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GOVT. OF INDIA
MINISTRY OF MICRO SMALL & MEDIUM ENTERPRISES

Brief Industrial Profile of District
Kannauj



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

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Contents

S. No.	Topic	Page No.
1.	General Characteristics of the District	03
1.1	Location & Geographical Area	04
1.2	Topography	04
1.3	Availability of Minerals.	05
1.4	Forest	06
1.5	Administrative set up	06
2.	District at a glance	07-09
2.1	Existing Status of Industrial Area in the District Kannauj	10
3.	Industrial Scenario of Kannauj	10
3.1	Industry at a Glance	11
3.2	Year Wise Trend Of Units Registered	11-12
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	12
3.4	Large Scale Industries / Public Sector undertakings	13
3.5	Major Exportable Item	13
3.6	Growth Trend	13
3.7	Vendorisation / Ancillarisation of the Industry	13
3.8	Medium Scale Enterprises	13
3.8.1	List of the units in Kannauj & near by Area	13
3.8.2	Major Exportable Item	14
3.9	Service Enterprises	14
3.9.1	Potentials areas for service industry	14
3.10	Potential for new MSMEs	14
4.	Existing Clusters of Micro & Small Enterprise	15
4.1	Detail Of Major Clusters	15
4.1.1	Manufacturing Sector	15
4.1.2	Service Sector	-
4.2	Details of Identified cluster	15
4.2.1	Essential oil & Attar Cluster	15
4.2.2	Kannauj Agarbatti Cluster	16
5.	General issues raised by industry association during the course of meeting	17-18
6	Prospects of training Programmes during 2012-13	19
7.	Action plan for MSME Schemes during 2012-13	19-20
8.	Steps to set up MSMEs	21

Brief Industrial Profile of District Kannauj

1. General Characteristics of the District

Kannauj is one among the most ancient place of India having rich archeological and cultural heritage. The ancient name of this place is Kanyakubja or Mahodya (as per Balmiki Ramayana, Mahabharat and Puran) later name Kanyakhbja was changed as Kannauj the present name of the District.

Kannauj is a historic town that is situated on the banks of Ganges. The town has remained in prominence for most of the ancient and medieval period. The city rose to prominence during the reign of Harshavardhana who is counted among the most illustrious rulers in India. It was in the mid 7th century that Kannauj was named the capital city of Harshavardhana. The then kingdom of Harshavardhana included the entire region between the rivers Sutlej and Narmada and eastern Bengal.

It again raised to prominence during 9th century when the city became an apple of discord for three kingdoms of the Peninsular India namely Pratihara, Palas and Rashtrakutas. A Century long "Tripartite Struggle" followed that resulted in the complete dominion of Palas over the region west of Kannauj. In the 12th Century, Kannauj again came in prominence after it was declared the capital of Jaychand, Jaychand was 12th Century, Kannauj again came in prominence after it was declared the capital of Jaychand. Jaichand was the king who helped Mohammed Gouri in finally vanquishing Pirthviraj Chauhan and Rajput rule from Delhi. The decisive battle was fought in the year 1192 in the wheat fields of Tarain, in modern Haryana.

While all traces of this past have vanished, Kannauj is famous for its manufacture of essence (attar) used in sweetened products and pan masala related products. Though not much of the glorious past remains, the temple of Ajai Pal still exists.

Geographical Indicator Kannauj Attars has been approved under IPR in the past years.

1.1 Location & Geographical Area

Kannauj district from geographical point of view its studded in between 27 degree 13 min 30 sec North latitude and from 79 deg 19 min to 80 degree 1 min east longitudes. The district was carved out of the erstwhile Farrukhabad district on September 18, 1197. The district is situated in Kanpur Division its North borders touches Farrukhabad district, at it's East Hardoi District is situated, Kanpur Dehat is at its south East border while Western and Southern borders touches District Mainpuri and Etawah respectively whole district is divided in to three Tehsils and eight development Blocks. The total geographical area of the district is 2093 Sq.km.

1.2 Topography

It is almost rectangular shaped district. Ganga is the main river of the district at the North East border of the district, Kali and Ishan River are in other parts of the District. Kali River at the northern border of the district while Ishan flows in between the District. Average rain fall of the District is approximately 80 cm. The climate of the district is characterized by a hot dry summer and a pleasant cold season.

