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**Government of India
Ministry of MSME**

Brief Industrial Profile Of District AGRA



**सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES**

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Brief Industrial Profile of Agra District

1. General Characteristics of the District

So overwhelming is the exquisite beauty and presence of this marble mausoleum that centuries later today, even the very land where it has been located - Agra - has been immortalized as the City of the Taj. Yet, it doesn't take much for the roving eye to discover that there's more to Agra than just the fabled Taj Mahal. The city is a virtual gateway to a world of discovery... a freeze-frame from a resplendent era that's long since gone by. In the great epic 'Mahabharat' the region of Agra is described as 'Agraban' (an integral part of the Braj Bhumi or the land of Lord Krishna). The latter part of Indian history outlines the origins of Agra to 1475 A.D., when the reign of Raja Badal Singh.

However, Agra came into limelight during the rule of Afghan King Sikandar Lodhi - who had made it the capital of his empire. Later in 1526 A.D., the Mughal Emperor Babar took upon himself the task for rendering Agra, a unique character and beauty of its own. The visionary that he was and a great patron of the arts, Emperor Babar brought in a change in the culture and life-style among the people of Agra, which then brought forth some of the finest craftsmen, artists, statesmen, warriors and nobility, this part of India had ever witnessed. The golden age of Agra's history, thus began to set in.

The next few hundred years of Agra witnessed the rise of the pomp and pageantry of three great Mughal monarchs - Emperor Akbar, Jehangir and ShahJahan - all of whom lavished on this fabled city, their love and riches immeasurable to transform the land into one of the great centers of art, culture, learning and commerce.

Much of the city's impressive past lives in evidence even today, in the hunting presence inside the monuments, the majesty of the buildings, the exquisite arts and crafts and not to forget, the lure of an exceptional cuisine... all, cherished as priceless legacies of a nostalgic past. The older city of Agra has impressively retained much of its resplendent history... captivating every visitor with fond memories to take back home. Today, luxury and modern convenience also exist adjacent to tradition - luxury hotels, shopping malls and plazas, wide avenues and a superb choice of venues for recreation, business, sports, pleasure, education and the arts.

1.1 Location & Geographical Area.

Perhaps no other historical monument has evoked as much awareness and admiration from tourists and travellers alike, as the magnificent Taj Mahal - fondly called by people as the ultimate requiem of love, from a great Mughal Emperor to his beloved.

- **Area:** 4027 Sq. km.
- **Population :** 44,18,7973
- **Altitude:** 169 meters above sea level.
- **Season :** November-February
- **Clothing (Summer) :** Cottons
- **Clothing (Winter) :** Woolens
- **Language :** Hindi, Urdu & English
- **Local Transport:** Buses, Taxis, Tempos, Auto-Rickshaws.
- **STD Code :** 0562

1.2 Topography

The city of Agra is in Uttar Pradesh, which is a state located in the northern part of India. It is located at a distance of about 200 kilometers from New Delhi, which is the capital city of the Indian Republic. In geographical terms, the exact location of the city of Agra is 27.10° north and 78.05° east.

The city of Agra is built along the banks of the Yamuna, one of the premier rivers in the nation. The city is located at an average altitude of 171 meters or 561 feet above the sea level. The geography of Agra is such that it is surrounded by the city of Mathura on the northern side. To the south of Agra is Dhaulpur. Firozabad is located on the eastern side of the city of Agra. Fatehabad lies on the south-eastern side of Agra city. To the west of Agra lies Bharatpur. The city of Agra forms a part of the great northern plains.

On the basis of landmass, Agra is the third largest city in the state of Uttar Pradesh. The modern city of Agra was founded way back in the 16th century. It was founded by Sikandar Lodhi, who was a king of the Lodhi dynasty. Under the ruling of the Mughal dynasty, Agra was considered to be one of the most powerful and influential cities in India in the medieval period.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.		NIL
MINOR		
1.	Sand & Silica	In river Yamuna
2.	Red Sand Stone	Mining Banned by apex Court in Fatehpur Sikri

SOURCE: - DEPT. OF MINES & GEOLOGY., UP

1.4 FOREST

There is about 35691 Hectare of Forest in the District

1.5 Administrative set up.

The Agra district is divided into Six Tehsils and 15 Blocks. Total numbers of Nayay Panchayats in the district are 115 while Gram Sabhas stands at 640. The total Revenue villages are 906. The total numbers of police stations in the district are 41 out of which 16 are in Urban area and 25 are in Rural area.

