



सत्यमेव जयते
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

Brief Industrial Profile of Idukki District

2017-18

Carried out by

**MSME – Development Institute, Thrissur
Ayyanthole P.O., Kanjani Road, Kerala – 680003**

Email: dcdi-thrissur@dcmsme.gov.in

Website: www.msmsedithrissur.gov.in

Phone: 0487-2360536, Fax: 0487-2360216

FOREWORD

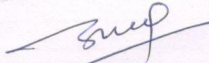
MSME-DI, Thrissur, as part of its activities has prepared the District Industrial Profile of Idukki District during 2017-18. The objective to prepare the Industrial Profile of Idukki is to make the information readily available in respect of general characteristics of the district, administrative set up, industrial scenario, potential for new MSMEs, details of existing clusters and general issues raised by industry associations etc. to the existing as well as prospective entrepreneurs.

It is expected that this Industrial Profile will be useful for Governmental & Non-Governmental organizations, Promotional & Developmental Agencies engaged in promotion & development of MSME sector in Idukki District and also for academicians / research scholars.

I take this opportunity to express my gratitude to District Industries Centre, Idukki, officials of State Planning Board, Economic and Statistics Department, Kerala, Department of Mines and Geology and heads of other departments for extending their co-operation in preparing this Industrial Profile.

I also place on records my appreciation to Smt. Kathreenamma Sebastian, IES Deputy Director(E.I.) and Smt. C.SAnusha, Asst Director (E.I.) of this institute for their hard work in bringing out the report in this form.

31.03.2018
Thrissur


(P.V. Velayudhan)
Director

CONTENTS

S. No.	Topic	Page No.
1.	General Characteristics of the District	4
1.1	Location & Geographical Area	4
1.2	Topography	4
1.3	Availability of Minerals.	4
1.4	Forest	4
1.5	Administrative set up	4 - 5
2.	District at a glance	5-6
2.1	Existing Status of Industrial Area in the District Idukki	7
3.	Industrial Scenario Of Idukki	7
3.1	Industry at a Glance	7
3.2	Year Wise Trend Of Units Registered	7
3.3	Details Of Existing Micro & Small Enterprises & Artisan Units In The District	8
3.4	Large Scale Industries / Public Sector undertakings	8
3.5	Major Exportable Item	8
3.6	Growth Trend	8
3.7	Vendorisation / Ancillarisation of the Industry	8
3.8	Medium Scale Enterprises	9
3.8.1	List of the units in Idukki & near by Area	9
3.8.2	Major Exportable Item	9
3.9	Service Enterprises	9
3.9.1	Potentials areas for service industry	9
3.10	Potential for new MSMEs	9
4.	Existing Clusters of Micro & Small Enterprise	10
4.1	Detail Of Major Clusters	10
4.1.1	Manufacturing Sector	10
4.1.2	Service Sector	10
4.2	Details of Identified cluster	10
5.	General issues raised by industry association during the course of meeting	10
6	Steps to set up MSMEs	10-14

Brief Industrial Profile of Idukki District

1. General Characteristics of the District

1.1 Location & Geographical Area

Sprawling over an area of 5,061 sq. kms. the district is marked by undulating hills and valleys. The high ranges vary in altitude from 2500 ft. above mean sea level in Kulamavu to more than 5,000 ft. above M.S.L. in Munnar. The highest peak in Kerala, Anamudi is in Idukki district. It is 8,841 ft. high. The different levels of elevation promote the growth of diverse flora. Except a bit of midland region in the western portions of Thodupuzha taluk all the remaining areas consisting of Devikulam, Peermade and Udumbanchola taluks and the eastern portion of the Thodupuzha taluk are entirely highland region. Granite hills touching the skies and being skirted round with thick rain- fed sylvan forest render a terrific charm to the district. There are eleven peaks in Idukki which exceed a height of 6000 ft. above M.S.L. The highland region is having a comparatively cold climate.

1.2 Topography

Idukki is the 2nd largest District of Kerala with an area of 5105.22 sq.km. About 97 percent of the total area of the District is covered by rugged mountains and forests. There is only a strip of Middle land (3%) in the western part of the district. Low land area is totally absent in the district. More than 50% of the area of the district is covered by forest.

