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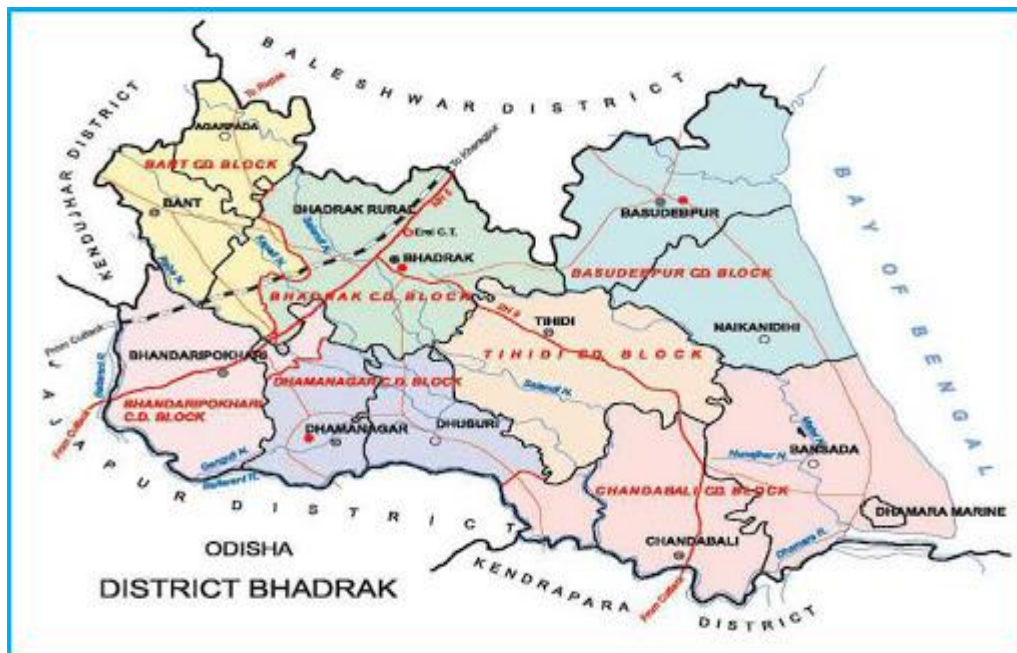
**GOVERNMENT OF INDIA**  
**MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES**  
**MSME-DEVELOPMENT INSTITUTE, CUTTACK**

**INDUSTRIAL POTENTIALITY SURVEY REPORT**  
**BHADRAK DISTRICT**  
**2019-20**



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# INDUSTRIAL POTENTIALITY SURVEY REPORT OF BHADRAK DISTRICT 2019-20



**Prepared By**

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## **FOREWARD**

Every year MSME-Development Institute under the Ministry of MSME, Government of India is undertaking the Industrial Potentiality Survey for selected districts in the state of Odisha and brought out the Survey Report as per the guidelines of Development Commissioner (MSME), Ministry of MSME, Government of India, New Delhi. Under its Annual Action Plan 2019-20, the district of Bhadrak has been taken up for the survey including few other districts of the state. The Industrial Potentiality Survey Report covers various parameters like the present industrial structure of the district, availability of surplus resources, problems and prospects in the district for industrial development with special emphasis on scope of setting up micro and small enterprises.

The Industrial Potentiality Survey Report focuses on the physical and geographical features, natural and human resources and the present status of infrastructure like roads, communication, water, electricity, banking including other financial and technical institutions, industrial estates, growth centers etc. as these are the sine-qua-non of the pace of industrial development in an area and also beneficial for both existing and prospective entrepreneurs. Considering the above factors and the available sector wise surplus resources in the district and demand of the people, the potential industries have been identified which could be promoted in the coming years for an overall development of the district.

Considering the position of MSMEs at present the report will be of immense use not only to the existing and prospective entrepreneurs both inside and outside the state and country but also to various Central and State Government organizations, Corporate bodies, Banks and other Financial Institutions, Promotional agencies, academicians, management & research institutes looking after the development aspect of MSME sector. The report provides useful information and a detailed idea of the industrial potentialities of the district and the scope for setting up of new industries especially in the small scale sector in rural and semi urban areas. The prospects of ancillarisation have also been explored, considering the demand of mother plants in the neighboring districts.

I hope this Industrial Potentiality Report will be an effective tool for the existing and prospective entrepreneurs, financial institutions and promotional agencies while planning for development of MSME sector in the district.

Finally, I wish to place on record my appreciation for the concerted and dedicated efforts made by **Dr. Shibananda Nayak, Asst. Director (EI)** to conduct the survey work and to prepare this report for the benefit of entrepreneurs and professionals in the state.

Cuttack,  
Dated - 25th November, 2020

(Dr. S. K. Sahoo)  
Director Incharge

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## **EXECUTIVE SUMMARY**

The district of Bhadrak with 1.61% of State area and 3.59 % of state population is an industrially progressive district. The district is comprised with beautiful landscape, plateaus and dense forest. The headquarters town of the district is well connected with all big cities of the state by road and rail. The district has one Sub-division, seven Tahasils, Seven CD Blocks, Two NAC and 218 Grampanchayats with a total of one thousand three hundred and twelve villages. The decennial growth rate to population has come down to 12.90%. The literacy rate in the district is 82.8%, which is much higher than the state average i.e. 72.9%.

The district has not escaped from the increasing problem of unemployment and poverty. As a result of lack of awareness and also absence of will power to work hard for any commercial ventures due to ignorance. Many People are living below the poverty line in the district, though there is enough scope for setting up commercial ventures, especially micro and small scale industries. Paddy is the principal crop of the district. Besides other crops like Mung, Biri, Groundnut, Vegetable and fruits etc. are grown in the district. Agriculture in the district is done through traditional methods. So there is further scope to increase the productivity as well as production from agriculture by adopting modern technology. The climate of the district is also suitable for growing different horticultural crops. Floriculture can also be introduced and commercialized in the district to cater to the increasing demand in the market. The communication network of the district is very conducive.

The District Industrial Potentiality Survey of Bhadrak has been divided into following sections. **Chapter-1**, gives introduction on the district which reflects the key parameters of development in the district. **Chapter-2**, deals with district profiles in brief which covers all aspects of development. The **Chapter-3** deals with the important aspect of the resources available. In this chapter the available resources have discussed in human and material form with support of statistical information. The infrastructure available for industrial development has been discussed in the **Chapter-4** with physical and structural dimensions. This chapter contains the incentives given by State Govt. and Central Govt. for development for MSMEs. The **Chapter-5** reflects the present industrial sector with no. of medium and large scale industries and small units with investment and employment. Besides, this Chapter also reflects the growth of Micro and Small Enterprises over the years and category-wise concentration of units in the district.

The **Chapter-6** reflects the scope of prospective MSMEs based on surplus resources available and demand factor. In this chapter most potential items with market information, technology etc are incorporated. **Chapter-7** deals with plan of activities to be initiated by promotional agencies and other concerned to promote entrepreneurship in the district. The **Chapter-8** explains the steps to set up Micro and Small Enterprises. This chapter deals with main function of the different promotional agencies which can be contacted for setting up of MSMEs. **Chapter-9** concludes.

# **CHAPTER-I**

## **INTRODUCTION**

**Bhadrak** subdivision of the undivided Balasore district became a new district on 1st April, 1993 vide Government of Odisha in Revenue Department Notification No. DRC-44/93.14218/R dated 27th March, 1993. Bhadrak having a rich heritage and history derives its name as legend has it, from the Goddess Bhadrakali whose temple stands on the bank of the river Salandi. This district is bounded by Balasore district in the north, Jajpur district and river Baitarani in the south, Keonjhar district in the west and Bay of Bengal and Kendrapada district in the east. The area of this district is 2505 sq. Km. with a population of 15, 06,000 as per 2011 census. It is a level track of alluvial soil with a gradual slope eastwards to the Bay of Bengal. A number of deltaic rivers viz. Salandi, Baitarani, Kansabahala, Gamol, Mantei, Genguti, Kochila, Reba and Kapali pass through the District.

### **History (Past & Present)**

*Bhadrak* is an ancient land noted in legends dating from the age of the puranas, contributing to Odisha's maritime & agrarian prosperity, trade and commerce down the ages and recorded in History. Since the inception of Abul Fazal's Ain-e-Akbari. The ancientary of this land is eloquently testified by the gigantic tank of Asura, the Buddhist relics of the Seventh and Eighth Centuries discovered in Khadipada and Solampur, the villages of Dhamnagar, the Buddhist caves in Sarisua Hill near Kupari and the mysterious temple of Biranchi Narayan in the village Palia, a parallel to the Sun Temple at Konark. The last battle to indicate the freedom of Odisha was fought in a village called Gohiratikiri, on the bank of the river Genguti near Dhamnagar in 1568 in which the defeated king Mukunda Dev lost his life. In 1575 the Muslim population settled down in Bhadrak following the discomfiture of the Afgans under Usman at the hand of Raja Mansingh. In Mughal period Bhadrak remained a subah under the Nawabs of Bengal. When the imperial powers of the Mughals waned, the zone consisted of some principalities like Kanika, Ampo and Agarapada with a few administrative sub-units called Chowparhies such as Kubera, Talapada, Nadigaon, Kasimpur, Kurigaon, Bindha etc., all ruled by Kshatriya Chiefs with patriotic temper.

After the British occupation of Odisha, Cuttack and Balasore constituted one of the two administrative divisions, in June 1804. In 1828 when Balasore was made a separate District, Bhadrak become one of its Sub-Division with an Assistant Magistrate cum Deputy Collector as the Sub-Divisional Head, while the Munsif Court remained in Jajpur until 1901.

In modern times, during the period of National struggle Bhadrak became the vanguard. In 1920 when the non-cooperation movement was launched in response to the

clarion call of Gandhiji, the boycott of the law court practically resulted in closing down of the court of the 2nd Officer for a whole year. Gandhiji came down to Bhadrak in the last week of March 1921, being impressed with the nationalistic fervour and fighting spirit of the people. In 1922 started the historic mass rebellion of Kanika which for the time being was suppressed with the help of British troops stationed at Bhadrak but ultimately the popular upsurge, under the leadership of Chakradhar Behera, the doyen of Kanika tenants movement triumphed. With the mass civil disobedience movement launched in 1930, Bhadrak once again became vibrant with patriotic zeal, hearts throbbed with the urge for freedom, salt law was defied, a shake up given to the Govt. and success achieved. Dr. Harekrushna Mahatab's role in steering this movement to a crowning success is so great and spectacular that it has become already a part of Bhadrak psyche and history of modern India. Mahatma Gandhi who visited Bhadrak again in 1934 stayed in Mahatab's residence at Nuabazar. Gandhiji addressed a meeting of the Harizan workers in Jibaraj Ashram (Garadpur). It was by this time that Banchhanidhi Mohanty of Eram was shaping, stimulating and sensitizing the national consciousness among the people by his patriotic songs.

\_\_\_\_\_ In the historic Quit India Movement of 1942 Bhadrak played a leading role. It was under the leadership of Muralidhar Panda that on the 22nd Sept. 1942 at Lunia, Katasahi the movement flared up to immortal flame with Nidhi Mohalik and eight others laying down their lives at the altar of freedom. Fittingly the place has been hallowed as Sahidnagar. At Eram on the 28th Sept. 1942 in an enclosed place like jalianawal Bagh nearly forty persons bared their chests to British Bullets for the cause of freedom. The congregated leadership, which guided the quit India Movement, constitutes many luminous figures including Dr. Harekrushna Mohatab, Md. Hanif, Muralidhar Jena, Gokulananda Mohanty, Nilamani Routray and others. Since independence, the history of Bhadrak has been the history of multifarious progress in Education, Industry, Agriculture, Trade and commerce and with the birth of a new star it is leaping towards the twenty first century with hope and promise.

## **SCOPE & OBJECTIVE**

The scope of the study is limited to the present Bhadrak district in respect of small scale industrial sector and related activities. The year 2018-19 has been taken as the status year in the report.

The study has the following objectives.

- i) To explore the availability of natural and human resources and skill
- ii) To see the available infrastructure for industrial development

- iii) To evaluate the existing industrial activities of the district in utilizing the resources and catering to the local demand.
- iv) To identify the viable projects in small scale sector which can come up in the district in the ensuing years based upon the locally available surplus resources and the demand factor.

**METHODOLOGY:**

District Industrial Potentiality Survey is a detailed study of important marketable surplus resources for industrial use. It also gives a clear picture of available infrastructure in different parts of the district. It also focuses on the existing industrial scenario and the prospects of different small scale and ancillary industries. So, it can act as a guide for the entrepreneurs, promotional agencies and other in respect of industrial activities.

The district industrial potentiality survey of Bhadrak has been conducted by this Institute as per the instructions and guidelines of the Development Commissioner (MSME), Ministry of MSME, Government of India as part of its Action Plan 2019-2020.

A team of officers of this Institute have conducted the field survey and collected requisite information by visiting different offices of both State and Central Government Departments located in the district. All the district level offices relating to Agriculture, Forest, Fishery, Veterinary, Horticulture, Power, Industries Dept, besides Statistical Office, OSFC, Lead Bank etc. were contacted to collect relevant information besides having detail discussion with them to get the feedback on development of these sectors.

Leading Entrepreneurs of the district were also contacted and their suggestions have been placed in the report. The collected information and data have been analyzed in detail in the report. The comments and suggestions of the district level officers related to industry, Industry Association representatives, Banks & Financial Institutions have been incorporated in the report. Besides, the technical officers of this Institute have been consulted for assessing the technological viability of the identified projects.



## **CHAPTER-II** **DISTRICT PROFILE**

### **District Highlights 2011 Census**

- Bhadrak is the 27th district in terms of size and 12th in terms of population.
- Bhadrak is the 12th urbanised district in state having only 12.34 percent of its population live in urban areas as against 16.69 percent of state's population living in urban areas.
- In terms of population per Sq. Km Bhadrak is 6th densely populated district in the state.
- Bhadrak has 15th rank in terms of sex ratio in the state.
- There are 62 uninhabited villages in the district whereas 11 villages are having a population of more than 5000 each.
- Bideipur is the most populated village having 13428 populations in the district.
- Bhadrak Rural police station is having highest number of villages (172) in the district and Dhamara Marine police station is having the lowest number of villages (3) in the district.

### **DISTRICT AT A GLANCE**

Sl. No.	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude	2019	Degree	21° 4' North
	ii) Longitude	,,	Degree	86° 30' East
	iii) Geographical Area	,,	Sq. Km	2505
(B)	<b>Administrative Units</b>			
	i) Sub divisions	,,	No.	1
	ii) Tehsils	,,	No.	7
	iii) Sub-Tehsils	,,	No.	-
	iv) Patwar Circle	,,	No.	-
	v) Panchayat Samitis (CD Blocks)	,,	No.	7
	vi) No. of Municipalities & Corporation	,,	No.	2
	vii) No. of NACs	,,	No.	2
	viii) Gram Panchayats	,,	No.	218
	ix) Census villages (Both Inhabited & Uninhabited)	,,	No.	1312
	x) Assembly Area	,,	No.	5
	xi) Police Stations (P.S)	,,	No.	17
	xii) Fire Stations	,,	No.	9
<b>2</b>	<b>Population (2011 Census)</b>			
(A)	Sex-wise			

	i) Male	2011	No.	760260
	ii) Female	,,	,,	746077
	Total Population	,,	,,	1506337
(B)	Rural Population	,,	,,	1320499
(C)	Sex Ratio	,,	,,	981
(D)	Density of Population	,,	Per Sq.KM	601
(E)	Decadal Growth Rate	2001-2011	%	12.9
<b>3</b>	<b>Agriculture</b>			
(A)	<b>Land utilization</b>	2018-19		
	i) Land put to Non-Agricultural Use	,,	000' Hectare	33
	ii) Barren & Un-cultivable Land	,,	"	1
	iii) Current Fallow	,,	"	21
	iv) Other Fallow	,,	"	5
	v) Culturable Waste	,,	"	11
	vi) Permanent Pasture	,,	"	11
	vii) Misc. trees & Grooves	,,	"	3
	viii) Net area Sown	,,	"	155
(B)	<b>Rainfall</b>	2018	MM	
	(i) Normal Rainfall	,,	,,	1427.9
	(ii) Actual Avg. Rainfall	,,	,,	1775.6
(C)	<b>Agricultural Production</b>	2018-19	'000 MT	
	i) Paddy	,,	,,	908.11
	ii) Wheat	,,	,,	0.02
	iii) Maize	,,	,,	0.31
	iv) Ragi	,,	,,	0
	v) Moong	,,	,,	3.56
	vi) Biri	,,	,,	3.41
	vii) Kulthi	,,	,,	0.02
	viii) Til	,,	,,	0.12
	ix) Ground Nut	,,	,,	0.53
	x) Mustard	,,	,,	0.38
	xi) Jute	,,	,,	1.59
	xii) Potato	,,	,,	5.96
	xiii) Sugarcane	,,	,,	17.76
<b>4</b>	<b>Forest</b>	2018-19	Sq.km	100
<b>5</b>	<b>Livestock &amp; Poultry (Livestock Census 2012)</b>			
	<b>Cattle</b>			
	i) Cows	2012	No	513017
	ii) Buffaloes	2012	No	4932
	<b>Other livestock</b>			
	i) Goats	2012	No	144109
	ii) Sheep	2012	No	1945
	iii) Pigs	2012	No	434
	<b>Poultry</b>	2012	No	483522
<b>6.</b>	<b>Production of Milk, Egg &amp; Meat</b>	2018-19		

	i) Milk	„	‘000 MT	57.70
	ii) Egg	„	Lakh. No	243.41
	iii) Meat	„	‘000 MT	7.22
<b>7.</b>	<b>Fish Production</b>	2018-19	MT	
	i) Inland Water	„	„	38090
	ii) Marine Water	„	„	13010
	iii) Total	„	„	51100
<b>8.</b>	<b>Railways</b>			
	i) Length of rail line	2014-15	Km	36
	ii) Railway Stations/PH	„	No	6
<b>9.</b>	<b>Roads</b>			
	(a) National Highway	2018-19	Km	62.87
	(b) State Highway	„	Km	163.94
	(c) Major District Road	„	Km	68.16
	(d) Other District Roads	„	Km	331.11
	(e) Rural road	„	Km	1737.83
	(g) Inter village Road	„	Km	1714
	(h) Intra village Road	„	Km	1525
	(i) Forest Road	„	Km	0
<b>10.</b>	<b>Public Health</b>			
	(a) Medical College/ Dist.Hqrs. Hospital	2018	No.	1
	(b) Sub-Divisional & Other Hospitals	„	No.	3
	(c) Community Health Centers	„	No.	7
	(d) Primary Health Centers	„	No.	51
	(e) Mobile Health Unit ( MHU)	„	No.	1
	(f) Beds in Hospitals	„	No.	414
	(g) Ayurvedic Hospitals & Dispensaries	2018-19	No.	23
	(h) Homeopathic Hospitals & Dispensaries		No.	25
<b>11.</b>	<b>Education</b>	2018-19		
	(a) Primary school		No	1114
	(b) Upper Primary school		No	738
	(c) Secondary school		No	356
	(d) Colleges ( Junior+Degree)		No	101
	(e) University		No	0
<b>12.</b>	<b>Post Offices</b>	As on 01.04.2019	No	319
<b>13.</b>	<b>Banking commercial</b>			
	(a) Commercial Bank Branches		Nos.	161
	(b) Rural Bank Branches	As on 30.09.2019	Nos.	111
	(c) Urban Branches		Nos.	20
	(d) Semi-Urban Branches		Nos.	30
<b>14.</b>	<b>No. of Villages Electrified</b>	2018-19	No.	1242

Source: District at a Glance 2020, Directorate of Economics & Statistics, Odisha & SLBC, Odisha

The district of Bhadrak exhibits a significant feature in the fields of physical, human and material resources available and also from the location point of view. Before exploring the possibility of setting up small scale industries, a brief profile of the district will give ample insight into the potentiality of the district.

**Physio-geographic Characteristic:** Bhadrak district started functioning as an independent district from 1-4-1993. The district is situated between Balasore district in the north, Jajpur district in the south. It also extends in the west up to keonjhar district and in the east upto the Bay of Bengal. The district comes under North-Eastern Costal plain Agro Climatic Zone . The geographical area of the district is 2505 sq.km. The Baitarani river marks the boundary of Bhadrak as well as Cuttack. The district is endowed with vast arable lands and one of the most agriculturally developed by Alluvial deposits hosting bountiful ground water resources. The agrarian development of the district is boosted by tapping the enormous ground water resources through Dug-wells, Shallow and filter point Tube –wells, Medium Deep-Tube-Well and these have enabled the district to become the fore runner in exploring the ground water resources.

**Table-1. Location**

<b>Latitude</b>	21.0667
<b>Lat (DMS)</b>	21° 4' 0N
<b>Longitude</b>	86.5000
<b>Long (DMS)</b>	86° 30' 0E
<b>Altitude (feet)</b>	45
<b>Altitude (meters)</b>	13

**Table-2. Area**

Total Area of the District	2505 Sq. Km.
Urban Area	78.86 Sq. Km.
Geographical Area	2,70,164 Hect.
Cultivable Area	2,03,499 Hect
Forest Area	133 Hect

**Source; Directorate of Economics & Statistics, Odisha**

**Physical Features and Land Use Pattern**

The district is divided into three zones according to its soil condition.

1. Saline Soil
2. Alluvial Soil
3. Sandy Soil

**This district is naturally divided into two well-designed tracks.**

1. The salt tracks along the coasts which is not arable
2. The arable track, which is called the granary of the state

**As per the agro climatic condition of the district the areas may be divided into four zones.**

- a) Rain fed Zone,
- b) Perennial irrigated Zone,
- c) Flooded Zone
- d) Saline Zone.

- I) **Administrative Set-up:** For administrative convenience, the present district is having 1 sub-division, 7 tahasils, 7 C.D. Blocks, 3 Towns including census town, one Municipality, two NAC, 15 police stations, 193 Gram Panchayats, 7 Fire stations and 5 nos. of Assembly Constituencies. Out of 1311 Villages, 1243 are inhabited and 68 are uninhabited.
- II) **Physical & Natural Division:** Bhadrak district consists of a stripe of alluvial land lying between the sea and hills which rises from western boundary. The stripe varies from North to South. Along the coastal belt of the land which is impregnated with salt are unit for cultivation. The western portion which runs along the foot of the hills and suddenly rises and flat land with low forest and un-cultivable area. Between these two extreme lines are fertile arable areas which constitute the greater part of the district. The water streamlining from North to South by river system of **Salandi and Baitarani** .Basically, the district falls into two natural division as follows.
- Narrow Marine Stripe:** This is 2-6 miles broad area towards the beach. There are sand dunes and ridges 30-50 height covered with wild creepers and fenny bushes. There are also stretches for saline tracks with growth of scrubby vegetation traversed by sluggish and blackish streams. This region is not favourable for cultivation.
- Deltatic Alluvial Plain:** This natural track is filling up with population and covered with vast Stretches of fertile paddy lands extending over a major part of the district.
- III) **Climate:** The district is directly on the tract of the cyclonic storms which frequently cross Odisha coast during the monsoon season and the extremes of climate are more marked then in most part of Odisha. The temperature in the district rises to highest point in the month of December and January. Dry westerly winds blow during the hot season and these are followed by well marked South west monsoon condition. The normal annual rain fall is 1427.9 mm.
- IV) **Rainfall:** The district is having no uniformity in distribution of rainfall. The degree of rainfall varies from May to October. There is no rain fall recorded in the month of March and December during the year. The monsoon starts from the early part of June and ends in the later part of October .Moreover it is observed that there has been a wide variation in the monthly actual rainfall in the district .The month wise actual rainfall in Bhadrak district during 2018 and its graphical presentation is shown below:

The climate of this district is generally hot with high humidity. May is usually hottest month. Occurrence of a large number of fire accidents is a regular feature of the district during summer. December is the coldest month of this district. Monsoon generally comes during the month of June. The rainfall during June to October constitutes at least 75% of the actual rainfall of this district. Average rainfall of the district is given below.

