

# **SAHIWAL REGIONAL PLAN**

TRADE & COMMERCE AND INDUSTRIAL DEVELOPMENT PLAN

# APPROACH & METHODOLOGY



**Pre-Visit Desk  
Review**



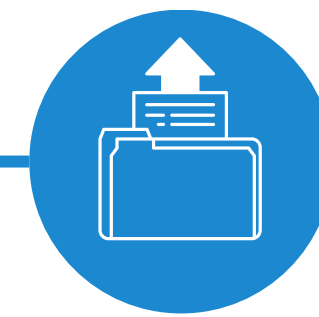
**Primary Data  
Collection**



**Situational  
Analysis**



**Trade &  
Commerce and  
Industrial  
Development  
Plan**



**Submission of  
Draft  
Presentation &  
Plan**



**Final Plan**



## **Primary Data Collection**

Inception Visit  
10-11 December, 2024

Field Visit:  
3-5 January, 2024



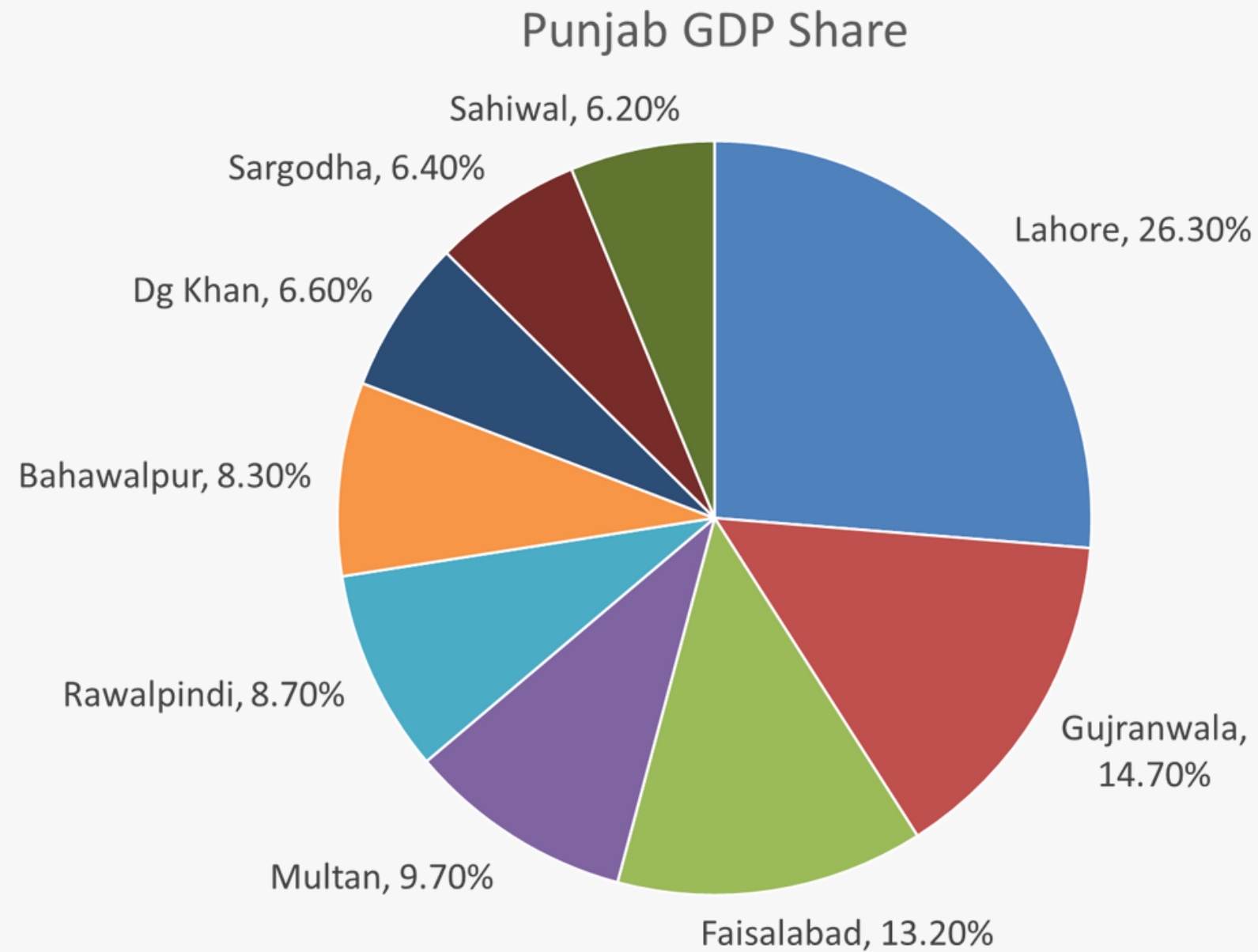
## **Project Team**

Specialist Economics  
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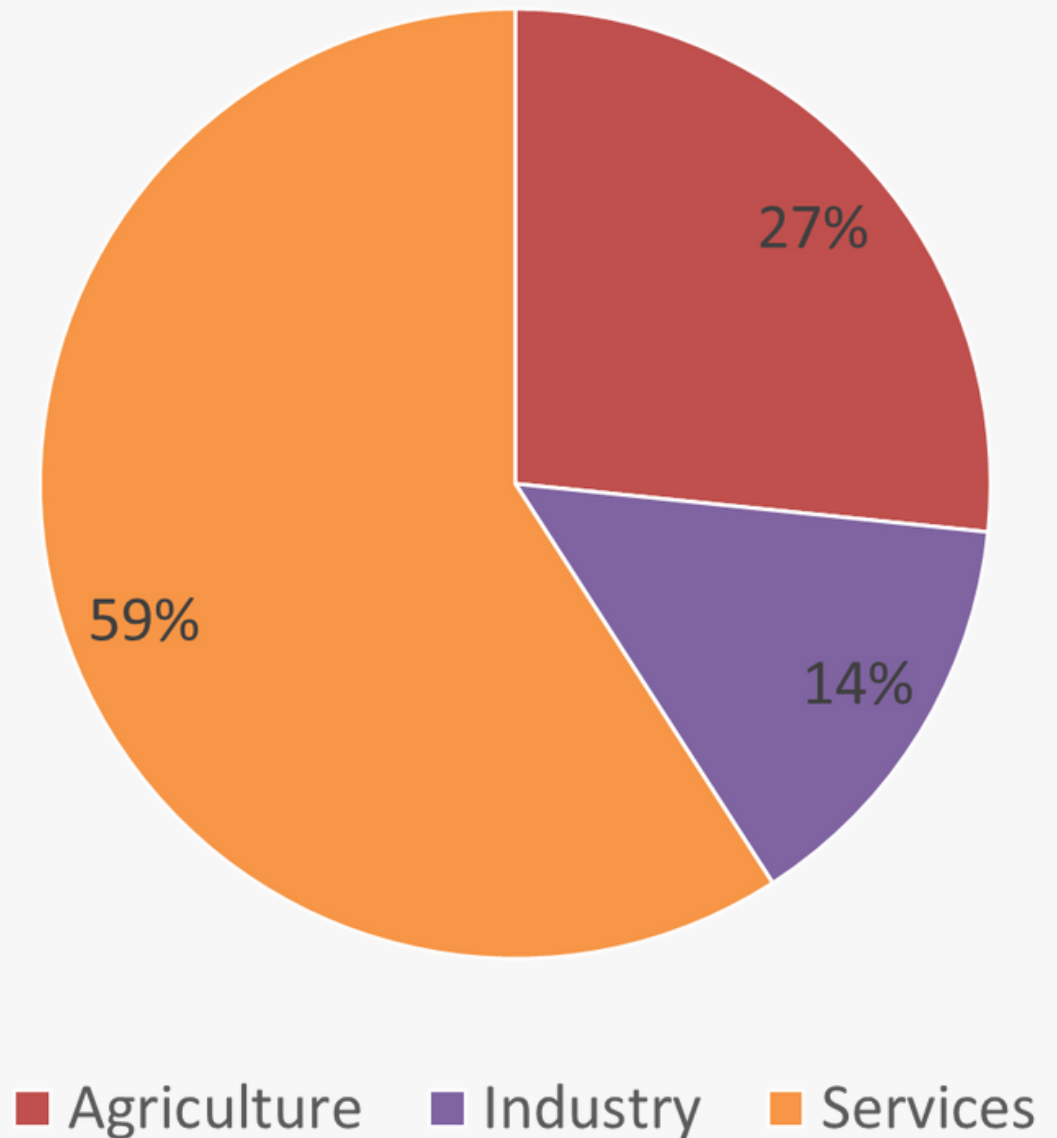
Program Manager  
Misha Babur

Research Associates  
Meesum Ali  
Nishaa Zeeshan

# Macro Economy of Sahiwal



Breakup of Sahiwal's Economy (GDP)



Sahiwal has the smallest share of Punjab's economy. It contributes \$8.9 billion to Punjab out of which 50% contribution is from urban areas.

Industrial sector is 14% of the total GDP of Sahiwal, which is less than Punjab's average.

