



सत्यमेव जयते

**Government of India**

**Ministry of MSME**

**Brief Industrial Profile of Nayagarh District**



सूक्ष्म, लघु एवं मध्यम उद्यम

**MICRO, SMALL & MEDIUM ENTERPRISES**

Carried out by

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## **Nayagarh**

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

Birth history of Nayagarh in the thirteenth century is an important chapter in the political history of Odisha. Suryamani of Baghela dynasty came to Puri on a pilgrimage from "Rewa" of Madhya Pradesh and established his kingdom at Nayagarh. When British captured Odisha, Binayak Singh was the King of Nayagarh and the great Jadumani was his poet. Nayagarh district owes its name to its Hqr. Town Nayagarh. It was created in two phases. Firstly the ex-states of Nayagarh, Khandapara, Ranapur and Dasapalla were merged with the State of Orissa on 1.1.1948 enhancing the jurisdiction of Puri district by forming a separate sub-division with Hqrs. at Nayagarh. Secondly in the year 1993 the Government of Orissa divided the erstwhile Puri district into three districts, namely, Puri, Khordha and Nayagarh. The present Nayagarh district was a part of un-divided Puri district consisting of one sub-division i.e. Nayagarh sub-division.

#### **1.1 Location & Geographical Area:**

The Nayagarh District is located towards the west of Puri district surrounded by Cuttack district in the North, Kandhamal district in the West, Ganjam district in the South and Khurda district in the East. The District of Nayagarh lies between 19° 54' to 20° 32' North latitude and 84° 29' to 85° 27' East longitude. This district is in the higher altitude than the sea level. The total geographical area of the district is 3890 sq. mtrs. as per land record.

#### **1.2 Topography:**

The district has a rectangular shape stretching from north-west to south-east direction. This district is situated in the hilly ranges in the West and its North Eastern parts has formed a small well cultivated fertile valleys intersected by small streams. River Mahanadi flows through the district and other small rivers like Kusumi, Brutanga, Malaguni, Kuanria, Dahuka and Buddhabuddhiani also flows through the district. These rivers make the district a fertile area.

#### **1.3 Availability of Minerals:**

Though this district has been endowed with large forest area, no minerals in large quantity which can be explored in commercial purpose found in the district.

#### **1.4 Forest:**

The land area under forest is 2,08,000 hectre in the district. The various minor forest produce of the district are - Babool seed, Sikakai, Talamakhan, Polas, Chakunda, gill, Nageswear seed, Mahua, sesum, Siali, Mango Kernel, Karanja, Bena Chera, Neem seed and many others. Also teak, sal and other major trees are found in the forest of Nayagarh district.

## 5 Administrative set up:

NAYAGARH city is the Divisional headquarter of Nayagarh District. For administrative purpose the district has been divided into 1 Sub Division, 8 Tehsils (Nayagarh, Daspalla, Ranpur, Khandapara, Gania, Bhapur, Nuagaon, Odagaon), 8 CD Blocks and 02 N.A.Cs (Nayagarh, Khandapara). There are 179 Gram Panchayats, 1531 Inhabited Villages and 164 uninhabited villages. Also 04 Nos. of Assembly Constituencies falls in the district namely, Nayagarh, Daspalla, Khandapara & Ranpur.

01. Sub Division-01
02. Tehsils-08
03. CD Blocks-08
04. Gram Panchayats-179
05. No. of NACs-02
06. Census Villages-1695(Both Inhabited & Uninhabited)
07. No. of Police Station including Mahila P.S-13

## 2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude		Degree	<b>19° 54' to 20° 32' North</b>
	ii) Longitude		Degree	<b>84° 29' to 85° 27' East</b>
	iii) Geographical Area		Sq. Kms	<b>3890</b>
(B)	<b>Administrative Units</b>			
	i) Sub divisions	2012	No.	1
	ii) Tehsils	2012	No.	8
	iii) Sub-Tehsils	2012	No.	
	iv) Patwar Circle	2012	No.	
	v) Panchayat Samitis(CD Blocks)	2012	No.	8
	vi) No. of Municipalities & Corporation	2012	No.	Nil
	vii)No. of NACs	2012	No.	2
	viii) Gram Panchayats	2012	No.	179
	ix) Census villages(Both Inhabited & Uninhabited)	2012	No.	1695

