



**Government of India
Ministry of MSME**

Brief Industrial Profile of Prakasam District of Andhra Pradesh



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

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Brief Industrial Profile of Prakasam District

1. General Characteristics of the District

Prakasam district is one of the coastal districts of Andhra Pradesh. A distinct geographical feature of the district is the varied nature of plains and rocky hills. The areas near the coast are plain and fertile while the other parts are stony plains and hills with dry shrub forests. The district has variety of soils like black cotton, red soil, red sandy loamy and sandy loamy. The average rain fall is 751 mm. The district can be termed as warm district. The maximum temperature in summer is 45 degrees. The duration of winter in the district is very short.

1.1 Location & Geographical Area.

The district is located between 78.43 - 80.25 Eastern longitude and 14.57 -16.17 Northern latitude. The geographical area is 1762600 Hectares.

1.2 Topography

The district is bounded by Mahbubnagar and Guntur districts on the North, East Bay of Bengal, South by Nellore and Cudapah districts and west Kurnool district. The Nallamala hills are located in the district.

1.3 Availability of Minerals.

The principal minerals are Barytes, quartz silica sand and iron ore are available in the district

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Barytes	4300
MINOR		
1.	.Quartz	22722
2.	Silica sand	224075
3.	Iron ore	400

SOURCE:- DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

26% of total geographical area is under forest. The district is endowed with rich natural resources like wood and herbal wealth of Nallamala forests. The forests of the western part of the district are of dry shrubs. Forests in the coastal line are mainly plantations of casurina and cashew nuts.

1.5 Administrative set up.

There are 3 revenue divisions in the district. 1. Ongole, 2 Kandukur and 3 Markapur and 56 Mandals.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			14.57-16.17
	ii) Longitude			78.43-80.25
	iii) Geographical Area		Hectares	1762600
(B)	Administrative Units			
	i) Sub divisions			3
	ii) Tehsils			56
	iii) Sub-Tehsil			
	iv) Patwar Circle			
	v) Panchayat Simitis			
	vi)Nagar nigam			
	vii) Nagar Palika			4
	viii) Gram Panchayats			1041
	xi) Revenue villages			1087
	x) Assembly Area			
2.	Population			
(A)	Sex-wise			
	i) Male	2001		3392764
	ii) Female	2001		1712735
(B)	Rural Population	2001		2730648
(C)	Urban Population	2001		662116
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	1762600
	ii) Forest cover	2010-11	"	461983
	iii) Non Agriculture Land	2010-11	"	174878

	iv) uncultivable Barren land	2010-11	“	155488
	v) culturable waste	2010-11	“	66277
	vi) Pmt Pastures	2010-11	“	56322
	vii) Misc. tree crops	2010-11	“	3815
	viii) Other fallow	2010-11	“	134518
	IX) Current fallow	2010-11	“	34132
	x) Net area sown	2010-11	“	675187
4.	Forest			
	(i) Forest	2010-11	Ha.	461983
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	115082
	ii) Buffaloes	2007	Nos.	1273893
B.	Other livestock			
	i) Sheep	2007	Nos.	1494985
	ii) Goats	2007	Nos.	436582
	ii) Pigs	2007	Nos.	12855
	iii) Dogs & Bitches	2007	Nos.	15969
	iv) Poultry	2007	Nos	1401908
	iv) Railways			
	i) Length of rail line	2010-11	Kms	
	V) Roads			
	(a) National Highway	2010-11	Kms	178
	(b) PWD	2010-11	Kms	3309
	(c) Panchayat raj	2010-11	Kms	7906
	(d) Other district & Rural Roads	2010-11	Kms	
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	
	(f) Kachcha Road	2010-11	Kms	
	(VI) Communication			
	(a) Telephone connection	2010-11		63684
	(b) Post offices	2010-11	Nos.	906
	(c) Telephone exchanges	2010-11	Nos.	187
	(d) Density of Telephone	2010-11	Nos./1000 person	
	(e) Density of Telephone	2010-11	No. per KM.	
	(f) PCO Rural	2010-11	No.	3026
	(g) PCO STD	2010-11	No.	
	(h) Mobile	2010-11	No.	
	(VII) Public Health			

