



**Government of India
Ministry of MSME**

DISTRICT INDUSTRIAL PROFILE



KODAGU

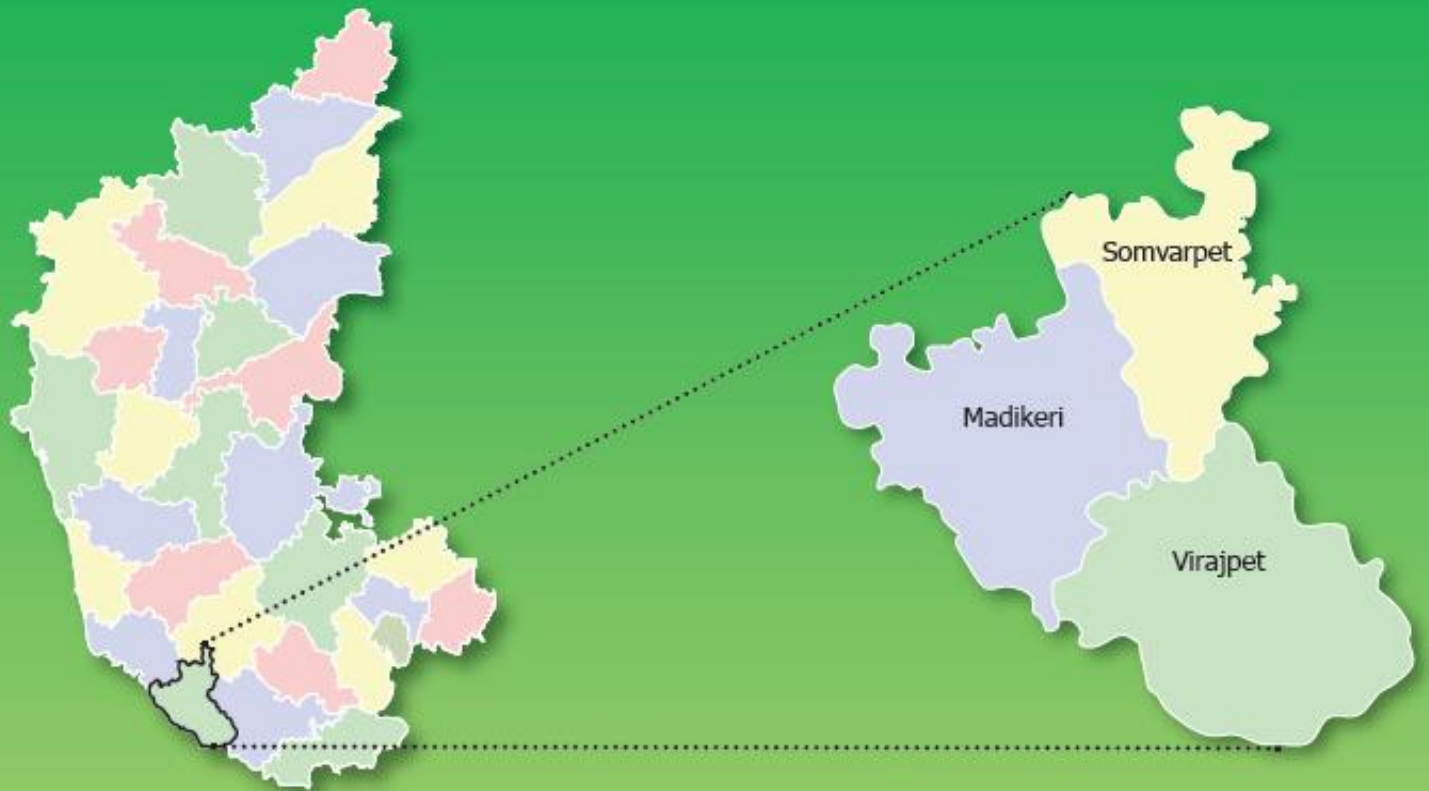
..Coffee hub of Karnataka

सूक्ष्म लघु एवं मध्यम उद्यम

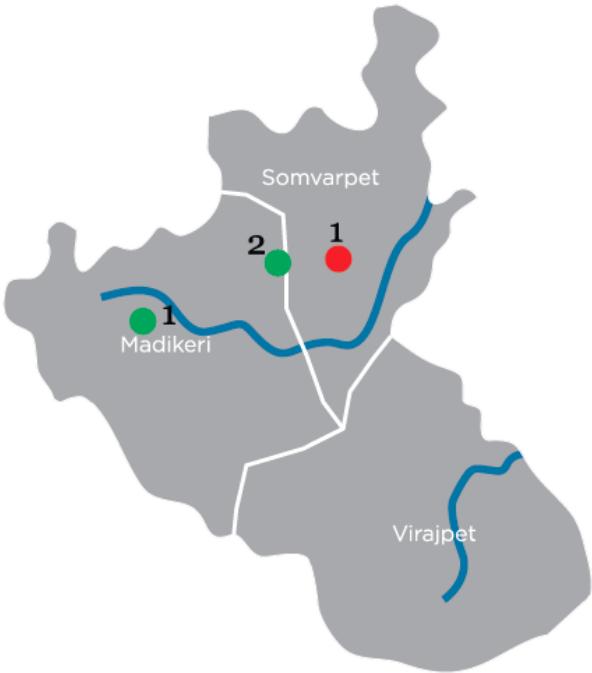
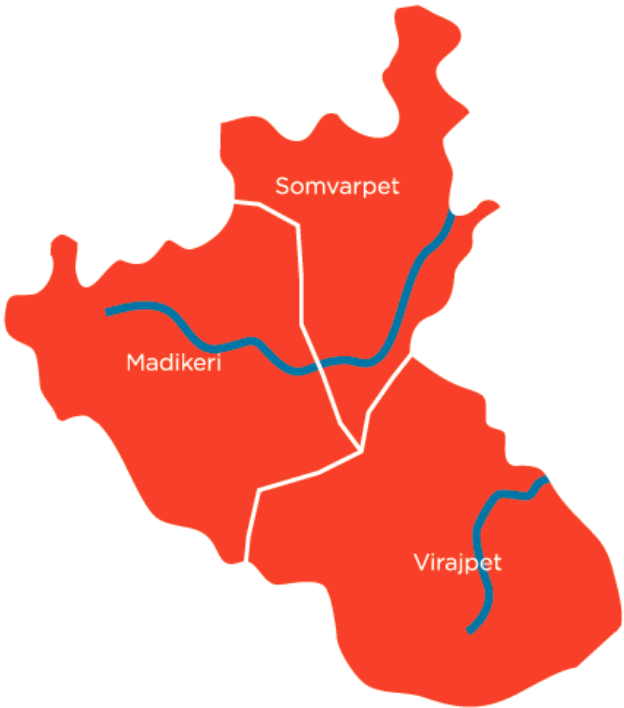
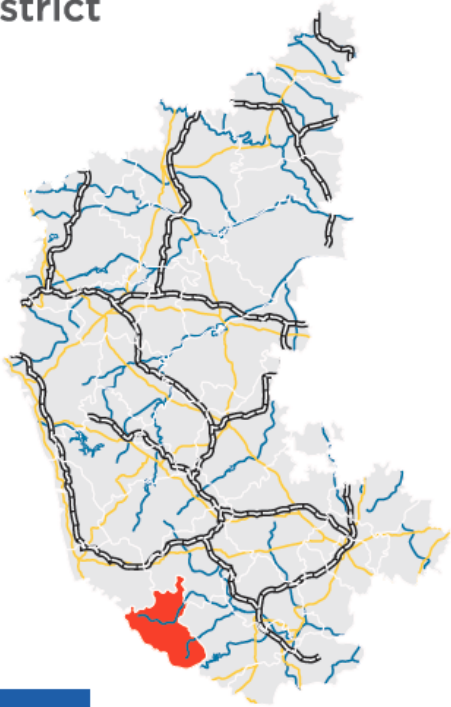
MICRO, SMALL & MEDIUM ENTERPRISES

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KODAGU DISTRICT & ITS TALUKS



Kodagu District



● Industrial Area ● Industrial Estate

FOREWORD

The Micro, Small and, Medium Enterprises, Development Institute (earlier called SISI), under Ministry of MSME, Govt. of India, Bangalore is one of the prime organizations in Karnataka, engaged in the promotion and development of Industries in the Micro, Small and Medium Enterprises. As a part of the promotional and developmental activities, the Institute conducts studies on the Status and performance of Micro, Small and Medium Enterprises in the State. The District profile is one such report compiled and updated under District Industry Development Plan of the Institute assigned by Office of the Development Commissioner (SSI), New Delhi. This report contains the present status of economy, geographical information, statistical data relating to MSME's in each district, salient features of the progress of the different sectors of the each district of Karnataka and performance of industries particularly in Micro, Small and Medium industries.

