



**Government of India
Ministry of MSME**

Brief Industrial Profile of Rajouri District



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

Carried out by

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Brief Industrial Profile of Rajouri District

1. General Characteristics of the District

Rajouri, earlier known as Rajapura, was an area of importance in ancient times. Based on the Mahabharata evidence,^[1] and evidence from 7th century Chinese traveler Yuan Chawang, the districts of Rajouri, Poonch and Abhisara had been under the sway of Republican Kambojas during epic times. The epic name of Rajauri was *Rajapuram* and it was the metropolis of Republican Kambojas e.g. Karna-Rajapuram-gatva-Kambojah-nirjitastava.

Rajouri is a district of Jammu region in Indian state of Jammu and Kashmir. The Line of Control lies to its west it and Poonch to its north and Naushera and Chhamb to its south. The district comprises six tehsils (boroughs). The land is mostly fertile and mountainous. Maize and rice are the main crops of the area and the main source of the irrigation is the river Tawi that originates from the mountains of Pir Panjal. Though Urdu and English are the main mediums of instruction, the other dialects such as Gujri, Pahari and Dogri are much spoken at the informal level. Gujri is mainly spoken by the Gujjar and Bakarwal tribes who are known for herding goats, sheep and horses. However, the fine line between Gujjar and Bakarwal tribes is that the former are farmers as they own land while the latter are nomads who herd cattle. The population is officially divided along the religious lines – though religiously diverse masses normally live in peace and harmony. The total population therefore, in accordance with the 2001 census, is 60% Muslim, 37% Hindu, 2% Sikhs and others

1.1 Location & Geographical Area.

Rajouri district is bounded by Poonch district in the north side, Jammu district in the south side, Udhampur district in the east side and Pak occupied Kashmir (Mirpur area) in the west side. Rajouri district with an area of 2,630 Sq.Kms. has peculiar features

1.2 Topography

Rajouri district is located between 70 de gree and 74 de gree-4'East longitude and 32 degree-58'and 33 de gree-35'north latitude.It is approx.at a distance of 160 K ms.from Jammu district. It is bounded by Poonch district in the north, Jammu district in the south, Udhampur district in the east and Pak occupied Kashmir (Mirpur area) in the west.Carved out of the district of Poonch in 1968 to facilitate process of development and better supervision Rajouri district has an area of 2630 Sq.Kms. with six tehsils,seven blocks,77 Panchayats and 381 villages. The district with an area of 2,630 Sq.Kms. has peculiar features.The Dhaulā Dhar range runs across the north eastern part of the district and topography of Rajouri,Budhal and part of Kalakote tehsils consists of numerous hills and small valleys of meandering brooks. District Rajouri offers a representative of the State in climate,culture and secular outlook.The district presents a composite culture-Pahari,Gojri,Dogra and Kashmiri.Irrespective of ethnic groups all speak the pahari language with ease. The climate varies from semi-tropical in the southern part to temperate in the mountainous northern part.The sub-tropical region receives regular monsoons whereas the northern part prone to hailstorms experiences excessive rains.The district is drained by small rivers.Rajouri has witnessed both the patronage as well as carnage of the time.The remnants of fortified Mughal inns are a pleasant reflection of the glorious days of the place when it used to be a camping site for the Royal Mughal entourage proceeding towards Kashmir Valley.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in MT tones 2010-2011
MAJOR MINERAL		
1.	MINERAL Coal Mines at Kala kote	20293.950
MINOR		
1.	.-	-

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

Forests of the state are spread over three broad geo-climatic zones covering Jammu, Kashmir and Ladakh regions of the State. Vegetation and climate can broadly be categorized into sub-tropical, temperate and alpine zones with wide diversity of fauna and flora. More than 50% of the plant species used in British pharmacopoeia are reported to grow in Jammu and Kashmir. Literature indicates that 572 plant species belonging to 109 different families have medicinal value. Rajouri district is apart of Jammu region, The total forest area of the district is 1267 Sq Km.

