



सत्यमेव जयते

Government of India  
Ministry of MSME

## **Brief Industrial Profile of Auraiya District**



सूक्ष्म, लघु एवं मध्यम उद्यम

MICRO, SMALL & MEDIUM ENTERPRISES

**MSME-Development Institute**

(Ministry of MSME, Govt. of India,)

Phone: 0512-2295070-73

Fax: 0512-2240143

E-mail: [dcdi-kanpur@dcmsmegov.in](mailto:dcdi-kanpur@dcmsmegov.in)

Web: [msmedikanpur.gov.in](http://msmedikanpur.gov.in)

## FOREWORD

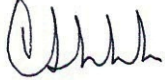
District Industrial Potentiality Survey Report of District Auraiya is a key report which not only contains current industrial scenario of the district but also other useful information about the district. This report provides valuable inputs which may be useful for existing & prospective entrepreneurs of the District.

It is the only source which provides the latest data on infrastructure, banking and industry of the district. It also provides information on potentials areas in manufacturing and service sector of the district.

I sincerely hope that District Industrial Potentiality Survey Report of District Auraiya will facilitate easier dissemination of information about the district to policy makers and also to the professionals working in the MSME sector.

I appreciate the efforts made by Shri Sushil Kumar Gangal, Investigator (Glass/Ceramics) in preparing the District Industrial Potentiality Survey Report of Auraiya District.

June, 2016  
Kanpur

  
( U. C. Shukla )  
Director

## CONTENTS

S. No.	Topic	Page No.
1.	General Characteristics of the District	03
1.1	Location & Geographical Area	03
1.2	Topography	03
1.3	Availability of Minerals.	04
1.4	Forest	04
1.5	Administrative set up	04
2.	District at a glance	05-07
2.1	Existing Status of Industrial Area in the District Auraiya	08
3.	Industrial Scenario of Auraiya	08
3.1	Industry at a Glance	09
3.2	Year Wise Trend Of Units Registered	10
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units in The District	10
3.4	Large Scale Industries / Public Sector undertakings	11
3.5	Major Exportable Item	11
3.6	Growth Trend	11
3.7	Vendorisation / Ancillarisation of the Industry	12
3.8.2	Major Exportable Item	12
3.9	Service Enterprises	12
3.9.2	Potentials areas for service industry	12
3.10	Potential for new MSMEs	12-13
4.	Existing Clusters of Micro & Small Enterprise	13
4.1	Details of identified cluster	13
5.	General issues raised by industry association during the course of meeting	14
6	Prospects of training Programmes during 2012-13	15
7.	Action plan for MSME Schemes during 2012-13	15
8.	Steps to set up MSMEs	16

# **Brief Industrial Profile of AURAIYA District**

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

According to the history of Auraiya District it was September 17<sup>th</sup>, 1997; two tehsils of Etawah District namely Auraiya and Bidhuna were carved out for forming Auraiya District. It is situated on National Highway No. 2 (Mughal Road) and 64 Km. in the east of district Headquarter of Etawah and 105 Km. in west of Kanpur City.

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

The district of Auraiya lies in the south western portion of Uttar Pradesh 26<sup>o</sup>21' & 27<sup>o</sup>01' North latitude and from 78<sup>o</sup>45'E & 79<sup>o</sup>45' East longitudes and forms a part of the Kanpur Division. It is bounded on the north by the districts of Kannauj, western border adjoins tehsil Bharthana of the Etawah district and the district of Gwalior. The eastern frontier marches with the district of Kanpur Dehat, and along the south lie Jalaun. The total area according to the statistics is approximately 2016 Km<sup>2</sup>.

### **1.2 Topography**

Auraiya lies entirely in the Gangetic plain, but its physical features vary considerably and are determined by the rivers which cross it. The area of Etawah and Auraiya districts is divisible into four portions of district natural characteristics. The first of these consists of the country lying north-east of the Senger river, which runs across it from west to east almost parallel to the Yamuna, it includes the northern portions of tahsils Etawah and Bharthana. The second tract lies south of the Senger and extends as far as the high lands immediately overlooking the Yamuna. It comprises a slightly undulating switch of country covering portions of Etawah and Bharthana and the bulk of a Auraiya Tehsil of Auraiya District. The tract includes the parts of some tehsils that adjoins the river Yamuna. Beyond the Yamuna, stretching from the borders of tahsil Bah in Agra to the confluence of the Sindh, Kuwari, Chambal and Yamuna rivers, lies the high and broken country formerly known as Janibrast. These tracts differ from each other in a very marked degree though each presents general conformity within its own limits.

### 1.3 Availability of Minerals.

Auraiya is not enriched from mineral point of view. Few bricks manufacturing units are working in this area which consumes clay as the raw material in the manufacturing of the bricks, which is used as the main building material.

