



**Government of India
Ministry of MSME**

Brief Industrial Profile of Poonch District



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

Carried out by

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Brief Industrial Profile of Poonch District

1. General Characteristics of the District

District Poonch is popularly known as mini Kashmir and is one among the remote districts of Jammu and Kashmir state. It is bounded by the Actual Line of Control (ALC) from three sides. The ALC is about 103 Kms. from Tarkundi in Balakote to Sawjian in Mandi Block. Poonch has witnessed many historical events and has been ruled by outsiders and locals at different junctures till it became a part of independent India. In the 6th Century A.D. Chinese traveller Huiyen Tsang passed through Poonch. He wrote that Poonch was famous for graphics, fine tea (Musloom) and good horses. Around 850 A.D., Poonch became a sovereign state when Mr. Nar, a horse trader declared himself Raja of Poonch. In 1596 A.D. Mughal King Jehangir nominated Siraj-ud-din of village Kahuta as Raja of Poonch. In 1798 A.D. a Gujjar leader Rooh-ullah-Sangu became the ruler of this area.

From 1819 A.D. to 1850 A.D. Poonch remained a part of Khalsa Darbar, Lahore. In 1850 A.D. Dogra Raja Moti Singh laid foundation of Dogra Raj in Poonch. On the death of Raja Jagat Dev Singh in 1940, Sardar Abdul Qayoom Khan became administrator of Poonch under the orders of Kashmir Government. In 1947 two and half tehsils of Poonch principality went under the illegal occupation of Pakistan, while the rest became a constituent of Rajouri Poonch district. In 1967 for administrative convenience this district was further divided into two parts, viz district Rajouri and district Poonch. The people of different faiths, caste and creed are living peacefully in the district. People speak Pahari except Gujjars and Bakerwals who speak Gojri. Literature in languages of Poonch is rich in folk songs. Most of the Poonchi folk songs make women as their central theme. Family feuds, battles, love, marriage ceremonies, social rituals, social evils and superstitions are also have been given attention. Chann, Kainchi, Sepaiah and Maiah are some of the popular folk songs. Folk songs also speak of the bravery and heroism of the peoples of Poonch. Some folk songs i.e Jabu, Shamash Khan and Nura still resound in mountains of the area. Folk songs of Poonch have passed on from one generation to another without any documentation. Now serious efforts are being made by various scholars to preserve these in literature in original form.

2.

1.1 Geographical location of district Poonch

Poonch is located at WikiMiniAtlas33°46'N 74°06'E / 33.77°N 74.1°E / 33.77; 74.1.[8] It has an average elevation of 981 metres (3218 feet). Pir Panjal range of mountains separates Poonch valley from Kashmir valley. For a long time the only road connection between the two valleys was from Jammu. But now with the completion of Mughal Road (connecting Bufliaz in Poonch to Shopian in Kashmir) there will be a direct connectivity between the two. It consist of 4 tehsils viz Haveli, Mendhar Surankote and Mandi.

The Climate of Poonch is somewhat cooler than rest of the areas of Duggardesh plains. Summers are short and pleasant while sometimes they may be irritating. The summer temperature generally doesnot cross 31 degrees. Winters are cool and c hilly characterized with rainfall due to western disturbances. Snowfall is uncommon but may occur in cool months like that of Dec 2011. Rainfall is 669 millimetres (26.3 in) in the wettest months.

1.2. Topography of Poonch

Poonch is one of the remote districts of the Jammu and Kashmir State and situated on LOC (Line of Control). Poonch is situated between 33°25' to 34°01' north latitude and between 73°58' to 74°35' east longitude. It is surrounded by Kashmir Valley (Baramula, Budgam, Shopian and Kulgam Districts) in the north east, district Rajouri in the south and Pakistan Occupied Kashmir (POK) in the west. Topography of District Poonch is hilly and mountainous barring few-low lying valleys. Sky touching peaks covered with shining snow and lush green surrounding present a stunning scenary. One who loves and enjoys the natural beauty can not desist from adoring the beauty of Poonch.

1.2 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

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

1.4 Forests;

The poonch district is rich in forests. The total area of forest is 951 Sq. Km

1.5 Administrative set up : ..

District	Tehsil	Blocks
Poonch	Haveli	Poonch
	Mandi	Mandi
	Surankote	Surankote
		Bufliaz
	Mendher	Mendher
		Balakote

2. District at a glance

2. District at a Glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude(North)			33°25' to 34°01'
	ii) Longitude (East)			73°58' to 74°35'
	iii) Geographical Area		Hectares	1674 Sq. KM
(B)	Administrative Units			-
	i) Sub divisions			-
	ii) Tehsils			4
	iii) Sub-Tehsil			8
	iv) Patwar Circle			51
	v) Panchayat Simitis			-
	vi)Nagar nigam			-
	vii) Nagar Palika			-
	viii) Gram Panchayats			189
	xi) Revenue villages			178
	x) Assembly Area			3
2.	Population			
(A)	Sex-wise			
	i) Male	2001		194213
	ii) Female	2001		178400
(B)	Rural Population	2011		-
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	109773.57
	ii) Forest cover	2010-11		26689.84
	iii) Non Agriculture Land	2010-11		10546.00
	v) cultivable Barren land	2010-11		28288.99
4.	Forest			
	(i) Forest	2010-11		951sq.km

