



**Government of India
Ministry of MSME**

Brief Industrial Profile of Kendrapara District
2017-18



Carried out by

MSME-Development Institute, Cuttack

(Ministry of MSME, Govt. of India,)

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FOREWORD

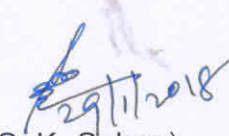
Every year Micro, Small & Medium Enterprises Development Institute, Cuttack under the Ministry of Micro, Small & Medium Enterprises, Government of India has been undertaking the Industrial Potentiality Survey for the districts in the state of Odisha and brings out the Survey Report as per the guidelines issued by the office of Development Commissioner (MSME), Ministry of MSME, Government of India, New Delhi. Under its Annual Action Plan 2017-18, all the districts of Odisha have been taken up for the survey. This Industrial Potentiality Survey Report of **Kendrapara** district covers various parameters like socio-economic indicators, present industrial structure of the district and availability of industrial clusters, problems and prospects in the district for industrial development with special emphasis on scope for setting up of potential MSMEs.

The report provides useful information and a detailed idea of the industrial potentialities of the district. I hope this Industrial Potentiality Survey Report would be an effective tool to the existing and prospective entrepreneurs, financial institutions and promotional agencies while planning for development of MSME sector in the district.

I like to place on record my appreciation for Sri B. K. Moharana, Asst. Director (EI) of this Institute for his concerted efforts to prepare this report under the guidance of Dr. Pragyanmita Sahoo, Dy. Director (EI) for the benefit of entrepreneurs and professionals in the state.

Place: Cuttack

Dated: 29th January, 2018


(Dr. S. K. Sahoo)

Deputy Director Incharge

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Brief Industrial Profile of Kendrapara District

1. General Characteristics of the District:

Kendrapara, which was carved out as a district from the erstwhile undivided Cuttack district came in to existence as a separate entity on 1st April, 1993. The district headquarter i.e Kendrapara is well connected to the neighbouring districts through roads. Almost all parts of the district is covered with plain lands and traversed by rivers like Birupa, Brahmani, Luna, Paika, Chitrotpala and Gobari. It is also covered by many tributaries and canals etc. About 65 kms of the land area is couched by sea. Kendrapada is also known as the Tulasi Khetra. Epics reveal the fact that Lord Balram killed Kenderasura here. He married his daughter Tulasi and settled here. This district is famous for the temple of Lord Baladev Jew. Aul, Bhitarkanika, Kendrapada and Tamala sasan are the famous tourist places. The famous Bhitarkanika Crocodile Sanctuary is situated in the district. The district has also other beautiful places like Suka-Parikshita Ashram, Kudanagari, Harihara Kshetra Mahala, Gadadhara Gosain Pitha, Korua etc.

1.1 Location & Geographical Area:

The district extends from 20° 21' to 20° 47' North latitude and from 86° 14' to 87° 3' East longitude on the eastern coast of Odisha. It is bounded by Bhadrak district in the north, Jajpur and Cuttack district in the north west, Jagatsinghpur district in the south and the Bay of Bengal in the east. The total geographical area of the district is 2644 Sq. Kilometers. The present district of Kendrapara consists of 1.70 % of state area and 3.55% of state Population.

1.2 Topography:

The soil type of the district varies from alluvial, saline and sandy clay. The western part of the district is alluvial which is very fertile in nature whereas the eastern part comprises mainly sandy clay type soil which is saline in nature due to its proximity to the sea. The problem of water logging during rainy season is experienced in the district. Almost all parts of the district is covered with plain lands and traversed by rivers like Birupa, Brahmani, Luna, Paika, Chitrotpala and Gobari. It is also covered by many tributaries and canals etc.

1.3 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.

1.4 Forest:

The district of Kendrapara being a coastal plain, forest area is as minimal as 284 Sq. kms which constitutes 10.74% of the total geographical area. Out of total forest area 82 sq.km. is dense forest, 86 sq.km. is moderate dense forest and 116 Sq. Km. is open forest. The important forest product of the district are

timber, firewood, bamboo, Casuarinas, Eucalyptus, Cashewnut etc. The beautiful scenic Bhitarkanika Mangroove forest situated in the district.

