

Government of India Ministry of MSME

Brief Industrial Profile of Subarnapur District

2019-20



Carried out by

MSME-Development Institute, Cuttack

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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 **Subarnapur 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 Shri S. K. Sahu, AD (EI) of this Institute for his concerted efforts to prepare this report for the benefit of entrepreneurs and professionals in the state.

(Dr. S. K. Sahoo) Director Incharge

Cuttack, Dated:

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Brief Industrial Profile of Subarnapur District

1. General Characteristics of the District: The district of **Subarnapur** came into existence as a 'new district' from 1st April, 1993. It has been carved out of undivided Bolangir district. Subarnapur district comes under 9th Agro-climatic zone of Orissa. i.e. Western Central Table Level. It is located in the Mahanadi River basin. The district is known for its rich cultural heritage, arts and crafts. The textiles and terracotta work of Subarnapur, brass metal works and Filigree crafts of Tarava and Binka, stone carving of Ullunda and Paddy crafts of Dunguripali have earned worldwide reputation. From the time of Chauhan rulers till date, the district of Subarnapur has produced literature of world fame and name. The poet and prophet of Mahima Dharma, Santh Bhima Bhoi was a literary genius of the soil. The predominant economic activities prevalent in the district are agriculture, horticulture, forest and fisheries in small -scale sector and handlooms product/weaving in the artisan, cottage and village industrial activities. It has good spread of artisans. Weaving is the major economic activity of the people of the district. Subarnapur is famous for its handloom products.

1.1 Location & Geographical Area. This district lies between 20 degree 30 minute to 20 degree 10 minute North latitude and 83 degree 27 minute to 84 degree 15 minute East longitude. It is surrounded by four districts namely Bolangir(West), Boudh(South), Sambalpur(East) and Bargarh (North). Subarnapur, the district head quarter and the land of temples on the banks of river Mahanadi is in the western part of Orissa. The district spreads over an area of 2337 sq kms.

1.2 TOPOGRAPHY.The district has alluvial and fertile soil in the basins of the rivers "Mahanadi", "Tel" & "Ong" suitable for cultivation of a few cash crops. The soil type is sandy , sandy clay & sandy loam. The climatic condition of Subarnapur is quite extreme. Summer is hot and dry. Rainy season is characterized by fairly good rainfall and high degree of humidity. Cold is equally severe in winter. Rains in the district are caused by the South-West monsoon which breaks in June, reaches its peak in August and retreats in the middle of October. The temperature shows a wide fluctuation varying between 47 degree centigrade in summer and below 7 degree in winter. The average rainfall annually comes to 1443.5 mm.

1.3 Availability of Minerals –Though some minerals are found in the districts like Quartz,Graphite and Manganese,only production of Quartz is economically viable.There are 3 working mines of Quartz covering 119.225 hectres.The production of Quartz during 2010-11 is as follows.

	NAME OF MINERAL	PRODUCTION in tones 2010-2011		
MAJOR MINERAL				
1.	Quartz	700.0 M.T		

PRODUCTION OF MINERAL 2010-11

SOURCE:-O/o Directorate of Mines, Odisha

1.4 FOREST: Forest occupies 415.78 sq.kms. area which constitutes 17.79% area of the total geographical area of the district. The major forest products of the district are timbers, fire wood, kendu leaves. There are also some waste lands. In these lands, social forestry can be encouraged especially eucalyptus, akasia, sal and bamboo.

1.5 Administrative set up The district comprises of 2 Sub-Divisions, 6 Tahasils, 6 CD Blocks, , 9 Police Stations, 1 Municipality , 2 NACs, 109 Gram Panchayats and 962 Villages (856 habited and 106 un-inhabited). The detailed picture of the administrative set up in the district is given below:

1. District Headquarter	: Subarnapur
2. No. of Sub-Divisions	: 2 (Subarnapur and Bir Maharajpur)
3. No. of Municipality	: 1 (Subarnapur)
4. No. of NAC	: 2 (Binka, Tarava)
5. No. of CD Blocks	: 6 (Subarnapur, Binka, Dunguripali,
	Tarava, Birmaharajpur & Ullunda)