I am happy to appreciate the efforts put in by all the officers and staff in this institute especially Shri. Rajkumar, IES, Deputy Director (EI), Smt. Neethu. K. Thomas, ISS, Assistant Director, Shri. D.Nataraja, Assistant Director (Stat), Shri.K.M.Balajee, Assistant Director (EI), Shri. Rajendran.B, Assistant Director (Hosiery), Shri. A. Shivakumar, Assistant Director (Mech), Smt. Sruthi G K, Assistant Director (EI), Shri. R. Anbu Kumaran, Assistant Director (IMT) in collecting the latest information available from different departments of Government of Karnataka and in bringing out this Industrial Profile report. I would also like to thank all Joint Directors of District Industry Centres, Senior Officers of Statistics Division of Govt. of Karnataka, Director of Industries and Commerce, for their valuable inputs during the preparation of this document. I sincerely hope that this report will be useful to all concerned with the development of Industries. It is needless to state that this document will serve as a valuable guide to the prospective entrepreneurs who are desirous of setting up of industries/enterprises in the state.

BANGALORE
15.06.2016

(S.N.RANGA PRASAD)
Director

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Industrial Profile of Kodagu District

1. Introduction & General Characteristics of the District:

- Located in the southern part of Karnataka (258 Km from Bangalore).
- Bounded on North by Hassan district, south by part of Kerala, east by Mysore and west by part of Kannur and Dakshina Kannada.
- Spread across 3 Talukas – Madikeri, Virajpet Somvarpet.
- Full of dense forest, plantation, Orange groves and paddy fields.
- Mountainous configuration presents a grand panorama of verdant valleys, ravines, fast flowing streams, lofty peaks and awe inspiring spurs.
- Rural region with most of the economy based on agriculture, plantations and forestry.
- Local language - Kodavatak, has influences of Kannada, Malayalam and Tamil.
- Rich in Coffee plantation.
- Also known as 'Kashmir of South India' & 'Switzerland of India'.
- It is the birth place of river Kaveri/Jeeva Nadi of Karnataka.

The district is a part of Western Ghats and is covered with green forest, high lands and cultivated plantation valleys and orange groves. It is known for its scenic beauty and attracts tourists in large numbers. River Cauvery originates from Kodagu at Talekavery. The district is inhabited by people of different casts like Eravaru, Kudiyaru, Kurubas and Tribals along with Coorgis (Kodavas). Kodavas belonging to a very old civilization having a life style and culture of their own, which is very special and attractive. This community has contributed great personalities like Field Marshall Cariappa and General Thimmaiah to our nation.

1.1 Location & Geographical Area.:

Kodagu district is situated in the southern part of the Karnataka State. The district lies between North latitude 11°56' to 12°56' and east longitude 75°22' to 76°11'. Kodagu district has an area of 4102 Sq:kms.

1.2 Topography:

| | |
|------------------|-------------------------------|
| Temperature | 26.6°C (Max) 14.2°C (Min) |
| Average Rainfall | 2718 mm |
| Rivers | Cauvery and Kanika |
| Area | 4102 sq km |
| Population | 5,54,762 (As per Census 2011) |

1.3 Availability of Minerals: Building stones and black granite are the only minerals available in Kodagu District.

| Sl.No. | Taluk | Name of the Mineral | Production in 2010-11 |
|--------|------------|-------------------------------------|-----------------------|
| 1 | Madikeri | Building Stone (Granitic gneiss) | 4,550 MT |
| 2 | Somavarpet | | 35,085 MT |
| 3 | Virajpet | | 4,520 MT |
| 4 | Somavarpet | Black Granite (Dolerite) | 10.687 m3 |

1.4 FOREST : About 33% of the total geographical area of the district is covered by forest with an area of 134597 Hectares and is endowed with rich forest resources. Major forest produces are Rosewood, Teakwood, Honne, Nandi, Wildjack and Bamboo. Minor forest produces include Soap nut, Honey, Wax, Tree mass etc.

