



Government of India
Ministry of MSME

Brief Industrial Profile of Rajouri District



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

Carried out by

MSME-Development Institute, J&K-Jammu

(Ministry of MSME, Govt. of India,)

Phone 01912431077,01912435425

Fax: 01912431077,01912435425

e-mail: dcdi-jammu@dcmsme.gov.in

web- www.msmedijammu.gov.in

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.


26.07.2016
VIRINDER SHARMA

DIRECTOR

Date: 26th July, 2016

Contents

S. No.	Topic	Page No.
1.	<i>General Characteristics Of The District</i>	4
1.1	<i>Location & Geographical Area</i>	4
1.2	<i>Topography</i>	4
1.3	<i>Availability Of Minerals.</i>	5
1.4	<i>Forest</i>	5
1.5	<i>Administrative Set Up</i>	5
2.	<i>District at A Glance</i>	6-8
3.1	<i>Industrial Scenario of Ramban</i>	9
3.2	<i>Year Wise Trend Of Units Registered</i>	9
3.3	<i>Trade Wise Details Of Existing Micro & Small Enterprises</i>	9-12
3.4	<i>Details Of Large Scale Industries/PSUs</i>	12
3.5	<i>Potentials Areas For Service Industry</i>	12
3.6	<i>Potential For New MSMEs</i>	12
3.12	<i>General Remarks Of GM DIC Ramban</i>	12
4	<i>STEPS TO SET UP MSMEs</i>	13

Brief Industrial Profile of District Rajouri

1. General Characteristics of the District

Rajouri, earlier known as Rajapura, was an area of importance in ancient times. Based on the Mahabharata evidence,^[1] and evidence from 7th century Chinese traveler Yuan Chawang, the districts of Rajouri, Poonch and Abhisara had been under the sway of Republican Kambojas during epic times. The epic name of Rajauri was *Rajapuram* and it was the metropolis of Republican Kambojas e.g. Karna-Rajapuram-gatva-Kambojah-nirjitastava.

Rajouri is a district of Jammu region in Indian state of Jammu and Kashmir. The Line of Control lies to its west it and Poonch to its north and Naushera and Chhamb to its south. The district comprises six tehsils (boroughs). The land is mostly fertile and mountainous. Maize and rice are the main crops of the area and the main source of the irrigation is the river Tawi that originates from the mountains of Pir Panjal. Though Urdu and English are the main mediums of instruction, the other dialects such as Gujri, Pahari and Dogri are much spoken at the informal level. Gujri is mainly spoken by the Gujjar and Bakarwal tribes who are known for herding goats, sheep and horses. However, the fine line between Gujjar and Bakarwal tribes is that the former are farmers as they own land while the latter are nomads who herd cattle. The population is officially divided along the religious lines – though religiously diverse masses normally live in peace and harmony. The total population therefore, in accordance with the 2001 census, is 60% Muslim, 37% Hindu, 2% Sikhs and others

1.1 Location & Geographical Area.

Rajouri district is bounded by Poonch district in the north side, Jammu district in the south side, Udhampur district in the east side and Pak occupied Kashmir (Mirpur area) in the west side. Rajouri district with an area of 2,630 Sq.Kms. has peculiar features

1.2 Topography

Rajouri district is located between 70 degree and 74 degree-4' East longitude and 32 degree-58' and 33 degree-35' north latitude. It is approx. at a distance of 160 Kms. from Jammu district. It is bounded by Poonch district in the north, Jammu district in the south, Udhampur district in the east and Pak occupied Kashmir (Mirpur area) in the west. Carved out of the district of Poonch in 1968 to facilitate process of development and better supervision Rajouri district has an area of 2630 Sq.Kms. with six tehsils, seven blocks, 77 Panchayats and 381 villages. The district with an area of 2,630 Sq.Kms. has peculiar features. The Dhaula Dhar range runs across the north eastern part of the district and topography of Rajouri, Budhal and part of Kalakote tehsils consists of numerous hills and small valleys of meandering brooks. District Rajouri offers a representative of the State in climate, culture and secular outlook. The district presents a composite culture-Pahari, Gojri, Dogra and Kashmiri. Irrespective of ethnic groups all speak the pahari language with ease. The climate varies from semi-tropical in the southern part to temperate in the mountainous northern part. The sub-tropical region receives regular monsoons whereas the northern part prone to hailstorms experiences excessive rains. The district is drained by small rivers. Rajouri has witnessed both the patronage as well as carnage of the time. The remnants of fortified Mughal inns are a pleasant

reflection of the glorious days of the place when it used to be a camping site for the Royal Mughal entourage proceeding towards Kashmir Valley.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2015-2016
MAJOR MINERAL		
1.	Coal Mines at Kala kote	9.5 Million Tones
2	Lime Stone	6081 Million Tonnes

