

GOVERNMENT OF INDIA
MINISTRY OF MSME

**DISTRICT INDUSTRIAL POTENTIALITY
SURVEY REPORT
OF**

Jagatsinghpur District

PREPARED BY

MICRO SMALL AND MEDIUM ENTERPRISES DEVELOPMENT ORGANISATION

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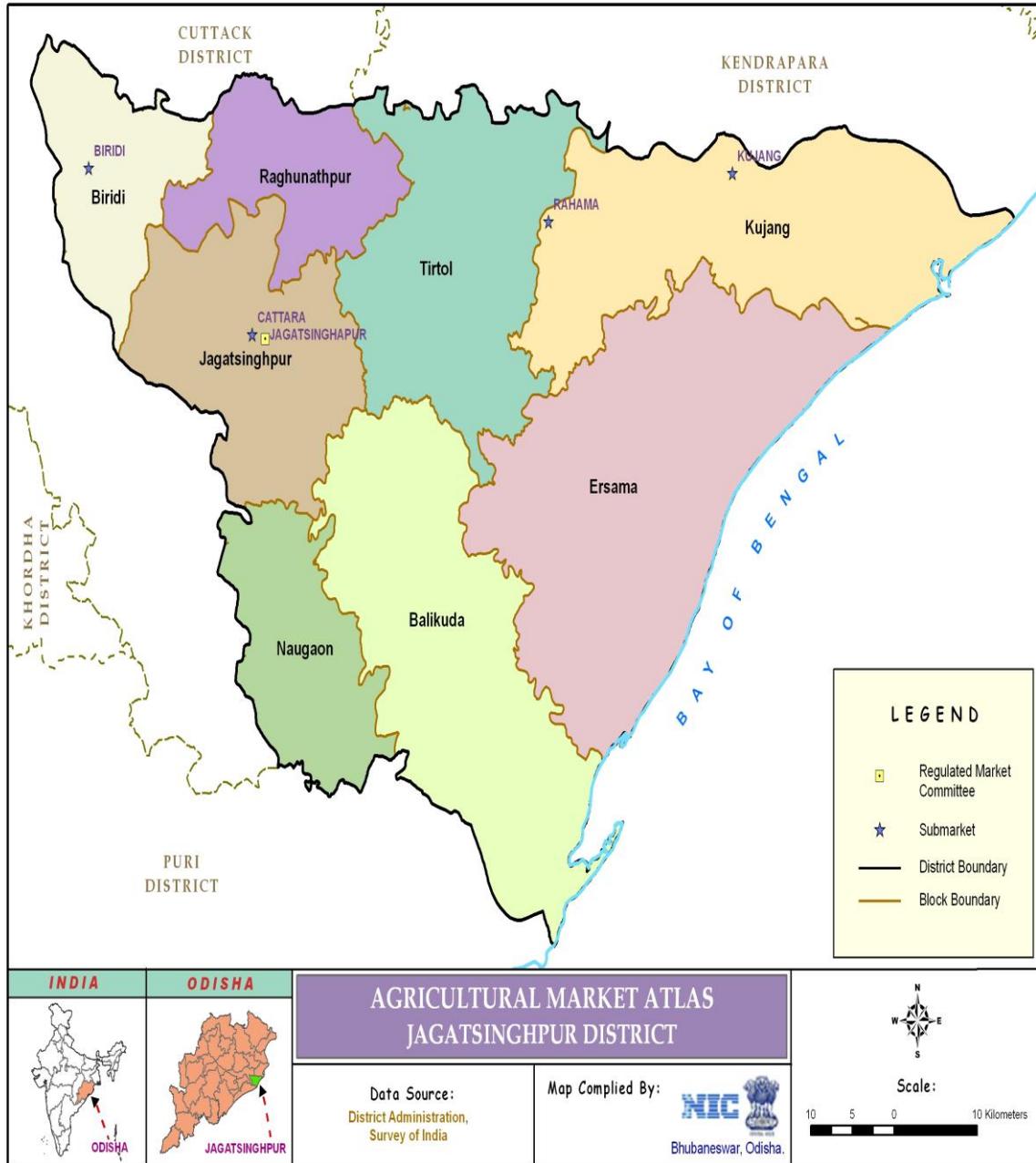
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INDUSTRIAL POTENTIALITY OF JAGATSingHPUR DISTRICT



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 Jagatsinghpur 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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INDUSTRIAL POTENTIALITIES OF JAGATSINGHPUR DISTRICT

Introduction

Jagatsinghpur district was carved out from the undivided district of Cuttack vide Gazette Notification No.DRC-44/93R-14218 dated 27.3.1993 of Government of Odisha. Jagatsinghpur became a sub-division of Cuttack district in the year 1965 and was declared a district in the year 1993 catering to the needs of the area. It is situated in the south-eastern part of the undivided Cuttack district sharing the fertile land and the most important natural port, Paradip of the eastern coast. Jagatsinghpur is the smallest district in terms of size and 18th in terms of population. It is the 16th urbanized district in the state. About 9.88 per cent of its population lives in urban areas whereas about 14.99 per cent of state's population lives in urban areas. In terms of population per sq. km. Jagatsinghpur is the 2nd densely populated district in the state. The economy of the district is mainly dependent upon cultivation. Out of each 100 workers in the district about 55% are engaged in agricultural sector. The District ranks second in the State by achieving 87.13 % literacy rate according to the census of 2011 after Khurda District. The District is predominantly agrarian. It has been experiencing natural calamities like floods and cyclones which are major hindrance in the economic development. Apart from agriculture, trade and commerce, transport, storage and communication, manufacturing, processing and repairing services engage a major chunk of population in the district. A section of people is engaged in fishing as allied activity. The Major food crop grown is paddy. Sugarcane, turmeric and cotton are the major commercial crops. The district enjoys rich fertile soil. Mahanadi is flowing in the district. The district enjoys enough water resources and receives substantial rainfalls which are conducive for raising good crops.

Objectives and Scope of the Study

The role of MSMEs has assumed a considerable significance in recent years with the change of the structure and composition of the economy. The scope of the study is confined to Jagatasinghpur district in respect of MSME sector and related activities. The year 2019-2020 has been taken as the status year of development to analyze further improvement in industrial activities in different sectors in the district. The objective behind the development of the MSME sector is that it acts as a nursery for the development of entrepreneurial talent. This sector also manufactures a wide range of products meant for all segments of the society. This sector also earns a significant amount of the foreign exchange of the country through exports. The main objectives of the study are as follows:

- i) To explore the natural and human resources including the skill.
- ii) To explore the industrial resources available in the district to accelerate the industrial activity.
- iii) To evaluate the existing industrial activities of the district in utilizing the resources and catering to the local demand.
- iv) To focus on useful information, guidance and assistance to well informed class of entrepreneurs, young, educated and qualified persons who have evinced keen interest in setting up of MSMEs.
- v) To cater to the requirements of the entrepreneurs, the area survey reports need proper analysis of the available surplus resources and demand conditions and proper identification of prospective and viable projects in the district for its development in coming years with necessary techno-economic details.

Methodology

District Industrial Potentiality Survey is a detailed study of important marketable surplus of 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 small scale 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, Micro, Small and Medium Enterprises, Ministry of MSME, Government of India, New Delhi as part of its Annual Action Plan 2019-2020 to promote MSMEs. Selection of the district has been done keeping in mind the year when the previous survey was conducted for the district as well as to meet the industrial progress of the district.

The officers of this Institute have visited different offices in the district such as the Industries Department, Agricultural Department, Forest, Horticulture, Employment Exchange, Mining, Veterinary, Fisheries, Electricity, District Statistical and Planning Offices etc. and relevant information collected from them. Some of the relevant information has also been collected from the respective websites of different Government Departments.

Executive Summary

Jagatsinghpur district is one of the coastal districts of Odisha and lies between 19°58' and 20°23' N. latitude and between 86°30' and 86°45' E. longitudes. The district is surrounded by the Bay of Bengal in the east, Kendrapara district in the north, Cuttack district in the west and Puri district in the south. The area of the district is 1,668 sq. kilometers.

The district comprises two distinct tracts, the first being marshy and swampy strips along with the coast covered with wild growth of reeds and tropical jungle. The second tract covers fertile plain land. The soil is of alluvial type. Mahanadi, Kathajodi, Devi, Biluakhai are the main rivers of the district. These rivers and two main canal Taladanda and Machhagaon are irrigating the district.

The district has not much mineral resources. However, minerals like Soft stones, Lime stone, Stone Chips are found in the district but no minerals in large quantity which can be explored in commercial purpose found in the district.

The district has an area of 1668 sq. kms and 11.37 lakhs of population as per 2011 census. The district accounts for 1.07 percent of the state territory and shares 2.71 percent of the state population. The density of population of the district is 682 per sq. kms and decadal growth rate of 7.5 for the state as against 270 person per sq.km of the state. It has 1292 villages (including 69 un-inhabited villages) covering 8 blocks, 8 Tahasils and 1 Subdivisions and 194 GPs. As per 2011 census the schedule caste population is 248152 (21.80%) and schedule tribe population 7862 (0.70%) of the district. The literacy percentage of the district covers 86.6 against 72.9 of the state. District of Jagatsinghpur has abundant of Forest area that contributed 7.97% of the total geographical area of the district. The major forest produces of the district are mango, sopeta, kendu leaves, sal leaves and tamarind. Important minor forest produces are sunari barks, arjuna barks, karanja seeds, neem seeds, mushroom, sal leaves etc.

