



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Kendrapara District



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

Carried out by

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Brief Industrial Profile of Kendrapara District

1. General Characteristics of the District:

Kendrapara, which was carved out as a district from the erstwhile undivided Cuttack district came in to existence as a separate entity on 1st April, 1993. The district headquarter i.e Kendrapara is well connected to the neighbouring districts as well as other states through roads. Almost all parts of the district is covered with plain lands and traversed by rivers like Birupa, Brahmani, Luna, Paika, Chitrotpala and Gobari. It is also covered by many tributaries and canals etc. About 65 kms of the land area is couched by sea. Kendrapada is also known as the Tulasi Khetra. Epics reveal the fact that Lord Balram killed Kenderasura here. He married his daughter Tulasi and settled here. This district is famous for the temple of Lord Baladev Jew. Aul, Bhitarkanika, Kendrapada and Tamala sasan are the famous tourist places. The famous Bhitarkanika Crocodile Sanctuary is situated in the district. The district has also other beautiful places like Suka-Parikshita Ashram, Kudanagari, Harihara Kshetra Mahala, Gadadhara Gosain Pitha, Korua etc.

1.1 Location & Geographical Area:

The district extends from 20° 21' N to 20° 47'N latitude and from 86° 14' to 87° 3' East longitude on the eastern coast of Odisha. It is bounded by Bhadrak district in the north, Jajpur and Cuttack district in the north west, Jagatsinghpur district in the south and the Bay of Bengal in the east. The total geographical area of the district is 2644 Sq. Kilometers. The present district of Kendrapara consists of 1.70 % of state area and 3.55% of state Population.

1.2 Topography:

The soil type of the district varies from alluvial, saline and sandy clay. The western part of the district is alluvial which is very fertile in nature whereas the eastern part comprises mainly sandy clay type soil which is saline in nature due to its proximity to the sea. The problem of water logging during rainy season is experienced in the district. Almost all parts of the district is covered with plain lands and traversed by rivers like Birupa, Brahmani, Luna, Paika, Chitrotpala and Gobari. It is also covered by many tributaries and canals etc.

1.3 Availability of Minerals:

The district has not much mineral resources. However, minerals like Soft stones, Lime stone, Stone Chips are found in the district but no minerals in large quantity which can be explored in commercial purpose found in the district.

1.4 Forest:

The district of Kendrapara being a coastal plain, forest area is as minimal as 248.05 Sq. kms which constitutes 9.38% of the total geographical area. Out of total forest area 14.49 sq.km. is reserved forest, 4.50 sq.km. is unclassified forest, 127.57 sq.km. is demarcated protected forest and 62.32 sq.km. is un demarcated forest and 39.17 sq. km is other forest areas.. The important forest

product of the district are timber, firewood, bamboo, Casuarinas, Eucalyptus, Cashewnut etc. The beautiful scenic Bhitarkanika Mangroove forest situated in the district.

1.5 Administrative set up:

For administrative convenience, the district comprises 1 sub-division, 9 Tahasils (Kendrapara, Aul, Marsagahi, Kanika, Pattamundai, Mohakalpada, Rajnagar, Derabishand Garadpur), 9 CD Blocks (Kendrapara, Aul, Marsagahi, Rajkanika, Pattamundai, Mohakalpada, Rajnagar, Garadpur, Derabish), 1 Municipality (Kendrapara) and 1 NAC (Pattamundai), 13 Pplice Stations including Mahila P.S and 230 GPs. The district has a total of 1540 villages out of which 1407 are inhabited and 133 are uninhabited. It has also got 5 assembly constituencies (Kendrapara, Patkura, Rajnagar, Mahakalpara, Aul) and one parliamentary constituency in the district.

