



**Government of India  
Ministry of MSME**

## **Brief Industrial Profile of Bhadrak District**



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

Carried out by

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## **Brief Industrial Profile of Bhadrak District**

### **1. General Characteristics of the District:**

Bhadrak having a rich heritage and history derives its name as legend has it, from the Goddess Bhadrakali whose temple stands on the bank of the river Salandi. This district is bounded by Balasore district in the north, Jajpur district and river Baitarani is in the south, Keonjhar district is in the west and Bay of Bengal and Kendrapada district is in the east. *Bhadrak* is an ancient land noted in legends dating from the age of the puranas, contributing to Odisha's maritime & agrarian prosperity, trade and commerce down the ages and recorded in History. After the British occupation of Odisha, Cuttack and Balasore constituted one of the two administrative divisions, in June 1804. In 1828 when Balasore was made a separate District, Bhadrak become one of its Sub-Division with an Assistant Magistrate cum Deputy Collector as the Sub-Divisional Head, while the Munsif Court remained in Jajpur until 1901. *Finally, Bhadrak* subdivision of the undivided Balasore district became a new district on 1st april'1993. vide Goverement in Revenue Department Notification No. DRC-44/93.14218/R dated 27th March 1993.

#### **1.1 Location & Geographical Area:**

The district is situated between Balasore district in the north, Jajpur & Kendrapara district in the south. It also extends in the west up to keonjhar district and in the east upto the Bay of Bengal. The headquarter Bhadrak town is situated 125 km away from the state capital, Bhubaneswar. The geographical area of the district is 2505 sq.km.

#### **1.2 Topography:**

This district is divided in to three zones according to its soil condition.1. Saline Soil, 2. Alluvial Soil 3. Sandy Soil. This district is naturally divided into two well-designed tracks. 1. The salt tracks along the coasts which is not arable 2.The arable track, which is called the granary of the state. As per the agro climatic condition of the district the areas may be divided into four zones. a) Rain fed Zone, b) Perennial irrigated Zone, c) Flooded Zone d) Saline Zone.

#### **1.3 Availability of Minerals:**

No minerals in large quantity which can be explored in commercial purpose found in the district.

## 1.4 Forest:

The total forest area in the district is estimated only to be 31. 41 sq .kms. The area is mostly situated in northern and southern part of the district. The district is having scattered mangrove forest, which play very important role in checking the high tide of the sea and maintaining ecological balance. The major forest produces of the district are timber firewood, bamboo, etc. the low patch of forest area has been degraded due to scarcity of fuel of the rural people and most of the trees are cut down for fire wood and fodder purposes.

## 1.5 Administrative set up:

Bhadrak town is the Divisional headquarter of Bhadrak District. For administrative purpose the district has been divided into 1 Sub Division, 7 Tehsils (Basudevpur, Bonta, Bhadrak, Chandbali, Dhamnagar, Tihidi & Bhandaripokhari), 7 CD Blocks.

01. Sub Division-01
02. Tehsils-07
03. CD Blocks-07
04. Gram Panchayats-193
05. No. of NACs-01
06. Census Villages-1311(Both Inhabited & Uninhabited)
07. No. of Police Station including Mahila P.S-15
08. No. of Assembly Constitutencies-5 (Bhandaripokhari, Bhadrak, Dhamnagar, Chandbali & Basudebpur)

## 2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude		Degree	21° 4' North
	ii) Longitude		Degree	86° 30' East
	iii) Geographical Area		Sq. Kms	2505