## Agricultural Clusters

Maize, Potato & Guava



**7 million**

POPULATION

## Services Clusters

Education, Healthcare,  
Community Services, Electricity,  
Water & Sanitation



**70%**

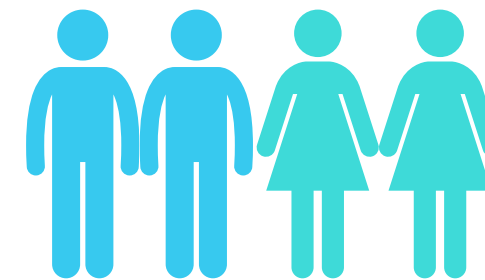


**30%**

MALE & FEMALE RATIO

## Industrial Clusters

Food processing,  
Agro-based & Dairy

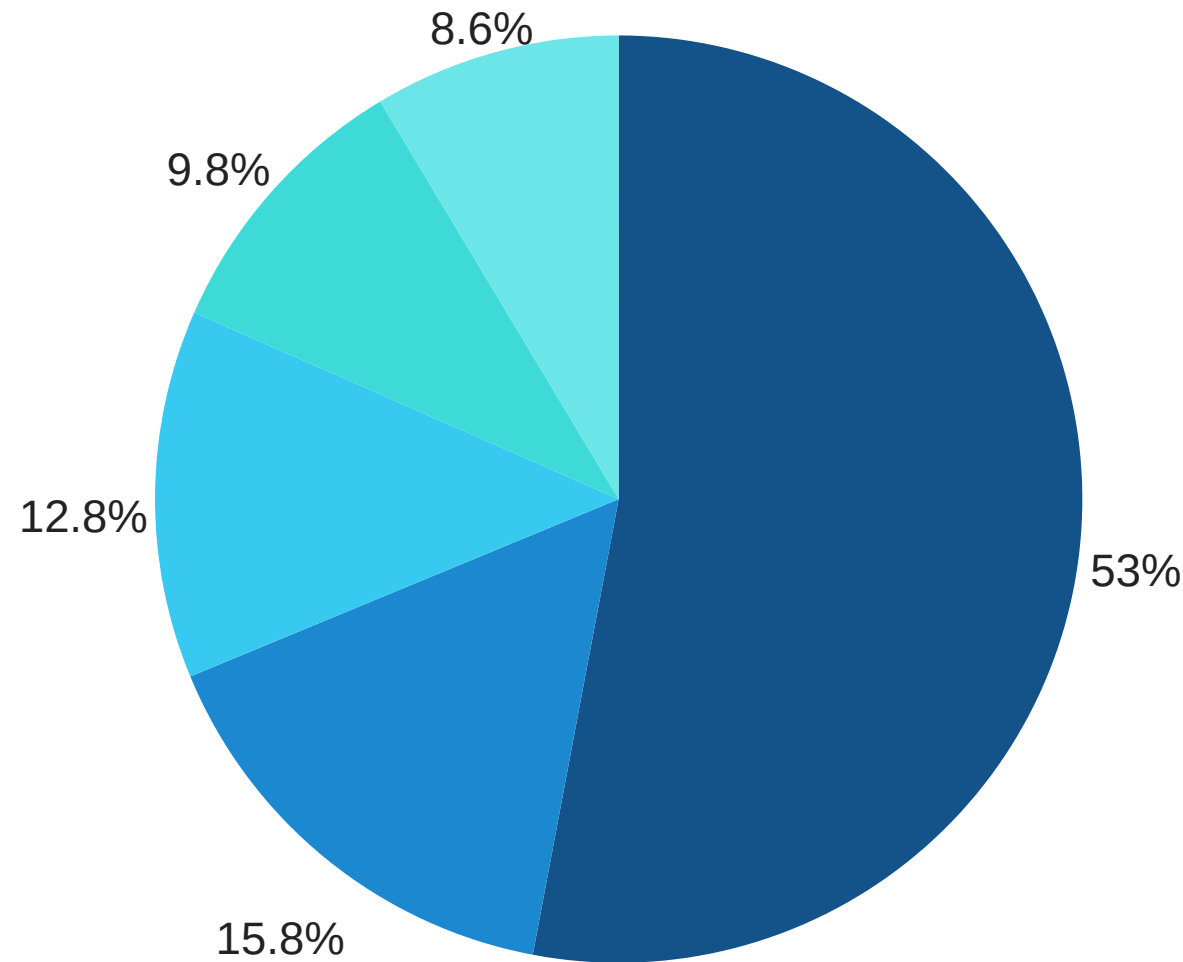


**70%**

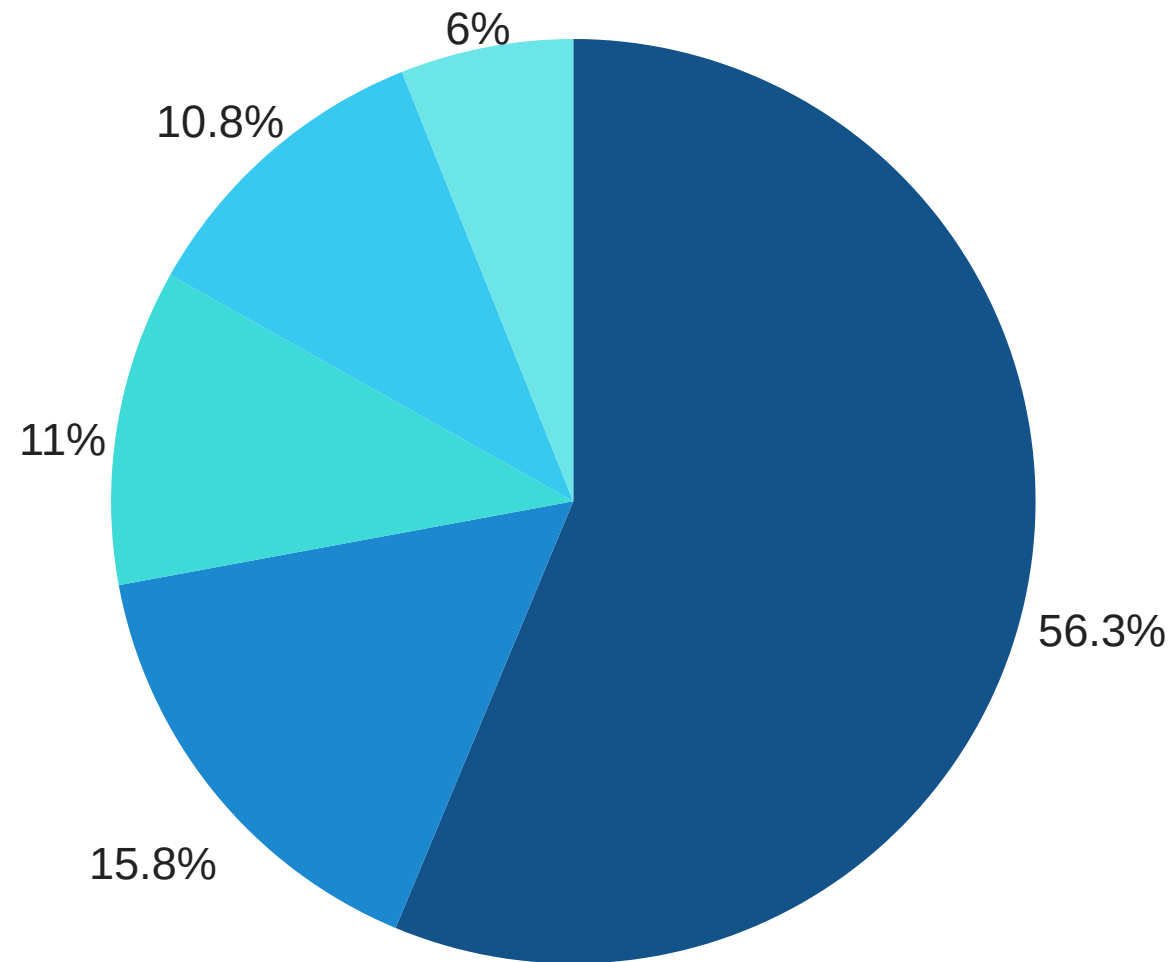
WORKING AGE POPULATION

# SAHIWAL DIVISION SUB-SECTORAL EMPLOYMENT

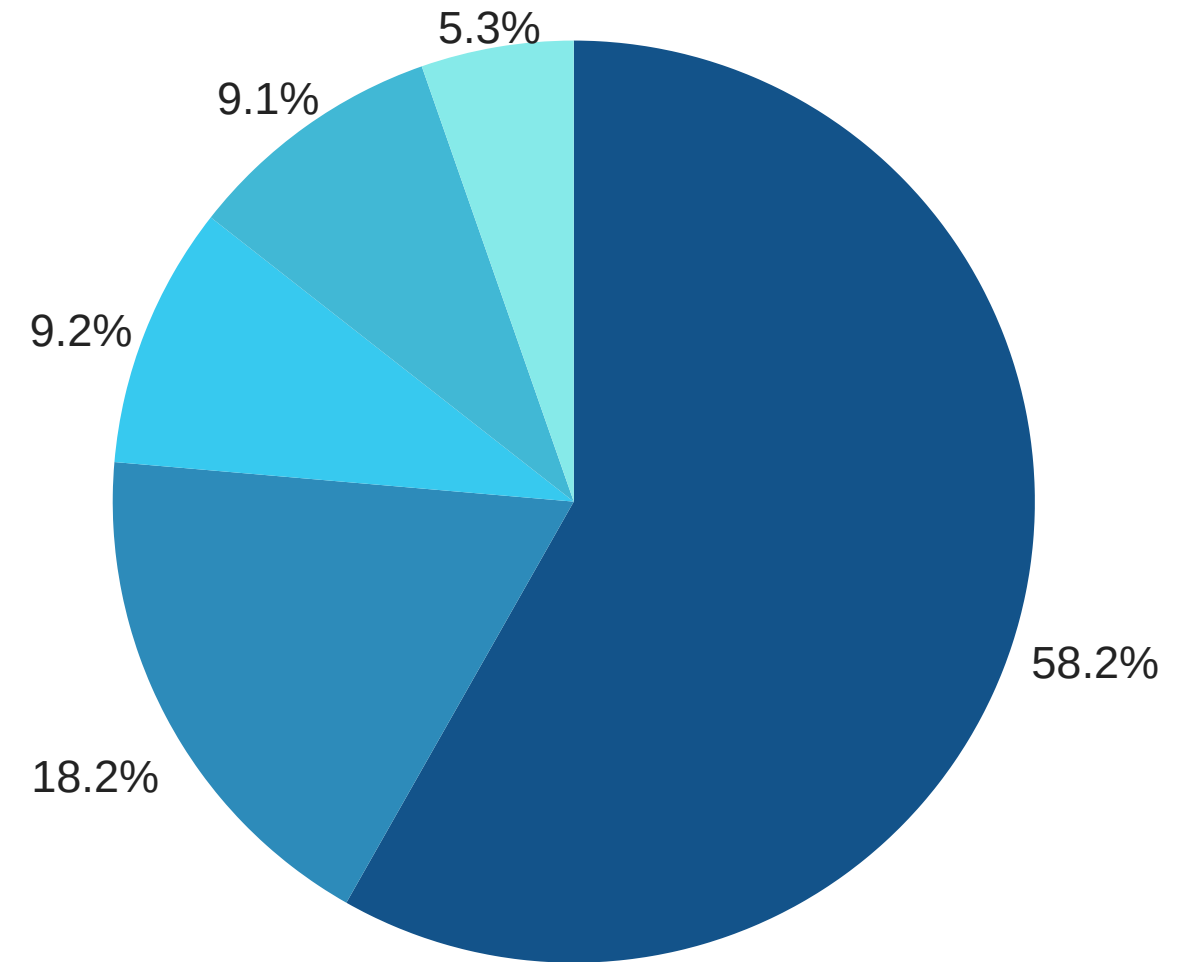
SAHIWAL



OKARA



PAKPATTAN



WHOLESALE & RETAIL

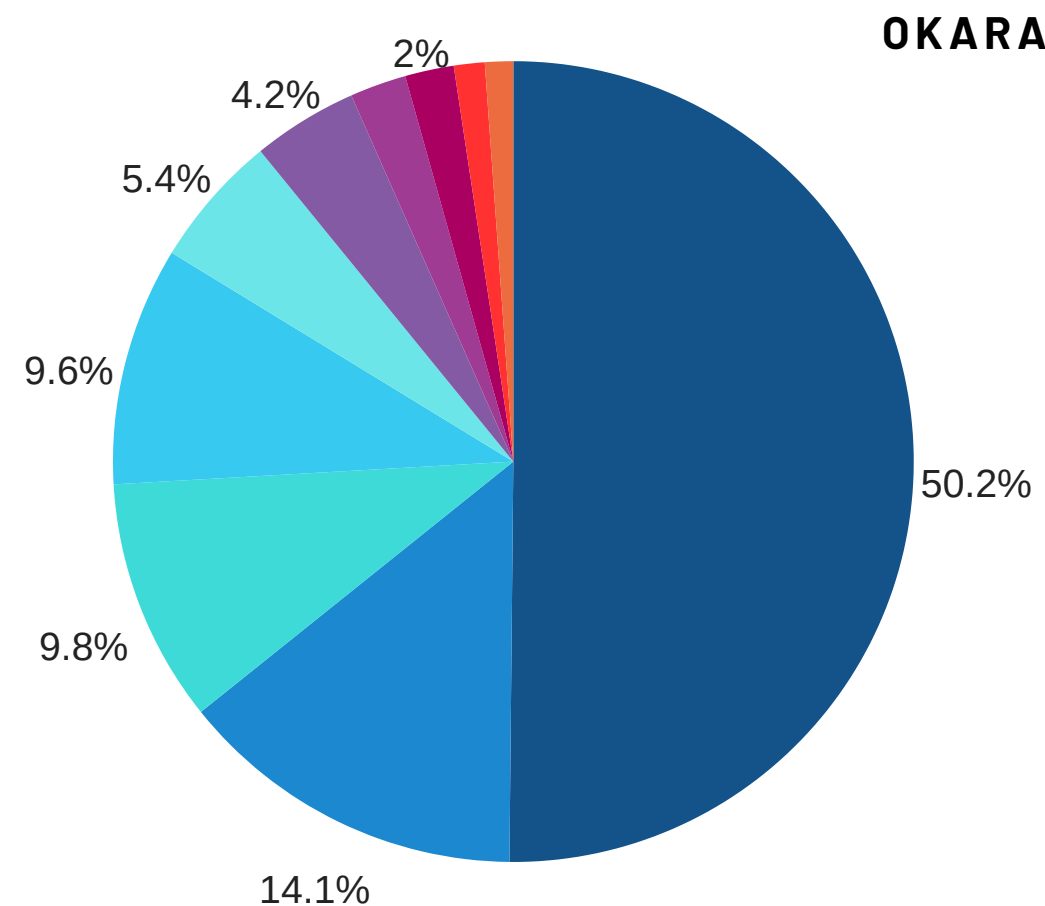
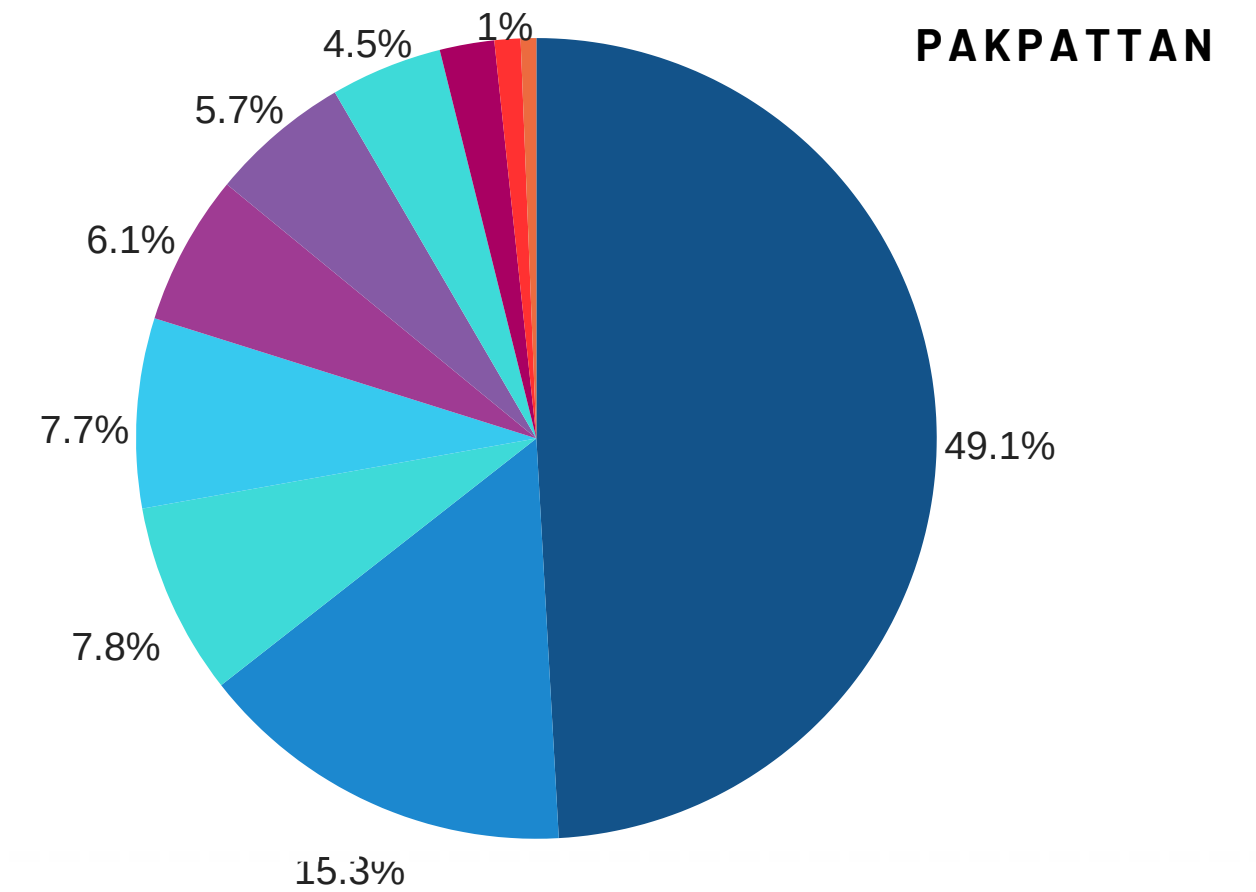
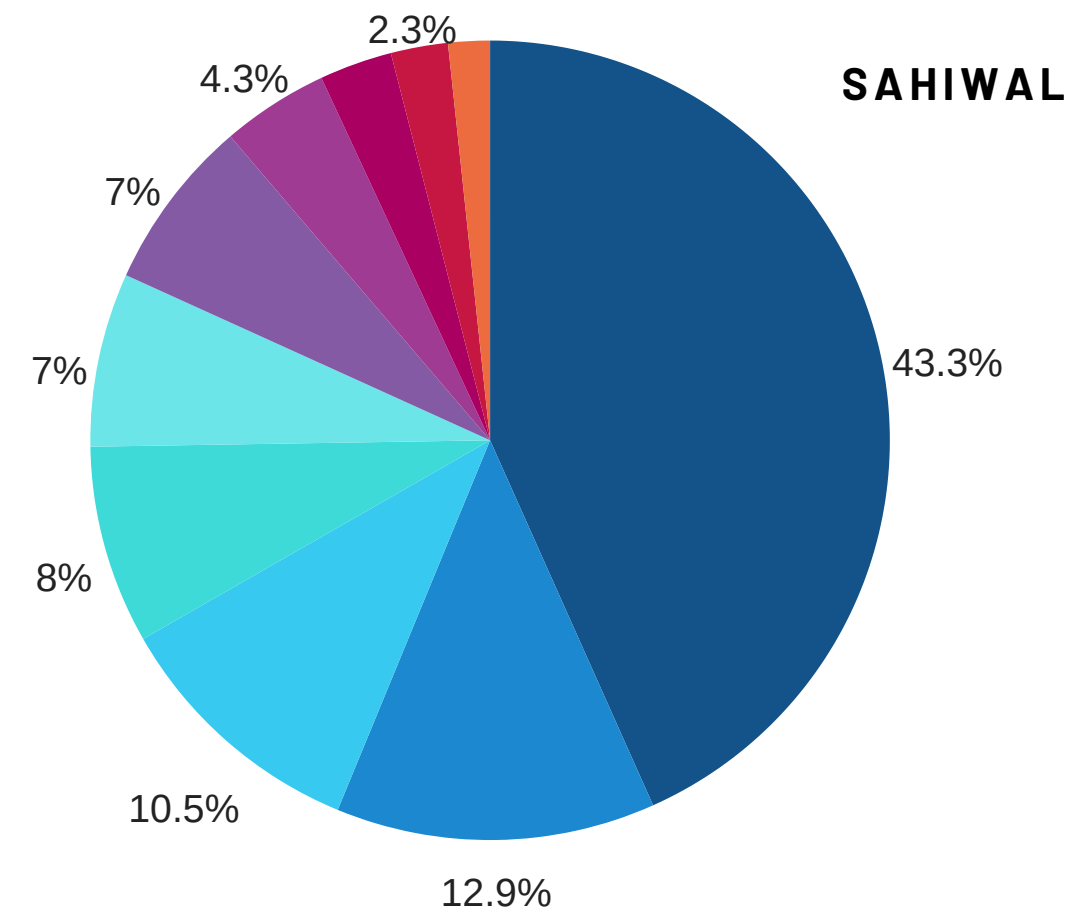
TRANSPORTATION &  
STORAGE

EDUCATION

OTHER SERVICE  
ACTIVITIES

PUBLIC  
ADMINISTRATION

# SAHIWAL DIVISION SUB-SECTORAL EMPLOYMENT



- Wholesale and retail has the largest employment share in the entire division.
- In Sahiwal the employment share of Wholesale and Retail is about 43.3%, in Okara it is 50.2% and in Pakpattan the share is about 49.1 %.
- This sector is followed by Transportation and storage and then education and other service activities

## Trading Clusters

These are areas where numerous trading activities take place.

