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**Government of India
Ministry of MSME**

Brief Industrial Profile of Mehsana District



Carried out by

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Govt. of India

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- 5.** Road and Building (PWD), Mehsana
- 6.** GM, BSNL Telecom District, Mehsana
- 7.** Dy. Conservator of Forest, Mehsana
- 8.** Geology & Mining, Mehsana
- 9.** District Statistical Office, Mehsana
- 10.** GIDC, Mehsana
- 11.** NABARD, Mehsana
- 12.** District Education Office, Mehsana
- 13.** Primary Education Office, Mehsana
- 14.** Supdt. Of Post Office, Mehsana
- 15.** Collector Office, Mehsana

CONTENTS

Sr.No.	Topic	Page No.
1.	General Characteristics of the District	1
1.1	Location & Geographical Area	1
1.2	Topography	1
1.3	Availability of Minerals	1
1.4	Forest	2
1.5	Administrative set up	2
2.	District at a glance	2 - 4
2.1	Existing Status of Industrial Area in the Mehsana District	4
3.	Industrial Scenario of Mehsana District	5
3.1	Industry at a Glance	5
3.2	Year Wise Trend of Units Registered	5
3.3	Details of Existing Micro & Small Enterprises & Artisan Units in The District	5
3.4	Large Scale Industries/Public Sector undertakings	6
3.5	Major Exportable Item	6
3.6	Growth Trend	6
3.7	Vendorisation/Ancillarisation of the Industry	6
3.8	Medium Scale Enterprises	6-7
3.8.1	List of the unit in Medium Scale Industries in Mehsana & nearby Area	7
3.8.2	Major Exportable Item	8
3.9	Service Enterprises	8
3.9.1	Coaching Industry	8
3.9.2	Potentials areas for service industry	8
3.10	Potential for new MSMEs	8
4.	Existing Cluster of Micro & Small Enterprise	8
4.1	Detail of Major Clusters	9
4.1.1	Manufacturing Sector	9
4.1.2	Service Sector	9
4.2	Details of Identified cluster	9
4.2.1	Welding Electrodes	9
4.2.2	Stone Cluster	9
4.2.3	Chemical Cluster	10
4.2.4	Fabrication and General Engg. Cluster	11
4.2.5	Kota Doria:	11
5.	General issues raised by industry association during the course of meeting	12
6.	Prospects of training Programme during 2012-13	12
7.	Action plan for MSME Schemes during 2012-13	12
8.	Steps to set up MSMEs	13
9.	Additional Information if any	-

1.

Brief Industrial Profile of Mehsana District

1. General Characteristics of the District

1.1 Location & Geographical Area

Mehsana District is situated in North part of Gujarat. The district is encompassed by 23.02 and 24.09 North Latitude & 71.21 and 75.52 East Longitude. It has common boundaries with five other district of Gujarat State. The District is surrounded by Banaskantha District in North, Ahmedabad and Patan District in South & West respectively and Sabarkantha and Gandhinagar District in East.

The geographical area of the Mehsana district is 4393.74 sq.kms. The district is divided into nine Talukas.

1.2 Topography:

The normal climate of the district is temperate with moderate proportion of heat and cold. There are three main seasons:

- (I) Monsoon : Mid June to Mid October
- (II) Fair Weather : Mid October to February (Winter)
- (III) Hot Weather : March to Mid June

The normal rainfall of the district can be considered at 668 millimeters, rainfall in different part of the district from 300 mm to 1300 mm with average number of 45 rainy days.

1.3 Availability of Minerals

The Oil & Natural Gas commission of India had successfully explored many mineral Oil and natural gas in kadi and Mehsana talukas. Mehsana district is having a place in All India Minerals Map prepared by Ministry of Petroleum, Govt. of India. There are other minerals like China Clay (crude), China Clay (impure), Bricks Clay, Granite, Sand, Limestone and Quartzite etc.

