



GOVERNMENT OF INDIA
MINISTRY OF MSME

**DISTRICT INDUSTRIAL POTENTIALITY
SURVEY REPORT
OF**

Ganjam District

PREPARED BY

MICRO SMALL AND MEDIUM ENTERPRISES DEVELOPMENT ORGANISATION

MSME- DEVELOPMENT INSTITUTE

Vikash Sadan, College Square, Cuttack-753003

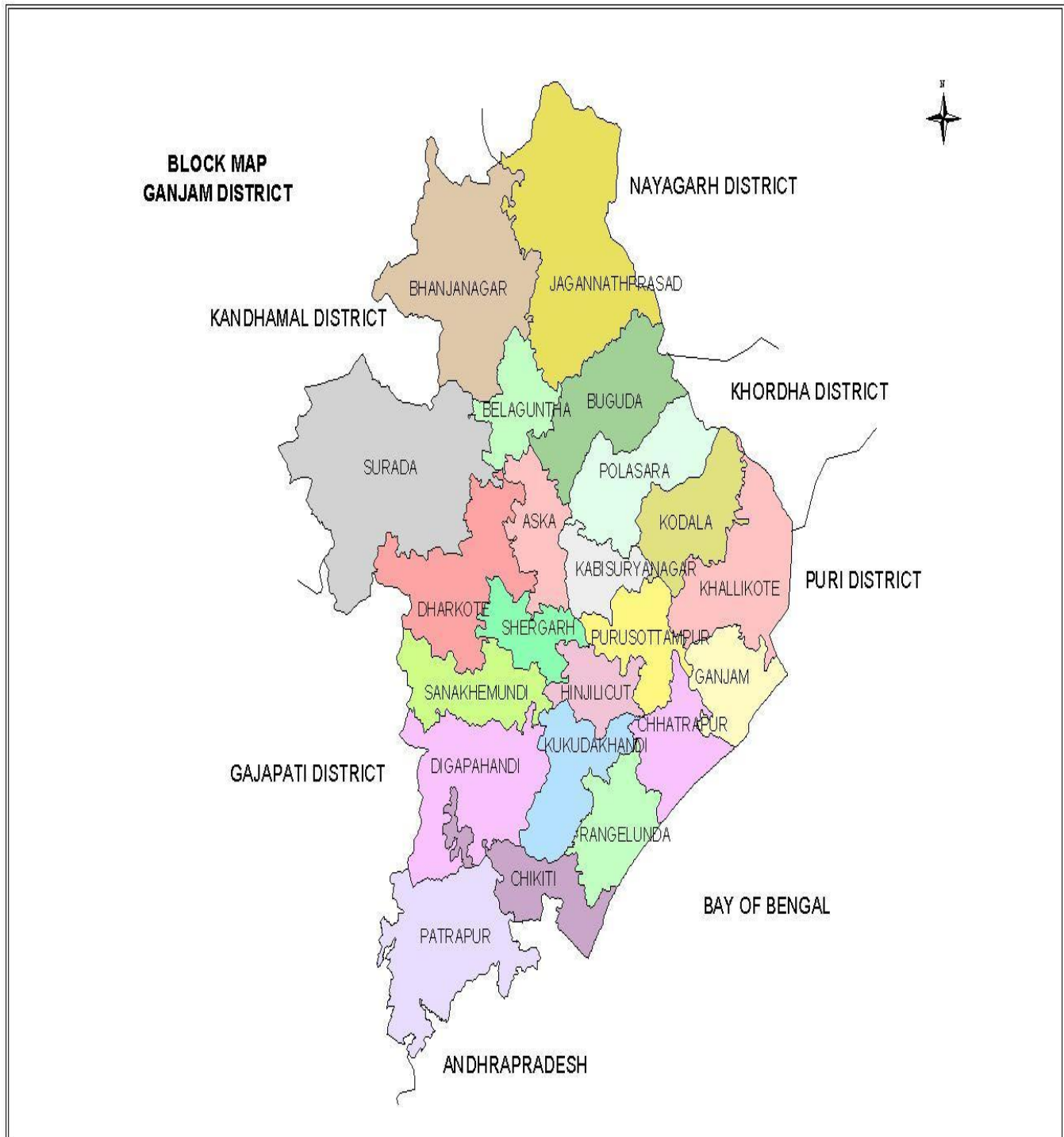
Tel: 0671-2950011/2201006

E. Mail: dcdi-cuttack@dcmsme.gov.in

Fax: 0671-2201006

Website: www.msmedicuttack.gov.in

INDUSTRIAL POTENTIALITY OF GANJAM DISTRICT



FOREWORD

Micro, Small and Medium Enterprises Development Institute, Cuttack under the Ministry of MSME, Government of India undertakes the District Industrial Potentiality Survey for selected districts in the state of Orissa and brings out the Survey Report, the district of Ganjam has been taken up for the survey including few other districts of the state. The Industrial Potentiality Survey report covers various aspects like the present industrial scenario of the district, availability of surplus resources, problems and prospects in the district for industrial development with a special emphasis on scope of setting up micro and small-scale 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 & technical institutions, industrial estates, growth centres, 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 factor, the potential industries have been identified which could be promoted in the coming years for an all round development of the district.

This report will be of immense use not only to the existing and prospective entrepreneurs but also to various Central & State Government organizations, banks and financial institutions, promotional agencies looking after the development aspects of different sectors, academic, management and research institutes, prospective entrepreneurs from inside as well as outside the State. The report provides useful information and a detailed idea of the industrial potentialities of the district and the scope of setting up of new industries especially in the MSME sector in rural & semi-urban areas. The prospects of ancillarisation in the MSME sector have also been explored, considering the stores requirements of the mother plants i.e. medium and large enterprises established in the neighboring districts.

I hope, this Industrial Potentiality Report will be an effective tool to the existing and prospective entrepreneurs, financial institutions and promotional agencies while planning for investment in MSE sector in the district. The report can also be useful as a reference material both for the consultants and professionals working in various Government and Non-Governmental organizations in their day-to-day work.

I wish to place on record my appreciation to promotional agencies located in the district both in central and state level that have extended their cooperation and support in furnishing useful information for incorporation in this report. Finally, I also wish to record my appreciation for the concerted effort made by Sri S.K Sahu, Asst. Director (E.I.) to prepare this report.

Dated: September, 2020

(Dr. S. K. SAHOO)

DIRECTOR (I/C)

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INTRODUCTION

The district of Ganjam came into being with effect from 1-4-1936, after it got separated from Madras Presidency and became a part of Orissa Province. Then in the year 1992 the erstwhile district of Ganjam got divided into two districts i.e. Ganjam and Gajapati. The name Ganjam, Ganj-I-am means Granery of the World. The district is situated in the coastal region of the State. It is surrounded by Kandhamal in the North-west, Nayagarh in the North, Khurda in the North-east, Gajapati district in the west and Bay of Bengal in the South east. On its Southern periphery, the district borders the State of Andhra Pradesh. The district is endowed with rich natural resources -Forest, Flora and Fauna and water resources etc. which have not been exploited to the optimal extent. The district has also rich water resources like catchment, sub-catchment watershed and mini watershed. The district has green valleys and plateaus. The main sources of attraction are sun-surf sand of Gopalpur beach, colourful Chilika Lake and Hot sulphur spring water at Taptapani.

The district has equal proportion of male and female population. The female population has a significant contribution to the economy of the district through a predominant share in labour force. The traditional migratory nature of labour force of this district is now decreasing due to implementation of various developmental activities by various promotional agencies in the district. The district has a very special place in the production of Kewda flowers which gives Crores of turnovers annually by employing more than thousands of people both directly and indirectly. No doubt agriculture still plays a very dominant role by contribution of a major share to the economy of the district. But as the district is famous for presence of highly skilled labour force, many other potential sectors of the economy still remain untapped which calls for a careful study of the economy of the district.

Scope and Objective of the Study:

The scope of the study is limited to the revenue district of Ganjam in respect of MSME sector and related activities. The year 2019-20 has been taken as the status year of development in the report. The study has the following objectives.

- To explore the natural and human resources including the skill.
- To explore the available infrastructure for industrial development.
- To evaluate the existing industrial activities of the district in utilizing the resources and catering to the local demand.
- To identify some of the viable projects in MSME sector which can come up in the district in the ensuing years basing upon the locally available surplus resources and the demand factor.

Methodology of the Study:

District Industrial Potentiality Survey is a detailed study of important marketable surplus resources available in the district for industrial use. It 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 micro, small, medium and ancillary industries. So, it can act as a guide for the entrepreneurs.

The district industrial potentiality survey 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 Annual Action Plan 2019-20.

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, Fishery, Veterinary, Horticulture, Forest, Power & Industries Dept, besides Statistical Office, OSFC, Lead Bank, NABARD etc. were contacted to collect relevant information besides having detail discussion with them to get the feed back on development of these sectors. All the collected information and data have been analysed in the report while drafting the same. The draft report has also been discussed among the officers of the Economic Investigation Division and other Technical Officers of the Institute to bring it into a final shape.

EXECUTIVE SUMMARY

The district of Ganjam with 5.27 % of State area and 8.41 % 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 three Sub-division, Twenty three Tahasils, Twenty two CD Blocks, Seventeen NAC, and 503 Grampanchayats with a total of three thousand one hundred and ninety five Villages out of which Two thousand seven hundred eighty three are inhabited and Four hundred two are uninhabited. The decennial growth rate to population has come down to 11.70%. The literacy rate in the district is 71.1%, which is close to 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 Ganjam has been divided into following sections.

Chapter-3, the district at a glance reflects the different development parameters till date to have a glimpse on the development. Chapter-4, deals with district profiles in brief which covers all aspects of development. The Chapter-5 deals with the important aspect of the study of available resources. In this chapter the available resources have discussed in human and material with support of statistical information. The infrastructure available for industrial development has been discussed in the Chapter-6 with physical and structural dimensions. This chapter contains the incentives given by State Govt. and Central Govt. for development of MSMEs. The Chapter-7 reflects the present MSME sector with no. of medium and large scale industries and small units with investment and employment. Besides this Chapter also reflects the growth of MSMEs over the years and category-wise concentration of units in the district. The chapter also deals with the existing and prospective MSE cluster in the district both MSMEs and artisan based.

The Chapter-8 reflects the scope of prospective industries based on surplus resources available and demand factor. In this chapter about 10 most potential items with market information, technology etc are incorporated. Chapter-9 deals with plan of activities to be initiated by promotional agencies and other concerned to promote entrepreneurship in the district. The Chapter-10 deals where to contract for what and the steps to set up MSMEs. This chapter deals with main function of the different promotional agencies contacted with setting of MSMEs.

CHAPTER-I**District at a Glance**

Sl. No.	A. Administrative Set up	Unit	Magnitude
1	Total Geographical Area	Sq. kms	8206.0
	a) % of State area	%	5.27
	b) Rank in Area		5
2	Sub-divisions	No.	3
3	Tahasils	No.	23
4	C.D. Block	No.	22
5	Towns	No.	18
	a) Municipalities	No.	1
	b) NACs	No.	17
6	Police Station	No.	38
7	Grama Panchayats	No.	503
8	Villages	No.	3195
	a) Inhabited	No.	2783
	b) Un-inhabited	No.	412
9	Fire Station	No.	14
10	Assembly Constituencies	No.	13
11	Parliamentary Constituencies	No.	2
	Population (2011 Census)		
1	Total Population	No.	35,29,031
	a) % of State Population	%	8.41
	b) Rank in Population		5
	c) Male Population	No.	17,79,218
	d) Female Population	No.	17,49,813
2	Scheduled Caste Population	No.	4,84,187
	% of SC Population	%	9.44
3	Scheduled Tribe Population	No.	79,307
	% of ST Population	%	1.13
4	Urban Population	No.	7,68,001
	% of Urban Population	%	21.76
5	Rural Population	No.	27,61,030
6	Density of Population per Sq. kms.	No.	430
7	No. of females per '000 males	No.	983

8	% of Literacy	%	71.09
	a) Male Literacy	%	80.99
	b) Female Literacy	%	61.13
	c) SC literacy	%	28.01
	d) SC male literacy	%	44.88
	e) SC female literacy	%	11.49
	f) ST literacy	%	19.98
	g) ST male literacy	%	32.69
	h) ST female literacy	%	7.02
B.	Decennial Growth Rate(2001-2011)		11.66%
C.	Occupational Pattern (2011 Census)		
	Total Workers	No.	15,01,722
	a) Main workers	No	9,00,744
	b) Marginal workers	No.	6,01,028
	c) Non-workers	No.	20,27,259
	d) Cultivator	No.	2,84,943
	e) Agriculture Labourer	No	5,65,448
	f) Workers in H.H. industry	No	56,274
	g) Other worker	No.	5,95,107
	% of Main workers to total population	%	25.52
	% of Marginal workers	%	17.3
	% of Agricultural labourers to main workers	%	37.65
	% of total workers to total population	%	40.08
	% of District main workers to State's main workers	%	42.55
	% of District cultivators to state cultivators	%	18.97
	% of District agricultural laborers to state's total	%	37.65

D.	Land Utilisation Pattern (2018-19) (area in hect.) Total Geographical Area 1) Forest area 2) Miscellaneous tree, crops, and groves not included in net area sown 3) Permanent pasture and other grazing lands 4) Culturable waste 5) Land put to non-agricultural uses 6) Barren and uncultivable land 7) Current fallow 8) Other fallows 9) Net area sown 10) Cultivated land	Area Area Area Area Area Area Area Area Area Area	315,000 22,000 20,000 11,000 21,000 20,000 59,000 6,000 3,47,000 4,06,000
E.	Irrigation in Hect. (Area in 000 hect. 2018-19) Name of the source A. Major and Medium 1. Kharif . 2. Rabi B. Mega Lift 1. Kharif . 2. Rabi C. Minor Flow 1. Kharif . 2. Rabi D. Minor Lift 1. Kharif . 2. Rabi	Hect. Hect. Hect. Hect. Hect. Hect. Hect. Hect. Hect. Hect.	Area 0.00 0.00 Area 1.90 0.00 Area 24.70 2.86 Area 7.84 4.52
F.	Forest area in sq. km. As on 31.03.2017 (P) 1) Geographical area 2) Total forest area 3) Forest land under control of Forest Deptt. a) Reserve Forest b) Unclassified Forest 4) Forest land under control of Revenue Deptt. a) Demarcated Protected b) Un-demarcated protected c) Other forests under Revenue Deptt. d) %of forest area to Geographical Area	Sq. km. Sq. km. Sq. km. Sq. km. Sq. km. Sq. km. Sq. km. Sq. km. Sq. km. Sq. km.	8,206 3149.90 1485.69 0.86 143.54 1167.36 352.45 38.39
G.	Fishery (2017-18) 1.(a) Quantity of Fresh Water Fish Produced (b) Value 2.(a) Brackish Water Fish Produced (b) Value 3.(a) Total Fish produced (b) Value	MT Rs. in lakhs MT Rs. in lakhs MT Rs. in lakhs	51709.84 4761.00 2836.09 2705.00 11970.92 7466.00

H.	Education (2018-19) a) Primary School: i) Number of School ii) Enrolment iii) Pupil -Teacher ratio b) Upper Primery School: i) Number of schools ii) Enrolment iii) Pupil-Teachers ratio c) Secondary Schools: i) Number of schools ii) Enrolment iv) Pupil-Teachers ratio d) General Colleges: i) Number of Colleges ii) Enrolment v) Pupil-Teachers ratio	 No. No. No. No. No. No. No. No No. No. No. in '000 No.	 2272 104832 17.47 1325 215130 21.93 710 227858 32.56 194 - -
I.	Medical & Public Health (2018) 1. Medical Colleges/ Dist. Hqrs. Hospital 2. Private Medical Institutions 3. No. of Beds in Medicals 4. Sub-divisional & other Hospitals 5. Community Health Centres 6. Primary Health Centres (New) 7. Primary Health Centres/ Mobile Health Unit 8. Total Medical Institutions(Govt.) 9. Health sub-centres 10. Beds in Hospitals 11. Ayurvedic Hospitals & Dispensaries (including Unani) 12. Homoeopathic Hospitals & Dispensaries	 No. No. No. No. No. No. No. No. No. No. No. No.	 2 83 1967 4 29 98 - 15 124 460 1967 7 6
J.	Infrastructure: March 2019 1. No. of Commercial Banks 2. Total Commercial Bank Branches i) Rural ii) Semi-urban iii) Urban 3. Average population per Branch 4. Average no. of villages covered per branch 5. Total Deposits in branch 6. C-D Ratio	 No. No. No. No. No. No. No. No. No. Rs. in Crore %	 433 433 201 136 96 0.14 15 18386.41 37.91

	7. No of Villages Electrified	%	2783
K.	Length of Different Roads in the (2018-19) District:		
No.	Category of Roads	Length in Kms.	
1	National Highway	327.45	
2	Express Highway	-	
3	State Highway	491.87	
4	Main District Roads	91.36	
5	Other District Roads	1108.04	
6	Classified Village Roads	-	
7	Village Roads	3044.92	
8	Inter Village	5526.82	
9	Intra Village	2936.84	
10	Forest Road	501.50	
11	Municipal Roads	-	
	Total	12010.8	
12	Railway Route Length	86	
13	No. of Railway Stations	12	

CHAPTER-II

District Profile

The undivided District of Ganjam came into being with effect from 1-4-1936 after it was separated from the then Madras Presidency and became a part of Orissa province.

