



**Government of India
Ministry of MSME**

Brief Industrial Profile of Udupi District



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

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Brief Industrial Profile of Udupi District

1. General Characteristics of the District:

Sheltered by the soaring Western Ghats on the east and bordered by the blue waters of the Arabian Sea, Udupi district is blessed with abundant rainfall, fertile soil and lush vegetation. Pristine beaches, picturesque mountain ranges, temple towns and a rich culture make it a sought after tourist destination. The district is well known for Yakshagana- a fabulous costumed dance drama form, Kambala- the sport of buffalo racing by farmers, Kori-katta (Cock Fight) and Bootha Kola. District is a hub for Cashew processing Industries and outsourcing companies.

1.1 Location & Geographical Area:

Udupi district in the Karnataka state of India was created in August 1997 by bifurcating the three taluks viz, Udupi, Kundapur and Karkala from the undivided parent district of Dakshina Kannada District. Udupi district is surrounded by Uttara Kannada district in north, Dakshina Kannada district in southern direction. Shivamogga district borders on north east side and Chikamagalur district on east. Arabian sea is on west of Udupi district. Located at 13° 04' and 13° 59' North latitude and 74° 35' and 75° 12' East longitude

1.2 Topography:

The topography of the district varies from plain to undulated terrains at various locations. An interesting feature of the coastal strip and the middle belt is that, it is not a plain but a series of estuarine low lands separated by numerous hill ranges. The coastal tract is the most densely populated part of the district and is the most fertile belt. The middle belt again has an undulated topography with hills and dales.

The district is characterized by sandy soil along the coastal belt and lateritic soil in other parts with high iron and aluminum contents. Laterite stones are available more in the high plain of interior districts which are useful for construction purpose. There is rich deposit of alluvial soil in the valleys and ravine bases. The water retention capacity of the soil is very poor. To the east of the coastal region, the soil is suitable for growing Arecanut, Banana, Cocoa and Rubber.

1.3 Availability of Minerals :

Major type of minerals available in the district are Building Granite and Laterite Stone. Other minerals namely Silica sand, Bauxite, Lime Shell etc.,.

PRODUCTION OF MINERAL 2010-11(in Metric Tonnes)

| Sl No. | Name of Mineral | Production 2010 - 11 |
|----------------|-------------------|-------------------------|
| Major Mineral | | |
| 1 | Silica sand | 61406 MT |
| 2 | Bauxite | 38300 MT |
| 3 | Lime Shell | 998 MT |
| Minor Minerals | | |
| 1 | Ornamental Stones | 674.432m3 |
| 2 | Building Stone | 683189 MT |
| 3 | Ordinary Clay | 3900 MT |
| 4 | Lime Shell | 18574 MT |

SOURCE:- DEPT. OF MINES & GEOLOGY., UDUPI

1.4 Forest:

Udupi district has large tracks of tropical evergreen forest called Western Ghat forest which is one of the biodiversity hot spots in the world. This district has forest area of 100102 Hectares. Forest area is equally distributed in all Taluks. There is vast scope for development of ecotourism in forest area.

1.5 Administrative set up:

The head of the district administration is the Deputy Commissioner & Magistrate who is drawn from Indian Administrative Service. Udupi_ District has 3 taluks namely Udupi, Karkala and Kundapur , which were headed by Tahsildars

The general administration of the district including industrial development at the apex is being looked after by the elected body called Zilla panchayat. The district has a Chief Executive Officer and other officers appointed by the State Government.. Taluk level extension officers headed by Dy.Director, Khadi and Village industries are appointed in each taluk of the district for the promotion of industries in rural areas.

