



**Government of India
Ministry of MSME**

District Industrial Profile of Sant Ravidas Nagar (Bhadohi)

**Carried out by
MSME-DI, Allahabad**



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District Industrial Profile of Sant Ravidas Nagar (Bhadohi)

1. General Characteristics of the District

Sant Ravidas Nagar District was carved out from Varanasi district on June 30, 1994 as the 65th district of Uttar Pradesh. The district is known by the name 'Carpet city' as it is home to the largest hand-knotted carpet weaving industry hubs in South Asia. The Indian Institute of Carpet Technology, the only Institute of its kind in Asia was established here by the Ministry of Textiles in 2001. This place gets its name from

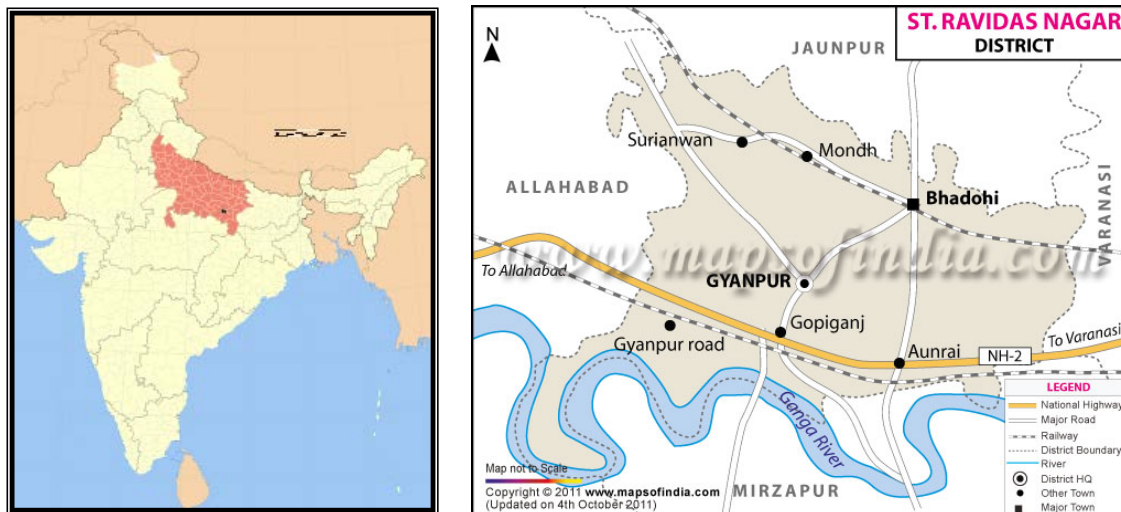


Bhar Raj of the region which had Bhadohi as its capital. Area wise it is the smallest district of Uttar Pradesh. . There are several mounds and old tanks that have been named after the Bhar rulers, a tributary of Kannaui kingdom. During the rule of Akbar, Bhadohi was made a dastur and included in the sarkar of Allahabad. Bhadohi in 1911 came under first Maharaja of the newly created princely state of Benares ruled by Maharaja Prabhu Narayan Singh.

1.1 Location & Geographical Area.

The district is surrounded by Jaunpur District to the north, Varanasi District to the east, Mirzapur District to the south, and Allahabad District to the west. It is located between 25.12° to 25.32° North Latitudes and 82.12° to 82.42° East Longitudes. The total geographical area of the district is 1055.99 Sq. Km. which gives it the distinction of being the smallest district of Uttar Pradesh.

Geographical Location of Sant Ravidas Nagar District



1.2 Topography

This district is situated in the plains of the Ganges River, which forms the south-western border of the District. Ganges, Varuna and Morva are the main rivers. It has an average elevation of 85 meters (279 feet) from mean sea-level. Except for the river banks, the entire area of the district is almost plain with gentle slope towards south-east. The soil is fertile and suitable for cultivation.

1.3 Availability of Minerals.

Sant Ravidas Nagar district is very poor as regards mineral wealth. A few minor minerals like brick earth and foundry sand are reported from some locations of the district.

1.4 Forest

An area of 175 Hectare is covered under reserved, protected, private and unclassified forests, which is about 1.70% of the total area of the district. It shows that the district is lacking in forest resource.