1.5 Administrative set up:

For administrative convenience, the district comprises 1 sub-division, 9 Tahasils (Kendrapara, Aul, Marsagahi, Kanika, Pattamundai, Mohakalpada, Rajnagar, Derabishand Garadpur), 9 CD Blocks (Kendrapara, Aul, Marsagahi, Rajkanika, Pattamundai, Mohakalpada, Rajnagar, Garadpur, Derabish), 2 Municipality, 15 Police Stations including Mahila P.S and 230 GPs. The district has a total of 1547 villages out of which 1415 are inhabited and 132 are uninhabited. It has also got 5 assembly constituencies (Kendrapara, Patkura, Rajnagar, Mahakalpara, Aul) and one parliamentary constituency in the district.

2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2015-16	Degree	20° 21' to 20° 47' N
	ii) Longitude	2015-16	Degree	86° 14' to 87° 3' E
	iii) Geographical Area	2015-16	Sq. Kms	2644
(B)	Administrative Units			
	i) Sub divisions	2015-16	No.	1
	ii) Tehsils	2015-16	No.	9
	iii) Sub-Tehsils	2015-16	No.	-
	iv) Patwar Circle	2015-16	No.	-
	v) Panchayat Samitis (CD Blocks)	2015-16	No.	9
	vi) No. of Municipalities & Corporation	2015-16	No.	2
	vii) No. of NACs	2015-16	No.	-
	viii) Gram Panchayats	2015-16	No.	230
	ix) Census villages (Both Inhabited & Uninhabited)	2015-16	No.	1547
	x) Assembly Area	2015-16	No.	5
2	Population (2011 Census Provisional)			
(A)	Sex-wise			
	i) Male	2011	'000	718
	ii) Female	2011	'000	723
(B)	Rural Population	2011	'000	1357
3	Agriculture			
	Land utilization			
	i) Net Area Sown	2015-16	'000 hectre	126
	ii) Forest area under revenue	2015-16	'000	4

	village		hectre	
	iii) Non Agriculture Land	2015-16	'000 hectre	55
	iv) Barren & Un Cultivable land	2015-16	'000 hectre	1
4	Forest			
	(i) Forest	2015-16	Sq. kms	284
5.	Livestock & Poultry			
A	Cattle			
	i) Cows (Indigenous & Cross Breed)	2012	No	363116
	ii) Buffaloes	2012	No	14032
	Other livestock			
	i) Goats	2012	No	100486
	ii) Pigs	2012	No	1395
	iii) Sheep	2012	No	16409
	iv) Poultry	2012	No	194546
	Railways			
	i) Length of rail line	2014-15	Km	NIL
	V) Roads			
	(a) National Highway	2015-16	Km	76.13
	(b) State Highway	2015-16	Km	61.69
	(c) Major District Road	2015-16	Km	43.68
	(d) Other District Road	2015-16	Km	460.62
	(e) Rural road	2015-16	Km	1046.81
	(f) G.P. Road	2009-10	Km	3105
	(g) Panchayat Samiti Road	2014-15	Km	392
	(h) Forest Road	2014-15	Km	26.80
	(VI) Communication			
	(a) Telephone connection	(As on 31.03.12)	No	102199*
	(b) Post offices	As on 31.03.2015		310
	(VII) Public Health	2014-15		
	(a) Dist. Hqr. Hospital		No	1
	(b) Beds in Allopathic hospitals		No	268
	(c) Ayurvedic Hospital		No	15
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Homoeopathic hospitals		No	19
	(f) Community health centers		No	9
	(g) Primary health centers		No	45
	(h) Dispensaries		No	-
	(i) Sub Health Centers		No	-
	(j) Private hospitals		No	-
	(k) Mobile Health Unit		No	-
	(VIII) Banking commercial	As on 31.03.2017		
	(a) Commercial Bank	-do-	No	126

	Branches			
	(b) Rural Bank Branches	-do-	No	91
	(c) Semi-urban bank Branches	-do-	No	40
	(d) Urban Branches	-do-	No	1
	(IX) Education			
	(a) Primary school	2015-16	No	1218
	(b) Middle schools(Upper Primary)	2015-16	No	833
	(c) Secondary School	2015-16	No	377
	(d)Senior secondary schools (Junior Colleges)	2015-16	No.	53
	(d) Colleges	2014-15	No	29
	(e) Technical University	2014-15	No	-

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

* These figures are of Undivided Cuttack district which includes data of Kendrapara district.

