



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Keonjhar District



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

Carried out by

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Brief Industrial Profile of Keonjhar District

1. General Characteristics of the District: **Keonjhar** is an interesting district from geographical, natural and anthropological points of view. Geographically, the district is endowed with vast and rich mineral deposits of Iron ores, Manganese and some amount of Chromites. It has another remarkable distinction of having one of the oldest rocks of the world at Asanpat which is assumed a break way part of Antarctica and near about 38,000 million years old. About one third of the total geographical area of the district is covered by green forests and about 52% of the cultivated area is uplands. Anthropologically, it is noted for its very rich and varied tribal cultures. It's two most primitive and principal tribes are the Juangas and Bhuyans and they are still seen to stick to their tradition of showing warm hospitality to their guests by washing their feet. More traditionally, they also insist upon the wrong method of shifting cultivation which is the most un-scientific and harmful to their very existence.

There runs an interesting and historically popular legend justifying the then name of this district as Kendujhar. Etymologically, the terms Keonjhar refers to the new capital town "**KENDHUJHAR**" of the King of Jyoti Bhanja, who built his fort near a perennial spring (Jhar) after his accidental physical feature and it is believed that thereafter the whole princely state must have been named and popularised as Kendujhar in honour of the name of the new capital town. This is one of the various speculative attempts of noted historical scholars at the exposition of the origin of the name Kendhujhar. Sequence to the integration of feudatory state with Orissa on 1st January, 1948, the erstwhile princely state of Keonjhar emerged as one of its thirteen districts with headquarters at Keonjhar.

1.1 Location & Geographical Area. Geographically, Keonjhar district is located in the northern region of Orissa. It is a small and land locked district with an area of 8303 sq. kilometers. The district is surrounded by Singhbhum district of Jharkhand in the north, Jajpur in the South, Dhenkanal and Sundargarh in west, Mayurbhanj and Bhadrak in the East. It lies between 21°11' N and 20°10' N Latitudes and between 85°11' E and 86°22' Longitudes.

1.2 Topography: The district consists of a compact area and its extreme length from north to south is nearly 145 km. The average breadth from East to West is about 65 km. It is divided into two widely dissimilar tracts-the lower Kendujhar and the upper Kendujhar. The former is a region of valleys and low lands, while the latter includes mountainous highlands with a general slope from North to South. The highlands consisting of clusters of rugged crags afford a safe retreat to its inhabitants in troubled times. The mountaintops appear from the low lands to be sharply ridged or peaked, but in reality they have extensive tablelands on their summits, fit both for pasture and for tillage. The average elevation in its central part is about 500m. At places, isolated hills rise abruptly from the plains. But most of the areas have a general elevation of over 600m. which forms the watershed of some rivers. The Baitarani River takes its rise in

the hilly North Western division. In between these two natural divisions passes the State Highway from Chainbasa to Jajpur Road through the headquarters, Kendujhargarh.

1.3 Availability of Minerals: The district is favoured with vast deposit of mineral wealth such as Iron Ore, Manganese and Chromite. The Singhbhum-Keonjhar – Bonei belt passes through the district and continue 48 kms. Altogether out of which 14.5 kms. of this belt falls in the district. The resources of Iron Ores are more than 2500 million tonnes. The main places of Iron Ore deposits are Thakurani, Joda, Banspani, Sasangada and Gandhamardan Hills. Manganese Ores are found more than 20 million tonnes at Koida, Barbil, Bhadrasahi, Joda, Kalimati etc. The grade of Ores varies from 32% to 80% chromite is also available at Nuasahi and Boula in the district having a quantity of more than 6 million tonnes. Besides, the above minerals, pyrophilite and Dolomites are also available in this district. Pyrophilite deposits are found in Keonjhar sadar, Harichandanpur and Banspal Blocks having quantity more than 8 million tonnes. Dolomite deposits are found in Joda Block.

