



Government of India  
Ministry of MSME

## **Brief Industrial Profile Dhenkanal District** **(2016-17)**



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

Carried out by

### **MSME-Development Institute, Cuttack**

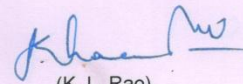
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## FOREWORD

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 **Dhenkanal** 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: 28<sup>th</sup> June, 2016

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## **Brief Industrial Profile of Dhenkanal District**

**1. General Characteristics of the District:** The erstwhile Dhenkanal district got bifurcated into two districts namely Dhenkanal and Angul with effect from 1-4-1993. The present Dhenkanal District is having 8 Blocks leaving 8 Blocks for Dhenkanal. The District is called as **Soul of Odisha** because of its central location and representative character. The district is known for its hills, serene environment of the dense forest and the picturesque river valley mountain peak with ancient shrines. Now this predominantly agro district has been constantly moving to be the bastion of industrialization.

### **1.1 Location & Geographical Area.**

The district is situated in the central part of Orissa. The district finds its circumferential limits within 20°29" and 21° 11" North Latitude and 85° 58" and 86° 02" East Latitude. It is surrounded on the North by Keonjhar, East by Jajpur South by Cuttack and West by Anugul district. The total geographical area of the district is 4452 Sq. kms .Area wise the District rank is 15<sup>th</sup> among the Districts of Odisha.

### **1.2 Topography**

Topographically the district can be divided in to three natural tracks. First is a chain of hills running along the northwestern boundary of the district Another chain of hills runs along with south-west boundary . The third natural division is a valley of river Brahmani .Kankadahada Block and Hindol Block with their Topography and Tribal population have acquired different look.

**1.3 Availability of Minerals** Varieties of economic mineral are occurring in the district, which includes, **Chormite, Fire clay, Quartz** etc .These are all commercially exploited. There is one Chromite mine covering 113.31 Hectres, 1 Quartz mine covering 4.653 Hectres and 1 Fire clay mine covering 10.109 Hectres.

**1.4 FOREST-** The district has got 1737.62 Sq. Kms. of forest area as on 31.3.2011, which is 39.03% of the total geographical area of the district. The important forest resources are **timber, kendu leaf, fire-wood, Bamboo, Ayurvedic and Medicinal herb.**

**1.5 Administrative set up** The district has 3 Sub-divisions with 8 Tahasils, 8 Community Development Blocks, 1 Municipality, 2 NACs, 15 Police Stations, and 199 Gram Panchayats with 1215 villages out of which 139 are uninhabited.

1. Sub Division - 3(Dhenkanal,Hindol,Kamakhyanagar)
2. Community Block - 8((Dhenkanal,Hindol,Kamakhyanagar,Gondia,Odapada,Bhuban,Parjang and Kankadahad)
3. Towns (a) Municipality-1 (Dhenkanal),  
(b) NAC-2 (Hindol,Kamakhyanagar)

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude			20 <sup>0</sup> 29' to 21 <sup>0</sup> 11' (North)
	ii) Longitude			85 <sup>0</sup> 58' to 86 <sup>0</sup> 2' (East)
	iii) Geographical Area		Hectares	4452000

(B)	Administrative Units			
	i) Sub divisions		Nos	3
	ii) Tehsils		Nos	8
	iii) Sub-Tehsil		Nos	-
	iv) Patwar Circle		Nos	-
	v) Panchayat Samitis (CD Block)		Nos	8
	vi) Nagar nigam		Nos	0
	vii) Nagar Palika (Municipality & NAC)		Nos	3
	viii) Gram Panchayats		Nos	199
	xi) Revenue villages		Nos	1215
	x) Assembly Area		Nos	4
<b>2. Population</b>				
(A)	Sex-wise			
	i) Male	2011	Nos	612597
	ii) Female	2011	Nos	580351
(B)	Rural Population	2011	Nos	1076230
<b>3. Agriculture</b>				
A.	Land utilization			
	i) Total Area	2014-15	000 Hectare	445
	ii) Forest cover	2014-15	"	174
	iii) Non Agriculture Land	2014-15	"	42
	iv) Cultivable Barren land	2014-15	"	5
<b>4. Forest</b>				
	(i) Forest	2014-15	Sq.kms.	1737.62
<b>5. Livestock &amp; Poultry</b>				
A.	<b>Cattle</b>			
	i) Cows	2012	Nos.	419232
	ii) Buffaloes	2012	Nos.	25448
B.	<b>Other livestock</b>			
	i) Goats	2014-15	Nos.	161919
	ii) Pigs	2014-15	Nos.	1216
	iii) Dogs & Bitches	2014-15	Nos.	NA
	<b>iv) Railways</b>			
	i) Length of rail line	2014-15	Kms	51