(B)	<b>Administrative Units</b>			
	i) Sub divisions	2012	No.	1
	ii) Tehsils	2012	No.	7
	iii) Sub-Tehsils	2012	No.	-
	iv) Patwar Circle	2012	No.	-
	v) Panchayat Samitis(CD Blocks)	2012	No.	7
	vi) No. of Municipalities & Corporation	2012	No.	1
	vii) No. of NACs	2012	No.	1
	viii) Gram Panchayats	2012	No.	193
	ix) Census villages(Both Inhabited & Uninhabited)	2012	No.	1311
	x) Assembly Area	2012	No.	5
2	<b>Population(2011 Census Provisional)</b>			
(A)	Sex-wise			
	i) Male	2011	'000	761
	ii) Female	2011	'000	746
(B)	Rural Population	2011	'000	1321
3	<b>Agriculture</b>			
	Land utilization			
	i) Total Area	2010-11	'000 hectre	250
	ii) Forest cover	2010-11	'000 hectre	10
	iii) Non Agriculture Land	2010-11	'000 hectre	33
	iv) Barren & Un-culturable land	2010-11	'000 hectre	01
4	<b>Forest</b>			
	(i) Forest	2010-11	'000 hectre	10
5.	<b>Livestock &amp; Poultry</b>			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2007	No	307247
	ii) Buffaloes	2007	No	15514
	Other livestock			
	i) Goats	2007	No	162923
	ii) Pigs	2007	No	8396
	iii) Sheep	2007	No	10193
	iv) Poultry	2007	No	368851
	<b>Railways</b>			
	i) Length of rail line	2009-10	Km	28
	<b>V) Roads</b>			
	(a) National Highway	2010-11	Km	40
	(b) Express highway	2010-11	Km	-
	(c) State Highway	2010-11	Km	114
	(d) Major District Road	2010-11	Km	125
	(e) Other District Road	2010-11	Km	98

	(f) Rural road	2010-11	Km	834
	(g) G.P. Road	2009-10(P)	Km	5335
	(h) Panchayat Samiti Road	2010-11	Km	226
	(f) Forest Road	2010-11	Km	0
	<b>(VI) Communication</b>			
	(a) Telephone connection		No	55,049*
	(b) Post offices	As on 31.03. 2011	No	319
	(c) Telephone center		No	-
	(d )Density of Telephone		No	-
	(e) Density of Telephone		No	-
	(f) PCO Local	(As on 31.03.12 )	No	532*
	(g) PCO STD	(As on 31.03.12 )	No	1,586*
	(h) Mobile	(As on 31.03.12 )	No	2,44,120*
	<b>(VII) Public Health</b>			
	(a) Allopathic Hospital	31.03.20	No	62
	(b) Beds in Allopathic hospitals	11 31.03.20	No No	409 21
	(c) Ayurvedic Hospital	11	No	-
	(d) Beds in Ayurvedic hospitals	2006-07	No	-
	(e) Unani hospitals		No	7
	(f) Community health centers	31.03.20	No	50
	(g) Primary health centers	11	No	-
	(h) Dispensaries	31.03.20	No	178
	(i) Sub Health Centers	11	No	3
	(j) Private hospitals	31.03.20		3(Govt+Pvt)
	(k) Mobile Health Unit	11 31.03.20 11 31.03.20 11 31.03.20 11		
	<b>(VIII) Banking commercial</b>	As on 31.03.20 12		
	(a) Commercial Bank Branches	-do-	No	86
	(b) Rural Bank Branches	-do-	No	-
	(c) Co-Operative bank Branches	-do-	No	-
	(d) PLDB Branches	-do-	No	-
	<b>(IX) Education</b>			

	(a) Primary school	2010-11	No	1590
	(b) Middle schools(Upper Primary)	2010-11	No	946
	(c) Secondary & senior secondary schools(Junior Colleges)	2010-11	No	379
	(d) Colleges	2010-11	No	23
	(e) Technical University	2010-11	No	-

Source: District at a Glance 2012, Govt. of Odisha, Economic Survey, Odisha, 2011-12

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

## 2.1 Existing Status of Industrial Areas in the Bhadrak District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigati on free land	Land rate/ Acre/Rs in lakh	Total Shed	Sheds allotted /used other-wise	No. of Units in Production
01	Bhadrak	20.700	10.215	1.843	20.00	10	4	-
<b>Total</b>		<b>20.700</b>	<b>10.215</b>	<b>1.843</b>	<b>20.00</b>	<b>10</b>	<b>4</b>	<b>-</b>

