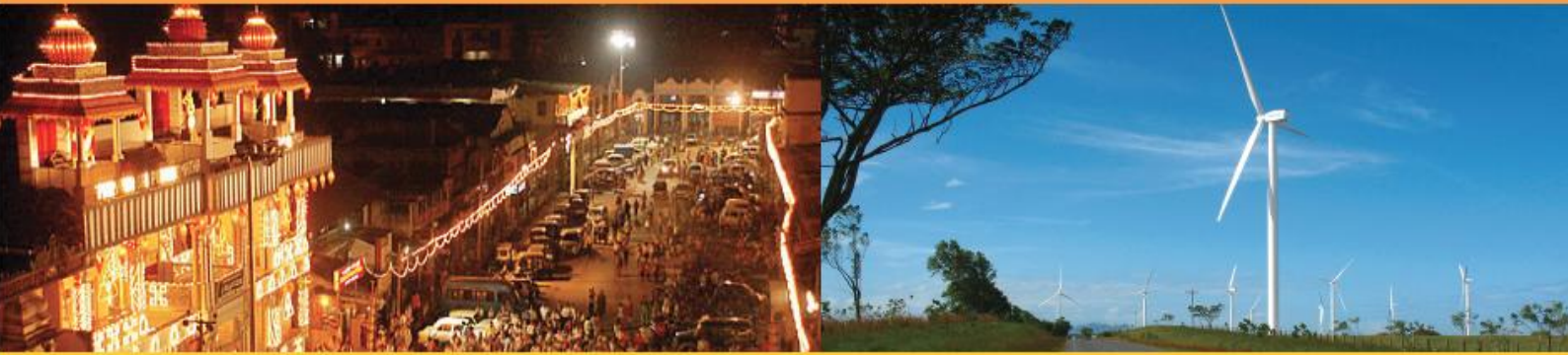




**Government of India
Ministry of MSME**

DISTRICT INDUSTRIAL PROFILE



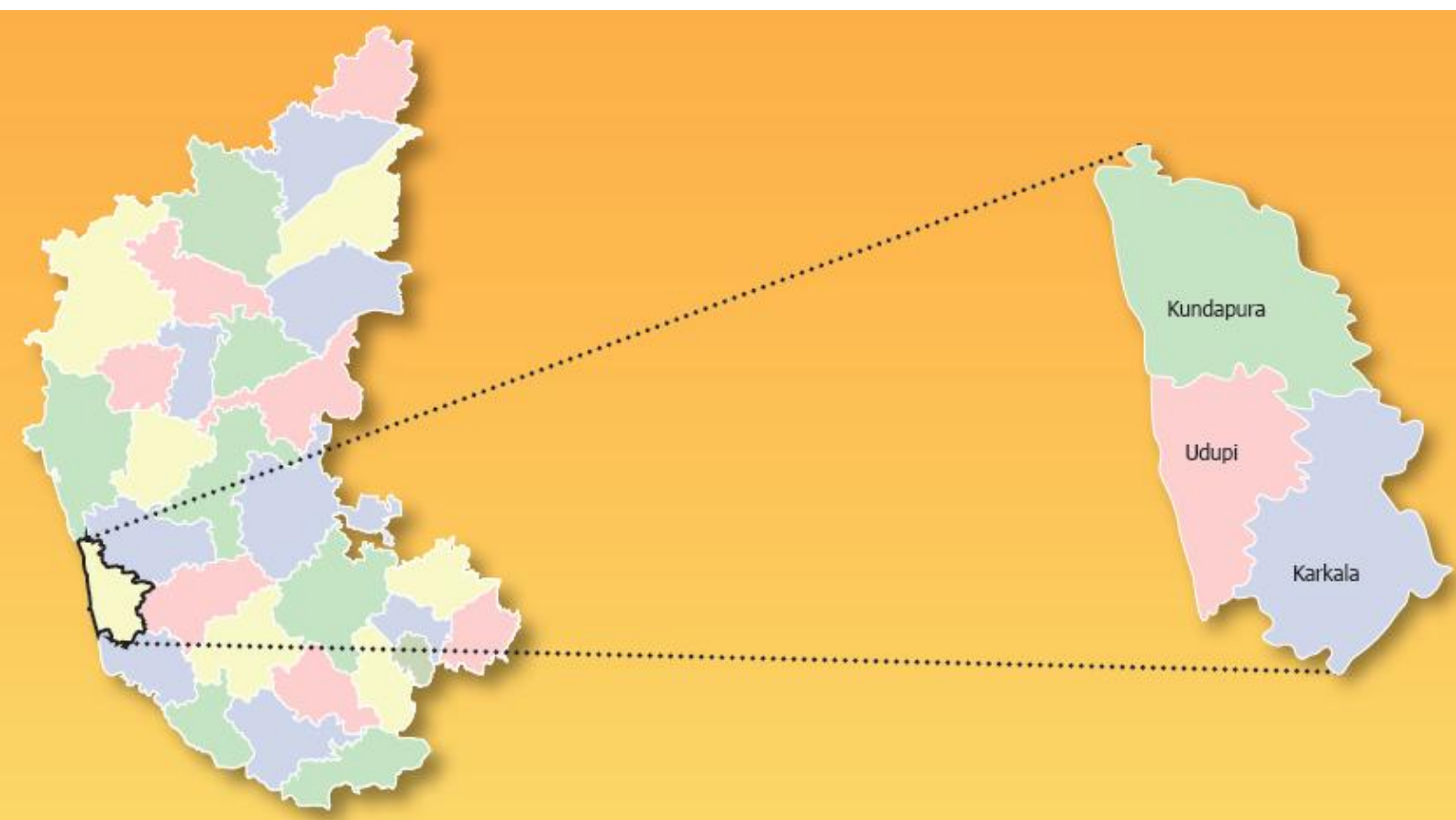
UDUPI

...the temple city of Karnataka



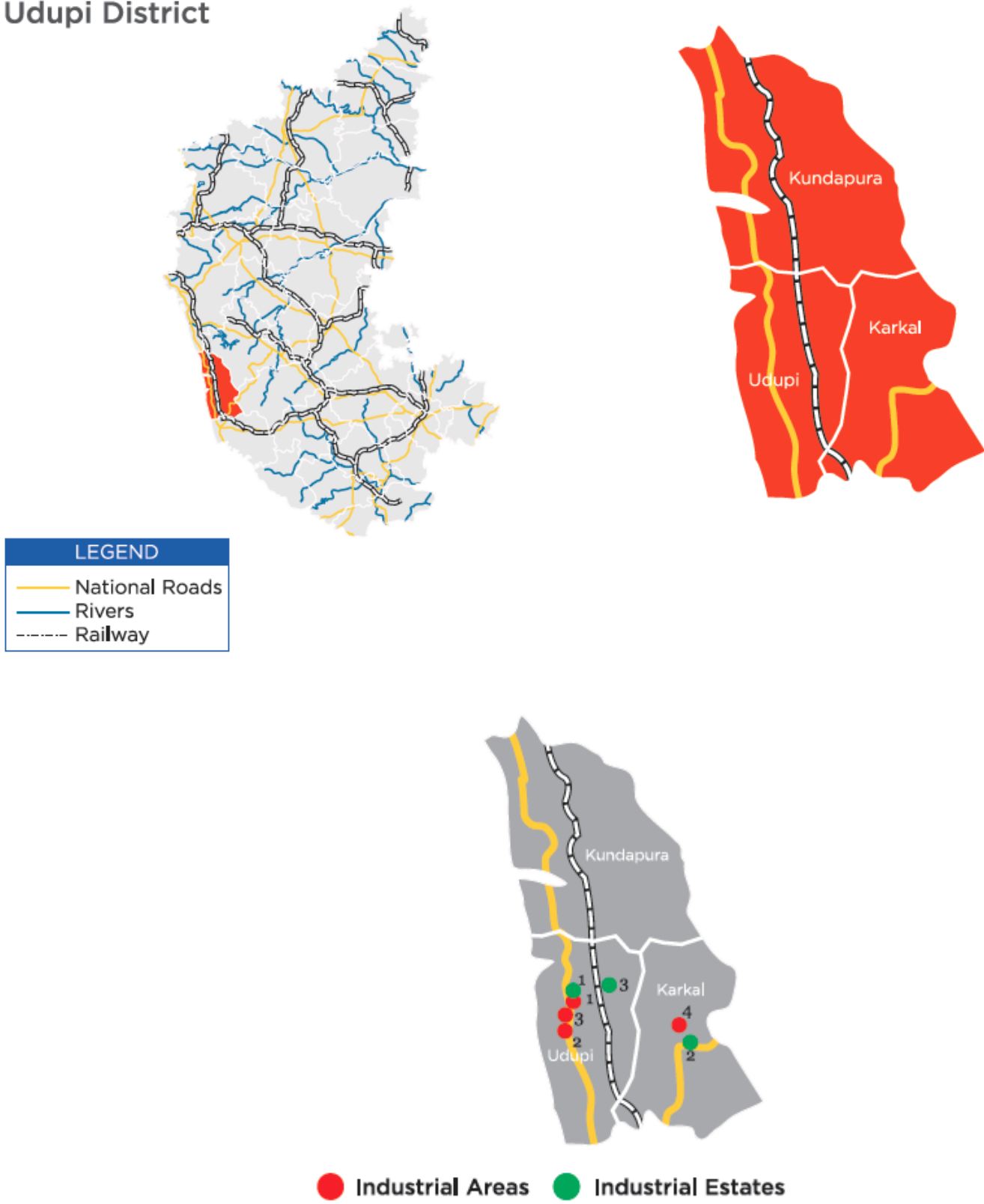
MSME-Development Institute
(Ministry of MSME, Govt. of India)
Rajaji Nagar Industrial Area, Bengaluru. - 560010
Ph: 91 080 23151581, 82, 83
Fax: 91 080 23144506
e-Mail: dcdi-bang@dcmsme.gov.in
www.msmedibangalore.gov.in

