

District Profile

SWABI



Prepared By
SMEDA, NWFP



Small & Medium Enterprises Development Authority
Ministry of Industries & Production
Government of Pakistan
February 2009

Table of Contents

S. No	Contents	Page No
1	Introduction.....1
2	History.....2
3	Socio-Economic profile.....3
4	Economic Scenario of the District.....4
4.1	Agriculture.....4
4.2	Horticulture.....4
4.3	Livestock, Fisheries and Dairy development.....4
4.4	Industry4
4.5	Number of units in swabi district.....5
4.6	Profile of industrial estate Gadoon Amzi.....6
5	Trade and Trade centers.....7
6	Mining.....7
7	Small Investment Projects for the District.....7
1	• Poultry Farm8
2	• Honey Bee Keeping9
3	• Model Vegetable Farms (Walk in Tunnel).....10
4	• Fish Farming (Aquaculture).....11
5	• Marble Mosaic Manufacturing Unit13

1. Introduction

Swabi lies between the Indus River and Kabul River, in the North-West Frontier Province (NWFP) of Pakistan. Its residents are referred to as Swabiwaals. Swabi is the fourth most populous district of the NWFP. The Yousafzai clan of Pukhtoons are the district's predominant clan. Swabi was separated from Mardan and made a



district in July 1988. Swabi District was created on July 1, 1988. Prior to that, it was a Tehsil of Mardan District since its creation in 1937. Until 1937 it remained a Tehsil under Peshawar Distt. Swabi is surrounded by big beautiful mountains on its north side and mighty River Indus (Abaseen) with cold water running through on the south, irrigating its fertile land. There are about 100 Villages in Distt. Swabi. Swabi is blessed with fertile agricultural land therefore most of the people are associated with agriculture. However, economy of the area is based on tobacco crop and Gadoon Industrial Estate.

The major tribe of Swabi district is Yousazai and Pushto is the predominant language.

2. History

The history and culture of Swabi is very rich. The late historian Roshan Khan Baba from this region wrote about the history of this great tribe in his book 'History of the Yousafzai Tribe'. They are well known for their hospitality.

A drive to Swabi from Jehangira or Mardan is scenic and a beautiful experience. Lush green fields and shady trees line the road on either side.

Swabi is home to the largest earth-filled dam of the world, the [Tarbela Dam](#). It also boasts one of the most prestigious institutions of [Pakistan](#), the [Ghulam Ishaq Khan Institute of Engineering Sciences and Technology](#) located in village.

The people of Swabi are brave and look after their guests, they say guest is mercy of GOD. Many people work in the Middle East, Europe and America to support their families. People are very hard workers and moderate by nature. The people have strong unity among themselves and living peace fully.

Swabi contains many important archaeological sites; it was part of the [Gandhara](#) civilization. Alexander the Great crossed river Indus where the village of [Hund](#) now lies on its right bank. Hund is an archaeological treasure and been the capital of the Hindu and Turk [Shahi](#) for nearly three hundred years. Archaeological sites are found peppered all over Swabi and they are great tourist attractions.

Rani Ghat is another start of the Gandhara archaeological site located further deep in the mountainous area. Rani Ghat is the famous historical palace on the top of mountain used by the Rani (queen) of that era. She was famous for buying the fresh air coming from Swabi side. She paid the villagers for clean air -- they were not allowed to pollute it by blowing the crops in the air for cleaning purpose. The ruins are still a famous place for visitors. As a part of the origin of Buddhist Gandhara civilisation it has also attracted reconstruction funds from Japanese research institutes.

Similarly the ruins of Darsan are also here. Not enough archaeological work has been done on this area and it needs attention from archaeologists.

Molana Abdul Qadir was a great scholar resident of the village of Pabaini. He was the founder of Pushto Academy and Pushto department. The first Pushto dictionary was written by him.

3. Socio-Economic Profile

- 1. Total Area : 1543 square kilometers.
- 2. Population (1998 Census) : 692,228
- 4. Literacy Rate : 36.0%

5. Employment Position (1998 Census)

- Labor Force : 199833
- Employed : 153652
- Unemployed : 46181

6. Infrastructure Facilities

- a) Road : Available
 - High Type : 318.000 km
 - Low Type : 78.990 km
 - Total : 396.990 km
- b) Water : Available
- c) Electricity : Available

4. Economic Scenario of the District:

Tobacco is a popular cash crop of Swabi along with vegetables, wheat, sugar cane and maize. Its climate is ideally suited for citrus in particular while many other fruits like watermelon, peaches and apricots are also grown there. Swabi is rich with mineral resources founded in the Maneri village and its white marble is very popular throughout the country.

