



**Government of India
Ministry of MSME**

Brief Industrial Profile of Kandhamal District **2016-17**



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

Carried out by

MSME-Development Institute, Cuttack

(Ministry of MSME, Govt. of India,)

As per the guidelines issued by o/o DC(MSME), New Delhi

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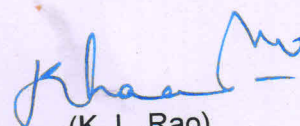
FOREWORD

Every year Micro, Small & Medium Enterprises Development Institute, Cuttack under the Ministry of Micro, Small & Medium Enterprises, Government of India has been undertaking the Industrial Potentiality Survey for districts in the state of Odisha and brings out the Survey Report as per the guidelines issued by the office of Development Commissioner (MSME), Ministry of MSME, Government of India, New Delhi. Under its Annual Action Plan 2016-17, all the districts of Odisha have been taken up for the survey. This Industrial Potentiality Survey Report of **KANDHAMAL** district covers various parameters like socio-economic indicators, present industrial structure of the district, and availability of industrial clusters, problems and prospects in the district for industrial development with special emphasis on scope for setting up of potential MSMEs.

The report provides useful information and a detailed idea of the industrial potentialities of the district. I hope this Industrial Potentiality Survey Report would be an effective tool to the existing and prospective entrepreneurs, financial institutions and promotional agencies while planning for development of MSME sector in the district.

I like to place on record my appreciation for Shri S.N.Dash, AD(EI) of this Institute for his concerted efforts to prepare this report for the benefit of entrepreneurs and professionals in the state.

Place: Cuttack
Dated: 28th June, 2016


(K. L. Rao)
Director

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Brief Industrial Profile of Kandhamal District

1. General Characteristics of the District: The ancient history of Kandhamal district may be traced back to the 3rd Century B.C. It finds mention as an unconquered Atavika country fields in the Kalinga Rock Edicts of the legendary Mauryan Emperor, Ashok. This mountainous Atavika rajya unquestionably encompassed the Kandhamal region.

The present Kandhamal district is made up with some segments of three erstwhile principalities of Boudh, Ghumsar and Khemundi, reigned by the Bhanjas and the Gangas from ancient times. Their reign came to an end when the British came to this region in the nineteenth century. Kandhamal remained a Tahasil from 1855 to 1891 and it was administered by a Tahasildar under the direct control and supervision of the superintendent of the Tributary mahals of Cuttack. In 1891, it was upgraded to sub-division and tagged with Anugul district. When the new province of Orissa was formed in 1936, and Ganjam was merged with Orissa, from the Madras presidency, Kandhamal became a sub-division of Ganjam. In the wake of the amalgamation of the princely states with Orissa in January 1948, Boudh and Kandhamal constituted the new district of Boudh-Kandhamal, with its headquarters at Phulbani. Balliguda sub-division was added to Boudh-Kandhamal district on 1.1.1949. With the secession of Boudh from Phulbani district as a separate district only Balliguda and Kandhamal sub-divisions remained with Phulbani district, which was later rechristened as Kandhamal in June, 1994.

1.1 Location & Geographical Area.

The district of Kandhamal is located between 19° 34' and 20° 34' North Latitude and 83° 30' and 84° 35' East longitude in Central part of Orissa. It is bounded by Boudh district on north, Koraput District on the south, Nayagarh & Ganjam at the east and Kalahandi at the West. The geographical area of the district is 8021 sq. kms. Area-wise the district rank is 6th among the district of Odisha.

1.2 TOPOGRAPHY

Phulbani Sub-division of the district forms a broken plateau of about 518 Meters above the sea level, gridded almost continuously by high ranges which cut off from the surrounding area. In the north east and west these ranges quite visibly rise abruptly from the plains of neighbour Boudh district and while on the south they merge in the outlines of the Eastern Ghats of Baliguda Sub-division. The high plateau lying within these ranges is broken up by numerous smaller ranges which form an endless series of valleys lie in scattered, clearing

the hillsides and in valleys, below, while some are in almost in accessible places on the top most summits of the hills. The whole of this sub-division is a network of hills and forest intercepted in all directions by streams and torrent, which run dry after the cessation of the rains. The uplands and slopes leading from the foot of the hills are utilized for growing dry crops periodically depending on the rain. The area of cultivated land is small.

