



Government of India  
Ministry of MSME

## **Brief Industrial Profile of Jharsuguda District** **2016-17**



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

Carried out by

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(As per guidelines of O/o DC(MSME), New Delhi)

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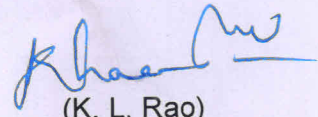
## FOREWORD

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 **JHARSUGUDA** 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 Jharsuguda District**

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

The district of Jharsuguda was carved out of the erstwhile Sambalpur district with effect from 1.1.1994. It is surrounded by Chhattisgarh state in the West, Sundargarh district in the North and Sambalpur district in the South and East. The headquarters of the district is at Jharsuguda.

### **1.1 Location & Geographical Area**

The district is situated between 21.31 degree North and 22.3 degree North latitudes and 83.27 degree East and 84.24 degree East longitudes. It has a geographical area of 2114 Sq. Kms.

### **1.2 Topography**

The district is located in the agro-climatic zone of western plateau experiences an extreme climate. The maximum temperature reaches 46 degree Celsius. The soil condition of the district can be classified into four broad categories viz; red, laterite, mixed red, yellow and black. The soil is acidic in nature in most parts of the district and hence less fertile, followed by neutral soil.

### **1.3 Availability of Minerals**

The district is endowed with rich and significant exploitable mineral deposits like Iron Ore, Lead, Lime Stone, Dolomite and Quartz. The other valuable minerals available in the district are fire clay, coal, bauxite, kaoline, feldspar and kyasite.

## PRODUCTION OF MINERAL

S.NO.	NAME OF MINERAL	PRODUCTION in (000 tonnes) 2010-2011
MAJOR MINERAL		
1.	Coal	43674
MINOR		
1.	Quartzite	4.6

SOURCE:- DEPT. OF MINES & GEOLOGY, Government of Odisha.

## 1.4 FOREST

Forest occupies 9.3 % of the total geographical area of the district. The major forest products of the district are bamboo, timber, mahua flowers, kendu leaves and sal. The tribal economy of the district depends to a great extent on minor forest produces such as mahua flowers, lac, sal seeds, honey, sabai grass etc., To maintain ecological balance at least 33% of the geographical area should be covered by forest. However, due to unplanned exploitation of forest land the forest cover is decreasing year after year. As per Forest Survey Report of India, the forest cover of the district is 287 sq.kms. of which 157 sq.kms. is moderately dense and 130 sq.kms. is open forest. As such per capita forest area is 0.04 hectares which is very low and needs to be improved keeping in view continued dependence on forest for livelihood and rural energy requirements.

## 1.5 Administrative set up

The district comprises of one Sub-Division i.e. Jharsuguda, five Tahasils and five CD blocks viz; Jharsuguda, Kirmira, Kolabira, Laikera and Lakhanpur. The revenue administration is managed through network of five Tahasil offices spread out in the district. The district has 10 Police Stations, three urban local bodies and 78 Gram Panchayats having 348 Villages. The detail picture of administrative set-up of the district is given below :

1. District Headquarter : Jharsuguda
2. No. of Sub-Divisions : 1
3. No. of Urban Local Bodies : 3
4. No. of CD Blocks : 5
5. No. of Tahasils : 5

6. No. of Police Stations	: 11
7. No. of Assembly Constituencies	: 2
8. No. of Fire Stations	: 4
9. No. of GPs	: 78
10. No. of Villages	: 351