The district has 1 Sub-division (Jagatsinghpur) with 8 Tahasils, 8 Community Development Blocks (Jagatsinghpur, Biridi, Raghunathpur, Balikuda, Naugaon, Tirtol, Kujanga, Erasama), 15 Police Stations, 198 Gram Panchayats with 1292 villages. There

are 2 towns i.e. Jagatsinghpur and Paradip in the district. The district head quarter is Jagatsinghpur.

The District Industrial Potentiality Survey of Jagatasinghpur has been divided into the following sections viz- **"The District at a Glance"** reflects the different development parameters till date to have a glimpse on the development in **Chapter-3**. **Chapter-4** deals with **"District Profile"** which covers all aspects of development in brief. **Chapter – 5** deals with an important aspect of the study on **"Resource Analysis"**. In this chapter the available resources both human and material have been discussed with support of statistical information. The **"Infrastructure available for Industrial Development"** has been discussed in **Chapter-6** with physical and structural divisions. This chapter also contains the incentives given by State Government and Central Government for development of MSMEs. **Chapter-7** reflects the **"Present Industrial Structure"** with number of medium and large scale industries and MSMEs with investment and employment. Besides, this chapter also reflects the growth of MSMEs over the years and category wise concentration of MSME units in the district. This Chapter also deals with the existing and prospective MSME cluster in the district both MSMEs and artisan based. **Chapter 8** reflects the **"Scope of Prospective Industries"** based on surplus resources available and demand factor. This chapter has also considered the scope of ancillary industries based on the requirement of mother plants in the district. In this Chapter about ten most potential items with market information, technology etc. have been highlighted by promotional agencies and other concerned to promote entrepreneurship in the district. **Chapter-9** reflects the **'Plan of Action for Promoting MSMEs for Industrial Development'** and **Chapter-10** deals with **"Whom to contact for what and the Steps to set up MSMEs"**. In this chapter the main function of different promotional agencies to be contacted for setting of MSMEs have been mentioned with detail address.

CHAPTER – I
DISTRICT AT A GLANCE – JAGATASINGHPUR

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2019	Degree	19° 58' to 20° 23' North
	ii) Longitude	2019	Degree	86° 3' to 86° 45' East
	iii) Geographical Area	2019	Sq. Kms.	1668
(B)	Administrative Units			
	i) Sub divisions	2019	Nos.	01
	ii) Tehsils	2019	Nos.	08
	iii) Sub-Tehsil	2019	Nos.	-
	iv) Patwar Circle	2019	Nos.	-
	v) Number of Blocks	2019	Nos.	8
	vi) Nagar nigam & Nagar Palika	2019	Nos	2
	vii) NAC	2019	Nos	0
	viii) Gram Panchayats	2019	Nos	198
	xi) Census villages(Both Inhabited & Uninhabited)	2019	Nos	1292 1223(Inhabited) 69(Uninhabited)
	x) Assembly Constituencies	2019	Nos	4
2.	Population (2011 Census Provisional)			
(A)	Sex-wise			
	i) Male	2011	'000 Nos	578
	ii) Female	2011	'000 Nos	559
	iii) Total	2011	'000 Nos	1137
(B)	Rural Population	2011	'000 Nos	1021
3.	Agriculture			
A.	Land utilization			
	i) Forest Area	2018-19	000 Hectare	13
	ii) Misc trees & Grooves	2018-19	"	4
	iii) Permanent Pasture	2018-19	"	7
	iv) Land put to Non Agriculture use	2018-19	"	13
	v) Uncultivable Barren land	2018-19	"	13

	vi) Culturable Waste	2018-19	"	6
	vii) Net Area Sown	2018-19	"	88
4.	Forest			
	(i) Forest area under revenue village	2018-19	000 Hectare	13
5.	Livestock & Poultry			
A.	Cattle			
	i) Cattle	2012	Nos.	296876
	ii) Buffaloes	2012	Nos.	11213
B.	Other livestock			
	i) Goats	2012	Nos.	115301
	ii) Pigs	2012	Nos.	2209
	iii) Sheep	2012	Nos.	14359
6.	Communication			
A.	Railways			
	i) Length of rail line	2014-15	Km	68.12
B.	Roads			
	(a) National Highway	2018-19	Km	103.40
	(b) State Highway	2018-19	Km	75.26
	(c) Major District Road	2018-19	Km	34.91
	(d) Other district Roads	2018-19	Km	271.62
	(e) Rural road	2018-19	Km	1296.86
	(f) Inter Village road	2018-19	Km	1605.36
	(g) Forest Road	2018-19	Km	0.00
	(h) Post offices	As on 01.04.19	No.	220
7.	Public Health			
	(a) Medical college/District Headquarter Hospital	2018-19	No	1
	(b) Beds in Allopathic hospitals	2018-19	No	284
	(c) Ayurvedic Hospital	2018-19	No.	11
	(d) Beds in Ayurvedic hospitals	2018-19	No.	-
	(e) Homoeopathic hospitals	2018-19	No.	17
	(f) Community health centers	2018-19	No.	11
	(g) Primary health centers	2018-19	No.	35
	(h) MHU	2018-19	No.	1
	(i) Sub Health Centers	2018-19	No.	-
8.	Banking commercial upto As on March 2019			
	(a) Commercial Bank	As on March'19	No.	166

9.	(b) Deposits	As on March'19	Rs. in Cr.	7436.82
	(c) Credits	As on March'19	Rs. in Cr.	2859.33
	Education			
	(a) Primary school	2018-19	No.	920
	(b) Upper Primaryschools	2018-19	No.	556
	(c) Secondary schools	2018-19	No.	316
	(d) Colleges	2018-19	No.	55
	(e) Technical University	2018-19	No.	-

CHAPTER – II

DISTRICT PROFILE

1. Location

Jagatsinghpur district is one of the coastal districts of Odisha and lies between 19°58' and 20°23' N. latitude and between 86°30' and 86°45' E. longitudes. The district is surrounded by the Bay of Bengal in the east, Kendrapara district in the north, Cuttack district in the west and Puri district in the south.

2. Area and Topography

Having a geographical area of 1668 sq km, the Jagatsinghpur district is the smallest district in Odisha in terms of territorial location. The district comprises two distinct tracts, the first being marshy and swampy strips along with the coast covered with wild growth of reeds and tropical jungle. The second tract covers fertile plain land. The soil is of alluvial type. Mahanadi, Kathajodi, Devi, Biluakhai are the main rivers of the district. These rivers and two main canal Taladanda and Machhagaon are irrigating the district.

3. Availability of Minerals:

The district has not much mineral resources. However, minerals like Soft stones, Lime stone, Stone Chips are found in the district but no minerals in large quantity which can be explored in commercial purpose found in the district.

4. Forest:

The district has a meagre forest area. The total forest area of the district is estimated to be 136.28 Sq. Kms. Out of the total forest area, the reserve forest area is only 1.23 sq. km and demarcated protected forest area is 4.77 sq. kms. Un-demarcated forest area is 83.06 sq. km. Unclassified forest area is 0.02 sq. km. and other forest area is 43.84 sq. kms. The major forest produces of the district are kendu leaves, sal leaves and tamarind. Important minor forest produces are sunari barks, arjuna barks, karanja seeds, neem seeds, mushroom, sal leaves etc.

5. Administrative set up:

The district has 1 Sub-division(Jagatsinghpur) with 8 Tahasils, 8 Blocks (Jagatsinghpur,Biridi, Raghunathpur, Balikuda, Naugaon, Tirtol, Kujanga,Erasama), 15 Police Stations, 198 Gram Panchayats with 1292 villages. There are 2 towns i.e. Jagatsinghpur and Paradip in the district. The district head quarter is Jagatsinghpur

6. Climate and Rainfall:

Jagatsinghpur District enjoys a temperate climate. Winters are cold, while summers are hot and humid. The District is prone to cyclonic rainfalls during the monsoons. The maximum temperature of the District is 38 degree C and minimum temperature is 12 degree C. The average rainfall measured in the District is 1765.1mm.

7. Tourist Places:

The District is packed with many attractive places such as Paradeep Port, Paradeep, Paradeep Garh, Sarala Temple-Jhankad and Garh Kujanga are some of the visiting places of the District. Gorakhanath Temple is one of the most attractive temples of the District. Jagannath Temple of Garoi is also a famous tourist spot visited by a large number of people from the world.

