

DISTRICT ECONOMIC PROFILE RAWALPINDI.



Turn Potential into Profit

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

Government of Pakistan

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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

Rawalpindi is the 4th largest city of Pakistan. It is in Punjab province and located in Potohar region of Pakistan. Rawalpindi is in the northernmost part of the Punjab province, 275 km (171 mi) to the north-west of Lahore. It is the administrative seat of the Rawalpindi district. The total area of the district is approximately 5,285 Square Kilometers. The District of Rawalpindi comprises seven autonomous tehsils. Rawalpindi has its significance in terms of its forces headquarters. It has headquarters of the Pakistan Army, Pakistan Air force and also has an active airbase in Chakala Cantt of Rawalpindi.

Inhabitants of Rawalpindi District speak a great variety of Punjabi includes Pothohari, Majhi, Pahari, shahpuri, Dhani and Kashmiri. Urdu being a national language is spoken and understood by sizeable population. English is also known and spoken by many people of Rawalpindi. Pashto is also spoken by migrants.

Rawalpindi is a city in the Potwar Plateau near Islamabad, the current capital of Pakistan. It is the military headquarters of the Pakistan Armed Forces and also served as the nation's capital while Islamabad was being constructed in the 1960s.

Rawalpindi (pronounced colloquially) known as Pindi is the fourth largest city proper in Pakistan after Karachi, Lahore and Faisalabad respectively while the larger Islamabad-Rawalpindi metropolitan area is the country's third largest metropolitan area. Rawalpindi is adjacent to Pakistan's capital of Islamabad, and the two are jointly known as the "twin cities" on account of strong social and economic links between the cities.

It is situated on the southern slopes of the north-western extremities of the Himalayas. It contains the Murree hills and the sanatorium of the same name, the chief hill station in the Punjab. The chief rivers are the Indus and the Jhelum, and the climate is noted for its health benefits. It is the most important military locations in Pakistan.

Table No: 1

Name of District	Rawalpindi
District Headquarter	Rawalpindi
Population	5,405,633 persons
Area	5,285 km ²
Population Density	1,039 persons per km ²
Population Growth Rate	2.5%
Male Population	50.7%
Female Population	49.3%
Urban Population	53.2%
Rural Population	46.8%
Muslims are overwhelming religion	98.01%
Christians	1.90%

Tehsil Autonomous Towns	<ul style="list-style-type: none"> • Gujar Khan • Potohar (Southern Rawalpindi) • Taxila • Rawal (Northern Rawalpindi) • Kallar Syedan • Kahuta • Kotli Sattian • Murree
Literacy Rate	83%
Male Literacy Rate	90%
Female Literacy Rate	76%

The main tribes of the district are the Rajputs, Syed, Khattar, Dar, Gakhars, Janjuas, Awans, Gujjars, Jats, Kassar, Sheikh (Caste), Abbasi, Khawaja, Bhatti, Chauhan, Mir, Butt, Lone, Waini/Wain, Mughals, Qureshi (Caste), Rawal, Arain and Sattis.

3.1 District MAP.



3.2 District History.

Rawalpindi as a region has its existence since thousands of years. It is believed that a distinct culture flourished on this plateau as far in c1000BC. The nearby town Taxila has Guinness Book of World Record for its world oldest civilization and university. After the independence of Pakistan in 1947, the minority Hindus and Sikhs migrated to India while the Muslim refugees from India settled in Rawalpindi. In the succeeding years, Rawalpindi saw an influx of Muhajir, Pashtun and Kashmiri settlers. In late 1950's, the establishment of newly planned capital city of Islamabad in the vicinity of Rawalpindi resulted in establishment of major government offices and institutions. Moreover the population of Rawalpindi increased due to influx of migrants from different parts of the country.

Rawalpindi is located on the Pothohar Plateau, known for its ancient Buddhist heritage, especially in the neighboring town of Taxila. The city was destroyed during the invasion of Mahmud of Ghazni before being taken over by Gakhars in 1493. In 1765, the ruling Gakhars were defeated as the city came under Sikh rule, and eventually became a major city within the Sikh Empire based in Lahore. The city was conquered by the British Raj in 1849, and in 1851 became the largest garrison town of the British Indian Army. Following the partition of British India in 1947, the city became home to the headquarters of the Pakistan Army hence retaining its status as a major military city.

