



**Government of India
Ministry of MSME**

Brief Industrial Profile of Kendrapara District
2016-17



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

Carried out by

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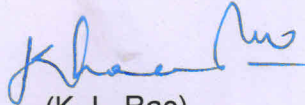
FOREWORD

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 **KENDRAPARA** 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 Kendrapara District

1. General Characteristics of the District:

Kendrapara, which was carved out as a district from the erstwhile undivided Cuttack district came in to existence as a separate entity on 1st April, 1993. The district headquarter i.e Kendrapara is well connected to the neighbouring districts as well as other states through roads. Almost all parts of the district is covered with plain lands and traversed by rivers like Birupa, Brahmani, Luna, Paika, Chitrotpala and Gobari. It is also covered by many tributaries and canals etc. About 65 kms of the land area is couched by sea. Kendrapada is also known as the Tulasi Khetra. Epics reveal the fact that Lord Balram killed Kenderasura here. He married his daughter Tulasi and settled here. This district is famous for the temple of Lord Baladev Jew. Aul, Bhitarkanika, Kendrapada and Tamala sasan are the famous tourist places. The famous Bhitarkanika Crocodile Sanctuary is situated in the district. The district has also other beautiful places like Suka-Parikshita Ashram, Kudanagari, Harihara Kshetra Mahala, Gadadhara Gosain Pitha, Korua etc.

1.1 Location & Geographical Area:

The district extends from 20° 21' N to 20° 47'N latitude and from 86° 14' to 87° 3' East longitude on the eastern coast of Odisha. It is bounded by Bhadrak district in the north, Jajpur and Cuttack district in the north west, Jagatsinghpur district in the south and the Bay of Bengal in the east. The total geographical area of the district is 2644 Sq. Kilometers. The present district of Kendrapara consists of 1.70 % of state area and 3.55% of state Population.

1.2 Topography:

The soil type of the district varies from alluvial, saline and sandy clay. The western part of the district is alluvial which is very fertile in nature whereas the eastern part comprises mainly sandy clay type soil which is saline in nature due to its proximity to the sea. The problem of water logging during rainy season is experienced in the district. Almost all parts of the district is covered with plain lands and traversed by rivers like Birupa, Brahmani, Luna, Paika, Chitrotpala and Gobari. It is also covered by many tributaries and canals etc.

1.3 Availability of Minerals:

The district has not much mineral resources. However, minerals like Soft stones, Lime stone, Stone Chips are found in the district but no minerals in large quantity which can be explored in commercial purpose found in the district.

1.4 Forest:

The district of Kendrapara being a coastal plain, forest area is as minimal as 248.05 Sq. kms which constitutes 9.38% of the total geographical area. Out of total forest area 14.49 sq.km. is reserved forest, 4.50 sq.km. is unclassified forest, 127.57 sq.km. is demarcated protected forest and 62.32 sq.km. is un demarcated forest and 39.17 sq. km is other forest areas.. The important forest

product of the district are timber, firewood, bamboo, Casuarinas, Eucalyptus, Cashewnut etc. The beautiful scenic Bhitarkanika Mangroove forest situated in the district.

1.5 Administrative set up:

For administrative convenience, the district comprises 1 sub-division, 9 Tahasils (Kendrapara, Aul, Marsagahi, Kanika, Pattamundai, Mohakalpada, Rajnagar, Derabishand Garadpur), 9 CD Blocks (Kendrapara, Aul, Marsagahi, Rajkanika, Pattamundai, Mohakalpada, Rajnagar, Garadpur, Derabish), 1 Municipality (Kendrapara) and 1 NAC (Pattamundai), 13 Pplice Stations including Mahila P.S and 230 GPs. The district has a total of 1540 villages out of which 1407 are inhabited and 133 are uninhabited. It has also got 5 assembly constituencies (Kendrapara, Patkura, Rajnagar, Mahakalpara, Aul) and one parliamentary constituency in the district.

2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2014-15	Degree	20° 21' to 20° 47' N
	ii) Longitude	2014-15	Degree	86° 14' to 87° 3' E
	iii) Geographical Area	2014-15	Sq. Kms	2644
(B)	Administrative Units			
	i) Sub divisions	2014-15	No.	1
	ii) Tehsils	2014-15	No.	9
	iii) Sub-Tehsils	2014-15	No.	
	iv) Patwar Circle	2014-15	No.	
	v) Panchayat Samitis(CD Blocks)	2014-15	No.	9
	vi) No. of Municipalities & Corporation	2014-15	No.	1
	vii)No. of NACs	2014-15	No.	2
	viii) Gram Panchayats	2014-15	No.	230
	ix) Census villages(Both Inhabited & Uninhabited)	2014-15	No.	1547
	x) Assembly Area	2014-15	No.	5
2	Population(2011 Census Provisional)			
(A)	Sex-wise			
	i) Male	2011	'000	718
	ii) Female	2011	'000	722
(B)	Rural Population	2011	'000	1356
3	Agriculture			
	Land utilization			
	i) Total Area	2014-15	'000 hectre	264