8. Industries

There are six large scale industries viz. M/s Iffco Fertilisers Ltd. ,Musadiha, Paradeep, M/s Cargil India (p) Ltd. ,Oil terminal road ,Atharabanki, Paradeep, M/s Paradeep Carbons Ltd. ,Udayabata, Paradeep, M/s Skol Breweries Ltd. ,Atharabanki, Paradeep, M/s Paradeep Phospates Ltd. ,Paradeep, and M/s Paradeep Port Trust Ltd. ,Paradeep. The district has 1621 registered SSI units having investment of Rs.11230.56 lakhs creating employment of 8679 persons.

CHAPTER – III

Resource Analysis

Planning is the cutting edge of economic development. The economic development of a region is directly related with the availability of resources like agriculture, horticulture, fisheries, animal husbandry etc., It is necessary to see that the available resources are allocated to difficult developmental sectors in a prudent and judicious manner. For ensuring growth in different sectors, it is essential to improve the connectivity in the form of infrastructural service facilities like health, social welfare, rural connectivity etc., Considering the socio-economic conditions of the people and the felt needs of the people, priorities have been attached to certain developmental sectors. The plan estimates the potential in each of these sectors by taking into account the existing infrastructure supports which need to be taken care of for exploiting the potentials. Thus, resource is a potential wealth and it is to be planned suitably for its effective utilization. The main objectives of resource planning are to unite the various organizations involved in the process of development in directing their efforts in a planned manner in accordance with potentialities available for exploitation and to enable optimum utilization of these scarce resources by channelling them into sectors with growth potential.

The district of Jagatasinghpur has adequate marine resources which can be fruitfully exploited for further development of the district. Thus, an analysis of the resources both human and physical available in the district is of great importance in the context of determining industrial potentialities of the district.

In this chapter, a brief resume has been attempted to analyze available resources for further development of the district. The analysis of resources has been categorized into human and material resources.

A. Human Resources

The availability of quality and trained human resources is considered as a very important factor as it organizes all other factors of production efficiently for an optimal output.

1. Population

As per 2011 Census, the total population of the district is 11,37,000 out of which 5,78,000 are males and 5,59,000 are females. The sex ratio is 967 per 1000

males against the state average of 978 females per 1000 males. The density of population is 681 per sq. kms. The percentage of ST population is 0.82 against the state average of 22.13. Similarly, the percentage of SC population is 21.05 against the state average of 16.53. The growth of population is 7.44% against the state average 13.97 from 2001 to 2011. The comparative statistics on population is given in the table below viz;

Table – 1

Comparative Statistics on Population as per 2011 Census of Jagatasinghpur District Vrs Orissa and India

Sl. No.	Item(s)	Jagatasinghpur	Orissa	India
1.	Total Population	11,37,000	4,19,47,000	1,210,193,422
2.	Decennial Growth Rate of Population	7.5	14.0	17.64
3.	% of Literacy	86.6	72.9	74.00
	a) Male	93.20	82.40	82.10
	b) Female	80.88	64.36	65.50
4.	Density of Population (per sq. kms.)	682	270	328

Source: Districts at a Glance, Odisha 2014.

2. Literacy

In Jagatasinghpur district as per 2011 Census, 86.6 % of population is literate. The male literacy is 93.20% and that of female literacy is 80.88% which is much above the state average i.e. 82.40% and 64.36% respectively. This is one of the most favorable characteristics for the socio-economic development of the district. At present, there are 1456 Primary Schools, 661 Upper Primary School and 324 High Schools in Jagatasinghpur district. There are 22 ITI/ITC in the district. For Human Resources Development some technical colleges are required by which the local youths would get trained which would make them self-sufficient for establishment of MSMEs.

3. Occupational Pattern

Manpower planning is the need of the hour. Without quality manpower, work suffers and in the process adequate resource potential cannot be utilized for the purpose. Amelioration of poverty and reduction in unemployment continue to be the

prime objective of development planning. In order to achieve this twin objectives, several self-employment and wage employment programmes have been launched both in rural and urban areas in the district to benefit particularly economically backward and socially vulnerable target groups. The problem of unemployment among educated youths who generally seek employment in Government and Semi-Government Offices, PSUs, Factories, Business establishments etc. is more acute. Although it aimed to achieve near-full employment, the problem of unemployment still persists.

Manpower planning at different levels includes the need for manpower for different categories (middle level) and the availability of these categories of manpower. As per 2011 Census, the total labour force in Jagatasinghpur district is 1136971 out of which main workers constitute 2,90,170 agricultural laborers 1,10,323, workers in household industry worker 16,357 and other workers 1,65,649 respectively.

The table below gives the picture of occupational pattern of Jagatasinghpur district which highlights the share of primary, secondary and tertiary sectors in the working population.

Table 2
Occupational Pattern of Jagatasinghpur District (2011 Census)

Sl. No.	Category of Workers	Nos.	% to Total Workers
1.	Total Workers (2 + 3)	403649	100
2.	main & Marginal Workers	403649	35.50
3.	Main Workers	290170	25.52
4.	Cultivators	111320	27.58
5.	Agricultural Labourers	110323	27.33
6.	Workers in Household	16357	4.05
7.	Other Workers	165649	41.04

Source: censusindia.gov.in.

4. Employment

The problem of educated unemployed is a serious phenomenon in recent years. It is found among educated persons in general. As regards uneducated unemployed who remain in the remote areas of the

district, the employment exchange does not have the scope to enter their names in the live register of employment exchange. The employment exchange gives a partial figure. However, the fact remains that there is acute under employment in the district and steps should be taken to provide part-time employment to a large number of persons during off-seasons. The live register position and the employment seekers during last three years in Jagatasinghpur district are reflected in the table below viz;

Table 3
Live Register Position of Jagatasinghpur District During Last four Years

Sl No.	Items of workYear	Year 2015	Year 2016	Year 2017	Feb-18
1	Registration	4248	3274	3629	742
2	Notification	1	0	0	0
3	Submission	1026	30	0	0
4	Placement	0	1	4	0
5	Live Register	24409	21606	23234	23234
6	Vacancy Outstanding	84	97	74	71

Source : O/o District Employment Exchange, Jagatasinghpur

Note : The year refers to Calendar Years, 'M' denotes Male, 'F' denotes Female, 'T' denotes Total and '-' denotes Nil.

Table 4
Employment in live Register in Jagatasinghpur District

Category	Male	Female	Total
Below ME	5	3	8
Below Matric	547	157	704
Matriculates	989	4613	
Intermediate Arts	3141	2824	5465
Intermediate Science	677	865	1542
Intermediate Commerce	651	146	797
+ 3 Arts	1673	1267	2440
+ 3 Science	364	220	584

+ 3 Commerce	421	78	499
Diploma Holders	660	117	777
I.T.I. Trained	1322	8	1330
C.T. Pass	61	158	219
Pharmacist	75	22	97
Nurse	22	131	153
Stenographer	4	7	11
Typist	25	4	29
Librarian	0	0	0
Others	535	520	1055
Total	13505	7729	23234

Source : O/o District Employment Exchange, Jagatasinghpur

Note : The year refers to Calendar Years, 'M' denotes Male, 'F' denotes Female, 'T' denotes Total

The organized sector has limited capacity to absorb the additional work force of the unemployed or underemployed, the strategies prepared by the Government for the 10th Plan are to be adopted at the District level for providing employment to the educated and uneducated persons. The basic manpower problems of the district may be categorized as follows viz; a) Planning of School Age population & schooling facilities, b) Gap between the net addition to labour force and increase in employment opportunities, c) Inadequate co-ordination between the education and training institutes and the acute needs of the employers, d) Inadequate system of manpower information.

As a part of the State Employment Policy 2005 an Employment Mission has been proposed the objectives of which are highlighted below viz;

Objectives of State Employment Mission

The main objectives of the 'Mission' are as follows :

- i) To facilitate generation of adequate employment opportunities through a policy framework.
- ii) To recommend and initiate bold steps for infrastructure development which would open up avenues for self-employment and create a conducive atmosphere for sustainable wage employment.
- iii) To act as a catalyst in opening of marketing opportunities for commodities and goods produced in the state.

- iv) To mount special drive for creation of self-employment opportunities particularly in agriculture and allied sectors and small-scale industries, handicraft and cottage industries and in the IT sector.
- v) To encourage and facilitate training of young entrepreneurs on development of small-scale and cottage industries.
- vi) To monitor generation of employment in different sectors and programmes.
- vii) To facilitate launching of training programmes for both uneducated and educated unemployed persons for upgradation of their skill.
- viii) To formulate area and trade specific strategies for maximizing employment opportunities on a sustainable basis in the state.
- ix) To facilitate proactively substantial wage employment for various development activities with special emphasis on creation of community and individual assets. Sectors like forests, watershed development, rural communication and land development among others would receive priority.
- x) To facilitate a co-ordinated approach in achieving the above objectives through convergence of various ongoing schemes for maximizing the benefits overtime and space and in reaching out the most needy sections of the population.