	x) Assembly Area	2012	No.	4
2	<b>Population(2011 Census Provisional)</b>			
(A)	Sex-wise			
	i) Male	2011	'000	502
	ii) Female	2011	'000	460
(B)	Rural Population	2011	'000	882
3	<b>Agriculture</b>			
	Land utilization			
	i) Total Area	2010-11	'000 hectre	389
	ii) Forest cover	2010-11	'000 hectre	208
	iii) Non Agriculture Land	2010-11	'000 hectre	25
	iv) Barren & Culturable land	2010-11	'000 hectre	6
4	<b>Forest</b>			
	(i) Forest	2010-11	'000 hectre	208
5.	<b>Livestock &amp; Poultry</b>			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2007	No	222946
	ii) Buffaloes	2007	No	48577
	Other livestock			
	i) Goats	2007	No	126251
	ii) Pigs	2007	No	5400
	iii) Dogs & Bitches	2007	No	-
	iv) Poultry	2007	No	179325
	<b>Railways</b>			
	i) Length of rail line	2012	Km	0
	<b>V) Roads</b>			
	(a) National Highway	2010-11	Km	99
	(b) Express highway	2010-11	Km	0
	(c) State Highway	2010-11	Km	0
	(d) Major District Road	2010-11	Km	203
	(e) Other District Road	2010-11	Km	8
	(f) Rural road	2010-11	Km	530
	(g) G.P. Road	2009-10(P)	Km	2822
	(h) Panchayat Samiti Road	2010-11	Km	853
	(f) Forest Road	2010-11	Km	370
	<b>(VI) Communication</b>			
	(a) Telephone connection			125889
	(b) Post offices	As on 31.03.2011		204
	(c) Telephone center			-
	(d )Density of Telephone			-
	(e) Density of Telephone			-
	(f) PCO Local	(As on 31.03.12)		519
	(g) PCO STD	(As on 31.03.12)		1724
	(h) Mobile	(As on 31.03.12)		708703
	<b>(VII) Public Health</b>			

	(a) Allopathic Hospital	31.03.2011	No	50
	(b) Beds in Allopathic hospitals	31.03.2011	No	489
	(c) Ayurvedic Hospital	2006-07	No	15
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Unani hospitals		No	-
	(f) Community health centers	31.03.2011	No	12
	(g) Primary health centers	31.03.2011	No	37
	(h) Dispensaries	31.03.2011	No	-
	(i) Sub Health Centers	31.03.2011	No	166
	(j) Private hospitals	31.03.2011	No	05
	(k) Mobile Health Unit	31.03.2011	No	01
	<b>(VIII) Banking commercial</b>	As on 31.03.2012		
	(a) Commercial Bank Branches	-do-	No	49(02 Pvt. Banks)
	(b) Rural Bank Branches	-do-	No	24
	(c) Co-Operative bank Branches	-do-	No	13
	(d) PLDB Branches	-do-	No	-
	<b>(IX) Education</b>			
	(a) Primary school	2010-11	No	1060
	(b) Middle schools(Upper Primary)	2010-11	No	622
	(c) Secondary & senior secondary schools(Junior Colleges)	2010-11	No	240
	(d) Colleges	2010-11	No	20
	(e) Technical University	2010-11	No	-

Source: District at a Glance 2012, Govt. of odisha  
Annual Credit Plan 2012-13

\*Data on Telephone Connection is of Bhubaneswar Telecom district which includes Nayagarh district.

## 2.1 Existing Status of Industrial Areas in the Nayagarh District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigation free land	Land rate/ Acre/ Rs in lakh	Total Shed	Sheds allotted /used otherwise	No. of Units in Production
01	NAYAGARH	5.990	5.220	0.260	10.00	8	8	9
<b>Total</b>		<b>5.990</b>	<b>5.220</b>	<b>0.260</b>	<b>10.00</b>	<b>8</b>	<b>8</b>	<b>9</b>

Source: IDCO, Bhubaneswar  
DIC, Nayagarh.

