

# DeraGhazi Khan

Trade & Commerce and  
Industries



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## Introduction

Dera Ghazi Khan Division, located in the southwestern region of Punjab, Pakistan, is one of the nine administrative divisions of the province. It encompasses four districts: Dera Ghazi Khan, Rajanpur, Layyah, and Muzaffargarh, each contributing to the division's diverse economic and cultural landscape. The division is strategically positioned along the western bank of the Indus River, with the Suleiman Mountain Range marking its western boundary. This unique geography provides the region with a rich blend of plains, rivers, and mountainous terrains, making it a vital area for various economic activities.

The historical significance of Dera Ghazi Khan Division is profound, with its roots tracing back to ancient civilizations. The region has been a crossroads of various cultures and empires, including the Indus Valley Civilization and the Mauryan Empire. The city of Dera Ghazi Khan itself, named after Ghazi Khan Mirani, a Baloch chieftain, has been an important center of trade and commerce for centuries. This historical depth is reflected in the numerous archaeological sites and cultural artifacts found throughout the division, highlighting its importance as a historical hub.

The division's economy is predominantly agricultural, with major crops including wheat, cotton, sugarcane, and rice. Additionally, the region is known for its livestock farming and a growing focus on horticulture, further diversifying its agricultural output.

Dera Ghazi Khan Division's economic landscape is not limited to agriculture. The region is also home to various small and medium enterprises (SMEs), which play a crucial role in its industrial growth. Despite challenges such as limited industrial infrastructure and the need for better connectivity, the division has seen steady progress in sectors like textiles, handicrafts, and food processing. The presence of natural resources, including minerals and potential hydrocarbon reserves, offers significant opportunities for future industrial development and investment.

Culturally, Dera Ghazi Khan Division has diverse traditions and ethnicities, contributing to its rich cultural tapestry. The region is known for its vibrant festivals, traditional music, and folk dances, which are celebrated with great enthusiasm. As the division continues to grow and modernize, preserving its cultural heritage while fostering economic development remains a key focus. The future development plans aim to balance these aspects, ensuring sustainable growth and improving the quality of life for its inhabitants.

**Table: District Statistics Overview**

Districts	Area(kms <sup>2</sup> )	Tehsils	Population(million)
Dera Ghazi Khan	11,922	4	3.3
Muzaffargarh	8,249	4	5.0
Layyah	6,291	3	2.1
Rajanpur	12,318	3	2.3

*Source: Pakistan Bureau of Statistics*

## Rationale for Regional Planning

Regional planning is essential for achieving sustainable development by ensuring the efficient allocation of resources, such as job opportunities and surplus workforce, in a way that benefits all

sectors of the economy and contributes to national growth (Haughton & Counsell, 2004). This approach helps to create employment opportunities in less developed regions like Dera Ghazi Khan Division. The concept of regional spatial strategy (RSS) involves integrating a spatial framework into policy implementation, ensuring that regional policies align with a regional framework. This requires the organized management and control of land resources within a region for long-term planning, striking a balance between preservation and development (Liu & Zhou, 2021).

Regional Economic Development Strategies (RESs) are becoming increasingly important in regional planning, with Regional Development Agencies (RDAs) responsible for their implementation. In the context of Dera Ghazi Khan Division, it is clear that economic, social, and environmental considerations are interconnected. Incorporating a regional perspective into implementation strategies can improve the policy-making process and ensure balanced development across the division. Liu and Zhou (2021) also point out that the lack of such planning, including frequent revisions, implementation challenges, complex approval processes, and conflicts, can lead to imbalanced regional development and spatial disparities.

Dera Ghazi Khan Division, with its diverse geography and historical significance, stands to benefit greatly from a well-implemented regional planning approach. By integrating a spatial dimension into the development process, the division can address issues related to land use, resource allocation, and infrastructure development more effectively. This approach can help mitigate the disparities between its urban and rural areas, ensuring that all parts of the division experience growth and development.

In conclusion, regional planning and spatial strategies are crucial for the sustainable development of Dera Ghazi Khan Division. By focusing on efficient resource allocation and the integration of economic, social, and environmental considerations, the division can achieve balanced growth and contribute significantly to the overall development of Punjab and Pakistan.

## **Punjab's Economy**

Pakistan's economy is heavily reliant on the services sector, which accounts for 58% of the national GDP. Within this sector, the province of Punjab contributes nearly 58% of the total. The services sector makes up an even larger 62.4% of Punjab's provincial GDP.

The agriculture sector remains a crucial component of the economy, serving as a significant source of raw materials for other sectors, particularly industry. However, the proportion of the workforce engaged in agriculture has declined from 39.2% in 2018-19 to 37.4% in 2020-21, as workers have shifted towards the industrial and services sectors, likely due to technological advancements.

Among the various sectors, the services sector has emerged as the fastest-growing, accounting for 37.2% of employment in 2020-21. The wholesale and retail trade industry, which depends on the output of agriculture, manufacturing, and imports, posted a growth of 10%. The trade and commerce sector as a whole play a pivotal role in Punjab's economy and is expected to continue its growth trajectory.

As Pakistan has a young population, there is a pressing need to create sufficient employment opportunities, especially for educated youth. The government recognizes this challenge and is working to establish an enabling environment for businesses and industries to enhance youth employability.

### **Labor Force Statistics**

The labor force increased from 65.5 million in 2017-18 to 71.76 million in 2020-21 and the number of employed persons increased from 61.71 million to 67.25 million during the same period<sup>2</sup>. The unemployment rate slightly decreased from 6.9% in 2018-19 to 6.3% in 2020-21. This shows that 4.51 million people from labor force could not get job in FY202.

The employment to population ratio is defined as, number of employed persons expressed as a percentage of working age population (10 Years & above). According to the Labor Force Survey (LFS) 2020-21, overall employment to population ratio is 42.1% and this ratio is higher in male (64.1%) as compared to female (19.4%). The province-wise comparison also shows the same pattern. In Punjab employment to population ratio is 44.2%, followed by Sindh (42.1%), Balochistan (38.6%) and KP (36%), respectively.

Being a major contributor to the GDP agriculture sector plays an important role in development of Pakistan. According to the Labor Force Survey 2020-21, the share of employment in agriculture sector decreased from 39.2% in 2018-19 to 37.4% in 2020-21. This sector is the key source of supply of raw material to the other sectors of the economy, especially industrial sector. The significant share of employment from the agriculture sector is shifted to industry and services sector due to technological transformation. The services sector is the largest growing sector of the economy and the share of employment in the services sector is 37.2% in 2020-21. The construction and manufacturing sectors are considered as major sources of economic growth and development. Expansion of these sectors can generate millions of jobs for unskilled, semi-skilled and skilled workforce. Further, these sectors also play an important role in generating income in formal and informal sectors. Share of employment in construction sector has increased from 8.0% in 2018-19 to 9.5% in 2020-21. This increase shows that job opportunities are being created in the country. Wholesale and retail trade sector have shown 14.4% employment in 2020- 21. The employment level in transport, storage and communication remained same in the period under review and share of employment in community/social and personal service sectors increased from 14.9% in 2018-19 to 16.0% in 2020-21.

### **Approach**

A comprehensive assessment of the industries, trade and commerce sector in a region involves a dual approach, integrating both primary and secondary data sources. This mixed-methods strategy ensures a robust understanding of the commercial landscape, enabling the formulation of effective interventions and strategies for regional development.

## **Types of Assessments**

### **Macro and City-wide Assessments**

At the macro level, the assessment covers the entire region, including multiple districts. This approach identifies broader economic trends and patterns impacting trade and commerce, providing a high-level overview of the region's commercial health through metrics like economic output, employment rates, and industry performance.

### **Assessment of Commercial Activity**

On a more granular level, the assessment focuses on commercial activities within key urban areas. This involves detailed evaluations of major commercial hubs and markets, offering insights into operational challenges and opportunities for local businesses. The goal is to pinpoint specific areas for targeted interventions to drive local economic growth.

### **Assessment of Industrial Activity**

An evaluation of industrial activities in key sectors of Dera Ghazi Khan Division has been conducted. This includes examining major industrial hubs and manufacturing units to understand operational challenges and identify growth opportunities. The aim is to pinpoint areas for targeted interventions to boost local economic development. By addressing issues and leveraging prospects, the evaluation seeks to improve productivity, facilitate technological advancements, and enhance the industrial landscape. Strategic planning and investments will enable the division to make a significant contribution to the regional economy.

## **Methods of Data Collection**

### **Secondary Data Collection**

Secondary data includes existing reports, previous projects, and international best practices. Key sources are:

- **Economic Profiles:** Offering insights into industry composition, employment statistics, and growth trends.
- **Previous Projects and Interventions:** Identifying successful strategies and areas needing improvement.
- **International Best Practices:** Providing proven strategies for local application.

### **Primary Data Collection**

Primary data collection involves direct engagement with stakeholders and on-ground observations:

- **Field Visits:** Conducted in May 2024, involving interactions with District Officer Industries, local Chambers of Commerce, and other key entities.
- **Stakeholder Consultations:** Meetings with representatives from industrial estates, development authorities, and various commercial sectors provided valuable operational insights.

- **Market Visits:** Visits to major commercial markets enabled direct interactions with traders and businesses to identify common challenges and improvement opportunities.

The approach to assessing the trade and commerce sector combines macro and city-wide assessments with detailed examinations of commercial activities. By integrating primary and secondary data collection methods, the assessment provides a comprehensive understanding of the region's commercial and industrial landscape. This ensures that recommendations for regional development are grounded in real-world observations and informed by best practices and historical data. The insights gained will guide the formulation of effective strategies to enhance the trade and commerce sectors, driving sustainable economic growth and development.

## **Key Stakeholders**

### **Municipal Corporation Dera Ghazi Khan (MCDGK)**

The role of Dera Ghazi Khan's municipal corporation has been significantly broadened under the new local government act. In the current absence of elected municipal officials, the Commissioner also acts as the Administrator of the Municipal Corporation Dera Ghazi Khan (MCDGK). The Municipal Corporation of Dera Ghazi Khan (MCDGK) is the local government body responsible for administering and developing the city of Dera Ghazi Khan in Punjab, Pakistan. Under the new Punjab Local Government Act 2022, the MCDGK's jurisdiction has expanded to cover a larger geographical area and population, including additional town committees.

### **District Administration**

Administratively, Dera Ghazi Khan serves as a major tehsil and administrative hub within its district. The Deputy Commissioner (DC) is the chief administrative officer, responsible for revenue collection, implementation of governmental policies, and regulation enforcement. The DC's office plays a vital role in maintaining public order and ensuring that municipal services are delivered efficiently, which is crucial for the well-being and stability of the region.