There are 6 tehsils in Agra they are as under

Agra Sadar, Bah, Etmadpur, Fatehabad, Kheragarh, Kiraoli. & 15 Blocks as given below:
Achnera, Akola, Bah, Barauli Ahir, Bichpuri, Etmadpur, Fatehabad, Fatehpur
Sikri, Jagner, Jaitpur Kalan, Khandauli, Kheragarh, Pinhat, saiyyan & Shamshabad.

2. DISTRICT AT A GLANCE

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude		Degree/Minute	27. 10° N
	ii) Longitude		Degree/Minute	78 .05° E
	iii) Geographical Area		Sq/Km	4027
(B)	Administrative Units			
	i) Sub divisions	2013	Nos	6
	ii) Tehsils	2013	Nos	6
	iii) Sub-Tehsil (block)	2013	Nos	15
	iv) Patwar Circle	2013	Nos	NA
	v) Nyay Panchayat	2013	Nos	115
	vi)Nagar nigam	2013	Nos	1
	vii) Nagar Palika	2013	Nos	5
	viii) Gram Panchayats	2013	Nos	640
	xi) Revenue villages	2013	Nos	906
	x) Assembly Area	2013	Nos	9
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos	2364953
	ii) Female	2011	Nos	2053844
(B)	Total Population	2011	Nos	4418797
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2009-10	Hectare	398970
	ii) Forest cover	2009-10	“	35691
	iii) Non Agriculture Land	2009-10	“	40945
	v) cultivable Barren land	2009-10	“	2381
4.	Forest			
	i) Forest	2009-10	Ha.	35691
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	206007
	ii) Buffaloes	2007	Nos.	926613

B.	Other livestock			
	i) Goats	2007	Nos.	303077
	ii) Pigs	2007	Nos.	43542
	iii) poultry	2007	Nos.	101548
	iv) Railways			
	i) Length of rail line	2012-13	Kms	231
	V) Roads			
	(a) National Highway	2012-13	Kms	128
	(b) State Highway	2012-13	Kms	148
	(c) Main District Highway	2012-13	Kms	142
	(d) Other district & Rural Roads	2012-13	Kms	3116
	(e) Rural road/ Agriculture Marketing Board Roads	2012-13	Kms	1953
	(f) Kachacha Road	2012-13	Kms	NA
	(VI) Communication			
	(a) Telephone connection	2012-13		43153
	(b) Post offices	2012-13	Nos.	370
	(c) Telephone center	2012-13	Nos.	-
	(d)Density of Telephone	2012-13	Nos./Lakh person	2533
	(e) Density of Telephone	2012-13	No. per KM.	28.37
	(f) PCO Rural	2012-13	No.	8
	(g) PCO STD	2012-13	No.	974
	(h) Working Mobile Connection (As on 1 st November,2013)	2012-13	No.	325514
	(VII) Public Health			
	(a) Allopathic Hospital	2012-13	No.	46
	(b) Beds in Allopathic hospitals		No.	3307
	(c) Ayurvedic Hospital		No.	26
	(d) Beds in Ayurvedic hospitals		No.	126
	(e) Unani hospitals		No.	1
	(f) Community health centers		No.	7
	(g) Primary health centers		No.	57
	(h) Dispensaries			
	(i) Sub Health Centers		No.	34
	(j) Private hospitals		No.	394
			No.	7
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	398
	(b) Rural Bank Products(RRB)		Nos.	55

	(c) Co-Operative bank products		Nos.	16
	(d) PLDB Branches		Nos.	9
	(IX) Education			
	(a) Primary school		Nos.	2004
	(b) Middle schools		Nos.	974
	(c) Secondary & senior secondary schools		Nos.	543
	(d) Colleges		Nos.	143
	(e) Dr B.R.Ambedkar University		Nos.	1
	(f) Dayalbagh Educational Institute(Deemed University)		Nos.	1

Source: - District Stat. & Eco. Office, Agra

2.1 Existing Status of Industrial Areas in the District Agra

S. No.	Name of Ind. Area	Land acquired (In Acre)	Land developed (In Acre) 0.4049	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	EPIP Export Promotion Park	101	61.10	4500	269	263	6	42
2	Sikandra Site A B	66.15	48.07	4000	116	116	-	110
3	Sikandra Site C	182.45	107.50	4000	307	307	-	170
4	Foundry Nagar	180.40	153.76	4000	265	265	-	198
5	Leather Park	283.20	59.56	2750	98	-	98	00
6	I/E. Nunhai	73.5	73.5	2262-00	192	192	0	189