PRODUCTION OF MINERAL 2010-11

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
MAJOR MINERAL		
1	China Clay	13047

SOURCE : DEPT OF MINES & GEOLOGY, Mehsana

2.

1.4 FOREST

The total area under Forest is 72.00 Sq.Kms. The district is not having much major forest area and not mineral forest products. There are limited scopes for establishing forest based industries. The State Government through Forest Department and District Rural Development Agency has been undertaking various work relating to forestry and waste land development.

1.5 ADMINISTRATIVE SET UP

Mehsana district comprises of 9 talukas viz. Mehsana, Bechraji, Kadi, Kheralu, Vijapur, Satlasna, Vadnagar, Visnagar and Unja. The headquarter of the district is Mehsana taluka. 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	2010-11	Sq. Kms	4393.74
	i) Latitude		North	23.02 and 24.09
	ii) Longitude		East	71.21 and 75.52
	iii) Geographical Area	2010-11	Hectares	439300.74
(B)	Administrative Units			
	i) Sub Divisions			
	ii) Tehsils	2010-11	Nos.	09
	iii) Sub-Tehsil			
	iv) Patwar Circle			
	v) Panchayat Simitis			
	vi) Nagar Nigam	2010-11	Nos	00
	vii) Nagar Palika	2010-11	Nos.	07
	viii) Gram Panchayats	2010-11	Nos	593
	xi) Revenue Villages			
	x) Assembly Area			
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Persons	953842
	ii) Female	2011	Persons	884050
(B)	Rural Population	2011	Persons	1426175
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	437100
	ii) Forest cover	2010-11	"	7200
	iii) Non Agriculture Land	2010-11	"	31600

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	v) Cultivable Barren Land	2010-11	“	4700
4.	Forest			
	(i) Forest	2010-11	Ha.	7200
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	257079
	ii) Buffaloes	2007	Nos.	692563
B.	Other Livestock			
	i) Goats	2007	Nos.	87640
	ii) Pigs	2007	Nos.	1000
	iii) Dogs & Bitches	2007	Nos.	N.A
	iv) Railways			
	i) Length of rail line	2010-11	Kms.	380
	V) Roads			
	(a) National Highway	2010-11	Kms.	Nil
	(b) State Highway	2010-11	Kms.	671
	(c) Main District Highway	2010-11	Kms.	213
	(d) Other district & Rural	2010-11	Kms.	98
	(e) Rural road/Agriculture Marketing Board Roads	2010-11	Kms.	Nil
	(f) Kachacha Road	2010-11	Kms.	Nil
	(VI) Communication			
	(a) Telephone connection	2010-11	Nos	225266
	(b) Post Offices	2010-11	Nos.	310
	(c) Telephone Centre	2010-11	Nos.	94
	(d) Density of Telephone	2010-11	Nos./1000 person	12.5
	(e) Density of Telephone	2010-11	No. per KM	50
	(f) PCO Rural	2010-11	No.	874
	(g) PCO STD	2010-11	No.	1292
	(h) Mobile	2010-11	No.	166369
	(VII) Public Health			
	(a) Allopathic Hospital	2010-11	No.	11
	(b) Beds in Allopathic Hospitals	2010-11		641
	(c) Ayurvedic Hospital	2010-11		17
	(d) Beds in Ayurvedic Hospital	2010-11		N.A
	(e) Unani Hospitals	2010-11		0
	(f) Community health centers	2010-11		12
	(g) Primary health centers	2010-11		54
	(h) Dispensaries	2010-11		6
	(i) Sub Health Centers	2010-11		NA
	(j) Private hospitals	2010-11		180
	(VII) Banking Commercial			
	(a) Commercial bank	2010-11	Nos.	
	(b) Rural Bank Products	2010-11	Nos.	

