



Government of India
Ministry of MSME

Brief Industrial Profile of Jammu 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.


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DIRECTOR

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Brief Industrial Profile of Jammu District

1. General Characteristics of the District

Jammu has historically been the capital of Jammu Province and the winter capital of the east, while Jammu and Kashmir princely state (1846–1952). Jambu Lochan was the brother of Raja Bahu Lochan who constructed a fort, Bahu Fort, on the bank of river Tawi. The city name figures in the ancient book Mahabharata. Excavation near Akhnoor, 32 kilometres (20 mi) from Jammu city, provides evidence that Jammu was once part of the Harappan civilization.

Remains from the Maurya, Kushan, Kushanshahs and Gupta periods have also been found in Jammu. After 480 CE, the area was dominated by the Hephthalites and ruled from Kapisa and Kabul. They were succeeded by the Kushano-Hephthalite dynasty from 565 to 670 CE, then by the Shahi from 670 CE to the early 11th century, when the Shahi were destroyed by the Ghaznavids.

Jammu is also mentioned in accounts of the campaigns of Timur. The area witnessed changes of control following invasions by Mughals and Sikhs, before finally falling under the control of the British.

The Dev Dynasty ruled it for about 984 years from 840 CE to 1816 CE.[citation needed] The city remained in scientific isolation and lagged behind other Indian cities. Then came the Dogra Rule that revived its ancient glory by building great temples, renovated old shrines, built educational institutes and many more. A 43 km long railway line connecting Jammu with Sialkot was laid in 1897[3] but it was abandoned after the Partition of India as the railway link to Sialkot was broken. Jammu had no rail services until 1971, when the Indian Railways laid the Pathankot - Jammu Tawi Broad Gauge line. The new Jammu Tawi station was opened in 1975. In 2000, much of the old railway station was demolished to make way for an art centre. After partition of India, Jammu continued to be the winter capital of the state.

1.1 Location & Geographical Area

Jammu is located at 32.73°N 74.87°E.[2] It has an average elevation of 327 m (1,073 ft). Jammu city lies at uneven ridges of low heights at the Shivalik hills. It is surrounded by Shivalik range to the north, east and southeast while the Trikuta Range surrounds it in the north-west. It is approximately 600 kilometres (370 mi) from the national capital, New Delhi. The city spreads around the Tawi river with the old city overlooking it from the north (right bank) while the new neighbourhoods spread around the southern side (left bank) of river. There are five bridges on the river. The city is built on a series of ridges. The name Jammu is derived from its ruler who founded it. Raja Jambulochan founded this city and named it Jambupur which later changed to Jammu. Many historians and locals believe that Jammu was founded by Raja Jambu Lochan in the 14th century BC.

During one of his hunting campaigns, he reached the Tawi River where he saw a goat and a lion drinking water at the same place. Having satisfied their thirst, the animals went their own ways. The Raja was amazed, abandoned the idea of hunting and returned to his companions. Recounting what he had seen, he exclaimed that this place, where a lion and a goat could drink water side by side, was a place of peace and tranquility. The Raja commanded that a palace be built at this place and a city was founded around it. This city became known as Jammu-Nagar, which then later changed into Jammu..

1.2 Topography

Jammu district has a sub tropical climate with hot and dry climate in summer and cold climate in winter. Being in the foothills of the mountains, nights are generally cooler than what they are in the neighboring areas of Punjab. Minimum and Maximum temperature is around 4 Degree Celsius and 47 Degree Celsius respectively. The temperature varies from cold in winter with minimum temperature touching even 0.9 degree Centigrade to heat wave in summers when the temperature shoots upto 46 degree centigrade. Jammu District is spread over an area of 3097 Sq Kms and has a population of about 15.88 lakhs as per the estimates of 2001. It is largest populated District of the state and second largest in terms of population density and falls under the category 'B'. The literacy percentage of the District is highest in the state. According to census of 2001 the occupation pattern of the District is such that the number of Cultivators is 134576, Agriculture Labourer is 27523, Business man 8042 and other 358190. The percentage of agricultural labourer is about 25% of the total working force. Rainy season usually starts from the end of June or the beginning of July. Average rainfall in the district is about 1246 mm. The detail of historical places & monuments are as under:

