



सत्यमेव जयते

**Government of India**  
**Ministry of MSME**

# **Brief Industrial Profile Of District MATHURA**



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

**MSME-Development Institute, Agra**  
(Ministry of Micro, Small & Medium Enterprises, Govt. of India)  
34, Industrial Estate, Nunhai, AGRA - 282006  
Phone 0562-2523247 Fax: 0562-2520626  
Website- [www.msmediagra.gov.in](http://www.msmediagra.gov.in) e-mail: [msmedi-agra@dcmsme.gov.in](mailto:msmedi-agra@dcmsme.gov.in)

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

Mathura is full of stories of Krishna, his birth and the part of his life he spent there with Radha Rani. The land of Braj starts from Kotban near Hodel about 95 km from Delhi and ends at Runakuta which is known specially for its association with the poet Surdas, an ardent Krishna devotee long line of picturesque ghats - with their steps leading to the water's edge, arched gateways and temple spires extending along the right bank of the River Yamuna, emphasise the sacred character of the town of Mathura. The birth place of Lord Krishna, "the best known, best loved and most complex of Lord Vishnu's manifestations" : Mathura is today an important place of pilgrimage

Before the advent of Buddha the territory that Mathura is located in was called Surasena. In Buddhist literature Mathura is called Madhura. It was also known as Mathera. Mathura was a prosperous city and the capital of a large territory. A Buddhist center was established in Mathura during the reign of the Mauryas dynasty. This center existed for a few centuries. Emperor Ashoka made many Buddha stupas in Mathura on the bank of the Yamuna. Emperor Kaniska in the first century BC and his successors constructed many Buddhist stupas and chaityas.

At this time Mathura was the largest city in North India and was the capital city for the area for administration. During these times the present town of Vrindavana was just dense forests without any people living there. In the beginning of the 5th century AD the Chinese traveler Fahien saw twenty viharas (Buddhist monasteries) and three thousand Buddhist priests living in Mathura. By the middle of the 6th century AD Buddhism started to decline in the Mathura area. Many Buddhist relics have been found in the Mathura area. Many of which are found in the museums in Mathura, Calcutta and Lucknow.

### **1.1 Location & Geographical Area.**

Mathura geography has a major influence on its climate and topography. Mathura lies between the coordinates 27°41' North latitude and 77° 41' East longitudes. This city in Uttar Pradesh is located on the beautiful banks of the river Yamuna. Mathura, popularly known as Brajbhoomi is 145 km south of the capital city of New Delhi. The holy city is just 50 km from Agra, where the beautiful Taj Mahal is located.

Mathura and Brij Bhumi is the alternative name of Birth place of Lord Shri Krishna and Radha Rani. Mathura without Lord Krishna is like Bethlehem without Christ. Mathura is located on the western bank of river Yamuna at latitude 27 degree 41 Minute N and 77 Degree and 41 Minute E. Mathura city is located at a distance of 145 km south-east of Delhi and 58 km north-west of Agra in the state of Uttar Pradesh( India ).

### **1.2 Topography:**

Mathura is a city in the North Indian state of Uttar Pradesh. It is located approximately 50 km north of Agra, and 145 km south-east of Delhi; about 11 kilometers from the town

of Vrindavan and 22 kilometers from Govardhan. It is the administrative centre of Mathura District of Uttar Pradesh. During the ancient period, Mathura was an economic hub, located at the junction of important caravan routes. Today, it is a fast expanding city with over 2.5 million residents.

Moreover, Mathura is one of the seven most holy places for Hindus in India.

**Ayodhyā Mathurā Māyā Kāśī Kāñchī Avantikā I  
Purī Dvārāvātī chaiva saptaitā moksadāyikāh II**

**Strategic importance**

Mathura is the home for Indian I Corps (Strike Formation) within the Indian Army's Central Command, hosting Strike Corps headquarters in a large classified area in the outskirts of the city known as Mathura Cantonment (Central Command itself has its headquarters at Lucknow). It hosts Strike Infantry units, Air Defence units, Armoured Divisions, Engineer brigades, Artillery Units and classified units of Strategic Nuclear Command. Corps I is primarily responsible for western borders of India. In 2007 during Exercise Ashwamedha, all the armoured, artillery and infantry divisions performed a simulation of an overall NBC (nuclear-chemical-biological) environment. The aim was to show operational ability in high intensity, short duration and 'sudden' battles.

