



Government of India
Ministry of MSME

Brief Industrial Profile of Pathanamthitta District

2015-16



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

Carried out by

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FOREWORD

MSME-DI, Thrissur, as part of its activities has prepared the District Industrial Profile of Pathanamthitta District during 2015-16. The objective to prepare the Industrial Profile of Pathanamthitta is to make the information readily available in respect of general characteristics of the district , administrative set up, industrial scenario, potential for new MSMEs,, details of existing clusters and general issues raised by industry associations etc. to the existing as well as prospective entrepreneurs.

It is expected that this Industrial Profile will be useful for Governmental & Non-Governmental organizations, Promotional & Developmental Agencies engaged in promotion & development of MSME sector in Pathanamthitta District and also for academicians / research scholars.

I take this opportunity to express my gratitude to DIC, Pathanamthitta, officials of State Planning Board, Economic and Statistics Dept., Kerala, Dept of Mining and Geology and heads of other departments for extending their co-operation in preparing this Industrial Profile.

I also place on records my appreciation to Smt. Kathreenamma Sebastian, Asst Director Gr.I(E.I.) and Shri. K.R.Krishnakumar, Asst Director(Stat.) of this institute for their hard work in bringing out the report in this form.


(P.V.Velayudhan)
Director

23.06.2016
Thrissur

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Brief Industrial Profile of Pathanamthitta District

1. General Characteristics of the District

1.1 Location & Geographical Area.

The youngest district in the state of Kerala nestles its head on the slopes of Western Ghats and stretches to the low-lying rice fields bordering Alappuzha district. The district consist of three natural divisions viz the Lowland the Midland and the Highland. The highland stretches through the western ghats and descends to midland in the centre, down to the lowland and coconut gardens on the western borders of Alappuzha district. The topography of the district is highly undulating. It starts from the tall hill slopes covered with thick forests on the east along the mountains down to the valleys and small hills to the flat land of coconut trees in the west. Pathanamthitta engrossed on the hilly terrain of Kerala can rightly be called the headquarters of pilgrimage tourism in the state. Sabarimala, an important Hindu pilgrimage centre attracts crores of pilgrims from the different parts of India and the state.

1.2 Topography

The district has more or less the same climate conditions as prevalent elsewhere in the State, viz., dry seasons from December to February and hot seasons from March to May. The south west monsoon from June to September and the North West monsoon from October to November provide fairly good rain. The south west monsoon is usually very heavy and about 75% of the annual rain is received during this season. The climate is generally moderate, the temperature rising from 20 to 39 degree Celsius.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2015-16

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2015-2016
MAJOR MINERAL		
1.	Granite Building Stone	280084
MINOR		
2.	Laterite	34525
3.	Ordinary Earth	637682
4.	Brick Clay	2550

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 Forest

Pathanamthitta district has a reserve forest (Ranni Reserve and Konni Reserve) area of 1,385.27 square kilometres (534.86 sq mi). This is approximately 50% of the total district area. The forest area can broadly be classified as evergreen, semi-evergreen and moist deciduous. The forest is the main source of raw materials for wood based industrial units. Timber is the most important produce.

1.5 Administrative set up.

The district headquarters is at Pathanamthitta town. The district administration is headed by the District Collector. He is assisted by five Deputy Collectors holding charges of general matters, revenue recovery, land acquisition, land reforms and election.

Pathanamthitta has two revenue divisions: Thiruvalla and Adoor. The district is divided into six taluks: Ranni, Kozhencherry, Adoor, Thiruvalla, Mallappally and Konni. The taluks again are divided into villages. Pathanamthitta has a total of 70 villages.

Under the three tier system of panchayat in rural areas, Pathanamthitta has one district panchayat, 8 block panchayat and 54 grama panchayats. The headquarters of the district panchayat is also at Pathanamthitta. Under the single tier system of municipality in urban areas, Adoor, Pathanamthitta and Thiruvalla are the 3 municipalities the district. Kozhencherry is a census town. Pandalam, Ranni, Konni, Mallappally, Koipuram-Kumbanad, etc. are other major towns.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2016		9° 16' 12" North Latitude
	ii) Longitude	"		76° 46' 48" East Longitude
	iii) Geographical Area	"	Hectares	265277
(B)	Administrative Units			
	i) Sub divisions	"		2
	ii) Tehsils	"		6
	iii) Sub-Tehsil	"		NA
	iv) Patwar Circle	"		NA

