



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Mandi District



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

Carried out by

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Brief Industrial Profile of Mandi District

1. General Characteristics of the District

Mandi district was formed after the merger of [Mandi State](#) (Mandi) and [Suket](#), two [princely states](#) on 15 April 1948. This coincided with the formation of the Union territory of Himachal Pradesh. It is to be mentioned that the state attained its full statehood later. Mandi town was named after its resident saint Mandavya Rishi. Mandi is situated almost at the geographical centre of Himachal, lying along the left bank of the river Beas in the foothills of Shivalik ranges. The town of Mandi has an altitude of 760 meters (2,495 ft) from the sea level. Comprising the two erstwhile states of Mandi and Suket, Mandi derives its name 'mandi' or 'market' as it was a major trade route from Ladhakh to various locations in Punjab such as Hoshiarpur and other places. Here, during the days of yore, the pious rishi, Mandavaya, performed long and severe penance and practiced austerities on his body, on the bank of the river Beas, near the present Mandi town. The story indicates towards the antiquity of this beautiful temple town, surrounded by hills, clad in pines. There is a large plain which has grain fields and orchards, between Mandi and Sundernagar. Known for its temples, Mandi is the home to a number of beautiful carved stone edifices each with an elaborate shikhara, or spire, among them Bhutnath, Trilokinath, Panchvaktra and Shyamakoli at Tarna hill. Also on the hill, there is a new temple dedicated to Tarna Devi, overlooking the valley and giving a panoramic view of the whole area. The Beas valley is broad near Mandi, but there are a number of striking vales such as those of Uhl and Ran Khad. The area fruit tree cover in Mandi is about 15 per cent of the total area under fruit tree cover in Himachal Pradesh. Mandi raw-silk has acquired wide fame and the rock salt mines at Drang and Guma are also the special features of the district economy. With abundant deposit of rock salt and lime-stone, possibilities are being investigated for the existence of magnasite coal and china-clay. A transit for visitors to Kullu, Manali, Lahaul and Spiti, Dharamsala, Kangra, etc., it is approachable from Pathankot (215 km or 132 mile), Chandigarh (202km or 125 miles) and Shimla (158km or 98 miles). On either side of the road, there are rock hill sides rising perpendicularly to more than 300 meters (1,000 ft).

1.1 Location & Geographical Area.

The district is situated between 31-13-50 and 32-04-30 north latitude and 76-37-20 and 77-23-15 east longitude. It is bounded by Kangra on the north-west, Hamirpur & Bilaspur in the west, Arki tehsil of Solan district in the south, Shimla district in the south-west and Kullu district in the east. The district has 2 main rivers viz. the Beas and the Satluj. The river Beas enters the district from close to Bajaura, at the boundary of Kullu and leaves the district at Sandhol. The Mandi town is also located on the banks of this river. For the greater part of its length, it runs between high banks and as it is of never great breadth, the current is swift, especially during the rains. Practically the whole of the district drains into the Beas with only the south-east corner situated on the Satluj watershed. Within the district the principal tributaries of the Beas on the north bank are Uhl, Luni, Rana and Binu and on the south bank are the Hanse, Tirthan, Bakhli, Jiuni, Suketi, Ranodi, Son and Bakar. The greater part of the district is mountainous terrain with the main ranges of mountains running from the north to the south with the system being broken up by innumerable transverse spurs. The most conspicuous is the Jalori range which is crossed by a high road from Kullu to Shimla by a pass named as Jalori pass. It divides the watersheds of the Satluj and the Beas and on its northern slopes is unusually well wooded with deodar and blue pine forests of great value. The highest peak in the range is Shikari Devi (11,060 feet), its summit being crowned by a shrine to a local goddess. The range throws off three main spurs which extend throughout the tract known as the Mandi Saraj. To the north of the Beas is the Nargu range, a continuation of the Bir Bhargal, separating Mandi from Kullu proper and crossed by the Bhuhu pass (9,480 feet). The mountains here run up to 13,000 feet, the

slopes often being very precipitous and the valleys deep.