Source: IDCO, Bhubaneswar

## 3. Industrial Scenario of Bhadrak District:

### 3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT	No.	1397
2	TOTAL INDUSTRIAL UNIT(GIP)	No.	2185
3	REGISTERED MEDIUM & LARGE UNIT	No.	01
4	TOTAL EMPLOYMENT IN REGD. SMALL SCALE INDUSTRIES	No.	7148
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No.	452
6	NO. OF INDUSTRIAL AREA	No.	01
7	INVESTMENT IN P&M OF SMALL SCALE IND.	In Lakhs	3382.79
8	INVESTMENT IN P&M OF MEDIUM & LARGE SCALE INDUSTRIES	In Lakhs	6572

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

Sl. No.	Year	NUMBER OF REGISTERED UNITS	INVESTMENT (lakh Rs.)	Employment
Up To	1984-85	251	254.58	1434
During	1985-86	5	4.09	28
	1986-87	12	12.04	117
	1987-88	11	16.71	92
	1988-89	30	15.79	171
	1989-90	9	48.42	123
	1990-91	17	46.81	147
	1991-92	8	37.07	95
	1992-93	8	5.29	58
	1993-94	12	77.85	82
	1994-95	23	39.22	169
	1995-96	33	100.53	220
	1996-97	44	53.99	203
	1997-98	41	33.02	245
	1998-99	57	47.44	232
	1999-2000	46	34.2	261
	2000-01	47	100.36	270
	2001-02	61	88.04	243
	2002-03	63	82.02	224
	2003-04	76	132.37	289
	2004-05	73	99.9	316
	2005-06	71	109.65	329
	2006-07	83	807.85	283
	2007-08	77	53.89	308
	2008-09	74	116.14	276
	2009-10	87	820	501
	2010-11	78	145.52	432
	Total	1397	3382.79	7148

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	483	2738.67	1796
31	CHEMICAL & ALLIED	15	41.92	94
36	ELECTRICAL & ELECTRONICS	17	68.02	74



35	ENGINEERING & METAL BASED	176	447.84	722
27	FOREST & WOOD BASED	93	177.72	404
32	GLASS & CERAMICS	120	606.47	766
29	LIVESTOCK & LEATHER	4	6.63	12
28	PAPER & PAPER PRODUCT	50	114.43	164
30	RUBBER & PLASTICS	15	78.89	86
23	TEXTILES	93	175.8	539
01	MISC. MANUFACTURING	139	387.6	519
97	REPAIRING & SERVICING	980	1760.18	2923
<b>Total</b>		<b>2185</b>	<b>6604.17</b>	<b>8099</b>

Source: Directorate of Industries, Odisha

### 3.4 Large Scale Industries / Public Sector undertakings:

Name of the Unit	Investment (Rs. in lakh)	Employment	Item of Product
Ferro Alloys Corporation Ltd.(FACCOR), D.P. Nagar, Randia, Bhadrak	6572	452	Charge Chrome/High Carbon Ferro Chrome

### 3.5 Major Exportable Item: CHARGE CHROME/HIGH CARBON CHROME

### 3.6 Growth Trend:

The only large scale unit in the district is producing high quality charge chrome & carbon chrome in the country. The unit even exports its product to many other countries of the world. Now this unit is also in the job of installing two units of power plants in the district and working towards the expansion of the unit also. The newly built Dhamra Port (A joint venture between L&T and TATA Steel) in the district will also give a boost to the industrial scenario of the state as well as to the district. Even there is also proposal of establishment of another port at Chandbali in the district.

### 3.7 Vendorisation/Ancillarisation of the Industry:

The district of Bhadrak and its neighbouring district of Balasore is having a number of large and medium scale industries based on the local resources. So the ancillary and down stream industries are to be there to cater to the need of the mother plants locally. Before taking a decision to manufacture the items, the quality specification, price and delivery aspect to be kept in mind. As per the requirements of mother plants,

following units may be set up in the district.