1.3 Availability of Minerals

The estimated deposit of graphite in the district is around 1.68 lakhs MT. Though occurrence of some minerals like Bauxite and Lime stone have been reported, the commercial production/exploitation is not viable.

PRODUCTION OF MINERAL

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Graphite	505.760 M.T

SOURCE:-o/o DIST MINING OFFICER, PHULBANI,

1.4 FOREST

Kandhamal district has got 5709.83 Sq. Kms. of forest area which is 71% of the total geographical area of the district. The bounties of nature has endowed the district with rich forest abound in Sal, Sisal, Bija, Asana etc with some precious varieties like **Sandalwood** etc. Forest produce of economic importance of the district mainly consists of **Bamboo, Kendu Leaf, Tamarind, Mahua Flower and Seeds, Sal Seeds etc.** Tigers, Elephants and spotted Dears are the chief species of the wild animal. Collection of minor forest produce is the major source of the livelihood of the tribal of the district.

1.5 Administrative set up (2016)

The district has 2 Sub-divisions i.e Phulbani and Baliguda with 12 Tehsils, 12 Community Development Blocks, 18 Police Stations, 152 Gram Panchayats with 2587 revenue villages. There are 3 towns in the district among which 1 is Municipality(Phulbani) and other two are NACs. The name of the Blocks are

- 1-Baliguda
- 2-Chakapada
- 3-Daringibadi
- 4-G.Udaygiri
- 5-Khajuripada
- 6-Kotagarh
- 7-Nuagaon
- 8-Phiringia
- 9-Phulabani
- 10-Raikia
- 11-Tikabali
- 12-Tumudibandha

2. District at a glance 2016

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2014-15		19 ⁰ 34' to 20 ⁰ 34' (North)
	ii) Longitude	2014-15		83 ⁰ 30' to 84 ⁰ 35' (East)
	iii) Geographical Area	2014-15	Hectares	802000
(B)	Administrative Units			
	i) Sub divisions	2014-15	Nos	2
	ii) Tehsils	2014-15	Nos	12
	iii) Sub-Tehsil	2014-15	Nos	-
	iv) Patwar Circle	2014-15	Nos	-
	v) Panchayat Samitis (CD Block)	2014-15	Nos	12
	vi)Nagar nigam	2014-15	Nos	0
	vii) Nagar Palika (Municipality & NAC)	2014-15	Nos	3
	viii) Gram Panchayats	2014-15	Nos	152
	xi) Revenue villages	2014-15	Nos	2587
	x) Assembly Area	2014-15	Nos	3
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos	359401
	ii) Female	2011	Nos	372551
(B)	Rural Population	2011	Nos	660202

3.	Agriculture			
A.	Land utilization			
	i) Total Area	2016	000 Hectare	802
	ii) Forest area under revenue village	2014-15	"	170
	iii) Non Agriculture Land	2014-15	"	21
	iv) Un Cultivable Barren land	2014-15	"	103
4.	Forest			
	(i) Forest	2010-11	Sq.kms.	5709.83
5.	Livestock & Poultry (19th Livestock Census 2012)			
A.	Cattle			
	i) Cows		Nos.	332866
	ii) Buffaloes		Nos.	59628
B.	Other livestock			
	i) Goats		Nos.	247960
	ii) Pigs		Nos.	33966
	iii) Sheep		Nos.	8102
	iv) Railways			
	i) Length of rail line	2016	Kms	0
	V) Roads			
	(a) National Highway	2014-15	Kms	203.00
	(b) State Highway	2014-15	Kms	232.28
	(c) Major District Road	2014-15	Kms	76.98
	(d) Other district Roads	2014-15	Kms	253.72
	(e) Rural road	2014-15	Kms	753.55
	(f) G.P.Road	2014-15	Kms	6781
	(g) Panchayat samiti road	2009-10	Kms	638
	(H) Forest Road	2014-15	Kms	352.98
	(VI) Communication			
	(a) Telephone connection	2011-12-	Nos	15127 *
	(b) Post offices	As on 31.03.15	Nos.	264
	(c) Telephone center/Exchange	2011-12	Nos.	33