1.5 Administrative set up.

District	Tehsil	Blocks
Rajouri	1. RAJOURI	1.RAJOURI
	2. KALAKOTE	2. DARHAL
	3. NOWSHERA	3.MANJAKOTE
	4. SUNDERWANI	4 KALAKOTE
	5 BUDHAL	5 NOWSHERA
	6. THANAMANDI	6 SUNDERWANI
		7BUDHAL
		8 THANAMANDI
Total =1	6	8

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data	2011		
	i) Latitude		Degree	32-58 & 33-35N
	ii) Longitude		Degree	70 -74 E
	iii) Geographical Area		Sq.Km	2630
(B)	Administrative Units	2011		
	i) Sub divisions		Nos	8
	ii) Tehsils		Nos	6
	iii) Sub-Tehsil		Nos	-
	iv) Patwar Circle		Nos	N/A
	v) Panchayat Simitis			N/A
	vi) Nagar nigam		Nos	4
	vii) Nagar Palika			N/A
	viii) Gram Panchayats			160
	xi) Revenue villages			379
	x) Assembly Area		Nos	4
2.	Population			
(A)	Sex-wise		Lakhs	4.78
	i) Male	2011	Lakhs	2.53
	ii) Female	2011	Lakhs	2.23
(B)	Rural Population	2011		
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	77.424
	ii) Forest cover	2010-11	Sq Km	1267
	iii) Non Agriculture Land	2010-11	Hectare	33.30
	v) cultivable Barren land	2010-11	"Hectare	38.30
4.	Forest			
	(i) Forest	2010-11	Ha. Sq Km	1267

5.	Livestock & Poultry			
A.	Cattle		Lakhs	7.43
	i) Cows	2007	Lakhs	1.46
	ii) Buffaloes	2007	Lakhs	0.98
B.	Other livestock			
	i) Goats	2007	Lakhs	2.45
	ii) Pigs	2007	Nos.	Nil
	iii) Dogs & Bitches	2007	Nos.	N/A
	iv) Railways			
	i) Length of rail line	2010-11	Kms	N/A
	V) Roads			
	(a) National Highway	2010-11	Kms	166
	(b) State Highway	2010-11	Kms	N/A
	(c) Main District Highway	2010-11	Kms	60
	(d) Other district & Rural Roads	2010-11	Kms	126
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	126
	(f) Kachacha Road	2010-11	Kms	166
	(VI) Communication			
	(a) Telephone connection	2004-05		6250
	(b) Post offices	2004-05	Nos.	1
	(c) Telephone center	2004-05	Nos.	32
	(d) Density of Telephone	2010-11	Nos./1000 person	N/A
	(e) Density of Telephone	2010-11	No. per KM.	N/A
	(f) PCO Rural	2010-11	No.	N/A
	(g) PCO STD	2010-11	No.	N/A
	(h) Mobile	2010-11	No.	N/A

	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	10
	(b) Beds in Allopathic hospitals		No.	N/A
	(c) Ayurvedic Hospital		No.	-
	(d) Beds in Ayurvedic hospitals		No.	-
	(e) Unani hospitals		No.	22
	(f) Community health centers		No.	117
	(g) Primary health centers		No.	21
	(h) Dispensaries		No.	38
	(i) Sub Health Centers		No.	1
	(j) Private hospitals		No.	4
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	20
	(b) rural Bank Products		Nos.	21
	(c) Co-Operative bank products		Nos.	7
	(d) PLDB Branches		Nos.	-
	(IX) Education			
	(a) Primary school		Nos.	776
	(b) Middle schools		Nos.	171
	(c) Secondary & senior secondary schools	2004	Nos.	96
	(d) Colleges		Nos.	5
	(e) Technical University		Nos.	1

2.1 Existing Status of Industrial Areas in the District Rajouri

S. No.	Name of Ind. Area	Land acquired (In Kanals)	Land developed (In Kanals)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Kheara	51.17	51.17	N/a	54	54	nil	30
	Total	51.17	51.17	N/a	54	54	nil	30

Source:- DIC , Rajouri

3. INDUSTRIAL SCENERIO OF RAJOURI DISTRICT

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	989
2.	TOTAL INDUSTRIAL UNIT	NO.	989
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	-
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	2346
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	-
6.	NO. OF INDUSTRIAL AREA	NO.	1
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	2966.484
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	-

