



**Government of India  
Ministry of MSME**

## **Brief Industrial Profile of ALAPPUZHA District**



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

Carried out by

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# **Brief Industrial Profile of Alappuzha District**

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

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

Bounded on the northeast by Ernakulam and Kottayam districts, on the east by Pathanamthitta, on the southeast by Kollam on district and on the west by the Arabian Sea, this district lies between north latitude 90° 05' and 90° 52' east longitude 76° 17' and 76° 48'.

The climate is moist and hot in the coast, and it is slightly cooler and drier in the interior of the district. The average monthly temperature of this district is approximately 18° C. As in the case of other parts of the State, this district also gets the benefit of two outstanding monsoons.

### **1.2 Topography**

The entire area of the district lies in the low land and the midland divisions, and is the only district in Kerala having no area under the high lands.

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

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#### **PRODUCTION OF MINERAL 2010-11**

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2010-2011
<b>MAJOR MINERAL</b>		
1.	Granite Building Stone	21413
<b>MINOR</b>		
1.	Laterite	44666
2.	Sand	105467
3.	Brick Clay	19557
4.	Lime shell	25424
5.	Silica Sand	66389
6.	Aluminium Laterite	22500
7.		

SOURCE:- DEPT. OF MINES & GEOLOGY.

## 1.4 FOREST

**There is no forest cover in the district.**

## 1.5 Administrative set up.

Alappuzha was formed as **Alleppey District** on August 17, 1957. The name of the district was officially changed to Alappuzha in 1990. The district is a widely known tourist destination, and is well known for its coir factories. Most of Kerala's coir industries are situated in and around Alappuzha. Alappuzha is strongly connected by waterways to various other parts of Kerala, including the famous tourist destination, Kumarakom.

The two administrative systems prevailing in the district revenue and local self-government, under the revenue system, the district is divided into two revenue divisions, 6 taluks and 91 villages. The two revenue divisions are *Alappuzha* division comprising Cherthala, Ambalapuzha and Kuttanad taluks consisting of 47 villages and *Chengannur* division comprising Karthikapally, Chengannur and Mavelikkara taluks consisting of 44 villages.

For census purpose, Aroor, Arookutty, Kadamthuruthu, Tanneermukkam Vadakku, Thaneermukkam Thekku, Vayalar East and Kokkothamangalam village, except the portion included in Cherthala municipality are treated in the 1981 census as census towns based on the threefold criteria adopted for treating a place as census town.

Under the local self-government system, the district is divided into 5 statutory towns and Development blocks consisting of 71 panchayats. It may be noted that the jurisdiction of Development Block includes the areas falling in census towns also.

## 2. District at a glance

S.No	Particular	Year	Unit	Statistics
<b>1</b>	<b>Geographical features</b>			
(A)	Geographical Data			
	i) Latitude	9° 29' 21" North Latitude		
	ii) Longitude	76° 29' 38" East Longitude		
	iii) Geographical Area	1,414 Km <sup>2</sup>	<b>Hectares</b>	141011
(B)	Administrative Units			
	i) Sub divisions			2
	ii) Tehsils			6
	iii) Sub-Tehsil			
	iv) Patwar Circle			
	v) Panchayat Simitis			
	vi)Nagar nigam			
	vii) Nagar Palika			5
	viii) Gram Panchayats			73
	xi) Revenue villages			91
	x) Assembly Area			141011
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011		1010252
	ii) Female	2011		1111692
(B)	Rural Population	2011		974916
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	141011
	ii) Forest cover	2010-11	"	0
	iii) Non Agriculture Land	2010-11	"	20881
	v) cultivable Barren land	2010-11	"	12829
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Ha.	0
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2007	Nos.	78045
	ii) Buffaloes	2007	Nos.	3070
B.	<b>Other livestock</b>			

	i) Goats	2007	Nos.	76957
	ii) Pigs	2007	Nos.	585
	iii) Dogs & Bitches	2007	Nos.	
	<b>iv) Railways</b>			
	i) Length of rail line	2010-11	Kms	
	<b>V) Roads</b>			
	(a) National Highway	2010-11	Kms	
	(b) State Highway	2010-11	Kms	171
	(c) Main District Highway	2010-11	Kms	1032
	(d) Other district & Rural Roads	2010-11	Kms	
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	
	(f) Kachacha Road	2010-11	Kms	
	<b>(VI) Communication</b>			
	(a) Telephone connection	2010-11		528312
	(b) Post offices	2010-11	Nos.	300
	(c) Telephone center	2010-11	Nos.	72
	(d) Density of Telephone	2010-11	Nos./1000 person	374
	(e) Density of Telephone	2010-11	No. per KM.	251
	(f) PCO Rural	2010-11	No.	
	(g) PCO STD	2010-11	No.	
	(h) Mobile	2010-11	No.	
	<b>(VII) Public Health</b>			