1.5 Administrative set up

For administrative convenience, the district is divided into three taluks , namely Madikeri, Somawarpet and Virajpet. The district is administered by Zilla Panchayat at district level, Taluk Panchayat at Taluk Level and 98 Gram Panchayats. There are 291 inhabited villages in the district.

1.6 Infrastructure

- Located in the southern part of Karnataka (258 Km from Bangalore)
- Bounded on North by Hassan district, south by part of Kerala, east by Mysore and west by part of Kannur and Dakshina Kannada.
- Spread across 3 Talukas – Madikeri, Virajpet Somvarpet
- Full of dense forest, plantation, Orange groves and paddy fields
- Rural region with most of the economy based on agriculture, plantations and forestry.
- Also known as ‘Kashmir of South India’ & ‘Switzerland of India’

Power

- Transmission and Distribution in the district is being done by Chamundeshwari Electricity Supply Corporation (CESC)
- In order to deal with the increasing population and industrialization in the area, major public investments in power generation and transmission is being introduced
- In the rural level, consistent effort to enhance biogas based projects are also being made
- Power is being fed from master receiving station on 110 KV and 66 KV transmission lines. Hydroelectric power plant was commissioned in the year 2000 at Harangi Reservoir

Water

- Cauvery, the largest river in Kodagu district with its principal tributaries Hemavathi, Lakshmana Theertha, Kakkabbe and Harangi flow in the eastern direction. Barapole flows towards west
- Groundwater availability in the region is moderate

2. District at a glance

| S.No | Particular | Year | Unit | Statistics |
|-----------|--|------|---------------------------------|------------|
| 1. | Geographical features | | | |
| A. | Geographical Data | | | |
| | i) Latitude | | 11°56' to 12°56' North latitude | |
| | ii) Longitude | | 75°22' to 76°11' East | Longitude. |
| | iii) Geographical Area | | Hectares | 410775 |
| B. | Administrative Units | | | |
| | i) Sub divisions | | | 1 |
| | ii) Tehsils | | | 3 |
| | iii) Sub-Tehsil | | | - |
| | iv) Patwar Circle(Hobblies) | | | 16 |
| | v) Panchayat Simitis | | | - |
| | vi) Nagar nigam | | | 5 |
| | vii) Nagar Palika | | | - |
| | viii) Gram Panchayats | | | 98 |
| | xi) Revenue villages | | | 296 |
| | x) Assembly Area | | | 2 |
| 2. | Population (As per Census 2011) | | | |
| A. | Sex-wise | | | |
| | i) Male | | Nos | 274725 |
| | ii) Female | | Nos | 280037 |
| B. | Rural Population | | Nos | 473659 |
| C. | Urban Population | | Nos | 81103 |
| 3. | | | | |
| A. | Land utilization | | | |
| | i) Total Area | | Hectare | 410775 |
| | ii) Forest cover | | " | 134597 |
| | iii) Non Agriculture Land | | " | 24145 |
| | iv) Cultivable Barren land | | " | -- |
| 4. | | | | |
| | (i) Forest | | Ha. | 134597 |
| 5. | | | | |
| A. | Cattle | | | |
| | i) Cows | | Nos. | 117547 |
| | ii) Buffaloes | | Nos. | 26769 |
| B. | Other livestock | | | - |
| | i) Goats | | Nos. | 7206 |
| | ii) Pigs | | Nos. | 25682 |
| | iii) Dogs | | Nos. | 65021 |
| 6. | Railways | | | |
| | i) Length of Rail line | | Kms | - |
| 7. | Roads | | | |
| | (a) National Highway | | Kms | - |
| | (b) State Highway | | Kms | 537.97 |
| | (c) Main District Roads | | Kms | 852.70 |
| | (d) Other district & Rural | | Kms | 150 |