The erstwhile Ganjam district before its division on 2nd October, 1992 constituted of four Sub-divisions namely Chhatrapur, Berhampur, Bhanjanagar & Paralakhemundi with 29 blocks. By virtue of the Government notification No. 48522 dt. 28-9-92 Paralakhemundi Sub-division was separated to form a new district named Gajapati with effect from 2nd October, 1992.

Location:

The district of Ganjam is situated in the South-Eastern part of Orissa. It is surrounded on the north by Khurda district, on the east by the Bay of Bengal, on the West by Phulbani and Gajapati district in between 19-00° and 20-17° of the Northern latitude and 84-60° to 85-110° of Eastern Longitude. The District is covered by East & South Eastern Coastal plain Zone and North Eastern Ghat Zone.

The famous Chilika lake lies in the eastern part of the district.

Administrative set up:

The district is divided into 3 Sub-divisions, 23 Tahasils and 22 blocks as below:

Sub-divisions	Tahasils	Blocks
Chhatrapur	1) Chhatrapur 2) Kodala 3) Khalikote 4) Purushottampur	1) Chhatrapur 2) Ganjam 3) Khalikote 4) Purushotampur 5) Kodab 6) Polsara 7) Hinjilicut 8) Kabisuryanagar
Berhampur	1) Berhampur 2) Koornisi 3) Chikiti 4) Digapahandi	1) Rangeilunda 2) Kukudakhandi 3) Chikaiti 4) Patrapur 5) Sanakhemundi 6) Digapahandi

Bhanjanagar	<ol style="list-style-type: none"> 1) Bhanjanagar 2) Buguda 3) Surada 4) Aska 	<ol style="list-style-type: none"> 1) Bhanjanagar 2) Belguntha 3) Jagannathprasad 4) Aska 5) Sheragad 6) Dharakote 7) Buguda 8) Surada
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Besides, the district is having one Municipality and 17 NACs, 37 Police Stations, 475 Gram Panchayats, 14 Fire Stations and 13 Assembly Constituencies.

Population:

The total population of the district is 35,29,031 as per 2011 census which is 8.41% of State's population. Out of total population, male constitutes 17,79,218 and female constitute 17,49,813 . The district ranks 1st in population in the State. The SC population in the district is 4,84,187 & ST population is 79,307 and 21.76% of people live in urban areas. The population density of the district is 430 per sq. km against 385 in 2001 Census. The literacy rate in the district is 71.09% out of which male literacy is 80.99% and female literacy is 61.13%. The S.C. literacy is 28.01% and the S.T. literacy is 19.98%. The decennial growth rate of population is 11.66%.

Climate & Rainfall:

The district of Ganjam is characterized by an equitable temperature all through the year, particularly in the coastal regions. Basically there are two agro-climatic zones in the district, categorized as North-Eastern Ghat Zone and Eastern and South Eastern Coastal Plain. The monsoon rain starts in the district timely and the average normal rainfall is 129.60 cms. The winter starts from December and continues till February. It is followed by summer from March to mid June. The month of October and November constitutes the post monsoon transition period. The intensity of rainfall generally increases from the coast towards the interior hilly tracks of the district. The monsoon in the district starts from third Week of June and continues unto mid of October. On an average the district has 95 raining days in a year. The relative humidity is high throughout the year especially in coastal areas; winds are fairly strong particularly in coastal regions in summer and monsoon months.

Table-1
Month-wise rain fall for the year 2018 (in mm.) of Ganjam District.

Srl. No.	Month	Rain fall
1	January	0.0
2	February	0.0
3	March	0.2
4	April	68.7
5	May	61.2
6	June	101.4
7	July	363.1
8	August	282.5
9	September	217.8
10	October	230.2
11	November	0.1
12	December	48.0
	Total-Actual	1373
	Normal	1276.2

Source: Directorate of Agriculture and Food Production,
Bhubaneswar.

Soil:

The soils of the district are mostly alluvial, black, late rite, lateritic and red and saline. The texture is sandy-to-sandy loam and clay-to-clay loam. Silted soils are available near riverbanks. The soil reaction is mostly acidic in all Blocks except Patrapur where the soil is neutral. Available NPK are mostly low, low to medium and low respectively. Soil salinity is found in Blocks like; Khalikote, Ganjam, Chhatrapur, Rangeilunda and Chikiti. The geographical formation of the district and alluvial brown land, laterites, new dolerites and arc hum comprising igneous metamorphic rock of sedimentary origin.

Rivers:

The important rivers of the district are Rushikulya, Badanalo, Jahada, Dhnei and Baghua.

Forest:

The total forest area in the district is 3149.90 sq. km. which is about 38.39 % of total geographical area. Major portion of the forest area are in Surda, Kodala, Khallikote, Tanana, Karachuli, Buguda, Tarasingi, Gallery, Dholpita & Durga Prasad Block. The major forest products are timber, bamboo, myrabalum, tamarind, mahua, sal, resin, kendu leaves, siali leaves, sal leaves and karonja seeds, etc. The forest

area at present is getting eroded due to different developmental activities to some extent and also by illegal cutting of trees by forest mafias.

Fisheries:

Ganjam is potentially rich in Inland and Brackish Water Fisheries. It has a coastline of 60 kms with 444 fishermen villages and 14 fish landing centers. The fishermen population dependent on Inland, Brackish and Marine fisheries is around 97,000.

MSMEs:

For the year 2018-19, 3978 nos. of MSMEs have been established in Ganjam district, with investment of Rs. 7297.63 lakhs providing employment opportunities to around 8,499 persons. Besides, there are many large and medium scale industries in the district. With a lot of investment and employment in the district, there are prospects of ancillary and downstream industries also in the district.

Kewda:

The district is endowed with kewda plants which contribute substantially to the economy of the district. Kewda plantation is the main livelihood of the people in the areas close to seacoast. Kewda plants are mainly grown in the blocks of Chhatrapur, Chikiti and Ganjam. Many people of the district are engaged in collecting this flower and selling to the outside agencies at a low price after processing. Keeping this in view, MSME Development Organisation, Ministry of MSME, Govt. of India and FFDC, Kannauj have set up a Technology Support Center for Kewda Industry for the benefit of the people of the district. The objective of this center is:

1. Assistance to the farmers in adopting agronomical practices for aroma/essential oil bearing plants of higher yields.
2. Technical assistance on post harvest technology, storage, packaging, sampling and marketing.
3. Provision for testing and quality control of essential oils, aromatic chemicals, raw materials and products etc.
4. Facilities for the creation fragrances and flavours.
5. Facilities for information and documentation on the development in the fields of fragrances and flavours.

Income:

The primary economic activity of the people of the district is agriculture and the cultivation is mostly done by traditional methods. Besides agriculture, various other sectoral activities are also being adopted including mining, horticulture, pisciculture, and industrial activities both in large and medium as well in MSME sector.

Chilika Lake:

The largest Brackish Water lake in Asian Sub-continent exist in the district. This lake is not only major source of fisheries resources but also provides scope for cultivation of prawn farming in the sea shore. So it is the source of livelihood of many people both directly and indirectly. This is also the major centre of tourism in the district. There is rush of tourists to this spot from October to May every year. The Tourism Deptt., Govt. of Odisha have developed several facilities for the entertainment of tourists at this place.

Gopalpur Port:

This second major port of the State next to Paradeep is situated 12 Kms. away from the district Headquarters Berhampur. The government has taken special measures to convert it into an all-weather major port through investment from private shareholders. Govt. have also declared to make it into a **Special Economic Zone (SEZ)** which will attract a no. of investment opportunities to this area. As the station is amicable for Investment the temperature for the year 2014-15 are as follows:-

Table-2
Monthly average temperature for the year 2014-15 at
Gopalpur Station, Ganjam District

Srl. no.	Month	Temperature 2014 (in C)		Temperature 2015 (in C)	
		Maximum	Minimum	Maximum	Minimum
1	January	28.4	17.9	27.8	16.4
2	February	29.9	19.2	29.8	19.4
3	March	31.5	23.2	32.1	23.5
4	April	32.4	25.3	32.4	25.3
5	May	32.6	27.0	32.7	27.2
6	June	34.0	28.1	32.4	27.1
7	July	31.3	26.4	32.6	27.2
8	August	32.2	26.5	32.3	26.8
9	September	33.5	25.9	33.0	28.2
10	October	32.8	24.3	34.2	24.6
11	November	33.2	31.1	31.4	21.2
12	December	32.4	20.0	30.0	20.1

Source: Directorate of Agriculture & Food Production, Orissa,
Bhubaneswar.

CHAPTER-III

RESOURCES

Availability of resources is definitely an added advantage for an area for furthering its economic development. And the more the availability of resources, the better the prospects of development of that area. The concentration of resources also attracts outside investors for undertaking economic activities in a big scale thereby giving a boost to the economy of the area. And more so in a globalised and liberalized era at present.

Resources are broadly categorized into two categories i.e. Human resources and Natural resources.

Human Resources:

Human and natural resources are complementary to each other. Human resources act as a catalytic agent for the utilization of natural resources. There are various aspects of this resource which are discussed below:

Population:

As per the Census 2011 the total population of the district is 35,29,031 which is 8.41% of state's population. The district also ranks first in decreasing order of population among the 30 districts of the state. Out of the total, the male population is 17,79,218 and female population is 17,49,813, which shows that there is equal proportion of male and female population in the district. The density of population in the district is 430 per square kilometer as against 385 during 2001 census. As per 2011 census the SC population of the district is 4,84,187 which is 9.44% of total population. Similarly the ST population is 79,307 which is 1.13% of the total population. The decennial growth rate of population in the district is 11.66% during 2001 to 2011 as against 16.8% during 1991 to 2001. The comparative picture of population of the district is given in the following table.

Table-1
Comparative statistics on population (2011 census)

Sl. No	Description	Ganjam	Orissa	India
1.	Total Population	35,29,031	4,19,74,218	121,05,69,573
2.	Growth rate of population (2001-2011)	11.66	14.0	17.7
3.	Percentage of urban population	21.76	16.7	31.2
4.	Percentage of Literacy	71.09	72.9	73.0

	rate			
	a) Male literacy	80.99	81.6	80.9
	b) Female literacy	61.13	64.0	64.6
5.	Percentage of SC Population	9.44	17.1	16.6
6.	Percentage of ST Population	1.13	22.8	8.6
7.	Density of Population	430	270	382
8.	Sex Ratio	983	979	972

As observed from the above table, the growth rate of population in the district is likely higher compare to the state which is to be taking note of immediately for taking effective measures for controlling population. The district has higher rate of urbanization in comparison to the state which shows that there is diversified occupational structure among the people, thereby slowly marginalizing the agricultural sector which is naturally higher in the district.

Literacy:

A literate person is said to be the human capital of the country. The investment on education increases the productivity of human resources. For that the Government on its part leaves no stone unturned for achieving 100% literacy. The provision of universal free and compulsory education for all children in the age group 6-14 is one of the directive principles of the Indian constitution. This provision has also been made a fundamental right in the Constitution. So the Government has been taking several measures for improving the situation of non-attendance of schools by children of backward area. Speed up of universalisation of education for the age group 6-14 with special emphasis on girl's education now claims a pivot place in the action plan of the Government. As observed the district is also moving ahead parallel to the state as well the country for achieving the target of 100% literacy in near future. The percentage of literacy in the district is 71.09% out of which male literacy is 80.99% and female literacy is 61.13%. The SC literacy is 28.01% out of which SC male literacy is 44.88% and SC female literacy is 11.49%. The ST literacy is 19.98% out of which ST male literacy is 32.69% and ST female literacy is 7.02%. So this shows that these communities still lag behind in comparison to other community in spite of the fact that the Government has been taking several measures for improving the situation. Besides the Government, now a days several NGOs are also playing a very active role for achieving the target in this direction.

As per the guidelines adopted at the National level, the state aims at providing access to primary schools within 1 kilometer and upper primary schools within 3 kilometers from habitations having a population of 300 or more and 500 or more respectively. So, the numbers of primary schools have increased. In order to

increase the retention of children and to reduce the drop out rates at primary schools, government has been taking several measures from time to time.

Occupational Pattern of Population:

The occupational pattern of population of an area speaks of its development profile. For example in a semi literate area the occupation distribution is skewed towards primary activities like agriculture, forest and fishing etc. But in a literate and also in an educationally developed and conscious area the people in large number take secondary and tertiary activities. In the first phase the economy is of agrarian in nature. The productivity of agricultural workers is quite low. The majority of the population depends upon this sector for their survival. The second phase is characterized by increase in non-farm activity which permits a movement of workers from farm to non-farm sectors and the very objective of the survey is to highlight the activities under this second phase. The occupation pattern of population of the district is mentioned in the table below:

Table-2
Occupational pattern in Ganjam district as per 2011 Census

Occupational Pattern (2011 Census)		
Total Workers	No.	15,01,722
h) Main workers	No	9,00,744
i) Marginal workers	No.	6,01,028
j) Non-workers	No.	20,27,259
k) Cultivator	No.	2,84,943
l) Agriculture Labourer	No	5,65,448
m) Workers in H.H. industry	No	56,274
n) Other worker	No.	5,95,107
% of Main workers to total population	%	25.52
% of Marginal workers	%	17.3
% of Agricultural labourers to main workers	%	37.65
% of total workers to total population	%	40.08
% of District main workers to State's main workers	%	42.55
% of District cultivators to state cultivators	%	18.97

From the table, it is evident that the agricultural sector is over crowded, thereby reducing the marginal productivity from this sector. So there exists surplus labour force which can be tapped up and utilized in other activities without reducing the productivity of this sector. So there is a need to identify the surplus labour

force in the primary sector and to utilize it in the other sector of the economy. The concentration of 2/3rd working force in the primary sector implies the un diversified economic structure of the district. The solution of this problem lies in giving more attention to the non-farm activities besides organizing various awareness programmes for educating the masses to take up to other economic activities which will give them more productivity than their present one.

Unemployment:

Now-a-days the unemployment particularly the educated unemployment has created an alarming situation through out the country of which this district is not an exception. The above picture of the district reflects that the educated unemployment is increasing continuously over the years. This reflects a part of the picture as all the educated unemployed do not register their name in the Employment Exchange. So this problem can only be solved through promotion of MSMEs in the district. This Institute along with other promotional agencies have been taking several measures in this direction like conducting different training programmes for the educated unemployed youth of the district, preparing project profiles as per the need of the entrepreneurs, conducting various specialized programmes for the benefit of the local entrepreneurs, organizing motivational campaigns at different places of the state for motivating the educated youth to take up self employment ventures. Besides this other promotional agencies and financial Institutions are assisting the Government in speeding up of the efforts in this direction to achieve the target in a phased manner. Now-a-days the NGOs are also actively involved in imparting different types of training at the grass root level to the various self help groups formed in different villages for taking up of various activities both at the agricultural and small scale industrial sector. So, this will go a long way in solving the present crisis of unemployment in the district as well as in the state.

Material Resources:

Availability of sufficient natural resources has a direct relationship on the development of an area. More the resources available, the greater the possibility of that area for development through effective utilization of this resources. The district of Ganjam is abundant with natural resources like land, live stock resources like; animal husbandry and poultry etc., forest resources, agricultural resources, horticultural resources, minerals etc. Let us now analyse different material resources available in the district.

