



**Government of India  
Ministry of MSME**

## **Brief Industrial Profile of Vizianagaram District**



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

Carried out by

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## **Brief Industrial Profile of VIZIANAGARAM District**

### **1. General Characteristics of the District**

#### **1. HISTORY OF THE DISTRICT**

The history of Vizianagaram district is connected with hoary past of Kalinga, one of the political divisions of ancient India. Only in modern times, the upper part of Kalinga was gradually merged into Orissa State and the lower part into Andhra Region. The Kalinga empire extended from Cuttak in Orissa to Pithapuram in East Godavari District even as far back as the 4<sup>th</sup> Century B.C. The Nandas ruled the area between 467 B.C. and 336 B.C. They were followed by the Mauryas, the Chedis, the Satavahanas, the Pitribhaktas, the Matharas, the Vasisthas, the Vishnukundins, the early Eastern Gangas, the Eastern Chalukyas of Vangi, the late Eastern Gangas, the Reddis of Rajahmundry and the Velanati Cholas who ruled over the area constituting the present Srikakulam district till the Kakatiyas appeared on the political scene by A.D. 1210.

Recorded evidence shows that some local dynasties like the Rapatri Chiefs, and the Gangas of Narayanapura, (situated in the Bobbili block), the Gangas of Jantarunadu (the track now known as Srungavarapukota), ruled over parts of the district from the 12<sup>th</sup> century to the middle of the 15<sup>th</sup> century at various periods of time. The silas of Nandapura with Capitals at Nandapura and Bobbili who acknowledged the suzerainty of the Gangas of Kalinga held away over parts of the district for nearly a hundred years from the middle of the 14th Century.

The Kakatiyas under Ganapatideva defeated the Velanati Chola Chief, Prithvisvara who was ruling over the territory in 1210 but the territory was recovered by the Eastern Gangas during the reign of Ananga Bhima III. The Gajapatis of Orissa then came to rule the territory after overthrowing the Eastern Gangas in A.D.1443. The rule of the Gajapatis over the area lasted for about 140 years till the Qutb Shahis conquered the territory around A.D.1574. Consequent on the Occupation of Golconda by the Mughals in A.D.1687, the area came under the control of the Mughals. When the Viceroy of the Mughals in Deccan, Nizam-ul-Mulk-Asaf Jah declared his independence in A.D.1724, the area came under the rule of the Asaf Jahis.

In the war of succession after Nizam-ul-Mulk Asaf Jah died, Salabat Jung who came to power with the backing of the French General Bussy, rewarded the French by ceding four Circars including the Chicacole Circar in 1753. An important event in the history of the district which occurred by about this time is the war between the Rajas of Vizianagaram and Bobbili, popularly known as Bobbili Yuddham. The war was fought between the Rajah of Vizianagaram aided by the French General Bussy, and the Rajah of Bobbili on the 24th of January 1757. The bravery and valour of the soldiers of Bobbili displayed in this war is still remembered by the people of the area.

Another important event in the history of the district is the war between the French and the English fought at Chandurthi in 1758 in which the French were defeated and the Northern Circars were made over to the British under a firmana from the Mughal Emperor, Shah Alam in 1765 which were placed under the then existing Chief and Council at Vizagapatam. In 1794, the Chiefs and Councils were abolished and Vizagapatam was arranged into three divisions each under a Collector. Almost the entire area of the present area of Vizianagaram district fell under the second division. However, the three divisions were merged and a Collectorate for the whole district was established in 1803 after the introduction of the permanent settlement in the area.

After abolition of the Zamindaris in 1948, Visakhapatnam district was found to be unwieldy for administrative purposes. Consequently, Srikakulam district was carved out in 1950, bifurcating it from Visakhapatnam district. The constitution of Vizianagaram district in 1979, by transferring the taluks of Parvathipuram, Kurupam, Salur, Bobbili, Badangi and Cheepurupalle from Srikakulam district and some taluks of Visakhapatnam, forms the latest development in the history of the district.

## **1.2 Topography**

### **A) GENERAL PHYSICAL ASPECTS**

Vizianagaram District was formed as 23<sup>rd</sup> district in the State on 1<sup>st</sup> June, 1979 with Headquarters at Vizianagaram as per G.O.Ms.No.700/Revenue(U) Department, dated 15th May 1979 with portions carved from Srikakulam and Visakhapatnam Districts.

