



सत्यमेव जयते

Government of India
Ministry of MSME

Brief Industrial Profile of Jaipur District



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

Carried out by

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Brief Industrial Profile of Jajpur District

1. General Characteristics of the District: Jajpur district is located in the eastern part of Orissa with geographical area of 2888 Sq. kms. The district was carved out of erstwhile Cuttack district on 1st April, 1993 vide Revenue & Excise Department Notification No. 14218 dated 27.03.93. The district extends from 20° 35' N to 21° 10' N latitude and from 85° 41' E to 86° 38' E longitude on the eastern coast of Orissa. Keonjhar and Bhadrak districts bound it on the North, Kendrapara and Cuttack district on the South, Dhenkanal on the West and Kendrapara and Bhadrak on the East. Historically, the district has been treated as a major producer of Paddy, pulses and oil seeds. The district fall under two agro-climatic zones- (1) Mid Central table land and (2) North East Coastal Plain. But the district has a network of no. of rivers like the Baitarani, the Brahmani, the Kharsorta, the Birupa and the Budhabalanga providing potential water resources.

The district is primarily an agri-zone district and the major growing crop is paddy. More than 75% of the workforce earn their livelihood through agriculture. The district has very fertile land and having thick population concentration.

1.1:Location & Geographical Area.: Jajpur district is located in the eastern part of Orissa having an area of 2,899 Sq. kms. The district of Keonjhar and Bhadrak bounds it on the north, Kendrapara and Cuttack on the south, Dhenkanal on the West and Kendrapara and Bhadrak on the East. The district is situated between 20° 35'N to 21° 10'N latitude and from 85° 41'E to 86 degree 38E longitude on the eastern coast of Orissa. Agro climatically the district is divided into two zones, namely, the North Eastern coastal plain and the mid-central table land. The district headquarter Jajpur Town is located in the Northern most part of the district and therefore, is not centrally located.

1.2 Topography : The district is covered with a wide net work of rivers with flat land. Sukinda Block of the district is mountainous and is rich in mineral resources. The Chromite deposit of this area constitute 88.32% of the total Chromite in Orissa and 75.6% in India.

1) : 1.3 Availability of Minerals. The district has the deposit of rich mineral resources in the state. Main mineral resources available in the district are Chromite, Iron Ore and Quartzite. Associated minerals like Pyroxinite and Nickel Ore are also available in the district. In the district 2 nos. of Public Sector mines and 08 nos. of Private Sector mines are operating. The main concentration of mining areas are Sukinda block in the district. The huge deposits of Chromite, Iron Ore and Quartzite at Sukinda provides tremendous scope for development of more industries based on this resources.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in 000, tones 2010-2011
1.	Chromite	4147
2.	Iron ore	788
3.	Pyroxinite	198
4.	Quartzite	6

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST: The total forest area in the district is estimated to be 725.27 sq. kms. Out of this 6.35 Sq. Kms is reserved forest, 299.32 sq. kms is demarcated protected forest, 0.01 sq. km is un-classified forest and remaining 419.59 sq. kms is other forest. The major forest produces of the district are timber, fire wood, fodder etc. are available in the district

- 2) **1.5 Administrative set up.:** For administrative convenience, the present district is consisting 1 Sub-division i.e. Jajpur, 10 Tahasils, 19 Police Stations. Similarly, for the developmental purpose, the district has been divided into 10 C.D. Blocks and 280 Gram Panchayat, spreading over 1575 inhabited villages. The district has 3 urban centres namely, Chandama (O.G), Jajpur Municipality, Jajpur Road, Municipality and 10 C.D. Blocks namely Barchana, Bari, Binjharpur, Dangadi, Dasrathpur, Dharmasala, Jajpur, Korei, Rasulpur & Sukinda. The district has been divided into 7 Assembly Constituencies with 1 Parliamentary (Lok Sabha) constituency.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			20° 35' N to 21° 10' N latitude
	ii) Longitude			85° 41' E to 86° 38' E longitude
	iii) Geographical Area		Sq. km.	2899

(B)	Administrative Units			
	i) Sub divisions		No.	1
	ii) Tehsils		No.	10
	iii) Sub-Tehsil		No.	-
	iv) Patwar Circle		No.	-
	v) Panchayat Simitis		No.	10
	vi)Nagar nigam(Municipality)		No.	2
	vii) Nagar Palika(NAC)		No.	-
	viii) Gram Panchayats		No.	280
	xi) Revenue villages		No.	1778
	x) Assembly Area		No.	7
2.	Population			
(A)	Sex-wise			
	i) Male	2011	No.	9,26,000
	ii) Female	2011	No.	9,00,000
(B)	Rural Population	2011	No.	16,91,000
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	2,90,000
	ii) Forest cover	2010-11	"	72,000
	iii) Non Agriculture Land	2010-11	"	51,000
	v) cultivable Barren land	2010-11	"	11,000
4.	Forest			
	(i) Forest	2010-11	Ha.	72,000
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2003	Nos.	371855
	ii) Buffaloes	2003	Nos.	11061
B.	Other livestock			
	i) Goats	2003	Nos.	255642
	ii) Pigs	2003	Nos.	5826
	iii) Dogs & Bitches	2003	Nos.	-
	iv) Railways			
	i) Length of rail line	2010-11	Kms	99
	V) Roads			
	(a) National Highway	2010-11	Kms	154