UDUPI DISTRICT & ITS TALUKS



District Overview

Udupi District



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 offices and staff in this institute especially Shri. Rajkumar.,IES, Deputy Director (EI) , Shri. 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.Sivakumar, Assistant Director(Mech), Smt. Sruthi G K, Assistant Director (EI), Shri. R. AnbuKumaran, Assistant Director (IMT) in collecting the latest information available form 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

Table of Contents

S. No.	Topic	Page No.
1.	Introduction & General Characteristics of the District	6
1.1	Location & Geographical Area	6
1.2	Topography	6
1.3	Availability of Minerals	6
1.4	Forest	7
1.5	Administrative set up	7
1.6	Infrastructure	7
2.	District at a glance	8-9
2.1	Existing Status of Industrial Area in the District	10
3.	Industrial Scenario Of the district	10
3.1	Industry at a Glance	10
3.2	Year Wise Trend Of Units Registered	11
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	11-12
3.4	Large Scale Industries / Public Sector undertakings	12
3.5	Major Exportable Item	12
3.6	Growth Trend	12
3.7	Vendorisation / Ancillarisation of the Industry	12
3.8	Medium Scale Enterprises	12
3.8.1	List of the units in the district & near by Area	12
3.8.2	Major Exportable Item	12
3.9	Service Enterprises	12
3.10	Potential for new MSMEs	13
4.	Existing Clusters of Micro & Small Enterprise	13
4.1	Manufacturing Sector	13
5	Steps to set up MSMEs	14-15
6.	Additional information if any	15-17

Industrial Profile of Udupi District

1. Introduction & General Characteristics of the District:

- Located in southern Karnataka; carved out of Dakshina Kannada district.
- Spread across 3 Talukas namely Udupi, Kundapura and Karkala.
- Well known for religious & cultural heritage.
- Situated about 58 km north of Mangalore and about 422 km north-west of Bangalore.
- Highest density of banking branch offices in the state (Scheduled Commercial Banks).
- Birth place of Udupi Hotels & 4 major public sector banks (PSB).
- Tulu - the most widely spoken language in Udupi. Other spoken languages are Konkani, Kannada and Beary bashe.
- Udupi cuisine - synonymous with popular vegetarian food found all over world.

