



Government of India
Ministry of MSME

Brief Industrial Profile of WAYANAD District **2015-16**



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

Carried out by

MSME - Development Institute, Thrissur

(Ministry of MSME, Govt. of India,
Kanjany Rd, Ayyanthole P.O., Thrissur.

Phone: 0487- 2360536, 2360686, 2360638

Fax: 0487 - 2360216 e-mail:

dcdi-thrissur@dcmsme.gov.in

Web- msmedithrissur.gov.in

FOREWORD

MSME-DI, Thrissur, as part of its activities has prepared the District Industrial Profile of Wayanad District during 2015-16. The objective to prepare the Industrial Profile of Wayanad 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 Wayanad District and also for academicians / research scholars.

I take this opportunity to express my gratitude to DIC, Wayanad, 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 Smt. C.S.Anusha, Asst Director(E.I.) of this institute for their hard work in bringing out the report in this form.


(P.V.Velayudhan)
Director

22.06.2016
Thrissur

CONTENTS

S. No.	Topic	Page No.
1.	General Characteristics of the District	3
1.1	Location & Geographical Area	3
1.2	Topography	3
1.3	Availability of Minerals.	3
1.4	Forest	4
1.5	Administrative set up	4
2.	District at a glance	5-7
2.1	Existing Status of Industrial Area in the District Wayanad	8
3.	Industrial Scenario Of Wayanad	9
3.1	Industry at a Glance	9
3.2	Year Wise Trend Of Units Registered	9
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	10
3.4	Large Scale Industries / Public Sector undertakings	10
3.5	Major Exportable Item	10
3.6	Growth Trend	10
3.7	Vendorisation / Ancillarisation of the Industry	10
3.8	Medium Scale Enterprises	11
3.8.1	List of the units in Wayanad & near by Area	11
3.8.2	Major Exportable Item	11
3.9	Service Enterprises	11
3.9.1	Potentials areas for service industry	11
3.10	Potential for new MSMEs	11
4.	Existing Clusters of Micro & Small Enterprise	12
4.1	Detail Of Major Clusters	12
4.1.1	Manufacturing Sector	12
4.1.2	Service Sector	12
4.2	Details of Identified cluster	12
5.	General issues raised by industry association during the course of meeting	13
6	Steps to set up MSMEs	14-18

Brief Industrial Profile of WAYANAD District

1. General Characteristics of the District

1.1 Location & Geographical Area.

Nestled among the mountains of the western Ghats lies Wayanad which can be considered as the biggest hill station of Kerala State. This Green paradise located at a distance of 76 kms from the coast of Kozhikode lies at a height of 700-2100 m above the sea level.

1.2 Topography

This district has a varying topography which includes hilly areas, valleys as well as meadows. The climate also changes drastically depending on the geography and altitude

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2015-16

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2015-2016
MAJOR MINERAL		
1.	NIL	NIL
MINOR		
1.	.GRANITE BUILDING STONE	965950
2.	LATRITE BUILDING STONE	NIL
3.	ORDINARY SAND	33016
4.	ORDINARY EARTH	226546
5.		

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

The total area of the district = 212966 hectares

The total area of the forest in the district = 78787 hectares

1.5 Administrative set up.

Kalpetta is the headquarters of the Wayanad District Administration with Civil Station and other main offices. For the smooth running of the revenue administration, the district is divided into three taluks, namely Sulthan Bathery, Vythiri and Mananthavady. There are 49 villages under these taluks.

The Wayanad District Panchayat office functions at Kalpetta near Civil Station. There are four Block Panchayats and 25 Grama Panchayats in this district. The block panchayats are:- (1) Sulthan Bathery, (2) Kalpetta, (3) Panamaram and (4) Mananthavady. Kalpetta is the only Municipality in Wayanad District

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
A)	Geographical Data			
	i) Latitude	2014-15		11° 37' 30"
	ii) Longitude			76° 05' 15"
	iii) Geographical Area		Hectares	212966
(B)	Administrative Units	2014-15	no	
	i) Sub divisions	2014-15		1
	ii) Tehsils			3
	iii) Sub-Tehsil			-
	iv) Patwar Circle			-
	v) Panchayat Simitis			-
	vi)Nagar nigam			-
	vii) Nagar Palika			1
	viii) Gram Panchayats			25
	xi) Revenue villages			49
	x) Assembly Area			3
2.	Population			
(A)	Sex-wise			
	i) Male	2011		401314
	ii) Female	2011		415244
(B)	Rural Population	2011		784981
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2014-15	Hectares	171340
	ii) Forest cover	2014-15	"	78787
	iii) Non Agriculture Land	2014-15	"	11135
	v) Barren& Uncultivable land	2014-15	"	59
4.	Forest			
	(i) Forest	2014-15		78787