### **Dera Ghazi Khan Chamber of Commerce & Industry (DGKCCI)**

The Dera Ghazi Khan Chamber of Commerce & Industry (DGKCCI) functions as the foremost advocacy and representative body for the business community in Dera Ghazi Khan. It is instrumental in voicing the interests of its members to higher government echelons, pushing for policies that foster a more business-friendly environment, and spearheading key infrastructure projects. Its proactive role ensures that the business community's needs are addressed effectively, contributing to the economic prosperity of the region.

### **Punjab Small Industries Corporation (PSIC)**

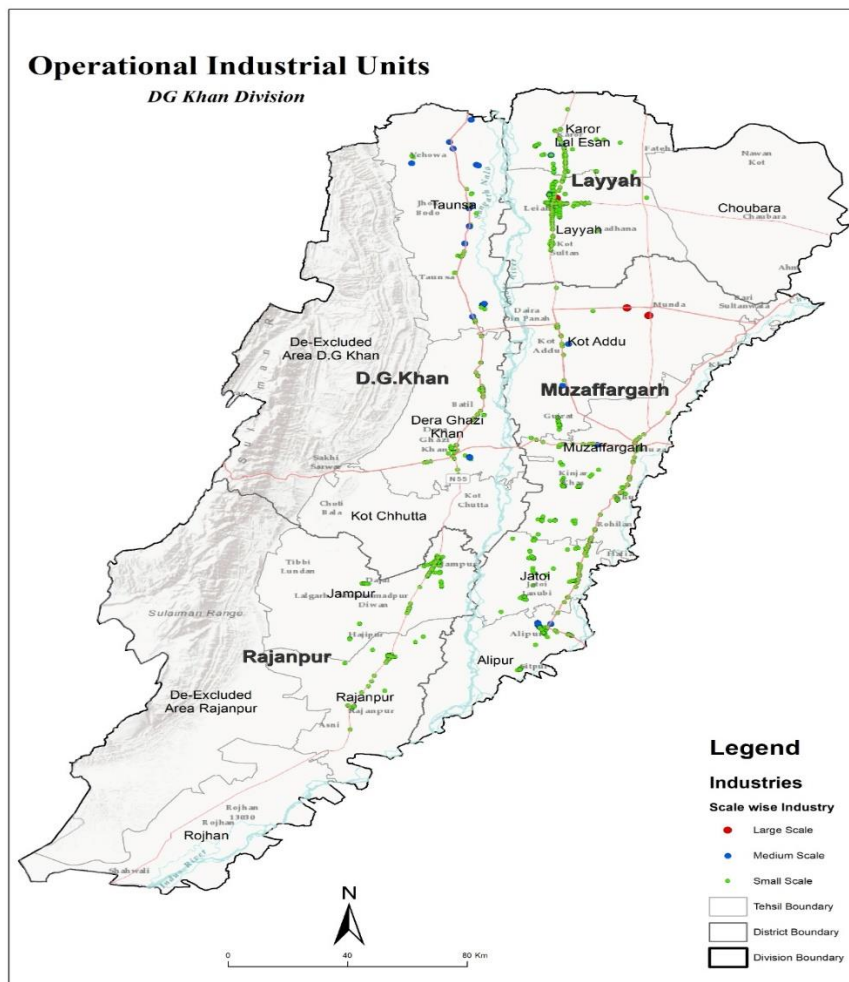
The government-owned Punjab Small Industries Corporation (PSIC) is dedicated to establishing small industrial estates across the region, which are crucial for catalyzing specialized industrial growth. In Dera Ghazi Khan, these estates not only provide necessary infrastructure but also support the industrial development that is vital to the local economy. The PSIC further enhances its impact with facilities such as Cluster Development Centers and Business Incubation Centers, which provide critical support for emerging businesses and entrepreneurs, fostering innovation and economic diversification in Dera Ghazi Khan.



Stakeholder Consultations and Field Visit

## Industrial Landscape

Figure: Spatial Overview of DG Khan



Source: Census of Manufacturing Industries

The Dera Ghazi Khan Division, with a vast combined area of 38,778 square kilometers, is notable for its significant geographical expanse and diverse population. As of the Census 2023, the population was recorded at approximately 12,892,465, resulting in a population density of about 297 individuals per square kilometer. This density reflects a moderately populated region where

the distribution of industries plays a crucial role in the division's economy and the livelihoods of its residents. The spatial distribution of these industries, as illustrated in the provided map, highlights their integration within the populated areas.

Examining the spatial overview of industries in the Dera Ghazi Khan Division from the image, we observe the spread and concentration of industrial units across the division. The map uses different colors to indicate various scales of industries: red for large-scale, blue for medium-scale, and green for small-scale industries. The distribution is more concentrated around key areas such as Dera Ghazi Khan City, Muzaffargarh, and Layyah, showing significant clusters of industrial activity.

The map also clearly depicts the road network, including national highways and primary roads, which are essential for the connectivity of these industries. This connectivity facilitates the movement of goods and services, boosting the local economy. Additionally, rivers, tehsil boundaries, district boundaries, and the division boundary are marked, providing a comprehensive context for the location of industries in relation to administrative and geographic features.

Overall, the industrial landscape of Dera Ghazi Khan Division is strategically developed to leverage its geographical and infrastructural assets, ensuring that industrial growth supports the economic development and sustainability of the region.

**Table: District wise number of units**

Districts	Small	Medium	Large	Total employment	Total Units
DG Khan	162	20	0	3,905	182
Layyah	287	5	1	4,833	293
Muzaffargarh	427	8	7	7,933	442
Rajanpur	296	0	0	3,419	296

*Source: Census of Manufacturing Industries 2015-16*

The Dera Ghazi Khan Division, a dynamic industrial region of Punjab, encompasses a variety of industrial units categorized into different sizes: 1,172 small, 33 medium, and 8 large units. This classification highlights the division's industrial capabilities, with small-scale industries being the most prevalent, accounting for a significant portion of the total units. The industrial landscape here is characterized by a strong presence of small enterprises, which play a crucial role in the local economy.

The spatial distribution of these industrial units indicates a notable concentration in Muzaffargarh, which leads with 442 units and employs 7,933 individuals, underscoring its significance as a major industrial hub within the division. Layyah follows with 293 units, providing employment to 4,833 people, showcasing its role in contributing to the industrial economy. Dera Ghazi Khan itself has 182 units with a workforce of 3,905, and Rajanpur, though having 296 units, supports 3,419 employees, reflecting a balanced industrial activity across the division.

Collectively, the Dera Ghazi Khan Division's industries provide employment to 20,090 individuals, highlighting their essential role in the regional job market. This industrial activity represents a significant share of the local economy, emphasizing the importance of both small and

medium enterprises in driving employment and economic growth. The diverse industrial sector of Dera Ghazi Khan Division is a testament to the region's economic resilience and potential for further industrial development.

**Table: Sectoral perspective of the industrial landscape**

Sector	Small	Medium	Large	Total
<b>Wood And Of Products Of Wood And Cork, Except Furniture; Articles Of Straw And Plaiting Materials</b>	434			434
<b>Fabricated Metal Products, Except Machinery And Equipment</b>	272			272
<b>Other Non-Metallic Mineral Products</b>	119	28		147
<b>Food Products</b>	141	3	3	147
<b>Furniture</b>	121			121
<b>Machinery And Equipment N.E.C</b>	22			22
<b>Other Manufacturing</b>	21			21
<b>Motor Vehicles, Trailers And Semi-Trailers</b>	14			14
<b>Textiles</b>	5	1	5	11
<b>Beverages</b>	7			7
<b>Basic Metals</b>	4			4
<b>Electrical Equipment</b>	2	1		3
<b>Other Transport Equipment</b>	3			3
<b>Printing And Reproduction Of Recorded Media</b>	2			2
<b>Leather And Related Products</b>	2			2
<b>Basic Pharmaceutical Products And Pharmaceutical Preparations</b>	1			1
<b>Chemicals And Chemical Products</b>	1			1
<b>Rubber And Plastics Products</b>	1			1

*Source: Census of Manufacturing Industries 2015-16*

The industrial landscape of Dera Ghazi Khan Division is diverse and robust, predominantly characterized by a significant number of small-scale industries. The most prominent sector is the production of wood and wood products, with 434 units dedicated to manufacturing various wood-based items. This sector's prominence highlights the availability of raw materials and the traditional craftsmanship prevalent in the region. Similarly, the fabricated metal products sector, excluding machinery and equipment, comprises 272 small units, underscoring the division's capability in metalworking and related crafts.

Medium and large-scale industries, though fewer in number, play a critical role in specific sectors. The other non-metallic mineral products sector includes 28 medium-sized enterprises, contributing significantly to the industrial output of the division. This sector's growth is indicative of the region's rich mineral resources and the local expertise in processing these materials. The food products sector also shows a balanced distribution with 3 medium and 3 large-scale units out of a total of 147, emphasizing the importance of food processing and its contribution to the local economy. The textiles sector, although smaller, includes 1 medium and 5 large units, reflecting an area with potential for further investment and expansion.

Despite the predominance of small-scale industries, the diversity across sectors such as furniture, machinery, and equipment, and motor vehicles showcases the region's broad industrial base. This diversity is crucial for economic resilience, providing a wide range of employment opportunities and contributing to the overall economic stability of Dera Ghazi Khan Division. The presence of niche sectors like basic pharmaceutical products, chemicals, and rubber and plastics, albeit small, indicates the potential for specialized industries to develop. By addressing challenges such as technological upgrading and access to broader markets, Dera Ghazi Khan can leverage its diverse industrial base for sustainable growth and increased competitiveness in regional and national markets.

## Existing Industrial Sector

The Dera Ghazi Khan Division boasts a diverse and active industrial sector that plays a crucial role in the local economy. The division is home to a variety of industries, predominantly small-scale units, which contribute significantly to employment and economic activity. Key sectors include wood products, fabricated metal products, food processing, and other non-metallic mineral products. The wood products sector is the largest, with 434 units, highlighting the availability of raw materials and the traditional craftsmanship prevalent in the region. Fabricated metal products follow closely with 272 units, showcasing the division's capability in metalworking and related crafts.

Medium and large-scale industries, while fewer in number, are integral to specific sectors. For instance, the other non-metallic mineral products sector includes 28 medium-sized enterprises, which significantly boost the industrial output of the division. Additionally, the food products sector is balanced with 3 medium and 3 large-scale units out of a total of 147, underscoring the importance of food processing and its contribution to the local economy. The textiles sector, though smaller, includes 1 medium and 5 large units, indicating potential for further investment and expansion. This blend of small, medium, and large enterprises ensures a varied industrial base capable of supporting diverse economic activities.

Despite the predominance of small-scale industries, the industrial landscape of Dera Ghazi Khan is marked by its broad sectoral distribution, including niche sectors such as basic pharmaceutical products, chemicals, and rubber and plastics. These sectors, though smaller in scale, highlight the potential for specialized industries to develop. The division's industrial sector faces challenges such as technological upgrading and access to broader markets. Addressing these issues through targeted investments, fostering innovation, and improving infrastructure can enhance the division's industrial capabilities, ensuring sustainable growth and increased competitiveness in regional and national markets.

