



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Thane District



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

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Brief Industrial Profile of Thane District

1. General Characteristics of the District.

Thane is the third Most industrialized district in the State. The Thane Belapur-Kalyan industrial belt is the Centre of highly sophisticated modern industries. The industrial growth in the district, however, is concentrated in this industrial belt. The district can be divided into three district parts. The first is the area under direct influence of Mumbai metropolis. This area is more or less suburban to the metropolis and includes Thane, Kalyan and Ulhasnagar talukas where a number of organized modern industries are concentrated . the second zone comprises the industrially developing areas of Vasai, Bhiwandi, Palghar and Dahanu. The third part includes the rest of the area of the district having conventional village industries, age-old cottage industries and primary processing agro-industries.

1.1. Location and geographical Area.

Thane, the northern-most district of Konkar, lies adjoining the Arabian Sea in the north0-west of Maharashtra States. It extends between 18°42' and 20°20' north latitude and 72°45' and 73°48' east longitude. Its northern limits adjoin the Union territories of Dadra, Nagar Haveli and the State of Gujarat while the district of Nasik and Ahmednagar to its east, Pune to the South –East, Raigad to the south and Mumbai Metropolitan to the South – West.

The total geographical area of the district is 9558 Sq. KMS which is 3.11% of the total Maharashtra area.

1.2 TOPOGRAPHY

Topographically, district can be divided into 3 parts:-

- (1) In the Eastern Part of the district, Sahyadri ranges are spread and its north side the thick forest area is situated.
- (2) The Central Region of the district is mostly flat area and Rice farming is done in this area.
- (3) In the coastal part and 15 to 20 Kms, its nearly area cultivated for Vegetables, Fruits and high quality of grass.

1.3 Avaibility of Minerals.

There is no major mineral or mining in the district. However, the mining activities in the district are confined to quarrying of stones and sand which is carried on especially at places which are near urban areas in Kalyan, Bhiwandi and Thane Tehsils. Deposits of reddish laterite clay are also found near Gokhivara in Vasai Tehsil. The clay is used for making bricks, tiles and cheap red glazed wares.

1.4 FOREST

The total area under forest in the district is 3463 Sq. Kms which is 37.10% of total geographical area. Out of this total forest area, 80.51% area is spread in Shahapur, Palghar, Jawhar, Wada, Murbad, Dahanu and Vasai talukas and in remaining talukas it is spread only 19.49%

Sl. No.	Name of the forest product	2008 – 2009		2009 – 2010		2010 -2011	
		Total production	Total value of sale	Total production	Total value of sale	Total production	Total value of sale
1.	Timber ('000'cubic mtrs.)	6.798	18387	1.480	11095	0.787	6181
2.	Fire wood ('000'cubic mtrs.)	28.622	10592	5.250	8972	4.437	4849
3.	Bamboo (Nos.)	16176	266835	35	-	-	-
4.	Grass (Qntls.)	1200	130	740	117	1660	176
5.	Gum (")	345	138	2100	134	2526	182
6.	Others	X	4798	X	3559	X	8217
Total		X	36713	X	23877	X	19605

1.5. ADMINISTRATIVE SET UP

According to Administrative convenient, the State is divided in six regional divisions. The Thane district is included in Konkan Region Division. The district consists of 15 tehsils which are Thane, Vasai, Palghar, Dahanu, Talasari, Jawhar, Mokhada, Bhivandi, Wada Shahapur, Murbad, Kalyan, Ulhasnagar, Ambernath and Vikramgad.

At the district level, Collector is the Administrative Chief and the Tehsil level. For rural development, Chief Executive Officer of Zilla Parishad, at district level and Block Development Officer at Block level, are in charge of the administrative. Municipal Councils are responsible for urban development work.

