



सत्यमेव जयते  
**Government of India**  
**Ministry of MSME**

## **Brief Industrial Profile of KODAGU District**



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

### **MSME-Development Institute (Branch)**

(Ministry of MSME, Govt. of India)

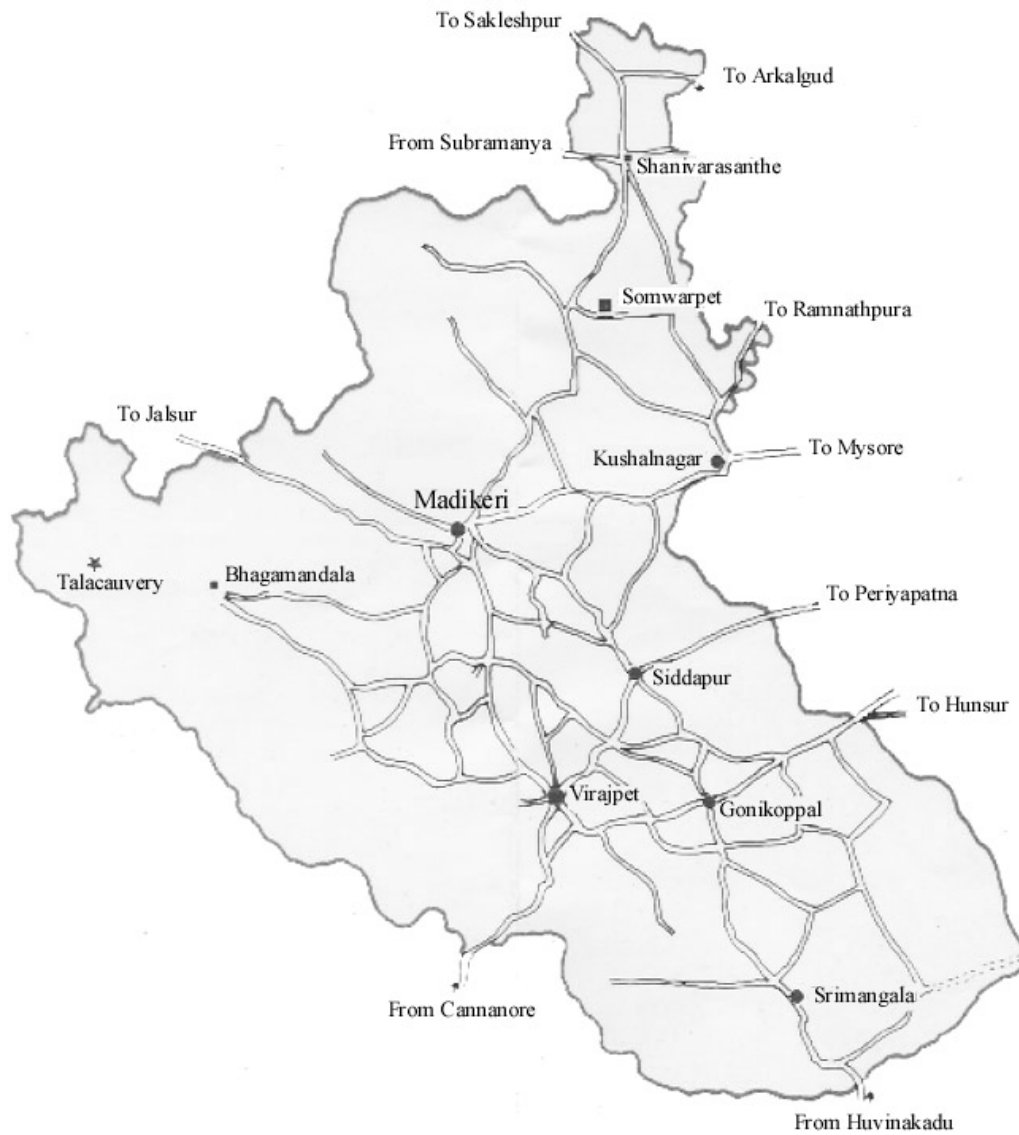
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**MAP OF KODAGU DISTRICT**

## **Brief Industrial Profile of Kodagu district**

### **1. General Characteristics of the District:**

Kodagu district is called the “Kashmir of south India”. The district is a part of Western Ghats and is covered with green forest, high lands and cultivated plantation valleys and orange groves. It is known for its scenic beauty and attracts tourists in large numbers. River Cauvery originates from Kodagu at Talekavery.