Traders and businesses dealing with buying and selling goods often cluster together for easier access to suppliers, customers, and market information

-Model Bazaar, Grain Market, Saddar Bazaar, Timber Market,  
Anarkali Bazaar, Darbaar Bazaar.

## Manufacturing Clusters

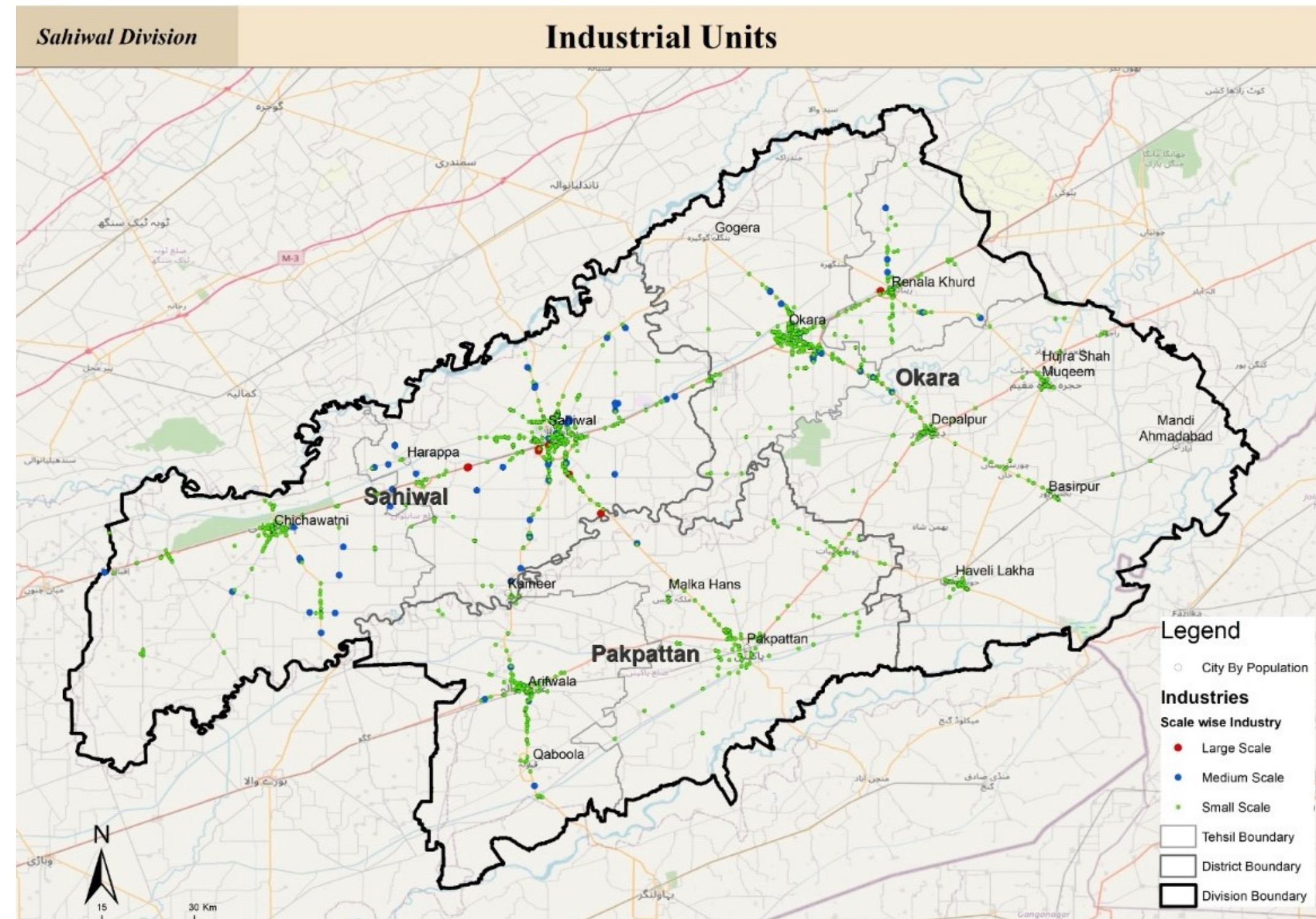
Manufacturing clusters are groups of businesses engaged in similar or complementary manufacturing activities. Companies in a manufacturing cluster benefit from shared infrastructure, access to a skilled workforce, and collaborative opportunities

-Shoe Manufacturing, Woodwork Industry, Beauty Products and Food products.

# INDUSTRIAL PRESENCE IN SAHIWAL DIVISION

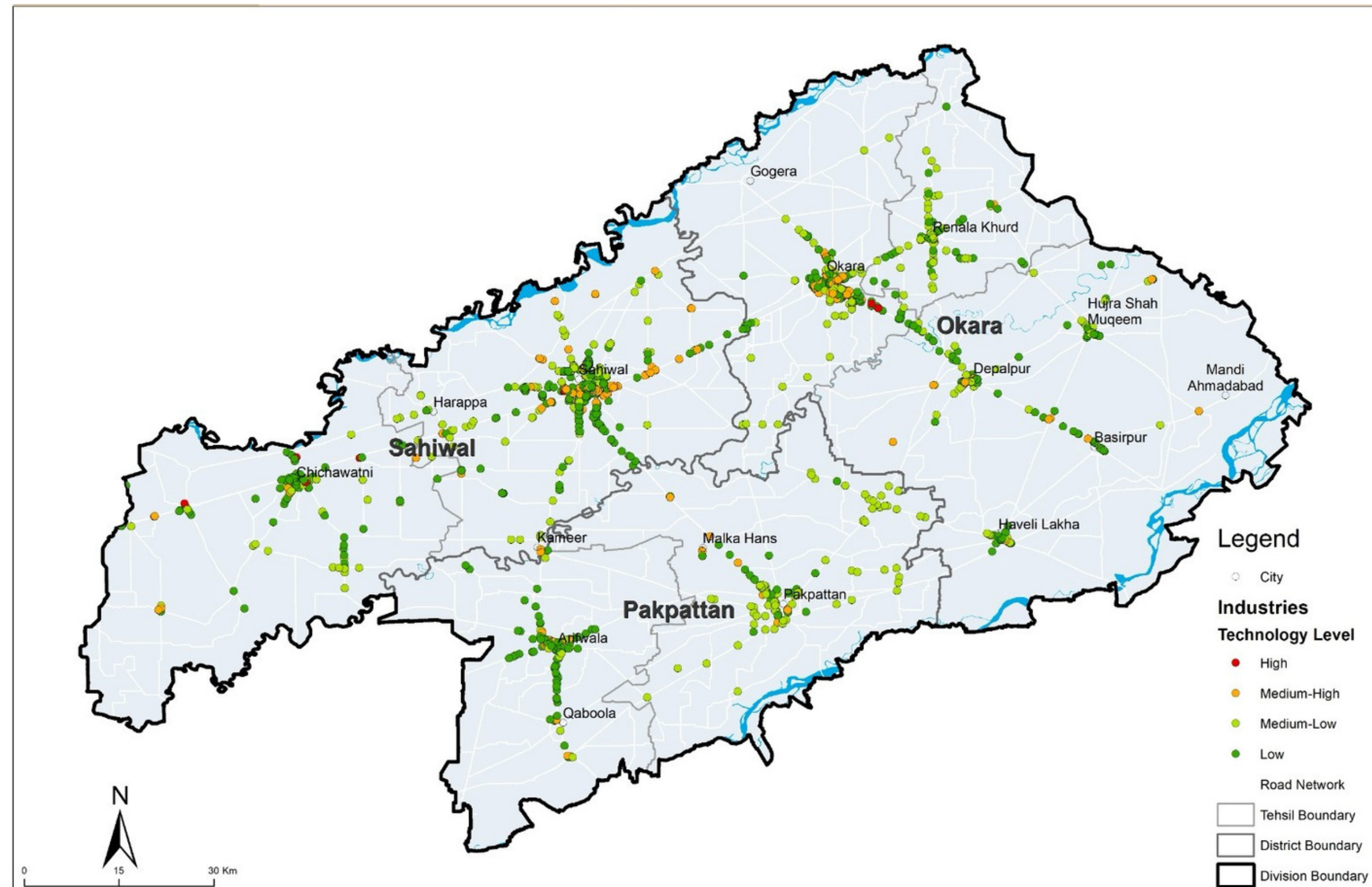
District	Total Units	Employment
Sahiwal	1044	19,060
Okara	904	9,265
Pakpattan	266	3,387
<b>Total</b>	<b>2214</b>	<b>31712</b>
<b>% of Punjab</b>	<b>4.77</b>	<b>2.87</b>

District	Small	Medium	Large
Sahiwal	983	54	7
Okara	886	17	1
Pakpattan	262	4	0
<b>Total</b>	<b>2131</b>	<b>75</b>	<b>8</b>
<b>% of Punjab</b>	<b>4.84</b>	<b>4.00</b>	<b>1.5</b>



# TECHNOLOGICAL LEVEL OF INDUSTRIAL PRESENCE IN SAHIWAL DIVISION

- There are mostly medium low and low technology industrial clusters present in the Sahiwal division.
- Sahiwal hosts medium-tech industries like textiles, food processing, and light engineering, benefiting from local workforce and infrastructure.
- Low-tech industries such as, Traditional crafts and small agro-based businesses thrive in Sahiwal, providing local employment and preserving cultural heritage.
- Sahiwal has untapped opportunities for high-tech sectors like renewable energy and IT, with favorable conditions for investment and innovation.