2. District at a glance.

Sl. No.	Particular	Year	Unit	statistic
1.	Geographical			
(A)	Geographical			
	i) Latitude	2010-11	Degree	18.42° - 20.20°
	ii) Longitude	2010-11	Degree	72.45° - 73.48°
	iii) Geographical Area	-	Sq. Kms	9558
(B)	Administrative Units			
	i) Sub divisions		Nos.	6
	ii) Tehsils		Nos.	15
	iii) Sub – Tehsils		-	0
	iv) Patwari Circle		Nos.	588
	v) Panchayat Samiti		Nos.	13
	vi) Nagar Nigam (Mahapalika)		Nos.	7
	vii) Nagar Palika		Nos.	5
	viii) Gram Panchayat		Nos.	924
	ix) Revenue village		Nos.	1748
	x) Assembly Area		-	24
2.	Population			
(A)	Sex – wise			
	i) Male	2001	‘000’	4378
	ii) Female	2001	‘000’	3754
(B)	Rural Population	2001	‘000’	2229
3.	Agriculture			
(A)	Land utilization			
	i) Total Area	2010 – 11	Thousand Hectares	934
	ii) Forest cover	2010 – 11	Thousand Hectares	346
	iii) Non Agriculture Land	2010 – 11	Thousand Hectares	58
	v) Cultivable Barren land	2010 – 11	Thousand Hectares	55
4.	Forest			
	(i) Forest	2010 – 11	Thousand Hectares	346
5.	Livestock & Poultry			
A	Cattle			
	i) Cows	2007	Nos.	454372
	ii) Buffaloes	2007	Nos.	192700
B.	Other Livestock			
	i) Goats	2007	Nos.	203433
	ii) Pigs	2007	Nos.	192700
	iii) Dogs & Bitches/Horse	2007	Nos.	76022
C	Railways			
	i) Length of rail line	2010 – 11	Kms.	545

D	Roads			
	(a) National Highway	2010 – 11	Kms.	467
	(b) State Highway	2010 – 11	Kms.	3349
	(c) Main District Highway	2010 – 11	Kms.	2205
	(d) Other district & Rural Roads.	2010 – 11	Kms.	3398
	(e) Rural road/Agriculture Marketing Board Road	2010 – 11	Kms.	8782
E	Communication			
	(a) Telephone connection	2010 – 11	Nos	60639
	(b) Post offices	2010 – 11	Nos.	412
	(c) Telephone centre	2010 – 11	Nos.	7
	(d) Density of Telephone	2010 – 11	Nos./1000 persons	606
	(e) PCO Rural	2010 – 11	Nos.	1710 Approx.
	(f) PCO STD	2010 – 11	Nos.	1820 Approx.
	(g) Mobile	2010 – 11	'000'Nos.	813 appr.
F	Public Health			
	(a) Allopathic Hospital	2010 – 11	Nos.	44
	(b) Beds in Allopathic hospitals	2010 – 11	Nos.	9525
	(c) Ayurvedic Hospital	2010 – 11	-	01
	(d) Beds in Atyurvedic hospitals	2010 – 11	-	0
	(e) Unani hospitals	2010 – 11	-	0
	(f) Community Health Centre	2010 – 11	Nos.	113
	(g) Primary health centres.	2010 – 11	Nos.	125
	(h) Dispensaries	2010 – 11	Nos.	44
	(i) Sub Health Centres.	2010 – 11	Nos.	532
G	Banking Commercial			Banks/Branches
	(a) Commercial Banks	2010 – 11	Nos.	709
	(b) Rural Bank	2010 – 11	Nos.	20
	(c) Co – Operative banks	2010 – 11	Nos.	83
H	Education			
	(a) Primary	2010 – 11	Nos.	5794
	(b) Middle schools	2010 – 11	Nos.	1866
	(c) Secondary & senior secondary school	2010 – 11		
	(d) Colleges (Degree)	2010 – 11	Nos.	96
	(e) Technical University	2010 – 11	-	0