Source:- UPSIDC/ DIC, Agra

3. INDUSTRIAL SCENERIO OF AGRA

3.1 Industry at a Glance from 2004-2005 to 2012-2013

S. No	Head	Unit	Particulars
1.	REGISTERED/ E.M Issued INDUSTRIAL UNIT	NO.	7719
2.	TOTAL INDUSTRIAL UNIT	NO.	7719
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	03
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	58371
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	753
6.	NO. OF INDUSTRIAL AREA	NO.	06
7.	TURNOVER OF SMALL SCALE IND.	IN Cr.	1850.00 Approx.
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN Cr.	----

Source: DIC AGRA

3.2 YEAR WISE TREND OF UNITS REGISTERED / E.M. issued from the year 2004-2005 to 2012-2013

	YEAR	NUMBER OF REGISTERED UNITS	INVESTMENT (Rs. Crore)	EMPLOYMENT
Up to	2004-05	781	18.11	3610
	2005-06	875	14.81	7355
	2006-07	858	15.25	8152
	2007-08	841	179.96	6659
	2008-09	855	94.32	5755
	2009-10	860	97.07	6045
	2010-11	862	98.19	5663
	2011-12	855	118.77	6365
	2012-13	932	106.8	8767
	Total	7719	743.28	58371

Source: DIC AGRA

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Rs. Crore)	EMPLOYMENT
20	Agro based	623	162.38	3595
22	Soda water	0	0	0
23	Cotton textile	0	0	0
24.	Woolen, silk & artificial Thread based clothes.	7	1.19	42
25.	Jute & jute based	0	0	0
26.	Ready-made garments & embroidery	861	9.93	4590
27.	Wood/wooden based furniture	188	2.525	690
28.	Paper & Paper products	73	31.87	1135
29.	Leather based	1011	167.739	13277
31.	Chemical/Chemical based	33	10.208	395
30.	Rubber, Plastic & petro based	99	25.366	2140
32.	Mineral based	13	0.27	27
33.	Metal based (Steel Fab.)	81	8.71	477
35.	Engineering units	332	75.558	4630
36.	Electrical machinery and transport equipment	101	1.06	397
97.	Repairing & servicing	2699	133.58	12150
01.	Others	1554	96.345	14576

Source: DIC Agra

3.4 Large Scale Industries / Public Sector undertakings

List of the units in **AGRA** & Near by Area

There is only one Large Scale unit in Agra i.e. M/s Ultra Urban Infratech Ltd. Kuberpur (earlier M/s Haizer Bio Tech. Pvt. Ltd.) nearby to Agra lone PSU is situated which is Mathura Refinery Mathura (35 Km.)

3.5 Major Exportable Item

NIL

3.6 Growth Trend

Due to proximity of New Delhi and being a International city Status due to Taj Mahal Agra is developed as tourist centre, Centre for Shoe Industry, educational hub over the period of time. Agra is also known as the Handicraft City. Foundry Industry is also age old .The city is under supervision of a permanent Committee of Hon'ble Supreme court for monitoring pollution level. An area known as Taj Trapezium Zone was made to check the pollution level around Taj Mahal. Hence Pollution free Industry has a lot of potential for setting up industries to attract people to settle.

3.7 Vendorisation / Ancillarisation of the Industry

Since the only Large Scale unit in Agra is more of service nature hence scope of vendorisation / ancillarisation is very limited. The more investment in large sector shall provide more opportunities for vendorisation in MSE sector.

3.8. Medium Scale Enterprises

3.8.1 List of the units in Agra

M/s Trella Footwear Exports Pvt. Ltd., UPSIDC Sikandra Agra

M/s Super House Leather Ltd.,EPIP Agra

M/s Usha Martin Ltd. Nunhai, Agra

3.8.2 Major Exportable Item

Leather Footwear, Leather goods, Carpet, Dari, Marble, ,Zari-Zardozi Handicrafts, Engineering goods, Power distribution Tranfarmer etc.

3.9 Service Enterprises

M/s Pushpanjali Hospital & Research Centre Pvt. Ltd. Delhi Gate Agra.

3.9.2 Potentials areas for service industry

I.T. Health Services, Transportation, Civil Construction, Hotels & restaurants, Travel agencies.