The district is a part of the Northern Coastal plains of Andhra Pradesh and lies between 17° -15' and 19° -15' of the Northern Latitude and 83° - 0' to 83° - 45' of the Eastern Longitude. It is

bounded on the East by Srikakulam district, on the West and South by Visakhapatnam district, on the South-East by Bay of Bengal and North-West by Orissa State.

The district was formed with 9 taluks viz., Vizianagaram, Gajapathinagaram, Srungavarapukota and Bhogapuram taluks from Visakhapatnam district, Bobbili, Parvathipuram, Saluru, Kurupam and Cheepurupalli from Srikakulam district. In December 1979, 3 more taluks were added by creating Nellimarla, Viyyampeta and Badangi duly bifurcating the taluks of Vizianagaram, Srugavarapukota and Bobbili respectively making the total taluks to 12 and these taluks have been further sub divided into 52 Firkas.

For administrative convenience, the district is divided into 2 Revenue Divisions viz., Vizianagaram and Parvathipuram. In May, 1985 the taluks and firkas were replaced with 34 Revenue Mandals in the district.

## **B) HILLS**

The district can be divided into two distinct natural physical divisions i.e., plain and hilly regions. The hilly region is mostly covered with densely wooded forests and comes under Agency tract of the district. Since it is hilly tract its elevation is also uneven. The plain portion of the district is a well cultivated tract.

The areas transferred from Visakhapatnam district are mostly hilly and pictures one, especially in the north. The Agency tract mostly consists of the hilly regions covered by the Eastern Ghats which run parallel to the Coast from the North-East to the South-West. The average height of these hills is over 914 metres although there are several peaks of even 1219 metres high. The highest peak is the Shankaram in Srugavarapukota mandal which is over 1615 metres.

In the areas transferred from Srikakulam district, the hilly region consists, parts of the former Parvathipuram and Saluru taluks and they are known as Agency tracts. The main hill ranges are Dumakonda, Antikonda, Palakonda, Kodagandi and Gamatikonda. All these individual ranges form part of the Eastern Ghats. These ranges with their detached hills show a distinct North-West-South-East trend. In the Parvathipuram division the hills are lower than elsewhere and consists of steep and rugged lines devoid of plateau and hedging in the too broad and almost parallel.

## **C) RIVERS**

The district is drained by the rivers of Nagavali, Gosthani, Suvarnamukhi, Champavathi, Vegavathi and Gomukhi which pass

through plain and hilly regions. A brief description of these rivers is given below:

### **Nagavali**

The Nagavali also known as the Langulya in the lower reaches, is the main river in the district. It takes its birth in the steep hills of Rayagada taluk in Orissa State and enters the district in Komarada mandal. It passes through Komarada, Jiyyammavalasa and Garugubilli mandals and enters Srikakulam district, which finally disembogues the Bay of Bengal at Mofuzbander, near Srikakulam. Its total length is 200 KM and flows for about 112 KM in Vizianagaram district. The total catchment area of this river is 8,964 Sq. K.Ms. The annual flow of water in this river is about 1.21 million hect. The main tributaries of this river are Vegavathi, Suvarnamukhi, Janjhavathi and Vottigedda.

### **Gostani**

The river has its origin in the Ananthagiri forest area of Srungavarapukota, a few kilometres away from the famous Borra caves. The local tradition states that, deep in the caves there is a Sivalingam over which there is an idol of a cow and that water comes from the udder of this cow, falls on the Sivalingam and flows down in the form of a river. As the river is said to commence from the udder of a Cow, it is called Gosthani river. A stream coming from the western side and joining this Gosthani River near Borra caves is only a hill stream. After passing through the Jami mandal, it enters Visakhapatnam district.

### **Suvarnamukhi**

The river takes its birth in the hills of Saluru and takes eastern direction and finally joins the Nagavali river in Palakonda mandal of Srikakulam district. It flows mostly in Bobbili area.

### **Vegavathi**

It originates in Pachipenta hills of Pachipenta mandal and flows in the same direction, almost parallel to the Suvarnamukhi and finally joins Nagavali.

### **Gomukhi**

The river Gomukhi originates from the Eastern Ghats and flows North-West of Saluru. After serving a few villages it joins the Suvarnamukhi.

### Champavathi

This river takes its origin in the Eastern Ghats in Srikakulam district and after flowing through Saluru area it enters Vizianagaram mandal. The river finally falls into Bay of Bengal at Konada village in Pusapatirega mandal of the district.

