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**Government of India
Ministry of MSME
Brief Industrial Profile of Amreli District**



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Brief Industrial Profile of Amreli District

1. General Characteristics of the District

1.1 Location & Geographical Area

Amreli district is situated in north east corner of Saurashtra peninsula in Gujarat between 20.45° to 22.25° latitude and 70.30° to 71.75° longitude. It is surrounded by Bhavnagar district in east, in north Rajkot district, in west Junagadh district and Arabian Sea in the south. It has a coastal line of about 62 Kms. The geographical area of the district is 7438.6 square kms. Out of total area of 7.40 lakh hectares, 5.49 lakh hectares are under cultivation which is about 74 % of the total area.

1.2 Topography

The district is agro climatic zone 6th and 7th south Saurashtra & north Saurashtra respectively.

The climate of the district varies from moderately hot throughout the year except in winter. The climate is humid along with the coastal belt. The temperature varies from 8.01° Celsius in January to 43.7° Celsius in May. The average rainfall of last three years is 706 mm. As the monsoon during the last year was average in our main area of operations. The district receives rain from South-West monsoon from June to September. The monsoon is satisfactory this year.

1.3 Availability of Minerals

The district has ample stock of Lime Stone which is used as raw material in Cement industry. Bauxite is also found in the district in the large quantity. Rajula is famous for building stone which is familiar as "Rajula Stone". The district has also Gypsum, calsite, Black Trap, Sand soil etc. Besides this, there is ample stock of granite in Babra taluka with a scope for granite mines & polishing industries. There are 9000 salt farms on the coast line of Rajula & Jafrabad talukas producing salt which is used for the production of Soda Ash & chemicals. Narmada Cement Co. Ltd. Jafrabad is producing 4500 MT of cement every day and L & T Cement Division at Kovaya in Rajula taluka is producing 27819 M.T.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1	Lime Stone	6322447
2	Marl Clay	2278101
3	Naturel Clay	71703
MINOR MINERAL		
1.	Rajula Building Stone	31462
2.	Lime Stone	1124
3.	Ordinary Sand	875938
4.	Black Trap	2492144
5.	Bentonite	1930
6.	Ordinary Clay	2118
7.	Hard Morrum	23113

SOURCE: DEPT OF MINES & GEOLOGY, AMRELI

1.4 FOREST

There are no important forest resources in the district. The total area under forest is 35918.66 hectares. The main product is grass, other minor products are timber, firewood, bidi leaves and khakhara leaves. These products are so minor that they can not be considered as potential resources for industrial purpose.

1.5 ADMINISTRATIVE SET UP

Amreli district comprises of 11 talukas viz. Amreli, Babra, Dhari, Bagsara, Kunkavav, Khambha, Jafrabad, Lathi, Liliya, Rajula and Savarkundla.

The District Collector is the overall administrative head. Down below there are various district level officers of the State Government to perform/execute the various regulatory/development functions assigned to them. The DIC is one of such district level office headed by an official of the State Govt. designated as General Manager with whom a number of functional managers work for the promotion and development of industrial and commercial enterprises in the district.

2. District at a Glance

S.No.	Particulars	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2010-11	Degree	20.45° to 22.25° N latitude
	ii) Longtude	2010-11	Degree	70.30° to 71.75° E longitude.
	iii) Geographical Area	2010-11	Hectares	736366
(B)	Administrative Units			
	i) Sub Divisions	2010-11	Nos.	5
	ii) Tehsils	2010-11	Nos.	11
	iii) Sub-Tehsil	2010-11	Nos.	--
	iv) Patwar Circle	2010-11	Nos.	15
	v) Panchayat Simitis	2010-11	Nos.	9
	vi) Nagar Nigam	2010-11	Nos.	--
	vii) Nagar Palika	2010-11	Nos.	9
	viii) Gram Panchayats	2010-11	Nos.	596
	xi) Revenue Villages	2010-11	Nos.	626
	x) Assembly Area	2010-11	Nos.	5
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Persons	770651
	ii) Female	2011	Persons	742963
(B)	Rural Population	2011	Persons	1127808
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	736366
	ii) Forest cover	2010-11	"	30898
	iii) Non Agriculture Land	2010-11	"	46200
	v) Cultivable Barren Land	2010-11	"	12058
4.	(i) Forest	2010-11	Ha.	35918.66
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	268984
	ii) Buffaloes	2007	Nos.	200569
B.	Other Livestock			
	i) Goats	2007	Nos.	133764
	ii) Pigs	2007	Nos.	389
	iii) Dogs & Bitches	2007	Nos.	293
	iv) Railways			
	i) Length of rail line	2010-11	Kms.	307.58

