



Government of India  
Ministry of MSME

## **Brief Industrial Profile of Jammu District**



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

Carried out by

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# **Brief Industrial Profile of Jammu District**

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

**Jammu** district derives its name from the city of Jammu which besides being the winter capital of the state, is known as the city of temples. It is believed that the city was originally founded by Raja Jamboo Lochan who lived in fourteenth century B.C. The district is situated on a hillock, on the bank of river Tawi. The Raja had gone out one day for hunting when he happened to witness a tiger and a goat drinking water from one and the same pond. This extraordinary phenomenon set him thinking and he decided to build a city at this site so that the strong and weak could live together in peace and mutual tolerance. Eventually, he founded the city which came to be known as "Jamboo" after his own name. With the passage of time and due to its frequent use the pronunciation of the name got slightly distorted and the city, came to be known as 'Jammu' as it is called now. Jammu is situated on a hillock, on the bank of river Tawi and is bound by Udhampur district in the north and northeast, Kathua district in the east and southeast, Pakistan (Sialkote) in west and Rajauri district and POK (Bhimber) in the northwest. Its skyline was once dotted with glittering spires of temples. These spikes are no longer visible as most of these are hidden behind multi storied buildings. The city has numerous shrines for Muslims, Sikhs & Christians also. Jammu also serves as base camp for the holy shrine of Vaishno Devi. Jammu is also the Railhead of the state.

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

Jammu is located 74 degree 24' and 75 degree 18', East longitude and 32 degree 50' and 33 degree 30' North latitude. It is approximately 600 Kms away from National Capital, New Delhi and is linked with a National High way. The district falls under sub- mountainous region. The Shivalik ranges rise gradually from behind the Jammu town and merge the Indo Gangetic plains in the South. The city is at an elevation of 1030 ft above sea level. These hills are interwoven, interior dividing the region into isolated areas, enclaves and inaccessible tracks, which functioned in the past as ramparts guarding the independence of the people against external. The entire district is divided into two regions. Area forming the north side of Jammu – Kothriban Road (Kothriban is occupied by Pakistan) and the Jammu Pathankot Road and Jammu Kothriban road. The northern part of the Jammu Kothriban Road is called kandi area which is comparatively under developed and is mostly dependent on rain water. The nallahs in the kandi and adjoining areas are quietly dry and water flows only in the rainy seasons. The district is bounded in the north & north east by the Reasi & Udhampur district. The district is bounded by Kathua district towards east & south east. In south & south west direction, the district is bounded by the Punjab State & Sialkot district of Pakistan and Poonch district lies in the north- western direction of the district Jammu. The south side of the above mentioned roads are largely fed with canals and irrigated by tube wells and is rich in agricultural crops.

## 1.2 Topography

Jammu district has a sub tropical climate with hot and dry climate in summer and cold climate in winter. Being in the foothills of the mountains, nights are generally cooler than what they are in the neighboring areas of Punjab. Minimum and Maximum temperature is around 4 Degree Celsius and 47 Degree Celsius respectively. The temperature varies from cold in winter with minimum temperature touching even 0.9 degree Centigrade to heat wave in summers when the temperature shoots upto 46 degree centigrade. Jammu District is spread over an area of 3097 Sq Kms and has a population of about 15.88 lakhs as per the estimates of 2001. It is largest populated District of the state and second largest in terms of population density and falls under the category 'B'. The literacy percentage of the District is highest in the state. According to census of 2001 the occupation pattern of the District is such that the number of Cultivators is 134576, Agriculture Labourer is 27523, Business man 8042 and other 358190. The percentage of agricultural labourer is about 25% of the total working force. Rainy season usually starts from the end of June or the beginning of July. Average rainfall in the district is about 1246 mm. The detail of historical places & monuments are as under:

**Bahu Fort:** It is a renowned historical temple of Goddess Mahakali popularly known as Bawe-Wali Mata. The fort overlooks the river Tawi flowing placidly down the Jammu City

**Mubarak Mandi Complex:** The complex is housing 76 government offices and courts. The complex has a history as old as 150 years back. It was a royal residence of Dogra rulers. The palaces are built as a group of buildings around the courtyard. Successive Dogra rulers added to the complex in size. The buildings were used as the residences of the royal Dogra families. The complex has halls and galleries which were used for official functions and public events.