Construction of Pakistan's new purpose-built national capital city of Islamabad in 1961 led to greater investment in the city. Modern Rawalpindi is socially and economically intertwined with Islamabad. As home to the GHQ of the Pakistan Army & the former Benazir Bhutto International Airport (now part of PAF Base Nur Khan), and with connections to the M-1 and M-2 motorways, Rawalpindi is a major logistics and transportation centre for northern Pakistan. The city is also home to historic havelis and temples, and serves as a hub for tourists visiting Rohtas Fort, Azad Kashmir, Taxila and Gilgit-Baltistan.

3.3 District Administrative Division

Administrative subdivisions of Rawalpindi district is divided into seven tehsils:

- Gujar Khan
- Kahuta
- Kallar Syedan
- Kotli Sattian
- Murree
- Rawalpindi Tehsil
- Taxila

Rawalpindi district is part of Rawalpindi division. It is headquarter of Photohar Region. The total population of Rawalpindi district according to 2017 census was, 406,000 persons. The spoken languages are Punjabi 85% and Urdu 7.5% and Pashto 5%.

4. SOCIO-Economic Framework.

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

4.1 Geography and Climate

4.1.1 Total Area with Overview of Climatic Condition:

The total area of 5,286 Sq.Km. The highest elevation is 9210 feet close to Dunga Gali and in the south is as low as 1100 feet. The weather is highly variable due to its location. Rawalpindi faces very moderate type of climate having long and hot summers, short and wet winters. The average annual rainfall is 1,254.8 mm (49.40 in), most of which falls in the summer monsoon season. However, westerly disturbances also bring quite significant rainfall in the winter. In summer, the record maximum temperature has soared to 47.7 °C (118 °F) recorded in June 1954, while it has dropped to a minimum of –3.9 °C (25 °F) several occasions, though the last of which was in January 1967.

Table No: 2

Climate data for Rawalpindi													
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °C (°F)	26.7 (80.1)	29.4 (84.9)	35.6 (96.1)	41.1 (106.0)	45.6 (114.1)	47.7 (117.9)	47.2 (117.0)	43.9 (111.0)	42.7 (108.9)	37.8 (100.0)	33.3 (91.9)	27.8 (82.0)	47.7 (117.9)
Average high °C (°F)	16.7 (62.1)	18.3 (64.9)	23.9 (75.0)	30.0 (86.0)	36.7 (98.1)	40.0 (104.0)	36.6 (97.9)	34.4 (93.9)	33.9 (93.0)	31.7 (89.1)	25.6 (78.1)	19.4 (66.9)	28.9 (84.1)
Daily mean °C (°F)	10.0 (50.0)	11.9 (53.4)	16.9 (62.4)	22.5 (72.5)	28.6 (83.5)	32.2 (90.0)	30.8 (87.4)	29.4 (84.9)	27.2 (81.0)	22.7 (72.9)	16.1 (61.0)	11.4 (52.5)	21.6 (71.0)
Average low °C (°F)	3.3 (37.9)	5.6 (42.1)	10.4 (50.7)	15.3 (59.5)	20.6 (69.1)	24.5 (76.1)	25.0 (77.0)	24.4 (75.9)	21.6 (70.9)	14.5 (58.1)	6.7 (44.1)	3.3 (37.9)	14.6 (58.3)
Record low °C (°F)	-3.9 (25.0)	-2.7 (27.1)	1.1 (34.0)	5.0 (41.0)	6.1 (43.0)	15.5 (59.9)	17.2 (63.0)	17.2 (63.0)	11.6 (52.9)	5.5 (41.9)	-0.5 (31.1)	-2.8 (27.0)	-3.9 (25.0)
Average precipitation mm (inches)	67.1 (2.64)	84.1 (3.31)	92.4 (3.64)	63.2 (2.49)	34.1 (1.34)	75.3 (2.96)	305.3 (12.02)	340.3 (13.40)	110.7 (4.36)	31.7 (1.25)	14.4 (0.57)	36.2 (1.43)	1,254.8 (49.41)
Average precipitation days	5	6	6	5	4	6	15	17	7	2	2	3	78