#### PRODUCTION OF MINERAL 2014-15

S.NO.	NAME OF MINERAL	PRODUCTION in (Rs) 2014-2015
MAJOR MINERAL		
1.		Rs.18217528 /-
MINOR		
1.	.	<del>NIL</del>
2.		

SOURCE: - DEPT. OF MINES & GEOLOGY.,

### 1.4 FOREST :

About 4321 area is covered by the forest. The main trees found in the district Auraiya are Shisham, Kanji, Babool, Mahua, Samal, Mango, Neem & Jamun etc.

### 1.5 Administrative set up:

Auraiya District is an administrative district that lies in the south-western portion of Uttar Pradesh. Auraiya town is the district administrative headquarters. There are 2 tehsils, 7 development blocks , 75 Nyay Panchayats and 441 Gram Panchayats under the jurisdiction of this district.

## 2. District at a glance

S. No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude		26 <sup>0</sup> 21' & 27 <sup>0</sup> 01' N	
	ii) Longitude		78 <sup>0</sup> 45' & 79 <sup>0</sup> 45' E	
	iii) Geographical Area		km <sup>2</sup> .	2016 km <sup>2</sup> .
(B)	Administrative Units	2014-15		
	i) Sub divisions		No.	-
	ii) Tehsils		No.	2
	iii) Sub-Tehsil		No.	-
	iv) Patwar Circle		No.	-
	v) Panchayat Simitis		No.	-
	vi) Nagar Palika Parishad		No.	1
	vii) Nagar Panchayat		No.	6
	viii) Gram Panchayats		No.	441
	xi) Revenue villages		No.	841
	x) Assembly Area			03
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise	2011		
	i) Male			740040
	ii) Female			639505
(B)	Rural Population			1145323
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization	2014-15		
	i) Total Area		Hectare	206126
	ii) Forest cover		"	4321
	iii) Non Agriculture Land		"	5865
	v) Other land		"	20942
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2014-15	Hectares	4321
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
		2007		
A.	<b>Cattle</b>			
	i) Cows		Nos.	100097
	ii) Buffaloes		Nos.	249535

B.	<b>Other livestock</b>	2007		
	i) Goats		Nos.	197258
	ii) Pigs		Nos.	15627
	iii) Sheep		Nos.	7922
	iv) Horse & Ponies		Nos.	130
	<b>iv) Railways</b>	2014-15	Kms	
	i) Length of rail line			31
	<b>V) Roads</b>	2013-14	Kms	
	(a) National Highway			43
	(b) State Highway			95
	(c) Main District Highway			77
	(d) Other district & Rural Roads			2170
	<b>(VI) Communication</b>	2014-15	Nos.	
	(a) Telephone connection			2811
	(b) Post offices			156
	(c) Telephone center/Telegraph			24

<b>(VII) Public Health</b>	2013-14	Nos.	
(a) Allopathic Hospital			26
(b) Beds in Allopathic hospitals			206
(c) Ayurvedic Hospital			20
(d) Beds in Ayurvedic hospitals			68
(e) Unani /Homeo Hospitals			2/9
(f) Community health centers			7
(g) Primary health centers			-
(h) Dispensaries			154
(i) Sub Health Centers			205
(j) Private hospitals			28
<b>(VIII) Banking commercial</b>	2014-15		
(a) Commercial Bank		Nos.	82
(b) Rural Bank		Nos.	26
(c) Co-Operative bank		Nos.	12
(d) PLDB Branches & Others		Nos.	02
<b>(IX) Education</b>			
(a) Primary school		Nos.	1924
(b) Middle schools		Nos.	1076
(c) Secondary & senior secondary schools		Nos.	234
(d) Colleges		Nos.	67
(e) Technical University		Nos.	-
(f) Polytechnic		No.	-
(g) ITI		No.	01
(h) Other Institutions		No.	03

Source: Deptt. of Economics & Statistics, Auraiya.

## 2.1 Existing Status of Industrial Areas in the District



## AURAIYA :

Sl. No.	Name of Ind. Area	Land acquired (In acre)	Land developed (In acre)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots
1	Mini Industrial Estate, Achhalda	2.96	-	850	46	40	06
2	Mini Industrial Estate Auraiya	2.77	-	1000	44	44	00
3	Mini Industrial Estate, Bidhuna	2.34	-	500	40	26	14

Source: UPSIDC

### 3. INDUSTRIAL SCENARIO OF AURAIYA:

#### (A) Scenario of Micro & Small Industries:

Auraiya district is one of the backward districts in industrial sector by the government of Uttar Pradesh state. Only the four town areas, Diviyapur, Bidhuna, Achhalda and Auraiya are equipped with main industries. The Rice mills and Dal mills are working well there in these two areas. Other than these mills some steel furniture and cement products small scale industries are there in Auraiya district located at different places. The raw material for these small scale industries is imported from Agra and Kanpur.