**Table-3**  
**Monthly Rainfall of Bhadrak Dist. during 2018**

Month	Normal Rain Fall (in mm.)	Actual Rainfall (in mm.)
January	0.0	0.0
February	17.03	0.0
March	12.10	0.0
April	38.53	103.90

May	139.09	139.39
June	191.92	227.80
July	460.97	322.26
August	272.85	293.96
September	277.80	455.54
October	186.72	229.51
November	44.10	0.0
December	6.28	3.26
Annual	1647.39	1775.62

**Source:** Deputy Director of Agriculture, Bhadrak

#### V) Socio-Economic Features

Agriculture is the main income of the district. But many people in the sea coast area (Dhamara, Chudamani of Basudevapur and Chandabali area of Chandabali Block) have been depending upon the Fishing. Some people in the NAC and Municipality area have sound business of hotels and restaurants.

#### VI) Agriculture and Cropping Pattern

The geographical area of the district is 2,505 Sq.km. of which 217 sq. km. comes under cultivable area. The paddy is grown as the main crop in Kharif covering 158 sq. km. which constitutes 72% of this total cultivable area. During Kharif season about 47% of cultivable area is rain fed and likely to remain exposed to the gambling monsoon and natural calamity. 9% of the cultivable area is up-land, 36% is medium land and 55% is low land.

**Table-4**  
**Irrigation Potential Created during 2018-19 (Area in '000 Hect.)**

	Major & Medium	Minor (Flow)	Minor (Lift)	Other
Kharif	70386	12107	25474	5434
Rabi	8173	2670	22548	3725
Total	78559	14777	48022	9159

**Source:** Deputy Director of Agriculture, Bhadrak

#### VII) River System and Dams

The major part of the district come under the river system of the Baitarani, Salandi, Gamei, Kansabans, Mantei, Kochila, Genguti, Reba and Kapali. The rivers are seasonal and during the rainy season they spate and create havoc for the people of the district and the countryside crop. So the Govt. machinery frequently remains alert and busy in rescue and relief operation. The table below indicates the information on the River Gauges.

**Table-5  
River System**

Name of the River	Location	Warning Level	Danger Level
Baitarani	Akhuapada	50.00 Ft	17.83 Mtr.
Salandi	Rajghat	8.50 Ft.	10.00 Ft
Genguti	Gandhighat	10.85 Mtr.	11.15 Mtr.

**VIII) Temperature and humidity:** In the district the hot season commence from March with gradual increase of temperature. During the year 2018, May was the hottest month when the mean daily maximum and minimum temperature are about 38 and degree centigrade respectively. December is usually the coolest month of the year with the mean daily minimum temperature recorded as 14 degree centigrade. During monsoon period it varies from 70%to 96%. The monthly mean temperature and humidity for the year 2018 is shown in the below table.

**Table-6  
Monthly mean temperature and humidity for the year 2018**

Month	Temperature in °C		Humidity in %	
	Maximum	Minimum	Max	Min
January	26.9	12.6	81.0	68.0
February	31.1	16.0	81.0	62.0
March	35.2	20.1	77.0	64.0
April	36.2	22.2	77.0	68.0
May	37.5	24.1	78.0	75.0
June	34.1	24.5	86.0	83.0
July	33.2	24.7	84.0	82.0
August	32.5	24.4	89.0	86.0
September	31.7	24.2	89.0	86.0
October	33.0	23.1	81.0	76.0
November	30.9	19.6	79.0	71.0
December	27.3	16.3	78.0	65.0

**Source:** Directorate of Agriculture and food Production, Odisha, Bhubaneswar.

**Note:** Temperature in Celsius degree and Humidity in % at Chandabali.

The soil of the district is broadly divided in to two zones. They are (a) Saline Alluvial soil and (b) Laterite Soil.

**a) Saline Alluvial Soil:** It covers the southern coastal flat land of the district which constitutes chandbali, Basudevpur and part of Dhamanagar and Tihidi Blocks. The same type of soil also flows in the coastal line towards north where the district merged. The soil seems to be heterogeneous in colour , texture and other physiochemical characters. Lime constraints are found in all types of soil or the area from top soil to various depth. The soil is mostly loamy and heavy clay type. PH ranges from 5.2 to 8 and about 96% of the soil have total; soluble salts of more than 0.4%.

**b) Laterite Soil:** The texture of soil is sandy with low in soil fertility. These soils are found in the western blocks of the district and continue to the north central blocks.

**IX) Drainage System:** The district is traversed by two major rivers viz Baitarani and Salandi . The Baitarani which rises from Keonjhar district forms the boundary between undivided Cuttack and Bhadrak District. After its junction with Salandi the untied stream flows created the port Dhamra and it spreaded into the Bay of Bengal . The river is navigable from its mouth up to the Bay of Bengal and not affected by the tied and becomes fordable during the hot season . Two tributaries have fallen in the river viz. **Salandi and Mantei**. Part of Ddhamnagar, Bhandaripokhari, Chandabali , Basudevpur, Tihidi and Bhadrak blocks are coming under flooded zones in the district. Similarly most of the areas of chandabali , Basudevpur and some part of Tihidi block s comes under the tied of Saline Zone area in the district.

**X) Forest Resources:**

The forest area in the district is 97.27 sq.kms. constituting 3.88% of the total geographical area of the district. Out of the total recorded forest area, 3.96 sq.kms. are covered by demarcated protected forest, 32.98 sq.kms. are covered by un-demarcated forest, 0.01 sq.kms. are covered by un-classified forest and 60.12 sq.kms. are covered by other forest. The main thrust of the district in the forestry sector is on afforestation of wasteland, barren & un-cultivable land and rejuvenation of degraded forest.

The total forest area in the district is estimated only to be 97.07 sq. kms. The area is mostly situated in northern and southern part of the district. The district is having scattered mango grove forest, which play very important role in checking the high tied of the sea and maintaining ecological balance. The major forest produces of the district are timber firewood, bamboo, etc. the low patch of forest area has been degraded due to scarcity of fuel of the rural people and most of the trees are cut down for fire wood and fodder purposes. For the protection of the massive deforestation in the district, there is need of intensive care and scientific management. Important minor forest produces like Myrabalan, Arjuna barks karanja seeds , siali leaves, sabai Grass ,Mushroom, etc are available in the district. There are 5 types of forests in the Bhadrak district. The details of the same are as follows.

**Table-7**

<b>Type of Forest</b>	<b>Area in Sq. Kms.</b>
Reserve Forests	-
Very Dense Forest	0
Moderate Dense Forest	9
Open Forest	66
Total Forest area	75

**Source; Directorate of Economics & Statistics, Odisha**

**XI) Minerals:** There are not much mineral resources available in the district. A few resources has been scattered in some concentrated areas of the district.

**XII) Demography:** Bhadrak is having only 1.61% area of the state. The total population of the district is 15,06,337 as per 2011 census which is 3.59% of the total population of the state. A decadal growth of 12.9% is estimated for the district. Out of the total population ,7,60,260 are males and 7,46,077 are females. As per 2011 census the district has only 1,85,838 of urban population which constitutes only 12.34% of the total district population and the rural population constitutes 87.66% of the total population . The density of population is 601 per sq km. The sex ratio in the district is 981 against 985 in the year 1991. The literacy rate in the district is 82.8 % out of which male is 89.65 % and female literacy is 75.85 %. The percentage of SC/ST population in the district is 22.2 % and 2.0 % respectively as per 2011 census.



**XIII) Occupational Structure:** The occupational Structure of the population of the district varies with the facilities available on economic activities. The district has good potentialities for primary occupation, having vast land resources for growing of crops. The percentage of workers depend on agriculture activities are comparatively higher to other sectors and the former constitute about 77% of the total workers of the district. It is observed that the percentage of female workers working as agricultural labourers is quite high in comparison to other female workers engaged in some other occupation. The main workers are 301570 against which marginal workers are only 140502 and it constitute 96.45% and 3.55% respectively of the total working force of the district.

Agriculture occupies a key position in the economic growth of the district. A majority of population (nearly 73%) derive their livelihood from this source. Nearly 1,73,199 hectares of the area is cultivated land and more than 75% of the cultivated area is very exposed to the vagaries of monsoon. The major area of cultivation is paddy, pulses, oil seeds ,spices and vegetables. Apart from this, people are also engaged in allied activities like dairy, pisci-culture and growing of horticultural crops, etc.

**XIV) Fishery:**

With a coastline of more than 50 kms in the district, it offers an excellent scope for marine fish production in the district. The inland fishery resources of the district include fresh water area of 0.13 lakh ha. and brackish water area of 0.04 lakh ha. Total fish production in the district was 20.51 thousand M.T. Out of which the marine fish accounted for 10.85 thousand M.T, brackish water fish accounted for 1.87 thousand M.T, fresh water accounted for 7.78 thousand M.T.

Bhadrak is one of the most potential district in fisheries having 50 kms. of coastal area. With 10,000 sq miles of continental shelf along with Balasore district which is a rich resource for exploitation and production of marine fisheries including export varieties of prawn. The coast line is extending in the district from north of Kansabansa to south of dhamara . The district is also having a vast inland and Brackish water resources. Further there is a no of water spread area which enhances its potential for inland fisheries. The creek and other water resources adjacent to the Bay of Bengal adds to the potential of brackish water pisci-culture in the district.

The district is having an area of 2248.63 hectare of fresh water in shape of tank and ponds and 3812.42 hecture of Brackish water beside the coastline and continental shelf area.

**XV) Industry:** To accelerate the economic development in the district ,Industrial activities have to play a pivotal role to bring a linkage with other economic activities depending on the potentiality of the district.

The district is having rich resources in different sectors. There has been some progress in industrial growth due to continuous and sincere efforts of the young and prospective entrepreneurs with active co-operation of promotional agencies, banks and financial institution.

The district at present is having only 3 large scale industries and two medium scale industries. In the district there are two industrial estates. Considering the importance of employment generation and accelerated economic development of the area, there is need of the growth of large, medium and small scale industries in the district . Recently there are a number of rice mills and fly ash bricks mfg. unit set up in the district besides other industries.

**XVI) Power:** As per 2018-19 census 99.5 % of village in the district of Bhadrak are electrified. The progress of rural electrification and energisation of pump sets play a predominant role for rural development and socio- economic upliftment of the masses. The rural electrification work and energisation of pump sets work in the district is being looked after by NESCO.

**XVII) Roads and Communication:** A well connected network of transport and communication system is an essential component of infrastructure for a developing

economy. The district of Bhadrak is a strategic one from tourists and commercial point of view where the communication and road needs to be made streamlined. The important tourist spots of the district are Chandbali, Aradi etc. Besides the importance of Bhadrak is due to Dhamara port for trading and production of both fish and dry fish in a huge quantities.

The district of Bhadrak has got a well built transport network in spite of its uneven surface structures like river drains and hills. The important places are well connected though 40 kms. of N.H., 114 kms. of S.H, 124 kms of M.D.R, 133 kms of O.D.R, 833 kms rural road and other road are connecting interior pockets of the district. The South – eastern Railway provides rail route up to the extent of 28 km. All the block head quarters are connected with the state capital by road. Inter state buses are plying to neighbouring states like west Bengal, Bihar, Jharkhanda and Madhya Pradesh. Most of the business men of the district are dependant on this for their purchases from Kolkata, Jamshedpur, Ranchi and Raipur etc.

XVIII) **Income:** Based on the nature of economic activities of the district, the domestic production accrues from the growth of all these sectors. The industrial activities of the district also contributing to states income to some extent. This district is also having most fertile land in its northern parts giving good scope for agricultural activities. The long coast line of the district has given prospect for marine and allied activities. The development strategy should take into account the existing status of various economic activities, local needs and aspiration to give a further fillip to development. Different departments like MSME, Agriculture, Horticulture, Fishery, Animal husbandry, Banks etc are motivating the people of the district to adopt govt. schemes for generation of income by setting up of ventures through concerned dept.

## CHAPTER-III

### ANALYSIS OF RESOURCES

The basic objective of various plans formulated is to get the maximum benefits from the limited resources available. So it is essential that a realistic estimation of the physical and material resources available in the district, should be estimated before laying down the priorities for development and formulating specific programmes/schemes for their implementation. Optimum utilization of existing resources by use of appropriate technology is the basis for economic development which also holds good for industrial development. The availability of resources both human and material and their proper uses are to be analyzed in context of industrial development of the district of Bhadrak. An attempt has been made in this chapter to know the stock of various resources in the district of Bhadrak which could be exploited for further enterprise development under the following heads:

#### **A. HUMAN RESOURCES:**

- i) **Population:** : The total population of the district according to 2011 census is 15,06,337 out of which the male population is 7,60,260 and female population is 7,46,277. The rural population is 13,20,499 and urban population is 1,85,838 as per 2011 census. The density of population in the district is 601 whereas that of Odisha is 270 as per 2011 census. Sex ratio is 981 female per thousand male which is more than State's average of 979 as per 2011 census. As per 2011 census, the district is having SC population of 3,34,894 i.e. 22.2 % of the total district population. The total Scheduled Tribe population in the district is 30,428 i.e. 2% as per 2011 census.

**Table-8**

#### **A comparative statistics of population in Bhadrak district (2011 Census)**

Sl. No	Items	Bhadrak	Odisha	India
1.	Total Population	15,06,337	4,19,74,218	121,05,69,573
2.	Growth rate of population(2001-2011)	12.9	14.0	17.7
3.	% of urban population ( as per 2011 census)	12.3	16.7	31.2
4.	% of literacy rate	82.8	72.9	73.0
	a) Male	89.6	81.6	80.9
	b) Female	75.8	64.0	64.6
5.	% of SC population (as per 2011 census)	22.2	17.1	16.6
6.	% of ST population	2.0	22.8	8.6
7.	Density of population	532	270	382
8.	Sex Ratio(female per thousand male)	981	979	972

Source: Director of Census Operations, Odisha, Census 2011.

- ii) **Literacy:** Literacy is one of the important parameter of human resources development. By knowing the literacy rate, we can assess the quality of manpower and standard of living of people in a particular area. Literacy rate of different segments of the population of an area including that of women highlights the discrepancies among the population stock.

The National Policy on Education lays emphasis on universalisation of elementary education, achievement of total literacy, promotion of women's education,

vocationalisation of education, consolidation of Higher Education and Modernization of the technical education.

The literacy rate of Bhadrak District is 82.8 % as per 2011 census against the overall state literacy rate of 72.9 % and national average of 73%. The male and female literacy rate in the district are 89.6% and 75.8% respectively. The drop out rate has however decreased due to Sarvasikshya abhiyan by Govt.

iii) **Occupational Pattern:** The occupational distribution of working population is an important demographic indicators of the development of an area. The total population of an area is not the same as the working force. The population in the age group of 15-59 years is generally considered as the working population.

The table given below gives a total picture of the occupational pattern of the district as per the 2011 census.

**Table-9**  
**Category-wise workers engagement in the district of Bhadrak**  
( As per 2011 census)

Sl. No.	Category	No.	% of total workers
1.	Total workers	4,68,599	100.00
2.	Main workers	3,28,019	69.9
3.	Marginal workers	1,40,580	30.1
4.	Non-workers	1,51,777	-
5.	Cultivators	1,55,956	33.28
6.	Agricultural labourers	1,51,377	32.30
7.	Livestock, forestry, fishing, hunting, plantation, orchards and allied	10,096	2.15
8.	Mining & Quarrying	3,316	0.70
9.	Manufacturing, processing, servicing and repairs in household industry	14,451	3.08
10.	Manufacturing, processing, servicing and repairs in other than house-hold industry	15,054	3.21
11.	Construction	4,417	0.94
12.	Trade and Commerce	23,865	5.09
13.	Transport, storage and communications	9,049	1.93
14.	Other services	81,018	17.28

**Source: Director of Census Operations, Odisha**

From the above table, it reveals that agriculture is playing a pivotal role in the district's economy. It implies two things that (a) agriculture is the principal activity which absorbs most of the working force and (b) there is a slow shift of labour force from agriculture sector to other sectors of economy. The work force engaged in mining and quarrying & construction is negligible. The working force engaged in manufacturing, processing, servicing and repairs both comprising household and non-household industry is also insignificant and it is about 4%. Mining and Quarrying reflects a negligible role with regard to industrial development is concerned. Trade and commerce is growing rapidly and it implies the development of the core sectors of the district. The concentration of the working force in the primary sector which speaks of un-diversified economic activities of the district. The working participation rate in the district is 31.1% out of which male participation rate is 53.9% and female participation rate is 7.9 % only. The working participation rate in rural area is 31.1% and in urban area it is 30.9%.

#### **iv) Employment Position:**

At present, the employment opportunities in the organised sectors of the district have reached near stagnation. The problem of educated un-employment is acute in this district. Again with the growth of population, the problem of un-employment and under employment has posed a serious problem in the society. The live register position of the district is presented in the table below.

**Table-10**  
**Employment seekers in the Live Register during last 2 years**  
**in Bhadrak District**

<b>Sl. No</b>	<b>Category</b>	<b>By December 2017</b>	<b>By December 2018</b>
1.	No. of persons in live register by end of 31 <sup>st</sup> December	25001	27693
2.	Registered during the year	7582	6290
3.	No. of Placements	0	0

Source: Directorate of Employment, Odisha

The table shows that by December 2018, about 27693 educated unemployed youth both general and technical still exist in the live register of the district and in each year more numbers are added to it.

It has been observed that the unemployment is growing over the years as number of educated workforce are growing at a geometric progression and the placement is moving in an arithmetic speed. That is why the planners have given priority for plans and programmes to create more employment opportunities through different income generating schemes. The placement under the District Employment Exchange, Bhadrak in the organised sector is negligible. In the present scenario, due to more youth going for technical education, the situation has improved. Further more youth are adapting to enterprising activities at an earlier stage due to support being provided by promotional organizations and also by banks.

#### **B. MATERIAL/PHYSICAL RESOURCES:**

As it has been mentioned that a realistic estimation of physical and material resources available for the district, should be done before laying down the priorities for development and formulating specific programmes/schemes for their implementation. The availability of material resources in the district of Bhadrak can be discussed in the following heads.

**I) Agriculture:** Agriculture is the main stay of the people of the district. Nearly 77% of the total work force is engaged in agriculture sector. Irrigation facility combined with modern agriculture inputs and practices plays an important role in improving productivity and economic condition of the people in the district. Though it is one of the coastal districts of the state and is having improved activities in this sector, still there is need of further improvement by using certified and high yielding seeds, modern agricultural inputs and adequate fertilizer. There are many causal factors for the low development of agriculture which are as follows:-

- a) Small individual land holdings
- b) Inadequate availability of quality seeds
- c) Inadequate irrigation facility
- d) Limited use of improved agricultural implements
- e) Low consumption of fertilizer
- f) Lack of scientific approach like soil testing and selection of appropriate crops.

However due to the progressive approach by both Govt. & private sector the aforesaid factors are being taken care of to improve the productivity.

**Land Utilization:**

Land is the first and foremost factor of production in any economic activity. The demand for land for various purposes is increasing day-by-day. So the use of land should be judiciously decided to derive the optimum return out of it as the continuous pressure on land makes it a more scarce resource. The land utilization pattern of Bhadrak district is given in the table below.

**Table-11**  
**Pattern of land Utilisation in Bhadrak district during 2018-19**  
**(Area in hect.)**

Sl.No	Category of land	Area	% of the total geographical area
1.	Total geographical area of the district	270164	100.00
2.	Forest Area	133	0.05
3.	Misc. trees & groves	3092	1.14
4.	Permanent Pasture	11020	4.08
5.	Culturable Waste	11363	4.21
6.	Land put to agricultural use	26560	9.83
7.	Barren and unculturable land	899	0.33
8	Current Fallow	6974	2.58
9	Other Fallow	4834	1.79
10	Net Area Sown	174063	64.43

Source: Deputy Director of Agriculture, Bhadrak.

The above table depicts that there is barren and uncultivable land as well as fallow land which can be allotted by the district authorities for industrial use. In the IPR-2015 of Govt. of Odisha a land Bank Scheme has been introduced to make available unused/surplus land for industrial purpose. It is observed that only 56.81% of low land is available in the district for cultivation purposes and rest constitute high and medium category of land. Out of the total low land only 62.5% is coming under Kharif paddy area.

**Cropping Pattern:**

The Cropping pattern is nothing but the type and quantity of various crops grown in the district. The factors which affect the cropping pattern is existence of the type of soil. The other factors which influence it are the consumption pattern of the local people, the importance of agriculture in the economy of the area, marketing facilities, assistance by the Govt. and financial institutions and last but not the least the level of awareness of the cultivators about returns from various crops.

Principal agricultural crops produced in the district are paddy, maize, millets, ragi, sugar-cane, pulses, cotton, tobacco, ground-nuts and different varieties of other oilseeds. The horticultural crops, fruits and vegetables are also grown in different parts of the district. The productivity of crops is affected in the district due to the traditional method of cultivation in some areas, use of poor quality seeds, improper use of fertilizers and pesticides and farmers' ignorance of scientific agricultural practices. Recently there is decrease in land area under cultivation of paddy crops. The table 12 given below reflects the crops produced both in Kharif and Rabi seasons.

**Table-12**  
**Major indicators of Agriculture in Bhadrak district vis-a-vis Odisha**  
**During 2018-19 (Area in 000' hect.)**

Sl. No.	Item	Bhadrak	Odisha
1.	Normal rainfall (mm.)	1427.26	1451.20
2.	Geographical Area	270.16	15571.00
3.	Cultivated Area	174.06	5424.00
4.	Net Area Sown	174.06	5424.00
5.	Gross cropped Area	203.49	7877.49
6.	Kharif cropped Area	172.868	5332.39
7.	Rabi cropped Area	30.631	2545.10
8.	Cropping intensity (%)	117	167
9.	Net irrigated area	113.40	2254.00
10.	Gross irrigated area	151.58	3521.00
11.	Kharif paddy area	160.44	3442.95
12.	Fertilizer consumption per hect.(in kg.)	133.62	72.92

**Source: O/o the District Agriculture Officer Bhadrak**

**Table-13**  
**Gross cropped area of Bhadrak District**  
**(Area in 000 hect.)**

Sl. No.	Items	2017-18		2018-19	
		Area	% to total	Area	% to total
1.	Rice	161.49	81.20	164.91	81.04
2.	Other cereals	0.136	0.068	0.144	0.07
3.	Total cereals	161.63	81.26	165.06	81.11
4.	Total pulses	13.15	6.61	14.18	6.96
5.	Total food grain	174.79	87.88	179.24	88.08
6.	Total oilseeds	2.17	1.09	2.51	1.23
7.	Total vegetables	18.11	9.10	18.22	8.95
8.	Total Fibres	0.185	0.09	0.132	0.06
9.	Total spices	3.09	1.55	2.82	1.38
10.	Sugarcane	0.536	0.26	0.56	0.27
<b>Total gross cropped area</b>		<b>198.89</b>		<b>203.49</b>	

**Source: O/o the District Agriculture Officer Bhadrak**

It is evident from the above table, paddy is the most important crops of the district which is covering more than 62% of the total cultivated land. Besides paddy, the other food crops like maize, wheat, ragi, small millets, etc. are also produced in the district but not abundantly. The pulses like arhar, mung, biri, gram, kulthi, flat pea, etc. are also grown in the district. Different varieties of oil seeds viz., ground nut, soyabean, til, mustard, sun flower etc. are also grown in the district. Fibres like cotton, mesta, etc. are produced in the district. Vegetables and spices like sweet potato, potato, onion, chilly, garlic, coriander etc. are grown in the district. Some cash crops like sugarcane, cotton, jute etc. are also produced in the district.