## District Wise Analysis

### DG Khan

**Table: Industrial Landscape of DG Khan**

	Small	Medium	Total
Other Non-Metallic Mineral Products	33	18	51
Food Products	49	2	51

<b>Fabricated Metal Products, Except Machinery And Equipment</b>	39		39
<b>Furniture</b>	14		14
<b>Wood And Of Products Of Wood And Cork, Except Furniture; Articles Of Straw And Plaiting Materials</b>	11		11
<b>Other Manufacturing</b>	10		10
<b>Machinery And Equipment N.E.C</b>	3		3
<b>Basic Metals</b>	2		2
<b>Textiles</b>	1		1

*Source: Census of Manufacturing Industries 2015-16*

Dera Ghazi Khan is a district marked by its active and diverse industrial base, predominantly made up of small businesses. In sectors such as Food Products and Other Non-Metallic Mineral Products, these small entities are numerous, with 49 in Food Products and 33 in Other Non-Metallic Mineral Products, showcasing the district's reliance on them for job creation and community services.

Small ventures represent the majority of Dera Ghazi Khan's businesses, highlighting the district's entrepreneurial drive. The Food Products sector is especially robust, with 51 businesses contributing to the local and regional economy. Of these, 2 are medium-scale operations, suggesting concentrated expertise and capacity for significant output. Additionally, the Other Non-Metallic Mineral Products sector, with 18 medium businesses, stands out as a key economic player, implying an area ripe for further investment and growth.

The medium business segment, while present, holds potential for further development, especially within the Other Non-Metallic Mineral Products sector. This gap indicates an opportunity for medium enterprises to expand and diversify Dera Ghazi Khan's economic base. However, certain sectors like Fabricated Metal Products, Furniture, and Other Manufacturing solely consist of small businesses. This lack of larger enterprises signals room for growth and the need for strategies to attract larger investments. The Textiles and Basic Metals sectors, with minimal presence, point to niche markets that could enrich Dera Ghazi Khan's industrial scene.

## Muzaffargarh

**Table: Industrial Landscape of Muzaffargarh**

<b>Sector</b>	<b>Small</b>	<b>Medium</b>	<b>Large</b>	<b>Total</b>
<b>Fabricated Metal Products, Except Machinery And Equipment</b>	147			147
<b>Wood And Of Products Of Wood And Cork, Except Furniture; Articles Of Straw And Plaiting Materials</b>	123			123
<b>Food Products</b>	43	1	2	46
<b>Furniture</b>	43			43
<b>Other Non-Metallic Mineral Products</b>	30	5		35
<b>Machinery And Equipment N.E.C</b>	16			16
<b>Motor Vehicles, Trailers And Semi-Trailers</b>	14			14
<b>Textiles</b>	2	1	5	8
<b>Other Manufacturing</b>	7			7
<b>Leather And Related Products</b>	2			2
<b>Electrical Equipment</b>		1		1

*Source: Census of Manufacturing Industries 2015-16*

Muzaffargarh is a district marked by its active and diverse industrial base, predominantly made up of small businesses. In sectors such as Fabricated Metal Products and Wood Products, these small entities are numerous, with 147 in Fabricated Metal Products and 123 in Wood Products, showcasing the district's reliance on them for job creation and community services. The strong presence of these small ventures underscores Muzaffargarh's entrepreneurial spirit and its significant role in the local economy.

Small ventures represent the majority of Muzaffargarh's businesses, highlighting the district's entrepreneurial drive. The Food Products sector, with 46 businesses, is notably robust, contributing significantly to the local and regional economy. Of these, 2 are large-scale operations, indicating concentrated expertise and capacity for substantial output. Additionally, the Textiles sector, with 5 large businesses, stands out as a key economic player, implying an area ripe for further investment and growth.

The medium business segment, while present, holds potential for further development, especially within the Other Non-Metallic Mineral Products sector, which includes 5 medium businesses. This gap indicates an opportunity for medium enterprises to expand and diversify Muzaffargarh's economic base. However, certain sectors like Furniture, Other Manufacturing, and Leather Products solely consist of small businesses. This lack of larger enterprises signals room for growth and the need for strategies to attract larger investments. Emerging sectors such as Electrical Equipment, with a single medium business, point to niche markets that could enrich Muzaffargarh's industrial scene.

## Layyah

**Table: Industrial Landscape of Layyah**

Sector	Small	Medium	Large	Total
Wood And Of Products Of Wood And Cork, Except Furniture; Articles Of Straw And Plaiting Materials	169			169
Other Non-Metallic Mineral Products	36	5		41
Food Products	36		1	37
Furniture	19			19
Fabricated Metal Products, Except Machinery And Equipment	16			16
Other Transport Equipment	3			3
Beverages	2			2
Printing And Reproduction Of Recorded Media	2			2
Other Manufacturing	2			2
Machinery And Equipment N.E.C	1			1
Rubber And Plastics Products	1			1

*Source: Census of Manufacturing Industries 2015-16*

Layyah is a district marked by its active and diverse industrial base, predominantly made up of small businesses. In sectors such as Wood Products and Other Non-Metallic Mineral Products, these small entities are numerous, with 169 in Wood Products and 36 in Other Non-Metallic Mineral Products, showcasing the district's reliance on them for job creation and community

services. This strong presence of small ventures underscores Layyah's entrepreneurial spirit and its significant role in the local economy.

Small ventures represent the majority of Layyah's businesses, highlighting the district's entrepreneurial drive. The Food Products sector, with 37 businesses, is notably robust, contributing significantly to the local and regional economy. Of these, one is a large-scale operation, indicating concentrated expertise and capacity for substantial output. Additionally, the Other Non-Metallic Mineral Products sector, with 5 medium businesses, stands out as a key economic player, implying an area ripe for further investment and growth.

The medium business segment, while present, holds potential for further development, especially within the Other Non-Metallic Mineral Products sector. This gap indicates an opportunity for medium enterprises to expand and diversify Layyah's economic base. However, certain sectors like Furniture, Fabricated Metal Products, and Other Manufacturing solely consist of small businesses. This lack of larger enterprises signals room for growth and the need for strategies to attract larger investments. Emerging sectors such as Rubber and Plastics Products, with minimal presence, point to niche markets that could enrich Layyah's industrial scene.

## Rajanpur

**Table: Industrial Landscape of Rajanpur**

Sector	Small	Total
Wood And Of Products Of Wood And Cork, Except Furniture; Articles Of Straw And Plaiting Materials	131	131
Fabricated Metal Products, Except Machinery And Equipment	70	70
Furniture	45	45
Other Non-Metallic Mineral Products	20	20
Food Products	13	13
Beverages	5	5
Basic Metals	2	2
Textiles	2	2
Other Manufacturing	2	2
Machinery And Equipment N.E.C	2	2
Electrical Equipment	2	2
Chemicals And Chemical Products	1	1
Basic Pharmaceutical Products And Pharmaceutical Preparations	1	1

*Source: Census of Manufacturing Industries 2015-16*

Rajanpur is a district marked by its active and diverse industrial base, predominantly made up of small businesses. In sectors such as Wood Products and Fabricated Metal Products, these small entities are numerous, with 131 in Wood Products and 70 in Fabricated Metal Products, showcasing the district's reliance on them for job creation and community services. This strong presence of small ventures underscores Rajanpur's entrepreneurial spirit and its significant role in the local economy.

Small ventures represent the majority of Rajanpur's businesses, highlighting the district's entrepreneurial drive. The Wood Products sector, with 131 businesses, is especially robust,

contributing significantly to the local and regional economy. Similarly, the Fabricated Metal Products sector, with 70 businesses, stands out as a key economic player, indicating concentrated expertise and potential for substantial output. Additionally, sectors like Furniture, with 45 businesses, further illustrate the district's diverse industrial landscape.

Despite the dominance of small enterprises, the lack of medium and large businesses in Rajanpur highlights potential areas for growth and investment. The presence of small businesses in sectors like Other Non-Metallic Mineral Products, Food Products, and Chemicals indicates an opportunity for expansion and diversification. This gap suggests that encouraging the development of medium enterprises could help balance and stabilize Rajanpur's economic base. Furthermore, emerging sectors such as Electrical Equipment and Basic Pharmaceutical Products, although minimal, point to niche markets that could enrich Rajanpur's industrial scene.

## **SWOT Analysis of Dera Ghazi Khan Division**

### **Strengths:**

**Abundant Natural Resources:** The region is rich in natural resources, including minerals and agricultural produce, which support local industries and provide raw materials for various manufacturing processes.

**Strategic Geographic Location:** Positioned advantageously in southwestern Punjab, Dera Ghazi Khan Benefits from its proximity to major trade routes and neighboring regions, enhancing trade and commerce opportunities.

**Agricultural Strength:** The division has a strong agricultural base, particularly in crops like wheat, cotton, and sugarcane, which supports related industries such as food processing and textiles.

### **Weaknesses:**

**Technological Stagnation:** Many industries in Dera Ghazi Khan rely on outdated technology, limiting productivity and competitiveness on a larger scale, particularly in international markets.

**Underdeveloped Medium Enterprises:** There is a significant gap in the medium enterprise segment, especially in key sectors like food processing and other non-metallic mineral products, which hinders balanced economic growth.

**Lack of Large Enterprises in Certain Sectors:** Several sectors, including fabricated metal products and furniture, lack large enterprises, indicating a need for strategies to attract substantial investments and promote industrial growth.

**Infrastructure Challenges:** Inadequate infrastructure, including transportation and logistics, poses challenges to efficient industrial operations and hampers potential growth.

### **Opportunities:**

**Expansion of Medium-Sized Enterprises:** Addressing the gap in medium-sized enterprises presents a significant opportunity for economic diversification and stabilization, especially in underrepresented sectors.

**Investment Attraction:** The region has potential to attract large-scale investments in sectors currently dominated by small businesses, such as furniture and fabricated metal products, enhancing economic resilience and diversity.

**Technological Upgradation:** Embracing modern technologies and innovations can significantly improve productivity, competitiveness, and quality across various industries.

**Sustainable Practices:** Promoting sustainable practices and environmental compliance can enhance the region's ecological footprint and ensure long-term industrial viability.

### **Threats:**

**Economic Vulnerability:** Overreliance on small businesses makes the division vulnerable to economic downturns and sector-specific shocks, which could lead to significant job losses and instability.

**Competition:** Increasing competition from other regions with more advanced industrial infrastructure and technology can pose a threat to local industries.

**Environmental Degradation:** Unsustainable exploitation of natural resources and lack of environmental regulations could lead to long-term ecological damage, affecting both the industrial sector and the local population.