(a) Allopathic Hospital	2010-11	No.	19
(b) Beds in Allopathic hospitals		No.	2762
(c) Ayurvedic Hospital		No.	11
(d) Beds in Ayurvedic hospitals		No.	210
(e) Unani hospitals		No.	
(f) Community health centers		No.	16
(g) Primary health centers		No.	39
(h) Dispensaries		No.	55
(i) Sub Health Centers		No.	18
(j) Private hospitals		No.	48
<b>(VIII) Banking commercial</b>			
(a) Commercial Bank		Nos.	274
(b) rural Bank Products		Nos.	7
(c) Co-Operative bank products		Nos.	
(d) PLDB Branches		Nos.	
<b>(IX) Education</b>			
(a) Primary school		Nos.	410
(b) Middle schools		Nos.	157
(c) Secondary & senior secondary schools		Nos.	323
(d) Colleges		Nos.	22
(e) Technical University		Nos.	0

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

S. No .	Name of Ind. Area	Land acquired (In hectare)	Land developed (In hectare)	Prevailing Rate Per Sqm as on 1/10/2011 (In Rs.)	No of Plots	No of allotted Plots	No of Vacant Plots	No. of Units in Production
1	D.P Punnapra	23.19	21.46	63	69	69	nil	48
2	D.AKollakadavu	6.57	6.26	83	53	53	nil	34
3	D.P.Chengannur	2.23	1.73	612	19	19	nil	10
4	Coir Park-1	9.47	8.58	241	10	10	nil	7
5	Coir Park-2	6.91	6.70	254	5	5	nil	2
6	D.A.Aroor/ CIE Aroor	25.49	21.91	101	78	78	nil	63
7	Major IE SIDCO	11.47	9.40		45	45		34
8	Major IE Kakarapally	0.40	0.39		8	8	0	8
9	Major IE Mararikulam	0.40	0.38		10	10	0	10
	<b>Total</b>	<b>86.13</b>	<b>76.81</b>		<b>297</b>	<b>297</b>		<b>216</b>



### 3. INDUSTRIAL SCENERIO OF ALAPPUZHA

#### 3.1 Industry at a Glance (as on 31/3/2012)

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	20738(SSI Reg. +MSME Part-2)
2.	TOTAL INDUSTRIAL UNIT	NO.	23648
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	32
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	35
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	6895
6.	NO. OF INDUSTRIAL AREA	NO.	66
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	28442
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	235164

#### 3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
Up to	1984-85			
	1985-86			
	1986-87			
	1987-88			
	1988-89			
	1989-90			
	1990-91			
	1991-92			
	1992-93			
	1993-94			
	1994-95			
	1995-96			
	1996-97			
	1997-98			
	1998-99			
	1999-2000			
	2000-01			
	2001-2002			
	2002-03			

	2003-04			
	2004-05			
	2005-06			
SSI Reg.	Up to 9/06	14296	41458	89492.96
MSME's up to	10/2006 to 31/3/2007	166	664	531.2
	2007-08	1378	8348	13981.63
	2008-09	4114	26567	34251.93
	2009-10	5246	34000	38129.31
	2010-11	5922	40604	43778.11
	2011-12	6442	45947	50708.9
	<b>Total</b>	<b>20738</b>	<b>108143</b>	<b>140201.86</b>

Source: DIC Alappuzha

### 3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (AS ON 31/3/2012)

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Agro based	7690	29608	32840
22	Soda water	312	1248	1620
23	Cotton textile			
24.	Woolen, silk & artificial Thread based clothes.			
25.	Jute & jute based			
26.	Ready-made garments & embroidery	4379	18267	22016
27.	Wood/wooden based furniture	1257	8799	9542
28.	Paper & Paper products	585	1750	1470
29.	Leather based	212	1260	848
31.	Chemical/Chemical based	1081	8486	9115
30.	Rubber, Plastic & petro based	1701	5868	6603
32.	Mineral based	82	574	488
33.	Metal based (Steel Fab.)	283	2546	3098
35.	Engineering units	1444	9235	4732
36.	Electrical machinery and transport equipment	306	1395	1752
97.	Repairing & servicing	1590	3385	3480
01.	Others	2726	12346	9895
	<b>Total</b>	<b>23648</b>	<b>104767</b>	<b>107499</b>

Source: DIC Alappuzha

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

List of the units in -Alappuzha & Near By Area

1. Kerala State Electronics Development Corporation,Aroor
2. Autocast Limited,Cherthala
3. K.S.D.P.Kalavoor
4. Alleppey Co-operative spinning mill Ltd
5. MILMA Punnapra
6. Excel Glass Private Limited
7. D.C Mills Pathirappally,(3 units)
8. M/s Farm Fibre,Pathirappally
- 9.
- 10.
- 11.
- 12.

