



Government of India  
Ministry of MSME

## **Brief Industrial Profile of ANANTNAG District**



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

Carried out by

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## FOREWORD

*Micro, Small & Medium Enterprises Development Institute (J&K) Jammu is a Nodal Agency functioning under the Ministry of MSME. The Institute is engaged in various developmental and promotional activities in the state of J&K especially in the far flung areas of the State with an intention to promote Entrepreneurship among the young unemployed youth and is also engaged in promoting various schemes among the existing MSMEs so as to promote competitiveness among them. MSME-DI (J&K) Jammu is also playing its vital role in assisting the development of industrial infrastructure across the state.*

*To achieve its objective, MSME-DI, Jammu with the support of Directorate of Industries & Commerce, J&K Govt. is also engaged in the preparation of District Industrial Potential Report which provides a bird's eye view about the District Topography, Geography, National Resources and Status of Industry. It provides a count of Industrial Establishments engaged in the economic activities. Efforts have also been made to identify the potential MSME activities, keeping in view the demand and availability of raw material resources. I am sure that District Industrial Profile will be useful to the entrepreneurs and will assist in Policy formulation at large.*

*I place on record the sincere efforts put forth by the officers of this Institute in collecting the latest information and bringing out this report. I also appreciate the co-operation extended by the Department of Industries and Commerce (J&K) Govt. without whose contribution the Report would not have been possible.*

  
VIRINDER SHARMA  
DIRECTOR

Date: 4<sup>th</sup> Jan, 2017

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## **Brief Industrial Profile of ANANTNAG District**

### **1. General Characteristics of the District**

District Anantnag is one of the oldest districts of the valley and covered the entire south Kashmir before its bifurcation into Anantnag and Pulwama in 1979. The districts of Anantnag and Pulwama later got sub-divided into Kulgam and Shopian, in 2007. Consequently the districts of Pulwama and Kulgam lie on the north and north-west of District Anantnag, respectively. The district of Ganderbal and Kargil touch its eastern boundary and the district of Kishtawar meets on its southern boundary whileas District Doda touches its west land strip.

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

The population of the district, as per census 2011, is 1078692 (10.79 lac) souls, comprising of 153640 households, with a gender distribution of 559767 (5.60 lac) males and 518925 (5.19 lac) females and as per the natural arrangement the district has 927 females against 1000 males whileas it is 1000:889 at the state level. The Rural, Urban constitution of the populations stands in the ratio of 74:26 as against 73:27 for the state.

The district consists of 387 inhabited and 07 un-inhabited revenue villages. Besides, there is one Municipal Council and 08 Municipal Committees in the district. The district consists of 12 tehsils, viz, Anantnag, Anantnag-East, Bijbehara, Dooru, Kokernag, Larnoo, Pahalgam, Qazigund, Sallar, Shahabad Bala, Shangus and Srigufwara. The district is also divided into 16 CD blocks, viz, Achabal, Anantnag, Bijbehara, Breng, Chhittergul, Dachnipora, Hiller Shahabad, Khoveripora, Larnoo, Pahalgam, Qazigund, Sagam, Shahabad, Shangus, Verinag and Vessu.

For law and order purposes, the district has been divided into nine police Stations, viz; Anantnag (Town), Aishmuqam, Achabal, Bijbehara, Dooru, Kokernag, Mattan, Pahalgam & Srigufwara and 08 police posts, viz, Sherbagh,

General Bus Stand Anantnag, Uttersoo, Larnoo, Janglat Mandi, Khanabal,

Sangam & Damhall Khoshipora.

Owing to proximity of Peer Panchal Range, which stretches in its South and South-East, the district has a more temperate climate in Summer and relatively cold in Winter than other districts of the valley. The rainfall is generally excessive in Spring, moderate in Summer, deficient in Autumn and receives snowfall during the winter season (cheliy kalan, cheliy khurd and cheliy bacha).

