



सत्यमेव जयते

**Government of India
Ministry of MSME**

Brief Industrial Profile of Hardoi District



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

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FOREWORD


District Industrial Potentiality Survey Report of District Hardoi 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.

I sincerely hope that District Industrial Potentiality Survey Report of District Hardoi 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 Rakesh Chandra, Asstt. Director (L/F) in preparing the District Industrial Potentiality Survey Report of Hardoi District.

June, 2016
Kanpur


(U. C. Shukla)
Director

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Brief Industrial Profile of Hardoi District

1. General Characteristics of the District

According to general conventions Hardoi District is related with "HIRNAKASHYAP" its present name Hardoi is a distorted version of its earlier name "HARIDROHI". In view of some people this district was colonized by Hardevbaksh and just because of this reason there is an old locality Hardevganj exists in the city. Mallawa, Bilgram, Phani, Shahabad, Sandila & Ruiyaa are the places of historical significance. According to some historians Mallawa was colonized by Buddhists while some believed that Sayyed Salar Masood Gazi came here. Earlier this area Mallawa was district Headquarter. The ancient name of Bilgram is 'SRINAGAR' its present name Bilgram was given by some associates of Mahmood Gajnavi. Pihani is derived by persian word Pinhani (Place of Shelter), it is believed that king of Moughal dynasty Humayun took shelter in the forest of Pihani when he was defeated by Shershah Suri. Pihani is also related with the minister Sadarejahan of Emperor Akbar. His tomb and paintings are still here. According to the view of some people, Sandila was colonized by Rishi Sandilya. Sandila is also famous for old buildings, mosque & Barakhamba.

1.1 Location & Geographical Area.

Hardoi district from geographical point of view its falls in between $26^{\circ}53'$ & $27^{\circ}42'$ N North latitude and from $80^{\circ}07'E$ & $80^{\circ}12'E$ longitudes. The district is situated in Lucknow Division. Hardoi district is contiguous of Shahjahanpur and Lakhimpur Kheri districts on the north, Lucknow and Unnao districts on the south, Kanpur and Farrukhabad districts on the west and Sitapur district on the east. Hardoi is located at 110 km. from Lucknow (Capital of Uttar Pradesh) and 394 from New Delhi (Capital of India). The total geographical area of the district is 5947 km^2 .

1.2 Topography

It has an average elevation of Template: Covert. The record height is 500 ft. Hardoi district had 5 Km^2 of dense forest and 13 km^2 of open forest. The Ganga, Ramganga, Gomti and several tributaries of river Ganga are flowing in the Hardoi district. Average rain in the district approximate 941 mm. General climate of the district is healthy and pleasant. The district stretches from North to South for 125 Km. and from east to west approximately 75 Km.

1.3 Availability of Minerals.

Hardoi is not enriched from mineral point of view. Sand is the main mineral available in the basin of Ganga & Gomti which is used in civil construction work. Few bricks manufacturing units are working in this area which consumes clay as the raw material in the manufacturing of the bricks.

PRODUCTION OF MINERAL 2013-14

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2013-2014
MAJOR MINERAL		
1.		
MINOR		
1.	NIL	
2.		

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST :

About 11962.141 Hectares area is covered by the forest which is 6.1% of total geographical area of the District. The main trees found in the district are Sheesham, Kanji, Babool, Dhak, Mahua, Semal, Mango, Shaal, Neem, Jamun etc. Although tree cutting is prohibited however dead and fallen trees are collected by the forest department which are auctioned time to time.

1.5 Administrative set up:

Hardoi is the Head quarter of the District Hardoi. For administrative purpose the district has been divided into 5 tehsils/ Sub Divisions and 19 block development office. 191 Nyay Panchayats and 1101 Gram Panchayats.