2. District at a glance:

| Sl. No. | Particular | Year | Unit | Statistics |
|------------|---|---------|-------------|----------------------|
| 1 | Geographical features | | | |
| (A) | Geographical Data | | | |
| | i) Latitude | 2012 | Degree | 20° 21' to 20° 47' N |
| | ii) Longitude | 2012 | Degree | 86° 14' to 87° 3' E |
| | iii) Geographical Area | | Sq. Kms | 2644 |
| (B) | Administrative Units | | | |
| | i) Sub divisions | 2012 | No. | 1 |
| | ii) Tehsils | 2012 | No. | 9 |
| | iii) Sub-Tehsils | 2012 | No. | |
| | iv) Patwar Circle | 2012 | No. | |
| | v) Panchayat Samitis(CD Blocks) | 2012 | No. | 9 |
| | vi) No. of Municipalities & Corporation | 2012 | No. | 1 |
| | vii)No. of NACs | 2012 | No. | 1 |
| | viii) Gram Panchayats | 2012 | No. | 230 |
| | ix) Census villages(Both Inhabited & Uninhabited) | 2012 | No. | 1540 |
| | x) Assembly Area | 2012 | No. | 5 |
| 2 | Population(2011 Census Provisional) | | | |
| (A) | Sex-wise | | | |
| | i) Male | 2011 | '000 | 718 |
| | ii) Female | 2011 | '000 | 722 |
| (B) | Rural Population | 2011 | '000 | 1356 |
| 3 | Agriculture | | | |
| | Land utilization | | | |
| | i) Total Area | 2010-11 | '000 hectre | 264 |

| | | | | |
|-----------|-----------------------------------|------------------|-------------|---------|
| | ii) Forest cover | 2010-11 | '000 hectre | 25 |
| | iii) Non Agriculture Land | 2010-11 | '000 hectre | 49 |
| | iv) Barren & Un Culturable land | 2010-11 | '000 hectre | 5 |
| 4 | Forest | | | |
| | (i) Forest | 2010-11 | '000 hectre | 25 |
| 5. | Livestock & Poultry | | | |
| A | Cattle | | | |
| | i) Cows (Indigenous & Cross Bred) | 2003 | No | 273664 |
| | ii) Buffaloes | 2003 | No | 17002 |
| | Other livestock | | | |
| | i) Goats | 2003 | No | 134590 |
| | ii) Pigs | 2003 | No | 2099 |
| | iii) Dogs & Bitches | 2003 | No | - |
| | iv) Poultry | 2003 | No | 232035 |
| | Railways | | | |
| | i) Length of rail line | 2012 | Km | - |
| | V) Roads | | | |
| | (a) National Highway | 2010-11 | Km | 45 |
| | (b) Express highway | 2010-11 | Km | - |
| | (c) State Highway | 2010-11 | Km | 70 |
| | (d) Major District Road | 2010-11 | Km | 56 |
| | (e) Other District Road | 2010-11 | Km | 280 |
| | (f) Rural road | 2010-11 | Km | 761 |
| | (g) G.P. Road | 2009-10(P) | Km | 3105 |
| | (h) Panchayat Samiti Road | 2010-11 | Km | 392 |
| | (f) Forest Road | 2010-11 | Km | 20 |
| | (VI) Communication | | | |
| | (a) Telephone connection | (As on 31.03.12) | No | 102199* |
| | (b) Post offices | As on 31.03.2011 | | 285 |
| | (c) Telephone center | | | - |
| | (d) Density of Telephone | | | - |
| | (e) Density of Telephone | | | - |
| | (f) PCO Local | (As on 31.03.12) | | - |
| | (g) PCO STD | (As on 31.03.12) | | - |
| | (h) Mobile | (As on 31.03.12) | | 602766* |
| | (VII) Public Health | | | |
| | (a) Allopathic Hospital | 31.03.2011 | No | 02 |
| | (b) Beds in Allopathic hospitals | 31.03.2011 | No | 268 |
| | (c) Ayurvedic Hospital | 2006-07 | No | 16 |
| | (d) Beds in Ayurvedic hospitals | 2006-07 | No | - |

| | | | | |
|--|---|---------------------|----|------|
| | (e) Unani hospitals | | No | - |
| | (f) Community health centers | 31.03.2011 | No | 9 |
| | (g) Primary health centers | 31.03.2011 | No | 45 |
| | (h) Dispensaries | 31.03.2011 | No | - |
| | (i) Sub Health Centers | 31.03.2011 | No | 227 |
| | (j) Private hospitals | 31.03.2011 | No | 3 |
| | (k) Mobile Health Unit | 31.03.2011 | No | 1 |
| | (VIII) Banking commercial | As on 31.03.2012 | | |
| | (a) Commercial Bank Branches | -do- | No | 66 |
| | (b) Gramya Bank Branches | -do- | No | 25 |
| | (c) Co-Operative bank Branches | -do- | No | 10 |
| | (d) PLDB Branches | -do- | No | - |
| | (IX) Education | | | |
| | (a) Primary school | 2010-11 | No | 1654 |
| | (b) Middle schools(Upper Primary) | 2010-11 | No | 749 |
| | (c) Secondary & senior secondary schools(Junior Colleges) | 2010-11 | No | 400 |
| | (d) Colleges | 2010-11 | No | 26 |
| | (e) Technical University | 2010-11 | No | - |

* These figures are of Undivided Cuttack district which includes data of Kendrapara district.