(b) State Highway	2010-11	Kms	2
(c) Main District Highway	2010-11	Kms	134
(d) Other district & Rural Roads	2010-11	Kms	1573
(e) Rural road/ Agriculture Marketing Board Roads(GP Roads)	2010-11	Kms	3187
(f) Kacha Road	2010-11	Kms	-
(VI) Communication			
(a) Telephone connection	2010-11		2,01,193 _(For Cuttack Telecom district)
(b) Post offices	2010-11	Nos.	288
(c) Telephone center	2010-11	Nos.	-
(d) Density of Telephone	2010-11	Nos./100 0 person	-
(e) Density of Telephone	2010-11	No. per KM.	-
(f) PCO local	2010-11	No.	12
(g) PCO STD	2010-11	No.	809
(h) Mobile(BSNL)	2010-11	No.	6,02,766 _(For Cuttack Telecom district)
(VII) Public Health			
(a) Allopathic Hospital	2010-11	No.	4
(b) Beds in Allopathic hospitals		No.	482
(c) Ayurvedic Hospital		No.	25
(d) Beds in Ayurvedic hospitals		No.	-
(e) Unani hospitals		No.	-
(f) Community health centers		No.	12
(g) Primary health centers		No.	56
(h) Dispensaries/MHU		No.	1
(i) Sub Health Centers/MHU		No.	260
(j) Private hospitals		No.	7
(VIII) Banking commercial			
(a) Commercial Bank		Nos.	111

	(b) rural Bank Products/Branches		Nos.	-
	(c) Co-Operative bank products/Branches		Nos.	-
	(d) PLDB Branches		Nos.	-
	(IX) Education			
	(a) Primary school		Nos.	1915
	(b) Middle schools		Nos.	895
	(c) Secondary & senior secondary schools		Nos.	432
	(d) Colleges		Nos.	96
	(e) Technical University		Nos.	-

2.1 Existing Status of Industrial Areas in the District of Jajpur

Srl. no	Name of Area	Total Land area	Land allotted	Prevailing Land rate/acre in Rs. in lakhs	Total Sheds	Sheds Allotted	Vacant Sheds	Units in Production
1	Jaraka	20.000	11.890	10.00	10	7	3	
2	Duburi	100.000	0.000	20.00	-	-	-	

Source:IDCO

3. INDUSTRIAL SCENERIO OF JAJPUR(2010-11)

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	2069
2.	TOTAL INDUSTRIAL UNIT	NO.	5011
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	14
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	23142
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	7910
6.	NO. OF INDUSTRIAL AREA	NO.	2
7.	Total Investment of MSEs	IN LACS	22168.32
8.	Investment of MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	1191197.66

3.2 YEAR WISE TREND OF UNITS REGISTERED IN JAJPUR DISTRICT:

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	562	3791	158.64
During	1985-86	14	112	5.9
During	1986-87	16	218	16.54
During	1987-88	24	379	65.46
During	1988-89	26	328	31.29
During	1989-90	15	205	30.79
During	1990-91	24	222	9.7
During	1991-92	14	161	87.53
During	1992-93	14	124	16.67
During	1993-94	12	61	2.64
During	1994-95	13	96	29.15
During	1995-96	12	116	24.86
During	1996-97	25	286	22.32
During	1997-98	52	345	90.42
During	1998-99	59	352	252.05
During	1999-2000	91	311	33.27
During	2000-01	76	434	82.16
During	2001-2002	85	404	93.48
During	2002-03	86	344	277.68
During	2003-04	100	389	79.63
During	2004-05	99	570	301.87
During	2005-06	100	498	66.27
During	2006-07	111	704	155.88
During	2007-08	112	675	490.2
During	2008-09	124	608	153.15
During	2009-10	118	1088	818.93
During	2010-11	85	533	107.52
Total		2069	13354	3504

Source: DI, Odisha

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN JAJPUR DISTRICT(As on 2010-11)