Bahu Fort: It is a renowned historical temple of Goddess Mahakali popularly known as Bawe-Wali Mata. The fort overlooks the river Tawi flowing placidly down the Jammu City

Mubarak Mandi Complex: The complex is housing 76 government offices and courts. The complex has a history as old as 150 years back. It was a royal residence of Dogra rulers. The palaces are built as a group of buildings around the courtyard. Successive Dogra rulers added to the complex in size. The buildings were used as the residences of the royal Dogra families. The complex has halls and galleries which were used for official functions and public events.

Rani Charak Mahal : This place is also located on river side, connected with Toshakhana on one side

Amar Mahal Museum: It is a beautiful palace of red sand stone which stands amidst most picturesque horizons of Jammu. Once the residential palace of Raja Amar Singh, the palace has been converted into a museum and is looked after by Hari-Tara Charitable trust. The museum still has the golden throne on which Maharaja used to sit, which is made up of 120 Kg pure gold. The museum has a

gallery of paintings known as the NALDAMYANT and a library in which about 25,000 books on various subjects and disciplines have been presented

Dogra Art Museum: It is presently located in the Pink Hall of Mubarak Mandi Complex. The Museum houses about 800 rare and exquisite paintings from different schools of paintings-viz. Basholi, Jammu and Kangra. Gold painted bow and arrow of Mughal Emperor Shahjehan and a number of carpentry tools also make an important section of the museum. The museum also has hand written manuscripts of Shahnama and Sikandernama both in Persian.

Ziarat Baba Buddan Shah : Located in the outskirts of Jammu city at a distance of about 8 Kms towards the aerodrome at Satwari. This shrine is very popular among all sections of society. Baba Buddan Shah was borne at Talwandi in Punjab, and it is said that another shrine of this Peer is located at Anandpur Sahib in Punjab

Ziarat Peer Mitha: In the heart of Jammu city we find a magnificent tomb alongwith a mosque. The Ziarat is popularly known as Peer Mitha. Even the locality around it is named after the Ziarat. The ziarat became popular among the masses as Pir Mitha as he accepted a pinch of sugar among the offerings

Panch Peer : This dargah is situated at a little distance from the Maharaja's palace on the Jammu-Srinagar National Highway. The place is as known because of the residence of five peers (holy men), lived here and dedicated

Ziarat baba Roshan Shah Wali: An Arabian faquir in 6th century travelled the Asian penninunsula and came to Jammu to settle at the plateau outside the town in a dense forest. The exceptionally large grave built on the slope of Gumat speaks about his lofty personality

1.3 Availability of Minerals. Nil

(SOURCE:- Department of Mines & Geology, J&K)

1.4 FOREST

The green cover in the district is recorded as 959 Sq Kms. This include 85.61 Sq Kms reserved as wild life area. Mostly hilly tracks of the district is covered with forests. The distrct has no good quality of timber except some areas. Timber like Deodar, Fir, Chir has very nominal area in the district and has very little commercial value except fuel or charcoal burning.

1.5 Administrative set up.

District	Tehsil	Blocks
Jammu	<ul style="list-style-type: none"> ➤ Akhnoor ➤ Jammu ➤ Bishnah ➤ R,S.Pura 	<ul style="list-style-type: none"> ➤ Khour ➤ Akhnoor ➤ Marh ➤ Dansal ➤ Bhalwal ➤ Satwari ➤ Bishnah ➤ R.S.Pura ➤ Purmandal ➤ Vijaypur