	<b>V) Roads</b>			
	(a) National Highway	2014-15	Kms	159
	(b) State Highway	2014-15	Kms	12
	(c) Major District Road	2014-15	Kms	105
	(d) Other district Roads	2014-15	Kms	239
	(e) Rural road	2014-15	Kms	710
	(f) G.P.Road	2014-15	Kms	2887
	(g) Panchayat samiti road	2014-15	Kms	1040
	(H) Forest Road	2014-15	Kms	272
	<b>(VI) Communication</b>			
	(a) Telephone connection	2014-15	Nos	-
	(b) Post offices	2014-15	Nos.	238
	(c) Telephone center/Exchange	2014-15	Nos.	na
	(d) Density of Telephone	2014-15	Nos./1000 person	na
	(e) Density of Telephone	2014-15	No. per SqKM.	na
	(f) PCO Local	2014-15	No.	-
	(g) PCO STD	2014-15	No.	-
	(h) Mobile	2014-15	No.	-

	<b>(VII) Public Health</b>			
	(a) Allopathic Hospital	2014-15	Nos	7
	(b) Beds in Allopathic hospitals		Nos	385
	(c) Ayurvedic Hospital		Nos.	22
	(d) Beds in Ayurvedic hospitals		Nos.	-
	(e) Unani hospitals		Nos.	-
	(f) Community health centers		Nos.	10
	(g) Primary health centers		Nos.	32
	(h) MHU		Nos.	5
	(i) Sub Health Centers		Nos.	167
	(j) Private hospitals		Nos	3
	<b>(VIII) Banking commercial</b>			
	(a) Commercial Bank	As on 31.03.2016	Nos.	123
	(b) Rural Bank Branches	As on 31.03.2016	Nos.	80
	(c) Urban	As on 31.03.2016	Nos.	2
	(d) Semi-Urban	As on 31.03.2016	Nos.	41
	<b>(IX) Education</b>			
	(a) Primary school	2014-15	Nos.	882
	(b) Middle schools	2014-15	Nos.	716
	(c) Secondary & senior secondary schools	2014-15	Nos.	216
	(d) Colleges	2014-15	Nos.	24
	(e) Technical University	2014-15	Nos.	-

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

Sl. No.	Name of Ind. Estate/Area	Total Land (in Acres)	Land Allotted (in Acres)	Prevailing Land Rate Per Acre/ Rs. In lakh	Total Sheds	Sheds Allotted/ used	No of vacant sheds	No of units in operation
1	Mahisapat	39.243	8.427	16.50	23	22	01	7
2.	Gundichapada	459.100	373.880	16.50	-	-	-	11
3.	Korian	4.590	4.131	15.50	7	7	0	4
4	Bhuban	20.000	15.176	10.00	65	65	0	6
5	Kamakhyanagar	5.000	0.000	10.00	-	-	-	-
<b>Total</b>		<b>520.933</b>	<b>401.614</b>	<b>-</b>	<b>95</b>	<b>94</b>	<b>01</b>	<b>28</b>

Source:- IDCO, Bhubaneswar and DIC, Dhenkanal

## 3. INDUSTRIAL SCENERIO OF DHENKANAL DISTRICT

### 3.1 Industry at a Glance By 2012-13

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NOs	1476
2.	TOTAL INDUSTRIAL UNIT	NOs	7137
3.	REGISTERED MEDIUM & LARGE UNIT	NOs.	15
4.	ESTIMATED. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NOs.	10851
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NOs.	NA
6.	NO. OF INDUSTRIAL AREA	NOs.	5
7.	INVESTMENT OF SMALL SCALE IND.	IN LACS	4448.78
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	NA

