



Brief Industrial Profile of Amritsar District



MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम
OUR STRENGTH * हमारी शक्ति

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1. General Characteristics of the District

Amritsar city situated in northern Punjab state of north-western India lies about 15 miles (25 km) east of the border with Pakistan. Amritsar is an important city in Punjab and is a major commercial, cultural, and transportation centre. It is also the centre of Sikhism and the site of the Sikh's principal place of worship.

Amritsar means "the tank of nectar" or "the tank of immortality" and the district derives its name from the sacred tank in the Amritsar city. The present Golden Temple is surrounded by this tank which was originally a small natural pool and is said to have been visited by Guru Nanak Dev. The site was permanently occupied by the Fourth Guru, Ram Das, who in 1577 obtained more of land in its neighbourhood. The pool soon acquired a reputation for sanctity, and the followers of the Guru migrated to the sacred spot, and there a small town grew up and was known at first as Ramdaspur or Guru-ka-Chak, and later, as the pool was converted into a tank, it came to be known as Amritsar.

Amritsar has been the important educational Hub from the very beginning. Khalsa College, Amritsar was established in 1892. In 1969 Guru Nanak Dev University was established. In addition to this Govt. Medical College, Dental College, Engineering and polytechnics and many other arts colleges were established.

1.1 Location & Geographical Area

The district Amritsar is situated between 31° – 37° north latitude and 74° – 52.3° East longitude. The Amritsar District falls in the Jullundur Division of the Punjab. In shape, it is a trapezium, with its base resting on the River Beas. It forms a part of the tract known as the Bari Doab or the territory lying between the rivers Ravi and Beas. Its western side adjoins Pakistan, partly separated by the River Ravi. The north-eastern side is bounded by the Gurdaspur District, and towards its south-east across the River Beas lie the Kapurthala and Tarn Taran districts.

The district is divided into four tehsils or subdivisions, viz, Amritsar to the north-east, Ajnala to the north-west, Patti to the south-west. All important places in the district are connected by rail or road.

The total area of the district, 267000 Hectares, comprising Tahsil Amritsar, Tehsil Ajnala, Tahsil Patti.

1.2 Topography

Lying between the River Beas to the east and the River Ravi to the west, the Amritsar District, which forms the lower part of the Upper Bari Doab, is one of the interfluvial tracts of the Punjab Plain. The River Beas, which separates the Amritsar District from the Kapurthala District, joins the Satluj River near the point where the four districts of i.e. Lahore (Pakistan), Ferozepur, Amritsar and Kapurthala meet.

1.3 Availability of Minerals

The whole of the Amritsar District is composed of the recent deposits known collectively as the Indo-Gangetic alluvium, which consists of the alluvial sand, clay and loam. Apart from the clay used for brick-making, the concretionary form of calcium carbonate, known as *kankar*, is found in beds generally at a slight depth below the surface at the upper margin of the impermeable subsoil, from where it is excavated to form material for road-making.

1.3.1 Kankar

It is massive, hard and compact nodular calcareous material light grey to dark grey. Sand, silt and clay are found associated with *kankar*. In general, its thickness varies from a few centimeters to that of a meter. It occurs mostly in the form of isolated beds and pockets. It can be used for white washing and road metalling.

1.3.2 Alkaline Earth

Some brick earth and foundry sands are reported from the district.

1.3.3 Groundwater

The entire area in the district is underlain by quaternary alluvium comprising fine to coarse sand, silt and clay, with intercalations of pebbles and *kankar*. Bore holes drilled down to a depth of about 100 metres have encountered 70-90 per cent of sand.. Groundwater occurs both under confined and unconfined conditions. The depth of reach water in the area ranges from about 1 to 20 metres below the land surfaces. The water-table is generally deep towards the high banks of the Beas and the Sutlej. However, in the vicinity of the canal-irrigated area and also in the floodplains of the Beas and the Satluj, the water-table is very shallow. In many parts of the canal-irrigated areas, waterlogged conditions prevail. Land salinization is also observed in areas

affected with water logging. The groundwater available in the greater part of the district is generally fresh but hard, except in the southern part of the district where it is of inferior quality, being saline to bitter. The groundwater in general is suitable for irrigation and domestic purposes.