Raja Todarmal Survey and Land Record Institute, Lucknow Road, Lucknow provides training to IAS, IPS, PCS, PPS, Naiab Tehsildars, ACO and Kanoongo Trainees.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			26 ⁰ 53' & 27 ⁰ 42' N North
	ii) Longitude			80 ⁰ 07'E & 80 ⁰ 12'E
	iii) Geographical Area		Hectares	5986 km ² .
(B)	Administrative Units			
	i) Sub divisions			-
	ii) Tehsils			5
	iii) Sub-Tehsil			-
	iv) Patwar Circle			-
	v) Panchayat Simitis			191
	vi) Nagar Palika Parishad			7
	vii) Nagar Panchayat			6
	viii) Gram Panchayats			1101
	xi) Revenue villages			1101
	x) Assembly Area			08
2.	Population			
(A)	Sex-wise	2012-13		4092845
	i) Male	2012-13		2191442
	ii) Female	2012-13		1901403
(B)	Rural Population	2012-13		3551039
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2012-13	Hectare	573891
	ii) Forest cover	2012-13	Hectare	12271
	iii) Non Agriculture Land	2012-13	"	51634
	v) Cultivable Barren land	2012-13	"	14759
4.	Forest			
	(i) Forest	2012-13	Hec.	12271
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows (above 2.5 years)	2007	Nos.	575961
	ii) Buffaloes	2007	Nos.	464117

B.	Other livestock			
	i) Goats	2007	Nos.	384319
	ii) Pigs	2007	Nos.	37778
	iii) Sheeps	2007	Nos.	23693
	iv) Horses & Ponies	2007	Nos.	3212
6	Railways			
	i) Length of rail line	2010-11	Kms	169
7	Roads			
	(a) National Highway	2010-11	Kms	-
	(b) State Highway	2010-11	Kms	222.7
	(c) Main District Highway	2010-11	Kms	134.01
	(d) Other district & Rural Roads	2010-11	Kms	537
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	905
	(f) Kachcha Road	2010-11	Kms	-
	Communication			
8	(a) Telephone connection	2012-13		20233
	(b) Working Telephone Connections	2012-13	Nos.	10795
	(c) Post offices	2012-13	Nos.	333
	(d) Telephone Centers	2012-13	Nos.	45
	(e) Density of Telephone	2012-13	Nos./100 0 person	197
	(f) Density of Telephone	2012-13	No. per KM.	-
	(g) PCO Rural	2010-11	No.	457
	(h) PCO STD	2010-11	No.	412
	(i) Mobile	2012-13	No.	2613520

9.	Public Health			
	(a) Allopathic Hospital	2013-14	No.	252
	(b) Beds in Allopathic hospitals		No.	1424
	(c) Ayurvedic Hospital		No.	1
	(d) Beds in Ayurvedic hospitals		No.	-
	(e) Unani hospitals		No.	1
	(f) Community health centers		No.	6
	(g) Primary health centers		No.	13
	(h) Dispensaries		No.	43
	(i) Sub Health Centers		No.	432
	(j) Private hospitals		No.	19
10.	(k) Homeopathic Medical Services		No.	36
	Banking Commercial	2013-14		
	(a) Commercial Bank		Nos.	203
	(b) Rural Bank		Nos.	208
11.	(c) Co-Operative bank		Nos.	14
	(d) PLDB Branches		Nos.	01
	Education	2013-14		
	(a) Primary School		Nos.	3925
	(b) Middle Schools		Nos.	1025
	(c) Secondary & Senior Secondary Schools		Nos.	449
	(d) Colleges		Nos.	53
	(e) Technical University		Nos.	0
	(f) Polytechnic		No.	01
	(g) ITI		No.	01
	(h) Other Institutions		No.	01

Source: Deptt. of Economics & Statistics, Hardoi, Distt. Agriculture Officer, Chief Veterinary Officer, Divisional Director, Deptt. of Forest, Hardoi

2.1 Existing Status of Industrial Areas in the District Hardoi:

S. No.	Name of Ind. Area	Land acquired (In acre)	Land developed (In acre)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial Estate, Bilgram	-	-	-	49	46	3	7
2	Mini Industrial Estate Nangeta	-	-	-	65	65	-	35
3	Industrial Estate, Sandila	1884.310	966.57	500.00	632	441	191	32
	Total	1884.310	966.57	500.00	746	552	194	74

Source: UPSIDC

3. INDUSTRIAL SCENARIO OF HARDOI:

Hardoi district is famous for agro based industries. About 150 Rice mills are set up in and around Hardoi District. 4 Large Scale Sugar Mills of DSCL Group located at various places i.e. HARIAWAN, RUPAPUR, LONI and 9 Flour Mills are working in this district.