**Limited Industrial Diversification:** The dominance of small businesses and limited presence of medium and large enterprises in several sectors may hinder long-term sustainable growth and economic resilience.

### **Technical Education & Vocational Training Authority (TEVTA)**

The TEVTA (Technical Education and Vocational Training Authority) institutes in Dera Ghazi Khan Division play a crucial role in equipping the local workforce with the necessary skills to support the region's industrial and economic activities. These institutes offer a range of technical and vocational training programs, covering fields such as engineering, information technology, and various trades. The primary aim of these institutes is to provide practical, hands-on training that prepares students for immediate employment in local industries. TEVTA institutes in Dera Ghazi Khan are instrumental in fostering a skilled labor force that meets the needs of both traditional industries like wood and metal fabrication, and emerging sectors such as information technology and renewable energy.

However, these institutes face several challenges that hinder their effectiveness and growth. One of the main issues is the outdated curriculum, which often does not align with current industry standards and technological advancements. This gap between education and industry needs results in graduates who are not fully prepared for the modern workforce. Additionally, TEVTA institutes struggle with inadequate infrastructure and equipment, limiting the scope and quality of training they can provide. There is also a significant need for better collaboration between TEVTA and local industries to ensure that training programs are relevant and up-to-date. Furthermore, insufficient funding and resources for faculty development and capacity building add to the challenges, making it difficult for these institutes to attract and retain qualified instructors.

Addressing these challenges is essential to enhancing the capabilities of TEVTA institutes, thereby improving the quality of vocational training and supporting the economic development of Dera Ghazi Khan Division.

### **Provision of Missing Facilities to TEVTA**

To ensure that TEVTA institutes in Dera Ghazi Khan Division can provide high-quality technical and vocational training, it is crucial to address the existing gaps in facilities and infrastructure. The following are the key missing facilities required by TEVTA to enhance the learning experience and better prepare students for the demands of the modern workforce:

#### **1. Advanced Auto Labs:**

- **Equipped with Modern Tools and Machinery:** Providing state-of-the-art equipment for automotive diagnostics and repair.
- **Hands-On Training Modules:** Implementing practical training modules that cover the latest automotive technologies, hybrid and electric vehicle maintenance, and advanced diagnostic techniques.
- **Simulators and Virtual Training Tools:** Utilizing simulators to allow students to practice on virtual vehicles, enhancing their skills without the risk of damaging actual vehicles.

#### **2. Fully Equipped Electronics Labs:**

- **Mobile Phones:** Including diagnostic tools, soldering stations, and repair kits to train students in troubleshooting and repairing various mobile phone models.
- **Televisions:** Providing testing equipment, signal generators, and calibration tools to teach students how to repair and maintain modern television sets.
- **Computers:** Supplying computer repair tools, diagnostic software, and networking equipment to ensure students are well-versed in computer maintenance, hardware upgrades, and network setup.

#### **3. Multipurpose Halls:**

- **Flexible Space for Various Activities:** Constructing multipurpose halls that can be used for lectures, workshops, seminars, and community events, providing a versatile environment for diverse learning activities.
- **Modern Audio-Visual Equipment:** Equipping the halls with projectors, sound systems, and interactive whiteboards to enhance the quality of presentations and interactive sessions.
- **Seating and Accommodations:** Ensuring comfortable seating arrangements and necessary amenities to host large groups of students and visitors for various events and programs.

#### **4. Solar Energy Solutions:**

- **Combating Electricity Shortfalls:** Installing solar panels to provide a reliable and sustainable source of electricity, reducing dependence on the inconsistent power grid.
- **Hands-On Training Opportunities:** Utilizing the solar installations as practical training tools for students, allowing them to learn about renewable energy technologies and their applications.

- **Cost Savings and Environmental Benefits:** Reducing operational costs for TEVTA institutes through lower electricity bills and contributing to environmental sustainability by decreasing carbon footprints.

By supplying TEVTA with these advanced auto labs, fully equipped electronics labs, multipurpose halls, and solar energy solutions, the institutes will be better equipped to provide comprehensive and practical technical education. These improvements will not only enhance the quality of training but also ensure that students are well-prepared to meet the demands of the modern job market, driving economic growth and development in Dera Ghazi Khan Division.

## **Technological Level of Existing Industry in Dera Ghazi Khan**

The existing industrial base in Dera Ghazi Khan Division is characterized by a blend of medium and low technology sectors that leverage the region's rich natural resources and skilled labor force. However, the division holds significant potential for advancing into high-tech industries, which could radically enhance its economic profile and sustainability.

### **Current Technological Landscape**

The industrial landscape in Dera Ghazi Khan Division is predominantly composed of small-scale industries such as Food Products, Fabricated Metal Products, and Wood Products. These industries benefit immensely from Dera Ghazi Khan's strategic geographic placement and robust agricultural outputs, providing essential raw materials that fuel the manufacturing sectors. The Food Products sector, though not as expansive as in other parts of Punjab, utilizes moderate technology to produce goods that support both local consumption and external markets. Similarly, the Fabricated Metal Products sector capitalizes on the local availability of raw materials, processing them into value-added products that meet national standards.

Light engineering, another significant sector, incorporates medium-level technology to produce agricultural tools and machinery, which are vital for both local farming communities and markets beyond the division. These industries collectively form a backbone for Dera Ghazi Khan's economy, driving employment and fostering skills among the local populace.

The traditional crafts sector also plays an important role in the division. The local crafts of Dera Ghazi Khan Division are a testament to the region's rich cultural heritage and artisanal skills, playing a vital role in both economic and social spheres. Renowned for its intricate pottery, vibrant weaving, and exquisite woodwork, the craftsmanship in Dera Ghazi Khan reflects generations of tradition and expertise. Pottery from this region is particularly famous for its unique designs and durability, crafted from locally sourced clay and decorated with traditional motifs. Weaving, another cornerstone of the local crafts, includes the production of beautiful hand-woven textiles such as carpets, rugs, and shawls, often featuring detailed patterns and vibrant colors that are characteristic of the region's aesthetic. Woodwork artisans create a variety of products, from everyday household items to elaborate furniture, showcasing skilled carpentry and detailed carvings. Despite their cultural significance and the economic opportunities they provide, these crafts face challenges such as limited market access, lack of modern marketing strategies, and

insufficient support for raw material procurement. Targeted interventions, such as establishing craft cooperatives, creating dedicated marketplaces, and providing training in e-commerce and modern marketing techniques, could significantly enhance the sustainability and growth of these traditional industries, ensuring they continue to contribute to the region's cultural and economic vitality.

### **Challenges in Medium and Low-Tech Industries**

While these sectors are integral to the economic fabric of Dera Ghazi Khan, they face several challenges primarily due to their technological stance. Medium-tech industries often struggle with upgrading their technology due to high costs and lack of access to modern machinery and technical training. This technological stagnation hinders productivity and limits the sectors' ability to compete on a larger scale, particularly in international markets.

Low-tech industries, including traditional crafts and small agro-based businesses, play a crucial role in the socio-economic fabric of Dera Ghazi Khan Division. These industries are not only vital for local employment but also serve as a means of preserving the rich cultural heritage of the region. Traditional crafts, such as pottery, weaving, and woodwork, embody generations of artisanal knowledge and skills, offering unique products that reflect the cultural identity of the area. Small agro-based businesses, which often include activities like local food processing and handmade agricultural tools, provide livelihood opportunities for a significant portion of the rural population. By leveraging these traditional practices, the region can foster a sustainable economic model that emphasizes local resources and community involvement. Additionally, promoting these industries can attract cultural tourism, further boosting the local economy. To fully realize their potential, strategic investments and supportive policies are needed to enhance production capabilities, improve market access, and ensure the sustainability of these culturally significant industries.

### **Strategic Technological Roadmap for High-Tech Adoption Renewable Energy Sector**

Given Dera Ghazi Khan's agricultural abundance, bioenergy is a promising sector. A detailed feasibility study should be conducted to assess the potential for biomass and biogas production facilities. This should include a supply chain analysis for raw materials and a technology assessment for conversion processes.

### **Information Technology (IT) Sector**

To build a skilled IT workforce and foster innovation in software and hardware in Dera Ghazi Khan Division, collaborations between academia and industry are essential. The Technical Education and Vocational Training Authority (TEVTA) can play a pivotal role by introducing advanced computing courses and establishing a technology park for startups. This park, equipped with state-of-the-art R&D infrastructure and business support services, can attract top tech talent and drive technological advancements. Additionally, TEVTA can enhance its planned centers of excellence by integrating IT-related training to support various local industries. Such initiatives would position Dera Ghazi Khan as an emerging IT hub, promoting economic growth and technological innovation in the region.

## **Technological Integration and Future Prospects**

To enhance the overall industrial output and competitiveness of Dera Ghazi Khan, a strategic integration of technology across all levels of industry—from low-tech to high-tech—is imperative. This approach involves not only upgrading the existing machinery and equipment but also fostering a culture of innovation and technological adaptability among the local workforce.

By assessing the current technological levels, it is evident that while Dera Ghazi Khan possesses a solid foundation in small and medium-tech industries, the evolution towards high-tech sectors is both necessary and possible. Such progression will require targeted investments in technology training and infrastructure development, which should be prioritized to ensure sustainable industrial growth and to keep pace with regional and global technological advancements.

## **Industrial Clusters**

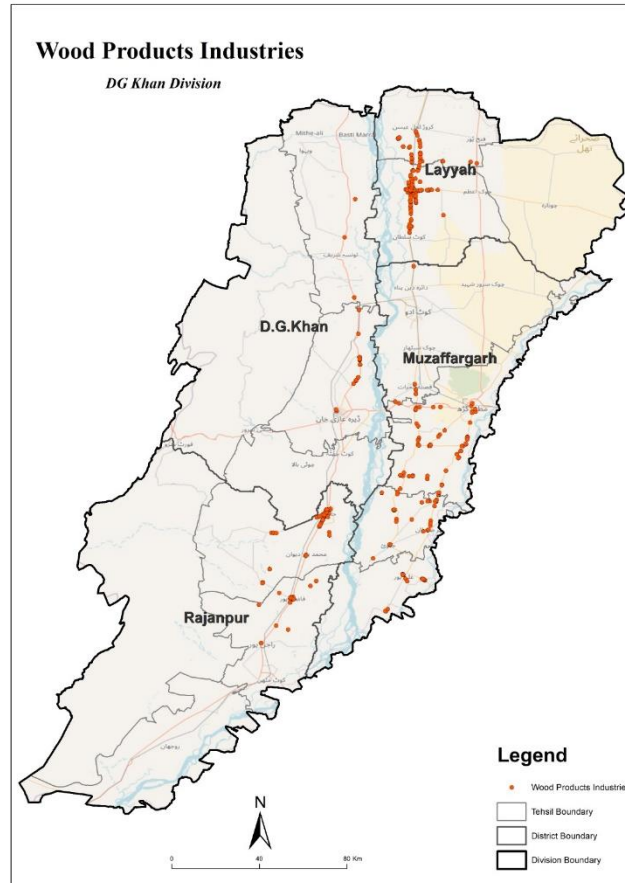
Clusters are geographical concentrations of interconnected businesses, suppliers, and associated institutions in a particular field. These clusters promote high levels of collaboration and competition among businesses. Economically, clusters are significant as they contribute to driving innovation, fostering productivity, and stimulating the creation of new businesses, which results in more robust economic growth. They facilitate substantial efficiencies and increased business capabilities that are derived from high access to inputs, employees, and information that are critical for competitive advantage.