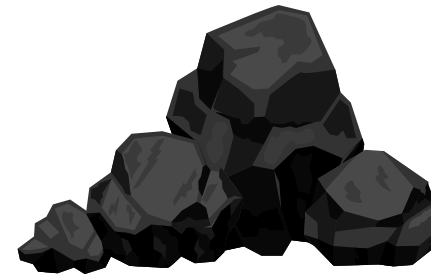


# INDUSTRIAL PRESENCE IN SAHIWAL DIVISION



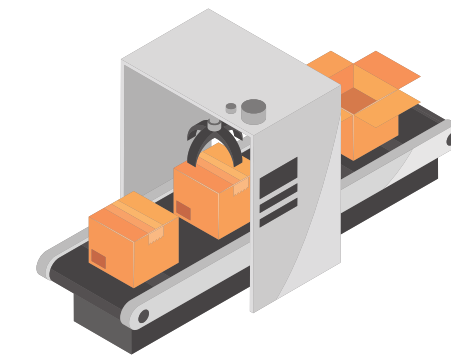
## FOOD PRODUCTS/ BAKERY

EMPLOYMENT: 11244  
UNITS: 402  
% OF PUNJAB: 8%



## OTHER NON-METALLIC MINERAL PRODUCTS

EMPLOYMENT: 7241  
UNITS: 363  
% OF PUNJAB: 8%



## MACHINERY AND EQUIPMENT

EMPLOYMENT: 2245  
UNITS: 305  
% OF PUNJAB: 15%



## WOOD PRODUCTS

EMPLOYMENT: 1850  
UNITS: 284  
% OF PUNJAB: 20%



## FURNITURE

EMPLOYMENT: 1844  
UNITS: 269  
% OF PUNJAB: 10%

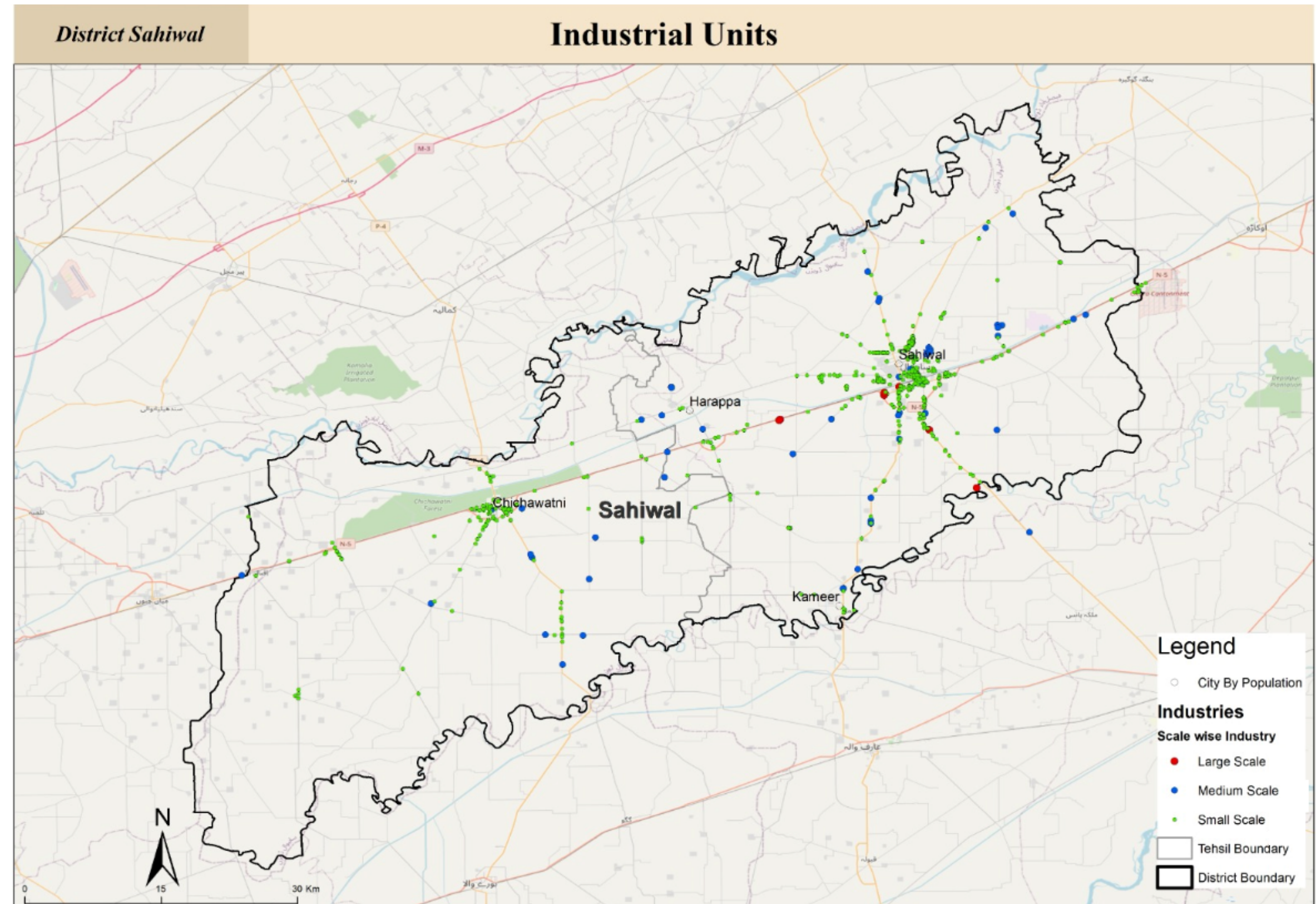


## FABRICATED METAL PRODUCTS

EMPLOYMENT: 1261  
UNITS: 222  
% OF PUNJAB: 6%

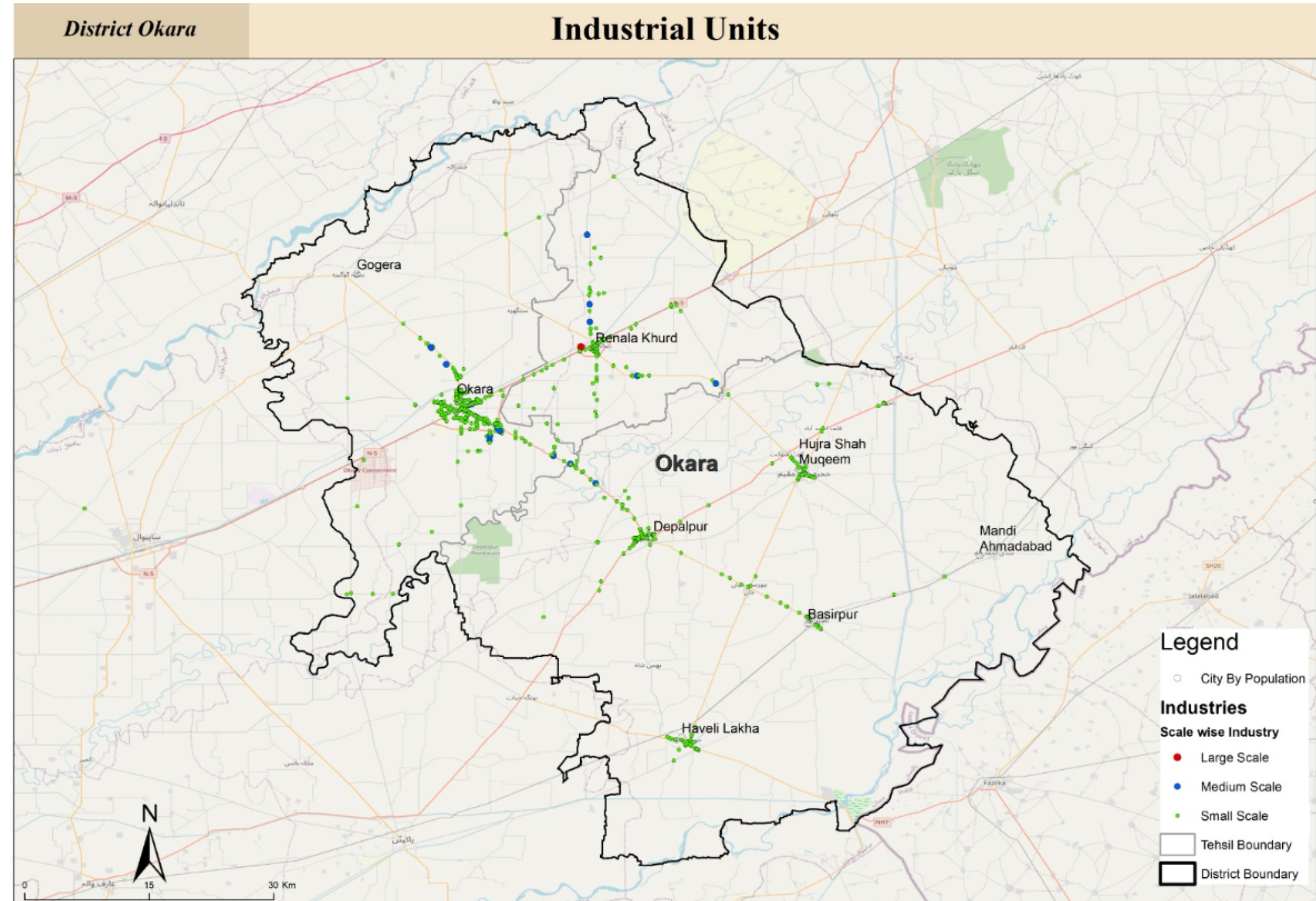
# INDUSTRIAL PRESENCE IN SAHIWAL DISTRICT

- The industries are mostly clustered within the district.
- Furniture, Wood and Wood Production are major sectors.
- Furniture and wood products industry makes up for 7% and 4% of the total industries of Punjab respectively.
- Food production industry makes up for 4% of total industries, and other non-metallic mineral products are 6%
- Key issues highlighted by firms:
  - Power Outages
  - Infrastructure Challenges
  - Access to Finance



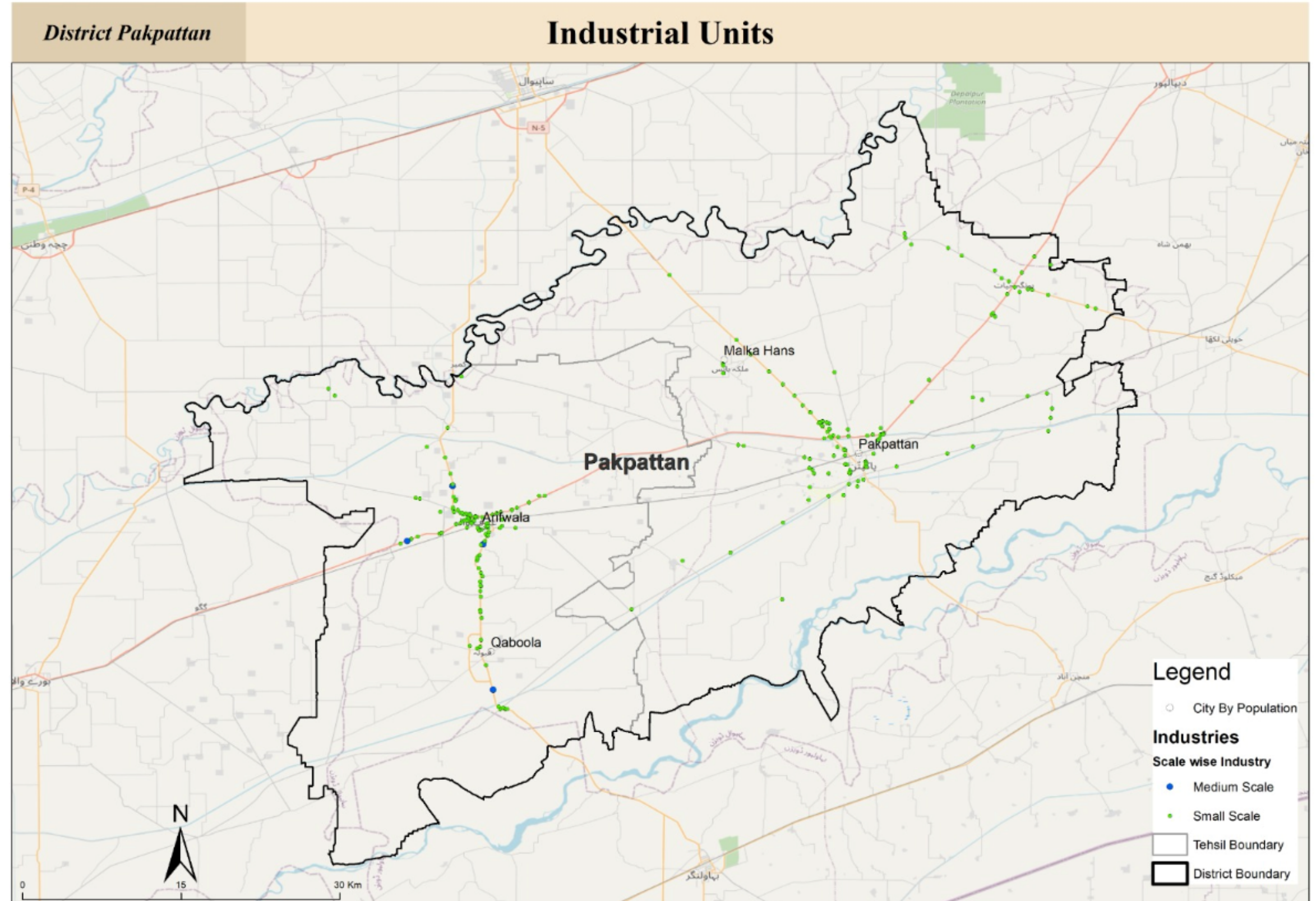
# INDUSTRIAL PRESENCE IN OKARA DISTRICT

- Wood products industry makes up for 8% of the total industries of Punjab.
- Food production makes up for 4% of total industries, and non-metallic mineral products make up for 10% of the total industries.
- Industries in Okara are mostly clustered.
- Key issues highlighted by firms:
  - 1. Infrastructure Deficiencies
  - 2. Access to Finance
  - 3. Regulatory Hurdles
  - 4. Technological Constraints



# INDUSTRIAL PRESENCE IN PAKPATTAN DISTRICT

- The non metallic mineral products and food products are the leading sector in Pakpattan making up for 4% of total industries.
- Machinery and other equipment only makes up 1% of total industries.
- Majority of the industries in Pakpattan are small.
- Key issues highlighted by firms:
  - 1.Power Shortages and Interruptions
  - 2.Infrastructure Deficiencies
  - 3.Skills Shortage



# STAKEHOLDER CONSULTATIONS & FIELD VISITS



Timber Market, Sahiwal



Meeting with OCCI, Okara



Ghalla Market,  
Chichawatni



Small Industrial Estate,  
Sahiwal



Meeting with SCCI,  
Sahiwal



Meeting with DO  
Industries Pakpattan &  
Wholesalers, Arifwala

# FINDINGS FROM STAKEHOLDER MEETINGS & MARKET VISITS



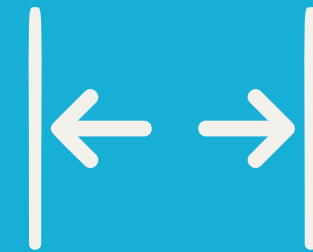
## Infrastructure

Markets and bazaars like Saddar bazaar, Mobile market often have narrow pathways, uneven surfaces, and lack ramps or lifts. Saddar bazaar, Anarkali bazaar frequently face challenges related to limited parking spaces and inadequate traffic management. This results in congestion, haphazard parking, and disruptions to traffic flow, causing inconvenience.



## Supply Chain Challenges

Sahiwal's industry faces challenges in transportation infrastructure, inventory management complexities, and diverse regulatory compliance requirements. Efficient solutions and strategic planning are crucial for overcoming these hurdles and ensuring a seamless supply chain in the regions.



## Accessibility Gaps

Basic amenities like accessible bathrooms, designated parking, and aids for the visually impaired are missing in these areas, limiting the comfort and accessibility for people with disabilities. Issues in physical infrastructure, including inadequate facilities, pose challenges to workforce inclusion, emphasizing the need for accessible workplaces.



## Informal Economy

Many markets, such as Welcome Bazaar, Grain Market, Anarkali Bazaar and Saddar Market operate within the informal economy, leading to issues like tax evasion, limited regulations and challenges in enforcing quality standards.



## Market Observations & Conditions

- Saddar Bazaar, Model Bazaar and Anarkali Bazaar grapple with inadequate infrastructure, including poor roads and parking facilities, hindering smooth operations.
- Maintaining cleanliness is a persistent problem, with insufficient waste management impacting hygiene in these markets.
- There are no common areas for women/children, and traffic inflows in small streets causes problems for shoppers and shopkeepers
- There is old electricity Infrastructure, prone to accidents in wholesale markets.