(a) Allopathic Hospital	2010-11	No.	14
(b) Beds in Allopathic hospitals		No.	1490
(c) Ayurvedic Hospital		No.	
(d) Beds in Ayurvedic hospitals		No.	
(e) Unani hospitals		No.	
(f) Community health centers		No.	
(g) Primary health centers		No.	85
(h) Dispensaries		No.	
(i) Sub Health Centers		No.	104
(j) Private hospitals		No.	
(VIII) Banking commercial	2010-11		
(a) Commercial Bank		Nos.	226
(b) rural Bank Products		Nos.	56
(c) Co-Operative bank products		Nos.	
(d) PLDB Branches		Nos.	
(IX) Education	2010-11	Nos	
(a) Primary school		Nos.	3086
(b) Middle schools		Nos.	524
(c) Secondary / senior secondary schools		Nos.	638/6
(d) Colleges Junior		Nos.	163
(e) Technical University		Nos.	
(f) B,Ed colleges			43
(g) Engineering colleges			21
(h) Pharmacy colleges			10
(i) Polytechnic colleges			16
(j) MBA/MCA			34/31

2.1 Existing Status of Industrial Areas in the District

Sl. No.	District	Zone	IP Name	Land acquired (acres)	Land acquired in Sqmts	Land Developed	Land rate per sq.m	Total no of plots	Total no of Allotted plots	Allotted structures	Vacant plots	Vacant structures	Units in production	
1.	Prakasam	Nellore	AN_ONGO LE	40.84	165279	89452	1500	365	0	365	0	0	0	337
2.	Prakasam	Nellore	AN Chirala	44.57	180374	180375	0	1	0	0	0	1	0	0
3.	Prakasam	Nellore	APIIC_ONGOLE_BPSE	262.87	1063834	818800	500	39	0	33	0	6	0	14

			Z											
4.	Prakasa m	Nellore	APIIC_ONG OLE_GC	862.3 3	348984 5	259683 0	500	637	1	622	1	15	0	319
5.	Prakasa m	Nellore	IP GIDDALUR	40.85	165319	112749	60	151	0	151	0	0	0	23
6.	Prakasa m	Nellore	IP NAIDUPET BLOCK-B	2749. 79	111284 00	988767	371	22	0	12	0	10	0	5
7.	Prakasa m	Nellore	IP VENKATA CHALAM	72.43	293124	192849	1500	158	0	158	0	0	0	92
8.	Prakasa m	Nellore	IP_MAMBA TTU PHASE-II	812.6 2	328868 9	328868 9	618	31	0	5	0	26	0	5
9.	Prakasa m	Nellore	SEZ NAIDUPET A	2549. 43	103175 43	673283 4	395	17	0	3	0	14	0	3
10.	Prakasa m	Nellore	WOOD COMPLEX ONGOLE	16.51	66815	41438	2000	56	6	56	6	0	0	59

Source:- APIIC, July 2012

3. INDUSTRIAL SCENERIO

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	6894
2.	TOTAL INDUSTRIAL UNIT	NO.	
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	54
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	71663
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	9749
6.	NO. OF INDUSTRIAL AREA	NO.	10
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	NA
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	NA

3.2 YEAR WISE TREND OF UNITS REGISTERED

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1996-97	4494	89683	6875
1997-98	4583	40500	6264
1998-99	4694	41828	7943
1999-2000	4780	42015	7963
2000-01	4795	42871	10118
2001-2002	4959	46162	11752
2002-03	5083	48854	12515
2003-04	5154	49737	13738
2004-05	5238	50972	15335
2005-06	5550	55740	25310
2006-07	5725	58928	29260
2007-08	5868	61028	37435
2008-09	6063	63056*	38678*
2009-10	6189	64336*	39463*
2010-11	6378	66300*	40667*
	6631	68930*	42280*
	6894	71663*	43956*

