District Profile
CHARSADDA




Prepared By

SMEDA NWFP

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

February 2009

S. NO	Table of Contents	Page No.

1. INTRODUCTION

Charsadda is 17 miles from Peshawar located in the west of the NWFP and is bounded by Malakand District on the north. Mardan district on the east, Nowshera and Peshawar districts on the south and the Mohmand Agency of the Federally Administered Tribal Areas on the west. This district has one of the most fertile lands in NWFP. The total area of the district is about 996 square kilometers (243753 acres). Total cultivated area is 210255 acres (61 %), irrigated area is 180339 acres, i.e. 86% of the total cultivated area. There are three rivers flowing in Charsadda: the River Jindi, the Kabul River, and the Swat River; these are the main source of irrigation for Charsadda .The three rivers then merge and join the Indus River. The area surrounded by River Swat and River Kabul is called Doaaba and has a great importance in the District .The district is administratively subdivided into two Tehsils which contained a total of 46 Union Council.

The population of Charsadda according to the year 2000 is 1.7 millions. Charsadda having the density 1081 person /Sq.Km. Its Literacy rate is 43.09%. Employment position according to the year 2000 are 165574 are Employed and 49531 are Unemployed. All major infrastructures are available for communication in which 352. km as High Type Road in district Charsadda .But the Railway facility are still awakened Water and Electricity facility are available .The main languages are Urdu and Pashto. English language is also well understand. The main market are Charsadda Bazaar, Othmazo Bazaar, Tangi Bazaar, Ghafoor Market, Dhere Shabqadder Bazaar among these Omerzo Bazaar are very famous.

2. HISTORY

The history of Charsadda can be traced back to the 6th century BCE. It was the capital of Gandhara from the 6th century BCE to the 2nd century CE. The ancient name of Charsadda was Pushkalavati, which means "Lotus City". It was the administrative centre of the Gandhara kingdom. Many invaders have ruled over this region during different times of history. These include the Persians, Greeks, the Mauryas, the Greco-Bactrians, the Indo-Greeks, the Indo-Scythians, the Indo-Parthians, the Kushans, the Huns, the Turks and the Hindus.

Charsadda was once a part of the kingdom of Gandhara, however around 516 B.C Gandhara became part of the seventh satrapy or province of the Achaemenid Empire and paid tribute to Darius the Great of Persia, until its overthrow by Alexander the Great in the 4th century BC. After the death of Alexander in 323BC the Indian Emperor Chandragupta Maurya rose to power and brought Gandhara under his sway. According to a popular tradition, Emperor Ashoka built one of his stupas there. This stupa was mentioned by the famous Chinese Buddhist pilgrim Hieun Tsang, who visited in 630, according to him Po-Lu-Sha (as he called the stupa) was 2½ miles in circumference. A Brahminical temple to the east and a monastery to the north which according to Buddhist legends was the place where Buddha preached the Law. The name Gandhara disappeared after Mahmud of Ghazni conquered the area and converted it to Islam in 1026.Shabqadr is a small town in Charsadda tehsils 17 miles (27 km) north west of Peshawar. Here is a fort built by the Sikhs called Sharkargarh. The town was burnt by Mohmands in 1897 It has since been rebuilt.

