



**Government of India
Ministry of MSME**

Brief Industrial Profile of Bhadrak District **(2016-17)**



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

Carried out by

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(As per guideline of O/o DC(MSME), New Delhi)

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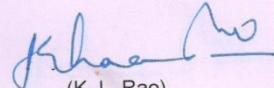
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FOREWORD

Every year Micro, Small & Medium Enterprises Development Institute, Cuttack under the Ministry of Micro, Small & Medium Enterprises, Government of India has been undertaking the Industrial Potentiality Survey for districts in the state of Odisha and brings out the Survey Report as per the guidelines issued by the office of Development Commissioner (MSME), Ministry of MSME, Government of India, New Delhi. Under its Annual Action Plan 2016-17, all the districts of Odisha have been taken up for the survey. This Industrial Potentiality Survey Report of **Bhadrak** district covers various parameters like socio-economic indicators, present industrial structure of the district, and availability of industrial clusters, problems and prospects in the district for industrial development with special emphasis on scope for setting up of potential MSMEs.

The report provides useful information and a detailed idea of the industrial potentialities of the district. I hope this Industrial Potentiality Survey Report would be an effective tool to the existing and prospective entrepreneurs, financial institutions and promotional agencies while planning for development of MSME sector in the district.

I like to place on record my appreciation for Shri B.N.Guru, AD(EI) of this Institute for his concerted efforts to prepare this report for the benefit of entrepreneurs and professionals in the state.


(K. L. Rao)
Director

Place: Cuttack,
Dated: 28th June, 2016

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Brief Industrial Profile of Bhadrak District

1. General Characteristics of the District:

Bhadrak having a rich heritage and history derives its name as legend has it, from the Goddess Bhadrakali whose temple stands on the bank of the river Salandi. This district is bounded by Balasore district in the north, Jajpur district and river Baitarani is in the south, Keonjhar district is in the west and Bay of Bengal and Kendrapada district is in the east. *Bhadrak* is an ancient land noted in legends dating from the age of the puranas, contributing to Odisha's maritime & agrarian prosperity, trade and commerce down the ages and recorded in History. After the British occupation of Odisha, Cuttack and Balasore constituted one of the two administrative divisions, in June 1804. In 1828 when Balasore was made a separate District, Bhadrak become one of its Sub-Division with an Assistant Magistrate cum Deputy Collector as the Sub-Divisional Head, while the Munsif Court remained in Jajpur until 1901. *Finally, Bhadrak* subdivision of the undivided Balasore district became a new district on 1st april'1993. vide Goverement in Revenue Department Notification No. DRC-44/93.14218/R dated 27th March 1993.

1.1 Location & Geographical Area:

The district is situated between Balasore district in the north, Jajpur & Kendrapara district in the south. It also extends in the west up to keonjhar district and in the east upto the Bay of Bengal. The headquarter Bhadrak town is situated 125 km away from the state capital, Bhubaneswar. The geographical area of the district is 2505 sq.km.

1.2 Topography:

This district is divided in to three zones according to its soil condition.1. Saline Soil, 2. Alluvial Soil 3. Sandy Soil. This district is naturally divided into two well-designed tracks. 1. The salt tracks along the coasts which is not arable 2.The arable track, which is called the granary of the state. As per the agro climatic condition of the district the areas may be divided into four zones. a) Rain fed Zone, b) Perennial irrigated Zone, c) Flooded Zone d) Saline Zone.

1.3 Availability of Minerals:

No minerals in large quantity which can be explored in commercial purpose found in the district.

1.4 Forest:

The total forest area in the district is estimated only to be 31. 41 sq .kms. The area is mostly situated in northern and southern part of the district. The district is having scattered mangrove forest, which play very important role in checking the high tide of the sea and maintaining ecological balance. The major forest produces of the district are timber firewood, bamboo, etc. the low patch of forest area has been degraded due to scarcity of fuel of the rural people and most of the trees are cut down for fire wood and fodder purposes.

1.5 Administrative set up:

Bhadrak town is the Divisional headquarter of Bhadrak District. For administrative purpose the district has been divided into 1 Sub Division, 7 Tehsils (Basudevpur, Bonta, Bhadrak, Chandbali, Dhamnagar, Tihidi & Bhandaripokhari), 7 CD Blocks.

