



**Government of India
Ministry of MSME**

Brief Industrial Profile of Samba 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.



VIRINDER SHARMA
DIRECTOR

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Brief Industrial Profile of Samba District

1. General Characteristics of the District

Samba was established in 1400 A.D. It is said that the city was founded by Malh Dev, the younger son of Rai Saidu of Lakhanpur. He is said to have married in the family of Ghotar, which is a local tribesman. After his marriage He stayed at Samba after his marriage ruled the region by making Samba as his capital. During the period of Hari Dev, in the year 1816, the city came under Jammu province. Ultimately, in the year 1846, it was merged in the state of J&K. Samba District is a newly formed district of the state of Jammu and Kashmir of India. Before the formation of this district, the area now under the district was part of Jammu district. Now the district itself covers Samba town and adjoining tehsils namely, Vijaypur and village Supwal, Gahgwal. Historically Samba consist of 22 native towns (also known as Mandi), each consist of a separate family. With the majority of the people of Samba are Rajputs mainly Sambyals and because of this reason the main focus of the people of Samba is to Join Defense Forces, i.e., Indian Army, Indian Airforce, Indian Navy, Border Security Forces, ITBP, CRPF, IRF, and many more. The district is separated from the Jammu district by "Purmandal Bridge". Muslims make up just under 6% of total population according to 2001 India census. Mansar Lake, surrounded by small hills with different Hindu Gods and Goddesses Temples, is situated on the Samba - Udhampur Road at a distance of twenty two kms from Samba. It attracts huge number of tourists and pilgrims in the area. The accommodation to the tourists is provided by a tourist complex comprising five tourist huts and rooms located on the bank of the Lake. Surinsar-Mansar Development Authority, set up by the State Government, is responsible for implementation of tourism developmental projects in all the four tourist places.

1.1 Location & Geographical Area.

The district is Situated at a distance of thirty nine kms from Jammu, Purmandal is a religious place, also known as Chotta Kashi, which is connected with Samba via Purmandal-Utterbani Vijaypur road. It has old Shiva temples having significant religious importance. It is surrounded by the Shivalik Hills that holds a natural beauty. Utterbani, situated at a distance of five kms from Purmandal on the banks of Devica, is another place of religious importance. Samba district of Jammu & Kashmir has a longitude of 75.1167 and latitude of 32.5667. better known as one of the bustling tehsils of Jammu, Samba has a very old origin. Apart from its own natural pleasure, Samba provides scope for sightseeing in nearby places too that include Raiyan, Gura Salathian, Kuta, Babnargarh and

Barigarh. Samba is an agriculture-based place of Jammu & Kashmir. Most of the inhabitants of Samba earn their livelihood from farming. Since Samba has an agro-climatic condition, hence the crops have a high yield. Animal husbandry is also practiced by some of the people of Samba. Tourists from all states of India and abroad come to visit Samba in different intervals of time. Reaching Samba is very easy. Having an in-built infrastructure, Samba district is connected to important cities of Jammu & Kashmir. The culture of Samba speaks of the ancient heritage and lifestyle of the inhabitants of that place. Having its own inherent folk dances and songs, Samba represents a rich tradition of local arts within its geographical premises. The shrines of Samba ratify the influence of varied religions in the place. During major festivals, people belonging to diverse faiths celebrate the occasions with equal mirth and unity. This unity in diversity is surely one of the key traits of Samba district.

1.2 Topography

It is situated at an elevation of 384 meters. The Samba town is located on Shivalik hills range alongside the National Highway 1-A on the bank of river Basantar. Jammu city is about 40 km from Samba. It shares boundaries with Udhampur district in the North, Kathua district in the East and Jammu district in the west. It shares international border with Pakistan in the south. About two third of the area of Tehsil Samba is fed by Kandi and rain. Ravi Tawi Irrigation canal network irrigates the area on the southern side along the national highway, hence boosting the cultivation of major cereals and vegetables. The climate of the district is sub tropical. The weather is hot and dry in summer season and cold in winter season. As it is situated in the foot hills of the mountains, nights are a bit cooler than that of neighboring areas of Punjab. The average temperature ranges between 6 degree Celsius and 47 degree Celsius.

