



Brief Industrial Profile Of District

MANSA



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1. General Characteristics of the District

Mansa, one of the seventeen districts of Punjab State, came into existence on 13 April 1992¹. It is named after the headquarters town of Mansa. The town is said to have been founded by Bhai Gurdas who belonged to village Dhingar now in Mansa District. The district of Mansa with headquarters at Mansa was created on 13 April 1992. Mansa, formerly a subdivision of Bathinda District was excluded from the district and was created as a separate district. Budhlada and Jhunir were made tahsils/subdivisions of Mansa District. Sardulgarh has been made new tahsil/subdivision of Mansa District by abolishing Jhunir Tahsil/Subdivision on dated 13 September 1993. Now the district comprises of three tahsils with subdivisional headquarters at Mansa, Budhlada and Sardulgarh. Besides, there was one sub-tahsil viz. Bareta which was formed on 20 July 1995.⁴ Now the district has been included in the Faridkot Division

1.1 Location & Geographical Area.

Mansa is one of the three districts of the Faridkot Division. It is one of the southern districts of the Punjab State and lies between north latitude 29°-33' to 30°-13' and between east longitude 75°-10' to 75°-47'. It is bounded by the Sangrur and Bathinda districts in the north, east and west and Haryana State in the south. According to the Director of Land Records of Punjab the total area of the Mansa District in 1999-2000 was 2,138.99 sq. km. Mansa District is one of the smallest districts in terms of area in the State. It ranked twelfth in terms of area in the State.

1.2 Topography

The Mansa District forms part of Satluj-Ganga plain and is characterized by low lying flat area. The elevation of the land surface ranges from 208 meters in the southwest to 233 meters in the northeast. Thus the slope of the ground is from northeast to southwest. The range of elevation in the district is about 15 meters. Hence gentle slope is characteristic feature of the area. The Ghaggar River crosses the district through its southern part running in the northeast to southwest direction and doing some geomorphic work in the southern part of the district. On a macroscale this area may be considered as one landform unit but at macroscopic scale the topographical variation may be delineated which is due to flooding of river and presence of sand dunes in some part of the district.

The monotony of the plain surface is broken by presence of sand ridges. Which are residuals of sand dunes in different parts of the district. These sand dune features were quite apparent few decades ago but due to development of agriculture many of these were leveled down but the residuals of these dunes break the monotony of the landscape. The sand dune is a ridge of sand which can assume various forms. Here, in this district linear sand ridges can be observed here and there.

1.3 Availability of Minerals.

1.3.1 Kankar.- *Kankar*, popularly known as *rore* in the area, occurs mainly in two different forms viz. hard and compact sheet (hard pan deposit) and nodules. The bedded form of the hard and compact sheet of *kankar* occurs usually over the nodular variety and varies in thickness from 10 centimeter to about a meter. The soil zones containing nodular variety of *kankar* range in thickness from 10 centimetre to 2.00 metre. The content of *kankar* in the soils range from 2 to 80%.

The pea size *kankar* nodules are generally associated with the *pandoo* and other clays, small size nodules with the clayey soils, medium to big size fragments with the sandy soils and large size nodules with the pure sand horizons. Thus, the size of the *kankar* increases with the increase in the grain size of sediments. The frequency factor of such nodules is inversely related to the permeability of the associated soil zones. Thus, though the sands contain normally large size nodules of *kankar* these are sparsely distributed in the sand.

1.3.2 Alkaline Earth.- Alkaline earth occurs in patches in the area, around Bareta, Kishangarh, Sanghreri, Juglan, Khewa Khurd, Hiron Kalan, Bhikhi, Dhaipai and Bhalowan. Out of these, Bareta, Kishangarh, Khewa Khurd and Hiron Kalan contain substantial deposits.

1.3.3 Salt Petre.- Salt petre occurrences have been located at Sanghreri. Ghandh Khurd, Mandi Kalan, Biroke Kalan, Kishangarh, Bhikhi, Dhalewan and Bareh.