## 3. INDUSTRIAL SCENERIO OF NAYAGARH DISTRICT:

### 3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	REGISTERED INDUSTRIAL UNIT	No.	643
2	TOTAL INDUSTRIAL UNIT(GIP)	No.	1006
3	REGISTERED MEDIUM & LARGE UNIT	No.	01
4	TOTAL EMPLOYMENT IN REGD. SMALL SCALE INDUSTRIES	No.	4045
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No.	345
6	NO. OF INDUSTRIAL AREA	No.	01
7	INVESTMENT IN P&M OF SMALL SCALE IND.	In Lakhs	5269.16
8	INVESTMENT IN P&M OF MEDIUM & LARGE SCALE INDUSTRIES	In Lakhs	1400

### 3.2 YEAR WISE TREND OF UNITS REGISTERED (starting from 1984-85 upto 2010-11):

Sl. No.	Year	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up To	1984-85	118	682	2876.66
During	1985-86	24	276	28.23
	1986-87	19	151	12.62
	1987-88	27	170	18.67
	1988-89	32	203	24.1
	1989-90	20	100	13.2
	1990-91	15	108	8.86
	1991-92	19	121	14.66
	1992-93	6	61	7.4
	1993-94	3	21	1.01
	1994-95	9	53	4.48
	1995-96	7	35	9.78
	1996-97	5	48	984.43
	1997-98	1	3	0.97
	1998-99	20	111	659.84
	1999-2000	6	31	14.28
	2000-01	11	98	16.5
	2001-02	21	108	18.27
	2002-03	14	64	5.55
	2003-04	29	181	25.79
	2004-05	38	175	27.58
	2005-06	40	199	24.79
	2006-07	25	110	14.38
	2007-08	26	103	17.51
	2008-09	38	321	83.13
	2009-10	30	197	266.99
	2010-11	40	315	89.48
	Total	643	4045	5269.16

Source: Directorate of Industries, Odisha

### 3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT:

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (lakh Rs.)	EMPLOYMENT
20	FOOD AND ALLIED	203	1953.32	1179
31	CHEMICAL & ALLIED	24	73.44	172
36	ELECTRICAL & ELECTRONICS	8	14.61	32
35	ENGINEERING & METAL BASED	131	479.54	662
27	FOREST & WOOD BASED	51	155.64	345
32	GLASS & CERAMICS	34	132.22	321

29	LIVESTOCK & LEATHER	5	5.9	16
28	PAPER & PAPER PRODUCT	17	40.58	65
30	RUBBER & PLASTICS	13	36.33	50
23	TEXTILES	78	209.15	592
01	MISC. MANUFACTURING	39	123.83	134
97	REPAIRING & SERVICING	402	1004.08	1268

Source: Directorate of Industries, Odisha

### 3.4 Large Scale Industries / Public Sector undertakings:

Name of the Unit	Name of the produce
M/s Nayagarh Sugar Complex Ltd. Panipoila	Sugar

### 3.5 Major Exportable Item: Sugar

### 3.6 Growth Trend:

The only large scale unit in the district is not growing as expected because of some managerial problem. The unit's operation is also now becoming seasonal.

### 3.7 Vendorisation/Ancillarisation of the Industry:

The only Large scale Industry existing in the District is Nayagarh Sugar Complex Ltd at Panipoila, Dist-Nayagarh. It started functioning on 28.11.2004. HDPP bags for packing of sugar & Engineering Workshop can be set up for providing Ancillarisation purpose to the large unit. Also units can be set up like spirit & gudakhu out of molasses, sugar candy as downstream industries.

### 3.8. Medium Scale Enterprises

#### 3.8.1 List of the units in NAYAGARH & Near By Area:

No medium Scale Enterprise has been set up in the district

#### 3.8.2 Major Exportable Item: NA

#### 3.9.1 Service Enterprises:

01. Automobile garage.
02. Computer Training Institute
03. DTP Centre & Internet Café
04. Mobile Repairing Centre
05. Small Hotels & Restaurants.
06. Repairing & Servicing of Electrical Appliances.



### **3.9.2 Potentials areas for service industry:**

The district of Nayagarh is industrially very less developed district. The potential for service industry in the district is immense as the district has been bestowed with many beautiful scenic spots. Many people visits through out the year scenic spots of the district like Kuanria, Kuturi, Tarabalo & Ranpur. Places like Sarankul, Kantilo, Odagaon and many other attracts a large number of pilgrims to the district. Service units like Small Hotels & Restaurants have very good scope to come up in the district .The State Highway No. 1 has been converted to National Highway and the work has been undergoing in a very fastest speed, once completed it will give a boost to industrial development in the district as communication to the State Capital and nearby areas will be more easier & faster.