The Urban Unit team has identified such clusters, which play a pivotal role in boosting local economies by optimizing resource allocation and enhancing the supply chain efficiencies of businesses within the clusters. In the sections below, we provide detailed insights gathered during field visits corroborated with data analysis. These insights help understanding the dynamics of each cluster, examining how they contribute to the local economy and business landscape. Through this analysis, stakeholders can better understand the potential impacts and strategic importance of nurturing these clusters for regional development.

## **Challenges and Issues faced by the Clusters**

The industrial clusters in Dera Ghazi Khan Division face several specific challenges, including inadequate infrastructure, outdated technology, and limited market access. During visits to similar clusters, issues such as unreliable power supply, poor transportation networks, and lack of quality control mechanisms were frequently noted. To address these challenges, a viable action plan should include infrastructure improvements, such as upgrading power grids and transportation networks, providing incentives for adopting modern technologies, and establishing quality control and certification bodies. Forming industry associations can also help businesses navigate legal frameworks, access new markets, and collectively address common challenges, thereby fostering a more resilient and competitive industrial environment.

## Wood Working and Furniture



Source: The Urban Unit, GIS

In Dera Ghazi Khan Division, the woodworking and furniture industry is a vital sector that significantly contributes to the local economy. This cluster produces a variety of products, ranging from household items to office furniture, supporting local craftsmen in sharing resources and capabilities. These industries meet the diverse needs of both local and regional markets. However, they face challenges due to their informal nature and environmental concerns, which need to be addressed to bolster the industry's development.

### Current State of the Industry

**Table: Number of wood and wood product units in DG Khan**

Industries	Employment	% of Punjab (Employment)	Units	% of Punjab (Units)
Wood And Of Products Of Wood And Cork	4,016	33	434	30
Furniture	912	4	121	4

Source: Census of Manufacturing Industries

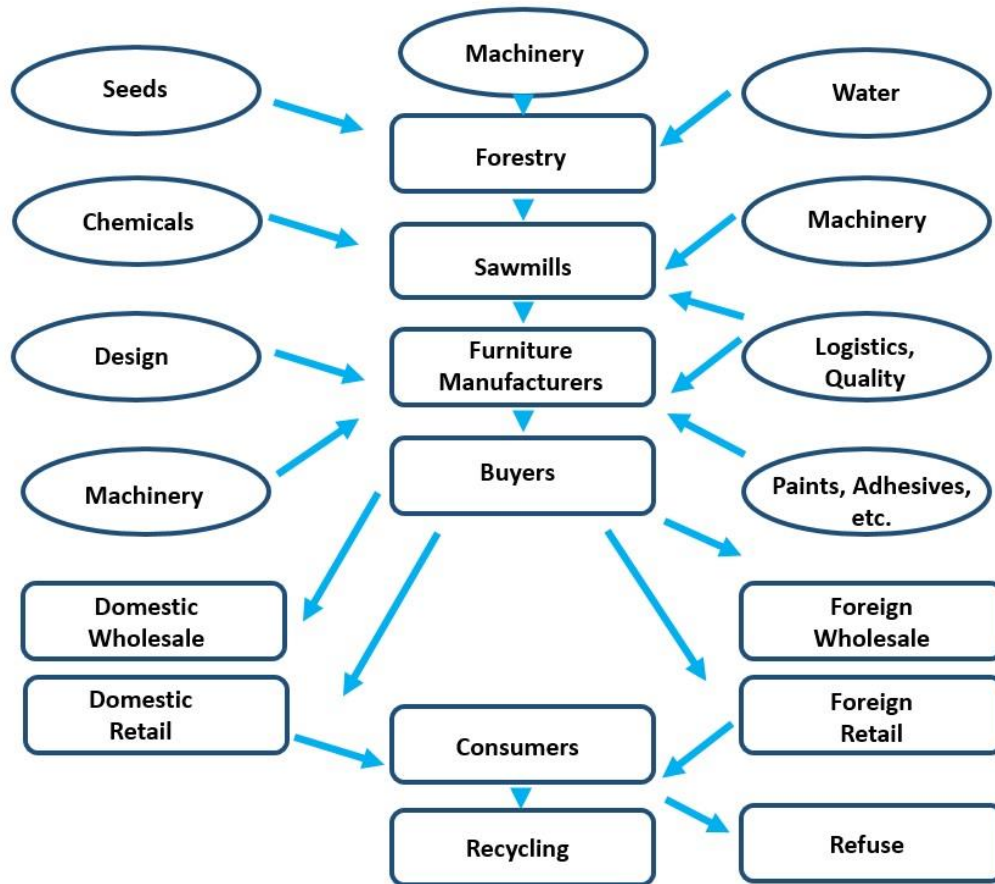
The woodworking and furniture industry in Dera Ghazi Khan employs a significant number of people. According to the data:

Wood and Products of Wood and Cork, Except Furniture; Articles of Straw and Plaiting Materials: Employs 4,016 people, accounting for 33% of Punjab's employment in this sector, with 434 units representing 30% of Punjab's total units.

Furniture: Employs 912 people, making up 4% of Punjab's employment in this sector, with 121 units representing 4% of Punjab's total units.

### **Addressing Industry Challenges**

The wood cluster in Dera Ghazi Khan Division is a crucial sector that significantly contributes to the local economy by producing a variety of products ranging from household items to office furniture. Despite its importance, the industry faces several challenges, including its informal nature and environmental concerns. The current value chain involves local craftsmen sharing resources and capabilities, which meets the diverse needs of local and regional markets. However, industry issues such as lack of formal organization, outdated technology, and limited export capabilities hinder its growth. Presently, the cluster operates with basic technology and focuses primarily on local markets with minimal export activities. To transform this cluster into a thriving industry that creates more jobs and generates exports, the government can implement sector-level interventions. These include formalizing the industry structure, investing in technological upgrades, providing training programs for craftsmen, and creating export incentives. By addressing these areas, the government can help the wood cluster in Dera Ghazi Khan Division evolve into a more competitive and sustainable industry.



Source: The Urban Unit

### **Fabricated Metal Products, Except Machinery and Equipment**

The fabricated metal products cluster in Dera Ghazi Khan Division, excluding machinery and equipment, plays a pivotal role in local employment and economic activities, with 272 units employing 1,789 people, representing 7% of Punjab's total units in this sector. The value chain includes sourcing raw materials, primary and secondary processing, manufacturing, and distribution. Industry issues include informal organization, technological stagnation, and limited export capabilities. Currently, the cluster operates with basic to moderate technology levels and focuses primarily on local markets with minimal exports.

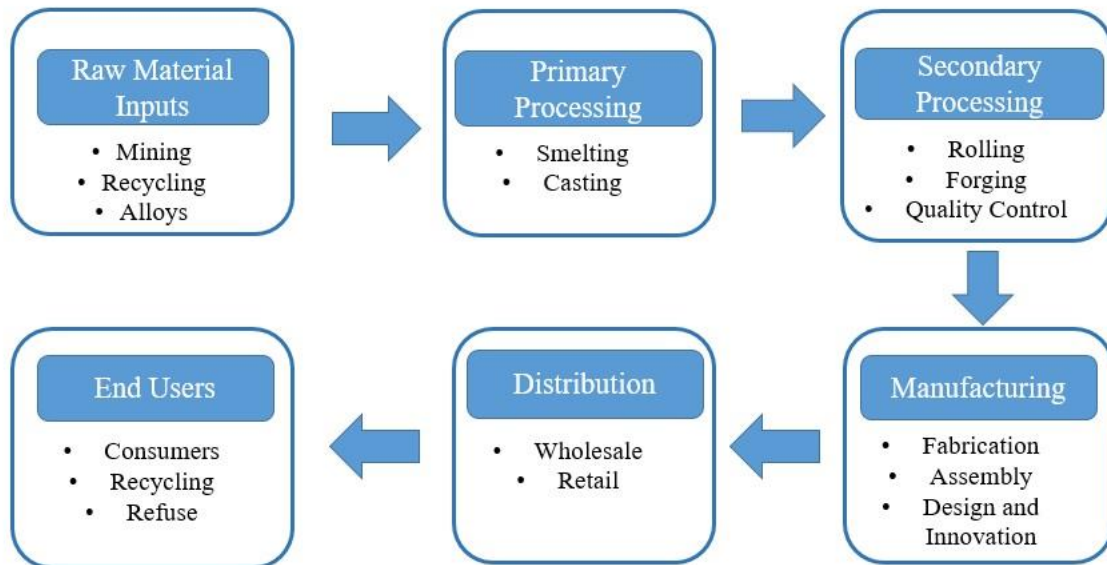
### **Addressing Industry Challenges**

The fabricated metal products cluster in Dera Ghazi Khan faces several pressing challenges that impede its growth and potential. Key issues include an informal organizational structure, reliance on outdated technology, and limited access to broader markets and export opportunities. These factors contribute to lower productivity and competitiveness on both national and international stages. Additionally, the cluster struggles with ensuring the sustainable sourcing of raw materials, which is essential for compliance with environmental regulations and reducing its environmental impact. Addressing these challenges is crucial to unlocking the full potential of the fabricated metal products industry in the region.

To transform this sector into a growth-oriented cluster that generates more jobs and exports, the government can facilitate the formation of a formal association to support businesses in navigating legal frameworks and accessing broader markets. Investing in technological upgrades, providing training programs, and promoting vertical integration within the cluster can enhance efficiency, productivity, and competitiveness. Vertical integration involves managing different stages of production—from raw material sourcing to manufacturing and sales—within the same organization. This approach ensures better quality control, reduces production costs, and allows for faster responses to market demands. By consolidating these stages, businesses can streamline operations, improve product consistency, and increase profit margins. Additionally, collaborating with local industrial and regulatory bodies to adopt best practices in metal fabrication and processing will ensure sustainable practices and help stabilize the market, making the sector more reliable and competitive.

### Overall Industry Potential

The fabricated metal products industry in Dera Ghazi Khan Division has the potential to grow significantly. By addressing current challenges and promoting sustainable practices, the industry can enhance its contribution to the local economy and ensure long-term sustainability. Through strategic planning and targeted support, this sector can become a cornerstone of Dera Ghazi Khan’s industrial landscape, driving employment and fostering economic resilience.