1.4 Forest

An area of 10,000 hectare is covered under reserved, protected, private and unclassified forests. The main species of plants in district Amritsar are Eucalyptus, Shisham, Kikar and Poplar etc.

1.5 Administrative set up

For administrative purpose, District Amritsar is divided into Four Tehsils, Five Sub-Tehsils, Nine Blocks, Eleven Assembly Constituencies & One Lok Sabha constituency.

2. DISTRICT AT A GLANCE

S.N	Particular	Year	Unit	Statistics
1	Geographical Features			
(A)	Geographical Data			
	i) Latitude			31 ⁰ -37.9'North
	ii) Longitude			74 ⁰ -52.3'East
	iii) Geographical Area		Hectares	267000
(B)	Administrative Units			
	i) Tehsils /Sub divisions	2011	Nos.	4
	ii) Sub-Tehsil	2011	Nos.	5
	iii) Blocks	2011	Nos.	9
	iv) Panchayat Samitis	2011	Nos.	8
	v) Nagar Nigam	2011	Nos.	1
	vi) Nagar Palika	2011	Nos.	7
	vii) Gram Panchayats	2011	Nos.	817
	viii) Inhabited villages	2011	Nos.	707
	xi) Assembly Area	2011	Nos.	11
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	1152821
	ii) Female	2011	Nos.	1004199
(B)	Rural Population			
	i) Male	2011	Nos.	555613
	ii) Female	2011	Nos.	490596
(C)	Urban Population			
	i) Male	2011	Nos.	597208
	ii) Female	2011	Nos.	513603
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	267000
	ii) Forest cover	2010-11	"	10000
	iii) Barren and uncultivable land	2010-11	"	500
	iv) Non Agriculture Land	2010-11	"	32000
	v) Misc. (Cultivable waste & Fallow land)	2010-11	"	-
	vi) Net area sown	2010-11	"	217000
	vii) Area sown more than once	2010-11	"	207000
	viii) Total cropped area	2010-11	"	424000
4.	Forest			
	(i) Forest	2010-11	Hectare	10000
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Th Nos.	101.81
	ii) Buffaloes	2007	"	298.11
B.	Other livestock			
	(a) Horses & Ponies	2007	Th Nos.	2.47
	(b) Donkeys	2007	"	0.64
	(c) Mules		"	0.63
	(d) Sheep		"	8.18
	(e) Goats		"	11.27
	(f) Pigs		"	0.82
C	Poultry		Th Nos.	271.65

6	Transport			
A	Roads			
	(a) National Highway	2010-11	Kms	16
	(b) State Highway	2010-11	Kms	3530
	(c) Roads maintained by local bodies	2010-11	Kms	2659
7	Communication			
	(a) Telephone connection	2010-11	Nos.	74957
	(b) Post offices	2010-11	Nos.	303
	(c) Telegraph office	2010-11	Nos.	01
	(d) Telephone Exchange	2010-11	Nos.	83
	(e) Public Call Offices	2010-11	Nos.	916
8	Public Health			
	(a) Allopathic Hospital	2011	Nos.	10
	(b) Beds in Allopathic hospitals	2011	Nos.	2277
	(c)Ayurvedic Institutions	2011	Nos.	22
	(d) Homoeopathic Institutions	2011	Nos.	3
	(e) Community health centers	2011	Nos.	4
	(f) Primary health centers	2011	Nos.	36
	(g) Dispensaries	2011	Nos.	101
9	Banking Sector			
	(a) State Bank of India	2010	Nos.	40
	(b) State Bank of Patiala	2010	Nos.	19
	(c) Punjab National Bank	2010	Nos.	60
	(d) Other Commercial Banks	2010	Nos.	239
	(e) Co-operative Banks	2010	Nos.	57
10	Education			
	(a) Primary school	2010	Nos.	962
	(b) Middle schools	2010	Nos.	294
	(c) High schools	2010	Nos.	221
	(d) Senior Secondary Schools	2010	Nos.	188
	(e) Colleges	2010	Nos.	28
	(f) Universities	2010	Nos.	1
	(g) Polytechnic Institutions	2010	Nos.	6
	(h) Tech. Ind. Art & Craft School	2010	Nos.	9
	(i) I.T.Is	2010	Nos.	6