01. Sub Division-01
02. Tehsils-07
03. CD Blocks-07
04. Gram Panchayats-193
05. No. of NACs-01
06. Census Villages-1311(Both Inhabited & Uninhabited)
07. No. of Police Station including Mahila P.S-15
08. No. of Assembly Constitutencies-5 (Bhandaripokhari, Bhadrak, Dhamnagar, Chandbali & Basudebpur)

2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2014-15	Degree	21° 4' North
	ii) Longitude	2014-15	Degree	86° 30' East
	iii) Geographical Area	2014-15	Sq. Kms	2505
		2014-15		
		2014-15		
		2014-15		

(B)	Administrative Units			
	i) Sub divisions	2014-15	No.	1
	ii) Tehsils	2014-15	No.	7
	iii) Sub-Tehsils	2014-15	No.	-
	iv) Patwar Circle	2014-15	No.	-
	v) Panchayat Samitis(CD Blocks)	2014-15	No.	7
	vi) No. of Municipalities & Corporation	2014-15	No.	1
	vii) No. of NACs	2014-15	No.	1
	viii) Gram Panchayats	2014-15	No.	193
	ix) Census villages(Both Inhabited & Uninhabited)	2014-15	No.	1311
	x) Assembly Area	2014-15	No.	5
2	Population(2011 Census Provisional)			
(A)	Sex-wise			
	i) Male	2011	'000	761
	ii) Female	2011	'000	746
(B)	Rural Population	2011	'000	1321
3	Agriculture			
	Land utilization			
	i) Total Area	2014-15	'000 hectre	250
	ii) Forest cover	2014-15	'000 hectre	10
	iii) Non Agriculture Land	2014-15	'000 hectre	33
	iv) Barren & Un-culturable land	2014-15	'000 hectre	01
4	Forest			
	(i) Forest	2014-15	'000 hectre	10
5.	Livestock & Poultry			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2012	No	513017
	ii) Buffaloes	2012	No	4932
	Other livestock			
	i) Goats	2012	No	144109
	ii) Pigs	2012	No	973
	iii) Sheep	2012	No	1945
	iv) Poultry	2012	No	483522
	Railways			
	i) Length of rail line	2014-15	Km	36
	V) Roads			
	(a) National Highway	2014-15	Km	41
	(b) Express highway	2014-15	Km	-
	(c) State Highway	2014-15	Km	170
	(d) Major District Road	2014-15	Km	67
	(e) Other District Road	2014-15	Km	176
	(f) Rural road	2014-15	Km	1062

	(g) G.P. Road	2014-15	Km	5335
	(h) Panchayat Samiti Road	2014-15	Km	226
	(f) Forest Road	2014-15	Km	0
	(VI) Communication			
	(a) Telephone connection		No	-
	(b) Post offices	2014-15	No	319
	(c) Telephone center	2014-15	No	-
	(d)Density of Telephone	2014-15	No	-
	(e) Density of Telephone	2014-15	No	-
	(f) PCO Local	2014-15	No	-
	(g) PCO STD	2014-15	No	-
	(h) Mobile	2014-15	No	-
	(VII) Public Health			
	(a) Allopathic Hospital	2014-15	No	62
	(b) Beds in Allopathic hospitals		No	409
	(c) Ayurvedic Hospital		No	21
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Unani hospitals		No	7
	(f) Community health centers		No	50
	(g) Primary health centers		No	-
	(h) Dispensaries		No	178
	(i) Sub Health Centers		No	3
	(j) Private hospitals		No	3(Govt+Pvt)
	(k) Mobile Health Unit		No	
	(VIII) Banking commercial			
	(a) Commercial Bank	As on 31.03.2016	Nos.	134
	(b) Rural Bank Branches	As on 31.03.2016	Nos.	95
	(c) Urban	As on 31.03.2016	Nos.	3
	(d) Semi-Urban	As on 31.03.2016	Nos.	36
	(IX) Education	2014-15		
	(a) Primary school	2014-15	No	1140
	(b) Middle schools(Upper Primary)	2014-15	No	767
	(c) Secondary & senior secondary schools(Junior Colleges)	2014-15	No	350
	(d) Colleges	2014-15	No	26
	(e) Technical University	2014-15	No	-

2.1 Existing Status of Industrial Areas in the Bhadrak District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigation on free land	Land rate/ Acre/Rs in lakh	Total Shed	Sheds allotted /used other-wise	No. of Units in Production
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01	Bhadrak	20.700	10.215	1.843	20.00	10	4	-
Total		20.700	10.215	1.843	20.00	10	4	-

