



सत्यमेव जयते

Government of India
Ministry of MSME

Brief Industrial Profile of Kannauj District



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

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Brief Industrial Profile of Kannauj District

1. General Characteristics of the District

Kannauj is one among the most ancient place of India having rich archeological and cultural heritage. The ancient name of this place is Kanyakubja or Mahodya (as per Balmiki Ramayana, Mahabharat and Puran) later name Kanyakubja was changed as Kannauj the present name of the District.

Kannauj is a historic town that is situated on the banks of Ganges. The town has remained in prominence for most of the ancient and medieval period. The city rose to prominence during the reign of Harshavardhana who is counted among the most illustrious rulers in India. It was in the mid 7th century that Kannauj was named the capital city of Harshavardhana. The then kingdom of Harshavardhana included the entire region between the rivers Sutlej and Narmada and eastern Bengal.

It again raised to prominence during 9th century when the city became an apple of discord for three kingdoms of the Peninsular India namely Pratihara, Palas and Rashtrakutas. A Century long "Tripartite Struggle" followed that resulted in the complete dominion of Palas over the region west of Kannauj. In the 12th century, Kannauj again came in prominence after it was declared the capital of Jaichand, Jaichand was 12th century, Kannauj again came in prominence after it was declared the capital of Jaichand. Jaichand was the king who helped Mohammed Ghori in finally vanquishing Pirthviraj Chauhan and Rajput rule from Delhi. The decisive battle was fought in the year 1192 in the wheat fields of Tarain, in modern Haryana.

While all traces of this past have vanished, Kannauj is famous for its manufacture of essence (attar) used in

perfumes. Though not much of the glorious past remains, the temple of Ajai Pal still exists.

1.1 Location & Geographical Area.

Kannauj district from geographical point of view its studded in between 27 degree 13 min 30 sec North latitude and from 79 deg 19 min to 80 degree 1 min east longitudes. The district was carved out of the erstwhile Farrukhabad district on September 18, 1197. The district is situated in kanpur Divison its North borders touches Farrukhabad district, at it;s east hardoi District is situated, Kanpur dehat is at its south east border while western and southern borders touches District Mainpuri and Etawah respectively whole district is divided in to three tehsils and eight development blocks. The total geographical area of the district is 3129.2 Sq.km.

1.2 Topography

It is almost rectangular shaped district. Ganga is the main river of the district at the North East border of the district, Kali and Ishan rivers are in other parts of the District. Kali rivers at the northern border of the district while Ishan flows in between the District. Average rain fall of the District is approximately 80 cm. The climate of the district is characterized by a hot dry summer and a pleasant cold season.

1.3 Availability of Minerals.

Kannauj is not enriched from mineral point of view. Sand is the main mineral available in the basin of Ganga. which is used in civil construction work. Many bricks manufacturing units are working in this area which consume clay as the raw material in the manufacturing of the bricks.

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PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.		
MINOR		
1.	.	
2.		
3.	NIL	
4.		
5.		
6.		
7.		

SOURCE: - DEPT. OF MINES & GEOLOGY.,

1.4 FOREST :

About 4789 Hectare area is covered by the forest which is 6.1% of total geographical area of the District. The main trees found in the district are Babool, Dhak, Mahua, Semal, Mango, Shaal, Neem, Jamun etc. The main forest products collected/extracted from the plants are wood, grass leaves, forest based Ayurvedic medicines, essential oil etc.

1.5 Administrative set up:

Kannauj is the Head quarter of the District Kannauj. For administrative purpose the district has been divided into 3 tehsils and 8 block development office.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude		27° 13' 30" N	
	ii) Longitude		79° 19' to 80° 1' E	
	iii) Geographical Area		Km.	3129.2 Sq.km.
(B)	Administrative Units			
	i) Sub divisions			
	ii) Tehsils		No.	3
	iii) Sub-Tehsil		No.	-
	iv) Patwar Circle		No.	-
	v) Panchayat Simitis		No.	-
	vi)Nagar Palika Parishad		No.	3
	vii) Nagar Panchayat		No.	5
	viii) Gram Panchayats		No.	441
	xi) Revenue villages		No.	693
	x) Assembly Area		No.	3
2.	Population			
(A)	Sex-wise			
	i) Male	2011	No.	8,81,917
	ii) Female	2011	No.	7,76,087
(B)	Rural Population	2011	No.	11,60,603
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Sq.Km.	2093
	ii) Forest cover	2010-11	Hectare	13332
	iii) Non Agriculture Land	2010-11	"	28203
	v) Cultivable Barren land	2010-11	"	5164
4.	Forest			
	(i) Forest	2010-11	Hectare	13332
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	39094
	ii) Buffaloes	2007	Nos.	107616

