



**Government of India
Ministry of MSME**

Brief Industrial Profile of Subarnpur District
2016-17



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

Carried out by

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FOREWORD

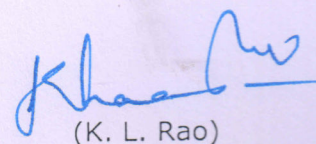
Every year Micro, Small & Medium Enterprises Development Institute, Cuttack under the Ministry of Micro, Small & Medium Enterprises, Government of India has been undertaking the Industrial Potentiality Survey for the districts in the state of Odisha and brings out the Survey Report as per the guidelines 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 Subarnpur 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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Brief Industrial Profile of Subarnapur District

1. General Characteristics of the District: The district of **Subarnapur** came into existence as a 'new district' from 1st April, 1993. It has been carved out of undivided Bolangir district. Subarnapur district comes under 9th Agro-climatic zone of Orissa. i.e. Western Central Table Level. It is located in the Mahanadi River basin. The district is known for its rich cultural heritage, arts and crafts. The textiles and terracotta work of Subarnapur, brass metal works and Filigree crafts of Tarava and Binka, stone carving of Ullunda and Paddy crafts of Dunguripali have earned worldwide reputation. From the time of Chauhan rulers till date, the district of Subarnapur has produced literature of world fame and name. The poet and prophet of Mahima Dharma, Santh Bhima Bhoi was a literary genius of the soil. The predominant economic activities prevalent in the district are agriculture, horticulture, forest and fisheries in small-scale sector and handlooms product/weaving in the artisan, cottage and village industrial activities. It has good spread of artisans. Weaving is the major economic activity of the people of the district. Subarnapur is famous for its handloom products.

1.1 Location & Geographical Area. This district lies between 20 degree 30 minute to 20 degree 10 minute North latitude and 83 degree 27 minute to 84 degree 15 minute East longitude. It is surrounded by four districts namely Bolangir(West), Boudh(South), Sambalpur(East) and Bargarh (North). Subarnapur, the district head quarter and the land of temples on the banks of river Mahanadi is in the western part of Orissa. The district spreads over an area of 2337 sq kms.

1.2 TOPOGRAPHY. The district has alluvial and fertile soil in the basins of the rivers "Mahanadi", "Tel" & "Ong" suitable for cultivation of a few cash crops. The soil type is sandy, sandy clay & sandy loam. The climatic condition of Subarnapur is quite extreme. Summer is hot and dry. Rainy season is characterized by fairly good rainfall and high degree of humidity. Cold is equally severe in winter. Rains in the district are caused by the South-West monsoon which breaks in June, reaches its peak in August and retreats in the middle of October. The temperature shows a wide fluctuation varying between 47 degree centigrade in summer and below 7 degree in winter. The average rainfall annually comes to 1443.5 mm.

1.3 Availability of Minerals –Though some minerals are found in the districts like Quartz, Graphite and Manganese, only production of Quartz is economically viable. There are 3 working mines of Quartz covering 119.225 hectares. The production of Quartz during 2010-11 is as follows.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Quartz	700.0 M.T

SOURCE:-O/o Directorate of Mines, Odisha

1.4 FOREST: Forest occupies 415.78 sq.kms. area which constitutes 17.79% area of the total geographical area of the district. The major forest products of the district are timbers, fire wood, kendu leaves. There are also some waste lands. In these lands, social forestry can be encouraged especially eucalyptus, akasia, sal and bamboo.

1.5 Administrative set up The district comprises of 2 Sub-Divisions, 6 Tahasils, 6 CD Blocks, , 8 Police Stations, 1 Municipality , 2 NACs, 96 Gram Panchayats and 959 Villages. The detailed picture of the administrative set up in the district is given below:

1. District Headquarter : Subarnapur
2. No. of Sub-Divisions : 2 (Subarnapur and Bir Maharajpur)
3. No. of Municipality : 1 (Subarnapur)
4. No. of NAC : 2 (Binka, Tarava)
5. No. of CD Blocks : 6 (Subarnapur, Binka, Dunguripali, Tarava, Birmaharajpur & Ullunda)
6. No. of Gram Panchayats : 96

