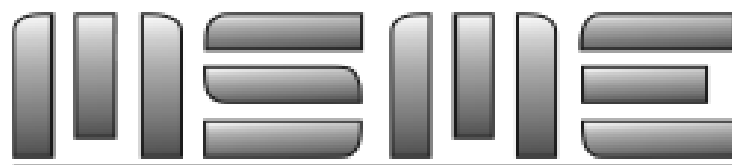




सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Balasore District



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

Carried out by

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BRIEF INDUSTRIAL POTENTIALITY SURVEY REPORT OF BALASORE DISTRICT

1. General Characteristics of the District:

Balasore district was part of the ancient Kalinga which later became a territory of Toshala or Utkal, till the death of Mukunda Dev. It was annexed by Moghuls in 1568 and remained as a part of their suzerainty up to the middle of eighteenth century, to be precised up to 1750-51. Then the Marahattas occupied this part of Odisha and it became a part of the dominion of the Marahatta Rajas of Nagpur. The East India Company ceded this part through a treaty called treaty of Deogaon in 1803 and it became a part of Bengal Presidency up to 1912. But the first English Settlement came into existence in Balasore region in 1634 while Sahajahan was the emperor at Delhi. The first of English factories was established in this region in 1640. During this period Dutch and Danish settlements were also founded in this region. Balasore as a separate district was created in October, 1828 while it was in the Bengal Presidency. With the creation of Bihar province, Odisha was diverted along with Balasore district from Bengal to Bihar. But with the creation of Odisha as a separate State on 1st April, 1936 Balasore became an integral part of Odisha State. The national movement of independence surged ahead with the visit of Mahatma Gandhi in 1921. Similarly Praja Andolan was initiated against the ruler of Nilagiri State. The state of Nilagiri merged with state of Odisha in January, 1948 and became a part of Balasore district. In 3rd April, 1993 Bhadrak Sub-division became a separate district and from this day Balasore remains a district of Odisha with two Sub-divisions namely Balasore and Nilagiri having 7 Tahasils namely Balasore, Soro, Simulia, Nilagiri, Jaleswar, Basta & Baliapal and 12 Blocks namely Bhograi, Jaleswar, Baliapal, Basta, Balasore, Remuna, Nilagiri, Oupada, Khaira, Soro & Bahanaga. The name of the district is being derived from the name of the town, which is old and important. The name Balasore is recognized from the Persian word BALA-E-SHORE which means "TOWN IN THE SEA". The historical legend ascribes that the district has been named as per the LORD BANESHWAR (LORD SHIVA) of the town, which subsequently changed to Balasore during Mughal Rules.

1.1 Location & Geographical Area:

Balasore is one of the coastal district of Odisha lies on the northern most part of the state having 21° 03' to 21° 59' North latitude and 86° 20' to 87° 29' East longitude. Geographical Area of the district 3634 Sq. Kms. Midnapore district of West Bengal is in its North, The Bay of Bengal is on the East and Bhadrak district lies on the South whereas Mayurbhanj & Keonjhar district are on its western side.

1.2 Topography:

Balasore district consists of a stripe of alluvial land lying between the sea and hills which rises from western boundary. The stripe varies in breadth from north to south. Along the coastal-belt the land which is impregnated with salt and cyclonic tides are unfit for cultivation. The western portion which runs along the foot of the hills is full of Forest. The lands between these two extreme zones are fertile and arable constitute the greater part of the district. This area is watered ascending from North to South by the river and canal systems like Subarnarekha, Hanspura, Sartha, Pachapura, Budhabalanga, Kansbansa and Salandi Canal etc.

1.3 Availability of Minerals:

Minerals like soft stones, limestone, stone chips are available in the district, which are mainly used in industrial units in the district. The huge deposits of granite stones at Nilgiri provides tremendous scope for development of few more industries based on this resources. Except these, no minerals in large quantity which can be explored for commercial purpose found in the district.

1.4.1 Forest:

The total forest area in the district is estimated to be 332.21 Sq.kms. An area of 202.69 Sq.km is reserved forest area, which is mainly spread in the Nilgiri Sub-division. The major forest produces of the district are timber, firewood, bamboo and sal seed. Important minor forest produces are Myrabalan, Sunari Barks, Arjuna Barks, Karanja Seeds, Need Seeds and Mahua Seeds, Mahua Flower, Tamarind, Siali Leaves, Sabai Grass, Mushroom, Sal leaves etc. are available in the district.