### **1.2 Topography**

District Anantnag has some important streams (Nallahs) of the name of; the Sandran, the Brengi, the Arapath and the Lidder. The most important among these nallahs is the Lidder Nallah which takes off from Sheshnag & Tarsar lakes and irrigates not only the maximum area of the district but is also one of the main tributaries of the River Jehlum.

The district is predominantly inhabited by Kashmiris who constitute 89.25% of the population. The Kandi areas of the district are inhabited by Gojjars and Bakerwals and are 10.75% of the district population.

The district has also the distinction of having some health resorts figuring on the Tourist Map e.g Pahalgam, Kokernag, Verinag, Achabal & Daksum. These health resorts attract not only the domestic but a significant number of foreign tourists. The district also known for Amarnath Ji Cave which is situated in the upper reaches of valley of shepherds and thousands of Hindu devotees pay their homage every year at the Holy Cave.

The district is also known for important monuments like Martand Temple (Sun Temple) at Mattan, Mughal Gardens of Achabal, Verinag and Padshahi Bagh (Dara Shiku Garden) at Bijbehara. The district has a fair number of shrines like Shrine of Hazrat Zain-ud-Din Wali (R.A.) at Aishmuqam, Shrine of Baba Hyder Reshi (R.A.) in Anantnag town, Shrine of Naseeb-ud-Din Gazi (R.A.) at Bijbehara and many others in different villages.

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The district has an important place in overall production of food grains, pulses, fresh and dry fruits, vegetables and rearing of livestock. As per economic census many handicraft and handloom activities e.g; crewel work, embroidered rugs (Gabba), Knotted carpets (Kaleen), Kari-munakash/ Kar-i-Kalamkari, Pinjrakari and Khatumbund (wood work), Sozni and Wicker work are being carried out in the district. Last but not least, the district has some important springs like Sheshnagh (Lake), Tarsar, Nagabal Anantnag, Kokernag, Achabal and is a true representative of its name Anantnag (land of many springs). The Verinag spring has been intentionally kept out of this list as it is the source of the Jhelum River which is the identification of the Kashmir Valley.

**Important Health Resorts of the District**

### 1. Pahalgam:-

Pahalgam is one of the famous health resorts of Jammu and Kashmir State. It is situated in the north east of District Anantnag among lofty hills covered with evergreen forests. Its cool invigorating and pleasant climate, the melodious flow of Lidder Nallah attract tourists not only from within the country but also from abroad as well. It is also an important transit camp on the way to holy Amar Nath Ji Cave, which is 72 Kms away from the District Head-Quarter.

### 2. Kokernag:-

This health resort lies in the South East of the District at a distance of 25 Kms. A famous spring called “Kokernag” gushes out from the foot of the nearby hill covered with evergreen pine trees. A terraced garden and a Botanical garden with delicately maintained flower beds of different varieties and hues covered and protected with beautifully pruned evergreen shrubs and the existence of lofty and majestic chinars is an enchanting sight to be imbibed. The music of the health giving, refreshing and appetizing running waters of the stream have left little chances of not to be enchanted and mesmerized by this

heavenly touch. This beautiful garden has been developed during the rule of Bakhshi Ghulam Mohammad. Keeping this attraction and irresistible appeal of this tourist spot in view, Tourism infrastructure is also being developed through Tourist Development Corporation by way of construction of rest houses, tourist huts and expansion of other facilities. While enjoying the rejuvenating and invigorating feast of this destination one cannot miss to notice the Asia's biggest trout rearing farm situated on the western side of this garden.

### 3. Achabal:-

Perhaps the most beautiful of all the springs is Achabal which gushes out of the Sonsanwar Hill and was at once enlisted by the Emperor Jehangir in the service of beauty and pleasure. It is said that the Brengi Nallah which disappears at Dewalgam in the fissures of limestone is the real source of the Achabal Spring. The water of this spring which flows through this garden in three channels, is beautifying and ornamenting this terraced garden beyond imagination. The fountains that have been laid through the water channels add to the charm of this Mughal garden. The health resort of Achabal lies in the south east of the District at a distance of 09 Kms from the district headquarter.