			Hectares	
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2012	Nos.	72709
	ii) Buffaloes	2012	Nos.	5083
B.	Other livestock			
	i) Goats	2012	Nos.	35139
	ii) Pigs	2012	Nos.	3536
	iii) Dogs & Bitches	2012	Nos.	32479
	iv) Railways			
	i) Length of rail line	2014-15	Kms	NIL
	V) Roads			
	(a) National Highway	2014-15	Kms	55
	(b) State Highway	2014-15	Kms	128.955
	(c) Main District Highway	2014-15	Kms	900.350
	(d) Other district & Rural Roads	2010-11	Kms	79.50
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	4260.72
	(f) Kachacha Road		Kms	NA
	(VI) Communication			
	(a) Telephone connection	2015-16		29807
	(b) Post offices	2014-15	Nos.	162
	(c) Telephone center/ EXC	2015-16	Nos.	36
	(d) Density of Telephone	2015-16	Nos./1000 person	36.46
	(e) Density of Telephone	2015-16	No. per sq.km.	13.99
	(f) PCO Rural	2015-16	No.	NA
	(g) PCO STD	2015-16	No.	NA
	(h) Mobile	2015-16	No.	NA

(VII) Public Health			
(a) Allopathic Hospital	2014-15	No.	4
(b) Beds in Allopathic hospitals		No.	710
(c) Ayurvedic Hospital		No.	3
(d) Beds in Ayurvedic hospitals		No.	170
(e) Unani hospitals		No.	1
(f) Community health centers		No.	9
(g) Primary health centers		No.	14
(h) Dispensaries		No.	4
(i) Sub Health Centers		No.	32
(j) Private hospitals		No.	17
(VIII) Banking commercial			
(a) Commercial Bank	2014-15	Nos.	115
(b) rural Bank Products		Nos.	28
(c) Co-Operative bank products		Nos.	45
(d) PLDB Branches		Nos.	3
(IX) Education			
(a) Primary school		Nos.	111
(b) Middle schools		Nos.	74
(c) Secondary & senior secondary schools		Nos.	67
(d) Colleges		Nos.	7
(e) Technical University		Nos.	0

Source: Census 2011, Economic Review 2015(Kerala), Livestock Census:2012, Official Website of Wayanad District, Agricultural statistics 2014-15, Panchayath level Statistics of Wayanad district 2011

2.1 Existing Status of Industrial Areas in the District WAYANAD(as on 31/03/2016)

S. No.	Name of Ind. Area	Land acquired (In acre)	Land developed (In acre)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	KINFRA SMALL INDUSTRIES PARK KALPETTA	50	50	18180 per cent	-	33	-	18
2	MINI INDUSTRIAL ESTATE, SULTHAN BATHERY under SIDCO	1 acre	1 acre		14	14		14
3								
4								
5								
6								
7								
8								
9								
10								
11								
	Total	1.5acre	1.5acre		14	47		32

3. INDUSTRIAL SCENERIO OF WAYANAD(as on 31.03.2016)

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	2530
2.	TOTAL INDUSTRIAL UNIT	NO.	NA
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	3
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	5
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	148
6.	NO. OF INDUSTRIAL AREA	NO.	1 (KINFRA)
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	74146.5
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	7400

Source:DIC, Wayanad

3.2 YEAR WISE TREND OF UNITS REGISTERED(as on 31/03/2016)

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2006-07	62	663	263.54
	2007-08	157	1049	773.39
	2008-09	258	1663	1573.85
	2009-10	202	1155	1497.14
	2010-11	202	1147	1458.55
	2011-12	372	1757	3248.54
	2012-13	368	1690	3296.74
	2013-14	336	1484	3454.68
	2014-15	389	1776	4732.07
	2015-16	184	777	911.04
	Total	2530	13161	21209.54