### **3.5 Major Exportable Item**

Coir Products, Sea Food

### **3.6 Growth Trend**

Stand still

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

Scope for ancillary units under sea food processing and coir product.

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

### 3.8.1 List of the units in Alappuzha & Near By Area

#### (B) MEDIUM SCALE ENTERPRISES AS ON 31.03.2012

Sl. No.	Name of the Unit	Sector Public/Pvt.	Investment (in Lakhs)	Employment
1	M/s.Mangala Marine Exports India (P) Ltd., Aroor		250.00	100
2	M/s.Koncheri Coir Factories, Mayithara, Cherthala		786.00	247
3	M/s.Travancore Cocotuft (P) Ltd. Cherthala		162.50	41
4	M/s.Innovative Foods, Ezhupunna		980.00	108
5	M/s.Hindustan Lever, Aroor		49.00	15
6	M/s.Moon Fishing India (P) Ltd., Aroor		990.00	112
7	M/s.Higashimaru Feeds		560.28	78
8	M/s.Accelerated Freez Dyeing		681.94	169
9	M/s.Switch Gear Division, Mannar		251.23	394
10	M/s.Bristol Boats		64.79	82
11	M/s.Cochin Frozen		116.22	52
12	M/s.Integrated Rubbers Exports		629.00	124
13	M/s.Integrated Creative Foods		708.08	185
14	M/s.Koluthara Exports		222.93	106
15	M/s.Ocean Boundary		294.95	67
16	M/s.Phosphorus & Chemicals		187.74	120
17	M/s.Vallabhadas Kanchi Ltd.		555.00	440
18	M/s.HIC-ABF Special Foods (P) Ltd.		1000.00	193
19	M/s.Moon Fishing India (P) Ltd., Aroor		880.00	48
20	M/s.Travancore Mats & Mattings Co. Thamarakulam		648.00	70
21	M/s.Kanthi Floor Furnishers, Thanneermukkom		548.00	9
22	M/s.Kerala Balers Pvt. Ltd., Aryad		597.00	185
23	M/s.Euro Mats, Mannancherry		563.00	230
24	M/s.Aureat Resorts & Realtors (P) Ltd., Thanneermukkom		250.00	42

### 3.8.2 Major Exportable Item

Coir Products, Sea Food, Spices

## **3.9 Service Enterprises**

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

**Potentials areas for service industry**  
**Repair & Services (workshops), Marketing**  
**Consultancy, Computerised design & drafting, Advertising Agency**

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

Fruit Processing, Computer Stationary, PVC prpducts, Paper products,  
Automobile workshop, Steel Furniture, Decorative door & Windows, Electronic  
Equipment, Handicraft items

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

### **4.1 DETAIL OF MAJOR CLUSTERS**

1. Garment Cluster-Alappuzha
2. Coir Cluster- S.L.Puram
3. Paddy Cluster- Kuttanad
4. Crabgrass Cluster- Cherthala

#### **4.1.1 Manufacturing Sector**

No. of Clusters = 4

#### **4.1.2 Service Sector**

## 4.2 Details for Identified cluster

### 4.2.1 Name of the cluster :- Vasthra Garments Cluster

1	Principal Products Manufactured in the Cluster	Ready made Garments
2	Name of the SPV	
3	No. of functional units in the clusters	16 consortium
4	Turnover of the Clusters	120 Lakhs
5	Value of Exports from the Clusters	domestic
6	Employment in Cluster	200 members as employees
7	Average investment in plant & Machinery	
8	Major Issues / requirement	
9	Presence of capable institutions	
10	Thrust Areas	Cherthala,Ambalapuzha taluks
11	Problems & constraints	

Present status of the cluster: - Working Properly

### 4.2.2 Name of the cluster:- Swasraya Coir Cluster

1	Principal Products Manufactured in the Cluster	Coir yarn,Fibre
2	Name of the SPV	
3	No. of functional units in the clusters	198 consortium
4	Turnover of the Clusters	
5	Value of Exports from the Clusters	domestic
6	Employment in Cluster	1960
7	Average investment in plant & Machinery	
8	Testing needs	
9	Thrust Area	Cherthala,Ambalapuzha taluks
10	Access to Export Market	