Almost parallel and running down the centre of the district is the Ghoghar-Ki-Dhar, of which the slopes are fairly gentle. It is not well wooded, but contains large expanses of excellent grazing and the salt quarries of Drang and Guman.

The Sikandar Range commences from the trijunction with Suket and Bilaspur and from there runs northward for fifty miles.

1.2 Topography

The district is situated between 31-13-50 and 32-04-30 north latitude and 76-37-20 and 77-23-15 east longitude. It is bounded by Kangra on the north-west, Hamirpur & Bilaspur in the west, Arki tehsil of Solan district in the south, Shimla district in the south-west and Kullu district in the east.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	-----	-----
MINOR		
1.	.Bajri	92129
2.	sand	21987
3.	Building Stone	13536
4.	Clay	879327
5.	Slate	1282
6.	Aggregate	242379
7.	Rough stone-Project stone	161561

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

The range contains some good forests of chil pine. but the greater part of it consists of rich grass slopes. It's name is attributed to Sikander Lodhi, who, 375 years before the reign of Akbar, is supposed to have crossed it on his way to the conquest of Kangra. The range of altitudes in the district is high, with the highest point being around 13,000 feet on the Kullu border and the lowest point 1,800 feet near Sandhol where the Beas leaves the district. The only area which is similar to the plains is the Balh valley. Several of the valleys are open and are often irrigable from kuhls, or small water channels, and contain some of the most fertile land in the state. Due to the hilly terrain, some of the hills are so precipitous that cultivation in large scale is impossible. Due to sufficient rainfall, unused land is covered with forests or forms rich grazing land. In the hills the forests are extensive and valuable. Deodhar, blue pine, silver fir, spruce, chil and various kinds of oak are plentiful. Below 4,000 feet the forests are not extensive, forest cover area is about 178591 Hects.

1.5 Administrative set up.

Administrative Profile

No. of Sub-division	7
No. of Development Blocks	10
No. of Tehsil:	10
No. of Sub- Tehsil :	6
No. of Local Urban Bodies	5
No. Zila Parishshad	1
No. of Panchayats Samities	10
No. of Panchayat	473
No. of Villages	3,338

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude		31 to 72'N	
	ii) Longitude		76 to 92'E	
	iii) Geographical Area		Km.	3950sqm Kms.
(B)	Administrative Units			
	i) Sub divisions			7
	ii) Tehsils			10
	iii) Sub-Tehsil			6
	iv) Patwar Circle			445
	v) Panchayat Simitis			10
	vi) Nagar nigam			00
	vii) Nagar Palika			6
	viii) Gram Panchayats			473
	xi) Revenue villages			3338
	x) Assembly Area			10
2.	Population			
(A)	Sex-wise			
	i) Male	2011		496787
	ii) Female	2011		502731
(B)	Rural Population	2001		840362
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	397938
	ii) Forest cover	2010-11	"	175289
	iii) Non Agriculture Land	2010-11	"	121739
	v) cultivable Barren land	2010-11	"	163370
4.	Forest			
	(i) Forest	2010-11	Ha.	175289
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	485895
	ii) Buffaloes	2007	Nos.	81643
B.	Other livestock			

	i) Goats	2007	Nos.	226485
	ii) Pigs	2007	Nos.	227
	iii) Dogs & Bitches	2007	Nos.	16038
	iv) Railways			
	i) Length of rail line	2010-11	Kms	22
	V) Roads			
	(a) National Highway	2010-11	Kms	179
	(b) State Highway	2010-11	Kms	958
	(c) Main District Highway	2010-11	Kms	981
	(d) Other district & Rural Roads	2010-11	Kms	901
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	445
	(f) Kachacha Road	2010-11	Kms	1969
	(VI) Communication			
	(a) Telephone connection	2010-11		Land Line=52816 WLL =8820
	(b) Post offices	2010-11	Nos.	367
	(c) Telephone center	2010-11	Nos.	DTO-01 CSC-14
	(d)Density of Telephone	2010-11	Nos./1000 person	---
	(e) Density of Telephone	2010-11	No. per KM.	Land Line=6.28% WLL= 1.04%
	(f) PCO Rural	2010-11	No.	1346
	(g) PCO STD	2010-11	No.	1768
	(h) Mobile	2010-11	No.	198623
	(VII) Public Health			