4.1. Agriculture:

The entire area is fertile and produces good crops. However, most of the cultivated area is barani and under favorable weather and sufficient rainfall, it gives very good output of wheat, maize, tobacco, etc. Kharif Crops includes Maize, Rice, Jowar, Sugarcane and Ground nut. Rabi Crops include Wheat, Barley, Rape and Mustard.

4.2. Horticulture:

Most of the area is plain and fertile. A variety of fruit are grown by the local people for their own. A large quantity of orange and guava are produced in village Maini, Hianda, and Tordher basis. **Kharif:** Water melon, Musk Melon, Apricot, Guava, Pear, Peaches, Plum. **Rabi:** Citrus, Mulberry

4.3. Livestock, Fisheries and Dairy Development:

The people in Swabi generally keep livestock such as Buffalo, Camel, Cattle, Goat, Horse, Mule, Poultry, and Sheep.

4.4. Industry:

Industrial development in Swabi district as compared to the other districts of country was negligible before 1988. There were hardly a few cigarette factories, flour mills and a tannery at Jehangira. However, the development in industrial sectors occurs with the establishment of Gadoon industrial estate in the year 1988.

4.5 Number of Units in Swabi District

S.NO	Nature of Units	Total No. of Units
1	Vegetable Ghee	7
2	Textile (power Looms)	10
3	Textile (Mills Sectors)	10
4	Polyester Acrylic	13
5	Carpets	2
6	Silk Mills	5
7	Wood & Wood Products	1
8	Paper & Paper Board	5
9	Paper Packages	6
10	Chemicals	13
11	Beverages	1
12	Saop	4
3	Paint & Varneshes	1
14	Rubber & Plastic Goods	57
15	Adhesive Tape	4
16	Foam	3
17	Melamine	6
18	Glass	1
19	Marble	12
20	Engineering	26
21	Electronic Goods	9
22	Flour	8
23	Corn	1
24	Ice	5
25	Cigarettes	6
26	Lather & Footwear	1
27	Cement Based	8
28	Cold Storage	1
29	Other Metal Products	22
	Total units	248

Source: (Directory of Industrial Establishments 2007)

4.6. Gadoon Amazai

Gadoon Amazai is one of the biggest Industrial estates of the North-West Frontier Province. Here there were once 580 industries, but due to improper planning and management its loss his popularity in economic development.

Its profile is stated as:

PROFILE **INDUSTRIAL ESTATE GADOON AMAZAI**

- | | |
|--|---|
| 1. Name: | Industrial Estate, Gadoon
Amazai, Swabi |
| 2. Location: | Swabi-Topi Road,
Swabi District, Tel: 0938-70599 |
| 3. Total Area: | 1116 Acres |
| 4. Total No. of Plots: | 623 |
| 5. Size of Plots: | Different |
| 6. Price of Plots: | Rs. 500,000/- per Acre |
| 7. Total No. of Plots allotted: | 455 |
| 8. Total No. of Plots Vacant: | 89 |
| 9. No. of Units in operation: | 52 |
| 10. No. of units closed: | 160 |
| 11. Total No. of units under construction: | 03 |
| 12. Infrastructure Facilities: | Available |
| a. <u>Road</u> : | 64700 Rft |
| b. <u>Drains</u> : | 139000 Rft |
| c. <u>Electrification Lines</u> : | 73675 Rft |
| d. <u>Office Building, Operators, Residential Quarters</u> : | Available |
| e. <u>Police Station</u> : | Available |
| f. <u>Custom House</u> | Available |
| g. <u>Tube Wells</u> : | 7 |
| h. <u>Overhead Water Tanks</u> : | 3 |
| i. <u>Bridges</u> : | 2 |
| j. <u>Labor Colony</u> : | 150 Quarters |
| 13. Estimated Distance to Peshawar: | 140 Km/2 hrs drive from Peshawar |

5. Trade and trade centers:

Major part of the population is in business. Due to remittances from the overseas countries, the people now prefer business. The major trading centers are at Swabi, Maneri, Topi, Zaida, Nawan Killi, and Tordher. People operate different big and small business such as stores, workshops, grain stores, property centers, bargains, tobacco sales markets, petrol pumps, transport, traveling Agencies, hoteling, fruit and vegetable markets.

6. Mining:

District Swabi is enriched in natural resources. Marble, sandstone, gravel are available in large quantity. The same are leased out to the interesting parties by the directorate of industries as per government policy and thus a lot of money is going to the public exchequer, each year.

The limestone, sandstone slates are common economics rocks of the area. The limestone is used for crushers and road construction whereas the sandstone and slates are used for houses.