### D) FLORA

The district receives rains from both the monsoons and the climate is tropical. The forest exhibit a variety of local changes in quality, composition and density depending upon the soil moisture, climate, altitude, slope and distance from the sea. Thus it is seen a wide spectral of vegetation from the sea to the Sheltered spurs, high ridges and the valleys bordering the state. These forests range from Xerophytic in the dry and inhospitable conditions to less Xerophytic and Mesophytic species at higher regions with more moisture, cooler climate and better soils in the valleys. The floristic diversity is noticed in the quality and density of forests which range from 6 metres in poorer areas to over 20 metres in better areas. Forests vary in density from vast extents of full density seen in the inner remote areas to sparse open forests due to biotic abuses around habitation.

The main floral species found in the district are spinifex squarrosus (Ravanasurunimisalu), Pandanus odoratissimus(Mogali), Dodonaea Viscosa(Bandaru), Carissa Carandas(Kalimi), Randia dumetorum(Manga), Cassia auriculata(Tangedu), Memecylonedule(Pedda alli), Borassus flabelliformis(Tadi), Albizzia amara(Nalregu chickreni), Acacia leucophloea(Tellatuma), Sapindus emarginatus(Kunkudu), Cocospermum gossypium(Konda Buruga), Semecarpus Anacardium(Jidi), Butea frondosa(Moduga), Feronia Elephantum(Velaga), Terminalia Chebula(Karakkayi), Bridelia retusa(Koramadi). Xylia xylocarpa(Kondatangedu). Gmelina arborea(Gummadi), Adina cordifolia(Bandaru), Terminalia tomentosa(Nalla Maddi), Dendrocalamus strictus(Veduru), Pongamia glabra(Kanuga), Garuga pinnata(Garugu), Shorea robusta(sal or guggilam), Albizzia lebeck(Dirisanam), Pterocarpus marsupium(Yegisi), Mangifera indica(Mamidi), Mahoea philippinensis(Sinduri), Michelia champaka(Champakam), Cedrela Toona, Artocarpus integrifolia (Panasa), Bambusa arundinacea(Mulla veduru) etc.,

The forest types found in the district are:

1. Southern Tropical Moist Mixed Deciduous forests
2. Northern Tropical Dry Deciduous forests – Sal type

3. Southern Tropical Dry – Mixed Deciduous forests
4. Dry Deciduous Green forests; and
5. Dry Ever Green forests.

## **E) FAUNA**

Fauna in the district is fairly high in the interior hill regions, but it is heavily threatened with extinction. The reasons for the depletion are mainly due to shrinkage of habitat and un-controlled poaching. The principal animals and birds found from along the sea-coast to the high plateau are Yellow Bat, Sloth Bear, Wild buffaloes, Fox, Hare Hyena, Jackal, Mongoose and birds of blue rock Pigeon, House crow, House sparrow, Common Myna etc., Consequent on the enactment of the Wild Life Protection Act of 1972, it is hoped that wild life would improve and attain the past glory.

## **F) CLIMATE**

The climate of the District is Characterized by high humidity, all the year round with oppressive summer and good seasonal rainfall. The summer season is from March to the middle of June. This is followed by the South-West monsoon season, which lasts up to about the 2<sup>nd</sup> week of October. The period from Mid October to the end of November constitutes the post monsoon or retreating monsoon season. December to February is the season of generally fine weather. The Climate of the hill parts of the district is different from that of the plains. Since hilly regions receive heavier rainfall they are cooler than the plains. The maximum temperature will be recorded during May and the minimum temperature will be during December.

## **G) TEMPERATURE**

In the interior low level area of the district, the temperatures in summer are about 2 to 3 degrees higher than in the coastal region. In the hilly tracks, the temperature in general may be lower than in the coastal region by about a couple of degrees or so, depending on elevation. From about the middle of February, the temperatures rise rapidly till May which is the hottest month with the mean daily maximum temperature at about 35°C and the mean minimum at about 27°C. The weather is very oppressive particularly in the coastal region where humidity is also generally high. Thunder showers and sea breezes in the afternoons bring some relief from the heat in the coastal region. With the on set of the south-west monsoon by about mid June the day temperatures drop by a couple of degrees.



But, the decrease in the night temperature is only slight. After the withdrawal of the South-West monsoon, early in October, temperature begins to decrease progressively. December and January are the coldest months with the mean daily maximum temperature at about 28° C and the mean daily minimum at about 18° C. During the fine weather season, the night temperature may some times drop down to about 11° C.