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

### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	449	3361	241.58
During	1985-86	38	215	60.16
During	1986-87	29	181	33.58

During	1987-88	34	264	26.81
During	1988-89	34	295	16.21
During	1989-90	16	221	51.98
During	1990-91	18	143	14.4
During	1991-92	16	63	13.03
During	1992-93	13	143	16.09
During	1993-94	7	71	43.6
During	1994-95	9	85	5.62
During	1995-96	4	25	10.91
During	1996-97	13	97	27.2
During	1997-98	8	33	13.15
During	1998-99	4	43	49.36
During	1999-2000	11	153	199.87
During	2000-2001	45	210	34.71
During	2001-2002	52	168	23.23
During	2002-2003	52	225	989.68
During	2003-2004	53	249	829.33
During	2004-2005	53	320	94.91
During	2005-2006	60	271	28.62
During	2006-2007	50	241	49.13
During	2007-2008	55	402	56.23
During	2008-2009	63	826	630.05
During	2009-2010	50	237	58.89
During	2010-2011	58	448	174.51
During	2011-12	76	576	318.03
During	2012-13	106	1285	337.91
	<b>Total</b>	<b>1476</b>	<b>10851</b>	<b>4448.78</b>

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

### 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 DIC:DHENKANAL by end of 2015				
Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	1462	4893.66	6911
2	CHEMICAL & ALLIED	115	1607.49	954

3	ELECTRICAL & ELECTRONICS	62	193.48	319
4	ENGINEERING & METAL BASED	673	3987.36	3616
5	FOREST & WOOD BASED	352	530.56	2523
6	GLASS & CERAMICS	721	2892.37	10222
7	LIVESTOCK & LEATHER	12	10.38	92
8	PAPER & PAPER PRODUCT	129	425.56	846
9	RUBBER & PLASTICS	86	232.99	379
10	TEXTILES	509	721.31	2407
11	MISC. MANUFACTURING	388	973.67	1646
12	REPAIRING & SERVICING	2628	6428.05	7295
Total		7137	22896.88	37210

Source: Directorate of Industries, Odisha

### 3.4 Large Scale Industries / Public Sector undertakings -

Sl. No	Name and address of the unit	Investment (Rs. in lakh)	Employment (Nos.)	Item of production
1.	Nabeharum Power and Steel Ind. Ltd., Gundichapada, Dhenkanal	10000	250	Sponge Iron, Steel
2	Bhuvveeprofiles and Stainless Steel Pvt. Ltd., Kurunti, Dhenkanal	51000	100	Hot Rolled Stainless Steel
3	Utkal Asbestos Ltd., Korien, Dhenkanal	1963.21	300	Asbestos Sheet
4	Navabharata Ferro Alloys Ltd., Kharagprasad, Dhenkanal	5300	127	High Carbon Ferro Chrome
5	Navabharata Ferro Alloys, Kharagprasad, Dhenkanal	3700	50	Generation of Power
6.	Shakti Sugar Ltd., Haripur, Korian, Dhenkanal	5300	384	Sugar
7.	Bhusan Steel and Strips Ltd., Kantabania, Meramunduli, Dhenkanal	580000	270	Steel Plant
8.	BRG Steel Co. Pvt. Ltd., Kurunti, Dhenkanal	2280	332	Sponge Iron and Captive Power
9.	Rana Sponge Ltd., Kulei, Parjang, Dhenkanal	10256	350	MS Angle, Chanel, B Round
10.	Hind Metal and Industry Pvt. Ltd.,	2000	90	Ferro

	Kantabania, Meramunduli, Dhenkanal			Chrome
11.	Bhusan Energy Ltd., Kantabania, Meramunduli, Dhenkanal	NA	NA	Power Plant
12.	Mangialal Rungta, Meramunduli, Dhenkanal	4000.00	200	Ferro Manganese

**Source: Directorate of Industries, Cuttack and DIC, Dhenkanal**

Besides, there are 13 nos. of large projects are under different stages of implementation in the district.