01. Self Adhesive Tapes
02. Expanded Polythene Sheets
03. Aluminium Oxide & Aluminium Hydroxide
04. Zinc Oxide
05. Plaster of Paris
06. Starch based Adhesives
07. Welding Flux
08. Barium Carbonate
09. Synthetic Yarn
10. Nylon Monofilament Yarn
11. Diamond Cutting Segments
12. Felsper Ink
13. Hessian Cloth
14. Leather Hand Gloves
15. HDPE/HM - HDPE laminated Craft
16. Bungs for LPG Cylinders
17. Zinc Wire
18. Strip Packing and Packing materials
19. Paints
20. General machine parts
21. Lime Stone Powder
22. Nitric/Hydrochloric and sulphuric acid
23. Laminated Hessian bags
24. Electric bulbs and tubes etc.
25. Insulated Tapes
26. Stationery items
27. Copper Tapes
28. Armouring wires and stripes
29. Cold storage
30. Fly Ash bricks etc.

### **3.8. Medium Scale Enterprises:**

#### **3.8.1 List of the units in BHADRAK & Near By Area:**

No medium Scale Enterprise has been set up in the district

#### **3.8.2 Major Exportable Item: NA**

### **3.9.1 Service Enterprises:**

- Automobile Servicing/ repairing
- Nursing home /X-Ray clinic
- Tyre Resoling/ Puncture repairing
- Beauty Parlour
- Herbal (Ayurvedic) Health Treatment Clinic
- Telephone Booth

- Xerox/Binding/Lamination
- Electrical Home Appliances/Auto Electric Repairing
- Cold Storage
- Bus & Truck Body Repairing
- Diesel Pump set repairing
- Tailoring
- Exercise Book, File Cover, Envelope etc.
- Repair and maintenance of Air-conditioning and Refrigeration
- Operation of cable T.V. networks
- Cyber Cafe
- DTP & Screen Printing
- Heat Treatment Servicing Unit
- Road side restaurants

### **3.9.2 Potentials areas for service industry:**

National Highway No.5 covers 40km in the district. Around 28 km of rail line goes through the district. Also 40km of coast line is also there in the district. So, from the view point of infrastructure development Bhadrak is a developed district. With the start of Dhamra port, Bhadrak gets a new identity. Therefore, there is a very good scope for service industries like Cyber Café, Restaurants, Herbal clinic, Dry Cleaners, Nursing Homes etc to prosper.

### **3.10 Potential for new MSMEs**

01. Modern Rice Mill
02. Spices Grinding
03. Oil Mill (Mustard, Coconut & Groundnut Oil)
04. Flour Mill ( Roller Flour Mill)
05. Squash, Juice, Pickle, Jam and Jelly, etc. of different fruits
06. Diversified jute Products
07. Coir Industry, Coir ropes, mats etc
08. Mechanized Bakery Unit
09. Cultivation and processing of Mushroom ( Powder & Pickles)
10. Cattle & Poultry Feed
11. Cold Storage for fruits and vegetables & fish Processing Units.
12. Ice plant manufacturing flakes & cubes
13. Fish Feed Manufacturing
14. Dry fish and marine fish pickles manufacturing
15. Herbal products preparation
16. Decorative wood craft
17. Wood products and carpentry
18. Neem seed processing unit
19. Stone Carving
20. Cement Jalli
21. Mineral Water
22. Plastic injection moulded items

23. Detergent/liquid detergent
24. Phenyl including white phenyl
25. Disposable syringes
26. Sanitary Napkins
27. Multilayer mini grip bags for packing of milk and oil
28. Crates, Soft drink trays and large drums
29. Plastic rope
30. Agarbati
31. Leather goods (shoes & chappals, leather garments, hand gloves, etc.
32. Leather & Rexine bag manufacturing
33. Mechanical Engineering Workshop and Fabrication Works
34. Aluminium Utensils and Circles
35. Steel furniture
36. Agricultural Implements Manufacturing
37. PVC Cables and Aluminium Conductors
38. Sheet metal works and Trunks, Almirah and suit cases manufacturing
39. Printing Press
40. Mfg. of Transformer, Voltage Stabilizers, UPS etc
41. Electrical panel board etc.
42. Readymade Garments

