



**Government of India
Ministry of MSME**

Brief Industrial Profile of EAST GODAWARY DISTRICT



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

Carried out by

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Brief Industrial Profile of EAST GODAWARY District

1. General Characteristics of the District

East Godavari is one of the largest Districts of the State of Andhra Pradesh.

It has a unique blend of all the 3 types of geographical formations of forest area, uplands, fertile delta lands and a Coastline.

River Godavari is the Principal River that flows through the district and the district owes its prosperity and fertility of soil to the river

East Godavari district could be categorized as one of the advanced districts. It could be due to the factors of availability of fertile delta lands, good horticultural resources, abundant marine and fisheries resources and good mineral deposits along with the availability of natural gas deposits.

The main occupation of the district is agriculture where more than 24% of the population is engaged. At the same time more than 60% of the population are non-workers which is a potential force available for self-employment and industrial purposes.

Paddy is the main crop, which occupies more than 50% of the area and also dominates in yield and production in comparison to all other crops.

The district also tops the production of coconut and banana cultivation in the State.

The main source of irrigation is canals followed by tube wells

and tanks, Godavari Central Delta and Godavari Eastern Delta are the main source of major irrigation.

East Godavari District has got the unique distinction of having marine, inland and brackish water pisciculture. It has a coastline of 144 kms.

Fire clay, china clay, Graphite and Laterite are the important mineral resources available and clusters of industries based on these minerals are flourishing in the district

The district is also endowed with water transport on the river Godavari and Kakinada port at Bay of Bengal is a principal seaport among the minor seaports of India.

There is no dearth of the availability of agro based forest based, mineral based products coupled with the unique source of Natural gas resources is a perfect requirement for vibrant industrial activity.

It is observed that despite the availability of all the factors for industries to come up it is due to lack of entrepreneurship of the local people who are traditional agriculturists and are content with the lucrative agricultural activity.

Though the process of Industrial campaigns and EDPs the people need to be motivated enlightened and encouraged to take up the industrial activity.

1.1 Location & Geographical Area.

East Godavari district is situated on the North East of Andhra Pradesh in the Geographical co-ordination of 16° - 30° and 18° - 20° of Northern Latitude and 81° - 30° and 82° - 36° of the Eastern Longitude. The district is bounded on the North by Visakhapatnam District and State of Orissa, on the East by Bay of Bengal and on the South and West by West Godavari and Khammam districts. It can be broadly classified into three natural zones – Delta, uplands and Agency Tracts. The geographical area of the district is 10,807 sq.kms.

1.2) TOPOGRAPHY:-

The district can be broadly classified in to three Natural Zones the Delta, Upland and Agency Tracts, It has an area of 10,807 sq. Kms. The headquarters of east Godavari district is Kakinada, which is well connected by rail, road and Kakinada natural port with coastal length of 144km.

1.3) Availability of Minerals. :

There is a variety of geological formation, which includes deposits of Graphite & Pegmatite. Senu preceious stones are Laterite, Fire Clay, China Clay , Oil & Natural gas and minor Minerals are Road etal Gravel, Colour Granite, Sand & Building Material available in the district.

PRODUCTION OF MINERAL 2009-10

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2009-10
MAJOR MINERAL		
1.	Laterite	703218
2	Fire Clay	43325
3	China Clay	10717
MINOR		
1.	.Road Metal	24170077
2.	Gravel	16121423
3.	Colour Granites	7318
4.	Sand	3893034
5.	Building Stone	2.67

1.4 FOREST

At present the district has forest cover in 3.23 lakhs hectares which is about 30% of the total geographical area. The agency area accounts for nearly 80% of total area under forests. During 2002-03 revenue to the tune of Rs.3188.540 thousands was earned from the sale of forest produces. The forests cover with Teak, Bamboo, Tamarind, medicinal plants, Adda leaves, Timber, Bamboo, Beedi leaves are the main sources of revenue earnings. The forest is not very dense and is of tropical in nature.

1.5 Administrative set up.

The District has been divided into five Revenue Divisions viz., Kakinada, Peddapuram, Rajahmundry, Amalapuram and Rampa Chodavaram. There are 1404 revenue villages of which 1005 are notified and Panchayats. There are Nine Municipalities in the District. Kakinada is the district Hqrs and is on the Coast and also a Port town. According to 2001 census, Rajahmundry is very densely populated town with 3,15,251 while Kakinada stands second largely populated town with a population of over 2,96,229. The following are the Municipalities in the district.

