



सत्यमेव जयते

**Government of India
Ministry of MSME**

Brief Industrial Profile of Deoria District (U.P.)



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

MSME-DEVELOPMENT INSTITUTE

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CONTENTS

S. No.	Topic	Page No.
1.	General Characteristics of the District	3
1.1	Location & Geographical Area	3
1.2	Topography	3
1.3	Availability of Minerals.	4
1.4	Forest	4
1.5	Administrative set up	4
2.	District at a glance	5-6
2.1	Existing status of Industrial Area in District Deoria	7
3.	Industrial Scenario of Deoria	8
3.1	Year Wise Trend of Units Registered	8
3.2	Details of Micro & Small Enterprises & Artisan Units	8-9
3.3	Large Scale Industries / Public Sector undertakings	9
3.4	Major Exportable Items	9
3.5	Growth Trend	9
3.6	Vendorisation / Ancillarisation of the Industry	9
3.7	List of the Prominent units in Deoria & near by Area	9-10
3.8	List of Prominent Service Enterprises	10
3.9	Potential / Prospective Industries in Deoria	10-13
4	Existing Clusters of Micro & Small Enterprise	14-16
5.	General issues raised by industry Associations during the course of meeting	16
6.	Action plan for MSME Schemes during 2014-15	17
7.	Steps to set up MSMEs	18

Brief Industrial Profile of Deoria District

1. General Characteristics of the District:

Deoria district came into existence on 16 March 1946 after taking out some portion of old district Gorakhpur. The name Deoria is probably derived from Devranya or Devpuria. The term 'DEORIA' generally means a place where there are temples. The name 'DEORIA' originated by a fossil (broken) Shiva Temple by the side of 'Kurna River' in its north side.

This is situated in the bank of Kurna River. Ghaghra River also flows from its southern parts. In ancient history in Ramayan Era it was under the reign of Kaushal Naresh. Lord Ram gave the Kingdom of Kushwati to his Eldest son Kush. This kingdom is now-a-days part of Kushinagar District which was formed in 1994.

1.1 Location & Geographical Area.

This district is located between 26° & 28° north latitude and 83° & 85° east longitude. Deoria District is surrounded by district Kushinagar in North, district Gopalganj & Siwan (Bihar state) in East, district Mau & district Ballia in south and district Gorakhpur in West. Deoria district headquarter is situated at 53 km. milestone from Gorakhpur by road towards east. The geographical area of the district is measured as 2540 Sq.Km. District headquarter is situated at 50 km from Gorakhpur on Gorakhpur-Siwan broad gauge railway line towards Siwan. Ghaghara, Rapti & Chhoti Gandak are the main rivers in this district. Besides these, gorra, bathua, kurna, majhne, nakta are small rivers/nala which originates from above mentioned rivers. Climate of the district is 'SAMSITOSN'. May & June are hot and December & January months of the year are cold. Soil of different types is found in the district. Domat, Bhat, Matiyar & Balui Domat is found commonly. Productive & densely populated this district of Uttar Pradesh is situated at the north-east end of the state. Currently, Deoria district has five tehsils namely Deoria, Sadar, Salempur, Rudrapur, Berhaj & Bhatparrani.

1.2 Topography

The topography of Deoria is comprised of alluvial soil, sand, gravels. The mountain, plateau and other geographical reliefs are missing as an entire district belongs to Gangatic North Eastern Plain Zone. The general slope of relief is west to east and stretch is about 130 KM. The major river is Saryu (Ghaghara). Rainfall is quite high at about 1,210 mm, the climate is moist sub-humid to dry sub-humid. 73% of the land area is cultivated and about half of the cultivated land is irrigated. Tube wells are the major source of irrigation.

1.3 Availability of Minerals.

Deoria district has almost nil minerals availability. There are only soil, sand, building materials which are extracted from river Saryu (Ghaghara)

PRODUCTION OF MINERAL 2013-14

S.NO.	NAME OF MINERAL	PRODUCTION (In Rs) 2013-14
MAJOR MINERAL		
1.	Local Soil (Clay)	19769000
MINOR		
1.	Local Sand	9184000
	Total:	28953000

SOURCE: DEPT. OF Collectorate (Revenue Department), Deoria

1.4 FOREST

In the Deoria district the forest area is 261 Hectares. In 2010-11, cultivable area was 259.8 Hectares. Forest department under Deoria division is working with one sub-division, 5 ranges 16 section and with support of 32 beats. Eucalyptus, Sheesham, Teak, Khair, Mulberry, Chir, Arjun Miscellaneous trees are found in this region.