Source: IDCO, Bhubaneswar

3. Industrial Scenario of Bhadrak District:

3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT	No.	1598
2	TOTAL INDUSTRIAL UNIT(GIP)	No.	3840
3	REGISTERED MEDIUM & LARGE UNIT	No.	01
4	TOTAL EMPLOYMENT IN REGD. SMALL SCALE INDUSTRIES	No.	8572
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No.	452
6	NO. OF INDUSTRIAL AREA	No.	01
7	INVESTMENT IN P&M OF SMALL SCALE IND.	In Lakhs	4683.6
8	INVESTMENT IN P&M OF MEDIUM & LARGE SCALE INDUSTRIES	In Lakhs	6572

3.2 YEAR WISE TREND OF UNITS REGISTERED

Sl. No.	Year	NUMBER OF REGISTERED UNITS	INVESTMENT (lakh Rs.)	Employment
Up To	1984-85	251	254.58	1434
During	1985-86	5	4.09	28
	1986-87	12	12.04	117
	1987-88	11	16.71	92
	1988-89	30	15.79	171
	1989-90	9	48.42	123
	1990-91	17	46.81	147
	1991-92	8	37.07	95
	1992-93	8	5.29	58
	1993-94	12	77.85	82
	1994-95	23	39.22	169
	1995-96	33	100.53	220
	1996-97	44	53.99	203
	1997-98	41	33.02	245
	1998-99	57	47.44	232
	1999-2000	46	34.2	261
	2000-01	47	100.36	270
	2001-02	61	88.04	243
	2002-03	63	82.02	224
	2003-04	76	132.37	289
	2004-05	73	99.9	316
	2005-06	71	109.65	329
	2006-07	83	807.85	283
	2007-08	77	53.89	308
	2008-09	74	116.14	276
	2009-10	87	820	501
	2010-11	78	145.52	432
	2011-12	86	374.32	446
	2012-13	115	926.49	978
	Total	1598	4683.6	8572

Source: **Directorate of Industries, Odisha**

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT:

Category of Product wise No. of MSME set up with Investment & Employment in the DIC:BHADRAK by end of 2015				
Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	522	3898.28	2023
2	CHEMICAL & ALLIED	24	87.43	154
3	ELECTRICAL & ELECTRONICS	26	134.2	106
4	ENGINEERING & METAL BASED	206	628.52	857
5	FOREST & WOOD BASED	164	380.85	657
6	GLASS & CERAMICS	174	1322.05	1133
7	LIVESTOCK & LEATHER	4	6.63	12
8	PAPER & PAPER PRODUCT	56	174.18	186
9	RUBBER & PLASTICS	20	105.15	107
10	TEXTILES	114	236.97	614
11	MISC. MANUFACTURING	174	530.17	660
12	REPAIRING & SERVICING	2356	10375.48	5888
Total		3840	17879.91	12397

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings:

Name of the Unit	Investment (Rs. in lakh)	Employment	Item of Product
Ferro Alloys Corporation Ltd.(FACCOR), D.P. Nagar, Randia, Bhadrak	6572	452	Charge Chrome/High Carbon Ferro Chrome

3.5 Major Exportable Item: CHARGE CHROME/HIGH CARBON CHROME

3.6 Growth Trend:

The only large scale unit in the district is producing high quality charge chrome & carbon chrome in the country. The unit even exports its product to many other countries of the world. Now this unit is also in the job of installing two units of power plants in the district and working towards the expansion of the unit also. The newly built Dhamra Port (A joint venture between L&T and TATA Steel) in the district will also give a boost to the industrial scenario of the state as well as to the district. Even

there is also proposal of establishment of another port at Chandbali in the district.

3.7 Vendorisation/Ancillarisation of the Industry:

The district of Bhadrak and its neighbouring district of Balasore is having a number of large and medium scale industries based on the local resources. So the ancillary and down stream industries are to be there to cater to the need of the mother plants locally. Before taking a decision to manufacture the items, the quality specification, price and delivery aspect to be kept in mind. As per the requirements of mother plants, following units may be set up in the district.