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2010-2011	degree	32 -50' and 33 - 30' North
	ii) Longitude	2010-2011	degree	74 -- 24' and 75 - 18' E ast
	iii) Geographical Area	2010-2011	Sq Km	2336 Sq Kms
(B)	Administrative Units			
	i) Sub divisions	2010-11	NOs	2
	ii) Tehsils	2010-11	NOs	21
	iii) Block	2010-11	NOs	20
	iv) Patwar Circle	2010-11	NOs	162
	v) Panchayat Simitis	2010-11	NOs	296
	vi)Nagar nigam	2010-11	NOs	1
	vii) Nagar Palika	2010-11	NOs	3
	viii) Gram Panchayats	2010-11	NOs	296
	xi) Revenue villages	2010-11	NOs	771
	x) Assembly Area	2010-11	NOs	13
2.	Population			
(A)	Sex-wise			
	i) Male	2011	lakh	4.12
	ii) Female	2011	Lakh	3.52
(B)	Rural Population	2011	Lakh	7.64
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	2.37
	ii) Forest cover	2010-11	"	NA
	iii) Non Agriculture Land	2010-11	"	0.68
	v) cultivable Barren land	2010-11	"	

4.	Forest			
	(i) Forest	2010-11	Sq Km	959
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Lakh Nos.	2.15
	ii) Buffaloes	2007	Nos.	NA
B.	Other livestock			
	i) Goats	2007	Lakh Nos.	1.54
	ii) Pigs	2007	Nos.	NA
	iii) Dogs & Bitches	2007	Nos.	NA
	iv) Railways			
	i) Length of rail line	2010-11	Kms	NA
	V) Roads			
	(a) National Highway	2010-11	Kms	NA
	(b) State Highway	2010-11	Kms	NA
	(c) Main District Highway	2010-11	Kms	NA
	(d) Other district & Rural Roads	2010-11	Kms	NA
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	NA
	(f) Kachacha Road	2010-11	Kms	288.74
	(VI) Communication			
	(a) Telephone connection	2010-11		58456
	(b) Post offices	2010-11	Nos.	294
	(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 Rural	2010-11	No.	NA
	(g) PCO STD	2010-11	No.	NA
	(h) Mobile	2010-11	No.	NA
	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	12
	(b) Beds in Allopathic hospitals		No.	NA
	(c) Ayurvedic Hospital		No.	43
	(d) Beds in Ayurvedic hospitals		No.	NA
	(e) Unani hospitals		No.	NA
	(f) Community health centers		No.	NA
	(g) Primary health centers		No.	13
	(h) Dispensaries			
	(i) Sub Health Centers		No.	12
	(j) Private hospitals		No.	193
				NA
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	213

	(b) rural Bank Products		Nos.	NA
	(c) Co-Operative bank products		Nos.	NA
	(d) PLDB Branches		Nos.	NA
	(IX) Education			
	(a) Primary school		Nos.	961
	(b) Middle schools		Nos.	355
	(c) Secondary & senior secondary schools		Nos.	170
	(d) Colleges		Nos.	7
	(e) Technical University		Nos.	NA

2.1 Existing Status of Industrial Areas in the District Jammu

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
1	Industrial Estate, Digiana, Jammu	137 Kanal	137 Kanals	1 Lakh / kanal & 2 lakh up to 4 Kanals	106	106	-	63
2	Industrial Estate, Akhnoor Jammu	29.05 Kanals	29.05 Kanals	1 Lakh / kanal & 2 lakh up to 4 Kanals	21	21	-	10
3	Industrial complex , Bari Brahmana /EPIP kartholi jammu	7152.00 Kanals	7152.00 Kanals	2 lakh up to 4 kanal 3 lakh above 4 Kanals	459	459	-	250
4	Industrial Estate, Gangyal Jammu	988.00 Kanals	988.00 Kanals	-Do-	331	331	-	222
5	Industrial Estate, Bir Pur, BariBrahmana	306.035 Kanals	306.035 Kanals	-Do-	155	-	-	91

	Jammu							
6	Industrial Estate Jammu cantt Satwari	96 kanals	96 kanals	1 Lakh / kanal & 2 lakh up to 4 Kanals	34	34	-	32
	Total	7796.085	7796.085		165	165	-	430