1.5 Administrative set up.

This district is divided into three tehsils namely Aurai, Bhadohi and Gyanpur, and six blocks, Bhadohi, Suriyawan, Gyanpur, Deegh, Abholi, and Aurai. There are 1075 populated and 149 non-populated villages along with 79 Nyay-panchayat and 489 Gram panchayats in the district. The district has nine police stations for maintaining law and order. Gyanpur town is the district head quarters.

2. District at a Glance

S.No	Particular	Year	Unit	Statistics
1	Geographical Features			
(A)	Geographical Data			
	i) Latitude	2010-11	Decimal Degree	25.4167
	ii) Longitude	2010-11	Decimal Degree	82.5667
	iii) Geographical Area	2010-11	Hectare	105599
(B)	Administrative Units			
	i) Tehsils	2010-11	Nos.	03

	ii) Blocks	2010-11	Nos.	06
	iii) Naya Panchayat	2010-11	Nos.	79
	iv) Gram Panchayats	2010-11	Nos.	481
	v) Nagar Samhu	2010-11	Nos.	7
	vi) Nagar Panchyat	2010-11	Nos.	5
	vii) Nagar Palika	2010-11	Nos.	02
	vii) Lok Sabha	2010-11	Nos.	1
	xi) Vidhan Sabha	2010-11	Nos.	3
2.	Population			
(A)	Sex-wise			
	i) Male	2001	Nos.	706000
	ii) Female	2001	Nos.	648000
(B)	Rural Population	2001	1180000	
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2009-10	Hectare	103102
	ii) Forest cover	2009-10	“	175
	iii) Non Agriculture Land	2009-10	“	17646
	v) cultivable Barren land	2009-10	“	2256
4.	Forest			
	(i) Forest	2009-10	Hectare	175
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	27086
	ii) Buffaloes	2007	Nos.	73232
B.	Other livestock			
		2007	Nos.	34072
	i) Goats			
	ii) Pigs	2007	Nos.	4974
	iv) Railways			
	i) Length of rail line	2010-11	Km	74
	V) Roads			
	(a) National Highway	2009-10	Km	34
	(b) State Highway	2009-10	Km	70
	(c) Main District Highway	2009-10	Km	80
	(d) Other district & Rural Roads	2009-10	Km	1002
	(e) Rural road/ Agriculture	2009-10	Km	64

Marketing Board Roads			
(VI) Communication			
(a) Telephone connection	2010-11	Nos.	12454
(b) Post offices	2010-11	Nos.	108
(c) Telephone center	2010-11	Nos.	1436
(d) PCO Rural	2010-11	Nos.	766
(e) PCO STD	2010-11	Nos.	670
(f) Mobile	2010-11	Nos.	
(VII) Public Health			
(a) Allopathic Hospital	2010-11	Nos.	2
(b) Beds in Allopathic hospitals		Nos.	40
(c) Ayurvedic Hospital		Nos.	26
(d) Beds in Ayurvedic hospitals		Nos.	
(e) Unani hospitals		Nos.	1
(f) Community health centers		Nos.	3
(g) Primary health centers		Nos.	17
(h) Dispensaries		Nos.	2
(i) Sub Health Centers		Nos.	
(j) Private hospitals		Nos.	163
		Nos.	22
(VIII) Banking			
Commercial Bank			
(a) Rural Bank	2010-11	Nos.	21
(b) Co-Operative bank	2010-11	Nos.	6
(c) PLDB Branches	2010-11	Nos.	1
(IX) Education			
(a) Primary school	2010-11	Nos.	974
(b) Middle schools	2010-11	Nos.	118
(c) Secondary & senior secondary schools	2010-11	Nos.	13
(d) Colleges	2010-11	Nos.	6
(e) Technical University	2010-11	Nos.	-

2.1 Existing Status of Industrial Areas in the District Bhadohi

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. o f Units in Production
Mini Industrial Area, Jorai, Gyanpur	1.2750	1.2750	115.00	33	32	1	NIL
Total	1.2750	1.2750	115.00	33	32	1	NIL

Source:- DIC, Bhadohi

3. Industrial Scenario of Bhadohi

3.1 Industry at a Glance

S. No	Head	Unit	Particulars
1.	Registered Industrial Unit	NO.	3696
2.	Total Industrial Unit	NO.	-
3.	Registered Medium & Large Unit	NO.	-
4.	Estimated avg. No. of Daily Worker Employed in Small Scale Industries	NO.	15810
5.	Employment in Large and Medium Industries	NO.	-
6.	No. of Industrial Area	NO.	01
7.	Turnover of Small Scale Industries	IN LACS	-
8.	Turnover of Medium & Large Scale Industries	IN LACS	-