Agriculture:

Agriculture plays a predominant role in the economy of the district as more than 2/3rd of the people depend upon this sector. Agriculture not only provides food to the people but also provide raw materials to various industries. Presently the Government of India has been emphasizing on the increase of productivity from agriculture by formulating a National Agricultural Policies to achieve agricultural growth through a combination of measures including structural, institutional, agronomic and tax reforms.

The main objectives of the Policy are:

- To actualize the vast untapped growth potential of Indian Agriculture.
- To strengthen rural infrastructure to support agriculture development.
- To promote value addition.
- To accelerate the growth of agro-business.
- To create employment in rural areas.
- To discourage migration to urban areas.
- To enable the farmers to face challenges arising out of economic liberalization and globalization.

In brief the policy lays emphasis on attaining sustainable agricultural production by optimizing the use of soil, water and bio-resources. The govt. of India has been taking several measures from time to time to boost agricultural production through diversification of cropping pattern, introduction of mixed cropping, plantation crops, compact area programme, use of bio-fertilizers and adopting to modern methods of cultivation to increase the productivity of this sector. The availability of agricultural resources contributes in a big way for the development of small scale sector particularly the agro-industries.

Land Utilisation

Land is a primary factor for all kinds of production. The district is broadly divided into two natural divisions i.e. the coastal plains in the east and the hills and table lands in the west. The district has alluvial soil in it's eastern part and laterite soil in the west with small patches of black cotton soil at the center. The categories of soil of the district include salty clay, loamy soil, sandy soil, sandy-loamy soil and saline. The famous Chilka lake is situated on the north east coast of the district. The land utilization pattern of an area mainly depends upon its type of soil. Let us now examine the land utilization pattern of the district from the following table:

Table-3

Land utilisation pattern of Ganjam District during the year 2018-19

Srl. no.	Type of Area	Area in '000 hect.	% to Geographical area
1	Geographical Area	821	100.0
2	Forest Area	315	35.36
3	Miscellaneous Tree and Groves	22	3.32
4	Permanent Pasture	20	2.75
5	Culturable Waste	11	1.26
6	Land put to non- agricultural use	21	5.28
7	Barren and un- cultivable land	20	5.39
8	Current fallow	49	0.34
9	Other fallow	6	0.91
10	Net area sown	357	45.35

Source: Directorate of Agriculture & Food Production, Orissa, Bhubaneswar.

Table-4

Block-wise land utilization pattern in Ganjam District as on 2017-18

(Area in Hect.)

Block	Forest	Land put on Non Ag Use	Barren and uncultivable land	Permanent pastures and other grazing lands	Misc. trees, crops and Groves	Culturable waste	Old fallows	Current fallows	Net Shown Area
Aska	253	3373	1113	222	157	2859	2889	1874	7365
Belaguntha	157	1335	313	206	265	2293	3083	3269	7537
Bhanjnaragar	1543	3202	2058	607	317	5381	6954	2637	6733
Buguda	1167	3085	1423	730	1072	3525	3327	4142	7134
Chhatrapur	1374	6573	655	599	1086	4542	1427	1452	5600
Chikiti	643	5090	354	184	174	795	1091	2280	10487
Dharakote	2256	1657	10245	441	90	3418	2083	1308	3691
Digapahandi	5442	9088	12459	609	75	2288	2597	826	14714
Ganjam	1414	3069	6116	256	1263	1525	738	1969	5926
Hinjilcut	36	2806	307	174	226	581	665	1321	9515
Jagannathprasad	6413	2570	5533	2510	1669	5859	4616	4747	9351
Kabisuryanagar	359	1347	3156	200	176	1261	1693	2509	4640
Khalikote	4037	2636	11326	421	1915	2871	2093	2253	8823
Kodala (Beguniapada)	509	2609	2030	677	708	1419	1231	1935	12440
Kukudakhandi	1853	3038	2815	647	818	2573	2317	2412	8431
Patrapur	11321	3500	1343	696	381	4522	3091	2597	8380
Polasara	733	2881	1843	592	781	1436	2564	910	8287
Purusottampur	1639	3502	1355	566	214	681	2094	1040	13465
Rangeilunda	211	6199	344	414	1226	2954	1598	2786	6678
Sanakhemundi	4336	2775	1229	571	101	1878	2836	3077	10263
Seragarh	53	2519	940	152	81	1227	2185	1997	9350
Sorada	10500	3174	11274	1316	293	5573	5289	5108	7885

Source: Directorate of Economics and Statistics, Govt. of Odisha.

It is observed from the above table that the district has good coverage of forest. The net area sown in the district is 45% of total geographical area which needs to be improved further. The fallow and barren land has created scope for industrial activity besides forestry and plantation crops. So it is imperative to bring

in more land under cultivation and to increase the productivity of existing land. The local mass should be involved for productive utilization of forest land.

Cropping Pattern:

The district is characterized by an equitable temperature throughout the year. The annual monsoon starts from second week of June and ends early in October. This district comes under coastal tropical humid zone and as such is most suitable for both agricultural as well as plantation and horticultural crops. So the main crops grown in the district are Paddy, Wheat, Maize, Bajra,, Arhar, Moong, Biri, other Pulses, Groundnut, castor, Sun flower, Niger, different vegetables, plantation crops like coconut, cashew etc., different horticultural crops including spices. Besides the district is having potential for floriculture, mushroom, ginger, onion, Kewda, sericulture, rubber plantation and betel vine. Kewda plantation is main livelihood of people in the areas close to sea coast. Let us now have a look on cropping pattern of the district of Ganjam through the following tables:

Table -5
Area and Production of Crops in the district of Ganjam during
2015-16 & 2016-17

(Area in Hect., Yieldrate in Qtl. Per Hect. and Production in Qtls)

Sl No	Name of the crop		2015-16	2016-17
1	Wheat	A	-	-
		Y	-	-
		P	-	-
2	Maize	A	938	459
		Y	20.01	22.4
		P	18770	10280
3	Ragi	A	1368	1040
		Y	9.75	9.95
		P	13332	10348
4	Mung	A	49248	75022
		Y	2.11	2.99
		P	103755	224363
5	Biri	A	3743	8660
		Y	2.16	2.88
		P	8096	24931
6	Kulthi	A	811	590
		Y	2.44	2.55
		P	1979	1505
7	Til	A	1902	315
		Y	1.58	2.11
		P	3013	666
8	Groundnut	A	2704	1931
		Y	14.28	14.25
		P	38616	27521
9	Mustard	A	124	1

		Y	1.86	1.3
		P	231	1
10	Potato	A	64	21
		Y	123.62	110.08
		P	7912	2312
11	Jute	A	-	-
		Y	-	-
		P	-	-
12	Sugarcane	A	1073	368
		Y	756.11	816
		P	811306	300288

Source : Directorate of Economics and Statistics, Odisha, Bhubaneswar.

Table- 6

Season-wise Estimated Area, Yield-rate and Production of Paddy in different Blocks and Urban area of Ganjam district :-

Sl. No.	Year / Block / ULB	Autumn			Winter		
		Area	Yield	Production	Area	Yield	Production
1	2	3	4	5	6	7	8
	2017-18						
	BLOCK						
1	Aska	-	-	-	7779	33.58	261188
2	Belaguntha	-	-	-	8027	25.37	203666
3	Bhanjnagar	-	-	-	8025	24.35	195373
4	Buguda	-	-	-	7798	30.17	235245
5	Chhatrapur	-	-	-	5985	29.94	179214
6	Chikiti	-	-	-	10854	15.47	167889
7	Dharakote	-	-	-	4374	17.06	74613
8	Digapahandi	-	-	-	14303	22.07	315605
9	Ganjam	-	-	-	7248	24.23	175637
10	Hinjilcut	-	-	-	9525	34.7	330496
11	Jagannathprasad	62	18.99	1177	10205	16.64	169830
12	Kabisuryanagar	-	-	-	4804	24.6	118163
13	Khalikote	'S'	21.48	'S'	9981	20.15	201153
14	Kodala (Beguniapada)	-	-	-	13350	15.04	200734
15	Kukudakhandi	-	-	-	8773	40.74	357382
16	Patrapur	-	-	-	9309	14.88	138510

17	Polasara	-	-	-	8744	24.14	211061
18	Purusottampur	18	36.50	657	14119	19.29	272366
19	Rangeilunda	-	-	-	7189	26.59	191190
20	Sanakhemundi	-	-	-	10417	25.7	267678
21	Seragarh	-	-	-	9429	25.27	238253
22	Sorada	1	23.80	24	9399	26.79	251791

Source: O/o Dy. Director, Agriculture, Berhampur

Table- 7

Season-wise Estimated Area, Yield-rate and Production of Paddy in different Blocks and Urban area of Ganjam district

Sl. No.	Year / Block / ULB	Area	Summer Yield-rate	Production	Total Area	Total Yield-rate	Production
1	2	9	10	11	12	13	14
	2017-18 BLOCK						
1	Aska	-	-	-	7779	33.58	261188
2	Belaguntha	-	-	-	8027	25.37	203666
3	Bhanjnagar	-	-	-	8025	24.35	195373
4	Buguda	-	-	-	7798	30.17	235245
5	Chhatrapur	-	-	-	5985	29.94	179214
6	Chikiti	-	-	-	10854	15.47	167889
7	Dharakote	-	-	-	4374	17.06	74613
8	Digapahandi	-	-	-	14303	22.07	315605
9	Ganjam	-	-	-	7248	24.23	175637
10	Hinjilcut	-	-	-	9525	34.7	330496
11	Jagannathprasad	-	-	-	10267	16.66	171007
12	Kabisuryanagar	-	-	-	4804	24.6	118163
13	Khalikote	36	37.81	1361	10017	20.22	202514
14	Kodala (Beguniapada)	-	-	-	13350	15.04	200734
15	Kukudakhandi	-	-	-	8773	40.74	357382

16	Patrapur	-	-	-	9309	14.88	138510
17	Polasara	-	-	-	8744	24.14	211061
18	Purusottampur	-	-	-	14137	19.31	273023
19	Rangeilunda	-	-	-	7189	26.59	191190
20	Sanakhemundi	-	-	-	10417	25.7	267678
21	Seragarh	-	-	-	9429	25.27	238253
22	Sorada	-	-	-	9400	26.79	251815

Source : Directorate of Economics and Statistics, Odisha, Bhubaneswar.

Table- 8
GANJAM DISTRICT AREA, PRODUCTION & YIELD RATE OF DIFFERENT CROPGROWN DURING 2018-19 IN ODISHA

AUTUMN	AREA		0.09		
		PRODUCTION		0.17	0.11
WINTER	AREA		249.17		
		PRODUCTION		661.39	436.52
TOTAL KHARIF PADDY	AREA		249.26		
		PRODUCTION		661.56	436.63
SUMMER PADDY	AREA		0.03		
		PRODUCTION		0.07	0.05
TOTAL PADDY	AREA		249.29		
		PRODUCTION		661.63	436.68
WHEAT	RABI	A	0.00		
				Y	
				P	0.000
MAIZE (KHARIF)	HYV	A	18.19		
				Y	2995
			P	54.48	
	LOCAL	A		1.44	
				Y	2455
	P			3.54	
TOTAL KHARIF MAIZE	A		19.63		
				Y	2956
				P	58.02
MAIZE (RABI)	A		1.21		
				Y	3760
				P	4.55
TOTAL MAIZE	A		20.84		
				Y	3002
				P	62.57
RAGI	KHARIF	A	18.50		

				Y	921
				P	17.04
			A	1.19	
				Y	1020
		RABI		P	1.21
			A	19.69	
				Y	927
		TOTAL		P	18.25
			A	0.87	
				Y	688
		HYV		P	0.60
			A	1.10	
				Y	625
		LOCAL		P	0.69
			A	1.97	
		TOTAL		Y	655
				P	1.29
JOWAR			A	0.00	
				Y	
		HYV		P	
			A	0.51	
				Y	605
		LOCAL		P	0.31
			A	0.51	
		TOTAL		Y	610
				P	0.31
BAJRA			A	2.80	
				Y	536
		KHARIF		P	1.50
SMALL MILLETS			A	292.67	
				Y	1759
		KHARIF		P	514.79
			A	2.43	
				Y	2391
		RABI		P	5.81
			A	295.10	
				Y	1764
		TOTAL		P	520.60
TOTAL CEREALS			A	4.22	
				Y	455
		KHARIF		P	1.92
			A	114.87	
				Y	503
		RABI		P	57.78
			A	119.09	
				Y	501
		TOTAL		P	59.70
MUNG			A	16.80	
				Y	466
		KHARIF		P	7.83
			A	17.42	
				Y	507
		RABI		P	8.83
			A	34.22	
				Y	487
		TOTAL		P	16.66
BIRI			A	15.71	
ARHAR		KHARIF			

				Y	1220	
				P	19.17	
GRAM	RABI	A	0.46			
				Y	950	
				P	0.44	
FIELD PEA	RABI	A	2.89			
				Y	765	
				P	2.21	
LENTIL	RABI	A	0.00			
				Y		
				P	0.00	
COWPEA	KHARIF	A	0.00			
				Y		
				P	0.00	
	RABI	A		0.52		
				Y	790	
				P	0.41	
	TOTAL	A		0.52		
				Y	788	
				P	0.41	
KULTHI	RABI	A	9.80			
				Y	435	
				P	4.26	
OTHER PULSES	KHARIF	A	11.13			
				Y	446	
				P	4.96	
	RABI	A		8.01		
				Y	508	
				P	4.07	
	TOTAL	A		19.14		
				Y	472	
				P	9.03	
TOTAL PULSES	KHARIF	A	47.86			
				Y	708	
				P	33.88	
	RABI	A		153.97		
				Y	507	
				P	78.00	
	TOTAL	A		201.83		
				Y	554	
				P	111.88	
TOTAL FOOD GRAINS	KHARIF	A	340.53			
				Y	1611	
				P	548.67	
	RABI	A		156.40		
				Y	536	
				P	83.81	
	TOTAL	A		496.93		
				Y	1273	
				P	632.48	

The agriculture Deptt. is the nodal deptt. to coordinate and implement different schemes and programmes of Agriculture deptt. The Deptt. Maintains 5 agricultural farms at Golanthara, Jagannath Prasad, Bhanjanagar, Dhanei and Mandiapali and also at Bhabnagar. A training institute i.e. Regional

Institute of Training and Extension also located at Mandiapali provides training and demonstration to farmers. There are 4 sees processing plants in the district.

Size of Land Holding:

The size of land holding is one major factor determining the productivity of land. The continued pressure with ever increasing population on land makes it fragmented, thereby adversely affecting its productivity. The holding of land should be of economic size which enables the optimum utilization of the factors of production, thereby optimizing the level of output. The smaller pieces of land prevent the use of modern techniques of cultivation. Let us now have a glance on the size of the land holding from the below table:

Table: 9
Category-wise no. of operational holdings in Ganjam District during 2015-16

Category	No.	Area (In Hect.)
Marginal (Below 1.00 hect)	240248	132127
Small (1-2 Hect.)	37676	66340
Semi Medium (2-4 Hect.)	12183	35452
Medium (4-10 Hect.)	2057	11775
Large (10 Hect and above)	199	4822
All Sizes	292363	250516
Average size of Holding	0.85	

Source: Agriculture Census, 2015-16, Government of Orissa.

It is observed from the above table that the number of people with marginal holding is maximum. About 88% of the total holding belongs to marginal and small holding group. As the land holding size grows, the number of people having it decreases. So this clearly indicates that there is a need of further consolidation of land holdings to make it economic one.

Operational Holdings for different Social Groups in Ganjam Dist. In 2015-16

Table: 10

Social Group	No. of Operational Holdings	Area	%
All Groups	292363	250516	100.00
Scheduled Caste	45714	32625	

Scheduled Tribe	18642	18904	
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Agricultural Marketing:

Better and improved net work of markets for sale of agricultural products helps to better up the economic status of the farmers. This also helps the farmers to get ready for the next crop. The district of Ganjam is having good net work of marketing facilities as the district is well connected through rail and road. The local market of Berhampur is very old market in southern zone of Orissa and has enormous potential to absorb the local products. It has link with Madras, Bombay, Surat, Hyderabad and Calcutta markets due to railway/ road link. The NH -5 connecting Howrah to Madras runs through the district connecting it with the neighbouring states as well neighbouring districts of the state. The capital city of Bhubaneswar is only 180 kilometers from the District Headquarters. Gopalpur port on sea is only 12 kilometers away which provides import and export facilities through water. So, developing market infrastructure like auction yards, net work of outlets, and commodity exchanges for organized development of market and to reduce the transaction cost should be the motto in this direction. Now-a-days various trade fairs are being organized both by the Government as well as the private bodies, thereby creating additional avenues for marketing of agricultural and industrial products.