Source: DIC, Ongole * estimated figures

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

SL.	CATEGORY	NO. OF UNITS	CAPITAL INVESTMENT (IN RS. LAKHS)	EMPL
1	Agro based	1046	19994	11398
2	Mineral based	951	21857	10884
3	Engineering & Allied	309	2057	3754
4	Food based	665	8542	3024
5	Chemical based	495	3024	3121
6	Textiles	55	805	479
7	Forest based	1206	9073	3384
8	Miscellaneous	2167	15006	7912
	Total:	6894	80358	43956

Source: estimated figures, based on DIC information for 2006

3.4 Large Scale Industries / Public Sector undertakings

S.No Name and address product Investment(□ in crore) Empl
Capacity

1.	ROCESSED SHRIMP,SHRIMP FEED, SHRIMPSEED, SHRIMP	24.61	4507060	TPA	
2.	Ind Aqua Ltd., 1993 KANAPARTHI Prakasam SHRIMP CULTURE	3.54	1970		
3.	Patil Aqua Products (p)Ltd.,1994 KAREDU Prakasam PRAWNS-FROZEN(AQUACULTURE)	3.91	87	1000TPA	
4.	Vasanthi Marine FoodsLtd.,1994 CHIRALA Prakasam SHRIMP (PRAWN)	0.43	602	00TPA	
5.	Delta Park Aqua Ltd., 1994 KANUPARTHI Prakasam SHRIMP, SHRIMPSEED	11.74	15	175 720TPA,	
6.	Sriba Agro Ltd 1998J. Ponnaluru Mandal Prakasam Refined Sunflower Oil	1	20	4500 Metric Tones	
7.	Mahiagro ProductsPrivate Ltd.1992GUNDRAPALLI 523211Prakasam TOBACCO THRESHINGAND REDRYING	7.15	355	39000	
8.	Kakatiya Agro Products And Oils (p) Ltd.,1993 JONNATHALI Prakasam EXTRACTION OF OIL FROM COTTON SEED CAKE BYMEANS O F SOLVENT	4.18	75	3600 TPA	
9.	Kakatiya Agro Products And Oils (p) Ltd.,1993 JONNAHTALI Prakasam CRUSHING OF SEEDS BYEXPELLER PROCESS(COTTON SEED OIL)	1.36	20	2500 TPA	
10.	Prakasam Dt Coop.milk Producers Union Ltd.,1993 ONGOLE 523 002 Prakasam SKIMMED MILK POWDER	19.7	1 375	3500 TPA	
11.	Bhagiradha Chemicals& Industries Ltd.,1993 ONGOLE 523 001 Prakasam CHLORPYRIPHOS	5.25	70	250 TPA	
12.	Priyadarshini Spinning Mills Ltd.,1994DODDAVARAPPADU 523 211 Prakasam POLYESTER VISCOSEBLENDED YARN	7.9	220	1220 TPA	
13.	Fine Plast PolymersLtd.,1994 PAMUR 523 108 Prakasam PVC PIPE FITTINGS, PVCPIPES & TUBES	1.69	100	210 TPA	
14.	Amaravathi Textiles (p)Ltd.,1995 MARTUR 523 301 Prakasam COTTON YARN	5.99	59 410	25056	
15.	Sri Datta Sai Inds.ltd. 1995REDDYPALEM 523225Prakasam ROLLED PRODUCTS	3 110	36000	TPA	
16.	ABK Publications Ltd., 1995 ONGOLE 523 001 Prakasam NEWS PAPER PRINTING	3.0681	60 27375000	CPD	
17.	Sriba Agro Ltd 1995 Prakasam REFINED RICE BRAN OIL	2.02	90 9000	TPA	
18.	Sriba Agro Ltd 1996 Prakasam SOLVENT EXTRACTEDCOTTON SEED OIL	3.5622	130 4500	TPA	