3.2 Year Wise Trend of Units Registered

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (Crores Rs.)
UPTO	1995-96	88	343	0.97
	1996-97	186	768	1.88
	1997-98	217	981	2.03
	1998-99	177	726	1.33

	1999-2000	250	995	2.17
	2000-01	96	478	0.98
	2001-2002	153	687	1.33
	2002-03	262	1092	2.11
	2003-04	258	1078	2.13
	2004-05	261	1081	1.76
	2005-06	264	1185	1.31
	2006-07	260	1086	15.92
	2007-08	298	1225	2.62
	2008-09	302	1185	2.47
	2009-10	303	1560	9.03
	2010-11	321	1350	9.37
	Total	3696	15814	57.44

Source: DIC

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	122	2.87	523
22	Soda water & Tobacco	37	0.38	132
23	Cotton textile	24	1.22	128
24.	Woolen, silk & artificial Thread based clothes.	2194	40.34	10291
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	84	0.45	249
27.	Wood/wooden based furniture	48	0.21	136
28.	Paper & Paper products	33	0.61	133
29.	Leather based	03	0.04	12
31.	Chemical/Chemical based	03	0.06	17
30.	Rubber, Plastic & petro based	29	0.91	107
32.	Mineral based	-	-	-
33.	Metal based (Steel Fab.)	-	-	-
35.	Engineering units	65	1.07	266
36.	Electrical machinery and transport equipment	07	0.85	84
97.	Repairing & servicing	534	5.98	1818

01.	Others	513	2.45	1918
	Total	3696	57.44	15814

Source: DIC

3.4 Large Scale Industries / Public Sector undertakings

3.4.1 List of Units: Nil

3.4.2 Major Exportable Item: Not Applicable

3.4.3 Growth Trend: Not Applicable

3.4.4 Vendorisation / Ancillarisation of the Industry: Not Applicable

3.5 Medium Scale Enterprises:

3.5.1 List of the units in Bhadohi and near by Area: Nil

3.5.2 Major Exportable Item: Not Applicable

3.6 Potential for new MSMEs

3.6.1 Potentials areas for service industry

Bhadohi is famous for its carpet industries. A large number of buyers from domestic and overseas markets visit Bhadohi in connection with business deals. However, most of the visitors prefer to stay at Varanasi due to non-availability of good hotels and restaurants at Bhadohi. District is also lacking in good health care and education facilities. Thus there is very good scope for such services in the district. Some of the service areas having potential for development are listed below:

- Hotels and Restaurants
- Travel Agencies
- Taxi and Bus Rentals
- Health Resorts

- Tourist Guides
- Laundries
- Amusement Parks
- Gymnasium
- Coaching Centers
- Vocational Training Centers
- Schools and Colleges
- Dyeing units
- Carpet Backing Units
- Auto Service Center
- Computer Job Work
- Beauty Parlors
- Entertainment
- D T P and Printing

3.6.2 Potentials areas for Manufacturing Enterprises:

In addition to carpet manufacturing, the district of Sant Ravidas Nagar has an agrarian economy. The soil of the district is very fertile and the crops which are mainly cultivated are wheat and rice. Some other crops like chana, arhar and urad are also grown. It offers very good scope for food processing and live stock based industries. Some of the manufacturing areas having potential for development in the district are listed below:

- Rice mill
- Flour mill
- Dall Mill
- Bone mill
- Dairy
- Fruits and vegetables preservation
- Kettle feed
- Poultry
- Poultry feed

- Sheep Rearing
- Bio-degradable Carry bags
- Gate, Grill, Shutter
- Canvas Bag
- Exercise book
- Leather goods

4. Existing Clusters of Micro & Small Enterprise

4.1 Detail of Major Clusters:

Sant Ravidas (Bhadohi) district is biggest carpet manufacturing centre in India. It is known for its hand-knotted carpet. The Mirzapur-Bhadohi region is the largest handmade carpet weaving cluster, engaging around 3.2 million people in the industry. Bhadohi employs 22 lakh rural artisans. Carpet weaving in the region dates back to the 16th century during the reign of Mughal Emperor Akbar. The carpets of the region received the Geographical Indication tag, which means carpets manufactured in nine districts of the region, Bhadohi, Mirzapur, Varanasi, Ghazipur, Sonebhadra, Kaushambi, Allahabad, Jaunpur and Chandauli would be tagged with 'handmade carpet of Bhadohi'. Well known carpet types from Bhadohi include cotton Dhurry, Chhapra Mir carpets, Loribaft, Indo Gabbeh.