01. Self Adhesive Tapes
02. Expanded Polythene Sheets
03. Aluminium Oxide & Aluminium Hydroxide
04. Zinc Oxide
05. Plaster of Paris
06. Starch based Adhesives
07. Welding Flux
08. Barium Carbonate
09. Synthetic Yarn
10. Nylon Monofilament Yarn
11. Diamond Cutting Segments
12. Felsper Ink
13. Hessian Cloth
14. Leather Hand Gloves
15. HDPE/HM - HDPE laminated Craft
16. Bungs for LPG Cylinders
17. Zinc Wire
18. Strip Packing and Packing materials
19. Paints
20. General machine parts
21. Lime Stone Powder
22. Nitric/Hydrochloric and sulphuric acid
23. Laminated Hessian bags
24. Electric bulbs and tubes etc.
25. Insulated Tapes
26. Stationery items
27. Copper Tapes
28. Armouring wires and stripes
29. Cold storage
30. Fly Ash bricks etc.

3.8. Medium Scale Enterprises:

3.8.1 List of the units in BHADRAK & Near By Area:

No medium Scale Enterprise has been set up in the district

3.8.2 Major Exportable Item: NA

3.9.1 Service Enterprises:

- Automobile Servicing/ repairing
- Nursing home /X-Ray clinic
- Tyre Resoling/ Puncture repairing
- Beauty Parlour
- Herbal (Ayurvedic) Health Treatment Clinic
- Telephone Booth
- Xerox/Binding/Lamination
- Electrical Home Appliances/Auto Electric Repairing
- Cold Storage
- Bus & Truck Body Repairing
- Diesel Pump set repairing
- Tailoring
- Exercise Book, File Cover, Envelope etc.
- Repair and maintenance of Air-conditioning and Refrigeration
- Operation of cable T.V. networks
- Cyber Cafe
- DTP & Screen Printing
- Heat Treatment Servicing Unit
- Road side restaurants

3.9.2 Potentials areas for service industry:

National Highway No.5 covers 40km in the district. Around 28 km of rail line goes through the district. Also 40km of coast line is also there in the district. So, from the view point of infrastructure development Bhadrak is a developed district. With the start of Dhamra port, Bhadrak gets a new identity. Therefore, there is a very good scope for service industries like Cyber Café, Restaurants, Herbal clinic, Dry Cleaners, Nursing Homes etc to prosper.

3.10 Potential for new MSMEs

01. Modern Rice Mill
02. Spices Grinding
03. Oil Mill (Mustard, Coconut & Groundnut Oil)
04. Flour Mill (Roller Flour Mill)
05. Squash, Juice, Pickle, Jam and Jelly, etc. of different fruits
06. Diversified jute Products
07. Coir Industry, Coir ropes, mats etc
08. Mechanized Bakery Unit
09. Cultivation and processing of Mushroom (Powder & Pickles)
10. Cattle & Poultry Feed
11. Cold Storage for fruits and vegetables & fish Processing Units.

12. Ice plant manufacturing flakes & cubes
13. Fish Feed Manufacturing
14. Dry fish and marine fish pickles manufacturing
15. Herbal products preparation
16. Decorative wood craft
17. Wood products and carpentry
18. Neem seed processing unit
19. Stone Carving
20. Cement Jalli
21. Mineral Water
22. Plastic injection moulded items
23. Detergent/liquid detergent
24. Phenyl including white phenyl
25. Disposable syringes
26. Sanitary Napkins
27. Multilayer mini grip bags for packing of milk and oil
28. Crates, Soft drink trays and large drums
29. Plastic rope
30. Agarbati
31. Leather goods (shoes & chappals, leather garments, hand gloves, etc.
32. Leather & Rexine bag manufacturing
33. Mechanical Engineering Workshop and Fabrication Works
34. Aluminium Utensils and Circles
35. Steel furniture
36. Agricultural Implements Manufacturing
37. PVC Cables and Aluminium Conductors
38. Sheet metal works and Trunks, Almirah and suit cases manufacturing
39. Printing Press
40. Mfg. of Transformer, Voltage Stabilizers, UPS etc
41. Electrical panel board etc.
42. Readymade Garments

Name of the Cluster: Rice Cluster, Bhadrak

1	Principal Products Manufactured in the Cluster	Rice (Main Product) Husk & Bran (By Products)
2	Name of the SPV	-
3	No. of functional units in the clusters	30
4	Turnover of the Clusters	50Crores
5	Value of Exports from the Clusters	-
6	Employment in Cluster	500
7	Average investment in plant & Machinery	20 Lakhs

8	Major Issues / requirement	a) Setting Up of CFC for Solvent extraction Plant
9	Presence of capable institutions	DIC, Bhadrakh
10	Thrust Areas	Formation of SPV Setting Up of CFC for Solvent extraction Plant
11	Problems & constraints	a) Low level of modernization & upgradation of technology b) Lack of export marketing awareness c) Lack of awareness on value addition of product d) Lack of common facilities for packing & testing within the cluster.