(a) Allopathic Hospital	2010-11	No.	6
(b) Beds in Allopathic hospitals		No.	1025
(c) Ayurvedic Hospital		No.	2
(d) Beds in Ayurvedic hospitals		No.	20
(e) Unani hospitals		No.	
(f) Community health centers		No.	9
(g) Primary health centers		No.	59
(h) Dispensaries		No.	
(i) Sub Health Centers		No.	311
(j) Private hospitals		No.	-
(VIII) Banking commercial			
(a) Commercial Bank		Nos.	164
(b) rural Bank Products		Nos.	46
(c) Co-Operative bank products		Nos.	87
(d) PLDB Branches		Nos.	8
(IX) Education			
(a) Primary school		Nos.	1699
(b) Middle schools		Nos.	369
(c) Secondary & senior secondary schools		Nos.	334
(d) Colleges		Nos.	8
(e) Technical University		Nos.	----

2.1 Existing Status of Industrial Areas in the District Mandi

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Mandi	101214	63314	1815	137	137	---	80
2	Ratti	2.5089	19467	1452	31	31	---	21
3	Bhambla	32788	23360	1210	51	51	---	33
	TOTAL	159089	106141	4477	219	219	--	134

3. INDUSTRIAL SCENERIO OF MANDI

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	3065
2.	TOTAL INDUSTRIAL UNIT	NO.	3065
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	1
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	4
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	89
6.	NO. OF INDUSTRIAL AREA	NO.	3
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	51645.25
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	10000.00

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	145	448	51.95
	1985-86	151	410	60.51
	1986-87	154	480	83.22
	1987-88	108	283	109.44
	1988-89	110	504	73.02
	1989-90	77	570	76.06
	1990-91	84	262	41.52
	1991-92	78	281	70.99
	1992-93	89	371	71.38
	1993-94	70	272	27.20
	1994-95	120	367	16.70
	1995-96	114	399	41.40
	1996-97	125	425	129.05
	1997-98	130	572	147.77
	1998-99	118	447	190.00
	1999-2000	114	608	717.00
	2000-01	100	440	328.37
	2001-2002	96	435	327.85
	2002-03	95	361	184.96
	2003-04	104	521	339.17
	2004-05	115	445	495.49
	2005-06	109	417	387.78
	2006-07	106	414	357.30
	2007-08	97	503	458.12
	2008-09	90	405	460.57
	2009-10	99	423	607.58
	2010-11	97	427	522.51
	Total	2895	11070	6338.31

Source: DIC -----

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	Agro based	1009	2835.29	4036
22	Soda water	3	8.43	12
23	Cotton textile	-	-	-
24.	Woolen, silk & artificial Thread based clothes.	477	1340.37	1908
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	37	103.97	148
27.	Wood/wooden based furniture	399	1121.19	1596
28.	Paper & Paper products	90	252.9	360
29.	Leather based	11	30.91	44
31.	Chemical/Chemical based	25	70.25	100
30.	Rubber, Plastic & petro based	51	143.31	204
32.	Mineral based	-	-	-
33.	Metal based (Steel Fab.)	92	258.52	368
35.	Engineering units	-	-	-
36.	Electrical machinery and transport equipment	29	81.49	116
97.	Repairing & servicing	138	387.78	552
01.	Others	644	1809.64	32540
	Total	3065	8444.05	12684

3.4 Large Scale Industries / Public Sector undertakings

List of the units in mandi & Near By Area

1. M/S Fermarta Biotech Ltd. Village- Tokali , P.O. Nagwan Mandi

3.5 Major Exportable Item

Pharmaceutical, formulation

3.6 Growth Trend

Now there is trend for setting up Fruit, Food, Woolen & Wooden based Furniture industries in the district.

3.7 Vendorisation / Ancillarisation of the Industry

No such industry exists in the district.

3.8. Medium Scale Enterprises

3.8.1 List of the units in Mandi & Near By Area

There is no medium scale enterprise in the district.