It is observed that there is preference of the people to grow more cash crops like sugarcane, jute and cotton etc. in the district. The climatic condition of the district is also suitable for growing commercial crops. The cultivators of the district are also taking keen interest for growing off season vegetables with the help of lift irrigation and million well provided through developmental schemes. This area is very much suitable for promotion of agro-based industries but there is need of adoption of modern methods/technology in agricultural activities by the farmers. Recent trends in cultivation point to increased use of

farm mechanization deep ploughing and line plantation as farmers are incentivised for adopting such modern practices by agriculture deptt. High yielding as also hybrid varieties of paddy, sunflower and mustard have been introduced. Season wise cropping pattern analysis shows predominance of paddy accounting for 82% of crop area in kharif and 60% in Rabi. Vegetable cultivation account for 12 and 16 percent area in Rabi and Kharif respectively.

The new and emerging crops include sunflower, maize, mustard, and vegetables. But majority of farmers are traditionally confined to paddy in Kharif and Rabi.

**Table-14**  
**Fertilizer consumption during 2018-2019 in Bhadrak District**  
**(Area in hect., Nutrient in M.T)**

Sl. No.	Season	N	P	K	Total	Gross Cropped area.	Per hect. consumption (Kg.)
1.	Kharif	9815	8370	3133	21318	172868	127.00
2.	Rabi	2074	670	417	3161	30631	103.20
<b>Total</b>		11889	9040	3550	24479	203499	

**Source: O/o the District Agriculture Officer Bhadrak**

### **Size of land holdings:**

For an optimum productivity, the size of holding is an important factor. A major factor retarding agricultural productivity in our country is the small size of the average land under cultivation which is known as un-economic holding.

In case of un-economic size of holding, the modern methods of cultivation can not be applied for better productivity. The table below gives a picture about the size of operational land holdings in the Bhadrak district.

**Table-15**  
**Area under different category of land holding in Bhadrak District**  
**during 2015-16 (Area in Hect.)**

Sl. No.	Size of holdings	No's	% of total no. of holdings	Area	% to total area
1.	Marginal (< 1 hect.)	162900	4.48	81776	3.98
2.	Small (1-2 hecets.)	33389	3.76	49698	3.54
3.	Semi-Medium (2-4 hecets.)	7775	2.71	20564	2.61
4.	Medium (4-10 hecets.)	1040	2.03	5213	1.83
5.	Large (> 10 hecets.)	33	0.83	500	0.58
6.	All Size Groups	205137	4.22	157751	3.42

**Source: Report on Agricultural Census, 2015-16, Odisha.**

From the above table it is noticed that in the district the nos. of medium and large farmers are very less which constitute very negligible proportion. Statistically the average size of land holding per cultivator works out to 1.19 ha. Analysis of land holding pattern in the district reveals that marginal and small operational holdings constitute about 50% of total arable area. The operational holdings of size of more than 2 ha. account for the balance 50% of the total cultivable area. So there is predominance of small holdings in the district for factors like non-consolidation and fragmentation on inheritance among family members.

### **Agricultural Marketing**

The economic strength of the farmer depends upon bargaining power on selling his product at a competitive price. Selling through regulated market can increase the return by minimising the system of intermediaries. So there is a need of improved marketing network as well as storage facilities for the products of the farmers.



In the district two regulated Market Committees (RMCs) are operating and guiding to the local farmers and traders. These RMCs are operating at Bhadrak and Chandbali. The RMCs have a number of Go downs and sheds of their own. But the condition of these go downs are deteriorating day-by-day due to want of funds for repair and maintenance. They are financially very unsound and require rehabilitation through Govt. grant otherwise assets worth of lakhs of rupees will be completely damaged. These RMCs are procuring agricultural produces, fish and dry fish and selling these items at the regulated market price fixed by Government from time to time.

The chief commodities operated by this RMCs are cereals, pulses, oil seeds, fibers, gur & sugarcane, vegetables, condiments, spices and other fruits, forest produce and animal husbandry products, . The committees are also collecting market fees from buyers on identified notified commodities like jute, paddy rice, mug, biri, khesari, molasses, tobacco, vegetable and vegetable leaves, fish dry fish, fruits like banana , papaya, spices like coriander, chillies, garlicks, onion, cash crops like mustard, groundnut and horticultural crops like tomato, sweet potato, coconut, etc. On the above items, the Committee collecting 1% as levy charge from the buyers.

The committees are also looking after the welfare of the local farmers launching various schemes. The committee provides operation of paddy pledge loan scheme free transport facilities, loan to municipality, advance of loan to small and marginal farmers at a lower rate of interest i.e 14 % per annum on pledge of their paddy where as bank is charging a higher rate of interest for the same purpose and organizing the awareness and fair price of their produces. The committee also taking keen interest for tribal farmers and special awareness programme are organized by the committees for them to know about the grading/ standardization of their produces so that they will be able to get remunerative price of their produces.

**Irrigation:**

Agriculture is the main source of livelihood of the people of the district. Besides it is the main avenue of giving employment i.e more than three fourth of the total workers of the district are engaged in agriculture. Development of the district may not be possible without sustained rise in agricultural productivity and irrigation holds the key to optimum farm income and so there is a need of creation of additional irrigation potential . The main objectives are as follows:-

- a) More emphasis on potential creation through the primary supporting activities for break-through in the production of rice.
- b) Priority for completion of ongoing projects capable of yielding benefits to poorer regions of low and uncertain rainfall.
- c) Adequate funding of externally aided projects
- d) Modernisation/expansion of derelict irrigation projects
- e) New irrigation projects in tribal packets of the districts.

In order to achieve the above objectives, it is essential to make considerable investment in ongoing/new identified projects, priority for taking the new projects in drought prone area of the district, improved maintenance, resources for improved utilisation of irrigation potential already created, strengthening administrative and field organisation for survey, planning, design and execution of various programmes.

**Table-16**

**Irrigated area (potential created) up to 2018-2019 in Bhadrak District (Area in ha)**

Sl. No.	Source	Kharif	Rabi	Total
1.	Major & Medium	70386	8173	78559
2.	Minor (flow)	12107	2670	14770
3.	Minor (Lift)	25474	22548	48022
4.	Other sources	5434	3725	9159
Total		113401	37116	150517

**Source: O/o the District Agriculture Officer Bhadrak**

**Table-17**  
**Crop-wise irrigated area during 2018-2019 in Bhadrak district**  
**Area in 000' hect.**

Sl. No.	Name of the crops	Kharif	Rabi
1.	Paddy	99.90	4.47
2.	Wheat	0	0.006
3.	Maize	0.048	0.09
4.	Total cereals	99.95	4.57
5.	Mung	0	6.03
6.	Biri	0	4.41
7.	Other pulses	0	0.32
8.	Total pulses	0	10.77
9.	Ground nut	0	0.03
10.	Til	0	0.251
11.	Mustard	0	0.712
12.	Sun flower	0	1.12
13.	Total Oil seeds	0	2.11
14.	Total spices	1.40	1.34
15.	Sugarcane	0.32	0.23
16.	Total Vegetables	7.75	7.71

**Source: O/o the District Agriculture Officer Bhadrak**

The district enjoys good potential of water resources and suitable cultivable land. Perennial streams, M.I. projects, dug wells and tanks are the major sources of irrigation in the district. Bore wells are also encouraged in the district. The table given below shows different water sources and area irrigated in the district in Rabi Season.

The new trends emerging in agriculture in the district include increased mechanization due to scarcity of agricultural labour, increased awareness about line sowing/planting and improved methods of cultivation popularized through different govt. programmes/schemes.

**II) Horticulture:** The district enjoys a varied agro-climatic conditions suitable for a wide array of fruits, vegetables, spices and flowering crops of tropical, sub-tropical and temperature zones. Added to climatic condition, the vast stretch of plain land particularly along the banks of River Baitarani and Charampa branch of Salandi Irrigation project and various irrigation sources are quite congenial for cultivation of several horticultural crops. The district is having agro-climatic zones like North, Eastern Coastal and plain. In the district there is one department orchid, seven transit nurseries and one kitchen garden sales centre operating. The climate is moist (sub-humid) and soil is narrow strip of sandy loam to clay textured which is very congenial for the growth of horticultural crops. The horticultural development activities can be taken up in high, medium and cultivable waste land which remain as waste. The agro-climatic conditions in the district is favourable for the horticultural crops and fruits like coconut, mango guava, papaya, tomato, banana, betel vine etc. which are successfully grown. The stress is now laid on increasing the area under horticultural cultivation.

The climatic condition of this district is also very conducive to grow seasonal vegetable like radish, tomato, cauliflower, etc. which have high demand from outside the district and the table below gives a clear picture about production of fruits and vegetable in the district of Bhadrak. The horticulture sector has proved to be an engine of growth for the rural economy. Therefore due importance is being attached by Govt. of India to the promotion of this sector by launching the National Horticulture Mission programme. This programme is now operational in all the districts of the state.

**Table-18**  
**Area and production of different vegetable & Spices crops in Bhadrak district during last two years (Area in hect., Production in MT)**

Sl. No.	Item	2017-2018		2018-2019	
		Area	Prod.	Area	Prod.
1.	Brinjal	7193	119979	7197	118174
2.	Tomato	3165	43740	3175	43878
3.	Cabbage	555	15900	545	15608
4.	Cauliflower	1235	18278	1230	17835
5.	Pea	260	2368	250	2265
6.	Okra	2500	22250	2480	22072
7.	Sweet Potato	250	2162	300	2592
8.	Others	3734	33636	3625	32623
9.	Potato	550	600	452	7295
10.	Water melon	185	3892	185	3892
11.	Onion	340	3570	340	3607
12.	Garlic	320	992	320	990
13.	Coriander	360	187	360	183
14.	Chili	2758	2234	2755	2231
15.	Ginger	97	493	97	493
16.	Turmeric	108	437	110	531

**Source: O/o the District Horticulture Officer, Bhadrak.**

**Table-19**  
**Area & Production of different fruit crops in Bhadrak district**  
(Area in hect. & production in M.T)

Sl. No.	Name of fruits	2017-2018		2018-2019	
		A	P	A	P
1.	Mango	4318	21417	4321	21000
2.	Guava	861	6320	862	6509
3.	Citrus	837	8588	825	8480
4.	Litchi	42	145	42	145
5.	Sapeta	31	163	31	162
6.	Banana	980	19776	985	19818
7.	Papaya	226	3987	225	3965
8.	Coconut (in lakh nuts)	768	61	768	61
9.	Pine Apple	30	605	30	600
10.	Other fruits	162	1105	161	1098

**Source: O/o the District Horticulture Officer, Bhadrak.**

**Table-20**  
**Area and production of different Floricultural crops for the year 2018-2019 (Area in Hect. and Production in Qtls.)**

Sr. No	Name of the crop	Area	Production
1.	Marigold (MT)	13	106
2.	Rose ( in lakh stem )	10	27
3.	Gladioli (Production in lakh no. of Spike)	-	-
4.	Tube Rose	-	-

**Source: O/o the District Horticulture Officer, Bhadrak.**

There is a good prospect for further improvement in production of the above mentioned crops. Cultivation of hybrid fruit crops of regular bearing and hybrid vegetables are gradually gaining popularity in the district.

Coconut is also an important crop of this area. Presently coconut are available at a very lower price. The cultivators are having problems for disposal of their harvest. It is, therefore, stressed upon to establish coconut based industries either in proprietorship or through co-operative societies to help the farmers. In spite of this, the area under the coconut cultivation is increasing day by day.

Another important crop of this range is betel vine which is giving crores of rupees to the Government as revenue. Betel vine leaves are being supplied to other states like Maharashtra, U.P., West Bengal etc. and even to countries like Bangladesh and Pakistan.

There are some Govt. schemes operating in the district to augment the production of various horticultural crops in the district. Lot of importance is being attached by Govt. of India for the promotion of this sector. The Govt. of India has launched National Horticulture Mission from 2005-06 for promotion of this sector. National Horticulture Board is also actively promoting the sector and is providing subsidy for commercial cultivation of horticulture crops with improved technology. Of late the medicinal and Aromatic plants, a subsector of horticulture has grown in commercial importance. There is huge opportunities for medicinal plants related trade in India and also abroad. National Medicinal Plant Board and State Medicinal Plant Board have been set up in National and State levels to oversee the development of this sector. The Horticulture Dept. is the Nodal agency for promotion of Plantation and Horticulture crops in the district. They provide technical guidance to the farmers, supplying quality planting materials. The Deptt. arranges to supply Banana suckers, Tissue culture banana suckers, quality mango grafts and planting materials of other plants like Guava, Sapeta, K.Lime, Coconut and papaya etc. and also all types of hybrid vegetable seedlings and ornamental plant seedlings at subsidized rates to the farmers. It is raising quality plant materials itself for meeting the demand of the farmers of the district. For this purpose it is maintaining six transit nurseries in the district at Bhadrak, Basudevpur, Ranital, Bonth, Chandbali and Dhamnagar. The main problem in promoting this activity has been the non availability of quality planting materials, technical knowhow, entrepreneurial skills etc. There is also good scope for taking mushroom cultivation in the district. It is also organizing awareness programmes for the farmers by organizing demonstrations in the field level on commercial cultivation of Fruits, Vegetables and Flowers etc. It is also arranging exposure visit of the farmers to inside and outside the State. Oil palm, a perennial oil yielding tree crop, has been recently introduced in the district.

**III) Sericulture :** Sericulture is one of the economic activities in view a suitable agro-climatic conditions in the district.

With regard to marketing of sericulture products there is no difficulty in selling these products. Marketing is done through Mulberry rearer co-operative Society. Though the district climate is favourable for plantation and production of sericulture crops, but the picture of this sector in the district is not that bright.

**IV) Textiles & Handloom :** This sector provides good opportunity to good no people of poor section in the district to earn their livelihood. A complete picture of this sector can be seen from the table given below:

**Table-21**  
**Information on Handloom Industries in the district of Bhadrak**

<b>Year</b>	<b>Number of Looms</b>	<b>Capital Investment (Rs. Lakhs)</b>	<b>Production ( In lakh Sq. Mt.)</b>	<b>Employment (No.s)</b>
2015-16	116	140.21	0.78	232
2016-17	121	140.21	0.86	242
2017-18	141	158.22	0.85	282

**Source: District Statistical hand Book, Bhadrak**

The information on the no of looms, capital investment, Production are reflected. For the development of textiles and handloom in the district, various schemes are under operation.

**Table-22**  
**Information on Cottage Industries in the district of Bhadrak**

Year	Number of Units	Capital Investment (Rs. Lakhs)	Employment (No.s)
2015-16	60	18.58	80
2016-17	68	13.77	165
2017-18	31	15.30	62

**Source: District Statistical hand Book, Bhadrak**

This sector in the district is facing many problems in the way of its development. The weavers are not properly trained. They are operating the looms in the traditional ways and adopt outdated designs. Due to lack of proper marketing strategy the products do not fetch right price. Because of this factor, the Odisha State Handloom Ltd., Bhubaneswar, Sambalpuri Bastralaya are adopting some Weavers Co-operative Societies(W.C.S.) and supply advance yarn and give wages as per their indent and lift finished products from the respective societies.

For betterment of tribe people, Govt. of Odisha also launched a varieties of programmes like Hill Area Development Projects, Special Package Scheme and Health Package Scheme in the district of Bhadrak

**V) Forest:** Forests play a vital role in the maintenance of ecological balance and in checking devastating natural calamities like drought, floods, soil erosion, cyclones etc. Forests are the main source of livelihood of certain weaker sections of society, particularly of the tribals. Forests produce a wide varieties of products of commercial value such as lac, resins, oil seeds, kendu leaves, etc. It is also the store house of medicinal plants and many food and non-food items have the potential of earning substantial revenue for the state without damaging the ecology. Dwindling of forest base throughout the country has become matter of great concern. Population growth, rising need of fuel wood, timber and fodder and rapid industrialisation and urbanisation, among other factors, have lead to large scale deforestation. Deforestation needs to be checked and measures need to be taken for rapid a forestation in degraded forest areas.

The total forest area in the district is estimated to be 97.07 Sq.kms and this is mainly concentrated in Nilgiri Sub-division. Approximately 1,15,000 cft. Timber is available annually from the forest in the district. Other minor forest produces are Myrabalam, Sunari Barks, Arjun Barks, Karanja Seeds, Neem seeds and Mahua seeds. Many of the products lend themselves for industrial utilisation. The table given below shows the different category of forest areas in the district.

**Table-23**  
**Category-wise forest area in the District of Bhadrak**  
**(in sq.kms.)**

Type of Forest	Area in Sq. Kms.
Reserve Forests	-
Very Dense Forest	0
Moderate Dense Forest	9
Open Forest	66
Total Forest area	75

**Source: O/o Directorate of Economics & Statistics, Odisha**

Social Forest project scheme is targeting to raise fuel wood and timber species in the village waste land. The purpose is to involve the villagers in creation and management of the forest to meet the local demand for fuel wood and small timber. It may be observed that the district has very limited extent of wasteland. However the long coast line of the district with good agro-climatic conditions makes it suitable for development of casuarinas plantation. Rising of forest cover on wastelands can provide gainful employment to the rural youth. Jatropha plantation can also be taken up as a gainful activity which can yield oil which is a source of energy in the form of bio-diesel. So the long term potential of the district in terms of different commercial plantation in waste land can be assessed for providing gainful employment opportunities to the local people.

vi) **Fisheries:** The fishery sector is one of the important avenues of self-employment for the rural people. It helps not only in improving the economic standard but also earns valuable foreign exchange by way of exporting to other countries. In view of rapid growth of population in the country there is a need to judiciously develop this sector for more production and employment. Bhadrak district is one of the maritime district of the state bestowed with vast freshwater, brackish water and marine fisheries resources. The major river Baitarani, river streams like Salandi, Ganjuti, Kapali etc. are flowing in the district having rich fisheries potential for inland capture fisheries. There is a great scope for development of fresh water resources in the district. The production from brackish water resources mainly contribute to add to the scope of export than to meet local consumption.

For the district “Fisheries” is ostensibly one of the “Thrust” area .Scientific method of pisciculture has proved that fresh water fish production can be raised to 10,000 kg/ha. Per year and for brackish water fish and prawn production up to 20,000 kg/ha/year.

Bhadrak is one of the coastal districts in Odisha having vast potential in fisheries sector. The district has numerous public and private water bodies. There are 22320 tanks in the district with a water spread area of 5245.52 hector.

At present two offices are functioning in Bhadrak district to look after fisheries sector. Inland sector activities and brackish water activities are allotted to one nodal officer, the district fisheries Officer cum CEO,FFDA/BFDA, Bhadrak and Marine sector activities is being looked after by ADF(Marine), Bhadrak.

In the inland fisheries sector developmental activities aims at increasing fish production, production and supply of quality fish seed and providing scientific line of pisciculture practices and its technology to the fish farmers in the district. In order to meet the growing demand of quality fish seed, emphasis has been given for its production by hypophysation. The brackish water resources in the district has been developed under brakish water fisheries pond development programme. The availability of marine sector in the district give much scope for lucrative income to a large section of rural as well as coastal people. Bhadrak coast provides scope for exploitation and production of marine fisheries including export variety of prawn. The following tables give a picture on fishery activities of the district.

**Table- 24**  
**Information on resource position for Fish Culture in the District**

Sl.No.	Category	No.	Area in Ha.
1.	Tanks	22320	5245.52
2.	MIP/kata/reservoir	-	-
3.	River/ nalah	-	-
4.	Total	22320	5245.52

**Source: O/o A.D.F., Bhadrak**

**Table – 25**  
**Information on Fish Farm in the District**

Sl. no.	Name of Farm	Total Area Ac	Total Water Area Ac.	N.T. Area Ac.	R. T. Area Ac.	S. T. Area Ac.	Total Area Utilised
1.	Saramanga fish Farm	45.00	36.00	32.50	0	3.50	36.00
2.	Bonth Fish Farm	11.79	4.35	0	0	4.35	4.35
3.	Randia Fish Farm	6.00	5.40	3.30	2.10	0	5.40

**Source; O/o A.D.F., Bhadrak**

**Table-26**  
**Block-wise Water resources in Bhadrak Dist. (Area in Ha.)**

Sl. no.	Name of the Block	G.P	Pvt.	Rev.	Total
1.	Bhadrak	125.42	36.69	665.10	827.21
2.	Bonth	117.06	22.75	531.33	671.14
3.	Basudevpur	164.98	24.86	952.00	1141.84
4.	Tihidi	54.80	23.60	392.82	471.22
5.	Dhamnagar	43.98	10.16	386.38	440.52
6.	B. Pokharai	99.94	8.24	477.62	585.8
7.	Chandabali	104.46	24.72	978.61	1107.79
<b>Total</b>		<b>710.64</b>	<b>151.02</b>	<b>4383.86</b>	<b>5245.52</b>

**Source: O/o A.D.F., Bhadrak**

**Table-27**  
**Quantity of Fish produced in Bhadrak District during last two years (Qty. in MT)**

Sl. No.	Category	2017-18		2018-19	
		Bhadrak	Odisha	Bhadrak	Odisha
1.	Fresh Water Source (Ponds, Rivers, Nalas, etc.)	18160	454188	18335	506608
2.	Brackish Water Source (Ponds only)	13863	79935	19755	94033
3.	Marine (Fishery water bodies)	12060	150838	13010	158321
	<b>Total</b>	<b>44083</b>	<b>684963</b>	<b>51100</b>	<b>758962</b>

Source : Directorate of Fisheries, Odisha

For the development of fisheries, the infrastructure has been created in the district through different schemes. The coastline in the district extends from North of Kansabansa to South of Dhamra. The infrastructure and schemes operating in the district is given in the below table.

Catching of fishes from irrigation reservoirs is being done by primary fisherman co-operative societies. Government has taken initiative by encouraging the pisciculture activities in the district by giving incentives through various plans and programmes. The objective is to motivate the people to go for a scientific method of cultivation of fish with a commercial

approach. This will definitely play a pivotal role in the district economic development of different areas. M/s falcon (p) Ltd. took all brackish land fresh water prawns and exporting to Japan and Thailand.

The total available fishery resources in the district are 51100 MT. After exported fish and shell fish of 23000 MT. the remaining is available for consumption in district.

**Table-28**  
**Quantity of Fish Exported from Bhadrak District during 2019-20**  
**(Qty. in MT, Value in Rs. Lakhs)**

Sl. No.	Category	Foreign Countries		Neighboring Countries		Total	
		QNTY	VALUE	QNTY	VALUE	QNTY	VALUE
1.	FISH	0	0	400	440	400	440
2.	PRAWN	19000	57000	4000	12000	23000	69000

**Source: O/o A.D.F. & DIC, Bhadrak**

**VII) Livestock Resources:** “Animal Resource Development” plays an important role in the agrarian economy of the district. In addition to employment and income, it also provides high protein nutritional food like milk and milk products, egg and meat. The potentiality of this sector have still not been exploited fully. Therefore, a planned livestock development programme is undertaken to accelerate production through scientific breeding, better feeding and management practices supported with adequate health care and marketing facilities.