19. Sriba Agro Ltd 1996 J.Pongaluru Prakasam Refined Cotton seed Oil 1.85 36 4500 TPA
20. Jubilee Granites India(P) Limited,1998 Chimakurthy Prakasam Dimensional processed rough granite blocks.0.5288 80 1200 CBM
21. AMULYA FEEDSLIMITED 1999143/8A/B,CHERUVUKOMMUPALEM, ONGOLE AQUA FEEDSMANUFACTURE1 0.1 20 16000 TONNES
22. Heritage Goods (India)Limited1998 Darsi Prakasam Pasteurized Milk 0.6 25 3759500 Ltrs
23. Empee Sugars And Chemicals Ltd.,1997AYYAPPAREDDIPALEM Prakasam SUGAR 25 755 2500 TCD
24. Bhagiradha Chemicals& Industries Limited1999 Ongole Prakasam Chlorpyriphos 4 70 750 TPA Metric Tons
25. Heritage Foods (India)limited2000 Kakuturu Prakasam pasteurised Milk 0.55 20 10950000 Liters
26. Jyoti Bio-EnergyLimited2000 Gundlapally Prakasam power generation through Bio-Mass 1.338 60 4,05 Mega watts
27. Agri Gold Projects Put Ltd Narsapur(V), Duped, Tripuranthakam(M)Prakasam Power Generation 7.6 90
28. Clarion Power Project Tanguturu Prakasam Power Generation 41 90
29. Agrigold Projects Ltd.Hasanapuram (V),Tripurantakam(M)Prakasam Bio-mass based PowerPlant15 25
30. Creamline Milk Products P.Gudipadu Prakasam Milk Products 8 75
31. Southern Rock Mineral Pvt Ltd Pellur (V), Ongole Prakasam Granite Quarrying 1 13
32. Southern Rocks andMineralsSy.No.219, 224/21 Prakasam Granite Slabs, Managements 3 108
33. Mahiagro ProductsPrivate Ltd GUNDRAPALLI 52 Prakasam TOBACCO THR 7 355
34. Pearl Distillery Ltd., Old Singarayakonda Prakasam Grain Spirit 7 20
35. Bhagiradha Chemicals& Inds. Ltd.,Sy.No.191,213 &220,Cheruvukommupalem(YerajarlaRd, Ongole Prakasam Chlorpyriphos, Triclopyr 9 20
36. Hohup Simplex J.V., 2007Old S.Konda (V),Singarayakonda(M),Prakasam Store Clips 4.5 25
37. Priyadarshini SpinningMills Ltd.,(Expn)2007Doddavarapadu,Nandipadu,Prakasam Dist. Cotton & MMF Yarns 24.48 605 11328 Spindles
38. Sai Global Yarn Toxemia (India) Put Ltd2007Vellampalli,Maddipadu (M)Prakasam YARN ALL TYPES,SYNTHETIC, BLENDED ETC22 14012900+12100Spindles
39. Agate Publications Valero, Ongole Prakasam PRINTING ANDPUBLISHING OF NEWSPAPER4.36 40

40. Amaravathi Textiles (p)Ltd. @Martur, Ardhaveedu Prakasam Cotton Yarn 31.5 185 20400 Spindles
41. Tirumala Dairy Pvt Ltd@ Vellachruvu(v), Santhamagalur(M)Prakasam MILK PASTURISED 2.12 60 36000 KILO LTRS
42. NSL Textiles Limited (Expn)(Jay venkatrama I industries Limited)D No. 6/275- 1,Inkollu, Prakasam COTTON SPINNING MILL,COTTON GINNINGCLEANING & BALING,WEAVING55.35 58560576 &1250000 bales+216loomsSpindles+looMs
43. NSL Textiles Limited(Expn)(Jaya venkatramal ndustries Limited)D No. 6/275- 1,Inkollu, Prakasam, COTTON GINNING CLEANING & BALING,WEAVINGbales+216loomsSpindles+looms
44. Sri Lakhs Narayana Spinning Mill (I) P Ltd2008Vipparlavari Palem, Addanki Prakasam Cotton Yarn 21.88 55 14400 spindle
45. Singaraya Hills GreenPower Genco Pvt Ltd2009Sy.No.1070,1076,1077 &1079,Hasnapur (V),H/o Duped (V),Tipurantakam (M)Prakasam POWER GENERATIONFROM AGRI WASTE(BIOMASS)27 108 3.9 Cr Units
46. Amaravathi Textiles(PVT) Ltd. (Expn)2010 Martur Prakasam Cotton Yarn 116.26 850 41064 Spindles
47. R.R.Granites 2010Sy.No.66/2,R.L.Puram Village, Chimakurthy (M)Prakasam QUARRYING OF GRANITE 10.05 35 5000 CBM
48. Pearl Mineral Pvt. Ltd. 2010Sy.No.99/2,3&4,Budawada (V),Chimakurthi M),Ongole Prakasam GRANITES MINING &QUARRING OF GRANITE12 45 3600
49. CBM Manikanta Minerals(Expn)2010Sy.No. 973 ,Chimakurthy Prakasam QUARRYING OF GRANITE 51 520 8000 CBM
50. BVL Garnites 2010Sy.No. 758/1&2,753/B & 755/C1A,Tangutur Prakasam MARBLE TILE, SILABS &MONUMENT ARTICLES 17.46 703 240000 sets
51. Sai Manasa Spintex(India) Ltd2011 Mathur Prakasam COTTON YARN 26.46 110 12000 Spindles
52. Godfrey Phillips India Limited 2011 APIDC Indl. Area, Ongole Prakasam PROCESSING UNIT FORRECONSTITUTED TABACCO SHEETS 17.5 2400 Tons
53. Ceasan Glass PVT. Ltd. 2011 Pitchi Kalagudipadu Prakasam GLASS 38.25 130 22500 Tonnes
54. Sai Global Yarn Tex(India) Pvt. Ltd.,2011, Jonnathali Prakasam Cotton Yarn 146.6 350 58752 Spindles