**Rani Charak Mahal :** This place is also located on river side, connected with Toshakhana on one side

**Amar Mahal Museum:** It is a beautiful palace of red sand stone which stands amidst most picturesque horizons of Jammu. Once the residential palace of Raja Amar Singh, the palace has been converted into a museum and is looked after by Hari-Tara Charitable trust. The museum still has the golden throne on which Maharaja used to sit, which is made up of 120 Kg pure gold. The museum has a gallery of paintings known as the NALDAMYANT and a library in which about 25,000 books on various subjects and disciplines have been presented

**Dogra Art Museum:** It is presently located in the Pink Hall of Mubarak Mandi Complex. The Museum houses about 800 rare and exquisite paintings from different schools of paintings-viz. Basholi, Jammu and Kangra. Gold painted bow and arrow of Mughal Emperor Shahjehan and a number of carpentry tools also make an important section of the museum. The museum also has hand written manuscripts of Shahnama and Sikandernama both in Persian.

**Ziarat Baba Buddan Shah :** Located in the outskirts of Jammu city at a distance of about 8 Kms towards the aerodrome at Satwari. This shrine is very popular among all sections of society. Baba Buddan Shah was borne at Talwandi in Punjab, and it is said that another shrine of this Peer is located at Anandpur Sahib in Punjab

**Ziarat Peer Mitha:** In the heart of Jammu city we find a magnificent tomb alongwith a mosque. The Ziarat is popularly known as Peer Mitha. Even the locality around it is named after the Ziarat. The ziarat became popular among the masses as Pir Mitha as he accepted a pinch of sugar among the offerings

**Panch Peer :** This dargah is situated at a little distance from the Maharaja's palace on the Jammu-Srinagar National Highway. The place is as known because of the residence of five peers (holy men), lived here and dedicated

**Ziarat baba Roshan Shah Wali:** An Arabian faquir in 6th century travelled the Asian penninunsula and came to Jammu to settle at the plateau outside the town in a dense forest. The exceptionally large grave built on the slope of Gumat speaks about his lofty personality

### 1.3 Availability of Minerals.

#### PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	-	-
MINOR		
1.	-	-

SOURCE:- DEPT. OF MINES & GEOLOGY.,

#### 1.4 FOREST

The green cover in the district is recorded as 959 Sq Kms. This include 85.61 Sq Kms reserved as wild life area. Mostly hilly tracks of the district is covered with forests. The distrct has no good quality of timber except some areas. Timber like Deodar, Fir, Chir has very nominal area in the district and has very little commercial value except fuel or charcoal burning.

#### 1.5 Administrative set up.

District	Tehsil	Blocks
	AKHNOOR	1.Khour
		2. Akhnoor
	JAMMU	3.Marh
		4.DANSAL
		5.Bhalwal
	Bishnah	6. SATWARI
		7.Bishnah
	R,S.PURA	8. R.S.PURA

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude		degree	32 -50' and 33 - 30' North
	ii) Longitude		degree	74 -- 24' and 75 - 18' E ast
	iii) Geographical Area		Sq Km	2336
(B)	Administrative Units			
	i) Sub divisions		NOs	2
	ii) Tehsils		NOs	4
	iii) Sub-Tehsil		NOs	25
	iv) Patwar Circle		NOs	163
	v) Panchayat Simitis		NOs	297
	vi)Nagar nigam		NOs	1
	vii) Nagar Palika		NOs	3
	viii) Gram Panchayats		NOs	297
	xi) Revenue villages		NOs	859
	x) Assembly Area		NOs	13
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011	lakh	4.92
	ii) Female	2011	Lakh	4.51
(B)	Rural Population	2011	Lakh	6.64
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	2.37
	ii) Forest cover	2010-11	"	NA
	iii) Non Agriculture Land	2010-11	"	0.68
	v) cultivable Barren land	2010-11	"	
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Sq Km	959