Piggery, bullock, poultry are the other popular activities among the tribals/SC people of the district. The climatic condition of this district is congenial for rearing of cross breed jersy cattle. The animal health care like control of foot and mouth disease, control of livestock disease coming under the centrally sponsored schemes are under implementation in the district. The unemployed youth are also adopting various activities like broiler farm, dairy farm, cattle/poultry feed etc. Milk Producer’s Co-operative Societies(MPCS) are functioning in the district with an objective to enhance production both in terms of quality and quantity. Besides, the societies also offer assured marketing at a reasonable rates. There is one FMCs at Remuna to meet the requirement of supplying quality cattle and poultry feed at cheaper rates. For supplying nutrition requirement with minimum cost, fodder cultivation under different schemes have also been implemented to create confidence among the farmers. The livestock population of this district is furnished in the below table.

**Table-29**

<b>Comparison Livestock Census (In no.s)</b>			
<b>Items</b>	<b>2003 Livestock Census</b>	<b>2007 Livestock Census</b>	<b>2012 Livestock Census</b>
Total Cattle	14280559	12309973	513017
Ind. Cattle	13144359	10606715	485138
C.B. Cattle	1136200	1703258	27879
Buffalo	1438875	1189731	4932
Sheep	1758700	1818309	1945
Goat	5973919	7127038	144109
Pig	569533	611610	434
Poultry	-	-	48352

Source:O/o CDVO,Bhadrak



**Table – 30**  
**Availability of Veterinary Services in the District of Bhadrak**

Sl. No	Category	No
1	No of veterinary hospitals and dispensaries	13
2	No. of Livestock Aid Centres	110

Source: CDVO, Bhadrak

**Animal Products:** With production of 100 million tone milk in 2006, India is world's largest milk producing country a status it has been maintaining since 199-2000. Livestock sector contributes 7.27% of Net State Domestic product. Presently more than 75% of milk produced in the country is handled by unorganized sector. Small milk producers need to be encouraged to come into the organized sector and use the latest technology to improve the quality. Govt. of India has therefore introduced a new scheme Dairy Entrepreneurship Development Scheme with a view to provide Bank loan to these entrepreneurs to enhance their income by adopting various activities of this sector. The following tabular information on animal resources gives a picture on animal products in the district.

**Table-31**  
**Milk Production in Bhadrak Dist. During last 2 years(In 000, TMT)**

Sl. No.	Year	Milk prodn. In Bhadrak dist.	Total Milk Prod. In Odisha	% of district contribution in State milk prodn.
1	2017-18	51	2,087	
2	2018-19	57	2,310	

Source: District at a Glance, 2019 & 2020.

**Table-32**  
**Egg Production in Bhadrak Dist. during last 2 years(In Lakh no.)**

	Year	Egg prodn. In Bhadrak dist.	Total Egg Prod. In Odisha	% of district contribution in State Egg prodn.
1	2017-18	336	20,621	
2	2018-19	243	23452	

Source: District at a Glance, 2019 & 2020.

**Table-33**  
**Meat Production in Bhadrak Dist. During last 2 years(In MT.)**

Sl. No.	Year	Meat prodn. In Bhadrak dist.	Total Meat Prod. In Odisha	% of district contribution in State Meat prodn.
1	2017-18	6.78	183.42	
2	2018-19	7.22	201.50	

Source: District at a Glance, 2019 & 2020

Beside 13 veterinary dispensaries over the block of the district, there are 95 nos. of livestock Aid centers also available in the district. The district is headed by the Chief District Veterinary Officer in this sector to monitor all animal husbandry activities of the district. All the institutions are equipped with treatment facilities and technical personnel are available to take care of the health and development aspect of this sector. For up gradation of the indigenous flocks, it has been proposed for opening of Ram, Buck and Boar Centres in the district.

There is need of planned livestock development programme which will accelerate the production through scientific breeding, better feeding and management practices supported

with adequate health care and marketing facilities. The State Government have formulated the State Agricultural Policy which aims at enhancing production and productivity in the areas of dairy, poultry and other livestock for augmentation of employment opportunity and income generation in the rural sector. So there is good potential for dairy activities in the district. The production of animal products can be increased by improving quality. Dairy activities are also being supported by different Govt. sponsored programmes like SGSY, PMEGP etc.

VIII) **Mineral Resources:** The district of Bhadrak is not having much activities in mineral sector. Chromites & Black Granites are abundantly available in the adjoining districts of Jajpur, Keonjhar & Balasore thus encouraging some entrepreneurs to establish a Large Scale Industry M/S- FACOR and two Chrome Ore washing Plants, one Refractory bricks manufacturing & five stone crushing enterprises in small scale sector.

**IX) TOURISM:** The state as a whole offers fascinating tourist attractions including a myriad of monuments, beach resorts, temples, spiritual places, eco-tourism, adventure tourism, sanctuaries and national parks. This is a highly labour intensive sector and has the potential to generate high employment growth through a mix of activities of hotels, transports, shopping, food, entertainment etc. This sector binds together a lot of other employment generating sector through backward and forward linkages. This not only creates direct employment but also creates opportunities for indirect employment. So this sector has recently been identified as a potential sector in terms of providing income, employment and foreign exchange and it has proved to contribute immensely to the state/National economy. There are 8 identified tourist spots in the district as follows:

- Aradi
- Aharpada(Bhadrakali)
- Bhadrak
- Chandabali
- Dhamnagar
- Dhamara
- Guamala Nuasasan
- Iswarpur

Baba Akhandalamani one of the most famous ancient Saivait place of Odisha:

Location:-This famous Akhandalamani temple, the abode of "Lord Siva" is nicely located in the bank of river Baitarani, at Aradi, 37km away from the district head quarter of Bhadrak towards east by road via Asurali, Kothara and Dhusuri.

\_\_\_\_\_ This place is also linked with Chanbali by boat through the river Baitarani. From Chandbali ferry ghat to Aradi it will take hardly 2 hrs by boat.

**The Temple:**The present main temple of Aradi was built by the King of Konika Shri Harihara Bhanja and his chief queen Satyabhama Patadei. The height of the temple is around 150 ft. All the stones used in this temple were brought from the historic hill of Lalitgiri near Chandikhol. The entrance main Hall was built by a sage named used in this temple were brought from the historic hill of Lalitgiri near Chandikhol. The entrance main Hall was built by a sage named Shri Narasingha Pratap Kumar and the surrounding wall of the temple was built by a noted sage named Shri Darshan Sekhara Das.

### **MAA BHADRAKALI**

\_\_\_\_\_ The famous temple of Goddess Bhadrakali is located in the outskirts of the revenue village Aharpada which is at a distance of 8kms away from Bhadrak town in the south-

west direction. One has to go via Santhia and Utarabahini in the south-west direction of Kacheri Chhaka of Bhadrak town to reach the shrine. The popular belief is that the name of the Town has been derived from the name of the deity.

### **The Goddess**

\_\_\_\_\_ The statue of Goddess is of black granite and is seated in lotus posture on a lion. The temple remains open for visitors and devotees everyday from 6.30 am to 1pm and again from 3pm to 9.30 pm.

\_\_\_\_\_ As per the nomenclature of the goddess one tends to believe that it is the goddess Kali who is being worshiped in this Bhadrakali Pitha. However, since the deity is seated on a lion, one school of thought has opined that the goddess can be no other than the goddess Durga

### **GODDESS DHAMARAI**

#### Location

\_\_\_\_\_ The temple of the Goddess Dhamrai is at Dhamara a small coastal town-ship, where the river Dhamra meets the Bay of Bengal. The place is about 60 Kms from the district headquarters in the eastern direction. It is surrounded by Chandbali in the West, Basudebpur in the North, Kalibhanjadia in the South and Bay of Bengal in the East.

\_\_\_\_\_ It was around the year 1980 when some local influential persons seriously thought about constructing a temple for the deity and to regularly organize the rites and rituals related with the customs and traditions of Maa Dhamarai that included Makara Mela etc. However, though a committee had been formed and the foundation stone for the construction of the temple had been laid but it took around 8 to 10 years to actually construct the temple. A re-elected committee presided by one Sri Nityananda Majhi was responsible for the present day temple.

### **CHANDABALI**

\_\_\_\_\_ Chandbali is 50 Kms away from the district headquarters of Bhadrak. It is located on the bank of the holy river Baitarani. Presently Chandbali is the headquarter of Chandbali tahasil as well as Chandbali block. It is also a popular tourist spot and the gate-way to the famous tourist spot-cum- wild life Sanctuary "Bhitarkanika" in the water way, being accessed by boats through the river Baitarani.

## **CHAPTER-IV**

### **INFRASTRUCTURE FOR INDUSTRIAL DEVELOPMENT**

A Well planned network of transport and communication is an essential component of the infrastructure for a developing economy. The effort of industrialization in a resource rich district like Bhadrak should be supported by an adequate network of infrastructure. Availability of basic infrastructural facilities determines the pace of economic development of a region in general and industrial development in particular. Promotion of infrastructure facility is a basic requirement for construction a strong base for industrial development. Absence of such facilities stands as a hindrance in the process of industrialization. In this chapter an attempt has been made to throw some light on the existing infrastructure facilities available in the district to support for an accelerated pace of industrial development in the district.

Infrastructure facilities can be discussed under two subheads as:-

- 1) Physical infrastructure and
- 2) Social infrastructure

**A) PHYSICAL INFRASTRUCTURE:** The physical infrastructure required for industrial development of an area are industrial sheds, area, water, power and communication, etc. The status of these components are discussed as follows:-

- i. **Industrial Estate/Area:** For the promotion and development of MSMEs, there is need of Industrial Sheds and vast area.

SL. No	Name of Ind. Estate/ Area	Total Land (in Acres)	Common Utility ( in Acres)	Land Allotted (in Acres)	Land Available (in Acres)	Prevailing Land Rate Per Acre (Rs. in lakh)
1.	Bhadrak	20.7	4.140	13.815	0.762	25
2.	Ampro	5.00	1.00	2.408	1.592	10
	<b>Total</b>	<b>25.7</b>	<b>5.14</b>	<b>16.223</b>	<b>2.354</b>	-

Source: IDCO, Bhubaneswar

ii) **Land:** Land is the primary factor for any productive activity. So far the district of Bhadrak is concerned, there is plenty of land coming under the unused category which can be very well used for setting up of industrial ventures. Most of the land in the district are lying either barren or put to non-agricultural uses. With proper initiative, industrial development can also be planned through forward and backward linkages, for example off season vegetables can be grown which requires less irrigation. As a result of which people can get green vegetable at a cheaper rate and surplus product can be used for agro-based industries and vice versa. The land utilisation pattern in the district of Balasore and also different blocks in the district are given in the below table:

**Table-34**  
**Pattern of land Utilisation in Bhadrak district during 2018-19**  
**(Area in hect.)**

Sl.No	Category of land	Area	% of the total geographical area
1.	Total geographical area of the district	270164	100.00
2.	Forest Area	133	0.05
3.	Misc. trees &groves	3092	1.14
4.	Permanent Pasture	11020	4.08
5.	Culturable Waste	11363	4.21
6.	Land put to agricultural use	26560	9.83
7.	Barren and unculturable land	899	0.33

8	Current Fallow	6974	2.58
9	Other Fallow	4834	1.79
10	Net Area Sown	174063	64.43

Source: Deputy Director of Agriculture, Bhadrak.

Table given above reveals that there is availability of surplus vacant land for industrial use.

**iii) Water:** Water is one of the most important inputs for all type of economic activities including industries. The district of Bhadrak is having one medium irrigation project at Salandi River and various minor irrigation projects. There are also some smaller rivers and water falls, canals and lift irrigation systems exists in the district. So there are many sources of water availability in the district. If industrial activities are accelerated in the district, there may not be much problem in getting water. In the district, there are vast underground water resources which can be exploited and to be put for industrial use. There are various schemes under implementation to increase the water level in the district.

**iv) Power:** Power is a critical input for almost all type of economic activities. This is also an important ingredient for bringing comfort in daily life of mankind. The power sector of the district coming under the purview of NESCO and maintained by two electrical divisions. No doubt the district is having good infrastructure in the power sector but still there is need of more grid sub-station to reduce heavy voltage drop on the far-flung areas. Many rural pockets are still lying beyond network of electricity connection.

The sector wise consumption of electricity in the district is reflected in the table below:

**Table-35**  
**Pattern of consumption of electricity in the Bhadrak District during 2019-20**  
**(In Million Units)**

Sr. No.	Sector	Consumption (in MU) for FY.2019-20	Percentage to Total consumption
1	Domestic	279.559	54.6%
2	Kutir Jyoti	1.960	0.4%
3	Commercial	23.851	4.7%
4	Commercial over 10 K.W	19.181	3.7%
5	Small Industries	3.921	0.8%
6	Medium Industries	9.160	1.8%
7	Large Industries	11.872	2.3%
8	General purpose	74.007	14.5%
9	Public lighting	2.282	0.4%
10	Railway Traction	59.134	11.6%
11	Irrigation	6.842	1.3%
12	Public Water Works	3.020	0.6%
13	Public Institution	2.745	0.5%

14	Power Intensive Industry	9.155	1.8%
15	Captive Power Plant	0.267	0.1%
16	Bulk Supply Domestic	0.218	0.0%
17	Others	4.790	0.9%
Total		<b>511.964</b>	<b>100%</b>

Source: O/o the Executive Engineer Electrical, NESCO, Bhadrak

Bhadrak has now been connected to the power grid and is likely to be connected with 220 KVA line. Power supply to the district has resumed from Rengali, Talcher and Balimela. A 132/33 KVA grid is established in the district. There is a power house at Bhadrak having 3 transformers of 3.15 MVA capacity and 11.6 MVA with 33/11 KV capacity. However power supply to Bhadrak is not adequate as per its requirements of domestic, commercial and industrial sector and therefore the district suffers from frequent disruption/power cuts.

V) **Railway:** The district is well connected with Railway lines which are one of the vital means of transport and communication. Under the East-Coast Railway, the rail link is up to the extent of 31 kms in broad gauge. This helps in particular the transporting of industrial products as well raw materials used in industries. The people of the district are widely depending on railway for their traveling and transportation and marketing of the surplus products. Chennai –Howrah Rail line passes through the district. Recently also Dhamra port has been connected through railway line.

vi) **Roads & Communications:** The Prevailing road networks are quite developed which provides better communication facilities to the existing industrial units and the business community. The National Highway No.5 Passes through the district headquarters. All the block headquarters are also connected by road. Inter-state buses are plying to west Bengal, Bihar, Jharkhand and Madhya Pradesh. Many of the businessmen of the district are making their purchases at Kolkata, Jamshedpur, Patna and Raipur by Road. The important places of the district are well connected through National Highway, State Highway, MDR, ODR and a good no of village PS and GP road. The N.H 16 which passes through this district and other district are also under expansion which will make transporting more faster. The network of road communication in the district is reflected in the table below followed by a diagrammatic representation of the same.

**Table-36**  
**Length of different categories of roads in the district of Bhadrak by 2018-19**  
**(in Kms.)**

Sl. No.	Categories of Roads	Length
1	National Highways	62.87
2	State Highways	163.94
3	Major District Roads	68.16
4	Other District Roads	331.11
5	Forest Road	0.00
6	Rural roads	1737.83
7	Inter Village Roads	1713.35
8	Intra Village Roads	1524.83
9.	Railway route length	35.82

Source: District at a Glance, 2020

The main objective of providing all weather road connection to block and Sub-divisional headquarters and roads to all inhabited revenue villages of the district is to

accelerate the movement of man material which has bearing on economic activities also on industrial activities.

vii) **Road Transport:** Road transport plays a vital role in multiplying the turnover of the business. The status of road transport in the district of Bhadrak is given in the table below:

**Table-37**

**Number of motor vehicles registered in the district of Bhadrak (No.s)**

Sl. No.	Category of vehicles	2015-16	2016-17	2017-18
1	Motor cycles, Scooters and Moped	18134	23208	28629
2	Three-wheelers and Auto-rickshaw	599	912	755
3	Jeeps & Station wagons	32	4	1
4	Private Cars	321	385	465
5	Taxies	6	10	55
6	Stage carriage bus/mini bus	16	29	32
7	Trucks	345	451	565
8	Tractor with Trailor	852	1154	1331
9	Miscellaneous	253	244	193
	<b>Total</b>	<b>20558</b>	<b>26397</b>	<b>32026</b>

Source: O/o R.T.O.,Bhadrak,

In addition to these registered vehicles most of which ply in the district there are hundreds of heavy and light vehicles which are registered elsewhere in the stste or outside the state are also plying regularly in the district mainly for commercial purposes.

viii) **Air Transport:-** Bhubaneswar the State Capital is the only Air port in the state , Which is nearly about 130 kms, away by road from the district headquarters of Bhadrak .Recently Bhubaneswar air port has been upgraded to International air port which would suppliment a lot of business and commerce in the state.

ix) **Water transport:** There is available of water transport in the district. Bhadrak is an important place in the map of the country due to the Dhamara port which been developed as a major port of the country. There is much facility of water transport in the district taking into account the geographical location of the district.

**B. Social Infrastructure:** Social Infrastructure is comprising of the components like Entrepreneurship, Market Potential, Lending institutions and incentives etc. The Status of the same in Bhadrak district is discussed below:

i) **Entrepreneurship:** In a developing economy like ours the development of entrepreneurial quality is vital to have a dent on the growth of the economy. The entrepreneur is the real hero of any economic activities. It is the entrepreneur who brings synergy among all other factors of production. The employment opportunities in the Government sector is gradually shrinking as the role of the Government is changing from the director of economic activities to a facilitator. So the entrepreneur can take the advantage of facilities created by Government like infrastructure and other related services.

With regard to entrepreneurship, man rarely born with the entrepreneurial qualities. It is through different training the skills and knowledge of an entrepreneur is Bhadrak is concerned , efforts have already been made to create entrepreneurship by different promotional organisations by conducting various programmes and imparting training. Various financial institutions and banks have also come forward to support entrepreneurs to discover the talent of entrepreneurship among the youths. The Government and other promotional agencies are also organising various programmes to create an awareness among the people. The electronic and print media is also playing a vital role in educating the people. The notable institutions involved in this

mission of entrepreneurship development are MSME Development Institute, Cuttack, DIC, IED, ITI, Women's Polytechnic and other technical Institutions and NGOs. Besides, Govt. are also helping the young un-employed people through various developmental programmes from time to time. The most popular programme among these is Prime Minister's Employment Generation Programme(PMEGP). So these concerted efforts of both Government and NGOs as well as Banks and Financial Institutions will definitely tap the best entrepreneurial talent of the district for self ventures.

**Market Potential:** This district is surrounded Cuttack, Jajpur and Keonjhar district. Kolkata in the West Bengal is very potential market which is very near to the district. Jamshedpur in Jharkhand & Raipur in Chatisgarh are commercial cities which are nearer to the district. Most of the items found in the district market are coming from kolkata, Jamshedpur and Raipur some products are also coming from the nearby district. So there is no doubt that the district has potential to market the products which could be tapped by the local producers manufacturing various items of daily necessities. So there is vast scope for the products to be produced in the district which will find avenues to market in different place, of the district as well as outside depending upon price quality and delivery system.

With regard to the agricultural product most of the products are sold in the district in the open market due to lack of proper regulated market. The surplus product is also sold out by the farmers through middlemen. The weekly & bi-weekly markets in the rural as well as urban areas also helps sellers and buyers to transact are Dolasahi Tihidi , Pallia, Sabaranga, Aranapal, Asurali, Sahidnagar, Chandbali And Bhadrak etc. In addition to Agricultural products various types of industrial goods like agricultural implements and fish and dry fishes are transacted in the markets.

#### ii) Lending Institutions:

Lending institutions play a catalytic role in the process of industrialisation of an area. They provide finance by which the industrial activity kick starts. Finance is the life blood of any economic activity so also for industry. Easy and timely flow of finance (credit) makes the industrial activity smooth & healthy. Branches of commercial banks and other financial institutions are functioning all over the district.

It is noticed that the efforts of financial Institutions to provide support mainly goes to agriculture and allied sectors as major portion of credit has been channelised to agriculture and allied. The OSFC also play a significant role for the district for the promotion of industries. The district having vast scope for industrial development in rural areas, the potentiality still remain untapped. So there is a need of concerted effort to improve the position drastically to achieve the desired goal of development.

**Table-38**

**BHADRAK : BANK & BLOCK WISE NO. OF BRANCHES (As on 01.04.2020)**

S l. No	Name of the Bank	BASU DEVPU R	BHAD RAK	B. POKH ARI	BONT H	CHAND BALI	DHAMNA GAR	TIHIDI	TOTAL
1	Bank of Baroda/ Dena/ Vijaya		3		1	1			<b>5</b>
2	Bank of India		2	1	1	1		1	<b>6</b>
3	Canara/ Syndicate Bank	2	2			1	3		<b>8</b>
4	Central Bank of India		1			1			<b>2</b>
5	Indian/ Allahabad Bank	1	4	1	1				<b>7</b>



6	Indian Overseas Bank		3			1			4
7	Punjab & Sind Bank		1			1			2
8	PNB/ OBC/ UBI	2	6		1	4	1	1	15
9	State Bank of India	1	4	1	3	4	2	1	16
10	UCO Bank	2	3	1	1	3	4	3	17
11	Union/ Andhra/ Corporation Bank	1	4			2			7
<b>Nationalized Bank Total</b>		<b>9</b>	<b>33</b>	<b>4</b>	<b>8</b>	<b>19</b>	<b>10</b>	<b>6</b>	<b>89</b>
12	AXIS Bank	1	1			1			3
13	Bandhan Bank		1				1		2
14	DCB Bank		1						1
15	Federal Bank		1						1
16	HDFC. Bank		1			1			2
17	ICICI Bank		1			1	1		3
18	IDBI Ltd.		1			1			2
19	Indus Ind Bank		1			1			2
<b>Private Bank Total</b>		<b>1</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>16</b>
20	JANA SFB		1						1
21	SURYODAYA SFB		1						1
<b>Small Finance Bank Total</b>		<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>
22	Indian Post Payment Bank		1						1
23	Odisha Gramya Bank	6	5	3	4	4	5	3	30
24	BB C.C. Bank	1	2	1	2	2	1	1	10
<b>TOTAL BANK BRANCHES</b>		<b>17</b>	<b>51</b>	<b>8</b>	<b>14</b>	<b>30</b>	<b>18</b>	<b>10</b>	<b>148</b>

Source: LDM, Bhadrak

### iii) Technical Skills & Training Facilities:

Availability of technically skilled manpower and better training facilities gives a boost to the industrial activity of the area. As per the data supplied by the Directorate of Technical Education and Training, Cuttack, at present there are 20 ITIs in the district imparting training in varied disciplines like electrician, fitter, turner, welder, wireman, tractor mechanic, motor mechanic, plumbers etc. Further the Engineering school and college at Barapada(Barpada college of Engineering &Technology) and Engineering school at Asurali also provide training on different technical subjects. Further the youths and students of the

district are moving to nearby districts/state like Bhubaneswar, Cuttack, Baripada, Kolkata etc. to get higher studies and also technical education/training.

The skilled manpower are also available in the neighbouring districts. These skilled manpower can be optimally used if there is continuous growth of industrial activities in the district.