## **2. District at a glance**

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data	2014-15		
	i) Latitude	2014-15	Degree	21.31 North
	ii) Longitude	2014-15	Degree	83.27 East
	iii) Geographical Area	2014-15	Sq.Kms.	2114
(B)	Administrative Units			
	i) Sub divisions	2014-15	No.	1
	ii) Tehsils	2014-15	No.	5
	iii) Sub-Tehsil	2014-15	No.	NA
	iv) Patwar Circle	2014-15	No.	NA
	v) Panchayat Samitis(CD Blocks)	2014-15	No.	5
	vi)Nagar Nigam	2014-15	No.	2
	vii) Nagar Palika	2014-15	No.	1
	viii) Gram Panchayats	2014-15	No.	78
	xi) Revenue villages	2014-15	No.	351
	x) Assembly Area	2014-15	No.	2
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011	000 Nos.	297
	ii) Female	2011	000 Nos.	282
(B)	Rural Population	2011	000 Nos.	348
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization	2014-15	000 Hectares	
	i) Total Area		Hectare	211
	ii) Forest cover		"	28
	iii) Non Agriculture Land		"	30

	v) Uncultivable Barren land		“	2
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2014-15	000Ha.	28
<b>5.</b>	<b>Livestock &amp; Poultry</b>	<b>2012 Census</b>		
<b>A.</b>	<b>Cattle</b>			
	i) Cows		Nos.	119649
	ii) Buffaloes		Nos.	4653
<b>B.</b>	<b>Other livestock</b>			
	i) Goats		Nos.	66805
	ii) Pigs		Nos.	2313
	iii) Dogs & Bitches		Nos.	5529
	iv) <b>Railways</b>			
	i) Length of rail line	2013-14	Kms	66.62
	<b>V) Roads</b>			
	(a) National Highway	2014-15	Kms	105.60
	(b) State Highway	2014-15	Kms	27.30
	(c) Main District Highway	2014-15	Kms	0.00
	(d) Other district & Rural Roads	2014-15	Kms	482.02
	(e) Rural road/ Agriculture Marketing Board Roads	2014-15	Kms	389.33
	(f) GP & Forest Roads	2014-15	Kms	3443
	<b>(VI) Communication</b>			
	(a) Telephone connection (BSNL)*	As on 31.3.12	Nos.	45259*
	(b) Post offices	As on 2010-11	Nos.	86
	(c) Telephone center	2010-11	Nos.	NA
	(d) Density of Telephone	2010-11	Nos./1000 person	NA
	(e) Density of Telephone	2010-11	No. per KM.	NA
	(f) PCO Local*	As on 31.3.12	Nos.	40*
	(g) PCO STD*	As on 31.3.12	Nos.	709*

(h) Mobile	2010-11	No.	NA
<b>(VII) Public Health</b>	<b>2014-15</b>		
(a) District Hqr. Hospital		No.	1
(b) Beds in Allopathic hospitals		No.	182
(c) Ayurvedic Hospital		No.	9
(d) Beds in Ayurvedic hospitals		No.	-
(e) Homoeopathic hospitals		No.	21
(f) Community health centers		No.	6
(g) Primary health centers		No.	15
(h) Dispensaries		No.	1
(i) Sub Health Centers		No.	-
(j) Private hospitals		No.	N.A
<b>(VIII) Banking commercial</b>	<b>31.03.16</b>		
(a) Commercial Bank		Nos.	87
(b) rural Bank Branches		Nos.	37
(c) Semi-Urban bank branches		Nos.	46
(d) Urban Branches		Nos.	4
<b>(IX) Education</b>	<b>2014-15</b>		
(a) Primary school		Nos.	423
(b) Upper Primary schools		Nos.	325
(c) Secondary schools		Nos.	139
(d) Colleges(Junior & Degree)		Nos.	20 Junior 10Degree
(e) Technical University		Nos.	-

Note '-' denotes Nil

'NA' denotes Not Available

'\*\*' For undivided district Sambalpur which includes Jharsuguda district.



