



**Government of India
Ministry of MSME**

**Brief Industrial Profile of Nayagarh District
2016-17**



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

Carried out by

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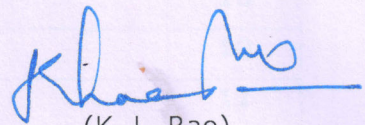
FOREWORD

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 the 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 Nayagarh 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 Shibananda Nayak, AD(EI) of this Institute for his concerted efforts to prepare this report for the benefit of entrepreneurs and professionals in the state.

Cuttack,
Dated -28th June, 2016


(K. L. Rao)
Director

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Nayagarh

1. General Characteristics of the District:

Birth history of Nayagarh in the thirteenth century is an important chapter in the political history of Odisha. Suryamani of Baghela dynasty came to Puri on a pilgrimage from "Rewa" of Madhya Pradesh and established his kingdom at Nayagarh. When British captured Odisha, Binayak Singh was the King of Nayagarh and the great Jadumani was his poet. Nayagarh district owes its name to its Hqr. Town Nayagarh. It was created in two phases. Firstly the ex-states of Nayagarh, Khandapara, Ranapur and Dasapalla were merged with the State of Orissa on 1.1.1948 enhancing the jurisdiction of Puri district by forming a separate sub-division with Hqrs. at Nayagarh. Secondly in the year 1993 the Government of Orissa divided the erstwhile Puri district into three districts, namely, Puri, Khordha and Nayagarh. The present Nayagarh district was a part of un-divided Puri district consisting of one sub-division i.e. Nayagarh sub-division.

1.1 Location & Geographical Area:

The Nayagarh District is located towards the west of Puri district surrounded by Cuttack district in the North, Kandhamal district in the West, Ganjam district in the South and Khurda district in the East. The District of Nayagarh lies between 19° 54' to 20° 32' North latitude and 84° 29' to 85° 27' East longitude. This district is in the higher altitude than the sea level. The total geographical area of the district is 3890 sq. mtrs. as per land record.

1.2 Topography:

The district has a rectangular shape stretching from north-west to south-east direction. This district is situated in the hilly ranges in the West and its North Eastern parts has formed a small well cultivated fertile valleys intersected by small streams. River Mahanadi flows through the district and other small rivers like Kusumi, Brutanga, Malaguni, Kuanria, Dahuka and Buddhabuddhiani also flows through the district. These rivers make the district a fertile area.

1.3 Availability of Minerals:

Though this district has been endowed with large forest area, no minerals in large quantity which can be explored in commercial purpose found in the district.

1.4 Forest:

The land area under forest is 2,08,000 hectre in the district. The various minor forest produce of the district are - Babool seed, Sikakai, Talamakhan, Polas, Chakunda, gill, Nageswear seed, Mahua, sesum, Siali, Mango Kernel, Karanja, Bena Chera, Neem seed and many others. Also teak, sal and other major trees are found in the forest of Nayagarh district.

5 Administrative set up:

NAYAGARH city is the Divisional headquarter of Nayagarh District. For administrative purpose the district has been divided into 1 Sub Division, 8 Tehsils (Nayagarh, Daspalla, Ranpur, Khandapara, Gania, Bhapur, Nuagaon, Odagaon), 8 CD Blocks and 02 N.A.Cs (Nayagarh, Khandapara). There are 179 Gram Panchayats, 1531 Inhabited Villages and 164 uninhabited villages. Also 04 Nos. of Assembly Constituencies falls in the district namely, Nayagarh, Daspalla, Khandapara & Ranpur.

01. Sub Division-01
02. Tehsils-08
03. CD Blocks-08
04. Gram Panchayats-177
05. No. of NACs-04
06. Census Villages-1692(Both Inhabited & Uninhabited)
07. No. of Police Station including Mahila P.S-13

2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1.	Geographical features			
(A)	Geographical Data			
	i) Latitude		Degree	19 ⁰ 54' to 20 ⁰ 32' North
	ii) Longitude		Degree	84 ⁰ 29' to 85 ⁰ 27' East
	iii) Geographical Area		Sq. Kms	3890
(B)	Administrative Units			
	i) Sub divisions	2016	No.	01
	ii) Tehsils	2016	No.	08
	iii) Sub-Tehsils	2016	No.	-
	iv) Patwar Circle	2016	No.	-
	v) Panchayat Samitis(CD Blocks)	2016	No.	08
	vi) No. of Municipalities & Corporation	2016	No.	04
	vii) No. of NACs	2016	No.	04
	viii) Gram Panchayats	2016	No.	177
	ix) Census villages(Both Inhabited & Uninhabited)	2016	No.	1692
	x) Assembly Area	2016	No.	04
2.	Population(2011 Census Provisional)			
(A)	Sex-wise			
	i) Male	2011	'000	502
	ii) Female	2011	'000	460