Source: Climate-Data.org

4.1.2 Area under Cultivation and Economic Activity.

The total cultivated area of District is 230,000 Hectares. The major portion of population is engaged in horticulture and livestock sectors in the rural parts of the district. The principal crops are wheat, barley, maize, groundnuts and Citrus. The combination of the climate and the prevailing soils makes the area suitable for growing fruits & vegetables.

Table No: 3

Description	Area
Total Geographical Area	5,285 Sq.Km
Total Cultivated Area	230,000 Hectares
Area under forest	69,000 Hectares
Cultivable waste	130,000 Hectares
Cropped Area (Kharif & Rabi)	219,000 Hectares

Source: Land Utilization statistics 2019-20

4.1.3 Residential Area.

It is one of the highly populated and urbanized district in the province. Population of the district reported was 5,406,000 in 2017 census. The total area of the district is 5,285 Sq.Km with population density of 1,039 persons per Km. The increase in population followed by urbanization has led to the development of many residential societies.

4.1.4 Barren Area

The total barren land of the district is 1172 Sq. Km. However 618 Sq.Km land is covered by forests.

4.2 Resource Endowment.

District Rawalpindi is one of the largest district of Punjab with opportunities in different sectors including trade & services, energy, livestock and agriculture.

4.2.1 Main crops, livestock, and other.

The combination of the climate and the prevailing soils makes the area suitable for growing major crops, fruits & vegetables.

4.2.2 Agriculture. (Fruits & Vegetables)

Being part of the barani belt, water is a limiting factor. However, 1,346mm (or 53 inches) of average rain, which is not restricted to monsoon but also includes healthy winter showers, compensates the area to some extent and makes the growing of many crops possible.

Table No: 4

Agriculture Products	
Main Crops	Wheat, maize, jowar, groundnut, bajra, moong, maash, masoor, gram, guar seed, sunflower, rapeseed & mustard, barley, sesanum, sugarbeet, linseed, sunn hemp, castor seed, and walnut
Major Fruits	Citrus, guavas, mangoes, peaches, pears, apricot, bananas, loquat, ber, mulberry, watermelon, musk melon, plums, loquats, strawberries, and raspberries
Major Vegetables	Potatoes, onions, okra, bottle gourd, brinjal, turnip, carrot, cauliflower, peas, tomatoes, chilies, garlic, tinda, and radish

Source: Government of Punjab report 2019-20

Agricultural Marketing: Rawalpindi fruit / vegetable market is the largest agricultural market in the twin cities. A proper agricultural market was established at mandi mor for Rawalpindi and Islamabad. The optimum potential of improving marketing exists in improving coordination and collaboration between the public & private stakeholders and dissemination of accurate and timely market information to help farmers in informed decision making.

Rawalpindi is a good and exclusive market in the region for certain produce, and also well connected with the markets in other cities such as Faisalabad, Lahore, Multan, Mansehra, Hazro, Chakwal and Attock. The production of major crops in the district is given in the table below:

Table No: 5

Crops	Production (000 Tons)
Wheat	230.09
Maize	58.80
Ground Nut	9.637
Jawar	7.6
Bajra	4.2
Barley	2.435
Citrus	.594

Source: Directorate of Crops Reporting Services 2019-20

4.2.3 Livestock

Situated on the southern slopes of the north-western extremities of the Himalayas, its grassy hills and vast prairies help it raise livestock less expensively and keep backyard poultry almost free.

Livestock population in district Rawalpindi is mentioned in below table.

Table No: 6

Type	Numbers of animals
Sheep	24,287
Goat	218,847
Buffalo	131,212
Cattle	252,298
Backyard Poultry	468,369

Source: Published in Dawn, the Business and Finance Weekly, April 12th, 2021

Livestock and rangelands are important for the people of the district for subsistence, reducing poverty and enhancing livelihood. A large portion of rural population in the district is engaged in livestock-rearing.