### 4. Verinag:-

Verinag on the road to Jammu is another spring of great importance and beauty with deep blue water which also issues from the bottom of high scarp of a mountain spur and here again Jehangir built a pleasure garden and a summer house. An octagonal pavement has been raised around the spring by the Emperor Jehangir. The Emperor was infatuated with the beauty of Verignag to the extent that while breathing his last at Chengas village near Rajouri he wished to be buried at Verinag. And after the completion of the construction design of the spring and the nearby garden he has written that the traveler who has travelled through the earth can hardly give any example of another



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place of such a beauty. This tourist resort is in Tehsil Shahabad Bala and is about 26 Kms away from Anantnag Town. A tourist bungalow, a rest house and some huts have been constructed at this place.

### 5. Daksum:-

This health resort is situated in the south east of Anantnag town at a distance of about 40 Kms from it .This place is falling in the lap of a thick evergreen forest and has a pleasant and pleasing climate. A Sheep Breeding Farm is also situated at this place.`

### 1.3 Availability of Minerals.

#### PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in mt tones 2010-2011
MAJOR MINERAL		
1.	Lime stone Feroogenous quartgete	261312.539 639
MINOR MINERAL		
2.	sand	2221
3.	nallah	8493
4.	Nallah mukh	48193
5.	clay	45554

SOURCE:- DEPT. OF MINES & GEOLOGY., j&k

### 1.4 FOREST

Anantnag district is a hilly area encircled by dense forests .The district has at present 2068 Sq Km area under forest.



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### 1.5 Administrative set up.

District	Tehsil	Blocks
Anantnag	1. BIJIBEHARA	1. KHVERIPORA
	2. DORU	2. SHANABAD
	3. KOKERNAG	3. ACHABAL
	4. SHANGUS	4. BRENG
	5. QAZIGUND	5. SHANGUS
	6. PAHALGAM	6. QAZIGUND
		7. DACHIPORA

### 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude	2011-12	degree	33.44
	ii) Longitude	2011-12	degree	75.04
	iii) Geographical Area	2010-11	Sq.Kms.	2917
(B)	Administrative Units			
	i) Sub divisions			
	ii) Tehsils	2010-11	nos	6
	iii) Sub-Tehsil	2010-11	nos	16
	iv) Patwar Circle	2010-11	nos	101
	v) Panchayat Simitis	2010-11	nos	297
	vi) Nagar nigam	2010-11	nos	10
	vii) Nagar Palika	2010-11	nos	1
	viii) Gram Panchayats	2010-11	nos	297
	xi) Revenue villages	2011-12	nos	231
	x) Assembly Area	2011-12	nos	8
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011	nos	552203
	ii) Female	2011	Nos	517546
(B)	Rural Population	2011	Nos	791273
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			

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	i) Total Area	2010-11	Hectare	53000
	ii) Forest cover	2010-11	Sq. Kms.	1437.70
	iii) Non Agriculture Land	2010-11	Hectare	19000
	v) cultivable Barren land	2010-11	"	101000
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Ha.	9000

<b>5.</b>	<b>Livestock &amp; Poultry</b>			
<b>A.</b>	<b>Cattle</b>			
	i) Cows	2007	Nos.	206557
	ii) Buffaloes	2007	Nos.	4698
<b>B.</b>	<b>Other livestock</b>			
	i) Goats	2007	Nos.	29000
	ii) Pigs	2007	Nos.	
	iii) Dogs & Bitches	2007	Nos.	17930
	<b>iv) Railways</b>			
	i) Length of rail line	2010-11	Kms	40
	<b>V) Roads</b>			
	(a) National Highway	2010-11	Kms	72
	(b) State Highway	2010-11	Kms	42
	(c) Main District Highway	2010-11	Kms	9
	(d) Other district & Rural Roads	2010-11	Kms	1591
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	1385
	(f) Kachacha Road	2010-11	Kms	403
	<b>(VI) Communication</b>			
	(a) Telephone connection	2010-11	Nos.	52887(BSNL)
	(b) Post offices	2010-11	Nos.	114
	(c) Telephone center	2010-11	Nos.	14
	(d) Density of Telephone	2010-11	Nos./1000 person	5
	(e) Density of Telephone	2010-11	No. per KM.	18

