



Government of India
Ministry of MSME

Brief Industrial Profile of Kushinagar District U.P



सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

Carried out by

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FOREWORD

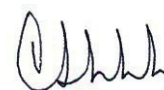
District Industrial Potentiality Survey Report of District Kushinager is a key report which not only contains current industrial scenario of the district but also other useful information about the district including Tourist information. This report provides valuable inputs which may be useful for existing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

It 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 Kushinager 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 G. Velladurai, Dy. Director (L&F) in preparing the District Industrial Potentiality Survey Report of Kushinager and also thanks to officials of District Industry & Enterprise Promotion Centre, Kushinager especially Ms Rashmi Singh, Asst. Stat. Officer and officials of MSME-DI, Kanpur namely Shri. P. S. Bajpai, Stenographer for fruitful services in bringing out this report.

June, 2016
Kanpur



(U. C. Shukla)
Director

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Brief Industrial Profile of Kushinagar District

1. General Characteristics of the District

The district is named after Kush the son of Lord Rama as stated in the epic Ramayana. It is also believed that a type of grass called as Kush is found in abundant quantity in the district hence the district is named Kushinagar.

The district has got the international fame due to death place of Lord Buddha. The district was originated by carving district Deoria on 13th May, 1994. Being an ancient historical place lot of tourist from all over the world visit the district for their religious development. The main attraction of Kushinagar is the MAIN STUPA (a circular civil structure made on the ashes of crimation of LORD BUDDHA) , a 6.10 metre statue of Lord Buddha which is the tallest statue of Lord Buddha found till date among all over the world and MAHA PARINIRVAN TEMPLE, which considered as holiest place in the world for Buddhist.

Kushinagar district has its Head Quarter at Padrauna which 20 Km. away from Kushinagar.

1.1 Location & Geographical Area.

The District Kushinagar is situated at 53 Kms. east from Gorakhpur on the National Highway No.28. It is lies between latitudes 26^o 45'N & 83^o 24'E longitudes The district H.Qrs. Padrauna is 71 Kms. from Gorakhpur and 336 Kms. from Lucknow. The geographical area of the district is measured as 2905 Sq.Kms. It is bounded by Maharajganj in west Gorakhpur in the southern west, Deoria in the south and the Bihar State in the East.

1.2 Topography

The Kushinagar District is majorly Tarai area. The topography of Kushinagar is comprised of alluvial soil, sand, gravels. The district is a level plain varied by a few gentle undulations and slopes, sometimes abrupt, which lead down to the valley. Being a tourist place the ideal season for tourist is from October to March. The temperature ranges from 5⁰ to 45⁰. The agriculture land is most suitable for sugarcane, paddy, wheat, fruits and turmeric.

1.3 Availability of Minerals:

PRODUCTION OF MINERAL 2013-14

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2013-2014
MAJOR MINERAL		
1.		
MINOR		
1.	.	
2.		
3.		
4.		

SOURCE: - DEPT. OF MINES & GEOLOGY.,

1.4 FOREST

The total forest covered area of Kushinagar is 817 Hectare, out of the total area of district 2905 Sq.Kms. The forest availability of Kushinagar district is of evergreen forest. The Neem, Mango, Mauha, Saal, Sagaun, Bamboo are main trees of Kushinagar District.

1.5 Administrative set up.

Kushinagar district comes under the Gorakhpur Division. The District is divided into 4 Tehsils presided over by Sub Divisional Magistrate. Tehsils are further subdivided by 14

development Blocks comprising 141 Nyay Panchayat which covers 956 Gram Sabhas with 1620 revenue villages.

The district administrative functions are administrated through E-governance and all the information available on the district website.

