



सत्यमेव जयते
Government of India
Ministry of MSME

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

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60B3	O cpw'cewtkpi "'Ugevqt	32
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Brief Industrial Profile of Ashoknagar District

1. General Characteristics of the District:

Ashoknagar is situated at the average elevation of 507 metres (1640 ft) above sea level. It is in the plateau region. It has an agricultural topography. The plateau is an extension of the Deccan Traps, formed between 60 and 68 million years ago at the end of the Cretaceous period. In this region, the main classes of soil are black, brown and bhatori (stony) soil. The volcanic, clay-like soil of the region owes its black colour to the high iron content of the basalt from which it is formed. The soil requires less irrigation because of its high capacity for moisture retention. The other two soil types are lighter and have a higher proportion of sand. The year is popularly divided into three seasons: summer, the rains, and winter. Summer extends over the months of Chaitra to Jyestha (mid-March to mid-May). The average daily temperature during the summer months is 35°C, which typically rises to around 46 °C on a few days. The rainy season starts with the first showers of Aashaadha (mid-June) and extends to the middle of Ashvin (September). Most of the rain falls during the southwest monsoon spell, and ranges from about 100 cm in the west to about 165 cm in the east. Ashoknagar and surrounding areas receive an average of 140 cm of rainfall a year. The growing period lasts from 90 to 150 days, during which the average daily temperature is below 30 °C, but seldom falls below 20°C. Winter is the longest of the three seasons, extending for about five months (mid-Ashvin to Phalgun, i.e., October to mid-March). The average daily temperature ranges from 15°C to 20°C, though on some nights it can fall as low as 5°C. Some cultivators believe that an occasional winter shower during the months of Pausha and Maagh known as Mawta is helpful to the early summer wheat and germ crops.

1.1 Location & Geographical Area.

Ashoknagar is located on the northern part of Madhya Pradesh between Sindh and the Betwa rivers. It comes under the northern part of Malwa plateau, though main part of its district lies in the Bundelkhand Plateau. Geographically, the district is situated between the latitude 24.34 N and longitude 77.43 E. The eastern and western boundaries of the District are well defined by the rivers. The Betwa flows along the eastern boundary separating it from Sagar District and Lalitpur District of Uttar Pradesh. The Sindh is the main river flowing along the western boundary. Ashoknagar was formerly known as Pachhar. Ashoknagar is well known for its Grain Mandi and "Sharbati Gaihu", a type of wheat. Ashoknagar District in Madhya Pradesh was a part of Guna district till 2003. On 15 August 2003 Ashoknagar was created as a separate district on the ground that Guna as it then stood was a too large district for administrative purpose. The District consist five tehsils named Ashoknagar, Chanderi, Isagarh, Mungaoli and Shadora. Ashok Nagar district is surrounded by the Shivpuri, Guna, Vidisha and Sagar Districts of Madhya Pradesh and touches the Uttar Pradesh Boundary. Ashoknagar is approximately 200 k.m. away from the capital of the state Bhopal.

1.2 Topography

Ashoknagar is situated at the Heart of India. Ashoknagar is situated at the average elevation of 507 metres (1640 ft) above sea level. It is in the plateau region. It has an agricultural topography. The plateau is an extension of the Deccan Traps, formed between 60 and 68 million years ago at the end of the Cretaceous period. In this region, the main classes of soil are black, brown and bhatori (stony) soil. The volcanic, clay-like soil of the region owes its black colour to the high iron content of the basalt from which it is formed. The soil requires less irrigation because of its high capacity for moisture retention. The other two soil types are lighter and have a higher proportion of sand. The year is popularly divided into three seasons: summer, the rains, and winter. Summer extends over the months mid-March to May. The average daily temperature during the summer months is 35°C, which typically rises to around 46 °C on a few days. The rainy season starts with the first showers mid-June and extends to the middle of September. Most of the rain falls during the southwest monsoon spell, and ranges from about 100 cm in the west to about 165 cm in the east. Ashoknagar and surrounding areas receive an average of 140 cm of rainfall a year. Winter is the longest of the three seasons, extending for about five months October to mid-March. The climate of Ashoknagar is sub-tropical. In summers, the temperature reaches 47°C, while dropping to 4°C in the winter. Rainfall is adequate and sometimes less.