6. No. of Gram Panchayats : 109

2. District at a glance

SI.	Particular	Year	Unit	Statistics
No.				
1.	Geographical features			
(A)	Geographical Data			
	i) Latitude		Degree	200 30' to 200 10' (North)
	ii) Longitude		Degree	830 27' to 840 15' (East)
	iii) Geographical Area		Sq. Kms	2337
(B)	Administrative Units			
	i) Sub divisions	2018	No.	02
	ii) Tehsils	2018	No.	06
	iii) Sub-Tehsils	2018	No.	-
	iv) Patwar Circle	2018	No.	-
	v) Panchayat Samitis(CD Blocks)	2018	No.	06
	vi) No. of Municipalities & Corporation	2018	No.	01
	vii)No. of NACs	2018	No.	02
	viii) Gram Panchayats	2018	No.	109
	ix) Census villages(Both Inhabited & Uninhabited)	2018	No.	962
	x) Assembly Area	2018	No.	02

2.	Population(2011 Census)			
(A)	Sex-wise			
	i) Male	2011	000	311
	ii) Female	2011	000	299
(B)	Rural Population	2011	000	560
(0)	Urban Population	2011	000	50
3.	Agriculture	2011		
<u> </u>	Land utilization			
	i) Total Area	2018-19	Sq. Kms	2337
	ii) Forest cover	2018-19	Sq. Kms	415.78
	iii) Non Agriculture Land	2018-19	`000 Hec	22
	iv) Barren & Culturable land	2018-19	`000 Hec	12
4.	Forest			
	(i) Forest	2018-19	Sq. Kms	415.78
5.	Livestock & Poultry	L	<u> </u>	
Α	Cattle			
	i) Cows (Indigenous & Cross	2012	No	165061
	Bred)			
	ii) Buffaloes	2012	No	10388
В	Other livestock			
	i) Goats	2012	No	95340
	ii) Pigs	2012	No	1327
	iii) Dogs & Bitches	2012	No	-
	iv) Poultry	2012	No	150066
6.	Railways			
	i) Length of rail line	2014-15	Km	12.13
7.	Roads			
	(a) National Highway	2018-19	Km	45.70
	(b) Express highway	2018-19	Km	-
	(c) State Highway	2018-19	Km	47.80
	(d) Major District Road	2018-19	Km	81.51
	(e) Other District Road	2018-19	Km	417.63
	(f) Rural road	2018-19	Km	767.06
	(g)Inter village Road	2018-19	Km	1848.32
	(h) Intra village Road	2018-19	Km	916.57
	(f) Forest Road	2018-19	Km	26.30
8.	Communication			
	(a) Telephone connection			*22460
	(b) Post offices	27.03.17		97
9.	Public Health			
	(a) Allopathic Hospital		No	4

	(b) Beds in Allopathic		No	222	
	hospitals				
	(c) Ayurvedic Hospital		No	14	
	(d) Beds in Ayurvedic		No	-	
	hospitals	2018-19			
	(e) Unani hospitals		No	05	
	(f) Community health		No	05	
	centers				
	(g) Primary health centers		No	18	
	(h) Dispensaries		No	-	
	(i) Sub Health Centers		No	-	
	(j) Private hospitals		No	02	
	(k) Mobile Health Unit		No	07-	
10.	Banking commercial				
	(a) Commercial Bank	2018	No	73	
	Branches				
	(b) Rural Bank Branches	2014-15	No	18	
	(c) Co-Operative bank	2014-15	No	11	
	Branches				
	(d) Public Sector Bank	2014-15	No	27	
	Branches				
11.	Education				
	(a) Primary school	2018-19	No	568	
	(b) Middle schools(Upper	2018-19	No	404	
	Primary)				
	(c) Secondary & senior	2018-19	No	145	
	secondary schools(Junior				
	Colleges)				
	(d) Colleges(Junier& Degree)	2018-19	No	41+20	
	(e) Technical University	2018-19	No	-	
<u> </u>	/ · _ / _ / / / / / / / / / / / /				

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

2.1 Existing Status of Industrial Estates/Areas/Growth Centres in the District of Subarnapur

There is only one Industrial Estate established at Bodupali in the year,2012 situated over 5.410 acers of land out of which 0.688 acers of land has been allotted and only two units have come up. The rate per Acre is Rs 11 Lakh only.