It is bounded on the north by Hassan district, south by part of Kannur district of Kerala state, east by Mysore district and west by part of Kannur and Dakshina Kannada districts.

The district is inhabited by people of different casts like Eravaru, Kudiyaru, Kurubas and Tribals along with Coorgis (Kodavas). Kodavas belonging to a very old civilization having a life style and culture of their own, which is very special and attractive. This community has contributed great personalities like Field Marshall Cariappa and General Thimmaiah to our nation.

Huttariya kunita, bolukata, ummathata, kolata, olagathata and kathiyata are some of the folk dances of the Kodavas.

Cauvery sankramana, shivaratri, huttari, kailapoladu, shashti and vishusankramana are some of the important festivals of Kodagu (Coorg).

#### **1.1 Location & Geographical Area:**

Kodagu district is situated in the southern part of the Karnataka State. The district lies between North latitude 11°56’ to 12°56’ and east longitude 75°22’ to 76°11’

Kodagu district has an area of 4102 Sq:kms.

#### **1.2 Topography:**

The district is characterized by red and gravel soil along the North and Southern Parts. A rich track of black soil is found in the eastern Part of the district. The nature of the soil available in the district is suitable for crops like cardamom, coffee, pepper coconut and paddy

**1.3 Availability of Minerals:** Building stones and black granite are the only minerals available in Kodagu District.

Sl.No.	Taluk	Name of the Mineral	Production in 2010-11
1	Madikeri	Building Stone (Granitic gneiss)	4,550 MT
2	Somavarpet		35,085 MT
3	Virajpet		4,520 MT
4	Somavarpet	Black Granite (Dolerite)	10.687 m3

#### 1.4 Forest:

About 33% of the total geographical area of the district is covered by forest with an area of 134597 Hectares and is endowed with rich forest resources. Major forest produces are Rosewood, Teakwood, Honne, Nandi, Wildjack and Bamboo. Minor forest produces include Soap nut, Honey, Wax, Tree mass etc.

#### 1.5 Administrative set up:

**Administrative set up:-** For administrative convenience, the district is divided into three taluks, namely Madikeri, Somawarpet and Virajpet. The district is administered by Zilla Panchayat at district level, Taluk Panchayat at Taluk Level and 98 Gram Panchayats. There are 291 inhabited villages in the district.

The general administration of the district including industrial development at the apex is being looked after by an elected body called Zilla Panchayath. The Zilla Panchayath has a Secretariat headed by Senior Govt. Official belonging to IAS, designated as Chief Executive of the Zilla Panchayath. Down below, there are various district level officers of the State Government to perform/execute the various regulatory/development functions assigned to them. District Industries Centre is one such district level office headed by an official of the State Government designated as Joint Director under whom a number of functional Managers and Asst. Directors work for the promotion and development of industrial and commercial enterprises in the district.

Taluk level extension officers headed by Dy. Director Khadi and Village industries are appointed in each taluk of the district for the promotion of industries in rural areas.

#### 2. District at a glance

S.No	Particular	Year	Unit	Statistics
1.	<b>Geographical features</b>			
A.	<b>Geographical Data</b>			
	i) Latitude	11°56' to 12°56' North latitude		
	ii) Longitude	75°22' to 76°11' East Longitude.		
	iii) Geographical Area	2010-11	Hectares	410775
B.	<b>Administrative Units</b>	2010-11		
	i) Sub divisions			1
	ii) Tehsils			3
	iii) Sub-Tehsil			-
	iv) Patwar Circle(Hobblies)	2010-11		16
	v) Panchayat Simitis			-
	vi) Nagar nigam			5
	vii) Nagar Palika			-
	viii) Gram Panchayats			98
	xi) Revenue villages			296
	x) Assembly Area			2