Source: www.ashoknagar.nic.in

1.3 Availability of Minerals.

There is no Major Mineral available in the district. However, Predominant Geological Formations ó Vindhya's sand stones, Shales and Lime stones; Deccan Trap is available in the Distt.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in Cub. Met. 2010-2011
MAJOR MINERAL		
1.	Nil	Nil
MINOR		
1.	Flagstone	38452
2.	Stone Gitti	8629
3.	Muram	34630
4.	Sand	36943

Source:- Dept. Of Mines & Geology.,

1.4 Forest:

Total forest cover of the district is 888.35Sq. Kms; from which 550.26 sq. kms; is protected forest whereas 338.99 sq. kms; is reserved forest. Main forest products of the district are Tendupatta, Mahua, Sagwan, Kher, Seetaphal, Gond, Ghans (Grass), Baheda, Shatavar, Safed Musli & Other Herbs etc.

Percentage of total forest cover of the Distt. is 19.89% of total area.

1.5 Administrative set up.

District is headed by a Collector and District Magistrate having four Sub Divisional Officers and four Tehsildars.

District Headquarter	:Ashoknagar(MP)
Subdivisions	:3 - Ashoknagar, Chanderi, Mungaoli
Tehsils	:5 - Ashoknagar, Chanderi, Isagarh, Mungaoli, Shadora
Blocks	:4 - Ashoknagar, Chanderi, Isagarh, Mungaoli
Towns	:4 - Ashoknagar, Chanderi, Isagarh, Mungaoli
Total Villages	:900 (821 Habitate + 79 Inhabitat)
Assembly Constituencies	:3 - (32)Ashoknagar(sc), (33)Chanderi, (34)Mungaoli

2. District at a glance:

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			24.58 N
	ii) Longitude			77.43 E
	iii) Geographical Area		Hectare	467400
(B)	Administrative Units			
	i) Sub divisions		Nos.	03
	ii) Tehsils		Nos.	05
	iii) Sub-Tehsil		Nos.	-
	iv) Patwar Circle		Nos.	165
	v) Panchayat Simitis		Nos.	-
	vi)Nagar nigam		Nos.	-
	vii) Nagar Palika		Nos.	02
	viii) Gram Panchayats		Nos.	335
	xi) Revenue villages		Nos.	900
	x) Assembly Area		Nos.	03
2.	Population			
(A)	Sex-wise			

	i) Male	2011	Nos.	444,651
	ii) Female	2011	Nos.	400,328
(B)	Rural Population	2011	Nos.	691,233
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2005-06	Hectare	467400
	ii) Forest cover	2010-11	Hectare	52878
	iii) Non Agriculture Land	2010-11	Hectare	64457
	v) cultivable Barren land	2010-11	Hectare	12820
4.	Forest			
	(i) Forest	2010-11	Hectare.	52878
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	94801
	ii) Buffaloes	2007	Nos.	56974
B.	Other livestock			
	i) Goats	2007	Nos.	64501
	ii) Pigs	2007	Nos.	74700
	iii) Dogs & Bitches	2007	Nos.	
	iv) Railways			
	i) Length of rail line	2006-07	Kms	141
	V) Roads			
	(a) National Highway	2006-07	Kms	-
	(b) State Highway	2006-07	Kms	1276.12
	(c) Main District Highway	2006-07	Kms	
	(d) Other district & Rural Roads	2006-07	Kms	628.85
	(e) Rural road/ Agriculture Marketing Board Roads	2006-07	Kms	621
	(f) Kachacha Road	2006-07	Kms	49
	(VI) Communication			
	(a) Telephone connection	2006-07		8562
	(b) Post offices	2006-07	Nos.	11
	(c) Telephone center	2010-11	Nos.	27
	(d) Density of Telephone	2010-11	Nos./1000 person	3379 (total no. of connections)
	(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	2011-12	No.	11
(b) Beds in Allopathic hospitals		No.	164
(c) Ayurvedic Hospitals		No.	15
(d) Community health centers		No.	04
(e) Primary health centers		No.	10
(f) Sub Health Centers		No.	97
(g) Private hospitals			-
(VIII) Banking commercial			
(a) Commercial Bank		Nos.	53
(b) Rural Bank Products		Nos.	12
(c) Co-Operative bank products		Nos.	06
(d) PLDB Branches		Nos.	03
(IX) Education			
(a) Primary school		Nos.	1157
(b) Middle schools		Nos.	541
(c) Secondary & senior secondary schools		Nos.	71
(d) Colleges		Nos.	08
(e) Technical & Other		Nos.	02 + 06

Source: Statistics Deptt. Report 2010

2.1 Existing Status of Industrial Areas in the District Ashoknagar

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	New Industrial Area is under process of survey demarcation & possession at village Palkatori at Mankpur and Rawsar Tehsil and district Ashoknagar							