3. INDUSTRIAL SCENERIO OF SUBARNAPUR DISTRICT

3.1 Industry at a Glance 2016-17

Sr No	Head	Unit	Particulars
1.	TOTAL REGISTERED INDUSTRIAL UNIT	NOs	2489
2.	TOTAL EMPLOYMENT	NOs	10457
3.	NO. OF INDUSTRIAL AREA	NOs.	01
4.	INVESTMENT .	IN LACS	6811.33

Source: O/o. Directorate of Industries, Cuttack and DIC, Subarnapur

3.2	YEAR WISE TREND OF UNITS REGISTERED					
	YEAR	NUMBER OF REGISTERED	EMPLOYMENT	INVESTMENT		
		UNITS		(lakh Rs.)		
Up to	1984-85	99	751	45.15		
	1985-86	1	2	0.5		
	1986-87	9	34	3.84		
	1987-88	12	61	4.44		
	1988-89	9	90	5.38		
	1989-90	2	26	2.71		
	1990-91	4	65	29.24		
	1991-92	2	13	0.56		
	1992-93	6	72	3.55		
	1993-94	6	121	29.95		
	1994-95	0	0	0		
	1995-96	6	28	3.03		
	1996-97	10	64	5.64		
	1997-98	8	86	6.11		
During	1998-99	7	36	3.39		
	1999-2000	16	131	15.88		
	2000-01	22	99	14.01		
	2001-2002	13	53	3.48		
	2002-03	2	4	1.41		
	2003-04	1	11	0.75		
	2004-05	6	220	287.05		
	2005-06	1	29	9.05		
	2006-07	8	225	371.17		
	2007-08	2	28	15.22		

3.2 YEAR WISE TREND OF UNITS REGISTERED

Total	3055	12028	7714.1
2018-19	566	1571	902.73
2017-18	533	1642	962.67
2016-17	685	2145	1706.88
2015-16	619	2651	2344.65
2014-15	272	934	699.66
2013-14	69	267	1.75
2012-13	22	258	115.81
2011-12	13	81	19.91
2010-11	8	50	10.42
2009-10	14	142	73.69
2008-09	2	38	14.38

Source: O/o. Directorate of Industries, Cuttack and DIC, Subarnapur

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

Ca	Category of Product wise No. of MSME set up with						
	Investment & Employment in the SUBARNPUR						
	DISTRI	CT by end o	f 2015				
SI.	Category Name	No. of SSI	No. of SSI	Employment			
No.		unit set up	unit set up				
1.	FOOD AND ALLIED	264	3823.44	1788			
2.	CHEMICAL & ALLIED	2	2.35	6			
3.	ELECTRICAL &						
	ELECTRONICS	0	0	0			
4.	ENGINEERING & METAL						
	BASED	52	167.89	245			
5.	FOREST & WOOD BASED	12	33.77	58			
6.	GLASS & CERAMICS	26	313.87	453			
7.	LIVESTOCK & LEATHER	2	2.7	10			
8.	PAPER & PAPER						
	PRODUCT	17	48.89	55			
9.	RUBBER & PLASTICS	3	1.82	5			
10.	TEXTILES	210	1132.07	1151			
11.	MISC. MANUFACTURING	25	41.55	74			
12.	REPAIRING &						
	SERVICING	416	852.77	1190			
	Total	1029	6421.12	5035			

Source: Directorate of Industries, Odisha

3.4. Large Scale Industries / Public Sector undertakings (NIL)

3.5. Vendorisation / Ancillarisation of the Industry

As there is a no large and medium scale industry 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. In this liberalized era, the place or locality is not a rigid criteria for development of ancillary industries. This can be done taking into view the requirement and demand of the mother plants located inside the state. Similarly, as a number of large scale industries are on the pipeline specially on steel, mine and power sector for which MOU has already been signed. So, there is scope for ancillarization in near future.