2. District At A Glance

S.No	Particular	Year	Unit
1	Geographical features		
(A)	Geographical Data		
	i) Latitude	26.45N	-
	ii) Longitude	83.24E	-
	iii) Geographical Area	2873 Kms.	-
(B)	Administrative Units		
	i) Sub divisions	2013	0
	ii) Tehsils	2013	4
	iii) Sub-Tehsil	2013	0
	iv) Patwar Circle	2013	0
	v) Panchayat Simitis	2013	0
	vi)Nagar nigam	2013	0
	vii) Nagar Palika/Town Area	2013	7
	viii) Gram Panchayats	2013	956
	xi) Revenue villages	2013	1572
	x) Assembly Area	2013	7
2.			
(A)	Sex-wise		
	i) Male	2013	87678
	ii) Female	2013	80429
(B)	Rural Population	2013	3396437
3.			
A.	Land utilization		Hectare
	i) Total Area	2012-23	291470
	ii) Forest cover	2012-13	817
	iii) Non Agriculture Land	2012-13	52168
	v) cultivable Barren land	2012-13	3814
4.			
	(i) Forest	2013-14	817
5.			
A.	Cattle		Nos.
	i) Cows	2012	221537
	ii) Buffaloes	2012	269441
B.	Other livestock		Nos.

	i) Goats	2012	332745
	ii) Pigs	2012	8606
	iii) Sheep	2012	5150
	iv) Railways		Kms
	i) Length of rail line	2013-14	177
	V) Roads		Kms
	(a) National Highway	2013-14	08
	(b) State Highway	2013-14	98
	(c) Main District Highway	2013-14	198
	(d) Other district & Rural Roads	2013-14	1570
	(e) Rural road/ Agriculture Marketing Board Roads	2013-14	1125
	(f) Kachacha Road	2013-14	2800
	(g) Total Road		5799
	(VI) Communication		Nos.
	(a) Telephone connection	2013-14	16665
	(b) Post offices	2013-14	215
	(c) Telephone center	2013-14	74
	(VII) Public Health		No.
	(a) Allopathic Hospital/Institutions	2013-14	86
	(b) Allopathic Hospital Beds	2013-14	1640
	(c) Ayurvedic Hospital	2013-14	42
	(d) Beds in Ayurvedic hospitals	2013-14	-
	(e) Unani hospitals	2013-14	01
	(f) Homeopathic hospitals & Dispensaries	2013-14	45
	(g) Community health centers	2013-14	07
	(h) Primary health centers	2013-14	61
	(i) Family welfare clinic	2013-14	425
	(VIII) Banking commercial		Nos.
	(a) Commercial Bank		70
	(b) rural Bank Products		54
	(c) Co-Operative bank products/credit societies		145
	(d) Scheduled commercial bank	168	-
	(IX) Education		Nos.
	(a) Primary school	2013-14	3179
	(b) Middle schools	2013-14	1334
	(c) Secondary & senior secondary schools	2013-14	176
	(d) Colleges	2013-14	26
	(e) University	2013-14	0
	(f) ITI	2013-14	04

SOURCE:- DEPT. OF STATISTICAL & ECONOMICS

2.1 Existing Status of Industrial Areas in the District Kushinagar U.P

S. No.	Name of Ind. Area	Land acquired (Acres)	Land developed (Year)	Prevailing Rate Per Sqm (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	Extensive Industrial Estate Padrauna,	13.00	1989	450	36	36	-	16
2	Mini Industrial Estate Kasya	2.28	1989	396	52	52	-	-
3	Mini Industrial Estate Sirgatiya Karanpatti	3.00	1991	291	47	47	-	03
4	Mini Industrial Estate Nadwar, Shunpur	2.50	1992	137	54	36	18	-
5.	Mini Industrial Estate Siswa, Bujurg	4.01	1995	190	45	41	4	-

SOURCE: - DIC

3. INDUSTRIAL SCENERIO OF KUSHINAGAR U.P

3.1 Industry at a Glance

Sr No	Head	Unit
1.	REGISTERED INDUSTRIAL UNIT	3736
2.	TOTAL INDUSTRIAL UNIT	-
3.	REGISTERED MEDIUM & LARGE UNIT	8
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NA
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	3260
6.	NO. OF INDUSTRIAL AREA	05
7.	TURNOVER OF MICRO & SMALL SCALE IND.	6420 LACS
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	52524 LACS.

