



सत्यमेव जयते

Government of India
Ministry of MSME

Brief Industrial Profile of Gorakhpur District



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

Carried out by

MSME-Development Institute

(Ministry of MSME, Govt. of India,)

Phone: 0512-2295070-73

Fax: 0512-2240143

E-mail : dcdi-kanpur@dcmsmegov.in

Web- msmedikanpur.gov.in

FOREWORD

District Industrial Potentiality Survey Report of District Gorakhpur is a key report which not only contains current industrial scenario of the district but also other useful information about the district. This report provides valuable inputs which may be useful for existing & prospective entrepreneurs of the District.

It is the only source which provides the latest data on infrastructure, banking and industry of the district. It also provides information on potentials areas in manufacturing and service sector of the district.

District Administration, District Industries & Enterprise Promotion Centre, Statistical Department, District Lead Bank, Agriculture & Horticulture Offices, Live-stock Office, UPSIDC, GIDA and other departments of Gorakhpur and Lucknow have provided valuable information via journal, website, telephonic conversations and other communication channels.

I sincerely hope that District Industrial Potentiality Survey Report of District Gorakhpur will facilitate easier dissemination of information about the district to policy makers and also to the professionals working in the MSME sector.

I appreciate the efforts made by Shri Amit Bajpai, Asstt. Director (Electrical) in preparing the District Industrial Potentiality Survey Report of Gorakhpur District.

June, 2016
Kanpur


(U. C. Shukla)
Director

ACKNOWLEDGEMENT

Shri U. C. Shukla, Director, MSME Development Institute, Kanpur has been instrumental in guiding and providing support for preparing District Industrial Potentiality Survey Report of District Gorakhpur. I am heartily thankful to him.

I am also thankful to the officers of Department of Statistics, Lucknow, Directorate of Industries, District Industries & Enterprise Promotion Centre, Gorakhpur, District Lead Bank, UPSIDC, GIDA, EDI, Gorakhpur for providing valuable data.



(Amit Bajpai)
Asstt. Director (Electrical)
MSME Development Institute,
Kanpur.

Contents

S. No.	Topic	Page No.
1.	General Characteristics of the District	5
1.1	Location & Geographical Area	6-7
1.2	Topography	7-8
1.3	Availability of Minerals.	8
1.4	Forest	9
1.5	Administrative set up	9
2.	District at a glance	10-11
2.1	Existing Status of Industrial Area in the District Gorakhpur	12
3.	Industrial Scenario Of Gorakhpur	12
3.1	Industry at a Glance	12
3.2	Year Wise Trend Of Units Registered	13
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	14
3.4	Large Scale Industries / Public Sector undertakings	15
3.5	Major Exportable Item	15
3.6	Growth Trend	15
3.7	Vendorisation / Ancillarisation of the Industry	15
3.8	Medium Scale Enterprises	15
3.8.1	List of the units in Gorakhpur & nearby Area	15
3.9	Service Enterprises	16
3.9.1	Potentials areas for service industry	16
3.10	Potential for new MSMEs	16
4.	Existing Clusters of Micro & Small Enterprise	17
4.1	Detail Of Major Clusters	17
4.1.1	Manufacturing Sector	17
4.1.2	Service Sector	17
4.2	Details of Identified cluster-	18
4.2. 1	Readymade Garments	18
4.2.2	Jewellery Cluster	19
4.2.3	Pottery Cluster	20
5.	General issues raised by industry association during the course of meeting	21
6.	Action plan for MSME Schemes during 2012-13	22
7.	Steps to set up MSMEs	23

Brief Industrial Profile of Gorakhpur District

1. General Characteristics of the District

Gorakhpur is a city in the eastern part of the state of Uttar Pradesh in India, near the border with Nepal. It is the administrative headquarters of Gorakhpur District and Gorakhpur Division. The city is also home to many historic Buddhist sites, Imambara, an 18th century dargah, and the Gita Press, a publisher of Hindu religious texts. The city and district of Gorakhpur are named after a renowned ascetic saint, Gorakshanath, the chief disciple of the yogi Matsyendranath. Together, Matsyendranath and Gorakshanath founded the Nath Sampradaya line of saints. Gorakhnath Temple is said to stand on the spot where Gorakshanath practiced Hatha Yoga to develop self-control. Pandit Ram Prasad Bismil, Bandhu Singh and Chauri-Chaura-Movement is known for their contribution for freedom movement of India. The city is famous for hathkargha (a type of hand operated loom) industry. But due to competition from mechanized loom industry has been declining.