2. District at a glance

| S.No | Particular | Year | Unit | Statistics |
|-----------|--------------------------------|---------------------------------------|---------|----------------|
| 1. | Geographical features | | | |
| A. | Geographical Data | | | |
| | i) Latitude | 13° 04' and 13 °59' North latitude | | |
| | ii) Longitude | 74 ° 35' and 75 °. 12' East longitude | | |
| | iii) Geographical Area | 2010-11 | Sq kms | 3565 |
| B. | Administrative Units | 2010-11 | | |
| | i) Sub divisions | | | |
| | ii) Tehsils | | | 3 |
| | iii) Sub-Tehsil | | | - |
| | iv) Patwar Circle(Hobblies) | | | 9 |
| | v) Panchayat Simitis | | | - |
| | vi) Nagar nigam | | | - |
| | vii) Nagar Palika | | | 1 |
| | viii) Gram Panchayats | | | 146 |
| | xi) Revenue villages | | | 267 |
| | x) Assembly Area | | | 5 |
| 2. | Population | | | 1177908 |
| A. | Sex-wise | | | |
| | i) Male | 2011 | | 562896 |
| | ii) Female | 2011 | | 615012 |
| B. | Rural Population | 2011 | | 843829 |
| C. | Urban Population | 2011 | | 334079 |
| 3. | Agriculture | | | |
| A. | Land utilization | | | |
| | i) Total Area | 2010-11 | Hectare | 356446 |
| | ii) Forest cover | 2010-11 | “ | 100102 |
| | iii) Non Agriculture Land | 2010-11 | “ | 39602 |
| | iv) Cultivable Barren land | 2010-11 | “ | 38165 |
| 4. | Forest | | | |
| | (i) Forest | 2010-11 | Ha. | 100102 |
| 5. | Livestock & Poultry | | | |
| A. | Cattle | | | |
| | i) Cows | 2007 | Nos. | 318500 |
| | ii) Buffaloes | 2007 | Nos. | 26696 |
| B. | Other livestock | | | |
| | i) Goats | 2007 | Nos. | 2730 |
| | ii) Pigs | 2007 | Nos. | 1046 |
| | iii) Dogs | 2007 | Nos. | 121346 |
| 6. | Railways | | | |
| | i) Length of Rail line | 2010-11 | Kms | 100.86 |

| | | | | |
|-----|---|---------|------------------|---------|
| 7. | Roads | | | |
| | (a) National Highway | 2010-11 | Kms | 142 |
| 8. | (b) State Highway | 2010-11 | Kms | 353.71 |
| | (c) Main District Roads | 2010-11 | Kms | 790.98 |
| 9. | (d) Other district & Rural Roads | 2010-11 | Kms | 1907.31 |
| | (e) Rural road/ Agriculture Marketing Board Roads | 2010-11 | Kms | - |
| 10. | (f) Kacha Road | 2010-11 | Kms | 7705.63 |
| | Communication | | | |
| 11. | (a) Telephone connection | 2010-11 | | 71310 |
| | (b) Post offices | 2010-11 | Nos. | 268 |
| | (c) Telephone center | 2010-11 | Nos. | 103 |
| | (d) Density of Telephone | 2010-11 | Nos./1000 person | |
| | (e) Density of Telephone | 2010-11 | No. per KM. | |
| | (f) PCO Rural | 2010-11 | No. | |
| | (g) PCO STD | 2010-11 | No. | |
| | (h) Mobile phones | 2010-11 | No. | 617678 |
| | Public Health | | | |
| | (a) Allopathic Hospital | 2010-11 | No. | 9 |
| | (b) Beds in Allopathic hospitals | | No. | 580 |
| | (c) Ayurvedic Hospital | | No. | - |
| | (d) Beds in Ayurvedic hospitals | | No. | - |
| | (e) Unani hospitals | | No. | - |
| | (f) Community health centers | | No. | 7 |
| | (g) Primary health centers | | No. | 93 |
| | (h) Dispensaries | | | 14 |
| | (i) Sub Health Centers | | No. | 12 |
| | (j) Private hospitals | | No. | 45 |
| | Banking Commercial | | | |
| | (a) Commercial Bank | | Nos. | 187 |
| | (b) Rural Bank | | Nos. | 15 |
| | (c)Co-Operative bank | | Nos. | 34 |
| | (d) PLDB Branches | | Nos. | |
| | Education | | | |
| | (a) Primary school | | Nos. | 689 |
| | (b) Middle schools | | Nos. | 271 |
| | (c)Secondary & senior secondary schools | | Nos. | 91 |
| | (d) Colleges | | Nos. | 24 |
| | (e) Technical University | | Nos. | 2 |