1.5 Administrative set up:

Baleswar city is the Divisional headquarter of Balasore District. For administrative purpose the district has been divided into 02 Sub Division, 12 Tehsils, 12 CD Blocks, 01 Municipality and 03 N.A.Cs. There are 289 Gram Panchayats, 2587 Inhabited Villages and 365 uninhabited villages. Also 08 Nos. of Assembly Constituencies falls in the district.

01. Sub Division-02 (Balasore & Nilagiri)
02. Tehsils-12
03. CD Blocks-12 (Bahanaga, Balasore, Baliapal, Basta, Bhograi, Jaleswar, Khaira, Nilagiri, Oupada, Remuna, Simulia, Soro)
04. No. of Municipality-01 (Balasore)
05. No. of NACs-03 (Jaleswar, Nilagiri & Soro)
06. Census Villages-2952(Both Inhabited & Uninhabited)
07. Gram Panchayats-289
08. No. of Police Station including Mahila P.S-23

2. District at a glance:

| Sl. No. | Particular | Year | Unit | Statistics |
|---------|------------------------------|------|---------|------------------------|
| 1 | Geographical features | | | |
| (A) | Geographical Data | | | |
| | i) Latitude | | Degree | 21°03' to 21°59' North |
| | ii) Longitude | | Degree | 86°20' to 87°29' East |
| | iii) Geographical Area | | Sq. Kms | 3,806 |
| (B) | Administrative Units | | | |
| | i) Sub divisions | 2012 | No. | 2 |
| | ii) Tehsils | 2012 | No. | 12 |
| | iii) Sub-Tehsils | 2012 | No. | - |
| | iv) Patwar Circle | 2012 | No. | - |

| | | | | |
|-----|---|------------|-------------|----------|
| | v) Panchayat Samitis(CD Blocks) | 2012 | No. | 12 |
| | vi) No. of Municipalities & Corporation | 2012 | No. | 1 |
| | vii)No. of NACs | 2012 | No. | 3 |
| | viii) Gram Panchayats | 2012 | No. | 289 |
| | ix) Census villages(Both Inhabited & Uninhabited) | 2012 | No. | 365 |
| | x) Assembly Area | 2012 | No. | 8 |
| 2 | Population(2011 Census Provisional) | | | |
| (A) | Sex-wise | | | |
| | i) Male | 2011 | '000 | 1,184 |
| | ii) Female | 2011 | '000 | 1,133 |
| (B) | Rural Population | 2011 | '000 | 2,064 |
| 3 | Agriculture | | | |
| | Land utilization | | | |
| | i) Total Area | 2010-11 | '000 hectre | 381 |
| | ii) Forest cover | 2010-11 | '000 hectre | 33 |
| | iii) Non Agriculture Land | 2010-11 | '000 hectre | 33 |
| | iv) Barren & Un-Culturable land | 2010-11 | '000 hectre | 10 |
| 4 | Forest | | | |
| | (i) Forest | 2010-11 | '000 hectre | 33 |
| 5. | Livestock & Poultry | | | |
| A | Cattle | | | |
| | i) Cows (Indigenous & Cross Bred) | 2003 | No | 4,32,571 |
| | ii) Buffaloes | 2003 | No | 4,385 |
| | Other livestock | | | |
| | i) Goats | 2003 | No | 3,44,604 |
| | ii) Pigs | 2003 | No | 18,235 |
| | iii) Sheep | 2003 | No | 9,558 |
| | iv) Poultry | 2003 | No | 8,91,164 |
| | Railways | | | |
| | i) Length of rail line | 2009-10 | Km | 115 |
| | V) Roads | | | |
| | (a) National Highway | 2010-11 | Km | 119 |
| | (b) Express highway | 2010-11 | Km | - |
| | (c) State Highway | 2010-11 | Km | 31 |
| | (d) Major District Road | 2010-11 | Km | 189 |
| | (e) Other District Road | 2010-11 | Km | 327 |
| | (f) Rural road | 2010-11 | Km | 1,192 |
| | (g) G.P. Road | 2009-10(P) | Km | 4,282 |