1.5 Administrative set up.

Deoria is the headquarters of Deoria District, under the Gorakhpur Division. According to the 2011 census Deoria district has a population of 3,098,637, roughly equal to the nation of Mongolia or the US state of Iowa. This gives it a ranking of 114th in India (out of a total of 640). The district has a population density of 1,220 inhabitants per square kilometre (3,200 /sq mi). Its population growth rate over the decade 2001-2011 was 14.23 %. Deoria has a sex ratio of 1013 females for every 1000 males and a literacy rate of 73.53%

As a basic administration unit the district, has assumed a greater development and regulatory role consequent to emphasis on decentralized planning. It is divided into 5 Tehsils (Revenue Sub- Divisions) presided over by a Sub Divisional Magistrate. Tehsils are further subdivided into Sixteen Development Blocks, Blocks into 176 Nyay Panchayat and these Nyay Panchayats into 1017 Gram Sabhas which consists of 2162 Revenue villages.

2. District at a glance:

Sl.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2016		26° & 28° north
	ii) Longitude			83° & 85° east
	iii) Geographical Area		KM ²	2538
(B)	Administrative Units	2016		
	i) Tehsils (Deoria sadar, Salempur, Rudrapur, Berhaj, BhatparRani)			05
	ii) Panchayat Samitis	2013		176
	iii) Nagar Palika/Town Area	2013		10
	iv) Gram Panchayats	2013		1017
	v) Revenue villages	2013		2008
	vi) Assembly Area	2013		06
2.	Population			
(A)	Sex-wise			3,098,637
	i) Male	2013		164325
	ii) Female	2013		152478
(B)	Rural Population	2013		2784143
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2012-13	Ha.	249376
	ii) Forest cover	2013-14	"	261
	iii) Non Agriculture Land	2013-14	"	33340
	v) Cultivable Barren land	2012-13	"	1746
4.	Forest			
	(i) Forest	2012-13	Ha.	261
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2013	Nos.	229483
	ii) Buffaloes	2013	Nos.	211271
B.	Other livestock			
	i) Goats	2013	Nos.	263799
	ii) Sheep	2013	Nos.	2916
	iii) Pigs	2013	Nos.	12659
	iv) Railways			
	i) Length of rail line	2013-14	Kms	111
	V) Roads	2013-14		
	(a) National Highway	2013-14	Kms	04
	(b) State Highway	2013-14	Kms	68
	(c) Main District Highway	2013-14	Kms	134

(d) Other district & Rural Roads	2013-14	Kms	2358
(e) Rural road/ Agriculture Marketing Board Roads	2013-14	Kms	683
(f) Kachcha Road	2013-14	Kms	1217
(VI) Communication	2013-14		
(a) Telephone connection	2013-14	Nos.	6149
(b) Post offices	2013-14	Nos.	507
© Mobile	2013-14	No.	71500
(VII) Public Health			
(a) Allopathic Hospital-Beds	2013-14	No.	1852
(b) Allopathic Hospitals/Institutions	2013-14	No.	93
(c) Ayurvedic Hospital	2013-14	No.	44
(d) Beds in Ayurvedic Hospitals	2013-14	No.	171
(e) Unani Hospitals	2013-14	No.	2
(f) Community Health Centers	2013-14	No.	36
(g) Primary Health Centers	2013-14	No.	81
(h) Dispensaries	2013-14	No.	10
(i) Homeopathic Hospitals& Dispensaries	2013-14	No.	315
(j) Family welfare clinic	2013-14	No.	-
(VIII) Banking Commercial			
(a) Commercial Bank	2012-13	Nos.	27
(b) Rural Bank Products	2012-13	Nos.	67
(c) Co-Operative bank products/credit societies	2013-14	Nos.	185
(d) PLDB Branches	2013-14	Nos.	3
(e) Scheduled commercial Banks	2013-14	Nos.	173
(IX) Education			
(a) Primary school	2013-14	Nos.	2115
(b) Middle schools	2013-14	Nos.	724
(c) Secondary & senior secondary schools	2013-14	Nos.	397
(d) Colleges	2013-14	Nos.	61
(e) Technical University	2013-14	Nos.	0
x) Police stations	2013-14	Nos.	19