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20 &22	Agro based and Soda water	802	4777.65	3980
23,24, 25 &26	Textile based	584	881.09	3032
27.	Wood/wooden based furniture/Forest based	162	187.74	810
28.	Paper & Paper products	97	382.38	410
29.	Leather based	7	13.63	34
31.	Chemical/Chemical based	81	1923.88	663
30.	Rubber, Plastic & petro based	50	461.89	309
32.	Mineral based(G &C)	321	5572.06	3425
33 &35.	Engineering &Metal based (Steel Fab.)	542	3784.25	3300
36.	Electrical machinery and transport equipment &Electronics	40	315	213
97.	Repairing & servicing	2098	2452.27	5918
01.	Others	227	1416.48	1048
	Kachori Making	-	-	-
Total		5011	22168.32	23142

Source: DI,Odisha

3.4 Large & Medium Scale Industries / Public Sector undertakings

List of the units in Jajpur & Near By Area

1. M/s. IDCOL Ferrochrome &Alloys,JK Road
- 2.M/s. Konark Jute Ltd.,Dhanmandal
3. M/s Surya Sponge Iron,Budhakendua
4. M/s. Neelachal Ispat Nagam Ltd.,Kalinganagar Industrial Complex,Duburi
5. M/s.M.V.International Ltd.,Anjira
6. M/s.Mesco Ispat &Steel Ltd.,Kalinganagar Industrial Complex
7. M/s.VISA Industries, Kalinganagar Industrial Complex
8. M/s.,Jindal Stainless Ltd., Kalinganagar Industrial Complex

9. M/s.Yazdani Steel &Power Ltd., Kalinganagar Industrial Complex
10. M/s.Maitan Ispat Ltd., Kalinganagar Industrial Complex
11. M/s.VISA Industries,Golagaon,Pankpal
12. M/s.Rohit Ferro Tech Ltd., Kalinganagar Industrial Complex
13. M/s.KJ Ispat Ltd., Kalinganagar Industrial Complex
14. M/s. Jabamayee Ferro Alloys Ltd.,Sukinda

3.5 Major Exportable Item:Steel,Ferro Alloys

3.6 Growth Trend: Kalinga Nagar in Jajpur district has been identified as one Growth centre by Govt. of Odisha.For this a number of large and medium industries is still in the pipeline to be set up in the area.So there is positive growth in large and medium industries in the area.

3.7 Vendorisation / Ancillarisation of the Industry: NINL being the PSU in the district,there has been the growth of MSMEs in and around Jajpur district. More concentration of MSMEs located in Cuttack and Khorda districts are serving the large industries of the area. However still there is scope for further growth of MSMEs considering the fact that a number of large industries like Jindal etc. have already been set up and started production and more like TISCO etc. are in the process of construction. So there is huge scope for ancillarisation in the area.

1. Refractory Materials
2. Lancing Pipes
3. Steel casting
4. Foundry
5. Nut, Bolts, Rivets and Fastners
6. Sophisticated machine shops
7. Structural Fabrication workshops
8. Ferric alum
9. Grease
10. Hard Pitch
11. Bleaching powder
12. Conveyor belt
13. Welding Electrodes
14. Electrical Junction box/fittings
15. Repairing Workshops of heavy electrical meters/equipments
16. Hand gloves/safety helmets
17. Hard Coke
18. Lime
19. HDPE woven sacks
20. Consummables
21. Repair and Maintenance Workshops
- 22.CI Fittings
- 23.Communication equipments

24.GI Pipes and fittings

3.8. Medium Scale Enterprises: Given with large industries.

3.9 Service Enterprises:

1. Diesel Engine Repairing Centre
2. DTP
3. Two Wheeler and Four Wheeler servicing units
4. Nursing Home/Clinic
5. Cold Storage
6. Dry Cleaning
7. Laundry
8. Health Club
9. Digital Photo Processing Laboratory
10. Gas Welding/Spray Painting
11. Motor Winding
12. Tyre Retreading & Resouling
13. Goldsmithy
14. Hotel/Lodging/Boarding/Restaurants
15. Repair and Maintenance of Electrical Home Appliances
16. Repairing and servicing of Transformer
17. Repairing and servicing of UPS and Voltage Stabilisers

3.9.2 Potential areas for service industry:

The district of Jajpur is having a number of large and medium enterprises besides being a growth centre of MSMEs. A number of new large and medium enterprises are also in the pipeline for implementation both in the district and in its surrounding districts. The Govt. of Orissa has also declared Kalinganagar Industrial complex as one growth centre wherein a good number of Large and Medium enterprises are being implemented. So considering this, there is huge scope for service based industries in the district.