Gorakhnath Temple

1.1 Location & Geographical Area.

The district of Gorakhpur lies between Latitude 26°13'N and 27°29'N and Longitude 83°05'E and 83°56'E. The district occupies the north-eastern corner of the state along with the district of Deoria, and comprises a large stretch of country lying to the north of the river Rapti, the deep stream of which forms its southern boundary with the Azamgarh district. On the west, the boundary marches along Basti and on the east adjoins Deoria and the Chhoti Gandak river and further south the Jharna Nala forms the dividing line. To the north lies Nepal. Gorakhpur has also a lake Ramgatal Lake, which is 18 km bigger. Ramgarh Taal is bigger than Dal Lake of Kashmir which is only of 15.5 km. It's vast and provides home to various types of fishes.



Geography-

It is located on the bank of river Rapti and Rohani, a Ganges tributary originating in Nepal that sometimes causes severe floods. The Rapti is interconnected through many other small rivers following meandering courses across the Gangetic Plain. The district presents characteristics distinct from natural features of the western districts of Uttar Pradesh. This difference is due primarily to the relative proximity of the Himalayas, the outermost foothills of which are only a few kilometres from the northern borders. The peak of Dhaulagiri, some 8,230 meters above sea-level, is visible under favourable climatic conditions as far south as Gorakhpur itself.

1.2 Topography-

The district presents characteristics distinct from natural features of the western districts, of the State. This difference is due primarily to the relative proximity of the Himalayas. The outermost foothills are but a few kilometers distant from the northern borders, and the high peaks of the snowy range, culminating in the huge mass of Dhaulgiri, some 8,230 meters above sea-level, are clearly in sight under favourable climatic conditions as far south as Gorakhpur itself. Below the outer hills is a dry boulder-strewn tract, corresponding to the Bhabar of Kumaun and Garhwal and here the bulk of the moisture contributed by the rainfall and the small streams is absorbed by the soil, to reappear through seepage in the damp and unhealthy tract, known as the terai. The latter comprises a belt some 16 km. in width, running along the northern borders of Maharajganj tehsil. It is extensively cultivated. In south of the terai in the same tahsil is a stretch of forest land which extends downwards in patches as far as the centre of the district. The average depth of water is about 4.5 meters. The plains form a level tract which slopes gently from west to south-east. The height above sea-level ranges from 107 meters in north-west to 93 meters in the south-east. Higher elevations appear at places where the general flat surface is broken by irregular ranges of sandhills. The most clearly defined ridge of this nature starts near Hapur in the Mahrajganj tahsil and runs in a winding course almost to Deoria. It presumably marks

the long abandoned channel of the Gandak or some other river, since throughout its length it is bordered by a chain of depressions and jhils and in several places pebbles and boulders have been encountered in sinking shafts for wells. In contradiction to the high ridge are the low and often broad valleys of rivers known as kachhar. The valleys of the larger rivers are not only depressed well below the general level of the country but are of considerable breadth. Thus there is a wide area of low land which is inundated in years of heavy rainfall.

1.3 Availability of Minerals.

The district geology is primarily river born alluvium. Few mineral products are mined in Gorakhpur, with the most common being a nodular limestone conglomerate known as kankar, brick, and saltpetre. The last occurs principally in the south and south-east and is manufactured in a crude state in considerable quantities most of it being exported to markets of Bihar. In the Bansgaon tahsil kankar is most abundant and quarries are seen at many places. It is also extracted from some places in Mahrajganj tahsil. Lime is obtained by burning kankar. Brick clay is abundant everywhere and bricks are made all over the district. The soil in the district is light sandy or dense clay of yellowish brown colour. The sand found in the rivers is medium to coarse grained, greyish white to brownish in colour and is suitable for construction

PRODUCTION OF MINERAL

S.NO.	NAME OF MINERAL	PRODUCTION in tones
MAJOR MINERAL		
1.		
MINOR		
1.	Nil	
2.		