1.1 Location & Geographical Area.:

Udupi district in the Karnataka state of India was created in August 1997 by bifurcating the three taluks viz, Udupi, Kundapur and Karkala from the undivided parent district of Dakshina Kannada District. Udupi district is surrounded by Uttara Kannada district in north, Dakshina Kannada district in southern direction.

Shivamogga district borders on north east side and Chikamagalur district on east. Arabian sea is on west of Udupi district. Located at 13°04' and 13°59' North latitude and 74°35' and 75°12' East longitude.

1.2 Topography:

Temperature	39° C (Max) 16.7° C (Min)
Average Rainfall	4182 mm
Rivers	Sita , Swarna, Varahi and Souparnika
Area	3880 sq km
Population	11,77,908 (As per 2011, Census)

1.3 Availability of Minerals.

Major type of minerals available in the district are Building Granite and Laterite Stone. Other minerals namely Silica sand, Bauxite, Lime Shell etc.,.

PRODUCTION OF MINERAL

Sl No.	Name of Mineral	Production 2010 - 11
Major Mineral		
1	Silica sand	61406 MT
2	Bauxite	38300 MT
3	Lime Shell	998 MT
Minor Minerals		
1	Ornamental Stones	674.432m3
2	Building Stone	683189 MT
3	Ordinary Clay	3900 MT
4	Lime Shell	18574 MT

SOURCE:- DEPT. OF MINES & GEOLOGY., UDUPI

1.4 FOREST :

Udupi district has large tracks of tropical evergreen forest called Western Ghat forest which is one of the biodiversity hot spots in the world. This district has forest area of 100102 Hectares. Forest area is equally distributed in all Taluks. There is vast scope for development of ecotourism in forest area.

1.5 Administrative set up

The head of the district administration is the Deputy Commissioner & Magistrate who is drawn from Indian Administrative Service. Udupi District has 3 taluks namely Udupi, Karkala and Kundapur, which were headed by Tahsildars. The general administration of the district including industrial development at the apex is being looked after by the elected body called Zilla panchayat. The district has a Chief Executive Officer and other officers appointed by the State Government. Taluk level extension officers headed by Dy. Director, Khadi and Village industries are appointed in each taluk of the district for the promotion of industries in rural areas.

1.6 Infrastructure

- Located in southern Karnataka; carved out of Dakshina Kannada district.
- Spread across 3 Talukas namely Udupi, Kundapura and Karkala. Well known for religious & cultural heritage.
- Situated about 58 km north of Mangalore and about 422 km north-west of Bangalore.
- Highest density of banking branch offices in the state (Scheduled Commercial Banks).

Power

- Transmission in the district is being done by Mangalore Electricity Supply Company Limited (MESCOM)
- Udupi Power is an imported coal-based thermal power project in Udupi District with capacity 2 X 600 MW (1200 MW)
- Average annual consumption in the district - 69.199 MU
- Average demand - 118 MW
- Total Supply capacity - 300 MVA

Water

- Major rivers are Seetha, Swarna, Varahi and Gangolli
- Total water supply in the district: 27.5 MLD
- Per capita water supply: 172 LPCD
- Average demand in the district: 80 LPCD
- Average consumption in the district: 25-35 LPCD