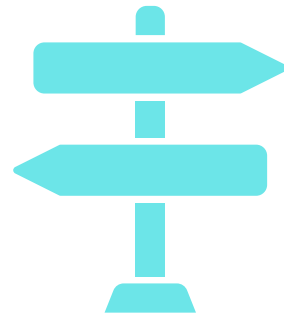
# MAIN ISSUES FACED IN COMMERCIAL AREAS



LACK OF  
PARKING FACILITY



LACK OF  
FINANCIAL LITERACY



LACK OF PROPER  
SIGNAGE & ZONING



MARKETS NOT  
PEDESTRIAN FRIENDLY



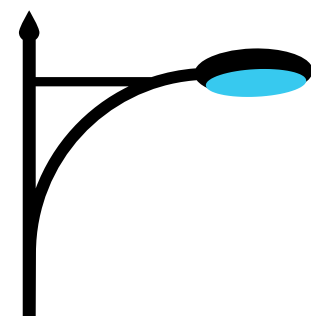
LACK OF  
REPRESENTATION  
SUCH AS MARKET  
COMMITTEE



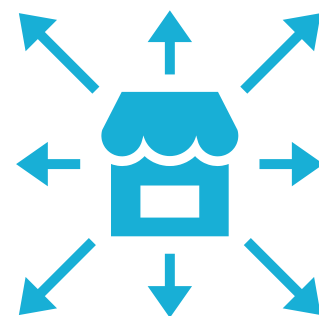
NO COMMON SERVICE  
AREAS FOR WOMEN & CHILDREN  
IN PUBLIC SPACES



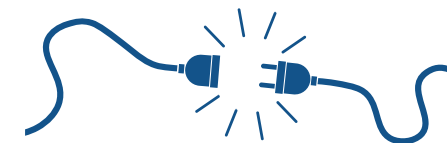
LACK OF  
WATER & SANITATION  
INFRASTRUCTURE



LACK OF LIGHTING  
IN COMMERCIAL AREAS



HORIZONTAL  
EXPANSION OF  
MARKETS



ELECTRICITY  
INFRASTRUCTURE  
IS OUTDATED



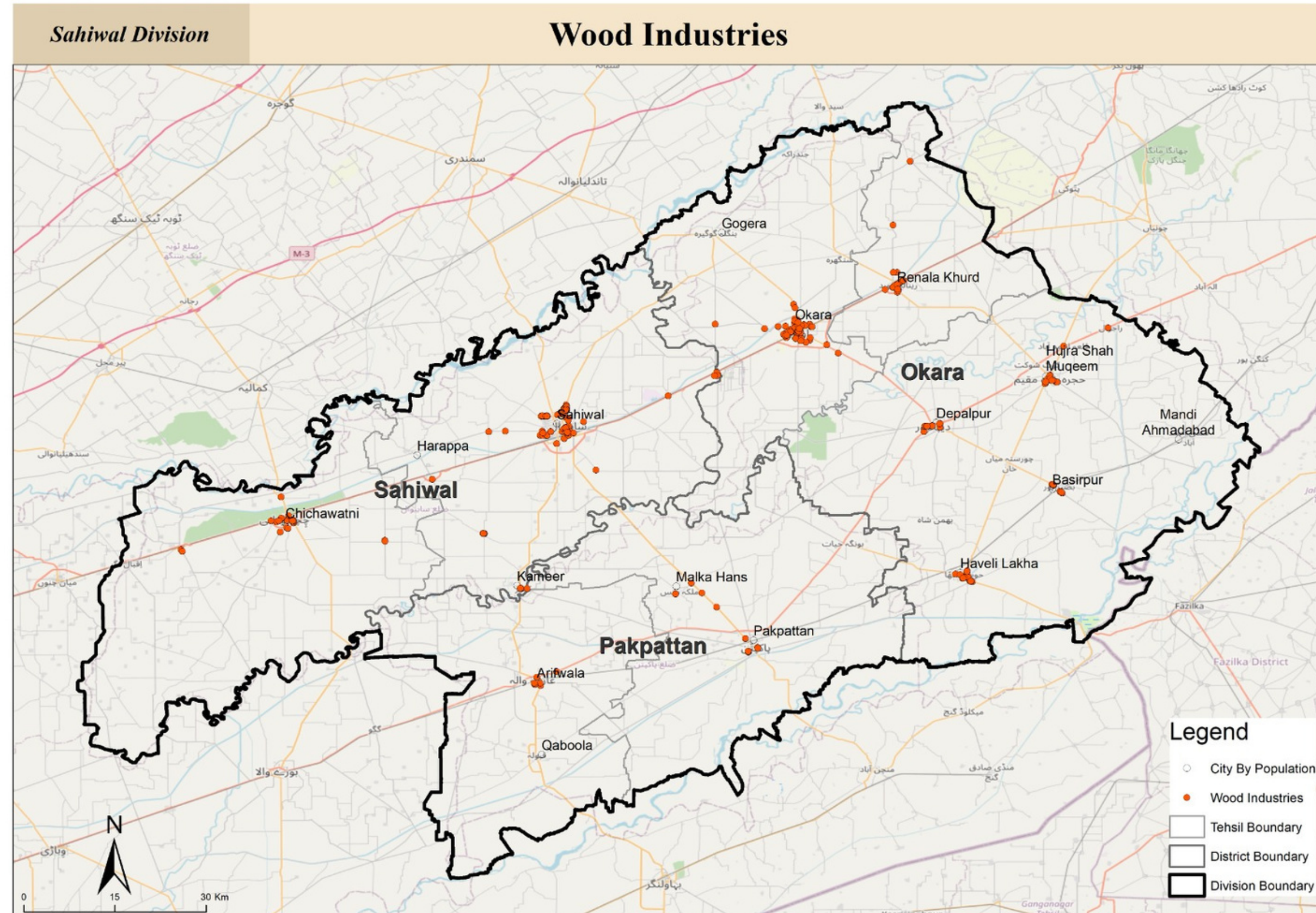
LACK OF SAFETY  
RULES ENFORCEMENT



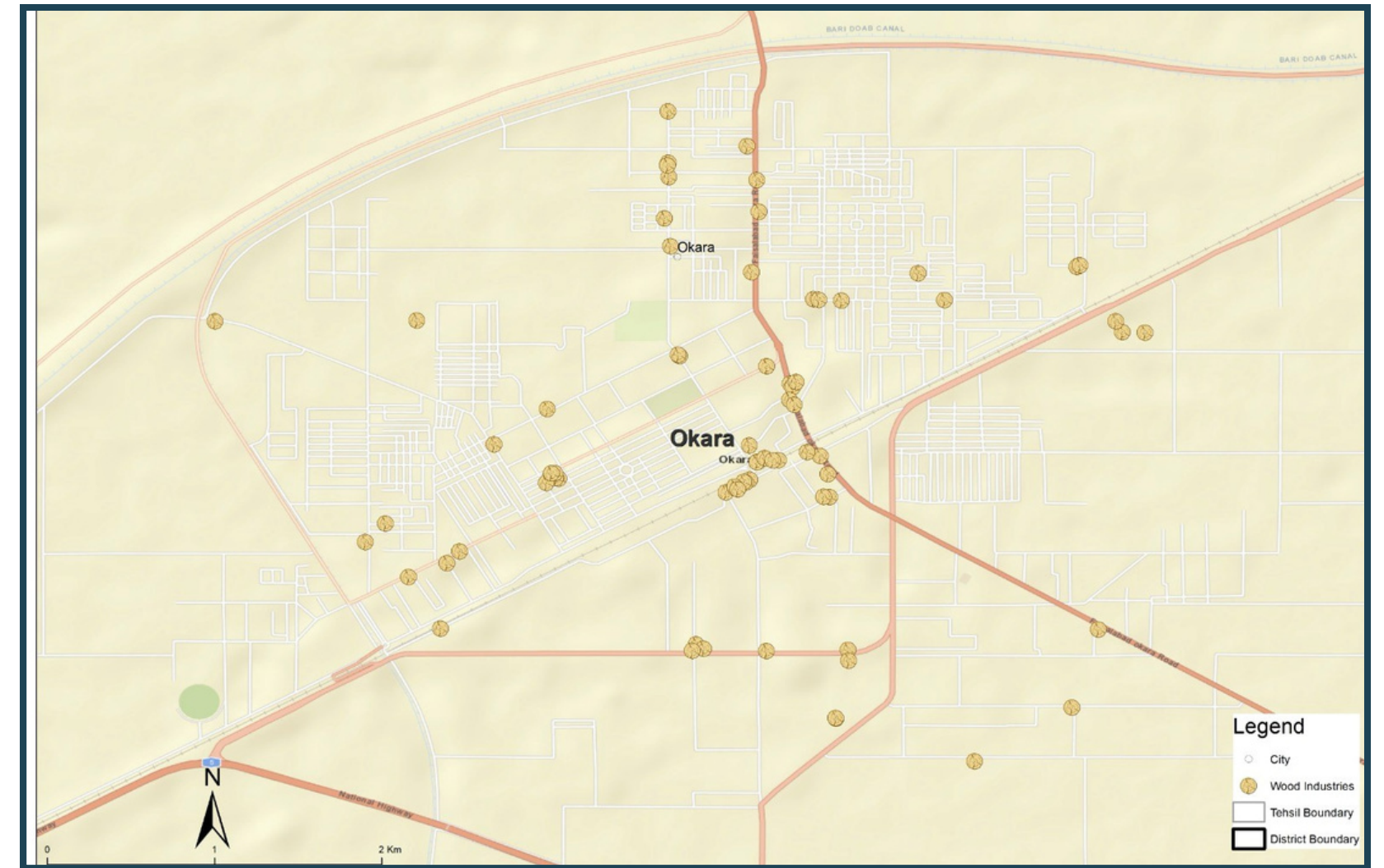
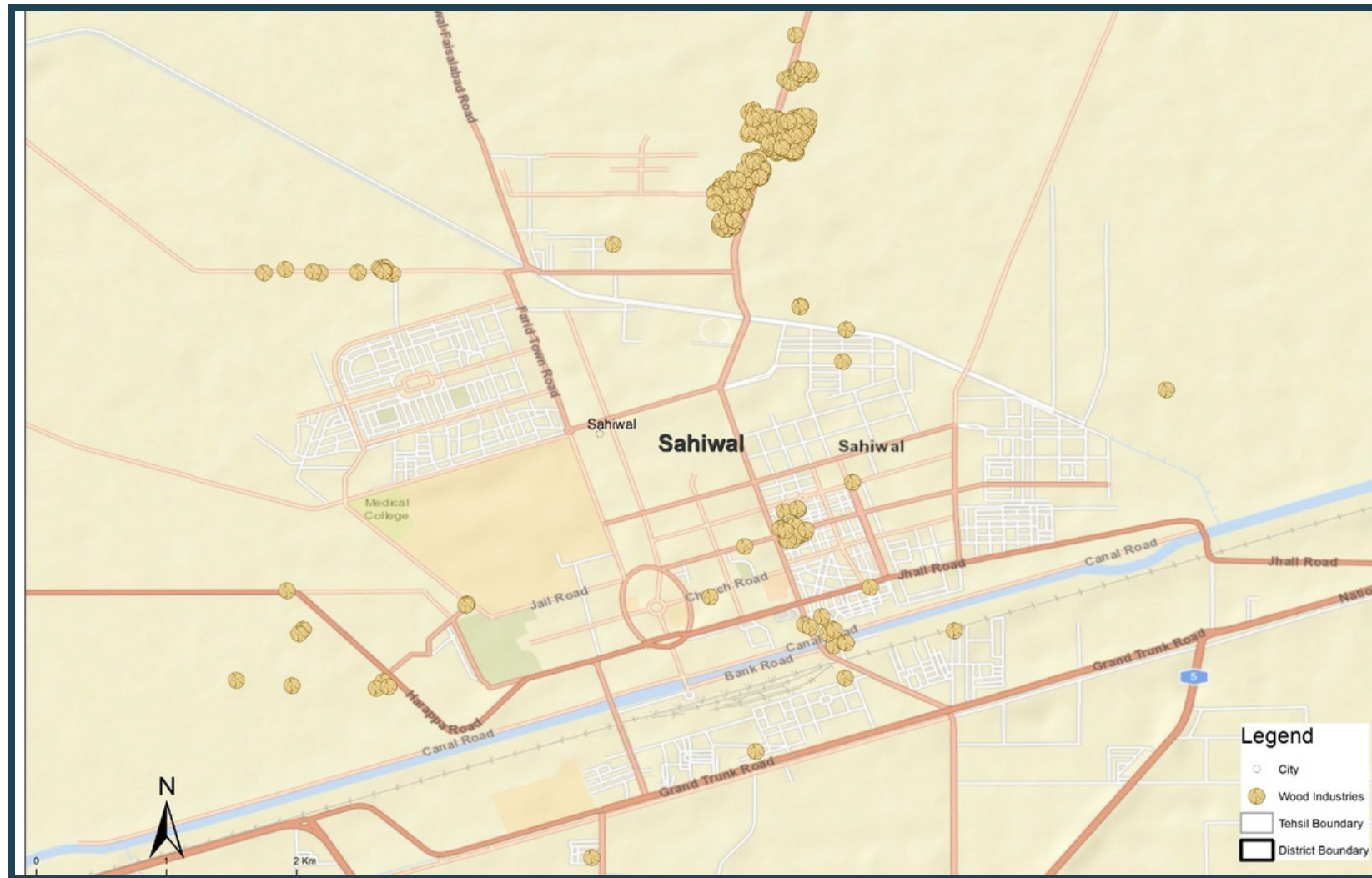
INFLATION AFFECTING  
PURCHASE POWER

# WOOD PRODUCTS-SPATIAL SPREAD

- Wood and wood product manufacturing clusters in Sahiwal are often concentrated in specific industrial areas or zones such as in Chichawatni, Sahiwal, Okara, Renala Khurd and Arifwala as shown in the map.
- These clusters bring together multiple businesses involved in the processing and production of wood-related products.
- Sahiwal's wood manufacturing clusters seamlessly integrate traditional craftsmanship with modern techniques, showcasing a synergy between skilled artisans and advanced technology.