SOURCE:- DEPT. OF STATISTICAL & ECONOMICS

1.4 Forest

In the Gorakhpur district the forest area is 5970 Hectares, In 2012-13, cultivable area was 4003 Hectares. Forest department under Gorakhpur division is working with three subdivisions, 11 ranges 39 section and with support of 44 beats. Eucalyptus, Sheesham, Teak, Khair, Mulberry, Chir, Arjun Miscellaneous trees are found in this region.

The Kushmi Forest is a popular attraction of Gorakhpur located near its railway junction. It comprises Sal and Sequoia trees in the entire area and animals like monkeys, deer, and fox can be seen here. There is also a shrine dedicated to Goddess *Budhia Mai*, which is also said to be a wish-fulfillment site. A park called *Vinod Van* and a zoo is also attached to this forest.

1.5 Administrative Set up.

Gorakhpur is the headquarters of Gorakhpur Division and District. Gorakhpur division comprises four districts, Gorakhpur, Deoria, Mahrajganj and Kushinagar.

As per data of 2011 census Gorakhpur urban agglomeration had a population of 44,40,895 out of which males were 22,77,777 and females were 21,63,118. The literacy rate was 70.8 %.

As a basic administration unit the district, has assumed a greater development and regulatory role consequent to emphasis on decentralised planning. It is divided into seven Tehsils (Revenue Sub- Divisions) presided over by a Sub Divisional Magistrate. Tehsils are further subdivided into 19 Development Blocks, Blocks into 191 Nyay Panchayat and these Nyay Panchayats into 1354 Gram Panchayats which consists of 3321 Revenue villages.

2. DISTRICT AT A GLANCE

S.No.	Particular	Unit	Statistics
1.	Geographical Features		
A)	Geographical Data		
	i) Latitude	-	26°13'N and 27°29'N
	ii) Longitude	-	83°05'E and 83°56'E
	iii) Geographical Area	Sq. Km.	3321
B)	Administrative Units		
	i) Tehsil	Nos.	07
	ii) Block	Nos.	19
	iii) Nyay Panchayat	Nos.	191
	iv) Gram Panchayat	Nos.	1354
	v) Nagar Nigam	Nos.	01
	vi) Nagar Panchayat	Nos.	07
	vii) Zila Panchayat	Nos.	01
	viii) Development Authority	Nos.	01
	ix) Indl. Development Authority	Nos.	01
	x) Lokshbha Constituency	Nos.	02
	xi) Legislative Constituency	Nos.	09
2.	Population	Nos.	44,40,895
A)	Sex Wise		
	i) Male	Nos.	22,77,777
	ii) Female	Nos.	21,63,118
B)	Rural Population	Nos.	36,04,766
3.	Agriculture		
	i) Total Area	Hectares	3,35,217
	ii) Forest Cover	Hectares	5,970
	iii) Non Agriculture Land	Hectares	44,909
	iv) Cultivable Barren Land	Hectares	2,158
4.	Forest		
	i) Forest	Hectares	5,970
5.	Livestock & Poultry		
A)	Cattle		
	i) Cows	Nos.	1,17,820
	ii) Buffaloes	Nos.	1,20,268
B)	Other Livestock		
	i) Goats	Nos.	1,79,466
	ii) Pigs	Nos.	21,344
6.	Transport		
A)	Railways		
	i) Length of Rail Line	Kms.	104