**1.3 Availability of Minerals.**

According to the geography of Mathura, the city lies in the rolling fertile plains of north central India. The general slope of the town is the northwest to southeast towards the river Yamuna. The soil of Mathura is mainly sandy.

**PRODUCTION OF MINERAL 2010-11**

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Nil	
MINOR		
1.	Silica Sand	In River Yamuna

SOURCE:- DEPT. OF MINES & GEOLOGY, UP

**1.4 FOREST:**

The total forest covers an area of 1592 hectare in the district.

### **1.5 Administrative set up:**

Mathura has been divided into Four tehsils & Ten Blocks which are namely,

1. Maant
2. Mathura
3. Chhata
4. Mahavan

These tehsils are further divided into 10 blocks.

Raya,Mant,Naujhil,Goverdhan,Mathura,Farah,Baldeo, Chata,Choumuha,Nandgaon

## 2.0 DISTRICT AT A GLANCE

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude		Degree & Minute	77.17 & 78.2 E
	ii) Longitude		Degree & Minute	27.14 & 27.58 N
	iii) Geographical Area		Sq Km.	3340
(B)	Administrative Units			
	i) Sub divisions	2011		4
	ii) Tehsils	2011		4
	iii) Sub-Tehsil(Blocks)	2011		10
	iv) Patwar Circle	2011		NA
	v) Nyaya Panchayat	2011		89
	vi)Nagar Nigam	2011		0
	vii) Nagar Palika	2011		03
	viii) Gram Panchayats	2011		479
	xi) Revenue villages	2011		736
	x) Assembly Area	2011		5
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011		1368445
	ii) Female	2011		1173449
(B)	Total Population	2011		2541893
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2009-10	Hectare	330328
	ii) Forest cover	2009-10	“	1592
	iii) Non Agriculture Land	2009-10	“	38289
	v) Cultivable Barren land	2009-10	“	5334
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2009-10	Ha.	1592
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2007	Nos.	1422103
	ii) Buffaloes	2007	Nos.	723925
B.	<b>Other livestock</b>			
	i) Goats	2007	Nos.	82165
	ii) Pigs	2007	Nos.	25181
	iii) Poultry	2007	Nos.	65902
	iv) <b>Railways</b>			
	i) Length of rail line	2010-11	Kms	174
	V) <b>Roads</b>			

(a) National Highway	2010-11	Kms	83
(b) State Highway	2010-11	Kms	46
(c) Main District Highway	2010-11	Kms	188
(d) Other district & Rural Roads	2010-11	Kms	1820
(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	636
(f) Kachacha Road	2010-11	Kms	NA
<b>(VI) Communication</b>			
(a) Telephone connection	2010-11		29572
(b) Post offices	2010-11	Nos.	204
(c) Telephone center	2010-11	Nos.	1
(d )Density of Telephone	2010-11	Nos./Lakh person	1194
(e) Density of Telephone	2010-11	No. per KM.	8.9
(f) PCO Rural	2010-11	No.	192
(g) PCO STD	2010-11	No.	1360
(h) Mobile	2010-11	No.	NA
<b>(VII) Public Health</b>			
(a) Allopathic Hospital	2010-11	No.	39
(b) Beds in Allopathic hospitals		No.	1706
(c) Ayurvedic Hospital		No.	34
(d) Beds in Ayurvedic hospitals		No.	111
(e) Unani hospitals		No.	00
(f) Community health centers		No.	07
(g) Primary health centers		No.	29
(h) Dispensaries			
(i) Sub Health Centers		No.	10
(j) Private hospitals		No.	215
		No.	03
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank		Nos.	216
(b) Rural Bank Products		Nos.	07
(c) Co-Operative bank products		Nos.	15
(d) PLDB Branches		Nos.	06
<b>(IX) Education</b>			
(a) Primary school		Nos.	1849
(b) Middle schools		Nos.	643
(c) Secondary & senior secondary schools		Nos.	375
(d) Colleges		Nos.	48
(e) Technical Institutes		Nos.	16