Irrigation:

Minor irrigation holds the key to exploit the full potential of agricultural sector in the district. The scope of major/medium irrigation being limited due to high investment cost of the project.

Out of the total cultivated area of 3.93 lakh hectares, nearly 2.82 lakh hectares (71%) has been covered under irrigation. Irrigation projects can be classified in to three categories:

- 1) Major irrigation Projects- where cultivable command area is more than 10,000 hectare.
- 2) Medium Irrigation Projects- where cultivable command area is between 2000 Hectare to 10,000 hectare.
- 3) Minor Irrigation projects -where the irrigated area is below 2000 hectare. Minor irrigation projects can be grouped into two categories depending upon the source of water either ground water exploitation by constructing MI structure or surface water irrigation through Lift irrigation schemes.

The surface water irrigation facilities in the district are more developed. The major irrigation command " Rusikulya Command Project" under TAWA Project caters to the need of Ganjam District. The district has good irrigation potential created from ground water. Dug wells are feasible in the entire district. Bore wells are

feasible in the western up land belts. Shallow Tube Wells and Filter points are feasible in the alluvial formation occurring in the major portion of the district. Though, all the 22 blocks of the district are classified as White, exploitation of ground water resources is very low at 21.5%. Various sources of minor irrigation in the district given below:

The following tables give statistical outline about the irrigation potential created in the district.

Table:11
Irrigated Area (Potential created) up to 2018-19 in Ganjam District
(Area in 000' Hectare)

Source	Khariff	Rabi
Major and Medium	132.70	13.93
Mega Lifts	6.60	0.00
Minor (Flow)	120.50	8.46
Minor (Lift)	42.27	23.11
Total	302.07	45.5

Source: Directorate of Agriculture and Food Production,
Bhubaneswar

For the construction and maintenance of Major and Medium irrigation Projects and Flood control works of the district, Superintending Engineer, Southern Irrigation Circle with Headquarters at Berhampur is responsible along with his subordinate officers. For the World Bank aided Renovation and Rehabilitation Projects located in the district, a new circle has been created at Bhanjanagar with Divisions at Bhanjanagar and Soroda. For the overall supervision of all these works, the Headquarters of the Chief Engineer, Medium Irrigation No. II has been shifted to Berhampur. For the CADA works a Project Director and Executive Engineer are stationed at Berhampur for the newly sanctioned Rusikulya CADA. A separate circle has also been created at Bhanjanagar for the construction of Pipalpanka Dam across River Rusikulya.

Dry Land Farming

The forest area is 3,15,000 ha (38.36%) and cultivable area is 4,34,000 ha.(52.86%) where as cultivated area is 4,06,000 ha. Out of which high land is 47%, medium land is 28% and low land is 25%.Paddy is grown in an area of 2,23,500 ha. and rest of the area is covered with non-paddy crops like Maize, Ragi, Pulses (Moong, Biri, Arhar, Field Pea),Oil seed (Sesamum, Groundnut), Vegetables ,Sugarcane, Cotton and Spices like chilli etc. The Rushikulya major irrigation project alongwith 9 nos. of Medium Irrigation Projects, 977 nos. of Minor Project, 708 Lift irrigation project which irrigate 2,51,468 ha. during Kharif season and 48,220 ha. during Rabi season. Total irrigation area is near about 61.12% in Kharif and 11.73% during Rabi season. This district is having 3,31,256 Farm families (2001 census), out of which Marginal

Farmer 69%, Small Farmer 19.8% and rest 11.2% are Large Farmers and 5,04,806 nos. of Agricultural labourers. Ganjam soil consists of Sandy Loam, Loam Coastal alluvium and Saline soil in few patches in coastal plains in eastern parts. Whereas in North Eastern ghats have brown and forest soils with loamy, clay loam type of soils. The average rainfall in Ganjam district is about 1275mm and 64.2 nos. of rainy days.

Horticulture:

The district of Ganjam comes under coastal tropical humid zone and as such is most suitable for raising different types of plantation and horticulture crops such as: Banana, Mango, Papaya, Jack-fruit, Custard Apple, Pine Apple, Grapes, Cashew, Jamu, Coconut and Guava etc. Besides, the district is having rich potential for floriculture, mushroom, ginger, onion, potato, vegetables, citrus, kewda, sericulture, rubber plantation and betel vine etc. The district has enormous potential for increasing vegetable production and the productivity. The long term potential for plantation and horticulture sector in the district is estimated at more than 1.0 lakh ha. thus providing scope for further development in the sector. Horticulture has so far been considered as a pleasure vocation rather than a commercial one. As per the District Horticulture Deptt., a total area of 1217 ha. was developed under Mango, Cashew and lemon under National Horticulture Mission in addition to banana and floriculture. The Horticulture Deptt. is implementing various types of schemes as below. The trend has now changed and it is becoming more and more a commercial activity.

- Assistance under National Horticulture Mission-It is a centrally sponsored scheme and is supported both by State and Central govt. Support in form of subsidies is available ranging from 25% to 75% with specified ceiling on each activity.
- National Horticulture Board-It is implementing a credit linked back ended capital investment subsidy scheme for development of this sector under which incentives to the extent of 40% of project cost subject to a specified limit is provided to the farmers for undertaking commercial plantation/horticulture activities.
- Coconut Development Board-It provides subsidy to farmers for encouraging coconut cultivation.
- National Mission on Medicinal Plants-Its main activity is to support cultivation of medicinal plants for AYUSH system of medicine by integrating medicinal plants, offer an option of crop diversification and enhance income of farmers.
- Integrated scheme for oil seeds, Pulses, oil palm, and maize-It is a centrally sponsored scheme implemented both by state and central govt.

There is one office of Dy. Director, Horticulture functioning in the district. Two KVKs are functioning, one at Bhanjanagar and other at Ankushpur.

The deptt. Of Horticulture has 4 nurseries which produce quality planting materials. The Deptt. has one community canning centre at Berhampur to impart training on fruit and vegetables preservations.

There is one Technical Support centre for Kewra industry established by Govt. of India to analyse the samples and certify the quality of products. One Mango market operates from the outskirts of Berhampur providing marketing facilities for the mango growers of the district.

The O/o DC (MSME) has approved the cashew cluster at Rambha for establishment of one CFC under MSE-CDP scheme.

Horticulture, by and large falls in to the following areas:

- 1) **Pomology**- Mainly dealing with fruit crops like Mango, Banana and Apple etc.
- 2) **Olery Culture**: Dealing with vegetable crops like; Potato, Peas, etc.
- 3) **Floriculture** : Dealing with flowers and other ornamental plants
- 4) **Plantation crops**: Dealing with rubber, jute, cashew nut etc.
- 5) **Medicinal Plants**: Specified to medicinal plants.
- 6) **Essential Oil and Aromatic Plants**: Dealing with Kewda etc.
- 7) **Spices**: Dealing with ginger, onion and turmeric etc.

Table- 12
Area and production of Horticultural Crops (Vegetables)
in Ganjam District during 2018-19

Sr. No	Name of the Vegetable	Area in HA	Production in MT
1.	Sweet Potato	7509	73363
2.	Potato	500	7150
3.	Onion	920	7976
4.	Tamato	4278	51701
5.	Other Vegetables	901	73388
6	Total Vegetable	14108	213578
SPICES:			
5.	Chilly	4927	7002
6.	Coriander	482	243
7.	Betelvine	395	14496.21
8.	Turmeric	131	667
9.	Ginger	73	355
10.	Other Spices	330	2901
11.	Total condiments &Spices	6338	25664.21

Source: O/o the Dy. Director, Horticulture, Berhampur.

Table - 13
Area and production of Horticultural Crops (Fruit) in Ganjam District during 2018-19 (area in ,000 hect.)

Srl. No	Name of the Fruit crop	Area in HA	Production in MT
1.	Mango	9500	51000
2.	Banana	793	11250
3.	K Lime	2435	23006
4.	Papaya	27	430
5.	Pine Apple	24.5	160
6.	Guava	161	1005
7.	Sapeta	285	1225
8.	Pomegranate	6	25
9.	Others citrus	15	123
	Total Fresh Fruits	13246.5	88224
10.	Coconut	6963	260 lakh nuts
11.	Cashew	10012	102
12.	Arecanut	42	102

Source: O/o the Dy. Director, Horticulture, Berhampur.

Sericulture:

Sericulture has been found to be prospective activity especially in Digapahandi and Chikiti Blocks of Ganjam District. The Sericulture crops are being mainly grown plentifully in bordering Gajapati District. It is presently found that the areas under cultivation of sericulture crops may grow up steadily in near future as more and more people will take to this as an economic activity.

Forest:

Forest areas constitute about 23.95 % of the total geographical area. Major portion of the forest are located in Surada, Kodala, Khalikote, Tamana, Karachuli, Budugda, Tarasinghi, Dholpita and Durga Prasad area. The information on forest area in the district is given in the following table:

Table:14

Classification of Forest Area by Legal Status in Ganjam district as on 31. 03. 2017

Sl. No.	Classification of Forest	Area in Sq. Kms.
1	2	3

1	Reserve Forests	1485.69
2	Demarcated Protected Forests	143.54
3	Un-demarcated Forests	1167.36
4	Un Classified Forests	0.86
5	Other Forests	352.45
6	Total Forest Area	3149.90
7	Total Geographical Area	8206
8	% of Forest area to Geographical Area	38.39

In Ganjam district 1,482.89 sq. km. Of waste land belonged to degraded forest land, up land with or without shrub. In Ganjam part of these up land is revenue land. A large portion of this revenue land is encroached for agricultural purposes. Part of such up lands especially in revenue lands, still has shrubs with natural root stock which has the potential to be re-generated with protection. The Private and encroached land holding have in general lost the root stock due to cultivation.

The major forest products of the district are timber, bamboo, myrobalam, tamarind, mahua, sal, resin, kendu leaf, siali/sal leaf and karanja seed etc.

TABLE-15
Minor forest product in the district of Ganjam

Sr. No	Name of the minor forest product
1.	Siali Leaves
2.	Sabi Grass
3.	Sal Seed
4.	Kusuma Seeds
5.	Karanja Seeds
6.	Neem Seed
7.	Gaba Seed
8.	Sikakai
9.	Mahua
10.	Palasa Seed
11.	Siali Seed
12.	Indra Jaba
13.	Bana Haladi
14.	Babool Seeds

15.	Chiranjibi Dana
16.	Bena Chera
17.	Basil
18.	Tulsi
19.	Tamarind
20.	Hill Brooms
21.	Bana Tulsi
22.	Nageswar Seeds
23.	Kamal Seeds
24.	Jute Seeds
25.	Polang Seeds
26.	Honey
27.	Myrabolam
28.	Nux Vomica
29.	Jungle Jute
30.	Arrowroot
31.	Cashew Nut

Source: DFO, Ganjam

There are transit nurseries in various parts of Ganjam district. Central Nurseries are situated at Aska, Bhanjanagar and Khalikote. Orissa Forest Development Corporation has their office at Berhampur which is developing fodder and fuel wood plantations. J.K. Corporation office is situated at Berhampur. They are involved in developing nurseries and collection of Bamboo from the forest. In the past few years they have been involved in Eucalyptus cultivation backed up by its marketing support in collaboration with SBI. Government of Orissa has fixed the procurement prices of different forest products.

There is sufficient scope in the district to utilise the forest products for industrial activity. The forest of the district is now under threat due to practice of some destructive activities by the people which need to be checked urgently. Besides, preservation of existing forest cover, creation of farm forestry on govt. and private waste land is also utmost important for eco-sustenance. Against, this back drop it may be mentioned that large chunk of land are lying as cultivable waste, barren and uncultivable land. These waste lands can be utilised properly for raising forestry particularly the species like eucalyptus, teak, bamboo, etc.

Fisheries:

Fisheries and aquaculture sector may be broadly divided into three sub-sectors namely:

- ❖ Fresh water
- ❖ Marine water
- ❖ Brackish water

Marine fisheries can be further classified into inshore, offshore and deep sea fishing depending on the depth. Aquaculture can be further classified into Inland aquaculture and coastal aquaculture which may cover inshore and seaward side of brackish water and Marine culture activities. With the introduction of mechanized boats no. of shore facilities such as Ice and Cold Storage Plants, Workshops, Service Stations, Fish Processing Plants for freezing and canning of fish are coming up. The disbursement of loans in this sector is not progressing due to the problems in brackish water aquaculture. Although lot of potential for brackish water aquaculture development in Orissa exists, this sector is yet to get its due attention either in monitoring of the programme or extension support. Brackish water aquaculture through traditional and improved technology can be encouraged subject to adherence of certain norms regarding stocking density, soil and water management, use of quality shrimp seeds approved by Government of India under which the shrimp cultivator can obtain full insurance benefits and safeguard their trade against their loss. With this in view, brackish water aquaculture sector has again been open for sanction of credit by way of refinance facility from NABARD as per the existing guidelines.

The district of Ganjam is potentially rich in inland and brackish water fisheries. It has a coast line of 60 kms. with 28 fishing villages and 16 fish landing centers. 27,749.49 hectare of inland water resources is available in the district out of which 6,001.20 hectare area are developed under Pisciculture. The fisherman population dependent on inland, brackish and marine fisheries is around 99,200. Brackish water fisheries development agencies have surveyed the area suitable for brackish water prawn culture in the five coastal blocks:

- ❖ Chhatrapur
- ❖ Chikiti
- ❖ Ganjam
- ❖ Khalikote and
- ❖ Rangeilunda

The fisheries & aquaculture sector is considered as a sunrise sector which has huge potential for greater contribution to the local economy. It is a significant employment generator. The district has the potentiality for the growth of inland fisheries. Fish production in the district mainly depends on Ponds/ Tanks, Rivers & Rivulets, Reservoirs, Swamps & Water logged area. During the year 2018-19, fish production in the district was 64699 MT.

Table - 16

Production of Fish in Ganjam District in 2017-18

2018-19	Production (in MT)
Fresh Water	61403
Brackish Water	3296
Total	64699

Source: O/o Directorate of Fisheries, Cuttack

It is observed from the above statistics that the District of Ganjam has a unique hydro topographic and climatic factor suitable for shrimp farming starting from traditional to semi-intensive type of culture. Government has also been taking several measures to improve the status of this sector. The assistance rendered by the state government for Brackish water aquaculture through BFDA are:

1. Identifying beneficiaries for Brackish water farming.
2. To settle lease of brackish water government land in favour of identified beneficiaries in coordination with state government leasing policy.
3. To arrange finance for the beneficiaries from different financial institutions.
4. To supervise construction of pond or tanks and to render technical advise.
5. Imparting training to the shrimp farmers
6. To release subsidy against bank finance
7. To conduct field visits with the Bankers and to hold seminars, symposium, workshops etc for the benefit of local entrepreneurs.

In the district FFDA and BFDA, Asst. Director of Fisheries, Marine, O/o the District Fisheries Officer are functioning who are providing technical guidance to the fish farmers of the district. The O/o the Dy. Director, Fisheries, South Zone is also situated at Berhampur. The MPEDA also established a prawn hatchery called OSSPARC at Gopalpur which is in a position to supply 80 million larvae per year. Besides this, Chilika Lagoon is considered to be a rich potential source for collection and supply of brackish water, prawn/fish. There are two Ice Factories of 5 ton capacity each situated at Berhampur. The district is well connected by Road/Rail with other towns of the state as well as out side the state and the district has potential fish markets at Berhampur, Humma, Hinjilikatu, Aska, Bhanjanagar. A large dry fish weekly market situated at Humma where the fish man/women from various parts of the state come for their trade. So, there is a tremendous potentiality of this sector waiting to be explored in the district.