SOURCE: - DIC,

3.2 YEAR WISE TREND OF UNITS REGISTERED

YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
1994-95	In 1995 the district was conceived from Deoria		
1995-96	155	335	115
1996-97	155	347	134
1997-98	115	255	102
1998-99	117	291	110
1999-2000	119	207	114
2000-2001	115	315	123
2001-2002	120	387	139
2002-2003	120	387	1.52
2003-2004	121	456	1.49
2004-2005	121	4580	1.11
2005-2006	121	498	1.24
2006-2007	121	511	1.44
2007-2008	120	431	2.31
2008-2009	148	452	2.95
2009-2010	149	475	9.86
2010-2011	149	451	19.24
2011-2012	155	485	20.72
2012-13	161	492	21.72
2013-14	164	501	22.85
2014-15	167	521	23.74
2015-16	168	523	24.15
Up to October 2015			
Total	168	523	24.15

SOURCE: - DIC

Enterprises with Udyog Aadhaar Number

Sl.No.	Udyog Aadhaar Regd.	Micro	Small	Medium
1.	Kushinagar	155	2	1

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Food Products	669	14.34	1896
22	Beverage	6	0.03	13
23	Cotton textile	0	0	0
24.	Woolen, silk & artificial Thread based clothes.	1	0.01	2
25.	Jute & jute based & Textiles	0	0	0
26.	Ready-made garments & embroidery	92	0.53	285
27.	Wood/wooden based furniture	115	0.94	410
28.	Paper & Paper products	49	1.98	163
29.	Leather based	11	0.32	33
31.	Chemical/Chemical based	7	0.25	23
30.	Rubber, Plastic & petro based	29	0.40	87
32.	Mineral based	8	0.16	22
33.	Metal based (Steel Fab.)	3	0.01	5
34.	Metal Products	30	0.26	109
35.	Machinery & Part Except Electrical	11	0.09	25
36.	Electrical machinery and apparatus	2	0.01	2
37.	Transport equipment & Part	3	0.02	6
38.	Misc. Manufacturing	266	5.66	858
96-97	Repairing & Service Industry	535	4.77	1159
	Micro	2311	5202	6992
	Small	-	-	-
	Artisan	1425	1425	0.14

2311

SOURCE: - DIC

3.4 Large Scale Industries/Public Sector undertakings - Nil

List of the units in Kushinagar & nearby area :

1. New India Sugar Mills Ltd., Dhadha Bujurg, Hata, Kushinagar
(Main Produce : Sugar)
2. Triveni Engineering & Industries Ltd., Ram Kala, Kushinagar
(Main Produce : Sugar)
3. New India Sugar Mills Ltd., Dhadha Bujurg, Hata, Kushinagar
(Main Produce : Electricity)
4. The United Provinces Sugar Co. Ltd., Sevarhi, Kushi, Kushinagar
(Main Produce : Sugar)
5. J.H.V. Distillery & Sugar Mills Ltd., Padrauna, Kushinagar
(Main Produce : Sugar)
6. J.R.Organics Ltd., Kaptanganj, Kushinagar (Main Produce : Distillery)
7. India Pottas Ltd. (IPL), Khadda, Kushinagar (Main Produce : Sugar)

3.5 Major Exportable Item : Sugar

3.6 Growth Trend

The growth trend of industries at Kushinagar district is 1.0-2.0% approximately annual .

3.7 Vendorisation / Ancillarisation of the Industry

- a) Sugar Mill components

3.8. Medium Scale Enterprises

3.8.1 List of the units in Unnao district & Near By Area

SL. No.	Name & Address
1-	The Kanoriya Sugar & General Manufacturing Company Ltd., Kaptanganj, Kushinagar (Main Produce : Sugar)

SOURCE: DIC

3.8.2 Major Exportable Item - Sugar

3.9 Service Enterprises

- a) Coaching industry
- b) Education industry
- c) Handmade artificial jewelry
- d) Handmade design on textile & hosiery products.
- e) Hotel Industry
- f) Tourism Industry

3.9.1 Coaching Industry

Engineering entrance, pre-medical entrance, SSC and bank PO/clerks.