2.1 Existing Status of Industrial Areas in the District as on 31.03.2012.

| S. No | Name of Ind. Area | Land acquired (In Acres) | Land developed (In Acres) | Prevailing Rate per Sqm (In Rs.) | No of Plots | No of allotted Plots | No of Vacant Plots | No. of Units in Production |
|-------|--------------------------------|--------------------------|---------------------------|----------------------------------|-------------|----------------------|--------------------|----------------------------|
| 1 | Shivally, Manipal, Udupi | 90 | 90 | 247.097 | 96 | 96 | - | 92 |
| 2 | Nandikur (New Industrial area) | 65.05 | 42.33 | 1519.64 | -- | -- | - | - |

3. INDUSTRIAL SCENERIO AS ON 31.03.2012

3.1 Industry at a Glance

| Sr. No | Head | Unit | Particulars |
|--------|---|---------|------------------------------------|
| 1. | REGISTERED INDUSTRIAL UNIT | NO. | 9467 |
| 2. | TOTAL INDUSTRIAL UNIT | NO. | 10312 |
| 3. | REGISTERED MEDIUM & LARGE UNIT | NO. | 11 |
| 4. | ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES | NO. | <u>64634</u> (Total Employment) |
| 5. | EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES | NO. | 2979 |
| 6. | NO. OF INDUSTRIAL AREA | NO. | 1 |
| 7. | TURNOVER OF SMALL SCALE IND. | IN LACS | |
| 8. | TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES | IN LACS | |

Source : DIC, Udupi

3.2 YEAR WISE TREND OF UNITS REGISTERED

| | YEAR | NUMBER OF REGISTERED UNITS | EMPLOYMENT | INVESTMENT (lakh Rs.) |
|------|--------------|----------------------------|--------------|-----------------------|
| Upto | 1997-98 | 1025 | 4579 | 3305.37 |
| | 1998-99 | 420 | 2479 | 2741.17 |
| | 1999-2000 | 361 | 2300 | 2063.34 |
| | 2000-01 | 424 | 2551 | 1923.25 |
| | 2001-02 | 363 | 1936 | 1700.35 |
| | 2002-03 | 271 | 1866 | 1616.39 |
| | 2003-04 | 299 | 1856 | 1609.68 |
| | 2004-05 | 306 | 1875 | 1214.67 |
| | 2005-06 | 315 | 2117 | 1745.99 |
| | 2006-07 | 312 | 2153 | 1560.85 |
| | 2007-08 | 343 | 3790 | 6287.79 |
| | 2008-09 | 372 | 3784 | 5922.63 |
| | 2009-10 | 410 | 4250 | 7184.04 |
| | 2010-11 | 451 | 4389 | 6562.38 |
| | Total | 5672 | 39925 | 45437.90 |

Source: DIC, Udupi.

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT AS ON 31.03.2012

| NIC CODE NO | TYPE OF INDUSTRY | NUMBER OF UNITS | INVESTMENT (Lakh Rs.) | EMPLOYMENT |
|-------------|--|-----------------|-----------------------|------------|
| 20 | Food & Agro based | 2722 | 25864.98 | 26843 |
| 22 | Soda water | 150 | 2250.00 | 600 |
| 23 | Cotton textile | 300 | 750.00 | 1800 |
| 24. | Woolen, silk & artificial Thread based clothes | 75 | 112.50 | 300 |
| 25. | Jute & jute based | - | - | - |
| 26. | Ready-made garments & embroidery | 649 | 1432.07 | 2814 |
| 27. | Wood / wooden based furniture | 719 | 2511.20 | 3466 |
| 28. | Paper & Paper products | 387 | 5684.06 | 2585 |
| 29. | Leather based | 141 | 292.10 | 520 |
| 31. | Chemical / Chemical based | 200 | 1702.36 | 1178 |
| 30. | Rubber, Plastic & petro based | 267 | 4133.78 | 2078 |
| 32. | Mineral based | 293 | 2556.13 | 2385 |
| 33. | Metal based (Steel Fab.) | 413 | 3995.18 | 2342 |
| 35. | Engineering units | 477 | 2394.38 | 2710 |