3. Industrial Scenario of District Amritsar

3.1 Existing Status of Industrial Areas in the District Amritsar

S. No.	Name of Ind. Area	Land acquired (InAcres))	Land developed (InAcres))	Prevailing Rate Per Sqm (In Rs.)	No of Plots/Sheds	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Focal Point (Old)	94.05	94.05	Rs. 4000/-	238	238	Nil	210
2	Focal Point Extension	81.43	81.43	Rs. 4000/-	181	181	Nil	134
3	Focal Point (New)	184.04	184.04	Rs. 4000/-	459	459	Nil	83
4	Industrial estate/ Industrial development Colony, Chheharta	36.35	36.35	Rs. 5000/-	55/50	55/50	Nil	32/41

Source: - DIC, Amritsar

3.2 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL MSE UNIT	NO.	12418
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	24
4.	EMPLOYMENT IN MICRO AND SMALL INDUSTRIES	NO.	55429
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	6176
6.	NO. OF INDUSTRIAL AREA	NO.	4
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	278514.97
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	164753.61

Source: - DIC, Amritsar

3.3 Year Wise Trend of Units Registered

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2001-02	154	1149	2901.33
	2002-03	114	1007	2445.6
	2003-04	136	1011	2646.47
	2004-05	142	1011	2934.18
	2005-06	116	960	2269.8
	2006-07	117	1192	2988.32
	2007-08	83	619	2205.56
	2008-09	105	2228	2619.00
	2009-10	158	1642	4366.99
	2010-11	181	1880	4971.50

Source: DIC Amritsar

Note: - Total Units =22043
 Shifted to Dist. Tarntarn= 1572
 Deregistered= 8053
 Balance Unit Up to 31.03.2011 = 12418

Balance Employment up to 31.03.2011=55429
Balance Investment Up to 31.03.2011 = 39785.97 Lacs.

3.4 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

NIC CODE NO.	TYPE OF INDUSTRY	No. of UNITS	EMPLOYMENT Nos.	INVESTMENT (Rs Lakh.)	Production (Rs Lakh.)
15	Manufacturing of Food Products & Beverages	710	4428	3616.54	55218.51
16	Manufacturing of Tobacco Products	0	0	0	0
17	Manufacturing of Textile	514	3505	8069.91	29376.36
18	Manufacturing of weaving ap parel Dressing & Dyeing of Fur	455	2403	2890.04	7611.69
19	Manufacturing of tanning Dressing of Leather	432	1217	367.00	1533.27
20	Manufacturing of Wood Products	211	993	411.5	2175.19
21	Manufacturing of Paper & Paper Products	169	1070	1418.37	12185.01
22	Publishing Printing	202	657	695.67	2568.25
23	Manufacturing of Coke, Refueled Petroleum Products & Nuclear Fuel	0	0	0	0
24	Manufacturing of Chemical Products	948	4087	2727.16	35679.43
25	Manufacturing of Rubber & plastic Goods	419	2329	3008.81	25807.15
26	Manufacturing of other Non Metallic Mineral Products	453	1887	592.07	2878.08
27	Manufacturing of Basic Metal	314	1493	1485.14	5222.58
28	Manufacturing of Fabricated Metal Products Except M/C Equipments	1886	6401	4037.02	25663.42
29	Manufacturing of Machinery & Equipments	3059	12659	4862.05	26156.68
30	Manufacturing of Office, Accounting & Computer	4	17	18.8	129.65
31	Manufacturing of Electrical M/c	457	2043	703.23	6322.76
32	Manufacturing of Radio TV equipments	43	140	40.77	598.41
33	Manufacturing of Medical Precision watches & Clocks	15	64	30.14	121.8
34	Manufacturing of Motor vehicles	84	317	140.93	855.02
35	Manufacturing of other Transport Equipments	183	740	163.65	621.66
36	Manufacturing of Furniture	829	2975	13415	4480.26
37	Recycling	0	0	0	0
40	Electricity, Gas, Steam & Hot water	0	0	0	0
41	Collection of Information & Distribution Of Water	0	0	0	0
50	Maintenance & Repair of Motor Cycle	72	337	140.92	428.36
52	Maintenance & Repair of Per sonal House h old Goods	660	3293	899.64	4560.33
60	Land Transport	0	0	0	0
63	Supporting & Auxiliary Activities	112	1486	1492.01	26274.5
64	Post & Telecommunication	0	0	0	0
71	Tenting & Transport Equipments	0	0	0	0
72	Computer Related Activities	45	128	251.73	446.2
74	Other Business	134	738	372.37	1522.34
85	Health & Social Work	0	0	0	0
92	Recreation , Cultural & Sporting Activities	0	0	0	0
93	Other Service Activities	8	22	9	77.02