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	(c) Co-Operative Bank Products	2010-11	Nos.	
	(d) PLDB Branches	2010-11	Nos.	
	(IX) Education			
	(a) Primary Schools	2010-11	Nos.	1278
	(b) Middle Schools	2010-11	Nos.	281
	(c) Secondary & senior Secondary School	2010-11	Nos.	117
	(d) Colleges	2010-11	Nos.	102
	(e) Technical University	2010-11	Nos.	00

2.1 Existing Status of Industrial Areas in Mehsana 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	Mehsana-I	46.52	46.52	1725	252	252	-	-
2	Mehsana-II	126.69	126.69	1440	393	393	-	-
3	Kadi	79.57	79.57	435	104	104	-	-
4	Visnagar	15.38	15.38	965	72	72	-	-
5	Kukarwada	7.25	7.25	210	59	59	-	-
6	Kheralu	13.9	13.9	200	116	116	-	-
7	Gozaria	64	64	200	145 & Society	145 & Society	-	-
8	Ranasan	41.65	41.65	335	301	301	-	-

Source: - GIDC, Mehsana

3. INDUSTRIAL SCENERIO OF Mehsana DISTRICT

3.1 Industry at a Glance

Sr.No.	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	1345
2.	TOTAL INDUSTRIAL UNIT	NO.	1345
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	31
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	N.A
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	3867
6.	NO. OF INDUSTRIAL AREA	NO.	8
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	691091.18
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	68664.33

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (Lakh Rs.)
Upto	2006-07	129	3052	9242
	2007-08	401	7273	22246
	2008-09	283	5543	15335
	2009-10	200	3630	12745
	2010-11	332	4145	15294
	Total	1345	23643	74862

Source : DIC Mehsana

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNIT	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	213	6870.04	2758
22	Soda water	-	-	-
23	Cotton Textile	141	10242.47	2925
24	Woolen, silk & artificial Thread based clothes	-	-	-
25	Jute & Jute based	-	-	-
26	Ready-made garments & embroidery	-	-	-
27	Wood/Wooden based furniture	77	3924	1218
28	Paper & Paper products	-	-	-
29	Leather based	-	-	-
31	Chemical/Chemical based	160	10197.92	2590
30	Rubber, Plastic & Petro based	54	2624.12	977
32	Mineral based	96	4365.83	1825
33	Metal based (Steel Fab.)	229	6230.1	2711

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35	Engineering units	-	-	-
36	Electrical machinery and transport equipment	5	330	176
97	Repairing & servicing	59	620.19	424
01	Others	280	8603.11	4405
	Kachori Making	-	-	-
	Total	1359	54007.78	20009

Source : DIC Mehsana

3.4 Large Scale Industries/Public Sector Undertakings

List of the units in Mehsana & Near By Area

Not available

3.5 Major Exportable Item

N.A

3.6 Growth Trend

N.A

3.7 Vendorisation/Ancillarisation of the Industry

N.A

3.8 Medium Scale Enterprises

3.8.1 List of the units in Mehsana & Near By Area

1. M/s Reshma Fabrics LTD. - Khanusa, Vijapur
2. M/s Raajratna Fasteners PVT. LTD, Chandarda, Kadi
3. M/s Ratnesh Metal PVT.LTD.- Ranasan, Vijapur
4. M/s Akik Tiles PVT.LTD. - Nandasan, Kadi
5. M/s Sterling Ceramics PVT.LTD. – Nandasan, Kadi
6. M/s Aksharchem (India) LTD. – Indrad, Kadi
7. M/s Milton Laminates LTD. – Rajpura, Kadi
8. M/s Ashis Songwon Colors LTD. – Indrad, Kadi
9. M/s Crystel Glazes. – Kanjari, Kadi