| | | | | |
|------------|--|--|------------------|----------------|
| 8. | (e) Rural road/ Agriculture | | Kms | INCL.IN ITEM D |
| | (f) Kacha Road | | Kms | 2866.65 |
| | Communication | | | |
| | (a) Telephone connection | | | 36069 |
| | (b) Post offices | | Nos. | 216 |
| | (c) Telephone Exchanges | | Nos. | 76 |
| | (d) Density of Telephone | | Nos./1000 person | - |
| | (e) Density of Telephone | | No. per KM. | - |
| | (f) PCO | | No. | - |
| | (g) Mobile phones | | No. | - |
| 9. | Public Health | | | |
| 10. | (a) Allopathic Hospital | | No. | 30 |
| | (b) Beds in Allopathic hospitals | | No. | 288 |
| | (c) Govt.Ayurvedic Hospital | | No. | 11 |
| | (d) Beds in Ayurvedic hospitals | | No. | 33 |
| | (e) Unani hospitals | | No. | -- |
| | (f) Community health centers | | No. | 06 |
| | (g) Primary health centers | | No. | 30 |
| | (h) Dispensaries | | No. | 206 |
| | (i) Sub Health Centers | | | 39 |
| | (j) Private hospitals | | | |
| 11. | Banking | | | |
| | (a) Commercial Bank | | Nos. | 101 |
| | (b) Rural Bank | | Nos. | 18 |
| | (c) Co-Operative bank | | Nos. | 13 |
| | Education | | | |
| | (a) Primary school | | Nos. | 443 |
| | (b) Middle schools | | Nos. | - |
| | (c) Secondary & senior secondary schools | | Nos. | 155 |
| | (d) Colleges | | Nos. | 65 |
| | (e) Technical University | | Nos. | -- |

Source :- INVEST KARNATAKA 2016

2.1 Existing Status of Industrial Estate in the district of Kodagu

| S. No | Name of Ind. Area | Land acquire d (In Acres) | Land develop e d (In Acres) | Prevailing Rate Per acre (In Rs.lakhs) | No. of Plots devel o ped | No. of allotte d Plots | No of Vacan t Plots | No. of Units in Product ion |
|-------|-------------------|---------------------------|-----------------------------|--|--------------------------|------------------------|---------------------|-----------------------------|
| 1 | Madikeri | 4.74 | 4.74 | 1760 | 28 | 28 | - | 28 |
| 2 | Kusalnagar | 250 | 250 | 375 | 115 | 115 | - | 115 |

| Sl. No. | Industrial Area | Extent (acres) | Vacant Area/Plots |
|---------|-----------------|----------------|-------------------|
| 1 | Kushalnagar | 250 | 1.25 |

| Sl. No. | Industrial Estate | Extent (acres) | No. of Plots | Vacant Area/Plots |
|---------|-------------------|----------------|--------------|-------------------|
| 1 | Madikeri | 4.74 | 28 | - |
| 2 | Kushalnagar | 5.99 | 38 | 1 |

3. INDUSTRIAL SCENERIO OF KODAGU DISTRICT

3.1 Industry at a Glance

| Sl.No | Head | Unit | Particulars |
|-------|----------------------------|----------|-------------|
| 1 | REGISTERED MSMEs | Nos | 1696 |
| 2 | LARGE INDUSTRIAL UNITS | Nos | -- |
| 3 | TOTAL EMPLOYED IN MSMES | Nos | 8838 |
| 4 | NO. OF INDUSTRIAL AREA | Nos | 1 |
| 5 | NO. OF INDUSTRIAL ESTATE | Nos | 2 |
| 6 | NO. OF INDUSTRIAL PARK | Nos | -- |
| 7 | Total investments in MSMES | In lakhs | 13927 |

Total no of units, investments& employment in MSMEs are from 2005 to 2016 (Source: DIC, Mangalore)