There are least facilities in the district to sale the products off and so the sale is mainly dependent on the districts nearby. Mainly, the rice, pulses and desi ghee is exported at large scale to the other districts and states.

In the Auraiya city itself the wooden furniture work is on large scale and due to its cost and quality factor, the furniture has made a good place in the market of nearby districts.

## (B) PLASTIC CITY (UPCOMING CLUSTER):

- UPSIDC is developing Plastic City in 314 acres of land (Industrial Land-225.00 acres, Residential Land 88.92 acres).
- A State-of-the Art infrastructure facilities are being developed by UPSIDC and so far an amount of Rs.20 crores has already been spent on road, drain and water supply etc.
- Other infrastructure facilities like power distribution network, training centre and transportation etc. are also in pipeline for the same.
- A primary market survey report has already been conducted for setting up a Plastic industries at Plastic City in Dibiyapur (Auraiya)

### 3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	2558
2.	TOTAL INDUSTRIAL UNIT	NO.	--
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	--
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	30383
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	3000
6.	NO. OF INDUSTRIAL AREA	NO.	4
7.	No. of Mini Industrial Area	No.	3
8.	TURNOVER OF SMALL SCALE IND.	IN LACS	33500
9.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	--

### YEAR WISE TREND OF UNITS REGISTERED:

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lac Rs.)
2003-04	-	-	-
2004-05	-	-	-
2005-06	-	-	-
2006-07	145	575	117.30
2007-08	46	133	120.69
2008-09	121	343	219.51
2009-10	162	537	596.00
2010-11	168	545	964.00
2011-12	161	335	502.00
2012-13	82	214	709.00
2013-14	333	1423	100.99
2014-15	306	3313	757.00
<b>Total</b>	<b>1624</b>	<b>7418</b>	<b>4086.49</b>

Source: DIC Auraiya.

### 3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT upto March 2012

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	461	1137	1296
22	Soda water	-	-	-
23	Cotton textile	2	6	40
24.	Woolen, silk & artificial Thread based clothes.	29	60	95
25.	Jute & jute based	-	-	-
26.	Ready-made garments & embroidery	21	11	52
27.	Wood/wooden based furniture	106	137	406
28.	Paper & Paper products	22	24	66
29.	Leather based	26	13	76
31.	Chemical/Chemical based	3	4	10
30.	Rubber, Plastic & petro based	4	5	16
32.	Mineral based	-	-	-
33.	Metal based (Steel Fab.)	3	2	9

34.	Metal Products	130	171	463
35.	Engineering units	2	2	9
36.	Electrical machinery and apparatus	10	5	26
37.	Transport equipments & parts	-	-	-
38.	Miscellaneous manufacturing	383	316	1285
96-97.	Repairing & servicing industries	635	821	1993

Source: DIC, Auraiya

### 3.4 MEDIUM/LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS:

#### 1. GAS AUTHORITY OF INDIA Ltd. (GAIL), Dibiyaipur:

The Gas Authority of India Ltd.,(GAIL), one of India's leading Public Sector Enterprises, is the largest gas transmission and marketing company in the country. The Company, possessing a well developed and efficient infrastructure, was established as a wholly owned company of the Government of India in August, 1984 with 100% equity held by the Government of India and, within a short time, it has grown into one of the "Navratna" enterprises and is ranked among the top ten companies in India.

GAIL has set up a Petro-Chemical Complex at Auraiya with 1,00,000 TPA of HDPE & 1,60,000 TPA of LLDPE which has a market share of around 25% in U.P.

The Uttar Pradesh Petrochemical Complex (UPPC) of Gas Authority of India Limited is located at Pata, District Auraiya, U.P. It was set up in accordance with GAIL's mission to maximize the value addition from each fraction of Natural Gas.

### 3.5 Major Exportable Item: Nil

### 3.6 Growth Trend:

District Auraiya town is situated at Delhi Howrah Rail Line. It is 120 Km. from Kanpur, 324 Km. from Delhi and 8 Km. from N.H.No.2. Govt. of U.P. in association with Govt. of India is making sincere efforts to create the industrial

environment as well as trying hard to set up plastic city in Dibiyapur. In this regard a meeting under the Chairmanship MD, UPSIDC, was organized in the month of June, 2012 in the Conference hall of UPSIDC, Kanpur, in which, District Magistrate, Auraiya, prominent plastic industry association members from Mumbai, Kanpur & Auraiya officers of GAIL, NTPC, DC (MSME), MSME-DI, Kanpur, DIC, CIPET, UPSIC and Plant & Machinery Suppliers, had a detailed discussion regarding the setting up of Plastic City.