3.10 Potential for new MSMEs

- Leather Footwear,
- Leather Goods,
- Woolen & Cotton Carpets,
- Dari,
- Petha
- Dalmoth/Namkeen
- Marble. (Stone Carving)
- Zari-Zardoji
- Handicraft items,
- Engineering goods
- Foundry Items
- Diesel Engines
- I.T.Industry
- Educational Centers
- Medical Tourism
- Health Services
- Transportation
- Travel Agencies
- Civil Construction
- Hospitality services
- Hotels
- Garment Mfg.
- Jewellery Designing & Making
- Silver Chains
- Restaurants
- Paper Messy
- Cold storages
- Potato Chips
- Fuits jam & Jelly
- Dal Mill
- Printing

Industries suggested under different heads above are only broad ideas. Hence, detailed information pertaining to suitable location, capital investment in plant in machinery, working capital requirements, manpower, basic raw material, marketability, profitability etc. will be available for each suggested items from MSME-DI, Agra in the shape of scheme/project profile/ project report on demand from the suitable entrepreneurs for starting their venture on the selected items.

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

Shoe, Marble Handicraft, Carpet, Zari-Zardozi Handicraft are main cluster of Agra district.

4.1.2 Service Sector

Nil

4.2 Details for Identified cluster

4.2.1 Name of the cluster: Carpet

1	Principal Products Manufactured in the Cluster	Hand Knitted/woolen Hand Tufted
2	Name of the SPV	Agra carpet Mfg. association
3	No. of functional units in the clusters	90
4	Turnover of the Clusters	400 Crore
5	Value of Exports from the Clusters	100 Crore
6	Employment in Cluster	75000
7	Average investment in plant & Machinery	Rs 75000/
8	Major Issues / requirement	Technical & Marketing Support
9	Presence of capable institutions	There are many departments of Central & State Govt. to support the artisans of the cluster- <ul style="list-style-type: none"> • The Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India

		<ul style="list-style-type: none"> • District Industries Center, Agra • District Rural Development Authorities • State Urban Development Authorities • NABARD
10	Thrust Areas	Technology/ Product/ Market/ Export/ quality etc.
11	Problems & constraints	<ul style="list-style-type: none"> • Highly Unorganised Cluster • No design and technology intervention • No proper Forward Linkage Support from Technology Institutions

Present status of the cluster: - The cluster has been identified under MSE-CDP scheme and Soft Intervention Done. Web site hosted,

4.2.2 Name of the cluster: **Marble & Stone Craft**

1	Principal Products Manufactured in the Cluster	Marble, Stone Craft ,Inlay work
2	Name of the SPV	Gokulpura Marble handicraft association Agra
3	No. of functional units in the clusters	2500 (both registered & unregistered)
4	Turnover of the Clusters	Estimate turnover of the Agra Marble is 200 Crore
5	Value of Exports from the Clusters	100 crore
6	Employment in Cluster	30,000
7	Average investment in plant & Machinery	Rs. 50,000
8	Testing needs	No
9	Thrust Area	Technology/ Product/ Market/ Export/ quality etc.
10	Access to Export Market	Nil

Present status of the cluster: - The cluster has been identified under MSE-CDP scheme and Soft Intervention Done. Web site hosted,

4.2.3 Name of the cluster: **Shoe Cluster**

1	Principal Products Manufactured in the Cluster	Leather Footwear
2	Name of the association	Agra Juta Laghu Udhog Utpadan Samiti
3	No. of functional units in the clusters	5000 including 150 Exporters
4	Turnover of the Clusters	600 Lakh Pair/ annum
5	Value of Exports from the Clusters	Rs. 2150 Crore
6	Employment in Cluster	2 lakh
7	Average investment in plant & Machinery	1 Lakh (Except Exporting Units)
8	Major Issues	1) Shortage of Skilled Stichers 2) Working Capital 3) Shortage of Finished Leather 4) Infrastructural facilities 5) Govt. Policy
9	Presence of capable Institutions	CFTI, FDDI, GLI
10	Problems & Constrains	Skill Manpower, Shortage of Leather
11	Testing Needs	Local Testing Needs are required .Units facing Hardships & testing from FFDI NOIDA

Present status of the cluster: - The cluster has been identified under MSE-CDP scheme and it was completed four year back.