| NIC CODE NO | TYPE OF INDUSTRY | NUMBE R OF UNITS | INVESTME NT (Lakh Rs.) | EMPLOYME NT |
|-------------------|--|------------------------|------------------------------|----------------|
| | | | | |
| 36. | Electrical machinery and transport equipment | 152 | 1311.27 | 1878 |
| 97. | Repairing & servicing | 1007 | 5081.39 | 3280 |
| 01. | Others | 1515 | 7276.96 | 9855 |
| | Kachori Making | - | - | - |
| | Total | 9467 | 67348.36 | 64634 |

Source: DIC, Udupi.

3.4 Large Scale Industries / Public Sector undertaking as on 31.03.2012

List of the units in Udupi & Near By Area.

1. M/s. Manipal Media & Network Private Limited., Udayavani Building, Manipal, Udupi.
2. M/s. Suzlon Wind International Limited., Plot No: 7, Suzlon Infrastructure Limited, SEZ, Padubidri, Udupi Tq.
3. M/s. S.E. Composite Limited., Plot No: 3, Suzlon Infrastructure Limited, SEZ, Padubidri, Udupi Tq.
4. M/s. Tebma Shipyard Limited., Malpe Fishing Harbour, Kodavoor Village, Udupi Tq.
5. M/s. C.S. India Steel Private Limited., No: 4/95, Balakudru Village, Hangarkatte, Udupi.
6. M/s. Tebma Ship Yard., Balakudru Village, Hangarkatte, Udupi
7. M/s. Lamina Foundries, Kuntady Road, Nitte, Karkala Tq.

3.5 Major Exportable Item as on 31.03.2012

- Cashew Kernels.
- Plastic.
- Fish net.
- Fish Meal & Oil, Frozen Fish.

3.6 Growth Trend as on 31.03.2012

The growth trend is not greatly varying in the last five years as per the data received from the District Industries Centre. The reason for this trend may be due to constraint in availability of suitable land to allot for industrial units and high cost of land.

3.7 Vendorisation / Ancillarisation of the Industry as on 31.03.2012

Not significant progress in ancillarisation due to not having well known large industries till recently. There is scope for small development in this field if the large industries set up in the near past develop vendors.

3.8 Medium Scale Enterprises as on 31.03.2012

3.8.1 List of the units in Udupi & Near By Area as on 31.03.2012

1. M/s. Keltech Energies., Vishwanagar, Varanga, Karkala Tq.
2. M/s. Best Sellers, Bajal Street, Manipal, Udupi.
3. M/s. Raj Fish Meal & Oil Company., Malpe Udupi Tq.
4. M/s. Goan Fresh Marine Exports Private Limited, Manoor Village, Kota, Udupi Tq.

3.8.2 Major Exportable Item as on 31.03.2012

- Cashew Kernels.
- Fish Meal & Oil, Frozen Fish.
- Readymade Garments

3.9 .1 Service Enterprises as on 31.03.2012

From 01.04.2007 to 31.03.2012 total 980 service enterprises registered for Udupi District.

3.9.2 Potentials areas for service industry as on 31.03.2012

Due to the availability and demand for perishable items like fish, fruits and vegetables in this district, cold storages can be set up. Cold storages for fruits, vegetables, flowers, pulses, etc., could be established. A huge jump in the automobile population particularly small car and two wheeler bikes in the urban and rural areas have created scope for automobile service and repair units in this district

With increasing income and purchasing power of the people living in the district, there is demand for house hold articles like refrigerators, grinders, washing machines, air coolers, fans, etc. and in turn demand for accessories like switch boards, capacitors, plugs, cords, switches, , inverters for uni interrupted power supply and electronic chokes. There is shortage of activities for providing services to these equipments which is an opportunities for many skilled people of this region. Demand for these products will again increase due to boom in housing construction activity.