3. Economic Scenario of the District

The land of Charsadda is very fertile and beautiful. There are three rivers flowing in Charsadda: the River Jindi, the Kabul River, and the Swat River; these are the main source of irrigation for Charsadda. The three rivers then merge and join the Indus River.The main crops of Charsadda are; Tobacco, Sugarcane, Sugar beet, Wheat and Maize. Vegetables include Potato, Tomato, Cabbage, Brinjals, Okra and Spinach. Among orchards; Apricot, Citrus, Plum, Strawberry and Pears are famous. Strawberry, Sugarcane and Tobacco are cultivated vary abundantly in this aria .Among these Strawberry are sold in deferent aria of the province due to its good quality and taste. The famous icon of Charsadda is also Foot Wearing, Cloth Wearing and Fishery and contributes a lot as a economic key for the district. Many hundreds of people are concern in making Foot Wearing which is locally called Peshaware Chapel or Kerai. There are more than 500 footwear manufacturing units that have also started making hand made shoes, bags, belts and small leather accessories but the most popular and highly produced item is footwear (Peshaware Chapal). Presently large amounts of pairs is exported as well as transferred to other cities of Pakistan for retail and export purpose. The exports that are done from Charsadda to Saudi Arabia and United Arab Emirates are more than 250,000 pairs annually; The Foot Wear manufacturing units are located in the main market of Charsadda in commercial centers. Similarly Cloth Wearing manufacturing is also an attractive business for the people of Charsadda People uses Power Looms & Hand Looms for manufacturing Cloth Wears. Many hundred of people are concern in this field. These Cloth Wears are not only transfer to other cities of the country but exported to other countries as well and making good business for People of Charsadda due to its good quality.

4. Economic Potential

4.1 Agriculture

About 86 percent of the district is irrigated mostly through canals and the rest is dependent on tube well and other sources. In the canal irrigated area where soil is loamy, deep plaguing and regular maturing is carried out and cash crops are widely grown. The land of Charsadda is known to be the most fertile land of NWFP and the most common grown is. Crops are wheat, maize, and rice. Potato, Tomato and Sugarcane

4.2 Horticulture

Major fruits in Charsadda are water Mellon, Musk Mellon, Apricots, Banana. Apple, Dates, Guava, Mango, pear, peaches, plums, persimmons and Strawberry. Strawberry has great dietetic value and is one of the potential sources of vitamin C, protein, fates and carbohydrates. The fruit is commercially consumed both in fresh form and can be preserved for making Jam, Jellies and squashes that can be used in off-season.

4.3 Livestock and Fisheries

Cattle, buffalo, sheep, goat are common livestock in the district. Other livestock are camel, horse and poultry.

Livestock population in Charsadda is given as follows: (2000-2001)

Cattle	%	Buffaloes	%	Sheep	%	Goats	%
153984	4.8	72945	5.5	12507	0.8	95588	2.1

Livestock Slaughtered

Goats				Cattle			
Total	Recog.	Unrecog.	%	Total	Recog.	Unrecog	%
2327	16813	6466	11.0	6625	4781	18440	22.79

9			2	5	5		

Buffaloes				Sheep			
Total	Recog.	Unrecog.	%	Total	Recog.	Unrecog	%
65784	36206	9578	22.39	32841	20957	11884	16.01

4.4 Types of Industries

Details of industries and factories established in Charsadda district are given below:

1. Sugar industries
2. Flour Mills
3. Vermicelli's Industry
4. Charsadda Ice factory
5. Cigarettes/Tobacco (Leaves Processing)
6. Foot wears Industry
7. Craft Paper Industry
8. Detergent Powder Factory
9. Cement Bas
10. Marble Industry

Small Industrial Estate Charsadda

1	Name	S.I.E., Charsadda
2	Location	Takht Bahi Road, Charsadda
3	Total area	30 Acre
4	total number of plots	139
5	Size of Plot	A/12000 B/6000 C/3000 Sq ft
6	Price of Plot	Rs. 17 per Sq ft
7	Total no of Plots Allotted	NIL
8	Total No. of units in operation	NIL
9	No. of units closed	NIL
10	Total No. of Units Under Construction	NIL
11	Infrastructure facilities	Available.
12	Raw material availability	Good
13	Skilled labour force	Insufficient
14	Access to Market	Sufficient
15	Socio Economic Environment	Sufficient
16	Infrastructure Development	Sufficient

Units established outside special Industrial Zone, Charsadda

S. No	Nature Of Units	Total No. Of Units	Investment (Rs.in Mln)	Employment
1	Sugar	1	220.000	0
2	Flour	14	125.293	78
3	Vermicelli's	1	1.610	5
4	Ice	1	0.616	4
5	Cigarettes/tobacco	1	625.000	110
6	Paper board	1	300.170	220
7	Soap	1	0.110	0
8	Cement Based	16	4.030	83
9	Marble	3	5.880	10
	Total	39	1282.709	510