### **3.5 Major Exportable Item**

The following items have potentiality for export.

1. High Carbon Ferro Chrome
2. MS Hot Rolled Coil
3. Sponge Iron
4. Stainless Steel
5. Ferro Manganese

### **3.6 Growth Trend**

There positive trend in Ferro Chrome, sponge iron and power plant unit in the district.

### **3.7 Vendorisation /Ancillarisation of the Industry**

At present, there are 15 nos. large and medium scale industry in the district, besides another 13 number of large projects are under pipeline. Thus, there is enough scope for ancillary development. Similarly, 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, mining and power sector for which MOU has already been signed. So, there is enough scope for ancillarization in near future. Some of the ancillary unit which can be promoted in the district as reported by DIC, Dhenkanal are:

- (1) Lancing Pipe and Tube
- (2) Grease
- (3) Mechanical Job work and spare parts
- (4) Ferrus Alum
- (5) Steel, Official furniture
- (6) Paints and Varnish
- (7) Caustic Soda

- (8) Extrusion
- (9) Conductors
- (10) Casting
- (11) Rolled products
- (12) Foils
- (13) Auto parts
- (14) Refrigeration items
- (15) Gunny Bag
- (16) Sulphuric Acid
- (17) Foundry/Forging/Mechanical Workshop
- (18) Nut and Bolt
- (19) Leaf Spring
- (20) Card Board

There are 13 nos. of registered ancillary and downstream units registered to different Mother Plants in the district.

### 3.8. Medium Scale Enterprises -3 nos.

Sl. No	Name and address of the unit	Investment (Rs. in lakh)	Employment (Nos.)	Item of production
1.	IPI STEEL Ltd., Gundichapada, Dhenkanal	1000	600	MS Ingot, CTD Bar
2	Nilachal Refractories Ltd., Gundichapada, Dhenkanal	13006	80	Refractory Bricks
3	Samal Metalic Pvt. Ltd, Khadanga Prasad, Meramundali, Dhenkanal	1472.7	44	Silicon Manganese

Source: Directorate of Industries, Cuttack and DIC, Dhenkanal

### 3.9 Service Enterprises

**3.9.1.** There is positive growth with respect to service enterprises especially for transport and repairing services as there are good nos. of large projects and also a number of large and medium scale industries are under pipeline.

#### 3.9.2 Potentials areas for service industry

Activities under service and business 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) Modern Automobile Workshop/Body Building (NIC:50200)
- 2) Two wheeler/Auto Rickshaw Repairing unit(NIC:52604)
- 3) Mechanical Job work and spare parts (NIC:28920)
- 4) Retreading of tyres(NIC:35998)
- 5) Reconditioning of Battery(NIC:82517)

- 6) Electrical repairing shop/Motor Winding/Transformer Repairing/UPS Voltage Stabiliser repairing. **(NIC:52602)**
- 7) Beauty parlor**(NIC:93020)**
- 8) Cyber café/Computer Data Processing/Hardware Repairing**(NIC:72901)**
- 9) Colour Photo Laboratory**(NIC:74940)**
- 10) Digital Photo studio**(NIC:74940)**
- 11) Dry Cleaning **(NIC:93010)**
- 12) Audio and video shooting/editing and servicing centre**(NIC:92113)**
- 13) Offset Printing**(NIC:22211)**
- 14) Restaurant /Hotel**(NIC:55101)**
- 15) Mobile Repairing **(NIC:32209)**
- 16) Xeroxing**(NIC:74993)**
- 17) DTP/Software development**(NIC:72300)**
- 18) Tent House**(NIC:71301)**