<b>2.</b>	Population	2011		554762
A.	Sex-wise			
	i) Male		Nos	274725
	ii) Female		Nos	280037
B.	Rural Population	2011	Nos	473659
C.	Urban Population	2011	Nos	81103
<b>3.</b>				
A.	Land utilization			
	i) Total Area		Hectare	410775
	ii) Forest cover		“	134597
	iii) Non Agriculture Land		“	24145
	iv) Cultivable Barren land		“	--
<b>4.</b>				
	(i) Forest	2010-11	Ha.	134597
<b>5.</b>				
A.	<b>Cattle</b>	2010-11		
	i) Cows	2010-11	Nos.	117547
	ii) Buffaloes	2010-11	Nos.	26769
B.	<b>Other livestock</b>	2010-11		-
	i) Goats	2010-11	Nos.	7206
	ii) Pigs	2010-11	Nos.	25682
	iii) Dogs	2010-11	Nos.	65021
<b>6.</b>	<b>Railways</b>	2010-11		
	i) Length of Rail line		Kms	-
<b>7.</b>	<b>Roads</b>	2010-11		
	(a) National Highway		Kms	-
	(b) State Highway		Kms	537.97
	(c) Main District Roads		Kms	852.70
	(d) Other district & Rural Roads		Kms	150
	(e) Rural road/ Agriculture Marketing Board Roads		Kms	INCL.IN ITEM D
	(f) Kacha Road		Kms	2866.65
<b>8.</b>	<b>Communication</b>	2010-11		
	(a) Telephone connection			36069
	(b) Post offices		Nos.	216
	(c) Telephone Exchanges		Nos.	76
	(d ) Density of Telephone		Nos./1000 person	-
	(e) Density of Telephone		No. per KM.	-
	(f) PCO		No.	-
	(g) Mobile phones		No.	-
<b>9.</b>				
	<b>Public Health</b>	2010-11		

10.	(a) Allopathic Hospital		No.	30
	(b) Beds in Allopathic hospitals		No.	288
	(c) Govt.Ayurvedic Hospital		No.	11
	(d) Beds in Ayurvedic hospitals		No.	33
	(e) Unani hospitals		No.	--
	(f) Community health centers		No.	06
	(g) Primary health centers		No.	30
	(h) Dispensaries			-
	(i) Sub Health Centers		No.	206
	(j) Private hospitals		No.	39
11.	<b>Banking</b>	2010-11		
	(a) Commercial Bank		Nos.	101
	(b) Rural Bank		Nos.	18
	(c) Co-Operative bank		Nos.	13
	<b>Education</b>	2010-11		
	(a) Primary school		Nos.	443
	(b) Middle schools		Nos.	-
	(c) Secondary & senior secondary schools		Nos.	155
	(d) Colleges		Nos.	65
	(e) Technical University		Nos.	--

### 2.1 Existing Status of Industrial Areas in the Kodagu District

S. No	Name of Ind. Area	Land acquired (In Acres)	Land developed (In Acres)	Prevailing Rate Per acre (In Rs.lakhs)	No. of Plots developed	No. of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Madikeri	4.74	4.74	1760	28	28	-	28
2	Kusalnagar	250	250	375	115	115	-	115

### 3. Industrial Scenario of Kodagu District:

There is slow pace of industrialisation in the district due to the factors like lack of entrepreneurship, lack of industrial infrastructure, absence of large scale industries, absence of railway link etc.

Major industrial activities in the district are Coffee Curing, Spices, Honey and Wax Products, Flour Mills, Automobile Service, Ready made Garments, tailoring, Wooden Furniture, Beekeeping.

### Status of Existing Industries in the district:

There are registered SSI units with total investment of **lakhs** employing persons in the district. There is no medium scale industries, large scale industries and Mega industries.