1. Rajahmundry
2. Kakinada
3. Samalkot
4. Amalapuram
5. Pithapuram
6. Tuni
7. Mandapeta
8. Peddapuram
9. Ramachandrapuram

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2011	degrees	16-30' & 18-20'
	ii) Longitude	2011	degrees	81-30' & 82-36'
	iii) Geographical Area	2011	Hect.	10.81Lakh
(B)	Administrative Units			
	i) Sub divisions	2011	Nos.	5
	ii) Tehsils/Mandals	2011	Nos.	60
	iii) Sub-Tehsil	2011		58
	iv) Patwar Circle	2011		
	v) Panchayat Simitis	2011		
	vi)Nagar nigam	2011		2 Corporations
	vii) Nagar Palika	2011		7Municipalities
	viii) Gram Panchayats	2011	Nos.	1011
	xi) Revenue villages	2011	Nos.	1404
	x) Assembly Area	2011	Nos.	19
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	24.6 lqakh
	ii) Female	2011	Nos.	24.41lakh
(B)	Rural Population	2011	Nos.	37.49 lakh
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	10.81 lakh
	ii) Forest cover	2010-11	"	3.23 lakh
	iii) Non Agriculture Land	2010-11	"	3.81 lakh
	v) cultivable Barren land	2010-11	"	5.98lakh
4.	Forest			
	(i) Forest	2010-11	Ha.	792.7
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	2,92,661
	ii) Buffaloes	2007	Nos.	6,85,111
B.	Other livestock			

	i) Goats/Sheep	2007	Nos.	2,00,049
	ii) Pigs	2007	Nos.	27,691
	iii) Dogs & Bitches	2007	Nos.	--
	iv) Railways			
	i) Length of rail line	2010-11	Kms	171.34
	V) Roads			
	(a) National Highway-5	2010-11	Kms	125
	(b) State Highway	2010-11	Kms	707.25
	(c) Main District Highway	2010-11	Kms	1068.72
	(d) Other district & Rural Roads	2010-11	Kms	1744.96
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	408.49
	(f) Kachacha Road	2010-11	Kms	1028.83
	(VI) Communication			
	(a) Telephone connection	2010-11	Nos.	158145
	(b) Post offices	2010-11	Nos.	834
	(c) Telephone center	2010-11	Nos.	150
	(d)Density of Telephone	2010-11	Nos./100 0 person	-
	(e) Density of Telephone	2010-11	No. per KM.	-
	(f) PCO Rural	2010-11	No.	-
	(g) PCO STD	2010-11	No.	-
	(h) Mobile	2010-11	No.	-
	(VII) Public Health			

	(a) Allopathic Hospital	2010-11	No.	19
	(b) Beds in Allopathic hospitals	2010-11	No.	2003
	(c) Ayurvedic Hospital/Dispensaries	2010-11	No.	22
	(d) Beds in Ayurvedic hospitals	2010-11	No.	0
	(e) Unani hospitals	2010-11	No.	2
	(f) Community health centers	2010-11	No.	3
	(g) Primary health centers	2010-11	No.	86
	(h) Dispensaries	2010-11	No.	78
	(i) Sub Health Centers	2010-11	No.	
	(j) Private hospitals	2010-11	No.	
	(VIII) Banking commercial			
	(a) Commercial Bank	2010-11	Nos.	37
	(b) rural Bank Products	2010-11	Nos.	1
	(c) Co-Operative bank products	2010-11	Nos.	1
	(d) PLDB Branches	2010-11	Nos.	-
	(IX) Education			
	(a) Primary school	2010-11	Nos.	3552
	(b) Middle schools	2010-11	Nos.	683
	(c) Secondary & senior secondary schools	2010-11	Nos.	886
	(d) Colleges	2010-11	Nos.	109
	(e) Technical University	2010-11	Nos.	1
	(f) Nursing college	2010-11	Nos.	8
	(g) Law college	2010-11	Nos.	3
	(h) B.Ed college	2010-11	Nos.	3
	(i) DIET college	2010-11	Nos.	-
	(k) ITI (Govt)	2010-11	Nos.	1
	(l) ITI (private)	2010-11	Nos.	
	(m) Polytechnic	2010-11	Nos.	2
	(n) Pharma college	2010-11	Nos.	10
	(o) Medical college	2010-11	Nos.	1
	(p) Engg.college	2010-11	Nos.	20
	(q) MBA College	2010-11	Nos.	3