(d)Density of Telephone	2011-12	Nos./1000 person	na
(e) Density of Telephone	2011-12	No. per SqKM.	na
(f) PCO Local	2011-12	No.	25 *
(g) PCO STD	2010-11	No.	570*
(h) Mobile	2010-11	No.	214263*
(VII) Public Health			
(a)Allopathic Hospital	2014-15	Nos	56
(b)Beds in Allopathic hospitals	2014-15	Nos	494
(c)Ayurvedic Hospital	2014-15	Nos.	17
(d)Beds in Ayurvedic hospitals	2014-15	Nos.	-
(e)Homoeopathic hospitals	2014-15	Nos.	19
(f) Community health centers	2014-15	Nos.	14
(g)Primary health centers	2014-15	Nos.	36
(h)MHU	2014-15	Nos.	17
(i) Sub Health Centers	2014-15	Nos	-
(j) Private hospitals			
(VIII) Banking commercial	upto 31.03.16		
(a) Commercial Bank	31.03.16	Nos.	70
(b) Rural Bank Branches	31.03.16	Nos.	40
(c) Semi Urban Branches	31.03.16	Nos.	30
(d) Urban Branches	31.03.16	Nos.	-
(e)Deposit	31.03.16	Rs. in Crore	1608.76
(f) Advance	31.03.16		579.48
(g) C.D Ratio	31.03.16	%	36.02
(IX) Education			
(a) Primary school	2014-15	Nos.	1230
(b) Upper Primary schools	2014-15	Nos.	741

	(c) Secondary schools	2014-15	Nos.	199
	(d) Colleges(Junior+Degree)	2014-15	Nos.	21Junior 11Degree
	(e) Technical University	2014-15	Nos.	-

* **These figures relate to BSNL of undivided Kandhamal Districts which includes Boudh District also**

2.1 Existing Status of Industrial Estates/Areas/Growth Centres in the District of Kandhamal

S. No.	Name of Ind. Estate/Area	Total Land (in Acres)	Land Alloted(in Acres)	Prevailing Land Rate Per Acre/Rs. In lakh	Total Sheds	Sheds Allotted/used	No of vacant sheds	No of units in operation
1	Phulbani Industrial Estate	10-00	5.506	10-00	5	3	2	18
	Total	10-00	5.506	10-00	5	3	2	18

Source:- IDCO, Bhubaneswar

3. INDUSTRIAL SCENERIO OF Kandhamal District

3.1 Industry at a Glance By end of 2015

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NOs	791
2.	TOTAL INDUSTRIAL UNIT	NOs	2950
3.	REGISTERED MEDIUM & LARGE UNIT	NOs.	0
4.	ESTIMATED. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NOs.	12495
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NOs.	0
6.	NO. OF INDUSTRIAL AREA	NOs.	1
7.	INVESTMENT OF SMALL SCALE IND.	IN LACS	4284.44
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	0

Source: O/o. Directorate of Industries, Cuttack and DIC, Phulbani

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	121	733	41.47
During	1985-86	22	153	3.98
During	1986-87	9	52	3.68
During	1987-88	7	38	2.33
During	1988-89	9	26	2.74
During	1989-90	5	49	13.39
During	1990-91	7	39	5.75
During	1991-92	4	31	11.22
During	1992-93	5	38	9.27
During	1993-94	13	39	28.33
During	1994-95	27	140	10.48
During	1995-96	17	67	12.72
During	1996-97	25	69	11.11
During	1997-98	14	69	4.96
During	1998-99	20	116	8.21
During	1999-2000	28	1.2	30.63
During	2000-01	31	152	50.71
During	2001-2002	35	134	25.91
During	2002-03	35	160	101.91
During	2003-04	42	156	21.74
During	2004-05	41	211	29.87
During	2005-06	17	60	9.63
During	2006-07	17	58	22.82
During	2007-08	7	22	1.93
During	2008-09	41	154	330.11
During	2009-10	43	177	128.82
During	2010-11	42	261	147.03
During	2011-12	46	258	96.52
During	2012-13	61	244	118.55
	Total	791	3808	1285.82

Source: O/o. Directorate of Industries, Cuttack and DIC, Phulbani

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (from 1998-99 to By End of 2015)

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20 & 22	Agro based	888	1202.2	2895
23, 24, 25 & 26	Textile based	241	124.54	1075
27.	Wood/wooden based furniture	153	207.85	936
28.	Paper & Paper products	49	109.51	176
29.	Leather based	24	7.84	79
31.	Chemical/Chemical based	43	120.8	243
30.	Rubber, Plastic & petro based	17	22.54	173
32.	Mineral based (G&C)	276	440.38	3139
33 & 35.	Metal based (Steel Fab.) & Engineering units	158	356.54	736
36.	Electrical machinery and electronics	7	8.7	24
97.	Repairing & servicing	960	1486.09	2596
01.	Others	134	197.45	423

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings (NIL)

3.7 Vendorisation /Ancillarisation of the Industry

As there is no large and medium scale industry in the district, there is little scope for ancillary development. However, some ancillary and downstream industries can be promoted basing upon the requirements of the mother plants located in the neighbouring districts. In this liberalized era, the place or locality is not a rigid criteria for development of ancillary industries. This can be done taking into view the requirement and demand of the mother plants located inside the state. Similarly, as a number of large scale industries are on the pipeline specially on steel, mine and power sector for which MOU has already been signed. So, there is scope for ancillarization in near future.