2.1 Existing Status of Industrial Areas in the District Thane

Sl. No.	Name of Indl. 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.	Thane	252.36	252.36	13570/-	827	737	90	633
2.	Tarapur	1028.54	1028.54	2355/-	71588	70109	1479	1760
3.	Dombivali	357.27	357.27	10180/-	21468	19915	1553	1514
4.	Mira	7.82	7.82	6650/-	4647	4647	0	37
5.	Ambernath (Ambernath Bedlapur Rd)	228.49	228.49	2660/-	291	290	1	250
6.	Addl. Ambernath Anand nagar)	507.47	504.47	2695/-	846	823	23	717
7.	Addl. Ambernath Village Pale & Bohonoli)	506.64	503.22	2660/-	3	3	0	0
8.	Badlapur	101.10	99.80	2660/-	374	331	43	274
9.	Kalyan Bhiwandi (Bhiwandi)	48.16	48.16	1995/-	33	33	0	20
10.	Addl. Kalyan Bhiwandi (Biwandi)	4.27	44.27	1995/-	2	2	0	0
11.	Murbad	130.71	130.71	935/-	217	202	15	172
12.	Addl. Murbad (Khudavali)	138.85	134.86	935/-	303	300	3	260
13.	T.T.C.	2333.27	2333.27	15960/-	3693	3664	29	2812
Total		5,644.95	5,673.24		104,292	101,056	3,236	8,449

Details of Co-operative Industrial Area

Sr. No.	District	No. of Co-operative Indl. Estate	Total Area (Hectares)	No. of plots carved .	No. of plots allotted	No. of working Industries
1	The Palghar Taluka Co-op. Indl. Estate	--	8.80	60	60	57
2	The Vasai Taluka Co-Op. Indl. Estate	--	25.60	140	140	138

3. Industrial scenario of Thane

3.1 Industry at a Glance

MSME REGD.
UNIT.

DIC, Thane

Sr. No.	Category	Cumulative since inception upto the end of reporting month JULY-2012											
		Number of enterprises			Employment generation			Investment (P&M) (Rs.In lakh)			Production capacity (Rs.In lakh)		
		Mfg.	Service	Total	Mfg.	Service	Total	Mfg.	Service	Total	Mfg.	Service	Total
1	Micro	9454	940	10394	98239	9777	108016	71095	9329	80425	1112517	480013	159253050
2	Small	5823	629	6452	115846	19481	135327	647635	23079	670713	20550627	523900	21074527
3	Medium	91	25	116	9041	8194	17235	63276	8414	71690	340836	56218	397054
	Total	15368	1594	16962	223126	37452	260578	782006	40822	822828	22003981	1060130	23064111
4	Large scale Projects (Production Commenced)	442	-	442	88322	-	88322	7387 (in core)	-	7387 (in core)	404219337	-	404219337

3.2 Year wise trend of units registered

	YEAR	Number of Registered Units	EMPLOYMENT	INVESTMENT (lack Rs.)
Upto	1984-85	2028	17408	445711
	1985-86	377	5341	145302
	1986-87	437	5135	215753
	1987-88	480	4524	259819
	1988-89	470	4266	250809
	1989-90	378	3587	235786
	1990-91	299	3091	203403
	1991-92	535	4564	284273
	1992 - 93	684	6323	355542
	1993 - 94	1166	9277	455041
	1994 - 95	1059	10071	584333
	1995 - 96	594	5250	514791
	1996 - 97	409	3509	410380
	1997 - 98	449	5288	592169
	1998 - 99	443	5604	1272829
	1999 - 2000	436	5282	1239667
	2000 - 01	355	4152	923182
	2001 - 02	315	3746	1050181
	2002 - 03	324	3693	914115
	2003 - 04	311	3594	697361

	2004 – 05	318	3510	711050
	2005 – 06	383	4384	910677
	2006 – 07	734	7735	868056
	2007 – 08	1038	20120	846656
	2008 – 09	992	16532	623464
	2009 – 10	1160	20287	781138
	2010 – 11	2139	31148	1271124
	TOTAL	18313	217421	17062612

