



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Subarnapur District



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

Carried out by

**MSME-Development Institute,
Cuttack**

(Ministry of MSME, Govt. of India,)

As per guideline issued by DC(MSME), New Delhi

Vikash Sadan, College Square, Cuttack-753003

Phone-0671-2548049, 2548077

Fax: 0671-2548006

E-mail: dcdi-cuttack@dcmsme.gov.in

Web- www.msmedicuttack.gov.in

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Brief Industrial Profile of Subarnapur District

1. General Characteristics of the District: The district of **Subarnapur** came into existence as a 'new district' from 1st April, 1993. It has been carved out of undivided Bolangir district. Subarnapur district comes under 9th Agro-climatic zone of Orissa. i.e. Western Central Table Level. It is located in the Mahanadi River basin. The district is known for its rich cultural heritage, arts and crafts. The textiles and terracotta work of Subarnapur, brass metal works and Filigree crafts of Tarava and Binka, stone carving of Ullunda and Paddy crafts of Dunguripali have earned worldwide reputation. From the time of Chauhan rulers till date, the district of Subarnapur has produced literature of world fame and name. The poet and prophet of Mahima Dharma, Santh Bhima Bhoi was a literary genius of the soil. The predominant economic activities prevalent in the district are agriculture, horticulture, forest and fisheries in small-scale sector and handlooms product/weaving in the artisan, cottage and village industrial activities. It has good spread of artisans. Weaving is the major economic activity of the people of the district. Subarnapur is famous for its handloom products.

1.1 Location & Geographical Area. This district lies between 20 degree 30 minute to 20 degree 10 minute North latitude and 83 degree 27 minute to 84 degree 15 minute East longitude. It is surrounded by four districts namely Bolangir(West), Boudh(South), Sambalpur(East) and Bargarh (North). Subarnapur, the district head quarter and the land of temples on the banks of river Mahanadi is in the western part of Orissa. The district spreads over an area of 2337 sq kms.

1.2 TOPOGRAPHY. The district has alluvial and fertile soil in the basins of the rivers "Mahanadi", "Tel" & "Ong" suitable for cultivation of a few cash crops. The soil type is sandy, sandy clay & sandy loam. The climatic condition of Subarnapur is quite extreme. Summer is hot and dry. Rainy season is characterized by fairly good rainfall and high degree of humidity. Cold is equally severe in winter. Rains in the district are caused by the South-West monsoon which breaks in June, reaches its peak in August and retreats in the middle of October. The temperature shows a wide fluctuation varying between 47 degree centigrade in summer and below 7 degree in winter. The average rainfall annually comes to 1443.5 mm.

1.3 Availability of Minerals –Though some minerals are found in the districts like Quartz, Graphite and Manganese, only production of Quartz is economically viable. There are 3 working mines of Quartz covering 119.225 hectares. The production of Quartz during 2010-11 is as follows.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Quartz	700.0 M.T

SOURCE: -O/o Directorate of Mines, Odisha

1.4 FOREST: Forest occupies 415.78 sq.kms. area which constitutes 17.79% area of the total geographical area of the district. The major forest products of the district are timbers, fire wood, kendu leaves. There are also some waste lands. In these lands, social forestry can be encouraged especially eucalyptus, akasia, sal and bamboo.

1.5 Administrative set up The district comprises of 2 Sub-Divisions, 6 Tahasils, 6 CD Blocks, , 8 Police Stations, 1 Municipality , 2 NACs, 96 Gram Panchayats and 959 Villages. The detailed picture of the administrative set up in the district is given below:

1. District Headquarter : Subarnapur
2. No. of Sub-Divisions : 2 (Subarnapur and Bir Maharajpur)
3. No. of Municipality : 1 (Subarnapur)
4. No. of NAC : 2 (Binka, Tarava)
5. No. of CD Blocks : 6 (Subarnapur, Binka, Dunguripali,
(Tarava, Birmaharajpur & Ullunda)
6. No. of Gram Panchayats : 96