3.9.2 Potentials areas for service industry

- a) Repairing & Maintenance of automobile & Machineries
- b) Tourism industry
- c) BPO/KPO industry
- d) Computer Hardware & Software industry
- e) Electronics & telecommunication industry
- f) Organic Farming & Organic Product industry
- g) Handicrafts & handmade products Industry
- h) Art & Artisan product Industry

3.10 Potential for new MSMEs

- a) Agro based industry
- b) Readymade Garments
- c) Furniture industry
- d) Engineering products
- e) Hotel Industry
- f) Tourism Industry
- g) Repair & Maintenance of Auto mobiles

4. Existing Clusters of Micro & Small Enterprise : NA

4.1 DETAIL OF MAJOR CLUSTERS - NA

4.2 4.1.1 Manufacturing Sector : NA

4.1.2 Service Sector : NA

4.2 Details for Identified cluster

4.2.1 Name of the cluster - NA

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

No strong & formal industry association exists but surveying officer observed that the main reason for under development of industrial environment in Kushinagar are :-

Lack of coordination between state govt. Agencies and individual enterprises.

- a) Problem of continuous Power Supply, Drainage system Problem.
- b) Non- availability of skilled Man Power
- c) Non- Awareness of MSME Schemes
- d) Technological & Financial Support
- e) Problems of Raw Material availability & Market Access
- f) The problem of tax structure towards MSMEs
- g) Weaker infra-structure (Road, Electricity & Transportation)

6. Prospects of training programmes during 2016-17

Sl. No.	Name of the programme	Subject	No of proposed programme to be conducted
1	ESDP	Computer related skill development programmes (Computer Operator, Tally, Computer & Lap Top hardware maintenance, internet Cafe etc.), Culture, Tourism management, Hotel/Restaurant management, Mobile repairing, Battery & Inverter repairing, Repairing of Auto Mobile/ refrigeration & AC, Repair of Home appliances, plumbing etc.	01 Nos.
2	Barcode	Seminar on barcode	01
3	IMC	Self employment opportunities and MSME Schemes	01

7. Action plan for MSME Schemes during 2016-17

S. No.	Name of the Scheme	Proposed activity on the scheme
1	MSE-CDP	Tourism Operation - 01
2	ISO – 9000 / 14000/ HACCP reimbursement	01
3	MSE-MDA	02
4	CLCSS	01
5	Capacity Building & strengthening of data base	01
6	International cooperation	01
7	TREAD for women	01
8	VDP	01
9	National awards	01
10	NMCP schemes	Nil
	I. Lean Manufacturing	0
	II Design Clinic	0
	III Market assistance & Tech. up gradation	0
	IV QMS/QTT	01
	V Tech. & quality up gradation support	0
	VI ICT	0
	VII Bar Code	01
	VIII IPR	01
	IX Incubator scheme	01

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.	PMEGP Assistance	District Industrial Centre (DIC) Kushinagar U.P
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), Gorakhpur/ Kushinagar
4.	Financial Assistance	Nationalized Bank , State Cooperative Banks
5.	For raw materials under Govt. Supply	1.National Small Industry Corporation(NSIC) Gorakhpur/ Kushinagar 2.U.P State Industrial Corporation(UPSIC) Gorakhpur/ Kushinagar
6.	Plant and machinery under hire / purchase basis.	National Small Industry Corporation(NSIC) Gorakhpur
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) Gorakhpur
11.	Other Promotional Agencies	1.MSME –Development Institute Kanpur 2.National Small Industry Corporation(NSIC) Gorakhpur 3.District Industry Centre, Kushinagar 4. IED, Lucknow 5. ITFO, Lucknow 6. DGFT, Kanpur