



Government of India  
Ministry of MSME

## **Brief Industrial Profile of Poonch 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.*

  
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## **Brief Industrial Profile of Poonch District**

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

District Poonch is popularly known as mini Kashmir and is one among the remote districts of Jammu And Kashmir State. It is bounded by the Actual Line of Control (ALC) from three sides. The ALC is about 103 Kms. from Tarkundi in Balakote to Sawjian in Mandi Block. Poonch has witnessed many historical events and has been ruled by outsiders and locals at different junctures till it became a part of independent India. In the 6th Century A.D. Chinese traveler Huien Tsang passed through Poonch. He wrote that Poonch was famous for graphics, fine tea (Musloom) and good horses. Around 850 A.D., Poonch became a sovereign state when Mr. Nar, a horse trader declared himself Raja of Poonch. In 1596 A.D. Mughal King Jehangir nominated Siraj-ud-din of village Kahuta as Raja of Poonch. In 1798 A.D. a Gujjar leader Rooh-ullah-Sangu became the ruler of this area.

From 1819 A.D. to 1850 A.D. Poonch remained a part of Khalsa Darbar, Lahore. In 1850 A.D. Dogra Raja Moti Singh laid foundation of Dogra Raj in Poonch. On the death of Raja Jagat Dev Singh in 1940, Sardar Abdul Qayoom Khan became administrator of Poonch under the orders of Kashmir Government. In 1947 two and half tehsils of Poonch principality went under the illegal occupation of Pakistan, while the rest became a constituent of Rajouri Poonch district. In 1967 for administrative convenience this district was further divided into two parts, viz district Rajouri and district Poonch. The people of different faiths, caste and creed are living peacefully in the district. People speak Pahari except Gujjars and Bakerwals who speak Gojri. Literature in languages of Poonch is rich in folk songs. Most of the Poonchi folk songs make women as their central theme. Family feuds, battles, love, marriage ceremonies, social rituals, social evils and superstitions are also have been given attention. Chann, Kainchi, Sepaiah and Maiah are some of the popular folk songs. Folk songs also speak of the bravery and heroism of the peoples of Poonch. Some folk songs i.e. Jabu, Shamash Khan and Nura still resound in mountains of the area. Folk songs of Poonch have passed on from one generation to another without any documentation. Now serious efforts are being made by various scholars to preserve these in literature in original form.



### 1.1 Geographical location of district Poonch

Poonch is located at WikiMiniAtlas33°46'N 74°06'E / 33.77°N 74.1°E / 33.77; 74.1.[8] It has an average elevation of 981 metres (3218 feet). Pir Panjal range of mountains separates Poonch valley from Kashmir valley. For a long time the only road connection between the two valleys was from Jammu. But now with the completion of Mughal Road (connecting Bafliaz in Poonch to Shopian in Kashmir) there will be a direct connectivity between the two. It consist of 4 tehsils viz Haveli, Mendhar Surankote and Mandi.

The Climate of Poonch is somewhat cooler than rest of the areas of Duggardesh plains. Summers are short and pleasant while sometimes they may be irritating. The summer temperature generally does not cross 31 degrees. Winters are cool and chilly characterized with rainfall due to western disturbances. Snowfall is uncommon but may occur in cool months like that of Dec 2011. Rainfall is 669 millimeters (26.3 in) in the wettest months.

### 1.2. Topography of Poonch

Poonch is one of the remote districts of the Jammu and Kashmir State and situated on LOC (Line of Control). Poonch is situated between 33°25' to 34°01' north latitude and between 73°58' to 74°35' east longitude. It is surrounded by Kashmir Valley (Baramulla, Budgam, Shopian and Kulgam Districts) in the north east, district Rajouri in the south and Pakistan Occupied Kashmir (POK) in the west. Topography of District Poonch is hilly and mountainous barring few-low lying valleys. Sky touching peaks covered with shining snow and lush green surrounding present a stunning scenery. One who loves and enjoys the natural beauty can not desist from adoring the beauty of Poonch.