4.2.4 Poultry.

Poultry provides protein as well as income. Poultry is farmed on a commercial scale, though domestic poultry-keeping is also popular in the rural areas of the district. It is the main source of eggs and also white meat. Moreover, chicken and eggs produced under free-range system (desi) fetch higher prices as compared with farm-bred chicken and eggs.

4.2.5 Industry.

Since Rawalpindi is on the main route connecting the subcontinent to China, Afghanistan and Central Asia, it has grown from a small trading town to an industrial powerhouse. From heavy engineering to chipboard to chemicals to cement, the district is strewn with all kinds of industry —74 flour mills, nine textile units, 14 pharmaceutical units, seven industrial burn gases and eight food factories give the district its impressive industrial profile. Its flour mills feed people in Khyber Pakhtunkhwa and the entire north region, right up to Khunjrab pass.

There are ghee and edible oil mills, flour mills, cold storages, ice factories, food-processing and beverage factories, and a large number of SMEs in the informal sector in the city

4.2.6 Service Sector.

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

Due to its cosmopolitan environment, there is substantial economic activity in the services sector of Rawalpindi. The service sector includes health, education, ICT, hotels & tourism etc. The table below gives an overview of important economic activities of the district.

Table No: 7

Major Economic Activities	
Agriculture with its Allied Livestock Breeding, Fishing	8.4%
Manufacture	5.3%
Construction	10.3%
Wholesale/Retail, Hotel/Restaurant	11.7%
Transport, Storage, Communication	2.8%
Community, Social & Personal Services	45.3%
Activities Not Adequately Defined	15.3%
Others	0.9%

Source: Government of Punjab Reporting Services 2019-20

4.3 Infrastructure.

Rawalpindi being the twin city of Islamabad is much more developed as compared to the rest of the districts in province. It has primarily good network of roads, rail, air and telecommunications. Economically Rawalpindi is very important due to its access to KPK and Kashmir.

Table No: 8

Infrastructure	
Total Roads	3,645.0 km
National Highways	97.4 km
Motorways	38.0 km
Provincial Highways	3,509.6 km
Metro Bus Service	Metro Bus is catering to the needs of 135,000 passengers a day
Railways	Rawalpindi station operates 28 trains to different cities of the country.
No. of Grid Stations	18 grid stations, ranging in capacity from 132 KV to 500 KV
No. of Telephone Exchanges	125 telephone exchanges, ranging in capacity from 48 lines to 44,000 lines
Industrial Zones	03 Industrial Zones in Rawalpindi: Rawalpindi, Gujar Khan, and Taxila There is a dry port in the district.
Household Size	6.5 persons per house
Houses with Piped Water Inside	41.3%
Houses with Electricity	91% (rounded up)
Major Industry	Flour Mills
	Drugs & Pharmaceuticals
	Industrial/Burn Gases
	Food Products
	Poultry Feed
	Textile Spinning
	Chips/Straw Boards, Textile Composite, Tire & Tubes, Woolen

	Textile & Spinning
	Arms & Ammunition, Bakery Products, Beverages, Cement, Chemical, Baby Diapers, Explosives, Fruit Juices, Heavy Engineering, LPG Cylinders, Oil Refinery, Textile Weaving, Tobacco

Source: Government of Punjab reporting Services 2019-20

4.3.1 Communication System.

The district has well established telecommunication network. PTCL & Nayatel are providing landline, broad band and wireless phone services.

There are a number of Cellular companies operating in the district including Mobilink, Zong, U phone, Telenor. There are 21 Pakistan post office branches in the district. There are a number of National and International courier services available in the district (TCS, OCS, DHL FedEx etc).

4.3.2 Roads & Rail Network

Rawalpindi is situated along the historic Grand Trunk Road that connects Peshawar to Islamabad and Lahore. The road is roughly paralleled by the M-1 Motorway between Peshawar and Rawalpindi, while the M-2 Motorway provides an alternate route to Lahore via the Salt Range. The Grand Trunk Road also provides access to the Afghan border via the Khyber Pass, with onwards connections to Kabul and Central Asia via the Salang Pass. The Karakoram Highway provides access between Islamabad and western China, and an alternate route to Central Asia via Kashgar in the Chinese region of Xinjiang.