2.1 Existing Status of Industrial Areas in the East Godavary District

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	IDA , Kakinada	40.87			48	48		
2	IHC, Kakinada	6.04			0	0		
3	IDA, Kakinada, II	53.82			255	255		
4	MIE, Kakinada	0.31			0	0		
5	SEIE, Kakinada	65.80			12	12		
6	Autonagar, Kakinada	51.79			280	280		
7	IT, Sarpavaram	33.54			61	61		
8	ITSEZ, Sarpavaram	25.73			13	4		
9	Housing, Sarpavaram	6.18			1	1		
10	IP, Valakapudi-II	653.34			69	65		
11	IE, Samalkota	25.75			30	30		
12	Peddapuram-I	122.79			99	96		
13	Peddapuram-II	144.15			15	8		
14	IP, Peddapuram-III	18.07			12	5		
15	IP, Peddapuram, UDL	1712.17			37	30		
16	IE, Dowleswaram	34.31			63	63		
17	IDA, Dowleswaram	87.27			17	17		
18	Autonagar, RJY.	98.93			638	638		
19	MIE.Rampachodawaram	15.69			30	30		
20	MIE, Gopalapuram	1.37			13	13		
21	IDA, Kadium	73.15			6	2		
22	IP, Thammavaram	295.04			4	3		
23	IP, Neemam	114.13			1	1		
24	LA Bhaladharapuram	209.91			1	1		

3. INDUSTRIAL SCENERIO OF EAST GODAVARI DISTRICT

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	No.s.	2,743
2.	TOTAL INDUSTRIAL UNIT	No.s.	2,743
3.	REGISTERED MEDIUM & LARGE UNIT	NO.s.	156
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	No.s.	20,565
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.s.	31,497
6.	NO. OF INDUSTRIAL AREA	No.s.	24
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	NA
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	NA

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	1996-97	7286	62895	10982
	1997-98	7527	64793	42456
	1998-99	7764	66789	17612
	1999-2000	NA		
	2000-01	7932	69565	21188
	2001-2002	7979	70040	22200
	2002-03	8013	70710	23451
	2003-04	8056	71148	24295
	2004-05	8106	72454	25083
	2005-06	8151	173315	26619
	2006-07	8279	75708	31493
	2007-08	8411	79039	41462
	2008-2009	8582	82659	54948

	2009-10	9370	21812	5567
	2010-11	10029	4796.3	2740

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	-	-	-
22	Soda water	-	-	-
23	Cotton textile	97	-	4103
24.	Woolen, silk & artificial Thread based clothes.	-	-	-
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	-	-	-
27.	Wood/wooden based furniture	331	-	2264
28.	Paper & Paper products	48	-	6020
29.	Leather based	-	-	-
31.	Chemical/Chemical based	14	-	408
30.	Rubber, Plastic & petro based	28	-	1126
32.	Mineral based			
33.	Metal based (Steel Fab.)	47	-	1325
35.	Engineering units	38	-	1038
36.	Electrical machinery and transport equipment	4	-	103
97.	Repairing & servicing	-	-	-
01.	Others	5	-	165
	Kachori Making	-	-	-

3.4 Large Scale Industries / Public Sector undertakings

List of the units in East Godawary & Near By Area

1. M/s. Universal Bio Fuels (P) Limited
2. M/s. Natural Bio Energy (P) Limited.
3. M/s. Coastal Paper Mills Limited
4. M/s. Deccan Sugars Limited

5. M/s. Nava Bharat Ventures
6. M/s. Glaxo Smithkline Beechem Consumer Health Care Ltd.
7. M/s. GMK Products (P) Limited
8. M.s Konaseema Oakwel Power Projects Limited
9. M/s. Priyadarsini Spinning Mills Limited.
10. M/s. Ruchi Infracturecture limited
- 11.M/s. Sri Vatsa Power Projects Limited
12. M/s. Sarvaraya Sugars Limited
13. M/s. Sarvara Sugars Limited (Bottling Plant)
14. M/s. Steel Exchange India Limited
15. M/s. Sri Ramdas Motors Limited
16. M/s. SRMT limited
- 17.M/s. Agarwall Industries Private Limited
18. M/s Gowthami Liquid Storage (P) Limited
- 19) M/s. ONGC Mini Oil Refinery
- 20) M/s. ILTD Limited
- 21) M/s Sarvaraya Textiles Limited
- 22) M/s Shri Shakti LPG Limited
- 23) M/s Aclamar Oils & Fats Limited
- 24) M/s. Arani Agro Oild Industries
- 25) M/s. Vensa Bio _Tech Limited
- 26) M/s. Vensa Bio Tech Limited
- 27) M/s. Devi Corn Products Limited
- 28) M/s. Sri Lalitha limited
- 29) M/s. PSL Limited
- 30) M/s. Deccan Sugars Limited
- 31) M/s. Vamsi Industries Limited
- 32) M/s Deccan Sugars Limited (EXP>)
- 33) M/s. Shri Papers Limited
- 34) M/s. Acalmar Oils & Fats Limited (Vakalapudi)
- 35) M/s. White Circle Oxides Limited