Source: DIC WAYANAD

3.3. DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (AS ON 31/3/2016)

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	581	3167.27	2790
26.	Ready-made garments & embroidery	310	754.15	1486
27.	Wood/wooden based furniture	357	2671.15	2092
28.	Paper & Paper products	24	138.19	108
29.	Leather based	21	439.30	180
31.	Chemical/Chemical based	91	735.74	769
30.	Rubber, Plastic & petro based	61	345.29	235
32.	Mineral based			
33.	Metal based (Steel Fab.)	288	1140.53	1126
35.	Engineering units	220	1455.11	1462
36.	Electrical machinery and transport equipment	132	1250.07	728
97.	Repairing & servicing	173	1176.38	733
01	Others	272	7935.56	1452
	Total	2530	21208.74	13161

3.4 Large Scale Industries / Public Sector undertakings

NIL

3.5 Major Exportable Item

Spices

3.6 Growth Trend

POSITIVE

3.7 Vendorisation / Ancillarisation of the Industry

Scope for ancillary units under bamboo products.

3.8. Medium Scale Enterprises(as on 31/03/2016)

3.8.1 List of the units in WAYANAD & Near By Area

Sl. No.	Name of the Unit	Sector Public/Pvt.	Investment (in Lakhs)	Employment
1	CBM Enterprises	Pvt.	500 lakhs	21
2	Wayanad Social Service Society	Pvt.	600 lakhs	62
3	Bhramagiri Development Society	Society	800 lakhs	65

Source: DIC WAYANAD

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

Serial No	Activity	Potentials
1	Vehicle Servicing	There are many technically qualified candidates for this industry
2	Tailoring	A very large number of female workforce has sound knowledge of stitching

3.10 Potential for new MSMEs

- 1) Potential for craft goods like bamboo product
- 2) Agro Food Processing Sector

4.1 DETAIL OF MAJOR CLUSTERS

N I L

4.1.1 Manufacturing Sector : nil

4.1.2 Service Sector : nil

4.2 Details for Identified cluster – Not Applicable

Name of the cluster

1	Principal Products Manufactured in the Cluster	
2	Name of the SPV	
3	No. of functional units in the clusters	
4	Turnover of the Clusters	
5	Value of Exports from the Clusters	
6	Employment in Cluster	
7	Average investment in plant & Machinery	
8	Major Issues / requirement	
9	Presence of capable institutions	
10	Thrust Areas	
11	Problems & constraints	

Present status of the cluster :-

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. Banks are often not willing to enable CGTMSE facility to the entrepreneurs
3. Lack of infrastructure
4. Frequent power failures

6. 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 Units under UAM	The Director, 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. dcidi-thrissur@dcmsme.gov.in , website: www.msmedithrissur.gov.in Ph. 0487-2360536/0487-2360686
		The General Manager Dist.IndustriesCentre,Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485 ,Fax: 202485 E-Mail: dic_wyd@bsnl.in
	Website for UAM Registration	udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx
2	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	The Director, 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. dcidi-thrissur@dcmsme.gov.in , website: www.msmedithrissur.gov.in Ph. 0487-2360536/0487-2360686
3	Land and Industrial shed	The General Manager Dist.IndustriesCentre,Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485 ,Fax: 202485 E-Mail: dic_wyd@bsnl.in
		The Director,Directorate of Industries and Commerce, Vikas Bhavan PO, Thiruvananthapuram,Kerala, Phone: 0471-2302774/Fax. 0471-2305493, www.keralaindustry.org/Promotion DI&C.htm

		SIDCO, Shanthinagar, Thiruvananthapuram-695001, Ph.+91-471-322046/0471-330904, www.keralaindustry.org/promotional, The 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 The 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), Wayanad 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, 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 Govt. Supply	The State Trading Corporation of India Ltd. (KSHB) Office Complex, 4th Floor,Panampilly Nagar, Kochi- 682036, INDIA. Phone : +91-484-2321470, 2311450, 2315081 Fax : +91-484-2322909 E-mail : cochin@stc.gov.in

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, Wayanad
8	Technical Know-how.	The General Manager Dist. Industries Centre, Muttill.P.O., Kalpatta, Wayanad-673 122, +91- 4936-202485, Fax: 202485 E-Mail: dic_wyd@bsnl.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@dcmsme.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	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 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 KITCO Limited, PB No. 1820, Ravipuram,M.G. Road, Cochin-682016, website: www.kitco.in

		Manager-Business Development, Techno park Campus,Thiruvananthapuram-695581,Ph. 0471- 2700 222,e.mail: response@technopark.org
12	Other Relevant Websites	www.msme.gov.in www.dcmsme.gov.in www.dic.kerala.gov.in udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx