



**Government of India
Ministry of MSME**

District Industrial Profile of Ballia District

**Carried out by:
Branch MSME-DI, Varanasi**



MICRO, SMALL & MEDIUM ENTERPRISES

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Brief Industrial Profile of Ballia District

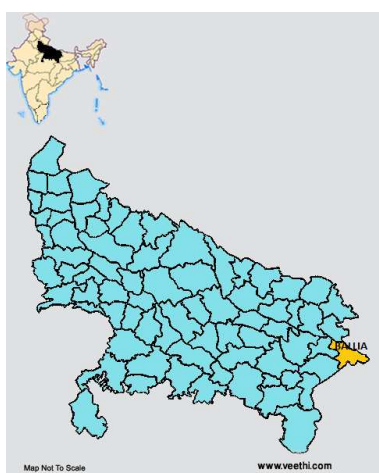
1. General Characteristics of the District

Origin of the name of the district, Ballia, has long been a matter of dispute. It is locally said to have been derived from the name of the sage Valmiki, the celebrated Sanskrit poet and the author of epic RAMAYAN. Another belief about the origin of the name is that it has been derived from the sandy nature of the land of the place, locally known as "ballua" meaning sandy. The great nationalist and the hero of First War of Indian Independence, Mangal Pandey was born here. National Hero of "Quit India Movement" Chittu Pandey and freedom fighters Pt. Tarkeshwar Pandey, Ram Pujan Singh and Hari Ram were also from Ballia. Former Prime minister of India Late Chandra Shekhar was a native of Ibrahimpatti in Ballia district.

The city of Ballia, the district headquarters, is believed to be the birthplace and workplace of Maharshi Bhrigu. The language spoken in Ballia is Hindi and Bhojpuri, a dialect of Hindi

1.1 Location & Geographical Area

Ballia lies in the eastern most part of Uttar Pradesh bordering Bihar. The district is surrounded by six districts namely, Mau (U. P.) on the west, Ghazipur (U. P.) on the southwest, Bhojpur (Bihar) on the south, Chapra (Bihar) on the east and Deoria (U. P.) & Siwan (Bihar) on the north. The total area of district is 2981 Sq. Km. supporting a total population of 27.61 lakh with a density of 926 persons per Square Km., as against the state average of 648 persons per Square Km. There are three main rivers in the district: the Ghaghra, the Ganga and the Saryu. The district lies between the parallels of 25°33' and 26°11' North latitudes and 83°38' and 84° 39' East longitudes.



1.2 Topography

The district comprises of an irregularly shaped tract extending westward from the confluence of the Ganga and the Ghaghra, the former separating it from Bihar in the south and the latter from Deoria and Bihar in the north and east respectively. The boundary between Ballia and Bihar is determined by the deep streams of these two rivers. Besides being surrounded by two major rivers Ganges and Ghaghra (Saryu), the district is also intersected by numerous streams that make its land more fertile.

Though, there are no hills, the surface level is varied because of the high banks of the rivers and the gentle slope from the central water shed towards the Ganga, the Ghaghra and the Saryu. There are depressions of varying depth and extent in which the drainage water gets collected, prior to its draining into the main streams of the rivers. The district can be divided into two natural divisions: the interior upland and the lowland tract. In terms of area both the divisions are approximately equal. The upland has an average altitude of 64 meters above sea-level and comprises of the western half of the district.

1.3 Availability of Minerals

Ballia district is very poor in mineral deposits. Only ordinary Sand is found along the rivers a bed which is used for construction of buildings.

PRODUCTION OF MINERAL 2010-11

S.No.	NAME OF MINERAL	PRODUCTION in Cubic Meters 2010-2011
MAJOR MINERAL		
1.	Sand	103619

SOURCE: DEPT. OF MINES & GEOLOGY, Ballia

1.4 Forests

There is no forest in this district.