Sl. No.	Particulars	No. of units	Investment in Lakhs	No. of Employment
1	Small & Micro Enterprises	1115	5388	6485
2	Medium Enterprises	--	--	--
3	Large Industries	--	--	--
4	Mega Industries	--	--	--

(Source: DIC, Madikeri)

### 3.1 Industry at a Glance

Sl.No	Head	Unit	Particulars
1.	Registered Small Scale Industrial Units	NO.	1115
2.	Registered Medium & Large Units	NO.	--
3.	Estimated Avg. No. of Daily Worker Employed in Small Scale Industries	NO.	--
4.	Employment in Large and Medium Industries	NO.	Nil
5.	No. of Industrial Area	2 nos	1. Madikeri 2. Kushalnagar
6.	Turnover of Small Scale Industries.	IN LACS	--
7.	Turnover of Small Scale Industries Large and Medium Industries.	IN LACS	--

(Source: DIC, Mangalore)

### 3.2 Year wise Trend of Units registered

Sl. No.	Year	Unit	Investment in lakhs	Employment
1	Upto : 1999-2000	77	335	595
2	2000-01	167	711	538
3	2001-02	172	614	816
4	2002-03	56	200	110
5	2003-04	41	160	97
6	2004-05	70	256	182
7	2005-06	79	388	227
8	2006-07	80	320	189
9	2007-08	85	581	864
10	2008-09	96	637	1272
11	2009-10	75	452	471
12	2010-11	63	438	748
13	2011-12	54	296	368
	<b>Total</b>	<b>1115</b>	<b>5388</b>	<b>6475</b>

(Source: DIC, Madikeri)



### 3.3 Details of existing Micro & Small Enterprises and Artisan units in the District as on 31.3.2012

NIC Code No.	Type of Industry	Number of Units	Investment (Lakh Rs)	Employment
20	Agro based	300	1200	1500
22	Soda water	15	30	75
23	Cotton textile	-	-	-
24	Wooden silk & artificial thread based clothes	-	-	-
25	Jute and Jute based	-	-	-
26	Readymade garments and embroidery	378	2200	1950
27	Wood/Wooden based furniture	10	40	50
28	Paper & paper products	05	40	25
29	Leather based	-	--	--
31	Chemical/Chemical based	05	70	25
30	Rubber, Plastic & petro based	-	--	--
32	Mineral based	01	15	20
33	Metal based (Steel Fab)	-		
35	Engineering units	100	300	650
36	Electrical machinery & transport equipment	-		
97	Repairing and servicing	250	500	1250
01	Other	150	363	940
	Kachori Making	--	--	--
	Total	1115	5388	6485

(Source: DIC, Madikeri)

### 3.4 Large and Mega Scale Industries in Kodagu District upto 2011-12

Sl. No	Name and address of the unit	End Product	Sector	Constitution	Total Investment (Rs.in crores)	Employment (Nos)	Date of commencement of Production
	--	--	--	--	--	--	--

Source: DIC Madikeri

### 3.5 Major Exportable Item :

Kodagu is one of the districts notified under the agri-export zone. It is known as 'Coffee Land' and is one of the largest coffee producers in India. Its coffee is on special demand because of its naturally maintained plantation. Coffee Pepper and Cardamom are the major exportable items from this district.

High tech floriculture units for the production of Anthurium cut flower along with tissue culture have been proposed in the district.

**3.6 Growth Trend: There is ample growth in Coffee industry.**

**3.7**

**3.7 Vendorisation / Ancillarisation of the Industry:**

**3.8. Medium Scale Enterprises**

Name and address of the unit	End Product	Sector	Constitution	Total Investment (Rs.crores)	Employment(Nos)
--	--	--	--	--	--
--	--	--	--	--	--
--	--	--	--	--	--

Source: DIC, Madikeri

**3.9. Service Enterprises:**

**3.9.1 Potentials areas for service industry**

- Automobile Repair/servicing.
- Electronic goods repair/service
- IP Set Repair
- Electric motor rewinding
- Photocopying
- DTP
- Auto Cushion work
- Internet centre
- Cold Storage
- Powder flour mill
- Rice mill

**3.10 Potential for new MSME**

**List of Potential MSME in the district in the following areas.**

**a) Agro Based Industries**

1. Coffee Processing
2. Flour Mill
3. Fruit Processing
4. Bee Keeping / Honey Extraction
5. Spice Processing
6. Ginger Processing
7. Beaten Rice Manufacturing