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(f) PCO Rural	2010-11	No.	238
(g) PCO STD	2010-11	No.	7826
(h) Mobile	2010-11	No.	44823

<b>(VII) Public Health</b>			
(a) Allopathic Hospital	2010-11	No.	7
(b) Beds in Allopathic hospitals	2010-11	No.	341
(c) Ayurvedic Hospital	2010-11	No.	28
(d) Beds in Ayurvedic hospitals		No.	-
(e) Unani hospitals	2010-11	No.	28
(f) Community health centers	2010-11	No.	5
(g) Primary health centers	2010-11	No.	30
(h) Dispensaries	2010-11	No.	42
(i) Sub Health Centers	22011-2010-11	No.	128
(j) Private hospitals		No.	18
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank	2011-12	Nos.	50
(b) rural Bank Products	2011-12	Nos.	1
(c) Co-Operative bank products	2011-12	Nos.	2
(d) PLDB Branches	2011-12	Nos.	83
<b>(IX) Education</b>			
(a) Primary school	2011-12	Nos.	715
(b) Middle schools	2011-12	Nos.	650
(c) Secondary & senior secondary schools	2011-12	Nos.	137
(d) Colleges	2011-12	Nos.	6
(e) Technical University		Nos.	-

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### 2.1 Existing Status of Industrial Areas in the District ANANTNAG

\* Under development

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Kanal (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	I.E. ANANTNAG	JK SICOP	64 KANAL	RS. 4.00 LACS (PREMIUM)	51	51	-	46
2	I.E. BIJBHARA	JK SICOP	23 KANAL & 19 MARLAS	RS. 4.00 LACS (PREMIUM)	29	29	-	23
3	I.E. ANCHIDORA	JK SICOP	86 KANAL & 7 MARLAS	RS. 4.00 LACS (PREMIUM)	45	45	-	31
4	IID VESSU	JK SICOP	250 KANALS	RS. 4.00 LACS (PREMIUM)	The Estate is under the process of Development			
5	I.E. MEHMOODABAD	JK SICOP	107 KANALS OF STATE LAND	RS. 4.00 LACS (PREMIUM)	The Estate is under the process of Development			

Source:- DIC Anantnag

### 3. INDUSTRIAL SCENERIO OF ANANTNAG DISTRICT

#### 3.1 Industry at a Glance

S.No.	Parameter	Manufacturing			Service			Total
		Micro	Small	Medium	Micro	Small	Medium	
1	Total Registered Units	1746	157	0	2874	12	0	4789
2	No. of Persons Employed	8687	943	0	8652	86	0	18368
3	<b>Turn Over</b>	<b>15714.00</b>	<b>2355.00</b>	<b>0.00</b>	<b>7787.16</b>	<b>69.00</b>	<b>0.00</b>	<b>7856.16</b>

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1	Up to 1984-85	1342	4026	469.70
2	1985-86	112	313	13.44
3	1986-87	199	796	27.86
4	1987-88	208	832	100.48
5	1988-89	208	624	312.00