7. Small Investment Projects for the District:

- Poultry farm
- Tunnel Farming
- Honey Bee
- Fish Farm
- Marble Processing Unit

7.1. Poultry Farm

Introduction:

The broiler farm is a project of livestock sector, in which, the day old chicks (DOCs) are raised on high protein feed for a period of six weeks. This business can be started both in rural and semi-urban areas in sheds. The broiler birds are sold to traders and in the wholesale markets in the urban areas. Some times birds can also be sold directly to the shopkeepers in the urban markets.



Farm Equipment

List of farm equipment, which will be needed, are as under:

Farm Equipment

S. No	Farm Equipment	No.	Rs/unit.	Rs.
1.	Brooder	8	500	4000
2.	Drum Heater	2	1000	2000
3.	Small Drinkers	40	75	3000
4.	Large Drinkers	80	200	16000
5.	Small Feeder	55	95	5225
6.	Large Feeder	90	135	12150
7.	Shifting Boxes	5	1900	9500
	Total	280		51,875

Project cost (cost for one flock)

Project economics (broiler population = 4,500 birds)

Account Head	Total Cost (Rs)
Machinery & Equipment	51,875
Total Fixed Cost	51,875
Feed, Electricity & Medicines (Rs.80 per 1.5 kg chick)	360,000
Upfront Building Rent for two Months	20,000
Chicken price (Day old) of 4,500 @ Rs. 20 each	90,000
HR (2 persons) for two Months	20,000
Total Working Capital	490,000
Total Project Cost	541,875
Revenues (selling price per chicken Rs. 150 per 1.5 kg)	641,250
Profit	99,375
Rate of Return	19%

7.2. Honey Bee Keeping

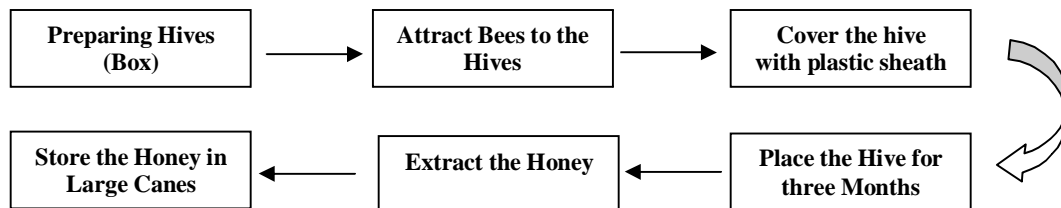
Introduction

Honey is a sweet substance produced by honey bees from the nectar of blossoms. Honey consists essentially of different sugars, predominantly glucose and fructose etc. Honey, a pure, natural sweetener prepared by bees from nectar collected from wild and cultivated flowers, was the first sweetener known to man.



Honey Cluster of NWFP is spread over in different districts of the province. The belts of Swat, Naran, Kaghan and southern districts like Peshawar, Mardan, Karak, Kohat, Haripur, FATA and other adjoining areas have tremendous potential for fostering the honey-industry. The total numbers of the bee keepers entrepreneurs (farm) in NWFP is about 3500 and the direct employment in these farms are 17500 people.

Business Process Flow:



Tools & Machinery

No.	Equipment	Quantity	Price
1.	Honey Extractor Machine	1	3,500
2.	Monkey Cap	3	450
3.	Smoker	1	150
4.	Queen catcher	2	160
5.	Swarming catch basket	2	300
6.	Spray Bottle Plastic	3	210
7.	Gloves	3	210
8.	Fork	4	320
	Total	19	5,300

Cost of Project: per annum

No.	Particulars	Price
1.	Colonies of bees @ Rs.5000 - 10 frames	250,000
2.	Wooden Box with frame @ Rs.550 each	27,500
3.	Human Resource (3 personnel)	240,000
4.	Foundation sheet @ Rs.25 each	12,500
5.	Tools & Machinery (as per list above)	5,300
6.	Feeding of Bees	60,000
7.	Transportation Cost	10,000
8.	Total Investment	605,300
9.	Return on capital Employed (after 1 st year)	445,100
10.	Profit	135,100