The Islamabad Expressway connects Rawalpindi's eastern portions with the Rawal Lake and heart of Islamabad. The IJP Road separates Rawalpindi's northern edge from Islamabad.

The Metro Bus System in Rawalpindi is a major public transport infrastructure that caters to the needs of thousands of commuters every day. The Islamabad-Rawalpindi Metro Bus is catering to the needs of 135,000 passengers a day. Besides these, rickshaws, wagons, taxis and transport buses are commonly used for inter-city and intra-city transport.¹

Rawalpindi railway station is located in Saddar neighborhood serves as a stop along Pakistan's 1,687 kilometres Main Line-1 railway that connects the city to the port city of Karachi to Peshawar. Rawalpindi station operates 28 trains to different cities of the country. The famous trains operated from the station are Awam Express, Hazara Express, Islamabad Express, Jaffar Express, Khyber Mail trains, and serves as the terminus for the Margalla Express, Mehr Express, Rawal Express, Pakistan Express, Subak Raftar Express, Green Line Express, Sir Syed Express, Subak Kharam Express, and Tezgam trains. All these trains are managed by Pakistan Railways.

¹ Source: Infrastructure development Authority (Punjab)

4.3.3 Utilities (Electricity, Natural Gas,WASA)

The District is being provided the Electricity by IESCO to the households and also to the industrial estates. Rawalpindi is connected to the National Grid System which supplies major part of electricity to the district besides there is one power house in the district which is working under private sector. In addition to the domestic usage electricity is the major requirement of agriculture and industrial sector. Gas is also available in major parts of the District especially in urban areas and industrial zones.

4.4 Social Infrastructure (Educational Institutes, Hospitals)

According to 2015 data, Rawalpindi was ranked number one district of Pakistan in terms of education and school infrastructure facilities. According to official 2014 Public Schools Census data, district Rawalpindi had a total of 1,230 primary, 316 middle, 365 secondary and 40 higher secondary schools. Out of these public sector schools, 911 are male schools while 1,040 are for girls.

There are a large number of public and private educational institutions for matriculation and intermediate level. Besides a number of higher education institutions including HITEC University, Pir Maher Ali Shah Arid Agriculture University, Fatima Jinnah Women University, University of Engineering & Technology Taxila, University of Wah and Rawalpindi Medical College University are based in Rawalpindi. There are multiple universities operating in private sector like NUML Rawalpindi, Foundation University and Riphah International University.²

Rawalpindi has a well-developed healthcare infrastructure having several private and public hospitals.

4.4.1 Industrial Estate and parks.

The government has established two industrial estates in the district. The Small industrial estates are located at Gujjar Khan & Taxila. The large industrial estate is established by RCCI at Rawat.

There are different types of industries operating in Rawalpindi. These units comprise of small industries mostly labor intensive in nature. Small Industrial Estate contains flour mills, ghee mills, furniture Industries, soap factories, paper/paper board articles, poly propylene bags, power generation, and readymade garments. Whereas, large industrial estate consists Steel Items, Steel Re-rolling Mills, petroleum products, Beverages, Food Items, and Pharmaceuticals.

4.4.2 Dry Ports

Chaklala is a major suburban town of Rawalpindi in the Punjab province of Pakistan. It is situated astride the Airport Road, to the east of Grand Trunk road. Chaklala's area has a Railway station and Dry Port Chaklala Rawalpindi, handles cargo trains.

² Source: Schools Education Department Rawalpindi

4.5 Demography.

The population of Rawalpindi is 2,098,231 in 2017. 84% of the population is Punjabi, 9% is Pashtun, and 7% is from other ethnic groups.

4.5.1 Total Households

The total number of housing units in Rawalpindi is 888,765

4.5.2 Average Households Size

The average size of households consists of 6 persons.

