



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Reasi District



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

Carried out by

MSME-Development Institute, J&K-Jammu

(Ministry of MSME, Govt. of India,)

Phone 01912431077, 01912435425

Fax: 01912431077, 01912435425

e-mail: dcdi-jammu@dcmsme.gov.in

web- www.msmedijammu.gov.in

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Brief Industrial Profile of Reasi District

1. General Characteristics of the District

Reasi is one of the oldest towns of the Jammu and Kashmir State. It was the seat of the erstwhile Bhimgarh State, said to have been established by Raja Bhim Dev somewhere in the 8th century. Bhimgarh state now called Reasi was established by Bhim Dev in the eighth century. On records, the successive rulers are known from 1652, when Hari Dev was the king of Jammu. In 1810, under the rule of Diwan Singh, Jammu was under chaos when palace intrigues and mutinies shook the administration. It was at this time that Maharaja Ranjit Singh sent Gulab Singh to take control and Gulab Singh came down heavily against rebels and established the rule of law and order. After having control on the Reasi area he handed over the administration to his trusted commander, General Zorawar Singh who became the King of Jammu in 1822. It remained an independent principality till 1822, when Maharaja Gulab Singh the then King of Jammu consolidated the small states. Up until 1948 Reasi was a part of Jammu, but in the first administrative reorganization of the State undertaken in 1948 the major part of the then district Reasi was merged with district Udhampur, while some areas became part of District Poonch (now Rajouri). Later in year 2006 Reasi was carved out as new district out of District Udhampur.

1.1 Location & Geographical Area.

Reasi is located at a distance of 64 km from Jammu and is bounded by Tehsil Gool-Gulabgarh in the north, Tehsil Sunderbani and Kalakote of District Rajouri in the west, Tehsil Udhampur in the east, Tehsils Jammu and Akhnoor of District Jammu on the south. Reasi sub division has a population of 1,20,380 as per 2001 census with 25.57% Muslims and Hindu majority. Climatically a major part of this Sub-Division falls in sub-tropical zone and the rest in temperate zone. Summers are generally warm and winters cold with snowfall on the high ridges. One of the most beautiful thing about reasi is that in summer the temperature of reasi will be less than most of the districts in jammu and in winter its temperature will be higher than other districts in jammu. so this makes reasi favourable for all kinds of people visiting there.

1.2 Topography

Indian Railways has undertaken the mega-project of construction of a new railway line in the state of Jammu and Kashmir, from Udhampur to Baramulla, which has been declared a national project.^[7] The alignment crosses a deep gorge of the Chenab River, near Salal Hydro Power Dam,^[8] which necessitates construction of a long span bridge. After many deliberations, the configurations of steel arches were found most suitable, on account of aesthetics, economy, and availability of local expertise and construction materials. The Chenab Bridge, 359 m (1,178 ft) above river bed, will be the highest arch bridge in the world, and longest span for a BG rail line with arch span of 480 m (1,570 ft).^[9] This bridge is in the most difficult part of the project which has been assigned to the Konkan Railway Corporation Ltd. Many experts throughout the globe, based on their versatile and relevant experience, have been involved, in order to make this project a success.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in MT tones 2010-2011
MAJOR MINERAL		
1.	Magnetite	Nil
MINOR-		
1.	Boulder, Cushing Stone, Sand Najri, Nalla Muck, Prick Earth, Clay. Deoralime Stone, GSB Stone, Boulders	423530.19 M.Tons

SOURCE:- DIC Reasi

Note: Only one Mining Lease is granted in favour of M/s Jammu & Kashmir Mineral Dev Corporation for **Magnesite** at Panthal, as per available record production is nil

1.4 FOREST

The district is predominantly hilly and the area of 67498 hectare is under forest cover which is about 44 % of the total geographical area of the district.

1.5 Administrative set up.

Reasi district has two tehsils viz., Reasi and Gool-Gulabgarh comprising 4 blocks: Arnas, Mahore, Reasi and Pouni. The district is divided into 255 villages., 9 Niabats, 40 Patwar, and 147 Gram panchayats.