## 1.2 Availability of Minerals.

### PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	NIL	-

## 1.4 Forests;

The Poonch district is rich in forests. The total area of forest is 951 Sq. Km

## 1.5 Administrative set up : ..

District	Tehsil	.Blocks
Poonch	Haveli	1.Poonch
	Mandi	2.Mandi
	Surankote	3.Surankote
		4.Bufliaz
	Mendher	5.Mendher
		6.Balakote
	Balakote	7.Nangali sahib sain Baba
	Mankote	8.Mankote
		9.Laran
		10.Sathra
		11.Lassana



## 2. District at a glance

### 2. District at a Glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude( North )			33°25' to 34°01'
	ii) Longitude (East)			73°58' to 74°35'
	iii) Geographical Area		Hectares	1674 Sq. KM
(B)	Administrative Units			-
	i) Sub divisions			2
	ii) Tehsils			6
	iii) Sub-Tehsil			21
	iv) Patwar Circle			51
	v) Panchayat Simitis			-
	vi)Nagar nigam			-
	vii) Nagar Palika			-
	viii) Gram Panchayats			189
	xi) Revenue villages			178
	x) Assembly Area			3
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2001		194213
	ii) Female	2001		178400
(B)	Rural Population	2011		348635
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	109773.57
	ii) Forest cover	2010-11		26689.84
	iii) Non Agriculture Land	2010-11		10546.00
	v) cultivable Barren land	2010-11		28288.99
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11		951sq.km

<b>5.</b>	<b>Live stock</b>			
<b>A.</b>	<b>Cattle</b>			
	i) Cows	2007		210371
	ii) Buffaloes	2007		207043
<b>B.</b>	<b>Other livestock</b>			
	i) Goats	2007		153974
	ii) Pigs	2007		Nil
	iii) Dogs & Bitches	2007		22802
	<b>iv) Railways</b>			
	i) Length of rail line	2010-11		-
	<b>V) Roads</b>			
	(a) National Highway	2010-11		240km
	(b) State Highway	2010-11		84km
	(c) Main District Highway	2010-11		63km
	(d) Other district & Rural Roads	2010-11		263.73km
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11		-
	(f) Kacha Road	2010-11		45.6km
	<b>(VI) Communication</b>			
	(a) Telephone connection	2010-11		-
	(b) Post offices	2010-11		34
	(c) Telephone center	2010-11		-
	(d) Density of Telephone	2010-11		-
	(e) Density of Telephone	2010-11		-
	(f) PCO Rural	2010-11		-
	(g) PCO STD	2010-11		-
	(h) Mobile	2010-11		-



<b>(VII) Public Health</b>			
(a) Allopathic Hospital	2010-11		2
(b) Beds in Allopathic hospitals			20
(c) Ayurvedic Hospital			Nil
(d) Beds in Ayurvedic hospitals			Nil
(e) Unani hospitals			3
(f) Community health centers			17
(g) Primary health centers			15
(h) Dispensaries			106
(i) Sub Health Centers			-
(j) Private hospitals			nil
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank			15
(b) rural Bank			8
Products			
(c) Co-Operative bank products			5
(d) PLDB Branches			-
<b>(IX) Education</b>			-
(a) Primary school			1012
(b) Middle schools			433
(c) Secondary & senior secondary schools			54
			24
(d) Colleges			3
(e) Technical University			nil

## 2.1 Existing Status of Industrial Areas in the District Poonch.

S. No.	Name of Ind. Area	Name of development agency	Land acquired (In hectare)	Land developed (In hectare)	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 Poonch	Directorate of industries and commerce Jammu	29.7	29.70	1550.00	45	45	NIL	22
	<b>Total</b>		29.7	29.70	1550.00	45	45	NIL	22

Source:- DIC Poonch

## 3. INDUSTRIAL SCENERIO OF POONCH

### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	1717
2.	TOTAL INDUSTRIAL UNIT	NO.	1717
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	Nil
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	2.89
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	Nil
6.	NO. OF INDUSTRIAL AREA	NO.	One
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	20cr
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	Nil



### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1Up to	1984-85	62	92	12.18
2	1985-86	71	161	19.30
3	1986-87	55	105	15.38
4	1987-88	100	157	28.96
5	1988-89	71	134	21.30
6	1989-90	66	171	25.04
7	1990-91	68	110	17.25
8	1991-92	48	80	26.03
9	1992-93	50	103	18.50
10	1993-94	50	103	38.04
11	1994-95	27	48	7.12
12	1995-96	50	84	33.62
13	1996-97	50	104	30.08
14	1997-98	44	169	60.72
15	1998-99	38	89	35.40
16	1999-2000	42	78	48.70
17	2000-01	18	28	20.08
18	2001-2002	44	105	30.07
19	2002-03	39	80	34.01
20	2003-04	27	58	16.21
21	2004-05	34	99	71.69
22	2005-06	46	104	103.20
23	2006-07	39	84	72.69
24	2007-08	39	84	72.69
25	2008-09	33	111	92.02
26	2009-10	24	71	56.88
27	2010-11	08	26	43.05
28	2011-12	16	77	172.16
29	2012-13	03	07	2.51
30	2013-14	07	77	203.05
31	2014-15	04	32	115.37
32	2015-16	03	42	97.32
33	Total	1276	2773	1636.22