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

S. No.	Name of Ind. Estate/Area	Total Land (in Acres)	Land Allotted (In Acres)	Prevailing Land Rate Per Acre/Rs. In lakh	Total Sheds	Sheds Allotted/Used	No. of Sheds Vacant	No. of Units in Production
1	Jharsuguda Industrial Estate	25.590	15.827	30.00	36	30	6	NA
2	Jharsuguda Growth Centre	367.230	258.528	30.00	0	0	0	NA
	<b>Total</b>	392.820	274.355		36	30	6	NA

Source:- IDCO, Bhubaneswar

## 3. INDUSTRIAL SCENARIO OF JHARSUGUDA DISTRICT

### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	<b>779</b>
2.	TOTAL INDUSTRIAL UNIT (GIP)	NO.	<b>1794</b>
3.	TOTAL MEDIUM & LARGE UNIT	NO.	<b>18</b>
4.	TOTAL EMPLOYMENT IN REGISTERED SMALL SCALE INDUSTRIES	NO.	<b>7732</b>
5.	TOTAL EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	<b>7077</b>
6.	NO. OF INDUSTRIAL AREA & GROWTH CENTRE	NO.	<b>2</b>
7.	TOTAL INVESTMENT IN PLANT & MACHINERY OF Regd. SMALL SCALE INDUSTRIES	IN LAKHS	<b>4795.30</b>
8.	TOTAL INVESTMENT IN PLANT & MACHINERY IN MEDIUM & LARGE SCALE INDUSTRIES	IN CRORES	<b>2042.44</b>

### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Till	1984-85	202	2144	125.47
During	1985-86	16	218	37.68
	1986-87	13	138	42.53
	1987-88	14	115	37.19
	1988-89	23	130	15.94
	1989-90	22	242	43.48
	1990-91	9	253	48.93
	1991-92	4	45	1.57
	1992-93	5	46	3.98
	1993-94	2	18	3.19
	1994-95	7	97	84.93
	1995-96	4	45	9.09
	1996-97	5	37	4.08
	1997-98	22	125	14.91
	1998-99	29	236	79.12
	1999-00	37	261	110.44
	2000-01	23	264	153.41
	2001-02	60	188	104.72
	2002-03	30	101	12.38
	2003-04	30	94	10.30
	2004-05	30	211	141.85
	2005-06	25	100	28.17
	2006-07	15	224	514.28
	2007-08	25	691	806.21
	2008-09	24	131	427.69
	2009-10	32	327	436.76
	2010-11	22	301	498.72
	2011-12	29	321	543.53
	2012-13	20	629	463.75
	<b>Total</b>	<b>779</b>	<b>7732</b>	<b>4795.30</b>

Source: Directorate of Industries, Government of Odisha, Cuttack

### 3.3.1 DETAILS OF CATEGORY-WISE EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT BY END OF 2015

Category of Product wise No. of MSME set up with Investment & Employment in the DIC:JHARSUGUDA by end of 2015				
Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	184	1659.88	925
2	CHEMICAL & ALLIED	14	1410.13	132
3	ELECTRICAL & ELECTRONICS	7	46.22	61
4	ENGINEERING & METAL BASED	157	1590.68	815
5	FOREST & WOOD BASED	23	67.73	104
6	GLASS & CERAMICS	59	3740.22	1273
7	LIVESTOCK & LEATHER	1	0.18	3
8	PAPER & PAPER PRODUCT	33	79.87	129
9	RUBBER & PLASTICS	1	45	18
10	TEXTILES	117	86.82	344
11	MISC. MANUFACTURING	38	425.6	289
12	REPAIRING & SERVICING	1160	8684.26	3521
Total		1794	17836.59	7614

Source: Directorate of Industries, Government of Odisha, Cuttack

### 3.4 Large Scale Industries / Public Sector undertakings

List of the units in Jharsuguda & Near By Area

1. Ultra Tech Cement Ltd., At-Dhutura, Jharsuguda
2. Tata Refractories Ltd., At-Belpahar, Jharsuguda
3. IB Thermal Power Station, Banharpali, Jharsuguda
4. IOC Ltd., OMP Road, Jharsuguda
5. Singhal Enterprises, Hirma, Jharsuguda
6. L.N Metallica(P) Ltd., Sripura, Jharsuguda

7. SMC Power Generation Corporation, Hirma, Jharsuguda
8. SPS Sponge Iron Ltd., Indl. Growth Centre, Badmal, Jharsuguda
9. Eastern Steel & Power (P) Ltd., Lahandabad, Jharsuguda
10. Seven Star Steel Ltd., Kelendamal, Jharsuguda
11. Bedanta Aluminium Ltd., Bhurka Munda, Jharsuguda

### 3.5 Major Exportable Item

Aluminium, Steel and Cement

### 3.6 Growth Trend

Due to the existence of large-scale industries in the district and number of MOUs signed in steel & aluminium sectors, there is positive growth trend in these industries in the district.