4.1.1 Manufacturing Sector

Cluster of Carpet Industries

4.1.2 Service Sector Nil

4.2 Details for Identified cluster

4.2.1 Name of the cluster: Woolen Carpet cluster of Bhadohi

1	Principal Products Manufactured in the Cluster	Woolen Carpet
2	Name of the SPV	Bhola Nath Barnawal (Director M/S Bhawna Manufacturing)
3	No. of functional units in the clusters	2500 Processing units (all are micro units)
4	Turnover of the Clusters	Rs. 2900 crores
5	Value of Exports from the Clusters	Rs. 2700 crores
6	Employment in Cluster	72000 Artisans
7	Average investment in plant & Machinery	115.18 Lacs
8	Major Issues / requirement	The floor coverings sector in India is going through a major change. Traditional markets are saturated while new markets are offering opportunities for growth. Modern designs and low end floor coverings like hand-tufted carpets are attracting new customer base. Nevertheless, total sales of the sector have been stagnant in terms of value. Hence, traditional model of floor covering business is no longer relevant. Product mapping with the consumer preferences is necessary for future growth. Indian carpet industry is finding it difficult to compete with Chinese industry in terms of volumes and prices.
9	Presence of capable institutions	1) Indian Institute of Carpet Technology (IICT) 2) DIC, Bhadohi 3) MSME, Allahabad & Br MSME, Varanasi
11	Problems & constraints	1) Poor emphasis on domestic market and its requirements 2) Exploitation by buying agents 3) Late delivery of the goods affecting the repeated

		orders 3) Limited e-commerce by small exporters 4) Limited direct market linkage by Tiny Manufacturing Firms
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Current Status:

Project proposal for setting up of common Facility Center for carpet backing has been approved for financial assistance under MSE-CDP of Ministry of MSME, Govt. of India. First installment of Central Govt. contribution has also been released.

5. General Issues Raised by Industry Association during the course of meeting

- (a) Insufficient supply of skilled labour.
- (b) Limited e-commerce by small exporters
- (c) Illegal land encroachments in Industrial Estate should be removed
- (d) Industrial Estates should have proper Banking and health facilities
- (e) Lack of Awareness about various Govt. Schemes among Entrepreneurs

6. Steps to Set Up MSMEs

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

S.No	Name and address of agencies	Type of assistance
1.	District Industries Centre (DIC) Contact Detail:- General Manager District Industrial Centre, Gyanpur Bhadohi	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)
2.	District Industries Centre, MSME-Development Institute Contact Detail:- MSME-DI, ALLAHBAD E-17/18, Udhayog Nagar, Naini Allahbad-211009	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.
3.	Uttar Pradesh Small Industries & Export Corporation (UPSIEC)	Land and Industrial shed
4.	Banks, District Industries Centre (DIC), Khadi & Village Industries Board (KVIB), Small Industries	

	Development Bank of India (SIDBI) Contact Detail:- Woodland Bhavan, Ring Market, Near-BIDA & Bhadohi Tehsil, Rajpura, SRN, Bhadohi, Ph: 05414-22622	Financial Assistance
5.	National Small Industries Corporation (NSIC), Steel Authority of India (SAIL), Uttar Pradesh Small Industries & Export Corporation	For raw materials under Govt. Supply
6.	National Small Industries Corporation Contact Detail:- Sub Branch, NSIC Limited D.I.C. Campus Lahartara, Varanasi (U.P.) Telefax: 0542-2370223, Email: varanasi@nsic.co.in	Plant and machinery under hire / purchase basis
7.	Uttar Pradesh Power Corporation Ltd	Power/ Electricity
8.	.District Industries Centre (DIC), MSME-Development Institute Indian Institute of Carpet & Technology Contact Details:- Chauri Road, <i>Bhadohi</i> - 221401 (UP). Phone: +91 - 5414 - 225504, 228409 Fax: 225509, Email: iict@iict.ac.in	Technical Know –how
9.	Bureau of Indian Standards (BIS)	Quality & Standard
10.	National Small Industries Corporation (NSIC), District Industries Centre (DIC), Director General of Foreign Trade (DGFT), MSME-Development Institute	Marketing /Export Assistance