



**Government of India  
Ministry of MSME**

## **Brief Industrial Profile of Gajapati District** **(2020-21)**



Carried out by

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(Ministry of MSME, Govt. of India,)

(As per the guidelines of 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 **Gajapati** 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 S. N. Dash, Asst. Director (EI) of this Institute for his concerted efforts to prepare this report under the guidance of Dr. Pragyasmita Sahoo, Dy. Director (EI) for the benefit of entrepreneurs and professionals in the state.

Place: Cuttack  
Dated:



(Dr. S. K. Sahoo)  
Director Incharge

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# **Brief Industrial Profile of Gajapati District**

## **1. General Characteristics of the District**

Gajapati District has been named after Maharaja Sri Krushna Chandra Gajapati Narayan Dev, the Ex-Raja Sahib of Paralakhemundi Estate (the 1<sup>st</sup> Prime Minister of Orissa State), who is remembered for his contribution in the formation of a separate Orissa province and inclusion of Paralakhemundi estate in Orissa. Gajapati District came into existence with effect from 2<sup>nd</sup> October 1992 after bifurcated from Ganjam District. The district headquarter is Paralakhemundi. There are 7 Tahasils, 7 Blocks, 1,612 Villages, 149 Gram Panchayats and 11 Police stations..

### **1.1 Location & Geographical Area.**

Gajapati District lies between 18.46 North latitude and 84 .27 East longitude. It is bounded by Ganjam & Andhra Pradesh on the East, Rayagada district on the West, Ganjam & Kandhamal districts on the North & Andhra Pradesh on the South.

### **1.2 Topography**

The district has two distinct geographical and agro climatic divisions. The plains in the south east comprising Gosani and Kashinagar blocks have sandy loams and clay loam soil. The remaining part of the district has hilly table land with red laterite soil.

### **1.3 Availability of Minerals.**

The major economic mineral found in the district is Granite (Decorative Stone) in R.Sitapur, Sambellesa, Saradhapur, Uppalada and Sidhamadango of Paralakhemundi Tahasil.

### **1.4 FOREST**

The total forest area is 4325 Sq.Km i.e 58.27% of the total geographical area of the district. The major portion of forests are located in R.Udayagiri, Mohana, Nuagad and Gumma blocks. The major forest products are timber, bamboo, sal seed, fire-wood, hill

broom, Myra balans, Patala Garuda, Soap nut, B. Kaliakhali, Marsinga Leaf, Dhatuki flowers, Kochila seeds, Genduli gum, Siali leaves and Kathalai etc.

### 1.5 Administrative set up 2019

1.	No. of Sub-Division	:	01
1	No. of Tahasils	:	07
2	No. of ULBs (Municipality/ NAC)	:	02
3	No. of Blocks	:	07(R.Udayagiri, Mohana, Nuagada, Gumma, Gosani, Kasinagar & Rayagada)
4	No. of Grama Panchayats	:	149
5	No. of villages	:	1612
	(a) inhabited villages	:	1499
	(b) uninhabited	:	113
6	No. of villages electrified	:	1499

## 2. District at a glance 2020

S.No	Particular	Year	Unit	Statistics
1	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude	2018-19	Degree	18.46 North
	ii) Longitude	2018-19	Degree	84.00 East
	iii) Geographical Area	2018-19	Sq.Kms.	4325
(B)	Administrative Units		Nos.	
	i) Sub divisions	2018-19		1
	ii) Tehsils	2018-19		7
	iii) Sub-Tehsil	2018-19		-
	iv) Patwar Circle	2018-19		-
	v) Panchayat Samitis(CD Blocks)	2018-19		7
	vi)Nagar nigam	2018-19		1
	vii) Nagar Palika	2018-19		1
	viii) Gram Panchayats	2018-19		149