2.1 Existing Status of Industrial Areas in the Kendrapara District:

Sl. No.	Name of Ind. Area/ Estate	Total Land (Acre)	Allotted (Acre)	Allotable litigation free land	Land rate/ Acre/ Rs in lakh	Total Shed (No.)	Sheds allotted /used otherwise (No.)	No. of Units in Production
01	Kendrapara	7.660	4.136	0	-	12	12	03
02	Balabhadrapur	7.420	4.850	0	-	15	-	-

Source: IDCO, Bhubaneswar

3. Industrial Scenario of Kendrapara District

3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	Registered industrial unit	No.	3393
3	Registered medium & large unit	No.	0
4	Total employment in regd. Small scale industries	No.	12311
5	Employment in large and medium industries	No.	0
6	No. Of industrial area	No.	02
7	Investment in Plant & Machineries of small scale industry	In Lakhs	8848.19
8	Investment in P&M of medium & large scale industries	In Lakhs	0

Source: Directorate of Industries,Cuttack

3.2 Year wise trend of units registered:

Sl. No.	Year	Number of registered units	Investment (lakh Rs.)	Employment (No.)
Up To	1984-85	296	69.07	1581
	1985-86	6	2.2	31
	1986-87	4	1.35	19

During	1987-88	17	17.01	99
	1988-89	8	7.18	235
	1989-90	4	1.86	29
	1990-91	1	0.5	9
	1991-92	6	6.91	32
	1992-93	4	27.4	32
	1993-94	2	0.32	6
	1994-95	5	7.51	52
	1995-96	4	4.9	26
	1996-97	23	11.73	97
	1997-98	39	26.5	147
	1998-99	43	103.13	194
	1999-2000	31	31.83	113
	2000-01	39	28.03	171
	2001-02	45	93.24	141
	2002-03	24	35.86	74
	2003-04	43	24.24	197
	2004-05	43	42.69	161
	2005-06	45	53.69	226
	2006-07	40	113.96	169
	2007-08	46	105.62	278
	2008-09	46	63.36	259
	2009-10	46	306.35	357
	2010-11	51	80.86	291
	2011-12	54	283.63	333
	2012-13	75	225.33	585
	2013-14	160	1391	702
	2014-15	641	1920.14	1830
2015-16	1502	3760.79	3835	
Total	3393	8848.19	12311	

Source: Directorate of Industries, Cuttack

3.3 Details of existing Micro & Small Enterprises in the District: (By end of 2015)

Sl. No.	Type of industry	Number of units	Investment (lakh Rs.)	Employment (No.)
1	Food and Allied	284	2797.74	1210
2	Chemical & Allied	20	40.82	97
3	Electrical & Electronics	5	21.93	22
4	Engineering & Metal based	145	594.93	660
5	Forest & Wood based	115	224.59	388
6	Glass & Ceramics	146	645.35	975
7	Livestock & Leather	2	2.29	6
8	Paper & Paper product	10	30.98	30
9	Rubber & Plastics	5	36.2	21
10	Textiles	63	110.91	286
11	Misc. Manufacturing	115	455.58	513
12	Repairing & Servicing	1272	2719.6	3498
Total		2182	7680.92	7706

Source: Directorate of Industries, Govt. of Odisha, Cuttack

3.4 Large Scale Industries / Public Sector undertakings:

There is no large Industries or Public Undertakings present in the district.

3.5 Major Exportable Item: NIL

3.6 Growth Trend:

The growth trend of registered units in the district from 1984-85 to 2013-14 is asymmetrical. However, from 2010-11, there is continuous rise in the no. of registered units increasing significantly to 641 in 2014-15 and 1502 during 2015-16. This shows that a large no. of units have gone into production during 2014-15 and 2015-16.

3.7 Vendorisation/ Ancillarisation of the Industry:

As there is no large and medium scale industries in the district, there is little scope for ancillary development. However, some ancillary and downstream industries can be promoted basing upon the requirements of the mother plants located in the neighbouring districts. This can be done taking into view the requirement and demand of the mother plants located inside the state. As Kendrapara district is neighbouring industrially rich districts like Jajpur, Bhadrak there is a very good scope for ancillarisation and vendorisation of the Industry.

3.8 Medium Scale Enterprises

There is no Medium Scale Industries or Public Undertakings present in the district.

3.9.1 Service Enterprises:

As there is no large & medium scale industries in the district, people mainly depending on MSME sector. Service Enterprises like Automobile Garage, Tailoring Units and Repairing of Electrical Appliances Units are present in the district.

3.9.2 Potentials areas for service industry:

01. Automobile Garage
02. Electrical Appliances Repairing
03. Tailoring
04. DTP & Screen Printing
05. Photo Lab
06. Mobile Phone Repairing
07. Laundry
08. Modern Saloon
09. Internet Café

3.10 Potential for new MSMEs

01. Rice Mill
02. Flour Milling

03. Spices Grinding
04. Packaged Drinking Water
05. Phenyle Preparation
06. Voltage Stabilizer
07. UPS manufacturing
08. General Fabrication
09. Fly Ash Bricks
10. Cement Concrete Products
11. Readymade Garments
12. Jute Carry Bags
13. Exercise Book Manufacturing
14. Ice Blocks
15. Groundnut decortications
16. Paper Cup & Plates
17. Cold Storage.