	V) Roads			
	(a) National Highway	2010-11	Kms.	00
	(b) State Highway	2010-11	Kms.	1018
	(c) Main District Highway	2010-11	Kms.	911
	(d) Other district & Rural	2010-11	Kms.	467
	(e) Rural road/Agriculture Marketing Board Roads	2010-11	Kms.	338
	(f) Kachacha Road	2010-11	Kms.	206
	(VI) Communication			
	(a) Telephone connection	2010-11	Nos.	29581
	(b) Post Offices	2010-11	Nos.	357
	(c) Telephone Centre	2010-11	Nos.	88
	(d) Density of Telephone	2010-11	Nos./1000 person	2.59
	(e) Density of Telephone	2010-11	No. per KM	NA
	(f) PCO Rural	2010-11	No.	890
	(g) PCO STD	2010-11	No.	130
	(h) Mobile	2010-11	No.	174222
	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	1
	(b) Beds in Allopathic Hospitals	2010-11	No.	210
	(C) Ayurvedic Hospital	2010-11	No.	1
	(d) Beds in Ayurvedic Hospital	2010-11	No.	20
	(e) Unani Hospitals	2010-11	No.	00
	(f) Community health centers	2010-11	No.	15
	(g) Primary health centers	2010-11		38
	(h) Dispensaries	2010-11	No.	00
	(i) Sub Health Centers	2010-11	No.	247
	(j) Private hospitals	2010-11	No.	NA
	(VII) Banking Commercial			
	(a) Commercial bank	2010-11	Nos.	70
	(b) Rural Bank Products	2010-11	Nos.	136
	(c) Co-Operative Bank Products	2010-11	Nos.	50
	(d) PLDB Branches	2010-11	Nos.	12
	(IX) Education			
	(a) Primary Schools	2010-11	Nos.	749
	(b) Middle Schools	2010-11	Nos.	96
	(c) Secondary & senior Secondary School	2010-11	Nos.	35
	(d) Colleges	2010-11	Nos.	29
	(e) Technical University	2010-11	Nos.	00

2.1 Existing Status of Industrial Areas in the Amreli District

S.No.	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm (In Rs.)	No. of Plots	No. of allotted Plots	No. of Vacant Plots	No. of Units in Production
1	Amreli	14.15	14.15	690	129	129	0	128
2	Damnagar	14.81	14.81	135	61	50	11	28
3	Jafrabad	1.00	1.00	55	10	3	7	2
4	Rajula	1.00	1.00	105	24	14	10	9
5	Liliya	1.00	1.00	55	11	7	4	0
6	Babra-1	15.85	15.85	335	104	90	14	58
7	Babra-2	10.00	10.00	335	205	201	4	0

Source :- GIDC, Bhavnagar

3. INDUSTRIAL SCENERIO OF AMRELI DISTRICT

3.1 Industry at a Glance

Sr.No.	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	581
2.	TOTAL INDUSTRIAL UNIT	NO.	581
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	1
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	5936
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	11
6.	NO. OF INDUSTRIAL AREA	NO.	11
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	10965
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	555

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (Lakh Rs.)
Upto	31.03.2000	4282	5651.37	15684
	2000-01	270	199.70	449
	2001-02	270	528.82	504
	2002-03	270	632.17	446
	2003-04	101	187.17	143
	2004-05	100	82.54	122
	2005-06	100	618.67	183
	2006-07	64	855.23	311
	2007-08	67	2328.45	1114
	2008-09	57	2676.00	873
	2009-10	127	2190.00	1055
	2010-11	151	1964.05	1154
	2011-12	171	1904.19	1574
	Total	6030	19818.36	23612