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10. M/s Cedar Décor PVT. LTD. – Ankhol, Kadi
11. M/s Tec Paperrs PVT.LTD. – Thol, Kadi
12. M/s Gujarat Multi Gas Base Chemical PVT.LTD. –Mehsana
13. M/s Gujarat Print Pack Publication PVT.LTD. – Dediyan, Mehsana
14. M/sJay Bhavani Glass Works PVT.LTD. – Kadi
15. M/s Sabarmati Paperrs PVT.LTD. – Agalod, Vijapur
16. M/s PTC Industries LTD. – Rajpura, Kadi
17. M/s Troikaa Pharmaceuticals LTD. – Thol, Kadi
18. M/s Sejasmii Industries (India) PVT.LTD.- Rajpur, Kadi
19. M/s Sakken Alloys PVT.LTD. – Savala, Visnagar
20. M/s Golf Ceramic LTD. – Balol, Mehsana
21. M/s Ambika Alloys and Steels India LTD. – Visnagar
22. M/s Ratndeeep Metal & Tubes. – Rajpur, Kadi
23. M/s Abaris Heathcare. – Rajpur, Kadi
24. M/s Swstik Sanitary Wares LTD. – Kadi
25. M/s Gujarat Microwax PVT.LTD. – Nandasana, Kadi
26. M/s Prisha Foods and Dairy Products PVT.LTD. – Indrad, Kadi
27. M/sSymphony Limited. – Thol, Kadi
28. M/s Janardan J.Rawal. – Mehsana
29. M/s Karnavati Engineering Limited. – Nani Kadi, Kadi
30. M/s PICCOLO Mosaic Limited. – Kaiyal, Kadi
31. M/s Someshwar Ispat PVT.LTD. – Baliyan, Mehsana
32. M/s Shree Balaram Rolling Mills PVT.LTD. – Kadi
33. M/s Brattle Foods Private Limited. – Ganeshpura, Kadi
34. M/s Raninga Ispat PVT.LTD. – Thol, Kadi
35. M/s Shree Shyam Nowo Textile. – Budasan, Kadi
36. M/s Lancer Laser Tech LTD. – Rajpur, Kadi
37. M/s Suryam Minechem PVT.LTD. – Thol, Kadi

3.8.2 Major Exportable Item

N.A

3.9 Service Enterprises

3.9.2 Potentials areas for service industry

1) Mehsana

2) Kadi

3) Unja

4) Visnagar

5) Vijapur

3.10 Potential for new MSMEs

Agro Based Industries-Surgical Cotton, Mini Oil Mill, Cotton Ginning & Pressing, Cattle Feed and Poultry Farm, Groundnut Farming & Processing, Cotton Seed & Absorbent Cotton and Surgical cotton bandage.

Mineral Based Industries-Stone Crushing, Poultry, Cement industry, Ceramics industry, Cement sheet and pipes, Building Bricks, Sanitary wares.

Live Stock Based Industries- Leather Footwear and Leather good, Bone Meal, Cattle, Poultry, Garments and Sports good, Leather tanning and dairy.

Chemicals Based Industries -Fertilizers and Pesticides, Dyes and Dyes intermediate, Paints, Varnish and Distemper, Sodium Silicate.

Engineering Based Industries-Agriculture equipments, Tube tires and Molded rubber parts, Brass Parts, Auto repairing and service stations, Steel Furniture, Ball Bearing.

Plastic Based Industries-Plastic tube, pipe fittings, Plastic molded and PVC items, Reprocessing plant

4. Existing Cluster of Micro & Small Enterprise

Sr. No.	Product	Taluka	No. of Unit	Investment (Rs.in Laces)	Employment
	N.A				

4.1 DETAILS OF MAJOR CLUSTERS

4.1.1 Manufacturing Sector

4.1.2 Service Sector

4.2 Details of Identified Cluster

4.2.1 Name of the Cluster

1.	Principal Products Manufactured in the Cluster	-----
2.	Name of the SPV	-----
3.	No. of functional units in the Cluster	-----
4.	Turnover of the Clusters	-----
5.	Value of Exports from the Clusters	-----
6.	Employment in Cluster	-----
7.	Average investment in plant & Machinery	-----
8.	Major Issues/requirement	-----
9.	Presence of capable institutions	-----
10.	Thrust Areas	-----
11.	Problems & constraints	-----