- 36) M/s. Surya Chandra Paper Paper Mills Limited
- 37) Arani Agro Oils Industries (Kakinada)
- 38) M/s Good Health Agrotech (P) Limited
- 39) M/s. Raus Power Limited
- 40) M/s Palm Tech India Limited
- 41) M/s. Vensa Bio Tech Limitdd
- 42) M/s Venkateswara Oil Industries Limited
- 43) M/s Kedia Overseas Lilimited
- 44) M/s Sudha Agro Oil & Chemicals Limited
- 45) M/s. Sudha Agro Oil & Chemicals Limited (Spinning Mill Devision)
- 46) M/s,. NCS Estates limited
- 47) M/s Godawari Edible Bran oil lilimited
- 48) M/s. Priyadarshini Spinning Mills Limited
- 49) M/s. Nikhil Refiniers Limited
- 50) M/s. Artos Breweries limited
- 51) M/s. Praga Distelleris limited
- 52) M/s. Ch. Veeraraju & Co.
- 53) M/s. Ramachandra Paper Boards Limited
- 54) M/s. Sirus Overseas Private limited.
- 55) Nagarjuna Fertilisers & Chemicals limited
- 556) GVK Industries Limited
- 57) Reliance Energy Limited
- 58) Spectrum Power Generation Limited
- 59) RAK Ceramics India Limited
- 60) AP Paper Mills Limited
- 61) AP Paper Mills Limited (Expansion)
- 62) RAK Ceramics India Private limited (Expansion)
- 63) Gowthami Power Limited
- 64) Vemagiri Power Generation Limited
- 65)Reliance Industries limited
- 66) Gujarat State Petroleum Corporation

- 67) Cairn Energy India limited
- 68) ONGC Limited
- 69) GMR Energy limited
- 70) Kakinada Sea Ports Limited
- 71) Sambang Ship Yard
- 72) Coromolndal International Limited
- 73) GAIL

3.5 Major Exportable Item

3.6 Growth Trend

3.7 Vendorisation / Ancillarisation of the Industry

3.8. Medium Scale Enterprises

3.8 .1 List of the Medium Industries

- 1) Lakshmi Paper Mills (P) Limited
- 2) Srimannarayana Rice industries
- 3) Sri Venkateswara Rice Industry
- 4) Shri Gowthami Rice Industry
- 5) Sri Satya Sai Balagam Rice Oils P. Limited
- 7) Matrix Buio Sciences (P) Limited
- 8) Sarvaraya Sugars Limited
- 9_ Seven Hills Papers (P) Limited
- 10) Sri Ramalingeswara Paper mills limited
- 11) Venkatarama Oils Industry
- 12) Harika Solvent Oils (P) Limited
- 13) Ammireddy Oils limited
- 14) Samera Solvent Oil (P) Limited
- 15) Shalimar Globa Oils (P) Limited
- 16) Vinayaka Paper Boards Limited
- 17) Jaya Venkata Rama Power Products
- 18) Kedia Overseams limited
- 19) Andhra Electronics Limited

- 20) KPR Fertilisers (P) Limited
- 21) Avanthi Feeds limited
- 22) Reliance Industries limited
- 23) Sri Ramadas Paper Boards (P) Limited
- 24) Heritage Foods India Limited
- 25) SPS Textile industries
- 26) Shree Chakra papers (P) Limited
- 27) Reliance Industries , Peddapuram
- 28) Sarda Agro Oils
- 29) Sowbhagya Isapat India Limited
- 30) Sri Ramadas Paper I;Boards (P) Limited
- 31) Sameera Papers (P) Limited
- 32) Venkatarama Oil Industries limited
- 33) SHV Energy South East limited
- 34) Sri Muralimohana IBoild Rice mill
- 35) Steel exchange India limited (Expansion)

3.8.2 Major Exportable Item:-

Maize, Sorghum, Rice bran Extraction, Cement, Organic Manure, Crude palm Oil, Soya bean Meal extraction, Rice, Roofing sheets, Soya bean oil.