## H. RAINFALL

The Rainfall is being recorded at 34 rain gauge stations in the Mandal headquarters in the district. The Normal annual rainfall for the district is 1131 MM. The district mostly gets rainfall during both the monsoon seasons of Southwest and North East. The normal rainfall during South-west monsoon months, June to September amounts to 71% of the annual rainfall and that during North East monsoon months of October to December constitutes 11 percent of the annual rainfall. June (380 mm), September (321 MM) are the heavy rainfall months in the year.

## SOILS

The main soils in the District are Red soils, Sandy Loams and Sandy Clay and they constitute 96% of the total area. The soils in the District are predominantly loamy with medium fertility. There are mostly red loamy soils, as far as dry lands are concerned and clay loamy in case of wet lands. The soils at some places are as thick as 4 Metres. It is likely that the thick soil cover might represent alluvium along the valleys. Different types of rocks are in abundance in the District.

## 1.3 Availability of Minerals.

### PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1.	Manganese Ore	274154
2	Lime Kankar	600
3	Quartzit	70422
4	Moulding Sand	500
MINOR		

1.	Road Metal And Building Stone	288493
2	Colour Granite	186.42
3.	Gravel	95305

SOURCE:- DEPT. OF MINES &amp; GEOLOGY.,

## 1.4 FOREST

TABLE - 1 - DIVISION - WISE & SPECIES - WISE AREA PLANTED - 2010 - 11									
(In Hectares)									
S.No.	Division/Office	Teak	Bamboo	Eucalyptus	Cashew	Casurina	Beedi Leaves	Others	Total
1	2	3	4	5	6	7	8	9	10
1	Social Forestry Division Vizianagaram	0	0	0	0	402	0	70	472
2	Vizianagaram (r)	8.2	19	0	0	0	0	64	91.2
	<b>TOTAL</b>	<b>8.2</b>	<b>19</b>	<b>0</b>	<b>0</b>	<b>402</b>	<b>0</b>	<b>134</b>	<b>563.2</b>

## 1.5 Administrative set up.

### DISTRICT ADMINISTRATION

SNo.	Name & Designation	Contact nos and mail ids
1	Sri. M. Veera Brahmayya, I.A.S Collector & District Magistrate	Phone : (O) 08922-276720, (R) 08922-276177 Email : <a href="mailto:collector_vznm@ap.gov.in">collector_vznm@ap.gov.in</a>
2	Smt.P.A.Sobha Joint Collector	Phone : 08922-276658 (O) , 08922-276902 ( R )

		<b>Email : jc_vznm@ap.gov.in</b>
3	Karthikeya, I.P.S., <b>Superintendent of Police</b>	Phone : 08922-276163 (O), 08922-226677 (R) Email : spvzm@appolice.gov.in
4	Sri. P. Mutyala Naidu District & Sessions Judge	Phone : 08922-255823 (O) , 08922-255185 ( R ) Email : viz.pdj-ap@indianjudiciary.in
5	Sri. Rama Rao Additional Joint Collector	<b>Phone : 08922-233678(O)</b>
6	Sri. B. Hema Sundar District Revenue Officer	Phone : 08922-275560 (O) Email : dro_vznm@ap.gov.in

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude	17° - 15' and 19° - 15' of the Northern Latitude		
	ii) Longitude	83° - 0' and 83° - 45' of the Eastern Logitude		
	iii) Geographical Area	6539 Sq. Kms		
(B)	Administrative Units			
	i) Sub divisions			2
	ii) Tehsils/Mandal			34
	iii) Sub-Tehsil			--
	iv) Patwar Circle			--
	v) Panchayat Simitis			--
	vi)Nagar nigam			--
	vii) Nagar Palika			4
	viii) Gram Panchayats			931
	xi) Revenue villages			1551
	x) Assembly Area			9
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011		1161913
	ii) Female	2011		1180995