5.	Live stock			
A.	Cattle			
	i) Cows	2007		206436
	ii) Buffaloes	2007		203336
B.	Other livestock			
	i) Goats	2007		175248
	ii) Pigs	2007		nil
	iii) Dogs & Bitches	2007		23529
	iv) Railways			
	i) Length of rail line	2010-11		-
	V) Roads			
	(a) National Highway	2010-11		240km
	(b) State Highway	2010-11		84km
	(c) Main District Highway	2010-11		63km
	(d) Other district & Rural Roads	2010-11		263.73km
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11		-
	(f) Kacha Road	2010-11		45.6km
	(VI) Communication			
	(a) Telephone connection	2010-11		-
	(b) Post offices	2010-11		3
	(c) Telephone center	2010-11		-
	(d) Density of Telephone	2010-11		-
	(e) Density of Telephone	2010-11		-
	(f) PCO Rural	2010-11		-
	(g) PCO STD	2010-11		-
	(h) Mobile	2010-11		-

	(VII) Public Health			
	(a) Allopathic Hospital	2010-11		1
	(b) Beds in Allopathic hospitals			Nil
	(c) Ayurvedic Hospital			Nil
	(d) Beds in Ayurvedic hospitals			Nil
	(e) Unani hospitals			Nil
	(f) Community health centers			Nil
	(g) Primary health centers			21
	(h) Dispensaries			119
	(i) Sub Health Centers			33
	(j) Private hospitals			-
				nil
	(VIII) Banking commercial			
	(a) Commercial Bank			15
	(b) rural Bank			8
	Products			
	(c) Co-Operative bank products			5
	(d) PLDB Branches			-
	(IX) Education			-
	(a) Primary school			1012
	(b) Middle schools			433
	(c) Secondary & senior secondary schools			54
				24
	(d) Colleges			3
	(e) Technical University			nil

2.1 Existing Status of Industrial Areas in the District Poonch.

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 Poonch	29.7	29.70	1550.00	44	44	-	22
	Total	29.7	29.70	1550.00	44	44	-	22

Source:- DIC Poonch

3. INDUSTRIAL SCENERIO OF POONCH

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	610
2.	TOTAL INDUSTRIAL UNIT	NO.	610
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	Nil
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	1763
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	Nil
6.	NO. OF INDUSTRIAL AREA	NO.	One
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	Nil
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	Nil

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1Up to	1984-85	62	92	12.18
2	1985-86	71	161	19.30
3	1986-87	55	105	15.38
4	1987-88	100	157	28.96
5	1988-89	71	134	21.30
6	1989-90	66	171	25.04
7	1990-91	68	110	17.25
8	1991-92	48	80	26.03
9	1992-93	50	103	18.50
10	1993-94	50	103	38.04
11	1994-95	27	48	7.12
12	1995-96	50	84	33.62
13	1996-97	50	104	30.08
14	1997-98	44	169	60.72
15	1998-99	38	89	35.40
16	1999-2000	42	78	48.70
17	2000-01	18	28	20.08
18	2001-2002			
19	2002-03	44	105	30.07
20	2003-04	39	80	34.01
21	2004-05	27	58	16.21
22	2005-06	34	99	71.69
23	2006-07	46	104	103.20
24	2007-08	39	84	72.69
25	2008-09	13	45	66.04
26	2009-10	33	111	92.02
27	2010-11	24	71	56.88
	Total	8	26	42.45

Source: DIC Poonch

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	50	55.00	102
22	Soda water	-	-	-
23	Cotton textile	-	-	-
24.	Woolen, silk & artificial Thread based clothes.	40	80.00	174
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	24	52.00	65
27.	Wood/wooden based furniture	50	96.00	180
26.	Paper & Paper products	-	-	-
29.	Leather based	47	89.00	67
31.	Chemical/Chemical based	-	-	-
30.	Rubber, Plastic & petro based	-	-	-
32.	Mineral based	34	97.00	106
33.	Metal based (Steel Fab.)	30	102.00	87
35.	Engineering units	-	-	-
36.	Electrical machinery and transport equipment	30	61.00	78
97.	Repairing & servicing	305	730	1004
01.	Others	-	-	-
	Kachori Making	-	-	-

Source: DIC Poonch

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**

- 3.9.2.1 Automobiles,
- 3.9.2.2 Repair of electrical appliances,
- 3.9.2.3 Rice husking,
- 3.9.2.4 Cotton carding etc

3.10 Potential for new MSMEs

- 3.10.1 Cement based units
- 3.10.2 Wooden based units
- 3.10.3 Agriculture implements
- 3.10.4 Cattle & Poultry feed
- 3.10.5 Dairy products
- 3.10.6 Leather products
- 3.10.7 Steel fabrication
- 3.10.8 candle manufacturing
- 3.10.9 Readymade garments
- 3.10.10 Mini Floor Mill

4. Existing Clusters of Micro & Small Enterprise

Nil

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

- a) Problem of Erratic Electric Power Supply
- b) Problem of Skilled labour
- c) Problem of Marketing of finished Products
- d) Problem of procurement of Raw materials
- e) Problem of expensive Transport
- f) More Industrial Estate Should be developed

**** . 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, Poonch
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, Poonch JKDFC, IInd Floor , Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP, Poonch
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, Poonch -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