M/s SAF Yeast Co. Ltd., set up in Sandila Tehsil is the India's largest yeast producing unit. The company apart from producing baker's yeast also produces yeast for application like wine making, feed yeast, probiotic yeast, yeast extract, yeast based natural flavors, distillery, pharmaceuticals. The company has established Leon Research Centre in the year 1989 to develop appropriate technology for industrial technology for industrial application of yeast in India. The Department of Science & Technology, Govt. of India have recognized this centre as a Research Laboratory.

An artisan based Woolen Carpet and Zari & Zardozi cluster exists in this area since a long period back and many artisans are earning a good amount to improve their live style.

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	9424
2.	TOTAL INDUSTRIAL UNIT	NO.	9424
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	08
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	37652
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	1599
6.	NO. OF INDUSTRIAL AREA	NO.	3
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	2708
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	-

3.2 YEAR WISE TREND OF UNITS REGISTERED:

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	96	492	37.11
	1985-86	52	126	57.53
	1986-87	47	251	96.26
	1987-88	146	858	31.05
	1988-89	168	587	46.46
	1989-90	278	1525	58.83
	1990-91	433	2165	127.50
	1991-92	472	1581	237.90
	1992-93	450	1325	810.45
	1993-94	450	1099	138.13
	1994-95	060	255	156.87
	1995-96	450	999	201.49
	1996-97	450	878	238.24
	1997-98	450	868	522.88
	1998-99	450	837	456.36
	1999-2000	452	876	295.37
	2000-01	452	1741	1011.65

	2001-2002	452	1359	556.40
	2002-03	450	1627	256.50
	2003-04	450	1620	671.35
	2004-05	450	1624	388.25
	2005-06	450	1625	301.51
	2006-07	450	1625	1651.12
	2007-08	390	2053	603.00
	2008-09	388	1755	1154.00
	2009-10	389	4143	4028.83
	2010-11	391	2056	1880.02
	2011-12	9424	9006	3138.00
	Total	19040	44783	18752.82

Source: DIC Hardoi

Enterprises registered under Udyog Aadhaar of District Hardoi:

Name of District	Udyog Aadhaar Regd.	Micro	Small	Medium
Hardoi	510	418	89	03

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVEST- MENT (Rs.in Cr)	EMPLOYMENT
20	Agro based (Food Products)	3166	99.28	13092
22	Beverage, Toba. And Toba. Products	0	0	0
23	Cotton Textile	326	4.93	1391
24.	Woolen, Silk & artificial Thread based clothes.	9	0.14	91
25.	Jute, Hemp and Mesta Textiles	1	0.01	2
26.	Readymade garments, Embroidery & Hosiery	1121	6.04	3850
27.	Wood/wooden based	292	1.73	785
28.	Paper, Paper products & Printing	50	0.72	150
29.	Leather based	146	0.28	426
31.	Chemical/Chemical based	60	4.64	328
30.	Rubber & Plastic products	38	0.21	95
32.	Mineral based (Non Metallic)	30	3.59	446
33.	Metal based	298	2.59	1008
35.	Machinery & Parts	18	0.14	68
36.	Electrical machinery and apparatus	36	0.11	88
97.	Repairing & Servicing	3660	31.38	9006
01.	Others (Misc.)	166	8.88	1690

Source: DIC, Hardoi

3.4 Medium/Large Scale Industries / Public Sector undertakings

List of the units in Hardoi District:

1. M/s SAF Yeast Co. Ltd., Sandila
2. M/s Baba Gauri Shankar Flour Mill, Hardoi
3. M/s V.R.S.Food Products, Sandila, Hardoi
4. M/s Tirupati Solvent Plant, Lucknow Road, Hardoi
5. M/s D.S.C.L.Sugar Mill, Rupapur, Hardoi
6. M/s D.S.C.L.Sugar Mill, Loni, Hardoi
7. M/s D.S.C.L.Sugar Mill, Hariawan, Hardoi.
8. M/s Baghauli Sugar Mills, Baghauli, Hardoi

3.5 Major Exportable Item : Yeast, Rice & Sugar.

3.6 Growth Trend:

1. Agricultural land of this district is very fertile for the cultivation of sugarcane, paddy, wheat, groundnut etc. Agriculture department of Govt. of U.P. should provide high yield seeds of the above food products so that productivity could be enhanced.
2. Use of latest technology in the field of rice mill, sugar mills, flour mills will increase the quality of finished products subsequently it will increase the profitability to the farmers/industrialists.
3. Sugar, rice, flour and oil based Industries are increasing day by day due to the abundant availability of raw materials in the district.