Source: DIC Poonch

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	50	55.00	102
22	Soda water	-	-	-
23	Cotton textile	-	-	-
24.	Woolen, silk & artificial Thread based clothes.	40	80.00	174
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	24	52.00	65
27.	Wood/wooden based furniture	50	96.00	180
26.	Paper & Paper products	-	-	-
29.	Leather based	47	89.00	67
31.	Chemical/Chemical based	-	-	-
30.	Rubber, Plastic & petro based	-	-	-
32.	Mineral based	34	97.00	106
33.	Metal based (Steel Fab.)	30	102.00	87
35.	Engineering units	-	-	-
36.	Electrical machinery and transport equipment	30	61.00	78
97.	Repairing & servicing	305	730	1004
01.	Others	-	-	-
	Kachori Making	-	-	-

Source: DIC Poonch



**3.4 Large Scale Industries / Public Sector undertakings**

List of the units in Poonch & Near By Area Nil

3.5 Major Exportable Item Nil

3.6 Growth Trend Nil

3.7 Vendorisation / Ancillarisation of the Industry Nil

**3.8. Medium Scale Enterprises**

3.8.1 List of the units in -Poonch & Near By Area Nil

3.8.2 Major Exportable Item Nil

**3.9 Service Enterprises****3.9.2 Potentials areas for service industry**

- 3.9.2.1 Automobiles Repair,
- 3.9.2.2 Repair of electrical appliances,
- 3.9.2.3 Rice husking,
- 3.9.2.4 Cotton carding etc

**3.10 Potential for new MSMEs**

- 3.10.1 Cement based units
- 3.10.2 Wooden based units
- 3.10.3 Agriculture implements
- 3.10.4 Cattle & Poultry feed
- 3.10.5 Dairy products
- 3.10.6 Leather products
- 3.10.7 Steel fabrication
- 3.10.8 Candle manufacturing
- 3.10.9 Readymade garments
- 3.10.10 Mini Floor Mill

## 4. Existing Clusters of Micro &amp; Small Enterprise

Nil

*4: Trade wise details of MSME s of District POONCH*

S.NO.	NIC CODE	TYPE OF ACTIVITY	MICRO	SMALL	MEDIUM
9	1	Agriculture, Hunting and Related Service Activities	134	0	0
10	2	Forestry, Logging and Related Service Activities	0	0	0
11	5	Fishing, Aquaculture and Service Activities Incidental to Fishing	0	0	0
12	10	Mining of Coal and Lignite; Extraction of Peat	0	0	0
13	11	Extraction of Crude Petroleum and Natural Gas; Service Activities incidental to Oil and Gas Extraction, excluding Surveying	0	0	0
14	12	Mining of Uranium and Thorium Ores	0	0	0
15	13	Mining of Metal Ores	0	0	0
16	14	Other Mining and Quarrying	0	0	0
17	15	Mfg of Food Products and Beverages	112	0	0
18	16	Mfg of Tobacco Products	0	0	0
19	17	Mfg of Textiles	0	0	0
20	18	Mfg of Wearing Apparel; Dressing and Dyeing of Fur	0	0	0
21	19	Mfg of Leather & Leather Product	54	0	0
22	20	Mfg of Wood and Wood Products	30	0	0
23	21	Mfg of Paper and Paper Products	05	0	0
24	22	Publishing, Printing & Reproduction of Recorded Media	0	0	0
25	23	Mfg of Coke & Refined Petroleum Products and Nuclear Fuel	0	0	0
26	24	Mfg of Chemicals and Chemical Products	06	0	0
27	25	Mfg of Rubber and Plastics Products	56	0	0
28	26	Mfg of Other Non-Metallic Mineral Products	0	0	0
29	27	Mfg of Basic Metals	0	0	0
30	28	Mfg of Fabricated Metal Products	0	0	0
31	29	Mfg of Machinery and Equipment n.e.c.	0	0	0
32	30	Mfg of Office, Accounting & Computing Machinery	0	0	0