Source: The Urban Unit

### Non-Metallic Mineral Products

Table: Number of Non-Metallic Mineral Products units in DG Khan

Industries	Employment	% of Punjab (Employment)	Units	% of Punjab (Units)
Other Non-Metallic Mineral Products	5,139	5	147	3

*Source: Census of Manufacturing Industries*

The other non-metallic mineral products industry in Dera Ghazi Khan employs a significant number of people and plays an essential role in the local economy. According to the data:

**Other Non-Metallic Mineral Products:** Employs 5,139 people, accounting for 5% of Punjab's employment in this sector, with 147 units representing 3% of Punjab's total units.

### **Addressing Industry Challenges**

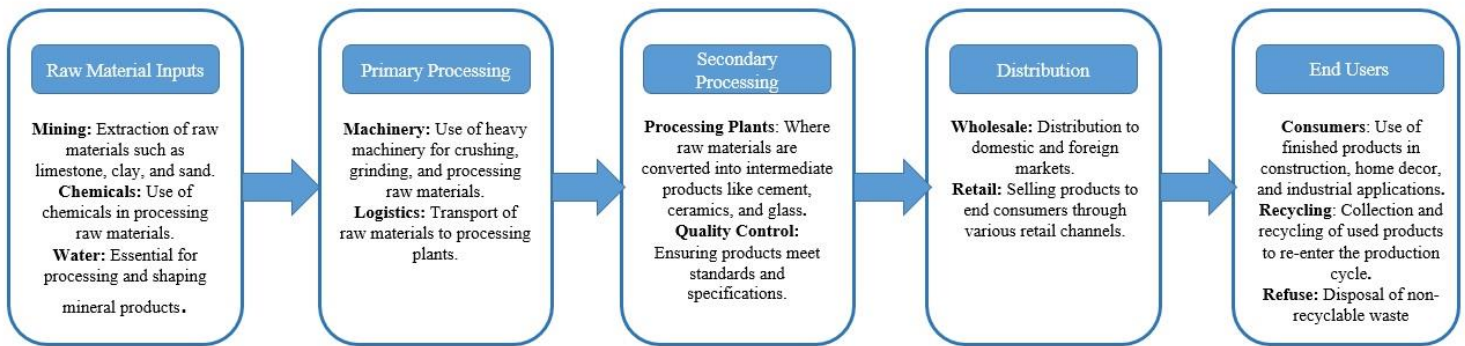
The non-metallic mineral products cluster in Dera Ghazi Khan faces several significant challenges that hinder its growth and development. These issues include an informal organizational structure, reliance on outdated technology, and limited access to broader markets and export opportunities. Additionally, the cluster struggles with ensuring the sustainable and legal sourcing of raw materials, which is crucial for compliance with environmental regulations and reducing its ecological footprint. Addressing these challenges is essential to transforming the sector into a more competitive and sustainable industry.

To transform this sector into a growth-oriented cluster that generates more jobs and exports, the government can facilitate the formation of a formal association to support businesses in navigating legal frameworks and accessing broader markets. Investing in technological upgrades, providing training programs, and promoting vertical integration within the cluster can significantly enhance efficiency, productivity, and competitiveness. Vertical integration involves managing different stages of production—from raw material sourcing to manufacturing and sales—within the same organization. This approach ensures better quality control, reduces production costs, and allows for faster responses to market demands. By consolidating these stages, businesses can streamline operations, improve product consistency, and increase profit margins.

Additionally, collaborating with local regulatory departments to adopt best practices in mineral extraction and processing will ensure sustainable practices and help stabilize the market. Regular consultations with industry experts can help businesses implement sustainable practices that align with environmental regulations. This structured approach will not only protect local resources but also make the non-metallic mineral products sector in Dera Ghazi Khan more reliable and competitive, fostering long-term growth and sustainability.

### **Overall Industry Potential**

The other non-metallic mineral products industry in Dera Ghazi Khan Division has the potential to grow significantly. By addressing current challenges and promoting sustainable practices, the industry can enhance its contribution to the local economy and ensure long-term sustainability. Through strategic planning and targeted support, this sector can become a cornerstone of Dera Ghazi Khan's industrial landscape, driving employment and fostering economic resilience.



*Source: The Urban Unit*

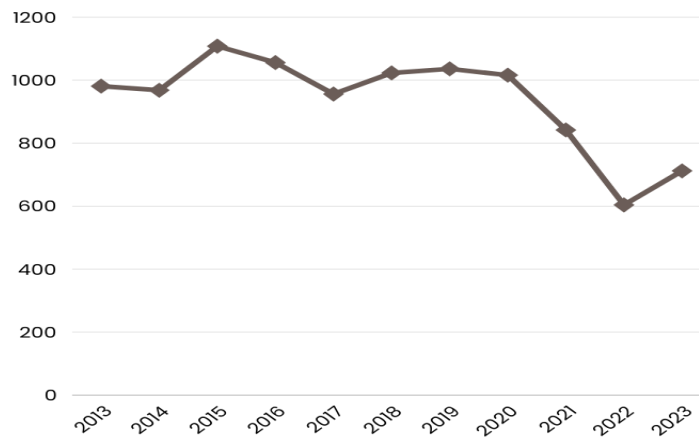
## Cotton Industry of DG Khan

The cotton industry has long been a cornerstone of Dera Ghazi Khan Division's agricultural and economic landscape. Known for its high-quality cotton, the region has contributed significantly to Punjab's textile sector, providing essential raw materials for both local and national markets. Cotton farming not only supports the livelihoods of numerous farming families but also underpins the broader agro-industrial activities in the division. However, the industry has faced substantial challenges in recent years, necessitating a focused approach to revitalize and sustain its growth.

The cotton industry in Dera Ghazi Khan Division has experienced significant fluctuations over the past decade, reflecting broader economic and environmental challenges. Starting from a stable 981,000 acres in 2013, the industry saw an initial mild fluctuation before peaking at 1,108,000 acres in 2015 due to favorable conditions. However, this peak was short-lived, and by 2017, the cotton acreage had dropped to 956,000 acres. Between 2018 and 2020, the industry seemed to stabilize, averaging around 1,000,000 acres, but this stability was not sustainable. By 2022, the area under cotton cultivation had plummeted to 604,000 acres, representing a significant decline. A slight recovery occurred in 2023, with the acreage increasing to 712,000 acres, but the overall trend indicates a worrying decrease in cotton production.

To address these challenges and revive the cotton industry, comprehensive training and support initiatives are essential. Key interventions include equipping farmers with the knowledge and skills needed to cultivate heat-resistant and high-yield cotton varieties. Hands-on training sessions and demonstration plots can effectively teach farmers about these new cotton varieties, ensuring they can produce high-quality raw materials to support the textile industry. Additionally, workshops on sustainable farming techniques, such as flood-resistant methods, efficient water usage, and soil health management, are crucial for enhancing raw material quality and promoting sustainable agriculture practices.

**Figure: Annual Cotton Acreage Trends in DG Khan Division**



*Source:* Annual Crop Reporting Service

### **Challenges in the Cotton Industry**

Several factors have contributed to the decline of the cotton industry in Dera Ghazi Khan Division. Rising costs and market volatility have pushed many farmers to switch to other crops that may offer more stable returns. The economic shifts have been compounded by the impacts of the COVID-19 pandemic, which likely caused labor shortages and disrupted supply chains during critical periods of cotton production. These combined pressures have significantly affected the area devoted to cotton farming, contributing to the downward trend observed over the years.

Ongoing support and expert consultations are vital for the successful adoption of these new practices. Regular field visits, personalized guidance, and continuous monitoring can help bridge the gap between agriculture and industry, fostering robust industrial development. By adopting farming practices that reduce vulnerability to climate change, farmers can achieve more stable and predictable crop yields. This approach not only enhances resilience to floods and droughts but also contributes to economic stability by reducing losses from climate-related events and improving resource efficiency. The ultimate goal is to lower operational costs and increase profitability for farmers, thereby revitalizing the cotton industry in Dera Ghazi Khan Division. The proposed project for the revival of the cotton industry includes Agricultural Training & Support for Cotton Industry Revival, targeting DG Khan, Layyah, Muzaffargarh, and Rajanpur with a medium-term plan costing 140 PKR million.

### **Muzaffargarh Industrial estate**

An industrial estate is essential for regional economic growth, providing dedicated space for industries to operate efficiently with shared infrastructure and services. It attracts investment, generates employment, and fosters innovation, enhancing productivity and connectivity to markets, thus driving sustainable local and national economic development.

The proposed industrial estate site at Muzaffargarh is strategically located to serve as a key industrial hub in the region, leveraging its proximity to major urban centers and transportation networks. Spanning a significant area, this site is envisioned to attract a diverse range of industries, including food processing, agro-based industries, power and energy, and transport and storage sectors. The total area designated for the industrial estate covers several hundred acres, providing ample space for the development of industrial units, infrastructure, and support facilities. Despite its potential, the site currently faces several challenges, including disputes over land acquisition and the need for substantial infrastructural improvements to make it a viable and attractive location for industrial investment. Addressing these issues is crucial for transforming Muzaffargarh into a dynamic industrial hub that can drive economic growth and development in the region.

Site suitability assessments for Muzaffargarh reveal several critical issues that need to be resolved for successful industrial development. The district ranks relatively low in essential factors such as human capital, industrial progress, and institutional support. Additionally, there are significant connectivity issues, including inadequate access to major highways, railways, and airports, which are vital for efficient logistics and transportation. These deficiencies highlight the need for targeted interventions to improve the site's viability.

To overcome these challenges, several strategic interventions are proposed. Establishing a dedicated bus route from the industrial site to Multan city will facilitate easier commuting for labor, addressing the shortage of human capital. Constructing LNG terminals will ensure a stable gas supply, essential for industrial operations. Enhancing connectivity by improving road and rail links will be crucial for accessing raw materials and markets. Furthermore, implementing sustainable practices to mitigate air pollution and establishing a Common Effluent Treatment Plant (CETP) within the industrial estate will ensure environmental compliance and promote sustainable industrial growth. By addressing these issues, the proposed industrial estate at Muzaffargarh can become a thriving center for industrial activity, contributing significantly to the regional economy.

## **Trade and Commerce in Bazaars of DG Khan**

### **Market Structure**

#### **1. Model Bazaar:**

Established under the Punjab Model Bazaar Project, the Model Bazaar in DG Khan is a modern shopping destination that offers a wide range of commodities at District Commissioner (DC) rates. Managed by the district administration, the bazaar provides a conducive and family-friendly environment for both businesses and customers. With more than 250 stalls, the bazaar offers a diverse selection of items, including fresh fruits, vegetables, crockery, grocery, hosiery, stationery, and garments. The specialized engineered roofing structure provides protection against the scorching sun, while the activation of fans and plantation enhances the bazaar's attractiveness.