2.1 Existing Status of Industrial Areas in the District Deoria (2015-16)

S. No.	Name of Ind. Area	Land acquired (In acres)	Land developed (In acres)	Prevailing Rate Per Sq. m (In Rs.)	No of Plots & Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial Area Deoria (UPSIDC)	147.89	107.89	225.00	117	98	19	15
2.	Government Industrial Estate	15.8		1800.00	67	47	1	31
3	Industrial Estate, Salempur	5.0	5.0	1200.00	16 + 5 sheds	21	0	6
4	Mini Industrial Estate, Gauribazar	2.29	2.29	300.00	33	32	1	19
5	Mini Industrial Estate, Bhatparrani	4.66	4.66	150.00	52	52	0	0
6	Mini Industrial Estate, Pathardeva	2.50		240.00	44	18	36	0
7	Mini Industrial Estate, Rudarpur	4.66		180.00	36*	4	3	1
8	Mini Industrial Estate, Barhaj	2.50		240.00	30	0		0

Source: DIC Deoria, UPSIDC

3. INDUSTRIAL SCENERIO OF DEORIA:

3.1 YEAR WISE TREND OF UNITS REGISTERED

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
2005-06	315	1123	190
2006-07	209	616	170
2007-08	311	1617	1332
2008-09	360	1401	419
2009-10	360	1210	424
2010-11	361	1221	805
2011-12	360	1213	1156
2012-13	301	1171	685.05
2013-14	246	1474	1000.12
2014-15	268	1512	1120
2015-16 Upto October 2015	274	1571	1180

Source: DIC, Deoria.

Enterprises registered with Udyog Aadhaar Memorandum up to 30 June, 2015.

Sl.No	District Name	Udyog Aadhaar Regd	Micro	Small	Medium
1.	Deoria	345	311	34	0

3.2 DETAILS OF MICRO & SMALL ENTERPRISES AND ARTISAN UNITS

NIC	INDUSTRIES	NO. OF UNITS			INVESTMENT IN (Rs. In Cr.)			Employment		
GROUP		Heavy Inds	SSI	TOTAL	H.I.	SSI	TOTAL	H.I.	SSI	TOTAL
20-21	FOOD PRODUCTS	0	49	49	0	2.06	2.06	0	276	276
22	BEVERAGES, TOBA. & TOBA. PRODUCT	0	1	1	0	0.006	0.006	0	5	5
23	COTTON TEXTILES	0	0	0	0	0	0	0	0	0
24	WOOL, SILK & SYNTHETIC FIBRE TEXTILE	0	0	0	0	0	0	0	0	0
25	JUTE, HEMP & MESTA TEXTILES	0	0	0	0	0	0	0	0	0
26	HOISERY & GARMENTS	0	20	20	0.00	0.60	0.60	0	77	77
27	WOOD PRODUCTS	0	15	15	0.00	0.41	0.41	0	67	67
28	PAPER PRODUCTS & PRINTING	0	14	14	0	0.50	0.50	0	60	60
29	LEATHER PRODUCTS	0	0	0	0	0	0	0	0	0
30	RUBBER & PLASTIC PRODUCTS	0	0	0	0	0	0	0	0	0
31	CHEMICAL & CHEMICAL PRODUCTS	0	0	0	0	0	0	0	0	0
32	NON-METALLIC MINERAL PRODUCTS	0	0	0	0	0	0	0	0	0
33	BASIC METAL INDUSTRIES	0	5	5	0	0.06	0.06	0	17	17
34	METAL PRODUCTS	0	17	17	0	0.41	0.41	0	77	77
35	MACHINERY & PART EXCEPT ELECTRICAL	0	16	16	0	0.60	0.60	0	110	110
36	ELECTRICAL MACNINERY & APPARATUS	0	10	10	0	0.20	0.20	0	33	33
37	TRANSPORT EQUIPMENTS & PARTS	0	10	10	0	0.20	0.20	0	41	41
38	MISCELLANEOUS MFG.	0	44	44	0	0.95	0.95	0	201	201
96-97	REPAIRING & SERVICING INDUSTRIES	0	92	92	0	0.86	0.86	0	206	206
	TOTAL		293	293	0	6.86	6.86	0	1170	1170

Source: DIC, Deoria.