	xi) Revenue villages	2018-19		1612
	x) Assembly Area	2018-19		2
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011	000 Nos.	283
	ii) Female	2011	000 Nos.	295
(B)	Rural Population	2011	000 Nos.	578
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Current Fallows	2018-19(P)	000 Hectare	0
	ii) Other Fallows	2018-19(P)	"	6
	iii) Net Area Sown	2018-19(P)	"	76
	iv) Culturable Waste	2018-19(P)	"	4
	v) Land Put to Non Agrl. Use	2018-19(P)	"	12
	vi) Barren and Un-culturable Land	2018-19(P)	"	68
	vii) Forest Area	2018-19(P)	"	247
	viii) Misc. trees & Grooves	2018-19(P)	"	8
	ix) Permanent Pasture	2018-19(P)	"	12
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2018-19	000 Ha.	247
<b>5.</b>				
A.	<b>Cattle</b>			
	i) Cows	2012	Nos.	183221
	ii) Buffaloes	2012	Nos.	10487
B.	<b>Other livestock</b>			
	i) Goats	2012	Nos.	109369
	ii) Pigs	2012	Nos.	8194
	iii) Dogs & Bitches	2012	Nos.	-
<b>6.</b>	<b>Communication</b>			
A.	<b>Railways</b>			
	i) Length of rail line	2014-15	Kms	47.00
	ii) No. of Rly. Stations & P.H	2014-15	No.	6
B.	<b>Roads</b>	2018-19		
	(a) National Highway	2018-19	Kms	162.90
	(b) State Highway	2018-19	Kms	112.79
	(c) Major District Road	2018-19	Kms	66.17
	(d) Other district Road	2018-19	Kms	272.17
	(e) Rural road	2018-19	Kms	855.03
	(f) Inter Village Road	2018-19	Kms	3595.34
	(g) Intra Village Road	2018-19	Kms	2846.52

7.	(f) Forest Roads	2017-18	Kms	104.60
	(g) Post offices	As on 31.03.19	Nos.	150
	<b>Public Health</b>	2018		
	(a) Allopathic Hospital	2018	No.	1
	(b) Beds in Allopathic hospitals	2018	No.	273
	(c) Ayurvedic Hospital	2018	No.	7
	(d) Beds in Ayurvedic hospitals	2018	No.	-
	(e) Unani hospitals	2018	No.	NA
	(f) Community health centers	2018	No.	NA
	(g) Primary health centers	2018	No.	8
	(h) Dispensaries	2018	No.	20
(i) Sub Health Centers	2018	No.	NA	
(j) MHU	2018	No.	8	
8.	<b>Banking</b>			
	(a) Branch	As on March 19	Nos.	62
	(b) Deposit	As on March 19	Rs. in Cr.	2362.50
	(c) Credit	As on March 19	Rs. in Cr.	601.93
9.	<b>Education</b>			
	(a) Primary school	2018-19	Nos.	683
	(b) Upper Primary schools	2018-19	Nos.	479
	(c) Secondary schools	2018-19	Nos.	173
	(d) Colleges	2018-19	Nos.	39
	(e) Technical University	2018-19	Nos.	-

Source: District At A Glance 2020, DE&S, Odisha

## 2.1 Existing Status of Industrial Areas in the District of Gajapati

S. No.	Name of Ind. Area/Indl. Estate	Total Land (in Acres)	Land Allotable	Land Allotted (In Acres)	Land available for Allotment(In Acres)	Total Units	Working Units	Units Closed	No. of Units in pipeline	Vacant
1.	Paralakhemundi	20.520	16.416	13.744	2.672	22	4	8	3	1
	<b>Total</b>	<b>20.520</b>	16.416	13.744	<b>2.672</b>	<b>22</b>	<b>4</b>	<b>8</b>	<b>3</b>	<b>1</b>

Source:- IDCO, Bhubaneswar

## 3. INDUSTRIAL SCENARIO OF GAJAPATI DISTRICT:

### 3.1 Industry at a Glance

Sl. No.	Head	Unit	Particulars
01.	REGISTERED INDUSTRIAL UNIT	NO.	2568
02.	TOTAL INDUSTRIAL UNIT (GIP)	NO.	1278
03.	TOTAL MEDIUM & LARGE UNIT	NO.	NIL
04.	TOTAL EMPLOYMENT IN REGISTERED SMALL SCALE INDUSTRIES	NO.	10969
05.	TOTAL EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	NIL
06.	NO. OF INDUSTRIAL AREA/ESTATES	NO.	1
07.	TOTAL INVESTMENT IN PLANT & MACHINERY OF SMALL SCALE INDUSTRIES	IN LAKHS	10400.68
08.	TOTAL INVESTMENT IN PLANT & MACHINERY IN MEDIUM & LARGE SCALE INDUSTRIES	IN CRORES	NIL