B.	Other livestock			
	i) Goats	2007	Nos.	208494
	ii) Pigs	2007	Nos.	26059
	iii) Dogs & Bitches	2007	Nos.	-
	iv) Railways			
	i) Length of rail line	2010-11	Kms	43
	V) Roads			
	(a) National Highway	2010-11	Kms	67
	(b) State Highway	2010-11	Kms	51
	(c) Main District Highway	2010-11	Kms	80
	(d) Other district & Rural Roads	2010-11	Kms	774
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	130
	(f) Kachacha Road	2010-11	Kms	-
	(VI) Communication			
	(a) Telephone connection	2010-11		25865
	(b) Post offices	2010-11	Nos.	144
	(c) Telephone center/Telegraph	2010-11	Nos.	2
	(d)Density of Telephone	2010-11	Nos./1000 person	106
	(e) Density of Telephone	2010-11	No. per KM.	
	(f) PCO Rural	2010-11	No.	1083
	(g) PCO STD	2010-11	No.	770
	(h) Mobile	2010-11	No.	-

	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	20
	(b) Beds in Allopathic hospitals		No.	453
	(c) Ayurvedic Hospital		No.	18
	(d) Beds in Ayurvedic hospitals		No.	-
	(e) Unani hospitals		No.	3
	(f) Community health centers		No.	8
	(g) Primary health centers		No.	37
	(h) Dispensaries		No.	-
	(i) Sub Health Centers		No.	188
	(j) Private hospitals		No.	12
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	29
	(b) rural Bank		Nos.	40
	(c) Co-Operative bank		Nos.	10
	(d) PLDB Branches		Nos.	
	(IX) Education			
	(a) Primary school		Nos.	1010
	(b) Middle schools		Nos.	383
	(c) Secondary & senior secondary schools		Nos.	201
	(d) Colleges		Nos.	41
	(e) Technical University		Nos.	-
	(f) Polytechnic		No.	01
	(g) ITI		No.	01

Source : Deptt. of Economics & Statistics, Kannauj

Note : Information at Sl. No.5.B.iii, V.(f) & VI(e) & (h) are not available with the source.

2.1 Existing Status of Industrial Areas in the District Kannauj :

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	Industrial Estate, Makarandnagar	18.37	18.37	2520.00	62 Plot & 10 sheds	62 Plot & 10 sheds	-	33
2	Mini Industrial Estate Chhibramau	1.80	1.80	-	35	35	-	02
	Total	20.17	20.17					

Source:- DIC, Kannauj.

3. INDUSTRIAL SCENERIO OF KANNAUJ :

Kannauj district is famous for essence, flavor, fragrance and perfume Industry although the bidi industry is also here and it is supposed that this district is the largest bidi supplier in Uttar Pradesh. The essence flavor and fragrance of Kannauj district are famous internationally.

Fragrance & Flavor Development Centre (FFDC) has been set up in year 1991 by Govt. of India, Ministry of MSME, O/o DC(MSME), New Delhi with the assistance of UNDP/UNIDO and Govt. of U.P. has provided land for developing infrastructure. The O/o Development Commissioner (MSME) New Delhi is giving grants to meet out recurring, non-recurring expenses.

FFDC aims to serve as an interface between essential oil, fragrance and flavor industry and the R&D Institutions both in the field of agro-technology and chemical technology. Main objective of the centre to serve, sustain and upgrade the status of farmers and industry engaged in the aromatic cultivation and its processing, so as to make them competitive both in local & global market.