Source: DTIC, Ashoknagar

3. Industrial Scenario of Ashoknagar

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	Registered Industrial Unit	No.	635
2.	Total Industrial Unit	No.	Data not provided by DTIC
3.	Registered Medium & Large Unit	No.	Nil
4.	Estimated Avg. No. of Daily Worker Employed In Small Scale Industries	No.	1364
5.	Employment In Large And Medium Industries	No.	Nil
6.	No. of Industrial Area	No.	Under survey
7.	Investment of Small Scale Ind.	In Lacs	679.38
8.	Investment 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.)
	2005-06	68	126	56.00
	2006-07	75	140	47.00
	2007-08	87	199	112.83
	2008-09	102	182	64.02
	2009-10	101	193	114.8
	2010-11	100	205	73.69
	2011-12	102	319	211.04
	Total	635	1364	679.38

District formed in the year 2003-04

Source: DIC Ashoknagar

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	----	---	----
24.	Woolen, silk & artificial Thread based clothes.	----	----	----
25.	Jute & jute based	----	----	----
26.	Ready-made garments & embroidery	27	21.25	54
27.	Wood/wooden based furniture	NA	NA	NA
28.	Paper & Paper products	NA	NA	NA
29.	Leather based	NA	NA	NA
31.	Chemical/Chemical based	NA	NA	NA
30.	Rubber, Plastic & petro based	NA	NA	NA
32.	Mineral based	NA	NA	NA
33.	Metal based (Steel Fab.)	NA	NA	NA
35.	Engineering units	13	62.65	39
36.	Electrical machinery and transport equipment	NA	NA	NA
97.	Repairing & servicing	220	171.52	398
01.	Others	273	212.60	554
	Total	533	468.02	1045

Source: DIC Ashoknagar

3.4 Large Scale Industries / Public Sector undertakings

No Large Scale/ PSU in the Distt.

3.5 Major Exportable Item

No export

3.6 Growth Trend

Since the district has recently formed and has more cultivated area, there are possibilities/ potential for industrial growth of 10-15%.

3.7 Vendorisation / Ancillarisation of the Industry

Since there is no Large/ PSU the possibility of Vendorisation / Ancillarisation of the Industry is poor.

3.8. Medium Scale Enterprises:

There is no Medium Scale Enterprise in the district.

3.9 Service Enterprises

Service enterprises in various fields like cobblers shops, automobile workshops, hotels, restaurants, and for other general requirements are available in the District in unorganized sector, hence no data is available

3.9.1 Potentials areas for service industry

Automobile Repairing/Servicing for 2 wheeler, 4 wheeler and HM Vehicle.

1. Cycle Repairing,
2. Book Binding and Lamination,
3. Electric Motor Repairing,
4. Electric & Electronics Home Appliances Repairing,
5. Welding and Light Metal Fabrication etc.,

3.10 Potential for new MSMEs

1. Food processing,
2. Agro based Industries,
3. Engineering,
4. Demand based industries,
5. Stone Crusher,
6. Stone cutting & Polishing,
7. Brick making etc.,

4. Existing Clusters of Micro & Small Enterprise

Chanderi Saree Cluster, Chanderi, Distt. Ashoknagar was identified by Development Commissioner, Handicraft and was taken up by UNIDO for 3 years and project ended on June 30, 2006.

No more clusters has been identified in the district

4.1 DETAIL OF MAJOR CLUSTERS: Chanderi Sarees Cluster:

• No. of looms established -

3659

• No. of working looms -	3659
• Working looms in the Cooperative sector -	1145
• Working looms out of Cooperative sector -	2514
• No. of persons directly employed -	10977
• No. of persons employed in the Cooperative Sector -	3435
• No. of persons employed out of Cooperative sector -	7542
• Working Weavers Cooperative Societies -	10
• Annual production -	Rs. 15 crores

Source: DSR prepared by UNIDO

4.1.1 Manufacturing Sector

Chanderi is famous for its hand-woven sarees. It is a renowned centre for traditional weavers of sarees. The Chanderi sarees have unmatched sophistication and are popular among the Indian upper middle class saree wearers. The chanderi saree, woven of silk and cotton are a fairly recent product of the area and began being produced only in the second half of the twentieth century. There have been several changes in methodologies, equipments and even the composition of yarns over the years. Originally, Chanderi sarees were woven using handspun cotton warps and wefts. It was spun as fine as 300 counts and was as prized amongst cotton fabrics as the famed muslins of Dhaka. After the Industrial Revolution in the 1930s, Chanderi weavers discovered Japanese silk and began substituting this in the warps in cotton sarees. They also managed to develop a silk in which their profit margins were higher. The traditional weaving of Chanderi fabric is mainly done for making sarees and suit materials. Chanderi fabrics are known for their sheer texture, light weight and a glossy transparency.