Source:- District Stat. & Eco. Office, Mathura

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

S. No.	Name of Ind. Area	Land acquired (In Acre)	Land developed (In Acre)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Mathura Site A	340.87	276.10	1500	364	364	-	156
2	Site B	330.02	250.35	1350	366	357	9	46
3	Kosikalan	148.62	124.56	2500	116	109	7	16
4	Kosi Kotvan	317.30	205.34	2500	345	340	5	26
5	IIDC Kosi Kotvan	50.60	27.52	2500	444	427	17	24
6	Kosi kalan Extn I	237.59	136.07	2200	351	0	351	0
7	Mini I/E Raya Mathura	2.66	2.66	388	49	49	-	05
8	Mini I/E Barai	2.5	2.5	300	43	43	-	02
9	Mini I/E Maant	2.5	2.5	250	37	09	28	-
10	Rural I/E Barhana Nand Gaon Rd Kosi	13.84	13.84	300	21(Plot) 10(Shed)	21(Plot) 10(Shed)	-	04

Source:- UPSIDC, Agra 1-6 & DIC, Mathura 7-10,



### 3. INDUSTRIAL SCENERIO OF MATURA

#### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	5277
2.	TOTAL INDUSTRIAL UNIT	NO.	5417
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	202
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	140,000
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	10164*
6.	NO. OF INDUSTRIAL AREA	NO.	10
7.	TURNOVER OF SMALL SCALE IND.	IN Crore	100
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN Crore	NA

Source: DIC Mathura

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (Crore Rs.)
	2004-05	500	2509	5.78
	2005-06	531	2623	41.85
	2006-07	526	2410	21.99
	2007-08	577	2965	20.43
	2008-09	579	2824	31.67
	2009-10	576	2625	153.07
	2010-11	610	2717	159.85
	2011-12	577	2920	150.76
	<b>Total</b>	4476	21593	585.4

Source: DIC Mathura

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Crore Rs.)	EMPLOYMENT
20	Agro based	3	1.07	23
22	Soda water			
23	Cotton textile	02	0.85	17
24.	Woolen, silk & artificial Thread based clothes.			
25.	Jute & jute based			
26.	Ready-made garments & embroidery	01	0.10	05
27.	Wood/wooden based furniture	01	0.40	08
28.	Paper & Paper products	03	0.48	13
29.	Leather based			
31.	Chemical/Chemical based			
30.	Rubber, Plastic & petro based	02	0.50	16
32.	Mineral based			
33.	Metal based (Steel Fab.)	19	5.25	215
35.	Engineering units	01	0.28	06
36.	Electrical machinery and transport equipment			
97.	Repairing & servicing	127	40445	601
01.	Others	07	0.35	30

Source: DIC Mathura

### 3.4 Large Scale Industries / Public Sector undertakings

List of the units in Mathura

S.No.	Name of the unit & address	Product
01	M/s. Indian Oil Corporation Ltd., Mathura Refinery, Mathura	Motor Sprit, E F C Gasoline D Sulfurisation
02	M/s Chatta Sugar Mill, Chatta Mathura	Sugar & By Products

Mathura Refinery, the sixth refinery of IndianOil was commissioned in 1982 with a capacity of 6.0 MMTPA to meet the demand of petroleum products in north western region of the country, which includes National Capital Region. Refinery is located along

the Delhi-Agra National Highway about 154 KM away from Delhi. The major secondary processing units provided were Fluidised Catalytic Cracking Unit (FCCU), Vis-breaker Unit (VBU) and Bitumen Blowing Unit (BBU). The original technology for these units was sourced from erstwhile USSR, UOP etc. Soaker drum technology of EIL was implemented in VBU in the year 1993. Mathura Refinery is having its own captive power plant, which was augmented with the commissioning of three Gas Turbines (GT) and Heat Recovery Steam Generator (HRSG) in phases from 1997 to 2005 using Natural Gas( NG) as fuel to take care of environment. For upgrading environmental standards, old Sulphur Recovery Units (SRU) were replaced with new Sulphur Recovery Units with 99.9 % recovery in the year 1999. Additional Sulphur Recovery Unit is under implementation as a hot standby. Mathura Refinery had also set up four nos. of continuous Ambient Air Monitoring Stations far beyond the working area before commissioning of the Refinery in 1982 as a mark of its concern towards the environment and archaeological sites. Its close proximity to the magnificent wonder Taj Mahal adds extra responsibility towards maintaining a cleaner environment.