<b>5.</b>	<b>Livestock &amp; Poultry</b>			
<b>A.</b>	<b>Cattle</b>			
	i) Cows	2007	Lakh Nos.	2.15
	ii) Buffaloes	2007	Nos.	NA
<b>B.</b>	<b>Other livestock</b>			
	i) Goats	2007	Lakh Nos.	1.54
	ii) Pigs	2007	Nos.	NA
	iii) Dogs & Bitches	2007	Nos.	NA
	<b>iv) Railways</b>			
	i) Length of rail line	2010-11	Kms	NA
	<b>V) Roads</b>			
	(a) National Highway	2010-11	Kms	NA
	(b) State Highway	2010-11	Kms	NA
	(c) Main District Highway	2010-11	Kms	NA
	(d) Other district & Rural Roads	2010-11	Kms	NA
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	NA
	(f) Kachacha Road	2010-11	Kms	288.74
	<b>(VI) Communication</b>			
	(a) Telephone connection	2010-11		58456
	(b) Post offices	2010-11	Nos.	294
	(c) Telephone center	2010-11	Nos.	NA
	(d) Density of Telephone	2010-11	Nos./1000 person	NA
	(e) Density of Telephone	2010-11	No. per KM.	NA
	(f) PCO Rural	2010-11	No.	NA
	(g) PCO STD	2010-11	No.	NA
	(h) Mobile	2010-11	No.	NA



	<b>(VII) Public Health</b>			
	(a) Allopathic Hospital	2010-11	No.	12
	(b) Beds in Allopathic hospitals		No.	NA
	(c) Ayurvedic Hospital		No.	43
	(d) Beds in Ayurvedic hospitals		No.	NA
	(e) Unani hospitals		No.	NA
	(f) Community health centers		No.	NA
	(g) Primary health centers		No.	13
	(h) Dispensaries		No.	12
	(i) Sub Health Centers		No.	193
	(j) Private hospitals		No.	NA
	<b>(VIII) Banking commercial</b>			
	(a) Commercial Bank		Nos.	213
	(b) rural Bank Products		Nos.	NA
	(c) Co-Operative bank products		Nos.	NA
	(d) PLDB Branches		Nos.	NA
	<b>(IX) Education</b>			
	(a) Primary school		Nos.	961
	(b) Middle schools		Nos.	355
	(c) Secondary & senior secondary schools		Nos.	170
	(d) Colleges		Nos.	7
	(e) Technical University		Nos.	NA

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

S. No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Industrial Estate, Digiana, Jammu	137 Kanal	137 Kanals	1 Lakh / kanal & 2 lakh up to 4 Kanals	106	106	-	63
2	Industrial Esatate, Akhnoor Jammu	29.05 Kanals	29.05 Kanals	1 Lakh / kanal & 2 lakh up to 4 Kanals	21	21	-	10
3	Industrial complex , Bari Brahmana /EPIP kartholi jammu	7152.00 Kanals	7152.00 Kanals	2 lakh up to 4 kanal 3 lakh above 4 Kanals	459	459	-	250
4	Industrial Estate, Gangyal Jammu	988.00 Kanals	988.00 Kanals	-Do-	331	331	-	222
5	Industrial Estate, Bir Pur, BariBrahmana Jammu	306.035 Kanals	306.035 Kanals	-Do-	155	-	-	91
6	Industrial Estate Jammu cantt Satwari	96 kanals	96 kanals	1 Lakh / kanal & 2 lakh up to 4 Kanals	34	34	-	32
	<b>Total</b>	<b>7796.085</b>	<b>7796.085</b>		<b>165</b>	<b>165</b>	<b>-</b>	<b>430</b>

Source:- DIC Jammu,

### 3. INDUSTRIAL SCENERIO OF JAMMU

#### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	10531
2.	TOTAL INDUSTRIAL UNIT	NO.	10531
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	39
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	56246 Avg 5.34
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	6379
6.	NO. OF INDUSTRIAL AREA	NO.	3
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	1349046.53
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	40201.00

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1	1984-85	2660	14797	39591.47
2	1985-86	501	2709	746.13
3	1986-87	551	1973	795.16
4	1987-88	557	2170	890.64
5	1988-89	556	2159	874.26
6	1989-90	439	2344	1060.43
7	1990-91	539	1902	1178.81
8	1991-92	540	2110	1019.18
9	1992-93	236	903	322.02
10	1993-94	215	940	463.65
11	1994-95	184	1084	723.61
12	1995-96	262	1685	1635.35
13	1996-97	308	1830	2002.57
14	1997-98	374	2257	3617.47
15	1998-99	301	2137	2144.07
16	1999-2000	300	1861	2017.4
17	2000-01	166	1089	1536.14
18	2001-2002	220	1457	4380.00
19	2002-03	173	1671	3474.66
20	2003-04	168	1779	3775.18
21	2004-05	177	1533	4008.45
22	2005-06	264	2504	7510.1
23	2006-07	139	1104	4459.22
24	2007-08	169	1780	7096.18
25	2008-09	83	1150	4477.12
26	2009-10	143	1635	10034.97
27	2010-11	116	1516	7218.86
28	2011-12	190	2546	124219.63
	<b>Total</b>	<b>10531</b>	<b>62625</b>	<b>241272.73</b>