(B)	Rural Population	2011	'000	882
3.	Agriculture			
	Land utilization			
	i) Total Area	2014-15	'000 hectre	389
	ii) Forest cover	2014-15	'000 hectre	208
	iii) Non Agriculture Land	2014-15	'000 hectre	25
	iv) Barren & Culturable land	2014-15	'000 hectre	6
4.	Forest	2014-15		
	(i) Forest	2014-15	'000 hectre	208
5.	Livestock & Poultry			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2012	No	229524
	ii) Buffaloes	2012	No	19838
B	Other livestock			
	i) Goats	2012	No	91777
	ii) Pigs	2012	No	19
	iii) Dogs & Bitches	2012	No	-
	iv) Poultry	2012	No	129640
6.	Railways			
	i) Length of rail line	2012	Km	-
7.	Roads			
	(a) National Highway	2014-15	Km	99
	(b) Express highway	2014-15	Km	-
	(c) State Highway	2014-15	Km	110.79
	(d) Major District Road	2014-15	Km	75.17
	(e) Other District Road	2014-15	Km	350.8
	(f) Rural road	2014-15	Km	409.04
	(g) G.P. Road	2014-15	Km	2822
	(h) Panchayat Samiti Road	2014-15	Km	853
	(f) Forest Road	2014-15	Km	370
8.	Communication			
	(a) Telephone connection	2011-12		125889
	(b) Post offices	2011-12		204
	(c) Telephone center	2011-12		-
	(d)Density of Telephone	2011-12		-
	(e) Density of Telephone	2011-12		-
	(f) PCO Local	2011-12		519
	(g) PCO STD	2011-12		1724
	(h) Mobile	2011-12		708703
9.	Public Health			

	(a) Allopathic Hospital		No	01
	(b) Beds in Allopathic hospitals		No	489
	(c) Ayurvedic Hospital		No	15
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Unani hospitals		No	-
	(f) Community health centers	2014-15	No	12
	(g) Primary health centers		No	37
	(h) Dispensaries		No	-
	(i) Sub Health Centers		No	166
	(j) Private hospitals		No	05
	(k) Mobile Health Unit		No	01
10.	Banking commercial			
	(a) Commercial Bank Branches	2014-15	No	88
	(b) Rural Bank Branches	2014-15	No	26
	(c) Co-Operative bank Branches	2014-15	No	13
	(d) Public Sector Bank Branches	2014-15	No	56
11.	Education			
	(a) Primary school	2014-15	No	758
	(b) Middle schools(Upper Primary)	2014-15	No	474
	(c) Secondary & senior secondary schools(Junior Colleges)	2014-15	No	247
	(d) Colleges	2014-15	No	22
	(e) Technical University	2014-15	No	-

Source: District at a Glance 2016, Govt. of Odisha, *Data on Telephone Connection is of Bhubaneswar Telecom circle which includes Nayagarh district.

2.1 Existing Status of Industrial Areas in the Nayagarh District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigation free land	Land rate/ Acre/ Rs in lakh	Total Shed	Sheds allotted /used otherwise	No. of Units in Production
01	NAYAGARH	5.990	5.220	0.260	10.00	8	8	9
Total		5.990	5.220	0.260	10.00	8	8	9

Source: IDCO, Bhubaneswar, DIC, Nayagarh.

3. INDUSTRIAL SCENERIO OF NAYAGARH DISTRICT:

3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT	No.	743
2	TOTAL INDUSTRIAL UNIT(GIP)	No.	1683
3	REGISTERED MEDIUM & LARGE UNIT	No.	01
4	TOTAL EMPLOYMENT IN REGD. SMALL SCALE INDUSTRIES	No.	4839
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No.	134
6	NO. OF INDUSTRIAL AREA	No.	01
7	INVESTMENT IN P&M OF SMALL SCALE IND.	In Lakhs	5912.47
8	INVESTMENT IN P&M OF MEDIUM & LARGE SCALE INDUSTRIES	In Lakhs	972