Source : DIC, Amreli

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNIT
20	Agro based	545
22	Soda water	2
23	Cotton Textile	1508
24	Woolen, silk & artificial Thread based clothes	0
25	Jute & Jute based	0
26	Ready-made garments & embroidery	0
27	Wood/Wooden based furniture	521
28	Paper & Paper products	25
29	Leather based	41
31	Chemical/Chemical based	122
30	Rubber, Plastic & Petro based	145
5		
32	Mineral based	46
33	Metal based (Steel Fab.)	863
35	Engineering units	159
36	Electrical machinery and transport equipment	152
97	Repairing & servicing	126
01	Others	1193
	Kachori Making	-----

Source : DIC, Amreli

Details from 2-10-2006 TO 31-03-2012					
Sr No	NIC Code	Description	Unit	Investmrnt	emp
1	01	Agriculture, hunting and related service activities	14	2003.2	246
2	05	Fishing, aquaculture and service activities incidental to fishing	1	100	5
3	10	Mining of coal and lignite; extraction of peat	2	312	12
4	11	Extraction of crude petroleum and natural gas; service activities incidental to oil and gas extration, excluding surveying	1	732	11
5	14	Other mining and quarrying	24	923	471
6	15	Manufacture of food products and beverages	72	4291.25	829
7	16	Manufacture of tobacco products	2	7	5
8	17	Manufacture of textiles	99	9800.4	1574
9	18	Manufacture of wearing apparel; dressing and dyeing of fur	24	222.91	71
10	19	Tanning and dressing of leather; manufacture of luggage, handbags, saddlery, harness and footwear	1	102	11
11	20	Manufacture of wood and of products of wood and cork, except furniture; Manufacture of articles of straw and plaiting materials	15	279.1	40
12	21	Manufacture of paper and paper products	1	9.5	6
13	22	Publishing. Printing and reproduction of recorded media	2	47.8	8
14	23	Manufacture of coke, refined petroleum products and nuclear fuel	2	49	33
15	24	Manufacture of chemicals and chemical products	17	217.5	88
16	25	Manufacture of rubber and plastics products	8	350	68
17	26	Manufacture of other non-metallic mineral products	18	538.34	139
18	27	Manufacture of basic metals	8	46	40
19	28	Manufacture of fabricated metal products, except machinery and equipment	18	201.04	91
20	29	Manufacture of machinery and equipment n.e.c.1	137	1884.02	903
21	31	Manufacture of electrical machinery and apparatus n.e.c	4	8.3	16
22	35	Manufacture of other transport equipment	4	16	20
23	36	Manufacture of furniture; manufacturing n.ec.	10	207.83	309
24	40	Electricity, gas, steam and hot water supply	1	43	6
25	45	Construction	10	61	59
26	51	Wholesale trade and commission trade, except of motor vehicles and motorcycles	4	64	38
27	52	Retail trade, except of motor vehicles and motorcycles; repair of personal and household goods	12	35.8	31

28	55	Hotels and restaurants	1	4	4
29	63	Supporting and auxiliary transport activities; activities of travel agencies	6	803.66	183
30	71	Renting of machinery and equipment without operator and of personal and household goods	8	25.7	21
31	74	Other business activities	9	310.15	78
32	85	Health and social work	1	557	42
33	90	Sewage and refuse disposal, sanitation and similar activities	1	35	11
34	92	Recreational, cultural and sporting activities	26	608.0021	471
35	93	Other service activities	19	44.4	38

Source : IC, Gandhinagar

3.4 Large Scale Industries/Public Sector Undertakings

List of the units in Amreli & Near By Area

1. Ultratek Cement Co.Ltd.Amreli
2. Alcock Asdown Gujarat Ltd. Amreli
3. Pipavav Port Ltd. Pipavav, Amreli
4. Ultratek Cement Co. Ltd.At.Babarkot, Ta. Jafrabad Dist. Amreli
5. Pipavav Ship Yard Ltd. At, Kovaya, Ta. Rajula, Dist. Amreli