Total investment = Rs. 930.518 crores, Total employment =9749 persons

3.5 Major Exportable items : Sea food, granite blocks, granite monuments, yarn

3.6 Growth trends : There were 30 Large and Medium enterprises in Prakasam district in the year 2006, involving an investment of 347 crores and providing employment to 7783 persons. In six years, the number of units has risen to 54 units (annual growth rate of 10.92%, employment grew at 17.58 % (at current prices) and employment grew at only 3.8% pa)

3.7 Vendorization/ Ancillarization : There are a number of Medium and large industries in Prakasam district, and a few Public Sector Undertakings. Ancillary industries can be encouraged in Fabrication, manufacture of PCBs, components for machinery etc.

3.8 Medium scale enterprises:

Medium scale enterprises were first classified in the MSMED Act, 2006. From the year 2007 onwards, only two Medium enterprises were registered with the DIC, Prakasam, one each during the years 2009-10 and 2010-11.

3.8.1. List of units: NA

3.8.2 Major Exportable items

Existing Medium industries are engaged in the exports of granite slabs and monuments, processed tobacco and sea food.

3.9 Service enterprises : As per the MSMED Act, 2006 service industry in the Micro sector are classified as enterprises where the investment in equipment does not exceed Rs 10 lakh, a Small enterprise where the investment in equipment does not exceed Rs 2 crores and a Medium enterprise with investment in equipment not exceeding Rs 5 crores. Prakasam district, with its rich agricultural resources offers many opportunities for the service industry. A few are mentioned below.

3.9.2 Potential areas for service industry

1. Industrial testing and tool room
2. Automatic Xerox
3. Electrical Appliances/Articles Servicing
4. STD Booth
5. Tent House
6. Nursery
7. Clinical Laboratory
8. Book Binding
9. Photo Lamination
10. Fruit Juice Stalls

11. Printing Press
12. Hand Made Paper
13. Offset Printing
14. Servicing of Computers Hardware
15. Travel Agency
16. Beauty Parlours
17. Internet Café
18. DTP Centre
19. Screen Printing
20. Tyre Retreading
21. Auto Servicing
22. Two / four Wheeler Servicing
23. Instant Foods/ food courts/ fast food centres
24. Photo Studio
25. Florists
26. Courier Service
27. Tourism
28. Hospitality industry

3.10 Potential for new MSMEs

FOOD & AGRO BASED INDUSTRIES

1. Oil Extraction
2. Rice Flakes
3. Ravva
4. Fried Gram
5. Dhall Mills
6. Fish Feeds
7. Rice Bran Oil
8. Cashew Nut Processing