### 3.7 Vendorisation / Ancillarisation of the Industry

The development of ancillary industries like Rollers, Idlers, Dozers, Tyre retreading, printing works, mining spares & engineering jobs, general fabrication, repairing of motor vehicles etc., since there is existence of large industries/PSUs in and around the district.

The following MSEs are ancillaries in Jharsuguda district viz;

Name of Unit	Product
M/s. Neha Industries, Jharsuguda	Bearing Plate, Roller, Idler, Dozer Chain etc.,
M/s. Utkal Innovatives, Jharsuguda	Roller Chain, Feeder Breaker Spares
M/s. IB Tyres Retreaders, Jharsuguda	Tyre Retreading
M/s. Orient Printers, Jharsuguda	Printing Works
M/s. Jharsuguda Wood Products C.S Ltd., Jharsuguda	Wooden Products
M/s. Janata Engineering Works, Jharsuguda	Mining Spares & Engg. Job Works
M/s. Techno Precession (P) Ltd., Jharsuguda	Cement Capsule
M/s. Kalinga Mining Industry, Jharsuguda	Cement Capsule
M/s. M.P Engg. Works, Jharsuguda	Pump Spares, Roof Bolt & Steel Cov
M/s. Teedcol India (P) Ltd., Jharsuguda	Phenyl

M/s. Central Engg. Works, Jharsuguda	Repairing of Motor Vehicles
M/s. Shree Jai Jagannath Graphics, Jharsuguda	Printing Works
M/s. Arup Printers, Jharsuguda	Printing Works
M/s. Sharma Printing Press, Jharsuguda	Printing Works
M/s. Singh Motors, Jharsuguda	Repairing of Motor Vehicles
M/s. Anamika Auto Repairing Works, Jharsuguda	Repairing of Motor Vehicles
M/s. Biswakarma Engg. Jharsuguda	General Fabrication
M/s. M.P Engineering, Jharsuguda	Pumps & Pump Spares
M/s. Saha Refractories, Jharsuguda	Refractory Bricks
M/s. Kalinga Refractories	Refractory Bricks

### **3.8. Medium Scale Enterprises**

#### **3.8.1. List of the units in Jharsuguda & Near By Area**

1. Pawansut Sponge Iron(P) Ltd., Jhanda Chowk, Jharsuguda
2. Bhagawati Steels, Indl. Growth Centre, Badmal, Jharsuguda
3. Sri. Madhab Ispat (P) Ltd., Sarbahal, Jharsuguda

#### **3.8.2 Major Exportable Item**

Steel

### **3.9 Service Enterprises**

General Fabrication, Lodging & Boarding

#### **3.9.1 Potentials areas for service industry**

1.	Xerox Unit	11.	Photo Binding
2.	STD/ISD Booth	12.	Watch/Clock Repairing
3.	Repairing & Servicing of Two Wheelers/Modern Garage	13.	Tea Stall
4.	Motels	14.	Radio & T.V Repairing

5.	Dhaba	15.	Beauty Parlour
6.	Laundry & Cleaning	16.	Cycle Mart
7.	Colour Photo Laboratories	17.	Automobile Body Building Unit
8.	Clinic/Laboratories for Pathological Testing.	18.	Hotels/Restaurants
9.	Carpentry Units	19.	Tourism Centres
10.	Cycle Repairing	20.	Engineering Workshop