2. District at a glance

S. No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			20° 30' to 20° 10' (North)
	ii) Longitude			83° 27' to 84° 15' (East)
	iii) Geographical Area		Hectares	234000
(B)	Administrative Units			
	i) Sub divisions		Nos	2
	ii) Tehsils		Nos	6
	iii) Sub-Tehsil		Nos	-
	iv) Patwar Circle		Nos	-
	v) Panchayat Samitis (CD Block)		Nos	6
	vi) Nagar nigam		Nos	0
	vii) Nagar Palika (Municipality & NAC)		Nos	3
	viii) Gram Panchayats		Nos	96
	xi) Revenue villages		Nos	959
	x) Assembly Area		Nos	2
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos	332897
	ii) Female	2011	Nos	319210
(B)	Rural Population	2011	Nos	602321
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	000 Hectare	234
	ii) Forest cover	2010-11	"	41
	iii) Non Agriculture Land	2010-11	"	22
	iv) Cultivable Barren land	2010-11	"	12
4.	Forest			
	(i) Forest	2010-11	Sq.kms.	415.78
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2003	Nos.	101390
	ii) Buffaloes	2003	Nos.	27512

B.	Other livestock			
	i) Goats	2003	Nos.	88540
	ii) Pigs	2003	Nos.	963
	iii) Dogs & Bitches	2003	Nos.	na
	iv) Railways			
	i) Length of rail line	2010-11	Kms	13
	V) Roads			
	(a) National Highway	2010-11	Kms	46
	(b) State Highway	2010-11	Kms	40
	(c) Major District Road	2010-11	Kms	68
	(d) Other district Roads	2010-11	Kms	50
	(e) Rural road	2010-11	Kms	438
	(f) G.P.Road	2010-11	Kms	2616
	(g) Panchayat samiti road	2010-11	Kms	629
	(H) Forest Road	2010-11	Kms	40
	(VI) Communication			
	(a) Telephone connection	2011-12-	Nos	*22460
	(b) Post offices	2011-12	Nos.	97
	(c) Telephone center/Exchange	2011-12	Nos.	na
	(d)Density of Telephone	2011-12	Nos./1000 person	na
	(e) Density of Telephone	2011-12	No. per SqKM.	na
	(f) PCO Local	2011-12	No.	*213
	(g) PCO STD	2010-11	No.	*412
	(h) Mobile	2010-11	No.	*177416

- **Figures relate to BSNL of undivided Bolangir District which includes Bolangir and Subarnapur**

	(VII) Public Health			
	(a) Allopathic Hospital	2010-11 2010-11	Nos Nos	3 161
	(b) Beds in Allopathic hospitals	2010-11	Nos.	14
	(c) Ayurvedic Hospital	2010-11	Nos.	-
	(d) Beds in Ayurvedic hospitals	2010-11 2010-11	Nos. Nos.	- 6
	(e) Unani hospitals	2010-11	Nos.	18
	(f) Community health centers	2010-11	Nos.	7
	(g) Primary health centers	2010-11	Nos.	89
	(h) MHU	2010-11	Nos	0
	(i) Sub Health Centers			
	(j) Private hospitals			
	(VIII) Banking commercial			
	(a) Commercial Bank	2010-11	Nos.	23
	(b) Rural Bank Branches	2010-11	Nos.	18
	(c) Co-Operative bank Branches	2010-11	Nos.	7
	(d) PLDB Branches	2010-11	Nos.	na
	(IX) Education			
	(a) Primary school	2010-11	Nos.	880
	(b) Middle schools	2010-11	Nos.	341
	(c) Secondary & senior secondary schools	2010-11	Nos.	133
	(d) Colleges	2010-11	Nos.	11
	(e) Technical University	2010-11	Nos.	--

2.1 Existing Status of Industrial Estates/Areas/Growth Centres in the District of Subarnapur

There is no Industrial Estate/Area in the District. However there is proposal to set up 3 nos of Industrial Estate i\

e Subarnapur, Binka and Ullunda in the district. IDCO has acquired 5.410 Acre of land to provide land to potential Saw Mills.

3. INDUSTRIAL SCENERIO OF Subarnapur District

3.1 Industry at a Glance By 2010-11

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NOs	276
2.	TOTAL INDUSTRIAL UNIT	NOs	577
3.	REGISTERED MEDIUM & LARGE UNIT	NOs.	0
4.	ESTIMATED. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NOs.	3215
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NOs.	0
6.	NO. OF INDUSTRIAL AREA	NOs.	0
7.	INVESTMENT OF SMALL SCALE IND.	IN LACS	4442.93
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	0