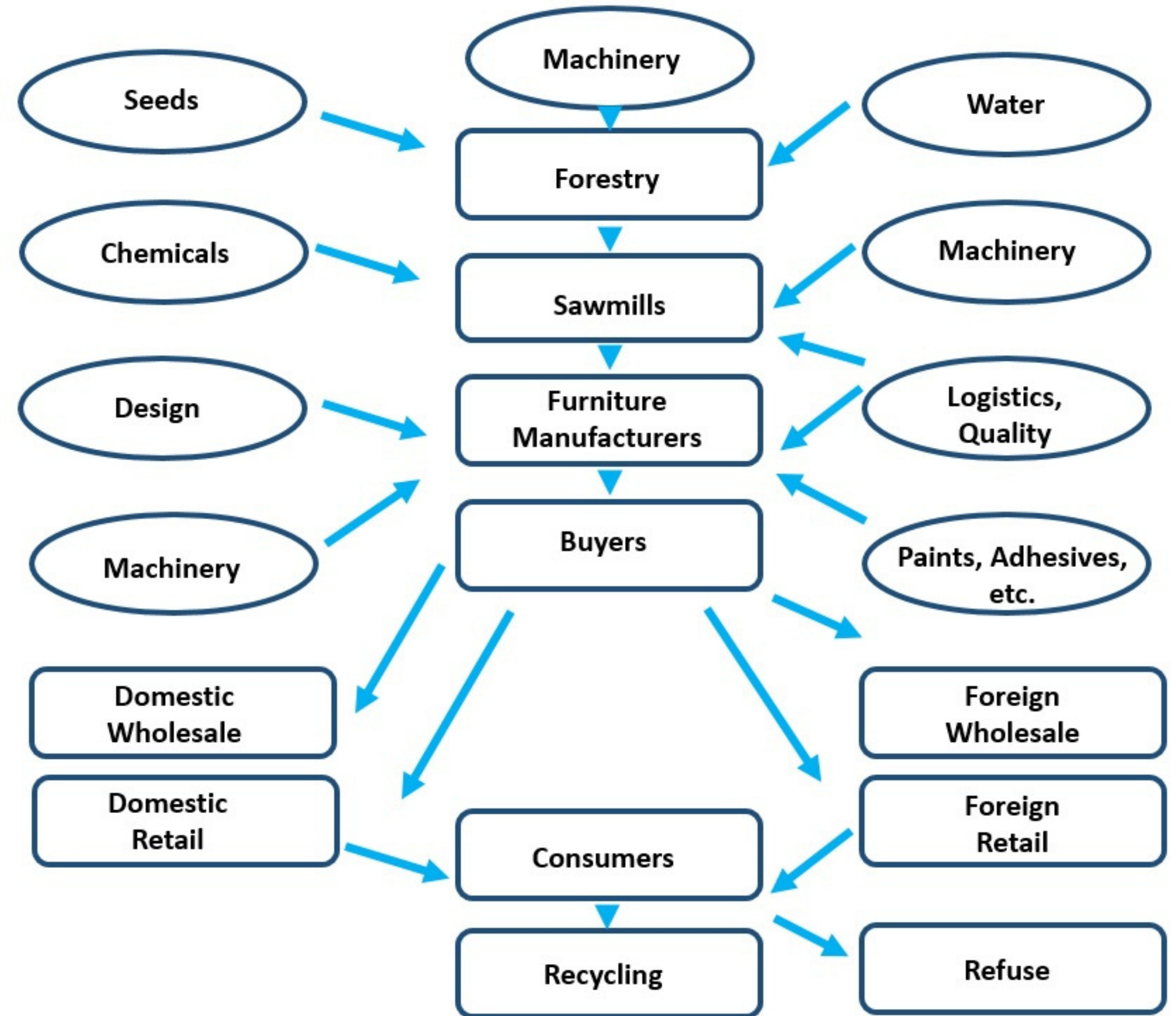
# WOOD PRODUCTS-SPATIAL SPREAD



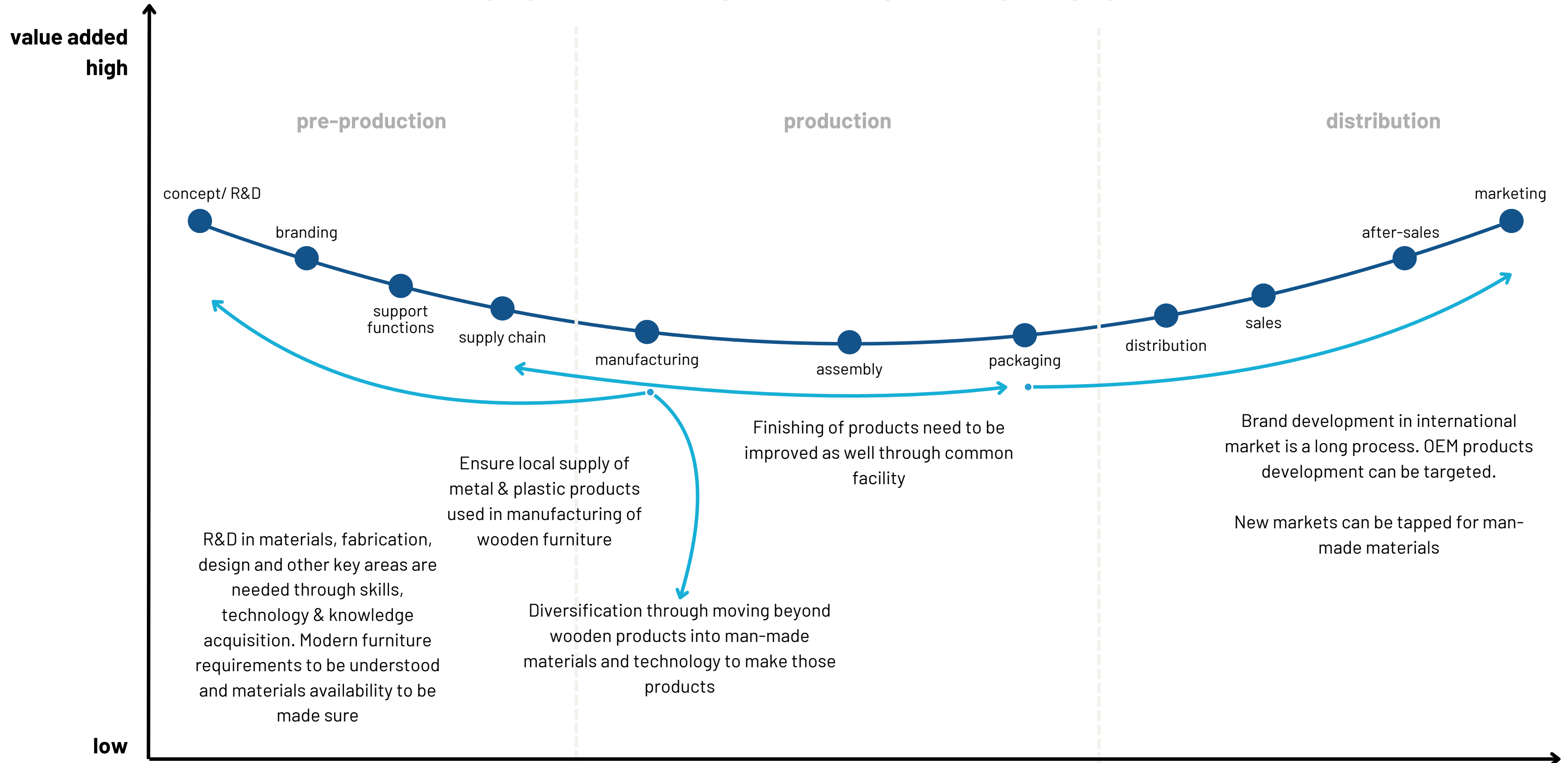
Industries	Employment	% of Punjab (Employment)	Units	% of Punjab (Units)
Wood And Of Products Of Wood And Cork, Except Furniture; Articles Of Straw And Plaiting Materials	1850	15%	284	20%
Furniture	1844	8%	269	10%

# WOOD PRODUCTION SUPPLY CHAIN

- Furniture production involves interconnected stages, linking forestry, sawmills, manufacturers, buyers, and consumers.
- In the initial stage, seed, water, and machinery serve as relevant supportive units.
- Sawmills receive raw materials, with logistics, machinery, and chemicals adding value at this stage.
- Manufacturing involves designers, machinery, logistics, and paints, contributing to the final product.
- Final products are transferred to buyers, who distribute them to consumers through both foreign and local wholesalers and retailers.

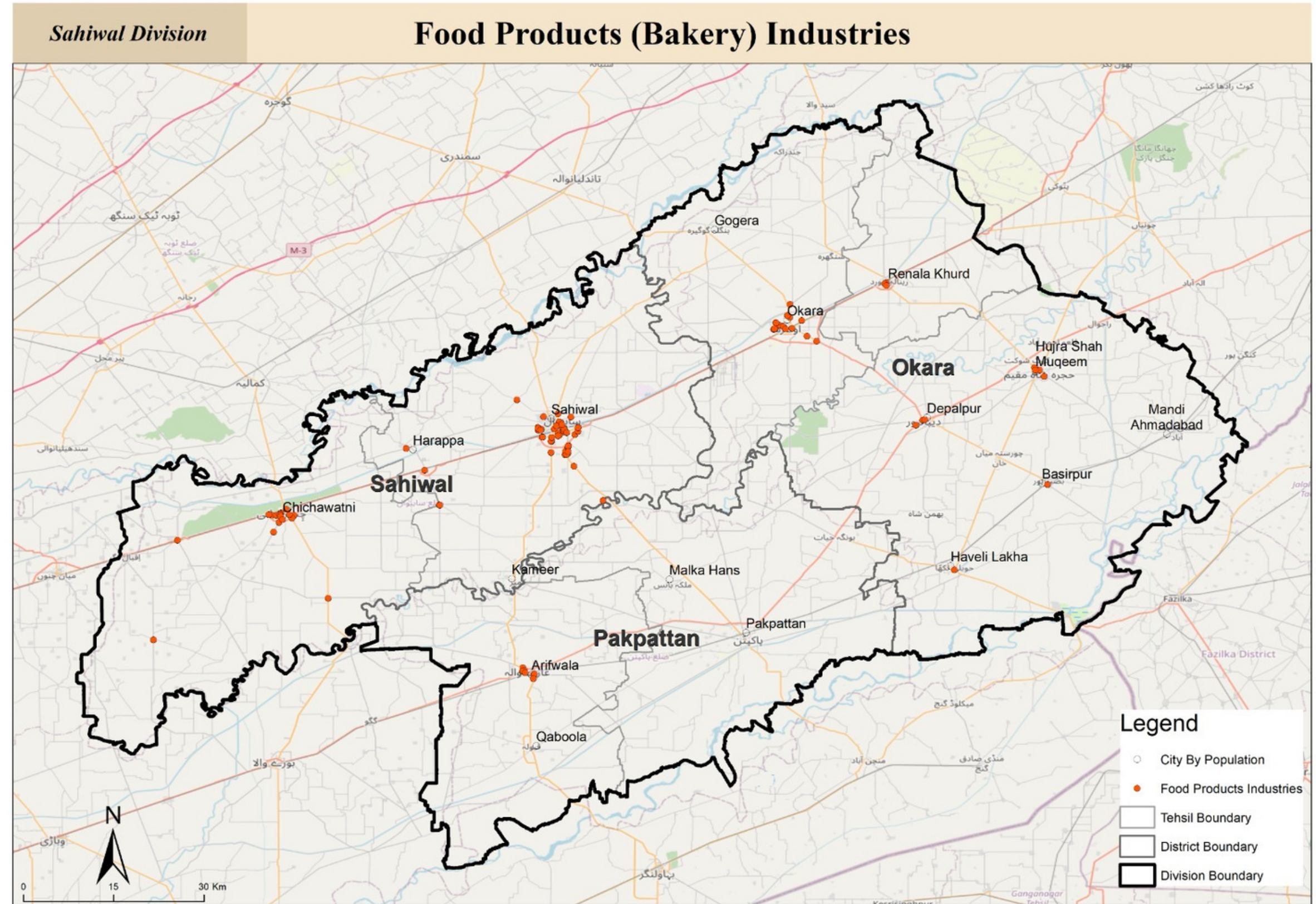


# WOODEN FURNITURE CLUSTER

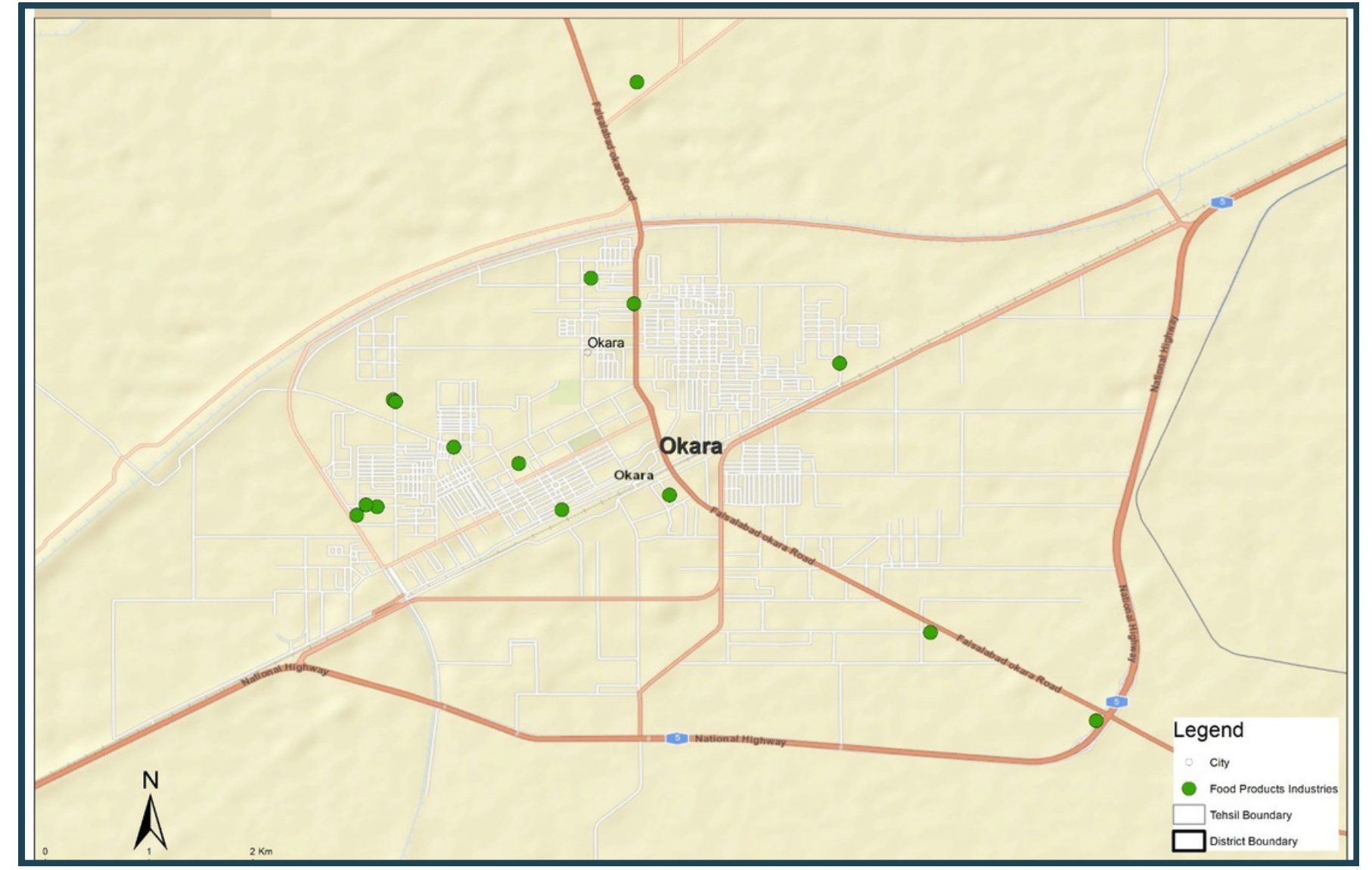
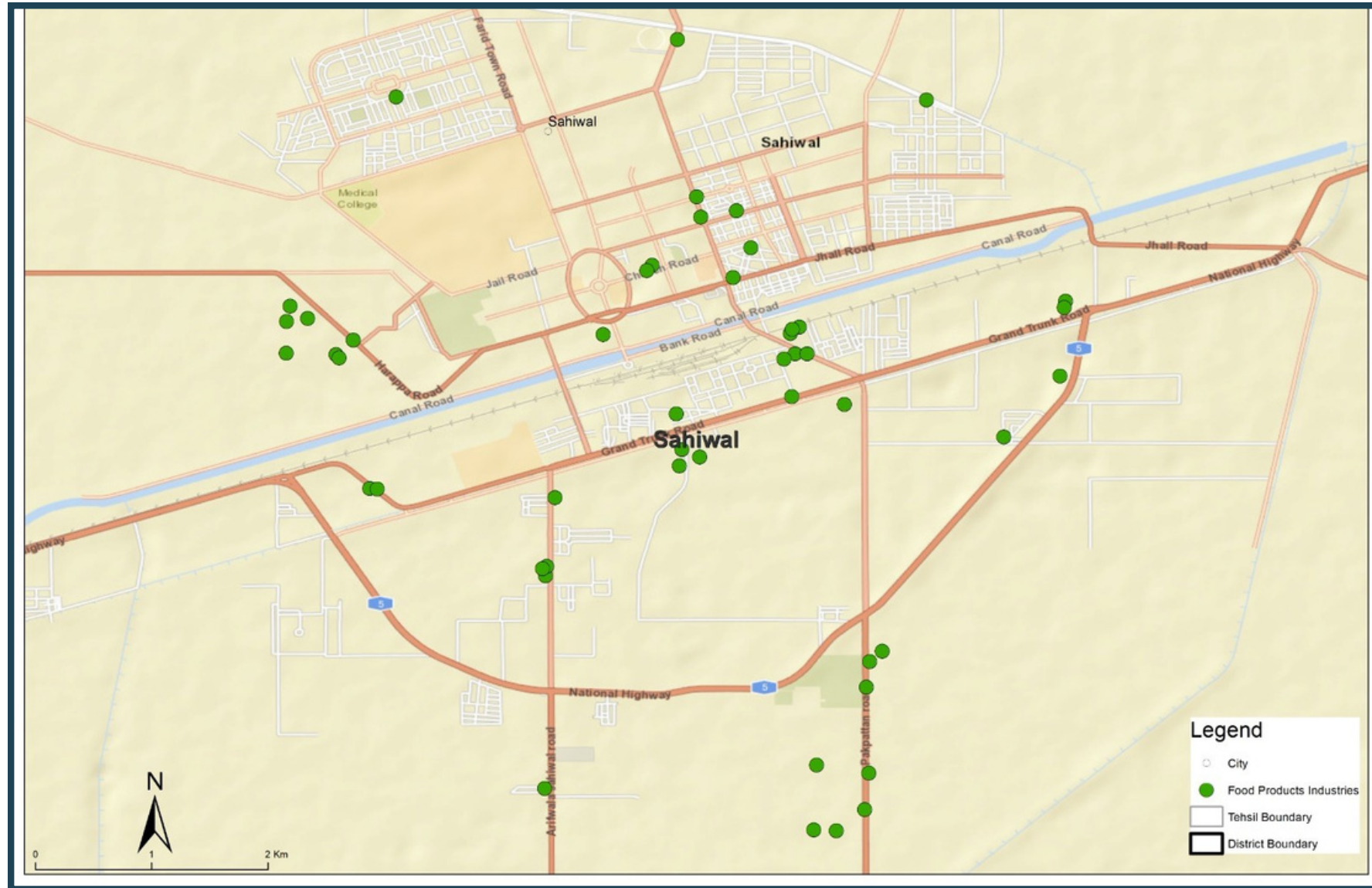