Animal Husbandry:

Agriculture along with animal husbandry and dairy is the most important income generating activity in the district. The agro climatic condition of the district is suitable for dairy development. The land holding pattern of the district reveals that about 87% of the holdings are less than 2 hectares. The people of the district are well acquainted with dairy management. The local cows can be accommodated at any place and no maintenance cost is required. Most of the farmers like to maintain local cows. The availability of milk at present is inadequate to meet the local demand. This sector is having greater socio economic acceptance in the district. Therefore, this can be adopted as one of the economic activity, thereby promoting the industries based on these resources in the district.

During 2017-18, Milk production is 123.61 thousand MT, production of eggs is 5086.86 lakhs nos. and production of meat is 9.92 thousand MT in this district. During 2017-18, 38 nos. of Hospitals and Dispensaries, 259 nos. of Livestock Aid centers and 263 Artificial Insemination Centers, 51 nos. of VAS & Additional VAS were functioning in the district.

The following tables give the statistical outlines about the animal population as well as the present infrastructural facilities of the sector available in the district.

Veterinary Institutions and Personnel in Ganajm district

Table- 17

Sl. No.	Block / Year	Hospitals & Dispensaries	Livestock Aid Centres.	Artificial Insemination Centres	V.A.S & Additional V.A.S.	Livestock Inspectors
1	2	3	4	5	6	7

2015-16	38	259	263	49	163
2016-17	38	259	263	47	136
2017-18	38	259	263	51	133

Treatment of Animal and Progeny Born in Ganjam district
Table- 18

Sl. No.	Block / Year	Total Animals treated	Inno-culation done	Animals castrated	Artificial	Progeny Born	
					insemi-nation made	Male	Female
1	2	3	4	5	6	7	8
	2015-16	786521	1388834	16394	45146	8644	7390
	2016-17	646045	1815420	17393	41682	9672	8121
	2017-18	594501	1733955	14723	35898	8070	7651

Source: Directorate of Animal Husbandry and Veterinary Services, Orissa

The milk route has been extended to all most all societies of the district. Intensive Dairy Development Programme of Government of India is in operation in the district. The district is covered under National women Dairy project under which various concessions and training are available to the women borrowers. The district is covered under operation flood. Animal Husbandry Department is headed by CDVO to plan and look after the requirements of the district. Besides, there are 3 Sub-divisional Veterinary Officer at Bhanjanagar, Chhatrapur and Berhampur for monitoring various programmes. The district administration has sanctioned 11 mini chilling plants and is proposing to sanction more from infrastructure fund of SGSY to provide a mini chilling plant in each block.

Poultry Development:

The district of Ganjam offers a good scope for poultry activities to cater to its local demand and also to the demand of southern Orissa. There is growing demand in the district because of the number of small and medium industries set up in the town and also for the defence establishment situated at Gholabandha, Gopalpur. The agro climatic condition of the district is fairly suitable for poultry farming.

The egg production in the district is 6341.38 Lakhs. The per capita availability of eggs per year is 128 as against 42 in the state. The poultry population of the district is 1075489. Productivity of poultry is very low in the district. Small and marginal farmers along with land less labourers together own 70% of poultry population. There is a good demand in the district for culled birds and broilers. M/s Venkateswar Hatchery through their franchise with M/s Eastern Hatchery have a breeding farm and hatchery at Berhampur. Both commercial hybrid layer and broiler day old chicks are available from the hatchery along with vaccination for birds and extension support for farmers. So, there is a good potential for development of this activity in this district.

MINERAL RESOURCES:

The contribution of mineral to the economy of the district is quite insignificant so far as only one mine at Matikhola is being operated by IRE Ltd., to exploit sand deposit containing Monozite, Zircon, Rutile, Illuminite, Black Granite Stones are also available in plenty all over the district which has a scope for a number of stone crushing and stone polishing units. The availability of these minerals is given location-wise in the table below:

Table-19
Locational availability of economic minerals in Ganjam District

Srl.No.	Name of the Mineral	Tahasil	Area of Availability
1.	Lime Kankar	Khalikhote	Madhuduan
2.	Soap Stone	Buguda	Galia, Satrusila
3.	Manganese	Kodala	Zokalandia, Panoipada, Santrapali,
4.	Lime Stone	Bhanjanagar	Radhagobindpur, Binchana, Sindurapalli, Balaiguini, Santarapali
5.	China Clay	Kodala	Balaiguini, Santarapali
6.	Fire Clay	Kodala	Zolinda, Chikal Khandi,
7.	Graphite	Bhanjanagar	Jagannathprasad, Buduli
8.	Quartz	Aska	Kabisuryanagar
9.	Granite	Konisi, Berhampur, Digapahandi, Chikiti	Palli, Dakhinapur, Bhagabanpur, Bhimpur, Bada domula, Tutipur, Bhejipadar

Source: O/o Mining Officer, Berhampur

Since the above mineral are not economically suitable for mining purposes no lease has been granted to any entrepreneurs. The following table shows the Mining activities in Ganjam District.

Table- 20
Mining Activities in Ganjam District , 2017-18

Sl. Name		2017-18				
No of the district	Name of the Ores / Minerals	No. of Working Mines	Area Covered (In Hect.)	Production (In Metric Tonne)	Export despatch (In Metric Tonne)	
1	2	3	4	5	6	7
	Ganjam	Garnet	1	2464.054	34170	0
		Ilmenite	1	2464.054	184657	13499.96
		Monazite	1	2464.054	3110	164022.65
		Rutile	1	2464.054	7860	0
		Sillimanite	1	2464.054	16698	0
		Zircon	1	2464.054	6458	0
		Total	6	14784.324	252953	177522.61

Source: O/o Mining Officer, Berhampur.

CHAPTER-IV

INFRASTRUCTURE FOR INDUSTRIAL DEVELOPMENT

In spite of having plenty of Natural Resources, the progress of an area deters due to lack of infrastructural facilities. In the absence of such facilities, industrialization gets a major set back. The Second Five Years Plan laid the foundation for industrial development of the country with emphasis on infrastructural development for promotion of industrialization in the country. Thus

the Second Five Year Plan brought about a substantial diversification in the industrial structure of the country. And this emphasis has been given in all the subsequent Five Year Plan. The infrastructural facilities for industrial development in the district of Kandhamal can be discussed as follows.

A. Physical Infrastructure:

- (i) **Land:** The industrialization in a particular area depends upon the availability of surplus land to be devoted for setting up of industries. And the availability of land can be assessed from the land utilisation pattern of the district.

Table 1

Land utilisation pattern of Ganjam District during the year 2018-19

Srl. no.	Type of Area	Area in '000 hect.	% to Geographical area
1	Geographical Area	821	100.0
2	Forest Area	315	35.36
3	Miscellaneous Tree and Groves	22	3.32
4	Permanent Pasture	20	2.75
5	Culturable Waste	11	1.26
6	Land put to non- agricultural use	21	5.28
7	Barren and un- cultivable land	20	5.39
8	Current fallow	49	0.34
9	Other fallow	6	0.91
10	Net area sown	357	45.35

Source: Directorate of Agriculture & Food Production, Orissa, Bhubaneswar.

Table-2

Block-wise land utilization pattern in Ganjam District as on 2017-18

(Area in Hect.)

Block	Forest	Land put on Non Ag Use	Barren and uncultivable land	Permanent pastures and other grazing lands	Misc. trees, crops and Groves	Culturable waste	Old fallows	Current fallows	Net Shown Ares
Aska	253	3373	1113	222	157	2859	2889	1874	7365
Belaguntha	157	1335	313	206	265	2293	3083	3269	7537
Bhanjinar	1543	3202	2058	607	317	5381	6954	2637	6733
Buguda	1167	3085	1423	730	1072	3525	3327	4142	7134
Chhatrapur	1374	6573	655	599	1086	4542	1427	1452	5600

Chikiti	643	5090	354	184	174	795	1091	2280	10487
Dharakote	2256	1657	10245	441	90	3418	2083	1308	3691
Digapahandi	5442	9088	12459	609	75	2288	2597	826	14714
Ganjam	1414	3069	6116	256	1263	1525	738	1969	5926
Hinjilcut	36	2806	307	174	226	581	665	1321	9515
Jagannathprasad	6413	2570	5533	2510	1669	5859	4616	4747	9351
Kabisuryanagar	359	1347	3156	200	176	1261	1693	2509	4640
Khalikote	4037	2636	11326	421	1915	2871	2093	2253	8823
Kodala (Beguniapada)	509	2609	2030	677	708	1419	1231	1935	12440
Kukudakhandi	1853	3038	2815	647	818	2573	2317	2412	8431
Patrapur	11321	3500	1343	696	381	4522	3091	2597	8380
Polasara	733	2881	1843	592	781	1436	2564	910	8287
Purusottampur	1639	3502	1355	566	214	681	2094	1040	13465
Rangeilunda	211	6199	344	414	1226	2954	1598	2786	6678
Sanakhemundi	4336	2775	1229	571	101	1878	2836	3077	10263
Seragarh	53	2519	940	152	81	1227	2185	1997	9350
Sorada	10500	3174	11274	1316	293	5573	5289	5108	7885

Source: Directorate of Economics and Statistics, Govt. of Odisha.

From the above table it is observed that the district has got sufficient vacant land which can be devoted for industrial development. Besides, there are other categories of unused land which can be diverted for this purpose in the district. So there is no scarcity of land for taking up industrial activity in the district.

(ii) Factory Accommodation:

In the district there are six nos. of industrial estates located at Berhampur, Auto Nagar Phasi I, Auto Nagar Phasi II, Bhanjanagar, Chhatrapur and Ambapua. Developed plots and sheds along with other infrastructure facilities like road, drainage, water supply and electricity etc. are being provided by IDCO in those areas. The detail are shown in Table 3 as follows:-

Table 3

S . No .	Name of Ind. Area/Ind Estate	Total Land (in Acres)	Land Allotted (In Acres)	Land Allota ble	Land availab le	Prevailin g Land Rate Per Acre/Rs In lakh	Total Unit	Units Closed	Units in Pipeline	No. of Units in Product ion
1.	Berhampur	13.140	8.131	10.512	2.381	30.00	66	4	16	33
2.	Auto Nagar - PH-I	28.052	8.201	22.442	12.241	30.00	124 Vacant- 44	1	12	57
3.	Auto Nagar - PH-II	46.125	41.218	36.900	-4.318	30.00	328 Vacant- 174	46	13	34
4.	Chhatrapur	34.535	20.928	27.628	6.700	20.00	18	2	4	4
5.	Bhanjanagar	17.993	0.344	14.394	14.050	10.00	1	-	-	-
6.	Ambapua	4.970	0.000	4.970	0.000	-	-	-	-	-

The problem and progress of this complex is being monitored regularly. As regards the expansion of this complex IDCO authorities have already acquired additional land in the adjacent area of the existing Autonagar Complex. The land is being developed and will be allotted in phased manner.

(iii) Water:

There is no scarcity of water for industrial use in the district. The district is endowed with major rivers like; Rusikulya, Ghodahat and Badanali etc. There are two reservoirs under Rusikulya Irrigation System at Bhanjanagar and Sorda. Besides, there are reservoirs under medium irrigation projects. There are some other projects under implementation also in the district. So, there is plenty of water to be exploited for industrial purposes.

(iv) Power:

Power is the basic infrastructure for production process. The entire manufacturing activity will come to a stand still without availability of power. In the district the power distribution is being done by SOUTHCO, under the overall supervision of GRIDCO. Under power sector reform programme authorities have taken adequate steps for supply of power to the industries. The consumption pattern of electricity in the district can be ascertained from the billing position of the district.

(v) Railways:

The South Eastern Railway runs through the district. The total length of the railway line in the district is 79 kilometers (Howrah-Madras). Berhampur is the important railway station in the district. The entire railway line has been electrified for smooth running of the train inside the district. Berhampur station is also an important network for the people of the neighbouring districts like Kandhamal, Boudh and Nayagarh etc. So there are lots of people flocking in to district regularly as important trains run through the district.

(vi) Roads:

In the absence of rail linkages road communication system is the sole mode of transport both for man and material. The road connects the producers and consumers through market. The economic significance of roads for agriculture and industry is well understood. All weather connectivity to every village is necessary for improving the quality of life and economic conditions in rural areas. Rural connectivity has been identified as one of the basic minimum necessity for development of agriculture, industry in particular and rural economy in general. So the Government has been according high priority to this sector. During the 12th Five year Plan also the Government has proposed a huge expenditure for development of roads. The four lining of this NH-5 has given a big boost to the general economic activities of this district. The network of road in the district is given in the following table.

Table 4

Length of Different Roads in the (2018-19) District:		
K.	Category of Roads	Length in Kms.
1	National Highway	327.45
2	Express Highway	-
3	State Highway	491.87
4	Main District Roads	91.36
5	Other District Roads	1108.04
6	Classified Village Roads	-
7	Village Roads	3044.92
8	Inter Village	5526.82
9	Intra Village	2936.84
10	Forest Road	501.50
11	Municipal Roads	-
	Total	12010.8
12	Railway Route Length	86
13	No. of Railway Stations	12

(vii) Road Transport:

The faster the road transports, quicker the rate of economic growth. In the district of Ganjam also road transport is to play a major role. The ambitious programme of Industrial Development can only be carried out with the help of road transport as the movement of raw materials and finished products will be faster. So both production and distribution are dependent on availability of transport facilities. In this district also sufficient motor vehicles are plying in the district.

(viii) Air Transport:

There is no air port facility in the district. The nearest air port is Bhubaneswar which is 180 kilometers from District Headquarters. However, there is Helipad in Gopalpur.

(ix) Water Transport:

Gopalpur on Sea is the nearest station for water transport in the district. But only selected items pass through this port.

Social Infrastructure:

i) **Entrepreneurship:**

Entrepreneur is the real hero of any economic activity. It is the entrepreneur who brings synergy among all other factors of production. Since economic development is a multi-directional activity, abundant resources both physical and financial are bound to be grossly misutilised in the absence of a real entrepreneur. This human capital plays a vital role in the process of developing an economy and harnessing of all the resources for the optimum level of output. Keeping this in view, development of entrepreneurship in the district of Ganjam is the right solution to arrest the increasing threat of unemployment and the burden of poverty. No doubt a series of entrepreneurship development programmes have been organised in this district by the promotional agencies and financial institutions of the area. Steps have also been taken to motivate the educated unemployed youth by forming self help groups and inculcating in them the idea of entrepreneurship. In this field, the NABARD have taken a leading role by motivating the rural population to form various self help groups (SHG) both among the men as well as women. The women of the district also have been motivated and taken up to various activities in the non-farm sector thereby utilising their potential and local resources of the area. The MSMEDI, Cuttack along with its Branch Br. MSMEDI, Rayagada have organised Motivational Campaigns and EDPs, ESDPs in different area of the district as well as in the nearby locality to upgrade the knowledge base of the educated unemployed youth of the area and encouraging them to develop their inner entrepreneurial potentiality by taking up non-farm sector activities. During the current year the Branch Institute located at Rayagada along with local promotional agencies has organized motivational campaigns at Berhampur for the benefit of the local educated unemployed youth. Besides this during last three years this Branch Institute has

conducted ESDPs as well as MDPs along with other awareness programmes in the district headquarters for the benefit of the local entrepreneurs. The NGOs and other promotional agencies, Banks and Financial Institutions are playing a catalytic role in this regard.

ii) **Market Potential:**

The market potentiality of a product is the most important criteria before deciding to go for its production. Three things like cost, quality and delivery system of a product makes a difference with its competitor. Now-a-days advertisement also plays a crucial role in marketing a product. The entire production process should have a distinct customer orientation. The manufacturer should understand the needs and desire of the customer. In the present liberalised and competitive era where there is free movement of goods and services without barrier, the entrepreneur has to see the prospects through an integrated approach. In this scenario the small industries in particular may have to face various challenges from others. So far as the district of Ganjam is concerned there is good network of roads in the district for carrying the products to different areas. The neighbouring districts of Bolangir, Phulbani, Gajapati and Boudh, etc. are also the avenues of marketing facilities for the finished goods manufactured in the district. The district is also accessible for the people of the neighbouring state of Andhra Pradesh. The district is well connected through roads as well as railways which is an added advantage for marketing of the product of the district. The district hqrs. Berhampur is well connected with important towns of other States like Hyderabad, Madras, Vizag, Kolkata and many others through N.H.-5 as well as through Railway Network.