Source: DI, Odisha



### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (In lakh Rs.)
Till	1984-85	110	850	115.64
During	1985-86	9	47	5.84
	1986-87	60	653	60.67
	1987-88	5	23	6.32
	1988-89	6	50	21
	1989-90	4	83	25.22
	1990-91	2	15	1.5
	1991-92	3	22	3.85
	1992-93	1	8	6.78
	1993-94	1	3	0.26
	1994-95	5	45	5.45
	1995-96	28	102	16.32
	1996-97	19	80	10.92
	1997-98	25	374	188.19
	1998-99	5	76	11.63
	1999-2000	24	300	23
	2000-01	35	328	41.23
	2001-02	21	208	40.02
	2002-03	47	233	60.92
	2003-04	44	385	34.04
	2004-05	41	302	54.27
	2005-06	14	89	14.63
	2006-07	9	388	16.12
	2007-08	9	347	15.81
	2008-09	6	131	116.74
	2009-10	11	254	61.51
	2010-11	11	395	47.20
	2011-12	32	285	265.67
	2012-13	17	211	145.66
	2013-14	80	224	215.0
2014-15	291	803	1588.17	
2015-16	379	1022	814.67	
2016-17	525	1517	2561.71	
2017-18	369	943	1927.44	
2018-19	436	1023	1992.92	
	<b>Total</b>	<b>2568</b>	<b>10969</b>	<b>10400.68</b>

Source: Directorate of Industries, Government of Odisha, Cuttack & District At a Glance, DE&S, Odisha

### 3.2.1 NO. OF MSME UNITS REGISTERED UNDER UDYOG AADHAAR MEMORANDUM(UAM) AS ON 18.03.2019 IN THE DISTRICT:

TOTAL	MICRO	SMALL	MEDIUM
711	618	92	1

Source: [http://udyogaadhaar.gov.in/UA/Reports/DistrictBasedReport\\_R3.aspx](http://udyogaadhaar.gov.in/UA/Reports/DistrictBasedReport_R3.aspx)

### 3.3 DETAILS OF EXISTING MICRO & SMALL AND ARTISANS ENTERPRISES IN THE DISTRICT

Category of Product wise No. of MSME set up with Investment & Employment in the DIC:GAJAPATI by end of 2017				
Sl. No.	Category Name	No. of MSME unit setup	Investment (Rs. in Lakh)	Employment (No.)
01.	FOOD AND ALLIED	334	2655.45	3996
02.	CHEMICAL & ALLIED	10	32.72	55
03.	ELECTRICAL & ELECTRONICS	2	0.97	5
04.	ENGINEERING & METAL BASED	72	235.31	272
05.	FOREST & WOOD BASED	12	23.25	70
06.	GLASS & CERAMICS	29	704.9	467
07.	LIVESTOCK & LEATHER	2	4.9	6
08.	PAPER & PAPER PRODUCT	12	53.08	46
09.	RUBBER & PLASTICS	5	6.97	132
10.	TEXTILES	25	53.32	96
11.	MISC. MANUFACTURING	4	310.95	21
12.	REPAIRING & SERVICING	771	2284.13	1931
<b>Total</b>		<b>1278</b>	<b>6365.95</b>	<b>7097</b>

Source: Directorate of Industries, Government of Odisha, Cuttack

### **3.4 Large Scale Industries / Public Sector undertakings**

List of the units in Gajapati & Near By Area - NIL

### **3.5 Major Exportable Item**

None

### **3.6 Growth Trend**

There is an increasing growth of industries in the district which is mainly confined to the cashew processing units existing in ample numbers in the district. From 2014-15 onwards there is a significant increase in the number of units registered, investment incurred and employment generated in MSME sector. It reflects that more number of units have gone into production.

### **3.7 Vendorisation / Ancillarisation of the Industry**

Since there are no large and medium scale industries in the district, hence there is no scope for vendorisation / ancillarisation of the industries.