### **Vocational training facilities and intake capacity in the district of Bhadrak**

<b>Sl.No</b>	<b>Name of the Institute</b>	<b>Trades of Education</b>
1	BIET, Bhadrak(Private)	Electrical, Mechanical, Electronics and telecommunication, Computer Science and Engineering

**Source: Directorate of Tech Education & Training, Cuttack**

The Government and other promotional agencies are making sincere efforts to create an awareness among the educated unemployed mass to change their mind set and venture into different industrial activities after getting proper orientation training. For achieving this goal, various computer centres have been promoted and set up by local people for catering the need of the local demand. Similarly, MSME-Development Institute, Cuttack is imparting training on 6 months basis to improve skill of the workers of industries as well as unemployed youths. The annual intake capacity is 80 (for six months basis) on the trade like Fitter, Turner, Welder & Machinist. A good no. of technically trained manpower available in the district who can take initiative to start self ventures in the MSME sector not only to employ themselves but also to create employment opportunities for others.

#### **iv) Growth Centres/ Focal Points:**

The objective behind setting up of industrial growth centers is to promote industrialization in backward areas through comprehensive infrastructure development. There are number of places in the district which should deserve with the status of Growth centre with availability of the proper infrastructural facilities like water sources, power supply, road and communication, and social infrastructure which are the basic features of a growth centre.

Both state and central Govt. have also formulated different schemes and facilities for the development of this sector. The Govt. of Odisha have extended support to the MSME sector through IPR-2015 and MSME-Development Policy-2016 both of which are given in annexure A,B with this booklet. The entrepreneurs can also visit the website of Director of Industries, Govt. of Odisha or Department of MSME, Govt. of Odisha to get the details of these policies and programmes for promotion and development of MSME sector.

Further Govt. of Odisha has recently declared food processing industries as thrust area for development and in this direction is implementing the National Mission on Food Processing by linking food processing policies/schemes of Ministry of Food Processing, Govt. of India. This Food Processing Policy is also given as Annexure-C with this booklet.

Further the O/o Development Commissioner (MSME),under the Ministry of MSME, Govt. of India as apex body for promotion and development of MSME sector has been implementing different schemes /incentives for promotion and development of this vibrant MSME sector.

## **C) Incentives for MSMEs by Government**

Incentives play an important role in boosting the industrial activity in an area. It speeds up the process of industrialisation. The mission of the Industrial Policy Resolution, 2015, Govt. of Odisha is to create a business climate conducive to accelerate investment in industry & infrastructure projects, raise income, employment and economic growth in the state and reduce regional disparities in economic development. For the promotion and development of MSMEs in the district and as well as in the state the IPR, 2015 provide certain benefits/concessions to the MSME in various areas. The highlights of Odisha Industrial Policy Resolution, 2015 is provided at Annexure-B and other policies for MSMEs of Government of Odisha are reflected at Annexure-C.

### **1. CLCS-TU Schemes**

The Government of India has announced the CLCS-TU scheme. The components of these Schemes are as follow:

- i) Digital MSME:**  
The objectives of “Digital MSME” Scheme are promotion of Information & Communication Technology (ICT) in MSME Sector and to motivate MSMEs to adopt ICT tools and applications in their business processes. The scheme is revolving around Cloud Computing which is emerging as a cost effective and viable alternative in comparison to in-house IT infrastructure installed by MSMEs. The scheme also has provision to give subsidy of Rs. 1 lakh per unit for user charges for a period of 2 years.
- ii) Lean Manufacturing Competitiveness Scheme (LMCS):** The objective of this scheme is to increase the competitiveness of the MSME Sector through the adoption of LM techniques with the objective of reducing waste, increasing productivity, introducing innovative practices for improving overall competitiveness, inculcating good management system and imbibing a culture of continuous improvement.
- iii) Design Clinic Scheme for MSMEs:** The main objective of the Design Clinic is to bring the MSME Sector and design expertise on a common platform, to provide expert advice and solutions on real time design problems resulting in continuous improvement and value addition for existing products.
- iv) Building Awareness on Intellectual Property Rights (IPRs):** The objective of this scheme is to enhance the awareness of MSMEs about Intellectual Property Rights (IPRs) to take measure for protecting their ideas and business strategies. Effective utilization of IPR tools like patents, trademarks, copy rights, GI etc. by MSMEs would also assist them in technology up gradation and enhancing competitiveness.
- v) Support for Entrepreneurial and Managerial Development of SMEs through Incubation:** The main objective of this scheme is to assist incubation of innovative business ideas that could be commercialized in a short period of time resulting in the formation of MSMEs that have distinctive presence in the market. The scheme is implemented in a PPP mode.
- vi) Zero Defect Zero Effect:** - The scheme is an extensive drive to create proper awareness in MSMEs about ZED manufacturing and motivate them for assessment of their enterprise for ZED and support them. The objective is to drive manufacturing with adoption of Zero Defect production processes without impacting the environment (Zero Effect).
- vii) CLCSS Scheme:** The CLCSS Scheme aims at facilitating Technology Up gradation of Micro and Small Enterprises by providing 15% capital subsidy on institutional finance availed by them for induction of well established and improved technology in approved sub-sectors/products. The admissible capital subsidy under the revised scheme is calculated with reference to purchase price of Plant and Machinery.

**2. Procurement and Marketing Support (PM&S) Scheme for MSMEs:-** This programme aims at improving the marketing competitiveness of MSME sector in the Domestic as well as International market by improving their techniques and technologies, promotion of exports and to provide a check on imports also.

- (i) **Participation in Domestic Fair/ Exhibition:** To encourage manufacturing Micro and Small Enterprises (MSEs) in their efforts of tapping and developing domestic markets.
- (ii) **Organisation of Trade Fair/ Exhibition:** To encourage manufacturing Micro and Small Enterprise Associations for tapping and developing markets.
- (iii) **Capacity building of MSMEs in modern packaging technique:** Unit based interventions for specific packaging requirements. 80% of total cost paid to empanelled agency / consultancy organization for General category units and 100% for SC/ST/Women/NER/PH units limited to RS.50,000/ - or actual whichever is less for packaging.
- (iv) **Development of Marketing Haats:** In the initial phase, up gradation/renovation/ modification in existing facilities in marketing haats. For up gradation/ renovation/ maximum sanction amount will be RS.10 lakhs / haat / city or actual whichever is less, based on the estimates prepared by Govt. approved valuer/PWD.
- (v) **National/International Workshop:** To educate MSMEs on various facets of business development i.e product & process development innovations, technological; development, issues related to IPR, Exim policy, Public Procurement Policy, design & packaging and market research and access.
- (vi) **Vendor Development Programme (VDP) for Ancillarisation:** VDPs are being organized by MSME Development Institutes to provide common platform to PSEs/Large Scale Enterprises both in public and private sector as buyers and MSME units as sellers in order to provide appropriate market linkages and facilitate a business tie-up between them for mutual benefit.
- (vii) **Awareness Programs:** To create an overall awareness about trade fairs, digital advertising, e-marketing platform, GST, GeM portal and other such related topics etc.

**3. Scheme of National Award:** The Ministry of Micro, Small & Medium Enterprises (MSMEs), Government of India with a view to recognize the efforts and contribution of MSMEs confers Awards annually to selected enterprises under the Scheme of National Award. The awards are given for various categories such as Innovation, outstanding Entrepreneurship (Manufacturing and Service), Lean Manufacturing, Quality Products, export award and outstanding performance awards to states.

**4. Micro & Small Enterprises Cluster Development Programme (MSE-CDP):** The O/o. DC(MSME) launched MSE-CDP for holistic development of selected MSEs clusters through value chain and supply chain management on co-operative basis. This aims at holistic and integrated development of MSEs through Soft Interventions, Hard Interventions and Infrastructure Up gradation.

**5. Credit:-**

- (a) **59Minutes PSB Loan:** This is a credit facility for meeting the demand for working capital of MSMEs up to 5 Crores. 22 Public sector banks are providing these type of loans.
- (b) **CGTMSE:** - The objective of the scheme is to provide funding to MSMEs without collateral security and /or third party guarantee. The credit facility is up to Rs.2.00 Crore per borrowing unit. SIDBI and NABARD are implementing agencies.

All financial institutions, Member Lending Institutions (MLIs) are eligible to finance the MSEs.

- (c) **PMEGP:** - The objective of the scheme is (i) to generate employment opportunities through self-employment through establishment of micro-enterprises in non-farm sector. (ii) to arrest migration of rural youths to urban areas; and (iii) to increase the wage earning capacity of artisans. KVIC is the nodal implementing agency at the national level. KVIB & DIC are the implementing agency at the state level.

#### **6. Recent Initiatives for Promotion and Development of MSMEs:-**

a) **Udyam Registration** - This office provides handholding support for online registration of new as well as existing MSME units under Udyam Registration. It makes the registration process easier for small businesses by using AADHAR No/Mobile no/Email ID of the applicant. The facility is provided by M/o MSME free of cost. No agency/Representative/Franchise has been appointed by Govt. of India for Udyam registration. The details could be viewed at <https://udyamregistration.gov.in/>.

#### **b) MSME Samadhaan Portal -**

Office of DC (MSME) has taken an initiative by launching MSME Samadhaan Portal for filing online application by the supplier MSE unit against the buyer of goods/services before the concerned MSEFC of his/her State/UT. These will be viewed by MSEFC Council for their actions. These will be also visible to Concerned Central Ministries, Departments, CPSEs, State Government, etc for pro-active actions. The details could be viewed <https://samadhaan.msme.gov.in>.

c) **MSME SAMBANDH:** - A Public Procurement Portal called 'MSME Sambandh' was launched by M/o MSME. The objective of the portal is to monitor the implementation of the Public Procurement from MSEs by Central Public Sector Enterprises. The details could be viewed at <https://sambandh.msme.gov.in>.

d) **Udyami Sakhi:** - On the occasion of International Women's Day on 8<sup>th</sup> March, the Ministry of Micro, Small and Medium Enterprises (MSME) launched a portal for women entrepreneurs of India called Udyam Sakhi. The portal is a network for nurturing entrepreneurship and creating business models for low cost products and services in order to empower women and make them self-reliant and self-sufficient. The details could be viewed at [www.udyamsakhi.org](http://www.udyamsakhi.org).

e) **MSME Sampark:** The MSME Sampark portal is a digital platform, wherein, job seekers (passed out trainees / students of 18 MSME Technology Centers) and recruiters register themselves for getting employment and getting right kind of manpower respectively. The details could be viewed at [www.sampark.msme.gov.in/](http://www.sampark.msme.gov.in/).

## **CHAPTER-V**

### **PRESENT INDUSTRIAL SCENARIO**

A thorough analysis of the present industrial structure would enable to know the extent to which the industrial development has progressed in the district. As already discussed there is existence of requisite factors including surplus resources and cheap labour force etc. for development of industries in the district. In spite of all these favourable factors the district has not made an expected headway in the industrial development. Various steps have been taken for the promotion of industrial activities in the district by the promotional agencies, Banks and Financial Institutions and NGOs.

Though predominantly agrarian in nature, Bhadrak is ideally located for industrial development due to the availability of both backward and forward linkages. The district has 40 kms. of National Highway .It has also railway coverage of about 40 kms. length and a coast of about 50 kms. Further Dhamra Port is coming up in the district which will be one of the largest ports in the world. The raw material available locally for industrial use are mainly from agriculture, marine resources, forest resources, etc. Chromite and Black Granite are available in abundance in the adjoining districts of Jajpur, Keonjhar and Balasore. Electric supply is available from Balimela and Talcher Power Grid. The district has the required potential for various traditional industrial activities like Handloom, Tiny and cottage industries, Artisan based industries etc. Besides adequate no. of labourers and traditional artisans ,the district has one Engineering College for training the required technical manpower. Further guidance is also available from District Industries Centre which facilitates for the development and promotion of MSMEs in the district.

Further the Govt. now a day at various levels has been giving priorities for self employment through setting up of MSMEs. Generation of employment opportunities has been the major component of various plan documents by the Govt. at various levels. Particularly the MSME sector has received overriding importance due to its low capital intensity and high employment potential. The low absorption capacity of agricultural sector is aggravating the unemployment problems which can be effectively tackled only through setting up of MSMEs by the educated youth. This sector provides an avenue for supplementing farmer's income to a great extent thereby preventing migration of rural population to urban areas.

Due to the easy availability of man, materials and market for industrial products, the district has several modern industries in the MSME sector in addition to the traditional artisan based activities. Though, there is one large scale industry exist in the district at present i.e. Ferro Alloys Corporation (FACOR) several large industrial units are reportedly in the pipeline besides different MSMEs belonging to different category.

Under tiny sector, the activities cover mainly bamboo work, golden grass, brass and bell metal, glazed pottery, terracotta etc. Similarly, village industries include Sabai Craft, Applique work, Sisal product, Embroidery, Jute Carpet etc. Further rural artisan activities include activities like artistic mat making, soft toys and clay toys etc. The BIC and the district cottage industries officer interact with the entrepreneurs, impart training to ITI, make arrangement for supply of raw materials and also assist in marketing of the products. There are three industrial training institutes at Asurali, Charampaand Barapada to impart training in the trades such as Electrician, Fitter, Turner, Wireman, Tractor Mechanic, Motor Mechanic and Seat Metal etc. The Engineering School and College at Barapada also train people in various technical disciplines. Besides MSME Development Institute, Ministry of MSME, Government of India, Cuttack under its annual action plan has been organizing different training and awareness programme for the prospective as well as existing entrepreneurs of the district.

The district has three Large Scale Industries. & two Medium Scale Industries functioning at present

Large Scale Industries: 1) M/S FACOR Ferro Alloys Ltd.  
2) M/S FACOR Power Plant Pvt. Ltd.  
3) M/S Dhamara Port Ltd.

Medium Scale Enterprises:

1) M/S Mangalam Agro Tech Pvt. Ltd.  
2) M/S Chakadola Sital Bhandar

### 1. Product wise No. of MSME set up

The picture of MSME sector in the district can be assessed from the following tables and information. Category wise number of MSMEs set up in the district has been given below which gives an indication of industrial scenario in the district.

**Table-39**

<b>Category of Product wise No. of MSME set up with Investment &amp; Employment in the DIC: BHADRAK by end of December 2019</b>				
Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	954	1872.85	3478
2	CHEMICAL & ALLIED	115	403.09	473
3	ELECTRICAL & ELECTRONICS	148	379.91	400
4	ENGINEERING & METAL BASED	328	535.53	1248
5	FOREST & WOOD BASED	795	921.21	2054
6	GLASS & CERAMICS	336	1338.88	1762
7	LIVESTOCK & LEATHER	42	130.46	98
8	PAPER & PAPER PRODUCT	154	488.24	456
9	RUBBER & PLASTICS	80	247.73	279
10	TEXTILES	530	1328.66	1574
11	MISC. MANUFACTURING	2591	4662.08	5787
12	REPAIRING & SERVICING	9913	2215.70	23781
Total		15986	34454.34	41390

Source: DIC, Bhadrak

### 2. Existing Status of Industrial Areas in Bhadrak District:

SL. No	Name of Ind. Estate/ Area	Total Land (in Acres)	Common Utility (in Acres)	Land Allotted (in Acres)	Prevailing Land Rate Per Acre (Rs. in lakh)	Total Units	Closed units	No of units working
1.	Bhadrak	20.7	4.140	13.815	25	22	1	7
2.	Ampro	5.00	1.00	2.408	10	7	0	6
	<b>Total</b>	<b>25.7</b>	<b>5.14</b>	<b>16.223</b>	<b>-</b>	<b>29</b>	<b>1</b>	<b>13</b>

Source: IDCO, Bhubaneswar

### 3. Industrial Scenario of Bhadrak District:

#### 3.1 Industry at a Glance in 2019-20:

SL. No	Head	Unit	Particulars
1.	No. of MSMEs set up	No.	3008
2.	Total Investment	Lakh	6792.42
3.	Total Employment Generation	No.	6630

Source: District at a Glance 2020, Directorate of Economics & Statistics, Odisha

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

Year	No. of Registered Units	Investment (Lakh Rs.)	Employment (No.)
2000-01	47	100.36	270
2001-02	61	88.04	243
2002-03	63	82.02	224
2003-04	76	132.37	289
2004-05	73	99.9	316
2005-06	71	109.65	329
2006-07	83	807.85	283
2007-08	77	53.89	308
2008-09	74	116.14	276
2009-10	87	820	501
2010-11	191	145.52	806
2011-12	210	374.32	876
2012-13	231	926.49	879
2013-14	264	17.73	1021
2014-15	1160	8476.03	2398
2015-16	2003	7379.62	5445
2016-17	2206	7724.25	5212
2017-18	1911	6925.27	4733
2018-19	3010	5616.92	6960
2019-20	3008	6792.42	6630

Source: Directorate of Industries, Odisha & DIC, Bhadrak.

#### 3.3 MSMEs registered under Udyog Aadhaar Memorandum (UAM):

Micro	Small	Medium	Total
4233	209	2	4444

Source: UAM web portal as on 31.03.2020.

#### 3.4 Udyog Aadhaar Registered MSMEs with 2 Digit NIC Code

##### 3.4.1 Manufacturing Enterprises with 2 Digit NIC Code

Sl. No	Code	Description of Activity	No. of Units
1	01	Crop and animal production, hunting and related service activities	588
2	05	Mining and quarrying	04
3	06	Extraction of crude petroleum and natural gas	01



4	07	Mining of metal ores	02
5	08	Other mining and quarrying	10
6	09	Mining support service activities	02
7	10	Manufacture of food products	341
8	11	Manufacture of beverages	21
9	12	Manufacture of tobacco products	05
10	13	Manufacture of textiles	79
11	14	Manufacture of wearing apparel	121
12	15	Manufacture of leather and related products	09
13	16	Manufacture of wood and products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	23
14	17	Manufacture of paper and paper products	37
15	18	Printing and reproduction of recorded media	30
16	19	Manufacture of coke and refined petroleum products	04
17	20	Manufacture of chemicals and chemical products	86
18	21	Manufacture of pharmaceuticals, medicinal chemical and botanical products	11
19	22	Manufacture of rubber and plastics products	11
20	23	Manufacture of other non-metallic mineral products	149
21	24	Manufacture of basic metals	11
22	25	Manufacture of fabricated metal products, except machinery and equipment	62
23	26	Manufacture of computer, electronic and optical products	22
24	27	Manufacture of electrical equipment	23
25	28	Manufacture of machinery and equipment n.e.c.	13
26	29	Manufacture of motor vehicles, trailers and semi-trailers	04
27	30	Manufacture of other transport equipment	01
28	31	Manufacture of furniture	50
29	32	Other manufacturing	91
30	33	Repair and installation of machinery and equipment	26
31	35	Electricity, gas, steam and air conditioning supply	03
32	36	Water collection, treatment and supply	04
33	37	Sewerage	0
34	38	Waste collection, treatment and disposal activities; materials recovery	07
35	39	Remediation activities and other waste management services	0
36	41	Construction of building	20
37	42	Civil Engineering	36
38	43	Specialized construction activities	27

Source: www.udyogaadhaar.gov.in

### 3.4.2 Service Enterprises with 2 Digit NIC Code

Sl.No	Code	Description of Activity	No. of Units
1	49	Land transport and transport via pipelines	81
2	50	Water transport	03
3	51	Air Transport	01
4	52	Warehousing and support activities for transportation	13
5	53	Postal and courier activities	07

6	55	Accommodation	26
7	56	Food and beverage service activities	222
8	58	Publishing activities	23
9	59	Motion picture, video and television programme production, sound recording and music publishing activities	52
10	60	Broadcasting and programming activities	0
11	61	Telecommunications	121
12	62	Computer programming, consultancy and related activities	118
13	63	Information service activities	44
14	64	Financial service activities, except insurance and pension funding	24
15	65	Insurance, reinsurance and pension funding, except compulsory social security	07
16	66	Other financial activities	55
17	68	Real estate activities	06
18	69	Legal and accounting activities	03
19	70	Activities of head offices; management consultancy activities	03
20	71	Architecture and engineering activities; technical testing and analysis	13
21	72	Scientific research and development	01
22	73	Advertising and market research	04
23	74	Other professional, scientific and technical activities	57
24	75	Veterinary activities	104
25	77	Rental and leasing activities	22
26	78	Employment activities	21
27	79	Travel agency, tour operator and other reservation service activities	41
28	80	Security and investigation activities	02
29	81	Services to buildings and landscape activities	09
3	82	Office administrative, office support and other business support activities	48
31	84	Public administration and defence; compulsory social security	03
32	85	Education	56
33	86	Human health activities	19
34	87	Residential care activities	08
35	88	Social work activities without accommodation	30
36	90	Creative, arts and entertainment activities	10
37	91	Libraries, archives, museums and other cultural activities	01
38	92	Gambling and betting activities	02
39	93	Sports activities and amusement and recreation activities	04
40	94	Activities of membership organizations	04
41	95	Repair of computers and personal and household goods	117
42	96	Other personal service activities	404

Source: www.udyogaadhaar.gov.in

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

Name of the Unit	Product
1. Ferro Alloys Corporation Ltd.(FACCOR), D.P. Nagar, Randia, Bhadrak	Charge Chrome/High Carbon Ferro Chrome

Source: Directorate of Industries, Odisha

### **3.6 Major Exportable Item:** Charge Chrome/High Carbon Ferro Chrome

### **3.7 Growth Trend:**

The only large scale unit i.e. Ferro Alloys Corporation Ltd. is producing high quality charge chrome & carbon chrome. The unit even exports its product to many other countries of the world. Now, this unit is also in the job of installing two units of power plants in the district and working towards the expansion of the unit also. The newly built Dhamra Port (A joint venture between L&T and TATA Steel) in the district will give a boost to the industrial scenario of the state as well as to the district. Even there is also proposal of establishment of another port at Chandbali in the district. Further, various fiscal incentives to MSMEs announced in Industrial Policy Resolution 2015 & Odisha MSME Policy-2016 have positive impact on the growth of MSMEs in the district.

### **3.8 Vendorisation / Ancillarisation of the Industry:**

The district of Bhadrak and its neighboring district of Balasore is having a number of large and medium scale industries based on the local resources. So, the ancillary and downstream industries are to be there to cater to the needs of the mother plants locally. As per the requirements of mother plants, following units may be set up in the district.

01. Self Adhesive Tapes
02. Expanded Polythene Sheets
03. Aluminium Oxide & Aluminium Hydroxide
04. Zinc Oxide
05. Plaster of Paris
06. Starch based Adhesives
07. Welding Flux
08. Barium Carbonate
09. Synthetic Yarn
10. Nylon Monofilament Yarn
11. Diamond Cutting Segments
12. Feldspar Ink
13. Hessian Cloth
14. Leather Hand Gloves
15. HDPE/HM - HDPE laminated Craft
16. Bungs for LPG Cylinders
17. Zinc Wire
18. Strip Packing and Packing materials
19. Paints
20. General machine parts
21. Lime Stone Powder
22. Nitric/Hydrochloric and sulphuric acid
23. Laminated Hessian bags
24. Electric bulbs and tubes etc.
25. Insulated Tapes
26. Stationery items
27. Copper Tapes
28. Armoring wires and stripes

29. Cold storage
30. Fly Ash bricks etc.

### **3.9 Service Enterprises:**

- Automobile Servicing/ repairing
- Nursing home /X-Ray clinic
- Tyre Resoling/ Puncture repairing
- Beauty Parlour
- Herbal (Ayurvedic) Health Treatment Clinic
- Telephone Booth
- Xerox/Binding/Lamination
- Electrical Home Appliances/Auto Electric Repairing
- Cold Storage
- Bus & Truck Body Repairing
- Diesel Pump set repairing
- Tailoring
- Exercise Book, File Cover, Envelope etc.
- Repair and maintenance of Air-conditioning and Refrigeration
- Operation of cable T.V. networks
- Cyber Cafe
- DTP & Screen Printing
- Heat Treatment Servicing Unit
- Road side restaurants

### **3.10 Potential areas for Service Industry:**

National Highway No.5 covers 40km in the district. Around 28 km of rail line goes through the district. Also 40km of coast line is also there in the district. So, from the view point of infrastructure development Bhadrak is a developed district. With the start of Dhamra port, Bhadrak gets a new identity. Therefore, there is a very good scope for service industries like Cyber Café, Restaurants, Herbal clinic, Dry Cleaners, Nursing Homes etc to prosper.