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

Forests of the state are spread over three broad geo-climatic zones covering Jammu, Kashmir and Ladakah regions of the State. Vegetation and climate can broadly be categorized into sub-tropical, temperate and alpine zones with wide diversity of fauna and flora. More than 50% of the plant species used in British pharmacopoeia are reported to grow in Jammu and Kashmir. Literature indicates that 572 plant species belonging to 109 different families have medicinal value. Rajouri district is apart of Jammu region, The total forest area of the district is 1267 Sq Km.

1.5 Administrative set up.

- 2 There are seven Tehsils ,09 blocks , four assembly constituencies, and four Sub divisions in Rajouri District

3

S. No	Tehsils	Blocks	Assembly Constituencies	Parliamentary Constituency
1	RAJOURI	RAJOURI	81-NOWSHERA	PART OF 6 JAMMU-POONCH PARLIAMENTARY CONSTITUENCY
2	NOWSHERA	MANJAKOTE	82-DARHAL	
3	KALAKOTE	DARHAL	83-RAJOURI	
4	SUNDERBANI	KALAKOTE	84-KALAKOTE	
5	KOTERANKA	BUDHAL		
6	THANNAMANDI	SUNDERBANI		
7	DARHAL	NOWSHERA	-	
		THANNAMANDI		
		DOONGI		

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			

(A)	Geographical Data	2015		
	i) Latitude		Degrees	33 to 54.1 North
	ii) Longitude		Degree	74 degrees, 53.8 East
	iii) Geographical Area		Sq Km	1090
(B)	Administrative Units			
	Villages		Nos	375
	Assembly Constitutencies		Nos.	04
	Sub Divisions		Nos	04
	Tehsils		Nos.	04
	Towns		Nos	05
	Blocks		Nos.	09
	Niabat		Nos.	13
	Panchayats		Nos.	295
	Patwar Halqa		Nos.	80
	Police stations		Nos.	10
	Police Chowkies		Nos.	08
	Fire Stations		Nos.	05
2.				
(A)	Sex-wise		In Lac	
	i) Male	2011	In Lac	3.453
	ii) Female	2011	In Lac	2.971
	Total	2011	In Lac	6.424
3.	SC Population		In Lac	0.482
	ST Population	2011	In Lac	2.328
4	Literacy Rate			
	a) Male		% age	56.68
	b) Female		% age	47
5	Area			
A	Land utilization			
	i) Total Area	2010-11	Lac Hect	2.512
	ii) Forest cover	2010-11	Lac Hect	1.024
	iii) Cultivated Area	2010-11	"	0.544
	v) Barren & Uncultivated	2010-11	"	0.722
5.				
A.	Cattle			
	i) Cows		Nos.	

	ii) Buffaloes		Nos.	
B.	Other livestock			
	i) Goats		Nos.	
	ii) Pigs		Nos.	
	iii) Dogs & Bitches		Nos.	
	iv) Railways			
	i) Length of rail line	2010-11	Kms	NA
	V) Roads			
	(a) National Highway	2010-11	Kms	
	(b) State Highway	2010-11	Kms	
	(c) Main District Highway	2010-11	Kms	
	(d) Other district & Rural Roads	2010-11	Kms	779.43
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	
	(f) Kachacha Road	2010-11	Kms	
	(VI) Communication			
	(a) Telephone connection	2010-11		
	(b) Post offices	2010-11	Nos.	
	(c) Telephone center	2010-11	Nos.	
	(d) Density of Telephone	2010-11	Nos./1000 person	
	(e) Density of Telephone	2010-11	No. per KM.	
	(f) PCO Rural	2010-11	No.	
	(g) PCO STD	2010-11	No.	
	(h) Mobile	2010-11	No.	