# FOOD PRODUCTS - SPATIAL SPREAD

- Food Products (Bakery) clusters in Sahiwal are concentrated in specific areas such as in Chichawatni, Sahiwal, Okara and Arifwala, fostering collaboration among businesses.
- These clusters offer a diverse range of bakery products, tailored to local tastes and preferences.
- Integral to the local economy, bakery clusters contribute to employment and fulfill the daily food needs of Sahiwal's population.

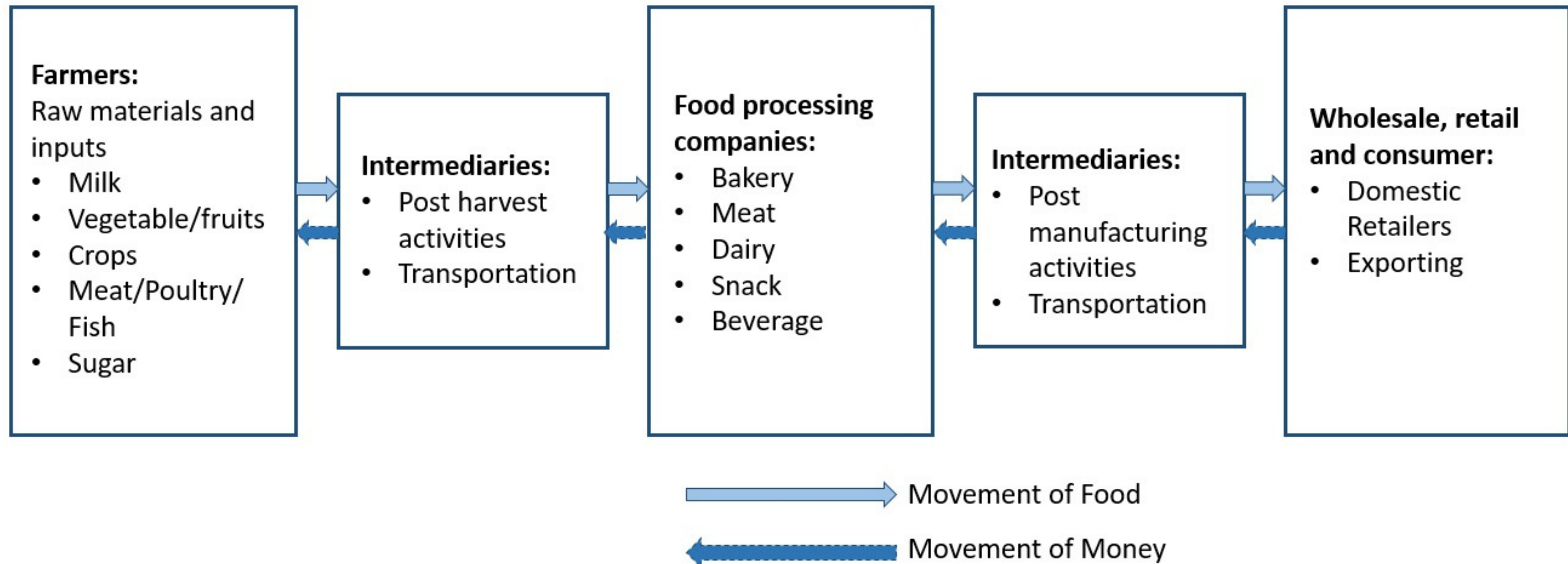


# FOOD PRODUCTS - SPATIAL SPREAD



Industries	Employment	% of Punjab (Employment)	Units	% of Punjab (Units)
Food Products	11244	8%	402	10%





# FOOD PRODUCTS (BAKERY) SUPPLY CHAIN



- Food processing value chains comprise obtaining inputs, production, packaging, and distribution (domestic or international).
- Raw materials, mainly from agriculture, are essential, influencing quality and productivity.
- Pakistan's agricultural productivity falls behind industrial levels, restricting the food processing industry's performance in both local and global markets.
- In the globalized food supply context, exporting countries must enhance agro-food processing structures, prioritizing food quality and safety.

# STRATEGIC ROAD MAP FOR SAHIWAL'S ECONOMY





xx% Pakistan's share of country's import

Product	Country	Import value (USD Mn) 2015	Pakistan exports (USD Mn) 2015		Tariff
 Fruit Juice	USA	1,904	1	0.06%	5.7%
	Canada	667	1	0.11%	2.1%
	UAE	181	1	0.62%	5.0%
	Australia	167	0	0.13%	4.9%
 Potato chips	France	200	0	0.00%	0.0%
	USA	165	0	0.01%	0.0%
	Germany	152	0	0.00%	0.0%
	Netherlands	100	0	0.00%	0.0%
 Tomato ketchup	France	200	0	0.01%	0.0%
	United Kingdom	165	0	0.03%	0.0%
	Germany	152	0	0.01%	0.0%
	Switzerland	100	0	0.00%	0.0%
 Jams, fruit jellys, marmalades etc.	USA	258	1	0.29%	4.0%
	Switzerland	36	0	0.02%	0.0%
	Australia	43	0	0.25%	5.0%
	Saudi Arabia	24	0	0.40%	5.0%

**Pakistan provides negligible share of horticulture products imported by top regional and international markets despite low tariffs**

# STRATEGIC ROAD MAP FOR SAHIWAL'S ECONOMY

xx% Pakistan's share of country's import

Product	Country	Import value (USD Mn) 2015	Pakistan exports (USD Mn) 2015		Tariff
 <b>Fruit Juice</b>	Japan	654	0	0.02%	23.5%
	Switzerland	131	0	0.00%	40.5%
	Norway	83	0	0.02%	31.5%
	Korea	156	0	0.02%	48.4%
 <b>Potato chips</b>	Mexico	52	0	0.00%	20.0%
	Thailand	29	0	0.00%	30.0%
	Switzerland	16	0	0.00%	63.0%
	Japan	16	0	0.00%	10.7%
 <b>Tomato ketchup</b>	Canada	232	0	0.06%	12.5%
	Saudi Arabia	52	0	0.04%	5.00%
	USA	47	0	0.21%	5.80%
	United Arab Emirates	26	0	0.11%	5.00%
 <b>Jams, fruit jellys, marmalades etc.</b>	Japan	41	0	0.00%	21.9%
	Korea	24	0	0.00%	30.0%
	Mexico	15	0	0.00%	20.6%
	Thailand	9	0	0.00%	30.0%

**There is room to negotiate better tariffs with countries importing horticulture products in large amounts**

Value chain segment	Description
Raw material	<p><b>A Low yield</b></p> <ul style="list-style-type: none"> <li>▪ Crop yield per area cultivated is low due to utilization of obsolete seeds and farming techniques</li> <li>▪ Per unit cost is higher and thus less competitive in export markets</li> </ul>
	<p><b>B Low quality</b></p> <ul style="list-style-type: none"> <li>▪ Growing sector is unable to meet international quality and SPS standards leading to several export restrictions</li> <li>▪ Strict international health and safety standards require protocols and procedures to be met to qualify for market access</li> <li>▪ Small farm size makes it more difficult to expand certification and best practice compliance</li> </ul>
Manufacturing	<p><b>C Poor links between growers and industry</b></p> <ul style="list-style-type: none"> <li>▪ Product seasonality results in variation of product quality and price making</li> <li>▪ Compliance difficult for manufacturers</li> <li>▪ Investments are not made by value addition industry due to risk of non-availability of inputs</li> </ul>
	<p><b>D Lack of infrastructure</b></p> <ul style="list-style-type: none"> <li>▪ Direct access to farm produce is limited due to poor infrastructure(e.g.) roads/cold chain</li> <li>▪ Quality infrastructure is inadequate leading to poor quality raw materials</li> </ul>
Marketing	<p><b>E Smuggling and counterfeit</b></p> <ul style="list-style-type: none"> <li>▪ Local counterfeit products and smuggled products are abundant in the market</li> <li>▪ Local providers complying with standards laid down by PSQCA cannot compete with counterfeit manufacturers</li> <li>▪ Counterfeit producers are driving out compliant producers due to lower prices which is the dominant factor in consumer decision making</li> </ul>

**The horticulture based value added segment faces a variety of challenges across the value chain limiting its expansion**

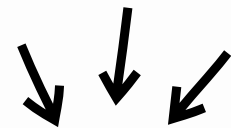
# STRATEGIC ROAD MAP FOR SAHIWAL'S ECONOMY

THREE INITIATIVES CAN HELP SOLVE HORTICULTURE-SPECIFIC CHALLENGES

## AIP DEVELOPMENT

Launch Agro-Industrial parks to create a collaborative eco-system linking processors/ storage providers with farmers.

### RECOMMENDATIONS

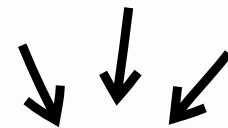


Facilitation for fragmented farmers by provision of a cluster with relevant facilities available.

## FARMER PRODUCER ORGANIZATION

Facilitate creation of farmer producer organizations to enable supply aggregation and provide farmers with economies of scale and better resources to have higher quality produce.

### RECOMMENDATIONS

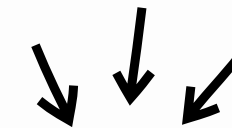


High impact with negligible cost leading to small scale farmers benefitting from economies of scale.

## BRANDING & MARKETING

Facilitate domestic producers to develop globally recognized Pakistan horticulture brands, project it through product promotion events and participation in leading trade fairs and support it through a professional web presence.

### RECOMMENDATIONS



Important to open avenues to more international markets to increase exports in an area Punjab is abundantly endowed in.

# INTEGRATED AGRO-INDUSTRIAL PARKS

## Crop Clusters

- A regional/ geographical concentration of targeted crops.
- Offering scope for specialization in pre-production, production, post-harvest management, logistics, marketing and branding.
- Farmers can form their groups in shape of Farmer Producer Organization (FPOs)/ Farmers Producer Company (FPCs).

## Cluster Transformation Center

- Input support centers for farmers
- Finance through Kissan cards & subsidy program
- Capacity building through extension workers
- Introduce new production methods
- Logistic support

## Pre-Processing Screening Zone

- Unit for grading of Agri products
- Segregation unit
- Quality testing labs
- Center for standardization
- Storage facilities

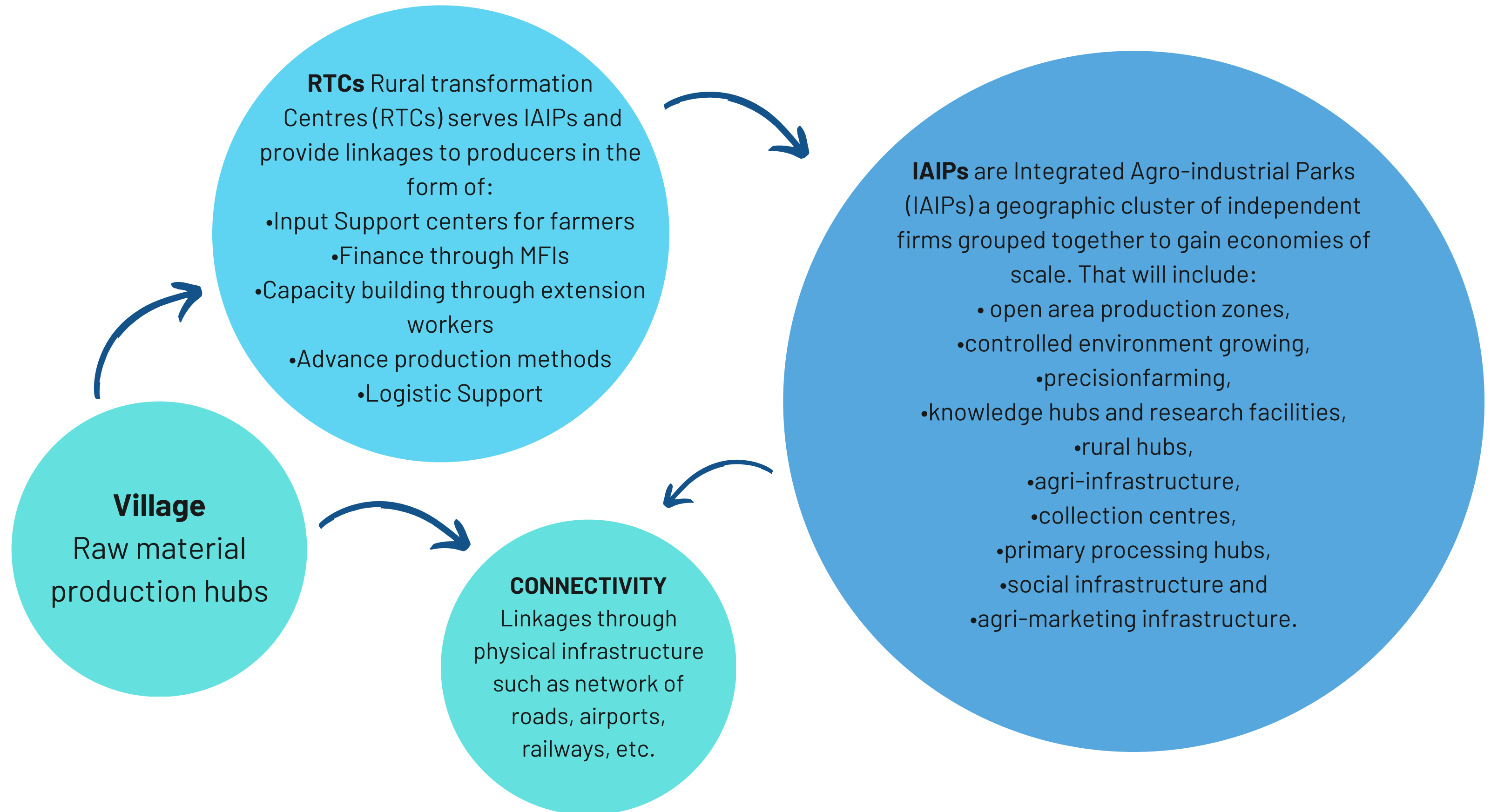
## Processing Zone

- Units with cutting-edge technology
- Center for quality assurance
- Center for production standards
- Packaging facility center