1.3 Availability of Minerals

Kannauj is not enriched from mineral point of view. Sand is the main mineral available in the basin of Ganga, which is used in civil construction work. Many bricks manufacturing units are working in this area which consume clay as the raw material in the manufacturing of the bricks.

PRODUCTION OF MINERAL 2015-16

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2015-2016
MAJOR MINERAL		
1.		
MINOR		
1.		
2.		
3.	NIL	
4.		
5.		

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

About 13462 Hectare area is covered by the forest which is total geographical area of the District. The main trees found in the district are Babool, Dhak, Mahua, Semal, Mango, Shaal, Neem, Jamun etc. The main forest products collected/extracted from the plants are wood, grass leaves, forest based Ayurvedic medicines, essential oil etc.

1.5 Administrative set up

Kannauj is the Head quarter of the District Kannauj. For administrative purpose the district has been divided into 3 Tehsils and 8 block development office.

2. District at a glance

S. No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
1	Latitude		27 ⁰ 13' 30" N	
2	Longitude		79 ⁰ 19' to 80 ⁰ 1' E	
3	Geographical Area		Km.	2093 Sq.km.
(B)	Administrative Units			
1	Sub divisions			
2	Tehsils		No.	3
3	Sub-Tehsil		No.	-
4	Patwari Circle		No.	-
5	Panchayat Simitis		No.	-
6	Nagar Palika Parishad		No.	3
7	Nagar Panchayat		No.	5
8	Gram Panchayats		No.	441
9	Revenue villages		No.	688
10	Assembly Area		No.	3
2.	Population			
(A)	Sex-wise			
1	Male	2011	No.	8,81,776
2	Female	2011	No.	7,74,840
(B)	Rural Population	2011	No.	13,75,775
3.	Agriculture			
A.	Land utilization			
1	Total Area	2010-11	Sq.Km.	2093
2	Forest cover	2010-11	Hectare	13462
3	Non Agriculture Land	2010-11	"	28203
4	Cultivable Barren land	2010-11	"	5164

4.	Forest			
1	Forest	2010-11	Hectare	13462
5.	Livestock & Poultry			
A.	Cattle			
1	Cows	2012	Nos.	117164
2	Buffaloes	2012	Nos.	298206
B.	Other livestock			
1	i) Goats	2012	Nos.	226686
2	ii) Pigs	2012	Nos.	10186
3	iii) Dogs & Bitches	2012	Nos.	-
4	iv) Railways			
5	i) Length of rail line	2014-15	Kms	43
V	Roads			
1	National Highway	2013-14	Kms	100
2	State Highway	2013-14	Kms	13
3	Main District Highway	2013-14	Kms	80
4	Other district & Rural Roads	2013-14	Kms	1793
5	Rural road/ Agriculture Marketing Board Roads	2013-14	Kms	130
6	Kachacha Road	2013-14	Kms	692
VI	Communication	2014-15		
1	Telephone connection	2014-15		1241
2	Post offices	2014-15	Nos.	144
3	Telephone center/Telegraph	2014-15	Nos.	2
4	Density of Telephone	2014-15	Nos./1000 person	106
5	Density of Telephone	2014-15	No. per KM.	
6	PCO Rural	2014-15	No.	67
7	PCO STD	2014-15	No.	67
8	Mobile	2014-15	No.	Approx. 76511

VII	Public Health			
1	Allopathic Hospital	2014-15	No.	22
2	Beds in Allopathic	2014-15	No.	583
3	hospitals	2014-15		
4	Ayurvedic Hospital	2014-15	No.	18
5	Beds in Ayurvedic	2014-15	No.	64
6	Homeopathic Hospital	2014-15	No.	12
7	Unani hospitals	2014-15	No.	3
8	Beds in Unani	2014-15	No.	8
9	Community health centers	2014-15	No.	11
10	Primary health centers	2014-15	No.	39
11	Dispensaries	2014-15	No.	14
12	Sub Health Centers	2014-15	No.	180
13	Private hospitals	2014-15	No.	28
VIII	Banking commercial			
1	Commercial Bank	2014-15	Nos.	80
2	rural Bank	2014-15	Nos.	38
3	Co-Operative bank	2014-15	Nos.	09
4	PLDB Branches	2014-15	Nos.	04
5	Education	2014-15		
6	Primary school	2014-15	Nos.	1801
7	Middle schools	2014-15	Nos.	642
8	Secondary & senior secondary schools	2014-15	Nos.	285
9	Colleges	2014-15	Nos.	57
10	Medical Colleges	2014-15	Nos.	01
11	Technical University	2014-15	Nos.	-
12	Polytechnic	2014-15	No.	01
13	ITI	2014-15	No.	01

Source : Deptt. of Economics & Statistics, Kannauj

Note : Information at Sl. No.5.B.iii, V.(f) & VI(e) & (h) are not available with the source.