1.3 Availability of Minerals.

Nil

1.4 FOREST

Samba is bounded by District Udhampur in the North, District Kathua in the East, Tehsils Jammu and Bishnah of District Jammu in the west, while on the southern side it has International Border with Pakistan. About two third of the area of Tehsil Samba is Kandi & rain fed. The area on southern side downside the national highway is irrigated through Ravi Tawi Irrigation canal network and contributing towards major cereals crop and vegetable cultivation as special focus has been assigned by the govt. of India, Ministry of Water Resources through Command Area Development Department. The forest area of the district Samba is recorded as 0.29 lakh hectares.

1.5 Administrative set up.

Samba District comprises of 382 villages as per the notification issued by the Govt. under SRO No.185 dated 22nd of May 2007. These villages have been organized into 55 Patwar Halquas, and 99 Panchayats . Four urban towns viz. Samba, Ramgarh , Vijaypur, and Bari Brahmana are also the part of this district.

District	Tehsil	Blocks
Samba	SAMBA	1.PURMANDAL
		2.VIJAYPUR
		3.SAMBA
		4. GHAGWAL

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data	2010-11	Sq. Kms	910
	i) Latitude			32°34'N 75°07'E
	ii) Longitude			32.57°N - 75.12°E
	iii) Geographical Area	2010-11	Hectares	9134374.11
(B)	Administrative Units	2010-11		
	i) Sub divisions			
	ii) Tehsils		Nos.	1
	iii) Sub-Tehsil		Nos.	10
	iv) Patwar Circle		Nos.	55
	v) Panchayat Simitis			-
	vi)Nagar nigam			-
	vii) Nagar Palika		Nos.	4
	viii) Gram Panchayats		Nos.	100
	xi) Revenue villages		Nos.	382
	x) Assembly Area		Hectares	9134374.11
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	168948

	ii) Female	2011	Nos.	149663
(B)	Rural Population	2011	Lakhs	2.65
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2009-10	Lac.Hectare	0.71
	ii) Forest cover	2010-11	"	0.29
	iii) Non Agriculture Land	2010-11	"	NA
	v) cultivable Barren land	2010-11	"	NA
4.	Forest			
	(i) Forest	2010-11	Lakh.Ha.	0.29
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	87500
	ii) Buffaloes	2007	Nos.	61184
B.	Other livestock			
	i) Goats	2007	Nos.	135509
	ii) Pigs	2007	Nos.	1209
	iii) Dogs & Bitches	2007	Nos.	7071
	iv) Railways			
	i) Length of rail line	2010-11	Kms	32.5
	V) Roads			
	(a) National Highway	2010-11	Kms	37
	(b) State Highway	2010-11	Kms	-
	(c) Main District Highway	2010-11	Kms	-
	(d) Other district & Rural Roads	2010-11	Kms	609
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	-
	(f) Kachacha Road	2010-11	Kms	95
	(VI) Communication			
	(a) Telephone connection	2010-11	Nos.	2151
	(b) Post offices	2010-11	Nos.	32
	(c) Telephone center	2010-11	Nos.	4
	(d) Density of Telephone	2010-11	Nos./1000 person	-
	(e) Density of Telephone	2010-11	No. per KM.	-
	(f) PCO Rural	2010-11	No.	94