Mathura Refinery has planted 1,67,000 trees in surrounding areas including refinery & township and 1,15,000 trees in Agra region around Taj Mahal. The Ecological Park which is spread across 4.45 acres, is a thriving green oasis in the heart of sprawling Refinery.

At Mathura Refinery, technology & ecology go hand in hand with continuous endeavour for Product Quality up-gradation, Energy Conservation and Environment Protection. Mathura Refinery is the first in Asia and third in the world to receive the coveted ISO-14001 certification for Environment Management System in 1996. It is also the first in the World to get OHSMS certification for Safety Management in 1998.

### **3.5 Major Exportable Item**

Propylene, Sulphur

### **3.6 Growth Trend**

NA

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

For production of unleaded Gasoline, Continuous Catalytic Reforming Unit (CCRU) was commissioned in 1998 with technology from Axens, France. A Diesel Hydro Desulphurisation Unit (DHDS) licensed from Axens, France was commissioned in 1999 for production of HSD with low Sulphur content of 0.25% wt (max). With the commissioning of once through Hydrocracker Unit (licensed from Chevron, USA) in July 2000, capacity of Mathura Refinery was increased to 8.0 MMTPA.

Diesel Hydro-treating unit (DHDT) & MS Quality Up-gradation Unit (MSQU) was installed with world class technology from Axens and UOP respectively in 2005 for

production of Euro-III grade HSD & MS w.e.f. 1st April 2005 as per Auto Fuel Policy of Govt. of India. Project for FCC Gasoline Desulphurization (FCCGDS) and Selective Hydrogenation Unit (SHU), the Prime-G technology of Axens, France was commissioned in February 2010 and supply of Euro-IV grade MS and HSD started on continuous basis from Feb 2010.

### **3.8. Medium Scale Enterprises**

#### **3.8.1 List of the units in Mathura district.**

<b>S.No.</b>	<b>Name of the unit &amp; address</b>	<b>Product</b>
1.	M/s. A.T.V.Project Ltd., Norholi Mathura	Machinery Equipment Elect. Heated
2	M/s. Ginni Filaments Ltd. N.H. 2 Chata , Matura	Dying Bleaching of Fabric
3	M/s. Mahan Protin India Ltd.Bothen Road, Koshikala, Mathura	Skimmd Milk Powder
4	M/s. Sa Pipes Ltd., Nand Gown Road, Koshikala, Mathura	Longitudinally submerged are welded
5	M/s. Sa Pipes Ltd., A-1 Industrial Area, Koshikalan, Mathura	Longitudinally submerged are welded
6	M/s. S.V.C. Super cam Ltd., Koshikalan, Mathura	Paraxilin Acetic Acid
7	M/s. Shyamcan Multi Feb Ltd., Kotbon, Koshikalan, Mathura	Plates film Sheets
8	M/s. Vekmet Packaging Pvt. Ltd.,110, K.M.Stone, Chatta, Mathura	Plastic Film Manufacture
9	M/s. Vekmet Industries Ltd.,N.H.-2 Koshikalan, Mathura	Metalized CoatedPlastic films
10	M/s. Vekmet Packaging Pvt. Ltd., Mauza Chatta, Mathura	Plastic Film Manufacture
11	M/s. Varun Beverage Chatta, Mathura	Soft Drink
12	M/s. Varun Beverage Chatta, Mathura	Soft Drink
13	M/s.M/s. Zindal Swa Ltd., A-1 UPSIDC Nandgown Road, Koshikalan, Mathura	Ralicol submerged welded Pipe
14	M/s. Devyani Fad Industries Ltd., Plot No. 452-53-55, Chatta, Mathura	Ice Crème Kulfi
15	M/s. Asser Agro, 158- Gohari, Chatta, Mathura	Rice
16	M/s. Asser Agro, 158- Gohari, Chatta, Mathura	Grain Milling
17	M/s. Asser Eco Power Ltd.,	Electrical Power
18	M/s. Keshab Publication Pvt., Ltd., D-14 Industrial Area, Mathura	Printed Paper Products
19	M/s. J.V.M. Auto Ltd., Kotbon, Industrial Area Koshikalan, Mathura	Tripping Trailer

### **3.8.2 Major Exportable Item**

Fabric, Yarn.