S.No.	Particular	Unit	Statistics
B)	Roads		5330
	i) National Highways	Kms.	146
	ii) State Highways	Kms.	133
	iii) Main District Highway	Kms.	65
	iv) Other District & Rural Roads	Kms.	4073
7.	Communication		
	i) Telephone Connection	Nos.	14175
	ii) Post Offices	Nos.	401
	iii) Density of Telephones	Nos./1000 persons	3.19
	iv) Density of Telephones	Nos./Kms.	4.26
	v) Mobile Connection	Nos.	26,00,000 (Estimated)
8.	Public Health		
	i) Govt. Allopathic Hospitals	Nos.	122
	ii) Private Hospitals	Nos.	71
	iii) Beds in Allopathic Hospitals	Nos.	1804
	iv) Homeopathic Hospitals	Nos.	36
	v) Family Welfare Centers	Nos.	570
	vi) Ayurvedic Hospitals	Nos.	47
	vii) Unani Hospitals	Nos.	03
9.	Banks		
	i) Commercial Banks	Nos.	364
	ii) Rural Banks	Nos.	90
	iii) Co-operative Banks	Nos.	34
	iv) PLDB Branches	Nos.	04
10.	Education		
	i) Primary School	Nos.	3,054
	ii) Middle School	Nos.	1,514
	iii) Senior Secondary Schools	Nos.	371
	iv) Degree Colleges	Nos.	140
	v) University	Nos.	02
	vi) Teachers Training Institute	Nos.	00
	vii) Industrial training Institutes	Nos.	73
	viii) Polytechnic	Nos.	07
	ix) Engineering Colleges	Nos.	07
	x) Medical College	Nos.	01
	xi) Technical University	Nos.	01
	xii) Literacy Rate	%	70.8

2.1 Existing Status of Industrial Areas in the District Gorakhpur

S. No.	Name of Ind. Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
Industrial Estates								
1	UPSIDC Indl Area Gorakhpur	187.35	38.35	5800	44	44	0	25
2	Nathmalpur	17.45	17.45	5500	56	56	0	
3	GIDA		-	3500	430	405	15	117
Mini Industrial Estates			-		0	0	0	0
4	Khargupur Khajni	2.84	2.84	4500	40	40	0	-
5	Hariharpur	1.99	1.99	1800	34	32	2	-
6	Bansgaon	2.74	2.74	2440	45	45	0	-
7	Badhalganj	4.55	4.55	2925	75	75	0	-
	Total	214.08	67.92	-	724	697	17	142

Source:- Directorate of Industries, Govt. of U.P., (Report 4 Sa Da, April, 2016)/GIDA/UPSIDC

3. Industrial Scenario of Gorakhpur

3.1 Industry at a Glance

S.No.	Particular	Unit	Statistics
1.	Registered Industrial Unit	Nos.	12,324
2.	Total Industrial Units	Nos.	12,324
3.	Registered Medium & Large Unit	Nos.	14
4.	Estimated Average Nos. of Daily Workers Employed in Small scale Industries	Nos.	47336
5.	Employment in Large & Medium Scale Industries	Nos.	7106
6.	Number of Industrial Areas	Nos.	07
7.	Investment in Plant & Machinery in MSEs	Rs. In Cr.	148.15
8.	Investment in Plant & Machinery in Medium & Large Industry	Rs. In Cr.	109.48

3.2 Year Wise Trend of Units Registered

S.N.	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1.	2007-08	525	2404	2447.00
2.	2008-09	525	1843	983.00
3.	2009-10	525	2006	1608.00
4.	2010-11	544	2267	2229.20
5.	2011-12	529	2120	2080.40
6.	2012-13	416	1572	2292.74
7.	2013-14	534	2916	2693.00
8.	2014-15	600	3633	3631.00
9.	Upto 28.11.15	530	3496	8736.00
10.	UAM	665	-	-
	Total	2648	10640	9347.00