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1.	Geographical features			
A.	Geographical Data			
	i) Latitude	13° 04' and 13°59' North latitude		
	ii) Longitude	74 ° 35' and 75 °. 12' East longitude		
	iii) Geographical Area		Sq kms	3565
B.	Administrative Units			
	i) Sub divisions			
	ii) Tehsils			3
	iii) Sub-Tehsil			-
	iv) Patwar Circle(Hobblies)			9
	v) Panchayat Simitis			-
	vi) Nagar nigam			-
	vii) Nagar Palika			1
	viii) Gram Panchayats			146
	xi) Revenue villages			267
	x) Assembly Area			5
2.	Population(As per Census 2011)			
A.	Sex-wise	2010-11		
	i) Male			562896
	ii) Female			615012
B.	Rural Population			843829
C.	Urban Population			334079
3.				
A.	Land utilization			
	i) Total Area		Hectare	356446
	ii) Forest cover		"	100102
	iii) Non Agriculture Land		"	39602
	iv) Cultivable Barren land		"	38165
4.	Forest			
	(i) Forest		Ha.	100102
5.				
A.	Cattle			
	i) Cows		Nos.	318500
	ii) Buffaloes		Nos.	26696
B.	Other livestock			
	i) Goats		Nos.	2730
	ii) Pigs		Nos.	1046
	iii) Dogs		Nos.	121346
6.	Railways			
	i) Length of Rail line		Kms	100.86
7.	Roads			
	(a) National Highway		Kms	142
	(b) State Highway		Kms	353.71
	(c) Main District Roads		Kms	790.98
	(d) Other district & Rural Roads		Kms	1907.31

8.	(e) Rural road/ Agriculture Marketing Board Roads		Kms	-
	(f) Kacha Road		Kms	7705.63
	Communication			
	(a) Telephone connection			71310
	(b) Post offices		Nos.	268
	(c) Telephone center		Nos.	103
	(d) Density of Telephone		Nos./1000 person	
	(e) Density of Telephone		No. per KM.	
	(f) PCO Rural		No.	
	(g) PCO STD		No.	
9.	(h) Mobile phones		No.	617678
	Public Health			
	(a) Allopathic Hospital		No.	9
	(b) Beds in Allopathic hospitals		No.	580
	(c) Ayurvedic Hospital		No.	-
	(d) Beds in Ayurvedic hospitals		No.	-
	(e) Unani hospitals		No.	-
	(f) Community health centers		No.	7
	(g) Primary health centers		No.	93
	(h) Dispensaries			14
10.	(i) Sub Health Centers		No.	12
	(j) Private hospitals		No.	45
	Banking Commercial			
	(a) Commercial Bank		Nos.	187
	(b) Rural Bank		Nos.	15
	(c) Co-Operative bank		Nos.	34
	(d) PLDB Branches		Nos.	
	Education			
	(a) Primary school		Nos.	689
	(b) Middle schools		Nos.	271
11.	(c) Secondary & senior secondary schools		Nos.	91
	(d) Colleges		Nos.	24
	(e) Technical University		Nos.	2

2.1 Existing Status of Industrial Estate in the district of Udupi

S. No	Name of Ind. Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Shivally, Manipal, Udupi	90	90	247.097	96	96	-	92
2	Nandikur (New Industrial area)	65.05	42.33	1519.64	--	--	-	-

Sl. No.	Industrial Areas	Extent (In acres)
1	Manipal	74
2	Nandikoor	48
3	Belapu	37
4	Miyar	20
Proposed Industrial Area: Bola, Mulladka 298.75 Acres. Land Acquisition is under Progress.		

Sl. No.	Industrial Estates	Allotted	Plots available for allotment
1	Manipal	37	-
2	Karkala	01	11
3	Koteshwara	23	-

3. INDUSTRIAL SCENERIO OF UDUPI DISTRICT

3.1 Industry at a Glance

Sr. No	Head	Unit	Particulars
1.	REGISTERED MSMEs	Nos	3037
2.	LARGE INDUSTRIAL UNITS	Nos	1
3.	TOTAL EMPLOYED IN MSMES	Nos	79530
4.	NO. OF INDUSTRIAL AREA	Nos	4
5.	NO. OF INDUSTRIAL ESTATE	Nos	3
6.	NO. OF INDUSTRIAL PARK	Nos	--
7.	Total investments in MSMES	In lakhs	54161

Total no of units, investments& employment in MSMEs are from 2006 to 2016Source : DIC, Udupi

3.2 YEAR WISE TREND OF UNITS REGISTERED under MSME

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
2006-07	312	2153	1561
2007-08	343	3790	6288
2008-09	373	3784	5923
2009-10	410	4250	7184
2010-11	451	4389	6562
2011-12	492554	4428	7380
2012-13	542	4473	8130
2013-14	597	4026	3686
2014-15	677	4120	3333
2015-16	275	2277	4114

Source: DIC, Udupi.