### **3.10 Potential for new MSMEs**

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

1. Plantation and extraction of herbal Ayurvedic medicines and cosmetics. **(NIC:24247)**
2. Cold Storage/Rural Godown**(NIC:63022)**
3. Mini Sponge Iron Plant**(NIC:27120)**
4. Foundry/Forging/mechanical engineering unit**(NIC:28910)**
5. Packaged Mineral Water**(NIC:15543)**
6. Agricultural Implements**(NIC:29212)**
7. Fly Ash bricks**(NIC:26931)**
8. Rice Mill**(NIC:15312)**
9. Chuda Mill**(NIC:15316)**
10. Dal Mill**(NIC:15313)**
11. Frozen Meat **(NIC:15116)**
12. Diary Products**(NIC:15201)**
13. Dry Mushroom Processing( **NIC:15139**)
14. Sauce, Pickle, Jam and Jelly( **NIC:15134**)
15. Mechanised Bakery( **NIC:15412**)
16. Cattle and Poultry Feed( **NIC:15331**)
17. Aluminium Utensil( **NIC:27203**)
18. Sheet Metal Works( **NIC:28920**)
19. Structural Fabrication'( **NIC:28999**)
20. Pressure and non pressure vessel ( **NIC:35112**)
21. Aluminium pipe and fitting( **NIC:27203**)

22. Stone Crusher( **NIC:14106**)
23. PSC Pole( **NIC:26959**)
24. RCC Spon pipe( **NIC:26956**)
25. Smokeless coke( **NIC:23101**)
26. Coal briquettes/hard coke/LAM Coke ( **NIC:23101**)
27. Cement Hollow Bricks( **NIC:26956**)
28. Lime( **NIC:26944**)
29. Glazed Tile( **NIC:26933**)
30. PVC Pipe( **NIC:25209**)
31. Leaf Cup and Plate( **NIC:20299**)
32. Phenyl( **NIC:24119**)
33. Bleaching Powder( **NIC:24243**)
34. Pharmaceutical gauge and bandage( **NIC:33123**)
35. Agarbati( **NIC:24248**)
36. Washing powder/detergent powder( **NIC:24243**)
37. Paper bag( **NIC:21021**)
38. Register and book binding( **NIC:22222**)
39. Readymade Garment( **NIC:18101**)
40. School uniform/embroidery/wool knitting( **NIC:17291**)
41. Powerloom( **NIC:17149**)
42. Voltage Stabiliser( **NIC:31200**)
43. Electrical Cable( **NIC:31300**)
44. Panel Board( **NIC:31200**)
45. Distribution Board( **NIC:31200**)
46. UPS and Voltage Stabiliser( **NIC:30006**)

#### **4. Existing Clusters of Micro & Small Enterprise**

##### **4.1 DETAIL OF MAJOR CLUSTERS**

##### **4.1.1 Manufacturing Sector**

1. Brass and Bell Metal Cluster at Indipur, Dhenkanal
2. Fly Ash Bricks, Dhenkanal
3. Readymade Garments Cluster at Baulapur, Dhenkanal (Medium)
4. Dhenkanal Powerloom Textiles
5. Dhenkanal, Palm Leaf utiliti articals decorative item
6. Sadeibereni, Dhokara Casting
7. Karmula, tribal Jewerrey
8. Chittalpur, Terracota
9. Dhenkanal , Cotton sarees

##### **4.1.2 Service Sector**

1. Engineering Cluster at Dhenkanal

### Details for Identified cluster

#### **4.2.1 Name of the cluster(Engineering Cluster at Dhenkanal)**

1	Principal Products Manufactured in the Cluster	Fabrication, Lathe Works, Furnitures, General Engg.
2	Name of the SPV /Implementing Agency	Dhenkanal Engg Cluster
3	No. of functional units in the clusters	61
4	Turnover of the Clusters	12.73 crores
5	Value of Exports from the Clusters	nil
6	Employment in Cluster	384
7	Average investment in plant & Machinery	4.5 lakhs
8	Major Issues / requirement	1-Non availability of skilled worker 2-Procurement of Raw material 3- Tech upgradation 4- Access for marketing to the govt organization/PSUs
9	Presence of capable institutions	DIC, Dhenkanal
10	Thrust Areas	1-Procurement of Raw material 2- Tech upgradation 3- Marketing to the govt organization/PSUs
11	Problems & constraints	a) Availability of Raw material b) Frequent disruption of Power c) Dominance of the un organized sector

**Present status of the cluster:-** There are 61 nos. of units registered in DICs, the cluster for which DSR has been prepared under MSE- CDP Schemes.. Soft intervention is under process.