3.6 Growth Trend:

In general there is a growing trend of number of units registered, employment generated in the district over the years. However the growth trend during the year 2014-15, 2015-16 2016-17 and 2017-18 as depicted in Block 3.2 appears to be very high as large number of Industries had gone into production.

3.7. Service Enterprises

There is every scope for service enterprises with repect to Handloom Sector as Handloom is prominent activities of the district. There are cluster different places different Handloom exists in like Bir Maharajpur, Binika, Sonepur, Ullunda, Tarva, Dunguripally etc Handloom weavers organized themselves into Weavers Cooperative Societies with functional production and marketing society. Thus there is vast scope for service items like silk twisting, dying, sizing, knitting, and jari work in the district for the master weaver and enterprises.

3.8. Potentials areas for service industry

Activities under service sectors generally require less capital and labour intensive in nature. It is widely feasible because of growing need towards these services. The following servicing units are identified for the districts.

- 1) Cycle/ Auto Rickshaw Repairing unit
- 2) Agro servicing centres
- 3) Retreading of tyres
- 4) Reconditioning of Battery
- 5) Electrical repairing shop and motor winding
- 6) Cyber cafe
- 7) Diagnostic centre
- 8) Colour Photo Laboratory
- 9) Digital Photo studio
- 10) Dry Cleaning/Laund
- 11) Audio and video shooting

- 12) Restaurant /Hotel
- 13) Mobile Repairing
- 14) DTP AND Screen Printing
- 15) Flex Banner
- 16) Tailoring
- 17) Silk Twisting
- 18) Textile Dying
- 19) Sizing
- 20) Knitting
- 21) Jari work

3.9. Potential for new MSMEs

Taking into the consideration on availability of raw material and local demand, the following resource based and demand based MSMEs are suggested.

- 1. Rice Mill
- 2. Oil Mill/Extraction Unit
- 3. Mini Sugar Mill
- 4. Crusher
- 5. Foods Processing
- 6. Agriculture Implement
- 7. Aluminium Utensil
- 8. Diary Product
- 9. Food Mixture
- 10.Spices Grinding
- 11.Packaged Drinking Water
- 12. Processing of Paddy Husk/Cattle Feed
- 13.Bakery/Confectionery
- 14.Ice Slab/Candy
- 15.Fabrication/Furniture
- **16.Printing Press**
- 17.Dal Processing/Packaging
- 18.Artistic Teracotta
- 19.Cocoon Reeling
- 20.Seed Processing
- 21.Chuda Mill
- 22.Tamarind Processing/Packaging
- 23.PSC Poles
- 24.Cement Product
- 25.VSBK Brick
- 26.Leaf Cup and Plate
- 27.Handloom Weaving/Fabrics
- 28.Tie & Die
- 29.Readymade Garments
- 30.Agarbati

31.Bamboo works

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAILS OF MAJOR CLUSTERS

The following details of major cluster existing in the district for intervention under different schemes.

			Sul	barnapur			
SI	Name of the	Location	District	No.of	Any	Cluster	Nodal Person
No	Cluster (Product)			MSMEs In the	interventio n undertake	is suitable for	of DIC/Associatio
				Cluster	n in the Cluster	which Schem	n/
				(approx.)	Cluster	е	NGO etc
1	Terracotta	Kuhibahal	Subarna pur	350 Artisans	Nil	SFURTI	DC, Handicrafts
2	Bamboo Craft	Birmaharaj pur	Subarna pur	200 Artisans	Technical skill training Imparted	SFURTI	DC, Handicrafts PD, DRDA
3	Handloom	Birmaharaj pur	Subarna pur	1000 Artisans	Nil	SFURTI	DC, Handicrafts ORAMAS
4	Rice Mill	Sonepur	Subarna pur	42 units	Nil	MSE-C DP	GM, DIC
5	Brass and Bell metal crafts	Binka	Subarna pur	100 Artisans	Nil	SFURTI	DDM, NABARD
6	Bleach/Dye Print textiles	Dungripalli	Subarna pur	500 Artisans	Design & developme nt of Products	SFURTI	DDM, NABARD
7	Patachitra Painting	Rampur	Subarna pur	50 Artisans	Nil	SFURTI	PD, DRDA
8	Brass and Bell metal crafts	Tarva	Subarna pur	100 Artisans	Nil	SFURTI	DDM, NABARD
9	Terracotta	Tarva	Subarna pur	500 Artisans	Techincal training Imparted	SFURTI	DC, Handicrafts
10	Handloom	Sonepur	Subarna pur	300 Artisans	CFC under taken	SFURTI	EDI, Bhubaneswar