Key Industries



Banking:

- Strong Banking sector owing to the incorporation presence of major players like Vijaya Bank, Canara Bank, Corporation Bank and Syndicate Bank in the district
- Presence of printing press in the district (Manipal) performing high security printing like cheques, share certificates etc



IT & BT:

- Presence of computer software companies like Robosoft Technologies & SourceHub India Pvt Ltd, who have set up their Corporate Office & Regional Office here



Tourism

- Well known for its scenic beauty, pilgrim centers, literary traditions and cultural heritage

Other Industries

- Garments & Textiles
- Metal Works Clusters in Udupi – Metalware activity and Metal images classic activity
- Ship Building

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

NIC CODE NO	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Food & Agro based	2722	25864.98	26843
22	Soda water	150	2250.00	60
23	Cotton textile	300	750.00	180
24.	Woolen, silk & artificial Thread based clothes	75	112.50	300
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	649	1432.07	281
27.	Wood / wooden based furniture	719	2511.20	346
28.	Paper & Paper products	387	5684.06	258

29.	Leather based	141	292.10	52
31.	Chemical / Chemical based	200	1702.36	117
30.	Rubber, Plastic & petro based	267	4133.78	207
32.	Mineral based	293	2556.13	238
33.	Metal based (Steel Fab.)	413	3995.18	234
35.	Engineering units	477	2394.38	271

Source: DIC, Udupi.(As on 31.03.2016)

3.4 Large Scale Industries / Public Sector undertakings

1. Robosoft Technologies
2. Suzlon Infrastructures
3. Lamina Foundries Ltd
4. Tebna Shipyard
5. Manipal Group
6. Manipal Press
7. CS India Steel Pvt Ltd

3.5 Major Exportable Item

- Cashew Kernels.
- Plastic.
- Fish net.
- Fish Meal & Oil, Frozen Fish.

3.6 Growth Trend

The growth trend is not greatly varying in the last five years as per the data received from the District Industries Centre. The reason for this trend may be due to constraint in availability of suitable land to allot for industrial units and high cost of land.

3.7 Vendorisation / Ancillarisation of the Industry

Not significant progress in ancillarisation due to not having well known large industries till recently. There is scope for small development in this field if the large industries set up in the near past develop vendors.

3.8. Medium Scale Enterprises

3.8.1 List of the units in Udupi & Near By Area

1. M/s. Keltech Energies., Vishwanagar, Varanga, Karkala Tq.
2. M/s. Best Sellers, Bajal Street, Manipal, Udupi.
3. M/s. Raj Fish Meal & Oil Company., Malpe Udupi Tq.
4. M/s. Goan Fresh Marine Exports Private Limited, Manoor Village, Kota, Udupi Tq.

3.9. Potential areas for service industry

From 01.04.2007 to 31.03.2012 total 980 service enterprises registered for Udupi District.

3.10 Potential for new MSMEs

Banking:

- Strong banking sector owing to the presence of major players like Vijaya Bank, Canara Bank, Corporation Bank and Syndicate Bank in the district
- Highest density of banking branch offices in the state (Scheduled Commercial Banks)
- Presence of printing press in the district (Manipal) performing high security printing like cheques, share certificates etc

IT & BT:

- Presence of computer software companies like Robosoft Technologies and SourceHub India Pvt Ltd, who have set up their Corporate Office & Regional Office here

Agri and Food Processing:

- Agri and food processing industries have a huge potential in the district.
- Availability of raw material, nearness to ports and availability of skilled labor enhance the scope
- Leads in cashew production and exporter of Jasmine flowers; grown in the area of Katpady and Palli

Fisheries:

- The fishing sector has 4 processing and freezing units, 2 canning plants, 6 fishmeal plants, 78 Ice plants, 12 boat building addas and 3 net making plants
- Presence of fisheries College at Mangalore, for research and extension activities.
- Udupi district has 108 kms. length of coastal line supported by 1,500 mechanized fishing fleets, 3000 energized country crafts and one major harbour viz., Malpe port

Tourism:

- Well known for its scenic beauty, pilgrim centers, literary traditions and cultural heritage

Other Industries:

- Garments & Textiles
- Metal Works Clusters in Udupi – Metalware activity and Metal images classic activity
- Ship Building

4. Existing Clusters of Micro & Small Enterprises

4.1 Manufacturing Sector

Printing cluster, Udupi district: DSR has been prepared and has been forwarded to DC MSME for Approval.