Source:- DIC Jammu

3. INDUSTRIAL SCENERIO

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	Registered Micro Manufacturing units	NO.	563
2.	Registered Micro service units	NO.	23
3.	Registered Small Manufacturing units	NO.	101
4.	Registered Small Service units	NO.	9
5.	Registered Medium Manufacturing units	NO.	4
6.	Registered Medium Service units	NO.	1
7.	Total Employment by MSME	NO	8740

Source:- DIC Jammu

3.2 YEAR WISE TREND OF UNITS REGISTERED

S.NO.	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1	1984-85	2660	14797	39591.47
2	1985-86	501	2709	746.13
3	1986-87	551	1973	795.16
4	1987-88	557	2170	890.64
5	1988-89	556	2159	874.26
6	1989-90	439	2344	1060.43
7	1990-91	539	1902	1178.81

8	1991-92	540	2110	1019.18
9	1992-93	236	903	322.02
10	1993-94	215	940	463.65
11	1994-95	184	1084	723.61
12	1995-96	262	1685	1635.35
13	1996-97	308	1830	2002.57
14	1997-98	374	2257	3617.47
15	1998-99	301	2137	2144.07
16	1999-2000	300	1861	2017.4
17	2000-01	166	1089	1536.14
18	2001-2002	220	1457	4380.00
19	2002-03	173	1671	3474.66
20	2003-04	168	1779	3775.18
21	2004-05	177	1533	4008.45
22	2005-06	264	2504	7510.1
23	2006-07	139	1104	4459.22
24	2007-08	169	1780	7096.18
25	2008-09	83	1150	4477.12
26	2009-10	143	1635	10034.97
27	2010-11	116	1516	7218.86
28	2011-12	190	2546	124219.63
29	2012-13	124	1722	5991.95
30	2013-14	94	1018	4956.38
31	2014-15	58	495	1725.74
32	2015-16	119	1447	6723.93
	Total	10926	67307	260670.7

Source: DICJAMMU

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

S.NO.	NIC CODE	TYPE OF ACTIVITY	MICRO	SMALL	MEDIUM
1	15	Mfg of Food Products and Beverages	71	30	2
2	17	Mfg of Textiles/ RMG	40	1	-
3	19	Mfg of Leather & Leather Product	5	1	-
4	20	Mfg of Wood and Wood Products	34	2	-
5	21	Mfg of Paper and Paper Products	51	16	1
6	24	Mfg of Chemicals and Chemical Products	27	8	-
7	25	Mfg of Rubber and Plastics Products	50	17	1
8	26	Mfg of Other Non-Metallic Mineral Products	40	10	-
9	27	Mfg of Basic Metals	34	-	-
10	28	Mfg of Fabricated Metal Products	99	10	-
11	30	Mfg of Office, Accounting & Computing Machinery	1	-	-
12	31	Mfg of Electrical Machinery and Apparatus n.e.c.	55	3	-
13	33	Mfg of Medical, Precision and Optical Instruments, Watches and Clocks	4	5	-
14	45	Construction	6	-	-
15	74	Other Business Activities	53	-	-
16	93	Other Service Activities	16	7	1
	Total		586	110	5

3.4 Large Scale Industries / Public Sector undertakings. Nil details provided

Source: DIC , Jammu

3.5 Major Exportable Item

Nil details provided

3.6 Growth Trend

NIL

3.7 Vendorisation / Ancillarisation of the Industry

NIL

Source: DIC , Jammu

3.8 Medium Scale Enterprises

3.8.1 Manufacturing Sector Nil details provided

3.8.2 Service Sector Nil details provided

Source: DIC , Jammu

3.9 Service Enterprises

3.9.1 Potentials areas for service industry Nil details provided

3.9.2 Potentials for new MSMEs Nil details provided

Source: DIC , Jammu

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

Source: DIC , Jammu

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

Nil details provided

Source: DIC , Jammu

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