33	31	Mfg of Electrical Machinery and Apparatus n.e.c.	0	0	0
34	32	Mfg. of Radio, Television and Communication Equipment and Apparatus	0	0	0
35	33	Mfg of Medical, Precision and Optical Instruments, Watches and Clocks	0	0	0
36	34	Mfg of Motor Vehicles, Trailers and Semi-Trailers	0	0	0
37	35	Mfg of Other Transport Equipment	0	0	0
38	36	Mfg of Furniture; Manufacturing n.e.c.	0	0	0
39	37	Recycling	0	0	0
40	40	Electricity, Gas, Steam and Hot Water Supply	0	0	0
41	41	Collection, Purification and Distribution of Water	0	0	0
42	45	Construction	0	0	0
43	50	Repair & Maintenance of Motor Vehicle, Retail Sale of Automotive Fuel	0	0	0
44	51	Wholesale of Trade and Commission Trade	0	0	0
45	52	Repair & Maintenance of Personal & Household Goods; Retail Trade	90	0	0
46	55	Hotels and Restaurants	0	0	0
47	60	Land Transport; Transport via Pipelines	0	0	0
48	61	Water Transport	0	0	0
49	62	Air Transport	0	0	0
50	63	Supporting & Auxiliary Transport & Travel Agents Activities	0	0	0
51	64	Post and Telecommunications	0	0	0
52	65	Financial Intermediation, Except Insurance & Pension Funding	0	0	0
53	66	Insurance and Pension Funding, Except Compulsory Social Security	0	0	0
54	67	Activities Auxiliary to Financial Intermediation	0	0	0
55	70	Real Estate Activities	0	0	0
56	71	Renting of Machinery & Equipment Without Operator & of Personal & Household Goods	0	0	0
57	72	Computer and Related Activities	0	0	0
58	73	Research and Development	0	0	0
59	74	Other Business Activities	0	0	0
60	75	Public Administration and Defence; Compulsory Social Security	0	0	0
61	76	CEMENT PRODUCTS	0	0	0
62	80	Education	0	0	0
63	85	Health and Social Work	0	0	0



64	90	Sewage and Refuse Disposal, Sanitation and Similar Activities	0	0	0
65	91	Activities of Membership Organization n.e.c.	0	0	0
66	92	Recreational, Cultural and Sporting Activities	0	0	0
67	93	Other Service Activities	143	0	0
68	95	Activities of Private Households as Employers of Domestic Staff	0	0	0
69	96	Undifferentiated Goods - Producing Activities of Private Households for Own Use	0	0	0
70	97	Undifferentiated Service - Producing Activities of Private Households for Own Use	0	0	0
71	98	NOT REPORTED	0	0	0
72	Total		630	0	0

## 4.1 DETAIL OF MAJOR CLUSTERS NIL

Service Sector

Nil

5: Is There Any Large Scale Industries / Public Sector Undertakings, If  
YesPleaseProvideDetails NO

6: Potentials areas for service industry.

7: Potential for new MSMEs.

8: Details of Existing Clusters NIL

9: LIST OF INDUSTRIAL ASSOCIATIONS OF YOUR DISTRICT.

S.NO	NAME OF ASSOCIATION	NAME OF PRESIDENT	CONTACT DETAILS	E-MAIL
1	Industrial association Poonch			

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

Electricity supply interrupted is the main problem faced by the unit holders.

11. Details Of Units Engaged In exports.

S. NO.	NAME OF UNIT	PRODUCT/S EXPORTED	ADRESS OF UNIT	CONTACT DETAILS
	NIL			

**14: General issues raised by industry association during the course of meeting**

- a) Problem of Erratic Electric Power Supply
- b) Problem of Skilled labor
- c) Problem of Marketing of finished Products
- d) Problem of procurement of Raw materials
- e) Problem of expensive Transport
- f) More Industrial Estate Should be developed



## **15: STEPS TO SET UP MSMEs**

Following are the brief description of different agencies 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, Poonch
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	ITCO, Exhibition Ground Jammu
3.	Land and Industrial shed	SICOP, SIDCO
4.	Financial Assistance	J&K Bank, SBI, PNB, Grameen Bank, JKFC, Poonch JKDFC, IInd Floor , Gandhi agar Jammu
5.	For raw materials under Govt. Supply	SICOP, Poonch
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, Poonch -MSME DI I/E Digiana Jammu
9.	Quality & Standard	BIS , Baribrahamana Jammu
11.	Other Promotional Agencies	-JKEDI , Sempora Pampore And -MSME DI I/E Digiana Jammu