	v) Panchayat Simitis	"		NA
	vi) Nagar nigam	"		NA
	vii) Nagar Palika	"		3
	viii) Gram Panchayats	"		54
	xi) Revenue villages	"		70
	x) Assembly Area	"		5
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos	561620
	ii) Female	2011	Nos	633917
(B)	Rural Population	2011	Nos	1064076
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2014-15	Hectare	265277
	ii) Forest cover	2014-15	"	155214
	iii) Non Agriculture Land	2014-15	"	16647
	v) cultivable Barren land	2014-15	"	1901
4.	Forest			
	(i) Forest	2014-15	Hectare	155214
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2012	Nos.	64258
	ii) Buffaloes	2012	Nos.	2888
B.	Other livestock			
	i) Goats	2012	Nos.	50901
	ii) Pigs	2012	Nos.	722
	iii) Dogs & Bitches	2012	Nos.	NA
	iv) Railways			
	i) Length of rail line	2014-15	Kms	NA
	V) Roads			
	(a) National Highway	2014-15	Kms	NA
	(b) State Highway	2014-15	Kms	217.78
	(c) Main District Highway	2014-15	Kms	573.695
	(d) Other district & Rural Roads	2014-15	Kms	620.952
	(e) Rural road/ Agriculture Marketing Board Roads	2014-15	Kms	43
	(f) Kachacha Road	2014-15	Kms	NA
	(VI) Communication			
	(a) Telephone connection	2014-15		461486
	(b) Post offices	2014-15	Nos.	315
	(c) Telephone center	2014-15	Nos.	74

(d)Density of Telephone	2014-15	Nos./1000 person	386
(e) Density of Telephone	2014-15	No. per KM.	174
(f) PCO Rural	2014-15	No.	NA
(g) PCO STD	2014-15	No.	NA
(h) Mobile	2014-15	No.	NA
(VII) Public Health			
(a) Allopathic Hospital	2014-15	No.	9
(b) Beds in Allopathic hospitals	2014-15	No.	1354
(c) Ayurvedic Hospital	2014-15	No.	5
(d) Beds in Ayurvedic hospitals	2014-15	No.	150
(e) Unani hospitals	2014-15	No.	NA
(f) Community health centers	2014-15	No.	12
(g) Primary health centers	2014-15	No.	43
(h) Dispensaries	2014-15	No.	NA
(i) Sub Health Centers	2014-15	No.	49
(j) Private hospitals	2014-15	No.	NA
(VIII) Banking			
(a) Commercial Bank	2014-15	Nos.	373
(b) Rural Bank Products	2014-15	Nos.	NA
(c) Co-Operative bank products	2014-15	Nos.	NA
(d) PLDB Branches	2014-15	Nos.	NA
(IX) Education			
(a) Primary school	2014-15	Nos.	425
(b) Middle schools	2014-15	Nos.	143
(c) Secondary & senior secondary schools	2014-15	Nos.	286
(d) Colleges	2014-15	Nos.	35
(e) Technical University	2014-15	Nos.	0

Source: Economic Review, 2015, Panchayat Level Statistics, 2011-12, Primary Census Abstract, 2011, Cattle Census 2012

2.1 Existing Status of Industrial Areas in Pathanamthitta District (as on 31.03.2016)

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Development Plot Kummamthanam	20.94	15.37	Rs.6175 (per cent)	76	73	3	44

2	Mini Industrial Estate	2	2	Rs.125 (per sqm)	21	20	1	13
Total		22.94	17.37		97	93	4	57

Source: District Industries Centre, Pathanamthitta

3. INDUSTRIAL SCENERIO OF PATHANAMTHITTA DISTRICT

3.1 Industry at a Glance (as on 31.03.2016)

Sl No	Head	Unit	Particulars
1	Registered Industrial Unit	No	14021
2	Total Industrial Unit	No	15423
3	Registered Medium and large Scale Unit	No	1
4	Estimated Average No of Daily Worker employed in Small Scale Industries	No	4 per unit
5	Employment in Medium and Large Industries	No	68
6	No of Industrial Area	No	3
7	Turnover of Small Scale Industries	IN LACS	483
8	Turnover of Medium and Large Scale Industries	IN Crores	35

Source: District Industries Centre, Pathanamthitta

3.2 YEAR WISE TREND OF UNITS REGISTERED (as on 31.03.2016)

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
2006-2007	8920	31974	22214
2007-08	288	2228	5077
2008-09	405	2273	4277
2009-10	215	1551	3800
2010-11	415	2019	4086
2011-12	641	3282	8011
2012-13	863	4258	8188
2013-14	914	5121	13420
2014-15	934	4781	11249
2015-16	426	2057	19668
Total	14021	55290	99990

Source: District Industries Centre, Pathanamthitta

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (as on 31.03.2016)

The following table shows the details of existing micro and small enterprises and artisan units in the District.