9. Fruit Processing
10. Cold Storage
11. Spices Grinding/Garam Masala
12. Chikki
13. Confectionery
14. Para Boiled/Mechanised Rice Mills
15. Pickles
16. Tamarind Powder
17. Cattle Feed
18. Tomato Sauce
19. Mushroom Cultivation
20. Honey Bee Keeping and Processing
21. Ice Plants
22. Prawn/Fish Processing and Canning
23. Iodized Salt
24. Tomato Ketchup
25. Tobacco Waste Processing
26. Bread and Bakery Products
27. Milk Chilling Plants
28. Dairy Products
29. Skimmed Milk Powder
30. Dehydrated Vegetables
31. Snuff
32. Macaroni and Pasta Products
33. Mineral Water
34. Poultry Feed & Cattle Feed

FOREST BASED INDUSTRIES:

1. Adda Leaf Cups and Plates
2. Ayurvedic Medicines from Herbs and Plants

3. Essential Oil (Palm Rose Oil)
4. Wooden Furniture
5. Agarbathi
6. Wood Seasoning
7. Wooden Toys
8. Soap Nut Powder
9. Bamboo Products

MINERAL BASED:

1. Granite Slab Cutting and Polishing
2. Road Metal
3. Lime Kilns
4. Cement Solid Bricks
5. Slate Manufacturing
6. Bricks
7. RCC Spun Pipes
8. Mosaic Tiles
9. Floor and Ornamental Tiles (Markapur Tiles)
10. Lens Grinding
11. Plaster of Paris

CHEMICAL BASED:

1. Detergent Cakes and Powder
2. Camphor Tablets
3. Phenyl
4. Paints and Varnishes
5. Drugs and Pharmaceuticals
6. Chemical and Dyes
7. Activated Carbon
8. PVC Footwear
9. Neem Oil Extraction

10. Pesticide Formulations
11. Grease
12. Mosquito Repellent Mat
13. Vermi-Composte

LEATHER BASED:

1. Vanity Bags, Purses made of Leather/Rexene
2. Leather Footwear
3. Leather/Rexene Travel Goods
4. Tanning

PLASTIC AND RUBBER BASED INDUSTRIES

1. PVC Pipes
2. Sprayers and Dusters
3. Tyre Retreading
4. Plastic Blow Moulded Items
5. Bobbins
6. Rubber Rollers for Rice Mills
7. Plastic Rope
8. Fishing Nets (Plastic)
9. Disposable Cups & Plates

ENGINEERING INDUSTRIES:

1. General Engineering Workshop
2. Wire Drawing
3. Agricultural Implements
4. Aluminium Utensils
5. Steel Furniture
6. Handloom Accessories
7. Rewinding of Motors

8. Milk Cream Separator
9. Steel Doors and Window Frames
10. Rolling Shutters
11. Poultry Mesh
12. Builders Hardware
13. Bands Saw Blades
14. Welding Electrodes
15. Cartons and Packing Materials

COTTON AND TEXTILES

1. Cotton Ginning and Baling
2. Bandage and Gauge Cloth
3. Sewing Thread
4. Silk Reeling and Twisting
5. Hosiery Products
6. Surgical Cotton
7. Bleaching and Dyeing of Cotton Knitted Fabric
8. Elastic Type
9. Readymade Garments
10. Mosquito Net

ELECTRIC AND ELECTRONIC PRODUCTS:

1. Inverters and UPS
2. Voltage Stabilizers
3. Emergency Lamps
4. Battery Charging

4.0 Existing clusters in Micro, Small industries

4.1 Details of major cluster

Prakasam district has clusters of handlooms, handicrafts and mineral products scattered around the district. Markapuram and surrounding areas have rich slate deposits,

while Chimakurthy is famed for the Galaxy granite deposits, not found any where else in the world. Chirala, Vetapalem, Ippurupalem, Chimakurthy and Kothapatnam, Kanigiri, Besthavaripeta, Inkollu and Naguluppalapadu and surrounding areas are famed for handloom cloth and traditional weavings, while Addanki and surrounding areas have clusters of mat weaving and leaf fibre products. Aggarbathi makers are also many in Prakasam district.