	ii) Forest cover	2010-11	'000 hectre	25
	iii) Non Agriculture Land	2014-15	'000 hectre	51
	iv) Barren & Un Culturable land	2014-15	'000 hectre	S
4	Forest			
	(i) Forest	2010-11	'000 hectre	25
5.	Livestock & Poultry			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2012	No	363116
	ii) Buffaloes	2012	No	14032
	Other livestock			
	i) Goats	2012	No	100486
	ii) Pigs	2012	No	1395
	iii) Sheep	2012	No	16409
	iv) Poultry	2012	No	194546
	Railways			
	i) Length of rail line	2013-14	Km	NIL
	V) Roads			
	(a) National Highway	2014-15	Km	45
	(b) State Highway	2014-15	Km	61.69
	(c) Major District Road	2014-15	Km	45.53
	(d) Other District Road	2014-15	Km	377.15
	(e) Rural road	2014-15	Km	894.70
	(f) G.P. Road	2009-10	Km	3105
	(g) Panchayat Samiti Road	2014-15	Km	392
	(h) Forest Road	2014-15	Km	26.80
	(VI) Communication			
	(a) Telephone connection	(As on 31.03.12)	No	102199*
	(b) Post offices	As on 31.03.2011		285
	(c) Telephone center			-
	(d) Density of Telephone			-
	(e) Density of Telephone			-
	(f) PCO Local	(As on 31.03.12)		-
	(g) PCO STD	(As on 31.03.12)		-
	(h) Mobile	(As on 31.03.12)		602766*
	(VII) Public Health	2014-15		
	(a) Dist. Hqr. Hospital		No	1
	(b) Beds in Allopathic hospitals		No	268
	(c) Ayurvedic Hospital		No	15
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Homoeopathic hospitals		No	19

	(f) Community health centers		No	9
	(g) Primary health centers		No	45
	(h) Dispensaries		No	-
	(i) Sub Health Centers		No	-
	(j) Private hospitals		No	-
	(k) Mobile Health Unit		No	-
	(VIII) Banking commercial	As on 31.03.2016		
	(a) Commercial Bank Branches	-do-	No	126
	(b) Rural Bank Branches	-do-	No	87
	(c) Semi-urban bank Branches	-do-	No	38
	(d) Urban Branches	-do-	No	1
	(IX) Education			
	(a) Primary school	2014-15	No	1206
	(b) Middle schools(Upper Primary)	2014-15	No	825
	(c) Secondary & senior secondary schools(Junior Colleges)	2014-15	No	375 53 Junior Colleges
	(d) Colleges	2014-15	No	29
	(e) Technical University	2014-15	No	-

* These figures are of Undivided Cuttack district which includes data of Kendrapara district.

2.1 Existing Status of Industrial Areas in the Kendrapara District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigation free land	Land rate/ Acre/ Rs in lakh	Total Shed	Sheds allotted /used otherwise	No. of Units in Production
01	Kendrapara	7.660	2.299	0	20.00	12	12	02
02	Chhatta*	10.000	-	-	10.00	-	-	-
Total		17.66	2.299	0	30	12	12	02

*Land has been surrendered to Govt.
Source: IDCO, Bhubaneswar

3. Industrial Scenario of Kendrapara District

3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	Registered industrial unit	No.	1090
2	Total industrial unit(GIP)	No.	2182
3	Registered medium & large unit	No.	0
4	Total employment in regd. Small scale industries	No.	5944
5	Employment in large and medium industries	No.	0
6	No. Of industrial area	No.	02
7	Investment in P&M of small scale industry	In Lakhs	1776.26
8	Investment in P&M of medium & large scale industries	In Lakhs	0

3.2 Year wise trend of units registered:

Sl. No.	Year	Number of registered units	Investment (lakh Rs.)	Employment
Up To	1984-85	296	69.07	1581
During	1985-86	6	2.2	31
	1986-87	4	1.35	19
	1987-88	17	17.01	99
	1988-89	8	7.18	235
	1989-90	4	1.86	29
	1990-91	1	0.5	9
	1991-92	6	6.91	32
	1992-93	4	27.4	32
	1993-94	2	0.32	6
	1994-95	5	7.51	52
	1995-96	4	4.9	26
	1996-97	23	11.73	97
	1997-98	39	26.5	147
	1998-99	43	103.13	194
	1999-2000	31	31.83	113
	2000-01	39	28.03	171
	2001-02	45	93.24	141
	2002-03	24	35.86	74
	2003-04	43	24.24	197
	2004-05	43	42.69	161
	2005-06	45	53.69	226
	2006-07	40	113.96	169
	2007-08	46	105.62	278
	2008-09	46	63.36	259
	2009-10	46	306.35	357
	2010-11	51	80.86	291
	2011-12	54	283.63	333
	2012-13	75	225.33	585
	Total	1090	1776.26	5944

Source: DI, Odisha & DIC, Kendrapara

3.3 Details of existing Micro & Small Enterprises in the District: (By end of 2015)

NIC Code no.	Type of industry	Number of units	Investment (lakh Rs.)	Employment
20	Food and allied	284	2797.74	1210
31	Chemical & allied	20	40.82	97
36	Electrical & electronics	5	21.93	22
35	Engineering & metal based	145	594.93	660
27	Forest & wood based	115	224.59	388
32	Glass & ceramics	146	645.35	975
29	Livestock & leather	2	2.29	6
28	Paper & paper product	10	30.98	30
30	Rubber & plastics	5	36.2	21
23	Textiles	63	110.91	286

01	Misc. Manufacturing	115	455.58	513
97	Repairing & servicing	1272	2719.6	3498
Total		2182	7680.92	7706

Source: Directorate of Industries, Govt. of Odisha, Cuttack

3.4 Large Scale Industries / Public Sector undertakings:

There is no large Industries or Public Undertakings present in the district.