(B)	Rural Population	2011		1837000
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	653900
	ii) Forest cover	2010-11	"	119303
	iii) Non Agriculture Land	2010-11	"	77320
	v) cultivable Barren land	2010-11	"	3826
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Ha.	119303
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2007	Nos.	176033
	ii) Buffaloes	2007	Nos.	259804
B.	<b>Other livestock</b>			
	i) Goats	2007	Nos.	204680
	ii) Pigs	2007	Nos.	25962
	iii) Dogs & Bitches	2007	Nos.	0
	iv) <b>Railways</b>			
	i) Length of rail line	2010-11	Kms	260.44
	<b>V) Roads</b>			
	(a) National Highway	2010-11	Kms	200
	(b) State Highway	2010-11	Kms	122.41
	(c) Main District Highway	2010-11	Kms	875.19
	(d) Other district & Rural Roads	2010-11	Kms	825.80
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	35812.19
	(f) Kachacha Road	2010-11	Kms	1774.31
	<b>(VI) Communication</b>			
	(a) Telephone connection	2010-11		32849
	(b) Post offices	2010-11	Nos.	623
	(c) Telephone center	2010-11	Nos.	11

(d )Density of Telephone	2010-11	Nos./1000 person	14
(e) Density of Telephone	2010-11	No. per KM.	5
(f) PCO Rural	2010-11	No.	2576
(g) PCO STD	2010-11	No.	
(h) Mobile	2010-11	No.	NA
<b>(VII) Public Health</b>			
a. Allopathic Hospital	2010-11	No.	17
b. Beds in Allopathic hospitals	2010-11	No.	1040
c. Ayurvedic Hospital	2010-11	No.	0 (Dispensaries: 21)
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.	59
h. Dispensaries	2010-11	No.	5
i. Sub Health Centers	2010-11	No.	3
j. Private hospitals	2010-11	No.	NA
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank	2010-11	Nos.	101
(b) rural Bank	2010-11	Nos.	57
<b>Products</b>			
(c) Co-Operative bank products	2010-11	Nos.	15
(d) PLDB Branches	2010-11	Nos.	12
<b>(IX) Education</b>			
(a) Primary school	2010-11	Nos.	2516
(b) Middle schools	2010-11	Nos.	455
(c) Secondary & senior secondary schools	2010-11	Nos.	444
(d) Colleges	2010-11	Nos.	218
(e) Technical University	2010-11	Nos.	0

## 2.1 Existing Status of Industrial Areas in Vizianagaram 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	IE, Vizianagaram	13.1487	10.0061	1200	50	49	--	47
2	Growth Centre Bobbili	466.2136	339.6462	400	507	478	17	20
3	IDA, Nellimarla	72.9026	28.899	400	84	80	2	57
4	IP, Kantakapalle	132.5230	131.3294	124	4	2	1	2
	<b>Total</b>	<b>684.7879</b>	<b>509.8807</b>		<b>645</b>	<b>609</b>	<b>20</b>	<b>126</b>

## 3. INDUSTRIAL SCENERIO OF VIZIANAGARAM DISTRICT

### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	2156
2.	TOTAL INDUSTRIAL UNIT	NO.	4210
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	31
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	NA
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	NA
6.	NO. OF INDUSTRIAL AREA	NO.	4
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.)
	Upto 2001	1718	1795	6215
	Upto 2001-07	202	1565	918

	2007-08	32	549	615
	2008-09	71	1412	2269
	2009-10	52	1317	512
	2010-11	81	2992	981
	<b>Total</b>	<b>2156</b>	<b>9630</b>	<b>11510</b>

Source: DIC -----

### 3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT: NA

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.	Wood/wooden based furniture			
28.	Paper & Paper products			
29.	Leather based			
31.	Chemical/Chemical based			
30.	Rubber, Plastic & petro based			
32.	Mineral based			
33.	Metal based (Steel Fab.)			
35.	Engineering units			
36.	Electrical machinery and transport equipment			
97.	Repairing & servicing			
01.	Others			
	Kachori Making			

Source: DIC -----

### 3.4 Medium and Large Scale Industries / Public Sector undertakings

Sl. No.	Name of Unit	Locational Address with Telephone No.& Fax
1	M/s N.C.S.Ltd., Latchayyapeta (V), Seethanagaram (M)	Latchayyapeta(V), Seethanagaram(M), Vizianagaram District, PIN-535573 Phone