3.2 YEAR WISE TREND OF UNITS REGISTERED under MSME

| Sl. No. | Year | Unit | Employment | Investment in lakhs |
|---------|---------|------|------------|---------------------|
| 1 | 2005-06 | 79 | 227 | 388 |
| 2 | 2006-07 | 80 | 189 | 320 |
| 3 | 2007-08 | 85 | 864 | 581 |
| 4 | 2008-09 | 944 | 1272 | 637 |
| 5 | 2009-10 | 101 | 471 | 452 |
| 6 | 2010-11 | 66 | 748 | 438 |
| 7 | 2011-12 | 59 | 368 | 296 |
| 8 | 2012-13 | 89 | 401 | 534 |
| 9 | 2013-14 | 101 | 664 | 1229 |
| 10 | 2014-15 | 102 | 521 | 613 |
| 11 | 2015-16 | 289 | 3113 | 8439 |

(Source: DIC, Madikeri)

Key Industries



Agriculture & Food processing

- A Kodagu is one of the districts notified under the agri-export zone.
- High tech floriculture units for the production of Anthurium cut flower along with tissue culture have been proposed in the district.
- It is an important horticulture district and plantation and horticulture crops account for 87% of the net sown area.
- It is known as 'Coffee Land' and is one of the largest coffee producers in India. Its coffee is on special demand because of its naturally maintained plantation.
- It is also known for its Pepper, Honey, Cardamom and Oranges
- Presence of large forest area provides scope for wood products, timber and paper.



Tourism

- Kodagu is rated as one of the top hill station destinations in India.
- Beautiful landscapes of Coorg makes it one of the favorite tourist destinations in India.
- Coffee plantations and dense forests provide for spectacular scenic beauty.
- Presence of hotels like Vivanta by Taj, Windflower Spa and Resorts, Heritage and Orange County creates a strong hospitality sector in the district.
- Presence of various golf clubs like Coorg Golf links, Mercara Downs Golf Club, Bamboo Club, Tata Coffee Officers Golf club makes it a haven for leisure activities.

3.3: Details of existing Micro, Small Enterprises and artisan units in the district

| NIC Code No. | Type of Industry | Number of | Investment (Lakh Rs) | Employment |
|--------------|---|-----------|----------------------|------------|
| 20 | Agro based | 300 | 1200 | 1500 |
| 22 | Soda water | 15 | 30 | 75 |
| 23 | Cotton textile | - | - | - |
| 24 | Wooden silk & artificial thread based clothes | - | - | - |
| 25 | Jute and Jute based | - | - | - |
| 26 | Readymade garments and embroidery | 378 | 2200 | 1950 |
| 27 | Wood/Wooden based furniture | 10 | 40 | 50 |
| 28 | Paper & paper products | 05 | 40 | 25 |
| 29 | Leather based | - | -- | -- |
| 31 | Chemical/Chemical based | 05 | 70 | 25 |
| 30 | Rubber, Plastic & petro based | - | -- | -- |
| 32 | Mineral based | 01 | 15 | 20 |
| 33 | Metal based (Steel Fab) | - | | |
| 35 | Engineering units | 100 | 300 | 650 |
| 36 | Electrical machinery & transport equipment | - | | |
| 97 | Repairing and servicing | 250 | 500 | 1250 |
| 01 | Other | 150 | 363 | 940 |

(Source: DIC, Madikeri, As on 31.03.2016)

3.4 Large Scale Industries / Public Sector undertakings

- G M Property Developers Pvt. Ltd.,
- TATA Coffee Ltd.,

3.5 Growth Trend:

There is ample growth in Coffee industry.

3.6 Potentials areas for service industry

- Automobile Repair/servicing.
- Electronic goods repair/service

3.7 Potential for new MSME

Agriculture & Food Processing:

- District's agro climatic condition is conducive for plantation crops
- District accounts for 10% of total forest area in the State
- Plantation and horticulture crops account for 87% of net sown area
- Honey processing is a potential area of investment in Kodagu

Tourism:

- Kodagu is rated as one of the top hill stations in India
- Presence of bigwigs like Taj Vivanta, Windflower Spa and Resorts, Heritage Resorts, and Orange County showcase high potential for Hospitality sector in the district
- Presence of various golf clubs like Coorg Golf links, Mercara Downs Golf Club, Bamboo Club, Tata Coffee Officers Golf Club makes Kodagu a haven for leisure activities

Industries:

- Coffee Curing
- Honey Processing

4. Existing Clusters of Micro & Small Enterprise

4.1 Details of Major Clusters in the district: NIL

4.1.1 Major Clusters in the Manufacturing Sector:

There no clusters registered and no activity from KCTU in this district proposed as on date.