(VII) Public Health				
A) District Hospitals	2010-11	No.	01	
(i) Sub District District Hospitals		No.	07	
(j) Primary Health Centres		No.	21	
(k) Sub Centres		No.	140	
(l) Allopathic Dispensaries		No.	16	
(m) Ayurvedic/Unani Dispensaries		No.	23	
(n) Medical Aid Centres		No.	11	
(VIII) Banking commercial				
(a) Commercial Bank	2010-11	Nos.	4	
(b) rural Bank Products		Nos.	1	
(c) Co-Operative bank products		Nos.	1	
(d) PLDB Branches		Nos.	-	
(IX) Education				
(a) Primary school		Nos.	243	
(b) Middle schools		Nos.	547	
(c) Secondary & senior secondary schools		Nos.	84	
(d) Colleges		Nos.	6	
(e) Technical University		Nos.	1	

3. Industrial Scenario of District Rajouri

EXISTING STATUS OF INDUSTRIAL AREA IN DISTRICT RAJOURI

S.No	Name of the Industrial Area	Name of Development Agency	Land Acquired (In hectare)	Land developed (In hectare)	Prevailing rate/Sq.m	No. of Plots	No. of vacant plots	No. of Units in Production
1	Kheora Rajouri	PWD	51.17 Kanals	51.17 Kanals	1 to 5 Kanal @ 2.5 Lacs & 5-10 Kanal @ 3.5 Lacs	54	Nil	37

Source: DIC Rajouri

3.1. NO. OF MSME S REGISTERED

S.NO.	PARAMETER	MANUFACTURING			SERVICE			TOTAL
		MICRO	SMALL	MEDIUM	MICRO	SMALL	MEDIUM	
01	TOTAL REGISTERED UNITS	875	36	0	666	0	0	1577
02	NO. OF PERSONS EMPLOYED	4850	0	0	0	0	0	4850
03	TURN OVER (IN LACS)	8.10	0	0	0	0	0	8.10

Source: DIC Rajouri

3.2. YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1.	2010-11	58	142	170.40
2.	2011-12	70	226	340.20
3.	2012-13	49	168	228.95
4.	2013-14	10	129	574.00
5.	2014-15	10	79	350.09
6.	2015-16	07	46	350.09
7.	Total	204	790	1842.96

Source: DIC Rajouri

3.3: Trade wise details of MSME s of District Rajouri

S.NO.	NIC CODE	TYPE OF ACTIVITY	MICRO	SMALL	MEDIUM
9	1	Agriculture, Hunting and Related Service Activities	32	Nil	Nil
10	2	Forestry, Logging and Related Service Activities	Nil	Nil	Nil
11	5	Fishing, Aquaculture and Service Activities incidental to Fishing	Nil	Nil	Nil
12	10	Mining of Coal and Lignite; Extraction of Peat	Nil	Nil	Nil
13	11	Extraction of Crude Petroleum and Natural Gas; Service Activities incidental to Oil and Gas Extraction, excluding Surveying	Nil	Nil	Nil
14	12	Mining of Uranium and Thorium Ores	Nil	Nil	Nil
15	13	Mining of Metal Ores	Nil	Nil	Nil
16	14	Other Mining and Quarrying	Nil	Nil	Nil
17	15	Mfg of Food Products and Beverages	12	Nil	Nil
18	16	Mfg of Tobacco Products	Nil	Nil	Nil
19	17	Mfg of Textiles	Nil	Nil	Nil
20	18	Mfg of Wearing Apparel; Dressing and Dyeing of Fur	Nil	Nil	Nil
21	19	Mfg of Leather & Leather Product	16	Nil	Nil
22	20	Mfg of Wood and Wood Products	45	Nil	Nil
23	21	Mfg of Paper and Paper Products	Nil	Nil	Nil
24	22	Publishing, Printing & Reproduction of Recorded Media	50	Nil	Nil
25	23	Mfg of Coke & Refined Petroleum Products and Nuclear Fuel	Nil	Nil	Nil
26	24	Mfg of Chemicals and Chemical Products	Nil	Nil	Nil
27	25	Mfg of Rubber and Plastics Products	Nil	Nil	Nil
28	26	Mfg of Other Non-Metallic Mineral Products	Nil	Nil	Nil
29	27	Mfg of Basic Metals	Nil	Nil	Nil
30	28	Mfg of Fabricated Metal Products	06	Nil	Nil
31	29	Mfg of Machinery and Equipment n.e.c.	Nil	Nil	Nil
32	30	Mfg of Office, Accounting & Computing Machinery	Nil	Nil	Nil
33	31	Mfg of Electrical Machinery and Apparatus n.e.c.	Nil	Nil	Nil
34	32	Mfg. of Radio, Television and Communication Equipment and Apparatus	Nil	Nil	Nil
35	33	Mfg of Medical, Precision and Optical Instruments, Watches and Clocks	Nil	Nil	Nil