3.5 Major Exportable Item: (NIL)

3.6 Growth Trend: Not Applicable

3.7 Vendorisation/Ancillarisation of the Industry:

As there is no large and medium scale industries 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. This can be done taking into view the requirement and demand of the mother plants located inside the state. As Kendrapara district is neighbouring industrially rich districts like Jajpur, Bhadrak there is a very good scope for Ancillarisation and Vendorisation of the Industry.

3.8. Medium Scale Enterprises

There is no Medium Scale Industries or Public Undertakings present in the district.

3.8.1 List of the units in KENDRAPARA & Near By Area:

There is no Medium Scale Industries present in the district.

3.8.2 Major Exportable Item: (Nil)

3.9.1 Service Enterprises:

As there is no large & medium scale industries in the district, people mainly depending on MSME sector. Service Enterprises like Automobile Garage, Tailoring Units, and Repairing of Electrical Appliances Units are present in the district.

3.9.2 Potentials areas for service industry:

01. Automobile Garage
02. Electrical Appliances Repairing
03. Tailoring
04. DTP & Screen Printing
05. Photo Lab
06. Mobile Phone Repairing
07. Laundry
08. Modern Saloon
09. Internet Café

3.10 Potential for new MSMEs

01. Rice Mill
02. Flour Milling

03. Spices Grinding
04. Packaged Drinking Water
05. Phenyle Preparation
06. Voltage Stabilizer
07. UPS manufacturing
08. General Fabrication
09. Fly Ash Bricks
10. Cement Concrete Products
11. Readymade Garments
12. Jute Carry Bags
13. Exercise Book Manufacturing
14. Ice Blocks
15. Groundnut decortications
16. Paper Cup & Plates
17. Cold Storage.

4. Existing Clusters of Micro & Small Enterprise:

There has been no cluster identified in the district at present, but a sizeable number i.e 24 of Rice Mills are operating in the district and more enterprises are in the pipeline. These enterprises are usually processing raw rice and some produces parboiled rice. So there is a very good scope for cluster approach on rice mills in the district.

Another Prospective Cluster is Cotton Saree Cluster in and around Kendrapara.

Still there exists some artisan clusters in the district , the details of which are as follows.

Sl. No	Location	Craft	No. of Artisans	No. of SHG involved
01	Tikhiri	Bamboo Craft	80	5
02	Jajanga	Golden Grass	134	9
03	Nantara	Natural Fibre Craft	30	2
04	Palsingha	Golden Grass Craft	60	4
05	Ramnagar	Keora Leaf Craft	60	4
06	Baruan	Golden Grass Craft	76	5
07	Marshaghai, Garadpur	Terracota	60	4
08	Paripangara	Natural Fibre Craft	60	4
Sub-Total			560	37

Source:126th State Level Banker's Committee Meeting Report

5. General issues raised by industry association:

There is no Industrial Association present in the district yet the important issues raised by some entrepreneur are as follows

01. Lack of Awareness on Entrepreneurship among people.
02. Lack of infrastructure facilities.

03. Bottlenecks in availability of credit.

6. Prospects of training programmes during 2016-17:

Sl. No.	Name of the programme	Subject	No of proposed programme to be conducted
01	ESDP	Chemical Item, Computer H.W, D.T.P	03
02	IMC	Motivational Campaign	04
03			

- These Programmes have been proposed & may be conducted subject to availability of sanction.

7. Action plan for MSME Schemes during 2016-17:

Sl. No.	Name of the Scheme	Proposed activity on the scheme
1.	MSE-CDP	Identification of new cluster on Rice Mills under the scheme.
2.	ISO – 9000 / 14000/ HACCP reimbursement	One unit will be motivated for obtaining ISO 9000 Certification.
3.	MSE-MDA	-
4.	CLCSS	-
5.	Capacity Building & strengthening of data base	-
6.	International cooperation	-
7.	TREAD for women	-
8.	VDP	-
9.	National awards	One unit will be motivated for applying for the award.
10.	NMCP schemes	
I.	Lean Manufacturing	-
II.	Design Clinic	-
III.	Market assistance & Tech. up gradation	-
IV.	QMS/QT	-
V.	Tech. & quality up gradation support	-
VI.	ICT	-
VII.	Bar Code	-
VIII.	IPR	-
IX.	Incubator scheme	-

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, Khapurja 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.