iii. **Banking Activities:**

The commercial banks play an important role in the economic development of an economy. They help in the progress of capital information which is the basis of economic growth. The District has a banking network comprising of **449** Commercial Banks. Per branch population services is worked out at 7860. Thus, there is a need to open more banking outlets in rural areas particularly at block level. **Andhra Bank** is the Lead Bank in the District. It has one RSETI centre in the district. The key indicators of the District are shown in the following tables:

3.1 The District Wise Branch Network as on 31.03.2020 is given below:

Table-5

Bank Branches in District Ganjam

Sl.No	District	Urban	Semi-Urban	Rural	Total
1.	Ganjam	102	140	207	449

Source: SLBC, Odisha

3.2 The District Wise position of ATMs as on 31.03.2020 is given below:

Table-6
No. of ATMs in District Ganjam

District	Total No. of Off Site ATMS				Total No. of On Site ATMS				Grand Total
	Rural	Semi-Urban	Urban	Total	Rural	Semi-Urban	Urban	Total	
Ganjam	73	76	109	258	83	107	94	284	542

Source: SLBC, Odisha

3.3 The Credit Deposit (CD) Ratio in the district has Increased from 37.95 in March 2019 to 38.45 in March 2020. This is below the benchmark of 60%. The C.D Ratio (%) during the above period in the District of Ganjam is as under:

Table-7
C.D Ratio in District Ganjam

District	As on 31.03.2019 (in Crore)			As on 31.03.2020 (in Crores)		
	Deposit	Advance	CD Ratio	Deposit	Advance	CD Ratio
Ganjam	19323.28	7334.15	37.95	21269.82	8178.22	38.45

Source: SLBC, Odisha

3.4 Financing to MSME under Annual Credit Plan (ACP) in Ganjam District for the quarter ended March 2020 is as under:

Table-8
MSME under Annual Credit Plan (ACP)

(Amount in Crores)

Sector/ Segment	Target	Achievement	%
Micro- Manufacturing	387.53	314.15	81.06
Micro- Services	326.34	986.69	302.35
Small- Manufacturing	285.55	255.87	89.61
Small- Services	346.74	942.28	271.75
Medium- Manufacturing	146.85	51.10	34.79
Medium- Services	220.28	62.78	28.50
Khadi & Village Industries	101.98	19.29	18.91
Others under MSME	224.36	6.10	2.72
Total MSME	2039.63	2638.26	829.69

Source: SLBC, Odisha

3.5 Performance of Various Financing Schemes in Ganjam District.

3.5.1 Pradhan Mantri Mudra Yojana (PMMY)

The performance of Pradhan Mantri Mudra Yojana (PMMY) in Ganjam District under different categories from 01.04.2019 to 31.03.2020 is as follow:

Table-9

Loan Disbursement in PMMY

(Amount in Crores)

Sl. NO	Sishu			Kishore			Tarun			Total		
	No. of A/Cs	Sanct. Amt.	Dis. Amt.	No. of A/Cs	Sanct. Amt.	Dis. Amt.	No. of A/Cs	Sanct. Amt.	Dis. Amt.	No. of A/Cs	Sanct. Amt.	Dis.Amt.
1.	275156	819.84	816.77	19022	215.50	207.99	1601	127.59	127.77	295779	1162.93	1147.53

Source: SLBC, Odisha

3.5.2 Credit Guarantee Fund Trust for Micro & Small Enterprises (CGTMSE)

The performance of CGTMSE scheme in Ganjam District from 01.04.2019 to 31.03.2020 is as follow:

Table-10
Approved Amount in CGTMSE

Sl.No	District	Approvals	Approved Amount (in Rs. Lakhs)
1.	Ganjam	1281	5014.36

Source: SLBC, Odisha

3.5.3 Stand up India:

The performance under Stand up India in Ganjam District under different categories during 2018-19 is as follow:

Table-11
Loan Disbursement in Stand up India
(Amount in Crores)

Sl. NO	SC			ST			Women (General)			Total		
	No. of A/Cs	Sanct. Amt.	Dis.Amt.	No. of A/Cs	Sanct. Amt.	Dis. Amt.	No. of A/Cs	Sanct. Amt.	Dis. Amt.	No. of A/Cs	Sanct. Amt.	Dis.Amt.
1.	2	0.43	0.30	0	0.00	0.00	14	3.38	1.42	18	3.81	1.72

Source: SLBC, Odisha

3.5.4 PMEGP:

The performance under PMEGP in Ganjam District for the year 2018-19 as on 31.01.2019 is as under:

Table-12
PMEGP Achievement in District Ganjam

District	Target		Achievement		% in Achievement	
	No. of Projects	Margin Money (Rs. in Lakh)	No. of Projects	Margin Money (Rs. in Lakh)	No. of Projects	Margin Money (Rs. in Lakh)
Ganjam	110	274.97	32	76.24	29.09	27.73

Source: SLBC, Odisha

Incentives:

Incentives for MSMEs by Ministry of MSME, Govt. of India

1. Credit Linked Capital Subsidy & Technology Up-gradation Scheme (CLCS-TUS)

The Government of India has announced CLCS-TUS to support the Micro, Small and Medium Enterprises (MSMEs). This scheme aims at improving the competitiveness & productivity of MSMEs & nurturing new ideas through incubation. The components of these Schemes are as follow:

i) Credit Linked Capital Subsidy (CLCS): The objective of this component is to facilitate technology up gradation in Micro and Small Enterprises by providing 15% capital subsidy (limited to maximum of Rs.15.00 lakhs) on institutional finance availed by them for induction of well established and improved technology in the specified sub-sectors/products approved under the scheme. The maximum limit of eligible loan for calculation of subsidy under the scheme is Rs.1 Crore. Approved Guidelines about this component are still awaited.

ii) Digital MSME: The objectives of "Digital MSME" are promotion of Information & Communication Technology (ICT) in MSME Sector and to motivate MSMEs to adopt ICT tools and applications in their business processes. This component 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.

iii) Lean Manufacturing Competitiveness: The objective of this component 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.

iv) Design Expertise to Manufacturing MSME Sector: The main objective of this component 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.

v) Building Awareness on Intellectual Property Rights (IPR): The objective of this component is to enhance the awareness of MSMEs about Intellectual Property Rights (IPR) 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.

vi) Support for Entrepreneurial and Managerial Development of MSMEs through Incubators: The main objective of this component 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.

vii) **Zero Defect Zero Effect:** This scheme component 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).

2. Procurement & Marketing Support Scheme: This scheme aims at enhancing the marketability of products & services in the MSME sector in the Domestic as well as International market by improving their techniques and technologies, promotion of exports and creating more awareness about trade fairs, digital advertising, e-marketing platform, GST, GeM portal & other related topics etc. The scheme has the following key components.

(i) Participation of Individual MSEs in Domestic Trade Fairs/ Exhibitions across the country:

(ii) Organising/participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/ Government Organisations: Events like UDYAM SAMAGAM are organized by MSME Development Institutes to provide MSME units market linkages.

(iii) Vendor Development Programme (VDP): 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 facilitate market linkages for effective implementation Public Procurement Policy for MSEs Order, 2012 and to promote business tie-ups between them for mutual benefit.

(iv) Awareness Programmes: MSME Development Institutes organize Programmes to create overall awareness about trade fairs, digital advertising, e-marketing platform, GST, GeM portal & other related topics etc.

3. International Cooperation Scheme: The Ministry of Micro, Small and Medium Enterprises (MSME) is implementing International Cooperation (IC) Scheme with the objective of enhancing the competency of MSMEs, capturing new markets for their products, exploring new technologies for improving manufacturing capacity, etc. Financial assistance is provided under the Scheme on reimbursement basis to the eligible State /Central Government Organisations, Registered Industry Associations and Societies/Trusts associated with the promotion and development of MSME sector to visit/participate in international exhibitions /trade fairs/buyer-seller meet etc. abroad and also for holding International conferences/seminars/workshops in India which are in the interest of MSME sector.

4. National Awards: 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.

5. Credit & Financial Assistance to MSMEs:

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

(b) **Interest Subvention Scheme for MSMEs, 2018:** The Scheme aims at encouraging both manufacturing and service enterprises to increase productivity and provides incentives to MSMEs for onboarding in GST platform which helps in formalization of economy, while reducing the cost of credit. All MSMEs having a valid UAN & GSTN Number can avail a 2% interest subvention on fresh or incremental loans. The Scheme will be in operation for a period of two financial years FY2019 and FY2020.

(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 agencies at the state level.

6. National SC/ST Hub: The National SC/ST Hub was launched by the Hon'ble Prime Minister of India on 18.10.2016 at Ludhiana, Punjab. The objective of the Hub is to provide professional support to SC/ST entrepreneurs to fulfill the obligations under the Central Government Public Procurement Policy for Micro & Small Enterprises Order 2012, adopt applicable business practices and leverage the Standup India initiative.

7. Recent Initiatives for Promotion and Development of MSMEs:-

a) **Udyog Aadhaar Memorandum (UAM):** A one-page simple registration form for filing of UAM has been introduced which replaces the filing of EM Part I & II. This office provides handholding support for online registration of running MSME units under UAM. The details could be viewed at <https://udyogaadhaar.gov.in>.

b) **MSME SAMADHAAN:** The Ministry of 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 the Concerned Central Ministries, Departments, CPSEs, State Government, etc. for pro-active actions. The details could be viewed at <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) **Udyam Sakhi:** On the occasion of International Women's Day on 8th March'2018, 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.

e) **MSME Sampark:** The MSME Sampark portal is a digital platform, wherein, jobseekers (passed out trainees / students of MSME Technology Centres) and recruiters (various reputed national & multinational companies) register themselves for getting employment and getting right kind of manpower respectively.

8. Micro and Small Enterprises - Cluster Development Programme (MSE-CDP):

The Ministry of Micro, Small and Medium Enterprises (MSME), Government of India (GoI) has adopted the cluster development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises (MSEs) and their collectives in the country. The Micro and Small Enterprises - Cluster Development Programme (MSE-CDP) is being implemented by Development Commissioner (MSME) all over the country through its branch offices viz. MSME-Development Institute.

Objectives of the Scheme

- i. To support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills and quality, market access, etc.
- ii. To set up common facility centers (for testing, training centre, raw material depot, effluent treatment, complementing production processes, etc).
- iii. To create & upgrade infrastructural facilities in new /existing Industrial Areas/ Clusters of MSEs.
- iv. Promotion of Green & sustainable manufacturing technology for the clusters.

The scheme has the following components.

(A) Common Facility Centres (CFCs): This component consists of creation of tangible "assets" as Common Facility Centres like Common Production / Processing Centres, Design Centres, Testing Facilities, Training Centre, Raw Material Depot, Effluent Treatment Plant, Plug & Play Facilities etc that can support the marketing systems, development of new product designs, skill up gradation of the cluster, diversification of activities etc.

(B) Infrastructure Development: This component covers development of land, provision of water supply, drainage, Power distribution, non- conventional sources of Energy for common captive use, construction of roads, common facilities such as First Aid Centre, Canteen, other need based infrastructural facilities in new

industrial (multi-product) areas/estates or existing Industrial Areas/Estates/Clusters.

Incentives for MSMEs by Government of Odisha

The Government of Odisha is also providing various incentives on location basis to create positive motivation and encourage the entrepreneurs to set up the industrial units as it plays an important role in boosting industrial activities in an area. Various organizations & Corporations of the State Government are involved in the development of MSMEs. The role of these institutions are given at **Annexure - A**. Different policies of the State Government like Odisha Industrial Policy Resolution - 2015, Odisha MSME Development Policy - 2016 , Odisha Procurement Preference Policy for Micro & Small Enterprises - 2015, Odisha Export Policy- 2014, Odisha Food Processing Policy- 2016, Odisha Startup Policy-2016 have been implemented with the mission to create a business climate conducive to accelerate investment in industry and infrastructure projects, raise income, employment and economic growth in the state and reduce regional disparities. The details of the schemes may be seen at the **Annexure**.

CHAPTER- V**PRESENT INDUSTRIAL STRUCTURE**

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 forces etc for development of industries in the district. The District Industries Centre, Ganjam, the promotional agencies working at the grass root level of the district has come into existence in the year 1978. Prior to that there were only two medium and large scale industries and 620 no. of small scale industries in the district. After the establishment of DIC and establishment of small scale/ village and cottage industries in the district, various steps have been taken for the promotion of industrial activities in the district. Further, the IPRs of 1980, 1986, 1992, 1996, 2001 and the latest in the series 2007 and also MSME-Development Policy-2009 declared by the State Government has provided various incentives for the sustained growth of industries. Further recently declared Food and Agricultural Policies and also National Mission on Food Processing Industries by Ministry of Food Processing, Govt. of India are proving to be of great success for encouraging the entrepreneurs to take up MSME activities for self employment. In addition to this Government of India has also declared a number of policy incentives for the growth of the small scale sector.

Large and Medium Scale Industries:

At present there are 5 nos. of large and medium scale industries in the district as mentioned below:

Table- 1**Large & Medium scale industries in the district of Ganjam**

Sr. No	Name of the unit	Location	Items of production	Investment (Rs. in crores)	Employment generated
1.	M/s Jayashree Chemicals Pvt. Ltd	Ganjam	Caustic Soda, Hydrochloric Acid, Sulphur Dioxide Gas, Chlorine	78.41	580
2.	M/s Aska Co-operative Sugar Industry Ltd.,	Aska	Sugar, Rectified Spirit, Carbon Dioxide	17.80	2,526

3.	M/s. Sudhakar PVC Products Pvt. Ltd.,	Chikiti block	PVC pipes, HDPE Pipes etc.	22.52	NA
4.	M/s Indian Rare Earth Ltd	Chhatrapur	Illuminite, Silliminite, Zircon, Garnet Rutile, Monazite	220.15	1,388
5.	M/s. United Spirits Ltd.	Gopalpur on Sea	IMFL	18.54	NA

Source: DIC, Ganjam

MSMEs:

During last five years the district has made a good progress in the non-farm sector particularly in the field of MSME sector. The district has got all suitable climate for development of small scale industries. The status of MSMEs in the district can be studied on the following tables given below:

Category-wise no. of Regd. working MSMEs existing in Ganjam District

Table- 2

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20. & 22	Agro-based	2571	10739.76	15442
23, 24, 25 & 26	Textile based	1034	1097.72	4242
27	Forest & Wood Based	353	331.48	1760
28	Paper & Paper Products	198	707.03	971
29	Livestock & Leather	42	54.71	208
30.	Rubber & Plastic	152	2344.3	820
31.	Chemical & Allied	460	2296.14	3438
32	Glass & Ceramics	888	3348.42	12331
33 & 35	Engg. & Metal Based	1179	4261.18	5881
36	Electrical & Electronics	113	258.76	442
97	Repairing & Servicing	5594	13490.31	15310
	Misc. Manufacturing	433	1413.8	2184
Total		13017	40343.61	63029

The following table gives a picture on registered MSME sector in the district.

Year Wise Trend Of Units Registered Table-3

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Till	1984-85	1013	7989	544.8
	1985-86	57	437	93.9
	1986-87	60	60.67	653
	1987-88	47	256	46.36
	1988-89	69	647	128.12
	1989-90	47	551	193.83
	1990-91	66	616	133.4
	1991-92	110	661	93.44
	1992-93	48	424	55.44
	1993-94	52	398	224.5
	1994-95	68	399	185.42
	1995-96	98	660	238.5
	1996-97	134	1245	507.29
	1997-98	57	635	128.82
	1998-99	39	445	462.62
	1999-2000	128	1089	659.91
	2000-01	119	577	141.29
	2001-02	165	741	317.87
	2002-03	168	532	116.94
	2003-04	140	648	250.59
	2004-05	140	830	334.26
	2005-06	150	1016	453.79
	2006-07	149	1030	444.22
	2007-08	151	2084	896.94
	2008-09	151	1187	513.2
	2009-10	151	1034	396.9
	2010-11	100	622	693.2
	2011-12	104	1143	1830.79
	2012-13	165	1565	1253.31
	2013-14	457	1626	1725
	2014-15	1854	5694	8724.90
	2015-16	2907	6465	6546.18
	2016-17	3134	8970	11013.85
	2017-18	2799	6696	6647.74
	2018-19	3978	8499	7297.63
Total		19075	68064	53355.62

Source: Directorate of Industries, Odisha

After liberalization and lifting of the control on various scarce raw materials entrepreneurs are finding it easier to purchase their requirements from the open market.

So from the above tables it is observed that the district is making a headway in the MSME sector.