		No.08944-254239, FAX: 08944-255216
2	M/s Ferro Alloys Corporation Ltd.(FACOR)	Shreeramnagar, Garividi (M), Vizianagaram District, PIN-535101 Ph.No.08952-282098/282035, FAX No.08952-282188
3	M/s GSAL(India) Ltd.	Srirampuram (V), L.Kota (M), Vizianagaram District. Ph.No.08966-277144, 277244, FAX No.08966-277244
4	M/s Jindal Stainless Ltd.	Jindal Nagar, Appannapalem, Kothavalasa, Vizianagaram District, PIN-531183 Ph.No.08966-272254, 273327, FAX No.08966-273326
5	M/s Sri Vijayarama Gajapathi Cooperative Sugars Ltd.	Kumaram(V), Bhimasingi, Jami (M), Vizianagaram District, PIN-535214 Phone & Fax No.08922-246267
6	M/s Nellimarla Jute Mills Co.Ltd.	Nellimarla (V&M), Vizianagaram District, Ph.No.244210, 244244, 244246
7	M/s Sri Laxmi Srinivasa Jute Mills Ltd.,	VCP Road, Bobbili, Vizianagaram District, Ph.No.08944-255352, FAX No.08944-255353
8	M/s Sri Laxmi Srinivasa Jute Mills Ltd.,	Contonment, Vizianagaram, Ph.No.276736, Fax No.08922-273643
9	M/s Sri Laxmi Srinivasa Jute Mills Ltd.,	V.T.Agraharam, Vizianagaram, Ph.No.08922-255715, 255716, FAX No.08922-255032
10	M/s A.P.Fibres Ltd.	Jeegiram (V), Saluru(M), Vizianagaram District, Ph.No.08964-252267
11	M/s Sri Chakra Cements Ltd.	Annamrajupeta (V), Jami (M), Vizianagaram District, Ph.No.08966-271616, 271655
12	M/s Matrix Labs	G.Chodavaram (V), Poosapatirega (M), Vizianagaram District, Ph.No.08922-258839, 258879, FAX No.08922-258827
13	M/s Perpetual Energy Systems Ltd.	Appayyapeta (V), Seethanagaram (M), VZM Dst. Ph.No.250997,
14	M/s Miracle Software Systems (I) Pvt.Ltd.	Munjeru (V), Bhogapuram(M), VZM Dst. Ph.No.08922-248500,
15	M/s Alshama Freezer Food & Cold Storage (P) Ltd.	Industrial Development Area, Nellimarla,
16	C.P.Acqua Culture (India) Pvt.Ltd.,	G.Chodavaram (V), Poosapatirega (M), Ph:258490 to 258498
17	M/s Vijayanagar Biotech Ltd., Kothakopperla (V)	Kothakopperla(V), Poosapatirega(M),VZM Dist. Ph: 0891-2731634; Fax. 0891-2731633
18	M/s Maa Mahamaya Industries (P) Ltd.,	Relligourampeta (V), L.Kota (M), VZM Dist
19	M/s H.B.L.Power Systems Ltd., Kandivalasa (V)	Kandivalasa (V), Poosapatirega (M), Vizianagaram District.
20	M/s N.C.S.Ltd.,	Latchayyapeta (V), Seethanagaram (M)
21	M/s Uma Jute Mill	Kothavalasa, Vizianagaram District.
22	M/s Navya Jute Mills (P) Ltd., Ramannadora Valass, Bobbili.	Ramannadora Valasa, Bobbili, Vizianagaram District
23	M/s Heritage Foods (India) Ltd.,	Growth Centre, Bobbili
24	M/s Chettinad Morimura Semi Conductors Material (P) Ltd.,	Amatam Ravivalasa (V), Bhogapuram (M).
25	M/s Andhra Ferro Alloys Ltd.,	Garbham, Merakamudidam, Mandal



26	M/s Sri Mahalaxmi Smelters (P)Ltd.,	Garbham, Merakamudidam-Mandal
27	M/s Jayalaxmi Ferro Alloys (P) Ltd.	Gurla village & Mandal
28	GSAL (India) Ltd.,) M/s Steel Exchange India)Ltd	Srirampuram village L.Kota Mandal
29	M/s Yona Smelters	Growth Centre, Bobbili
30	M/s RVR Smelters (P) Ltd.,	Growth Centre, Bobbili
31	M/s Steel Exchange India Ltd.,	Srirampuram village, L.Kota Mandal

### **3.5 Major Exportable Item: NA**

### **3.6 Growth Trend: Average**

### **3.7 Vendorisation / Ancillarisation of the Industry: NA**

## **3.8. Medium Scale Enterprises**

### **3.8.1 List of the units in Vizianagaram district : Enclosed at Sl. No: 4**

### **3.8.2 Major Exportable Item: Pharmaceuticals**

## **3.9 Service Enterprises**

### **3.9.2 Potentials areas for service industry: Break up information is not available.**

### **3.10 Potential for new MSMEs**

SNo	Name of the product	Capacity/Per Annum	Investment (Rs. in Lakhs)	Employment potential per unit
1.	Rice Mill			
2.	Cold Storage	450MTS	140.00	12