	TOTAL	12418	55429	39785.97	278514.97
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Source: DIC, Amritsar

3.5 Large Scale Enterprises / Public Sector Undertakings:

3.5.1 List of Large Scale Enterprises/PSUs:

M/s Amritsar Swadeshi Textile Co-op (P) Ltd. Ram Tirth Road, Amritsar
M/s OCM India Ltd. G.T. Road, chherhatta, Amritsar
M/s Sun City Amusement park, Ltd. Batala Road, Amritsar.
M/s Amritsar Distt. Coop Milk Union Ltd. Verka, Amritsar.
M/s Avichal Embroidery (P) Ltd, Verka Bye Pass, Amritsar.
M/s B.B. Embroidery, Verka vallha Bye Pass, Amritsar.
M/s K.P. Embroidery, 373, Indl. Focal Point, Amritsar.
M/s Khasa Distillery company, Khasa, Amritsar.
M/s Amritsar Crown Caps, Jandiala Guru, Amritsar.
M/s Northern Railways Mechanical Workshop, G.T. Road, Putlighar, Amritsar.
M/s Mahant Overseas, Village Chhaba, Amritsar.
M/s Rana Sugars Ltd. Butter Seviyan, Amritsar.
M/s Ajnala Coop Sugar mills Ltd. Bhalla Pind , Ajnala, Amritsar.
M/s Veesha Plasto Prints (I) Pvt. Ltd. Batala Road, Amritsar.
M/s Shiva Art Embroiders, verka, Amritsar.
M/s T.K shawls Industries (P) Ltd.Industrial Estate , Amritsar.
M/s Shri Radha Raman Embroidery (P) Ltd., Ajnala road, Amritsar.
M/s Gopi fabrics (P) Ltd. Majitha bye Pass, Amritsar.
M/s Varindra Spinners Ltd. Majitha bye Pass, Amritsar.
M/s Khanna Paper Mills, Amritsar.
M/s Health aid Foods Specialties (P) Ltd., Ajnala Road, Amritsar.
M/s Shree Luxmi Narayan Embroidery, 17, focal Point, Amritsar.
M/s Nijjer Agro Foods ltd. Village Meharbanpura, Amritsar.
M/s Prakash industries Ltd. G.T. Road, Rayya, Amritsar.

3.5.2 Major Exportable Items:

Rice, Textiles, , Paper

3.5.3 Growth Trends:

The Amritsar is industrial hub from the very beginning, but the industrial activities suffers, first in 1947 at the time of partition and it comes on the border with Pakistan, and secondly at the time of militancy in 1980,s.but with the entrepreneurship spirit of the local industrialist take it to its glory. There are many Medium and Large Units established with the pass of time procuring the services of local Micro & Small Scale Units.

3.5.4 Vendorisation/ Ancillarisation of the Industry:

There are many Large Scale/ Units located in the district procuring the services of local Micro & Small Scale Units. The more investment in large sector shall provide more opportunities for Vendorisation in MSE sector. Moreover Amritsar is the Hub of Textiles industry, where many units are interdependable on each other for various processes, like, Spinning, dyeing, finishing, Printing etc provides opportunities for Vendorisation.