MSE-Cluster-At present both State and central Govt. have been emphasizing on the development of micro and small enterprises through cluster approach. The Development Commissioner, MSME under Ministry of MSME, Govt. of India have been implementing this scheme of MSE-CDP in about 500 clusters across the country. This MSE-CDP approach has got wide popularity among the entrepreneurs of the sector for it ensures long term sustainability of the enterprises. The district of Ganjam also has the following number of clusters at present which are in different phases of implementation.

Table-56
MSE Clusters in Ganjam District

Ganjam							
Sl No	Name of the Cluster (Product)	Location	District	No. of MSMEs In the Cluster (approx.)	Any intervention undertaken in the Cluster	Cluster is suitable for which Scheme	Nodal Person of DIC/Association/ NGO etc
1	Ganjam Cashew Cluster	Rambha	Ganjam	72	Yes	CFC UNDER MSE-CDP Scheme Completed	Sri J Panda, Director M/s Jagannath Cashew Cluster, Rambha.
2	Handloom	Shergesh	Ganjam	72	Piula Weaver Cooperative Society.	DC Handloom	DC Handloom
3	Jagmohan Brun and Bell mater Cluster	Jagmohan	Ganjam	314	SFRUTI	SFRUTI	KVIC
4	Berhampur Handloom	Berhampur	Ganjam	700	SFRUTI	SFRUTI	IEDO
5	Toys and Doll	Berhampur	Ganjam	45	Identified	DC Handicraft Scheme.	DC Handicraft District Industry Center
6	Wood Turning and Lacquireware	Berhampur	Ganjam	45	Identified	DC Handicraft Scheme.	DC Handicraft District Industry Center
7	Bishmapur Drass and Matel	Bishmapur	Ganjam	40	Identified	DC Handicraft Scheme.	DC Handicraft District Industry Center
8	Food Processing (Pickle, Papad etc)	Berhampur	Ganjam	180	Identified	SFRUTI	KVIC/ Dic
9	Rice Mill	Ganjam	Ganjam	26	Identified	MSE-CDP	MSME-DI/DIC
10	Stone Carving	Narendrapur	Ganjam	25	Identified	DC HANDICRAFT	DC HANDICRAFT

11	Power Loom and textile	Berhampur	Ganjam	45	Identified	MSE-CDP	MSME-DI/DIC
12	Ayurvedic Medecine	Kavisuryanagar	Ganjam	40	Identified	MSE-CDP	MSME-DI/DIC
13	Kewda	Chatrapur, Berhampur	Ganjam	40	Identified	DC Handicrafts	DC Handicrafts/DIC Ganjam

The major handloom centres of the district are situated in Hinjilikatu, Padmanavpur, Bomkei, Patrpur and Kanetikoli. These centres produce high quality cloths. The weaver population of the district is nearly 47,000 covering about 9,200 families. There are 59 handloom weavers co-operative societies of which 56 are in working condition. The total membership of the societies were 6,590. The Central Co-operative Banks are the sole financier to this sector of the activity. Presently, other financial institution have come forward to take care of this sector as it is one of the largest employer in rural areas next to agriculture:

Khadi & Village Industries:

A survey was done recently by one financial Institution which revealed that out of 11,017 units, 2,636 units are functioning under Khadi & Village Industries Sector. The indigenous Charaka is still being used in certain parts of the district mainly Patrapur and Digpahandi Blocks. The artisans on the following Khadi & Village Industries are existing in the district.

Table - 65
Concentration of KVI in the district of Ganjam

Sr. No	Name of the Industry/Activity
1.	Pottery including Bricks/Tiles
2.	Carpentry
3.	Black smithy
4.	Cane and Bamboo
5.	Bones and Hides
6.	Oil Ghani
7.	Processing of Cereals and Pulses
8.	Khadi and Spinning
9.	Gur and Khandasari
10.	Fibre
11.	Lime
12.	Handmade Paper
13.	Cottage Matches
14.	Bee Keeping
15.	Palm Gur

Besides this, perfume and agarbati making are emerging as high potential and lucrative sector for the people of the district in the traditional sector. In the present scenario various Research Institutions are coming up to take more research activities in this area to give further boost to this potential sector of this district. The financial Institutions are also taking keen interest under various sponsored schemes to finance these activities.

Kewda Oil Industries

Although Kewda grows all over the country, luxuriant and gracious growth is mainly concentrated along the coastal belt of Ganjam district of Orissa and to some extent in the neighbouring Srikakulam district of Andhra Pradesh. The main concentration of Kewda plant in Ganjam district are found at Chhatrapur, Indrakhi, Rangeilunda, Gopalpur, Tulu, Gunpur, Leudigaon etc. Ganjam district of Orissa supplies about 85-90% of country, s Kewda essence with estimated turnover of Rs. 40-50 crores. It is reported that there are about 120 units operating for Kewda processing and production of these units is about 4-6 tons of attar annually. Besides these products, Kewda oil is also being produced in good quantity

Besides this there are some other unregistered Kewda industries producing kewda products in the district. So this industry is having very good prospect at this moment of blended perfumes of kewda oil etc. Besides good earning source and export potential it is giving seasonal employment opportunities to several people in Ganjam district both directly and indirectly. Although Kewda industry is age old activity, much attention is still to be given on technological progress and modernization. Certain Research and developmental works are being presently undertaken by SIDO, FFDC RRL, OUAT, Directorate of Horticulture and other promotional agencies for improving processing techniques, distillation process and quality control etc. So there is a need to give proper attention for better development and modernization of this industry. Keeping this in view the Small Industries Development Organisation through the Flavour and Fragrance Development Centre, Kannauj (FFDC), Uttar Pradesh have set up a Technology Support Centre for Kewra industry at Berhampur in the year 2000 to:

- ▶ Provide assistance to the farmers in adopting agronomical practices for Kewda essential oil bearing plants of higher yields.
- ▶ Provide technical assistance on post harvest technology, storage, packaging, sampling and marketing.
- ▶ Provide testing and quality control facilities on essential oil, aromatic chemicals, raw materials and products etc.
- ▶ Facilitate the creation of fragrances and flavours.

- ▶ Facilitate for information and documentation on the development in the fields of fragrances and flavours.

Tourism:

Tourism has been identified as one of the potential sector of the economy recently. This sector has a significant contribution to the growth of the economy by contributing to the foreign exchange saving and employment both directly and indirectly. Recently the year 2017 was celebrated as the International Year of Sustainable year of Tourism. In this year both the State Govt. as well as the Govt. at the centre took a number of steps to give a boost to this sector of activity. A number of measures have been introduced to promote tourism by attracting tourists both domestic and foreign. The following table gives a picture of this sector of activity in the district of Ganjam.

Table- 69
Identified Tourist Centres in Ganjam District

Sr. No.	Name of the Place	Importance
1.	Aryapalli	Sea-beach and port
2.	Athagada Patna	Historical site
3.	Berhampur	Tie & Dye Tassar textiles
4.	Buguda	Religious Centre
5.	Chilika(Rambha)	Lake & Birds Sanctuary
6.	Girisola	Welcome point
7.	Gopalpur	Sea-beach
8.	Huma-Kantiagada	Scenic-spot
9.	Jaugada	Budhist-Shrine(Ashokan Rock Edict)
10.	Kulada	Religious Centre
11.	Mahurikalua	Religious Centre
12.	Mantridi	Religious Centre
13.	Narayani	Religious Centre and Scenic Spot
14.	Nirmala jhar	Scenic Spot
15.	Pati-Sonapur	Sea-beach
16.	Potagarh	Fort
17.	Taptapani	Scenic-Spot
18.	Taratarini	Religious Centre

Source: Directorate of Tourism, Govt. of Odisha

From the above tables it is observed that there is tremendous potential to give a boost to the tourism sector of the district by taking fruitful and effective measures in the right direction at the right time. A number of unemployed people can get the scope of employment through this activity. So the promotional agencies and financial institutions should ensure that the unemployed people of the district take up this activity at the right time with right attitude. The financial institutions should guarantee more flow of funds to this sector. Awareness programmes should be conducted for the people to take up this activity in more number thereby exploring the unused potential of the district.

Sickness in MSME sector in the district:

The district of Ganjam is no exception to the cancerous problem of sickness which is presently galloping the total MSME sector. The promotional agencies like Directorate of Industries, MSME-DI and SIDBI, OSFC and Banks have been taking continuous efforts to plug this hole in the MSME sector thereby giving a boost to the general industrial climate of the district. So it will be an exaggeration to put any statistical figures to study the sickness in the MSME sector. The promotional agencies, both in the state and central government as well as the financial institutions from time to time have been revising the guidelines and policies related to the revival of sick MSE units suitable to the present circumstances. The good units can take effective and precautionary steps to escape from the problem of sickness.

CHAPTER- VI

SCOPE OF NEW INDUSTRIES:

The district of Ganjam is endowed with surplus natural resources in different sectors like agriculture, horticulture, forest, fisheries, animal husbandry, and mineral. There is 60 kms. of coastal line fencing the district which is an added advantage for development of marine based industries in the district. In the non-farm sector the district has also made a good progress during last five years. So the attainment of strong industrial growth is an essential requirement for sustained development of the economy of the district. The assessment of potential under the SSI sector entails a systematic study of the above factors and identification of viable and sustainable activities suitable for different categories of entrepreneurs in different regions. So, basing on the resources available in the district and demand of people, the SSIs under following categories of industries are identified for development:

Agriculture and food based

Forest and wood based

Chemical and allied

Glass & Ceramics

Mechanical & Metallurgy

Electrical and Electronics

Livestock and Leather

Textile

Repairing and Servicing

Ancillary

A) Agriculture and Food Based:

The following group of industries have been identified basing on the availability of agricultural and horticulture and allied resources in the district.

- 1) Mechanized Bakery
- 2) Ginger Oil/Resin
- 3) Soft Drinks
- 4) Manufacturing of Chuda
- 5) Spices Grinding
- 6) Ice Cream/Ice Candy
- 7) Corn Flour powder/Flakes
- 8) Groundnut Decortications
- 9) Oil Mill
- 10) Potato Chips

- 11) Rice Mill
- 12) Vermicelli and Noodles
- 13) Pickles Manufacturing
- 14) Roller Flour Mill
- 15) Hatchery
- 16) Cattle and Poultry feed
- 17) Fish Meal product
- 18) Automatic Coir Yarn unit
- 19) Decorticated Coir Fiber
- 20) Shrimp Hatchery
- 21) Cashew Processing
- 22) Cold Storage
- 23) Bakery
- 24) Turmeric processing
- 25) Sophisticated Rice / Chuda/ Dal Mill
- 26) Soft drink/ aerated water
- 27) Sugar Cube
- 28) Gur cube and powder
- 29) Mfg. of Pan masala
- 30) Sesame Processing

B) Forest and wood Based:

The following industries have been identified basing on the availability of forest resources in the district.

- 1) Preparation of Ayurvedic Formulations
- 2) Bamboo Sticks & Decorative items out of Bamboo and cane
- 3) Cane furniture
- 4) Honey processing
- 5) Hill Broom
- 6) Cashewnut Processing & CNSL
- 7) Leaf Cup and Plates
- 8) FRP Boat / Wooden boat
- 9) Particle Board

C) Chemical and Allied:

The following industries have been identified basing on the availability of resources and demand of the people in the district under the category of Chemical and Allied.

- 1) Pet bottles

- 2) PVC Wires and Cables
- 3) Corrugated Paper Box
- 4) Plastic Mat
- 5) Mineral water/ Club Soda
- 6) Distilled Water
- 7) Reclaimed Engine Oil
- 8) Industrial Grease
- 9) Ferric & Non-ferric Alum
- 10) Camphor Tablet
- 11) Agarbati Manufacturing
- 12) Pharmaceuticals
- 13) HDPE Blow moulded container
- 14) Essential Oil
- 15) Non-edible oil
- 16) Plastic Moulded goods
- 17) Kewda Essence
- 18) Oil Seals
- 19) Rubberized Coir Mat
- 20) Ayurvedic Medicine
- 21) Aerated water
- 22) PVC Wires
- 23) Egg trays
- 24) Lime and Hydrated Lime
- 25) Pulp Board
- 26) Chlorinated Paraffin Wax
- 27) Bleaching Powder
- 28) Phenyle(Black & White)
- 29) Cold Storage
- 30) Bio-Fertilizer
- 31) Sterilised and non-sterilised bandage
- 32) IV Fluid
- 33) Disposable Syringe
- 34) Synthetic enamel paint
- 35) Lime powder and lime paint
- 36) Cement paint & Distemper

D) Glass and Ceramics

The following line of industries has been suggested for the district of Ganjam basing on the resources available as well as demand of the people.

- 1) K.B. Bricks
- 2) Stone Crusher

- 3) Asbestos Cement Pipes
- 4) Granite slab cutting and polishing
- 5) Granite monuments and furnitures
- 6) RCC Hume Pipes
- 7) Pre-cast Cement Product
- 8) Chalk crayons
- 9) Pavers Blocks
- 10) Chequered tiles
- 11) Glass Mirror
- 12) Scientific glass wares
- 13) Decorative glass items
- 14) VSBK Bricks
- 15) Lense grinding

E) Mechanical & Metallurgical

- 1) General engineering workshop
- 2) Hot dipped galvanizing
- 3) Steel Door and windows
- 4) Structural Fabrication
- 5) Automobile Leaf Spring
- 6) Agricultural Implements
- 7) Mini Tool Room
- 8) India Make-II Hand Pump
- 9) Bell & brass Metal Utensils
- 10) Steel furniture and fabrication
- 11) Foundry with workshop
- 12) Aluminium utensils
- 13) Builder Hardware
- 14) Automobile Engineering Workshop & Service centre
- 15) Computerised Wheel alignment
- 16) Heavy Earth moving equipments repairing & Servicing
- 17) Hose pipe service centre for earth mover equipments.
- 18) Stainless steel furnitures
- 19) Stainless steel utensils
- 20) Forging & Steel castings

F) Electrical and Electronics

- 1) Transformer mfg./Repair servicing
- 2) Cable and conductors
- 3) Electrical Contractor & Servicing

- 4) Electrical distribution Accessories
- 5) Electrical Motor winding
- 6) Air Conditioner and cooler assembling
- 7) Soft ware development
- 8) Data processing
- 9) Computer stationery
- 10) Solar Appliances
- 11) Voltage stabilizer/UPS/Inverter repairing servicing
- 12) IT Enabled services

G) Leather &Footwear:

- 1) Leather shoes
- 2) Leather belts
- 3) Fancy leather items
- 4) Industrial leathergoods

H) Textile:

- 1) Kids wear
- 2) Yarn dyeing
- 3) Readymade dress
- 4) Patta Sarees
- 5) Hand loom/Power loom
- 6) Appliqué/Tent works

I) Repairing and Servicing (Business Sector) :

- 1) DTP Centre
- 2) Automatic Xerox with Lamination
- 3) Fishing Boat hiring
- 4) Agro Servicing
- 5) Auto Rickshaw Plying
- 6) Dry Cleaning-cum- Mechanized Laundry
- 7) Tyre Resoling and Tube vulcanizing
- 8) Beauty Parlor/Health club
- 9) Sophisticated automobile servicing

J) Ancillary:

M/s. Indian Rare Earths is the mother plant in the district having prospect of ancillarisation and downstream industries.

The following ancillary and downstream industries have been identified.

- 1) Fabrication work
- 2) MSG Pipe Fittings
- 3) Rubber Lining
- 4) Bolt & Nuts
- 5) Industrial Paints
- 6) Chlorinated Rubber Paints
- 7) Lime
- 8) Safety Shoes
- 9) Oil Seals and Rings
- 10) Asbestos Products
- 11) Abrasive paper
- 12) Grinding wheel
- 13) Flooring Tiles
- 14) Ceramic /Pottery products
- 15) Refractory bricks
- 16) Welding electrodes
- 17) Titanium Oxide Pigment
- 18) Red Oxide Pigment
- 19) Sodium Nitrate
- 20) Idler & Rollers for conveyor belts
- 21) Structural Fabrication

K) Business Sector:

- 1) Hardware Shop
- 2) Steel Furniture Shop
- 3) Grocery Shop
- 4) Super Market/General Store
- 5) Book Stall
- 6) Medicine Shop
- 7) Stationery Shop
- 8) Readymade Garments Shop
- 9) Utensils Shop
- 10) Milk Booth
- 11) Auto spare parts
- 12) Electrical Appliances Shop
- 13) Tent House
- 14) Dairy
- 15) Piggery

L) Tourism:

In the district the requisite scopes are available for development of tourism based industry basing on the demand as given below.