3.	Fruit processing	72Tons	6.00	6
4.	Spice grinding	42Tons	4.80	10
5.	Bakery products	360MTS	10.00	8
6.	Papad making	60MTS	15.00	12
7.	Noodles	150MTS	16.00	13
8.	Cashew nut processing	30MTS	25.00	24
9.	Cashew nut shell liquid	45MTS	16	8
10.	Mini dairy farm	100KL	12.00	8
11.	Engineering Workshop	JobWork	5.00	5
12.	Hawai Chappals	90000pairs	3.50	12
13.	MS Wire drawing	1000MTS	45.00	20
14.	Steel Fabrication Unit	40MTS	2.50	4

## **4. Existing Clusters of Micro & Small Enterprise**

### **4.1 DETAIL OF MAJOR CLUSTERS**

#### **4.1.1 Manufacturing Sector**

#### **4.1.2 Service Sector**

### **4.2 Details for Identified cluster**

4.2.3 Name of the cluster: Bheemali Mango Jelly

#### **Associations in cluster**

M/s Bheemali Mamidi Thandra Tayaridharula Sankshema Sangam (Bheemali Mango Jelly Manufacturers Welfare Association)

1	Principal Products Manufactured in the Cluster	Mango Jelly
2	Name of the association	M/s Bheemali Mamidi Thandra Tayaridharula Sankshema Sangam (Bheemali Mango Jelly Manufacturers

		Welfare Association)
3	No. of functional units in the clusters	250 units
4	Turnover of the Clusters	Rs. 20 Millio(estimated)
5	Value of Exports from the Clusters	--
6	Employment in Cluster	1500
7	Average investment in plant & Machinery	
8	Major Issues	<p>Totally unorganized sector due to lack of awareness in statutory proceedings etc.</p> <p>Traditional and primitive technology</p> <p>Lack of technology upgradation support</p> <p>Lack of testing facilities</p> <p>No storage and preservation facilities</p> <p>Poor of hygiene , open drying</p> <p>Lack of working capital</p> <p>Lack of quality packing practices</p> <p>Weak institutional linkages</p> <p>Lack of marketing knowledge/support</p>

4.2.2 Name of the cluster: Artisan bases Cotton Sarees, Denkada, Vizianagaram-dist.

1	Principal Products Manufactured in the Cluster	Artisan bases Cotton Sarees
2	Name of the SPV	NA
3	No. of functional units in the clusters	65
4	Turnover of the Clusters	Rs. 1.00 Crores
5	Value of Exports from the Clusters	NA
6	Employment in Cluster	300
7	Average investment in plant & Machinery	Rs. 30 Lakhs
8	Testing needs	NA
9	Thrust Area	NA
10	Access to Export Market	NA

Present status of the cluster :- Identification stage.

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

1. **There is huge problem of power cuts in the district.**
2. **Marketing assistance by government agencies**
3. **User friendly tax system should be implimented**

## **6. STEPS TO SET UP MSMEs**

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

<b>S.No</b>	<b>Type of assistance</b>	<b>Name and address of agencies</b>
1.	Provisional Registration Certificate ( EM-1) & Permanent Registration Certificate ( EM-II)	District Industries Centre, VT Agraharam, Industrial Estate, Vizianagaram
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-DI, Autonagar, Visakhapantam and District Industries Centre, VT Agraharam, Industrial Estate, Vizianagaram
3.	Land and Industrial shed	APIIC, Industrial estate, Vizianagaram
4.	Financial Assistance	APSFC and all Nationalised banks
5.	For raw materials under Govt. Supply	District Industries Centre, VT Agraharam, Industrial Estate, Vizianagaram AND NSIC, Visakhpatnam
6.	Plant and machinery under hire / purchase basis.	NSIC, Visakhapatnam
7.	Power/ Electricity	AP EPDCL, Vizianagaram
8.	Technical Know –how.	MSMEDI, Visakhapantam
9.	Quality & Standard	BIS, Visakhapatnam
10.	Marketing /Export Assistance	DGFT, Visakhapatnam
11.	Other Promotional Agencies	APITCO, KVIC, DIC etc.,