	(g) PCO STD	2010-11	No.	44
	(h) Mobile	2010-11	No.	-
(c)	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	1
) Beds in Allopathic hospitals		No.	144
) Ayurvedic Hospital		No.	11
) Beds in Ayurvedic hospitals		No.	2
) Unani hospitals		No.	-
	Community health centers		No.	-
) Primary health centers		No.	-
) Dispensaries		No.	-
	Sub Health Centers		No.	-
	Private hospitals		No.	75
	(VIII) Banking			
	(a) Commercial Bank	2010-11	Nos.	19
	(b) rural Bank Products		Nos.	12
	(c) Co-Operative bank products		Nos.	5
	(d) PLDB Branches		Nos.	-
	(IX) Education			
	(a) Primary school	2010-11	Nos.	375
	(b) Middle schools		Nos.	224
	(c) Secondary & senior secondary schools		Nos.	136
	(d) Colleges		Nos.	1
	(e) Technical University		Nos.	-
(Source: District Administration Site, Samba)				

2.1 Existing Status of Industrial Areas in the District SAMBA

S. N o.	Name of Ind. Area	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
A	IGC Phase-i	113.85	113.85	-	378	378	Nil	163
B	IGC Phase-II	60.85	60.85	-	-	-	Nil	35
c	IGC Phase-III	138.10	Yet under development	-	Nil	Nil	-	-
D	Industrial Estate	1.00	1.00	-	13	13	Nil	5

Source:- DIC , Samba

3. INDUSTRIAL SCENERIO

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	Registered Micro Manufacturing units	NO.	160
2.	Registered Micro service units	NO.	6
3.	Registered Small Manufacturing units	NO.	84
4.	Registered Small Service units	NO.	2
5.	Registered Medium Manufacturing units	NO.	1
6.	Registered Medium Service units	NO.	-
7.	Total Employment by MSME	NO	3332
8.	Total Investment on P&M by MSME	IN LACS	417193.33

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
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	(g) PCO STD	2010-11	No.	44	
	(h) Mobile	2010-11	No.	-	
(c)	(VII) Public Health				
	(a)Allopathic Hospital	2010-11	No.	1	
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	Community health centers		No.	-	
)Primary health centers		No.	-	
)Dispensaries		No.	-	
	Sub Health Centers		No.	-	
	Private hospitals		No.	75	
	(VIII) Banking				
	(a) Commercial Bank		2010-11	Nos.	19
	(b) rural Bank Products	Nos.		12	
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3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
--	------	----------------------------	------------	-----------------------

1Up to	1984-85			Samba is a newly formed district. Previously , it was a part of kathua district.
2	1985-86			
3	1986-87			
4	1987-88			
5	1988-89			
6	1989-90			
7	1990-91			
8	1991-92			
9	1992-93			
10	1993-94			
11	1994-95			
12	1995-96			
13	1996-97			
14	1997-98			
15	1998-99			
16	1999-2000			
17	2000-01			
18	2001-2002			
19	2002-03			
20	2003-04			
21	2004-05			
22	2005-06			
23	2006-07			
24	2007-08			
25	2008-09	15	219	1981.29
26	2009-10	23	309	2464.84
27	2010-11	30	431	2208.61
28	2011-12	63	890	7856.07
29	2012-13	21	161	796.22
30	2013-14	27	379	1779.23
31	2014-15	33	490	1919.49
32	2015-16	40	455	2071.01
	Total:	252	3334	21076.76

Source: DIC samba

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

S.No	NIC Code	Type of activity	MICRO	SMALL	MEDIUM
8	14	Other Mining and Quarrying	1	-	-