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

01. Rice Mill
02. Dal Mill
03. Ayurvedic Medicine Pharmacy
04. Leaf Cup & Plates
05. Small Hotels & Restaurants
06. Mustard Oil
07. Bee Keeping
08. Broom binding
09. Bamboo/ Wood Craft.
10. Paper Mill
11. Cement concrete products.
12. Aluminum utensils.
13. Washing Soap/ Detergent Powder
14. Power loom
15. Readymade garments.
16. Brass & Bell Metal Utensil/ Decorative products.
17. Spices Manufacturing.
18. Sugar Candy.

19. Leather Products Manufacturing.
20. Packaged Drinking Water
21. Bakery Items.

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

No Cluster Approach has been taken up in the district.

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

During the course of meeting the following points were raised by the members of Industry Associations in the district.

01. Credit availability to the entrepreneurs is not smooth and adequate
02. There is no land available for Industrial Development from IDCO in the district.
03. The MSMEs of the district should be helped in Marketing their product.
04. Non availability of Technical Personnel in the district due to non existence of Technical Institutes in the District.
05. Regular Power Cut & Low Voltage.

## 6.STEPS TO SET UP MSMEs:

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSEs. So, 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-I) & Permanent Registration Certificate (EM-II)	<ul style="list-style-type: none"> <li>• Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack.</li> <li>• General Manager, DIC, All Districts.</li> </ul>
2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> <li>• MSME Development Institute, Vikash Sadan, College Square, Cuttack</li> </ul>

<b>3.</b>	Land and Industrial shed	<ul style="list-style-type: none"> <li>• MD, IDCO, IPICOL House, Janpath, Bhubaneswar</li> </ul>
<b>4.</b>	Financial assistance	<ul style="list-style-type: none"> <li>• MD, OSFC, OMP Square, Cuttack</li> <li>• MD, IPICOL, Janpath, Bhubaneswar</li> <li>• Director, KVIC, 6, Budha Nagar, Bhubaneswar</li> <li>• Secretary, KVIB, Near Rupali Square, Bhubaneswar</li> <li>• General Manager, NABARD, Nayapalli, Bhubaneswar</li> <li>• General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar</li> <li>• Nationalized Banks</li> </ul>
<b>5.</b>	For raw materials under Govt. supply	<ul style="list-style-type: none"> <li>• M.D, OSIC, Khapuria Industrial Estate, Cuttack</li> </ul>
<b>6.</b>	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> <li>• Regional Manager, NSIC, Abdul Hamid Street, Kolkata</li> <li>• Sr. Branch Manager, NSIC, Link Road, Cuttack</li> </ul>
<b>7.</b>	Power/Electricity	<ul style="list-style-type: none"> <li>• Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar</li> <li>• Chairman, CESCO, IDCO Tower, Bhubaneswar</li> </ul>
<b>8.</b>	Technical Know-how	<ul style="list-style-type: none"> <li>• Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003</li> </ul>
<b>9.</b>	Quality & standard	<ul style="list-style-type: none"> <li>• Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs &amp; Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar</li> <li>• Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar</li> <li>• Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003</li> </ul>
<b>10.</b>	Marketing/Export assistance	<ul style="list-style-type: none"> <li>• Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack - 753003</li> <li>• Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar.</li> <li>• Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar</li> <li>• Sr.Branch Manager, NSIC, Link Road, Cuttack.</li> </ul>

<b>11.</b>	Other Promotional Agencies	<ul style="list-style-type: none"> <li>• MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar</li> <li>• Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar</li> <li>• Director, Animal Husbandry &amp; Veterinary Services, Mangalabag, Cuttack</li> <li>• Director, Handicraft &amp; Cottage Industries, Saheed Nagar, Bhubaneswar</li> <li>• Director of Textiles, Satya Nagar, Bhubaneswar</li> <li>• Director of Fisheries, Jobra, Cuttack</li> <li>• Coconut Development Board, Nayapalli, Bhubaneswar</li> <li>• Coir Board, Jagamara, Bhubaneswar</li> <li>• Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar</li> </ul>
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