Source: O/o. Directorate of Industries, Cuttack and DIC, Subarnapur

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	99	751	45.15
During	1985-86	1	2	0.5
During	1986-87	9	34	3.84
During	1987-88	12	61	4.44
During	1988-89	9	90	5.38
During	1989-90	2	26	2.71
During	1990-91	4	65	29.24
During	1991-92	2	13	0.56
During	1992-93	6	72	3.55
During	1993-94	6	121	29.95
During	1994-95	-	-	-
During	1995-96	6	28	3.03
During	1996-97	10	64	5.64
During	1997-98	8	86	6.11
During	1998-99	7	36	3.39
During	1999-2000	16	131	15.88
During	2000-01	22	99	14.01
During	2001-2002	13	53	3.48
During	2002-03	2	4	1.41
During	2003-04	1	11	0.75
During	2004-05	6	220	287.05
During	2005-06	1	29	9.05
During	2006-07	8	225	371.17
During	2007-08	2	28	15.22
During	2008-09	2	38	14.38
During	2009-10	14	142	73.69
During	2010-11	8	50	10.42
	Total	276	2479	960.00

Source: O/o. Directorate of Industries, Cuttack and DIC, Subarnapur

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 & 22	Agro based	200	3292.3	1473
23, 24, 25 & 26	Textile based	86	347.0	564
27.	Wood/wooden based furniture	7	14.44	29
28.	Paper & Paper products	9	11.47	20
29.	Leather based	2	2.7	10
31.	Chemical/Chemical based	1	0.75	4
30.	Rubber, Plastic & petro based	2	1.02	3
32.	Mineral based (G&C)	20	260.5	337
33 & 35.	Metal based (Steel Fab.) & Engineering units	27	88.48	139
36.	Electrical machinery and electronics	0	0	0
97.	Repairing & servicing	206	400.87	579
01.	Others	17	23.4	57

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings (NIL)

3.7 Vendorisation /Ancillarisation of the Industry

As there is a no large and medium scale industry 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. In this liberalized era, the place or locality is not a rigid criteria for development of ancillary industries. This can be done taking into view the requirement and demand of the mother plants located inside the state. Similarly, as a number of large scale industries are on the pipeline specially on steel, mine and power sector for which MOU

has already been signed. So, there is scope for ancillarization in near future.

3.8. Medium Scale Enterprises (NIL)

3.9 Service Enterprises

3.9.1. There is every scope for service enterprises with respect to Handloom Sector as Handloom is prominent activities of the district. There are different Handloom cluster exists in different places like Bir Maharajpur, Binika, Sonapur, Ullunda, Tarva, Dunguripally etc Handloom weavers organized themselves into Weavers Cooperative Societies with functional production and marketing society. Thus there is vast scope for service items like **silk twisting, dying, sizing, knitting, and jari work in the district** for the master weaver and enterprises.

3.9.2 Potentials areas for service industry

Activities under service sectors generally require less capital and labour intensive in nature. It is widely feasible because of growing need towards these services. The following servicing units are identified for the districts.

- 1) Cycle/ Auto Rickshaw Repairing unit
- 2) Agro servicing centres
- 3) Retreading of tyres
- 4) Reconditioning of Battery
- 5) Electrical repairing shop and motor winding
- 6) Cyber cafe
- 7) Diagnostic centre
- 8) Colour Photo Laboratory
- 9) Digital Photo studio
- 10) Dry Cleaning/Laund
- 11) Audio and video shooting
- 12) Restaurant /Hotel
- 13) Mobile Repairing
- 14) DTP AND Screen Printing
- 15) Flex Banner
- 16) Tailoring
- 17) Silk Twisting
- 18) Textile Dying
- 19) Sizing
- 20) Knitting
- 21) Jari work

3.10 Potential for new MSMEs

Taking into the consideration on availability of raw material and local demand, the following resource based and demand based MSMEs are suggested.

1. Rice Mill
2. Oil Mill/Extraction Unit
3. Mini Sugar Mill
4. Crusher
5. Foods Processing
6. Agriculture Implement
7. Aluminium Utensil
8. Dairy Product
9. Food Mixture
10. Spices Grinding
11. Packaged Drinking Water
12. Processing of Paddy Husk/Cattle Feed
13. Bakery/Confectionery
14. Ice Slab/Candy
15. Fabrication/Furniture
16. Printing Press
17. Dal Processing/Packaging
18. Artistic Teracotta
19. Cocoon Reeling
20. Seed Processing
21. Chuda Mill
22. Tamarind Processing/Packaging
23. PSC Poles
24. Cement Product
25. VSBK Brick
26. Leaf Cup and Plate
27. Handloom Weaving/Fabrics
28. Tie & Die
29. Readymade Garments
30. Agarbati
31. Bamboo works

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

1. Rice Mill Cluster at Subarnapur.

Handloom/Handicraft Cluster:

1. Handloom Cluster at Subarnapur
2. Handloom Cluster at Ulunda
3. Art Textile at Kendupalli
4. Dhokra Casting at Jampalli
5. Teracotta at Kuinbahal
6. Bamboo Craft at Lachipur
7. Modern Applique at Sonapur
8. Teracotta at Deulipadar
9. Bamboo Craft at Binika
10. Terracota at Kamala.