### **3.9 Service Enterprises**

Nil

#### **3.9.2 Potentials areas for service industry**

Printing of paper Products

### **3.10 Potential for new MSMEs**

**Items which may be extracts from an Oil Refinery & may be used in Sugar Industry**

- Liquidities Petroleum Gas
- Paraffin Wax
- Auto Gas
- Natural Gas
- Petrol/Gasoline
- Diesel/Gas Oil
- ATF/Jet Fuels
- Servo Lubricants & Greases
- Marine Fuels & Lubricants
- Kerosene
- Bulk Industrial Fuels
- Bitumen
- Petrochemicals
- Propane
- Sulphar
- Crude Oil
- CBFS
- Benzene
- Food Grade Hexane
- Jute Bactcling Oil
- Micro Crystal Oil

- Toluene
- Sulphuric Acid

**A. MECHANICAL & ENGINEERING INDUSTRIES:**

1. Agricultural Implements
2. Engineering workshop
3. Bicycle parts & spare
4. Barbed wires
5. Wire Nails
6. Angular & Tubular steel structural
7. Bus/Truck Body Building
8. Crank shaft Grinding
9. Stainless steel utensils
10. G.I. Screw
11. Building Hardware
12. Iron & Steel Fabrication

**B. CHEMICAL & ALLIED INDUSTRIES:**

1. Mineral Water
2. Polythene Bags
3. Distillery Industries
4. Industrial Adhesives Based
5. Synthetic Adhesives Rubber Based
6. Surgical gloves
7. Pesticides & Insecticides
8. Bitumen Based paints
9. Washing soap/Laundry soap/Detergents
10. Battery container & Battery plates
11. Electroplating, chromium and nickel Plating
12. Phenyl

13. Naphthalene Balls
15. Injection molded plastic products
16. Nylon Rope
17. Polyethylene File
18. Low cost PVC shoes & chappals
19. Hawai Chappals
20. Absorbent cotton
21. Paper Envelops including officials
22. Bicycle, Scooter, Rickshaw seat cover
23. Paints & Varnishes
24. Mosquito repellent coil
25. Gum Paste
26. Plastic combs
27. Sealing wax
28. Paper Bags
29. Agarbatti
30. Candle wax

**C. ELECTRICAL BASED INDUSTRIES:**

1. Inverter
2. Assembling of Computers
3. Assembling of T.V. & its accessories
4. Domestic Home Appliances like Iron, Mixer-Grinder, and Toaster etc.
5. Voltage stepliser
6. Electric/Electronic call Ball

**D. FOOD INDUSTRIES:**

1. Soft Drinks
2. Bakery & confectionery
3. Fruit preservation
4. Biscuit
5. Squash & syrup

6. Tomato sauce
7. Namkeen
8. Papad making
9. Jam, jelly & Pickles
10. Cattle feed
11. Poultry feed

**E. MISCELLANEOUS INDUSTRIES:**

1. Cold storage
2. Desk Top Publishing
3. Readymade Garments
4. Grinding of spices
5. Brick field
6. Soft Toys making
7. Ladies & Gents Hand Bags & Purses
8. Corrugated Board Boxes
9. Corrugated paper
10. Wooden packing cases
11. Exercise Books-Register
12. Ladies & Gents undergarments
13. Wheat Grinding
14. Decorative paper
15. File cover, file Board & letter pads

**F. SERVICING & REPAIRING UNIT:**

1. Internet cafe/cyber cafe
2. Data processing
3. Computer Training Institute
4. Screen Printing
5. Computer Hardware Repairing/ Maintenance
6. Photo copy
7. Welding Workshop



8. Battery charging/maintenance
9. Transformer repairing center
10. Motor repairing
11. Tailoring & Embroidery
12. Beauty Parlor
13. Repairing center for domestic electrical appliances
14. Cycle repairing
15. Automobile Service Center
16. T.V. Repairing
17. Book Binding
18. Radio/Transistor Repairing
19. Refrigerator/AC repairing center

Industries suggested under different heads above are only broad ideas. Hence, detailed information pertaining to suitable location, capital investment in plant in machinery, working capital requirements, manpower, basic raw material, marketability, profitability etc. will be available for each suggested items from MSME-DI, Agra in the shape of scheme/project profile/project report on demand from the suitable entrepreneurs for starting there venture on the selected items.