2.1 Existing Status of Industrial Areas in the Kendrapara 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 | Kendrapara | 7.660 | 2.299 | 0 | 20.00 | 12 | 12 | 02 |
| 02 | Chhatta* | 10.000 | - | - | 10.00 | - | - | - |
| Total | | 17.66 | 2.299 | 0 | 30 | 12 | 12 | 02 |

*Land has been surrendered to Govt.

Source: IDCO, Bhubaneswar

3. Industrial Scenario of Kendrapara District

3.1 Industry at a Glance:

| Sl. No. | Head | Unit | Particulars |
|---------|--|----------|-------------|
| 1 | Registered industrial unit | No. | 961 |
| 2 | Total industrial unit(GIP) | No. | 1134 |
| 3 | Registered medium & large unit | No. | 0 |
| 4 | Total employment in regd. Small scale industries | No. | 5026 |
| 5 | Employment in large and medium industries | No. | 0 |
| 6 | No. Of industrial area | No. | 02 |
| 7 | Investment in P&M of small scale industry | In Lakhs | 1267.3 |
| 8 | Investment in P&M of medium & large scale | In | 0 |

| | | | |
|--|------------|-------|--|
| | industries | Lakhs | |
|--|------------|-------|--|

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 | 296 | 69.07 | 1581 |
| During | 1985-86 | 6 | 2.2 | 31 |
| | 1986-87 | 4 | 1.35 | 19 |
| | 1987-88 | 17 | 17.01 | 99 |
| | 1988-89 | 8 | 7.18 | 235 |
| | 1989-90 | 4 | 1.86 | 29 |
| | 1990-91 | 1 | 0.5 | 9 |
| | 1991-92 | 6 | 6.91 | 32 |
| | 1992-93 | 4 | 27.4 | 32 |
| | 1993-94 | 2 | 0.32 | 6 |
| | 1994-95 | 5 | 7.51 | 52 |
| | 1995-96 | 4 | 4.9 | 26 |
| | 1996-97 | 23 | 11.73 | 97 |
| | 1997-98 | 39 | 26.5 | 147 |
| | 1998-99 | 43 | 103.13 | 194 |
| | 1999-2000 | 31 | 31.83 | 113 |
| | 2000-01 | 39 | 28.03 | 171 |
| | 2001-02 | 45 | 93.24 | 141 |
| | 2002-03 | 24 | 35.86 | 74 |
| | 2003-04 | 43 | 24.24 | 197 |
| | 2004-05 | 43 | 42.69 | 161 |
| | 2005-06 | 45 | 53.69 | 226 |
| | 2006-07 | 40 | 113.96 | 169 |
| | 2007-08 | 46 | 105.62 | 278 |
| | 2008-09 | 46 | 63.36 | 259 |
| | 2009-10 | 46 | 306.35 | 357 |
| | 2010-11 | 51 | 80.86 | 291 |
| | Total | 961 | 1267.3 | 5026 |

Source: DI, Odisha & DIC, Kendrapara

3.3 Details of existing Micro & Small Enterprises in the District: (By end of 2011)

| NIC Code no. | Type of industry | Number of units | Investment (lakh Rs.) | Employment |
|--------------|--------------------------|-----------------|-----------------------|------------|
| 20 | Food and allied | 222 | 1451.53 | 918 |
| 31 | Chemical & allied | 7 | 14.4 | 42 |
| 36 | Electrical & electronics | 3 | 15.28 | 18 |
| 35 | Engineering & metal | 96 | 367.64 | 437 |

| | | | | |
|--------------|-----------------------|-------------|----------------|-------------|
| | based | | | |
| 27 | Forest & wood based | 7 | 12.95 | 32 |
| 32 | Glass & ceramics | 82 | 237.82 | 614 |
| 29 | Livestock & leather | 2 | 2.29 | 6 |
| 28 | Paper & paper product | 9 | 24.38 | 26 |
| 30 | Rubber & plastics | 4 | 16.2 | 16 |
| 23 | Textiles | 35 | 48.63 | 168 |
| 01 | Misc. Manufacturing | 83 | 211.2 | 341 |
| 97 | Repairing & servicing | 584 | 886.77 | 1667 |
| Total | | 1134 | 3289.09 | 4285 |

Source: Directorate of Industries, Govt. of Odisha, Cuttack

3.4 Large Scale Industries / Public Sector undertakings:

There is no large Industries or Public Undertakings present in the district.

