ https://rajanpur.punjab.gov.pk/district_profile

²⁰ Punjab Development Statistics, 2022



6.8. Brick Kiln Industry:

There are total 131 Brick Kiln units operating in the district out of which 78 units are in tehsil Rajanpur, 07 units in tehsil Rojhan, and 46 units in tehsil Jampur.²¹

6.9. Cold Storages:

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

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:

- Dairy Farms
- Layer Farming
- Broiler Farming
- Cattle/Sheep/Goats Fattening Farms
- Animal Feed Mill
- Meat Processing Unit
- Milk Pasteurizing Unit
- Dairy Products (Cheese, Butter, Yoghurt)
- Frozen Meat Unit
- Vegetables Processing Unit
- Leather Garments and Footwear
- Wool Processing
- Fruit Juice/Squashes/Jams/Jellies/Pickles
- Household/Hospital Bed Sheets
- Insecticides/Pesticides Manufacturing Unit
- Packing Boxes Manufacturing Unit
- Surgical Cotton Unit
- Surgical Bandages Unit
- Desert Coolers Manufacturing Unit
- Textile Spinning, Weaving and Processing Unit
- Dying of Date-Palm Leaves
- Ice Plant
- Water Filtration Plant

²¹ http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/

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.

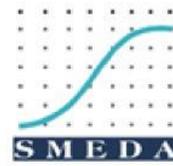
9. Business Support Institutions:

Public and Private Business support institutions in the district are as following:

- Financial Institutions
- Educational Institutions
- Punjab Food Authority (PFA) District Office, Rajanpur
- Livestock and Dairy Development Department, District Office, Rajanpur
- Population Welfare Department, District Office, Rajanpur
- National Database Registration Authority (NADRA), Rajanpur
- e-Rozgar PITB, Rajanpur
- Multan Electric Power Company (MEPCO), Circle Rajanpur
- National Industrial Relations Commission, Multan
- Environment Protection Department, District Office, Rajanpur
- Agriculture Department, District Office, Rajanpur
- Training Technical and Vocational Education Training Authority (TEVTA), Rajanpur Training Institutes
- Tehsil Municipal Administration (TMA), District Office, Rajanpur

10. Useful Web Links:

- <https://www.sbp.org.pk/>
- <http://www.pbs.gov.pk/>
- <http://www.smeda.org.pk>
- <https://www.smebfcmultan.com/>
- <https://www.nadra.gov.pk>
- <https://www.secp.gov.pk/>
- <http://www.ppma.org.pk>
- <http://www.tevta.gop.pk/>
- <https://food.punjab.gov.pk>
- <https://www.fbr.gov.pk/>
- <https://iris.fbr.gov.pk/>
- <http://www.livestockpunjab.gov.pk>
- <https://punjab.gov.pk/>
- http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/
- https://Rajanpur.punjab.gov.pk/district_profile
- <https://Rajanpur.punjab.gov.pk/>
- <http://www.crs.agripunjab.gov.pk>
- <https://poultry.punjab.gov.pk/>
- <http://www.bos.gop.pk/developmentstat>
- <http://nha.gov.pk/en/>



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,

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