4.5.3 Urban Population

It is the highly populated and most urbanized district in the province. In 2017 population of Rawalpindi district was 5,402,380. 2,736,180 were male and 2,665,089 were female. 3,005,708 (55.64%) lived in urban areas.

4.5.4 Rural Population

2,396,672 (44.36%) lived in rural areas

4.5.5 Education and Literacy.

Rawalpindi stands first with the highest literacy rate with 82.45 % of its total population. The data shows that male literacy in Rawalpindi is 88.02 % while its female literacy rate is 76.79 %. Similarly, the literacy rate in rural areas of the city is 79.89 and the urban are at 84.48 percent³.

4.6 Human Resource Availability

4.6.1 Total Labor force

Rawalpindi has one of the largest labour and manpower resources in the country, due to its large population. About 34% of this labour is involved in agriculture, 30% in industry and the remaining 36% in other services.

5. Economic Potentials.

5.1 Main Sectors of District.

Being the adjacent district with capital territory & a trading hub Rawalpindi has lots of business opportunities that can be explored.

5.1.1 List of Sectors with bifurcation Manufacturing, Trading, Services

The major sector of the district with respect to manufacturing, trading / services and agriculture are as following:

³ Source: Multiple indicator cluster survey Punjab

Manufacturing

- PVC Pipes
- Pharma
- Furniture
- Plastic Products
- Bricks manufacturing
- Soap

Trade / Services

- Hotel & Tourism
- ICT
- Furniture
- Education
- Construction industry

5.1.2 SME Presence in District.

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. Rawalpindi 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.

5.2 Main Products of District.

The main products of district are illustrated below.

- Marble & Granite
- Dairy & Dairy Products
- Poultry Products
- Wheat
- PVC products

6. 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

- Insecticides/Pesticides Manufacturing Unit
- Vegetables Processing Unit
- Transport Services
- Packing & Packaging Material
- Handicrafts
- Surgical Cotton
- 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.

There are number of sectors that can be potential sector in district with having very high growth and need professional working on district level to enhance its production, some of which are illustrated below.

6.1.1 Ice Plant

Climate of Rawalpindi remains hot and humid for more than eight months a year, ice consumption both at domestic and industrial use is high. A growing market for ice plants is industries linked to food products i.e. fish, poultry, dairy, bakeries, restaurants etc. Their increasing demand for Ice has increased the demand of Ice plants in the district.

6.1.2 Cold storages

Keeping in view the shelf life of the perishable food items it becomes essential to freeze and store these products. . A large quantity of fresh fruits & vegetables from all over the country are brought to Rawalpindi. Similarly the Cold storage can be used for vegetables and other perishable items. In addition to local demand a large Quantity of Fruits are also exported to Afghanistan and other Central Asian States through Rawalpindi and a cold storage facility will also assist the exporters of these items.

6.1.3 Food Processing

Fruits & vegetables are seasonal and perishable commodities. These cannot be retained for a long period. During the peak harvest season, when bulk supplies arrive and the market is glutted with fruits and vegetables, prices fall down substantially. This plant will utilize the low grade fruits of the Farming Community which has a negligible price in the local market into valuable by-products which would further used in Jam, Juices, Concentrates, Chutney, Candy etc. The by-products can be prepared and packed according to the market acceptable standard, thus improving quality, price and shelf life. The introduction of processing technology shall

minimize the post-harvest losses, wastage of low grade fruits and increase quantity, quality, shelf life and the availability of fruits throughout the year.

As a large producer fruits and vegetables there are many opportunities for investors to move into high end market in the processed and packaged food industry.

6.1.4 Fruits & Vegetable dehydration

Dehydration offers an economical and satisfactory means to extend the shelf life of Fruits and vegetables. The main advantages of dehydration over other methods of preservation being that the dehydrated products are light in weight and occupy much less space than the original, frozen or canned materials they are Cheap to pack compared to tinned materials and they are Stable under ordinary storage conditions. The dehydrated vegetables can serve as a good stand-by either for daily dishes or for off season consumption.