District	Tehsils	Blocks
	Reasi	1.REASI
		2.POUNI
	Gul Bulab Garh	3.ARNAS
		4. MAHORE

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude		DEGREE	74 50 E
	ii) Longitude		DEGREE	33. 05 N
	iii) Geographical Area		Hectares	275178
(B)	Administrative Units			
	i) Sub divisions		Nos	2
	ii) Tehsils		Nos	2
	iii) Sub-Tehsil		Nos	-
	iv) Patwar Circle		Nos	40
	v) Panchayat Simitis		Nos	147
	vi)Nagar nigam		Nos	1
	vii) Nagar Palika		Nos	-
	viii) Gram Panchayats		Nos	255
	xi) Revenue villages		Nos	3
	x) Assembly Area		Nos	

2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos	131789
	ii) Female	2011	Nos	115911
(B)	Rural Population	2011		231638
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	151701
	ii) Forest cover	2010-11	"	67498
	iii) Non Agriculture Land	2010-11	"	28155
	v) cultivable Barren land	2010-11	"	
4.	Forest			
	(i) Forest	2010-11	Ha.	67498
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	171596
	ii) Buffaloes	2007	Nos.	84075
B.	Other livestock			
	i) Goats	2007	Nos.	180200
	ii) Pigs	2007	Nos.	-
	iii) Dogs & Bitches	2007	Nos.	-
	iv) Railways			
	i) Length of rail line	2010-11	Kms	-
	V) Roads			-
	(a) National Highway	2010-11	Kms	-
	(b) State Highway	2010-11	Kms	-
	(c) Main District Highway	2010-11	Kms	-
	(d) Other district & Rural Roads	2010-11	Kms	-
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	
	(f) Kachacha Road	2010-11	Kms	
	(VI) Communication			
	(a) Telephone connection	2010-11		
	(b) Post offices	2010-11	Nos.	34
	(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 Rural	2010-11	No.	
	(g) PCO STD	2010-11	No.	
	(h) Mobile	2010-11	No.	
	(VII) Public Health			
	(a)Allopathic Hospital	2010-11	No.	-
	(b)Beds in Allopathic hospitals		No.	-
	(c)Ayurvedic Hospital		No.	-
	(d)Beds in Ayurvedic hospitals		No.	-
	(e)Unani hospitals		No.	
	(f) Community health centers		No.	2
	(g)Primary health centers		No.	12
	(h)Dispensaries		No.	25
	(i) Sub Health Centers		No.	45
	(j) Private hospitals		No.	-
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	28
	(b) rural Bank Products		Nos.	-
	(c) Co-Operative bank products		Nos.	-
	(d) PLDB Branches		Nos.	-
	(IX) Education			
	(a) Primary school		Nos.	752
	(b) Middle schools		Nos.	356
	(c) Secondary & senior secondary schools		Nos.	74
	(d) Colleges		Nos.	3
	(e) Technical University		Nos.	-

2.1 Existing Status of Industrial Areas in the District Reasi

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	Mini Industrial Estate Gran More Reasi	70 Kanals	70 kanals	1Lakh per Kanal	45 Nos	8	37	No production activity started in the I/E as the land is not formally transferred on the name of I&C Deptt Jammu and the same is under process
	Total	70 Kanals	70 kanals	1Lakh per Kanal	45 Nos	8	37	Do

Source:- DIC, Reasi

3. INDUSTRIAL SCENERIO OF REASI

So far as from the industrial point of view Reasi is a backward district. There are few units engaged in the activities of manufacturing of Soda water & package drinking water, PVC products, Steel fabrication works, Crushed Stone aggregates etc.