2. District at a glance

Sl. No.	Particular	Year	Unit	Statistics
1.	Geographical features			
(A)	Geographical Data			
	i) Latitude		Degree	20° 30' to 20° 10' (North)
	ii) Longitude		Degree	83° 27' to 84° 15' (East)
	iii) Geographical Area		Sq. Kms	2337
(B)	Administrative Units			
	i) Sub divisions	2016	No.	02
	ii) Tehsils	2016	No.	06
	iii) Sub-Tehsils	2016	No.	-
	iv) Patwar Circle	2016	No.	-
	v) Panchayat Samitis(CD Blocks)	2016	No.	06
	vi) No. of Municipalities & Corporation	2016	No.	
	vii)No. of NACs	2016	No.	03
	viii) Gram Panchayats	2016	No.	96
	ix) Census villages(Both Inhabited & Uninhabited)	2016	No.	959
	x) Assembly Area	2016	No.	02
2.	Population(2011 Census)			
(A)	Sex-wise			

	i) Male	2011	'000	332
	ii) Female	2011	'000	319
(B)	Rural Population	2011	'000	602
3.	Agriculture			
	Land utilization			
	i) Total Area	2014-15	Sq. Kms	2337
	ii) Forest cover	2014-15	Sq. Kms	328.75
	iii) Non Agriculture Land	2014-15	Sq. Kms	220
	iv) Barren & Culturable land	2014-15	Sq. Kms	120
4.	Forest			
	(i) Forest	2014-15	Sq. Kms	328.75
5.	Livestock & Poultry			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2012	No	165061
	ii) Buffaloes	2012	No	10388
B	Other livestock			
	i) Goats	2012	No	95340
	ii) Pigs	2012	No	1327
	iii) Dogs & Bitches	2012	No	-
	iv) Poultry	2012	No	150066
6.	Railways			
	i) Length of rail line	2012	Km	13
7.	Roads			
	(a) National Highway	2014-15	Km	46
	(b) Express highway	2014-15	Km	-
	(c) State Highway	2014-15	Km	40
	(d) Major District Road	2014-15	Km	68
	(e) Other District Road	2014-15	Km	50
	(f) Rural road	2014-15	Km	438
	(g) G.P. Road	2014-15	Km	2616
	(h) Panchayat Samiti Road	2014-15	Km	629
	(f) Forest Road	2014-15	Km	40
8.	Communication			
	(a) Telephone connection			*22460
	(b) Post offices	2011-12		97
	(c) Telephone center			na
	(d)Density of Telephone			na
	(e) Density of Telephone			na
	(f) PCO Local	2011-12		*213
	(g) PCO STD	2011-12		*412

	(h) Mobile	2011-12		*177416
9.	Public Health			
	(a) Allopathic Hospital	2014-15	No	3
	(b) Beds in Allopathic hospitals		No	161
	(c) Ayurvedic Hospital		No	14
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Unani hospitals		No	06
	(f) Community health centers		No	18
	(g) Primary health centers		No	89
	(h) Dispensaries		No	-
	(i) Sub Health Centers		No	-
	(j) Private hospitals		No	01
	(k) Mobile Health Unit	No	-	
10.	Banking commercial			
	(a) Commercial Bank Branches	2014-15	No	49
	(b) Rural Bank Branches	2014-15	No	18
	(c) Co-Operative bank Branches	2014-15	No	11
	(d) Public Sector Bank Branches	2014-15	No	27
11.	Education			
	(a) Primary school	2014-15	No	614
	(b) Middle schools(Upper Primary)	2014-15	No	378
	(c) Secondary & senior secondary schools(Junior Colleges)	2014-15	No	140
	(d) Colleges	2014-15	No	16
	(e) Technical University	2014-15	No	-

Source: District at a Glance, 2016, Govt. of Odisha, *Figures relate to BSNL of undivided Bolangir District which includes Bolangir and Subarnapur.

2.1 Existing Status of Industrial Estates/Areas/Growth Centres in the District of Subarnapur

There is no Industrial Estate/Area in the District. However, there is a proposal to set up 3 nos of Industrial Estate i.e., Subarnapur, Binka and Ullunda in the district. IDCO has acquired 5.410 Acre of land to provide land to potential Saw Mills.