## Post Processing Zone

- Labs for certifications
- State of the art storage centers
- Market intelligence unit
- Supply chain support centers
- Expo & display centers

# INTEGRATED AGRO-INDUSTRIAL PARKS



Farmer Producer Organizations (FPO) enable small holder farmers to have access to quality input, best-in-class practices and alternate markets

The farmer producer organizations have certain guidelines by which their values are implemented as per best practice

**FPO - Farmers can form groups and register themselves at the state, cluster, and village levels**

**Benefits for farmers**

**Description**




<b>Economics of scale</b>	<ul style="list-style-type: none"> <li>▪ Economies of scale leveraged in sourcing inputs, ownership of equipment etc.</li> </ul>
<b>Easy availability of credit</b>	<ul style="list-style-type: none"> <li>▪ Easy access to loans to farmers through an FPO</li> </ul>
<b>Better Marketing options</b>	<ul style="list-style-type: none"> <li>▪ Better bargaining power with middlemen/input providers/ food processors etc.</li> <li>▪ Access to alternate markets</li> </ul>
<b>Best practices</b>	<ul style="list-style-type: none"> <li>▪ Access to best farming practices</li> <li>▪ Knowledge sharing among farmers</li> </ul>

- **Voluntary and open membership:** FPOs are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership
- **Democratic farmer member control:** FPOs are democratic organizations controlled by farmer members who actively participate in setting policies and making decisions
- **Farmer-member economic participation:** Farmer-members contribute equitably to their capital of their FPO
- **Autonomy and Independence:** FPOs are autonomous, self-help organizations controlled by their farmer-members
- **Education, training and information: FPOs operatives** provide education and training for all stakeholders so that they can contribute effectively to the development of their FPOS
- **Co-operation among FPOs:** FPOs serve their members most effectively and strengthen the FPO movement by working together through set structures

**Setting up of farmer producer organizations which will help farmers achieve economies of scale and thus produce higher quality output**

FPOs have several degrees of success with the 'producer company' model being most effective

Successful case studies of farmer producer companies

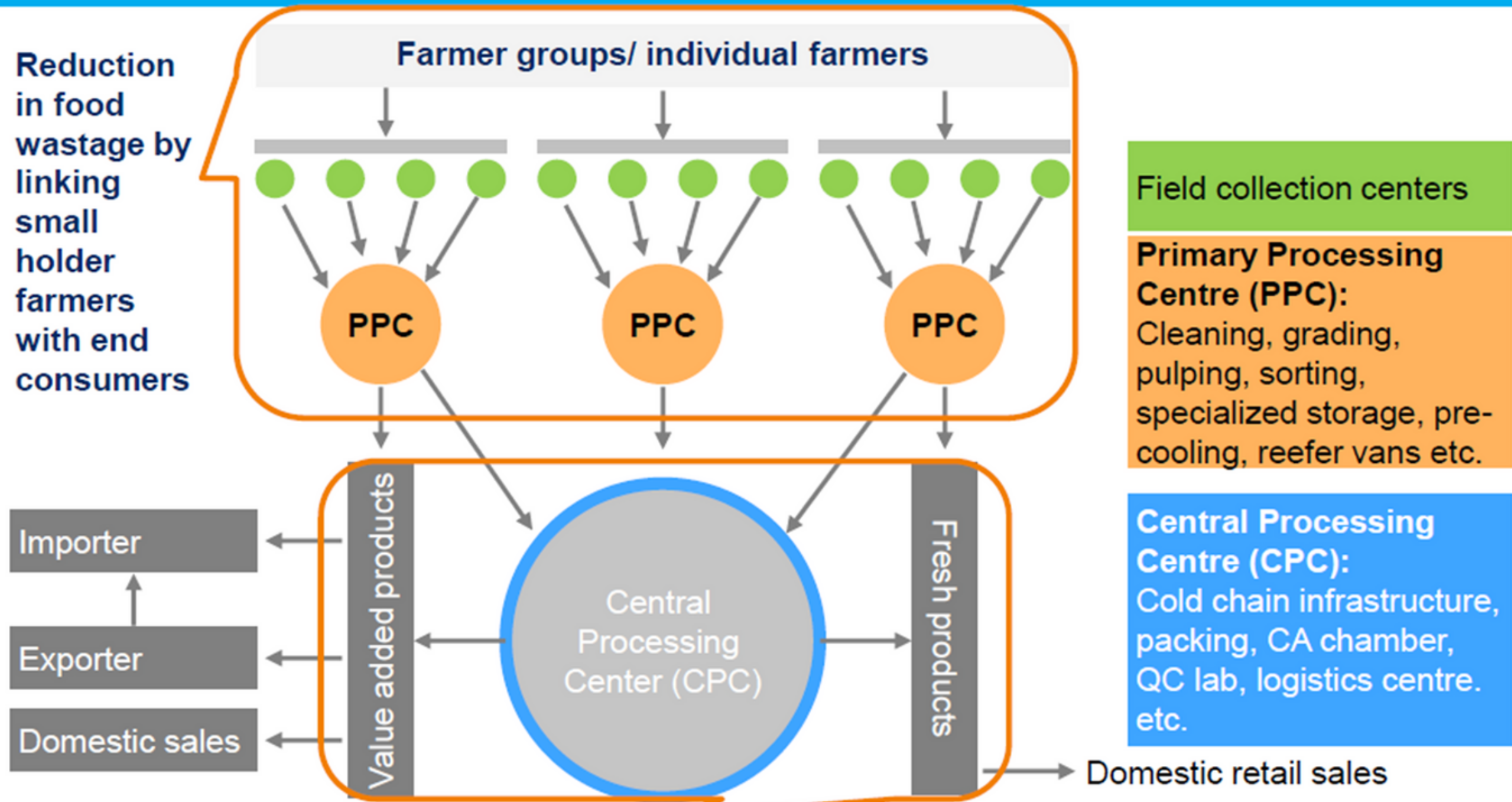
Type of FPO	Characteristics			
Producer Cooperative	<ul style="list-style-type: none"> <li>State promoted</li> <li>Can conduct business only in a particular state                             <ul style="list-style-type: none"> <li>Success in dairy sector</li> </ul> </li> </ul>	Bhangar Vegetable Producer Company, West Bengal	<ul style="list-style-type: none"> <li>Scale: 1,750 marginal farmers</li> <li>Intervention: Reduce production cost, promotes modern agri-practices, direct market linkage, primary value addition</li> <li>Impact: Increased production from 7500kg to 9500kg/season; Increased farmer earning from Rs. 22000 in 140 days to Rs. 85000 in 120 days</li> </ul>	
Producer Company	<ul style="list-style-type: none"> <li>Greater farmer control without state interference</li> <li>Can operate across states with proven successful business models</li> </ul>	India Organic FPC, Kerala	<ul style="list-style-type: none"> <li>Scale: 1,356 small/marginal farmers producing cash crops (e.g. coffee, coconut, pepper, rubber)</li> <li>Intervention: Promotes agri-technology, product aggregation for processing and marketing</li> <li>Impact: Increased farmer earning by ~15%</li> </ul>	
Public Limited Company	<ul style="list-style-type: none"> <li>Allows multi-state operations</li> <li>Has reporting formality related to their operations                             <ul style="list-style-type: none"> <li>Fabindia (sourcing from communities, direct selling to urban market)</li> </ul> </li> </ul>	Nallavur FPO, Tamil Nadu	<ul style="list-style-type: none"> <li>Scale: ~400 small/marginal farmers (producing onion and paddy)</li> <li>Intervention: Promotes horizontal linkage aggregating purchase of inputs, seeds, and export market linkage</li> <li>Impact: Increased farmer revenues from \$13/bag to \$25/bag</li> </ul>	

FPOs empower farmers- Increasing examples of FPOs improving inputs and markets access for farmers

**Description**

Food parks is a hub and spoke architecture comprising collection centers and primary processing centers as spokes linked to a central processing center as hub

**Mega food park helps creating a seamless link between farmers and end markets**



Seamless crop supply presents an opportunity for private sector (including small and medium scale companies) to set up food processing units

**Government incentives like developing mega food parks are likely to bridge infrastructure gaps and link farmers to processors**

# INTEGRATED AGRO-INDUSTRIAL PARKS



Project	District(s) / Area(s)	Est. Cost (Rs Million)	Priority
Rehabilitation or provision of diplated / missing infrastructure and utilities for existing grain market on Lahore-Multan Road: <ul style="list-style-type: none"> <li>- Clean water supply system and tubewell system, underground and overhead reservoirs, pumping station &amp; etc</li> <li>- Swerage and drainage system, pumping stations, dumping site &amp; etc</li> <li>- Electricity supply system, including transformers, electrical distribution network, sub-stations and an underground wiring system etc</li> <li>- Internal and external roads incuding major and minor arterial roads</li> </ul>	Sahiwal	100	Short term
Phased development of Women Resource Centers with incubation and business support services facilities at urban centers in Sialkot Chamber of Commerce and Industries	Sahiwal	10	Short term
Rehabilitation of Sadar Bazaar, Model Bazaar & Anarkali Bazaar <ul style="list-style-type: none"> <li>- Rehabilitation of streets</li> <li>- Utility corridors and sidewalks</li> <li>- Green belts</li> <li>- Mosque</li> <li>- Median for street lighting</li> <li>- Passage for street vendors</li> </ul>	Sahiwal	10	Short term
Transaction advisory services for development of PPP based models for rehabilitation and improvement of bazars and markets through mobilization of local business community <ul style="list-style-type: none"> <li>- Determine technical requirements for civil and other infrastructure requirement</li> <li>- Determining financial plan and returns profile for mobalizing community investments</li> <li>- Advocacy and engagement of businesses aimed at enhancing the overall quality and competitiveness of the market areas</li> <li>- Determing legal structure and issues for legal framework for rehabilitation of commercial spaces</li> </ul> Through active involvement and collaboration, the local business community plays a pivotal role in driving positive change and ensuring the sustained vitality of the markets.		20	Short term

Project	District(s) / Area(s)	Est. Cost (Rs Million)	Priority
Provision of land for PSIC's Small Industrial Estates Phase II for Small and Medium Enterprises. Expected size of land to be 50 acres.	Sahiwal	100	Medium term
<p>Support Program for Handicrafts Artisans through development a dedicated marketplace for local artisans to sell products next to Harappa Museum.</p> <ul style="list-style-type: none"> <li>- Constructing a work shed/workshop, essential tools, equipment, machinery and accessories, and electrification</li> <li>- Collaborate with local artisan communities to design and construct market stalls or booths</li> <li>- Providing them with a platform to showcase and sell their handmade products, thus promoting cultural heritage</li> <li>- Implement marketing strategies to attract tourists and engage with the museum's visitors, enhancing their experience while fostering economic opportunities for artisans and enriching the cultural fabric of the region</li> </ul>	Sahiwal	70	Medium term
<p>Integrated Agro Industrial Park - Phase I</p> <ul style="list-style-type: none"> <li>- Agricultural product clusters to be developed through Cluster Transformation Centers (CTCs) that connect at grassroot level with Farmer Producer Organizations and Farmer Producer Centers. They help in upgrading production of crops, quality and inputs availability.</li> <li>- Pre-Processing Centers (PPCs) with grading sorting facilities, chemical testing facilities, quality labs and Center for Standardization. Financing for common facilities can be arranged under PPP mode.</li> </ul>	Okara, Sahiwal & Pakpattan	10,000	Medium term
<p>Set up an e-commerce &amp; market training for local youth in support with Sahiwal Chamber of Commerce and Industries, University of Okara and University of Sahiwal (Rs. 50mn each)</p> <ul style="list-style-type: none"> <li>- Establish a comprehensive curriculum, which covers topics such as online store setup, digital marketing, customer service and logistics</li> <li>- Collaborate with local chambers with commerce to provide access to resources, facilities, and funding</li> <li>- Leveraging online platforms and social media reaching a wider audience and facilitate remote learning opportunities</li> </ul>	Sahiwal & Okara	100	Medium term
Feasibility for development of logistics and warehousing hub in Okara District to enhance transportation and distribution networks for various industries. Identify demand/supply assessments, optimal locations, assess infrastructure requirements and collaborate with local transport and logistics companies for details assessments.	Okara, Sahiwal & Pakpattan	50	Medium term

Project	District (s) / Area(s)	Est. Cost (Rs Million)	Priority
<p>Integrated Agro Industrial Park - Phase II</p> <ul style="list-style-type: none"> <li>- Processing Zone with modern technology for food processing, packing and labelling to be developed by private sector</li> <li>- Post-Processing Zones with specialized labs for quality assurance, business intelligence units, storage facilities, marketing facilities and logistics center. Private sector operators to develop this infrastructure with manufacturing firms.</li> </ul>	Sahiwal or Okara	25000	Long term
<p>Establish modern cold storage facilities in Pakpattan to facilitate the storage and preservation of food products. By leveraging advanced temperature control system and storage technology, these facilities will reduce post-harvest losses, improve food supply chain efficiency, and enhance market access for local farmers and food producers. This will help bolster food security and promote economic development in the region by strengthening food-related forward linkages.</p>	Pakpattan	80	Long term
<p>Establish a complex in Sahiwal District for woodwork and furniture manufacturing, incorporating design studios and modern manufacturing units- offer training programs for craftsmen and woodworkers to enhance their skills.</p> <ul style="list-style-type: none"> <li>• Select location and build modern facilities for woodworking and furniture manufacturing.</li> <li>• Implement training programs for craftsmen and woodworkers to improve their skills</li> <li>• Forge alliances with retailers and designers while launching marketing campaigns for promotion</li> </ul>	Sahiwal	250	Long term