



सत्यमेव जयते

Government of India
Ministry of MSME

**Brief Industrial Profile
of
*SITAMARHI***



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

Carried out by

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Brief Industrial Profile of SITAMARHI District

1. General Characteristics of the District

The district of Sitamarhi was carved out of Muzaffarpur district on 11th December 1972. It is situated in the northern part of Bihar. Its headquarter is located at Dumra, five kilometers south of Sitamarhi. The district headquarter was shifted here after the town of Sitamarhi was devastated in one of the worst ever earthquake in January 1934.

Sitamarhi is a sacred place in Hindu mythology. It's history goes back to Treta Yug. Sita, the wife of Lord Rama sprang to life out of an earthen pot, when Raja Janak was ploughing the field somewhere near

Sitamarhi to impress upon Lord Indra for rain. It is said that Raja Janak excavated a tank at the place where Sita emerged and after her marriage set up the stone figures of Rama, Sita and Lakshman to mark the site. This tank is known as Janaki-kund and is south of the Janaki Mandir.

In course of time, the land lapsed into a jungle until about 500 years ago, when a Hindu ascetic, named Birbal Das came to know the site by divine inspiration where Sita was born. He came down from Ayodhya and cleared the jungle. He found the images set up by Raja Janak, built temple over there and commenced the worship of Janaki or Sita. The Janaki Mandir is apparently modern

and is about 100 years old only. The town however contains no relics of archaeological interest.

National Highway 77 connects the area to the Muzaffarpur district and Patna to the South. Sitamarhi has road connections to adjoining districts, of which the major examples are National Highway 77 and National Highway 104. State highways link it to Madhubani district in the east and Sheohar in the west.

The town is situated on the Darbhanga-Narkatiaganj railway line and has the largest railway station of district. There is

another broad gauge track, running between Muzaffarpur and Sitamarhi. Direct train services are available to places such as New Delhi, Kolkata, Varanasi, Hyderabad and Kanpur. Sitamarhi has a railway junction. Sitamarhi railway station is on Raxaul-Darbhangra rail route.

The nearest airport to Sitamarhi is the Jaiprakash Narayan International Airport which is about 120 kilometres (75 mi) distant.

Sitamarhi is connected to cities in and around Bihar by state-owned transport services. Some private buses also operate between Patna and Sitamarhi

1.1 Location & Geographical Area.

SITAMARHI is located at

26°36'N-26.6°N LATITUDE 85°29'E-

85.48°E LONGITUDE

Sitamarhi district occupies an area of 2,294 square kilometres (886 sq mile)

1.2 Topography



Sitamarhi is located 26°36'N - 26.6°N & 85°29'E- 85.48°E. It has an average elevation of 56 metres

(183 feet). sitamarhi district is drained by rivers such as baghmati, aghwara, lakhandei (lakshman rekha), manusmara & few other minor streams. the northern portion of sitamarhi falls in foothills of himalaya. here elevation increases as one goes from south to north. The ground is not rocky and there are no mountains. Land is suitable for growing crops. There is no water scarcity as ground water is present.

Rivers: Bagmati, Lakhandei

1.3 Availability of Minerals.:- NIL

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
1.		
MAJOR MINERAL		
	.	
2.		
3.		
4.		
5.		
6.		
7.		

SOURCE: - DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

NIL

1.5 Administrative set up.

Sitamarhi district comprises 3 Sub-divisions:-

- . Sitamarhi Sadar,
- . Belsand,
- . Pupri

Sitamarhi is divided into 17 blocks for proper administration of the district .