1.5 Administrative set up.

Ballia district is a part of Azamgarh Division situated in eastern Part of Uttar Pradesh. The district has been divided into 6 Tehsils, 17 Blocks, 163 Nyaypanchayats. There are 02 Nagar Palika and 07 Assembly constituencies for better administrative control. Ballia City is district headquarters and commercial Market of this district and Rasara is second major commercial town.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1.	Geographical features			
(A)	Geographical Data			
	i) Latitude			25°33'-26°11'N
	ii) Longitude			83°38'-84°39'E
	iii) Geographical Area		Sq. km	2981
(B)	Administrative Units			
	i) Sub divisions			0
	ii) Tehsils		Nos.	06
	iii) Sub-Tehsil			--
	iv) Patwar Circle(Blocks)		Nos.	17
	v) Panchyat Simitis			17
	vi) Nagar nigam			0
	vii) Nagar Palika		Nos.	02
	viii) Gram Panchayats		Nos.	833
	xi) Revenue Villages			1830
	x) Assembly Area		Nos.	07
2.	Population			
(A)	Sex-Wise			
	i) Male	2011	Nos.	1667557
	ii) Female	2011	Nos.	1556085
(B)	Rural Population	2011	Nos.	2919799
3.	Agriculture			
(A)	Land utilization			
	i) Total Area	2009	Hectare	221991
	ii) Forest cover	2010-11	-	5723
	iii) Non Agriculture Land	2010-11	Hectare	1422
	iv) Cultivable Barren land	2010-11	Hectare	9333
4.	Forest			
	i) Forest	2010-11	Hectare	Nil
5.	Livestock & Poultry			
(A)	Cattle			
	i) Cows	2007	Nos.	239936
	ii) Buffaloes	2007	Nos.	209859
(B)	Other livestock			
	i) Goats	2007	Nos.	168339
	ii) Pigs	2007	Nos.	19410
	iii) Dogs & Bitches	2007	Nos.	4929
	IV) Railways			
	i) Length of rail line	2010-11	Km	114
	V) Roads			
	(a) National Highway	2010-11	Km	76
	(b) State Highway	2010-11	Km	170
	(c) Main District Highway	2010-11	Km	104
	(d) Other district & Rural Roads	2010-11	Km	1865

	(e) Rural road/Agriculture Marketing Board Roads	2010-11	Km	105
	(f) Kachacha Road	2010-11	Km	-
	(VI) Communication			
	(a) Telephone connection	2010-11	Nos.	26619
	(b) Post offices	2010-11	Nos.	353
	(c) Telephone center	2010-11	Nos.	2484
	(d) Density of Telephone	2010-11	Nos./1000 person	8.0
	(e) Density of Telephone	2010-11	No. Per Km.	10
	(f) PCO Rural	2010-11	Nos.	1089
	(g) PCO STD	2010-11	Nos.	1395
	(h) Mobile	2010-11	Nos.	1,52,000
	(VIII) Public Health			
	(a) Allopathic Hospital	2010-11	Nos.	7
	(b) Beds in Allopathic hospitals		Nos.	982
	(c) Ayurvedic Hospital		Nos.	72
	(d) Beds in Ayurvedic hospitals		Nos.	342
	(e) Unani hospitals		Nos.	04
	(f) Community health centers		Nos.	13
	(g) Primary health centers		Nos.	83
	(h) Dispensaries		Nos.	69
	(i) Sub Health Centers		Nos.	297
	(j) Private hospitals			55
	(VIII) Banking Commercial			
	(a) Commercial Bank		Nos.	68
	(b) rural Bank Products		Nos.	49
	(c) Co-Operative bank products		Nos.	24
	(d) PLDB Branches		Nos.	01
	(IX) Education			
	(a) Primary school		Nos.	2225
	(b) Middle schools		Nos.	831
	(c) Secondary & senior secondary schools		Nos.	451
	(d) Colleges		Nos.	50
	(e) Technical University			-