| | | | | |
|--|--|---------------------|----|------------------------------------|
| | (h) Panchayat Samiti Road | 2010-11 | Km | 1,360 |
| | (f) Forest Road | 2010-11 | Km | 82 |
| | (VI) Communication | | | |
| | (a) Telephone connection | | | 55,049* |
| | (b) Post offices | As on 31.03.2011 | | 502 |
| | (c) Telephone center | | | - |
| | (d) Density of Telephone | | | - |
| | (e) Density of Telephone | | | - |
| | (f) PCO Local | (As on 31.03.12) | | 532* |
| | (g) PCO STD | (As on 31.03.12) | | 1,586* |
| | (h) Mobile | (As on 31.03.12) | | 2,44,120* |
| | (VII) Public Health | | | |
| | (a) Allopathic Hospital | 2010-11 | No | 87 |
| | (b) Beds in Allopathic hospitals | 31.03.2011 | No | 636 |
| | (c) Ayurvedic Hospital | 2010-11 | No | 23 |
| | (d) Beds in Ayurvedic hospitals | | No | - |
| | (e) Homoeopathic hospitals | | No | 32 |
| | (f) Community health centers | 31.03.2011 | No | 16 |
| | (g) Primary health centers | 31.03.2011 | No | 68 |
| | (h) Dispensaries | 31.03.2011 | No | - |
| | (i) Sub Health Centers | 31.03.2011 | No | 275 |
| | (j) Private hospitals | 31.03.2011 | No | 5 |
| | (k) Mobile Health Unit | 31.03.2011 | No | 2 |
| | (VIII) Banking commercial | As on 31.03.2011 | | |
| | (a) Commercial Bank Branches | -do- | No | 83 (Public Sector)+8 (Pvt. Sector) |
| | (b) Regional Rural Bank Branches | -do- | No | 44 |
| | (c) Co-Operative bank Branches | -do- | No | 21 |
| | (d) PLDB Branches | -do- | No | - |
| | (IX) Education | | | |
| | (a) Primary school | 2010-11 | No | 2,156 |
| | (b) Middle schools (Upper Primary) | 2010-11 | No | 1142 |
| | (c) Secondary & senior secondary schools (Junior Colleges) | 2010-11 | No | 606 |
| | (d) Colleges | 2010-11 | No | 35 |
| | (e) Technical University | 2010-11 | No | - |

Source: District at a Glance, 2012, DE&S, Govt. of Odisha, Economic Survey, Odisha, 2012

*Data on Telephone Connection is of Balasore Telecom district which includes Balasore & Bhadrak district.

2.1 Existing Status of Industrial Areas in the Balasore District:

| Sl. No. | Name of Ind. Area/ Estate | Total Land | Allotted | Allotable litigation free land | Land rate/ Acre/ Rs in lakh | Total Shed | Sheds allotted /used otherwise | No. of Units in Production |
|---------|---------------------------|---------------|----------------|--------------------------------|-----------------------------|------------|--------------------------------|----------------------------|
| 01 | Balasore | 31.290 | 20.100 | 0 | 30.00 | 64 | 64 | - |
| 02 | Somanathpur | 458.610 | 454.490 | 40.000 | 10.00 | - | - | - |
| 03 | Balagopalpur | 155.880 | 137.413 | 0.000 | 10.00 | - | - | - |
| 04 | Ganeswarpur | 64.300 | 48.030 | 0.000 | 30.00 | - | - | - |
| 05 | Panpana | 8.000 | 0.012 | 5.988 | 3.00 | - | - | - |
| 06 | Srikona | 39.960 | 7.292 | 0.000 | 5.00 | - | - | - |
| 07 | Bampada | 44.740 | 27.816 | 11.414 | 20.00 | - | - | - |
| 08 | Baliapal | 25.000 | 0.440 | 12.920 | 3.00 | 14 | 2 | - |
| | | 827.78 | 695.593 | 70.322 | 111.00 | 78 | 66 | - |

Source: IDCO, Bhubaneswar

3. INDUSTRIAL SCENERIO OF BALASORE DISTRICT:

3.1 Industry at a Glance:

| Sl. No. | Head | Unit | Particulars |
|---------|--|----------|-------------|
| 1 | Registered industrial unit | No. | 2306 |
| 2 | Total industrial unit(GIP) | No. | 8060 |
| 3 | Registered medium & large unit | No. | 9 |
| 4 | Total employment in small scale industries | No. | 44999 |
| 5 | Employment in large and medium industries | No. | 5624 |
| 6 | No. Of industrial area | No. | 8 |
| 7 | Investment in P&M of small scale industries | In Lakhs | 23448.26 |
| 8 | Investment in P&M of medium & large scale industries | In Lakhs | 177206.66 |

3.2 YEAR WISE TREND OF UNITS REGISTERED (starting from 1984-85 upto 2010-11): Balasore district

| Sl. No. | Year | Number of registered units | Investment (lakh Rs.) | Employment |
|---------|---------|----------------------------|-----------------------|------------|
| Up To | 1984-85 | 414 | 742.9 | 3321 |
| | 1985-86 | 31 | 76.71 | 293 |
| | 1986-87 | 27 | 114.09 | 208 |
| | 1987-88 | 32 | 379.27 | 420 |
| | 1988-89 | 64 | 290.63 | 790 |
| | 1989-90 | 51 | 486.4 | 584 |

| | | | | |
|--------|-----------|------|---------|-------|
| During | 1990-91 | 31 | 238.33 | 325 |
| | 1991-92 | 27 | 71.65 | 185 |
| | 1992-93 | 21 | 124.21 | 275 |
| | 1993-94 | 38 | 211.43 | 385 |
| | 1994-95 | 57 | 155.68 | 467 |
| | 1995-96 | 47 | 237.3 | 512 |
| | 1996-97 | 84 | 285.27 | 513 |
| | 1997-98 | 94 | 316.53 | 559 |
| | 1998-99 | 120 | 558.08 | 844 |
| | 1999-2000 | 101 | 382.08 | 608 |
| | 2000-01 | 103 | 155.55 | 533 |
| | 2001-02 | 111 | 496.18 | 612 |
| | 2002-03 | 112 | 287.15 | 627 |
| | 2003-04 | 139 | 115.39 | 780 |
| | 2004-05 | 142 | 185.7 | 681 |
| | 2005-06 | 150 | 230.34 | 861 |
| | 2006-07 | 62 | 239.38 | 1016 |
| | 2007-08 | 24 | 120.34 | 444 |
| | 2008-09 | 28 | 38.85 | 187 |
| | 2009-10 | 102 | 905.19 | 613 |
| | 2010-11 | 94 | 672.1 | 565 |
| | Total | 2306 | 8116.73 | 17208 |

Source: Directorate of Industries, Odisha

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT:

| NIC Code No. | Type of industry | Number of units | Investment (lakh Rs.) | Employment |
|--------------|---------------------------|-----------------|-----------------------|--------------|
| 20 | Food and allied | 2073 | 6563.76 | 10275 |
| 31 | Chemical & allied | 198 | 1704.97 | 1419 |
| 36 | Electrical & electronics | 59 | 357.86 | 483 |
| 35 | Engineering & metal based | 551 | 2392.74 | 3245 |
| 27 | Forest & wood based | 1129 | 1050.29 | 6480 |
| 32 | Glass & ceramics | 756 | 3113.8 | 9939 |
| 29 | Livestock & leather | 27 | 67.61 | 221 |
| 28 | Paper & paper product | 197 | 465.83 | 894 |
| 30 | Rubber & plastics | 144 | 2393.33 | 1184 |
| 23 | Textiles | 548 | 1094.13 | 2794 |
| 01 | Misc. Manufacturing | 436 | 1202.29 | 1816 |
| 97 | Repairing & servicing | 1942 | 3041.65 | 6249 |
| Total | | 8060 | 23448.26 | 44999 |

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings:

| Sl. No. | Name of the Unit | Name of the produce | Investment (Rs. in lakh) | Employment |
|---------|---|----------------------------------|--------------------------|------------|
| 01 | Birla tyres, Bamapada, Chhanpur | Automobile tyre, tubes and flaps | 39206 | 2452 |
| 02 | Emmami Paper Mills Limited, Balgopalpur Ind. Area | Paper, Printing & Writing | 77000 | 1075 |
| 03 | Ispat Alloys Limited, Balgopalpur Ind. Area | Calcium Silicate | 44606.72 | 618 |
| 04 | B & A Multiwal Packaging Limited, Balgopalpur Ind. Area | Multiwal Paper sacks | 1688 | 33 |
| 05 | Alom extrusion limited, Ganeswarpur Ind. Area, Balasore | Aluminum extruded sections | 4483.74 | 239 |
| 06 | Polar Pharma India Ltd., Somanathpur Ind. Area | Condoms | 4316.85 | 254 |
| 07 | Indane Bottling Plant, Bamapada Chhanpur | LPG bottling | 1100 | 82 |
| 08 | Hydrabad Industries Ltd. , I.A, Somanathapur , Remuna, Balasore | Asbestos | 3100.35 | 105 |