New and Innovative Self-Employment Programmes(SEPs)

- i) Development Departments would formulate more proactive and innovative self-employment programmes so as to provide self-employment and wage-employment opportunities to the youth. Such schemes shall contain training component for upgradation of skill and entrepreneurial ability.
- ii) Assistance would be provided to educated unemployed persons for their self-employment in urban and rural growth centres in the services and small business sectors.
- iii) Development of infrastructure for marketing shall be given utmost priority.
- iv) Export promotion in Handloom, Coir & Cottage Industries would be given priority.
- v) Handicraft artisans and Handloom Weavers would be assisted with a particular emphasis on market orientation and linkage with the SME sector.
- vi) Special measures would be initiated for improving the skills of young persons in order to improve their employability.

- vii) Ancillarisation of large industries and promotion of downstream industries would receive priority of attention.
- viii) Employment Exchanges in various districts would be re-organized for counseling for self-employment programmes (SEPs).

B. Material/Physical Resources

1. Agriculture

The Major food crop grown in Jagatsinghpur District is paddy. The District enjoys rich fertile soil of the Mahanadi. The tables below give the area, production and yield of different agricultural crops both in Kharif and Rabi seasons in Jagatasinghpur district.

Table 5
Area, Production and Yield of Different Agricultural Crops in during 2018-19
 (A=Area in '000 ha, Y=Yield in Kg/ha, P=Production in '000MTs)

Sl. No.	Name of Crop	Total		
		A	Y	P
1.	Rice	79.69	2167	172.69
2.	Wheat	-	-	-
3.	Maize	0.12	3083	0.37
4.	Ragi	-	-	-
I.	Total Cereals	79.81	2168	173.06
1.	Mung	44.82	502	22.05
2.	Biri	15.06	520	7.83
3.	Arhar	-	-	-
4.	Gram	0.02	950	0.02
5.	Field Pea	0.10	650	0.07
6.	Cowpea	0.35	750	0.26
7.	Kulthi	1.93	445	0.86
II	Total Pulses	62.31	506	31.55
1.	Groundnut	4.19	1887	7.19
2.	Sesame	0.08	395	0.03
3.	Castor	-	-	-
4.	Sunflower	-	-	-
5.	Mustard	0.67	422	0.28
III	Total Oil Seeds	5.16	1647	8.5
1.	Jute	0.05	2345	0.65
IV	Total Fibers	0.05	2400	0.65
1.	Sweet Potato	0.23	8695.65	2
2.	Potato	0.5	12060	6.03
3.	Onion	0.36	9833	3.54
4.	Other Vegetables	16.02	15128.59	242.36
V	Total Vegetables	17.11	14841	253.93
1.	Chilies	3.5	849	2.97

2.	Coriander	0.55	529	0.29
3.	Garlic	0.48	3396	1.63
4.	Turmeric	0.2	5050	1.01
5.	Ginger	0.3	4267	1.28
VI	Total Spices	5.34	1713	9.15
VII	Sugarcane	0.74	752.68	55.7
	GRAND TOTAL	6.08	2465.68	64.85

Source : O/o Deputy Director, Agriculture, Jagatsinghpur.

A major thrust has been given to agriculture because of the vast potential for development in the district. For the existing crops, the main attempt would be to increase productivity. The programme in agriculture aims at (i) production of high yielding paddy, pulses and oil seeds, (ii) adopting protection measures, (iii) ensuring availability of adequate credit by co-operative and nationalized banks, (iv) increasing consumption of fertilizers, (v) technology transfer through field extension agencies and (vi) ensuring supply of inputs like seeds, fertilizer pesticides and irrigation.

The State Agricultural Policy – 2013: This is great step in the agriculture sector in the state. It will further the renaissance of the agriculture seen in the last decade and it aims to inspire a fresh generation of farmers who will look forward to face the challenges of the new century with confidence.

The Agriculture Policy is designed to be futuristic, flexible enough to anticipate and address emerging trends, identify potential areas for development and chalk out a clear agenda for agricultural development. The main objectives of this Policy are as follows:

- To bring in a shift from the present level of subsistence agriculture to a profitable commercial agriculture;
- To promote sustainable agricultural development;
- To enhance productivity of important crops by enhancing seed replacement, availability of quality planting materials, INM, IPM, water management, farm mechanization and technology transfer;
- To encourage crop substitution particularly in uplands and medium lands;
- To focus on horticultural crops including dry-land horticulture;
- To focus on poultry, dairy and fisheries to augment the income of the farmers;
- To encourage modern farming system approach;
- To encourage organic farming;

- To enhance water use efficiency through peoples' participation;
- To facilitate increased long term investment in agricultural sectors (on farm as well as off farm) both by private sector, public sector and private & public partnership (PPP), particularly for post harvest management, marketing, agro processing and value addition, etc;
- To encourage contract as well as compact farming;
- To increase access to credit for small and marginal farmers;
- To facilitate appropriate market linkages for agricultural produce with respect to which the State has competitive advantages;
- To improve the marketing facilities and access to market information; to implement integrated watershed development programs in watershed areas for Natural Resource Management (NRM), increased crop production as well as on-farm and non-farm income;
- To create appropriate institutions / facilities to undertake regulatory, enforcement and quality assurance activities matching to the emergent needs.
- To redefine the roles and responsibilities of the agricultural extension machinery by suitably restructuring the field extension set up.

A major thrust has been given to agriculture because of the vast potential for development in the district. For the existing crops, the main attempt would be to increase productivity. The programme in agriculture aims at (i) production of high yielding paddy, pulses and oil seeds, (ii) adopting protection measures, (iii) ensuring availability of adequate credit by co-operative and nationalized banks, (iv) increasing consumption of fertilizers, (v) technology transfer through field extension agencies and (vi) ensuring supply of inputs like seeds, fertilizer pesticides and irrigation.

2. (a) Land Utilization

Land is the first and foremost factor of production in any economic activity. So, land is a vital resource. Underdeveloped land is a drag on the cultivator and need to be brought into cultivable status. Land development has become an important activity in Jagatasinghpur district in the context of implementation of several irrigation projects and the acute soil erosion due to undulating topography, intense rainfall and practice of shifting cultivation. The soil type of the district is mainly red laterite, black soil and sandy loam.

The table below gives the land utilization pattern of Jagatasinghpur district from 2015-18

Table – 6

Land Utilization Pattern of Jagatasinghpur District during 2015-18

Sl. No	Year / Block / ULB	Forest	Land put to Non-Agr. use	Barren & Non-Cultivable land	Permanent Pastures & other grazing land	Land under misc.tree, crop & groves not included net area sown	Cultivable Waste	Old Fallows	Current Fallows	Net Area Sown	Total Area under Survey
1	2	3	4	5	6	7	8	9	10	11	12
	2015-16	5118	55222	101	7769	3057	8215	4448	5719	82565	172214
	2016-17	1131	43311	144	7814	2916	12961	5150	8467	90363	172257
	2017-18	7818	49301	655	11286	5050	7552	4583	7248	78766	172259

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

(b) Cropping Pattern

Cropping pattern is defined as the average crop for both Kharif and Rabi seasons in the district. The gross cropped area under different crops during 2018-19 is as under viz;

Table – 7

Crop-Wise Gross Cropped Area in Jagatasinghpur District during 2018-19
(Area in '000 hectares)

Sl.No.	Name of Crop(s)	Area
1.	Paddy	79.69
2.	Other Cereals	79.81
3.	Pulses	62.31
4.	Oil Seeds	5.16
5.	Vegetables	17.11
6.	Spices	5.34
7.	Sugarcane	0.74
8.	Cotton	-

Source : Directorate of Agriculture and Food Production, Govt. of Odisha.

Farm Mechanization contemplates use of available modern machinery and equipment for various agricultural operations and mechanization of selected farm operations is a key factor in successful implementation of an intensive farming system.

Mechanizing the drudgery of agricultural operation especially during peak labour load period would enable timely completion of various operations which would result in remarkable increase in labour productivity and farm output. The impact of mechanization would facilitate adoption of multiple cropping, use of yield increasing technology and more profitable crop rotation.

(c) Irrigation

Jagatsinghpur has comparatively well developed irrigation infrastructure with coverage of over 40% of the are under irrigation contributing to cropping intensity of 195%, much higher than the state average of 166%. Presently, the trends being observed in the district is that due to the depleting level of net annual Ground water for future irrigation use in the district as a whole and in 4 blocks namely Erasame, Nuagaon, Kujanga & Balikuda in particular, the micro irrigation technologies for the purpose of ‘crop per drop’ amongst the small and marginal farmers are gaining popularity. Drip irrigation in horticulture crops is gradually increasing. With availability of subsidy from the Central and State Government, there is scope for financing such activities in the district. The table below gives the source-wise irrigation potential created in Jagatasinghpur district during 2018-19.