3.3 Large Scale Industries /Medium / Public Sector undertakings -

Pratapur Sugar Mills Ltd. (Bajaj Hindustan)

3.4 Major Exportable Item- At present, there is no report of direct exports from the district. However, there is potential of exporting rice, pulses, handicrafts, zari zardosi items from the district.

3.5 Growth Trend- Positive

3.6 Vendorisation / Ancillarisation of the Industry- There is presence of three **depots** of public sector undertakings (IOC, BPCL & HPCL) in the district. Efforts will be made through State Level Vendor Development Programme so that these PSUs make local purchases to encourage vendorisation in the region. Possibilities will also be explored if some repacking units for petroleum products can be established with these PSUs.

3.7 List of the prominent units in Deoria----- & near by area

- 1- M/s Krishna Extra Board vaitalpur Deoria - Manufacturers of craft board material like reels and sheet.
- 2- M/s Ujjawal aquatel ltd Deoria
- 3- M/s Mata Di Rice & Flour mill Barahaj Deoria
- 4- M/s Laxmi Flour mill Kasia road Deoria
- 5- M/s Om Sai Food Industrial estat Usara Bazar Deoria
- 6- M/s J.P Chemicals Deoria
- 7- M/s Anchal Bharti Printing Press Deoria
- 8- M/s Maa Industries, Deoria
- 9- M/s Hansraj Moters, Deoria
- 10- M/s U.P Allmunium Industries Salempur, Deoria
- 11- M/s Jaiswal Gur Udyog, Deoria
- 12- M/s S.K Metal Industries, Deoria
- 13- M/s Jaiswal Mini Floor Mill, Deoria
- 14- M/s Maha Laxmi Floor Mill, Deoria
- 15- M/s Jaiswal floor mill Deoria, Deoria
- 16- M/s Srivastawa Garments, Deoria
- 17- M/s Mishra Service Station Salempur, Deoria
- 18- M/s J.P Tyre Retreading, Deoria
- 19- M/s Ramesh chand Khandelwal & Co., Deoria
- 20- M/s R.K Agro Pvt Ltd., Deoria
- 21- M/s Gupta Rice Mill, Deoria
22. M/s V.S. Infrastructure, Deoria

3.8 List of the prominent Service Enterprises

- 1- M/s Purvanchal TVS Barahaj Deoria.
- 2- M/s Ganpati Automobile Deoria.
- 3- M/s Star Auto Mobile Deoria.
- 4- M/s Renuka restaurants Raghav nagar Deoria.

- 5- M/s Savitri Nursing Home Barhaj road Deoria.
- 6- M/s Sanjeevani hospital Deoria.
- 7- M/s Moon Light Restaurant Deoria.

3.9 Potential/ prospective industries in District Deoria:

1. Chemical and Allied Products

- a) Perfumery products (Agarbatti, Dhoopbatti, Hawan Samagri), Extraction of Essential Oil.

2. Insecticides and Pesticides

- a) Zinc Sulphate (it is a kind of fertilizer used in cultivation of paddy, the project cost would be around Rs 30 lakh)
- b) Various kinds of insecticides, pesticides, weedicides chemicals (These are formulation based chemicals and can be easily prepared in MSEs with the approval of Insecticide and Pesticide Board. The process involves mixing, and packaging mainly)

3. Lubricating products

- a) Engine oil, Gear oil, Hydraulic Brake Fluid, Greases, Engine Coolant
- b) Bitumen Emulsion
- c) Wax Candle (Normal & Decorative)