Source: Directorate of Industries, Odisha

3.5 Major Exportable Item: Automobile Tyre, Tubes & Flaps, Paper, Calcium Silicate, Asbestos, Condoms.

3.6 Growth Trend:

As Balasore is situated in between two major PCPIR hub of India, i.e Haldia and Paradeep, Growth of Industries particularly in Plastic Sector has a tremendous scope to prosper in the coming days. The establishment of APPTC, a unit of CIPET also will supply more numbers of skilled personnel to the industries. The proposed ports at Chudamani and ongoing Dhamra port in the nearby district will act as a boost to the industrialization process of the district. Emami Group also has proposed to set up a Cement unit in the district. So, there exists a very good scope for growth of industries in the district.

3.7 Vendorisation/Ancillarisation of the Industry:

A good number of large & medium scale industries operate in the district providing a very good scope for Ancillarization & Vendorization of industries in the district. Also, MSMEs in the district have the scope for supplying their products to large industries situated in nearby districts. Below table gives a bird's eye view of the Ancillarization & Vendorization picture in the district.

DEVELOPMENT OF ANCILLARY AND DOWN STREAM INDUSTRIES IN BALASORE DISTRICT

| Sl. No. | Name of Large Scale Industry | Item purchased | Name of the Supplier |
|------------------------|---|-----------------------------|---|
| 01 | M/s Polar Pharma India Ltd., Somnathpur I.E. Balasore | Strap | M/s Balasore Plastic Prod. Indl. Estate, Balasore. |
| 02 | M/s Birla Tyres, Chhanpur, Bls. | 1. HDPE/PVC pipe & Fittings | M/s ORI PLAST Ltd. O..T.Road,Balasore. |
| | | 2. Nylon strips | M/s Balasore Plastic Prod. Indl. Estate, Balasore. |
| | | 3. HDPE bages | i. Utkal Ply Weave (P) Ltd., Balasore ii. Hena Polypack (P) Ltd., Balasore. |
| | | 4. Conveyor belting | Lenox Belting,Balasore |
| | | 5. Rubber items | M/s Orissa Rubber Prod. O.T.Road, Balasore |
| | | 6. Fabrication | M/s Modern Engg. Balasore. |
| | | 7. Soap solution | M/s Utkal Polymer,Balasore. |
| | | 8. Polythene sheets | M/s Modern Poly pack Ind. Indl.Estate,Balasore. |
| 03 | M/s Emami Paper Mill Ltd. Balgopalpur Indl.Area, Balasore | 1. Steel Furniture | M/s Choudhury Metal Industries. |
| | | 2. Alum/Ferric/Non-Ferric | M/s Dimond Chemicals(P) Ltd. |
| | | 3. Sized Wood | M/s Ganesh Saw Mill |
| | | 4. Stone Chips | M/s Ganesh Stone Prod. |
| | | 5. Hume Pipe | M/s Kalinga Spun pipe |
| | | 6. Acid sulph | M/s L.M.Industries |
| | | 7. Printing item | M/s Navajyoti Printers |
| | | 8. Hume pipe | M/s Nilachal Concrete (P) Ltd. |
| | | 9. HDPE sheet | M/s ORIPOL Ind. Ltd. |
| | | 10. Plastic items | M/s ORIPLAST Ltd. |
| | | 11. Acid Sulph | M/s Rajesh Chemicals |
| 04 | M/s Ispat Alloys Ltd. Balgopal Indl.Area, Balasore | 1. Rubber membranes | M/s Orissa Rubber Prod O.T. Balasore |
| | | 2. HDPE bags | M/s Oripol Inds. Ltd. Remuna, Balasore M/s Hena poly Prod.(P) Ltd., Ganeswarpur, Balasore. |
| DOWN STREAM INDUSTRIES | | | |
| 01 | M/S Birla Tyres Chhanpur, Balasore | 1. Fly Ash | Fly Ash Brick M/s Kalinga Fly ash Bricks, Nuti, Balasore |
| | | 2. Rubber trimming | Crusher Unit |
| | | 3. Packing Wood | Packing Box |
| | | 4. Rubber compound | Rubber mat |

| | | | |
|----|--|------------------|---|
| 02 | M/s Emami Paper Mill Ltd. Balgopalpur Indl. Area, Balasore | 1. Paper sludges | Sun Dry paper Board/ Mill Board PRC issued to M/s Star paper Board and Sunny paper Board |
| | | 2. Fly Ash | Fly Ash Bricks M/s Kalinga Fly ash Bricks |