PRODUCTION OF MINERAL 2010-11

S. No.	Name of Mineral	Production in 000' tones 2010-2011
1.	Iron Ore	51815
2.	Manganese	372
3.	Quartzite	4.5
4.	Chromite	134
5.	Pyrophilite	5
6.	Serpentinite	1

SOURCE- DEPT. OF MINES & GEOLOGY

1.4 FOREST: The district is noted for its forest resources. Many of the products lend themselves for industrial utilisation. Out of 8,303 sq. kms. of Geographical area of the district, the forest area covers nearly 3097.18 sq.kms. i.e. 37.30% of the total geographical area. The classifications of different kind of forest are as follows:-

1.	Reserve Forest	1834.09
2.	Demarcated protected forest	273.64
3.	Un-demarcated protected forest	220.79
4.	Unclassified Forests	0.26
5.	Village Forests	30.79
6.	Forest area under Revenue Record	768.40
7.	Total Government forest	3097.18

A wide range of forest products are plentifully available in the district like Tamarind, Myrobolans, Lac, Genduli and other gums, Nux Vomica, Mushroom, rowfia Ser pentine, Simul Cotton, Eksire fruits, Marketing nut, Khajuripal Patia, Siali Leaves, Forest Bela, Broom stick, Tassar Cocoons, Bana Tulasi, Chakunda, Banakulathi, Babul seeds, Mahua seeds, Karanja seeds, Sikakai seeds, Palas seeds, Kamal – gundi, Bena-chera, Baidanka, Siali Fibres, Sal seeds, etc.

1.5 Administrative set up.

The district of Keonjhar has been divided into 3 sub-divisions, i.e., Keonjhar, Anandpur and Champua, 8 Tahasils, 13 C.D.Blocks, 50 R.I. circles, 23 police stations and 286 Gram Panchayats. Again the district is having 7 towns, 3 Municipalities, one NAC, 7 Fire Stations and 6 Assembly constituencies. The district is also having 2,122 villages out of which 2,069 are inhabited and 53 villages are un-inhabited

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			21°11' N and 20°10' N Latitudes .
	ii) Longitude			between 85°11' E and 86°22' Longitudes
	iii) Geographical Area		Hectares	8,30,000
(B)	Administrative Units			
	i) Sub divisions			3
	ii) Tehsils			13
	iii) Sub-Tehsil			-
	iv) Patwar Circle			-
	v) Panchayat Simitis			13
	vi)Nagar nigam			3
	vii) Nagar Palika			1
	viii) Gram Panchayats			286
	xi) Revenue villages			2122
	x) Assembly Area			6
2.	Population			
(A)	Sex-wise			
	i) Male	2011		9,07,000
	ii) Female	2011		8,96,000
(B)	Rural Population	2011		15,50,000
3.	Agriculture			

A.	Land utilization			
	i) Total Area	2010-11	Hectare	8,30,000
	ii) Forest cover	2010-11	"	3,10,000
	iii) Non Agriculture Land	2010-11	"	77,000
	v) cultivable Barren land	2010-11	"	93,000
4.	Forest			
	(i) Forest	2010-11	Ha.	3,10,000
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2003	Nos.	3,16,736
	ii) Buffaloes	2003	Nos.	35,269
B.	Other livestock			
	i) Goats	2003	Nos.	437132
	ii) Pigs	2003	Nos.	26310
	iii) Dogs & Bitches	2007	Nos.	-
	iv) Railways			
	i) Length of rail line	2010-11	Kms	58
	V) Roads			
	(a) National Highway	2010-11	Kms	287
	(b) State Highway	2010-11	Kms	79
	(c) Main District Highway	2010-11	Kms	78
	(d) Other district Roads	2010-11	Kms	359
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	1210
	(f) Kacha Road	2010-11	Kms	-
	(VI) Communication			
	(a) Telephone connection	2010-11		27600
	(b) Post offices	2010-11	Nos.	447
	(c) Telephone center	2010-11	Nos.	-
	(d) Density of Telephone	2010-11	Nos./1000 person	-
	(e) Density of Telephone	2010-11	No. per KM.	-
	(f) PCO Local	2010-11	No.	-
	(g) PCO STD	2010-11	No.	152
	(h) Mobile	2010-11	No.	277578
	(VII) Public Health			

	(a) Allopathic Hospital	2010-11	No.	1
	(b) Beds in Allopathic hospitals		No.	533
	(c) Ayurvedic Hospital		No.	48
	(d) Beds in Ayurvedic hospitals		No.	-
	(e) Unani hospitals		No.	-
	(f) Community health centers		No.	17
	(g) Primary health centers		No.	61
	(h) Dispensaries		No.	-
	(i) Sub Health Centers		No.	-
	(j) Private hospitals		No.	3
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	138
	(b) rural Bank Products		Nos.	-
	(c) Co-Operative bank products		Nos.	-
	(d) PLDB Branches		Nos.	
	(IX) Education			
	(a) Primary school		Nos.	2186
	(b) Middle schools		Nos.	1025
	(c) Secondary & senior secondary schools		Nos.	519
	(d) Colleges		Nos.	27
	(e) Technical University		Nos.	-