5. 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	Phone No:
1.	Registration of MSEs	Online Registration. www.udyogaadhaar.gov.in MSME-Development Institute, (Ministry of MSME, Govt. of India,) BANGALORE-560010 e-mail: dcdi-bang@dcmsme.gov.in	080-23151581,82,83
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	Branch MSME-DI, Lot No:L-11,Yeyyadi Industrial Estate, Mangalore-575008	2217696
3.	1.Land 2.Industrial shed	1.Development Officer, KIADB, Industrial Area, Baikampady, Mangalore 2.Branch Manager, KSSIDC, Shivalli Industrial Estate Manipal.	2407779
4.	Financial Assistance	1.Lead District Manager, Lead Bank Office, Syndicate Bank Regional Office, Udupi 2.AGM, NABARD, Mangalore	2521685 2451179
		3. Deputy General Manager., Karnataka State Financial Corporation Anantha Towers Court Road, Udupi	2524033
5.	For raw materials under Govt. Supply	2.Branch Manager, KSSIDC,Shivalli Industrial Estate,Manipal.	
6.	Plant and machinery under hire / purchase basis.	Zonal General Manager, NSIC Limited No. 6 & 7, West of Chord Road, Rajajinagar Industrial Town, Bangalore - 560 044	080-23307790/91 080-23386578
7.	Power/ Electricity	MESCOM, Udupi	2520313

8.	Technical Know –how.	Karnataka Council For Technological Upgradation(KCTU) 4th Floor, Basava Bhavan, Basaveswara Circle, Bangalore - 560 001,Karnataka State, Br.MSME-DI,Mangalore	080 22250772 Fax : 080- 22286607 0824 - 2217696
9.	Quality & Standard	Bureau of Indian Standards (BIS)Peenya Industrial Area, 1st Stage, Bangalore - Tumkur Road, Bangalore 560 058	080-28394955, 28394956 , 28396324 080-28398841 (Fax)
10.	Marketing /Export Assistance	Visvesvaraya Industrial Trade Centre, 3rd Floor, VITC Building, Kasturba Road, Bangalore-560 001. Br.MSME-DI,Mangalore	080-22861828, 22864281, 22860853 Fax 080-22865202 0824 - 2217696
11.	Other Promotional Agencies		
	Handlooms and Textiles	Asst. Director, Dept. of Handlooms and Textiles, I/E.,	2211656
	KVIB	Karnataka State Khadi & Village Industries Board, Service	2522055
	Industry Associations	District Small Industries Association, Shivalli	2575544

6. Any other information about the district:

Tourism

- **Krishna Temple** - Major sacred site in Udupi.
- **Marawanthe Beach** - The most scenic beaches in Karnataka, The stunning stretch of land of goldensands and blue water is an ideal spot for unwinding.
- **St. Mary's Island Beach** - Located 58 km north of Mangalore, special for the unique formation of basalt rocks which have crystallized into columns and split into vertical hexagonal blocks.
- **Mookambika Temple** - One of the seven pilgrimages created by Parashurama, Kollur. Other Places such as **Kaup Beach, Karkala & Malpe beach.**



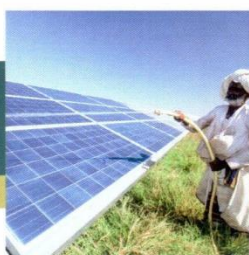
MSME SCHEMES

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

Rajajinagar Industrial Estate, Bengaluru - 560 010, Karnataka, India

T: 080 23151581-82-83 | F: 080 23144506

E: dcdi-bang@dcmsme.gov.in | W: www.dcmsme.gov.in

For more details visit our website:

www.msmedibangalore.gov.in