Source: DIC, Balasore

3.8. Medium Scale Enterprises

3.8.1 List of the units in BALASORE & Near By Area:

01. Jai Kishan Mall Jute Product Ltd., Rupsa, Balasore.

3.8.2 Major Exportable Item: Nil

3.9.1 Service Enterprises:

01. Repair of Electrical & Electronics Home Appliances
02. Nursing Home/ Clinic
03. Diagnostic Lab/ Pathological Test Centres
04. Cyber Café, DTP Centres
05. Laundry/Dry Cleaners
06. Tyre Resoling
07. Beauty Parlour / Ayurvedic health Treatment Clinic/Gym
08. Automobile Repairing
09. Hotels, restaurants
10. Travel Agencies
11. Diesel Pumpset Repairing
12. Tailoring

3.9.2 Potentials areas for service industry:

The district of Balasore is industrially very well developed today. The potential for service industry in the district is immense as the district has been bestowed with many beautiful scenic spots. Large forest areas and long coastal line attracts many tourists from the state capital, other parts of the state as well as from neighbouring state i.e. West Bengal. So, service industries like hotels & restaurants have a good scope to come up. Similarly, Tours & Travels is having a great scope in the district as it can cater to the needs of the tourists.

3.10 Potential for new MSMEs

01. Rice Mill
02. Ayurvedic Medicine Pharmacy
03. Mushroom Spawn
04. Leaf Cup & Plates
05. Small Hotels & Restaurants
06. Squash, Juice, Pickle, Jam and Jelly, etc. of different fruits
07. Diversified jute Products

08. Coir Products
09. Cattle & Poultry Feed
10. Cold Storage
11. Ice Plant
12. Dry fish & Marine fish Pickle Manufacturing
13. Leaf Plates & Cups
14. Wood Carving / Wood Furniture Manufacturing
15. Cane Furniture
16. Stone Carving Units
17. Granite stone polishing
18. Mineral water
19. Plastic Items like Disposable syringes, containers, crates etc
20. Printing Press
21. Steel Furniture
22. Vehicle Body Building
23. UPS / Voltage Stabilizer Manufacturing
24. Fish/Prawn Processing Units
25. PVC Pipes
26. Fly Ash Bricks
27. Ayurvedic Formulation for mosquito repellent gel
28. Agricultural Implements Manufacturing Particle Board from Rice Husk.

4. Existing Clusters of Micro & Small Enterprise:

Name of the Cluster: Leaf Cup & Plates, Basta-Rupsa, Balasore

| | | |
|---|--|--|
| 1 | Principal Products Manufactured in the Cluster | Leaf Cup & Plates |
| 2 | Name of the SPV | - |
| 3 | No. of functional units in the clusters | 150 +312 processing units |
| 4 | Turnover of the Clusters | 100Cr |
| 5 | Value of Exports from the Clusters | - |
| 6 | Employment in Cluster | 1375 direct+1115 indirect |
| 7 | Average investment in plant & Machinery | 30000/- |
| 8 | Major Issues / requirement | a) High cost of raw material b) High cost of transportation c) Poor linkage with bankers/Financial Institutions for credit d) Absence of social capital like Association, SHG etc. e) Irregular power supply |

| | | |
|----|----------------------------------|---|
| 9 | Presence of capable institutions | DIC, Balasore |
| 10 | Thrust Areas | 1) Development of more value added products 2) Technology upgradation 3) Development of common storage facility 4) Common procurement of raw material 5) Effective marketing strategy |
| 11 | Problems & constraints | a) Competition from other similar products like thermo cool cup & plates b) Dwindling of forest coverage in the region. |