2.1 Existing Status of Industrial Areas in the District of Keonjhar

Srl. no	Name of Area	Total Land area	Land allotted	Prevailing Land rate/acre in Rs. in lakhs	Total Sheds	Sheds Allotted	Vacant Sheds	Units in Production
1	Keonjhar	10.000	3.609	20.00	5	4	1	-
2	Barbil	4.172	2.928	20.00	15	15	-	-
3	Matakambada	178.450	161.354	20.00	-	-	-	-

Source: IDCO

Industrial Scenario of Keonjhar

3.1 Industry at a Glance(2010-11)

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	1778
2.	TOTAL INDUSTRIAL UNIT	NO.	4584
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	29
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	24538
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	7793
6.	NO. OF INDUSTRIAL AREA	NO.	3
7.	INVESTMENT OF SMALL SCALE IND.	IN LACS	27387.89
8.	INVESTMENT OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	839958

3.2 Year wise trend of units registered in Keonjhar District (2010-11)

	Year	Number of Registered units	Investment (Rs. in lakhs)	Employment
Up to	1984-85	560	178.48	2964
During	1985-86	28	22.88	355
-do-	1986-87	33	44.89	362
-do-	1987-88	36	16.41	259
-do-	1988-89	17	54.66	186
-do-	1989-90	10	37.15	105
-do-	1990-91	7	184.84	101
-do-	1991-92	9	33.27	152
-do-	1992-93	8	50.13	101
-do-	1993-94	19	28.78	158
-do-	1994-95	23	34.77	339
-do-	1995-96	35	129.97	311
-do-	1996-97	48	101.4	308
-do-	1997-98	56	111.85	459
-do-	1998-99	51	167.34	358

-do-	1999-2000	40	88.64	376
-do-	2000-01	63	323.99	455
-do-	2001-2002	71	471.87	488
-do-	2002-03	71	682.35	376
-do-	2003-04	72	1097.24	394
-do-	2004-05	72	270.51	419
-do-	2005-06	85	747.69	580
-do-	2006-07	63	114.26	233
-do-	2007-08	90	1060.43	1036
-do-	2008-09	73	432.94	516
-do-	2009-10	60	302.56	492
-do-	2010-11	78	831.22	783
Total		1778	7620.52	12666

Source: DI, Odisha

3.3 Details of existing Micro & Small Enterprises and artisan units in the district (2010-11)

NIC Code No.	Type of Industry	Number of units	Investment (Lakh Rs.)	Employment
20 &22	Agro based and Soda water	1106	1974.28	4162
23,24,25 &26	Textile based	444	255.07	1831
27.	Wood/wooden based furniture/Forest based	214	111.15	1060
28.	Paper & Paper products	79	117.05	367
29.	Leather based	23	13.61	104
31.	Chemical/Chemical based	77	364.49	524
30.	Rubber, Plastic & petro based	69	811.35	389
32.	Mineral based(G &C)	591	4308.69	6235
33 &35.	Engineering &Metal based (Steel Fab.)	419	16020.91	4607
36.	Electrical machinery and transport equipment & Electronics	12	6.78	79
97.	Repairing & servicing	1347	2992.1	4310
01.	Others	203	412.41	870
Total		4584	27387.89	24538