**b) Wood based**

1. Wooden Furniture/Bee Box Manufacturing
2. Coffee stump/handicraft items
3. Cane and Bamboo works

**c) Food Based**

1. Bakery Products
2. Aerated water

**c) Construction**

1. Cement Hollow Blocks
2. Mosaic Tiles

**d) General Engineering**

1. Steel Furniture Manufacturing
2. Agriculture implements

**e) Chemical**

1. Wax Candle
2. Lime Powder

**h) Printing & Stationery**

1. Printing and book binding

**i) Rubber and Plastics**

1. Tyre tube vulcanizing
2. Tyre Retreading
3. HDPE Pipe Manufacturing

**Miscellaneous**

- Vermi culture
- Bio-mass briquette
- Mineral Water
- Carbonated Soft Drinks

**4. Existing Clusters of Micro & Small Enterprise**

**4.1 Details of Major Clusters in the district:**

**4.1.1 Major Clusters in the Manufacturing Sector:**

1. Coffee Curing
2. Carpentry

But there no clusters registered and no activity from KCTU in this district proposed as on date.

#### **4.1.2 Major Clusters in the Service Sector:**

#### **4.2 Details of Identified Cluster:**

Proposed clusters: Textiles, Hand Embroidered, Cane & Bamboo

**5. General issues raised by industry association:** Following points are reproduced based on the discussion with Industry Association

**a. Lack of Power:** Lack of uninterrupted power supply is the major problem faced by industries of this district.

**b. Problem of skilled manpower:** Inefficient human factor creates innumerable problems for the survival of industries. Non-availability of adequate skilled manpower poses problem to Micro and Small Enterprises.

**c. Inadequate credit assistance:** Need based cash flow for working capital is lacking, which is affecting the smooth functioning of Micro and Small Enterprises.

**d. Absence of adequate infrastructure:** Most of industrial estates are not having provision for maintenance of infrastructure. Absence of adequate infrastructure adversely affect the quality, quantity and production schedule of the enterprises which ultimately results in under-utilization of capacity.

**e. Competition from global market:** Small-scale units find it very difficult to compete with the imported articles which are comparatively very cheap and of better quality.

## 8. Steps to set up MSME

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

S.No	Type of assistance	Name and address of agencies	Phone No:
1.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	Joint Director, District Industries Centre Kohinoor Road, Madikeri	08272- 228748
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	Branch MSME-DI, Plot No:L-11, Yeyyadi Industrial Estate, Mangalore-575008	0824-2217696

3.	1.Land  2.Industrial shed	1.Development Officer,KIADB, Indl. Area, Madikeri 2.Branch Manager, KSSIDC, Industrial Estate, Kushalnagar. .	
4.	Financial Assistance	1. Lead District Manager, Lead Bank Corporation Bank, Madikeri.  2.AGM, NABARD, Madikeri  3. Deputy General Manager, Karnataka State Financial Corporation, Madikeri.	08272-221135
5.	For raw materials under Govt. Supply	Branch Manager, KSSIDC, Kushalnagar, Madikeri	
6.	Plant and machinery under hire / purchase basis.	Zonal General Manager, NSIC Limited No. 6 & 7, West of Chord Road, Rajajinagar Industrial Town, Bangalore - 560 044	080- 23307790/23306814/ 23307791
7.	Power/ Electricity	KSEB Madikeri.	08272-228454
8.	Technical Know –how.	Karnataka Council For Technological upgradation(KCTU) 4th Floor, Basava Bhavan, Basaveswara Circle, Bangalore - 560 001; Karnataka	080 22250772 <b>Fax :</b> +91 80 22286607
9.	Quality & Standard	Bureau of Indian Standards (BIS)Peenya Industrial Area, 1st Stage, Bangalore - Tumkur Road, Bangalore 560 058	080-28394955, 28394956 , 28396324 080-28398841 (Fax)
10.	Marketing /Export Assistance	Visvesvaraya Industrial Trade Centre, 3rd Floor, VITC Building, Kasturba Road, Bangalore-560 001.	080-22861828, 22864281, 22860853 Fax 080-22865202