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	1883	12560	7137
22	Soda water	427	2848	1618
23	Cotton textile	NA	NA	NA
24.	Woolen, silk & artificial Thread based clothes.	NA	NA	NA
25.	Jute & jute based	NA	NA	NA
26.	Ready-made garments & embroidery	1797	11986	6811

27.	Wood/wooden based furniture	NA	NA	NA
28.	Paper & Paper products	156	1040	591
29.	Leather based	NA	NA	NA
31.	Chemical/Chemical based	760	5069	2880
30.	Rubber, Plastic & petro based	293	1954	1110
32.	Mineral based	247	1647	936
33.	Metal based (Steel Fab.)	NA	NA	NA
35.	Engineering units	2176	14513	8247
36.	Electrical machinery and transport equipment	NA	NA	NA
97.	Repairing & servicing	3661	24419	13875
01.	Others	4023	26833	15247
	Kachori Making	NA	NA	NA

Source: District Industries Centre, Pathanamthitta

3.4 Large Scale Industries / Public Sector undertakings

There is only one large scale industry in the district. It is Traco Cables, Kizhakken Muthoor, Thiruvalla

3.5 Major Exportable Item

Oleoresin, Spice Oil, Other Food Products, Fried Food Products, Etc

3.6 Growth Trend

Increasing Trend

3.7 Vendorisation / Ancillarisation of the Industry

NIL

3.8. Medium Scale Enterprises

3.8.1 List of the units in Pathanamthitta District & Near By Area

1. Akay flavours & Aromatics Ltd., Nallanikkunnu P.o.Pathanamthitta.
2. Tierra Foods, Kinfra Industrial Park, Elamannoor.

3.8.2 Major Exportable Item

Oleoresin and Spice Oil.

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

Construction Field, Food Processing, Light Engineering Field, Bakery Products, Rubber Based Products Automobile, IT Enabled Services

3.10 Potential for new MSMEs

Food Processing, Construction Field, Rubber Based,

4. Existing Clusters of Micro & Small Enterprise

Pathanamthitta Agro Food Consortium, Pathanmathitta

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

PAFCO – Agro Food Processing

4.1.2 Service Sector

NIL

4.2 Details for Identified cluster (as on 31.03.2016)

4.2.1 Name of the cluster: FOOD PROCESSING Cluster : PAFCO

1	Principal Products Manufactured in the Cluster	Marketing of Food Products by members only
2	Name of the SPV	PAFCO
3	No. of functional units in the clusters	23
4	Turnover of the Clusters	Not Available
5	Value of Exports from the Clusters	NIL
6	Employment in Cluster	
7	Average investment in plant & Machinery	NA
8	Major Issues / requirement	Working Capital Needed

9	Presence of capable institutions	Exporting units are included as cluster actor
10	Thrust Areas	Common Marketing
11	Problems & constraints	Shortage of working capital, Labor and Raw material availability

Source: District Industries Centre, Pathanamthitta

Present status of the cluster: - Presently common marketing of selected products from cluster members under single brand styled "PAFCO" in Pathanamthitta District only

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

1. The interest rate of financial institutions is very high compared to priority sector.
2. Most of the banks are not willing to enable CGTMSE facility to the entrepreneurs
3. The minimum guarantee scheme of KSEB may be reinstituted.
4. The subsidy rate of the enterprises may be enhanced.
5. The delay in licensing and clearance from concerned departments may affect the timely implementation of the project.

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.	Registration of Units under UAM	Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P.O. Thrissur-680 003 (Kerala) email. dcdi-thrissur@dcmsme.gov.in , website: www.msmedithrissur.gov.in Ph. 0487-2360536/0487-2360686
		District Industries Centre, Kozhenchery, Pathanamthitta - 689564 Phone: 0468-221639 tvm_dicpta@snacharnet.in
	Website for UAM Registration	udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx
2.	Identification of Project	Micro small and Medium Enterprises Development

	Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole PO Thrissur-680 003 (Kerala) Email: dcdi-thrissur@dcmsme.gov.in Ph. 0487-2360536/0487-2360686 website: www.msmedithrissur.gov.in
3.	Land and Industrial shed	District Industries Centre, Kozhenchery, Pathanamthitta - 689564 Phone: 0468-221639 tvm_dicpta@snacharnet.in
		Director, Directorate of Industries and Commerce, Vikas Bhavan PO, Thiruvananthapuram, Kerala, Phone: 0471-2302774/Fax. 0471-2305493, www.keralaindustry.org/PromotionDI&C.htm
		SIDCO, Shanthinagar, Thiruvananthapuram-695001, Ph.+91-471-322046/0471-330904, www.keralaindustry.org/promotional
		Managing director, Kerala Industrial Infrastructure Development corporation, KINFRA House, TC/31/2312, Sasthamangalam PO, Thiruvananthapuram-695010, Tel.0471-2726585/2724773, E.mail: kinfra@vsnl.com , Website: www.kinfra.org Development Commissioner, Cochin Special Economic Zone (CSEZ) Min. of Commerce, Govt. of India, Kakkanad, Kochi-682037, Ph. 0484-2413222, Fax. 0484-2413074, E.mail. dc@csez.cin , Website: www.csez.com
4.	Financial Assistance	Banks, (Nationalised & Scheduled), Pathanamthitta. SIDBI, Finance Tower, 2nd floor, PB No.4209, Kaloor, Kochi-17, Tel:2401792, 2401793, website: www.sibdi.com Industrial Finance Corporation of India, Panampilly Nagar, Kochi-36, Tel:0484-2311174, website: www.ifcilt.com Indian Renewable Energy Development Agency Ltd., Lodi Road, New delhi-110003, website: www.ireda.gov.in Kerala Venture Capital Fund P. Ltd., 604, Pioneer Towers, Marine Drive, Kochi - 682 031 Ph: (0484) 2361279, Fax: (0484) 2373077, E-mails: kvcf@vsnl.in and kvcfkochi@eth.net
5.	For raw materials under	State Trading Corporation,

	Govt. Supply	Ajay Vihar, Kochi - 16
6.	Plant and machinery under hire / purchase basis.	NSIC Ltd, S-16, GCDA Complex, Marine Drive, Shanmugham Road, Cochin 682 031, Tel: 0484-2381850/2368149 ® 2366288, Fax: 0484-2380155, Email: bococh@nsic.co.in , website: www.nsic.co.in
7.	Power/ Electricity	KSEB Pathanamthitta.
8.	Technical Know –how.	District Industries Centre, Kozhenchery, Pathanamthitta - 689564 Phone: 0468-221639 tvm_dicpta@snacharnet.in Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole PO Thrissur-680 003 (Kerala) Email: dcdi-thrissur@demsme.gov.in Ph. 0487-2360536/0487-2360686 website: www.msmedithrissur.gov.in
9.	Quality & Standard	Bureau of Indian Standards, Near FCI, Kesavadasapuram, Thiruvananthapuram, Ph. 2558416-18, E.mail: tbo@bis.org.in , Website: www.bis.org.in National Centre for HACCP Certification K-Bip, 'Sri Ganesh' TC IX/2197, Kurup's Lane, Sasthamangalam, Thiruvananthapuram-695 010, Tel. -471-2311882, Fax. 0471-2311883, Email: info@haccpindia.org website: www.haccpindia.org/www.keralaindustry.org Dy. Agricultural Marketing Advisor, Directorate of Marketing and Inspection, Kendriya Bhavan, Block A, Vith Floor, OPP. CSEZ, Kakkanad, Kochi-682037, Ph. 0484-2424794, Website: www.agmarknet.nic.in Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P. O. Thrissur-680 003
10.	Marketing /Export Assistance	Development Commissioner, Cochin Special Economic Zone (CSEZ) Min. of Commerce, Govt. of India, Kakkanad, Kochi-682037, Ph. 0484-2413222, Fax. 0484-2413074, Email: dc@csez.com , Website www.csez.com
		Member Secretary, Kerala Export Promotion Council, T.C.

		15/1399, 'Karthika; Tagore Nagar, Cotton Hill Road, Vazhuthacaud, Thiruvananthapuram-695010, Ph. 04871-2726585/2724773, E.mail: kinfra@vsnl.com
11.	Other Promotional Agencies	<p>Kerala Bureau of Industrial Promotion, Kurup's Lane, Sasthamangalam P.O. Thiruvananthapuram - 695 010, Phone: 91 - 471 - 2311882, Fax: 2311883, E-Mail: kbip@keralaindustry.org, bureau@vsnl.com, bureau@asianetindia.com website: www.keralaindustry.org</p> <p>KSIDC, 2nd Floor, Choice Towers, Manorama Junction, Kochi-682016 Ph:0484-2323010/2323101 (EPABX) Fax:0484-2323011 Email: ksidckochi@eth.net Website: www.ksidc.org</p> <p>KITCO Limited, PB No. 1820, Ravipuram, M.G. Road, Cochin-682016, website: www.kitco.in</p> <p>Manager-Business Development, Techno park Campus, Thiruvananthapuram-695581, Ph. 0471- 2700 222, e.mail: response@technopark.org</p>
12	Other Relevant Websites	<p>www.msme.gov.in</p> <p>www.dcmsme.gov.in</p> <p>www.dic.kerala.gov.in</p> <p>udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx</p>