### **3.11 Potential for new MSMEs**

01. Modern Rice Mill
02. Spices Grinding
03. Oil Mill (Mustard, Coconut & Groundnut Oil)
04. Flour Mill ( Roller Flour Mill)
05. Squash, Juice, Pickle, Jam and Jelly, etc. of different fruits
06. Diversified jute Products
07. Coir Industry, Coir ropes, mats etc
08. Mechanized Bakery Unit
09. Cultivation and processing of Mushroom ( Powder & Pickles)
10. Cattle & Poultry Feed
11. Cold Storage for fruits and vegetables & fish Processing Units.
12. Ice plant manufacturing flakes & cubes
13. Fish Feed Manufacturing
14. Dry fish and marine fish pickles manufacturing
15. Herbal products preparation
16. Decorative wood craft
17. Wood products and carpentry

18. Neem seed processing unit
19. Stone Carving
20. Cement Jalli
21. Mineral Water
22. Plastic injection moulded items
23. Detergent/liquid detergent
24. Phenyl including white phenyl
25. Disposable syringes
26. Sanitary Napkins
27. Multilayer mini grip bags for packing of milk and oil
28. Crates, Soft drink trays and large drums
29. Plastic rope
30. Agarbati
31. Leather goods (shoes & chappals, leather garments, hand gloves, etc.
32. Leather & Rexine bag manufacturing
33. Mechanical Engineering Workshop and Fabrication Works
34. Aluminium Utensils and Circles
35. Steel furniture
36. Agricultural Implements Manufacturing
37. PVC Cables and Aluminium Conductors
38. Sheet metal works and Trunks, Almirah and suit cases manufacturing
39. Printing Press
40. Mfg. of Transformer, Voltage Stabilizers, UPS etc
41. Electrical panel board etc.
42. Readymade Garments

#### 4. Clusters of Micro & Small Enterprises:

##### 4.1 Details of Potential/Ongoing/Existing Clusters in Bhadrak District:

Sl No	Name of the Cluster (Product)	Location	No. of MSMEs In the Cluster (appx.)	Any intervention undertaken in the Cluster	Cluster is suitable for which Scheme	Nodal Agency ( DIC/ Association / NGO etc.)
1	Rice Milling Cluster	Bhadrak	30	CFC under MSE-CDP at Balasore ( Approved in TEAC meeting)	MSE-CDP	MSME-DI, Cuttack
2	Ice Plants	Basudebpur & Dhamara	28	Cluster Identified	MSE-CDP	GM, DIC, Bhadrak
3	Fly Ash Bricks	Bhadrak	26	Cluster Identified	MSE-CDP	GM, DIC, Bhadrak
4	Agarbati	Bhadrak	300	Cluster ongoing	SFURTI	IED, Odisha
5	Coir Cluster	Basudebpur	60	Cluster Identified	SFURTI	Coir board, Bhubaneswar
6	Coconut	Bhadrak	110	Cluster	SFURTI	Coir board,

	Shell			Identified		Bhubaneswar
7	Wood Work	Dhamnagar	40	Cluster Identified	Cluster Scheme DC (Handicraft)	DC (Handicraft)
8	Tera Cotta	Apartibindha	30	Cluster Identified	Cluster Scheme DC (Handicraft)	DC (Handicraft)
9	Golden Grass	Lingadi	20	Cluster Identified	Cluster Scheme DC (Handicraft)	DC (Handicraft)
10	Artistic Bambo	Dolasahi	26	Cluster Identified	Cluster Scheme DC (Handicraft)	DC (Handicraft)

#### **4.2 Infrastructure Development:**

##### **Present Status of IID Projects in Bhadrak**

SL.NO	Location	Status
1.	Bhadrak	Economic Evaluation under process

#### **Coir Industry:**

The state of Odisha is a major coir producing state and is ranked fifth at all India level. The coastal districts of Odisha account for more than 90% production of the state. It is also a labour intensive industry. The district of Bhadrak also has this coir sector due to presence of coconut trees in the coastal belt. Type of coir products produced:

1. White fiber
2. Brown fiber
3. Coir Yarn & Rope
4. Other coir products etc.

## **CHAPTER-VI**

### **PROSPECTS OF INDUSTRIAL DEVELOPMENT**

Basing upon the available resources and demand of the people in the district an attempt has been made to identify the potential items to be set up in the MSME sector.

As already highlighted in the earlier chapters, there is plenty of resources available in the district which could be exploited for industrial use. In the present chapter, it has been suggest sector-wise prospect of such industries which can come up making use of these locally available resources optimally. The proximity and accessibility of Bhadrak district to Kolkata, Jameshpur (TATA) and also to other important marketing centres in the state like Cuttack, Bhubaneswar, Berhampur, etc. is also an added advantage for the prospective units. The following factors have been taken into consideration while identifying the potential items.

- a) Whether the demand is in its latest form or is already tapped by industries located either in the area or in the neighbouring areas. If excess demand exists which is not met by products of local industry, new industries to be set up to fulfils surplus demand. On the other hand, if it is met by units located outside the region, comparative cost price advantage of potential local units vis-à-vis units existing outside have been considered.
- b) The economic zones of feasible market orbits of various industries specially of demand based have also considered in this respect.

On the one hand the district is having ample agricultural resources, marine resources, etc. and on the other hand, infrastructurally, the district is above the backward districts. But for an overall upliftment of the district's economy, there is a need of large scale development of the small scale industries by which decentralisation of economic activities which will be possible and will further accelerate the economic activities in the district. So the infrastructure for industrial development needs to be strengthened further.

To give a boost to the industrial activities in general and the development of small scale industries in particular, it is essential also to set up a few large and medium scale industries in the district. The idea behind this is to create congenial climate for massive promotion of Ancillary and Down Stream Industries in the district.

In this chapter, the prospective small scale industries which can be promoted in the district on the basis of resources available have been discussed. In addition to this, a number of demand based industries are also suggested based upon the demand of the people in and around of the district. In this respect the financial institutions like Odisha State Financial Corporation, Lead Bank Officer, entrepreneurs of the district, District Industries Centre along with other Government Officials of various departments of the district were consulted to identify a broad list of prospective items. So with the above background, the potential items have been suggested in the district under the following heads:

- 1) Agro-based and Food Industries,
- 2) Chemical and Allied Industries,
- 3) Forest and Wood based Industries,
- 4) Mineral based industries,
- 5) Engineering and Metal Based Industries,
- 6) Electrical and Electronics Industries
- 7) Livestock and Leather Industries,
- 8) Repairing and Servicing Industries,
- 9) Textile Industries,
- 10) Ancillary Industries

### **Agro-based and Food Industries:**

The district has ample opportunity for agro and food based industries. The district has got surplus of agricultural produce and still efforts are made for further growth of agricultural products to generate more surplus which can be diverted towards industrial use. Based upon the available resources and demand of the people, the following line of industries can be suggested in the district.

- ✓ Rice Mill & Rice Sheller
- ✓ Modern Rice Mill
- ✓ Ground & Processed Spices
- ✓ Dehydration and canning of vegetables
- ✓ Oil Mill (Mustard & Groundnut Oil)
- ✓ Flour Mill ( Roller Flour Mill)
- ✓ Squash, Juice, Pickle, Jam and Jelly, etc. of different fruits
- ✓ Rice bran oil
- ✓ Oil Refinery of Bran oil
- ✓ Integrated Paddy Processing Complex
- ✓ Particle Board from rice Husk
- ✓ Coir Industry, Coir ropes, mats cordage & twins including coir foam
- ✓ Mechanised Bakery Unit
- ✓ Cultivation and processing of Mushroom ( Powder & Pickles)
- ✓ Chilly, Tomato Squash
- ✓ Cattle & Poultry Feed
- ✓ Cold Storage for fruits and vegetables/Cold room
- ✓ Groundnut decortications unit
- ✓ Ice cream
- ✓ Ice blocks & cubes
- ✓ Fish freezing & packing industry
- ✓ Fish feed including shrimp and prawn feed manufacturing unit
- ✓ Manufacturing of plastic fishing nets
- ✓ Dry fish and marine fish pickles manufacturing
- ✓ Fish meal and fish oil unit
- ✓ Brackish water prawn culture/prawn hatchery
- ✓ Fresh water prawn culture/pearl culture
- ✓ Sterilized dry fish plant
- ✓ Cold storage and cold chain linking fish processing unit
- ✓ Pasta
- ✓ Milk chilling plant/milk products
- ✓ Noodles

### **Forest and Wood based Industries:**

Based on the availability of resources from forest of the district, the following line of industries are suggested to set up.

- ✓ Herbal cosmetics products
- ✓ Mahua seed oil
- ✓ Amla, Harida & Bahada products
- ✓ Ceiling wax
- ✓ Herbal mosquito repellent
- ✓ Decorative wood craft
- ✓ Cane furniture
- ✓ Wood carving
- ✓ Article made out of Sabai grass like rope, sofa set, toys and other artistic materials



- ✓ Neem seed processing unit

### **Mineral Based / G&C Industries:**

Based on the availability of resources and demand of the local people the following industries in this line and allied industries are suggested to be grown up in the district of Bhadrak.

- ✓ Kiln Burnt Bricks
- ✓ Stone Carving
- ✓ Plaster of Paris
- ✓ Cement Jalli
- ✓ Checkered tiles and pavers tiles
- ✓ Stone Crusher
- ✓ Cement tile and cement products
- ✓ Hume pipe & P.S.C. Poles
- ✓ Glass Mirror
- ✓ Coke/Coal Briquettes
- ✓ Rice husk based refractory and insulation bricks
- ✓ Activated carbon from rice husk.

### **Chemical and Allied Industries:**

Based on the availability of resources and demand of the local people the following industries in the line of Chemical and Allied Industries are suggested to be grown up in the Bhadrak district.

- ✓ Mineral Water
- ✓ Plastic injection moulded items
- ✓ Detergent
- ✓ Liquid Detergent
- ✓ Phenyl including white phenyl
- ✓ Disposable syringes
- ✓ Sanitary Napkins
- ✓ Tooth powder
- ✓ Epoxy Resin
- ✓ Plastic rope
- ✓ Agarbati
- ✓ Mosquito mats and coils
- ✓ Paints and Varnishes
- ✓ Writing Ink
- ✓ Alum
- ✓ Distilled water, etc.

### **Livestock and Leather Based Industries:**

Basing upon the availability of animal resources in the district, the following industries can be set up in the district of Bhadrak.

- ✓ Leather goods like wallets, purse, key purse, waist belts etc..
- ✓ Leather footwear
- ✓ Leather & Rexine bag manufacturing
- ✓ Ladies Bags
- ✓ Processing and curing of raw hides and skins
- ✓ Casual Footwear
- ✓ Climbing Boots (leather soles & synthetic soles)
- ✓ Conductor's Bags
- ✓ Cricket Ball(leather)

- ✓ Cycle Saddle (leather top)
- ✓ Dolls & Toys (from waste leather)
- ✓ Football(leather)
- ✓ Leather Apron (for industrial use)
- ✓ Leather Luggage Bag
- ✓ Leather Wrist Watch Straps
- ✓ Nubuk Leather
- ✓ Sports Shoes, etc.
- ✓ Leather tannery
- ✓ Shuttle cocks(From poultry feather)
- ✓ Mini Hatchery
- ✓ Modern meat processing&packaging

#### **Engineering and Metal Based Industries:**

The following engineering and metal based industries can be set up in the district.

- ✓ Mechanical Engineering Workshop and Fabrication Works
- ✓ Aluminium Utensils and Circles
- ✓ Structural fabrication
- ✓ Electroplating
- ✓ Steel furniture
- ✓ Agricultural Implements
- ✓ Aluminium Re-rolling mills
- ✓ Aluminium Casting unit
- ✓ Small Foundry
- ✓ Sheet metal works and Trunks and suit cases manufacturing
- ✓ Wire drawing and wire nails
- ✓ Sheet Metal Works
- ✓ Printing Press
- ✓ Wire Netting (G.I. Wires)
- ✓ Silver Filigree works

#### **Electrical and Electronic Industries:**

Based on the demand of the people, the following line of industries can be suggested in the district.

- ✓ Voltage Stabilizers, Booster and T.V. antenna etc.
- ✓ Computer data processing
- ✓ Bakelite switch
- ✓ Battery Eliminator
- ✓ Electronic Fan Regulator
- ✓ DTP & Screen Printing
- ✓ Transformer
- ✓ Insulation and operation of cable T.V. networks

#### **TEXTILE INDUSTRIES:**

The prospect of textile or hosiery industry is bright in the district due to the widely available of resources and demand of the people. The following industries can be suggested in this line of activity.

- ✓ Cotton shocks
- ✓ Sanitary Towels
- ✓ Readymade Garments
- ✓ School Uniforms
- ✓ Cotton mattress and Pillow
- ✓ Petticoats
- ✓ Cotton Vests
- ✓ Knitted Cotton Cloths

- ✓ Cotton Ginning and Processing
- ✓ Hosiery Products (in form of a complex)
- ✓ Power loom fabrics
- ✓ Waste Cotton Processing Unit
- ✓ Saree Painting

**Repairing and Servicing Industries:**

The following industries in this line can be promoted in the district

- ✓ Automobile Servicing/ repairing
- ✓ Nursing home /X-Ray clinic
- ✓ Type Writing Institute
- ✓ Tyre Resoling
- ✓ Beauty Parlour
- ✓ Herbal (Ayurvedic) Health Treatment Clinic
- ✓ Industrial Consultancy Centre
- ✓ Assembling of Air Cooler
- ✓ Heat Treatment
- ✓ Xerox/Binding/Lamination
- ✓ Two Wheeler Repairing
- ✓ Auto Electric Repairing
- ✓ Chilling Plant
- ✓ Bus & Truck Body Building
- ✓ Diesel Pump set repairing
- ✓ Hydraulic Hose pipe assembling &repairing.
- ✓ Agro-Clinic
- ✓ Repair of Mobile
- ✓ Repair and maintenance of UPS, Stabilizer

**Ancillary and Downstream Industries:**

The district of Bhadrak and its neighboring district of Balasore is having a number of large and medium scale industries based on the local resources. So the ancillary and downstream industries are to be there to cater to the need of the mother plants locally. Before taking a decision to manufacture the items, the quality specification, price and delivery aspect to be kept in mind. As per their requirements some mother plants suggested to be set up in the district though some of the items are produced by the local MSEs some other prospective units on the following items can be set up.

- ✓ Self and Adhesives Tapes
- ✓ Plaster of Paris
- ✓ Starch based Adhesives
- ✓ Welding Flux
- ✓ Barium Carbonate
- ✓ HDPE/HM - HDPE laminated Craft
- ✓ Laminated Hessian bags
- ✓ Electric bulbs and tubes etc.
- ✓ Fly ash inter locking blocks
- ✓ Repairing and servicing of heavy earth moving equipments

## **DETAIL DESCRIPTION OF SOME PROSPECTIVE INDUSTRIES IN THE DISTRICT.**

### **AGRICULTURAL IMPLEMENTS & AGRO-SERVICE CENTRE:**

The economy of the district is basically an agricultural one. About seventy percent of total working population is engaged directly or indirectly in agriculture either as cultivators or as labourers. Most of the cultivators are in the category of small and Marginal farmers. They are more habituated with the primitive method of cultivation by using wooden ploughs. But due to the increasing awareness to use these implements for more yield there is definitely growing demand for these implements. This demand will also continue to grow due to more mechanisation for farming activities and most important, this sector has been treated as strategic one to encourage the non-farm activities. Agricultural implements have not yet been made available sufficiently in the district as well as in the state. So there is the prospect to set up small scale industries in this line in the district. The technical know-how and project profile is available with MSMEDI, Cuttack.

Further some agro-service centre can be started wherein service equipments like thresher, power tiller, tractor, harvesting machines etc can be provided to the farmers on demand on hiring basis as these equipments are getting more popularity day by day.

### **PACKAGED DRINKING WATER:**

Packaged drinking water is a form of hygienic water which is obtained by treatment of raw water by rivers osmosis technique and the ionization of the same which is free from micro-organizers and contained desired amount of minerals. Due to health consciousness and improvement of living standard, there is more demand of packaged drinking water in the hotels, restaurants, tourism spots, railways stations, etc. It is now becoming a fashion in conferences, parties, meeting and other celebrations to have mineral water instead of general drinking water. There are many tourist centers in the districts and Bhubaneswar is a part the golden tourists circuit of Odisha. Similarly it is to be mentioned here that the tourist arrival to this district is gradually increasing. One or two units will be viable to cater the local demand besides supplying to other parts of the state. Project profile is available in MSMEDI, Cuttack.

### **COIR BASED PRODUCT:**

The State of Odisha produces a sizable quantity of coconut of the total production of the country. Now a days, there are many items are being produced from coconut. In this district there are many traditional craftsman who can exploit coconut fibers fruitfully to produce coir based products like rope, door mat, carpet, mattress out of coir fibers. It is an age old industry in the coastal districts. Coir rope is also demanded by the industries manufacturing bed, pillow, etc. Aerocom, Kurlon are the brightest example of this. Similarly, the demand for coir rope is increasing day by day by the growing population for their domestic uses. Though there is some industries manufacturing these items in the districts, considering the demand factor some more units can be promoted in the district. It may be mentioned here that there is need of adoption of technology in these industries for better production. Project profile on this item is available in MSMEDI, Cuttack.

### **PRAWN PROCESSING:**

As it has been mentioned, a large portion of Bhadrak and Balasore district touches the coastal line of Bay of Bengal which has potential for export quality of prawn culture. The surrounding areas like Soro, Chandipur etc. are very famous for these activities. Processed prawn products and prawn pickle are widely demanded in household and in hotels and restaurants. Besides, this item has a good export potential. There are about five to six units who are manufacturing and exporting these items. Still there is potential to set up few more unit as this can be a viable one in the district seeing the tourists flow, local demand and demand for exports. The information about technology and other related information of this item is available in the MSMEDI, Cuttack.

### **TOMATO PRODUCTS:**

Tomato is the common man's vegetable, rich in vitamins. It is one of the most important crops used for preparing a variety of processed products. Tomato is an important raw material used for processed products such as tomato rice, ketchup, sauce, canned fruits, puree paste, etc.

In view of the importance of tomato either fresh or processed in the daily diet due to its high nutritive value and taste, there are good potentials to develop this industry all over the district in the small scale sector. When the tomatoes are very cheap, number of tomato products such as juice, soup, paste, ketchup, sauce can be prepared commercially to meet the increasing demand of the hoteliers, restaurants, clubs, railways, airlines, defense canteen, super bazar, etc. In the off season, when the tomatoes are either too costly or not available in plenty, other products like vegetable/ chillies/ Soya sauce can be manufactured to keep the unit running around the year. There is ample of scope to set up tomato based industries in the district in order to utilize the local resources. The technical know-how and project profile is available with MSMEDI, Cuttack.

### **ICE PLANT/COLD STORAGE:**

As said earlier the district is rich in vegetable production and also rich in fish production. Both vegetables and fish are perishable goods. They need to be preserved. So for preservation purposes and other uses, there is need to supply more in the district.

There is also no cold storage in the district, in spite of the district being a prime grower of vegetable and pan/betel also. These items sometimes get perished incurring losses for the farmers. So there is need for Cold Storage in the district.

### **FERRIC & NON-FERRIC ALUM**

This product is considered as an ancillary item of different large, medium and also small-scale industries. There is heavy demand for this item in water treatment plant as well as paper manufacturing and in similar types of units. The raw materials for ferric and non-ferric alum are locally available in different districts of Odisha. It may be mentioned here that the basic raw material of the product is bauxite which is abundantly available in hilly tracts of different districts.

The manufacturing process involves certain specific technical know how and testing laboratory is required to test the finished product. The investment in plant and machinery including land and building is ranging from Rs.25 lakhs and above. It is suggested at least one unit can be established by encouraging to a potential entrepreneur in the district. The process of manufacturing technology (Ferric and Non-ferric Alum) is available in MSMEDI, Cuttack.

### **SEMI MECHANISED BRICKS /FLY ASH BRICKS:**

Fly-ash lime gypsum (FAL-G) bricks are suitable for use in masonry construction just like common burnt clay bricks. Due to lower moisture content in a brick it is easily accepted for all type of construction activities. For preparation of fly-ash-bricks there is need of fly ash which is coming from coal based power station, lime, calcimined, gypsum, sand water as raw materials, which are available plenty in the district. The raw materials of brick mix in desired proportion are blended intimately in dry or wet form in a suitable blender/mixer.

With the increase of population the construction activities has increased considerably with the improvement in the standard of living. Taking into consideration the available resources in the district there is need of at least few more units for manufacturing of fly-ash bricks. The technical know how and project profile of the product is available in MSMEDI, Cuttack.

### **CERAMIC GLAZED WALL TILES:**

The ceramic glazed wall tiles are used for finishing design of walls of kitchen, bath room, water closets, hospitals, etc. where cleanliness is an important factor and hygiene is an essential need. The construction activities in and around Bhadrak is accelerated day by day both in private as well as govt. sector. The demand of glazed tiles is also increasing. It has also got tremendous export demand. However, there is tough competition for a small scale manufacturers as most of the reputed manufacturer are in the large and medium scale who have dominated the market. Therefore, the entrepreneurs are to concentrate on local market/consumer first. In Odisha, there is not a single unit engaged in the manufacture of ceramic glazed wall tile. Therefore, one unit can be viable in the district seeing the infrastructural facilities and raw material available. Related information and project profile is available in MSMEDI, Cuttack.

**SHUTTLE COCKS :** At present due to increase in awareness among the youth and students on different sports activities and popularity of badminton and other games during winter there is demand for more cocks It can be manufactured from poultry feathers and good quality from duck feathers. Poultry are sufficiently available in the state and also in the district. So it is a good prospect in the district. The training programmes for manufacturing process is available at Products & Process Development Centre (PPDC), Meerut.

### **The block wise viable project identified for the year 2019-20**

<b>Sl. No.</b>	<b>Name of the Block/Municipality</b>	<b>Viable projects</b>
1	Basudevpur Block & Municipality	M.S. Fabrication, , Modernized Bakery, Flex Printing, Mobile Repairing & Auto Work Shop, Fish processing, Cold storage Milk Products Mfg. Fly Ash Bricks
2	Bhadrak Block & Municipality	Flour mill, Cold storage, Pickles, Jam, Jelly Atta Chhaki, Chuda mill, Steel Fabrication, Mechanized Bakery, Off Set Printing, Spray Printing, Color Photo Lab & Mobile Repairing, Milk Baes Product, Corrugated Paper Boxes. Fly Ash Bricks
3	Bhandaripokhari	HDPP/PP Woven Sac, Chuda mill, Steel Fabrication, Cold Storage Fly Ash Bricks
4	Bonth	Rice Mill, Ice Cream, Thermo Cool Product, Electronics Repairing, Mango pulp, cold storage & Electrical Work Shop. Fly Ash Bricks
5	Chandabali	Cement Product, Steel Fabrication, Tyre Retreading, Cold storage, Fish processing, mobile Repairing and Auto Work Shop ,Cashew Processing Fly Ash Bricks Sea Food Processing
6	Dhamnagar	M.S. Fabrication, , Modernized Bakery, Flex Printing, Pickles, jam, ,Mobile Repairing & Auto Work Shop Fly Ash Bricks
7	Tihidi	M.S. Fabrication, Spices Processing & Auto Work Shop, Chuda Mill ,Pickle Mfg, Fly Ash Bricks

## **CHAPTER-VII**

### **PLAN OF ACTION FOR PROMOTING INDUSTRIAL DEVELOPMENT IN THE DISTRICT**

The district of Bhadrak is yet to achieve the desired level of growth including in industry sector despite having huge potential for development of this sector. The most important problem in our society is the problem of unemployment and stagnation in growth. Promotion and development of MSMEs is a better solution of problem of ever rising unemployment and giving a push to economic growth. So the following action plan is suggested for the promotion and development of MSMEs in this district.