Source: Directorate of Industries U.P. & Udyog Aadhar Website

3.3 Details of Existing Micro & Small Enterprises and Artisan Units in the District

NIC	INDUSTRIES	NO. OF UNITS			INVESTMENT IN (Rs. InCr.)			Employment		
GROUP		H.I.	SSI	TOTAL	H.I.	SSI	TOTAL	H.I.	SSI	TOTAL
20-21	FOOD PRODUCTS	6	1899	1905	20.34	36.27	56.61	2329	6823	9152
22	BEVERAGES, TOBA. & TOBA. PRODUCT	1	32	33	0.42	1.24	1.66	337	193	530
23	COTTON TEXTILES	1	110	111	0.02	15.63	15.65	53	901	954
24	WOOL,SILK & SYNTHETIC FIBRE TEXTILE	0	36	36	0.00	3.21	3.21	0	216	216
25	JUTE,HEMP & MESTA TEXTILES	1	72	73	0.87	0.02	0.89	975	120	1095
26	HOISERY & GARMENTS	0	1101	1101	0.00	4.99	4.99	0	3432	3432
27	WOOD PRODUCTS	0	713	713	0.00	3.44	3.44	0	2534	2534
28	PAPER PRODUCTS & PRINTING	0	472	472	0.00	8.23	8.23	0	1826	1826
29	LEATHER PRODUCTS	0	117	117	0.00	0.68	0.68	0	403	403
30	RUBBER & PLASTIC PRODUCTS	1	164	165	0.12	16.01	16.13	35	969	1004
31	CHEMICAL & CHEMICAL PRODUCTS	2	287	289	86.42	7.24	93.66	3200	1170	4370
32	NON-METALLIC MINERAL PRODUCTS	0	71	71	0.00	3.56	3.56	0	354	354
33	BASIC METAL INDUSTRIES	2	123	125	1.29	2.15	3.44	177	564	741
34	METAL PRODUCTS	0	443	443	0.00	4.08	4.08	0	1873	1873
35	MACHINERY & PART EXCEPT ELECTRICAL	0	51	51	0.00	3.11	3.11	0	361	361
36	ELECTRICAL MACNINERY & APPARATUS	0	127	127	0.00	2.28	2.28	0	498	498
37	TRANSPORT EQUIPMENTS & PARTS	0	49	49	0.00	0.56	0.56	0	198	198
38	MISCELLANEOUS MFG.	0	1392	1392	0.00	18.64	18.64	0	5144	5144
96-97	REPAIRING & SERVICING INDUSTRIES	0	2985	2985	0.00	16.81	16.81	0	8140	8140
	TOTAL	14	10244	10258	109.48	148.15	257.63	7106	35719	42825

Source : Directorate of Industries, Kanpur (Status of Industries in U.P.)

3.4 Large Scale Industries / Public Sector undertakings

List of the units in –Gorakhpur & Near by Area

1. M/S ARP Pvt Ltd., AL-10, Sector – 13, GIDA, Gorakhpur,
2. M/s **G**ALLANTT ISPAT LIMITED SECTOR - 23, GIDA Sahjanwa, Gorakhpur-
3. M/s Goyal Edibles Ltd., Civil Lines, Gorakhpur,
4. M/s Hi-Tech Hospital & Health Care Corporation Ltd, AL-4, Sector-13, GIDA, Gorakhpur.
- 5 M/s India Glycols Limited E-1, Sector 15, GIDA, Gorakhpur
6. M/s Jalan Jee Polytex Ltd Boaring No.10, Industrial Estate, Lachhipur, Gorakhpur.
7. M/s V. N. Dyers & Processors Private Limited, Bargadwa, Gorakhpur
8. M/s, Ankur Udhog Ltd., Nakha No.2, Near FCI, Gorakhpur
9. M/s Saraya Distillery Sardar Nagar, Gorakhpur
10. M/s Saraiya Sugar Mills, Sardar Nagar, Gorakhpur

3.5 Major Exportable Item-

Sugar, Textile, Surgical Products, Food, Garments

3.6 Growth Trend- **Positive**

3.7 Vendorisation / Ancillarisation of the Industry-

Existing - Railways & other Public Sector Undertaking organizations are taking supports from MSMEs

3.8. Medium Scale Enterprises

3.8.1 List of the units in Gorakhpur & Near By Area

01. M/s Mourya Iron & Alloys Ltd Dargahiya Mourya Tola, P.O. Kunraghat, Gorakhpur
02. M/s Maurya Straw Board & Paper Mills, Distt. Gorakhpur
03. M/s Nangalia Food Industries Private Limited Gorakhpur
04. M/s Parco Food Products E-2, Industrial Estate Gorakhpur
05. M/s Shankar Cable Industries Indl. Area Lucchipur Gorakhpur
06. M/s Shankar Technologies (i) Pvt. Ltd Road No. 11, Industrial Area, Gorakhpur
07. M/s Dheeraj Maskara The Mahabir Jute Mills Ltd. Gorakhpur
08. M/s P.K. Maskara The Mahabir Jute Mills Ltd. Gorakhpur
- 09 M/s. U.P. Coop. Sugar Factories Federation, Gorakhpur
- 10-. M/s THE MAHABIR JUTE MILLS LTD, GORAKHPUR
- 11-M/s Satwik Agrochem, , Gorakhnath Gorakhpur
- 12- M/s Tulsi Surgical Devices Private Limited Gorakhpur