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	1687
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	-
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	6748
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	-
6.	NO. OF INDUSTRIAL AREA	NO.	2
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	68574.00
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	-

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	-	-	-
	1985-86	-	-	-
	1986-87	-	-	-
	1987-88	-	-	-
	1988-89	-	-	-
	1989-90	-	-	-
	1990-91	-	-	-
	1991-92	-	-	-
	1992-93	-	-	-
	1993-94	-	-	-
	1994-95	-	-	-
	1995-96	-	-	-
	1996-97	-	-	-
	1997-98	-	-	-
	1998-99	-	-	-
	1999-2000	-	-	-
	2000-01	-	-	-

	2001-2002	-	-	-
	2002-03	-	-	-
	2003-04	-	-	-
	2004-05	189	601	862
	2005-06	244	630	1424
	2006-07	195	589	1220
	2007-08	203	877	1079
	2008-09	211	804	1242
	2009-10	222	1073	6415
	2010-11	211	1095	5556
	Total	1475	5669	17798

Source: DIC Kannauj

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	139	40.47	581
22	Soda water	-	-	-
23	Cotton textile	24	2.22	92
24.	Woolen, silk & artificial Thread based clothes.	-	-	-
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	-	-	-
27.	Wood/wooden based furniture	6	0.65	27
28.	Paper & Paper products	-	-	-
29.	Leather based	-	-	-
31.	Chemical/Chemical based	26	6.63	131
30.	Rubber, Plastic & petro based	-	-	-
32.	Mineral based	-	-	-
33.	Metal based (Steel Fab.)	-	-	-
35.	Engineering units	6	0.21	22
36.	Electrical machinery and transport equipment	-	-	-
97.	Repairing & servicing	9	0.29	34
01.	Others	2	0.13	9

	Kachori Making	212	50-60	896
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Source: DIC , Kannauj

3.4 Large Scale Industries / Public Sector undertakings

List of the units in Kannauj : NIL

3.5 Major Exportable Item : Perfumes, Essential Oil, Potato & Potato Products.

3.6 Growth Trend :

1. The essence flavour and fragrance of Kannauj district are famous internationally. Units engaged in the manufacturing of attars & perfumery products are availing the technical support of FFDC, Kannauj and are becoming capable to sell their products in national & international market.
2. Farmers are diversifying from traditional crops towards cultivation of aromatic essential oil products, hence enjoying good profit from these cash crops.
3. Govt. of U.P. is focusing on the sowing of high yield potato varieties. These potatoes will be used in the production of potato powder, wafers and namkeen products etc.

3.7 Vendorisation / Ancillarisation of the Industry :

Nil.

3.8. Medium Scale Enterprises :

Nil

3.8.1 List of the units in Kannauj & Near By Area : Nil

3.8.2 Major Exportable Item : Nil

3.9 Service Enterprises:

Approximate 88 cold storage are set up in & around Kannauj District.

3.9.1 Potentials areas for service industry:

1. Packaging industry.
2. Printing Press
3. Photocopy & Internet Cafe
4. Computer Hardware Maintenance
5. Mobile Handset Repairing

3.10 Potential for new MSMEs

3.10.1 Fragrance & Flavour based MSMEs-

1. Essential oil extraction plants
2. Agarbatti/Dhoopbatti units.
3. Fragrance & Flavor blending industry
4. Blending of perfumes.
5. Solvent Extraction Plants

3.10.2 Agro based MSMEs-

1. Potato Powder & wafers
2. Namkeen Industry
3. Floor Mill
4. Rice Mill
5. Dal Mill
6. Ground & Spices
7. Distillery

3.10.3 Other MSMEs

1. Disposable syringe
2. Oxygen Gas Plant
3. HDPE Woven Sacks
4. Readymade garment
5. Plastic containers, HDPE, LDPE & PP
6. Tin Containers.
7. Corrugated box manufacturing units
8. Agricultural implements.

4. Existing Clusters of Micro & Small Enterprise :

1. Essential Oil & Attar Cluster
2. Kannauj Agarbatti Cluster

4.1 DETAIL OF MAJOR CLUSTERS : Nil.

4.1.1 Manufacturing Sector : Nil.

4.1.2 Service Sector : Nil

4.1 Details for Identified cluster

4.2.1 Name of the cluster : Essential Oil & Attar

1	Principal Products Manufactured in the Cluster	Rose water, Various perfumes produced by using rose, jasmine and other flowers, mehendi paste, body jells, ayurvedic medicines, other fragrances and gulkand.
2	Name of the SPV	-
3	No. of functional units in the clusters	375 units (Micro & Small)
4	Turnover of the Clusters	400.00 crores
5	Value of Exports from the Clusters	Approx. 20% of the turnover.
6	Employment in Cluster	25000-30,000 Nos.(Direct & Indirect)
7	Average investment in plant & Machinery	50.00 crores approx.
8	Major Issues / requirement	1.Standards not available for perfumes. 2. Govt. banned pan masala & gutka industries hence perfumery industry is facing acute problem in the marketing.
9	Presence of capable institutions	FFDC, Kannauj
10	Thrust Areas	Herbal cosmetic, modern fine perfumery & aromatherapy.
11	Problems & constraints	1.Sandal wood not available hence focus should be given on the cultivation of sandal trees. 2. Beside Pan Masala & Gutka Industry, new areas should be searched for the