1.3 Availability of Minerals

Production of Minerals 2017-18

S.NO.	NAME OF MINERAL	PRODUCTION in tones
MAJOR MINERAL		
1.	Granite Building Stone	1439242
MINOR		
1.	River Sand	538
2.	Ordinary Earth	254035
3.	Ordinary Sand	2625

Source: Department of Mining and Geology

1.4 Forest

The district has at present about 260907 hectare of forest area. However, the sylvan wealth of the district and the animal life are fast disintegrating due to deforestation, indiscriminate felling of trees, encroachment and poaching. All kinds of wild animals with the exception of lions abound in the forests of Idukki. The Nilgiri

Thar (striped goat) seen in Marayur region and Rajamala is found nowhere else in the world.

1.5 Administrative Setup

For revenue administration the district is sub divided into Five taluks viz., Idukki, Devikulam, Peermade, Udumbanchola and Thodupuzha. For purposes of developmental activities it is divided into eight blocks Azhutha, Devikulam, Elamdesom, Idukki, Kattappana, Adimali, Nedumkandom and Thodupuzha.

2. District at a Glance

Sl No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data	2016		
	i) Latitude	9° 51' North Latitude		
	ii) Longitude	76°-56'24" East Longitude		
	iii) Geographical Area		Ha.	436328
(B)	Administrative Units	2016		
	i) Number of Revenue Divisions			2
	ii) Number of Tehsils			5
	iii) Sub- Tehsils			-
	iv) Patwar Circle			-
	v) Panchayat Samitis			-
	vi) Nagar Nigham			NIL
	vii) Nagar Palika			2
	viii) Gram Panchayats			52
	ix) Number of Revenue Villages			66
	x) Assembly Area			436328
2	Population			
A	Sex-wise			
	i) Male	2011		552808
	ii) Female	2011		556166
B	Rural Population		2011	1108974
3	Agriculture			
	Land utilization			
	i) Total Area	2016-17	Ha	436328
	ii) Forest cover	"	"	198413
	iii) Non Available for Cultivation	"	"	14315
	iv) Total Fallow Land	"	"	1440
4	Forest			
	(i) Forest	2016-17	Hectare	198413
5	Livestock & Poultry			
A	Cattle			
	i) Cows	2012	Nos.	90074
	ii) Buffaloes	2012	Nos.	5690
B	Other livestock			

	i) Goats	2012	Nos.	98526
	ii) Pigs	2012	Nos.	11696
	iii) Dogs & Bitches	2012	Nos.	72297
IV) Railways				
	i) Length of rail line	2010-11	Kms	NA
V) Roads				
	(a) National Highway	2017	Kms	148.3
	(b) State Highway	2017	Kms	998.372
	(c) Major District Roads	2017	Kms	2043.44
	(d) Other district & Rural Roads	2017	Kms	284
	(e) Rural road/ Agriculture (Mud and Earthen roads)	2017	Kms	NA
	(f) Kachha Road	2017	Kms	NA
VI) Communication				
	(a) Telephone connection (working)	2017	Nos.	46452
	(b) Post offices	2017	Nos.	296
	(c) Telephone Exchanges	2017	Nos.	79
	(d) Density of Telephone	2017	Nos./1000 per	58.3
	(e) Density of Telephone	2017	No. per Sq.KM.	31.9
	(f) PCO Rural	2010-11	No.	NA
	(g) PCO STD	2010-11	No.	NA
	(h) Mobile	2010-11	No.	NA
VII) Public Health				
	(a) Allopathic Hospital	2017	No.	5
	(b) Beds in Allopathic hospitals	2017	No.	783
	(c) Ayurvedic Hospital	2017	No.	3
	(d) Beds in Ayurvedic hospitals	2017	No.	180
	(e) Unani hospitals	2017	No.	-
	(f) Community health centres	2017	No.	13
	(g) Primary health centres	2017	No.	42
	(h) Dispensaries	2017	No.	38
	(g) Sub Centres	2017	No.	231
	(h) Private hospitals	2017	No.	105
VIII) Banking				
	(a) Scheduled Commercial Bank	2017	Nos.	176
	(b) Rural Bank Products	2017	Nos.	3
	(c) Co-Operative bank products	2017	Nos.	117
	(d) PLDB Branches	2017	Nos.	13
IX) Education				
	Male Literacy rate	2011	%	-
	Female Literacy rate	2011	%	-
	(a) Lower Primary school	2017	Nos.	240
	(b) Upper Primary school	2017	Nos.	92
	(c) Higher secondary Schools	2017	Nos.	245
	(c) High Schools	2017	Nos.	-
	(d) Art & Science Colleges	2017	Nos.	24