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	245	15283	3849
22	Soda Water	28	1776	282
23	Cotton textile	460	40314	9652
24	Woolen, silk & artificial tread based clothes.	282	10698	11268
25	Jute & jute based	9	146	165
26	Ready-made garment & embroidery	67	5000	4019
27	Wood/wooden based furniture	30	1757	529
28	Paper & Paper products.	81	4443	1377
29	Leather based	11	300	503
31	Chemical/Chemical based.	342	22443	5454
30	Rubber, Plastic & petro based	273	33733	3701
32	Mineral based	105	8675	1608
33	Metal based (Steel Fab.)	145	18420	3660
35	Engineering units	826	29882	11127
36	Electrical machinery and transport equipment	87	4599	1926
97	Repairing & servicing	44	1788	424
01	Others	13927	623571	201034
TOTAL		16962	822828	260578

3.4 Large Scale Industries/Public Sector undertaking.

List of the units in Thane & near by area : 442 Nos. List enclosed at Annexure – I

3.5. Major Exportable item

Nylon Synthetic Readymade Garments, Embroidered Fabrics, Textiles, Cotton & Art, Silk, Food Products, Pharmaceutical Product, Engineering products, Chemicals.

3.6 Growth Trend

Agro bases, Food & Beverages, Pharmaceutical Product, Metal based , IT, Industries are growing with growth in service sector.

3.7 Vendorisation /Ancillarisation of the Industry

Raedy made Garments cotton Art Silk, Food & beverages products, pharmaceutical products, machine tools, Mechanical item, Metallurgical item paints & varnish.

3.8. Medium Scale Enterprises.**3.8.1. List of the units in Thane & near by area : 26**

Sl. No.	Name of Enterprises	Address	Activity
1.	M/s. Elcome marine services Pvt. Ltd.	1101-2202, CBD, Belapur, 11 th floor, Great Eastern Summit, Plot No.56, Navi Mumbai	Services of Electronic
2.	M/s. Indocen Electronics Systems Pvt. Ltd.,	4 th floor, 403-409, Great Eastern Summit, Plot No.56, Navi Mumbai, Thane	Services of Electronic & Equipment
3.	M/s. Hinduja Global Solutions Ltd. (old Name – HTML Global Solutions Ltd.	T – 351, Tower No. 3, 5 th floor, Intl. Infotech Park, Vashi, Navi Mumbai (Addl. T – 141 & T-151)	IT Enabled Services.
4.	M/s. GETZ Pharma Pvt. Ltd.,	Plot No. PL – 11, & Part MIDC Addl. Ambernath, Tal. Ambernath, Dist. Thane.	R & D Dactivity for Pharmaceutical formulation
5.	M/s. Elcome Surveys Pvt. Ltd.,	D – 222/30, MIDC, TTC, Navi Mumbai, Tal. & Dist. Thane	Repairs and Reconditionaing Workshop for Sophisticated.
6.	M/s. Fortpoint Automotive (Cars) Pvt. Ltd.,	326 – C, Mohan Mills Compound, Ghodbunder Road, Tal. & Dist. Thane	Servicing & Repairs for four wheelers
7.	M/s. Reliable Spaces Pvt. Ltd.,	K – 10, MIDC, TTC, Navi Mumbai, Tal. & Dist. Thane.	ITES-Software Development, Data Processing
8.	M/s. Micro Secure Solutions Ltd.,	59 – A, 2 nd floor, Micro Infotech Park, Plot No.EL-225, MIDC, TTC, Navi Mumbai, Thane.	ITES-Software Development, services.
9.	M/s. Efforts BPO Ltd.,	C – 42, MIDC, TTC, Navi Mumbai, Tal. & Dist. Thane.	Call Centre & Data Processing.
10.	M/s. Shell Transource Ltd.,	T – 161,261,361, Tower No.8 & 10, ITC Park, CBD Belapur, Railway Station Complex, Belapur.	IT/ITES Data processing, Data entry operation, Service