Table – 8
Source-Wise Irrigation Potential Created in Jagatasinghpur District during 2018-19

Sl.No.	Source of Irrigation	Area (in 000 Hectares)
1.	Major & Medium	51.94
2.	Minor Flow	0.0
3.	Minor Lift	23.77

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

(d) Land Holdings

Agricultural productivity very much depends on the size of land holdings. Fragmented and very small size of land holdings reduces productivity due to problems in using modern methods of farming. The land holding pattern of Jagatasinghpur district is as reflected below :

Table –9
Land Holding Pattern of Jagatasinghpur District (2015-16)

Sl.No.	Item(s)	No.	Area (Ha.)
1.	Marginal (<1.0 ha)	48413	112373
2.	Small (1-2 ha)	24170	18965

3.	Semi-medium (2-4 ha)	7916	3287
4.	Medium (4-10 ha)	1487	310
5.	Large (>10 ha)	168	13
6.	All Sizes	82154	134948
7.	SC Holdings	32761	17875
8.	ST Holdings	70	38
9.	Average size of holdings	-	1.64

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

3. Horticulture

The table below gives the area and production of different horticulture crops in Jagatasinghpur district during last three years viz;

Table – 10
Area and Production of different Horticulture Crops in Jagatasinghpur District

District- jagatsinghpur 2018-19			
SL.No	Name of Fruit Crops	Area	Production
1.	Anola	13	5
2.	Banana	340	5737
3.	K. Lime	291	2701
4.	Other Citrus	10	70
5.	Guava	43	283
6.	Litchi	-	-
7.	Mango	1460	6152
8.	Papaya	100	2597
9.	Pineapple	13	143
10.	Pomegranate	5	18
11.	Sapota	113	531
12.	Jack Fruit	195	4696
13.	Bael	144	759
14.	Ber	120	597
15.	Other Fruit Crops	200	780
	Total	2350	16273

Source : O/o Asstt. Director Horticulture, Jagatasinghpur.

Suggestions:

The following suggestions, if implemented, may further improve the sector in the district:

- Increasing land coverage under horticulture crops by bringing in barren and uncultivable land under plant coverage (mango, citrus etc.) through micro irrigation practices.

- Increasing area under cultivation of Turmeric, ginger and improve the productivity of crops by supplying quality seed and planting materials developed in Agriculture research stations and replacing the low productive seeds used by farmers.
- Increasing the area under Tuber crops like Sweet potato and ensuring food security of the people in the district.
- Attaining self sufficiency in production of quality planting materials of various Horticulture crops such as vegetables, fruit and Tuber crops etc. by encouraging Private entrepreneurship for setting up of Nurseries through the programmes of National Horticulture Mission.
- Increasing area under Floriculture by encouraging cultivation of Marigold, Gladioli, Rose, Tube rose etc. especially in Tribal sub-plan area.
- Improved management of waste land and degraded and rain fed farming lands through watershed programmes and improving livelihoods of marginalized/ small farmers and landless families.
- Sustainable use of waste lands and horticulture land for increased plantation of cashew, fruit bearing plants and underneath shade crops.
- Agriculture extension services to farmers growing cashew and other fruit bearing plants.
- Diversification of crops by bringing more area under vegetables.
- Incentives to farmers for growing vegetables and linking them with retail stores in urban and semi-urban centers.
- Promoting Farmer Markets in rural and urban centres for removing middle men in the vegetable trade and facilitating farmers to access direct marketing facility.
- Building cold storage facilities in all major market centres especially in all blocks, for storage of vegetables for marketing.

As regard horticulture the district have reasonable potential unde the sector. The Bank credit is not picking up due to lack of adequate extension services, non availability of organized market and inadequate number of processing units. The district has been included under National Horticulture Mission from 1st April 2012. KVK is actively involved in improved technology and variety demonstration of various crops for adaptation to changing environment. Better technology with proper forward linkage facility is expected to enhance production.

4. **Fisheries**

Fisheries is one of the key economic allied sector activities in the district. More than 70 percent of population in the district consumes fish regularly. The district of Jagatsinghpur bounded by 80 kms. Of coastline has ample scope for development of inland, brackish water as well as marine fisheries. Together with employment and income generation, the district is enriched with vast water resources. In addition, water logged area, the dead river and low lying areas have scope for development of fisheries. The Fish Farmers Development Agency (FFDA) and Brackish Water Fisheries Development Agency (BFDA) have been working in the district. The State Agricultural Policy emphasizes development of fisheries and envisages greater participation of people in this sector. There is demand-supply mismatch in production of fish to the extent of 5000 MT. While there is demand supply gap, there is resource potential which can be harnessed properly through both credit and non credit inputs. The total water area available for development in the district is 11131.90 Ha. The annual fish production in the district during the last three years is given below in the table.

Table – 11
Production of Fish in Jagatsinghpur District in 2018-19

2018-19	Production (in MT)
Fresh Water	14361
Brackish Water	11995
Total	26356

Source: O/o Directorate of Fisheries, Cuttack

Suggestions:

The following suggestions, if implemented, may further lead to development of this sector in the district.

- Create and promote investment in infrastructure to support the development of fisheries and diversification of fish varieties.
- Distillation and de-weeding of tanks, biological and manual control methods to address infiltration of tanks and making them suitable for promoting inland fishing.
- Renovation of all Gram Panchayat Tanks and construction of additional Farm ponds for use of Pisciculture activities in the district.
- Lease of major tanks and water bodies for longer terms for commercial fishing for 5 to 10 years.

- Construction of captive nursery tank both in government and private sector for production and supply of fingerlings/yearlings to fish farmers and establishing fish-seed hatcheries in the district.
- Revival of all existing fish farmers' development societies and establishing linkages with banks and other micro financial institutions for accessing credit at par with agriculture.
- Establishing extension services and disease diagnostic centers in major production centers.
- Public awareness and education programmes in promoting better breeds.
- Establishing hygienic market facilities including cold storages and promoting retail sales of fish products.
- Modern processing methods like filleting, boneless meat and developing linkages with retail markets.
- Promoting the welfare of the district's fish farmers through investments in housing, education, health and social security.
- Capacity building of Fish farmers through training on Scientific Pisciculture practices.

5. Animal Husbandry

Dairy is another important activity in the district next to agriculture. It is also an important source of income for small/marginal farmers and agricultural labourers. Cattle and Buffalo are the main assets of agriculture and their contribution on the agricultural economy is very substantial. Animal Husbandry is indispensable in Jagatasinghpur for economic and strategic growth in order to maintain health status and to overcome the anticipated energy crisis and to maintain fertility of soil. The rearing of cow has taken a rapid stride in the wake of anti poverty programme. The following table shows the livestock assets in Jagatasinghpur district:

Table – 12
Livestock Population in Jagathsinghpur District as Per 2012 Census

Sl.No.	Category of Livestock Population	Number
1.	Cattles	296876
2.	Buffalo	11213
3.	Sheep	14359
4.	Goat	115301
5.	Pig	2209

6.	Others	385
7.	Total Livestock	387251
8.	Poultry	637299

Source: Livestock Census 2012

Source : Directorate of Animal Husbandry, Govt. of Odisha.

Table – 13
Number of Veterinary Institutions and Personnel in Jagatasinghpur District
As on 2018-19

Sl.No.	Name of Veterinary Institutions/Personnel	Number
1.	Veterinary Hospitals & Dispensaries	14
2.	Livestock Aid Centres(LACs)	101

Source : O/o CDVO, Jagatasinghpur.

SWOT Analysis of the District

SWOT analysis is a planning tool used to understand the Strengths, Weaknesses, Opportunities and Threats of the district resources and infrastructures. The SWOT Analysis of Jagatasinghpur district depicts the identified Strengths, Weaknesses, Opportunities and Threats pertaining to different sectors starting from Panchayat level to district level. The overall purpose is to make broad based ideas mainly on SWOT analysis of the district in respect of different sectors.

SWOT analysis is an important step in planning that provides direction to the planner to develop the plan based on the current availability infrastructure and resources in the district. The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieve the objectives within the financial year and plan period. The role of SWOT analysis is to take the information from the environmental analysis and separate it into the internal issues (strengths and weaknesses) and external issues (opportunities and threats). Sector specific SWOT is given below:

Strength

The district is mainly agrarian. The climatic is conducive for integrated farming system including agriculture, horticulture, fishery and dairy activities. Most of the agricultural lands are fertile having 65.77% irrigation potentiality. Paradeep is famous port and hub of big industries. Community participation is significantly high in developmental programmes due to high literacy rate and judicious use of available resources. As a result people are accessing better medical facilities, sanitation and drinking water facilities. Existence of Paradeep port, widespread road net work, Cuttack Paradeep railway line, proximity to Cuttack and State capital Bhubaneswar add potentialities for industries, development of trade and commerce, tourism, art and culture, etc. Many river

banks, seashores and roadsides provide vast scope for plantation to maintain ecological balance.

Weakness

Major bottlenecks in agriculture sector are shortage of labour due to big industries, high labour cost, higher cost of inputs, moderate productivity, inadequate infrastructural facilities like cold storages, godowns, regulated markets, weak river embankments, lack of flood controlling structures and lack of proper drainage channels in water logging areas etc. Lack of proper database for analysis for effective planning, implementation and monitoring of the programmes, inadequate financial resources and resource allocations by the State and central plan schemes, less credit linkages, delayed release of funds, lack of community effort in utilizing the resources, low urbanization, etc. are some of the weaknesses of the district. Work participation rate of male is 56.3% with very low female work participation rate of 14% with high dependency of non-workers.