Present status of the Cluster: -----

4.2.2 Name of the Cluster

1.	Principal Products Manufactured in the Cluster	-----
2.	Name of the SPV	-----

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3.	No. of functional units in the Cluster	-----
4.	Turnover of the Clusters	-----
5.	Value of Exports from the Clusters	-----
6.	Employment in Cluster	-----
7.	Average investment in plant & Machinery	-----
8.	Testing needs	-----
9.	Thrust Area	-----
10.	Access to Export Market	-----

Present status of the Cluster: -----

4.2.3 Chemical Cluster

1	Principal Products Manufactured in the Cluster	-----
2	Name of the association	-----
3.	No. of functional units in the Cluster	-----
4.	Turnover of the Clusters	-----
5.	Value of Exports from the Clusters	-----
6.	Employment in Cluster	-----
7.	Average investment in plant & Machinery	-----
8.	Major Issues	-----
9.	Access to Export Market	-----

Present status of the Cluster: -----

4.2.4 Fabrication and General Engg., Cluster

1	Principal Products Manufactured in the Cluster	-----
2	Kay Trade Association address	-----
3.	No. of functional units in the Cluster	-----
4.	Turnover of the Clusters	-----
5.	Value of Exports from the Clusters	-----
6.	Employment in Cluster	-----
7.	Average investment in plant & Machinery	-----
8	Testing Needs	-----
9.	Major Issues	-----
10.	Access to Export Market	-----

Present status of the Cluster: -----

4.2.5 Name of the Cluster

1	Principal Products Manufactured in the Cluster	-----
2	Name of the Association	-----
3.	No. of functional units in the Cluster	-----
4.	Turnover of the Clusters	-----
5.	Employment in Cluster	-----
6.	Average investment in plant & Machinery	-----
7.	Major Issues	-----
8.	Access to Export Market	-----

Present status of the Cluster:- -----

N.A

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

Mehsana District is near to Ahmedabad and main problems of MSE Sector are high rate of electricity and Shortage and irregular supply of power, lack of working capital funds, scarce raw material and skilled labour are some of the problems faced by the MSE units. Major constraint faced by GIDC Estates is water shortage. Availability of potable water and water for industrial use poses a problem. High cost of plots, as a result of high purchase prices are also a constraint in industrial development.

-6. Prospects of training programmes during 2012-13

S.No.	Name of the Programme	Subject	No. of proposed programme to be conducted
1	ESDP	To be decided after receiving Actual Targets	128
2	MDP	NA	26
3	BSDP	NA	Yet not allotted
4	EDP	NA	22
5	IMC	NA	128

7. Action plan for MSME Schemes during 2012-13

S.No.	Name of the Scheme	Proposed activity on the scheme
1.	MSE-CDS	
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	VDP	
9	National awards	
10	NMCP Schemes	
	I. Lean Manufacturing	
	II. Design Clinic	
	III. Market assistance & Tech. up gradation	
	IV. QMS/QTT	
	V. Tech. & quality up gradation support	
	VI. ICT	
	VII. Bar Code	
	VIII. IPR	
	IX. Incubator scheme	

8. STEPS TO SET UP MSMEs

Following are the brief description of different 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 Centre
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME-DI, Ahmedabad & DIC
3.	Land and Industrial shed	GIDC

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4.	Financial Assistance	Bank, NABARD
5.	For raw materials under Govt. Supply	NSIC
6.	Plant and machinery under hire/purchase basis	NSIC
7.	Power/Electricity	GEB
8.	Technical Know-how	MSME-DI, Ahmedabad
9.	Quality & Standard	
10.	Marketing/Export Assistance	NSIC
11.	Other Promotional Agencies	