3.7 Vendorisation / Ancillarisation of the Industry:

Sugar industries requires overhauling, repair and maintenance, cleaning, bags removal from site and transportation of raw material (sugarcane), which can be fulfilled by the local micro and small units.

There is a wide scope of HDPE Woven sacks/bag manufacturing unit in this district so that the vast requirement of rice, sugar, flour mills

3.8.2 Major Exportable Item: Sugar & Rice.

3.9 Service Enterprises:

1. Cold storage
2. General engineering
3. Hotel & Restaurant.

3.9.1 Potentials areas for service industry:

1. Packaging industry.
2. Printing Press
3. Photocopy & Internet Cafe
4. Computer Hardware Maintenance
5. Mobile Handset Repairing

3.10 Potential for new MSMEs

1. Plastic containers, HDPE, LDPE & PP
2. Tin Containers.
3. Corrugated box manufacturing units
4. Solvent Extraction Plants
5. Agricultural implements.
6. Disposable syringe
7. Oxygen Gas Plant
8. HDPE Woven Sacks
9. Readymade garment
10. PVC Conduit Pipe.
11. LDPE flexible irrigation pipe.
12. Sugar crushing mill
13. Mini Rice Mill
14. Atta Chakki
15. Agricultural implements.
16. Zari & Zardozi Industries.
17. Dona Pattal (Plastic & leaves)
18. Wooden Furniture
19. Steel Furniture
20. Gate & Grill.

4. Existing Clusters of Micro & Small Enterprise :

4.1 DETAIL OF MAJOR CLUSTERS :

4.1.1 Manufacturing Sector:

1. Rice Mill Cluster
2. Artisan Cluster of Zari & Zardozi
3. Woolen Carpet

4.1.2 Service Sector : Nil

4.1 Details for Identified cluster

4.1.1 Name of the cluster : Rice Mill Cluster

1	Principal Products Manufactured in the Cluster	Rice, Rice Bran
2	Name of the SPV	-
3	No. of functional units in the clusters	150 (Micro & Small)
4	Turnover of the Clusters	600.00 crores
5	Value of Exports from the Clusters	Rice is being imported by Govt. of India
6	Employment in Cluster	5,000 Nos.(Direct & Indirect)
7	Average investment in plant & Machinery	50.00 crores approx.
8	Major Issues / requirement	1. Shortage of space for Storage in Warehouses 2. License procedure is very lengthy.
9	Presence of capable institutions	-
10	Thrust Areas	Warehouses
11	Problems & constraints	1. Use of latest technology in this field to prevent the breakage of rice. 2. Due to Lack of space in storage houses hence it is not possible to store paddy for throughout the year. Because of it units remain functional only for 6 months approx. 3. Single window system should be adopted for issuing various licenses from various departments. 4. Govt. should go through the need of license required industry to industry.

Source: President, UP Rice Millers Associations, Hardoi Chapter.

Present status of the cluster: - Running successfully.

4.1.2 Name of the cluster : Artisan Cluster of Zari & Zardozi

1	Principal Products Manufactured in the Cluster	Cloth, sequins and salma sarees, salwar, suites, cushion covers, dress material, Kurta-kurti etc.
2	Name of the SPV	-
3	No. of functional units in the	650 artisan units

	clusters	
4	Turnover of the Clusters	Approx. 25.00 crores.
5	Value of Exports from the Clusters	Indirect export.
6	Employment in Cluster	5000 Nos.
7	Average investment in plant & Machinery	5.0 crores.
9	Thrust Area	Designing of the products.
10	Major Problems	<ol style="list-style-type: none"> 1. Product diversification yet to be introduced. 2. Low productivity and lack of technical support. 3. Lack of nodal agency support and unable to build the brand image through quality of the product is moderately good. 4. Lack of professional design, BDS and new design interventions are completely under the control of traders. 5. Product and process technology interventions yet to be introduced in the cluster.