4.2.4 Name of the cluster: **Zari-Zardozi Handicraft**

1	Principal Products Manufactured in the Cluster	Zari-Zardozi Handicraft
2	Name of the Association	Zari-Zardozi Resham Dozi Hastshil Vikas Samiti Ltd.
3	No. of functional units in the clusters	680 Units Aprox.
4	Turnover of the Clusters	120 Crore Aprox.
5	Value of Exports from the Clusters	100 Crore Aprox.
6	Employment in Cluster	30000 Aprox.
7	Average investment in plant & Machinery	Rs 50,000/

8	Major Issues / requirement	Technical & Marketing Support
9	Presence of capable institutions	<p>There are many departments of Central & State Govt. to support the artisans of the cluster-</p> <ul style="list-style-type: none"> • The Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India • District Industries Center, Agra • District Rural Development Authorities • State Urban Development Authorities • NABARD

5. Testing laboratory and Design Studio under ASIDE Scheme

1	Name of Project	Testing laboratory and Design Studio at Agra
2	Name of the Association	Council for Leather Export, Agra
3	Name of the SPV	M/S Agra Footwear manufactures Export and Chamber, Agra
4	Total Cost of Project	15.82 Crore
(A)	SPV Contribution	3.17 Crore
(B)	Aside Fund	12.65 Crore
5	Status of Project	316.25 lakh Financial approved by Administration out of Proposed Approx. Cost of Aside 1265 lakh.

6. General issues raised by industry associations

- Availability of uninterrupted Power Supply at lower rate.
- Better road connectivity.
- Enhancement of investment limit in Micro, Small & Medium Enterprises.
- State Industrial Policy: It must be declared.
- Attractive Industrial Policy of neighboring state.
- Various central/ state departments are operating similar nature of activities/ schemes with varying subsidy/ limits, required to be consolidated.
- Better Technology Up gradation Scheme with some mechanism for tracking of application status may be available on line.
- Implementation of online submission of Entrepreneurship Memorandum.
- Better loan scheme for self employment for educated unemployed youths.
- More benefit to micro level enterprises under CGTMSE scheme.
- Interest subsidy to Micro enterprises to attract more entrepreneurs to start new venture.
- MDA scheme should be more attractive.
- Procedure for National Awards should be simplified.
- Various DC (MSME) schemes must be more entrepreneurs friendly.

7. Prospects of training programmes during 2013-14

S.No.	Name of programme	No. of proposed programme to be conducted
1	Entrepreneurship Skill Development Programme	08
2	Management Development Programme	04
3	Entrepreneurship Development Programme	04
4	Industrial Motivation Campaign	15

8. Action plan for MSME Schemes during 2013-14

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	Soft intervention Foundry Cluster Further strengthening of already identified clusters
2	ISO – 9000 / 14000/ HACCP reimbursement	Reimbursement – 06
3	MSE-MDA	Participation in international fair – 5
4	CLCSS	Reimbursement to enterprises – 06
5	Capacity Building & strengthening of data base	-
6	International cooperation	-
7	TREAD for women	-
8	VDP	01NVDP + 03SVDP
9	National awards	-
10	NMCP schemes	
	I. Lean Manufacturing	-
	II Design Clinic	-
	III Market assistance & Tech. up gradation	02
	IV QMS/QT	-
	V Tech. & quality up gradation support (Production Certificate)	05
	VI ICT	-
	VII Bar Code	01
	VIII IPR	01
	IX Incubator scheme	01

9. STEPS TO SET UP MSMEs

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

S.No	Type of assistance	Name of the agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industries Centre (DIC), Agra
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute, Agra DIC, Agra
3.	Land and Industrial shed	DIC, Agra& UPSIDC, Agra
4.	Financial Assistance	UPFC, KVIC, KVIB, NABARD, SIDBI, & All Commercial Bank
5.	For raw materials under Govt. Supply	UPSIC, Agra
6.	Plant and machinery under hire / purchase basis.	NSIC, Noida/ Agra
7.	Power/ Electricity	Torrent Power & D.V.V.N.N Agra
8.	Technical Know –how.	MSME-DI, Agra, CFTI Agra, FDDI Agra, GLI,Agra, Carpet Design Centre Bhadoi, Varanasi
9.	Quality & Standard	BIS, Kanpur/ New Delhi & NPC Kanpur/ New Delhi
10.	Marketing /Export Assistance	MSME-DI, Agra NSIC, Noida/ Agra ECGC, Agra
11.	Other Promotional Agencies	Director of Handicraft & Cottage Industries/ Textile/ Fisheries, Coir Board, Horticulture/ DC Handicraft, UP Export Promotion Bureau,KVIC