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	55	79	48.35
1	1985-86	53	111	0.26
2	1986-87	54	99	0.82
3	1987-88	58	121	29.73
4	1988-89	56	199	50.48
5	1989-90	60	134	1.06
6	1990-91	41	64	84.80
7	1991-92	38	69	18.774
8	1992-93	50	107	178.039
9	1993-94	60	102	51.16
10	1994-95	65	126	70.80
11	1995-96	45	259	22.158
12	1996-97	61	139	14.264
13	1997-98	26	76	2.213
14	1998-99	3	14	29.566
15	1999-2000	3	27	17.427
16	2000-01	16	40	44.054
17	2001-2002	9	21	43.034
18	2002-03	18	45	65.845
19	2003-04	13	22	13.196
20	2004-05	20	44	41.858
21	2005-06	29	80	86.054
22	2006-07	19	39	12.086
23	2007-08	20	28	11.279
24	2008-09	21	26	32.032
25	2009-10	38	142	159.003
26	2010-11	58	133	164.087
	Total	989	2346	1315.444

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	61	60.00	180
22	Soda water	2	3.00	10
23	Cotton textile	-	-	-
24.	Woolen, silk & artificial Thread based clothes.	21	6.10	60
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	96	5.20	200
27.	Wood/wooden based furniture	36	75.40	240
28.	Paper & Paper products	7	28.60	55
29.	Leather based	-	-	-
31.	Chemical/Chemical based	-	-	-
30.	Rubber, Plastic & petro based	-	-	-
32.	Mineral based	-	-	-
33.	Metal based (Steel Fab.)	39	120.15	195
35.	Engineering units	5	8.800	15
36.	Electrical machinery and transport equipment	36	70.014	80
97.	Repairing & servicing	655	164.485	901
01.	Others	31	775.00	410
	Kachori Making	-	-	-

Source: DIC Rajouri

3.4 Large Scale Industries / Public Sector undertakings

List of the units in & Near By Area Nil

3.5 Major Exportable Item Nil

3.6 Growth Trend Nil

3.7 Vendorisation / Ancillarisation of the Industry Nil

3.8. Medium Scale Enterprises

3.8.1 List of the units in ----- & Near By Area Nil

3.8.2 Major Exportable Item Nil

3.9 Service Enterprises**3.9.2 Potentials areas for service industry**

The following area of the potential service industries are given as :

- a) Automobiles
- b) Electronics
- c) Electrical
- d) Agro based
- e) Fabrications works

3.10 Potential for new MSMEs

- a) Food Industries
- b) Thermo/Plastic ware
- c) Mineral Water
- d) Agriculture Implement/Tools
- e) Steel Almirah Fabrications

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS **Nil**

4.1.1 Manufacturing Sector **Nil**

4.1.2 Service Sector **Nil**

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4.2 Details for Identified cluster

4.2.1 Name of the cluster

1	Principal Products Manufactured in the Cluster	-
2	Name of the SPV	-
3	No. of functional units in the clusters	-
4	Turnover of the Clusters	
5	Value of Exports from the Clusters	-
6	Employment in Cluster	-
7	Average investment in plant & Machinery	-
8	Major Issues / requirement	-
9	Presence of capable institutions	-
10	Thrust Areas	-
11	Problems & constraints	-

Present status of the cluster :-

Silk Cluster at Thanda Pani, Tehsil Sunderwani is identified. The cluster area is comprised of 123 Kanals, 13 Marlas. The said land is handed over to Directorate of Industries & Commerce, Jammu by the Government.

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

- a) Problem of Erotic Electric Power Supply
- b) Problem of Skilled labour
- c) Problem of Marketing of finished Products
- d) Problem of procurement of Raw materials

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

Following are the brief description of different agencies 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, Rajouri
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	ITCO, Exhibition Ground Jammu
3.	Land and Industrial shed	SICOP, SIDCO
4.	Financial Assistance	J&K Bank, SBI, PNB, Grameen Bank, JKFC, Rajouri JKDFC, IInd Floor , Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP, Rajouri
6.	Plant and machinery under hire / purchase basis.	NSIC , Exhibition Ground Jammu
7.	Power/ Electricity	PDD, J&K State
8.	Technical Know –how.	-District Industries Centre, Rajouri -MSME DI I/E Digiana Jammu

9.	Quality & Standard	BIS , Chandigarh
10.	Marketing /Export Assistance	-Directorate of Industries & Commerce , Jawhar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana jammu
11.	Other Promotional Agencies	-EDI , Jawhar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana Jammu