### **3.9.2 Potential for new MSMEs**

1. Mushroom Spawn
2. Fruit Beverages
3. Ginger Paste
4. Red Brick Kiln (Fixed Chimney Type)
5. Steel Fabrication
6. Corrugated Fibre Board
7. Leather Boots & Shoes
8. Handloom Sarees
9. Engineering Workshop
10. Panel Board
11. Distribution Board
12. Modular Switches
13. Aluminium Conductors
14. Modern Rice Mill
15. Cold Storage
16. Decorative Wood Craft
17. Bee Keeping & Honey Processing
18. Mineral Water
19. Agarbati Sticks Mfg.
20. Agricultural Implements
21. Stone Crusher
22. Voltage Stabilizer
23. Ready Made Garments

## **4. Existing Clusters of Micro & Small Enterprise**

### **4.1 DETAILS OF MAJOR CLUSTERS**

#### **01.Engineering Cluster-Jharasuguda and Brajarajnagar**

#### **4.1.1 Manufacturing Sector**

None

#### **4.1.2 Service Sector**

None

#### **4.2 Details for Identified cluster : None**

### **5. General issues raised by industry association**

**CLCSS & CGTMSE :** (i) Lack of awareness among bankers .

(ii) Bankers avoid to accept the cases under CGTMSE especially for the new entrepreneurs and insist for the collateral security.

Problems of Existing MSMEs in the district : (i) Branch Managers of all banks may be delegated with adequate power to sanction block capital & working capital loans.

(ii) Working Capital limits are not released in time

(iii) Marketing Bottleneck, transportation & power.

(iv) Delayed payment by the large-scale industries.

## **6. Prospects of training programmes during 2016-17\***

S.No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	1. Paper Craft 2. Food Processing	1 1
2	MDP	-	-
3	BSDP	-	-
4	EDP	-	-
5	IMC	-	1

\* Subject to receipt of sanction from O/o DC(MSME), New Delhi.

## **7. Action plan for MSME Schemes during 2016-17**

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	One Engineering Based cluster can be taken up
2	ISO – 9000 / 14000/ HACCP reimbursement	3 units can be motivated
3	MSE-MDA	-
4	CLCSS	One awareness programme can be organized
5	Capacity Building & strengthening of data base	One Association can be strengthened
6	International cooperation	-
7	TREAD for women	-
8	VDP	2 Nos.
9	National awards	-
10	<b>NMCP schemes</b>	
	<b>I. Lean Manufacturing</b>	-
	<b>II Design Clinic</b>	-
	<b>III Market assistance &amp; Tech. up gradation</b>	2 units can be motivated
	<b>IV QMS/QT</b>	One Awareness Programme can be organized
	<b>V Tech. &amp; quality up gradation support</b>	One unit can be motivated for reimbursement for Product Certification
	<b>VI ICT</b>	One Awareness Programme can be organized
	<b>VII Bar Code</b>	One Awareness Programme can be organized
	<b>VIII IPR</b>	-
	<b>IX Incubator scheme</b>	-



## 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 &amp; EM-II have been abolished from 18.09.2015)</i>	Can be obtained online <a href="http://www.udyogaadhaar.gov.in">www.udyogaadhaar.gov.in</a>
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"> <li>1) Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs &amp; Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar</li> <li>2) Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar</li> <li>3) Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003.</li> </ol>
10.	Marketing /Export Assistance	<ol style="list-style-type: none"> <li>1. Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003</li> <li>2. Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar</li> <li>3. Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar</li> <li>4. Sr.Branch Manager, NSIC, Link Road, Cuttack</li> </ol>
11.	Other Promotional Agencies	<ol style="list-style-type: none"> <li>1) MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar</li> <li>2) Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar</li> <li>3) Director, Animal Husbandry &amp; Veterinary Services, Mangalabag, Cuttack</li> <li>4) Director, Handicraft &amp; Cottage Industries, Saheed Nagar, Bhubaneswar</li> <li>5) Director of Textiles, Satya Nagar, Bhubaneswar</li> <li>6) Director of Fisheries, Jobra, Cuttack</li> <li>7) Coconut Development Board, Nayapalli, Bhubaneswar</li> <li>8) Coir Board, Jagamara, Bhubaneswar</li> <li>9) Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharapur, Bhubaneswar.</li> </ol>

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