### **3.8. Medium Scale Enterprises**

M/s Surya Hallmark Jewellers, Parlakhemundi, Dist-Gajapati  
UAM No.-OD10F0000599

#### **3.8.1 List of the units in Gajapati & Near By Area - NIL**

#### **3.8.2 Major Exportable Item**

None

### **3.9 Service Enterprises:**

The following service enterprises are existing in the district viz;

1. Laundry & Dry Cleaning
2. STD/ISD Telephone Booth
3. Motels
4. DTP Centre
5. Dhabas
6. Cycle Repairing
7. Photo Binding
8. Beauty Parlour

## 9. Watch Repairing

### **3.9.2 Potentials areas for service industry:**

1. General Engineering Workshop
2. Repairing of Three Wheelers and Two Wheelers
3. General Fabrication
4. TV Repairing Centres
5. Cyber Café
6. Repairing of Electrical & Electronics Appliances

### **3.10 Potential for new MSMEs:**

1. Sauce, Jam, Squash & Noodles
2. Cattle Feed
3. Granite Polishing
4. Cashewnut Processing
5. Dal Processing
6. Flex Printing
7. General Fabrication
8. Voltage Stabilizer/UPS
9. Leaf, Cups & Plates(Mechanized)
10. Bamboo Products
11. Rubberized Coir Mattresses
12. Rice Sheller
13. Horn works.

## **4. Existing Clusters of Micro & Small Enterprise:**

### **4.1.1 Manufacturing Sector**

- (1) Cashew Cluster, Paralakhemundi
- (2) Cane craft, Bamboo craft, Koinpur
- (3) Horn work, Paralakhemundi
- (4) Cow dung toys, Pottery
- (5) Garment Manufacturing
- (6) Bamboo Craft, Tabarsingh

#### 4.1.2 Service Sector

Nil

#### 4.2 Details of Identified cluster

4.2.1 Name of the cluster : M/s. Pottery Co-operative Society,  
Gajapati, Paralakhemundi

1	Principal Products Manufactured in the Cluster	Pottery Items
2	Name of the SPV	M/s. Pottery Co-operative Society, Gajapati, Paralakhemundi
3	No. of functional units in the clusters	40
4	Turnover of the Clusters	Rs. 0.30 Lakhs to Rs. 0.50 Lakhs
5	Value of Exports from the Clusters	No Exports
6	Employment in Cluster	400
7	Average investment in plant & Machinery	Rs. 0.20 Lakhs to Rs. 0.30 Lakhs
8	Major Issues / requirement	Skilled manpower, technology
9	Presence of capable institutions	NABARD, DC(Handicrafts), Nationalized Banks & DIC, Gajapati
10	Thrust Areas	Product Diversification & Design Improvement
11	Problems & constraints	Low Margin & Uneconomic Operations, lack of institutional support, logistics problems, absence of marketing linkages, lack of appropriate technology, lack of skill for sculpture making

#### 5. General issues raised by industry association during the course of meeting:

##### Problems of Existing MSMEs in the district :

- (i) Lack of timely credit flow to MSMEs.
- (ii) Lack of Skilled Manpower.
- (iii) Marketing Bottleneck, transportation & power.
- (iv) Obsolete technology.

## 6. Prospects of training programmes during 2020-21\*:

S.No.	Name of the programme	Subject	No of proposed programme to be conducted
1	IMC	-	1
2	EAP	-	1
3	E-SDP	Food Processing	1
4	MDP	-	1

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

## 7. 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 Cashew processing in the district.
2	P&MS	
i	Domestic Trade Fair (5A & 5B)	Two units will be motivated to apply under the scheme
ii	Capacity building of MSMEs in Modern Packaging technique(5C)	01 unit will be motivated.
iii	Development of Marketing Haat(5D)	01 Haat will be Proposed
iv	VDP(5E)	-
v	International/National Workshop/Seminars(5F)	-
vi	Awareness Programme(5G)	01 Programmes will be organised
3	CGTMSE	One unit will be motivated to apply under the scheme
4	International cooperation	-
5	National Awards	One unit will be motivated to apply under the scheme
6	<b>CLCS-TUS/NMCP schemes</b>	
i	CLCS	One Awareness Programme will be proposed to be Organised.
ii	Lean Manufacturing	-
iii	Design Clinic	01 student design will be motivated
iv	ZED	-
v	Digital MSME	One unit will be motivated to apply
vi	IPR	-
Vii	Incubator	One Technical Institute from the district will be motivated to apply under the scheme for recognition as HI/BI.

‘-‘ denotes Nil.

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

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

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