3.6 Service Enterprises

3.6.1 Existing Service Sector:

The service industry of Amritsar mainly includes repair & servicing of motor vehicles, motor cycles / scooters, household goods, workshops and Pappas, warrian etc.

3.6.2 Potential Areas for Service Industry:

1. Engineering Workshops	2. Computer Education	3. Designer Boutique
4. Beauty & Health Care	5. Coaching Centers	6. Tiffin Service
7. Transportation	8. Mobile Repairing	9. Printing & Packaging

3.7 Unregistered Sector

The data on unregistered sector in Amritsar district was not readily available with DIC. However, it is informed that the unregistered MSME sector in the district is dominated by service enterprises which has majority of proprietary units. The unregistered sector in the district produces goods & services pertaining to different industrial groups such as Food & Beverages, Readymade Garments, textiles, dyeing & Hosiery, Wooden Products, Paper Products & Printing, Leather Goods, Rubber & Plastic Products, Chemical & Chemical Products, Non-metallic Mineral Products, Mechanical Products, Electrical Machinery & Apparatus, Machinery & Parts, Repair & Services and Transport Equipment & Parts etc.

3.8 Potential for New MSMEs

1. Biscuits And Bakery Products	2. Confectionery Items	3. Oil Expellers
4. Steel Furniture	5. Milk Products	6. Leather Shoes
7. Paper Bags	8. Agriculture Implements	9. Building Hardware Items
10. Ice Cream & Ice Candy	11. Packaging Materials	12. Rice & Dal Mill Machinery
13. RCC Pipes & Collars	14. Floor Mills	15. Cement Bricks & Blocks
16. Tyre Retreading	17. Paint & Varnish	18. Book Binding
19. Wooden Furniture & Fixtures	20. Cattle feed	21. Rolling Shutters
22. Parts of Industrial Machinery	23. General Engg Workshop	24. Generator Sets
25. inverters	26. Achar & Murraba	27. Electric Fans

4. Existing Clusters of Micro & Small Enterprises

4.1. Detail of Major Clusters

4.1.1 Manufacturing Sector:

The district has no identified cluster. However, the following probable clusters may be taken up for development:

1. Rice mill Cluster, Printing & Packaging Cluster, Textile Cluster, General Engineering Cluster, Amritsar

4.1.2 Service Sector:

1. Repair & Servicing of Agriculture Machinery Cluster at Amritsar,
2. Pappar & warrian, Wooden Handicrafts, Amritsar etc.

4.2. Details of Identified clusters:

The district has no identified cluster.

5. General issues raised by Industrial Associations of Amritsar

- (a). High rate of electricity charges& erratic supply.
- (b). Insufficient supply of skilled labour.
- (c). Illegal land encroachments in Industrial Estate.
- (d). Industrial Estate should have proper arrangement of water supply.
- (e).More benefits & incentives have been provided to agriculture, while industry has been ignored.
- (f) In general Banks provide funds to big units at low interest rate s whereas small units have to pay higher rates.
- (g) Narega Scheme Should be implement in the Industrial Sector also.

6. Institutional Support

S.No	Name of agencies	Type of assistance
1.	District Industries Centre (DIC)	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)
2.	District Industries Centre, MSME-Development Institute	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.
3.	Punjab Small Industries & Export Corporation (PSIEC)	Land and Industrial shed
4.	Banks, District Industries Centre (DIC), Khadi & Village Industries Board (KVIB), Small Industries Development Bank of India (SIDBI)	Financial Assistance
5.	National Small Industries Corporation (NSIC), Steel Authority of India (SAIL), Punjab Small Industries & Export Corporation (PSIEC)	For raw materials under Govt. Supply
6.	National Small Industries Corporation	Plant and machinery on hire/purchase basis.
7.	Punjab State Power Corporation Ltd.	Power/ Electricity
8.	District Industries Centre (DIC), MSME-Development Institute	Technical Know-how
9.	Bureau of Indian Standards (BIS)	Quality & Standard
10.	National Small Industries Corporation (NSIC), District Industries Centre (DIC), Director General of Foreign Trade (DGFT), MSME-Development Institute	Marketing /Export Assistance