#### **4.2.2 Brass and Bell Metal Cluster at Indipur, Dhenkanal**

1	Principal Products Manufactured in the Cluster	Domestic Utensils, decorative and utility items.
2	Name of the SPV /Implementing Agency	MSMED, Cuttack
3	No. of functional units in the clusters	40
4	Turnover of the Clusters	Rs 1 crores
5	Value of Exports from the Clusters	nil
6	Employment in Cluster	400
7	Average investment in plant & Machinery	Rs 50,000/
8	Major Issues / requirement	<b>Diversification of Products, Skill Upgradation, Marketing and</b>

		<b>Exports.</b>
9	Testing needs	For quality of raw materials
10	Access to Export Market	nil

**Present status of the cluster**-This cluster was implemented by MSMEDI,Cuttack during 2009-10. Activities under soft intervention have been made

#### 4.2.3 Fly Ash Bricks Cluster at Dhenkanal

1	Principal Products Manufactured in the Cluster	<b>Fly Ash Bricks</b>
2	Name of the SPV /Implementing Agency	Dhenkanal Fly Ash Manufacturer Association
3	No. of functional units in the clusters	49
4	Turnover of the Clusters	13.8 Crores
5	Value of Exports from the Clusters	nil
6	Employment in Cluster	588
7	Average investment in plant & Machinery	12.51 Lakhs
8	Major Issues / requirement	1-Transportation of Raw material 2- Tech upgradation 3- Marketing to the govt organization/PSUs
9	Presence of capable institutions	DIC,Dhenkanal
11	Problems & constraints	1)No objection Certificate from Pollution Control Board 2) Marketing of products to Works Dept

**Present status of the cluster**-This cluster was Identified by DIC,Dhenkanal Govt. of Odisha and preliminary DSR have been prepared under MSE-CDP.

#### 4.2.4 Readymade Garments Cluster at Baulapur,Dhenkanal

1	Principal Products Manufactured in the Cluster	Readymade Garments,Tailoring
2	Name of the SPV /Implementing Agency	Baulapur Apparel Manufacturing Cluster
3	No. of functional units in the clusters	48
4	Turnover of the Clusters	0.5 Crores
5	Value of Exports from the Clusters	nil
6	Employment in Cluster	144
7	Average investment in plant & Machinery	Rs 10,000
8	Major Issues / requirement	1-Availability of Credit 2- Tech upgradation

		3- Marketing
9	Problems & constraints	1-Shortage of Capital 2- Most of the unit,s capacity is very low 3- Marketing

**Present status of the cluster-** Preliminary DSR for this cluster have been prepared for implementation under MSE-CDP

#### **5. General issues raised by industry association during the course of meeting**

1. Single window system is not effective.
2. Though there is enough scope for ancillarisation, mother plants of the state are not interested for the local product, for which Govt. intervention is required.
3. Lack of interest among Bankers to support/rehabilitation of potential micro and small units
4. As a number of large projects are under pipeline, there need a effective ancillary/purchase policy.
5. Bankers at Branch level and New entrepreneurs have no idea on different Govt scheme like CGTMSE,CLCSS etc

#### **1. Prospects of training programmes during 2016-17**

S. No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	DTP and Screen Printing, Office Automation, Photoshop animation, Food Processing and Readymade Garments	05
2	MDP	Computerized Financial Accounting	02
3	BSDP	-	-
4	EDP	-	05
5	IMC	General	07

**These have been proposed and would 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	2 no of MSE unit may be motivated for acquiring ISO 9000 and reimbursement thereof may be followed.
3	MSE-MDA	-