2.1 Existing Status of Industrial Areas in the District

S. No	Name of Ind. Estate Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate per Sq m (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1.	Modhopur	26.31	26.31	350/-	55	55	-	31
2.	Banarhi	2.68	2.68	110/-	36	36	-	15
	Total	28.99	28.99	-	91	91	-	46

Source: DIC, Ballia

3. INDUSTRIAL SCENERIO OF BALLIA

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	Registered Industrial Unit	Nos.	9596
2.	Total Industrial Unit	Nos.	9596
3.	Registered Medium & Large Unit	Nos.	01
4.	Estimated Average Number of Daily Workers Employed in Small Scale Industries	Nos.	16,000
5.	Employment in Large and Medium Industries	Nos.	550
6.	Number of Industrial Area	Nos.	02
7.	Turnover of Small Scale Industries	IN Lac	8000.00
8.	Turnover of Medium & Large Scale Industries	IN Lac	1250.00

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85	225	991	130.10
	1985-86	250	1063	141.13
	1986-87	210	921	145.21
	1987-88	300	1123	181.30
	1988-89	310	1151	193.91
	1989-90	362	1301	221.17
	1990-91	340	1281	219.27
	1991-92	311	1161	270.11
	1992-93	337	1209	291.12

	1993-94	236	934	201.17
	1994-95	72	448	267.39
	1995-96	414	1547	211.27
	1996-97	362	1301	210.37
	1997-98	352	1281	203.30
	1998-99	395	1103	201.11
	1999-2000	416	977	270.07
	2000-01	415	907	387.63
	2001-02	415	1318	355.59
	2002-03	410	1495	296.32
	2003-04	410	1495	416.63
	2004-05	410	1495	396.01
	2005-06	410	1495	322.60
	2006-07	410	992	199.00
	2007-08	456	1621	444.96
	2008-09	456	2157	827.39
	2009-10	456	1620	445.48
	2010-11	456	1620	542.23
	Total	9596	34007	7992.70

Source: DIC, Ballia

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS

NIC CODE NO	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (LAKH Rs.)	EMPLOYMENT
20	Agro based	1136	1341.00	5951
22	Soda water	-	-	-
23	Cotton textile	300	900	1403
24	Woolen, silk & artificial Thread based clothes.	500	800	1501
25	Jute & jute based			
26	Ready-made garments & embroidery	800	200	3300
27	Wood/wooden based furniture	1000	1400	4100
28	Paper & Paper products	100	200	300
29	Leather based	400	100	1300
31	Chemical/Chemical based	200	300	900
30	Rubber, Plastic & petro based			
32	Mineral based	100	200	301
33	Metal based (Steel Fabrication)	300	100	202
35	Engineering units	500	800	1900
36	Electrical machinery and transport equipment	300	300	1100
97	Repairing & servicing	3960	1351.7	12049
01	Others			
	Total	9596	7992.70	34007

Source: DIC, Ballia

3.4 Large Scale Industries/Public Sector undertakings

3.4.1 List of the units in Ballia & Near By Area	-	Nil
3.4.2 Major Exportable Item	-	NIL
3.4.3 Growth Trend	-	NIL
3.4.4 Vendorisation / Ancillarisation of the Industry	-	NIL

3.5 Medium Scale Enterprises

3.5.1 List of the units in Ballia & Near By Area

1. M/s Govt. Sugar Mill, Rasra, Ballia

3.5.2 Major Exportable Item	-	Nil
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3.6 Potential for Development of MSMEs

Agro-climatic conditions of the district are suitable for commercial cultivation of fruits like mango, papaya, guava and vegetable crop like tomato, parwal, brinjal, satputia; flowers like rose, gladiolous; tuber crops e. g. potato, sweet potato, yam; spices like garlic, chilli, turmeric and dry land horticulture crops like ber and aonla (goose berry). Agro-economic conditions of the district are also suitable for large scale production of mushrooms and commercial bee keeping.