3.9 Service Enterprises

3.9.2 Potentials areas for service industry:-

Rice Mills, Coir related items, Leaf plates, agro based service enterprises etc.

3.10 Potential for new MSMEs:-

Agro Based industries, Oil industries, Mechanical and Auto mobile industries etc.

4. Existing Clusters of Micro & Small Enterprise

Source:www.clusterobservatory.in

Name of the cluster: East Godavari Rice mill cluster

Association in cluster: East Godavari Rice Millers Association

1	Principal products Manufactured in the cluster	Boiled rice, Milled normal rice, brokens, rice bran oil, rice flour
2	Name of the SPV	
3	No. of Functional units in the clusters	Micro-400, small-134, Medium-16, total-550(The highest in number in the state)
4	Turnover of the cluster	Rs.8000 million
5	Value exports from the clusters	Mainly to Gulf & USA(Value of exports not available)
6	Employment in the cluster	20000
7	Average investment in plant & Machinery	
8	Major issues	<p>Lack of awareness of the energy efficient technologies, as the rice mills have been located in rural areas and majority of rice millers are non –technical</p> <p>Dependency on local inefficient technologies and technicians</p> <p>Inadequate godown facilities leading damage of rice</p> <p>Poor linkages with technical institutions</p> <p>High post-harvest losses of 20%</p> <p>Chequered value chain</p> <p>Limited efforts on value addition</p>
9.	Status	Having one of the oldest (7 decades old) and strong association with major influence in state level association

		Willingness of members to adopt energy efficiency measures
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Name of the Cluster: Samalkota Sago

Associations in cluster:

1.Samalkot Sago Manufacturers Association

2.The Samarlakot Sago manufacturers cooperative society Ltd

1	Principal products Manufactured in the cluster	Sago & Starch
2	Name of the SPV	
3	No. of Functional units in the clusters	Micro firms-10, Small firms-21, total-31(However, only 50% are in operation at present
4	Turnover of the cluster	Rs.1000 Million
5	Value exports from the clusters	Exports to Netherlands, Belgium, Italy and USSR(Value exports not available)
6	Employment in the cluster	1500
7	Average investment in plant & Machinery	
8	Major issues	<p>Release of High effluents leading to closure of some of the units</p> <p>The yield of tapioca is getting reduced year by year</p> <p>Obsolete technology High repairing and maintenance costs</p> <p>Seasonal business leading to poor support by bankers</p> <p>Fluctuating prices of sago and starch</p>

		<p>Lack of knowledge on market and consumption pattern</p> <p>Poor quality of sago and starch because of the use of chemicals poses a major problem in marketing</p>
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Name of the Cluster: Kakinada Mango Jelly, Kakinada(Sarpavaram)
Association in cluster:
Association of Mango Jelly producers

1	Principal products Manufactured in the cluster	Mango Jelly
2	Name of the SPV	
3	No. of Functional units in the clusters	750
4	Turnover of the cluster	Rs.80 million
5	Value exports from the clusters	Gulf, UK, Germany & Netherlands(Value of exports not available)
6	Employment in the cluster	3000
7	Average investment in plant & Machinery	
8	Major issues	<p><u>Rawmaterial</u> The fruit are ripened using chemical ripeness and the prices of raw material fluctuate radically every year</p> <p><u>Technology and equipment used:</u> The fruits are being cut using sharp iron knives instead of stainless steel</p>

		<p>The pulp is scraped using alichippa(Seashell) instead of a non-corrosive metal instrument</p> <p><u>Pulp extraction procedures</u> The process of extraction of pulp is predominantly manual</p> <p><u>Drying</u> The pulp is dried in open areas exposing it to flies, insects, dust etc.</p> <p><u>Packing</u> Packing is not done in airtight containers and there are no labels</p> <p><u>Marketing</u> There is no common collective marketing approach. Mainly depend on traders and commission agents</p>
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2) Pickle Manufacturing Cluster:

1	Principal products Manufactured in the cluster	All types of pickles
2	Name of the SPV	
3	No. of Functional units in the clusters	225
4	Turnover of the cluster	75 crores
5	Value exports from the clusters	No direct exports
6	Employment in the cluster	600
7	Average investment in plant & Machinery	1 lakh to 1.5 lakh
8	Major issues	Preservation technologies, bulk, small packing techniques etc.