4.1.2. Details of Identified Cluster:

Proposed clusters: Textiles, Hand Embroidery, Honey Processing, Cane & Bamboo

5 . Steps to set up MSME

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. | Registration of MSMEs | Online Registration. www.udyogaadhaar.gov.in Director, MSME-Development Institute Ministry of MSME, Govt. of India, Rajaji Nagar Industrial Estate, West of Chord Road, Bangalore. 560010 ☎ Phone : 080-23151581/82/83 ✉ e-mail: dcdi-bang@dcmsme.gov.in www.msmedibangalore.gov.in |
| 2. | Identification of Project Profiles, Techno-economic and Managerial consultancy Services , Market survey and economic survey reports. | MSME-Development Institute Ministry of MSME, Govt. of India, Rajaji Nagar Industrial Estate, West of Chord Road, Bangalore. 560010 ☎ Phone : 080-23151581/82/83 ✉ e-mail: dcdi-bang@dcmsme.gov.in www.msmedibangalore.gov.in Chief Executive Officer & Chief Adviser Technical Consultancy Services Organisation of Karnataka (A Govt. of Karnataka Organisation) 4 th Floor, Basava Bhavan, Basaveshwara Circle, Bangalore 560 001. ☎ Phone : 080-22266134/2226152/41512382 ✉ e-mail: tecsok1@airtelmail.in www.tecsok.com |
| 3. | Industrial Land | Chief Executive Officer & Executive Member Karnataka Industrial Areas Development Board (KIADB) 4 th & 5 th Floor, East Wing, Khanija Bhavan, Race Course Road, Bangalore. – 560001 ☎ Phone : 080-22265383/22267900 ✉ e-mail: kiadb@mail.nic.in www.kiadb.in |
| 4. | Industrial Shed | Chairman Karnataka State Small Industries Development Corporation Limited., (KSSIDC), Industrial Estate, Yeyyadi, Mangaluru-575008 ☎ Phone : 0824-2211997 www.kssidc.kar.nic.in |
| 5. | Financial Assistance | All Nationalized Banks Karnataka State Financial Corporation (KSFC) No. 1/1, Thimmaiah Road, Bangalore. 560052, ☎ Phone : 080-2263322 ✉ e-mail: info@ksfc.in www.ksfc.in |
| 6. | For Raw Materials under Govt. Supply | Chairman Karnataka State Small Industries Development Corporation Limited., (KSSIDC) Industrial Estate, Yeyyadi, Mangaluru-575008 ☎ Phone : 0824-2211997 www.kssidc.kar.nic.in General Manager National Small Industries Corporation (NSIC) No. 25, First Main Road, KSSIDC Industrial Estate, 6 th Block, Rajaji Nagar, Bangalore. 560010 ☎ Phone : 080-23109059/23307791/23147858 ✉ e-mail: boban@nsic.co.in www.nsic.co.in |
| 7. | Plant & Machinery under hire/purchase basis | General Manager National Small Industries Corporation (NSIC) No. 25, First Main Road, KSSIDC Industrial Estate, 6 th Block, Rajaji Nagar, Bangalore. 560010 ☎ Phone : 080-23109059/23307791/23147858 ✉ e-mail: boban@nsic.co.in www.nsic.co.in |
| 8. | Power / Electricity | CESC,Mysore |