3.10 Potential for new MSMEs:

Mechanical Engineering Workshop and Fabrication Works
Aluminium Utensils and Circles
Agricultural Implements
Small Foundry
Welding Electrodes
Heat Treatment Servicing Unit

PVC Cables and Aluminium Conductors
Sheet metal works and Trunks and suit cases manufacturing
Wire drawing and wire nails
Sheet Metal Works
Printing Press
Wire Netting (G.I. Wires)
Repair & rewinding of electrical motors and transformers
Repair and maintenance of Air-conditioning and Refrigeration
Silver Filigree works
Hand Tools
Metalic Sanitary Fixtures
Mineral Water
Plastic injection moulded items
Detergent & Washing Powder
Liquid Detergent
Phenyl including white phenyl
Plastic containers
Crates, Soft drink trays and large drums
Corn Flakes
Plastic rope
Ayurvedic medicines
Spices grinding
Agarbati
Mosquito mats and coils
Writing Ink
Naphthalene Bulbs
Tyre Retreading
Chromic Acid
Sodium Dichromate
Chromite Beneficiation
Stone Crushing
Fly Ash Bricks
Chimney Bricks with Fixed Chimney
Decorated Ceramic Glazed Tiles
Flooring Tiles (Cement Mosaic and Cement concrete)
Synthetic Gems Cutting and Polishing
Water filter out of Clay
Dust less Chalk Crayon
Processing of Iron Ore
Quartz Calcinations and Grinding

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS:

4.24.1.1 **Manufacturing Sector:** The following are the existing clusters in the district of Jajpur.

1. Groundnut Decortication/Processing-Bari and Rasulpur aea
2. Readymade Garments-Korei and Rasulpur
3. Rice Milling-Barchana and Dharmasala
4. Engineering related services-Kalinganagar area and JK Road
5. Chrome Ore Benefication-Jajpur

Out of these only one cluster i.e. Ground nut processing cluster in the district has been identified and taken up for intervention by Industries Department, Govt. of Odisha.

Service Sector

4.1 Details for Identified cluster:

Present status of the cluster:-

4.1.2 Name of the cluster

1	Principal Products Manufactured in the Cluster	Groundnut
2	Name of the SPV	Being implemented by APITCO(Andhra Pradesh Industrial Technical Consultancy)
3	No. of functional units in the clusters	250
4	Turnover of the Clusters	44.50 crores
5	Value of Exports from the Clusters	nil
6	Employment in Cluster	10,000
7	Average investment in plant & Machinery	Rs.30 lakhs for automatic plant and Rs.10 lakhs for manual
8	Testing needs	
9	Thrust Area	1.Formation of Association of Entrepreneurs 2.Modernisation of Plants 3.Availability of quality raw materials
10	Access to Export Market	No direct access

Present status of the cluster:- The Directorate of Industries ,Govt. of Odisha gave this cluster to APITCO for implementation. The DSR of the cluster has been done by APITCO and submitted through Directorate of Industries to O/o DC(MSME), New Delhi for approval which is pending due to lack of certain parameters/information. In the 30th steering committee meeting of MSE-CDP held on 19th June,2012 at New Delhi, this case was discussed.

4.2 There are many activities identified in the handicraft sector which can be promoted as Clusters. The list is as below:

Srl.no.	Name of Craft	Location	No. of Artisans
1.	Stone carving	Chhatia	60
2.	Golden Grass	Gadamadhupur	38

3.	Teracota	Mangarajpur, Radhanagar	60
4.	Terracotta	Kalyanpur	60

Source: 126th Agenda papers, SLBC, BBSR

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

1. Lack of infrastructure like land
2. Operation of Single window system for speedy clearance of projects.
3. Non-availability of adequate finance
4. Frequent power disturbance
5. Lack of adequate industrial and Social infrastructure
6. Lack of technical know-how and skilled labour

*** . 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 located at Jagatpur/Directorate of Industries, Govt. of Odisha, Kila Maidan, Cuttack
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and	MSME-Development Institute, Govt. of India, Vikash Sadan, College Square, Cuttack-3/District Industries Centre

	economic survey reports.	
3.	Land and Industrial shed	Odisha Industrial Infrastructure Development Corporation, Rupali Square, Bhubaneswar.
4.	Financial Assistance	Any Commercial Bank
5.	For raw materials under Govt. Supply	Odisha Small Industries Corporation/National Small Industries Corporation
6.	Plant and machinery under hire / purchase basis.	National Small Industries Corporation
7.	Power/ Electricity	GRIDCO
8.	Technical Know –how.	MSME-Development Institute, Govt. of India, Vikash Sadan, College Square, Cuttack-3/District Industries Centre
9.	Quality & Standard	MSME-Development Institute, Govt. of India, Vikash Sadan, College Square, Cuttack-3/Bureau of Indian Standards, Surya Nagar, Bhubaneswar
10.	Marketing /Export Assistance	MSME-Development Institute, Govt. of India, Vikash Sadan, College Square, Cuttack/Export Promotion and Marketing, Govt. of Odisha, Ashok Nagar, Bhubaneswar/Director General of Foreign Trade, Link Road, Cuttack
11.	Other Promotional Agencies	Handicraft & Cottage Industries, Development Commissioner (Handicraft), Directorate of Textiles, Govt. of Odisha, APICOL Etc.