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	--	Degree minute	<u>26°36'N</u> -26.6°N
	ii) Longitude	-----	-do-	<u>85°29'E</u> - 85.48°E
	iii) Geographical Area	-do-	Sq.m	2294
(B)	Administrative Units			
	i) Sub divisions	-	No.-	3
	ii) Tehsils	2011	Nos.	17
	iii) Sub-Tehsil	-	-do-	--
	iv) Patwar Circle	2010-11	-do-	--
	v) Panchayat Simitis/Nyay Panchayat	2010-11	-do-	--
	vi)Nagar nigam	-	-	--
	vii) Nagar Palika/ parishad	2009-10	Nos.	1
	viii) Gram Panchayats	2010-11	Nos.	273
	xi) Revenue villages			847
	x) Assembly Area	2011-12	Nos.	MP-1 +MLA-8 +MLC-2
2.	Population			3423574
(A)	Sex-wise			
	i) Male	2011	Nos.	1803252
	ii) Female	2011	Nos	1620322
(B)	Rural Population	2011	Nos	3233076
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2009-10	hectare	221891
	ii) Forest cover	-do-	"	0
	iii) Non Agriculture Land	-do-	"	64769

SITAMARHI- DISTRICT INDUSTRIAL POTENTIAL SURVEY

	v) cultivable Barren land	-do-	“	14023
4.	Forest			
	(i) Forest	2009-10	Ha.	0
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2011	Nos.	269969
	ii) Buffaloes	2011	Nos.	212783
B.	Other livestock			
	i) Goats	2007	Nos.	407646
	ii) Pigs	2007	Nos.	10203
	iii) Dogs & Bitches	2007	Nos.	7506
	iv) Railways			
	i) Length of rail line	2010-11	Kms	
	V) Roads			
	(a) National Highway	2009-10	Kms	102
	(b) State Highway	2010-11	Kms	52
	(c) Main District Highway	2010-11	Kms	227
	(d) Other district & Rural Roads	2010-11	Kms	400
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	-
	(f) Kachacha Road	2010-11	Kms	
	(VI) Communication			
	(a) Telephone connection	2010-11		6480
	(b) Post offices	2010-11	Nos.	
	(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.	348
	(g) PCO STD	2010-11	No.	400

SITAMARHI- DISTRICT INDUSTRIAL POTENTIAL SURVEY

(h) Mobile	2010-11	No.	10000
(VII) Public Health			
(a) Allopathic Hospital	2010-11	No.	4
(b) Beds in Allopathic hospitals		No.	222
(c) Ayurvedic Hospital		No.	-
(d) Beds in Ayurvedic hospitals		No.	-
(e) Unani hospitals		No.	-
(f) Community health centers		No.	-
(g) Primary health centers		No.	17
(h) Dispensaries		No.	4
(i) Sub Health Centers		No.	212
(j) Private hospitals		No.	19
(VIII) Banking commercial			
(a) Commercial Bank		Nos.	49
(b) rural Bank		Nos.	46
(c) Co-Operative bank products		Nos.	28
(d) PLDB Branches		Nos.	--
(IX) Education			
(a) Primary school		Nos.	1479
(b) Middle schools		Nos.	619
(c) Secondary & senior secondary schools		Nos.	64
(d) Colleges		Nos.	25
(e) Technical University		Nos.	-

2.1 Existing Status of Industrial Estates/ Areas in the District SITAMARHI

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	INDUSTRIAL AREA SITAMARHI	10.29	10.29	540	124	124	0	28

Source:- BIADA, MUZAFFARPUR REGION

3. INDUSTRIAL SCENERIO OF SITAMARHI

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	722
2.	TOTAL INDUSTRIAL UNIT	NO.	786
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	1
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	4000
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	128
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.)
upto	2006-07	339	4150	2430
	2007-08	55	440	300
	2008-09	103	400	400
	2009-10	90	300	500
	2010-11	87	350	300
	2011-12	48	290	258
	Total	722	5930	4188