#### **i) Intensive Industrial Motivational Campaigns**

Intensive Industrial Motivational Campaigns need to be organized at the Block levels to motivate the educated unemployed youths of the area to take up MSME activities based on resources available, skill and demand factor etc. to make them self employed besides creating employment opportunities for others. The facilities and opportunities available will also be told to the educated unemployed to utilize these for their ventures.

#### **ii) Entrepreneurial-cum-Skill Development Programmes**

As it has been observed that the youths of different areas are taking mind set and management skills of entrepreneurship so there is need of organizing intensive ESDPs in different parts of the district. The persons before taking of any enterprise should be aware of the basics of the art of entrepreneurship and also the risk taking ability through systematic training. The promotional agencies of the district as well as the state level and financial institutions need to speed up their efforts in organizing the ESDPs as well as making follow up to get the desired results in this direction.

#### **iii) Seminars/Workshops**

Different seminars/workshops highlighting the need of MSME sector will be organized at various technical institutions to inculcate the attitude of entrepreneurship in the minds of the students and youths of the district and to motivate them to take to self employment ventures particularly in MSMEs as means of livelihood to face the challenge of unemployment.

#### **iv) Development of Infrastructure**

More and more industrial estates should be constructed in the district to facilitate the entrepreneurs to get the land and sheds easily. The industrial estates should be equipped with all requisite infrastructural facilities for smooth running of the MSMEs. Further steps should be taken to select suitable areas for development of industries in the district. Besides the road, electricity, telecommunication etc. needs to be strengthened for smooth functioning of the unit.

**v) Exposure Visit** The existing as well as prospective entrepreneurs of the district may be taken to various industrial units/clusters in the state and outside to have on the spot exposure on information about the running enterprises. The local DIC as well as promotional agencies, banks should take initiatives in this regard.

**vi) Industrial Exhibitions**

In the District Hqrs and other urban centres of the district, Industrial Exhibitions of products manufactured should be conducted at regular intervals for the information of the people who are the ultimate buyers. Besides development taking place in industrial fields like technology, quality etc. should be displayed.

**vii) Setting up of Large Industries**

In the present liberalized and globalized era steps need to be taken to invite the entrepreneurs from outside the state to set up the large scale industry inside the district. This in turn will give a boost to the morale of the local entrepreneurs to set up ancillary and downstream MSMEs basing on the requirements of the large-scale industries.

**viii) Intervention by MSME-DI**

Functioning as field level office of DC (MSME), MSME-DI Cuttack and its Branch MSME-DI, Rourkela is actively involved in educating about MSME schemes and promoting entrepreneurship across all enthusiastic entrepreneurs in the district. In addition, the MSME-DI Cuttack is also continuously intervene for the prospective as well as existing entrepreneurs by way of cluster activities like exposure visit of entrepreneurs to similar cluster outside the state, setting up of Common Facility Centre (CFC) for them, engagement of design expert, preparation of Detail Project Report etc.

The proposed activity for promotion of MSME sector in the district is listed below.

<b>S.No.</b>	<b>Name of the Scheme</b>	<b>Proposed activity on the scheme</b>
1	MSE-CDP	There is scope for undertaking cluster activities on Spices cluster in the district.
2	P&MS	
i	Domestic Trade Fair(5A & 5B)	Ten units will be motivated to apply
ii	Capacity building of MSMEs in Modern Packaging technique(5C)	5 units will be motivated.
iii	Development of Marketing Haat(5D)	01 Haat will be developed
iv	VDP(5E)	01
v	International/National Workshop/Seminar(5F)	01
vi	Awareness Programme(5G)	05 Programmes will be organised
3	CLCSS	Handholding support will be provided
4	CGTMSE	Six units will be motivated to apply



5	International cooperation	10 units will be motivated to apply
6	National Awards	Two units will be motivated to apply
7	<b>CLCS-TU schemes</b>	
i	Lean Manufacturing	-
ii	Design Clinic	01 Awareness Programme
iii	ZED	01 Awareness Programme
iv	Digital MSME	One unit will be motivated to apply
v	IPR	01 Awareness Programme
vi	Incubator	One Engineering college will be motivated to apply for HI status

## CHAPTER-VIII

### **STEPS TO SET UP MSMEs**

Before going for setting up of any enterprise, the prospective 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 MSMEs. So, following are the brief description of different agencies for rendering assistance to the entrepreneurs.

<b>Sl. No.</b>	<b>Type of assistance</b>	<b>Name, address and website of agencies</b>
<b>1.</b>	Provisional Registration Certificate – Udyam Registration	<ul style="list-style-type: none"> <li>• Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack, <a href="http://www.as.ori.nic.in/diOdisha/">www.as.ori.nic.in/diOdisha/</a></li> <li>• General Manager, DIC.</li> <li>• <a href="http://www.udyamregistration.gov.in/">www.udyamregistration.gov.in/</a></li> </ul>
<b>2.</b>	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, <a href="http://www.msmedicuttack.gov.in">www.msmedicuttack.gov.in</a></li> </ul>
<b>3.</b>	Land and Industrial shed	<ul style="list-style-type: none"> <li>• MD, IDCO, IPICOL House, Janpath, Bhubaneswar <a href="http://www.idco.in">www.idco.in</a></li> </ul>
<b>4.</b>	Financial assistance	<ul style="list-style-type: none"> <li>• MD, OSFC, OMP Square, Cuttack, <a href="http://www.osfcindia.com">www.osfcindia.com</a></li> <li>• MD, IPICOL, Janpath, Bhubaneswar, <a href="http://www.ipicolOdisha.com">www.ipicolOdisha.com</a></li> <li>• Director, KVIC, 6, Budha Nagar, Bhubaneswar, <a href="http://www.kvic.org.in">www.kvic.org.in</a></li> <li>• Secretary, KVIB, Near Rupali Square, Bhubaneswar</li> <li>• General Manager, NABARD, Nayapalli, Bhubaneswar, <a href="https://www.nabard.org/english/Odisha.aspx">https://www.nabard.org/english/Odisha.aspx</a></li> <li>• General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar, <a href="http://www.sidbi.com">www.sidbi.com</a></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, <a href="http://www.osicltd.in">www.osicltd.in</a></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, <a href="http://www.nsic.co.in">www.nsic.co.in</a></li> </ul>
<b>7.</b>	Power/Electricity	<ul style="list-style-type: none"> <li>• Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar, <a href="http://www.gridco.co.in">www.gridco.co.in</a></li> <li>• Chairman, CESCO, IDCO Tower, Bhubaneswar, <a href="http://www.cescoOdisha.com">www.cescoOdisha.com</a></li> </ul>
8.	Technical Know-how	<ul style="list-style-type: none"> <li>• Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003, <a href="http://www.msmedicuttack.gov.in">www.msmedicuttack.gov.in</a></li> </ul>
9.	Quality & standard	<ul style="list-style-type: none"> <li>• Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs &amp; Public Distributors, Govt.</li> </ul>

		<p>of India, 62/63, Ganganagar, Bhubaneswar, <a href="http://www.bis.org.in/dir/bhbo.htm">www.bis.org.in/dir/bhbo.htm</a></p> <ul style="list-style-type: none"> <li>• Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar, <a href="http://www.npcindia.gov.in/offices">www.npcindia.gov.in/offices</a></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, <a href="http://www.ecgc.in/portal/servicenetwork/easternpopup.asp">www.ecgc.in/portal/servicenetwork/easternpopup.asp</a></li> <li>• Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar, <a href="http://www.depmodisha.nic.in">www.depmodisha.nic.in</a></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, <a href="http://www.apicol.co.in">www.apicol.co.in</a></li> <li>• Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar, <a href="http://www.orihort.in">www.orihort.in</a></li> <li>• Director, Animal Husbandry &amp; Veterinary Services, Mangalabag, Cuttack, <a href="http://www.odishaahvs.com">www.odishaahvs.com</a></li> <li>• Director, Handicraft &amp; Cottage Industries, Saheed Nagar, Bhubaneswar, <a href="http://www.dhOdisha.ori.nic.in">www.dhOdisha.ori.nic.in</a></li> <li>• Director of Textiles, Satya Nagar, Bhubaneswar, <a href="http://www.odisha.gov.in/textiles">www.odisha.gov.in/textiles</a></li> <li>• Director of Fisheries, Jobra, Cuttack, <a href="http://www.odishafisheries.com">http://www.odishafisheries.com</a></li> <li>• Coconut Development Board, Nayapalli, Bhubaneswar, <a href="http://www.coconutboard.nic.in/odishacday.htm">www.coconutboard.nic.in/odishacday.htm</a></li> <li>• Coir Board, Jagamara, Bhubaneswar, <a href="http://www.coirboard.gov.in">www.coirboard.gov.in</a></li> <li>• Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar, <a href="http://www.odishaforest.in">www.odishaforest.in</a></li> </ul>

## **CHAPTER-IX**

### **CONCLUSION**

Bhadrak is well known for its vast human and natural resources, which can be tapped for industrial development of the district as well as the state. From communication point of view, the district is well connected with rail and road. The surplus agricultural products of the district like Paddy, Pulses, Fruits, Vegetables, Minerals are providing adequate scope to set up small-scale industries. The district has all positive inbuilt infrastructural facilities like Power, Transport, Communication, Medical facilities, Technical Institutes and Educational Facilities.

Being the geographical area of the district is small in size, it is industrially quite at a remarkable stage with a number of industries. There is also ample scope for development and growth of ancillary, agro food processing, electronics industries, tourism linked industries, labour intensive project, small scale service business enterprises, horticulture, pisciculture, general engineering and dal milling etc.

Both Government of India and State Government and also financial institutions are imparting training to the educated unemployed youth under various schemes. Besides that NGOs in the district are also imparting training for various items like Bari, Papad, Terracota, Pottery, Tailoring, Handicraft sector etc.

The Dhamra Port is also going to be a hub of MSMEs in the district for which the Govt. is taking care of other infrastructure development.

In order to create awareness among the people to nurture challenging entrepreneurs in the district, MSME Development Institute, Cuttack is conducting various process-cum-product oriented EDPs, Industrial Motivational Campaigns, Seminars, Industrial Exhibitions through organizing vendor development programmes like NVDP/SVDP in the neighbouring area/districts etc. It is hoped that such kind of effort will be certainly beneficial for the existing and prospective entrepreneurs of the district to flourish the industrial activities in the district.

**ANNEXURE -A**  
**STATE GOVERNMENT ORGANISATION AND CORPORATION INVOLVED IN**  
**PROMOTION OF INDUSTRIES**

**1. DIRECTORATE OF INDUSTRIES, ODISHA:**

The main objective of the Directorate of Industries is to promote and facilitate the growth of the Micro and Small industries in the State for which 31 District Industries Centre's (DICs) have been established in different parts of the State. The Directorate of Industries administers the various provisions for the industrial policy and allows the various incentives and facilitates under IP in respect of different categories of industries.

The State Government has formulated a format for setting up of new industrial units and this directorate monitors that the various clearance/approvals are issued by the various State Govt. agencies in a time bound manner. In case of any problem in grounding of industrial projects, the State Level Empowered Committee under the Chairmanship of the Secretary, Industries with representatives of the concerned departments sorts out inter-departmental problems. As regards sick but viable MSE units, assistance like margin money, soft loan and IP benefits whenever required are provided for revival on a case to case basis.

The Directorate of Industries also maintains an updated industrial data bank and undertakes project identification on a continuous basis so that a shelf of projects with latest information and data is available to the entrepreneurs. Services of reputed consultants are hired for preparing project reports and project profiles. Besides, Entrepreneurship Development Programmes and Industrial Campaigns are organized in various parts of the State by the Directorate. This office is located at Killa Maidan, Bauxi Bazar, Cuttack. Phone: 0671- 2301892, 2301856, 2301474(PBX), Fax: 2301227, 2307331.

*www.diodisha.nic.in/*

**2. DISTRICT INDUSTRIES CENTRE:**

There are 31 DICs functioning in the State for promotion of industries. The objectives of the DICs are as below:

- ✓ To identify prospective entrepreneurs to take up viable projects.
- ✓ To identify viable projects and make demand survey on the available resources of the district and plan for promotion of viable industries in the area.
- ✓ To prepare viable and feasible project reports.
- ✓ To strengthen the guidance cell to solve the problems of the entrepreneurs.
- ✓ To maintain up-to-date data on MSE sector.
- ✓ To recommend financial proposals to Odisha State Financial Corporation/ Financial Institutions/Banks etc.
- ✓ To allot Govt. land /shed in Industrial Estates.
- ✓ To recommend for power connection.

- ✓ To arrange EDP/ESDP training.
- ✓ To arrange exhibition, fair, publicity and visit of industrialists to trade fairs and different industrial estates of other states.
- ✓ To solve the problems of the industrial units at the district level.
- ✓ To monitor the health of the existing MSE units and the progress of those in the pipe line.
- ✓ To recommend different incentives as per the industrial policy of the State Government.
- ✓ To provide necessary marketing assistance.
- ✓ To monitor the implementation of the Prime Minister's Employment Generation Programme.
- ✓ To assist revival of sick MSE units.

### **3. INDUSTRIAL DEVELOPMENT CORPORATION OF ODISHA LTD. (IDCOL):**

The principal objective of the State Industrial Development Investment Corporation is the promotion of large and medium scale industries of the State. Major functions of the Corporation are:

- ✓ Identification of large and medium scale industries.
- ✓ Promotion of industries in joint sector and joint venture in the state of Odisha by way of equity participation.
- ✓ Investment in loans.

The Head office of IDCO is located at Bhubaneswar.

### **4. ODISHA STATE FINANCIAL CORPORATION (OSFC):**

Odisha State Financial Corporation was established in March 1956 and started its commercial operation since 1957-58. The Corporation provides financial assistance for establishment of micro, small and medium scale industries, hotels, nursing homes, acquisition of transport vehicles, etc. in the state. Besides, the corporation is also providing financial assistance for modernization and renovation of sick industrial units.

Term loan are provided to hotels, nursing homes and clinics, transport operators, quality control equipment, pollution control equipment, for modernisation, diversification and rehabilitation of existing industries. The corporation assists ex-military persons under SEMFEX schemes. It also gives assistance to women entrepreneurs under "Mahila Udyam Nigam" scheme. It provides assistance under National Equity Funds for project cost up to Rs.50 lakhs and extends assistance under factoring services. The Head Office of OSFC is located at OMP Square, Cuttack, Ph-(0671)-2443659, 2443623, Fax: 2443437. It has also Regional Offices, Branches in different parts of the State.

## **5. ODISHA SMALL INDUSTRIES CORPORATION (OSIC), CUTTACK:**

The Odisha Small Industries Corporation plays a vital role for promotion of micro and small scale industries in the state. It provides marketing assistance and raw material assistance. It deals with quality raw materials like iron and steel, aluminium, wax, rubber, plastics, coal, bitumen etc. OSIC also imports scarce raw materials to meet the requirement of micro and small scale industries. The OSIC has been granted the status of a recognized export house by the Govt. of India.

It extends finance for purchase of raw material credit scheme and also factors the bills of MSE units. It also obtains bulk orders for projects and products and off loads the same to the competent local MSE units.

The detail address of OSIC is Industrial Estate, Khapuria, Cuttack-10, Ph-(0671)-2344068, 2343084, 2341458 Fax-(0671)-2341879.[www.osicltd.in/](http://www.osicltd.in/)

## **6. AGRICULTURAL PROMOTION & INVESTMENT CORPORATION OF ODISHA LTD. (APICOL):**

APICOL, a Government of Odisha undertaking provides assistance to agricultural enterprises in the state. It provides opportunities to investors and farmers either to set up, expand or modernize these enterprises. It also provides necessary guidance for Project formulation, business counselling, enterprise development and technical assistance in project implementation, especially in Agro Industries in the state.

APICOL intends to take up special campaigns for entrepreneurship development in agriculture, set up Agri Park and common infrastructure for commercial agriculture and render assistance to agro industrial enterprises for obtaining improvised management, technical and administrative services. It further intends to liaison and tie-up with established agricultural houses for higher value, commercial agriculture including agri-marketing as well as correspond with reputed houses (in agri-business), foreign exports and collaboration. Besides, it provides opportunities for high income and employment generation.

The detail address of APICOL is Baramunda, Bhubaneswar, Phone-(0674)2461525, 2461203, 2461874, Fax-(0674) 2463306.<http://www.apicol.co.in/>

## **7. INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT (IED):**

This is one of the agencies involved in the field of development of entrepreneurship in the MSE sector in the state. This organisation provides training, counseling and consultancy services to micro and small and medium entrepreneurs. The Government of Odisha has also declared this agency as the nodal agency for the Entrepreneurship Development of the state.

The organisation also seeks alliance with universities and institute in the areas of forming panel to enroll the faculty members for interaction, planning and finalizing course curriculum and some other programmes relevant to the entrepreneur's development along with the Radio Programmes in Entrepreneurship (RPE). The location of the office is Plot-123, Sec-A, Zone-A, Mancheswar I.E., Bhubaneswar, Ph-(0674)-2485609, 2485985, 2487176, Fax(0674)- 2485609.

#### **8. INDUSTRIAL PROMOTION & INVESTMENT CORPORATION OF ODISHA LTD. (IPICOL):**

The Industrial promotional and Investment Corporation of Odisha Ltd. has been established with the principal objective of promoting large and medium scale industries in the State. IPICOL through the Industrial Coordination Bureau provides assistance and guidance to entrepreneurs in project identification, project finance, preparation of project reports, getting registration and license, obtaining clearance from various authorities and statutory bodies and removal of operational constraints for medium and large scale units. It promotes industries in joint sector by way of equity participation. It provides financial and managerial support for revival of sick units. The Foreign Investment Division of IPICOL is the single contact point for the NRIs and the foreign investors desirous of making investment in industrial projects. The location of the office at Bhubaneswar is IPICOL Building, Bhubaneswar, Ph-(0674) – 2543679, 2543461, Fax: 0674-2543766 E-mail- [ipicol@sancharnet.in](mailto:ipicol@sancharnet.in), Website: [www.ipicolOdisha.com](http://www.ipicolOdisha.com), [www.investodisha.org](http://www.investodisha.org)

#### **9. INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION OF ODISHA (IIDCO):**

The Industrial Infrastructure Development Corporation of Odisha (IIDCO) is the nodal agency for providing industrial infrastructure needs to the entrepreneurs intending to establish industrial ventures in Odisha.

##### **Services rendered by IDCO:**

- a) Establishment of Industrial Areas, Industrial Estates, Functional Estates, Growth Centre's etc.
- b) Allotment of developed plots and built up sheds to entrepreneurs on long term lease hold basis
- c) Allotment of commercial shops
- d) Creation, improvement and maintenance of infrastructural facilities



e) For the projects in large and medium sectors which can not be set up within the existing Estates, IIDCO helps them in identifying and acquiring private land for the industry

Industrial Growth Centres of about 1000 acres each are being established at Duburi, Chhatrapur, Jharsuguda and Kesinga.

Three Mini Growth Centres are also being established at Khurda, Rayagada and Paradeep under the Integrated Infrastructure Development Scheme of Government of India. 100 acres of land will be developed for each growth centre.

Export Promotion Industrial Park of about 205 acres of land with necessary infrastructure is being set up at Bhubaneswar under EPIP scheme of Ministry of Commerce, Government of India. An Industrial Park is being set up at Paradeep as joint venture with M/s. Bang Pekong, Thailand with state of the art technology/facilities. A Software Complex is being set up at Bhubaneswar for development of electronic projects with about 200000 sq.ft. area to accommodate different Software companies.

A Petro-Chemical Complex at Paradeep over 3000 acres has been developed close to the proposed refineries of IOC & Nippon Denro. IDCO has been declared as the Nodal Agency for implementation of the two Special Economic Zone of Paradeep and Gopalpur approved by Government of India. It is the only state Government PSO which has obtained ISO-9001 and ISO-14001 certificate for providing infrastructure and services of high order and maintaining modern environment management system. The detail address of IIDCO is IDCO Tower, Janpath, Bhubaneswar-751002, Ph-(0674)-2542784, 2540043, 2530476, 2540820, Fax-(0674)-2542956 E. mail [cmdidco@dte.vsnl.net.in](mailto:cmdidco@dte.vsnl.net.in), Website: [www.idco.in](http://www.idco.in)

#### **10. DIRECTORATE OF EXPORT PROMOTION AND MARKETING:**

Directorate of Export Promotion and Marketing has been set up to promote export of goods from the State of Odisha and to provide marketing assistance to MSE units of the State. It disseminates market intelligence and overseas tender/trade enquiries among the existing and potential exporters/entrepreneurs of Odisha for their active participation. It renders guidance in export processing, pricing of export items and on availability of different incentives for exports, granted by Govt. of India. It endeavors to establish infrastructure including establishment of Export Promotion Industrial Park etc. This Directorate registers MSE units and concludes rate contract for purchases by Govt. Dept. and undertakings.

**11. OTHER INSTITUTIONS WHICH ARE ENGAGED IN INDUSTRIAL DEVELOPMENT ARE:**

1. Odisha Forest Development Corporation Ltd.,A-84, Kharvel Nagar, Bhubaneswar.
2. Odisha Remote Sensing Application Centre, Surya Kiran Building Complex, Sahid Nagar, Bhubaneswar.
3. Odisha Renewable Energy Development Agency (OREDA), Mancheswar Industrial Estate, Bhubaneswar.
4. Odisha State Pollution Control Board, A/118, Nilakhantha Nagar, Bhubaneswar.
5. Odisha Film Development Corporation Ltd., Buxi Bazar, Bhubaneswar.
6. Tribal Development Cooperative Corporation of Odisha Ltd, Rupali Square, Bhubaneswar.
7. Odisha State Cooperative Handicrafts Corporation, Rasulgarh, Bhubaneswar.
8. Odisha State Export Development Corporation (OEDC), Bhubaneswar.
9. Odisha Khadi & Village Industries Board (KVIB), Kharavela Nagar, Bhubaneswar.
10. Odisha Mining Corporation Ltd., Bhubaneswar.
11. Directorate of Technical Education and Training, Killamaidan, Cuttack.
12. Odisha Agro-Industries Corporation, Satya Nagar, Bhubaneswar.

**ANNEXURE -B**  
**FISCAL INCENTIVES FOR MSMEs IN INDUSTRIAL POLICY RESOLUTION 2015,**  
**GOVT. OF ODISHA**

1. LAND AT CONCESSIONAL RATE

- Ground rent @ 1% of the land Value.
- 10 % of the land for large projects limiting to 300Acre shall be earmarked for Ancillary & Downstream Industrial Park.

2. EXEMPTION OF PREMIUM ON CONVERSION OF Ag. LAND FOR INDUSTRIAL USE

- New Industrial units and existing industrial units taking up E/M/D.