- ▶ Hotels/motels
- ▶ Wayside amenities
- ▶ Transport and telecommunication industries
- ▶ Multipurpose shopping complex
- ▶ Development of entertainment centers
- ▶ Water sports
- ▶ Development of Golf course

Most Potential items for development:

1) Ginger powder/paste/Ginger oil:

In the district ginger is plentifully produced. The neighbouring district of Kandhamal is also famous for growing special type of ginger with 7 to 10% fibre content. Most of the raw materials are exported outside for processing by outside parties. So some additional units manufacturing of ginger powder, paste and ginger oil can be encouraged to produce the items at a competitive price.

2) Ayurvedic formulations/medicines:

In the state of Orissa the district is having unique privilege of manufacturing ayurvedic medicines with medicinal plants available from the forest area of the district as well as from the neighbouring districts. In the present day, this product is having more demand in the domestic as well as in foreign market as day by day people are getting allergic to allopathic medicines. So if at least few more entrepreneur can be encouraged to set up this industry on small scale by utilizing the available resources of the area, then it will have a good prospect in future.

3) Cashew processing unit:

In the district of Ganjam as well as in the neighbouring districts of Gajapati, Kandhamal, Nayagr and Khurdha there is production of good quantity of cashew. In the neighbouring state of Andhra Pradesh also the cashew production is quite high to cater to the demand of the local industries. There is good demand of cashew and cashew based products both in national and international markets. Though there are some existing units in the district, few more units can be encouraged utilizing the surplus resources available. The financial institutions will not disagree to finance these type of units because of high potential capacities.

4) Heavy Earth movers Repairing & Servicing centre: Now a days due to increasing construction works on the verge of expansion of Infrastructures and new bridge

construction, there is heavy requirement of spare parts, servicing and repairing for earth moving vehicles. The project and guidance can be available from MSME-DI, Cuttack and the project can be started at a minimum cost of Rs.50 lakhs.

5) Corn Flakes:

In the district of Ganjam including its neighbouring districts of Gajapati and Kandhamal there is abundant production of Corn. More amount of land can be brought under this crop, if the farmers of the district get the economic return for their products. Corn flakes is a food product which is very nutrient and protein rich specially for the school children. It is an instant food and takes no time to prepare. So if at least one unit producing corn flakes is encouraged in the district, then the farmers can get the better returns for their raw materials as well as more amount of land can be brought under this cultivation giving more profit to the local farmers. The educated unemployed youth of the district can get the scope of employment through this industry. In the present day marketing of product is not limited to its neighbouring area only. There is tremendous scope for export of these products.

6) Paints:

Now-a-days the people are having variety of choices depending upon its price and quality. In the present day the construction of houses and office building etc. are going on in a large scale to cater to the need of the expanding population. So, at least one unit can be encouraged to produce this type of paint catering to the local demand of the people.

7) Fish meal/ Animal feed:

The district is having 60 kms. of coastal line with tremendous potential of fisheries and other mineral resources. Presently, the district is also exploiting the potential in this sector which is also having a contribution to the district economy. The district is also having good number of animal resources which is another additional activity for the people of the district. Presently, there is no unit producing fish meal/ animal feed which is mostly being purchased from the neighbouring state of Andhra Pradesh. So, if at least one or two units of this product is encouraged in the district it will have a better market inside the district as well as in the neighbouring areas.

8) Beauty Parlor/ Health Club

It is found that the people have a growing demand to lead a disease free and peaceful life. Day by day the people are becoming health conscious and thereby seeking the advice of the experts in this field. So catering to this demand, if two or

three health clubs are set up in different areas of the district and more emphasis is given to natural way of health care and by giving proper and timely attention to various diseases, then definitely this will have a good demand in the market. Besides, efforts should be made to set up training centers inside this health club to make aware more and more number of people to adopt to the natural way of life and keeping a reasonable distance from all adulteration and health hazardous substances. No doubt this will go a long way in sensitizing the local mass in the field of health care, thereby adding to the quality of life which will have positive effect on the economy of the district.

9) Kewda Essence:

The district of Ganjam is having unique advantage of getting kewda plants of special variety in the fields of flavour and fragrance. This district contributes about 90% of country's kewda products. Approximately Rs. 40 Crores of business takes place in the Kewda product which is going outside the state. The variety agro climatic condition and rich soil texture in addition to high skilled labour contributes substantially to the richness of this product. 20 years before there was wild plantation of kewda which is presently taking plantation in the agricultural lands of the local people. The promotional agencies of the district are taking a lead role to sensitize the local mass to go for this plantation in a very systematic way. However, this product is being processed in a very traditional way in spite of repeated efforts by other agencies to improve this. Keeping this in view, SIDO, Ministry of SSI, Government of India through FFDC, Kannauj, have recently set up a Technology Support Centre for Kewda industries at Berhampur in order to modernize this highly potential sector of the district. Besides Kewda, this center is taking initiative to sensitize the people to plant other essential oil plant like Palm Rosa, Citronella, Lemon Grass and Patchoulis etc. which will add to this sector of activity with a very high return. Therefore, the local people having knowledge in this sector of activity should be trained further to do the activities in a systematic manner in manufacturing essential oils which will go a long way in improving the economy of the district. This will bring in a new colour to this sector by modernization and scientific processes of collection, distillation and packaging of this product. The center will impart all types of assistance to these entrepreneurs and provide time to time information on the development of this sector of activity.

10) Steel furniture's:

This is highly demanding item by the customers at present with durability of use. The raw materials are also plentifully available locally and large scale units are to provide this raw materials as a downstream item. The minimum project cost comes to around Rs.50 lakhs.

CHAPTER-VII

PLAN OF ACTION FOR PROMOTING INDUSTRIAL DEVELOPMENT IN THE DISTRICT

The district of Ganjam has industrially not achieved its optimum level of growth despite having huge potential for development of this sector. As promotion and development of small scale industry is a better solution to the problem of ever rising unemployment, so the following action plans are suggested for the promotion and development of MSMEs in this district.

- i) **Organisation of Entrepreneurial Development Programmes:**
As it has been observed that the district lacks the spirit of entrepreneurship so there is need of organisation of intensive EDPs in different parts of the district. The people of the district should be motivated and convinced to take to non-farm activities in their venture of self employment. The promotional agencies of the district and of the state as well as financial institutions should speed up their efforts in organising the EDPs as well as making follow up to get the desired results.
- ii) **Seminars:**
Different seminars highlighting the benefits of MSMEs sector should be organised at the various schools and colleges 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.
- iii) **Intensive Industrial Campaigns** should be organised at the Block levels to motivate the educated unemployed youths of the area to take up MSME activities as means of their livelihood to face the uncertainty in future. They should be convinced that by taking to non-farm sector as their source of livelihood, they can be job creator instead of job seekers.
- i) **Industrial Exhibitions:** In the district hqrs and other Urban centres of the district Industrial Exhibitions, exhibiting the products and process of manufacturing should be conducted at least twice in a year thereby giving a chance to the local population to gain some knowledge and information relating to MSME sector.
- ii) **Study Tour:** The existing entrepreneurs as well as prospective entrepreneurs of the district should be taken to various industrial units of the district as well as of the state for study tour to have on the spot knowledge and information about the running enterprises. The local DIC as well as promotional agencies should take initiatives in this regard.
- iii) **Construction of Industrial Estates:** More and more industrial estates should be constructed in the district to facilitate the entrepreneurs to get the land and sheds at concessional rate as well as in easy way. These industrial

estates should be equipped with all ancillary infrastructural facilities for smooth running of the MSMEs. Further steps should be taken to select suitable areas for development of industries in the district.

- iv) **Development of Roads:** As roads are vital for procurement of raw materials as well as marketing of finished products so there is necessity to take steps on priority basis to develop the roads to connect the growth centres of the district.
- v) **Setting up of Large / Medium Industries:** In the present liberalised and globalized era steps should be taken to invite the entrepreneurs from out side to set up the medium / large scale industry inside the district. This in turn will give a boost to the morale of the local entrepreneurs thereby encouraging them to set up their MSMEs basing on the requirements of the large/medium scale industries.

CHAPTER-VIII

STEPS TO SET UP MICRO AND SMALL ENTERPRISES

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSEs. So, following are the brief description of different agencies for rendering assistance to the entrepreneurs.

Sl. No.	Type of assistance	Name, address and website of agencies
1.	Udyog Aadhaar Memorandum(UAM)	<ul style="list-style-type: none"> • Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack, • General Manager, DIC, Ganjam. • MSME-DI, Govt. of India, Cuttack www.udyogaadhaar.gov.in
2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> • MSME Development Institute, Vikash Sadan, College Square, Cuttack www.msmedicuttack.gov.in
3.	Land and Industrial shed	<ul style="list-style-type: none"> • MD, IDCO, IPICOL House, Janpath, Bhubaneswar www.idco.in
4.	Financial assistance	<ul style="list-style-type: none"> • MD, OSFC, OMP Square, Cuttack, www.osfcindia.com • MD, IPICOL, Janpath, Bhubaneswar, www.ipicolorissa.com • Director, KVIC, 6, Budha Nagar, Bhubaneswar, www.kvic.org.in • Secretary, KVIB, Near Rupali Square, Bhubaneswar • General Manager, NABARD, Nayapalli, Bhubaneswar, https://www.nabard.org/english/Orissa.aspx • General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar, www.sidbi.com • Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> • M.D., OSIC, Khapuria Industrial Estate, Cuttack, www.osictld.in
6.	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> • Regional Manager, NSIC, Abdul Hamid Street, Kolkata • Sr. Branch Manager, NSIC, Link Road, Cuttack, www.nsic.co.in
7.	Power/Electricity	<ul style="list-style-type: none"> • Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar, www.gridco.co.in

		<ul style="list-style-type: none"> Chairman, CESCO, IDCO Tower, Bhubaneswar, www.cescoorissa.com
8.	Technical Know-how	<ul style="list-style-type: none"> Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003, www.msmedicuttack.gov.in
9.	Quality & standard	<ul style="list-style-type: none"> Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar, www.bis.org.in/dir/bhbo.htm Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar, www.npcindia.gov.in/offices Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
10.	Marketing/Export assistance	<ul style="list-style-type: none"> Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 Export Credit Guarantee Corporation of India Ltd., 611, 3rd Floor, Saheed Nagar, Bhubaneswar, www.ecgc.in/portal/servicenetwork/easternpopup.asp Director, EPM, N4, Block-N4, IRC Village, Bhubaneswar-751015, www.depmoisha.nic.in Sr.Branch Manager, NSIC, Link Road, Cuttack.
11.	Other Promotional Agencies	<ul style="list-style-type: none"> MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar, www.apicol.co.in Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar, www.orihort.in Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack, www.odishaahvs.com Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar, www.dhorissa.ori.nic.in Director of Textiles, Satya Nagar, Bhubaneswar, www.odisha.gov.in/textiles Director of Fisheries, Jobra, Cuttack, http://www.odishafisheries.com Coconut Development Board, Nayapalli, Bhubaneswar, www.coconutboard.nic.in/odishacday.htm Coir Board, Jagamara, Bhubaneswar, www.coirboard.gov.in Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar, www.odishaforest.in

C O N C L U S I O N

As already observed the district has surplus resources as well as favourable factors suitable for speedy industrial development. The agro-climatic conditions prevailing in the district are suitable for growing tropical fruits like Mango, jackfruit, orange, citrus, lemon, guava, custard apple, litchi, papaya, coconut, banana and pine apple etc. which gives ample scope for agro processing industries. The district is also having rich livestock population which gives a promising future of animal resources and allied activities including milk processing/ product units etc. The forest products of the district creates a scope for setting up of units for manufacturing of ayurvedic formulations. The district is also having rich Marine and Fishery resources which also provides ample scope for setting up of food processing and allied industries. The district has adequate ground water resources with important rivers like Rusikulya and Badanadi flowing through the district. Besides, the financial institutions have now come up with credit plans for development of potential sector in the district. The district has a port at Gopalpur and well connected through road and rail to good business centres like Bombay, Hyderabad and Calcutta etc. The district Hqrs. is well connected by Road and Rail to various trade centers of Andhrapradesh, Tamilnadu, Kerals, Karnatak, Maharashtra, West Bengal and various important towns of Orissa such as Bhubaneswar, Cuttack, Puri, Ganjam, Jeypore etc. The women constitutes about half of the population of the district who have been of late recognized as potential work force in non-farm sector activities. The women power of the district are more recognized who are backbone of the labour force and undertake manufacturing and processing activities as household industry. The total population of the district is about 35,00,000 as per 2011 Census of which total workforce constitute about 61% of the total population. The turn over per unit of such industries is very low which need continuous financial support of the Bankers for their sustained growth in multiple doses. Government of India is attaching utmost importance on the need for dispensation of credit to women especially in rural areas. Now-a-days promotional agencies including MSME-DI, have been organizing different EDPs for women entrepreneurs of the district to create an awareness as well to help them in setting up of MSMEs in the various sectors of the economy.

The district is also known for the enterprising quality of both man and women. With all these positive factors the industrial activities are more poised to take off with the ignition by the promotional agencies supported by financial Institution with the back up of NGOs.

The district has good number of lia and poha industries and value addition is possible in this sector. Recently, there have been growing number of rice and atta mill, chaki in the district. Recently, maize flour and corn flakes units are being proposed by some entrepreneurs. The prawn feed production is also gaining

importance. Dry fish is traditional sector for this district. This will provide avenues for future expansion of industries in this area. The local market of Berhampur is a very old market in southern zone of Orissa and has enormous potential to absorb local products. It has linked with major towns of neighbouring states as well important towns of other districts of this state. One testing laboratory for quality control has been established by the Directorate of Export Promotion and marketing at Berhampur Industrial Estate to help the MSME units. The OSIC, Cuttack has a Branch of Raw material Depot at Berhampur for supply of scarce raw material to the industrial units of the district. Besides promotional agencies and financial institutions, numbers of non-governmental organization are functioning in the district which are playing catalytic role for industrial development of the district.

So, the district has all the favourable factors required for the industrial development. The need of the hour is coordinated efforts by all the promotional agencies as well as all financial institutions for the balanced and sustained development of the non-farm sector of the district of which small scale industries form a vital part.

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.ori.nic.in/diorissa/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/

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, Website: www.ipicolorissa.com, 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, Website: 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. Deptt. 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.

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"> • Micro & Small Sector • Medium Sector • Priority Sector 	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 New units in the Priority Sector	Up to Contract demand of 500 KVA 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. VAT REIMBURSEMENT - in a tapered manner

New MSMEs	75% of net VAT paid for 5 years	Limited to 100% of cost of plant & M/C
New units in Priority Sector	100% of net VAT paid for 7 years	Limited to 200% of cost of Plant & M/C
Existing MSMEs taking up E/M/D	75% of net VAT paid on increased production for 7 years	Limited to 200% of additional cost of Plant & M/c for E/M/D
New Pioneer Units	100% of net VAT paid for 9 years	Limited to 200% of cost of Plant & M/c
Anchor Tenant in Indl park	100% of net VAT paid for 9 years	Limited to 200% of cost of Plant & M/c
❖ Above provision will be suitably replaced / modified after GST is introduced		

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
	New MSMEs & Priority Sector Units	100% of Entry Tax paid for 5 years limited to

Raw Materials		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. REIMBURSEMENT 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 ET paid for 5 years
II.	Existing cinema hall upgrades to a multiplex and modernized with minimum investment of rupees one crore	100% ET paid for 5 years
❖ The above provision will be suitably replaced / modified after GST is introduced		

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.
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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.
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Up-gradation of the existing parks/clusters provided the park / estate / cluster is User-managed	50% of total cost up-to Rs. 5 crore
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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 225% 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 1st 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 2016-17, total export from Odisha was Rs.40.872 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 (ICDO 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 9th 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 Orissa Limited (GRIDCO), Orissa Power Transmission Corporation Ltd. (OPTCL), Orissa Hydro Power Corporation Limited (OHPC) and Orissa Power Generation Corporation Limited (OPGC) under its Administrative control. The Orissa 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,2013. 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 Orissa Industries (Facilitation) ct 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).