Source: DIC, Keonjhar

3.4 Large Scale Industries / Public Sector undertakings

1	PATTANAIK MINERALS(ORIEN ISPAT (P) LTD). ,RAMACHANDRAPUR
2	SUMRIT METALICS (P) LTD. ,SOYABALI ,BARBIL
3	DEEPAK STEEL AND POWER PVT. LTD. ,TOPADIHI ,BARBIL
4	BANSAPANI IRON LTD. ,JARIBAHAL ,JAJANGA
5	GREWAL ASSOCIATES (P) LTD. ,MATKAMBEDA ,BARBIL
6	TATA SPONGE IRON LTD. ,BILEPADA ,JODA
7	KALINGA IRON WORKS LTD. ,MATKAMBEDA
8	TATA IRON & STEEL COMPANY(FERRO ALLOYS) ,BAMNIPAL
9	ADITYA SPONGE AND POWER (P) LTD. ,DUBULAPAL ,TELKOI
10	ORISSA SPONGE IRON LTD. ,PALASPANGA ,
11	OMDC LTD. (SPONGA IRON PLANT) ,THAKURANI
12	N.K.BHUJANI (P) LTD. ,RUGUDI, BARBIL ,JODA
13	SREE METALICS LTD. ,LOIDAPADA ,BARBIL
14	RUNGTA MINES LTD.(SPONGE IRON DIVISION) ,KORAKOTA,BARBIL,KEONJHAR.
15	B.K.STEEL AND POWER (P) LTD. ,ULLIBURU ,NALDA,KEONJHAR
16	HIMA ISPAT LTD. ,LOIDAPADA
17	CRACKERS INDIA ALLOYS LTD. ,GOBARDHANPUR
18	SHRI GANESH SPONGE (P) LTD. ,KUTUGAON
19	EAST INDIA MINERALS (P) LTD. ,BARBIL
20	KAY PEE ENTERPRISES (P) LTD. ,BARBIL
21	SHREE JAGANNATH METALICS ,KHAPARAKHAI,PALASPANGA, KEONJHAR
22	FERRO MANGANESE PLANT (TISCO) ,JODA
23	PATTANAIK STEEL AND ALLOYS PVT.LTD. ,PURUNAPANI,JODA,KEONJHAR
24	DEEPAK STEEL & POWER ,ULIBURU,BARBIL
25	JINDAL STEEL & POWER LTD. ,DEOJHAR,BARBIL
26	ARYA IRON & STEEL LTD. ,MATKAMBEDA,KEONJHAR
27	KALINGA METALIKS & POWER LTD. ,GOPALPUR, KEONJHAR

Directorate of Industries, Odisha

3.5 Major Exportable Item: Steel, Iron products

3.6 Growth Trend: As the district is full of mineral resources, there is ample scope for more number of large enterprises.

3.7 Vendorisation / Ancillarisation of the Industry: There has not been much growth of ancillary industries in the district.However the following industries can be promoted in the district.

♠ Paints

- ♠ General machine parts
- ♠ Lime Stone powder
- ♠ Nitric/Hydrochloric and sulphuric acid
- ♠ Lime
- ♠ Laminated Hessian bags
- ♠ Electric bulbs and tubes etc.
- ♠ Insulated Tapes
- ♠ Stationery items
- ♠ Copper Tapes
- ♠ Armouring wires and stripes
- ♠ Leather and Hand gloves
- ♠ Mulberry and silk production items
- ♠ Cold Storage
- ♠ Fly ash bricks etc.
- ♠ CFL Lamps/LED lamps
- ♠ Machine made Dog-nails
- ♠ Short firing cable
- ♠ Diesel filter elements for all types of diesel engine used in coal mines
- ♠ GI Wires of various sizes
- ♠ Wire ropes
- ♠ Cane/Bamboo Baskets
- ♠ Mining Safety canvas shoes
- ♠ Mining Helmets & Belts
- ♠ MS Pipes, Flanges and sockets
- ♠ GI Pipe fittings
- ♠ Phenyl
- ♠ Cement capsulers
- ♠ Practive cloth
- ♠ Trailing cooper cable of different specification
- ♠ Repairing and renovation of all types of Auto vehicles
- ♠ Copper power cable of different specification
- ♠ Hand glovels
- ♠ Endless Haulege
- ♠ Fire Fighting equipment
- ♠ Tarpauline
- ♠ Mining safe gum boots
- ♠ Leaf spring for vehicles/automobiles
- ♠ Brackling of different sizes
- ♠ Welding cables
- ♠ Wiring cables
- ♠ SDL spares and parts
- ♠ Coal drill spares
- ♠ Water bottle used in coal mines
- ♠ Sarari clamps

3.8. Medium Scale Enterprises:

3.8.1 List of the units in Keonjhar & Near By Area

1. M/s. MSP Sponge Iron Pvt. Ltd., Haladiaguna, Gobardhan, Keonjhar
2. M/s. Kusum Powermate Pvt. Ltd., Khutugaon, Malda, Keonjhar

3.8.2 Major Exportable Item: Sponge iron

3.9 Service Enterprises

3.9.2 Potentials areas for service industry:

- ♠ Dry Cleaning
- ♠ Automobiles servicing/repairing
- ♠ Nursing home/X-Ray Clinic
- ♠ Audio/Video repairing and servicing centre
- ♠ Type writing Institute
- ♠ Tyre resoling
- ♠ Tent House
- ♠ Beauty Parlour
- ♠ Herbal (Ayurvedic) Health Treatment Clinic
- ♠ Industrial consultancy
- ♠ Assembling of Air Cooler,
- ♠ Repair & Servicing of Electrical Home Appliances, etc.