3.9 Service Enterprises

- a) Vocational training
- b) Tourism industry
- c) Pathology Lab
- d) Computer Training Centre
- e) Mobile Repairing/ Servicing
- f) Auto Repairing/Servicing
- g) Beauty Parlour

3.9.1 Potentials areas for service industry

- a) Repairing & Maintenance of automobile & Machineries
- b) Tourism industry
- c) BPO/KPO industry
- d) Computer Hardware & Software industry
- e) Electronics & telecommunication industry
- f) Film & Entertainment industry
- g) Organic Farming & Organic Product industry
- h) Food Processing,
- I) Brick Kiln,
- J) Iron Fabrication

3.10 Potential for new MSMEs

- a) Agro based industry
- b) Plastic & Plastic products
- c) Readymade Garments
- d) Cotton Hosiery
- e) Shoe industry
- f) Soap & Detergent
- g) Furniture industry
- h) Engineering products
- i) Lead Acid Storage Battery & Accessories
- j) Agriculture Equipments
- k) Power loom/ Handloom
- l) Rice/ Flour Mill
- m) Agarbatti Making
- n) Bakery Products
- o) Cattle Feed

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

- 1- Powerloom cluster
- 2- Stationary cluster
- 3- Leather and Leather processing Cluster
- 4- Wooden Furniture
- 5- Pottery Cluster
- 6- Plastic Cluster
- 7-Readymade Garments Cluster
- 8-Jewellery Cluster

4.1.2 Service Sector

- 1- Repairing & Maintenance of automobile & Machineries

4.2. Details for Identified cluster

4.2.1 Cluster: - Readymade Garment Cluster Gorakhpur Govt. of UP

1	Name Of Cluster	Gorakhpur Readymade Garment
2	Place	Gorakhpur
3	District	Gorakhpur
4	State	Uttar Pradesh
5	No of firms (by type)	316 units (Micro units)
6	No. of workers	2500 nos.
7	Turnover(Rs in Million's)	Rs. 100 Million
8	Associations in cluster	No association is exist.
9	Major products	School dresses, Shirts & Trousers, Fancy frocks, Zari frocks, Net frocks & Embroidery frocks in city area.
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	DIC, Gorakhpur, O/o Asstt. Director (Handloom), Gorakhpur
11	Major markets	Within the State, Export Nil.
12	Major problems/prospects	Low level of technology household sewing machines are in use. Lack of infrastructure facility. Lack of marketing facility. Lack quality consciousness. Lack of latest design and quality product. Lack of knowledge of different Govt. schemes and procedure.
13	Data source and updated on	Industries Deptt. Government of UP (Mar 2014)

Present status of the cluster:-

DSR prepared. MSME-DI, Kanpur will conduct the programme as instructions given by DC(MSME), New Delhi

4.2.2 Cluster: - Jewellery Cluster Gorakhpur Govt. of UP

1	Name Of Cluster	Gorakhpur Jewellery
2	Place	Basantpur, Gorakhpur
3	District	Gorakhpur
4	State	Uttar Pradesh
5	No of firms (by type)	1503 units (1485 Micro & 12 Small units)
6	No. of workers	3884 nos.
7	Turnover(Rs in Millions)	Rs. 96000 Lakhs, Export – 24000 Lakhs
8	Associations in cluster	Purvanchal Sonar Samiti (U.P.) Mr. Mahesh Verma, 9415692866
9	Major products	Gold & Silver Bangles, Bracelets, Chain, Ear Ring, Kardhani, Locket, Neckles, Pawjeb, Payal etc.
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	DIC, Gorakhpur, JDTI, Noida, Jewellery Export Promotion Council, Mumbai, EDI, Gorakhpur, BIS Lucknow etc.
11	Major markets	Within India - Uttar Pradesh, Export-Nepal
12	Major problems/prospects	Due to limited use of machines & skilled manpower, inability to develop indigeneous designs. Limited brand building. Low use of IT. Low productivity. Lack of latest design and quality product. Lack of knowledge of different Govt. schemes and procedure.
13	Data source and updated on	MSME – DI, Kanpur on 20.03.2015