9	15	Mfg. of Food Products and Beverages	15	8	-
11	17	Mfg. of Textiles	4	-	-
12	18	Mfg. of Wearing Apparel, Dressing and Dyeing of Fur.	-	1	-
13	19	Mfg. of Leather and Leather Products	1	-	-
14	20	Mfg. of Wood and Wood Products	8	-	-
15	21	Mfg. of Paper and Paper Products	8	-	-
16	22	Publishing, Printing and Reproduction of Recorded Media	3	4	-
17	23	Mfg. of Code & Refined Petroleum and Nuclear Fuel.	2	-	-
18	24	Mfg. of Chemicals and Chemical Products	17	12	-
19	25	Mfg. of Rubber and Plastic Products	18	18	-
20	26	Mfg. of other Non Metallic Mineral Products	20	6	-
21	27	Mfg. of Basic Metals	20	11	-
22	28	Mfg. of Fabricated Metal Products	21	11	1
23	29	Mfg. of Machinery and Equipments n.e.c.	1	-	-
25	31	Mfg. of Electrical Machinery and Aparatus n.e.c.	15	4	-
27	33	Mfg. of Medical, Precision and Optical Instruments, Watches and Clocks	1	-	-
28	34	Mfg. of Motor Vehicles, Trailers, and Semi – trailers	1	-	-
32	40	Electricity, Gas, Steam and Hot Water Supply	1	-	-
34	45	Construction	14	9	-
35	50	Repair and Maintenance of Motor Vehicle, Retail Sail of Automotive Fuel.	1	1	-
49	72	Computer and Related Activities	1	-	-
58	93	Other Service Activities	3	1	-

Source: DIC samba

3.4 Large Scale Industries / Public Sector undertakings

- (a) M/S BBF Industries Ltd Unit -1, IGC, Phase I, Samba
- (b) M/S Cadila pharmaceuticals Ltd. Phase 1 IGC Samba
- (c) M/S Berger paints India Ltd. Unit 1 IGC Samba
- (d) M/S Sun pharmaceuticals industries Ltd. Phase 1 IGC Samba
- (e) M/S Neel Kamal Ltd. Phase II IGC Samba
- (f) M/S Neelkamal bito storage systems, phase II IGC Samba
- (g) M/S Reckit Benkizer (India) Ltd. Phase II IGC Samba
- (h) M/S BBF industries unit III phase II IGC Samba
- (i) M/S Surya pharmaceutical Ltd. Phase II IGC Samba
- (j) M/S Alstrong enterprises india pvt. Ltd Unit II phase II IGC Samba

3.5 Major Exportable Item

S.No.	Name of Unit	Products/Export	Address of Unit	Contact Details
(a)	M/s Neel Kamal Ltd.	Crates	IGC, Phase-II, Samba	9796385551
(b)	Neel Kamal Bitto Storage System	Material Handling Storage System Racks (MHSS)	IGC, Phase-II, Samba	9796385551
(c)	M/S Reckitt Benckizer India Ltd	Vaporizer and Activeguard	IGC, Phase-II, Samba	9419152548
(d)	M/S Alstrong India Ltd.	Aluminum Composite Panel and UV Coated Cemented Fibre Board	IGC, Phase-II, Samba	9419199213

3.6 Growth Trend There were major developments in infrastructural activities in the district in recent past, triggering the growth of the industrial sector also with heavy investment in micro and small scale of industries.

3.7 Vendorisation / Ancillarisation of the Industry Nil

3.8 Medium Scale Enterprises

3.8.1	Manufacturing Sector	01
3.8.2	Service Sector	NIL

3.9 Service Enterprises

3.9.1 Potentials areas for service industry:- Main areas in the District Samba where there is enough potential for service industry.

3.9.2 Potentials for new MSMEs:- There are immense potential for new MSMEs in District Samba.

4. Existing Clusters of Micro & Small Enterprise

4.1	Detail Of Major Clusters	NIL
4.1.1	Manufacturing Sector	NIL
4.1.2	Service Sector	NIL
4.2	Details for Identified cluster	NIL

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

During the course of meeting the general issues raise by Initial association are regarding delay in sanction of loan from financial institutions.

Source: DIC , Kathua

6. 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), UAM	-District Industries Centre, Udhampur -MSME-DI I/E Digiana Jammu
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, Udhampur JKDFC, IInd Floor ,

		Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP
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, Udhampur -MSME-DI, I/E Digiana Jammu
9.	Quality & Standard	BIS , Chandigarh
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