11.	M/s. Waterford Institute India,	201, 2 nd floor, Hamilton, Hiranandani Estate, Ghodbunder Road, Than (W).	IT & Software Service Activity
12.	M/s. Jacobs Engineering India Pvt. Ltd.,	H & G House, Plot No.12, Sector No. 11, CBD, Belapur, Navi Mumbai, Tal. & Dist. Thane.	IT enable services & Consulting Engineering Data Proc.
13	M/s Krushi Foods & Spices Pvt. Ltd	A-166,MIDC,TTC, Navi Mumbai, Tal 7 Dist Thane	Cold Storage of Food Items
14	Sheth Publishers Pvt. Ltd.	Plot no.42,43,44,Ganesis Indl. Estate, Village Kolegaon, Tal. Palghar	Publishing of Education books
15	ESP(ASIA) PVT.LTD	10,13.1 st floor, Neco Chamber, Plot 48, Sector 11,CBD Belapur, Navi Mumbai	Mechanical Engineering and Plant Maintaining Services
16	Jacobs Engineering India Pvt. Ltd.	H & G House, Plot No.12, Sector 11,CBD Belapur, Navi Mumbai, Tal & Dist Thane	IT Enable Services-Data Processing
17	Western Super Fresh Stores Pvt. Ltd.	Plot No.24,25,26,27, Mahadev Service Indl. Estate, Shil Phata, Goteghar, Tal &Dist Thane	Cold storage for Fruits, Vegetables, Ice-cream & Other
18	India Games Ltd.	11ST floor, Vishwaroop IT Part, Above Raghuleela Mall, Vashi, Navi Mumbai,Tal.Thane	Software Development
19	Intelenet Global Services Pvt. Ltd	Ashar IT Park, 2 nd floor, A-Wing & 5 th floor, Jayshre Baug, Panch Pakhadi, Thane	IT Enabled Services, Call Centre & IT
20	Sparsh BPO Services Ltd.	Ashar IT Park, 2 nd floor, B-Wing & 1 st floor,RD.No.16-2, Panch Pakhadi, Thane	IT Enabled Services, Call Centre & IT
21	IBEX Integrated Business Express Pvt. Ltd.,	D-20/11 TTC Industrial Area, MIDC, Turbhe, Navi Mumbai, Tal & Dist Thane	Data Printing, IT Solution Providers/Service Provide
22	Dynamic Realty Pvt. Ltd.	Plot No.D-37/3, MIDC,TTC, Navi Mumbai, Tal. Thane	IT & ITES
23	Rohit Infra Projects Pvt. Ltd.,	101,MSRTC Bldg,1 st floor, New Bus Stand, Khopat, Thane(W), Tal. Thane	Road Construction & Bridge Construction Services
24	Krushhi Foods & Spices Pvt. Ltd.	Plot No.A-166, MIDC, TTC, Navi Mumbai, Tal.Thane	Cold Storage of Food Items

25	Bharat Udyog Ltd	Plot No. 69, APMC Dana Bunder Road, Sector 19-A, Vashi, Navi Mumbai, Tal.& Dist Thane	Infrastructure
26	Narmada Offshore Constructions Pvt. Ltd.,	D-29/5, MIDC, TTC Area, Turbhe, Navi Mumbai, Tal & Dist Thane	IPELINE Precom & Comm.

3.8.2 Major Exportable item

Readymade Garments, Machine tools, Paint & Varnish, Food & Bakery Products, Medicine, Electronic Products, IT & Software.

3.9 Service Enterprises.

3.9.2 Potentials areas for service industry

Thane, Dombivali, Kalyan, Ambernath, Navi Mumbai, Mira Road, Navghar, Vasai, Tarapur, Palghar, Turbhe, Mahape, Bhiwandi, Vikramgad, Mira Bhayander, Belapur, Shahapur, Virar, Wada, Nerul, Ulhasnagar, Ambernath, Vajreshwari, Rabale, Asangaon, Bhayandr, Ghansoli

Service Industries

1. Beauty Parlour
2. Laundry
3. Computer Training Centre
4. Xeroxing Centre
5. Library/Book Stall
6. Photography
7. Consultant Services in any field
8. Salesmanship
9. Electrical/Electronics instrument Service Centre
10. S.T.D./P.C.O. Centre
11. Painting
12. Computer Repairing & Service Centre etc.