4.1.2 Service Sector (NIL)

4.2 Details for Identified cluster

4.2.1 Name of the cluster- Rice Mill cluster at Subarnapur

1	Principal Products Manufactured in the Cluster	Rice, Broken Rice, Husk
2	Name of the SPV /Implementing Agency	Identified by Directorate of Industries, Odisha but not yet intervined
3	No. of functional units in the clusters	23
4	Turnover of the Clusters	20 crores (approximately)
5	Value of Exports from the Clusters	Nil.
6	Employment in Cluster	245
7	Average investment in plant & Machinery	1.5 crore
8	Major Issues / requirement	a) Lack of knowledge of export procedure b) Procurement of Raw material c) Tech Upgradatong
9	Presence of capable institutions	DIC, Subarnapur
10	Thrust Areas	1-Formation of SPV 2-Common Procurement of Raw

		material 3- Tech upgradation
11	Problems & constraints	a) Govt. constraint on procurement of raw material b) Availability of quality raw material

Present status of the cluster:-

Out of 23 Rice Mill, 20 are registered under DIC. The cluster has been identified by Directorate of Industries, Odisha and the preliminary DSR is on the process.

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

As there is no industries association exists in the district as reported by DIC, some leading entrepreneurs are contacted and their views are noted.

1. There is no industrial estate/Area in the district
2. Frequent disruption of Power
3. There is need of improvement in infrastructure and transportation for marketing the products.
4. No railway line to important growth area in the district which inhibits industrial promotion.

***. 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
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industries Centre, Subarnapur
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME Development Institute, Govt. of India, College Square, Cuttack and District Industries Centre, Subarnapurl
3.	Land and Industrial shed	IDCO, IPICOL House, Janpath, Bhubaneswar
4.	Financial Assistance	1. All Commercial Bank in the district 2. Director, KVIC, Gandamunda, Bhubaneswar/Budharaja Ainthapally, Sambalpur 3. Secy, KVIB, Near Ram Mandia, Bhubaneswr 4. GM, SIDBI, OCHC Building, Uni-III, Bhubaneswar
5.	For raw materials under Govt. Supply	1. MD, OSIC, Khapuria, Cuttack 2. Senior Branch Manager, NSIC, Link Road, Cuttack
6.	Plant and machinery under hire / purchase	Senior Branch Manager NSIC, Link Road, Cuttack

	basis.	
7.	Power/ Electricity	O/o. the SDO, WESCO, Subarnapur
8.	Technical Know – how.	MSME Development Institute, Govt. of India, College Square, Cuttack
9.	Quality & Standard	<ol style="list-style-type: none"> 1. Bureau of Indian Standards, Govt. of India, 62/63, Ganga Nagar, Bhubaneswar 2. Director, National Productivity Council, A/7, Surya Nagar, Bhubaneswar
10.	Marketing /Export Assistance	<ol style="list-style-type: none"> 1. MSME Development Institute, Govt. of India, College Square, Cuttack 2. Director, EPM, Asoka Market, Bhubaneswar 3. Export Credit Guarantee Corporation, Saheed Nagar, Bhubaneswar 4. Senior Branch Manager, NSIC, Link Road, Cuttack
11.	Other Promotional Agencies	<ol style="list-style-type: none"> 1) MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar 2) Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar/Horticulturist, Subarnapur. 3) Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack/CDVO, Subarnapur. 4) Director, Handicraft & Cottage Industries, Near Directorate Building, Bhubaneswar 5) Director of Textiles, Satya Nagar, Bhubaneswar/Dy .Director, Textile, Subarnapur. 6) Director of Fisheries, Jobra, Cuttack/District Fisheries Officer, Subarnapur 7) Coconut Development Board, Nayapalli, Bhubaneswar 8) Coir Board, Jagamara, Bhubaneswar 9) Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar/DFO, Subarnapur