District Wise Total Number of Units, Investment and Employment in NWFP

No of running Units	No of Closed Units	Total No. of Units	Cost (Rs. In Million)	Employment
27	12	39	1282.709	510

4.5 Clusters

(a) Foot Wears (Chapel) Cluster

Charsadda Leather Cluster is located at a distance of 40 Km from Peshawar. It is concern in making Peshawar Chapel and other footwear also known for its traditional shoes as Saplay or Kairai in Pashto. People all around NWFP are seen as wearing these traditional slippers. Many thousands of male and female are involve in foot wears manufacturing. Charsadda is known for its footwear since decades. Traditional "Chappal (Sandal) making" is being carried out especially in Charsadda. The Charsadda Chappal Makers Association is the largest representative body of this cluster. The cluster has also started making hand made shoes, bags, belts and small leather accessories. The cluster is located in the main market of Charsadda in commercial centers including Ghafoor Market, Umer market, Haji shamshad Paracha Market, Sher Dil Khan Market, Zour Bazar, Mian Ajmal Shah Market, Zafar Plaza, and Fida Market.

(b) Cloth Weaving Cluster

Mata Mughal Khel weaving cluster is located in Matta Mughal Khel village in District Charsadda .It is potentially one of the most important ancient sites of Asia; representing a group of imposing mounds in the area. It is situated in a productive and well watered aria. The cluster is a potential sector that could generate employment opportunities for people of the area. At present, there are around 55 units in the Matta Mughal Khel, with a total strength of 288 power looms & hand looms, there are 288 technical employees and 408 are helpers. Weaving products produced by the cluster include both hand made and machine made (Power Loom) products. These include Khaddar, shawls (both & female), Cloth and scarves etc.

5. Small Investment Projects for the District

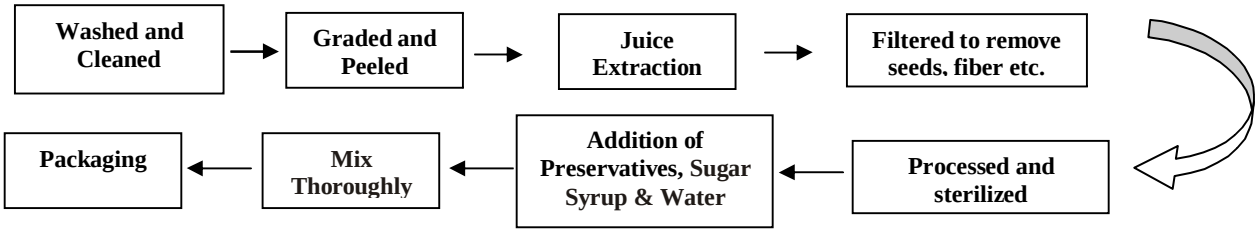
1. Strawberry Processing Plant
2. Honey Bee Keeping
3. Leather Sandals & Chappals
4. Poultry Farm
5. Fish farming (Aquaculture)
6. Model Vegetable Farms (Walk-in Tunnel)

5.1 Strawberry Processing Plant

Introduction

Pakistani Strawberries have huge demand in the international market due to its rich flavor, aroma, and health value, i.e., nutrients and minerals contents. There are many methods like dehydration, preparation of pulp or quash or syrup etc. This note considers manufacturing of strawberry syrup from pulp. The project involves processing of strawberries to syrup.

Processing Process:



Weight and process loss is on an average 35% to 40%.

Capital Inputs

Land and Building

A plot of land of around 200 sq.mtrs. with built-up area of 100 sq.mtrs. would be sufficient. Land may cost Rs. 75,000/- whereas cost of construction could be Rs. 2.50 lakh.

