



**Government of India
Ministry of MSME**

Brief Industrial Profile of Kendrapara District
2019-20



Carried out by

MSME-Development Institute, Cuttack

(Ministry of MSME, Govt. of India,)

As per the Guidelines issued by O/o DC(MSME), New Delhi

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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 2019-20, 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 would 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 for the benefit of entrepreneurs and professionals in the state.

Place: Cuttack

Dated: 03.08.2020



(Dr. S. K. Sahoo)

Director In-charge

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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 249 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	2018-19	Degree	20° 21' to 20° 47' N
	ii) Longitude	2018-19	Degree	86° 14' to 87° 3' E
	iii) Geographical Area	2018-19	Sq. Kms	2644
(B)	Administrative Units			
	i) Sub divisions	2018-19	No.	1
	ii) Tehsils	2018-19	No.	9
	iii) Sub-Tehsils	2018-19	No.	-
	iv) Patwar Circle	2018-19	No.	-
	v) Panchayat Samitis (CD Blocks)	2018-19	No.	9
	vi) No. of Municipalities & Corporation	2018-19	No.	2
	vii) No. of NACs	2018-19	No.	-
	viii) Gram Panchayats	2018-19	No.	249
	ix) Census villages (Both Inhabited & Uninhabited)	2018-19	No.	1547
	x) Assembly Area	2018-19	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	2018-19	'000 hectre	128
	ii) Cultivable Waste	2018-19	'000	6

			hectre	
	iii) Non Agriculture Land	2018-19	'000 hectre	49
	iv) Barren & Un Cultivable land	2018-19	'000 hectre	5
4	Forest			
	(i) Forest	2017-18	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	2018-19	Km	85.46
	(b) State Highway		Km	60.32
	(c) Major District Road		Km	44.90
	(d) Other District Road		Km	477.34
	(e) Rural road		Km	1350.31
	(f) Inter Village Road		Km	1320.53
	(g) Intra Village Road		Km	1612.96
	(h) Forest Road		Km	0
	(VI) Communication			
	(a) Post offices	As on 01.04.2019		285
	(VII) Public Health			
	(a) Dist. Hqr. Hospital	2018	No	1
	(b) Beds in Allopathic hospitals		No	381
	(c) Ayurvedic Hospital		No	16
	(d) Beds in Ayurvedic hospitals		No	-
	(e) Homoeopathic hospitals		No	19
	(f) Community health centers		No	8
	(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 31.03.2019		
	(a) Commercial Bank Branches	-do-	No	135
	(b) Urban and Semi Urban	-do-		43

	(c) Rural	-do-		92
	(IX) Education			
	(a) Primary school	2018-19	No	1212
	(b) Middle schools(Upper Primary)		No	772
	(c) Secondary School		No	376
	(d)Senior secondary schools (Junior Colleges)		No.	93
	(d) Colleges		No	31

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

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 (In Rs.)	Total Shed (No.)	Sheds allotted /used otherwise (No.)	No. of Units in Production
01	Kendrapara	7.660	4.862	6.128	30,00,000	17	-	06
02	Balabhadrapur	7.420	5.882	5.936	10,00,000	18	-	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.	7674
2	Registered medium Unit	No.	2
3	Registered Large Unit	No.	0
4	Total employment in regd. Small scale industries	No.	21884
5	Employment in and medium industries	No.	55
6	Employment in large industries	No.	0
7	No. Of industrial area	No.	02
8	Investment of small scale industry	In Lakhs	22481.88
9	Investment of medium industries	In Lakhs	830
10	Investment of 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
	1987-88	17	17.01	99
	1988-89	8	7.18	235

During	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	
2016-17	1661	4903.82	3835	
2017-18	1345	3778.52	2801	
2018-19	1335	4951.35	2937	
	Total	7674	22481.88	21884

Source: Directorate of Industries, Cuttack and District at a Glance, 2020, Directorate of Economics & Statistics, Govt. of Odisha

3.3 Details of existing Micro & Small Enterprises in the District: (By end of 2016)

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 1335 during 2018-19. This shows that a large no. of units have gone into production during 2015-16, 2016-17 and 2018-19.

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

Sl. No.	Name	Address	Employment	Investment (In Lakh)
1	Narayani Food Processing	Bilipada, Rajgarh, Kendrapara	40	600
2	Dhabaleswar Cold Storage	Haladibasanta, Fakirbad, Kendrapara	15	230

Source: UAM Portal, O/o DC (MSME), New Delhi

3.9.1 Service Enterprises:

As there is no large 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 and Potential Clusters of Micro & Small Enterprise:

Sl. No.	Name of the Cluster (Product)	Location	District	No. of MSMEs (approx.)	Cluster is suitable for which Scheme	Nodal Person of DIC/Association/ NGO etc
1	Wooden Furniture	Kendrapara	Kendrapara	40	SFURTI	Coir Board
2	Rajkanika Coir	Rajkanika	Kendrapara	500	SANKALP	SIDAC/ GM DIC
3	Jajanga Golden Grass	Baro&Jajanga	Kendrapara	3000 Artisans	SFRUTI	GM, DIC
4	Tilanga Embroidery Cluster	Tilanga&Golar hat	Kendrapara	350 Artisans	SFRUTI	GM, DIC
5	Teragan Terracotta Cluster	Golarhat Teragan Parakula Badapada	Kendrapara	450 Artisans	SFRUTI	Coir Board
6	Maninathpur Coir Cluster	Maninathpur Haripur Dalanta Jamapara Kalabuda Korua	Kendrapara	350 Artisans	SFRUTI	KVIC
7	Natural fiber works	Kendrapara	Kendrapara	200	SFRUTI	DIC, Kendrapara
8	Applique Works	Kendrapara	Kendrapara	240	SFRUTI	DIC, Kendrapara
9	Cane and Bamboo works	Kendrapara	Kendrapara	2119	SFRUTI	DIC, Kendrapara
10	Palm leaves aching	Kendrapara	Kendrapara	478		

5. MSMEs registered in UAM:

Total	Micro	Small	Medium
1171	1001	168	2

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 2020-21

S. No.	Name of the programme	No of proposed programme to be conducted
1	ESDP	1
2	MDP	1
3	EAP	1
4	IMC	2

N.B. Subject to availability of sanction from O/o DC (MSME), New Delhi

8. Action plan for MSME Schemes during 2020-21

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	There is scope for undertaking cluster activities on Rice Mill cluster 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 technique(5C)	5 units will be motivated.
iii	Development of Marketing Haat(5D)	01 Haat will be developed
iv	VDP(5E)	01
v	International/National Workshop/Seminar(5F)	01
vi	Awareness Programme(5G)	05 Programmes will be organised
3	CLCSS	-
4	CGTMSE	Five units will be motivated to apply under the scheme
5	International cooperation	-

6	National Awards	Three units will be motivated to apply
7	CLCSS-TUS	
i	Lean Manufacturing	-
ii	Design Clinic	-
iii	ZED	01
iv	Digital MSME	One unit will be motivated to apply
v	IPR	01
vi	Incubator	One Tech. college will be motivated to apply for HI status

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

		<ul style="list-style-type: none"> Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> M.D., OSIC, Khapuria Industrial Estate, Cuttack, www.osictd.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.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