11.	Rate of Return	23%
-----	-----------------------	------------

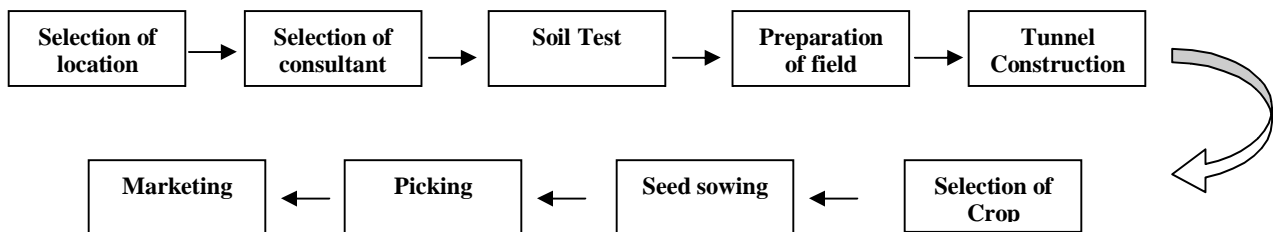
7.3. Model Vegetable Farms (Walk-in Tunnel)

This artificial method of plastic tunnels, specifically **walk-in Tunnel** farming, are lower than the high tunnels but they are gaining popularity as they provide high yield compared to low tunnels. The tunnel is suitable for growing tomatoes, cucumbers, sweet pepper and hot pepper.



These tunnels will be 190 feet long, 6 – 8 feet high and 12 feet wide. The tunnel is built by pipe material of 20-mm diameter 18 feet length, and round shaped mild steel iron rods of 12-mm diameter and 2 feet length. This tunnel structure will then be covered by 0.06-mm thick and 20 feet wide plastic sheet. A total of around **13** tunnels can be constructed on an acre of land.

Process Flow:



Financials:

Total cost of the Project is estimated to be Rs. 200,000 for one model farm and the total cost for 5 farms would be around 1 Million excluding the cost of land/rentals, expenses of land preparation, hybrid seeds and insecticides.

S.No.	Description	Cost/farm (Rs.)	Total (Rs.)
1.	Structure	100,000	500,000
2.	Consultancy and Training program	50,000	250,000
3.	Equipment/ Machinery rentals	25,000	125,000
4.	Labor charges	25,000	125,000
	Total	200,000	1,000,000

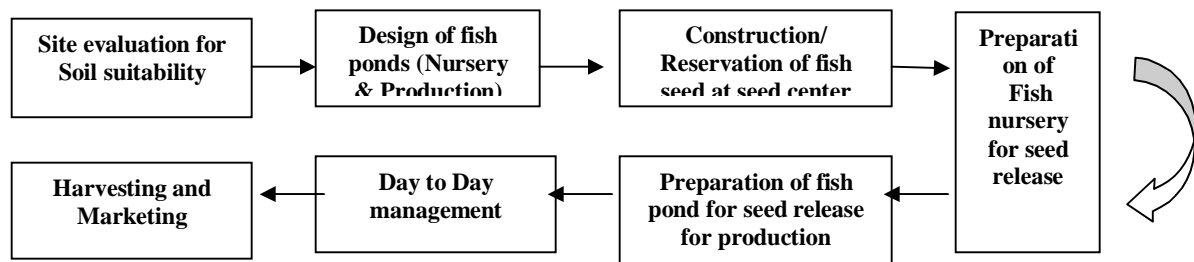
7.4. Fish farming (Aquaculture)

Introduction

The business model of small-scale poly culture of carp fishes, which are herbivorous fish species for household and local sale for consumption. The proposed technology has proven tract record in the region which reduces the costs of adaptation and innovation. Farming of aquatic species is inherently more efficient than livestock and has a smaller environmental footprint Integrated livestock-fish farming; integrated Aquaculture with Agricultural vegetable gardens can become economic engine on the farm generating almost three times the annual net income from the integration of activities on the farm. At current market prices, aquaculture provides a more lucrative use of land than alternative activities; for example, a hectare of land devoted to aquaculture (carp) would generate at least 43 percent higher income for all factors engaged directly or indirectly in fish production than would a hectare of land under crop cultivation



Business Process Flow:



EXPENDITURE ANALYSIS FOR A ONE-ACRE CARP FARM ON 0.5 Ha LAND

1. NON-RECURRING EXPENDITURES; ESTIMATED COST (Rs.)

Excavator charges with chain dozer or Tractor blade	30,000
Further digging with manual labor	10,000
Construction of inlets ,outlets and embankments leveling	10,000
Construction of store room/ watch & ward hut (10'x15')@ Rs. 800/sq meter.)	1,00,000
Equipment and nets	20,000
Cost of pump and motor (dug well)	50,000
Total	250000

NOTE: Cost of pump & motor , store rooms ,watch and ward room may be avoided if canal water & alternate facility is available

2. RECURRING EXPENDITURES; ESTIMATED COST (Rs.)

Fish seed (3000 @Rs 3/- each, size of 50-100 g is preferred for stocking to realize higher survival rate of over 90% and better growth in a pond of one Acre	9,000
Fertilizer/Organic manure (1000 kg @ Rs 5.00/ kg) Manures basal dose 20-25% of the total amount of organic manures (100 kg nitrogen,	1,000