3.2 YEAR WISE TREND OF UNITS REGISTERED (starting from 1984-85 upto 2012-13):

Sl. No.	Year	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up To	1984-85	118	682	2876.66
During	1985-86	24	276	28.23
	1986-87	19	151	12.62
	1987-88	27	170	18.67
	1988-89	32	203	24.1
	1989-90	20	100	13.2
	1990-91	15	108	8.86
	1991-92	19	121	14.66
	1992-93	6	61	7.4
	1993-94	3	21	1.01
	1994-95	9	53	4.48
	1995-96	7	35	9.78
	1996-97	5	48	984.43
	1997-98	1	3	0.97
	1998-99	20	111	659.84
	1999-2000	6	31	14.28
	2000-01	11	98	16.5
	2001-02	21	108	18.27
	2002-03	14	64	5.55
	2003-04	29	181	25.79
	2004-05	38	175	27.58
	2005-06	40	199	24.79
	2006-07	25	110	14.38
	2007-08	26	103	17.51
	2008-09	38	321	83.13
	2009-10	30	197	266.99
	2010-11	40	315	89.48
	2011-12	50	471	531.65
	2012-13	50	323	111.66
	Total	743	4839	5912.47

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 NAYAGRAH district by end of 2015

Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	252	2899.06	1498
2	CHEMICAL & ALLIED	34	111.75	224
3	ELECTRICAL & ELECTRONICS	9	28.11	38
4	ENGINEERING & METAL BASED	225	943.73	1100

5	FOREST & WOOD BASED	68	264.94	487
6	GLASS & CERAMICS	50	304.67	502
7	LIVESTOCK & LEATHER	6	8.41	20
8	PAPER & PAPER PRODUCT	26	98.38	99
9	RUBBER & PLASTICS	14	40.36	52
10	TEXTILES	92	309.07	680
11	MISC. MANUFACTURING	56	292.37	236
12	REPAIRING & SERVICING	851	3224.63	2437
Total		1683	8525.48	7373

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings:

Name of the Unit	Name of the produce
M/s Nayagarh Sugar Complex Ltd. Panipoila	Sugar

3.5 Major Exportable Item: Sugar

3.6 Growth Trend:

The only large scale unit in the district is not growing as expected because of some managerial problem. The unit's operation is also now becoming seasonal.

3.7 Vendorisation/Ancillarisation of the Industry:

The only Large scale Industry existing in the District is Nayagarh Sugar Complex Ltd at Panipoila, Dist-Nayagarh. It started functioning on 28.11.2004. HDPP bags for packing of sugar & Engineering Workshop can be set up for providing Ancillarisation purpose to the large unit. Also units can be set up like spirit & gudakhu out of molasses, sugar candy as downstream industries.

3.8. Medium Scale Enterprises

3.8.1 List of the units in NAYAGARH & 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:

01. Automobile garage.
02. Computer Training Institute
03. DTP Centre & Internet Café
04. Mobile Repairing Centre
05. Small Hotels & Restaurants.
06. Repairing & Servicing of Electrical Appliances.

3.9.2 Potentials areas for service industry:

The district of Nayagarh is industrially very less developed district. The potential for service industry in the district is immense as the district has been bestowed with many beautiful scenic spots. Many people visits through out the year scenic spots of the district like Kuanria, Kuturi, Tarabalo & Ranpur. Places like Sarankul, Kantilo, Odagaon and many other attracts a large number of pilgrims to the district. Service units like Small Hotels & Restaurants have very good scope to come up in the district .The State Highway No. 1 has been converted to National Highway and the work has been undergoing in a very fastest speed, once completed it will give a boost to industrial development in the district as communication to the State Capital and nearby areas will be more easier & faster.

3.10 Potential for new MSMEs

01. Rice Mill
02. Dal Mill
03. Ayurvedic Medicine Pharmacy
04. Leaf Cup & Plates
05. Small Hotels & Restaurants
06. Mustard Oil
07. Bee Keeping
08. Broom binding
09. Bamboo/ Wood Craft.
10. Paper Mill
11. Cement concrete products.
12. Aluminum utensils.
13. Washing Soap/ Detergent Powder
14. Power loom
15. Readymade garments.
16. Brass & Bell Metal Utensil/ Decorative products.
17. Spices Manufacturing.
18. Sugar Candy.