Source: DICJAMMU

### 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	884	18199.53	5644
22	Soda water	44	705.38	952
23	Cotton textile	10	244.86	506
24.	Woolen, silk & artificial Thread based clothes.	53	297.98	203
25.	Jute & jute based	41	69.5	344
26.	Ready-made garments & embroidery	997	19163.18	3390
27.	Wood/wooden based furniture	535	9971.72	2725
26.	Paper & Paper products	315	6748.41	2019
29.	Leather based	422	15636.77	3660
31.	Chemical/Chemical based	245	15820.76	2877
30.	Rubber, Plastic & petro based	205	10061.98	2473
32.	Mineral based	392	14847.47	4632
33.	Metal based (Steel Fab.)	912	22632.67	6568
35.	Engineering units	49	321.13	250
36.	Electrical machinery and transport equipment	642	18975.58	3579
97.	Repairing & servicing	265	1057.69	1560
01.	Others	4460	86366.2	20686
	Kachori Making	60	151.92	557
		<b>10531</b>	<b>241272.73</b>	<b>62625</b>

Source: DIC JAMMU

### 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**

- 3.8.1.1** M/S Hindustan CoCo Cola Ltd. Gangyal, Jammu
- 3.8.1.2** M/S Jai Beverages Ltd. Bari-Brahmana, Jammu
- 3.8.2.3** M/S Jai Juice Pvt. Ltd. Bari-Brahmana, Jammu
- 3.8.2.4** M/S Dabur India Ltd. Bari-Brahmana, Jammu
- 3.8.2.5** M/S Reckitt Benckisar Bari-Brahmana, Jammu
- 3.8.2.6** M/S Ultimate Flexi Pack Ltd. Bari-Brahmana, Jammu
- 3.8.2.7** M/S Montage Enterprises Pvt. Ltd. Bari-Brahmana, Jammu
- 3.8.2.8** M/S Sun Pharmaceutical Industries EPIP Kartholi Ltd. Bari-Brahmana, Jammu
- 3.8.2.9** M/S Pearl Drinks Ltd. Industrial Complex, Bari-Brahmana, Jammu
- 3.8.2.10** M/S Jagran Prakashan Ltd. Bari-Brahmana, Jammu
- 3.8.2.11** M/S Meddlay Pharmaceuticals Bari-Brahmana, Jammu
- 3.8.2.12** M/S Eurobond Industries Pvt. Ltd. EPIP Kartholi, Bari-Brahmana, Jammu
- 3.8.2.13** M/S Saraswati Agro Chemicals India (P) Ltd. Bari-Brahmana, Jammu
- 3.8.2.14** M/S Biostadt India Ltd. Bari-Brahmana, Jammu
- 3.8.2.15** M/S Verstile Polytech Pvt. Ltd. Bari-Brahmana, Jammu (Local)
- 3.8.2.16** M/S U-Flex Ltd. Bari-Brahmana, Jammu
- 3.8.2.17** M/S Lupin Ltd. Bari-Brahmana, Jammu