➤ Micro & Small Sector	100% up to 5 Acres
➤ Medium Sector	75% up to 25 Acres
➤ Priority Sector	100% up to 100 Acres & 50% for balance Area

3. INTEREST SUBSIDY

- New MSME @ 5% per annum on term loan for Five years and same for Seven years for Industrially Backward Districts limiting to-

Micro Enterprise-Rs. 10 Lakh	Small Enterprise- Rs. 20 Lakh	Medium Enterprise -Rs. 40Lakh
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4. STAMP DUTY EXEMPTION

- No stamp duty for land allotted by the Govt. to IDCO or Govt./IDCO to Private Indl Estate Developers

➤ Transfer of land/shed by Govt./IDCO/Private Indl Estate Developers to new units and existing units acquiring fresh land for E/M/D	<ul style="list-style-type: none"> <li>• Micro &amp; Small Sector</li> <li>• Medium Sector</li> <li>• Priority Sector</li> </ul>	75% of Stamp duty 50% of Stamp duty 100% of Stamp duty
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- Stamp Duty exemption on transfer of management/ conversion to Company/ reconstruction & amalgamation of Companies/ execution of loan deed / credit deed / hypothecation deeds.

5. ENERGY

A. Exemption of Electricity Duty for 5 years	New MSMEs	Up to Contract demand of 500 KVA
	New units in the Priority Sector	Up to Contract demand of 5 MVA
	New & Existing industrial units setting up Captive Power Plant with non-conventional sources & bio-fuel as Green Energy Subsidy.	
B. Seasonal Units such as food processing, sugar, salt and cotton ginning &		

pressing unit shall be allowed for temporary surrender of a part of their contract demand as per norms of OERC.		
C. One-time reimbursement of cost of Energy Audits for achieving energy efficiency up to		
Micro Enterprise-Rs. 1 Lakh	Small Enterprise – Rs. 2 lakh	( Medium Enterprise – Rs. 3 lakh)

#### 6. SGST Reimbursement – In A Tapered Manner (Instead of VAT)

New MSMEs	75% of net SGST paid for 5 years	Limited to 100% of cost of plant & machinery
New units in Priority Sector	100% of net SGST paid for 7 years	Limited to 200% of cost of plant & machinery
Existing MSMEs taking up Expansion/Modernisation/ Diversification	75% of net SGST paid on increased production for 7 years	Limited to 100% of additional cost of plant & machinery for E/M/D
Existing units in priority sector taking up Expansion/Modernisation/ Diversification	100% of net SGST paid on increased production for 7 years	Limited to 200% of additional cost of plant & machinery for E/M/D
New Pioneer Units	100% of net SGST paid for 9 years	Limited to 200% of cost of plant & machinery
Anchor Tenant in Industrial park	100% of net SGST paid for 9 years	Limited to 200% of cost of plant & machinery
❖ This is Amendment of IPR-2015 after introduction GST		

#### 7. REIMBURSEMENT OF ENTRY TAX

Plant & Machinery	New MSMEs & Priority Sector Units	100% of Entry Tax paid on plant & M/c
	Existing MSMEs & Priority Sector units taking up E/M/D	100% of Entry Tax paid for 5 years limited to 100% of cost of plant & M/c
Raw Materials	New MSMEs & Priority Sector Units	100% of Entry Tax paid for 5 years limited to 100% of cost of plant & M/c
	Existing MSMEs & Priority Sector units taking up E/M/D	100% of Entry Tax paid on additional raw materials for 5 years limited to 100% of cost of additional Plant and

		machinery.
	New Pioneer Units under each Priority Sector	
❖ The above provision will be suitably replaced/ modified after GST is introduced.		

#### 8. Net SGST Reimbursement instead of Entertainment Tax (ET)

I.	New Multiplex Cinema Hall of at least 3 screens with minimum capital investment of Rs. 3.00 Crores	100% of net SGST paid for 5 years
II.	Existing cinema hall upgrades to a multiplex and modernized with minimum investment of rupees one crore	100% of net SGST paid for 5 years
❖ This is Amendment of IPR-2015 after introduction GST		

#### 9. EMPLOYMENT COST SUBSIDY- for employing skilled & semi-skilled workers of domicile of Odisha as regular employees.

New & Existing units taking up E/M/D in Micro & Small Sector.	Male workers -75% of ESI & EPF contribution for 5 years Female workers-100% of ESI & EPF contribution for 5 years
New and existing units taking up E/M/D in Medium sector	Male workers-50% of ESI & EPF contribution for 3 years Female workers- 100% of ESI & EPF contribution for 3 years
New and existing units taking up E/M/D in MSME and Priority Sector-displaced for the establishment of the said Indl unit.	100% of ESI & EPF contribution for 3 years
New and existing Industrial units taking up E/M/D in MSME and Priority Sector – with Disabilities	100% of ESI & EPF contribution for 5 years
Employment Cost Subsidy- for additional period of 2 year of Industrially Backward Districts.	

#### 10. PATENT REGISTRATION

New units and Existing units in MSME & Priority Sector taking up Expansion / Modernization / Diversification	100% of the registration cost limited to Rs. 10 Lakh
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11. QUALITY CERTIFICATION - & its renewal for next consecutive two years

New and Existing units in MSME & Priority sector taking up E/M/D	100% of quality certification charges limited to Rs. 3 Lakh
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12. ASSISTANCE FOR TECHNICAL KNOW-HOW

	Indigenous tech. to Rs. 1 Lakh	100% of cost up
New units in MSME & Priority sector	Imported tech. to Rs. 5 Lakh	100% of cost up

13. ENTREPRENEURSHIP DEVELOPMENT SUBSIDY

- ❖ 75% OF COURSE FEE LIMITED TO Rs.50,000/- per course to budding entrepreneurs to undergo Management Development Training in reputed national level institution.

14. ENVIRONMENTAL PROTECTION INFRASTRUCTURE SUBSIDY

- ❖ Rs. 20 Lakh or 20% of capital cost whichever is less for adopting Zero Effluent / ZLD & Setting – up Effluent Treatment Plant by MSMEs.

15. CAPITAL GRANT TO SUPPORT QUALITY INFRASTRUCTURE

Industrial parks/Cluster parks promoted by private sector / Ind. Association/ User Units in cluster format.	50% of the infrastructure cost up-to 10 crore / park or cluster.
Up-gradation of the existing parks/clusters provided the park / estate / cluster is User-managed	50% of total cost up-to Rs. 5 crore

16. ANCHOR TENENT SUBSIDY

- ❖ 25% SUBSIDY ON COST OF LAND
- ❖ Vat Reimbursement for additional 2 years subject to the overall limit.

17. MARKETING ASSISTANCE TO INDUSTRIES ASSOCIATIONS

- ❖ Assistance @ 50% of total rent limiting to Rs. 10 Lakh of participation of minimum 5 units in Odisha Pavilion in International Trade fairs abroad.

18. FILM INDUSTRY

- ❖ All Feature films produced fully or partly in Odisha exempted from entertainment Tax

- ❖ Producers of films utilize Kalinga Studio Limited, Film & Television Institute of Odisha and Kalinga Prasad Colour Laboratory shall avail incentives as per terms and conditions of OFDC.
  - ❖ Soft loan assistance at a nominal rate of interest decided by OFDC.
  - ❖ Multiplexes / Cinema Halls shall get Govt. land/IDCO land at concessional indl, rate.
19. Non-Mineral based new indl units in industrially backward districts with investment of Rs. 5.00 crore in Plant & M/c treated as Priority Sector unit & eligible for all incentives of Priority Sector.

### **ODISHA MSME DEVELOPMENT POLICY, 2016**

#### **GIST OF FISCAL INCENTIVES PROVIDED:**

##### **Capital Investment Subsidy to new Micro & Small Enterprises:**

- General category 25% of cost of Plant & Machinery limiting to Rs.1 crore.
- SC,ST, differently abled, women & technical (Degree/Diploma) Entrepreneurs @30% of cost of plant and machinery limiting to Rs.1.25 crore.
- Set up in industrially backward including KBK districts – additional 5% of cost of plant and machinery within limit of Rs.1 cre/Rs.1.25 crore as applicable as above.
- Enterprises engaged in recycling of E-waste, Hospital waste, Construction & demolition waste – additional 5% of cost of Plant & Machinery with upper limit of Rs.10 lakh over & above the limits prescribed as above.

##### **Seed Capital Assistance:**

- One time grant @10% of Term loan limiting to Rs.15 lakh to 1<sup>st</sup> generation women, SC, ST, differently abled entrepreneurs in industrially backward districts including KBK.

##### **Project Report Subsidy:**

- One time grant upto Rs.50,000/- or 2% of the project cost, whichever is lower to new Micro Enterprises.

##### **Reimbursement of Audit Cost for Water Conservation:**

- One time reimbursement of 50% of audit cost limiting Rs.25,000/- to new Micro, Small & Medium Enterprises undertaking water conservation measures.

##### **Assistance for raising Capital through SME Exchange:**

- One time grant @20% of expenditure incurred for raising of capital through SME Exchange upto maximum amount of Rs.10 lakh of new Small & Medium Enterprises.

##### **Trade Mark Assistance:**

- 50% of expenditure incurred in obtaining Trade Mark subject to maximum of Rs.25,000/- to new Micro, Small & Medium Enterprises.

##### **Reimbursement of Training Expenditure:**

- 50% of the cost training of local manpower limited to Rs.3,000/- per person for a maximum of 10 persons in Micro and 20 persons in Small & Medium Enterprises. Additional training cost of Rs.1,000/- shall be reimbursed per woman Micro, Small & Medium Enterprises.

##### **Award to MSM Enterprises/Entrepreneurs:**

- To encourage competition and efficiency amongst Micro, Small & Medium Enterprises.

**ANNEXURE-C**  
**POLICIES FOR PROMOTING MSMES BY GOVT. OF ODISHA**

**ODISHA PROCUREMENT PREFERENCE POLICY FOR MICRO & SMALL ENTERPRISES,**  
**2015**

☐ **Objectives:-**

- To provide and ensure fair, transparent, consistent, equitable procurement of goods and services produced/provided by MSMEs.
- State Govt. Deptts and Agencies under its control shall procure

☐ **Strategy:**

- Coordination among State Deptts and Agencies
- Involvement of Stakeholders.
- Emphasizing on Quality Production of Goods and Services provided.
- Enhancing competitiveness with cost reduction
- Emphasis on timely action.

☐ Director, EP&M, Odisha is the Nodal Agency for implementation of provision of the policy.

☐ Director, EP&M, or his nominee will be a member of the purchase committee above the District level.

☐ General Manager, RIC/DIC or his representative will be a member of the Purchase Committee above the district level.

☐ In Tenders, participating MSEs must have register under Odisha VAT or CST Act and must have VAT clearance certificate Form 612-A as prescribed under Section-99 of Odisha Value Added Tax Act 2004.

☐ Evaluation of tender papers of MSEs shall be made on basis price including price preference and other charges but excluding VAT, Taxes etc. as per the provision notified by Finance Deptt. Govt. of Odisha from time to time.

☐ Out of 20% target of annual procurement from the MSEs a sub-target of 20% i.e. 4% out of 20% i.e. 4% out of 20% shall be earmarked for procurement from MSEs owned by SC, ST, Physically challenged, Women and technical (Degree/Diploma holders) enterprises.

☐ Special Vendor Development Programme or Buyer Seller Meet shall be conducted by OSIC Ltd., in consultation with State Govt. deptts and agencies and shall play pivot role in consortia formation.

☐ State Govt. Deptts and Agencies under its control and other agencies as specified in the policy shall prepare Annual Procurement Plan for purchase and upload the same on their official website.

☐ Price Preference exemption from payment of earnest money, payment of 25% of prescribed security deposit, adopting e-procurement.

☐ **Sanction of Departure:-**

The administrative Deptts may sanction departure from the scheme in particular cases where such departure is in the interest of the State.

☐ **Miscellaneous:-**

This policy shall remain in force until substituted by another policy. The State Govt. may any time amend any provision of this Policy.

☐ Implementation of this Policy will be subject to issue of operational guidelines/statutory notification wherever necessary.



## **ODISHA STARTUP POLICY-2016**

- Envisages to emerge among top 3 “Startup Hubs” in India by 2020
- Criteria for entity to be considered as “Startup” include:
  - The date of incorporation/registration not prior to five years
  - Turnover not to exceed Rs.25 crore for any preceding financial years
  - Working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property and makes it scalable to achieving commercial success.
  
- Policy provides incentives and exemptions over & above the Startup Policy of Government of India
- Incentives for startup ecosystem
  - One time grant of 50% of capital cost (excluding cost of building) limited to Rs.1.00 crore to set up incubator facilities in approved Universities/Educational Institutions.
  - Performance capital grant of Rs.5.00 lakh for each successful startup to approved Universities/Educational Institutions; Incubators; & Industry groups/Industry House
  - Reimbursement of Rs.1.00 lakh per year for 3 years to institutions/Incubators/Industry towards internet, electricity & monitoring charges
  - Creation of Startup Capital Infrastructure fund/Seed fund upto Rs.25.00 crore.
  
- Incentives for startup:
  - Provision of Rs.10,000 per month for one year to Startups already received seed round funding approved
  - Reimbursement of marketing/publicity assistance upto Rs.5.00 lakh for introduction of innovated product in the market.
  - Reimbursement of VAT/CST as per IPR 2015
  - Reimbursement of cost of filing and prosecution of patent application as per IPR 2015
  - Mandatory 20% procurement by State Govt. Departments/PSUs.

### **Odisha Export Policy 2014 at a Glance**

- ✓ The Odisha Export Policy 2014 aims at achieving the export turnover from the level of export of the State of Rs.12.246 crores during 2012-13 to Rs. 38.714 crores within a span of 10 years' time at a growth rate of 19% per annum. But due to proactive effort of Government of Odisha, the export turnover during 2016-17 has already reached a level of Rs.40.872 crores which registered 114% growth over the preceding year, 2015-16.
- ✓ Training Programmes and Workshops are organized at various levels by the DEP&M in collaboration with Export Promotion Council/FIEO to improve the efficiency of functionaries involved in the work of export promotion.
- ✓ DEP&M conducts interactive session from time to time with the Exporters and Bankers to facilitate Export Finance.
- ✓ For participation in International Trade Fairs in India and abroad, travel expenses in respect of not more than two persons from a firm shall be permitted, subject to 50% of the total travel expenses limited to Rs.50,000/-.
- ✓ The State Government is taking necessary steps to create containerised facilities in the ports located within the State.
- ✓ Visit of Foreign Trade delegations from different countries would be organized frequently with State Government participation to take them to industries at various locations in the State.
- ✓ "State Export Award" are being distributed annually among the exporters of Odisha for their outstanding export performances in the State under different product group.
- ✓ Setting up of Export Parks and Trade Centres in different locations of the State having export potentiality for Show Casing of MSME Product of the State in important cities of the country.
- ✓ The Directorate of Export Promotion and Marketing acts as the nodal Agency for undertaking all export promotion activities in the State.

### **Salient Features of the Odisha's Export**

- ✓ During 2018-19, total export from Odisha was Rs.48,117 crore.
- ✓ Major items of exports are : Metallurgical products, Marine products, Software products, Engineering and Allied products.
- ✓ Odisha has a tremendous potential for export of products like: Handicrafts, Handlooms, Textiles, Agro-processed food products.
- ✓ Advantage for export of Odisha: 480 km of sea coast, number of ports like: Paradip, Dhamra, Gopalpur and many more upcoming ports.
- ✓ Major minerals available in the State: Iron ore, Manganese Ore, Bauxite, Chromite, Coal, Lime Stone etc.
- ✓ Air Cargo Complex at Biju Pattnaik International Airport, Bhubaneswar with Cargo Customs Clearance Facility.
- ✓ Container Terminal Facility at Paradip Port with Plant Protection and Quarantine (PPQ) permission facility.
- ✓ Multi-modal Logistics Park (ICD0 by CONCOR at Jharsuguda & Balasore.
- ✓ Testing Laboratory for pre-shipment export inspection by EIA (Export Inspection Agency) and MPEDA (Marine Products Development Agency for multi-product and seafood products respectively.
- ✓ Exposure visit through participation in International Trade Fairs both inside India and abroad as per provisions of State Export Policy-2014.

## **ODISHA FOOD PROCESSING POLICY, 2016**

### **GIST OF FISCAL INCENTIVES PROVIDED:**

#### **Capital Investment Subsidy:**

General Area - @ 25% of capital investment in Plant & Machinery limiting to Rs.2 crore to MSMEs including large industries.

SC/ST/Women/KBK area - @ 33% of capital investment in plant & machinery limiting to Rs.3 crore to MSMEs including large industries.

State-of-the Art NABL accredited Food Testing Laboratory - @ 50% of investment in Plant & Machinery limiting to Rs.4 crore.

Anchor Industry - @ 25% of investment in Plant & Machinery limiting to Rs.5 crore.

Cold Chain & Primary Processing Centre - @35% of capital investment in plant & machinery limiting Rs.5 crore.

Assistance for Reefer Vehicle - @ 35% of the cost of standalone New Reefer Vehicle (s)/Mobile pre-cooling van (s) limiting to Rs.25.00 lakh

Modernisation of Meat Shops through Urban Local Bodies-

- General Area - @ 35% of the cost of machinery / equipment and technical civil works limiting to Rs.5.00 lakh
- Industrially backward districts including KBK districts - @ 50% of the cost of machinery/equipment and technical civil works limiting to Rs.5 lakh.

#### **Assistance for Human Resource Development:**

Creation of infrastructure facilities for running degree/diploma/certificate courses in food processing technology – one time grant @ 50% of the cost pilot projects, laboratory equipment, technical/academic books/journals, facilities of testing food items limiting to Rs.1.00 crore.

Entrepreneurship Skill Development Programme (ESDP) – Support limiting to Rs.3 lakh per ESDP batch (of 25 to 30 trainees)

#### **Assistance for promotional activities:**

- Organising Seminar/Workshops – support limiting to Rs.2.00 lakh per event.
- Support to exhibitions/fairs – quantum of assistance as per approval of Govt.
- Domestic study tour/exposure visit - @ 50% of expenditure for a maximum of 2 batches (10-25 persons per batch) per annum limiting to Rs.2.00 lakh per batch.
- Conducting studies/surveys/feasibility report - @50% of the cost, limiting to Rs.4 lakh.

#### **Assistance for setting up Mega Food Park/Sea Food Park/State Food Park:**

- @20% of the project cost (excluding cost of land) as approved by Competent Authority limiting to Rs.15 crore to Special Purpose Vehicle (SPV) promoting Mega Food Park/Seafood park limiting to 75% of the Project Cost (excluding cost of land)

## **ODISHA BECKONS**

Ideally located on the eastern coast of India, Odisha is richly endowed with natural beauty and resources which easily make it the most promising State for economic investment. The state has chromite, nickel, manganese, iron ore, bauxite ore and coal deposits to the extent of 98%, 93%, 40%, 28%, 59% and 24% respectively of the total reserves in the country which makes Odisha a favourite destination for investment in MSME sector. The presence of a few large industries has created scope for ancillary and downstream industries in MSME sector.

Odisha's diverse agro-climatic condition which includes 10 agro-climatic zones and 8 major soil types is favorable for production of different types of crops, vegetables, fruits and spices. In the marine segment, the state is bestowed with coastline over 480 kms and is the 9<sup>th</sup> largest producer of fish in India. Although Odisha is country's leading producer of rice, pulses, vegetables, oilseeds, cotton and fruits, the agro and food processing industry is in a nascent stage. The agro-horticultural produce is marred by colossal waste and very low level processing. There is a huge potential for investment in the food processing sector under MSME, with abundant availability of raw materials like maize, pulses, oilseeds, okra, tomato, citrus fruits, coconut, banana, mango and milk.

### **An overview of Odisha**

Capital: Bhubaneswar

Population- 36,706,920(2011)

District: 30

Major Industries: Steel, Power, Aluminium, Cement, Mining, IT and Education.

### **Connectivity**

Airport: Bhubaneswar

Ports: Paradeep, Dhamra, Gopalpur

Highway: More than 15 National Highways connect Odisha with the rest of the country.

### **MSME: A Shining Promise**

The last five decades have seen an unprecedented growth of the Micro, Small and Medium Enterprises (MSME) sector in this country. The newfound dynamism is an important indicator of the possibilities that this sector presents and is an inspiration to many aspiring entrepreneurs. While on one hand the MSME sector has been churning out impressive employment opportunities for the youth of this country. It is also playing a key role in improving industrialization of the rural and backward areas. This in turn is helping in reducing the regional imbalances and in more equitable distribution of the National Income and wealth. The contribution of the MSME sector in the Indian context is not only economic growth but also social development.

Contribution of MSME to the growth of India. The past few years reveal that the contribution of MSMEs to the overall industrial production and GDP of the country has been consistent. While the total industrial production marks a 39% contribution, the GDP records it to nearly 6%.

### **Energy resources:**

Odisha is the first State in the country to take up Power Sector Reform to ensure stable and quality power at a reasonable cost. The Energy Department has Public Sector Undertakings viz. Grid Corporation of Odisha Limited (GRIDCO), Odisha Power Transmission Corporation Ltd. (OPTCL), Odisha Hydro Power Corporation Limited (OHPC) and Odisha Power Generation Corporation Limited (OPGC) under its Administrative control. The Odisha Electricity Regulatory Commission (OERC) which is quasi-judicial independent body, ensures a transparent regulatory regime in the power sector of the State.

**MSME Policy:**

The Odisha MSME Development Policy, 2009 aims at broad basing the growth of MSMEs of the State in all potential sectors of economy thereby widening opportunities for employment generation, revenue augmentation, exports and realizing the full potential of Micro, Small & Medium Enterprise Sector of the State.

**IPR Policy:**

Industrial Policy Resolution IPR, 2015 has been formulated after going through an elaborate iterative process wherein all stakeholders, including Industry Associations, Sector Specific Associations, Chambers of Commerce and Industry, Experts and Government Department/Agencies concerned have been consulted and their suggestion has been duly considered.

**Food Processing Policy:**

The MSME Department of Government of Odisha has brought out a new dedicated policy for food processing industries called Odisha Food Processing Policy, 2014. It aims at value addition and waste reduction of the farm produce thereby increasing the income of farmers, maximizing direct and indirect employment generation opportunities and increasing the flow of investment across the supply chain from farm to market.

**Export Policy:**

Govt. has initiated actions to evolve Odisha Export Policy for boosting up export turnover of the state. The policy aims at enhancing skills of exporter, help them complete in global market and facilitate adoption of cutting-edge technology.

**Procurement Policy:**

MSME Department, Govt. of Odisha, has declared Odisha Procurement Preference Policy for Micro and Small Enterprises, emphasizing on the mandatory procurement preference so as to broaden the marketing avenues for Micro and Small Enterprises of the State.

**Single Window Clearance:**

The State has an established Single Window Clearance mechanism in pursuance of the Odisha Industries (Facilitation) Act 2004 for providing time bound clearances and approvals. A Combined Application Form (CAF) has been created which all departments/authorities are mandated to accept. This is an effective institutional mechanism for industrial promotion and investment facilitation at various levels.

A three tier single window clearance mechanism to facilitate speedy implementation of industrial projects is in place. At the helm, the High Level Clearance Authority (HLCA) chaired by the Chief Minister and State Level Single Window Clearance Authority (SLSWCA) chaired by the Chief Secretary shall provide the overall direction and guidance. IPICOL has been functioning as the State Level Nodal Agency (SLNA) and Technical Secretariat for SLSWCA. District Level Single Window Clearance Authority (DLSWCA) is activated in all the districts. The Regional Industries Centres (RIC) and District Industries Centres (DIC) are effectively taking on the function of District Level Nodal Agency (DLNA).

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