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6	1989-90	126	378	56.70
7	1990-91	199	1066	33.83
8	1991-92	178	665	30.26
9	1992-93	63	392	8.82
10	1993-94	47	141	79.90
11	1994-95	51	141	70.00
12	1995-96	47	143	74.33
13	1996-97	53	159	65.78
14	1997-98	60	434	90.00
15	1998-99	110	511	187.00
16	1999-2000	88	440	44.00
17	2000-01	52	235	13.92
18	2001-2002	65	166	168.15
19	2002-03	102	374	306.00
20	2003-04	108	414	360.69
21	2004-05	120	420	480.23
22	2005-06	110	435	315.91
23	2006-07	125	360	318.04
24	2007-08	61	231	251.86
25	2008-09	75	343	451.76
26	2009-10	123	520	1159.75
27	2010-11	112	451	871.24
28	2011-12	140	593	907.23
29	2012-13	108	555	2077.79
30	2013-14	128	443	1030.66
31	2014-15	159	519	1030.66
32	2015-16	59	298	889.8
	<b>Total:</b>	<b>4738</b>	<b>17418</b>	<b>12297.79</b>

Source: DIC Anantnag

### 3.3 Trade Wise Details MSME in District Anantnag

S.No.	NIC Code	Description	Micro	Small	Medium
1	01	Agriculture hunting and related service activities	10	0	0
2	02	Forest, logging & related service activities	0	0	0
3	05	Fishing aquaculture and service activities incidental to fishing	0	0	0

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4	10	Mining of coal and lignite, extraction of peat	0	0	0
5	11	Extraction of crude petroleum and natural gas service activities incidental to oil and gas extraction, excluding surveying	0	0	0
6	12	Mining of uranium and thorium ores	0	0	0
7	13	Mining of metal ores	0	0	0
8	14	Other mining and quarrying	3	0	0
9	15	Manufacturing of food products and beverages	170	1	0
10	16	Mfg. of tobacco products	0	0	0
11	17	Mfg. of textiles	1	0	0
12	18	Mfg. of wearing apparel, dressing and dyeing of fur	2	0	0
13	19	Mfg. of leather & leather product	1	0	0
14	20	Mfg. of wood and wood products	33	2	0
15	21	Mfg. of paper and paper products	6	5	0
16	22	Publising, printing & reproduction of recorded media	6	0	0
17	23	Mfg. of coke & refined petroleum products and nuclear fuel	0	0	0
18	24	Mfg. of chemicals & chemical products	0	1	0
19	25	Mfg. of rubber and plastic products	2	1	0
20	26	Mfg. of other non-metalic mineral products	39	6	0
21	27	Mfg. of basic metals	0	0	0
22	28	Mfg. of fabricated metal products	60	1	0
23	29	Mfg. of machinery & equipment NEC	0	0	0
24	30	Mfg. of office, accounting & computer machinery	0	0	0
25	31	Mfg. of electrical machinery & apparatus N.E.C.	17	0	0
26	32	Mfg. of Radio television & communication equipment & apparatus	0	0	0
27	33	Mfg. of medical jprecesion & optical intruments, watches & clocks	0	0	0
28	34	Mfg. of motor vehicle trailers and semi-trailers	0	0	0
29	35	Mfg. of other transport equipment	2	1	0
30	36	Mfg. of furniture, manufacturing of N.E.C.	0	0	0
31	37	Recycling	0	0	0
32	40	Electricity gas, steam and hot water supply	0	0	0
33	41	Collection, purification and distribution of water	0	0	0
34	45	Construction	0	3	0
35	50	Repairs & Maintenance of motor vehicle, retail sale of automotive fuel	4	1	0
36	51	Wholesale of trade & commission trade	0	0	0
37	52	Repair & maintenance of personal & house hold goods / retail trade	60	0	0