3.5 Major Exportable Item

Agro based Industries-Sesam

3.6 Growth Trend

In the past two decades, major investments were made in Metallurgical, Fertilizer, Engineering and Cement industries

- Maximum number of Small Scale Industries are engaged in embroidery products, textiles and wooden boxes.
- Rise of new sectors in the district, such as electrical equipments, engineering, and infrastructure projects during the present decade has led to the development of Amreli as a thriving industrial belt
-
- Approximately 45% of investments in the present decade have been made in electrical equipments
-
- Major industry players in the district include Ultra tech Cement Co. Ltd., Gujarat Co. Mktg. Fed. Ltd., Gujarat Pipavav Port Limited, and Pipavav Ship Dismantling & Engineering

3.7 Vendorisation/Ancillarisation of the Industry

Looking in to the requirement of medium/large scale industries in the district, following new industries could be considered for establishment in the district.

1. Hardware like Nuts, Bolts, Washers, Nails etc.
2. Pipes and Fittings, Elbow, Bend, Tea etc.
3. Safety Shoes
4. Printing Press
5. Phenyl, Tiles Cleaners, Acids
6. Stationery items like Box/Flat Files, Xerox Paper, Pens
7. Plywood
8. Oil Seals, Orings, Rubber Parts
9. Wire Ropes and other Lifting Materials
10. Safety Helmet, Belt, Goggles etc.
11. Rubber Products
12. Casting of various qualities
13. Heat Exchangers
14. Spares
15. Refractories
16. Adhesives
17. Rock Phosphate
18. Sulphur
19. Hydrochloric Acid
20. Hand Gloves
21. Rubber "o" Ring
22. Dry Chemical Powder
23. Oil
24. Grease
25. Cotton Waste
26. Stapler Pin
27. LPG Hose
28. Hoses for Fire Fighting
29. Hexane
30. Expeller Part
31. Soap Stock

3.8 Medium Scale Enterprises

3.8.1 List of the units in Amreli & Near By Area

1. Gujarat Co-op. Marketing Federation Ltd. Amreli
2. S.H.V. Energy North West India Ltd. At. Babra, Dist. Amreli
3. T.T.Ltd (Gopeswar Spinning Mill). At, Kadiyali, Dist. Amreli
4. Amreli Power Project Ltd. At, Saver Sampader. Ta. Savarkundala
5. Sonpal Export Ltd. Amreli

3.8.2 Major Exportable Item

“Sesame” Seed’s & Cotton bal,
Diamond
Weighting scale

3.9 Service Enterprises

Potentials areas for service industry : Details of various Service activities are as under.

Sr. No.	Description	NIC- 2004 Code
1	Xerox Centre	74993
2	Computer Job Work & Training Centre	72300
3	Cyber Café, Network, E-mail Service, Internet Service	72901
4	Mobile Phone Service	64202
5	Courier Service	64120
6	Automobile Spares, Service and Repairs	50404
7	Video Library	92312
8	Circulating Library	92312
9	Coaching Classes	80902
10	Beauty Parlours	93020
11	Flour Mills	15311
12	Repairing of Electrical & Electronic Equipments	52603
13	Steel Fabrication	28112
14	Electric Motor Repairing	31108
15	Laundry and Dry Cleaning	93010
16	Caterers and Decorators	555204
17	Fast Food and Snack Parlour	55209
Sr. No.	Description	NIC- 2004 Code

18	Ice Cream Parlour	55206
19	Pathology Laboratory	85195
20	Pest Control	74930
21	Provision Stores	52110
22	Stationery Stores	52396
23	Tailoring Shop	18105
24	Advertising Agency	74300
25	Installation and Operation of Cable Network	64204
27	Bore well Repairing	29128
28	Computerized Wheel Balancing	50200

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

The district is facing acute water scarcity due to poor rainfall in last 2/3 years. The district falls under rain fed and dry land area . Agriculture is the major activity accounting for almost 90% of the ground level credit. Although, the district has seen reasonably good industrial development in the recent past, the development is not much appreciable.