2.1 Existing Status of Industrial Areas in the District Kannauj

S. No.	Name of Ind. Area	Land acquire (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, Makarandnagar	18.37	18.37	2520.00	62 Plot & 10 sheds	62 Plot & 10 sheds	-	33
2	Mini Industrial Estate, Chhibramau	1.80	1.80	-	35 Plot	35 Plot	-	02
	Total	20.17	20.17	2520.00				35

Source:- DIC, Kannauj.

3. INDUSTRIAL SCENERIO OF KANNAUJ:

Essential Oils (Ruh), Attars Hina, Shamama of Kannauj district are famous internationally since long time. For maintain the Quality of the product, technical support to units engaged in the manufacturing of attars & perfumery products are availing from the FFDC, Kannauj are becoming capable to sell their products in national & international market. Some of the Important products of Kannauj are being exported to Arabanin, European, Australia and neighboring countries. Bidi a type smoking product are being used by the lower class of the society and Kannauj is the largest Bidi supplier in Uttar Pradesh.

Fragrance & Flavor Development Centre (FFDC) has been set up in year 1991 by Govt. of India, Ministry of MSME, O/o DC (MSME), New Delhi with the assistance of UNDP/UNIDO and Govt. of U.P. has provided land for developing infrastructure. The O/o Development Commissioner (MSME) New Delhi is giving grants to meet out recurring, non-recurring expenses.

FFDC aims to serve as an interface between essential oil, fragrance and flavor industry and the R&D Institutions both in the field of agro-technology and chemical technology. Main objective of the centre to serve, sustain and upgrade the status of farmers and industry engaged in the aromatic cultivation and its processing, so as to make them competitive both in local & global market.

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	1687
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	REGISTERED LARGE UNIT	NO.	-
4.	REGISTERED MEDIUM UNIT	NO.	1
5.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	6748
6.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	-
7.	NO. OF INDUSTRIAL AREA	NO.	2
8.	TURNOVER OF SMALL SCALE IND.	IN LACS	68574.00
9.	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.)
1984-85	-	-	-
1985-86	-	-	-
1986-87	-	-	-
1987-88	-	-	-
1988-89	-	-	-
1989-90	-	-	-
1990-91	-	-	-
1991-92	-	-	-
1992-93	-	-	-
1993-94	-	-	-
1994-95	-	-	-
1995-96	-	-	-
1996-97	-	-	-
1997-98	-	-	-
1998-99	-	-	-

1999-00	-	-	-
2000-01	-	-	-
2001-02	-	-	-
2002-03	-	-	-
2003-04	-	-	-
2004-05	189	601	862
2005-06	244	630	1424
2006-07	195	589	1220
2007-08	203	877	1079
2008-09	211	804	1242
2009-10	222	1073	6415
2010-11	211	1095	5556
2011-12	212	5060.60	1896
2012-13	95	1577.30	474
2013-14	678	1717.00	11359
2014-15	683	2001.00	3942
2015(28.11.15)	180	4000	1599
UAM (31.03.16)	2988	-	-
Total	6311	20024.9	37068

Source: DIC Kannauj

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

NIC CODE	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lac Rs.)	EMPLOYMENT
20-21	Agro based	814	16119.0	3289
22	Soda water	21	21 .0	152
23	Cotton textile	34	231.0	123
24.	Woolen, silk & artificial Thread based clothes.	102	398.0	407
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery/hosiery	335	1922.0	1072
27.	Wood/wooden based furniture	221	453.0	596
28.	Paper & Paper products	50	118.0	184
29.	Leather based	47	48.0	141
30.	Rubber, Plastic & petro based	11	11.0	51

31.	Chemical/Chemical based	248	2864.0	926
32.	Mineral based	7	2.0	19
33.	Metal based (Steel Fab.)	6	2.0	16
34.	Metal Products	28	20.0	87
35.	Engineering units	98	348.0	293
36.	Electrical machinery and transport equipment	82	242.0	258
38.	Miscellaneous Manufacturing	296	799.0	901
96-97-01	Repairing & servicing Industries	343	593.0	826
	Kachori Making	212	50-60	896

Source: DIC , Kannauj

3.4 Large Scale Industries

List of the units in Kannauj : NIL

3.5 Major Exportable Item

Perfumes, Attars, Essential Oil, Potato & Potato Products.