3.10 Potential for new MSMEs:

- ⊕ Mohua oil
- ⊕ Tamarind paste/powder etc.
- ⊕ Broom Sticks
- ⊕ Leaf cups and plates
- ⊕ Bidi manufacturing
- ⊕ Various artistic materials out of bamboo
- ⊕ Bee keeping and honey processing
- ⊕ Herbal medicine
- ⊕ Jhuna/lac etc.
- ⊕ Sabai products like rope, sofa set, toys & other artistic materials
- ⊕ Artistic materials out of cane
- ⊕ Card Board industry
- ⊕ Essential oil out of sal resin
- ⊕ Wood furniture
- ⊕ Wooden electrical accessories
- ⊕ Wooden Pencil
- ⊕ Match Box

- ⊕ Wooden Musical instruments,
- ⊕ Ferromanganese
- ⊕ Agglomerated Iron-Ore
- ⊕ Manganese Ore Processing
- ⊕ Sponge Iron
- ⊕ Soap stone talk powder
- ⊕ Mosaic Tiles
- ⊕ Stone Chips
- ⊕ Quartzite Powder
- ⊕ Glass Stones
- ⊕ China Clay Wares
- ⊕ Mini Steel Plant
- ⊕ Coal Briquette
- ⊕ RCC Hume Pipes
- ⊕ Chalk Crayons
- ⊕ Lime processing unit, etc.
- ⊕ General engineering workshop
- ⊕ Electroplating
- ⊕ Truck and Bus Body Building
- ⊕ Steel furniture and fabrication
- ⊕ Steel Casting
- ⊕ Motor rewinding
- ⊕ Auto leaf spring
- ⊕ Agricultural implements
- ⊕ Gates & Grills
- ⊕ Automobile Garage-Cum-Servicing, etc.

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

There is an Engineering Cluster identified in the district by DIC, Keonjhar, but detailed information in this regard has not been received.

Craft Clusters in the district of Keonjhar

Sl. No.	Name of the Cluster place	Name of the Craft	No. of Craft persons (approx)
1.	Dhakota	Stone Carving	60
2.	Haldharpur (Ghatagaon)	Terracotta	96
3.	Moreigaon	Jute Craft	60

Source: Directorate of H&CI, Orissa, Bhubaneswar

5. General issues raised by Industry Association of the district

1. Non-availability of developed land and industrial shed,
2. Non availability of skilled persons,
3. Non availability of timely and adequate finance to modernize the unit and also adequate working capital,
4. Inordinate delay in getting payments against supply of goods,
5. Complexity of procedure in issuing VAT exemption certificate,
6. Non availability of scarce raw material distributed through Govt. agencies,
7. Lack of proper channel of marketing, transport and communication problems in the district.
8. Frequent power disturbance
9. Lack of adequate industrial and social infrastructure
10. Lack of technical knowhow,
11. Lack of nucleus mother plant around which ancillary units could have come up
12. Limited size of the market and stiff competition

Steps to set up MSMEs

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

Sl. No	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate(EM-II)	District Industries Centre/Directorate of Industries, Govt. of Odisha, Killa Maidan, Cuttack
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute, Govt. of India, College Square, Cuttack/concerned District Industries Centre
3.	Land and Industrial shed	IDCO, IDCO Tower, Rupali Square, Bhubaneswar or local office at Rourkela/DIC
4.	Financial Assistance	Commercial Bank/Odisha State Financial Corporation/National Small Industries Corporation

5.	For raw materials under Govt. Supply	Orissa Small Industries Corporation/ National Small Industries Corporation
6.	Plant and machinery under hire / purchase basis	National Small Industries Corporation
7.	Power/ Electricity	GRIDCO/WESCO
8.	Technical Know –how.	MSME-Development Institute, Govt. of India, College Square, Cuttack/DIC/Private Business Development Service Provider
9.	Quality & Standard	MSME-Development Institute, Govt. of India, College Square, Cuttack/Bureau of Indian Standards
10.	Marketing /Export Assistance	MSME-Development Institute, Govt. of India, College Square, Cuttack/Export Promotion and Marketing
11.	Other Promotional Agencies	Handicrafts & Cottage Industries, Govt. of Orissa, Development Commissioner (Handicrafts), Directorate of Textiles, Govt. of Odisha, Agriculture Promotion and Investment Corporation of Odisha Ltd., Drugs Controller, Directorate of Health & Medicine Etc.