Present status of the cluster:-. Working Properly

#### 4.2.3 Name of the cluster:- Kora Grass Cluster

1	Principal Products Manufactured in the Cluster	Kora Grass Product
2	Name of the SPV	
3	No. of functional units in the clusters	38 consortium
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	Cherthala taluks
10	Access to Export Market	

Present status of the cluster:- Working Properly

#### 4.2.4 Name of the cluster:- Kuttanad paddy producers Cluster

1	Principal Products Manufactured in the Cluster	Rice
2	Name of the SPV	
3	No. of functional units in the clusters	26consortium
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	Kuttanad,Ambalapuzha taluks
10	Access to Export Market	

Present status of the cluster:- In Financial Crisis

**Present status of clusters:-**

The above two clusters out of 8 are working properly. The remaining are not working due to financial problems.

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

1. The interest rate of financial institutions is very high compared to priority sector.
2. Most of the banks are not willing to enable CGTMSE facility to the entrepreneurs
3. The minimum guarantee scheme of KSEB may be reinstated.
4. The subsidy rate of the enterprises may be enhanced.
5. The delay in licensing and clearance from concerned departments may affect the timely implementation of the project.



## 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)	General Manager Dist. Industries Centre, Vellakinar, Alappuzha - 688 001
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	Micro, Small & Medium Enterprises Development Institute, (Ministry of ME, Government of India) Kanjany Road, Ayyanthole P.O. Thrissur – 680 003 (Kerala)
3.	Land and Industrial shed	General Manager Dist. Industries Centre, Vellakinar, Alappuzha - 688 001  Director Directorate of Industries and Commerce, Vikas Bhavan PO Thiruvananthapuram, Kerala 471-2302774/Fax. 0471-2305493 <a href="http://www.keralaindustry.org/PromotionDI&amp;C.htm">www.keralaindustry.org/PromotionDI&amp;C.htm</a>  SIDCO, Shanthinagar Thiruvananthapuram-695001 <a href="http://w.keralaindustry.org/promotional">w.keralaindustry.org/promotional</a>  Managing director Kerala Industrial Infrastructure Development corporation KINFRA House TC/31/2312, Sasthamangalam PO Thiruvananthapuram-695010 Tel.0471-2726585/2724773 E.mail: <a href="mailto:kinfra@vsnl.com">kinfra@vsnl.com</a>

		<p>Development Commissioner  Cochin Special Economic Zone  (CSEZ) Minn. Of Commerce  Govt. of India, Kakkanad  Kochi-682037, Ph. 0484-2413222  Fax. 0484-2413074  E.mail. <a href="mailto:dc@csez.cin">dc@csez.cin</a>  Website: www. csez.com</p>
4.	Financial Assistance	<p>Banks  (Nationalised&amp; Scheduled)  Alappuzha.</p> <p>SIDBI  Finance Tower  2<sup>nd</sup> floor, PB No.4209  Kaloor, Kochi-17  Tel:2401792, 2401793</p> <p>Industrial Finance Corporation of  India  Panampilly Nagar  Kochi-36  Tel:0484-2311174</p> <p>Industrial Finance Corporation of  India  Panampilly Nagar  Kochi-36  <a href="tel:0484-2311174">Tel:0484-2311174</a></p> <p>Indian Renewable Energy  Development Agency Ltd.  Lodi Road, New delhi-110003</p>
5.	For raw materials under Govt. Supply	<p>State Trading Corporation  Ajay Vihar  Kochi-16</p>
6.	Plant and machinery under hire / purchase basis.	<p>NSIC,  Ernakulam</p>
7.	Power/ Electricity	<p>Kerala State Electricity Board</p>

		Alappuzha
8.	Technical Know –how.	MSME-Development Institute Min. of MSME, Govt. of India Kanjani Road, Ayyanthole PO Thrissur-680 003,Kerala
9.	Quality & Standard	MSME-Development Institute Min. of MSME, Govt. of India Kanjani Road, Ayyanthole PO Thrissur-680 003,Kerala
10.	Marketing /Export Assistance	Development Commissioner Cochin Special Economic Zone (CSEZ) Min. of Commerce Govt. of India, Kakkanad Kochi-682037, Ph. 0484-2413222 Fax. 0484-2413074, E.mail. <a href="mailto:dc@csez.com">dc@csez.com</a> <a href="http://www.csez.com">www.csez.com</a>  Member Secretary, Kerala Export Promotion Council T.C. 15/1399 'Karthika; Tagore Nagar Cotton Hill Road,Vazhuthacaud Thiruvananthapuram-695010 Ph. 04871-2726585/2724773 E.mail: <a href="mailto:kinfra@vsnl.com">kinfra@vsnl.com</a>
11.	Other Promotional Agencies	