25 kg phosphorus, 90, kg potassium and 1,000 kg organic matter).	
Feed (2% of body weight @Rs 2.60/kg Supplementary feed (rice bran and groundnut oil cake mixture), Feeding should be carried out @ 5% of the initial biomass of stocking material for first month and further at sliding scale from 3-1% in subsequent months, based on the fish biomass estimated at monthly intervals. (3 Metric tones @ Rs 7,000/ Metric ton)	21,000
Liming (300 Kg/Acre/Year @ Rs.5/- per Kg)	1,500
Labors Wages (for the last 150 man-days @ Rs.250/man-day for management and harvesting)	37,500
Tube well water storage in production pond	36,000
Canal Water	1,500
Repair and maintenance	2,000
Total	109650
ASSUMED PRODUCTION	2,0500 Kg
SALE VALUE @ Rs. 100/Kg	2,50,000
ASSUMED GROSS PROFIT	140350

Fish seed is available in July/August each year

NOTE: This analysis is made on the basis of flat /clay soil on surface area basis and availability of canal or tube well water for new fish farmers .All figures are preliminary and not based on specific site.. Cost variation will occur from site to site and availability of Organic manure. Additional land will be required for the nursery pond and path ways to the infrastructure

7.5. Marble Mosaic Manufacturing Unit

Introduction

NWFP Pakistan is blessed with more than 100 colors of marble and granite and this probably make it unique in the country and other parts of the world. When properly applied, mosaic products permit to décor every type of ambience beautifully. Its look is sophisticated, warm, elegant and sumptuous.

The proposed project envisaged the manufacturing of marble mosaic in various sizes and their sales in the local and export market. However, it is pertinent to note that during discussions with the industry players it was found that more than 90% of the marble tiles manufactured locally are exported.

The proposed marble mosaic manufacturing unit will produce approximately 250×36 pieces of mosaic of different sizes like ½” thickness with 1” square, ¼” at ½” square daily.



Marble Mosaic Cutting Process

For cutting mosaic into different sizes, dyes of different sizes are used. In these dyes, raw material which is marble tile of 12”×12”, 12” ×6”, 4” ×4”, 4” ×6” or 4” ×12” are placed for cutting by multi blade cutter.

PROJECT CAPACITY AND DEMAND

- A) Production capacity of the proposed Mosaic pieces cutting unit with single shift is estimated at 6000 sq. feet in one month with 60% capacity utilization. Demand for the product is manifold. If only these mosaic pieces are sold in the market here are approximately 12-15 entrepreneurs who demand 1000 to 1500 feet each for making mosaic products.
- B) There is a sizeable demand of finished products in all the categories mentioned. There are few mosaic units in Pakistan while no such in N.W.F.P.

Raw Material Sourcing

Marble, Limestone, onyx and Granite are mostly found in NWFP and Balochistan. It is estimated that there are more than 3000 processing units which are the direct source of the supply of raw material. The raw material can be in the shape of tiles of various sizes like 12”×12” standard size or other small sizes and even the factory waste. In the N.W.F.P. marble products (tiles) ranging from white to black colors are cut, while some other colors like pink are also cut rarely. This colored raw material (tiles) can be purchased from processing units in N.W.F.P.

PROPOSED PRODUCT MIX

Broadly the product can be divided into two categories:

A- Making and selling of marble mosaic pieces.

B- Selling of final finished products in the following categories:

1. Medallions.
2. Flooring.
3. Sheets.
4. Borders.

LAND & BUILDING REQUIREMENT FOR SITE DEVELOPMENT

The Marble tiles manufacturing unit is estimated to require a total area of 500 sq. yards (approximately 4500 sq. ft) plot or a rental premise of this measurement

PROJECT INVESTMENT

The cost of the project including land requirement, building size, machines and Equipment and utilities, personnel requirement is given below:

I	Cost of the Project	(Rs. in Million)
	Building Construction Cost	= Assumed on rental basis
	Machines and Equipment	= 2685,000
	Electric Transformer	= 300,000
	Working Capital	= 3207,350
	Total	= 6,442,350
II	Utilities	
	Requirement of Electricity	= 100 KW
III	Staff requirement	= 43

A total of Rs. 6.4 million (approximately) is estimated to be the cost of the project. The working capital requirement is estimated around Rs 3.2 million, while Rs. 3.0 million worth of machinery furniture and other tools are required to make the unit operational. Keeping the high variation in land cost and building construction in consideration, the premises is assumed to be hired on rental basis.