3.10 Potential for new MSME

Taking into consideration the availability of resources, infrastructural facilities, manpower and demand for various products both within as well as outside districts, the following candidate industries are suggested. These candidate industries can be divided into three categories:-

- i) Resource based Industries
- ii) Demand based Industries
- iii) Ancillary Industries

I) Resource based Industries:

These Industries can be divided into following group:-

- A) Agro based
- B) Forest based
- C) Minerals based

A) Agro based Industries:

- 1. Rice Mill
- 2. Poha Mill
- 3. Nachani Mill
- 4. Rice Powder
- 5. Nachani Powder
- 6. Vari Processing
- 7. Pulses Processing
- 8. Soft drink Concentrate
- 9. Potato/Banana Waffers
- 10. Tamarind Powder
- 11. Mechanical dehydration plant for fish, vegetables, fruit & nuts.
- 12. Protein-insoluble from ground nut and soyabeans
- 13. Wending food items
- 14. Oils from Spices
- 15. Cold storage
- 16. Fish processing
- 17. Ice manufacturing
- 18. Fish feed/Shrimo feed by extrusion.
- 19. Fishmenure
- 20. Salt Iodisation

B) Forest based Industries

- 1. Paper gasket from bamboo pulp
- 2. Non Edible fatty oils from various seeds
- 3. Saw Mills
- 4. Fuel brique from Sawdust
- 5. Wooden toys and sport goods
- 6. Packing cases
- 7. Collection of ayurvedic medicinal plants
- 8. Straw board
- 9. Wooden doors, windows and furniture.
- 10. Handmade paper
- 11. Katha(Coir) manufacturing
- 12. Honey Collection, Purification and bottling

C) Minerals based:

- 1) Brick manufacturing
- 2) Stone quarrying and dressing
- 3) Sewerage pipes
- 4) Mangalore tiles

II Demand based Industries:

- 1) Computer Hardware
- 2) Textile Auxiliaries
- 3) Power looms
- 4) Hosiery Knitting
- 5) Processing of meat
- 6) Hatcheries
- 7) Bicycle Spare parts
- 8) Television Spare parts
- 9) Data processing
- 10) Steel Furniture
- 11) Information Technology

III. Ancillary Industries

1. Components for injection moulding and blow moulding machine
2. Spare parts of Bicycles such as Pedal, Saddle, Pump, Handle Brakes, Electroplating etc.
3. Steel metal fabrication
4. Precision turned parts
5. Cast iron Pulleys
6. PVC Tubes
7. Spares for voltage equipment
8. Precision pressed components
9. Epoxy moulding
10. Bakelite moulding
11. Spray painting
12. Die Casted Parts
13. Sheet metal press parts
14. Piston
15. Tube fuel injection pump
16. Nozzle assembling
17. Air & exhaust valve
18. Piston rings
19. Accessory of plug
20. Painting Circuit Panel
21. Dial lamp
22. Resistors
23. Transformers
24. Capacitors
25. Rectifiers
26. Volume Control
27. Earphone Socket
28. Rubber gasket
29. Drugs Intermediates
30. Rubber moulded components
31. Magnesium Sulphate

- 32. Sodium Bisulphate
- 33. Sodium Acetate
- 34. Ensytle Peroxide
- 35. Laboratory Chemicals.