6.1.5 Green house farms and tunnel Farms

Seasonal fruits and vegetables can be produced in off-season as well. Fruits and vegetables are the major source of income in Agriculture sector of the district Rawalpindi, major fruits include Orange, Lokat, Guava, etc. The important Vegetables of the district include Cabbage, Tomatoes, Carrot, Cauliflower, Pumpkins and Potato etc.

Production of high quality fruits and vegetables requires proper greenhouses where environment is controlled. This controlled environment gives the producer control over what kind of fruit and vegetables he wants to produce and under what conditions. Another important aspect of using a greenhouse is that high quality products can be produced all year round, irrespective of the weather that exists outside.

6.1.6 Marble Warehouse.

There are a number of marble processing plants within Rawalpindi & adjoining district. The warehouse will facilitate the buyers in selecting the stone of their choice and will enable them to streamline the supply of consistent product to the end users/exporters in a given time frame. The Warehouse would provide the storing, stacking, and cutting/squaring services for irregular shaped blocks of Marble, Granite, and Onyx for their extractors and processors in the district on rental basis.

6.1.7 Stone Crushing

Over the last few years, the Construction sector has been registering strong growth rates in the district. In addition to housing construction the crush is also used for the building of roads and bypasses, and other developmental projects there is a mass and consistent need of crushed stone across the district. Hard Lime Stone is the basic raw material which is used for the production of quality crushed stone and enormous reserves of Hard Lime Stone are found around the district.

6.1.8 Meat Processing Cattle/Sheep/Goats Fattening Center

Meat processing plant will not only bring value addition to the local resource but would also help in supply safe meat for human consumption

Since nutrition is a serious limiting factor in the livestock industry with the result that many animals arrive at the market in less than optimal body condition with body weight on the lower end, there is a dire need to ensure feed availability round the year with proper protein contents for increasing livestock productivity rather than its numbers. Such a situation directs to adopt non-conventional feed preparation and feeding techniques. With the switching over to semi-intensive farming which would warrant stall/ supplementary feeding, non-conventional and economical feeding techniques the livestock farming will become a cost effective enterprise

6.1.9 Dairy Farms

Urban commercial milk production has developed rapidly in recent years in response to growing urban milk demand in the district. Even with a large number of peri urban dairy farms there is a deficiency of milk which is met through; liquid milk brought from Sargodha and other areas of Punjab in iced form and frozen cans after adding chemicals for prolonging its shelf life, Packed UHT milk of different brands and local / imported dry whole milk powder. There is lucrative market of milk in Rawalpindi due to low production against heavy demand of fresh and liquid milk.

6.1.10 Poultry Farm

As compare to beef and mutton broiler meat is the cheapest source of animal protein. The time required for raising broiler birds is less that for big animals. The consumption of white meat is increasing due to growing health consciousness in the masses. Poultry farming has got great scope for investment in the district. There are only few private poultry farms in the district and most of the demand is met through transport of poultry products from other parts of county. Due to comparatively colder temperature theses district provides the best areas for Breeders poultry farming in the province.

6.1.11 Re-rolling mills:

Steel is a vital component of modern construction. Iron and steel is used widely in the construction of roads, railways and in infrastructure of bridges and buildings. To strengthen a construction structure, steel is used in mostly in the shape of Iron rods of varying lengths and sizes. The demand of iron rods is very high not only due to the increasing number of construction projects within the district but there is also great demand of iron in KPK & Afghanistan due to reconstruction activities.

The scrap is being imported from Russia, Central Asian Countries through Rawalpindi dry port. The availability of raw material and demand for iron bars makes establishment of Steel Re-Rolling Mill a viable project.

6.1.12 PVC Products

In addition to iron bars there is also a great demand of PVC products in construction industry. Latest trend is to use the, proven cost effectiveness, microorganism resistant, corrosion free, and durable PVC pipes for Water Flow and Air Flow. In addition to construction projects these pipes are also being used by Agriculture Department in different Irrigation Projects.

6.1.13 Hospitals and Clinics

Growing number of population has increased demand of medical facilities, which has direct impact on public & private sector health care centers. No access to clean water and proper sanitation facilities has posed a major threat to the health of masses. Moreover, due to climate of the region causes major viral & allergic diseases throughout the year. This creates a great demand for hospitals and clinics.

