

The city is very much known for Multani Soghat like sohan halwa, falooda, fried fish, embroidery goods, Multani khusa and shoes. The oldest mosque called 'Sawi (green) Mosque' is also located there and it is more distinctive of art and architecture than any other building in the city.

Although the cultural life of the city is as primitive as the history of the city, it got impetus when Radio Pakistan started broadcasting on November 21, 1971 from here. It gave recognition to many famous artists, singers, musicians and broadcasters working across the country.

Madam Soraya Multaniker said she was being auditioned by ten music experts who asked her every question about singing and different features of music.

Then, they have had the Bari family known to spread music across the city with the sons Ustad Mukhtar Bari and Javed Bari along with their father Ustad Abdul Bari. He left many trained followers including the melodious voice of Naheed Akhtar. Bari had composed next-gen cutting edge music for famous singer Iqbal Bano's ghazal, 'Dagh Dil Hum Ko Yad Anay Lagay' and 'Chan Kithan Guzari Hai Raat Way' for Surayya Multaniker. Today, two studios including FM93 and FM103 are established for giving lively entertainment.

Radio Multan is the hub of cultural activities which introduced famous faces including legend Ustad Salamat Ali Khan, Ustad Nazakat Ali Khan, Ustad Zakir Hussain, stage icon Iftikhar Thakur, famous film star Mohammad Ali, well known dramatist Sohail Asghar, singers including Naheed Akhtar, Surraya Multaniker, Iqbal Bano, Naseem Akhtar, Pathanay Khan, Rahat Bano, Najam Sheraz, Gulbahar Bano, Naeem ul Hassan Babloo, Saleem Nasir, Master Tufail, famous actresses, Anjman, Reema, Ghauri, Shakeela Qureshi, Saima, Sana, Noor and many more. Multani Dialect is known to be the sweetest one across the country, inviting top poets to contribute their masterpieces in Saraiki language. Naat, Nohay, Marsia, Kafian and Ghazals have become the identity of this region.

A large number of festivals used to be arranged here for centuries. Among them 'Vesaki' has been celebrated on every April 13 in Suraj Miani. It is unique in the sense that the event is celebrated at the same time in the neighboring country India as well. The festival marks the start of New Year in the Nanakshahi solar calendar and recognizes the Sikh religious faith. Tourists and admirers of handicrafts like to buy table lamps, vessels, vases, cookie jars, show pieces and souvenirs made with bamboo shoots and Kashi work.