Present status of the cluster:-

DSR prepared. MSME-DI, Kanpur will conduct the programme as instructions given by DC(MSME), New Delhi

4.2.3 Cluster: - Pottery Cluster Gorakhpur Govt. of UP

1	Name Of Cluster	Gorakhpur Pottery
2	Place	Bhathat & Chargawan Block, Gorakhpur
3	District	Gorakhpur
4	State	Uttar Pradesh
5	No of firms (by type)	200 units (Micro units) (32-W, 36-SC)
6	No. of workers	640
7	Turnover(Rs in Millions)	Rs. 146 Lakhs
8	Associations in cluster	Laxmi Terracota Murti Kala Kendra, Aurangabad, Gorakhpur. Laxmi Chandra Gupta, 0551-752101
9	Major products	Bullock Cart, Flower Pot, Camels, Music man, God Decorated palki, Glass Sulender, Coin Pot etc.
10	Specific and relevant technical institutions (R&D, Testing Lab accredited)	DIC, Gorakhpur, GIDA, Gorakhpur, DC (Handicrafts), EDI, Gorakhpur
11	Major markets	Within India - Uttar Pradesh, Export Nil
12	Major problems/prospects	Low level of technology, less advertising, huge damage in transportation. Lack of infrastructure facility. Lack of marketing facility. Lack quality consciousness. Lack of latest design and quality product. Lack of knowledge of different Govt. schemes and procedure.
13	Data source and updated on	MSME – DI, Kanpur on 20.03.2015

Present status of the cluster:-

DSR prepared. MSME-DI, Kanpur will conduct the programme as instructions given by DC(MSME), New Delhi



5. General issues raised by Industry Association during the course of meeting:

- a) Problem of continuous Power Supply, Drainage system Problem.
- b) Availability of skilled Man Power
- c) Awareness of MSME Schemes
- d) Technological & Financial Support
- e) Problems of Raw Material Availability & Market Access
- f) Power sanction and estimate related problems.
- g) Financial related problems.
- h) Artisan Credit Card progress has been dismal and is the point of discussion.
- i) Industrial estate plots/encroachment related problems etc.

6. Action plan for MSME Schemes during 2016-17

S. No.	Name of the Scheme	Proposed activity on the scheme
3	MSE-MDA	2
5	Capacity Building & strengthening of data base	1
6	International cooperation	1
8	VDP	1
10	NMCP schemes	
	i) Market assistance & Tech. up gradation	1
	ii) Bar Code	1
	iii) Incubator	1

7. 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.	Udyog Aadhar Memorandum	District Industry & Enterprise Development Center, Govt. Industrial Estate, Gorakhpur – 273015 Phone – 0551-2257409
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute, 107, Industrial Estate, Fazalganj, Kalpi Road, Kanpur – 208012 Phone 0512 – 2295070 to 73
3.	Land and Industrial shed	Regional Office, UPSIDC, Gorakhpur CP-25, Court of Ward, Sai Complex, Opp. Munsii Prem Chand Park, Betia Hata, Gorakhpur Pin code-273001 Tel.No. 0551-2333337, Chief Executive Officer, GIDA, Civil Line Gorakhpur-273001 Office No: 0551-2334486,2200904 Fax No: 0551-2336342
4.	Financial Assistance	Nationalized Bank and UPFC
5.	For raw materials under Govt. Supply	1. NSIC, Gorakhpur 2. UPSIC
6.	Plant and machinery under hire / purchase basis.	National Small Industry Corporation(NSIC) Gorakhpur Phone –09161449113 (Mr. Iqbal)
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

000