5. Udyog Aadhar (As on March, 2020)

SI.No	Enterprises	Registered
1	Micro	900
2	Small	100
3	Medium	02
Total		1002

6. General issues raised by industry association

As there is no industries association exists in the district as reported by DIC, some leading entrepreneurs are contacted and their views are noted.

1. There is only one Industrial estate/Area in the district

2. Frequent disruption of Power

3. There is need of improvement in infrastructure and transportation for marketing the products.

4. No railway line to important growth area in the district which inhibits industrial promotion.

7. Prospects of Training Programme during 2020-21

SI.No	Name of the Training Programme to be organised	Nos
1.	ESDP	1
2.	EAP	1
3.	MDP	1
4.	IMC	1

N:B- Subject to receiving of sanction from office of DC, MSME.

8. Action plan for MSME Schemes during 2020-21

S.	Name of the Scheme	Proposed activity on the scheme
No.		
1	MSE-CDP	There is scope for undertaking cluster
		activities on Power loom cluster in the
		district.
2	P&MS	
i	Domestic Trade Fair(5A & 5B)	Two units will be motivated to apply
ii	Capacity building of MSMEs in	01unit will be motivated.
	Modern Packaging technique(5C)	
iii	Development of Markting Haat(5D)	01 Haat will be developed
iv	VDP(5E)	
V	International/National	
vi	Awareness Programme(5G)	01Programmes will be organised
5	International cooperation	-

9. STEPS TO SET UP MSMEs

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

	Sistance to the entrepreneurs.Type ofName, address and website of agencies	
SI. No.	assistance	
1.	Provisional Registration Certificate – Udyog Aadhaar Memorandum(UAM)	 Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack, <u>www.as.ori.nic.in/diorissa/</u> General Manager, DIC, Subarnpur. <u>www.udyogaadhaar.gov.in/</u>
2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	 MSME Development Institute, Vikash Sadan, College Square, Cuttack, <u>www.msmedicuttack.gov.in</u>
3.	Land and Industrial shed	 MD, IDCO, IPICOL House, Janpath, Bhubaneswar www.idco.in
4.	Financial assistance	 MD, OSFC, OMP Square, Cuttack, <u>www.osfcindia.com</u> MD, IPICOL, Janpath, Bhubaneswar, <u>www.ipicolorissa.com</u> Director, KVIC, 6, Budha Nagar, Bhubaneswar,<u>www.kvic.org.in</u> Secretary, KVIB, Near Rupali Square, Bhubaneswar General Manager, NABARD, Nayapalli, Bhubaneswar, <u>https://www.nabard.org/english/Orissa.aspx</u> General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar, <u>www.sidbi.com</u> Nationalized Banks
5.	For raw materials under Govt. supply	 M.D, OSIC, Khapuria Industrial Estate, Cuttack, <u>www.osicltd.in</u>
6.	Plant and machinery under hire/purchase basis	 Regional Manager, NSIC, Abdul Hamid Street, Kolkata Sr. Branch Manager, NSIC, Link Road, Cuttack, <u>www.nsic.co.in</u>

7		
7.	Power/Electricity	 Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar, <u>www.gridco.co.in</u> Chairman, CESCO, IDCO Tower, Bhubaneswar, <u>www.cescoorissa.com</u>
8.	Technical Know-how	 Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003, <u>www.msmedicuttack.gov.in</u>
9.	Quality & standard	 Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar, <u>www.bis.org.in/dir/bhbo.htm</u> Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar, <u>www.npcindia.gov.in/offices</u> Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003
10.	Marketing/Export assistance	 Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar, www.ecgc.in/portal/servicenetwork/easternpopup. asp Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar, www.depmodisha.nic.in Sr.Branch Manager, NSIC, Link Road, Cuttack.
11.	Other Promotional Agencies	 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