3.6 Growth Trend

1. Essential Oils (Ruh), Attars Hina, Shamama of Kannauj district are famous internationally. Technical support to units engaged in the manufacturing of attars & perfumery products are availing from the FFDC, Kannauj and are becoming capable to sell their products in national & international market.
2. Farmers are diversifying from traditional crops towards cultivation of aromatic essential oil products, hence enjoying good profit from these cash crops.
3. Govt. of U.P. is focusing on the sowing of high yield potato varieties. These potatoes will be used in the production of potato powder, wafers and namkeen products etc.

3.7 Vendorisation / Ancillarisation of the Industry : Nil.

3.8. Medium Scale Enterprises : 1 No.

(Engaged in refined oil production)

3.8.1 List of Large units in Kannauj & Near By Area : Nil

3.8.2 Major Exportable Item

Essential oils (Ruhs), Attaras, Kalawati Gatta (Sugar Products), GI & Aluminum Drums and Potatoes product, Scented garbattis and Dhoopbatti

3.9 Service Enterprises

Approximate 88 cold storage and chilling plant set-up around the Kannauj Distt.

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

3.10.1 Fragrance & Flavour based MSMEs

1. Essential oil extraction Units
2. Innovative products in Agarbatti/ Dhoopbatti Units
3. Fragrance & Flavor blending Units
4. Solvent Extraction for production of Edible oil units

3.10.2 Agro based MSMEs

1. Potatoes, Potato Powder & wafers
2. Namkeen Industry
3. Floor Mill
4. Rice Mill
5. Dal Mill
6. Ground & Spices
7. Distillery
8. Chikori (fruit processing basic item for coffee powder preparation)
9. Biogas
10. Hotel and Restaurant

3.10.3 Other MSMEs

1. Disposable syringe
2. Oxygen Gas Plant
3. HDPE Woven Sacks
4. Readymade garment
5. Plastic containers, HDPE, LDPE & PP
6. Tin Containers.
7. Corrugated box manufacturing units
8. Agricultural implements.
9. Medicinal items
10. Electric Gadget
11. Bio diesel

4. Existing Clusters of Micro & Small Enterprise :

1. Essential Oil & Attar Cluster
2. Kannauj Agarbatti Cluster
3. Flower producer for attar cluster

4.1 DETAIL OF MAJOR CLUSTERS :

Kannauj is historically famous worldwide for its Indian Attars, Hina, Shamamas and essential oils being produced since long time. FFDC, Kannauj, technology Development Centre providing the technical knowhow and testing services to the existing industries.

There are about 196 units are encased in manufacture of Agarbatti and Dhoopbatti and Hawan Samagri in the district.

There is large nos. of the families in around Kannauj engaged in manufacturing of the flower for preparation of different kinds of attars.

4.1.1 Manufacturing Sector: 2 no.

4.1.2 Service Sector : Nil

4.2 Details for Identified cluster

4.2.1 Name of the cluster : Essential Oil & Attar

1	Principal Products Manufactured in the Cluster	<ul style="list-style-type: none">• Various attars produced by using flowers of Rose, Jasmine, Marigold , Mehendi, Shamama, Hina etc.• synthetic fragrances, Flavours and gulkand,
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		sherbates, Keora water, Khus water, Rose water, etc • Mehendi paste, Body jells, Ayurvedic medicines etc.
2	Name of the SPV	-
3	No. of functional units in the clusters	375 units (Micro & Small)
4	Turnover of the Clusters	650.00 crores
5	Value of Exports from the Clusters	Approx. 30% of the turnover
6	Employment in Cluster	30,000 Nos. (Direct & Indirect)
7	Average investment in plant & Machinery	60.00 lac approx.
8	Major Issues / requirement	1. Standards for famous Indian natural attars are still not available. 2. Scarcity of Sandal Wood oil for preparation of Attars. 3. Govt. banned on pan masala & gutka products hence Attars industries of Kannauj is facing acute problem for survival.
9	Presence of capable institutions	Fragrance & Flavour Development Centre (FFDC) Kannauj
10	Thrust Areas	Herbal cosmetic, modern fine perfumery & aromatherapy.
11	Problems & constraints	1. Sandal wood not available hence focus should be given on the cultivation of sandal trees. 2. Beside Pan Masala & Gutka Industry, new areas should be searched for the consumption of perfumery products which may be herbal cosmetics, modern fine perfumery and aromatherapy. 3. Quality products (Gutka, Pan Masala etc.) should be manufactured and synthetic fragrance & flavor must be banned. 4. Export Zone should be established either in Kannauj or in Kanpur so that export of perfumery products could be enhanced. 5. Importance of natural essences should be advertised widely. 6. Effective quality control should be implemented in this area.