**Name of the Cluster: Rice Cluster, Bhadrak**

1	Principal Products Manufactured in the Cluster	Rice (Main Product) Husk & Bran (By Products)
2	Name of the SPV	-
3	No. of functional units in the clusters	30
4	Turnover of the Clusters	50Crores
5	Value of Exports from the Clusters	-
6	Employment in Cluster	500
7	Average investment in plant & Machinery	20 Lakhs
8	Major Issues / requirement	a) Setting Up of CFC for Solvent extraction Plant
9	Presence of capable institutions	DIC, Bhadrak
10	Thrust Areas	Formation of SPV Setting Up of CFC for Solvent extraction Plant

11	Problems & constraints	a) Low level of modernization & upgradation of technology b) Lack of export marketing awareness c) Lack of awareness on value addition of product d) Lack of common facilities for packing & testing within the cluster.
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**Present Status of the Cluster:** DSR preparation is on the progress.

**Craft Cluster Developed by Directorate of H & CI during 2004-05 to 2011-12 in the District:**

District	Location	Craft	No. of Artisans Involved
Bhadrakh	Bhadrakh	Paddy Craft	30
	Olaga	Wood Carving	30
	Dolasahi	Artistic Bamboo	30
	Lingadi	Golden Grass	30
	Apartibindha	Terracotta	30
	Kantigadia	Wood Carving	30
<b>Sub Total</b>			<b>180</b>

**5. General issues raised by industry association:**

01. Credit availability to the entrepreneurs is not smooth and adequate.
02. The MSMEs of the district should be helped in marketing their product.

## **6. 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.

<b>Sl. No.</b>	<b>Type of assistance</b>	<b>Name and address of agencies</b>
<b>1.</b>	Provisional Registration Certificate (EM-I) & Permanent Registration Certificate (EM-II)	<ul style="list-style-type: none"> <li>• Directorate of Industries, Govt. of Odisha, Kila Maidan, Cuttack.</li> <li>• General Manager, DIC, Bhadrak.</li> </ul>
<b>2.</b>	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> <li>• MSME Development Institute, Vikash Sadan, College Square, Cuttack</li> </ul>
<b>3.</b>	Land and Industrial shed	<ul style="list-style-type: none"> <li>• MD, IDCO, IPICOL House, Janpath, Bhubaneswar</li> </ul>
<b>4.</b>	Financial assistance	<ul style="list-style-type: none"> <li>• MD, OSFC, OMP Square, Cuttack</li> <li>• MD, IPICOL, Janpath, Bhubaneswar</li> <li>• Director, KVIC, 6, Budha Nagar, Bhubaneswar</li> <li>• Secretary, KVIB, Near Rupali Square, Bhubaneswar</li> <li>• General Manager, NABARD, Nayapalli, Bhubaneswar</li> <li>• General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar</li> <li>• Nationalized Banks</li> </ul>
<b>5.</b>	For raw materials under Govt. supply	<ul style="list-style-type: none"> <li>• M.D, OSIC, Khapuria Industrial Estate, Cuttack</li> </ul>
<b>6.</b>	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> <li>• Regional Manager, NSIC, Abdul Hamid Street, Kolkata</li> <li>• Sr. Branch Manager, NSIC, Link Road, Cuttack</li> </ul>
<b>7.</b>	Power/Electricity	<ul style="list-style-type: none"> <li>• Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar</li> <li>• Chairman, NESCO, Balasore</li> </ul>
<b>8.</b>	Technical Know-how	<ul style="list-style-type: none"> <li>• Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003</li> </ul>

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

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