Motor rewinding depends upon t he number of motors used in industrial drives, compressors in cold storage, fans, mixers, etc., which will increase due to the

development of housing sector and food sector. Also pump sets used for irrigation and drinking purpose are the other major customers for motor rewinding industry.

Advancement in the field of information technology has increased the user base of Computers and mobile phones in multifold and has generated demand for hardware and networking related services for individuals and for organisations.

Under IT Sector, activities such as establishment of computer centres, internet/e-mail centres, modernisation/expansion/diversification of existing computer centres, setting up of rural BPOs etc can be considered.

CNG/LPG conversion kit for transport vehicles, Construction of community halls can be considered in rural areas

The new avenues of employment like IT and BPO companies have made people under stress due to long work hours and nightshift culture and they have realized the health benefits from Yoga. Hence Yoga Centers are having much scope in this region. Younger generation today give great importance to fitness of their body. Modern Gyms and health clubs are also having scope in this region.

Service Enterprises having scope in this district are listed below.

Repair and Services

- Mobile Phone Servicing
- UPS Servicing
- Electrical Pumps and Motors Repair
- Two Wheelers and Four Wheelers Servicing
- Battery Charging and Servicing
- Electrical and Electronic Household durables
- Tractors and Trailer Servicing
- CNG/LPG conversion kit

Other Services

- Water Testing Centre
- Emission Testing Centre
- CD/VCD, LCD Lending
- Yoga Centre
- Beauty Parlour
- Cold Storage
- DTP/Internet Centre
- Photocopy
- Tailoring
- Video Conferencing
- Tourist Guide Service

3.10 Potential for new MSMEs as on 31.03.2012

Udupi district is basically an agrarian economy. Agricultural crops such as paddy, areca nut, coconut, rubber and cashew are the major crops being cultivated since long time. As such, Paddy and plantation crops grown in the district provide raw material for agro/fruit processing industries.

Paddy, being a major food crop grown in the district, there is scope for few units manufacturing items such as beaten rice and Rice products

Coconut, Areca and Cashew are the major plantation crops in the district. Industries based on Coconut such as tender coconut water, coconut chips, desiccated coconut, coconut shell powder, activated carbon, brooms made out of dried coconut leaves, coconut fibre based activities such as ropes and nets are suggested. By applying better technology in production and packaging, different value added products like salted, spiced cashew, and kaju masala can be taken up for high end category markets by few entrepreneurs in this area. Areca nut is a major commercial crop which can be raw material for supari making and in pan masala.

Since seasonal fruits such as Mango, Jackfruit, Papaya, Pineapple and Banana are available in plenty in this district, fruit processing units based on these fruits can come up by availing benefits provided by Ministry of Food Processing. . Udupi district is the green-field for setting up of agro-based processing activities.

Udupi and Kundapur taluks , located in the coastal belt is considered as the richest in the country in respect of fish catch. Marine Resources give scope for setting up of units based on products like fish pickles, processed fish products, canning units, fish oil and activities related to building of fishing boats, nets and other fishing equipments making. Processed marine products are having high scope for exporting.

Composite fish culture in new ponds and water logged areas, the culture of more than 3 to 4 species of fishes to get maximum production from the available water spread area is having enough scope in this region.

Manipal has been an established base for technical educations. The turnout of large number of graduates including Engineers and good number English speaking population makes the city an ideal destination for IT & call centres.

Floriculture is an untapped area in the district so far, except Udupi ‘Mallige ‘a species of jasmine which is a seasonal flower cultivated in small pockets of agricultural land. Orchid Farms can be promoted which is having high export potential. Horticulture department is providing technical assistance and incentives to private growers of medical and aromatic plants which can be a raw material for ayurvedic medicines having both domestic and export potential. Patchouli is an important aromatic plant. It’s essential oil is one of the best fixatives for heavy perfumes and is highly valued in perfume, soaps,

cosmetic and essence (flavour) industries. Cultivating certain plant varieties suitable for bio diesel, species like honge, jatropha, mahua, neem & simarauba in the dry land can be a major resource for non farm activity of bio diesel processing. Market for bio diesel seeds and oil is readily available in the state of Karnataka and other parts of the country. There is scope for establishment of seed nurseries & tissue culture units.