Source: DIC SITAMARHI

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBE R OF UNITS	INVESTME NT (Lakh Rs.)	EMPLOYME NT
20	Agro based	321	3409	4441
22	Soda water	4	36	30
23	Cotton textile	10	28	40
24.	Woolen, silk & artificial Thread based clothes.	2	9	18
25.	Jute & jute based	0	0	0
26.	Ready-made garments & embroidery	12	35	60
27.	Wood/wooden based furniture	60	120	200
28.	Paper & Paper products	12	9	40
29.	Leather based	9	16	63
31.	Chemical/Chemical based	20	60	100
30.	Rubber, Plastic & petro based	8	10	30
32.	Mineral based (NON METALIC)	14	40	70
33.	Metal based (Steel Fab.)	60	120	240
35.	Engineering units	42	126	134
36.	Electrical machinery and transport equipment	46	100	164
97.	Repairing & servicing	62	30	180
01.	Others	40	40	120
	Total	722	4188	5930

Source: DIC SITAMARHI

3.4 Large Scale Industries / Public Sector undertakings

List of the units in **SITAMARHI**& Near by Area
M/s BIHAR STATE WARE HOUSING, I/ A,
SITAMARHI,[PLOT- C-2 TO C-7,8, C-8(P) & C-22
TO C-27, C-28(P)]

3.5 Major Exportable Item

NIL

3.6 Growth Trend

Little positive due to PMEGP scheme

3.7 Vendorisation / Ancillarisation of the Industry

NIL

3.8. Medium Scale Enterprises

3.8.1 List of the units in SITAMARHI& Near By Area

**M/s Ethanol Unit Peomotor Riga sugar co. Ltd.,
Dhanuka Gram.....Sitamarhi**

3.8.2 Major Exportable Item

NA

3.9 Service Enterprises

NIL

3.9.2 Potentials areas for service industry

- **Beauty parlour**
- **Health Zym etc.**
- **Computer Training Institutes**
- **Computer hardware institutes**

3.10 Potential for new MSMEs

- **Agro Based Products**
- **Water Treatment plants**
- **Readymade Garments**
- **Beauty Parlour/Saloon**
- **Restaurant**

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

- NIL

4.1.2 Service Sector

- NIL

4.2 Details for Identified cluster

4.2.1 Name of the cluster :-NA

1	Principal Products Manufactured in the Cluster	
2	Name of the SPV	
3	No. of functional units in the clusters	
4	Turnover of the Clusters(lakh/annum)	
5	Value of Exports from the Clusters	
6	Employment in Cluster	
7	Average investment in plant & Machinery	
8	Major Issues / requirement	
9	Presence of capable institutions	
10	Thrust Areas	
11	Problems & constraints	

Present status of the cluster :-

4.2.2 Name of the cluster:- NA

1	Principal Products Manufactured in the Cluster	
2	Name of the SPV	
3	No. of functional units in the clusters	
4	Turnover of the Clusters	
5	Value of Exports from the Clusters	
6	Employment in Cluster	
7	Average investment in plant & Machinery	
8	Major Issues / requirement	
9	Presence of capable institutions	
8	Thrust Area	
11	Problems & constraints	

Present status of the cluster :-.

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

As such there is no Industry association in the District of SITAMARHI but the available SMEs faces (specially the first generation enterprises) acute problem due to the non availability of electricity in the required level and in the field of Finance availability from the financial institutions & Marketing of produced products

6. 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)	DIC, SITAMARHI
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-DI, Goshala Road, Ramna,Muzaffarpur & DIC, SITAMARHI
3.	Land and Industrial shed	BIADA, MUZAFFARPUR
4.	Financial Assistance	Banks/ Lead Bank SITAMARHI
5.	For raw materials under Govt. Supply	NSIC, Patna
6.	Plant and machinery under hire / purchase basis.	NSIC, Patna, DIC, SITAMARHI, MSME-DI, Goshala Road, Ramna,Muzaffarpur
7.	Power/ Electricity	Executive Engineer , SITAMARHI
8.	Technical Know -how.	MSME-DI, Muzaffarpur
9.	Quality & Standard	BIS, Patna
10.	Marketing /Export Assistance	MSME-DI, Goshala Road, Ramna,Muzaffarpur
11.	Other Promotional Agencies	