Opportunity

The district is capable of joining an age of unprecedented prosperity building on global science, technology and markets. Wide scope for agro-processing units, mushroom cultivation, sunflower cultivation, floriculture and other cash crops, expansion of pisciculture, installation of agro based / value addition processing units to provide self employment opportunities to different category of people. Port based industrial ventures like oil refinery / petro-chemicals, fertilizers, steel plants, etc Infrastructure development through PPP and Public Private Community Patenership mode will accelerate the economy of the district in many fold. Basic human development needs in rural areas such as health and nutrition, women and child development, education, housing, rural connectivity, rural electrification, drinking water and sanitation, social justice, public distribution programmes, welfare and food security etc. can be successfully improved through the flagship programmes like NRHM, ICDS, SSA, IAY, RWSS, PMGSY, GGY, RGGVY, BGJY, MGNREGS etc.

Threat

Frequent occurrence of floods and cyclones shattered economic stability and livelihoods of marginal, small, poor and disadvantaged community. Seasonal climatic aberration, irregular monsoon and effects of climate change diminish the crops yield. Participation of women in the overall socio-economic development of the district is much lower due to cultural and traditional barriers, lack of awareness and gender inequality etc. Poor livelihood options increasing dependency on government and private services. Unemployment may lead to social disorders More incidence of diseases and pest attacks after flood.

CHAPTER – IV

Infrastructure for Industrial Development

Attainment of a strong industrial growth is an essential pre-requisite for sustained economic development. A large share to the industrial growth could be contributed from natural endowments, manpower, favourable geographical and agro-climatic features available. However, availability of basic infrastructure like industrial accommodation, power, communication and social infrastructure etc. are pre-requisite for industrial development. In the absence of such facilities industrialization suffers heavily. Human development primarily consists of the removal of those conditions of social deprivation and discrimination that restrict capabilities of and deny opportunities for participating in nominal economic and social activities. It is needless to emphasize that infrastructure plays an important role in ensuring better human development index. The other infrastructural facilities include economic and social infrastructure like public utilities such as power, telecommunications, piped water supply, sanitation and sewerage, solid waste collection and disposal, piped gas, public works, roads & major dams and canal works for irrigation and drainage, other transport sectors i.e. urban and inter-urban railways, urban transport, ports and waterways and airports. So, in the context of Jagatsinghpur there is requirement of these basic infrastructure.

Physical Infrastructure

1. Factory Accommodation/Industrial Estates

At present, there three industrial estates/areas in the district comprising 171.41 acres of land. The details of the industrial estates/areas are given below in the table.

Table 1

Existing Status of Industrial Areas in the District of Jagatsinghpur

S. No.	Name of Ind. Estate/Area	Total Land (in Acres)	Land Alloted (in Acres)	Prevailing Land Rate Per Acre/Rs. In lakh	Land Available for Allotment(In Acre)	No of units in operation
1	Bodhei Tirtol	10.520	4.168	20.00	4.248	11
2	I.E Paradeep	37.010	19.323	75.00	10.285	19
3	Paradeep (Udayabhat)	16.400	15.033	75.00	-1.913	02
4	IID Paradeep (Bhitargarh) (Land dispute)	118.700	-	75.00	-	N.A
5	Paradeep Plastic Park	120.000	-	40.00	120.00	-

Source:- IDCO, Bhubaneswar

2. Power

Out of total 1223 villages in the district 1223 villages are electrified as on 31.03.2018.

3. Railways

The railway line from Cuttack links to Paradeep town in the Jagatsinghpur district. The nearest railway station from Jagatsinghpur town is Gorekhnath Station which is near about 10 km from Jagatsinghpur.

4. Roads

Buses from Jagatsinghpur bus stands are Paradeep, Machhagaon, Naugaon, Naharana, Baharana, tandikul, Katara, Sidhala, Rourkela, Puri, Kakatapur, Cuttack, Bhubaneswar, Balasore and Kolkata. There is frequent bus service available from Cuttack, Bhubaneswar, Bhadrak and Balasore. Jagatsinghpur is only 40 km from Cuttack. The following table gives the category roads in the district.

Table – 2

Categories of Roads in Jagatasinghpur District (2018-19)

Sl.No.	Name of Road	Distance (in Kms)
1.	National Highway	103.40
2.	State Highway	75.26
3.	Major District Roads	34.91
4.	Other District Roads	271.62
5.	Village Roads	3138.98
6.	Gram Panchayat Roads	1296.86
7.	Forest Roads	-

Source : O/o Executive Engineer, R&B, Jagatasinghpur.

5. Road Transport

Road transport is one of the vital infrastructure for industrial development. The all weather road system of adequate capacity as a part of total transport infrastructure is the first pre-condition of accelerated economic growth and social development. An ambitious programme of industrial development can only be carried with the help of better road transport system. The number of motor vehicles registered in Jagatasinghpur district is as reflected below:

Table – 3
Number of Vehicles Registered in Jagatasinghpur District

Sl. No.	Vehicles	M.V Registered during			Motor vehicle on Road		
		2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
1	2	3	4	5	6	7	8
1	Motor Cycles, Scooters and Mopeds	12318	14866	17770	78037	92903	110673
2	Three Wheelers & Auto Rickshaws	387	330	312	1567	1734	1886
3	Jeeps and Station Wagons	2	3	0	167	70	70
4	Private Cars	113	114	138	904	1018	1156
5	Taxies	11	5	39	1737	1742	1781
6	Buses Contract Carriages & Stage Carriages	6	15	20	131	146	166
7	Trucks and Lorries	213	439	606	6774	7376	8142
8	Tractors and Trailors	914	652	658	5394	2919	6704
9	Miscellaneous Vehicles	87	104	99	719	4050	1022
Total		14051	16528	19642	95430	111958	131600

Source : State Transport Authority, Cuttack.

1. Air Transport

The nearest airport for the district is Bhubaneswar which is 70 Kms. from the Jagatshingpur.

B. Social Infrastructure

1. Education

The existing educational institution in Jagatasinghpur district is as follows :

Table – 4
Existing Educational Institution in Jagatasinghpur District During 2018-19

Sl.No.	Type of Educational Institution	Number of Institutions
1.	<u>Govt. Schools</u> a) Primary b) Primary with Upper Primary c) HS	920 556 316
2.	Colleges (Govt/Pvt) junior	55
3.	Degree	18

2. Entrepreneurship

MSME Development Institute, Ministry of MSME, Government of India, Cuttack is imparting training on 'entrepreneurship' and 'skill development' to the educated unemployed youths in different locations of the state and so also in Jagatasinghpur district to bring them to the mainstream in order to develop their entrepreneurial skills and abilities and in turn promoting self-employment. The Government sponsored programmes/schemes like, CGTMSME, CLCSS-TUS, MDA Scheme, CDP Scheme, etc., are being implemented by this Institute in the state as per the directions and guidelines of O/o Development Commissioner(MSME), New Delhi for the benefit of the target groups/actual beneficiaries. The beneficiaries are identified and given training on ESDPs, EDPs, MDPs, etc. and recommendation of viable projects of the trainees/beneficiaries to various banks and arrangement of bank finance are being done by MSME Development Institute, Cuttack.

3. Lending/Financial Institutions

Credit plays a vital role in the industrial growth process. It is the life-blood of industry. If there is smooth flow of credit, then there is well-balanced growth of industry. Banks/Financial institutions because of their strategic role provide the desired support to the majority of population to take up economic pursuits. The economic profile of the area in turn help to ensure better health of the banks. The district of Jagatasinghpur has banking network of 166 Commercial banks with Deposits Rs 7436.82 in crore and Credits Rs 2859.33 in crore., 39 Regional Rural Banks and 12 Cooperative/CARD

Banks. The table below gives the credit-deposit ratio of various banks during last three years.

Table – 5
Jagatsinghpur District- Position of ATMs as on 31. 12. 2018

Sl. No.	Name of the District	Total No. of Off Site ATMs				Total No. of On Site ATMs				Total
		Rural	Semi Urban	Urban	Total	Rural	Semi Urban	Urban	Total	
1	2	3	4	5	6	7	8	9	10	11
12	Jagatsinghpur	43	32	7	82	47	59	16	122	204

Source: SLBC, Odisha

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 **Annexures**.

CHAPTER V PRESENT INDUSTRIAL STRUCTURE

General Industrial Climate

Attainment of a strong industrial growth is an essential pre-requisite for sustained economic development. The potential for industrial development of any region depends on the inter-play of factors such as natural resources, available infrastructure, entrepreneurship, skill, market demand, government policies etc. A large share to the industrial growth could be contributed from natural endowments, manpower, favourable geographical and agro-climatic features which are available in the district. The agro-climatic features which are available in the district. The assessment of potential under the 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. Non-Farm sector activities can be broadly grouped into the following viz; a) MSME, b) Agro-industries, c) Ancillary units, d) Rural Artisan/Craftsman – Decentralized Sector, e) Tiny Industries, f) Powerlooms & g) Sericulture.

the present state of industrial progress in the district is as follows:

i) Large Scale Industries

There are seven large enterprises in the district. The table below gives the status of large-scale industries in the district.