4. Existing Clusters of Micro & Small Enterprises

4.1 Details of Major Clusters

- 4.1.1 Manufacturing Sector : (1) Paint, Enamel & Varnish cluster T.T.C. Area, Mahape, New Mumbai.**

4.2 Details for Identified cluster

- 4.2.1 Name of the cluster : Paint, Enamel & Varnish cluster T.T.C. Indl. Area, Navi Mumbai.**

1.	Principal Products Manufactured in the cluster	Paints, Varnishes, Enamel, Pigments, Solvents, Thinner
2.	Name of the SPV	Indian Small Scale Paint Association Cluater, 104, Subham Centre No. 1 B, Cardinal Gracious Road, Chakala, Andheri (E), Mumbai – 400 099. Tel. (022) 28366359, Telefax : (022) 28326656 E – mail : isspa@bom5.vsnl.net.in Registered u/s. 25 Companies Act.
3.	No. of functional units in the cluster	200
4.	Turnover of the clusters	Rs.100/- crores approx. ny the cluster members.
5.	Value of Exports from the clusters (per annum)	Nil
6.	Employment in cluster	3775
7.	Average investment in plant & machinery	Rs.20,00,000/-
8.	Major issues / requirement	Technology and marketing
9.	Presence of capable institutions	Maharashtra Economic Development Council.
10.	Thrust Area	In Thane District approx.200 units are located in a radius of 100 K.M.s from the proposed C.F.C. location.

11.	Problems & constraints	<ol style="list-style-type: none"> 1. To achieving most acceptable quality of Paint R & D is required. 2. To improve Productivity Training Centre is important. 3. Paint Industry is raw material intensive industry & hence common laboratory for testing all raw materials is required. 4. To buy critical raw materials which are many times in short supply. 5. Today the biggest crises of the SME Sector are customer confidence in the SME Brand. As large MNL Companies are using their money power in media to establish their Brand, the SME is struggling to sustain this media on slaught & remain market share. For which common Branding is only option for SME.
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Present status of the cluster:

This cluster is approved by The Office of the Development Commissioner, MSME, New Delhi. Soft Intervention Programme is also completed. Land for Common Facility Centre (CFC) is also identified at MIDC, Mahape, Navi Mumbai. Application for which also made at office on Regional Officer, MIDC, Mahape, Navi Mumbai. The proposal for issue of allotment of plot concessional rate is with office of MIDC, Andheri, Mumbai – 400 093. Detail project report is yet to be made for want of physical possession of plot for proposed C.F.C.

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

Availability of

1. Loan
2. Infrastructure
3. Marketing
4. Recovery of dues from the parties.

'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 addresses of agencies
1.	Provisional Registration Certificate (EM – I) & Permanent Registration Certificate (EM – II)	District Industries Centre, Near Mulund Check Naka, Wagle Indl. Estate, Thane
2.	Identification of Project Profile, techno economic and managerial consultancy services, market survey and economic survey reports.	MSME-DI, Kurla Andheri road, Saki Naka, Mumbai-72
3.	Land and Industrial shed	MIDC, Regional Office, near Mulund Check Naka, Wagle Indl. Estate, Thane
4.	Financial Assistance	Bank of Maharashtra (Lead Bank) MSEFC, SIDBI
5.	For raw materials under Govt. Supply	MSSIDC Plot no.D-10 Road No.33, Indra Nagar, Wagle Estate, Thane
6.	Plant and Machinery under hire/purchase basis.	National Small Industries Corporation, C/o MSME-DI, Kurla Andheri Road, Saki Naka, Mumbai-400 072
7.	Power / Electricity	MSEB, Wagle Estate, Thane
8.	Technical Know – how.	MITCON, 202 Krupa Chamber, Malhar Talkies Opp Navpada Telephone Exchange, Gokhale Road, Thane West, Thane - 400601
9.	Quality & Standard	Bureau of Indian Standards, Manakalya, E – 9, MIDC, Behind Marol Telephone Exchange, Andheri (East), Mumbai – 400 093.
10.	Marketing / Export Assistance	1. MSSIDC Plot no.D-10 Road No.33, Indra Nagar, Wagle Estate, Thane 2. National Small Industries Corporation Ltd, Prestige Chambers, Masjid Bunder (E), Mumbai.