Groundwater.-Water bearing formations in the area mainly include fine to medium grained sand or sand and *kankar* with little admixture of clay. At shallow depths the groundwater occur under water table conditions and in deeper aquifers occur under confined conditions. The groundwater quality is good close to the Ghaggar River but in other parts the degree of mineralization is quite high, rendering the groundwater unfit both for irrigation and drinking purposes

1.4 FOREST

The Divisional Forest Officer with headquarters at Mansa looks after forestry in the district. This division has been divided into two ranges, i.e Mansa and Budhlada. The area under forests in the State is much lower i.e only 5.7 per cent of the total area of the State. The Mansa District is known for high velocity dust storms and shifting of sand dunes because it is very close to Rajasthan desert. The total area under forests in the district during 1999-2000 was 2,687.50 hectares.

1.5 Administrative set up.

The Mansa District comprised of 244 villages (238 inhabited and 6 uninhabited) with 244 gram Panchayat spread over three tahsils viz. Mansa, Budhlada and Sardulgarh. There were 5 towns viz. Mansa, Budhlada, Bareta, Bhikhi and Sardulgarh in the district.

2. DISTRICT AT A GLANCE

| S. | Particular | Year | Unit | Statistics |
|-----------|--|---------|----------|----------------------|
| 1 | Geographical Features | | | |
| (A) | Geographical Data | | | |
| | i) Latitude | | | 29° -33' to 30° -13' |
| | ii) Longitude | | | 75° -10' to 75° -47' |
| | iii) Geographical Area | | Hectares | 219000 |
| (B) | Administrative Units | | | |
| | i) Tehsils /Sub divisions | 2011 | Nos. | 3 |
| | ii) Sub-Tehsil | 2011 | Nos. | 4 |
| | iii) Blocks | 2011 | Nos. | 5 |
| | iv) Panchayat Simitis | 2011 | Nos. | 5 |
| | v) Nagar nigam | 2011 | Nos. | 0 |
| | vi) Nagar Palika | 2011 | Nos. | 2 |
| | vii) Gram Panchayats | 2011 | Nos. | 244 |
| | viii) Inhabited villages | 2011 | Nos. | 238 |
| | ix) Assembly Area | 2011 | Nos. | 3 |
| 2. | | | | |
| (A) | Sex-wise | | | |
| | i) Male | 2011 | Nos. | 366446 |
| | ii) Female | 2011 | Nos. | 322312 |
| (B) | Rural Population | | | |
| | i) Male | 2011 | Nos. | 290763 |
| | ii) Female | 2011 | Nos. | 255566 |
| (C) | Urban Population | | | |
| | i) Male | 2011 | Nos. | 75683 |
| | ii) Female | 2011 | Nos. | 66746 |
| 3. | | | | |
| A. | Land utilization | | | |
| | i) Total Area | 2010-11 | Hectare | 214000 |
| | ii) Forest cover | 2010-11 | “ | 3000 |
| | iii) Barren and uncultivable land | 2010-11 | “ | -- |
| | iv) Non Agriculture Land | 2010-11 | “ | 15000 |
| | v) Misc. (Cultivable waste & Fallow land) | 2010-11 | “ | 7000 |
| | vi) Net area sown | 2010-11 | “ | 190000 |
| | vii) Area sown more than once | 2010-11 | “ | 176000 |
| | viii) Total cropped area | 2010-11 | “ | 366000 |
| 4. | Forest | | | |
| | (i) Forest | 2010-11 | Hectare | 3000 |
| 5. | Live Stock & Poultry | | | |
| A. | Cattle | | | |
| | i) Cows | 2007 | Th Nos. | 55.68 |
| | ii) Buffaloes | 2007 | “ | 233.08 |