36	34	Mfg of Motor Vehicles, Trailers and Semi-Trailers	05	Nil	Nil
37	35	Mfg of Other Transport Equipment	Nil	Nil	Nil
38	36	Mfg of Furniture; Manufacturing n.e.c.	10	Nil	Nil
39	37	Recycling	Nil	Nil	Nil
40	40	Electricity, Gas, Steam and Hot Water Supply	Nil	Nil	Nil
41	41	Collection, Purification and Distribution of Water	Nil	Nil	Nil
42	45	Construction	Nil	Nil	Nil
43	50	Repair & Maintenance of Motor Vehicle, Retail Sale of Automotive Fuel	10	Nil	Nil
44	51	Wholesale of Trade and Commission Trade	Nil	Nil	Nil
45	52	Repair & Maintenance of Personal & Household Goods; Retail Trade	Nil	Nil	Nil
46	55	Hotels and Restaurants	Nil	Nil	Nil
47	60	Land Transport; Transport via Pipelines	Nil	Nil	Nil
48	61	Water Transport	Nil	Nil	Nil
49	62	Air Transport	Nil	Nil	Nil
50	63	Supporting & Auxiliary Transport & Travel Agents Activities	Nil	Nil	Nil
51	64	Post and Telecommunications	Nil	Nil	Nil
52	65	Financial Intermediation, Except Insurance & Pension Funding	Nil	Nil	Nil
53	66	Insurance and Pension Funding, Except Compulsory Social Security	Nil	Nil	Nil
54	67	Activities Auxillary to Financial Intermediation	Nil	Nil	Nil
55	70	Real Estate Activities	Nil	Nil	Nil
56	71	Renting of Machinery & Equipment Without Operator & of Personal & Household Goods	Nil	Nil	Nil
57	72	Computer and Related Activities	12	Nil	Nil
58	73	Research and Development	Nil	Nil	Nil
59	74	Other Business Activities	Nil	Nil	Nil
60	75	Public Administration and Defence; Compulsory Social Security	Nil	Nil	Nil
61	80	Education	Nil	Nil	Nil
62	85	Health and Social Work	Nil	Nil	Nil
63	90	Sewage and Refuse Disposal, Sanitation and Similar Activities	Nil	Nil	Nil
64	91	Activities of Membership Organization n.e.c.	Nil	Nil	Nil
65	92	Recreational, Cultural and Sporting Activities	Nil	Nil	Nil

66	93	Other Service Activities	<i>Nil</i>	<i>Nil</i>	<i>Nil</i>
67	95	Activities of Private Households as Employers of Domestic Staff	<i>Nil</i>	<i>Nil</i>	<i>Nil</i>
68	96	Undifferentiated Goods - Producing Activities of Private Households for Own Use	<i>Nil</i>	<i>Nil</i>	<i>Nil</i>
69	97	Undifferentiated Service - Producing Activities of Private Households for Own Use	<i>Nil</i>	<i>Nil</i>	<i>Nil</i>
70	98	Not Reported	<i>Nil</i>	<i>Nil</i>	<i>Nil</i>
71	<i>Total</i>		<i>204</i>	<i>Nil</i>	<i>Nil</i>

Source: DIC Rajouri

3.4: List of Large scale units registered with DIC Rajouri

S.No	Name of the unit	Name of the Managing Director	Line of Activity	Investment (Rs. In crores)	Employment	Date of Production	Capacity (MTs)	Contact Nos
			-					
			-					
			-					
			-					

3.5: Potentials areas for service industry.

Tyre retreading, service stations, wheel alignment units, processing of dry fruits, automobile workshop, telecommunication booths etc

3.6: Potential for new MSMEs.

Ample potential of new MSME units exists in cement tile, cement house pipes, steel fabrications, furniture units, stone crushers, flour mills/oil mills/Atta chakkis, Repairing & Servicing of Automobiles Repairing & Servicing of Electronics Items Repairing & Servicing of Electrical) Food Industries, thermo/Plastic ware Mineral Water Agriculture Implement/Tools Steel Almirah Fabrications Horticulture based Industries Medicinal Aromatic Plants Floriculture Bee Keeping etc

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.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industries Centre, Rajouri
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, Rajouri JKDFC, IInd Floor , Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP, Rajori
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, Rajouri -MSME DI I/E Digiana jammu
9.	Quality & Standard	BIS , baribrahmna jammu
10.	Marketing /Export Assistance	-Directorate of Industries & Commerce , Jawar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana jammu
11.	Other Promotional Agencies	-EDI , Jawar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana Jammu