Agri-clinics and Agribusiness Centers are having scope in this region.

No contract farming arrangement exists in this district. However, scope for contract farming exists in case of medicinal and aromatic crops, fruits and for rearing and marketing of broiler birds.

A considerable number of live stock availability is spread across the district. There is plenty of opportunity for developing good number of mini dairy units. Other activities most suitable in the rural area are goat and female calf rearing in addition to poultry.

The presence of a large number of MNCs and increased availability of disposable income among the urban populace, offers good scope for ornamental fish breeding and culture. Breeding and trading of ornamental fishes provide tremendous economic opportunities and prospects for self employment which has to be utilized by the youth of this district due to its proximity to Western Ghats. Brackish water shrimp culture has ample scope. Mari culture activities with special emphasis to mussel culture, ornamental fish culture, and integrated fish farming with poultry, dairy, fresh water prawn culture can be considered.

The activities/ investments being considered under the Farm Mechanisation sector are viz. tractors power tillers, trailers, paddy transplanters, combines, threshers, reapers, sprayers and other implements/ equipments.

Due to the presence of large number of educational institutions and hospitals there is increase in floating population and hence there is demand for eatables items like mixtures, pappads and wafer, chips noodles, pickles, sweets etc. The people in this region are known for their enterprising quality in the field of running hotels in many places in the country. Urbanisation, places of tourist attraction in this region and presence of many families where both husband and wife are working, has increased the demand for ready to eat and hotels. Additives like spices and condiments are having good demand in hotels and due to urbanization the demand will further increase for this product

Once upon a time bakery products like bread, biscuit, bun, cakes and related items which were considered to be elite people's consumption now has become every family's regular needs and has created huge demand in local markets as well as in neighboring districts like Chickmagalur, Mangalore and Kodagu. This trend in recent period has created ample scope for some more bakery units particularly in rural areas in the district.

The younger segment of population in educational institutions are the major customers for Ice creams and cool drinks. Thus the demand is steadily increasing for these products.

Educational institution consisting of schools, colleges, polytechnics and ITIs in addition to a considerable number of hospitals of varying sizes and industries regularly requires uniform for their students and employees. Lack of trained skilled manpower in the area of stitching and cutting deprives the scope for a fair number of ready made garment units in this district. Many agencies identified this lacuna and are working hard to create skilled human resources in this field which will help in establishing enterprises in this sector. This will provide employment to many, particularly women.

Construction boom generates demand for materials like stone jelly, marble slabs, tiles, door and window frames, fittings, etc. Other potential sectors are paints, metal or wood primers, mosaic tiles and concrete products like well rings, tanks and pots. Services related to construction activity having demand are Carpentry, Electrification, Plumbing and Security.

Presence innumerable number of temples and other religious centres in and around the district gives great scope for non ferrous foundries for making statues of god/goddess, special utensils for pooja and bell for temples. This is a traditional activity of artisans of this region and can be improved further in an entrepreneurial method.

Galvanising, Nickel, Chrome Phosphate, Anodising ,Powder Coating etc are in demand due to growth in base industries. Recovery of lead from used lead acid batteries and recovery of copper and gold from mother boards of electronic circuits of IT tools scrap are having scope.