(e) Engineering Colleges	2017	Nos.	0
--------------------------	------	------	---

Source: Census 2011, Economic Review 2017(Kerala), Livestock Census:2012, Official Website of Idukki District, Agricultural statistics 2016-17, Panchayath Statistics- Idukki

2.1 Existing Status of Industrial Areas in the Idukki District (as on 31/3/2018)

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	Nil							

Source: Disitric Industries Centre, Idukki

3. INDUSTRIAL SCENERIO OF IDUKKI DISTRICT

3.1 Industry at a Glance as on 31/03/2018

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	3296
2.	TOTAL INDUSTRIAL UNIT	NO.	4195*
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	14
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	5296
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	1760
6.	NO. OF INDUSTRIAL AREA	NO.	NIL
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	10295.76
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	6482.41

*As per geo tag survey

3.2 YEAR WISE TREND OF UNITS REGISTERED (as on 31/3/2018)

S.No.	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT (Nos)	INVESTMENT (lakh Rs.)
1	2006-07	70	409	1247.18
2	2007-08	225	1775	3220.93
3	2008-09	474	3372	5601.87
4	2009-10	383	2749	4432.41
5	2010-11	358	2300	5006.21
6	2011-12	264	1501	2068.39
7	2012-13	193	1138	5259.39
8	2013-14	270	2200	6497.17
9	2014-15	302	1608	4459.35
10	2015-16	187	876	2227.56
11	2016-17	570	1841	2030
12	2017-18	340	1712	3013.23

Source: Disitric Industries Centre, Idukki

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT (as on 31/03/2018)

NIC CODE NO.	Type of Industry	Number of Units	Investments (Lakh Rs.)	Employment (Nos)
20	Agro based	783	10170.98	5264
22	Soda water	22	258	102
23	Cotton textile	-	-	-
24	Woolen, silk & artificial Thread based clothes	-	-	-
25	Jute & jute based	-	-	-
26	Ready-made garments embroidery	377	1143.37	1940
27	Wood/wooden based furniture	233	2248.94	1166
28	Paper & Paper products	37	142.27	224
29	Leather Based			
31	Chemical/Chemical based	88	1792.66	772
30	Rubber, Plastic & petro based	160	2214.32	1113
32	Mineral based			
33	Metal based (Steel Fab.)			
35	Engineering units	320	1483.8	1220
36	Electrical machinery and transport equipment	43	241.07	242
97	Repairing & servicing	189	692.14	770
01	Others	1044	2990	2242
	Total	3296	23377.55	15053

Source: District Industries Centre, Idukki

3.4 Large Scale Industries / Public Sector undertakings

NIL

3.5 Major Exportable Item

Spices (raw), Tea and Curry Powder are the important items exporting from Idukki District

3.6 Growth Trend

Stand Still

3.7 Vendorisation / Ancillarisation of the Industry

None present in the district

3.8. Medium Scale Enterprises

3.8.1 List of units in Idukki & near by area as on 31/03/2018

SL.NO.	NAME OF UNIT	SECTOR- PUBLIC/PVT.	INVESTMENT (IN LAKHS)	EMPLOYMENT (Nos)
1	KIZHAKKETHALACKAL ROCKS ,KUMILY P.O	PARTNERSHIP	1335	30
2	NAGARJUNA HERBAL CONCENTRATES LTD. ,KALAYANTHANI.PO, ALAKKODU, THODUPUZHA, IDUKKI	PVT.LTD.CO.	1351	183
3	UPPER SURIANALLY FACTORY HARRISONS MALAYALAM LIMITED, UPPER SURIANALLE ESTATE, SURIANALLE POST, VIA MUNNAR, IDUKKI DIST., KERALA.	PVT.LTD.CO.	942.18	142
4	TATA GLOBAL BEVERAGES LIMITED ,PULLIVASAL FACTORY PULLIVASAL ESTATE, MUNNAR POST KERALA ESTATE 685 612	PUBLIC LTD.CO.	577	73
5	MUNNAR WORKSHOP AND ENGINEERING DEPARTMENT ,KDHP COMPANY PVT LTD MUNNAR	PVT.LTD.CO.	336.71	102
6	CHENDAVURRAI TEA FACTORY, KANAN DEVAN HILLS PLANTATIONS COMPANY PVT. LTD., CHUNDAVURRAI ESTATE, MUNNAR P O, KERALA	PVT.LTD.CO.	785.76	245
7	SIGNATURE FOAM PVT. LTD. ELAMDESAM P.O THODUPUZHA IDUKKI	PVT.LTD.CO.	729	20