4. Existing Clusters of Micro & Small Enterprise:

There has been no cluster identified in the district at present, but a sizeable number i.e. 24 nos. of Rice Mills are operating in the district and more enterprises are in the pipeline. These enterprises are usually processing raw rice and some produces parboiled rice. So there is a very good scope for cluster approach on rice mills in the district.

Another Prospective Cluster is Cotton Saree Cluster in and around Kendrapara.

Still there exists some artisan clusters in the district, the details of which are as follows.

Sl. No	Location	Craft	No. of Artisans	No. of SHG involved
01	Tikhiri	Bamboo Craft	80	5
02	Jajanga	Golden Grass	134	9
03	Nantara	Natural Fibre Craft	30	2
04	Palsingha	Golden Grass Craft	60	4
05	Ramnagar	Keora Leaf Craft	60	4
06	Baruan	Golden Grass Craft	76	5
07	Marshaghai, Garadpur	Terracota	60	4
08	Paripangara	Natural Fibre Craft	60	4
Total			560	37

Source: 126th State Level Banker's Committee Meeting Report

5. MSMEs registered in UAM:

Total	Micro	Small	Medium
416	375	41	-

Source: UAM Portal, DC (MSME), New Delhi.

6. General issues raised by industry association:

There is no Industrial Association present in the district yet the important issues raised by some entrepreneur are as follows

01. Lack of Awareness on Entrepreneurship among people.
02. Lack of infrastructure facilities.
03. Bottlenecks in availability of credit.
04. Frequent disruption of power.

7. Prospects of training programmes during 2017-18

S. No.	Name of the programme	Subject	No of training programmes conducted during 2017-18
1	ESDP	Making of soaps, detergent and household chemicals	01
2	IMC	General	01

8. Action plan for MSME Schemes during 2018-19

Sl. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	-
2	MATU	
	International Trade Fair	One manufacturing MSE to be identified to participate in International trade fair.
	Domestic Trade Fair	Three manufacturing MSEs to be identified to participate in domestic trade fair
	VDP	MSEs will be motivated to get vendor registration in CPSu.
3	CLCSS	Handholding support will be provided
4	CGTMSE	Handholding support will be provided
5	International cooperation	-
6	National awards	Two units will be motivated to participate in National Award
7	NMCP schemes	
	Lean Manufacturing	One cluster will be identified
	Design Clinic	-
	Tech. & quality up gradation support	One seminar will be organised
	IPR	One seminar would be organised
	Incubator scheme	-
	ZED	One awareness programme will be organised
	Digital MSME	-

These have been proposed and would be conducted subject to availability of sanction

9. STEPS TO SET UP MSMEs

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.	Provisional Registration Certificate – Udyog Aadhaar Memorandum(UAM)	<ul style="list-style-type: none"> • Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack, www.as.ori.nic.in/diorissa/ • General Manager, DIC, Kendrapara. • MSME-DI, Govt. of India, Cuttack www.udyogaadhaar.gov.in
2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> • MSME Development Institute, Vikash Sadan, College Square, Cuttack www.msmedicuttack.gov.in
3.	Land and Industrial shed	<ul style="list-style-type: none"> • MD, IDCO, IPICOL House, Janpath, Bhubaneswar www.idco.in
4.	Financial assistance	<ul style="list-style-type: none"> • MD, OSFC, OMP Square, Cuttack, www.osfcindia.com • MD, IPICOL, Janpath, Bhubaneswar, www.ipicolorissa.com • Director, KVIC, 6, Budha Nagar, Bhubaneswar, www.kvic.org.in • Secretary, KVIB, Near Rupali Square, Bhubaneswar • General Manager, NABARD, Nayapalli, Bhubaneswar, https://www.nabard.org/english/Orissa.aspx • General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar, www.sidbi.com • Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> • M.D., OSIC, Khapuria Industrial Estate, Cuttack, www.osicltd.in
6.	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> • Regional Manager, NSIC, Abdul Hamid Street, Kolkata • Sr. Branch Manager, NSIC, Link Road, Cuttack, www.nsic.co.in
7.	Power/Electricity	<ul style="list-style-type: none"> • Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar, www.gridco.co.in • 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.depmodisha.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