This cluster has been identified by Industry Department, Govt. of UP and NIMSME June 2008.

4.1.3 Name of Cluster: Woolen Carpet

1	Principal Products Manufactured in the Cluster	Woolen Carpets of different sizes and texture
2	Name of the SPV	M/s Taj Carpet Cluster Welfare Society, Shahabad, Hardaoi.
3	No. of functional units in the clusters	200 (Regd. Micro & Small) and 5000 artisan units
4	Turnover of the Clusters	Rs. 73.20 crores (Approx.)
5	Value of Exports from the Clusters	Indirect Export
6	Employment in Cluster	12,000 persons. (Approx.)
7	Average investment in plant & Machinery	Rs. 50.00 lakhs approx.
8	Thrust Areas	Raw materials, Design of the products and marketing.
9	Major Problems	1. Low productivity and lack of technical support

		<p>2. Product & Process Technology Intervention yet to be introduced in the cluster.</p> <p>3. Lack of Nodal Agency support and unable to build the brand image through quality of the product is moderately good</p>
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5. General issues raised by industry association during the course of meeting:

1. Micro enterprises should be given special privilege of subsidy reimbursement, marketing support, price preference as compare to small & medium enterprises.
2. All Ayurvedic medicines should be exclusively reserved for manufacturing in micro and small enterprises sector.
3. Stress should be given on the publicity of DC (MSME) Schemes like reimbursement under Product Certification, ISO -9000/14000, 22000, Bar Code, Packaging, Marketing assistance, IPR, etc. so that industries may avail the facilities and incentives provided for their marketing and technology up-gradation support.
4. State Govt. should form single window system for issuing various licenses to the industries particularly for rice mills.
5. Road conditions should be made better for easy transportation.
6. High yield seeds of sugarcane, paddy, wheat, groundnuts etc. should be provided to the farmers.
7. Easy industry loans should be provided to existing as well as new entrepreneurs.
8. Electricity should be ensured in the industrial areas.
9. To improve the quality of rice, technology transfer from govt. agency like CSIR, CFTRI, and ICAR should be provided free of cost or at very concessional rate.

6. PROSPECTS OF TRAINING PROGRAMMES DURING 2016-17

S. No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	Chemical & Food based training, Computer & mobile based training, Business accounting.	04
2	MDP	Retail / Export Management,	02
3	BSDP		-
4	EDP		01
5	IMC	Self employment opportunities	04

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	01 No. - Awareness Workshop
3	MSE-MDA	01 No. - Awareness Workshop
4	CLCSS	01 No. - Awareness Workshop
5	Capacity Building & strengthening of data base	01 No. - Awareness Workshop
6	International cooperation	Nil
7	TREAD for women	-
8	VDP	01 No. (SVDP)
9	National awards	Awareness amongst existing entrepreneurs will be given to participate in National Award Scheme.
10	NMCP schemes	
	I. Lean Mfg.	-
	II Design Clinic	-
	III Market assistance & Tech. up gradation	-
	IV QMS/QT	-
	V Tech. & quality up gradation support	01 No. - Awareness Programme.
	VI Bar Code	01 No. - Awareness Programme.

8. STEPS TO SET UP MSMEs

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

Sl. No.	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industrial Centre (DIC) ,Hardoi
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	U.P State Industrial Development Corporation(UPSIDC), Kanpur
4.	Financial Assistance	Nationalized Bank , State Cooperative Banks
5.	For raw materials under Govt. Supply	1.National Small Industry Corporation(NSIC), Kanpur 2.U.P State Industrial Corporation (UPSIC), Kanpur
6.	Plant and machinery under hire / purchase basis.	National Small Industry Corporation(NSIC) Kanpur
7.	Power/ Electricity	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. National Small Industry Corporation (NSIC) Kanpur
11.	Other Promotional Agencies	1.MSME -Development Institute Kanpur 2.National Small Industry Corporation(NSIC) Kanpur 3.District Industry Centre, Hardoi.

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