Table – 20

List of Large Scale Industries Functioning in Jagatasinghpur

Source : O/o GM, DIC, Jagatasinghpur.

01	IFFCO FERTILISERS LTD., MUSADIHA, PARADEEP
02	CARGIL INDIA (P) LTD., OIL TERMINAL ROAD ,ATHARABANKI.PARADEEP
03	PARADEEP CARBONS LTD.,UDAYABATA, PARADEEP
04	SKOL BREWERIES LTD.,ATHARABANKI,PARADEEP
05	PARADEEP PHOSPATES LTD.,PARADEEP
06	PARADEEP PORT TRUST, PARADEEP
07.	INDIAN OIL CORPORATION- PARADIP REFINERY

ii) **Micro and Small Enterprises**

Details of existing Micro and small Industries

NIC Code no.	Type of industry	Number of units	Investment (lakh Rs.)	Employment
20	Food and allied	423	2996.55	1979
31	Chemical & allied	40	2996.55	1979
36	Electrical & electronics	9	27.18	33
35	Engineering & metal based	251	3797.62	2639
27	Forest & wood based	133	312.86	784
32	Glass & ceramics	94	792.01	891
29	Livestock & leather	3	8.51	9
28	Paper & paper product	35	184.9	134
30	Rubber & plastics	14	65.07	77
23	Textiles	64	275.07	340
01	Misc. Manufacturing	124	506.8	465
97	Repairing & servicing	1329	8992.34	4855
Total		2519	18092.79	12445

ii) MSME Units registered under Udyog Aadhaar Memorandum and exist in the District as on 05.05.2020:

Total	Micro	Small	Medium
1899	1159	734	6

Major Exportable Item :

Fertilizer, Edible Oil, Calcined Petroleum Coke, Petroleum Products

Growth Trend

This is a very rich district of the state in terms of industrialization. The port town of the district has already emerged as one of the country's major investment hot spot by attracting investment in excess of the tune of 3.5 lakh crores including the Rs 2, 74,134 crore Petroleum Chemicals and Petrochemical Investment Region (PCPIR).

IOCL has already come up at Paradip in the district with 15 MMTPA grassroot refinery cum petrochemical complex at an estimated cost of Rs. 25,646 Crores. For this, the state government has given incentives to IOCL by exempting entry tax on crude oil and sales tax deferment for 11 years. The IOC already has got the required 3344 acres of land. Railway has also taken up the Paradeep-Haridaspur 82Km broad gauge line to

boost the infrastructure in the region. Six laning of NH-5(A) is also going on in a very speed rate. A new all green field road will be built from Bhubaneswar to Paradeep.

The other projects in different stages of implementation are Hydrate Pellets Ltd's six lakh tone hydrate pellets plant at Rs 10,724 crore, Essar Steel Orissa Ltd's six million ton steel plant at Rs 10,721 cr, Deepak Fertilisers and Petrochemicals Corporation Ltd

Vendorisation/Ancillarisation of the Industry:

As many large scale industries exists in the district there exists a very good scope for vendorisation and ancilarisation in the district. Many MSMEs of the State are vendors to these big units supplying a number of items to them. These large scale units are having the vendorisation policy to procure their needy items. Till date there is no great scope for ancilirasation in the district but once the upcoming projects are completed i.e PCPIR there will be a very good scope for ancilarisation in the district.

iii) Details of Identified cluster

Jagatsinghpur							
SI 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	Silver jewellery	Alanahat	Jagatsinghpur	40	Directorate Handicraft, State govt.	Identified	DIC/ Directorate Handicraft, State govt /
2	Brass and bell metal	Baidyarajpur	Jagatsinghpur	40	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
3	Golden grass products	Balikuda	Jagatsinghpur	40	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
4	Wood work and masks	Biridi	Jagatsinghpur	20	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
5	Cane and bamboo	hayarbhaiy	Jagatsinghpur	40	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
6	Earthen and Plaster statues	hayarbhaiy	Jagatsinghpur	30	Directorate Handicraft,	Identified	DIC/ Directorate Handicraft, State govt /
7	Appliqué	Jagatsinghpur	Jagatsinghpur	40	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
8	Lead based article[metal waire	Jagatsinghpur	Jagatsinghpur	20	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
9	Cotton stripes and check saree	Jagatsinghpur	Jagatsinghpur	30	Directorate H and T , State govt	Identified	DIC/ Directorate Handicraft, State govt /
10	Pottery and clay items	Jagatsinghpur	Jagatsinghpur	30	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
11	Embroidery item	Jagatsinghpur	Jagatsinghpur	40	Directorate H and T , State govt	Identified	DIC/ Directorate Handicraft, State

							govt /
12	Hand printed saree	Jagatsinghpur	Jagatsinghpur	30	Directorate H and T , State govt	Identified	DIC/ Directorate Handicraft, State govt /
13	Coir Rope making	Jagatsinghpur	Jagatsinghpur	40	Directorate Handicraft, State govt.	Identified	DIC/ Directorate Handicraft, State govt /
14	Brass and bell metal	Khmda	Jagatsinghpur	20	Directorate Handicraft, State govt	Identified	DIC/ Directorate Handicraft, State govt /
15	Zari Embroidery	Kujang	Jagatsinghpur	40	Directorate Handicraft, State Govt	Identified	DIC/ Directorate Handicraft, State govt /
16	Sholapith craft	Manpur	Jagatsinghpur	20	Directorate Handicraft, State Govt	Identified	DIC/ Directorate Handicraft, State govt /
17	Bamboo work	Raghunathpur	Jagatsinghpur	100	Identified	MSECDP [support to state govt]	DIC
18	Cereals based food products,spices	Jagatsinghpur	Jagatsinghpur	40	Identified	MSECDP [Marketing hub]	MSMEDI
19	Fly ash products	Balikuda	Jagatsinghpur	30	Identified	MSECDP [CFC]	MSMEDI
20	Bamboo product	Borikina	Jagatsinghpur	70	Identified	MSECDP [support to state govt]]	DIC
21	Leaf plate [Bhoge]	Raghunathpur	Jagatsinghpur	50	Identified	MSECDP [support to state govt]	DIC
22	Jute products	Raghunathpur	Jagatsinghpur	40	Identified	MSECDP [support to state govt.]	DIC
23	Dry fish	Paradeep	Jagatsinghpur	50	Identified	MSECDP [CFC]	MSMEDI
24	Pottery	Panchupally	Jagatsinghpur	60	Identified	MSECDP [support to state government]	DIC
25	Bamboo works	Goda	Jagatsinghpur	70	Identified	MSECDP [support to state government]	DIC
26	Garments	Jagatsinghpur	Jagatsinghpur	70	Identified	MSECDP [support to state government]	DIC]

iv) 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, access to capital, etc.
- ii. To build capacity of MSEs for common supportive action through formation of self help groups, consortia, upgradation of associations, etc.
- iii. To create/upgrade infrastructural facilities in the new/existing industrial areas/ clusters of MSEs.
- iv. To set up common facility centres (for testing, training centre, raw material depot, effluent treatment, complementing production processes, etc).

(v) Infrastructure Development: 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. Maximum eligible project cost Rs.10.00 crore, with Gol contribution of 60% (80% for Special Category States and for clusters with more than 50% women/micro/SC/ST units).

CHAPTER – VI

Prospects of Industrial Development

Service Enterprises

There is a very good scope for service industries to grow in the district like small to medium scale hotels having a very good scope for flourishing in the district because of the existing and upcoming industrial growth in the district. As there is a very good inflow of people from outside, there is a scope for growth of support service like laundry, tailoring, dry cleaner, repair of home appliances, beauty parlour etc. The large unit Paradip Port Trust (PPT) which is operating in the district is coming under Service Category.