Manpower Requirements

Particulars	Nos.	Monthly Salary (Rs.)	Total Monthly Salary (Rs.)
Machine Operator	1	12,000	144,000
Semi-skilled Workers	2	6,000	144,000
Helpers	4	4,000	192,000
Total	**7**	**22,000**	**480,000**

Machinery & Equipments:

Strawberries would be available only for around 6 months and hence the factory is expected to run for around 150 days. It is, therefore, suggested to install processing capacity of **15 tones** per month which would need the following equipments:

Item	Qty.	Price (Rs.)
Fruit Washing Tanks	1	10,000
Juice Extractors	2	130,000
Steam-jacketed Kettle	1	50,000
Stirrer	1	30,000
Boiler	1	80,000
Bottle Washing, Filling and Capping Machine	1	130,000
Testing Equipments, Weighing scales etc.	--	70,000

Total	**7**	**500,000**

Cost of Project: Per annum

No.	Particulars	Price
1.	Land	135,000
2.	Building Construction	500,000
3.	Machinery	500,000
4.	Furniture and Fixture	100,000
5.	HR	480,000
6.	Utilities	100,000
	Total	**1,815,000**

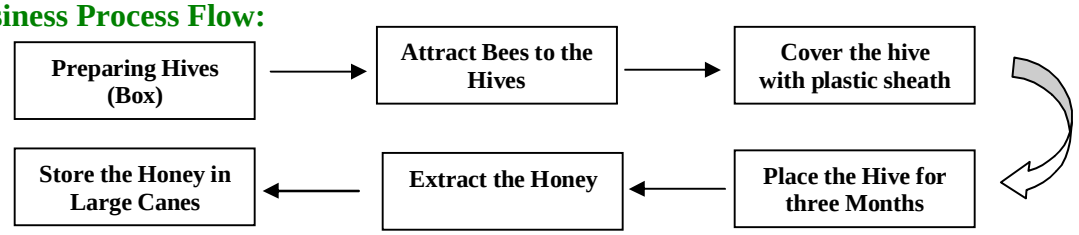
5.2 Honey Bee Keeping

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
7.	Colonies of bees @ Rs.5000 - 10 frames	250,000
8.	Wooden Box with frame @ Rs.550 each	27,500
9.	Human Resource (3 personnel)	240,000
10.	Foundation sheet @ Rs.25 each	12,500
11.	Tools & Machinery (as per list above)	5,300
12.	Feeding of Bees	60,000
13.	Transportation Cost	10,000
14.	**Total Investment**	**605,300**

15.	Return on capital Employed (after 1st year)	445,100
16.	**Profit**	**135,100**
17.	**Rate of Return**	**23%**

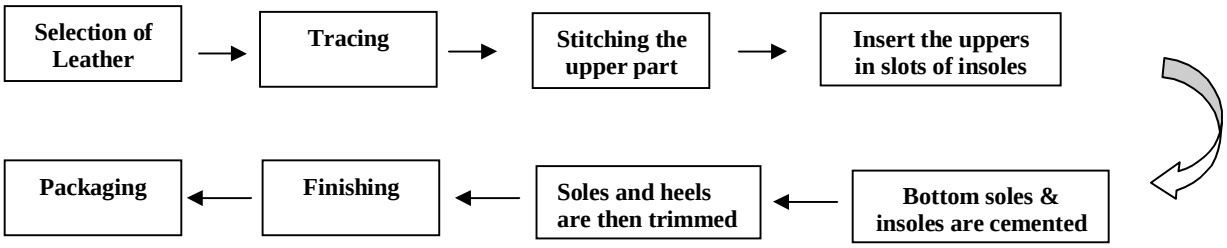
5.3 Leather Sandals & Chappals

Introduction:

In addition to the functional utility of protecting foot, this essential product of mass consumption has become fashion of the day as a part of the dress material. To meet the versatile needs of all sections of society, these are made by different process using a number of raw materials.