3.8.2 Major Exportable Item

Nil

3.9 Service Enterprises

Automobile repairing, Electronics and Electrical servicing in Mandi district.

3.9.2 Potentials areas for service industry.

Based on the potentials available in the district, following service enterprises can be setup in district.

- | | |
|--------------------|-----------------------------------|
| 1) Fast Food. | 8) Travelling Agencies |
| 2) Mobile Repair | 9) Shoes Repairing |
| 3) Auto Repair | 10) Computer Repairing |
| 4) Dry Cleaning | 11) Repairing of Elect.appliances |
| 5) Bee Keeping | 12) Dairy Farming |
| 6) Restaurants | 13) Flouriculture |
| 7) Data Processing | 14) Screen Printing |

3.10 Potential for new MSMEs

Based on the resources available in the district, availability of skill and demand in the district, few of the following MSMEs have scope for development in the district

- | | |
|-------------------------|--|
| 1) Fruit Processing | 12) Essential Oil/ Cedar Oil Spices Grinding |
| 2) Dairy Products | 13) School Uniform |
| 3) Ayurvedic Medicine | 14) Paper Bags |
| 4) Ginger Processing | 15) Mineral Water |
| 5) Hosiery Products | 16) Agriculture Implements |
| 6) Leather Footwear | 17) Jute Bags |
| 7) Wooden Furniture | 18) Book Binding |
| 8) Gates & Grills | 19) Detergent Powder |
| 9) Readymade Garments | 20) Pickles |
| 10) Bakery Products | 21) Corrugated Boxes |
| 11) Shawl/Patti Weaving | 22) Mini Flour Mill |

4.1 Details for Identified cluster

4.2.1 Name of the cluster :- Steel and Wooden Furniture Cluster Mandi

1	Principal Products Manufactured in the Cluster	Steel and wooden furniture,
2	Name of the SPV	Mandi distt. Furniture cluster association
3	No. of functional units in the clusters	60
4	Turnover of the Clusters	12 crore
5	Value of Exports from the Clusters	-
6	Employment in Cluster	300
7	Average investment in plant & Machinery	840000.00
8	Major Issues / requirement	Diagnostic study for upgradation
9	Presence of capable institutions	ITI Mandi
10	Thrust Areas	
11	Problems & constraints	Lack knowledge of Latest technology , marketing process.

Present status of the cluster: -

The proposal for development of Steel Furniture Cluster Mandi under Micro and Small Enterprises Cluster Development Programme has been submitted for approval.

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

During meeting with the representatives of the mandi Industries Association, following issues were raised by the association.

1. Improvement of Road

Existing road is in a bad shape because of the hilly terrain the metal road does not last for long time .it is suggested the special budget may be allocated to construct this road with RCC.

2. Medical Facility

There is no medical facility available in the Industrial Area Mandi, Ratti, Bhamblahi. There is urgent need to have at least one Dispensary in the Industrial Area.

**** . STEPS TO SET UP MSMEs**

S.No	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	G.M., DIC, Mandi
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	i) MSME Development Institute, Chambaghat, Solan ii) HIMCON, C/o Bridge View Hotel, The Mall, Shimla
3.	Land and Industrial shed	i) G.M., DIC, Mandi
4.	Financial Assistance	i) All Commercial Banks in the district ii) Private Banks iii) Cooperative and Gramin Banks iv) ADO, KVIB, mandi District Manager, SC/ST Development Corp. Mandisia
5.	For raw materials under Govt. Supply	i) HPSSI&EC, Kishor Bhawan, The Mall, himla ii) Director of Industries, Udyog Bhawan, Bamloe, Shimla
6.	Plant and machinery under hire / purchase basis.	NSIC, Mandi
7.	Power/ Electricity	HP State Electricity Board, Mandi
8.	Technical Know	i) MSME Development Institute, Chambaghat, Solan ii) HIMCON, C/o Bridge View Hotel, The Mall, Shimla
9.	Quality & Standard	i) Director, Bureau of Indian Standard, Parwanoo ii) NRTC, Parwanoo