4. Paint & Varnishes

- a) Various types of paints
- b) Thinners
- c) Varnishes and Lacquers

5. Glass & Ceramic Industries

- a) Hume Pipes
- b) Interlocking Tiles
- c) Cement Jalli

6. Mechanical Industries

- a) Steel Fabrication (Grain Boxes/drums, Almirah & Furniture)
- b) Agricultural Implements (Disc, Harrows, seeders)
- c) Automobile Workshop (two wheelers, four wheelers)
- d) Auto Spare parts
- e) Shuttering items
- f) Tent House
- g) Wooden Furniture

7. Plastic Products

- a) PVC Conduit Pipe and Fittings
- b) PVC Rigid Pipe
- c) Plastic Irrigation Flexible Pipe
- d) Water Storage Tank
- e) HDPE Woven Sacks
- f) LDPE Bags
- g) Woven Fabric Bags
- h) Plastic Sutli & Domestic Moulded items

8. Rubber Moulded products**9. Cosmetic Products**

- a) Creams
- b) Talcum Powder
- c) Tooth Powder
- d) Hair Oil
- e) Nail Polish & Thinner

10. Adhesives

- a) Starch Based Adhesive
- b) Synthetic based Adhesive
- c) Fevicol type Adhesive

11. Cleaning Compound

- a) Detergent Powder & Cake
- b) Synthetic & Herbal Shampoos
- c) White & Black Disinfectant Fluid (Phenyl)
- d) Neel (Liquid & Dry)
- e) Liquid Bleach
- f) Liquid Starch

12. Pharmaceuticals

- a) Syrup & Tablet
- b) Ayurvedic Products
- c) Natural Vinegar

13. Polishes

- a) Shoe Polish
- b) Metal Polish
- c) Wood Polish

14. Food Processing

- a) Packaged Drinking Water
- b) Jam
- c) Jelly
- d) Pickles
- e) Squash
- f) Spices
- g) Bukunu
- h) Noodles
- i) Beetle Rice
- j) Bread
- k) Rush
- l) Patties
- m) Non Khatai
- n) Namkeen
- o) Dalmoth
- p) Wafers

15. Electrical & Electronics

- a) Inverter
- b) Battery
- c) Stabilizer
- d) Choke fitting
- e) Transformer manufacturing
- f) Electrical household item repairing
- g) Motor Rewinding
- h) TV Repairing,
- i) PA System
- j) CCTV Camera
- k) Software Development

16. Hosiery & Textiles

- a) Shirt and Trouser
- b) Kids wear
- c) Sports & Dresses
- d) School Children Dress / Uniform
- e) Under Garments (Male & Female)

17. Leather Products

- a) Defence and Para Military Force
- b) Leather Garments
- c) Belts
- d) Purses
- e) Leather Fancy items
- f) Chappals
- g) Shoes

18. Paper & Paper Conversion Products

- a) Egg Tray
- b) Corrugated Boxes
- c) Envelops, paper plates, playing cards, Invitation Cards etc.

3.9.1 Potentials areas for service industry

- a) Vocational Training industry
- b) Education industry
- c) Tourism industry
- d) Pathology Lab
- e) Computer Training Centre
- f) Mobile Repairing/ Servicing
- g) Auto Repairing/Servicing
- h) Beauty Parlour
- i) Electrical/Electronic appliances repairing

4. Existing Clusters of Micro & Small Enterprise

DETAIL OF MAJOR CLUSTERS:

4.1 Manufacturing Sector – RICE AND RICE BRAN CLUSTER, Deoria

District Industries Centre, Deoria has uploaded application for diagnostic study on the official website. Main products of the cluster are RICE & RICE BRAN.

Brief Information of Cluster

Further information of Cluster:			
Technological details, Pollution angle, etc :	Presently old technology is in use & there is need to use modern production techniques & skilled work force. No Pollution.		
Age of Cluster :	50 years		
No. of Units :	200 (Micro)		
Turnover (Per Annum) : (Rs. in Lakhs)	620		
Export : (Rs. in Lakhs)	0		
Employment (Direct/Indirect) :			
	Direct :	3000	Indirect : 1000
	Women :	600	SC/ST : 400
Presence of association/NGO. Contact	Rice Milling Association, Deoria		

details :	
Main Problems of Cluster :	<ul style="list-style-type: none"> • Locally fabricated plants are un-standardized and low productivity. • Poor electric Power supply. • No Skilled up gradation training. • No Rice Processing training Institute available in region. • Compulsory & Controlled marketing for levy Rice. • In adequate Credit Flow. • Lack of Knowledge of different Govt. Schemes & Procedures. • Lack of Brand Image. • Skilled based need up gradation to latest technology & management system.