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

UPSIDC is making sincere efforts to invite entrepreneurs from different parts of the country to set up plastic based unit in the plastic city. It is also requesting to set up other type of unit in different industrial estate of District Auraiya.

### **3.8.2 Major Exportable Item : Nil.**

### **3.9 Service Enterprises:**

1. Computer Hardware Maintenance
2. Mobile Repairing
3. Beauty Parlour
4. Boutique
5. General engineering
6. Hotel & Restaurant.

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

1. Packaging industry.
2. Printing Press
3. Photocopy & Internet Cafe
4. Computer Hardware Maintenance
5. Mobile Handset Repairing
6. Hotel & Restaurants

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

1. Plastic containers, HDPE, LDPE & PP
2. Corrugated box manufacturing units
3. Agricultural implements.
4. Disposable syringe

5. Drip irrigation system
6. Oxygen Gas Plant
- 7.. HDPE Woven Sacks
8. Readymade garment
9. Air bubble packaging film
10. PVC Conduit Pipe.
11. LDPE flexible irrigation pipe.
12. BOPP Film for packaging
13. Mini Rice Mill
14. Atta Chakki
15. Agricultural implements.
16. HDPE Barrel & Drums
17. LDPE blown film
18. Wooden Furniture
19. Steel Furniture
20. Gate & Grill.
21. PET Bottle
22. PVC Footwears
23. PU moulded auto components.
24. PVC Doors & windows
25. Plastic mould furniture
26. Rexene

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

**4.1 DETAIL OF MAJOR CLUSTERS :** Nil

**4.1.1 Manufacturing Sector :** Nil

**4.1.2 Service Sector :** Nil

#### **4.1 Details for Identified cluster :**

Plastic city is being developed as upcoming cluster in this district. In this cluster the schemes of DC (MSME) & Govt. of U.P. will be utilized by the clusters actors.

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

1. Prospective entrepreneurs of this district are not showing their interest in setting up of manufacturing unit, they are interested in business or service oriented units.
2. Kanpur and Agra which are very close to this district hence people prefer to do the trading of various products rather their manufacturing.
3. Micro enterprises should be given special privilege of subsidy reimbursement, marketing support, price preference as compare to small & medium enterprises.
4. Stress should be given on the publicity of DC (MSME) Schemes like reimbursement under Product Certification, ISO -9000/14000, 22000, Bar Code, Packaging, Marketing assistance, IPR, etc. so that industries may avail the facilities and incentives provided for their marketing and technology up-gradation support.
5. Easy industry loans should be provided to existing as well as new entrepreneurs.
6. Electricity should be ensured in the industrial areas.

## 6. Prospects of training programmes during 2016-17

S. No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	--	--
2	MDP	--	--
3	EDP	--	-
4	IMC	One Day Awareness Programme	01

## 7. Action plan for MSME Schemes during 2016-17

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	
2	ISO – 9000 / 14000/ HACCP reimbursement	
3	MSE-MDA	
4	CLCSS	
5	Capacity Building & strengthening of data base	
6	International cooperation	
7	TREAD for women	
8	SVDP	
9	National awards	
10	<b>NMCP schemes</b>	
	<b>I.</b> Lean Manufacturing	
	<b>II</b> Design Clinic	
	<b>III</b> Market assistance & Tech. up gradation	
	<b>IV</b> QMS/QTT	
	<b>V</b> Tech. & quality up gradation support	
	<b>VI</b> Bar Code	



## 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 and address of agencies
1.	Udyog Addhar Memorandum (UAM)	Online, MSME-DI Kanpur District Industrial Centre (DIC), Auraiya
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-Development Institute Kanpur (U.P.)
3.	Land and Industrial shed	U.P State Industrial Development Corporation(UPSIDC), Kanpur
4.	Financial Assistance	Nationalized Bank , State Cooperative Banks
5.	For raw materials under Govt. Supply	1.National Small Industry Corporation(NSIC), Kanpur 2.U.P State Industrial Corporation (UPSIC), Kanpur
6.	Plant and machinery under hire / purchase basis.	National Small Industry Corporation(NSIC) Kanpur
7.	Power/ Electricity	U.P Power Corporation Ltd.
8.	Technical Know –how.	MSME –Development Institute Kanpur
9.	Quality & Standard	MSME –Development Institute Kanpur
10.	Marketing /Export Assistance	1.MSME –Development Institute Kanpur 2. National Small Industry Corporation (NSIC) Kanpur
11.	Other Promotional Agencies	1.MSME –Development Institute Kanpur 2.National Small Industry Corporation(NSIC) Kanpur 3.District Industry Centre, Auraiya

000