8	GEO TRANSPORT ,OLAMATTOM	PROPRIETARY	223	12
9	EASTERN CONDIMENTS PVT.LTD.,ADIMALI	PVT.LTD.CO.	3584	634
10	500 TPD CATTLE FEED PLANT ,KERALA FEEDS LTD,NEAR DISTRICT AGRICULTURAL FARM,ARIKUZHA P.O,THODUPUZHA,IDUKKI DISTRICT	PUBLIC LTD.CO.	4900	70
11	TATA GLOBAL BEVERAGES LIMITED PACKETING CENTRE ,PULLIVASAL PACKETING CENTRE, PULLIVASAL ESTATE POST, MUNNAR - KERALA	PUBLIC LTD.CO.	1917.33	153
12	HARRISONS MALAYALAM LTD ,MOONGALAR P.O. VANDIPERIYAR IDUKKI DISTRICT	PVT.LTD.CO	335	30
13	GLEN TEA FACTORY ,GLENMARY P.O PEERMADE	PROPRIETARY	200	6
14	KATTAPPANA DAIRY ,MANAGING DIRECTOR,E.R.C.M.P.U.LTD, KATTAPPANA	CO-OPERATIVE	1666	30

Source: Disitric Industries Centre, Idukki

3.8.2 Major Exportable Item

Tea, Spices

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

Tourism : A land locked district ,Idukki is one of the most nature rich areas of Kerala. As a tourist destination Idukki offers diverse attractions like wild life sanctuaries ,hill stations, dams, spice plantation tours, Mountain trekkings, elephant rides etc . Highranges and wood valleys are girded by three main rivers -Periyar ,Thalayar and Thodupuzha and their tributaries.

3. 10 Potential for new MSMEs

Major potential new MSMEs are :-

- 1.Spices oils and Oleoresins
- 2.Curry powder unit
- 3.Dry packed Cardamom
- 4.Pepper processing industries
- 5.Tea and Coffee

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

4.2 DETAILS FOR IDENTIFIED CLUSTER

Some proposed clusters are :

- 1.Formation of one cluster in Marayoor for the branded Marayoor Jaggery
- 2.Readymade Garments at Elamdesam Block.
- 3.Spices processing
- 4.bamboo and Reed
- 5.Wooden furniture

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

Lack of coordination between Govt. Departments and financial institutions

6. 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	Registration of Units under UAM	Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P.O. Thrissur-680 003 (Kerala) email. dcdi-thrissur@dcmsme.gov.in , website: www.msmedithrissur.gov.in Ph. 0487-2360536/0487-2360686
	Website for UAM Registration	Dist. Industries Centre Cheruthoni , Idukki-685 584 Ph.+91- 486 - 2235507, Fax: 2235507 E-Mail: dicidk@rediffmail.com udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx
2	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P.O. Thrissur-680 003 (Kerala) Email: dcdi-thrissur@dcmsme.gov.in Ph. 0487-2360536/0487-2360686 website: www.msmedithrissur.gov.in
3	Land and Industrial shed	Dist. Industries Centre Cheruthoni , Idukki-685 584 Ph.+91- 486 - 2235507, Fax: 2235507 E-Mail: dicidk@rediffmail.com
		Director, Directorate of Industries and Commerce, Vikas Bhavan P.O., Thiruvananthapuram,Kerala, Phone: 0471-2302774/Fax. 0471-2305493, www.keralaindustry.org/Promotion DI&C.htm
		SIDCO, Shanthinagar, Thiruvananthapuram-695001, Ph.+91-471-322046/0471-330904, www.keralaindustry.org/promotional , SIDCO(Branch Office), Thrissur
		Managing director, Kerala Industrial Infrastructure Development corporation, KINFRA House, TC/31/2312, Sasthamangalam PO, Thiruvananthapuram-695010, Tel.0471-2726585/2724773,E.mail: kinfra@vsnl.com , Website: www.kinfra.org