Present status of the cluster:-

The cluster has been identified by Industry Department, Govt. of U.P. & NIMSME in June, 2008.

4.2.2 Name of the cluster : Kannauj Agarbatti Cluster

1	Principal Products Manufactured in the Cluster	Agarbatti, Dhoop batti & raw sticks
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2	Name of the SPV	Chakor Gramodyog Sewa Sansthan, Gursahaiganj, Kannauj 209722 (U.P.)
3	No. of functional units in the clusters	30 Self help group
4	Turnover of the Clusters	Approx. 39.86 lacs
5	Value of Exports from the Clusters	-
6	Employment in Cluster	2079 Nos.
7	Average investment in plant & Machinery	50.0 Lac
8	Testing needs	Raw material used in the manufacturing of agarbatti & dhoopbatti should be tested prior to the use in the finished products .
9	Thrust Area	1. Uniformity in the burning of finished products is the main problem in this field. 2. Perfumed should be retained for a longer period.
10	Access to Export Market	Entrepreneurs should be exposed to the national as well as international trade fairs. Marketing Assistance & Technology Upgradation Support Scheme of DC(MSME) should be utilized in the promotion of marketing.

Present status of the cluster:-

The technical agency of the cluster is NIESBUD, Noida. The cluster was started in the month of August, 2007, which is running successfully at present.

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

1. 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.
2. State Govt. should form industry familiar policy so that industry may get sufficient time to switch over to new areas e.g. perfumery industry is facing acute problem in the marketing due to banned on panmasala & gutka Products.

3. Road conditions should be made better for easy transportation.
4. For setting up of new Micro and Small units Technology transfer from govt. agencies/bodies like, FFDC, CSIR bodies like CIMAP, NBRI, ITRC, CDRI, CFTRI etc. , NDRI, ICAR,IISC Bangalore should be provided at a very concessional rates.
5. High yield seeds of potato, sugarcane, aromatic plants should be provided to the farmers.
6. Easy industry loans should be provided to existing as well as new entrepreneurs.
7. Units are manufacturing the fragrance and flavours and cater the need of every corner of the India. It is felt by the industries of Kannauj since long time that there is highly need of fragrant raw materials banks to face the competition of leading multinational /international brand.
8. Standardization of Natural attars is highly needed for the attar manufacturers of Kannauj.

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, Perfumery & Cosmetic products, Herbal Cosmetics, Aromatherapy, food processing, Essential oils, Computer & mobile based training,	01
2	MDP	Retail / Export Management,	00
3	BSDP		00
4	EDP		00
5	IMC	Awareness of MSME Schemes	01

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	Awareness will be provided to existing entrepreneurs to participate in MSE-MDA Scheme of MSME.
3	MSE-MDA	Awareness will be provided to existing entrepreneurs to participate in MSE-MDA Scheme of MSME.
4	CLCSS	Awareness will be provided to existing entrepreneurs to participate in MSE-MDA Scheme of MSME.
5	Capacity Building & strengthening of data base	-
6	International cooperation	Awareness will be provided to existing entrepreneurs to participate in International cooperation Scheme of MSME.
7	TREAD for women	-
8	VDP	-
9	National awards	Awareness will be provided to existing entrepreneurs to participate in National Award Scheme.
10	NMCP schemes	
1	Lean Manufacturing	Awareness will be provided to existing entrepreneurs to participate in Lean Manufacturing Scheme.
2	Design Clinic	-
3	Market assistance & Tech. up gradation	-
4	QMS/QTT	-
5	Tech. & Quality Up-gradation support	Awareness will be provided to existing entrepreneurs to participate in Tech. & Quality up gradation support Scheme.
6	Bar Code	-
7	Incubator scheme	Awareness will be provided to existing entrepreneurs to participate in Tech. & quality up gradation support Scheme.
8	IPR	-
9	ICT	-

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), Makrandnagar, Kannauj.
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, Kanpur

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