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	113 (w.e.f 2001-02 to till date)
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	-
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	3
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	nil
6.	NO. OF INDUSTRIAL AREA	NO.	1
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	-
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	-

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1Up to	1984-85			District Reasi is newly created district in April 2007 , which is carved out from Udhampur district .
2	1985-86			
3	1986-87			
4	1987-88			
5	1988-89			
6	1989-90			
7	1990-91			
8	1991-92			
9	1992-93			
10	1993-94			
11	1994-95			
12	1995-96			
13	1996-97			
14	1997-98			
15	1998-99			
16	1999-2000			
17	2000-01			
18	2001-2002	8	18	22.21
19	2002-03	23	38	12.54
20	2003-04	15	25	11.18
21	2004-05	2	4	0.42
22	2005-06	35	72	131.06
23	2006-07	19	44	23.008
24	2007-08	2	44	18.20
25	2008-09	-	-	-
26	2009-10	4	38	203.51
27	2010-11	3	31	88.02
	Total	111	314	510.148

Source: DIC ,District Reasi

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	06	5.79	10
22	Soda water	01	155	17
23	Cotton textile	-	-	-
24.	Woolen, silk & artificial Thread based clothes.	-	-	-
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	29	5.01	48
27.	Wood/wooden based furniture	05	14.58	12
28.	Paper & Paper products	-	-	-
29.	Leather based	16	2.36	24
31.	Chemical/Chemical based	05	9.14	14
30.	Rubber, Plastic & petro based	02	103.7	66
32.	Mineral based	04	166.52	46
33.	Metal based (Steel Fab.)	10	9.68	22
35.	Engineering units	-	-	-
36.	Electrical machinery and transport equipment	11	7.4	16
97.	Repairing & servicing	14	6.11	24
01.	Others	10	24.85	15
	Kachori Making	-	-	-
	Total	113	510.14	314

Source: DIC, Reasi district

3.4 Large Scale Industries / Public Sector undertakings	NIL
3.5 Major Exportable Item	Nil
3.6 Growth Trend	Nil
3.7 Vendorisation / Ancillarisation of the Industry	Nil

3.8. Medium Scale Enterprises

Nil

3.8.2 Major Exportable Item	Nil
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3.9 Service Enterprises

At present there is no big Service Enterprise register in the district but the Small Service Unit like Repair & Service of TV, Inverter, Stabilizers etc are functional

3.9.2 Potentials areas for service industry

As district Reasi is enjoying distinction among other districts on religious front. As the world famous Holy Cave of Shri mata vaishno Devi Ji, Shiv Khori cave are located in the district. Baba Jeeto mall Holi Place at Aghar is also in the Reasi district. Being hub of Pilgrims there is good scope of Hotel & Restaurant Industry as well as other servicing Industries in the district.

3.10 Potential for new MSMEs

Being hub of pilgrims, there is a good scope of paper & paper products and disposable Industries in the district.

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS	Nil
4.1.1 Manufacturing Sector	Nil
4.1.2 Service Sector	Nil

4.2 Details for Identified cluster

NIL

<u>Present status of clusters:-</u>	Nil
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5. General issues raised by industry association during the course of meeting

There is no such Industrial Association in the district as it is a newly created

***. 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, Reasi
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	ITCO, Exhibition Ground Jammu
3.	Land and Industrial shed	SICOP, SIDCO
4.	Financial Assistance	J&K Bank, SBI, PNB, ED Bank , , Punjab & Sind Bank Reasi JKFC jammu JKDFC, IInd Floor , Gandhinagar Jammu
5.	For raw materials under Govt. Supply	SICOP,
6.	Plant and machinery under hire / purchase basis.	NSIC , Exhibition Ground Jammu
7.	Power/ Electricity	PDD, J&K State
8.	Technical Know –how.	-District Industries Centre, reasi -MSME DI I/E Digiana

		jammu
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9.	Quality & Standard	BIS , Chandigarh
10.	Marketing /Export Assistance	-Directorate of Industries & Commerce , Jawar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana jammu
11.	Other Promotional Agencies	-EDI , Jawar Udyog Bhavan Rail Head Complex Jammu, -MSME DI I/E Digiana Jammu