		Development Commissioner, Cochin Special Economic Zone (CSEZ) Min. of Commerce, Govt. of India, Kakkanad, Kochi-682037, Ph. 0484-2413222, Fax. 0484-2413074, E.mail. dc@csez.cin , Website: www.csez.com
4	Financial Assistance	<p>Banks, (Nationalised & Scheduled), Idukki</p> <p>SIDBI, Finance Tower, 2nd floor, PB No.4209, Kaloor, Kochi-17, Tel:2401792, 2401793, website: www.sibdi.com</p> <p>Industrial Finance Corporation of India, Panampilly Nagar, Kochi-36, Tel:0484-2311174, Industrial Finance Corporation of India, Panampilly Nagar, Kochi-36, Tel:0484-2311174, website: www.ifcilt.com</p> <p>Indian Renewable Energy Development Agency Ltd., Lodi Road, New delhi-110003, website: www.ireda.gov.in</p> <p>Kerala Venture Capital Fund P. Ltd., 604, Pioneer Towers, Marine Drive, Kochi - 682 031 Ph: (0484) 2361279, Fax: (0484) 2373077, E-mails: kvcf@vsnl.in and kvcfkochi@eth.net</p>
5	For raw materials under Govt. Supply	SIDCO Raw Material Depot, TC 12/176, Industrial Estate, Ollur, Thrissur, Phone:0487-2352347, 9446331722, Email: olrsidco@yahoo.in website: www.keralasidco.com
		<p>The State Trading Corporation of India Ltd. (KSHB) Office Complex, 4th Floor, Panampilly Nagar, Kochi- 682036 , INDIA.</p> <p>Phone : +91-484-232147 0, 2311450 , 231508 1</p> <p>Fax : +91-484-2322909</p> <p>E-mail : cochin@stc.gov.in</p>
6	Plant and machinery under hire / purchase basis.	NSIC Ltd, S-16, GCDA Complex, Marine Drive, Shanmugham Road, Cochin 682 031, Tel: 0484-2381850/2368149 @ 2366288, Fax: 0484-2380155, Email: bococh@nsic.co.in , website: www.nsic.co.in
7	Power/ Electricity	KSEB, Idukki

8	Technical Know –how.	Dist. Industries Centre Cheruthoni , Idukki-685 584 Ph.+91- 486 - 2235507, Fax: 2235507 E-Mail: dicidk@rediffmail.com
		Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P.O. Thrissur-680 003 (Kerala) Email: dcdi-thrissur@dcmsme.gov.in Ph. 0487-2360536/0487-2360686 website: www.msmedithrissur.gov.in
9	Quality & Standard	Bureau of Indian Standards, Near FCI, Kesavadasapuram, Thiruvananthapuram, Ph. 2558416-18, E.mail: tbo@bis.org.in , Website: www.bis.org.in
		National Centre for HACCP Certification K-Bip, 'Sri Ganesh' TC IX/2197, Kurup's Lane, Sasthamangalam, Thiruvananthapuram-695 010, Tel. -471-2311882, Fax. 0471-2311883, Email: info@haccpindia.org website: www.haccpindia.org/www.keralaindustry.org
		Dy. Agricultural Marketing Advisor, Directorate of Marketing and Inspection, Kendriya Bhavan, Block A, Vith Floor, OPP. CSEZ, Kakkanad, Kochi-682037, Ph. 0484-2424794, Website: www.agmarknet.nic.in
		Micro small and Medium Enterprises Development Institute (MSME-DI) Ministry of MSME, Govt. of India Kanjany Road, Ayyanthole P. O. Thrissur-680 003
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, Email: dc@csez.com , Website www.csez.com
		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: kinfra@vsnl.com

11	Other Promotional Agencies	Kerala Bureau of Industrial Promotion, Kurup's Lane, Sasthamangalam P.O. Thiruvananthapuram - 695 010, Phone: 91 - 471 - 2311882, Fax: 2311883 , E-Mail: kbip@keralaindustry.org , bureau@vsnl.com , bureau@asianetindia.com website:www.keralaindustry.org
		KSIDC, 2nd Floor, Choice Towers, Manorama Junction, Kochi-682016 Ph:0484-2323010/2323101 (EPABX) Fax:0484-2323011 Email: ksidckochi@eth.net Website: www.ksidc.org
		KITCO Limited, PB No. 1820, Ravipuram, M.G. Road, Cochin-682016, website: www.kitco.in
		Manager-Business Development, Techno park Campus,Thiruvananthapuram-695581, Ph. 0471- 2700 222,E.mail: response@technopark.org
12	Other Relevant Websites	www.msme.gov.in
		www.dcmsme.gov.in
		www.dic.kerala.gov.in
		udyogaadhaar.gov.in/UA/UdyogAadhar-New.aspx