4.1 Details for Identified cluster

4.2.1 Name of the cluster : **Chimakurthy Granite processing**

Association in cluster: The Granite SME Association, Ongole 2. The Bodhawada Granite Factory owners Association

1	Principal Products Manufactured in the Cluster	Slabs, Tiles, and blocks of various sizes
2	Name of the SPV	
3	No. of functional units in the clusters	127
4	Turnover of the Clusters	470 millions
5	Value of Exports from the Clusters	Export to USA, China, Japan & European market etc. (value of export not available)
6	Employment in Cluster	15,000
7	Average investment in plant & Machinery	
8	Major Issues / requirement	Non accessibility to raw material due to preference of quarry owners to sell the raw material to processing firms outside the country for better returns Low skilled manpower to operate high technology machines. Least access to better technological tools
9	Presence of capable institutions	
10	Thrust Areas	
11	Problems & constraints	Low infrastructure development within the cluster Lacks in proper data bank and hence Entrepreneurs are unable to identify products in accordance with market needs, their skills, availability of raw materials etc.

Source: www.clusterobservatory.in

Present status of the cluster :-

4.1.2 Name of the cluster: **Markapuram stone slate**

Associations of cluster: The Markapur slate & Manufacturers Association

1	Principal Products Manufactured in the Cluster	Decorative slates of various sizes
2	Name of the SPV	--
3	No. of functional units in the clusters	140 Micro firms
4	Turnover of the Clusters	54 millions
5	Value of Exports from the Clusters	Gulf & European markets (export value not available)
6	Employment in Cluster	1680
7	Average investment in plant & Machinery	
8	Major Issues / requirement	Limited market share both in domestic and international markets Lack of waste management techniques
9	Presence of capable institutions	
10	Thrust Areas	
	Problems & constraints	Lack of safety measures Poor linkages with BDSPs

Source: www.clusterobservatory.in

5. Problems being faced by the MSMEs:

Prakasam district is richly endowed with natural resources, yet it remains one of the less developed districts of the state. Lack of entrepreneurship, poor literacy rates, and abundance of unskilled workers who often migrate to cities are mostly cited as reasons.

As in other districts, erratic and irregular power supply is adversely affecting the growth of industry in the district. The minimum required infrastructure does not exist in the belts of Cumbum, Yerragandapalem, Podali, Darsi and Kanigiri areas. Therefore, industries did not come up in these areas except a few Rice and Dall mills. These areas do not have even proper transportation facilities, which are causing under development. Some of the industrialists are of the opinion that IE/IDAs are not being maintained properly. It is a fact that finance is the lifeline of the industry and if it is not available adequately as per the requirement and on time, which leads to incipient sickness. . It is also observed that the district has not yet developed industrially due to low marketing profile, lack of demand based training centres and forward and backward linkages in the district. It is observed that there is a shortage of skilled labour in respect of granite industries in the district. Therefore, it is suggested that the Government has to take some measures to overcome these problems particularly power and marketing in the district

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6.Steps to set up MSMEs:

<u>S. No</u>	<u>Type of assistance</u>	<u>Name and address of the agency</u>
1	Provisional & permanent registration	District Industries centre, Prakasam Dt Ph.08592-233042 Cell-0998999783 Gmdic-prk@ap.gov.in
2	Identification of project profiles, techno- economic and managerial consultancy services, market survey and economic surveys.	MSMSE-DI, Hyderabad Narsapur Cross Roads, Hyderabad PH: 040-23078131-11' Fax: 040-23078857 Email: dcdi-hyd@dcnsme.gov.in
3	Land and Industrial shed	APIIC
4	Financial assistance	APSFC, Commercial banks
5	For raw materials under Govt supply	GM DIC
6	Plant and machinery under hire purchase	NSIC, Hyderabad
7	Power/ Electricity	AP Transco
8	Technical Know how	Research Labs like IICT, Hyderabad, CFTRI, Mysore, CIPET, Hyderabad, etc
9	Quality and Standards	Bureau of Indian Standards, Hyderabad AGMARK, Guntur Certified consultants for ISO 9000 etc
10	Marketing/Export Assistance	NSIC, MSME-DI, Export Promotion Councils, etc
11	Other promotional agencies	AGMARK, Spices board, coir board, Tobacco Board, KVIB etc