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38	55	Hotels & Resturants	0	0	0
39	60	Land transport, transport via pipe lines	0	0	0
40	61	Water transport	0	0	0
41	62	Air transport	0	0	0
42	63	Supporting & auxilliary transport & travel agents activities	0	0	0
43	64	Posts & telecommunication	1	1	0
44	65	Financial intermidation except insurance & pension funding	0	0	0
45	66	Insurance & pension funding except compulsory social security	0	0	0
46	67	Activities Auxilliary to financial intermidiation	0	0	0
47	70	Real estate activities	0	0	0
48	71	Renting of machinery & equipment without operator & personal & house hold goods	0	0	0
49	72	Computer and related activities	25	0	0
50	73	Research and development	0	0	0
51	74	other business activities	11	0	0
52	75	Public administration & defence compulsory social security	0	0	0
53	80	Education	0	0	0
54	85	Health & social work	0	0	0
55	90	Sewage & refused disposal, sanitation & smilar activities	0	0	0
56	91	Activities of membership organisation	0	0	0
57	92	Recreational,cultural and sporting activities	3	0	0
58	93	Other service Activities	226	1	0
59	95	Activities of private Households as employers of Domestic staff	0	0	0
60	96	undifferentiated Goods-Producing activities of private households for Own use	0	0	0
61	97	Undifferentiated Service-Producing activities of private households for Own use	0	0	0
62	99	Extra Territorial Organization Bodies	0	0	0
		<b>Total:</b>	<b>682</b>	<b>24</b>	<b>0</b>

Source: DIC Anantnag



**3.4 Potentials areas for service industry :-**

Automobile Workshops, repairing of cell phones, LCD TVs, Laptops and other electronic domestic appliances

**3.5 Potential for new MSMEs**

Food based, Steel based, Aluminum fabrication, Wood based industries, Mineral Based industry etc.

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

Common Facility Centre (Wood Seasoning Chambers) Sether

**4.1 DETAIL OF MAJOR CLUSTERS: - Cricket Bat Cluster at Sethar.**

1	Principal Products Manufactured in the Cluster	Cricket bat
2	Name of the SPV	Cricket bat manufacturing association
3	No. of functional units in the clusters	146
4	Turnover of the Clusters	3800lac
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	895
7	Average investment in plant & Machinery	15lac
8	Major Issues / requirement	Due to road widening the CFC has been getting effected
9	Presence of capable institutions	Yes
10	Thrust Areas	Handing over of cluster by State Govt to SPV
11	Problems & constraints	Lack of Leadership in the cluster

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

- a) Problem of Erratic Electric Power Supply
- b) Non availability of Skilled man power
- c) Problem of Marketing of finished Products
- d) Problem of procurement of Raw materials
- e) High Transportation cost

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### 6. List of Industrial Association of District Anantnag

S.No.	Name of Association	Name of President	Contact Details	E-mail
1	South Kashmir Federation of Industrialists I.E Anantnag	Mr. Zaffar Farooq Salati	9419043707	
2	Cricket Bat manufacturers Association Bijbehara	Mr. Gh. Qadir Dar		

### 7 Details of Units engaged in Exports

S.No.	Name of Unit	Product Exported	Address of Unit	Contact Details
1	M/s Kashmir Walnuts batengu Anantnag	Walnuts and walnuts Kernels	Batengu Anantnag	9906923597

### 8. Do you recommend any MSME for national award, if yes please provide details

S.No.	Name of Unit	Product	Address of Unit	Contact Details	Out Standing Performance Details
1	M/s Kashmir Walnuts Betengu Anantnag	Walnuts and Walnut Kernels	Batengu Anantnag	9906923597	

## **9.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.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries Centre, Anantnag
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME- DI Jammu ,ITCO, Exhibition Ground Jammu
3.	Land and Industrial shed	SICOP, SIDCO
4.	Financial Assistance	J&K Bank, SBI, PNB, Grameen Bank, JKFC, Anantnag JKDFC, IInd Floor , Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP,
6.	Plant and machinery under hire / purchase basis.	NSIC , Exhibition Ground Jammu
7.	Power/ Electricity	PDD, J&K State
8.	Technical Know –how.	-District Industries Centre, Anantnag -MSME DI I/E Digiana jammu
9.	Quality & Standard	BIS , Chandigarh
10.	Marketing /Export Assistance	-Directorate of Industries & Commerce , Jawar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana jammu
11.	Other Promotional Agencies	-EDI , Jawar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana Jammu