Medicinal and aromatic plants are the emerging sectors in the state with demand coming from traditional health systems like ayush, nutraceuticals, perfume industry and cosmetic industry. State medicinal plant board had identified crops like satavar, kalmegh, stevia for cultivation in the district. At present these are being cultivated by a few progressive farmers but their cultivation for commercial purpose are yet to start for want of proper technical know-how and market.

3.6.1 Service Enterprises

3.6.2 Present Status

In order to meet the present demand different types of service enterprises have come up. The major ones are Cold-storage, Photo Studio and Videography, Tent House, DTP and Screen Printing, Cyber Café, Automobile Repairing, Beauty Parlour, Educational Institutions, Tailoring, Dhabas and Restaurants, Photo Copier, etc.

3.6.3 Potentials areas for Service Industry

1. Cyber Cafe
2. D.T.P.
3. Beauty Parlour
4. Welding & Fabrication works
5. Repairs of automobile
6. Repairing of Cycle
7. Laundry
8. Wiring & electrical appliances repairing
9. Repairing of diesel engine, pump set etc.
10. Nursing Homes
11. Coaching Centers
12. Skill Development Training Centers
13. Repairing of Household Electronic goods
14. Restaurants

3.6.4 Potential for New MSMEs

The industrial sector of Ballia is dominated by agro processing. An illustrative list of items having potential for development is given below;

1. Cattle feed
2. Poultry feed
3. Oil mil
4. Fruits and Vegetable Preservation
5. Flour mill
6. Rice mill
7. Dal mill
8. Masala udyog
9. Noodles
10. Dairy udyog
11. Ice-cream, Ice Candle, Ice Block
12. Bindi
13. Plastic containers
14. Hair oil & Shampoo

15. Toilet soap, washing soap, Detergent powder
16. Menthol oil
17. Readymade garments
18. Packaged drinking water.
19. Plaster of Paris Toys and Statues
20. Wooden and Steel Furniture
21. Fisheries projects
22. Horticulture including medicinal and aromatic plants
23. Vermin composting, etc.

4. Existing Clusters of Micro & Small Enterprises

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

Maniar is known for its Bindi (Indian ladies putting on their forehead) industry and major supplier.

4.1.2 Service Sector - **NIL**

4.2 Details for Identified cluster - **NIL**

5. General issues raised by Industry Association during the course of meeting

1. Shortage of electricity
2. Financial Assistance from financial Institution

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)	District Industries Centre,Ballia.
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	1. Br. MSME – Development Institute, Chandpur Indl. Estate, Varanasi. 2. District Industries Centre at District Level, Ballia. 3. Khadi & Village Industries Commission, Varanasi
3.	Land and Industrial shed	1. UPSIDC 2. UPSIIC 3. District Industries Center at District Level.
4.	Financial Assistance	a) UPFC for Plant & Machinery b) Nationalised Banks for Working Capital c) Khadi & Village Industries commission

		d) PICKUP, Gomti Nagar, Lucknow e) SIDBI f) NSIC
5.	For raw materials under Govt. Supply	1. UPSIC, Varanasi 2. District Industries Centre -----
6.	Plant and machinery under hire / purchase basis.	NSIC, Naini, Allahabad
7.	Power/ Electricity	UP State Electricity Board at District Level.
8.	Technical Know –how.	1. Br. MSME – Development, Chandpur Indl. Estate, Varanasi. 2. District Industries Centre, Ballia. 3. Khadi & Village Industries Commission, varanasi
9.	Quality & Standard	Bureau of Indian Standard, Kanpur/Lucknow.
10.	Marketing /Export Assistance	1. Br. MSME – Development, Chandpur Indl. Estate, Varanasi. 2. District Industries Centre at District Level, . 3. Khadi & Village Industries Commission, varanasi 4. DGFT, Varanasi 5. EGCG, Varanasi
11.	Other Promotional Agencies	1. Entrepreneurship Development Institute, Varanasi.