3) Name of the cluster: Rajahmundry graphite Crucibles Cluster,
Rajahmundry
Association in clustr: All India Graphite Crucibles Manufacturing
Association

1	Principal products Manufactured in the cluster	Clay bounded graphite crucibles in different sizes (i.e ranging from 1 to 500)
2	Name of the SPV	
3	No. of Functional units in the clusters	Micro-40, small-15, total -55
4	Turnover of the cluster	Rs. 85 million
5	Value exports from the clusters	Exports to Bangladesh(value of exports not available)
6	Employment in the cluster	800
7	Average investment in plant & Machinery	
8	Major issues	<p>Lack of common design development centre</p> <p>No collective procurement of raw material</p> <p>Relocation of units to overcome pollution problems</p> <p>Poor efforts on size standardization</p> <p>Poor emphasis on quality control and environment protection norms</p> <p>Lack of efforts on modernization of Kilns</p>
9.	Present status	The cluster is at verge of closure due to better alternatives (Tungsten Carbide crucibles)

3) Name of the cluster: East Godavari Coconut cluster

Association in cluster:

East & West Godavari Exporters Association

1	Principal products Manufactured in the cluster	Two types of copra namely milling and edible are made in cluster. Milling copra is used to extract oil while edible grade of copra is consumed as a dry fruit and used for religious purposes. Milling copra is generally manufactured by adopting sun drying and artificial means. Substantial quantity of milling copra is manufactured using modern hot air driers resulting in the availability of superior quality copra which is required for manufacture of best grade coconut oil. Milling copra is available in different grades. Edible copra is made in the form of balls and cups. Different grades of edible copra are available in the market according to the size, colour etc.
2	Name of the SPV	
3	No. of Functional units in the clusters	200
4	Turnover of the cluster	Rs. 800 million
5	Value exports from the clusters	Gulf and European countries(Value of exports not available
6	Employment in the cluster	2000
7	Average investment in plant & Machinery	
8	Major issues	Highly unorganized sector High price flucutations Limited efforts on product

		<p>diversification to expand market base</p> <p>Exploitation by middlemen</p> <p>No efforts on direct marketing</p> <p>Seasonality of the product</p> <p>Poor linkages with banks</p>
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Name of the cluster: Rajahmundry Refractory, Rajahmundry
Association in cluster:

The ceramic manufacturers welfare Association, Rajahmundry

1	Principal products Manufactured in the cluster	<p>1.73,542 tones of fire clay bricks</p> <p>2.4715 tones of ceramic products</p> <p>3.The units manufacture solid/hollow bricks, acid rain bricks, ceramic jars, and other products which are widely used in many applications like steel and other metallurgical industries, furnaces</p>
2	Name of the SPV	
3	No. of Functional units in the clusters	83 refractory manufacturing units of micro and small capacities in the cluster, 50 are in East Godavari , 33 in West Godavari
4	Turnover of the cluster	Rs.50 million
5	Value exports from the clusters	--
6	Employment in the cluster	800
7	Average investment in plant & Machinery	
8	Major issues	Limited adoption of waste heat recovery systems

		<p>Need to upgrade from DD Kilns to tunnel kilns</p> <p>Replacement of conventional coal fired systems in jar making units</p> <p>Lack of any testing facilities</p> <p>High pollution levels leading to threat of closure of units</p> <p>Obsolete moulding technologies</p> <p>Limited emphasis of export marketing</p>
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4.1 DETAIL OF MAJOR CLUSTERS

Coir, Automobile, Mango Gelly, Crucible, Addakulu etc.

4.1.1 Manufacturing Sector

Coir Industries,

4.1.2 Service Sector

Automobile Industry

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

- 1) Power problem
- 2) Raw material procurement
- 3) Marketing support.

6. STEPS TO SET UP MSMEs

Following are the brief description of different agencies for 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)	DIC, Kakinada
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-DI, APITCO, DIC
3.	Land and Industrial shed	APIIC APIIC Ltd. Zonal Office Kakinada Industrial Estate Kakinada - 533005 East Godovari District Phone: 0884-2344225 Email: zmapiickkd@yahoo.co.in
4.	Financial Assistance	Banks, APSFC, SIDBI,

		NABARD,
5.	For raw materials under Govt. Supply	-
6.	Plant and machinery under hire / purchase basis.	-
7.	Power/ Electricity	APTRANSCO
8.	Technical Know –how.	MSME-DI, DIC
9.	Quality & Standard	-
10.	Marketing /Export Assistance	Export promotion Council
11.	Other Promotional Agencies	KVIC, SETRAJ, COIR BOARD, SC/ST Corporations, etc.