Technical Agency to be associated & its expertise	<ul style="list-style-type: none"> • Agriculture University, Faizabad/Kanpur. • Central Food Technology Research Institute. • MSME-DI, Allahabad. • District Agriculture Office, Deoria. • Central Rice Research Institute, Cuttack. • All are well expert in rendering technical support for the proposed activities in the cluster.
Justification for DSR	The Cluster members are basically the poor people with less exposure to latest technology, machine & marketing. The Interventions in the Cluster may increase the equality. Productivity and marketing aspects. There is by increase in the individual earning of the person as well as the cluster as a whole.

4.2 Zari-Zardozi and Garments Cluster, BHATANI, Deoria

SOCIAL DEVELOPMENT AND EDUCATIONAL TRUST has uploaded the application for diagnostic study of this cluster on the official website of MSME-DO.

MAIN Products of the cluster are JACKET, SARI, SHIRTS, T-SHIRT, TRACK-SUITS, etc.

Technological details, Pollution angle, etc :	Presently old technology is used and there are need to use modern technology & skilled work force in production.
Age of Cluster :	7 years
No. of Units :	75
Profiles of Units/Category:	
Turnover (Per Annum):	15.000

(Rs. in Lakhs)	
Export : (Rs. in Lakhs)	0.000
Employment (Direct/Indirect) :	
	Direct 300 Indirect 200
	Women 60 SC/ST 120
Presence of association/NGO, Contact details :	BABA SAHAB Dr BHIMRAV AMBEDAKAR SEVA SAMITI
Main Problems of Cluster :	Un-standardized and low productivity No Skilled up gradation training. Lack of Brand Image. Latest Tech.& management system

Analysis of Proposal

Justification for DSR	Members are basically poor, but could invest 10% in C.F.C.
Outcomes of conducting DSR	Increases no. of units, Turnover, Employment and Production.

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

- a) Problem of non availability of continuous Power Supply, Drainage system Problem.
- b) Lack of Availability of skilled Man Power
- c) Lack of Awareness of MSME Schemes
- d) Lack of Technological & Financial Support
- e) Problems of Raw Material Availability & Market Access
- f) Lack of Credit flow
- g) Artisan Credit Card progress has been dismal.

Action Plan for 2016-17 to be undertaken by MSME-DI, Kanpur

S.No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	Basic Welding, Motor rewinding, Computer Hardware Maintenance and networking, Computer Accounting & Food Processing, etc	1
2	IMC	Awareness on self employment and MSME Schemes	1
3	MSE-CDP	To support clusters of Rice & Rice Bran and Zari zardosi	-
4	Workshops	To popularize MSME Schemes	-
5	SVDP	To organize vendor development program to ensure 20% purchase from MSEs as per Public Procurement Order 2012 for MSEs.	-
6	Barcode	Seminar on Barcode	1
7.	QMS/QT	Awareness program on QMS/QT	1

8. STEPS TO SET UP MSMEs

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

S.No	Type of assistance	Name and address of agencies
1.	PMEGP	District Industrial Centre (DIC) Deoria. U.P and online (eudyoguttarpradesh.nic.in)
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute Kanpur U.P
3.	Land and Industrial Shed	UPSIDC, DIC, Deoria
4.	Financial Assistance	Nationalized Bank and UPFC
5.	For raw materials under Govt. Supply	1. NSIC, Gorakhpur 2. UPSIDC
6.	Plant and machinery under hire / purchase basis.	National Small Industry Corporation(NSIC) Gorakhpur
7.	Power/ Electricity	Electricity board- U.P Power Corporation Ltd
8.	Technical Know –how.	MSME –Development Institute Kanpur
9.	Quality & Standard	MSME –Development Institute Kanpur
10.	Marketing /Export Assistance	1. MSME –Development Institute Kanpur 2. NSIC- Gorakhpur
11.	Other Promotional Agencies	1. MSME –Development Institute Kanpur 2. NSIC -Gorakhpur