		<p>consumption of perfumery products which may be herbal cosmetics, modern fine perfumery and aromatherapy.</p> <p>3. Quality products (Gutka, Pan Masala etc.) should be manufactured and synthetic fragrance & flavor must be banned.</p> <p>4. Export Zone should be established either in Kannauj or in Kanpur so that export of perfumery products could be enhanced.</p> <p>5. Importance of natural essences should be advertised widely.</p> <p>6. Effective quality control should be implemented in this area.</p>
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Present status of the cluster :-

The cluster has been identified by Industry Department, Govt. of U.P. & NIMSME in June, 2008.

4.1.2 Name of the cluster : Kannauj Agarbatti Cluster

1	Principal Products Manufactured in the Cluster	Agarbatti, Dhoop batti & raw sticks
2	Name of the SPV	Chakor Gramodyog Sewa Sansthan, Gursahaiganj, Kannauj 209722 (U.P.)
3	No. of functional units in the clusters	30 Self help group
4	Turnover of the Clusters	Approx. 39.86 lacs
5	Value of Exports from the Clusters	-
6	Employment in Cluster	1775 Nos.
7	Average investment in plant & Machinery	1.0 crores.
8	Testing needs	Raw material used in the manufacturing of agarbatti & dhoopbatti should be tested prior to the use in the finished products.
9	Thrust Area	<ol style="list-style-type: none"> 1. Uniformity in the burning of finished products is the main problem in this field. 2. Perfumed should be retained for a longer period.
10	Access to Export Market	Entrepreneurs should be exposed to the national as well as international trade fairs. Marketing Assistance &

		Technology Upgradation Support Scheme of DC(MSME) should be utilized in the promotion of marketing.
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Present status of the cluster :-.

The technical agency of the cluster is NIESBUD, Noida. The cluster was started in the month of August, 2007, which is running successfully at present.

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

1. Stress should be given on the publicity of DC(MSME) Schemes like reimbursement under Product Certification, ISO - 9000/14000, 22000, Bar Code, Packaging, Marketing assistance, IPR, etc. so that industries may avail the facilities and incentives provided for their marketing and technology up-gradation support.
2. State Govt. should form industry familiar policy so that industry may get sufficient time to switch over to new areas e.g. perfumery industry is facing acute problem in the marketing due to banned on pan masala & gutka industries.
3. Road conditions should be made better for easy transportation.
4. For setting up of new industries Technology transfer from govt. agencies/bodies like CSIR, CFTRI, NDRI, ICAR should be provided free of cost or very concessional rates.
5. High yield seeds of potato, sugarcane, aromatic plants should be provided to the farmers.

6. Easy industry loans should be provided to existing as well as new entrepreneurs.
7. Micro enterprises should be given special privilege of subsidy, reimbursement, marketing support, price preference as compare to small & medium enterprises.

***. STEPS TO SET UP MSMEs**

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

Sl. No.	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industrial Centre (DIC) ,Makrandnagar, Kannauj.
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute Kanpur U.P
3.	Land and Industrial shed	U.P State Industrial Development Corporation(UPSIDC), Kanpur
4.	Financial Assistance	Nationalized Bank , State Cooperative Banks
5.	For raw materials under Govt. Supply	1.National Small Industry Corporation(NSIC), Kanpur 2.U.P State Industrial Corporation (UPSIC), Kanpur
6.	Plant and machinery under hire / purchase basis.	National Small Industry Corporation(NSIC) Kanpur
7.	Power/ Electricity	U.P Power Corporation Ltd.
8.	Technical Know –how.	MSME –Development Institute Kanpur
9.	Quality & Standard	MSME –Development Institute Kanpur
10.	Marketing /Export Assistance	1.MSME –Development Institute Kanpur 2. National Small Industry Corporation (NSIC) Kanpur
11.	Other Promotional Agencies	1.MSME –Development Institute Kanpur 2.National Small Industry Corporation(NSIC) Kanpur 3.District Industry Centre,Kanpur

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