3.5 Major Exportable Item: (NIL)

3.6 Growth Trend: Not Applicable

3.7 Vendorisation/Ancillarisation of the Industry:

As there is no large and medium scale industries in the district, there is little scope for ancillary development. However, some ancillary and downstream industries can be promoted basing upon the requirements of the mother plants located in the neighbouring districts. This can be done taking into view the requirement and demand of the mother plants located inside the state. As Kendrapara district is neighbouring industrially rich districts like Jajpur, Bhadrak there is a very good scope for Ancillarisation and Vendorisation of the Industry.

3.8. Medium Scale Enterprises

There is no Medium Scale Industries or Public Undertakings present in the district.

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

There is no Medium Scale Industries present in the district.

3.8.2 Major Exportable Item: (Nil)

3.9.1 Service Enterprises:

As there is no large & medium scale industries in the district, people mainly depending on MSME sector. Service Enterprises like Automobile Garage, Tailoring Units , Repairing of Electrical Appliances Units are present in the district.

3.9.2 Potentials areas for service industry:

01. Automobile Garage
02. Electrical Appliances Repairing
03. Tailoring
04. DTP & Screen Printing
05. Photo Lab
06. Mobile Phone Repairing

- 07. Laundry
- 08. Modern Saloon
- 09. Internet Café

3.10 Potential for new MSMEs

- 01. Rice Mill
- 02. Flour Milling
- 03. Spices Grinding
- 04. Packaged Drinking Water
- 05. Phenyle Preparation
- 06. Voltage Stabilizer
- 07. UPS manufacturing
- 08. General Fabrication
- 09. Fly Ash Bricks
- 10. Cement Concrete Products
- 11. Readymade Garments
- 12. Jute Carry Bags
- 13. Exercise Book Manufacturing
- 14. Ice Blocks
- 15. Groundnut decortications
- 16. Paper Cup & Plates
- 17. Cold Storage.

4. Existing Clusters of Micro & Small Enterprise:

There has been no cluster identified in the district at present, but a sizeable number i.e 24 of Rice Mills are operating in the district and more enterprises are in the pipeline. These enterprises are usually processing raw rice and some produces parboiled rice. So there is a very good scope for cluster approach on rice mills in the district.

Still there exists some artisan clusters in the district , the details of which are as follows.

| Sl. No | Location | Craft | No. of Artisans | No. of SHG involved |
|---------------|----------------------|---------------------|------------------------|----------------------------|
| 01 | Tikhiri | Bamboo Craft | 80 | 5 |
| 02 | Jajanga | Golden Grass | 134 | 9 |
| 03 | Nantara | Natural Fibre Craft | 30 | 2 |
| 04 | Palsingha | Golden Grass Craft | 60 | 4 |
| 05 | Ramnagar | Keora Leaf Craft | 60 | 4 |
| 06 | Baruan | Golden Grass Craft | 76 | 5 |
| 07 | Marshaghai, Garadpur | Terracota | 60 | 4 |
| 08 | Paripangara | Natural Fibre Craft | 60 | 4 |
| Sub-Total | | | 560 | 37 |

5. General issues raised by industry association during the course

of meeting:

There is no Industrial Association present in the district yet the important issues raised by some entrepreneur are as follows

01. Lack of Awareness on Entrepreneurship among people.
02. Lack of infrastructure facilities.
03. Bottlenecks in availability of credit.

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.

| 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, Kendrapara, Near Tinmuhan Chowk on the way to Pattamundai. |
| 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, CESCO, IDCO Tower, Bhubaneswar |

| | | |
|-----|-----------------------------|---|
| 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 • Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar • Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack • Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar • Director of Textiles, Satya Nagar, Bhubaneswar • Director of Fisheries, Jobra, Cuttack • Coconut Development Board, Nayapalli, Bhubaneswar • Coir Board, Jagamara, Bhubaneswar • Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharapur, Bhubaneswar |