#### **2. Saddar Bazaar (Rani Bazaar):**

Saddar Bazaar, also known as Rani Bazaar, is one of the oldest and largest bazaars in DG Khan. This bustling marketplace offers a wide variety of goods and services, catering to the diverse needs of the local population. From traditional handicrafts and textiles to modern consumer goods,

Saddar Bazaar has something for everyone. The bazaar's rich history and cultural significance make it a popular destination for both locals and visitors alike.

### **3. Sabzi Mandi:**

The Sabzi Mandi in DG Khan is a wholesale market for fresh fruits and vegetables. It serves as a primary hub for farmers and traders to sell their produce, which is then distributed by wholesalers and retailers throughout the city. The mandi plays a crucial role in ensuring the availability of fresh produce to the residents of DG Khan and surrounding areas.

### **4. College Road Bazaar:**

Located near the educational institutions of DG Khan, College Road Bazaar caters to the needs of students and the local community. This vibrant marketplace offers a wide range of products and services, including books, stationery, clothing, and food outlets. The bazaar's proximity to colleges and universities makes it a convenient shopping destination for students and faculty members.

### **5. Quaid-e-Azam Road Bazaar:**

Named after the founder of Pakistan, Quaid-e-Azam Road Bazaar is a thriving commercial center in DG Khan. This bazaar is known for its diverse range of shops and businesses, offering products and services across various categories, such as electronics, home appliances, fashion, and jewelry. The bazaar's strategic location and well-maintained infrastructure contribute to its popularity among shoppers and entrepreneurs alike.





## **Economic Contribution**

The wholesale trade sector in Dera Ghazi Khan is a significant contributor to the local economy. The city is home to numerous wholesale markets, where traders from across the region come to buy and sell a wide range of goods, including agricultural products, textiles, and industrial raw materials. These wholesale markets serve as hubs of economic activity, facilitating the flow of goods and creating employment opportunities for a large number of people.

The retail trade sector is equally important in Dera Ghazi Khan's economic landscape. The city boasts a vibrant network of retail markets, ranging from traditional bazaars to modern shopping centers. These retail markets cater to the diverse needs of the local population, offering a wide variety of consumer goods, from everyday necessities to luxury items. The presence of these retail markets not only provides employment but also generates significant revenue for the local government through taxes and other fees.

According to the Punjab Cities Improvement Investment Program, the wholesale and retail trade sector, along with restaurants and hotels, accounts for 6.9% of Dera Ghazi Khan's economic activity. This figure underscores the importance of these sectors in the city's overall economic landscape. Furthermore, the wholesale and retail markets in Dera Ghazi Khan play a crucial role in the city's economic development. These markets not only generate employment and revenue but also serve as hubs of economic activity, facilitating the flow of goods and contributing to the overall prosperity of the region.

## **Infrastructure and Layout Issues**

The bazaars and markets of DG Khan face a multitude of infrastructure and layout challenges that hinder their growth, accessibility, and overall appeal to customers. These issues range from inadequate parking facilities and lack of proper signage to poor pedestrian infrastructure and insufficient water and sanitation facilities. The unplanned horizontal expansion of markets and outdated electricity infrastructure further compound these problems, creating an environment that is inconvenient, unsafe, and unattractive for both shopkeepers and visitors.

### **Lack of Parking Facilities**

- Absence of designated parking spaces, leading to haphazard parking along narrow streets
- Congestion and inconvenience for shoppers and commuters, affecting accessibility and safety

### **Lack of Proper Signals and Zoning**

- Absence of clear directional signs and demarcated zones for different types of businesses
- Confusion and disorganization, making it difficult for visitors to navigate the markets and locate specific shops or services

### **Markets Not Pedestrian-Friendly**

- Narrow walkways, uneven surfaces, and limited accessibility for individuals with disabilities
- Absence of proper footpaths, ramps, and other pedestrian infrastructure, discouraging foot traffic and reducing potential business opportunities

### **Lack of Water and Sanitation Infrastructure**

- Inadequate provision of clean drinking water and hygienic sanitation facilities in the markets
- Unhygienic conditions and lack of proper waste management, posing health risks to visitors and shopkeepers

### **Lack of Lighting in Commercial Areas**

- Insufficient or poorly maintained lighting infrastructure in the bazaars, particularly during evening hours
- Reduced visibility, compromised safety, and deterrence of potential customers, especially women and the elderly

### **Horizontal Expansion of Markets**

- Unplanned and haphazard growth of markets, leading to congestion and inefficient use of space
- Encroachment of public spaces, sidewalks, and roads, further exacerbating accessibility and mobility issues

### **Outdated Electricity Infrastructure**

- Aging and inadequate electrical systems in the markets, leading to frequent power outages and fluctuations
- Disruption of business operations, damage to goods, and inconvenience for shopkeepers and customers, hindering the overall shopping experience

## **Internal and External Challenges Affecting Market Operations in DG Khan**

### **Lack of Financial Literacy**

The markets in DG Khan face a complex interplay of internal and external challenges that significantly impact their operations and growth prospects. One of the most critical internal challenges is the lack of financial literacy among market participants. Many small business owners and traders in the bazaars have limited knowledge of basic financial concepts, such as budgeting, cash flow management, and access to credit. This lack of financial acumen hinders their ability to make informed business decisions, secure financing for expansion, and navigate economic uncertainties.

### **Lack of Representation (e.g., Market Committees)**

Compounding this issue is the lack of proper representation and organized governance structures within the markets. The absence of effective market committees or associations leaves traders and businesses without a unified voice to advocate for their interests and address common challenges. This lack of collective bargaining power and coordination makes it difficult to implement necessary reforms, resolve disputes, and promote the overall development of the markets.

### **No Common Service Areas for Women and Children**

Another pressing internal challenge is the absence of common service areas for women and children in the bazaars. The lack of designated spaces, such as restrooms, nursing areas, and childcare facilities, creates an unwelcoming and inconvenient environment for female customers and entrepreneurs. This not only limits the participation of women in economic activities but also restricts the customer base and potential growth of the markets.

### **Lack of Safety Rules Enforcement**

The lack of safety rules enforcement is another significant concern. The bazaars often operate without proper adherence to fire safety regulations, building codes, and occupational health standards. This puts the lives and livelihoods of traders, employees, and customers at risk. The absence of regular inspections, fire safety equipment, and emergency response protocols leaves the markets vulnerable to accidents and disasters.

### **Inflation Affecting Purchasing Power**

External challenges, such as inflation, also have a profound impact on market operations in DG Khan. Rising prices of essential commodities, raw materials, and utilities erode the purchasing power of consumers, leading to reduced demand and sales. Small businesses and traders, who often operate on thin profit margins, are particularly vulnerable to inflationary pressures. They struggle to maintain profitability while balancing the need to remain competitive and affordable for their customers.

### **Addressing the Challenges**

To address these multifaceted challenges, a comprehensive approach is required. This includes initiatives to improve financial literacy among market participants through targeted training programs and access to financial services. Encouraging the formation of representative bodies, such as market committees or trade associations, can provide a platform for collective action and advocacy. Investing in the development of common service areas for women and children can

create a more inclusive and customer-friendly environment, thereby expanding the customer base and promoting gender equality.

Strengthening the enforcement of safety rules and regulations is crucial to ensure the well-being of all market stakeholders. Regular inspections, fire safety drills, and the provision of necessary safety equipment can help mitigate risks and create a safer trading environment. To combat the impact of inflation, policymakers can consider targeted subsidies, price control measures, and support programs for small businesses to help them navigate economic challenges and maintain their competitiveness.

By addressing these internal and external challenges through a holistic and participatory approach, the markets in DG Khan can unlock their full potential, foster inclusive economic growth, and contribute to the overall development of the region.

## **Dynamics of Informality in Dera Ghazi Khan**

Informality is a significant aspect of the economic landscape in Dera Ghazi Khan, a city in the southwestern part of Punjab, Pakistan. The city is home to numerous bazaars, which are hubs of economic activity, providing a wide range of goods and services to the local population. However, these bazaars operate in a context of informality, which is characterized by the non-payment of taxes by small-scale traders and retailers. This informality is a negotiated outcome between the state and the bazaar traders, who possess economic, political, and place-based social capital.

### **Informality and Bazaars**

Informality in the context of bazaars refers to the lack of formal documentation and regulation of economic activities. This includes the non-payment of taxes, lack of licenses, and absence of standardized business practices. Informality is a common phenomenon in many non-metropolitan cities in Pakistan, including Dera Ghazi Khan, where the majority of the population is engaged in informal economic activities.

## **Supply Chain Challenges**

### **Transportation Infrastructure:**

- Poor condition of roads and highways hampers efficient movement of raw materials and finished goods
- Lack of dedicated freight corridors increase costs and delivery times
- Limited transportation services for bulk cargo and refrigerated products
- Minimal logistics infrastructure like warehouse facilities along key routes

### **Inventory Management Complexities:**

- Inadequate storage capacity to handle fluctuations in inventory levels
- Lack of automated inventory tracking systems leading to stock-outs or wastage
- Difficulty forecasting demand and optimizing inventory due to supply uncertainties
- Excess working capital locked up in inventory due to challenges managing stock turnover

### **Regulatory Compliance Requirements:**

- Complexities in complying with diverse environmental, labor and safety regulations
- Multiple fragmented authorities involved in enforcement, requiring liaison with each
- Ambiguity in certain notification and filing requirements
- Delays due to convoluted procedures for clearances and approvals
- High compliance burden on resources, especially for small enterprises
- Opacity in processes which increases compliance risks and costs

Addressing these supply chain challenges requires strategic investments and policy reforms targeted at infrastructure upgrades, technological adoption, regulatory streamlining, and capacity building across the logistics ecosystem. This can significantly enhance the competitiveness and market reach of industries in DG Khan.

### **Empowering Women through Dedicated Marketplaces: The Subh-e-Nau Bazaar Model**

Women-led bazaars and markets are emerging as powerful platforms for women's economic empowerment worldwide. These dedicated spaces provide new avenues for financial independence and leadership, allowing women entrepreneurs and business owners to thrive. The Subh-e-Nau bazaar, proposed for Layyah, represents the first such initiative in Punjab, serving as a pioneering model for other districts. Establishing similar women-led bazaar would be transformational, unlocking new economic opportunities for local women.

#### **Strategic Location and Infrastructure:**

The women's bazaar would be strategically located in a central area, ensuring maximum visibility and accessibility. The bazaar would be developed as a specialized marketplace exclusively for women, providing a safe and nurturing environment for them to sell their products and services. Subsidized retail spaces would be offered to women-led businesses, ensuring affordability and encouraging participation from low-income segments. The availability of childcare facilities, cost-effective utilities, and shared e-commerce resources would further facilitate the engagement of women entrepreneurs.