19. Leather Products Manufacturing.
20. Packaged Drinking Water
21. Bakery Items.

4. Existing Clusters of Micro & Small Enterprise:

Crafts Cluster Developed by Directorate of H&CI in the Nayagrah District:

Craft clusters developed Under Craft Village Programme 2007-08 to 2013-14

S N	Location	Craft	No of Clusters	No. of	
				Artisans	SHG
1	Poibadi	Bamboo craft	1	30	2
2	Kantilo	Applique	1	30	2
3	Benagadia	Terracotta	1	45	3
4	Belapadapatna	Brass & bell metal	1	30	2
5	Gobindapur	Applique	1	30	2
6	Kainyadiha	Bamboo	1	30	2
7	Badasahara	Iron craft	1	15	1
8	Khandapara	Wooden toys	1	30	2
9	Baigania	Applique	1	30	2
		Total	9	270	18

Source: Directorate of H&CI and DI, Odisha

5. General issues raised by industry association

During the course of meeting the following points were raised by the members of Industry Associations in the district.

01. Credit availability to the entrepreneurs is not smooth and adequate
02. There is no land available for Industrial Development from IDCO in the district.
03. The MSMEs of the district should be helped in Marketing their product.
04. Non availability of Technical Personnel in the district due to non existence of Technical Institutes in the District.
05. Regular Power Cut & Low Voltage.

6. Prospects of training programmes during 2016-17:

S.No.	Name of the programme	Subject	No of proposed programme to be conducted
01	ESDP	Ready Made Garments	01
02	ESDP	Honey Processing/ Khali Leaf Plate	01
03	ESDP	Repairing & Servicing of Electrical/ Electronics items	01

* These Programmes have been proposed & may be conducted subject to availability of sanction.

7. Action plan for MSME Schemes during 2016-17:

S. No.	Name of the Scheme	Proposed activity on the scheme
1.	MSE-CDP	-
2.	ISO – 9000 / 14000/ HACCP reimbursement	-
3.	MSE-MDA	-
4.	CLCSS	One Awareness Programme on CLCSS has been proposed to be undertaken in the district.
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.	Market assistance & Tech. up gradation	-
IV.	QMS/ QTT	-
V.	Tech. & quality up gradation support	-
VI.	ICT	-
VII.	Bar Code	-
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 MSMEs. So, following are the brief description of different agencies for rendering assistance to the entrepreneurs.

Sl. No.	Type of assistance	Name, address and website of agencies
1.	Provisional Registration Certificate – Udyog Aadhaar Memorandum(UAM)	<ul style="list-style-type: none"> Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack, www.as.ori.nic.in/diorissa/ General Manager, DIC, Nayagarh. 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, www.msmedicuttack.gov.in
3.	Land and Industrial shed	<ul style="list-style-type: none"> MD, IDCO, IPICOL House, Janpath, Bhubaneswar www.idco.in
4.	Financial assistance	<ul style="list-style-type: none"> MD, OSFC, OMP Square, Cuttack, www.osfcindia.com MD, IPICOL, Janpath, Bhubaneswar, www.ipicolorissa.com Director, KVIC, 6, Budha Nagar, Bhubaneswar, www.kvic.org.in Secretary, KVIB, Near Rupali Square, Bhubaneswar General Manager, NABARD, Nayapalli, Bhubaneswar, https://www.nabard.org/english/Orissa.aspx General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar, www.sidbi.com Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> M.D, OSIC, Khapuria Industrial Estate, Cuttack, www.osicltd.in
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, www.nsic.co.in

7.	Power/Electricity	<ul style="list-style-type: none"> Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar, www.gridco.co.in Chairman, CESCO, IDCO Tower, Bhubaneswar, www.cescoorissa.com
8.	Technical Know-how	<ul style="list-style-type: none"> Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003, www.msmedicuttack.gov.in
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, www.bis.org.in/dir/bhbo.htm Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar, www.npcindia.gov.in/offices 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, www.ecgc.in/portal/servicenetwork/easternpopup.asp Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar, www.depmodisha.nic.in Sr.Branch Manager, NSIC, Link Road, Cuttack.
11.	Other Promotional Agencies	<ul style="list-style-type: none"> MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar, www.apicol.co.in Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar, www.orihort.in Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack, www.odishaahvs.com Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar, www.dhorissa.ori.nic.in Director of Textiles, Satya Nagar, Bhubaneswar, www.odisha.gov.in/textiles Director of Fisheries, Jobra, Cuttack, http://www.odishafisheries.com Coconut Development Board, Nayapalli, Bhubaneswar, www.coconutboard.nic.in/odishacday.htm Coir Board, Jagamara, Bhubaneswar, www.coirboard.gov.in Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar, www.odishaforest.in