4	CLCSS	1 no Awareness Programme may be conducted
5	Capacity Building & strengthening of data base	-
6	International cooperation	-
7	TREAD for women	There may be one awareness programme on the scheme for SHG
8	VDP	2 no SVDP may be organized.
9	National awards	2 nos. MSMEs may be motivated for applying national award
10	<b>NMCP schemes</b>	
	<b>I. Lean Manufacturing</b>	1 no mini cluster may be identified. 1 no Awareness programme may be organized.
	<b>II Design Clinic</b>	1 no Awareness programme may be organized.
	<b>III Market assistance &amp; Tech. up gradation</b>	1 unit may be motivated for availing assistance under the scheme
	<b>IV QMS/QT</b>	1 no Awareness programme may be organized.
	<b>V Tech. &amp; quality up gradation support</b>	1 no Awareness programme may be organized.
	<b>VI ICT</b>	1 no Awareness programme may be organized.
	<b>VII Bar Code</b>	1 nos. MSE units may be motivated for bar coding and availing reimbursement under the scheme
	<b>VIII IPR</b>	-
	<b>IX Incubator scheme</b>	-

These have been proposed and would conducted subject to availability of sanction.

## **8. STEPS TO SET UP MSMEs**

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

<b>S.No</b>	<b>Type of assistance</b>	<b>Name and address of agencies</b>
1.	Registration of Enterprise and getting Udyog Aadhaar Memorandum (UAM) <i>(EM-I &amp; EM-II have</i>	Can be obtained online <a href="http://www.udyogaadhaar.gov.in">www.udyogaadhaar.gov.in</a>

	<i>been abolished from 18.09.2015)</i>	
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME Development Institute, Govt. of India, College Square, Cuttack and District Industries Centre, Mahisapat,Dhenkanal
3.	Land and Industrial shed	IDCO, IPICOL House, Janpath, Bhubaneswar
4.	Financial Assistance	<ol style="list-style-type: none"> <li>1. All Nationalized Bank</li> <li>2. Director, KVIC, Gandamunda, Bhubaneswar/Budharaja Ainthapally, Sambalpur</li> <li>3. Secy, KVIB, Near Ram Mandia, Bhubaneswar</li> <li>4. GM, SIDBI, OCHC Building, Uni-III, Bhubaneswar</li> </ol>
5.	For raw materials under Govt. Supply	<ol style="list-style-type: none"> <li>1. MD, OSIC, Khapuria, Cuttack</li> <li>2. Senior Branch Manager, NSIC, DIC Campus ,Rasulgarh,Bhubaneswar.</li> </ol>
6.	Plant and machinery under hire / purchase basis.	Senior Branch Manager NSIC, , DIC Campus ,Rasulgarh,Bhubaneswar.
7.	Power/ Electricity	O/o. the SDO, CESCO, Dhenkanal
8.	Technical Know –how.	MSME Development Institute, Govt. of India, College Square, Cuttack
9.	Quality & Standard	<ol style="list-style-type: none"> <li>1. Bureau of Indian Standards, Govt. of India, 62/63, Ganga Nagar, Bhubaneswar</li> <li>2. Director, National Productivity Council, A/7, Surya Nagar, Bhubaneswar</li> </ol>
10.	Marketing /Export Assistance	<ol style="list-style-type: none"> <li>1. MSME Development Institute, Govt. of India, College Square, Cuttack</li> <li>2. Director, EPM, Asoka Market, Bhubaneswar</li> <li>3. Export Credit Guarantee Corporation, Saheed Nagar, Bhubaneswar</li> <li>4. Senior Branch Manager, NSIC, Link Road, Cuttack</li> </ol>
11.	Other Promotional Agencies	<ol style="list-style-type: none"> <li>1) MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar</li> <li>2) Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar/Horticulturist, Dhenkanal</li> <li>3) Director, Animal Husbandry &amp; Veterinary Services,</li> </ol>

		<p>Mangalabag, Cuttack/CDVO, Kandhamal.</p> <p>4) Director, Handicraft &amp; Cottage Industries, Near Directorate Building., Bhubaneswar</p> <p>5) Director of Textiles, Satya Nagar, Bhubaneswar/Asst. Director, Textile, Dhenkanal.</p> <p>6) Director of Fisheries, Jobra, Cuttack/District Fisheries Officer, Dhenkanal</p> <p>7) Coconut Development Board, Nayapalli, Bhubaneswar</p> <p>8) Coir Board, Jagamara, Bhubaneswar</p> <p>9) Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharapur, Bhubaneswar/DFO, Dhenkanal</p>
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