#### **Diverse Product Offerings and Community Engagement:**

By aggregating women-led enterprises across various sectors, such as handicrafts, garments, personal care, and food items, the Layyah women's bazaar would showcase the diversity of female talent in the region. Regular craft exhibitions, sales campaigns, and community events would position the bazaar as a cultural and commercial focal point, attracting customers and fostering a sense of community among women entrepreneurs. The bazaar would not only cater to the daily needs of customers but also serve as a platform for women to showcase their skills and creativity.

#### **Capacity Building and Support Services:**

To empower women entrepreneurs and equip them with essential business skills, the Layyah women's bazaar would offer a range of capacity-building initiatives. Workshops on financial literacy, branding, and digital marketing, conducted in collaboration with local chambers of commerce, would provide women with the knowledge and tools to succeed in their ventures.

Direct access to microfinance programs and incubation services would offer stepped support, guiding women through the entrepreneurial journey and helping them scale their businesses.

### **Socio-Economic Impact:**

The establishment of a women-led bazaar would have far-reaching socio-economic impacts. By providing direct and indirect employment opportunities to women, the bazaar would increase incomes and financial security, contributing to the overall economic growth of the region. Positioning women, particularly home-based workers, as financially independent entrepreneurs would challenge conservative mindsets and promote women's visibility and mobility. The bazaar's positive ripple effects would not only empower individual women but also elevate women's position in the community and economy at large.

The Central aim is that by providing a dedicated space, infrastructure, and support services, the Layyah women's bazaar would empower women to become leaders and job creators, steering the region towards shared prosperity. This pioneering initiative promises to unlock the untapped potential of women entrepreneurs, setting a powerful precedent for women's economic empowerment in Punjab and beyond.

### **Business Facilitation Center (BFC) in DG Khan: Driving Economic Growth and Development**

The establishment of a Business Facilitation Center (BFC) in DG Khan is a strategic initiative aimed at stimulating business and industrial development in the region. With a cost of 2 PKR million, the BFC will serve as a one-stop solution for entrepreneurs and investors, providing comprehensive services to streamline the process of starting and operating a business.

The BFC will offer a wide range of services, including business registrations, licenses, certificates, and NOCs, all under one roof. By leveraging cutting-edge technologies, the center will drive efficiency and reduce bureaucratic hurdles, making it easier for businesses to navigate the regulatory landscape. This will not only save time and resources for entrepreneurs but also encourage more individuals to venture into the business world, knowing that they have a supportive ecosystem backing them.

Moreover, the BFC will foster collaboration among industry leaders, entrepreneurs, policymakers, and stakeholders, creating a vibrant network that can drive innovation and growth. Regular workshops, seminars, and networking events will be organized to facilitate knowledge sharing, mentorship, and partnership opportunities. This collaborative approach will help build a strong and resilient business community in DG Khan, capable of tackling challenges and seizing opportunities in an ever-changing market.

The BFC will also prioritize sustainable practices, promoting responsible and environmentally friendly business operations. By incorporating green technologies, renewable energy solutions, and waste management strategies, the center will set a precedent for sustainable development in the region. This commitment to sustainability will not only contribute to the long-term well-being of the community but also attract socially conscious investors and consumers.

The expected outcomes of the BFC are multifaceted. Firstly, it will lead to a significant increase in business activity, with a surge in new business registrations and industrial growth. Secondly, the enhanced investment climate, characterized by improved investor confidence and streamlined processes, will attract both foreign and domestic investment to DG Khan. Lastly, the BFC will contribute to economic diversification, enabling the expansion of diverse sectors such as tourism, hospitality, construction, ICT, and more.

Overall, the Business Facilitation Center in DG Khan is a game-changer for the region's economic landscape. By providing comprehensive services, leveraging advanced technologies, fostering collaboration, and promoting sustainable practices, the BFC will catalyze business and industrial development, creating a thriving ecosystem that drives economic growth and improves the quality of life for the people of DG Khan.

## **Development of Handicraft Village to Showcase Local Artisans**

**Project Overview:** The Handicraft Village aims to create a dedicated space for local artisans to showcase their work, promote cultural heritage, and boost the local economy through tourism and trade. The village will provide artisans with facilities to produce, exhibit, and sell their crafts, offering visitors an immersive cultural experience. Special focus will be given to promoting popular local handicrafts, including wooden crafts. Additionally, the village will highlight the unique skills of women artisans who design dresses, make flowers, and create intricate embroidery.

### **Key Components:**

#### **Location and Infrastructure:**

- Select an accessible location.
- Develop infrastructure, including buildings and utilities.
- Construct exhibition halls, workshops, retail spaces, and a central plaza.

#### **Facilities and Amenities:**

- **Artisan Workshops:** Equipped for craft production.
- **Exhibition Halls:** Display spaces for finished products.
- **Retail Outlets:** Shops for direct sales.
- **Cultural Center:** Space for performances and educational programs.
- **Visitor Amenities:** Cafeteria, rest areas, and restrooms.

#### **Support Services:**

- **Training and Development:** Workshops to improve skills, particularly in wooden crafts, date leaf products, soil-based items, and women's dress design and embroidery.
- **Marketing and Promotion:** Strategies to attract tourists and buyers.
- **Business Support:** Assistance with business planning and financing.

#### **Operational Plan:**

- Establish a management team for daily operations.
- Develop partnerships with local and national organizations.
- Implement a visitor feedback system.

### **Financial Plan:**

- **Initial Investment:** Cover land acquisition, construction, and setup.
- **Revenue Streams:** Income from entry fees, workshop fees, retail sales, and events.
- **Sustainability:** Long-term financial plan with potential funding sources.

By developing a Handicraft Village, Dera Ghazi Khan can preserve its rich cultural heritage, support local artisans, and create a sustainable model for economic development through tourism and trade. The village will not only showcase the diverse crafts of the region but also empower artisans, particularly women, by providing them with the resources and platforms needed to thrive.

### **Establishment of Education & Skills City for Industry-Specific Trainings**

The Education & Skills City project aims to create a comprehensive hub dedicated to providing industry-specific training and skills development to meet the demands of the local and regional industries in Dera Ghazi Khan. This facility will house multiple training centers, vocational schools, and specialized institutes offering courses tailored to the needs of various sectors, including textiles, agriculture, IT, and traditional crafts. By integrating advanced technology and modern teaching methods, the Education & Skills City will equip the local workforce with the necessary skills and knowledge to excel in their respective fields.

One of the key features of the Education & Skills City will be its focus on hands-on training and practical experience. The facility will include fully equipped laboratories, workshops, and simulation centers where students can gain real-world experience under the guidance of industry experts. Partnerships with local businesses and industries will ensure that the training programs are aligned with current market needs and technological advancements. This collaboration will also provide opportunities for internships, apprenticeships, and job placements, bridging the gap between education and employment.

Furthermore, the Education & Skills City will offer continuous professional development programs to help the existing workforce upgrade their skills and stay competitive in the ever-evolving job market. Special emphasis will be placed on promoting lifelong learning and fostering a culture of innovation and adaptability. By addressing the skills gap and enhancing the employability of the local population, the Education & Skills City will play a crucial role in driving economic growth and sustainable development in Dera Ghazi Khan.

### **Conclusion**

The Dera Ghazi Khan Division is marked by a dynamic industrial landscape that plays a crucial role in the regional economy. With a diverse range of industries, including small, medium, and large enterprises, the division's industrial sector is well-integrated into its socio-economic fabric. The primary sectors include wood products, fabricated metal products, food products, and other non-metallic mineral products. This diversity not only highlights the region's capacity for varied

industrial activities but also underscores its reliance on these sectors for employment and economic stability.

The existing industrial sector in Dera Ghazi Khan is heavily dominated by small enterprises, which form the backbone of the local economy. These small ventures, numbering 1172, account for a significant portion of the total industrial units, providing widespread employment and fostering an entrepreneurial spirit within the community. The presence of 33 medium and 8 large units further complements the industrial landscape, indicating areas of specialized expertise and higher output capabilities. Muzaffargarh leads the division with the highest number of industrial units and employment, followed by Layyah, Dera Ghazi Khan, and Rajanpur.

Despite the strong presence of small businesses, the division faces challenges that hinder its full potential. The underrepresentation of medium enterprises, particularly in sectors like food products and other non-metallic mineral products, indicates a gap that needs addressing to create a more balanced economic structure. Furthermore, the lack of large enterprises in certain sectors, such as fabricated metal products and furniture, highlights the need for strategies to attract larger investments and promote industrial growth. Addressing these gaps can lead to a more diversified and resilient industrial base, capable of withstanding sector-specific downturns and contributing to long-term sustainable growth.

Overall, the industrial landscape of Dera Ghazi Khan Division showcases both strengths and opportunities for growth. By focusing on expanding medium-sized enterprises and attracting investments in underrepresented sectors, the region can enhance its economic diversity and stability. The strategic integration of technological advancements and sustainable practices across all industrial activities will further boost the division's competitiveness and ensure a thriving economic environment that benefits all stakeholders.

## Proposed Projects

Projects	District(s) / Area(s)	Est. Cost (Rs Million)	Priority
Development of Handicraft Center for Wooden crafts and embroidered garments in Vehova, Taunsa Sharif and Jampur	DG Khan	50	Short term
Phased development of Women Resource Centers with incubation and business support services facilities at urban centers in DG Khan and Layyah Chamber of Commerce and Industries	DG Khan & Layyah	100	Short term
Expansion of GVTI <b>Women Abad</b> ; expansion project will incorporate the existing sports complex area into the institution's grounds, allowing for the construction of additional classrooms and laboratories to improve educational facilities.	DG Khan	20	Short term
Gendered Restrooms to be made available in all markets (Sabzi mandi, Saddar bazaar, college road bazaar, quaid-e azam road bazaar)	DG Khan, Layyah, Muzaffargarh, Rajanpur	200	Short term
One Small Industrial Estate in DG Khan	DG Khan	5000	Medium term
Opening Expo Centre and Business Centers in DG Khan and space to Handicraft Sector in every business center/exhibition event	DG Khan	1000	Medium term
Development of Handicraft Village to showcase Local Artisans	DG Khan	100	Medium term
Provision of Missing Facilities to TEVTA such as; Supplying TEVTA with advanced auto labs and fully equipped electronics labs, including tools for mobile phones, televisions, and computers, to enhance practical learning, multipurpose halls and solar to combat electricity shortfalls.	DG Khan, Layyah	500	Medium term
Establishment of Education & Skills City for industry specific trainings and skills to meet the demands.	DG Khan	80	Medium term
Agricultural Training & Support for Cotton Industry Revival	DG Khan, Layyah, Muzaffargarh, Rajanpur	140	Medium term
Development of Large Industrial estate in Muzaffargarh	Muzaffargarh	30000	Long term
Establishment of TEVTA female institute in Kot Chutta	DG Khan	70	Long term