Potentials areas for service industry

- 1) Cycle/Rickshaw Repairing unit/ Assembly of cycle. (NIC: 52605)
- 2) Automobile Garage (NIC: 50200)
- 3) Nursing Home\clinic(NIC: 85110)
- 4) Audio\video repairing & servicing centre(NIC:32208)
- 5) DTP centre\Internet Cafe(NIC:72901)
- 6) Beauty Parlour(NIC:93020)
- 7) Herbal health treatment clinic(NIC:93020)
- 8) Xerox\Binding\Lamination(NIC: 74993)
- 9) Chilling Plant\Cold storage(NIC:63022)
- 10) Tailoring(NIC:18105)
- 11) Tent House(NIC: 71301)
- 12) Restaurant /Hotel(NIC:55101)
- 13) Repairing of electrical and electronics home appliances. (NIC:32308)
- 14) Mobile Repairing(NIC:32209)
- 15) Tyre resoling(NIC:25114)
- 16) Logistic chain(NIC: 71110)
- 17) Dry Cleaner(NIC:93010)
- 18) Road side Dhaba/Amenities. (NIC: 55202)

Potential for new MSMEs

1. Rice Mill (NIC: 15312)
2. Flour Mill(NIC: 15311)
3. Coconut & Groundnut oil(NIC: 15142)
4. Coir industry I,e coir ropes,mats etc(NIC:17233)
5. fish/prawn processing & packing units(NIC:15124)
6. dry fish manufacturing(NIC:15121)
7. cold storage(NIC: 63022)
8. Packaged drinking water(NIC: 15543)
9. White & black phenyle(NIC:24119)
10. multilayer bags for packing of milk/oil(NIC: 25202)
11. plastic container(NIC:25209)
12. spices grinding(NIC: 15495)
13. paints(NIC: 24222)
14. Mechanical Engineering Workshop and Fabrication units(NIC:28920)
15. Steel furniture(NIC: 28111)
16. Printing press(NIC: 22110)
17. Manufacturing of electrical motors & transformers(NIC:31102)

18. manufacturing of UPS/Voltage stabilizers(NIC:31200)
19. ready made garments(NIC:18101)
20. power loom fabrics(NIC: 29263)
21. Corrugated Box(NIC:21024)
22. Animal Feed Manufacturing(NIC:15331)
23. Milk Product Manufacturing (NIC: 15201)
24. Milk chilling centre & milk based products
25. Ready to serve beverages (lichi, pineapple, mango etc)
26. Carbonated drinks/soda water
27. Squash, jam, jelly (NIC:15135)
28. PVC pipe, conduit pipe, flexible pipes.
29. Sports goods (shuttlecock)
30. Structural fabrication
31. Agricultural implementation
32. General fabrication
33. Tin & GI boxes

Potential Ancillary & Downstream Industries:

1. Water treatment plant erection and service
2. Bleaching powder
3. Alum
4. Synthetic emulsion/epoxy paints
5. Rid Oxide primer
6. Detergent powder & liquid detergent
7. Paper carry bags
8. Non woven poly bags
9. Laminated poly woven sacks
10. Reclamation of used lubricating oil
11. LDPE, HDPE, PP Film & carry bags
12. Chlorinated paraffin wax
13. Wax emulsion
14. Grease manufacturing
15. Calcined petroleum coke
16. F.R.P products
17. Gypsum (from waste of fertilizers)
18. Distil water, Dematerialized water
19. Moulded rubber products
20. Nuts & bolts, erran belt
21. Building hardware
22. Idler & roller for conveyer belt
23. Heavy earthmoving repairing & servicing workshop
24. Hydraulic pase pipe assembling unit

Potential G&C and Mineral based Industries:

1. Burnt clay bricks
2. Fly ash bricks and blocks
3. RCC hume pipe
4. PSC roller
5. Cement concrete products
6. Glass mirror
7. Stone chips
8. Plastic of Paris

CHAPTER – VII

PLAN OF ACTION FOR PROMOTING MSMEs FOR INDUSTRIAL DEVELOPMENT

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

i) Industrial Motivational Campaigns (For youth and cluster)

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

ii) Entrepreneurial-cum-Skill Development Programmes

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

iii) Seminars/Workshops

Different seminars/workshops highlighting the need of MSME sector should be organized 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.

- iv) **Development of Infrastructure** More and more industrial estates should be constructed in the district to facilitate the entrepreneurs to get the land and sheds easily. The industrial estates should be equipped with all requisite infrastructural facilities for smooth running of the MSMEs. Further steps should be taken to select suitable areas for development of industries in the district. Besides the road, electricity, telecommunication etc. needs to be strengthened for smooth functioning of the unit.
- v) **Study Tours** The existing as well as prospective entrepreneurs of the district should be taken to various industrial units/clusters in the state and outside for study tour to have on the spot exposure on information about the running enterprises. The local DIC as well as promotional agencies, banks should take initiatives in this regard.
- vi) **Industrial Exhibitions** In the District Hqrs and other urban centres of the district Industrial Exhibitions, exhibiting the products manufactured should be conducted at regular intervals for the information of the people who are the ultimate buyers besides development taking place in industrial fields like technology, quality etc. should be displayed.
- vii) **Setting up of Large Industries** In the present liberalized and globalized era steps need to be taken to invite the entrepreneurs from out side to set up the large scale industry inside the district. This in turn will give a boost to the morale of the local entrepreneurs to set up ancillary and downstream MSMEs basing on the requirements of the large-scale industries.
- ix) **Intervention by MSME-DI:** Functioning as field level office of DC(MSME), MSME-DI is actively involved in educating and promoting entrepreneurship across all enthusiastic entrepreneurs in the district.

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	There is scope for undertaking cluster activities on Dry Fish processing and Crafts in the district.
2	P&MS	
i	Domestic Trade Fair (5A & 5B)	Five units will be motivated to apply under the scheme
ii	Capacity building of MSMEs in Modern Packaging	02 unit will be motivated.

	technique(5C)	
iii	Development of Marketing Haat(5D)	01 Haat will be developed
iv	VDP(5E)	-
v	International/National Workshop/Seminars(5F)	-
vi	Awareness Programme(5G)	02 Programmes will be organised
3	CLCSS	-
4	CGTMSE	One unit will be motivated to apply under the scheme
5	International cooperation	-
6	National Awards	One unit will be motivated to apply under the scheme
7	NMCP schemes	
i	Lean Manufacturing	-
ii	Design Clinic	-
iii	ZED	One unit will be motivated to apply
iv	Digital MSME	One unit will be motivated to apply
v	IPR	-
vi	Incubator	-

CHAPTER-VIII

STEPS TO SET UP MSMEs

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSMEs. 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, Jagatsinghpur. • 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, Khapurja Industrial Estate, Cuttack, www.osicltd.in
6.	Plant and machinery under hire/purchase	<ul style="list-style-type: none"> • Regional Manager, NSIC, Abdul Hamid Street,

	basis	<p>Kolkata</p> <ul style="list-style-type: none"> • 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 • 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

CONCLUSION

The Jagatsinghpur District is predominantly agrarian. It has been experiencing natural calamities like floods and cyclones which are major hindrance in the economic development. Apart from agriculture, trade and commerce, transport, storage and communication manufacturing, processing and repairing services engage a major chunk of population in the District. A section of people is engaged in fishing as allied activity. Considering the existing resources in the district there is renewed interest among the investors outside the state for various industrial activities. Notwithstanding the Posco multinational group the district has enough scope for small investors mainly in the downstream enterprises. Marin activities are the next best area where initiation can be taken both by private investors as well as the state government. However, such initiatives will serve the purpose if its objectives would be large scale employment to the local people by self employment without encroaching upon their land and livelihood.

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.
- 11.

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.

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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
Raw	New MSMEs & Priority Sector Units	100% of Entry Tax paid for 5 years limited to 100% of cost of plant & M/c

Materials	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.	

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

13. ENTREPRENEURSHIP DEVELOPMENT SUBSIDY

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

14. ENVIRONMENTAL PROTECTION INFRASTRUCTURE SUBSIDY

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

15. CAPITAL GRANT TO SUPPORT QUALITY INFRASTRUCTURE

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

16. ANCHOR TENENT SUBSIDY

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

17. MARKETING ASSISTANCE TO INDUSTRIES ASSOCIATIONS

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

18. FILM INDUSTRY

- ❖ All Feature films produced fully or partly in Odisha exempted from entertainment Tax
- ❖ Producers of films utilize Kalinga Studio Limited, Film & Television Institute of Odisha and Kalinga Prasad Colour Laboratory shall avail incentives as per terms and conditions of OFDC.
- ❖ Soft loan assistance at a nominal rate of interest decided by OFDC.
- ❖ Multiplexes / Cinema Halls shall get Govt. land/IDCO land at concessional indl, rate.

19. Non-Mineral based new indl units in industrially backward districts with investment of Rs. 5.00 crore in Plant & M/c treated as Priority Sector unit & eligible for all incentives of Priority Sector.

ODISHA MSME DEVELOPMENT POLICY, 2016

GIST OF FISCAL INCENTIVES PROVIDED:

Capital Investment Subsidy to new Micro & Small Enterprises:

- General category 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 (ICD0 by CONCOR at Jharsuguda & Balasore.
- ✓ Testing Laboratory for pre-shipment export inspection by EIA (Export Inspection Agency) and MPEDA (Marine Products Development Agency for multi-product and seafood products respectively.
- ✓ Exposure visit through participation in International Trade Fairs both inside India and abroad as per provisions of State Export Policy-2014.

ODISHA FOOD PROCESSING POLICY, 2016

GIST OF FISCAL INCENTIVES PROVIDED:

Capital Investment Subsidy:

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

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

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

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

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

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

Modernisation of Meat Shops through Urban Local Bodies-

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

Assistance for Human Resource Development:

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

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

Assistance for promotional activities:

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

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

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

ODISHA BECKONS

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

Odisha's diverse agro-climatic condition which includes 10 agro-climatic zones and 8 major soil types is favorable for production of different types of crops, vegetables, fruits and spices. In the marine segment, the state is bestowed with coastline over 480 kms and is the 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) Act 2004 for providing time bound clearances and approvals. A Combined Application Form (CAF) has been created which all departments/authorities are mandated to accept. This is an effective institutional mechanism for industrial promotion and investment facilitation at various levels.

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