3.8. Medium Scale Enterprises (NIL)

3.9 Service Enterprises

3.9.1. There is positive growth with respect to service enterprises like transport, and repairing services. There is also services activities like grinding of spices for the master manufacturer. There is enough scope thus for Packaging of spices.

3.9.2 Potentials areas for service industry

Activities under service and business sectors generally require less capital and labour intensive in nature. It is widely feasible because of growing need towards these services. The following servicing units are identified for the districts.

- 1) Cycle/Rickshaw Repairing unit
- 2) Agro servicing centres
- 3) Retreading of tyres
- 4) Reconditioning of Battery
- 5) Printing Press
- 6) Auto repairing
- 7) Electrical repairing shop
- 8) Beauty parlor
- 9) Recycling of used lubricant
- 10) Cyber cafe
- 11) Diagnostic centre
- 12) Colour Laboratory
- 13) Digital Photo studio
- 14) Dry Clinic
- 15) Nursing home /clinic
- 16) Audio and video repairing and servicing centre
- 17) Tent house
- 18) Herbal health treatment clinic
- 19) Restaurant /Hotel
- 20) Laundry
- 21) Mobile Repairing
- 22) Packaging of spices

3.10 Potential for new MSMEs

Taking into the consideration on availability of raw material and local demand, the following resource based demand based MSMEs are suggested.

1. Plantation and extraction of herbal ayurvedic medicines and cosmetics.
2. Cold storage/rural godown
3. Leaf cup and plates
4. Turmeric Powder/Concentrate
5. Ginger Powder/Paste/oil
6. Tamarind Powder/kernel/paste
7. Mango/Lemon pickle
8. Jack fruit/papaya pulp/chips
9. Production of silk yarn
10. Rice Mill/Huller
11. Dal Mill
12. Spices Grinding
13. Cattle/Poultry Feed
14. Bread/Bakery/Biscuit
15. Dyed Silk Yarn
16. Food Mixture
17. Paper Cup
18. Readymade Garment
19. Agriculture implements
20. Cement products
21. Dairy products
22. Mahua Seed/Sal Seeds Oil
23. Stone Crusher
24. Agarbati/Candle
25. Bamboo Craft
26. Offset Printing Press
27. Bamboo based industries

4. Existing Clusters of Micro & Small Enterprise

4.1 **DETAIL OF MAJOR CLUSTERS**

4.1.1 **Manufacturing Sector**

1. NTFP Cluster (Leaf Cup & Plate Manufacturing) at Baliguda.
2. Spices/Turmeric Processing at Phulbani
3. Turmeric Processing at Raikia.
4. Teracota Cluster at Ganjuguda, Keredi and Guduripada
5. Dhokra Casting at Barkhama
6. Bamboo Craft at Gutingia
7. Wood Carving at Firingia

4.1.2 **Service Sector (NIL)**

Details for Identified cluster

4.2.1 **Name of the cluster-Turmeric Processing/Spices Cluster at Phulbai.**

1	Principal Products Manufactured in the Cluster	Turmeric Powder/Spices
2	Name of the SPV /Implementing Agency	CSREM
3	No. of functional units in the clusters	13
4	Turnover of the Clusters	5 crores (approximately)
5	Value of Exports from the Clusters	1.19 crores
6	Employment in Cluster	109(direct), 150(indirect)
7	Average investment in plant & Machinery	2.5 lakh
8	Major Issues / requirement	a) Inadequate credit facilities b) Lack of marketing c) Lack of facilities for curing, drying, storage, grading and standardizing
9	Presence of capable institutions	There is a unit i.e M/s. Kasam who can guide for the growth of the cluster.
10	Thrust Areas	1-Formation of SPV 2-Procurement of Raw material and Packaging material 3-Common marketing 4- Tech upgradation
11	Problems & constraints	a) Low level of cur cumin content b) Lack of hygienic cleaning, processing and curing facilities

Present status of the cluster:-

Out of 20 turmeric processing units registered in DICs, 13 are now operational out of which 10 are micro and 3 are small. The cluster for which DSR sent to O/o. DC(MSME) under MSE CDP Schemes could not be approved due to :

1. Insufficient unit
2. Insufficient Turnover

5. General issues raised by industry association

As there is no industries association exists in the district as reported by DICs, some leading entrepreneurs are contacted and their views are noted.