Diamond industry ranks second in terms of providing employment to about 60000 persons and about 60000 household families depend entirely on this industry for their survival. Today there are about 2470 units employment to over half a million people.

Imposition of excise duty on ceramic units whose turnover is more than Rs. 1 Crore has directly adversely affected cost of production .The industry was already very competitive with China for the last few years on account of cost effectiveness and Govt. protection.

8. STEPS TO SET UP MSMEs

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

S.No.	Type of assistance	Name and address of agencies
1.	Provisional Registration Certificate (EM-1) & Permanent Registration Certificate (EM-II)	District Industries Center (DIC), Raj Mahal Compound, Amreli
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	1)District Industries Center (DIC) Raj Mahal Compound, Amreli 2)(Br.) MSME-Development Institute (MSME-DI) 3 rd Floor, Annexe Bldg, Amruta(Jasani)Bldg. Premises, Nr. Girnar Cinema, M.G.Road, Rajkot 360001 3)MSME-Development Institute (MSME-DI) Harsiddh Chambers,4 th Floor, Ashram Road , Ahmedabad
3.	Land and Industrial shed	Gujarat Industrial Development Corporation(GIDC) 'Navsarjan'Opp: Swaminarayan Gurukul, Gondal Road, Rajkot
4.	Financial Assistance	1)Commercial Banks 2) Co-operative Banks 3)Small Industry Development Bank of India (SIDBI) Jayanti Bhavan ,1 st Floor, P.B.No. 10, Navjivan P.O. Ahmedabad 380 014
5.	For raw materials under Govt. Supply	The National Small Industries Corporation Ltd.(NSIC) 203, Samruddhi Bldg. Opp. Old High Court, Ahmedabad
6.	Plant and machinery under hire/purchase basis	The National Small Industries Corporation Ltd .(NSIC) 203, Samruddhi Bldg. Opp. Old High Court, Ahmedabad
7.	Power/Electricity	Paschim Gujarat Vij Company Ltd.(PGVCL) Nagnath Gate, Amreli
8.	Technical Know-how	1)(Br.) MSME-Development Institute (MSME-DI) 3 rd Floor, Annexe Bldg, Amruta(Jasani)Bldg. Premises, Nr. Girnar Cinema, M.G.Road, Rajkot 360001 2) The National Small Industries Corporation Ltd.(NSIC) Aji Industrial Area, Bhavnagar Road, Rajkot 3)MSME-Development Institute (MSME-DI) Harsiddh Chambers 4 th Floor, Ashram Road , Ahmedabad

9.	Marketing/Export Assistance	<p>1)(Br.) MSME-Development Institute (MSME-DI) 3rd Floor, Annexe Bldg, Amruta(Jasani)Bldg. Premises, Nr. Girnar Cinema, M.G.Road, Rajkot 360001</p> <p>2) The National Small Industries Corporation Ltd.(NSIC) Aji Industrial Area, Bhavnagar Road, Rajkot</p> <p>3)MSME-Development Institute (MSME-DI) Harsiddh Chambers 4th Floor, Ashram Road , Ahmedabad</p>
10.	Other Promotional Agencies	<p>1)Centre for Entrepreneurship Development (CED) Block No. 1, 9th Floor, Udyog Bhavan, Sector -11 Gandhinagar 382 017</p> <p>2)Indo-German Tool Room (IGTR) Plot No. 5003, Phase-IV , GIDC, Vatva Ahmedabad 380 445</p> <p>3)Gujarat Industrial Technical Company (GITCO) GITCO House, Opp. Sardar Patel Stadium , Navrangpura Ahmedabad 380 009</p> <p>4) CIPET Plot No. 630, Phase IV , GIDC, Vatva Ahmedabad 382 445</p> <p>5) National Institute of Design (NID) Paldi, Ahmedabad</p> <p>6)Industrial Extension Bureau (iNDEXTb) Block No. 18, 2nd Floor Udyog Bhavan, Sector -11 Gandhinagar 382 017</p> <p>7) Industrial Extension Cottage(INDEXT-C) Block No. 7, 1st Floor, Udyog Bhavan, Sector -11 Gandhinagar 382 017</p>