| | | | | |
|----|--------------------------------------|---------|---------|--------|
| B. | Other livestock | | | |
| | (a) Horses & Ponies | 2007 | Th Nos. | 1.17 |
| | (b) Donkeys | 2007 | Th Nos | 0.12 |
| | (c)Mules | 2007 | “ | 0.60 |
| | (d) Sheep | 2007 | “ | 18.54 |
| | (e) Goats | 2007 | “ | 18.34 |
| | (f) Pigs | 2007 | “ | 0.78 |
| C | Poultry | | Th Nos. | 216.98 |
| 6 | Transport | | | |
| | Roads | | | |
| | (a) National Highway | 2010-11 | Kms | - |
| | (b) State Highway | 2010-11 | Kms | 2201 |
| | (c) Roads maintained by local bodies | 2010-11 | Kms | 2091 |
| 7 | Communication | | | |
| | (a) Telephone connection | 2010-11 | Nos. | 17591 |
| | (b) Post offices | 2010-11 | Nos. | 100 |
| | (c) Telegraph office | 2010-11 | Nos. | - |
| | (d) Telephone Exchange | 2010-11 | Nos. | 54 |
| | (e) Public Call Offices | 2010-11 | Nos. | 289 |
| 8 | Public Health | | | |
| | (a) Allopathic Hospital | 2011 | Nos. | 2 |
| | (b) Beds in Allopathic hospitals | 2011 | Nos. | 130 |
| | (c)Ayurvedic Institutions | 2011 | Nos. | 12 |
| | (d) Homoeopathic Institutions | 2011 | Nos. | 2 |
| | (e) Community health centers | 2011 | Nos. | 4 |
| | (f) Primary health centers | 2011 | Nos. | 14 |
| | (g) Dispensaries | 2011 | Nos. | 38 |
| 9 | Banking Sector | | | |
| | (a) State Bank of India | 2010 | Nos. | 8 |
| | (b) State Bank of Patiala | 2010 | Nos. | 17 |
| | (c) Punjab National Bank | 2010 | Nos. | 10 |
| | (d) Other Commercial Banks | 2010 | Nos. | 37 |
| | (e) Co-operative Banks | 2010 | Nos. | 22 |
| 10 | Education | | | |
| | (a) Primary school | 2010 | Nos. | 336 |
| | (b) Middle schools | 2010 | Nos. | 115 |
| | (c) High schools | 2010 | Nos. | 90 |
| | (d) Senior Secondary Schools | 2010 | Nos. | 77 |
| | (e) Colleges | 2010 | Nos. | 7 |

| | | | |
|-----------------------------------|------|------|---|
| (f) Universities | 2010 | Nos. | - |
| (g) Polytechnic Institutions | 2010 | Nos. | 3 |
| (h) Tech. Ind. Art & Craft School | 2010 | Nos. | 4 |
| (i) I.T.Is | 2010 | Nos. | 1 |

3. Industrial Scenario of District Mansa

3.1 Existing Status of Industrial Areas in the District Mansa

The District has no Industrial Focal Pint, Industrial Estate or industrial area developed by authority.

3.2 Industry at a Glance (2010-11)

| Sr. No. | Head | Unit | Particulars |
|---------|---|----------|-------------|
| 1. | Registered Micro & Small Unit | No. | 1974 |
| 2. | Registered Medium & Large Unit | No. | Nil |
| 3. | Employment in MSE Sector | No. | 7276 |
| 4. | Employment in Large and Medium Industries | No. | Nil |
| 5. | No. of Industrial Areas | No. | Nil |
| 6. | Turnover of MSE Sector (In Lakh) | Rs. Lakh | 40382.60 |
| 7. | Turnover of Large & Medium Sector | Rs. Lakh | Nil |

3.3 Year Wise Trend of Units Registered

| YEAR | No. of Registered Units | Employment (No.) | Investment (Lakh Rs.) |
|--------------|-------------------------|------------------|-----------------------|
| Upto 2000-01 | 1912 | 6451 | 2660.71 |
| 2001-02 | 08 | 66 | 76.0 |
| 2002-03 | 11 | 184 | 385.07 |
| 2003-04 | 04 | 56 | 78.25 |
| 2004-05 | 04 | 56 | 36.08 |
| 2005-06 | 07 | 108 | 167.26 |
| 2006-07 | 04 | 76 | 138.00 |
| 2007-08 | 03 | 79 | 92.78 |
| 2008-09 | 03 | 29 | 26.07 |
| 2009-10 | 08 | 48 | 78.38 |
| 2010-11 | 10 | 123 | 610.75 |
| Total | 1974 | 7276 | 4349.35 |