One of the major contributors in the economy of Uttar Pradesh are Mathura Industries. Mathura Refinery located in the city is one of the biggest oil refineries of Asia. This oil refinery of the Indian Oil Corporation is a highly technologically advanced oil refinery. Silver polishing industry is another industry. Textile printing industry that includes both sari-printing and fabric dyeing is another major industry of the region. Apart from these other industries are water tap manufacturing units and other decorative and household items. Mathura also is a big centre for production of cotton materials; prominent among them being pure white bleached cotton sarees for women and dhotis for men, and cotton niwar tapes for beds. It is also a hub for production of milk based sweet meats, prominent among them being Mathura Peda and burfis. Renowned as the place where rivers of milk flowed, Mathura till today boasts of Milk trading centres where you can buy any amount of fresh milk where rates vary every few minutes and are notified on a black board akin to stock prices.

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

There is no Identified Cluster in the District. However UNIDO identified Rugs & Durries Cluster .

##### **4.1 DETAIL OF MAJOR CLUSTERS**

According to a UNIDO survey of Indian SSI clusters undertaken in 1996, there are 350 SSI clusters and approximately 2000 rural and artisan based clusters in India. It is estimated that these clusters contribute 60% of the manufactured exports from India. Among the larger clusters, it is worth mentioning those of:

##### **About Mathura Rugs and Durries Cluster:-**

Mathura Cluster falls under Uttar Pradesh State. The Mathura cluster is able to form 500 plus Artisans & 20 SHGs supporting the strong work force. The mobilization gains momentum day by day.

##### **4.1.1 Manufacturing Sector**

Apart of the rugs & durries the following Items has potential .The no. of units are just an estimate since there is no registration as such . For example Thakur Ji Poshak & Kanthi Mala & artificial Jewellery being exported all over the Globe & estimated export is in around 100 crore .Earlier the main hub/market was in Varanasi .similarly building hardware is another area where several units exporting Taps & Cocks in various countries.:

- Building Hardware & Taps 350 units
- Artificial Jewellery (Kanthi mala) 150 Units
- Thakir Ji's Poshak 110 units
- Silver ornaments 170 units
- Printing of Sarees 50 units

## **5. General issues raised by industry associations:**

- Availability of uninterrupted Power Supply at lower rate.
- Better road connectivity.
- Enhancement of investment limit in Micro, Small & Medium Enterprises.
- State Industrial Policy: It must be declared.
- Attractive Industrial Policy of neighboring state.
- Various central/ state departments are operating similar nature of activities/ schemes with varying subsidy/ limits, required to be consolidated.
- Better Technology Up gradation Scheme with some mechanism for tracking of application status may be available on line.
- Implementation of online submission of Entrepreneurship Memorandum.
- Better loan scheme for self employment for educated unemployed youths.
- More benefit to micro level enterprises under CGTMSE scheme.
- Interest subsidy to Micro enterprises to attract more entrepreneurs to start new venture.
- MDA scheme should be more attractive.
- Procedure for National Awards should be simplified.
- Various DC (MSME) schemes must be more entrepreneurs friendly.

## **6. STEPS TO SET UP MSMEs**

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

<b>S.No</b>	<b>Type of assistance</b>	<b>Name of the agencies</b>
1.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries Centre (DIC), Mathura
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute, Agra DIC, Mathura
3.	Land and Industrial shed	DIC, Mathura & UPSIDC, Agra
4.	Financial Assistance	UPFC, KVIC, KVIB, NABARD, SIDBI, & All Commercial Bank
5.	For raw materials under Govt. Supply	UPSIC, Agra
6.	Plant and machinery under hire / purchase basis.	NSIC, Noida/ Agra
7.	Power/ Electricity	UPSEB, Agra
8.	Technical Know –how.	MSME-DI, Agra
9.	Quality & Standard	BIS, Kanpur/ New Delhi & NPC Kanpur/ New Delhi
10.	Marketing /Export Assistance	MSME-DI, Agra NSIC, Noida/ Agra ECGC, Agra