6.2 Export Status and Potential

Though Rawalpindi is the major city of the province still it did not develop as a major industrial city. Most of the people are inclined more towards trade then industry due to the fact that a number of problems are being faced by the industries.

The trading activities in Rawalpindi have flourished not only because it is center of economic activity of the KPK and Punjab but also it is located on the trade route to Kashmir, Afghanistan and China.

List of those businesses which have the market in outside of Pakistan is stated below.

6.2.1 Food Processing.

Processing add value to the product, preserves it thus prolonging shelf life and generates effective demand for raw materials. Perishable farm produce are wasted or sold at throwaway prices during the peak seasons due to inadequate post-harvest storage facilities and lack of effective processing or preservation techniques, Dried fruits have a large number of end-users including use in the dried fruit and nut industry, the breakfast cereal industry, the confectionery industry, the bakery industry, other food products, and are consumed directly.

6.2.2 Minerals.

Marble processing units Marble and granite processing industry has been using modern techniques to come at par with other provinces of the country but still it requires more for better quality production. Currently the Processing Industry relies mostly on locally made H/V block cutter, sizing machine, overhead cranes and gantry cranes with accessories and polishing machines etc. currently government is making efforts and allocated multiple land for industry growth some new and modern techniques can be adopted to enhance quality finished product so that can be export.

7. Major Issues & Policy Recommendation.

Major Issues that SMEs faces is the district is of different kind with different sectors, most common issues in the district are mentioned below.

7.1 Problem and issues:

- Scarcity of water resources.
- In adequate Capacity of Cold storages and unavailability of cool chains
- Access to finance
- Lack of value addition in the production
- Lack of high efficiency irrigation system.
- Unavailability of skilled Labor.
- Lack of best livestock farm management practices and facilities leading to low yield.

7.2 Recommendations

- Adoption of new technology for harvesting process.
- Modern machinery for dehydration of fruits to increase shelve life.
- Training and capacity building of local farmers.
- Encourage use of customized ERP Systems in industry.
- Training of human resource and technology upgradation.
- Awareness on available financial options to facilitate access to formal credit.
- Helping farmers to avail access to finance by multiple donor agencies and banks.

8. Business Support Institutions.

District Rawalpindi is the third largest city of the Punjab, and enjoys the neighborhood of Kyber Pakhtoon khwa & Kashmir that brings economic movement in district despite of having problems business person want to invest and support local business men to enhance their economical scale. There are many Public and Private Business support institutions in the district which are as following:

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

- Tehsil Municipal Administration (TMA), District Office, Rawalpindi

8.1 Local Bodies chambers & Trade Association.

Rawalpindi Chamber of Commerce and Rawalpindi Chamber of Small Traders & Small Industries is working in district to support and enhance worth local businesses and also to attract investors in the district with the coordination with district administration. The Chamber is affiliated with Federation of Pakistan chambers of commerce and industry in view of the above, the Rawalpindi Chamber of Commerce and Industry is one of the most active, popular and important Chamber of the province of Punjab representing the business community of the district. It was formed in 1952 after being licensed by the Ministry of Commerce, Government of Pakistan, and being registered with the Securities Exchange Commission of Pakistan.

9. Useful Links.

Table No: 9

Useful Link	
Small & Medium Enterprises Development Authority (SMEDA)	www.smeda.org.pk
Government of Pakistan	www.pakistan.gov.pk
Rawalpindi Chamber of commerce & Industry.	www.rcci.org.pk
Islamabad chamber of small traders and small industry	www.icstsi.com
Government of Punjab	www.punjab.gov.pk
Trade Development Authority of Pakistan (TDAP)	www.tdap.gov.pk
Security Commission of Pakistan (SECP)	www.secp.gov.pk
State Bank of Pakistan (SBP)	www.sbp.org.pk
Punjab Small Industries Corporation	www.psic.gop.pk
Pakistan Horticulture Development and Export Company (PHDEC)	www.phdec.org.pk
Punjab Vocational Training Council (PVTC)	www.pvtc.gop.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