Source: DIC, Mansa

3.4

Details of Existing Micro & Small Enterprises and Artisan Units in the District

| NIC Code | Types of Industry | Units (No.) | Employment (No.) | Investment (Rs. Lakh) | Production (Rs. Lakh) |
|----------|--------------------------------------|-------------|------------------|-----------------------|-----------------------|
| 15 | Mfg. of Food Products Beverages | 134 | 1196 | 1101.00 | 13661.00 |
| 17 | Mfg. of Textiles | 19 | 480 | 286.00 | 7047.00 |
| 19 | Leather & Leather Products | 88 | 170 | 45.00 | 252.00 |
| 20 | Mfg. of Wood Products | 31 | 114 | 44.00 | 86.00 |
| 22 | Printing / Publishing | 7 | 25 | 5.00 | 20.00 |
| 23 | Coke & Refined Petroleum Prod. | 5 | 80 | 154.00 | 400.00 |
| 24 | Chemicals & Chemical Products | 14 | 86 | 37.20 | 479.00 |
| 25 | Rubber & Plastic Products | 15 | 51 | 185.00 | 1120.00 |
| 26 | Other Non-Metallic Products | 14 | 301 | 119.00 | 1073.00 |
| 28 | Fabricated Metal Products | 21 | 57 | 52.00 | 468.00 |
| 29 | Machinery & Equipments | 109 | 399 | 119.15 | 1133.00 |
| 31 | Electrical Machinery & Apparatus | 16 | 64 | 89.00 | 586.00 |
| 33 | Medical Precision & Optical etc. | 2 | 6 | 1.00 | 90.00 |
| 34 | Motor Vehicles Trailers etc. & Parts | 57 | 299 | 104.00 | 466.00 |
| 35 | Mfg. of other Transport Equipment | 2 | 6 | 1.00 | 3.00 |
| 36 | Mfg. of Furniture Mfg. N.E.C | 77 | 238 | 157.00 | 770.00 |
| 50 | Maintenance & Repair of Motor Veh. | 85 | 188 | 63.00 | 44.00 |
| 52 | Maintenance & Repair Household | 60 | 128 | 52.00 | 178.00 |
| 63 | Cold Storage | 10 | 58 | 398.00 | 171.00 |
| 64 | Electronic | 1 | 2 | 2.00 | 4.00 |
| 74 | Other Business Activities | 6 | 31 | 107.00 | 228.00 |
| | Sub Total | 773 | 3979 | 3121.35 | 28279.00 |
| | Artisan Units (Non-SIDO) | 1201 | 3297 | 1228.00 | 12103.60 |
| | Grand Total | 1974 | 7276 | 4349.35 | 40382.60 |

Source DIC, Mansa

3.5 Large Scale Industries / Public Sector undertakings

There is no Large Industries in Mansa District.

3.5.1 Major Exportable Item

Nil

3.5.2 Growth Trends:

Nil

3.5.3 Vendorisation / Ancillarisation of the Industry

The investment in large sector shall open new avenues for vendarisation/ ancilarisation of local MSE in the district.

3.6 Medium Scale Enterprises

There is no Medium Scale in Mansa District.

3.6.1 List of the units in Mansa

Nil

3.6.2 Major Exportable Item

Nil

3.7 Service Enterprises

3.7.1 Existing Service Sector:

The service industry of Mansa mainly includes repair & servicing of motor vehicles, motor cycles / Truck, auto, TV, watch, cycle, cold storage, cable, colour film, photo state etc.

3.7.2 Potentials areas for service industry

| | | |
|--|--|-----------------------|
| 1. Servicing and repairing of automobile component | 2. Servicing and repairing of Electronic items | 3. Designer Boutique |
| 4. Beauty & Health Care | 5. Electronic repairing | 6. Tiffin Service |
| 7. Transportation | 8. Coaching Centers | 9. Computer Education |

3.8 Unregistered Sector

The data on unregistered sector in Mansa 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 & 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.

3.9 Potential for new MSMEs

| | | |
|----------------------------|----------------------------------|--------------------------|
| 1. Agricultural Implements | 2. Food processing | 3. Food Oil Expellers |
| 4. Packaging Materials | 5. Parts of Industrial Machinery | 6. Milk Products |
| 7. Electronics repairing | 8. Auto Parts & Components | 9. Book Binding |
| 10. Paper Bags | 11. Biscuits And Bakery | 12. Tissue Paper Napkins |
| 13. Ice Cream & Ice Candy | 14. Leather Shoes | 15. Confectionery Items |

4. Existing Clusters of Micro & Small Enterprise

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. Agricultural Implements in Mansa
2. Wheat Cutter in Mansa

4.1.2 Service Sector:

Repair & Servicing of Agriculture implements in Mansa.

4.2. Details of Identified clusters:

The district has no identified cluster.

5. General issues raised by Industrial Associations of Mansa

- a) Develop Industrial focal point for agricultural implement.
- b) High rate of electricity charges.
- c) Insufficient supply of skilled labor.
- d) Insufficient supply of water.

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 |