Manufacturing Process:

This is a labor-intensive industry employing manual process mostly. The sequence of operations is as follows;



Machinery:

For a plant capacity of making one hundred pairs of various sizes and designs of sandals and chappals following is the list of major machines required:

1. Hand operated leather-cutting machine.
2. Treadle operated upper sewing machine.
3. Buffing skiving machine.
4. Miscellaneous like measuring tools, embossing machine and scissors etc.

COST ANALYSIS:

BASIS: Producing 100 Per Day of chappals & sandals

1	Covered Area Required	100 sq.m
2	No. Of Employees	6
3	Land & Building	Rs.60, 000
4	Plants & Machinery	Rs.35, 000
5	Fixed Capital	Rs.95, 000
6	Working Capital for one month	Rs.36, 000
7	Working Capital for 3 months	Rs.1,08,000
8	Total Investment	Rs.2, 03,000
9	Cost of Production Per Annum	Rs.4, 69,000
10	Receipt per Annum	Rs.6, 00,000

11	Profit Per Annum	Rs.1, 31,000
12	Rate of Return	64.5%

5.4 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)

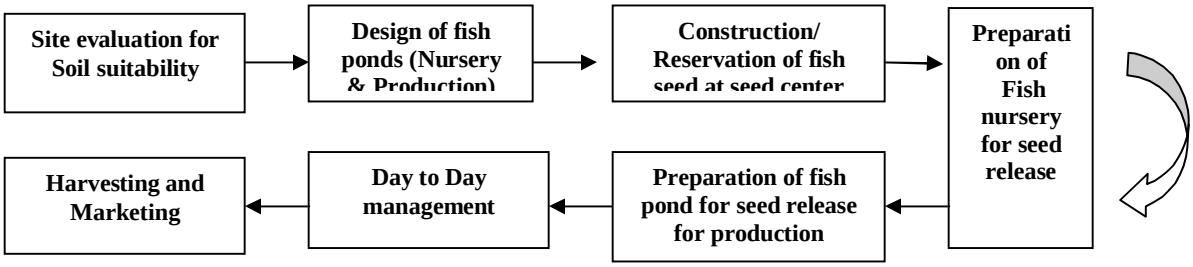
Account Head	Total Cost (Rs)
Machinery & Equipment	51,875
Total Fixed Cost	51,875
Feed, Electricity & Medicines (Rs.80 per 1.5 kg chick)	360,000
Up`front Building Rent for two Months	20,000
Chicken price (3 Days old) of 4,500 @ Rs. 20 each	90,000
HR (2 persons) for two Months	20,000
Total Working Capital	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	**18.3%**

5.5 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	**250,000**

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	9,000

in a pond of one Acre	
Fertilizer/Organic manure (1000 kg @ Rs 5.00/ kg) Manures basal dose 20-25% of the total amount of organic manures (100 kg nitrogen, 25 kg phosphorus, 90, kg potassium and 1,000 kg organic matter).	1,000
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

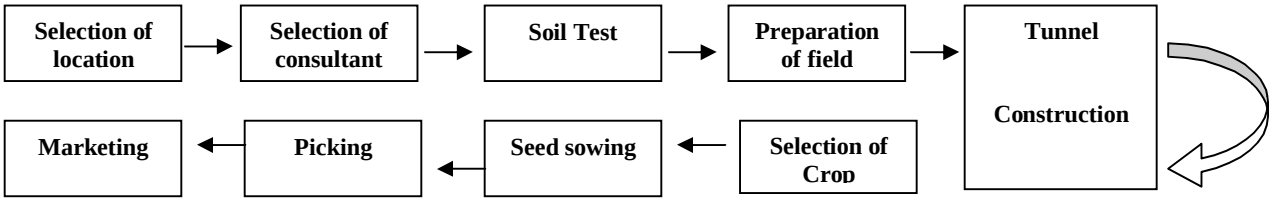
5.6 Model Vegetable Farms (Walk-in Tunnel)

Introduction

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, which will be born by the private sector partner.

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**