There are two modes of marketing Chanderi fabrics in India. Local traders and businessmen sell between eighty five and ninety percent of the total fabric produced. Some of these businessmen provide yarn and designs to weavers, but the bulk of them trade in the finished products. Government agencies like M.P. Handloom Weavers' Cooperative Federation, M.P. Laghu Udyog Nigam, M.P. Handicraft Development Corporation and State Textile Corporation sell the remainder of the fabric produced. Recently CRAFT INDIA has taken an initiative to market Chanderi Sarees along with various other handicrafts from Madhya Pradesh. Unfortunately, weavers have so far been unable to market their own products successfully in metros, or in trade fairs or exhibitions. As a result, like most Indian craftsmen, their profit margins tend to be eroded to a great extent by the presence of traders.

Geographic Indication status for Chanderi Sarees:

The production of Chanderi has been protected by India as a Geographic Indication (GI). This is a sign used on products with a specific geographical origin, which have certain qualities because of the place they have originated from. As a WTO member country, India passed the Geographical Indications of Goods (Registration and protection) Act in 1999, which enables the registration and better protection of GIs relating to products. India has petitioned the World Trade Organization for the recognition of Chanderi as a GI product at the international level as well.

4.1.2 Service Sector:

No cluster Identified in Service Sector

4.2 Details for Identified cluster

4.2.1 Name of the cluster: Hand Woven Sarees Cluster, Chanderi

1	Principal Products Manufactured in the Cluster	Hand woven Sarees –Silk & Cotton
2	Name of the SPV	Chanderi Development Society for Handloom Weavers (Chanderi)
3	No. of functional units in the clusters	3,572 looms
4	Turnover of the Clusters	25-30 crores
5	Value of Exports from the Clusters	No export direct, indirect export may be possible but data is not available.
6	Employment in Cluster	21,954
7	Average investment in plant & Machinery	7,15 lakhs
8	Major Issues / requirement	Raw Material Banking, Dyeing, Finance, Technology up-gradation, Design, Marketing .Capacity .Building. Infrastructure etc.
9	Presence of capable institutions	<ol style="list-style-type: none">1. The Government Training Centre (now Resource Centre)2. Weavers Service Center, Indore & Varanasi3. Madhya Pradesh State Textile Corp.4. Madhya Pradesh State Handloom Weavers Federation5. Madhya Pradesh Hastha Shilpa Vikas Nigam6. Madhya Pradesh Laghu Udyog Nigam7. State Commissioner for Handlooms and

		Handicrafts, Bhopal 8. District Rural Development Agency (DRDA) and Zila Panchayat under SGSY and ICDP project 9. Development Commissioner (Handlooms), Govt. of India 10. Development Commissioner (Handicrafts), Govt. of India 11. ACASH, HHEC, CCIC 12. NIFT & NID 13. INTACH 14. Archaeological Survey of India
10	Thrust Areas	Technology Up-gradation, Design, Marketing, Capacity Building, Raw Material Banking, etc.
11	Problems & constraints	Finance, Marketing, Raw Material etc.,

Present status of the cluster:- Chanderi Development Society for Handloom Weaver Chanderi is working for infrastructure development in the Cluster with the support of Government.

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

Need for an industrial area in the district has been emphasized by the entrepreneurs of the district as the industrial activity is being organized in the city.

'8. 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)	District Trade & Industries center, Ashokanagar
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	1. DTIC, Ashokanagar 2. CEDMAP, Guna, 3. MPCON, Guna 4. MSMEDI, Indore
3.	Land and Industrial shed	DTIC, Ashoknagar
4.	Financial Assistance	Banks, MPFC,
5.	For raw materials under Govt. Supply	NSIC, Indore
6.	Plant and machinery under hire / purchase basis.	NSIC, Indore
7.	Power/ Electricity	MP Elect. Board, Ashoknagar
8.	Technical Know –how.	1. DTIC, Ashoknagar 2. CEDMAP, Guna, 3. MPCON, Guna 4. MSMEDI, Indore
9.	Quality & Standard	BIS, Bhopal
10.	Marketing /Export Assistance	NSIC, Indore MPLUN, Bhopal MPTRIFAC, Bhopal
11.	Other Promotional Agencies	SIDBI, MSMEDI, MPTRIFAC