3. INDUSTRIAL SCENERIO OF Subarnapur District

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NOs	311
2.	TOTAL INDUSTRIAL UNIT (GIP)	NOs	1029
3.	REGISTERED MEDIUM & LARGE UNIT	NOs.	0
4.	EMPLOYMENT IN SMALL SCALE INDUSTRIES	NOs.	2818
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NOs.	0
6.	NO. OF INDUSTRIAL AREA	NOs.	0
7.	INVESTMENT OF SMALL SCALE IND.	IN LACS	1095.72
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	0

Source: O/o. Directorate of Industries, Cuttack and DIC, Subarnapur

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	99	751	45.15
During	1985-86	1	2	0.5
	1986-87	9	34	3.84
	1987-88	12	61	4.44
	1988-89	9	90	5.38
	1989-90	2	26	2.71
	1990-91	4	65	29.24
	1991-92	2	13	0.56
	1992-93	6	72	3.55
	1993-94	6	121	29.95
	1994-95	0	0	0
	1995-96	6	28	3.03
	1996-97	10	64	5.64
	1997-98	8	86	6.11
	1998-99	7	36	3.39
	1999-2000	16	131	15.88
	2000-01	22	99	14.01
	2001-2002	13	53	3.48
	2002-03	2	4	1.41
	2003-04	1	11	0.75
	2004-05	6	220	287.05
	2005-06	1	29	9.05
	2006-07	8	225	371.17
	2007-08	2	28	15.22
	2008-09	2	38	14.38
	2009-10	14	142	73.69
	2010-11	8	50	10.42
	2011-12	13	81	19.91
	2012-13	22	258	115.81
	Total	311	2818	1095.72

Source: O/o. Directorate of Industries, Cuttack and DIC,Subarnapur

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

Category of Product wise No. of MSME set up with Investment & Employment in the SUBARNPUR DISTRICT by end of 2015				
Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	264	3823.44	1788
2	CHEMICAL & ALLIED	2	2.35	6
3	ELECTRICAL & ELECTRONICS	0	0	0
4	ENGINEERING & METAL BASED	52	167.89	245
5	FOREST & WOOD BASED	12	33.77	58
6	GLASS & CERAMICS	26	313.87	453
7	LIVESTOCK & LEATHER	2	2.7	10
8	PAPER & PAPER PRODUCT	17	48.89	55
9	RUBBER & PLASTICS	3	1.82	5
10	TEXTILES	210	1132.07	1151
11	MISC. MANUFACTURING	25	41.55	74
12	REPAIRING & SERVICING	416	852.77	1190
Total		1029	6421.12	5035

Source: Directorate of Industries, Odisha

3.4. Large Scale Industries / Public Sector undertakings (NIL)

3.5. Vendorisation /Ancillarisation of the Industry

As there is a no large and medium scale industry in the district, there is little scope for ancillary development. However, some ancillary and downstream industries can be promoted basing upon the requirements of the mother plants located in the neighbouring districts. In this liberalized era, the place or locality is not a rigid criteria for development of ancillary industries. This can be done taking into view the requirement and demand of the mother plants located inside the state. Similarly, as a number of large scale industries are on the pipeline specially on steel, mine and power sector for which MOU has already been signed. So, there is scope for ancillarization in near future.

3.6. Medium Scale Enterprises (NIL)

3.7. Service Enterprises

There is every scope for service enterprises with respect to Handloom Sector as Handloom is prominent activities of the district. There are different Handloom cluster exists in different places like Bir Maharajpur, Binika, Sonapur, Ullunda, Tarva, Dunguripally etc Handloom weavers organized themselves into Weavers Cooperative Societies with functional

production and marketing society. Thus there is vast scope for service items like silk twisting, dying, sizing, knitting, and jari work in the district for the master weaver and enterprises.

3.8. Potentials areas for service industry

Activities under service sectors generally require less capital and labour intensive in nature. It is widely feasible because of growing need towards these services. The following servicing units are identified for the districts.