Present Status of the Cluster: DSR preparation is on the progress.

Craft Cluster Developed by Directorate of H & CI during 2004-05 to 2011-12 in the District:

District	Location	Craft	No. of Artisans Involved
Bhadrakh	Bhadrakh	Paddy Craft	30
	Olaga	Wood Carving	30
	Dolasahi	Artistic Bamboo	30
	Lingadi	Golden Grass	30
	Apartibindha	Terracotta	30
	Kantigadia	Wood Carving	30
Sub Total			180

5. General issues raised by industry association:

01. Credit availability to the entrepreneurs is not smooth and adequate.
02. The MSMEs of the district should be helped in marketing their product.

Other Clusters:

1. Ice plants Cluster
2. Fly Ash Bricks
3. Kerasahi, Bideipur Peddy Craft
4. Gadeibindha, Peddy Craft
5. Raipur, Wood Craving

6. Prospects of training programmes during 2016-17 in Bhadrak district:

Sl. No.	Name of the programme	Subject	No of proposed programme to be conducted
01	IMC	Motivational Campaign	02
02	ESDP	-	03
03			

7. Action plan for MSME Schemes during 2016-17 in Bhadrak district.

S. No.	Name of the Scheme	Proposed activity on the scheme
1.	MSE-CDP	01 Cluster will be Identified
2.	ISO – 9000 / 14000/ HACCP reimbursement	01 unit would be assisted to acquire & reimburse ISO9000 certification
3.	MSE-MDA	01 export oriented MSME may be motivated.
4.	CLCSS	-
5.	Capacity Building & strengthening of data base	-
6.	International cooperation	-
7.	TREAD for women	-
8.	VDP	-
9.	National awards	-
10.	NMCP schemes	
I.	Lean Manufacturing	-
II.	Design Clinic	-

III. up	Market assistance & Tech. gradation	02 unit will be motivated under MATU scheme
IV.	QMS/ QTT	-
V.	Tech. & quality up gradation support	-
VI.	ICT	01 seminar would be held on the scheme
VII.	Bar Code	01 seminar would be held
VIII.	IPR	-
IX.	Incubator scheme	-

8. STEPS TO SET UP MSMEs:

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSEs. So, following are the brief description of different agencies for rendering assistance to the entrepreneurs.

Sl. No.	Type of assistance	Name and address of agencies
1.	Registration of Enterprise and getting Udyog Aadhaar Memorandum (UAM) <i>(EM-I & EM-II have been abolished from 18.09.2015)</i>	Can be obtained online www.udyogaadhaar.gov.in
2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> MSME Development Institute, Vikash Sadan, College Square, Cuttack
3.	Land and Industrial shed	<ul style="list-style-type: none"> MD, IDCO, IPICOL House, Janpath, Bhubaneswar

4.	Financial assistance	<ul style="list-style-type: none"> • MD, OSFC, OMP Square, Cuttack • MD, IPICOL, Janpath, Bhubaneswar • Director, KVIC, 6, Budha Nagar, Bhubaneswar • Secretary, KVIB, Near Rupali Square, Bhubaneswar • General Manager, NABARD, Nayapalli, Bhubaneswar • General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar • Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> • M.D, OSIC, Khapuria Industrial Estate, Cuttack
6.	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> • Regional Manager, NSIC, Abdul Hamid Street, Kolkata • Sr. Branch Manager, NSIC, Link Road, Cuttack
7.	Power/Electricity	<ul style="list-style-type: none"> • Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar • Chairman, NESCO, Balasore
8.	Technical Know-how	<ul style="list-style-type: none"> • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
9.	Quality & standard	<ul style="list-style-type: none"> • Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar • Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
10.	Marketing/Export assistance	<ul style="list-style-type: none"> • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 • Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar. • Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar • Sr. Branch Manager, NSIC, Link Road, Cuttack.

11.	Other Promotional Agencies	<ul style="list-style-type: none"> • MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar • Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar • Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack • Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar • Director of Textiles, Satya Nagar, Bhubaneswar • Director of Fisheries, Jobra, Cuttack • Coconut Development Board, Nayapalli, Bhubaneswar • Coir Board, Jagamara, Bhubaneswar • Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharapur, Bhubaneswar
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