1. There are potentialities for resource based enterprises. But the peoples lack entrepreneurship and they do not have interest on value addition for which wider sensitization and awareness are required.
2. Absence of skilled labour for which, there need skill development programme.
3. Lack of marketing facilities due to inaccessibility to most of the areas for which there need improvement in infrastructure and transportation.
4. No railway line exists in the district.

1. Prospects of training programmes during 2016-17

S. No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	Readymade Garments Food Processing & Chemical Products Computer Application and DTP	02
2	MDP	-	-
3	BSDP	-	-
4	EDP	-	-
5	IMC	`S.T	01

These have been proposed and would be conducted subject to availability of sanction

7. Action plan for MSME Schemes during 2016-17

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	Turmeric Processing (Spices) at Phulbani may be re examined for taking up under the scheme
2	ISO – 9000 / 14000/ HACCP reimbursement	1 no of MSE unit may be motivated for acquiring ISO 9000 and reimbursement thereof may be followed.
3	MSE-MDA	-
4	CLCSS	-
5	Capacity Building & strengthening of data base	There is no industry association exist in the district
6	International cooperation	-
7	TREAD for women	There may be one awareness programme on the scheme for SHG
8	VDP	-
9	National awards	2 nos. MSMEs may be motivated for applying national award
10	NMCP schemes	
	I. Lean Manufacturing	-
	II Design Clinic	-
	III Market assistance & Tech. up gradation	1 nos. may be motivated for availing assistance under the scheme
	IV QMS/QT	-
	V Tech. & quality up gradation support	
	VI ICT	
	VII Bar Code	1 nos. MSE units may be motivated for bar coding and availing reimbursement under the scheme
	VIII IPR	-
	IX Incubator scheme	-

These have been proposed and would be conducted subject to availability of sanction

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.	Registration of Enterprise and getting Udyog Aadhaar Memorandum (UAM) <i>(EM-I & EM-II have been abolished from 18.09.2015)</i>	Can be obtained online www.udyogaadhaar.gov.in
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME Development Institute, Vikash Sadan, College Square, Cuttack
3.	Land and Industrial shed	MD, IDCO, IPICOL House, Janpath, Bhubaneswar
4.	Financial Assistance	1. MD, OSFC, OMP Square, Cuttack 2. MD, IPICOL, Janpath, Bhubaneswar 3. Director, KVIC, 6, Budha Nagar, Bhubaneswar 4. Secretary, KVIB, Near Rupali Square, Bhubaneswar 5. General Manager, NABARD, Nayapalli, Bhubaneswar 6. General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar 7. Nationalized Banks
5.	For raw materials under Govt. Supply	M.D, OSIC, Khapuria Industrial Estate, Cuttack
6.	Plant and machinery under hire / purchase basis.	1) Regional Manager, NSIC, Abdul Hamid Street, Kolkata 2) Sr.Branch Manager, NSIC, Link Road, Cuttack
7.	Power/ Electricity	1. Chairman, GRID Corporation of Orissa, GRIDCO, Saheed Nagar, Bhubaneswar 2. Chairman, CESCO, IDCO Tower,

		Bhubaneswar
8.	Technical Know –how.	Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
9.	Quality & Standard	<ol style="list-style-type: none"> 1) Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar 2) Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar 3) Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003.
10.	Marketing /Export Assistance	<ol style="list-style-type: none"> 1. Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 2. Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar 3. Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar 4. Sr.Branch Manager, NSIC, Link Road, Cuttack
11.	Other Promotional Agencies	<ol style="list-style-type: none"> 1) MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar 2) Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar 3) Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack 4) Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar 5) Director of Textiles, Satya Nagar, Bhubaneswar 6) Director of Fisheries, Jobra, Cuttack 7) Coconut Development Board, Nayapalli, Bhubaneswar 8) Coir Board, Jagamara, Bhubaneswar 9) Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharapur, Bhubaneswar.