| | | |
|-----|-------------------------------|--|
| 9. | Technical Know-How | Managing Director Karnataka Council for Technological Upgradation (KCTU) 4th Floor, Basava Bhavan, Basaveswara Circle, Bangalore - 560001 ☎ Phone : 080-22250722 ☒ e-mail: md-kctu-ka@nic.in ☒ e-mail: info-kctu-ka@nic.in www.kctu.kar.nic.in |
| 10. | Quality & Standard | Scientist 'F' & Head Bureau of Indian Standards (BIS) Peenya Industrial Estate, 1 st Stage, Tumkur Road, Bangalore-560058 ☎ Phone : 080-28394955/283949656 ☒ e-mail: bnbo@bis.gov.in www.bis.org.in |
| 11. | Marketing & Export Assistance | Visvesvaraya Trade Promotion Centre (VTPC) III Floor, 'A' Block, BMTC Complex, Shantinagar, Double Road, Bangalore -560027. ☎ Phone 080-22230853 / 22210633 / 22534444 ☒ e-mail: md@vtpckarnataka.gov.in www.vtpckarnataka.gov.in Engineering Export Promotion Council (EEPC) Sub-Regional Office, 2nd Floor, Vinayaka Complex, 44/45 Residency Road Cross, Bangalore- 560025 ☎ Phone : 080-25581396/25588619 ☒ e-mail: eepcsroblr@eepecindia.net www.eepecindia.com EXIM Bank India Ramanashree Arcade, Floor 4, 18 M G Road, Bangalore. ☎ Phone : 080-25585755 ☒ e-mail: eximbro@eximbankindia.in www.eximbankindia.in |
| 12. | Other Promotional Agencies | Managing Director Karnataka Udyog Mitra 3rd Floor, Khaniya Bhavan (East Wing), No.49, Race Course Road, Bangalore – 560 001 ☎ Phone : 080-22282392/2228 5659/2238 1232/2228 6632 ☒ e-mail: md@kumbangalore.com www.kum.karnataka.gov.in |

6. Any other important additional information of the district

Tourism

- Kodagu is rated as one of the top hill station destinations in India.
- Beautiful landscapes of Coorg make it one of the favourite tourist destinations in India.
- Coffee plantations and dense forest s provide for spectacular scenic beauty.
- Presence of hotels like Vivanta by Taj, Wind flower Spa and Resorts, Heritage and Orange County creates a strong hospitality sector in the district.
- Presence of various golf clubs like Coorg Golf links, Mercara Downs Golf Club, Bamboo Club, Tata Coffee Officers Golf club makes it a haven for leisure activities.



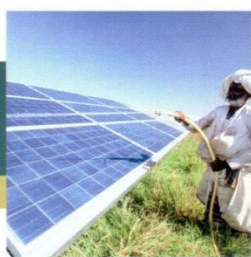
MSME SCHEMES

MSME OPERATES A NUMBER OF PROMOTIONAL SCHEMES FOR THE MSE SECTOR:

- ★ Credit Linked Capital Subsidy Scheme for Technology Upgradation (CLCSS)
- ★ Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)
- ★ ISO 9001/ISO 14001 HACCP Certification Reimbursement Scheme.
- ★ Cluster Development Programme for identified Cluster of MSE's
- ★ Market Development Assistance International Trade Fairs (For Individual MSEs)
- ★ National Awards for outstanding MSME Entrepreneurs, R&D efforts in MSME Sector
- ★ Quality products in MSE sector and Innovation effort (For Individual MSMEs)
- ★ TREAD Scheme for Women (Individual Regd. Association & NGOs)
- ★ Capacity Building/ Seminar for Industrial Associations
- ★ Public Procurement Policy - MSEs 2012

NATIONAL MANUFACTURING COMPETITIVENESS PROGRAMME (NMCP) SCHEMES FOR MSMES UNDER PPP MODEL:

- ★ Marketing Support / Assistance to MSMEs (BAR Code)
- ★ Support for Entrepreneurial and Managerial Development of MSMEs through Incubators
- ★ Enabling Manufacturing Sector to be Competitive through Quality Management Standards & quality Technology Tools (QMS/QTT)
- ★ Building Awareness on Intellectual Property Rights for MSMEs (IPR)
- ★ Lean Manufacturing Competitiveness Scheme for MSMEs (LMCs)
- ★ Design Clinic Scheme for design expertise to MSMEs Manufacturing sector (DESIGN)
- ★ Marketing Assistance and Technology Upgradation Scheme for MSMEs (MATU)
- ★ Technology and Quality Upgradation support to MSMEs (TEQUP)
- ★ Promotion of Information & Communication Technology in Indian MSME Sector (ICT)



Government of India

Ministry of Micro, Small & Medium Enterprises

MSME DEVELOPMENT INSTITUTE

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www.msmedibangalore.gov.in