- 1) Cycle/ Auto Rickshaw Repairing unit
- 2) Agro servicing centres
- 3) Retreading of tyres
- 4) Reconditioning of Battery
- 5) Electrical repairing shop and motor winding
- 6) Cyber cafe
- 7) Diagnostic centre
- 8) Colour Photo Laboratory
- 9) Digital Photo studio
- 10) Dry Cleaning/Laund
- 11) Audio and video shooting
- 12) Restaurant /Hotel
- 13) Mobile Repairing
- 14) DTP AND Screen Printing
- 15) Flex Banner
- 16) Tailoring
- 17) Silk Twisting
- 18) Textile Dying
- 19) Sizing
- 20) Knitting
- 21) Jari work

3.9. Potential for new MSMEs

Taking into the consideration on availability of raw material and local demand, the following resource based and demand based MSMEs are suggested.

1. Rice Mill
2. Oil Mill/Extraction Unit
3. Mini Sugar Mill
4. Crusher
5. Foods Processing
6. Agriculture Implement
7. Aluminium Utensil
8. Diary Product
9. Food Mixture

- 10.Spices Grinding
- 11.Packaged Drinking Water
- 12.Processing of Paddy Husk/Cattle Feed
- 13.Bakery/Confectionery
- 14.Ice Slab/Candy
- 15.Fabrication/Furniture
- 16.Printing Press
- 17.Dal Processing/Packaging
- 18.Artistic Teracotta
- 19.Cocoon Reeling
- 20.Seed Processing
- 21.Chuda Mill
- 22.Tamarind Processing/Packaging
- 23.PSC Poles
- 24.Cement Product
- 25.VSBK Brick
- 26.Leaf Cup and Plate
- 27.Handloom Weaving/Fabrics
- 28.Tie & Die
- 29.Readymade Garments
- 30.Agarbati
- 31.Bamboo works

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

1. Rice Mill Cluster at Subarnapur.

Handloom/Handicraft Cluster:

1. Handloom Cluster at Subarnapur
2. Handloom Cluster at Ulunda
3. Art Textile at Kendupalli
4. Dhokra Casting at Jampalli
5. Teracotta at Kuinbahal
6. Bamboo Craft at Lachipur
7. Modern Applique at Sonapur
8. Teracotta at Deulipadar
9. Bamboo Craft at Binika
- 10.Terracota at Kamala.

4.1.2 Service Sector (NIL)

4.2 Details for Identified cluster

4.2.1 Name of the cluster- Rice Mill cluster at Subarnapur

1	Principal Products Manufactured in the Cluster	Rice, Broken Rice, Husk
2	Name of the SPV /Implementing Agency	Identified by Directorate of Industries, Odisha but not yet intervined
3	No. of functional units in the clusters	32
4	Turnover of the Clusters	20 crores (approximately)
5	Value of Exports from the Clusters	Nil.
6	Employment in Cluster	245
7	Average investment in plant & Machinery	1.5 crore
8	Major Issues / requirement	a) Lack of knowledge of export procedure b) Procurement of Raw material c) Tech Upgradationg
9	Presence of capable institutions	DIC, Subarnapur
10	Thrust Areas	1-Formation of SPV 2-Common Procurement of Raw material 3- Tech upgradation
11	Problems & constraints	a) Govt. constraint on procurement of raw material b) Availability of quality raw material

Present status of the cluster:-

The cluster has been identified by Directorate of Industries, Odisha and the preliminary DSR is on the process.

5. General issues raised by industry association

As there is no industries association exists in the district as reported by DIC, some leading entrepreneurs are contacted and their views are noted.

1. There is no industrial estate/Area in the district
2. Frequent disruption of Power
3. There is need of improvement in infrastructure and transportation for marketing the products.
4. No railway line to important growth area in the district which inhibits industrial promotion.

6. STEPS TO SET UP MSMEs

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, Subarnpur. 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	<ul style="list-style-type: none"> Regional Manager, NSIC, Abdul Hamid Street, Kolkata

	hire/purchase basis	<ul style="list-style-type: none"> 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, Chandrasekharapur, Bhubaneswar, www.odishaforest.in