Name of the Cluster: Plastic Cluster, Balasore

| | | |
|----|--|---|
| 1 | Principal Products Manufactured in the Cluster | PVC, HDPE, uPVC, CPVC pipes & fittings, LLDPE water tanks etc. |
| 2 | Name of the SPV | Balasore Chamber of Commerce & Industry(BCIC) |
| 3 | No. of functional units in the clusters | 28 |
| 4 | Turnover of the Clusters | 150crores |
| 5 | Value of Exports from the Clusters | - |
| 6 | Employment in Cluster | 1600 |
| 7 | Total investment in plant & Machinery | 60crores |
| 8 | Major Issues / requirement | a) Technology-product design indigenous b) Marketing issues c) Organizational issues |
| 9 | Presence of capable institutions | DIC, Balasore Balasore Chamber of Industries & Commerce All orissa PVC pipes manufacturers association All orissa woven sacks manufacturers Association CIPET |
| 10 | Thrust Areas | a) Setting up of CFC b) Strengthening of Association c) Exposure visit to understand better technology |

| | | |
|----|------------------------|--|
| 11 | Problems & constraints | a) Air connectivity is not there b) Rly station is underdeveloped c) Low voltage d) Non availability of testing facility e) Absence of common procurement of raw material f) Repair & maintenance cost of machines is very high due to complexity of machines g) Unskilled work force h) Quality i) Infrastructure of industrial estate is poor j) Ground water level depleting k) Rise in raw material prices l) Rapid change in technology m) Availability of low grade substitutes at low cost threatening the market |
|----|------------------------|--|

Present Status of the Cluster: DIC, Balasore to be associated with the SPV for proper implementation of Soft activities.

In the district there is also the scope of taking up of ready to eat Sea food & Rice Cluster

Craft Cluster in Balasore district:

| District | Location | Craft | No. of Artisans Engaged |
|----------|----------------|---------------|-------------------------|
| Balasore | Balasore | Lacquer Work | 60 |
| | Soro/Balugadia | Stone Carving | 150 |
| | Kantabonia | Paddy Craft | 45 |

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

- a) Non availability of Skilled & Technical Manpower
- b) Inadequate Finance. Bank is asking for full collateral security for loan
- c) Complexity of procedure in issuing VAT exemption certificate.
- d) Single window system is ineffective
- e) Problems with EPM on rate contract
- f) Delay in getting the incentives from the Govt.

| | |
|---|--------------------------------|
| V. Tech. & quality up gradation support | - |
| VI. ICT | 01 Seminar will be organized . |
| VII. Bar Code | 01 Seminar will be organized . |
| VIII. IPR | - |
| IX. Incubator scheme | - |

*Above programme has been proposed & will be conducted subject to availability of sanction.

8. STEPS TO SET UP MSMEs:

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSEs. So, 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. | Provisional Registration Certificate (EM-I) & Permanent Registration Certificate (EM-II) | <ul style="list-style-type: none"> Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack. General Manager, DIC, Balasore. |
| 2. | Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports | <ul style="list-style-type: none"> MSME Development Institute, Vikash Sadan, College Square, Cuttack |
| 3. | Land and Industrial shed | <ul style="list-style-type: none"> MD, IDCO, IPICOL House, Janpath, Bhubaneswar |
| 4. | Financial assistance | <ul style="list-style-type: none"> MD, OSFC, OMP Square, Cuttack MD, IPICOL, Janpath, Bhubaneswar Director, KVIC, 6, Budha Nagar, Bhubaneswar Secretary, KVIB, Near Rupali Square, Bhubaneswar General Manager, NABARD, Nayapalli, Bhubaneswar General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar Nationalized Banks |
| 5. | For raw materials under Govt. supply | <ul style="list-style-type: none"> M.D, OSIC, Khapurja Industrial Estate, Cuttack |
| 6. | Plant and machinery under hire/purchase basis | <ul style="list-style-type: none"> Regional Manager, NSIC, Abdul Hamid Street, Kolkata Sr. Branch Manager, NSIC, Link Road, Cuttack |

| | | |
|-----|-----------------------------|--|
| 7. | Power/Electricity | <ul style="list-style-type: none"> Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar Chairman, NESCO, Balasore. |
| 8. | Technical Know-how | <ul style="list-style-type: none"> Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003 |
| 9. | Quality & standard | <ul style="list-style-type: none"> Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003 |
| 10. | Marketing/Export assistance | <ul style="list-style-type: none"> Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar. Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar Sr.Branch Manager, NSIC, Link Road, Cuttack. |
| 11. | Other Promotional Agencies | <ul style="list-style-type: none"> MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar Dy. Director, Agriculture, Balasore. Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar Dy. Director, Horticulture, Balasore Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar Asst. Director of Textiles, Balasore. Director of Fisheries, Jobra, Cuttack Coconut Development Board, Nayapalli, Bhubaneswar Coir Board, Jagamara, Bhubaneswar Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharapur, Bhubaneswar |