4. Existing Clusters of Micro & Small Enterprises as on 31.03.2012

- NIL -

4.1 DETAIL OF MAJOR CLUSTERS as on 31.03.2012

Cashew Processing

Printing & Binding

Fabrication & General Engineering

4.1.1 Manufacturing Sector as on 31.03.2012

Cashew Processing

Printing & Binding

Fabrication & General Engineering

4.1.2 Service Sector as on 31.03.2012

- NIL -

4.2 Details of Identified cluster_ as on 31.03.2012

4.2.1 Name of the cluster :Udupi Print Park,Manipal

| | | |
|-----|--|---|
| 1. | Principal Products Manufactured in the Cluster | Multi color offset printing of Broachers, Souvenir, Booklets, Label, House Magazines, Cartons, Publicity materials, Computer Stationery – High Value Printing Materials |
| 2. | Name of the SPV | Udupi Print Park ® |
| 3. | No. of functional units in the clusters | 326 |
| 4. | Turnover of the Clusters | 1600 lakhs (2009-10) |
| 5. | Value of Exports from the Clusters | Nil |
| 6. | Employment in Cluster | 6800 |
| 7. | Average investment in plant & Machinery | - - |
| 8. | Major Issues / requirement | Lack of Latest equipments CFC |
| 9. | Presence of capable institutions | Manipal Institute of Management, Manipal MSME – DI, Mangalore |
| 10. | Thrust Areas | Establishment of CFC |
| 11. | Problems & constraints | Lack of modern Machineris |

Present status of the cluster: DSR

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

1. Under finance of working capital by banks.
2. Inordinate delay in sanction of loan.
3. Lack of infrastructure like industrial area / estate since 10 years.
4. Lack of uninterrupted power supply.
5. Lack of skilled labour.
6. Marketing problem.
7. Effects of recession in the market.

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 | Phone No: 0824 |
|-------------|---|--|---------------------------|
| 1. | Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II) | Joint Director, District Industries Centre Shivalli Industrial Estate, Manipal | 2575650 |
| 2. | Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports. | Branch MSME-DI, Plot No:L-11, Yeyyadi Industrial Estate, Mangalore-575008 | 2217696 |
| 3. | 1.Land 2.Industrial shed | 1.Development Officer, KIADB, Industrial Area, Baikampady, Mangalore 2.Branch Manager, KSSIDC, Shivalli Industrial Estate Manipal. | 2407779 |
| 4. | Financial Assistance | 1.Lead District Manager, Lead Bank Office, Syndicate Bank Regional Office, Udupi 2.AGM, NABARD, Mangalore | 2521685 2451179 |

| | | | |
|-----|---|--|--|
| | | 3. Deputy General Manager., Karnataka State Financial Corporation, Anantha Towers Court Road, Udupi | 2524033 |
| 5. | For raw materials under Govt. Supply | 2.Branch Manager, KSSIDC, Shivalli Industrial Estate Manipal. | |
| 6. | Plant and machinery under hire / purchase basis. | Zonal General Manager, NSIC Limited No. 6 & 7, West of Chord Road, Rajajinagar Industrial Town, Bangalore - 560 044 | Tel: 080- 23307790/ 23307791 Fax: 080- 23386578 |
| 7. | Power/ Electricity | MESCOM Udupi | 2520313 |
| 8. | Technical Know –how. | Karnataka Council For Technological upgradation(KCTU) 4th Floor, Basava Bhavan, Basaveswara Circle, Bangalore - 560 001 Karnataka State, India Br.MSME-DI,Mangalore | 080 22250772 Fax : +91 80 22286607 0824 - 2217696 |
| 9. | Quality & Standard | Bureau of Indian Standards (BIS)Peenya Industrial Area, 1st Stage, Bangalore - Tumkur Road, Bangalore 560 058 | 080-28394955, 28394956 , 28396324 080-28398841 (Fax) |
| 10. | Marketing /Export Assistance | Visvesvaraya Industrial Trade Centre, 3rd Floor, VITC Building, Kasturba Road, Bangalore-560 001. Br.MSME-DI,Mangalore | 080-22861828, 22864281, 22860853 Fax 080- 22865202 0824 - 2217696 |

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| 11. | Other Promotional Agencies | | |
| | Handlooms and Textiles | Asst. Director, Dept. of Handlooms and Textiles, I/E., Yeyyadi, Mangalore-575008. | 2211656 |
| | KVIB | Karnataka State Khadi & Village Industries Board, Service Bus Stop, Udupi | 2522055 |
| | Industry Associations | District Small Industries Association, Shivalli Industrial Area, Udupi | 2575544 |

9. Any other information about the district:

Also this district has the distinction of formation of some of the leading banks in the country and well known educational institutions. St. Mary's island is the beautiful tourist spot which attracts huge number of tourist from all part of the world during the season. And the world famous Sri Krishna temple adds respect to the city of Udupi which is also the district head quarter.