- 3.8.2.18** M/S Lark Non ferrous Metals Ltd. EPIP Kartholi Bari Brahmana, Jammu
- 3.8.2.19** M/S Jindal Drugs Ltd. CoCo Project Bari Brahmana, Jammu
- 3.8.2.20** M/S Emcure Pharmaceuticals Ltd. Bari Brahmana, Jammu
- 3.8.2.21** M/S Visen Industries Ltd. Bari Brahmana, Jammu
- 3.8.2.22** M/S Saraswati Plasto Tech India Pvt.Ltd. Bari Brahmana, Jammu
- 3.8.2.23** M/S TPL Plastech Ltd. Bari Brahmana, Jammu
- 3.8.2.24** M/S Shalimar Flooring Pvt. SIDCO Industrial Complex Bari Brahmana, Jammu
- 3.8.2.25** M/S IFCA Bottling Co. Ltd. Gangyal Jammu (Local
- 3.8.2.26** M/S Ambica International SIDCO Bari Brahmana, Jammu
- 3.8.2.27** M/S P.I Industries Ltd. Bari Brahmana, Jammu
- 3.8.2.28** M/S Hyderabad Chemicals Supplied Ltd. Bari Brahmana ,Jammu
- 3.8.2.29** M/S Pragati Packging Bari Brahmana ,Jammu
- 3.8.2.30** M/S Coromandal fertilizers Bari Brahmana ,Jammu
- 3.8.2.31** M/S Bharat packaging Ind. Bari Brahmana ,Jammu
- 3.8.2.32** M/S Dabur India Ltd. Unit-II Bari Brahmana ,Jammu
- 3.8.2.33** M/S International Flavours and Fragrance India Ltd. Bari Brahmana ,Jammu
- 3.8.2.34** M/S Ruchi Soya Industries Bari Brahmana ,Jammu
- 3.8.2.35** M/S Shree Ramacides Chemicals (P) Ltd. Bari Brahmana ,Jammu
- 3.8.2.36** M/S Jyothy Laboratories Ltd. Bari Brahmana ,Jammu
- 3.8.2.37** M/S Zuventus Health care Ltd. Bari Brahmana ,Jammu
- 3.8.2.38** M/S Sarveshwar Overseas Mills at Lane No. 4, Phase-II, SIDCO Bari Brahmana, Jammu
- 3.8.2.39** M/S Surya Biscuits Industries at Sidco Industrireal Complex, Bari Brahmana, Jammu

### **3.8.2 Major Exportable Item**

Major Exportable Items are, Carpets, Fertilizers, Pharmaceuticals items , Woolen & Hosiery Goods , Cricket Bat , Arts Emporium Products etc

### **3.9 Service Enterprises**

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

- 3.9.2.1 Travel agency.
- 3.9.2.2 Beauty Parlours.
- 3.9.2.3 X-rays
- 3.9.2.4 Screen-printing.
- 3.9.2.5 Dry-cleaning.
- 3.9.2.6 Data processing.
- 3.9.2.7 Testing laboratories.
- 3.9.2.8 Health Club

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

- 3.10.1 Dairy and Dairy products.
- 3.10.2 Hollow cement bricks.
- 3.10.3 Bakery product.
- 3.10.4 Maize flakes.
- 3.10.5 Honey Processing.
- 3.10.6 Woolen clothing.
- 3.10.7 Spices grinding.
- 3.10.8 Bamboo baskets, Novelty items made out of bamboo.
- 3.10.9 Potato chips.
- 3.10.10 Silk Weaving & reeling.
- 3.10.11 Soft Toys
- 3.10.12 Food processing and fruit processing.
- 3.10.13 Extraction of oils herbs and flowers.
- 3.10.14 Laundry Soap
- 3.10.15 Gem cutting and polishing

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

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

#### **4.1.1 Manufacturing Sector**

- Rice Milling Cluster

#### **4.1.2 Service Sector**

**Nil**

### **4.2 Details for Identified cluster**

#### **4.2.1 Name of the cluster Rice Milling Cluster in Jammu**

1	Principal Products Manufactured in the Cluster	Pharma
2	Name of the SPV	J&K Pharma Manufacturer
3	No. of functional units in the clusters	20
4	Turnover of the Clusters	250 Cr
5	Value of Exports from the Clusters	50 Cr
6	Employment in Cluster	200
7	Average investment in plant & Machinery	4Cr
8	Major Issues / requirement	Common Facility Center –Testing Center
9	Presence of capable institutions	-
10	Thrust Areas	-
11	Problems & constraints	-



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

- 5.1** Assured Power Supply
- 5.2** Availability of Industrial Area
- 5.3** Infrastructure Support
- 5.4** Availability of Skilled workforce
- 5.5** Lack of Marketing
- 5.6** Easy Credit flow

## **\*\* . 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 and address of agencies</b>
1.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries Centre, Jammu
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, Jammu JKDFC, IInd Floor , Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP, Jammu
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, Jammu -MSME DI I/E Digiana Jammu

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